POWER ELITE

The wealthiest households in the US, living in the most exclusive neighborhoods, and enjoying all that life has to offer.

Key Features

- Wealthy
- Highly educated
- Politically conservative

- Well-invested
- Charitable giving
- Active and fit

Channel Preference						Technology Adoption
111	105	12	139	486	253	Journeymen

Head of Household Age
51 – 65

Type of Property
Single Family

Estimated Household Income
$250,000+

Household Size
5+ Persons

Home Ownership
Homeowner

Age of Children
13 – 18

effectv

FLOURISHING FAMILIES

Affluent, middle-aged families and couples earning prosperous incomes and living very comfortable, active lifestyles.

Key Features

- Affluent
- Charitable contributors
- Athletic activities

- Saving for college
- High credit card use
- Family-oriented activities

### Channel Preference

124	108	30	158	223	240

Technology Adoption
Journeymen

Head of Household Age
36 – 45

Type of Property
Single Family

Estimated Household Income
$125,000 – $149,000

Household Size
5+ Persons

**Home Ownership**
Homeowner

Age of Children
10 – 12

effectv

BOOMING WITH CONFIDENCE

Prosperous, established couples in their peak earning years living in suburban homes.

Key Features

- Highly educated
- Affluent
- Upscale housing

- Savvy investors
- Tech apprentices
- Environmental philanthropists

Channel Preference

39	154	3	46	223	186

Technology Adoption
Apprentices

Head of Household Age
51 – 65

Type of Property
Single Family

Estimated Household Income
$100,000 – $124,999

Household Size
3 Persons

Home Ownership
Homeowner

Age of Children
0 – 3

effectv

SUBURBAN STYLE

Middle-aged, ethnically-mixed suburban families and couples earning upscale incomes.

Key Features

- Comfortable lifestyle
- Ethnically diverse
- Politically diverse

- Family-centric activities
- Parents
- Financial investments

Channel Preference

| 132 | 143 | 53 | 76 | 117 | 210 |

Technology Adoption
Apprentices

Head of Household Age
36 – 45

Type of Property
Single Family

Estimated Household Income
$125,000 – $149,999

Household Size
5+ Persons

Home Ownership
Homeowner
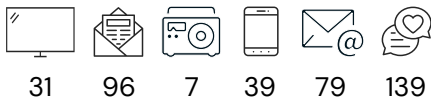
Age of Children
10 – 12

effectv

THRIVING BOOMERS

Upper-middle-class baby boomer–age couples living comfortable lifestyles settled in suburban homes.

Key Features

- Middle class
- Suburban city
- Politically independent

- Nature enthusiasts
- Married couples
- 60s/70s music lover

Channel Preference

| 31 | 96 | 7 | 39 | 79 | 139 |

Technology Adoption
Apprentices

Head of Household Age
51 – 65

Type of Property
Single Family

Estimated Household Income
$75,000 – $99,999

Household Size
2 Persons

Home Ownership
Homeowner

Age of Children
0 – 3

effectv

PROMISING FAMILIES

Young couples with children in starter homes living child-centered lifestyles.

Key Features

- Married with kids
- No-worry spenders
- Status-conscious

- Credit-aware
- Comfortable lifestyles
- Just moved in

Channel Preference						**Technology Adoption**
188	118	138	319	67	84	Journeymen

Head of Household Age	**Type of Property**
31 – 35	Single Family

Estimated Household Income	**Household Size**
$100,000 – $124,999	2 Persons

| **Home Ownership**	**Age of Children**
Homeowner	7 – 9

effectv

YOUNG CITY SOLOS

Younger and middle-aged singles living active and energetic lifestyles in metropolitan areas.

Key Features

- Singles
- Downtown commuters
- Apartment dwellers

- Active lifestyles
- Career-driven
- Liberal

Channel Preference

164	50	120	305	193	39

Technology Adoption
Journeymen

Head of Household Age
25 – 30

Type of Property
Multi-family: 101+ units

Estimated Household Income
$100,000 – $124,999

Household Size
1 Person

### Home Ownership
Renter

### Age of Children
13 – 18

effectv

MIDDLE-CLASS MELTING POT

Middle-aged, established couples living in suburban and urban homes.

Key Features

- Sturdy blue-collar
- Multi-cultural
- Comfortable spending

- Financially informed
- Suburb living
- Married with kids

Channel Preference

| 98 | 128 | 38 | 136 | 50 | 80 |

Technology Adoption
Journeymen

Head of Household Age
36 – 45

Type of Property
Single family

Estimated Household Income
$75,000 – $99,999

Household Size
2 Persons

Home Ownership
Homeowner

Age of Children
13 – 18

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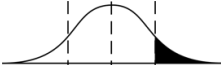
FAMILY UNION

Middle income and middle-aged families living in homes supported by solid blue-collar occupations.

Key Features

- Bilingual
- Married with kids
- Large households

- Financially cautious
- Team sports
- Blue-collar jobs

Channel Preference

64	74	78	64	24	149

Technology Adoption
Wizards

Head of Household Age
36 – 45

Type of Property
Single family

Estimated Household Income
$50,000 – $74,999

Household Size
5+ Persons

**Home Ownership**
Homeowner

Age of Children
13 – 18

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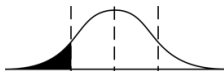
AUTUMN YEARS

Established and mature couples living gratified lifestyles in older homes.

Key Features

- Rural living
- Community roots
- Financial savings

- AARP members
- Financially secure
- Outdoor hobbies

Channel Preference

21	136	9	22	43	52

Technology Adoption
Novices

Head of Household Age
66 – 75

Type of Property
Single family

Estimated Household Income
$35,000 – $49,999

Household Size
2 Persons

**Home Ownership**
Homeowner

Age of Children
0 – 3

effectv

SIGNIFICANT SINGLES

Diversely aged singles and some couples earning mid-scale incomes supporting active city styles of living.

Key Features

- Renters
- Multi-family properties
- Quality matters

- Small households
- Financially risk averse
- Cultural interests

Channel Preference						
117	86	92	154	98	48	

Technology Adoption
Journeymen

Head of Household Age
51 – 65

Type of Property
Multi-family: 3 units

Estimated Household Income
$35,000 – $49,999

Household Size
1 Person

Home Ownership
Renter

Age of Children
13 – 18

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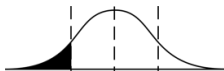
BLUE SKY BOOMERS

Lower and middle-class baby boomer-aged households living in small towns.

Key Features

- Rural lifestyles
- Modest housing
- Outdoor recreation

- Agricultural and blue-collar jobs
- Racing fanatics
- Sports fans

Channel Preference

| 33 | 100 | 17 | 20 | 34 | 48 |

Technology Adoption
Novices

Head of Household Age
51 – 65

Type of Property
Single family

Estimated Household Income
$50,000 – $74,999

Household Size
1 Person

Home Ownership
Homeowner

Age of Children
0 – 3

effectv

FAMILIES IN MOTION

Younger, working-class families earning moderate incomes
in smaller residential communities.

Key Features

- Young children
- Hectic households
- Rural lifestyles

- Non-environmental
- Conservative investors
- Outdoor leisure

Channel Preference							Technology Adoption
47	64	150	41	10	132		Wizards

Head of Household Age
36 – 45

Type of Property
Single family

Estimated Household Income
$35,000 – $49,999

Household Size
5+ Persons

Home Ownership
Homeowner

Age of Children
4 – 6

effectv

PASTORAL PRIDE

Eclectic mix of lower middle-class consumers who have
settled in country and small town areas.

Key Features

- Rural living
- Working class sensibility
- Ethnically diverse

- Tech wizards
- Satellite TV
- Blue-collar jobs

Channel Preference

122	49	66	27	10	61

Technology Adoption
Wizards

Head of Household Age
36 – 45

Type of Property
Single family

Estimated Household Income
$50,000 – $74,999

Household Size
1 Person

**Home Ownership**
Homeowner

Age of Children
7 – 9

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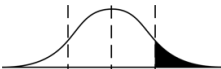
SINGLES AND STARTERS

Young singles starting out and some starter families living a city lifestyle.

Key Features

- Rental housing
- Single adults
- Politically disengaged

- Engage via radio
- Foodies
- Digitally savvy

Channel Preference					
146	66	309	209	30	39

Technology Adoption
Wizards

Head of Household Age
25 – 30

Type of Property
Multi-family: 101+ units

Estimated Household Income
Less than $15,000

Household Size
1 Person

Home Ownership
Renter

Age of Children
0 – 3

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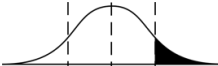
CULTURAL CONNECTIONS

Diverse, mid- and low-income families in urban apartments and residences.

## Key Features

- Culturally diverse
- Financially curious
- Single parents
- Ambitious
- Modest educations
- Renters

Channel Preference						Technology Adoption
142	37	260	77	23	59	Wizards

Head of Household Age	Type of Property
36 – 45	Single family

Estimated Household Income	Household Size
Less than $15,000	1 Person

Home Ownership	Age of Children
Renter	13 – 18

effectv

GOLDEN YEAR GUARDIANS

Retirees living in old homes, settled residences and communities.

Key Features

- Retired
- Health-conscious
- Tech novices

- Established credit
- City lifestyle
- Cautious money managers

Channel Preference						Technology Adoption
45	181	9	10	51	10	Novices

Head of Household Age	Type of Property
76+	Single family

Estimated Household Income	Household Size
$15,000 – $24,999	1 Person

Home Ownership	Age of Children
Homeowner	0 – 3

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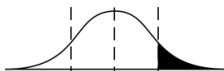
ASPIRATIONAL FUSION

Lower-income singles and single parents living in urban locations and striving to make a better life.

Key Features

- Single parents
- Apartment living
- Status-conscious
- Budget constraints
- Active athletes
- Tech wizards

Channel Preference

| 220 | 44 | 426 | 82 | 6 | 28 |

Technology Adoption
Wizards

Head of Household Age
19 – 24

Type of Property
Multi-family: 3 units

Estimated Household Income
Less than $15,000

Household Size
1 Person

Home Ownership
Renter

Age of Children
7 – 9

effectv
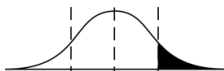
ECONOMIC CHALLENGES

Economically challenged adults living alone in urban areas.

Key Features

- Modest spenders
- Limited budgets
- Ethnically diverse

- College sports fans
- Modest educations
- Lottery ticket holders

Channel Preference

| 225 | 68 | 204 | 41 | 14 | 47 |

Technology Adoption
Wizards

Head of Household Age
51 – 65

Type of Property
Single family

Estimated Household Income
Less than $15,000

Household Size
1 Person

Home Ownership
Renter

Age of Children
7 – 9

effectv