

# Mosaic USA

## E-Handbook

The consumer classification of the United States of America



## Optimise the value of your customers and locations, now and in the future

Welcome to your Mosaic USA e-Handbook.

Successful organizations take the process of analyzing and understanding customers seriously. They use it to maximize their engagement with customers to increase loyalty, retention and value; drive profitable acquisition; and plan for the future.

This latest version of Mosaic USA capitalizes on Experian's access to a wealth of new and detailed information on households in the United States to provide a comprehensive view of consumers.

### Prioritize and bring order to the data chaos by determining the right customer strategy

Provide a deeper understanding of your customers to target, acquire, manage and develop profitable customer relations.

### Precisely target your ideal customer audience across marketing campaigns

Improve your understanding of targeting specific consumers to increase site performance, maximize sales conversion, optimize consumer targeting to ensure that the right product offerings are matched to the right audience and improve your media planning and buying across traditional and digital channels.

### Invest in the future

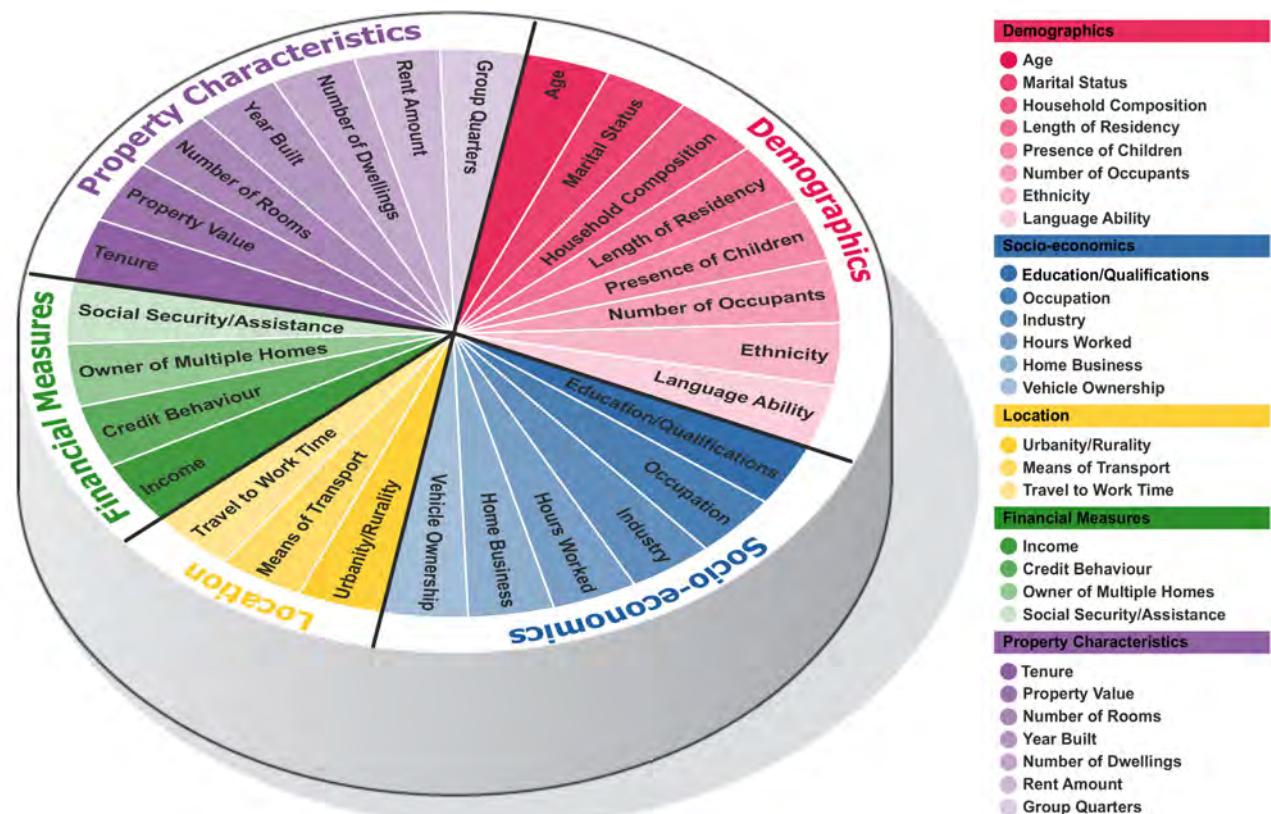
Anticipate risk and plan for the future: analyze consumer behaviour, understand potential risk and identify investment opportunities.

The Mosaic USA e-Handbook provides a simple, clear and comprehensive guide that gives you all the information you need at your fingertips to help you in your day-to-day use of Mosaic. It helps you build a detailed understanding of your customers and locations, and become conversant with the dimensions of the new American consumer and their household dynamics.

## Mosaic USA data sources

More than 300 data points have been used to build Mosaic USA. These have been selected as inputs to the classification on the basis of their coverage, quality, consistency and sustainability. To be included for use, the data variables must enable accurate identification of, and discrimination between, a wide range of consumer characteristics. They must also be updateable over time to ensure continuing accuracy in assignments of the Mosaic codes and meet the following criteria:

- Allows the identification and description of consumer segments that are not necessarily distinguished solely by the use of census data
- Ensures accuracy of Mosaic code by either household or neighborhood
- Is updated regularly to ensure that changes are monitored
- Improves discrimination and allows for the identification of a wide range of consumer behaviors



## Mosaic USA data sources

We have taken account of the breadth and depth of information that Experian Marketing Services has to offer. In the development of Mosaic, data was chosen to reflect the multiple aspects of US consumer characteristics. Dimensions such as affluence and life stage are essential cornerstones of the classification. These are combined with other key dimensions including property characteristics, tenure, socio-economics, ethnicity, additional financial measures and the type of location.

Experian analysts considered more than 600 data points to create the classification. From the analysis, more than 300 data points were selected, including more than 85 ConsumerView household characteristics.

Essential to understanding the behaviors of each Mosaic segment and group is the richness of the descriptive content. Mosaic is applied to the authoritative sources of market research, media, and digital behavioral data to build a comprehensive and extensive portrait of America's socio-economic, life stage, lifestyle and cultural diversity. Sources of the descriptive content include contributions from Experian Simmons, Hitwise, Auto Market Statistics and Summarized Credit Statistics.

## Mosaic USA groups and types

This latest version of Mosaic USA classifies consumers in the United States into one of 71 types and 19 groups.

Group	Description	% ♂	% 🏡	Type	Description	% ♂	% 🏡
<b>A</b>	Power Elite	6.92	5.19	A01	American Royalty	1.69	1.20
				A02	Platinum Prosperity	1.16	0.97
				A03	Kids and Cabernet	1.40	0.78
				A04	Picture Perfect Families	1.46	0.79
				A05	Couples with Clout	0.67	0.78
				A06	Jet Set Urbanites	0.52	0.67
<b>B</b>	Flourishing Families	7.09	4.25	B07	Generational Soup	1.67	1.09
				B08	Babies and Bliss	2.91	1.36
				B09	Family Fun-tastic	1.54	0.98
				B10	Cosmopolitan Achievers	0.96	0.82
<b>C</b>	Booming with Confidence	8.54	6.65	C11	Aging of Aquarius	3.61	2.85
				C12	Golf Carts and Gourmets	0.53	0.57
				C13	Silver Sophisticates	1.81	1.84
				C14	Boomers and Boomerangs	2.59	1.40
<b>D</b>	Suburban Style	7.18	5.00	D15	Sports Utility Families	2.80	1.59
				D16	Settled in Suburbia	1.42	0.89
				D17	Cul de Sac Diversity	0.76	0.77
				D18	Suburban Attainment	2.21	1.74

Group	Description	% ♂	% 🏡	Type	Description	% ♂	% 🏡
<b>E</b>	Thriving Boomers	7.49	6.43	E19	Full Pockets, Empty Nests	1.10	1.48
				E20	No Place Like Home	3.38	2.29
				E21	Unspoiled Splendor	3.01	2.66
<b>F</b>	Promising Families	3.88	3.23	F22	Fast Track Couples	1.53	1.92
				F23	Families Matter Most	2.35	1.31
				G24	Status Seeking Singles	0.73	1.25
<b>G</b>	Young City Solos	1.35	2.46	G25	Urban Edge	0.62	1.21
				H26	Progressive Potpourri	1.31	1.22
				H27	Birkenstocks and Beemers	0.79	1.18
				H28	Everyday Moderates	0.80	0.73
				H29	Destination Recreation	0.53	0.77
<b>H</b>	Middle-class Melting Pot	3.43	3.90	I30	Stockcars and State Parks	2.18	1.40
				I31	Blue Collar Comfort	2.00	1.16
				I32	Steadfast Conventionalists	1.30	1.08
				I33	Balance and Harmony	1.24	1.09
<b>J</b>	Autumn Years	6.92	7.35	J34	Aging in Place	2.56	2.64
				J35	Rural Escape	2.53	2.88
				J36	Settled and Sensible	1.84	1.83

## Mosaic USA groups and types

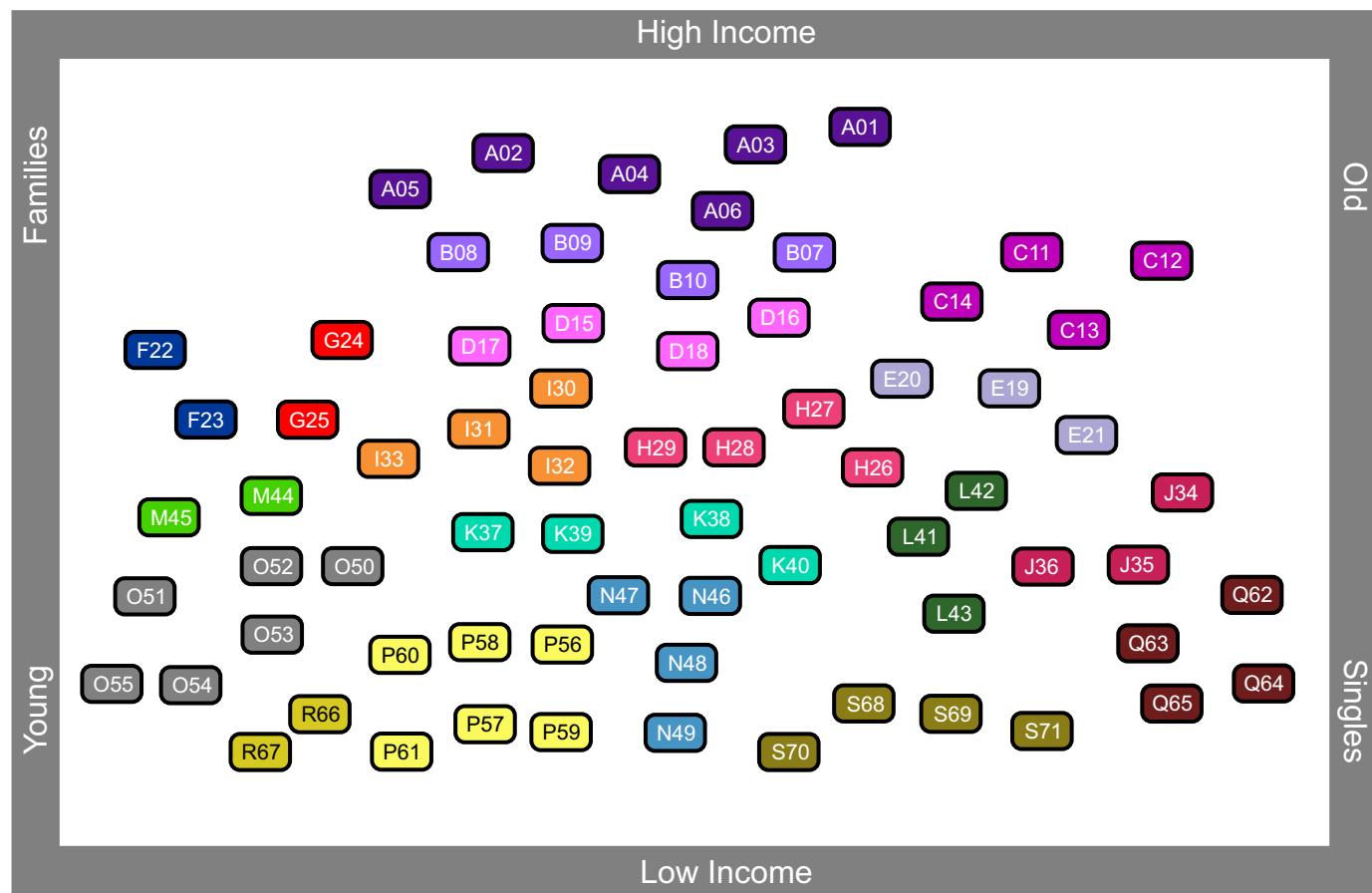
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Group	Description	% ♂	% 🏡	Type	Description	% ♂	% 🏡
K	Significant Singles	3.17	4.64	K37	Wired for Success	0.62	0.89
				K38	Gotham Blend	1.01	1.18
				K39	Metro Fusion	0.33	0.49
				K40	Bohemian Groove	1.20	2.08
L	Blue Sky Boomers	5.65	6.82	L41	Booming and Consuming	0.72	0.99
				L42	Rooted Flower Power	2.52	3.10
				L43	Homemade Happiness	2.41	2.72
M	Families in Motion	5.26	3.13	M44	Red, White and Bluegrass	3.27	1.70
				M45	Diapers and Debit Cards	1.99	1.43
N	Pastoral Pride	4.29	4.77	N46	True Grit Americans	1.32	1.44
				N47	Countrified Pragmatics	0.73	1.16
				N48	Rural Southern Bliss	1.60	1.32
				N49	Touch of Tradition	0.64	0.86
O	Singles and Starters	6.65	9.85	O50	Full Steam Ahead	0.34	0.58
				O51	Digital Dependents	2.04	3.27
				O52	Urban Ambition	0.82	1.23
				O53	Colleges and Cafes	0.51	0.81
				O54	Striving Single Scene	1.06	2.14
				O55	Family Troopers	1.89	1.81

Group	Description	% ♂	% 🏡	Type	Description	% ♂	% 🏡
P	Cultural Connections	4.22	5.17	P56	Mid-scale Medley	0.75	1.10
				P57	Modest Metro Means	0.70	0.82
				P58	Heritage Heights	0.42	0.58
				P59	Expanding Horizons	1.41	1.22
				P60	Striving Forward	0.64	0.94
				P61	Humble Beginnings	0.31	0.52
Q	Golden Year Guardians	6.38	9.01	Q62	Reaping Rewards	1.34	1.81
				Q63	Footloose and Family Free	0.36	0.49
				Q64	Town Elders	3.42	4.65
				Q65	Senior Discounts	1.26	2.06
				R66	Dare to Dream	0.93	1.68
R	Aspirational Fusion	1.81	2.92	R67	Hope for Tomorrow	0.88	1.24
				S68	Small Town Shallow Pockets	1.08	1.75
				S69	Urban Survivors	1.29	1.62
				S70	Tight Money	0.17	0.28
				S71	Tough Times	0.50	0.84

## Mosaic USA family tree

The Mosaic USA family tree illustrates the major demographic and lifestyle polarities between the groups and types, and shows how the Mosaic types relate to each other.



A • A01 • A02 • A03 • A04 • A05 • A06

A

## Power Elite

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

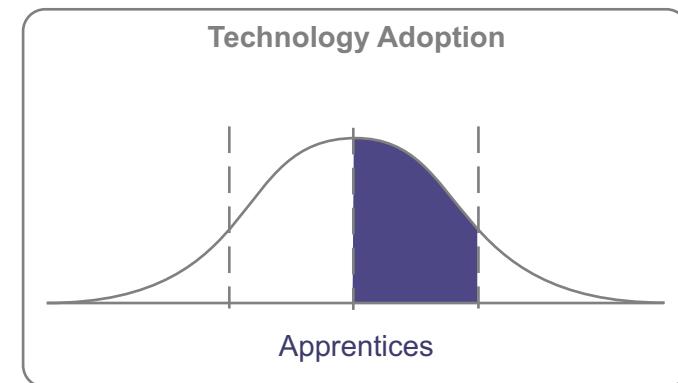
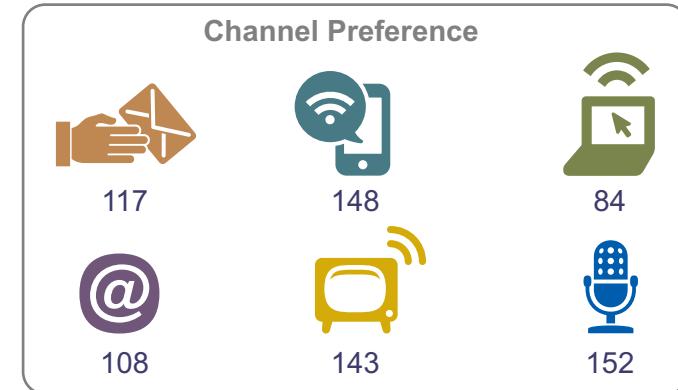
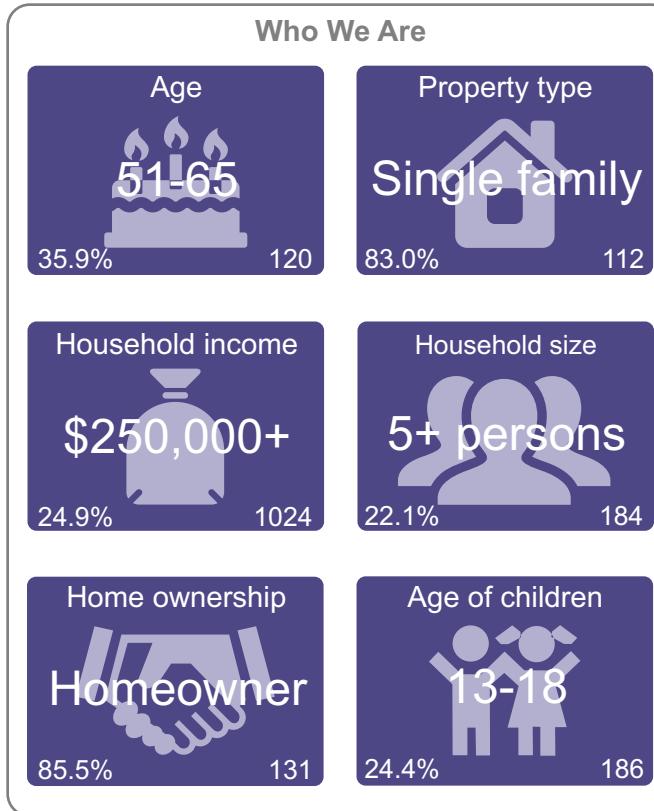
Richard & Mary

 5.19% |  6.92%



### Key Features

- Wealthy
- Highly educated
- Politically conservative
- Well invested
- Supporters of the arts
- Active and fit



A • A01 • A02 • A03 • A04 • A05 • A06

A

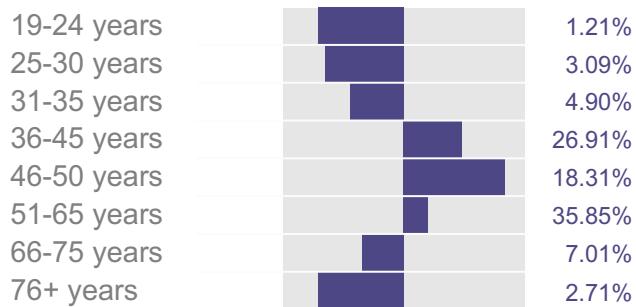
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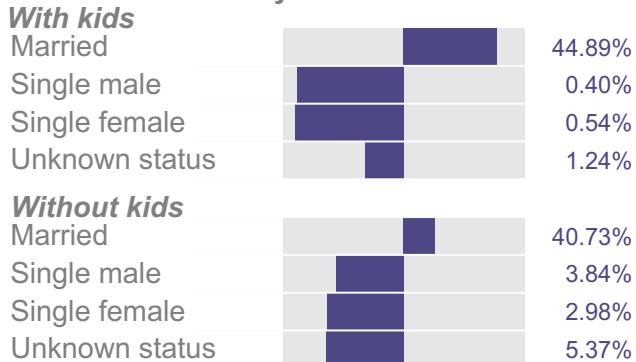
Richard & Mary

 5.19% |  6.92%

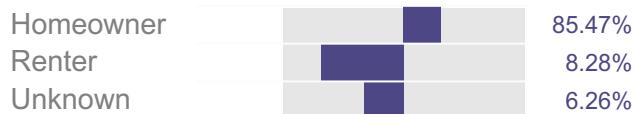
### Age



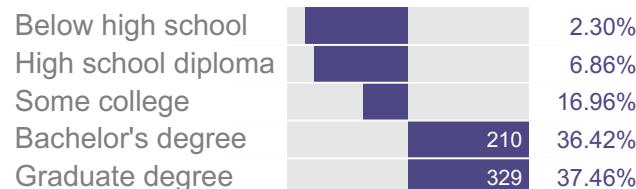
### Family Structure



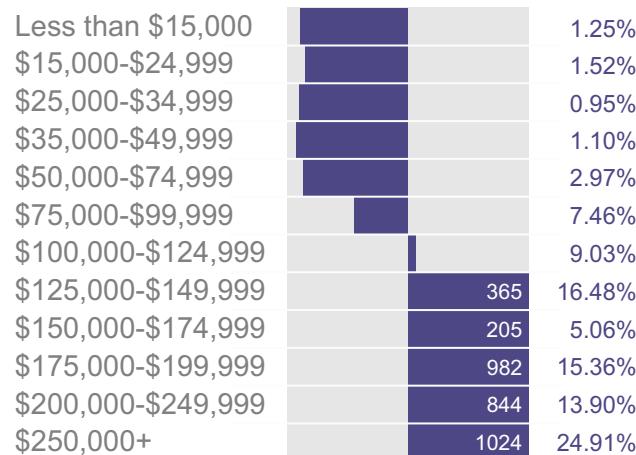
### Home Ownership



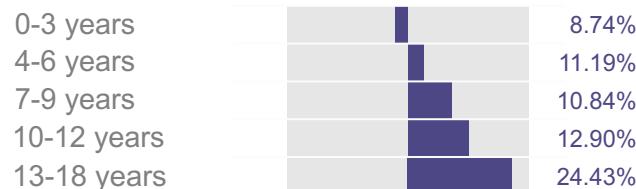
### Education



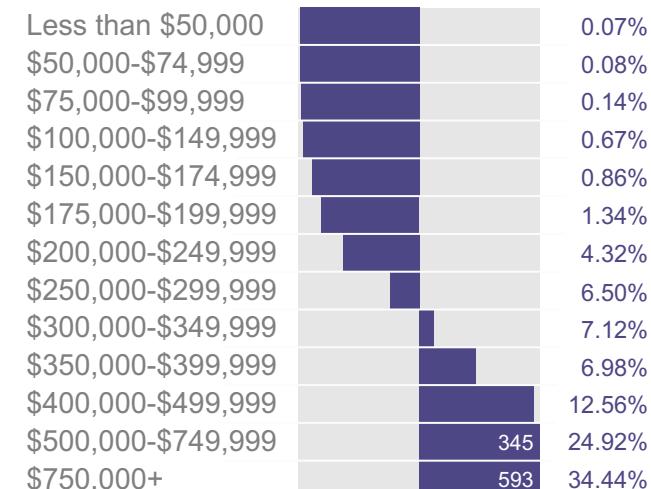
### Income



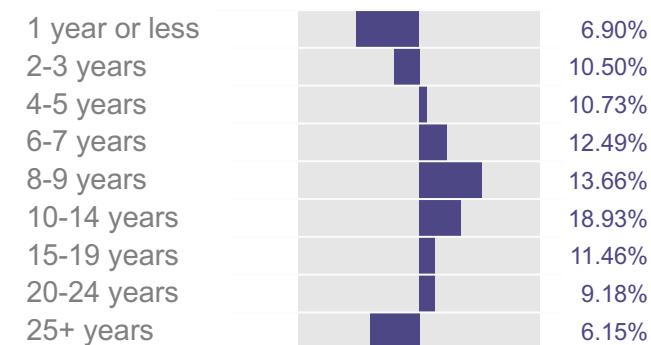
### Presence of Children



### Estimated Current Home Value



### Length of Residence



B • B07 • B08 • B09 • B10

B

## Flourishing Families

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

Michael & Barbara

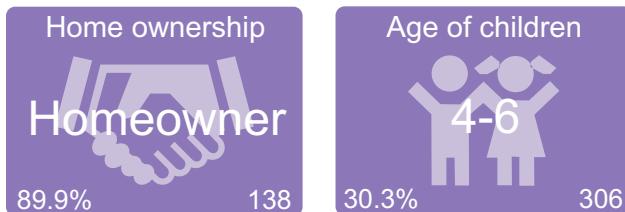
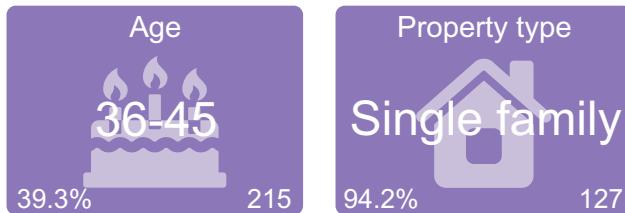
 4.25% |  7.09%



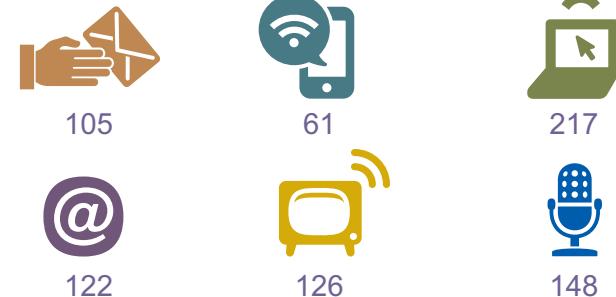
### Key Features

- Affluent
- Charitable contributors
- Athletic activities
- Saving for college
- PTA parents
- Family-oriented activities

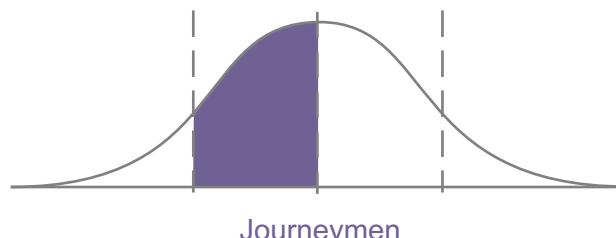
### Who We Are



### Channel Preference



### Technology Adoption



B • B07 • B08 • B09 • B10

B

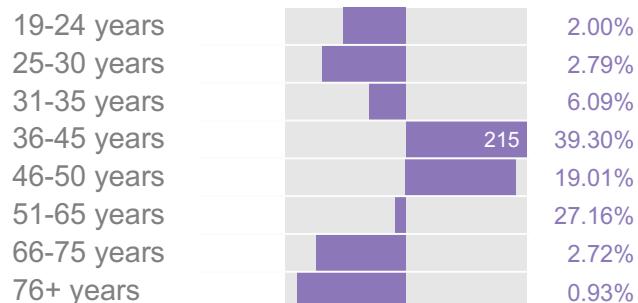
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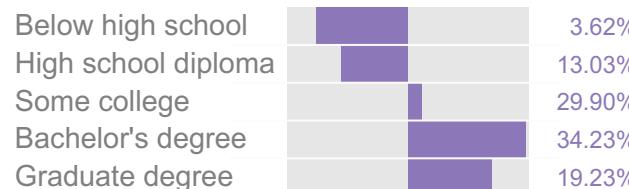
Michael & Barbara

 4.25% |  7.09%

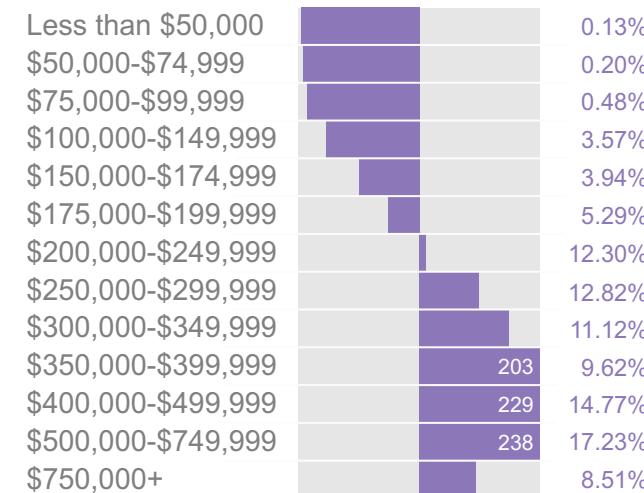
### Age



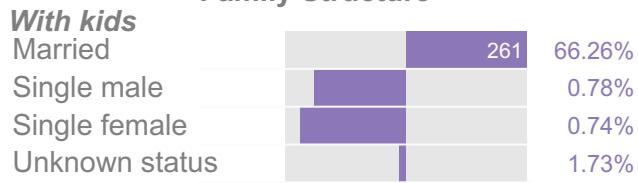
### Education



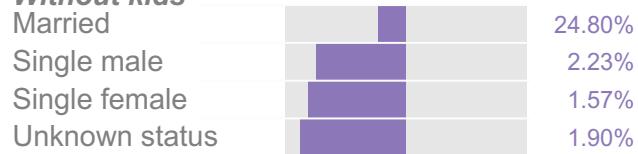
### Estimated Current Home Value



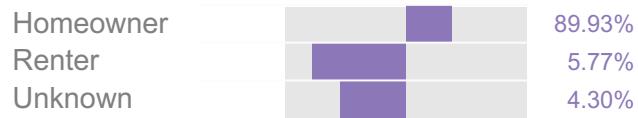
### Family Structure



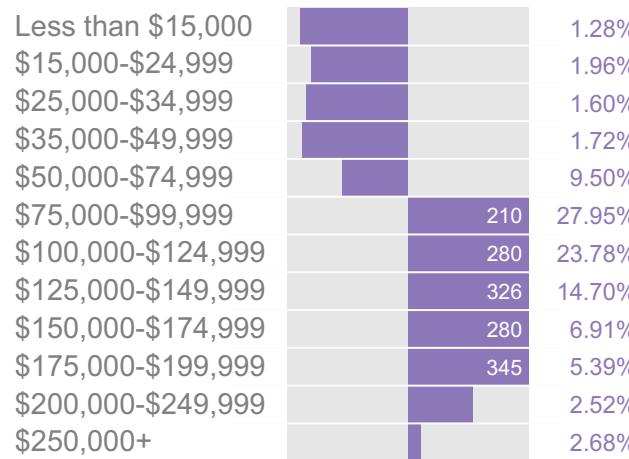
### Without kids



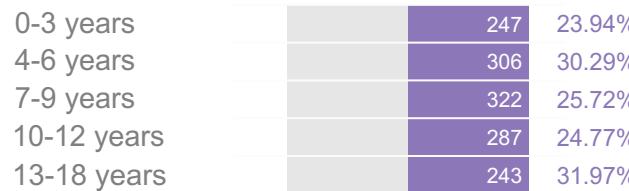
### Home Ownership



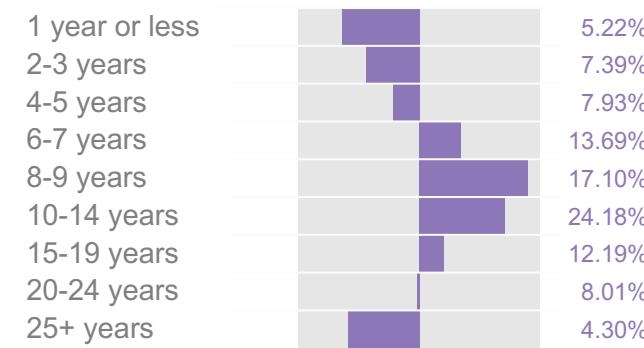
### Income



### Presence of Children



### Length of Residence



C • C11 • C12 • C13 • C14

C

## Booming with Confidence

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

Alan & Irene

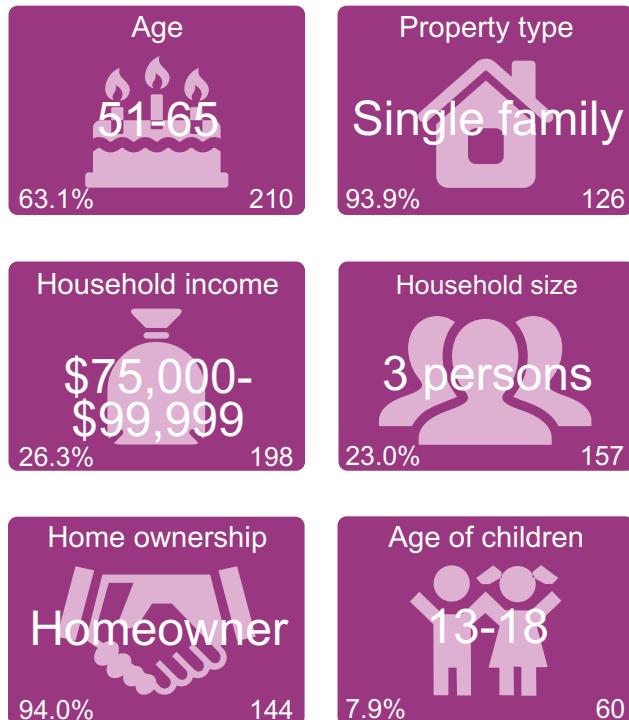
 6.65% |  8.54%



### Key Features

- Affluent
- Highly educated
- Upscale housing
- Savvy investors
- Country club members
- Environmental philanthropists

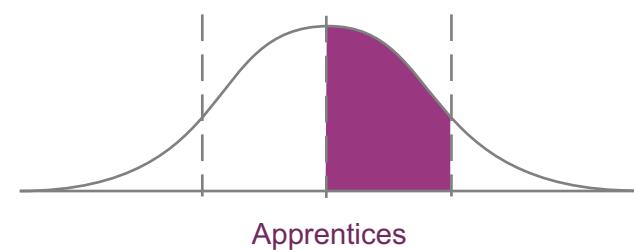
### Who We Are



### Channel Preference



### Technology Adoption



C • C11 • C12 • C13 • C14

C

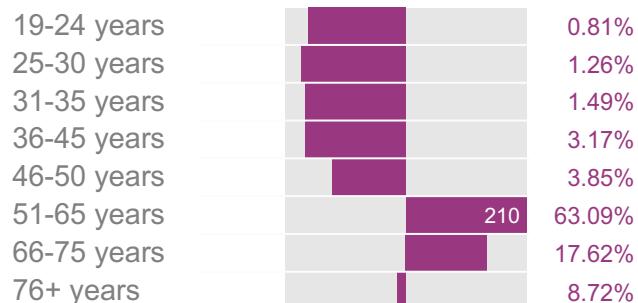
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Prosperous, established couples in their peak earning years living in suburban homes

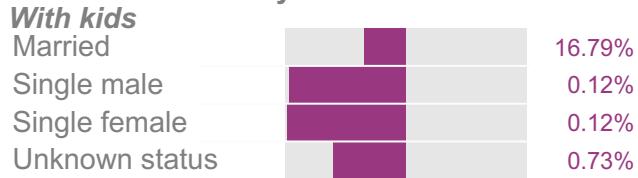
Alan & Irene

 6.65% |  8.54%

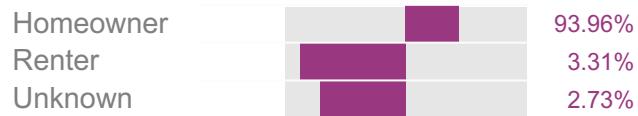
### Age



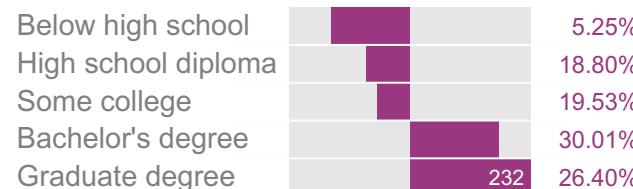
### Family Structure



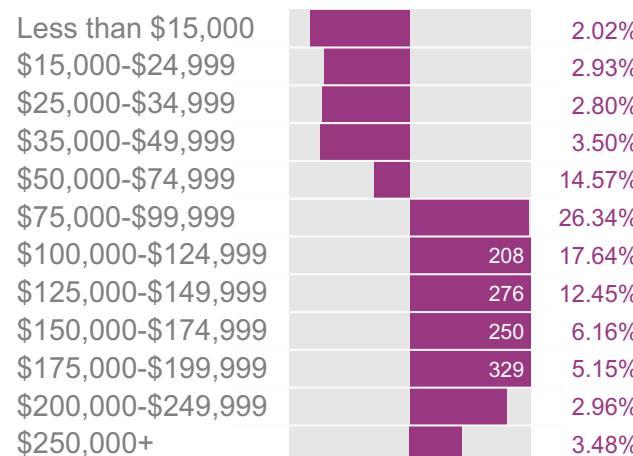
### Home Ownership



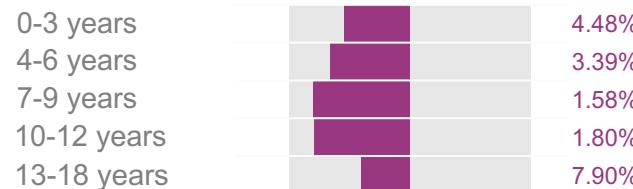
### Education



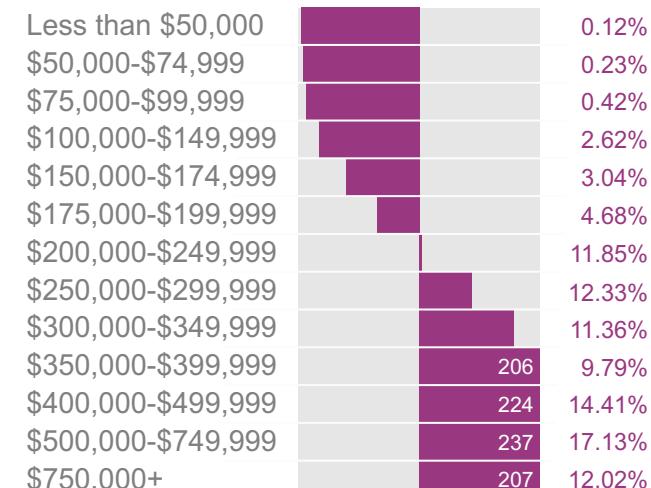
### Income



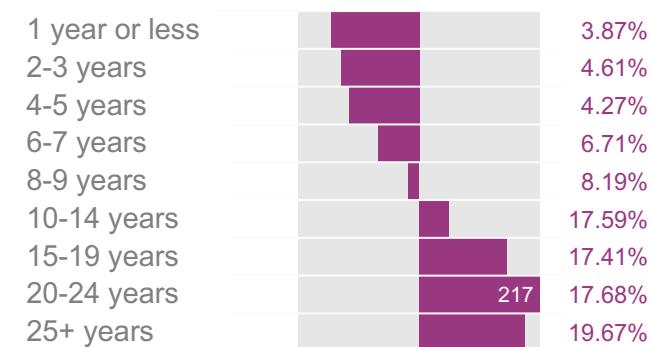
### Presence of Children



### Estimated Current Home Value



### Length of Residence



D • D15 • D16 • D17 • D18

D

## Suburban Style

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

William & Dawn

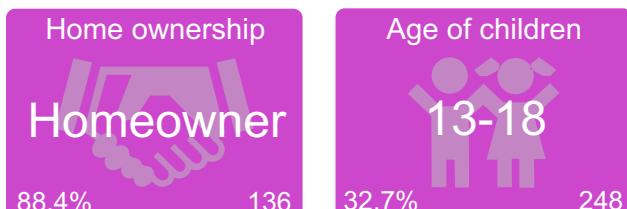
 5.00% |  7.18%



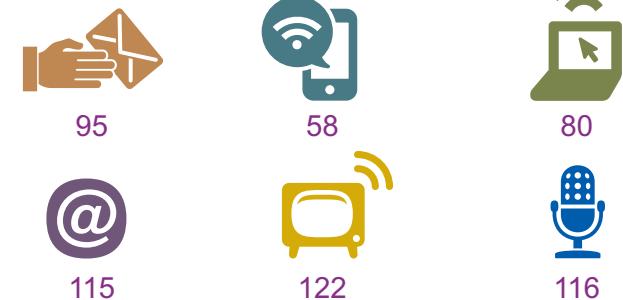
### Key Features

- Comfortable lifestyle
- Ethnically diverse
- Saving for college
- Family-centric activities
- PTA parents
- Financial investments

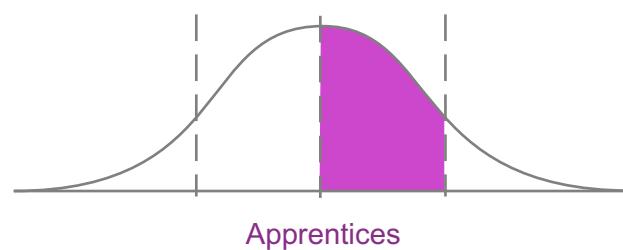
### Who We Are



### Channel Preference



### Technology Adoption



D • D15 • D16 • D17 • D18

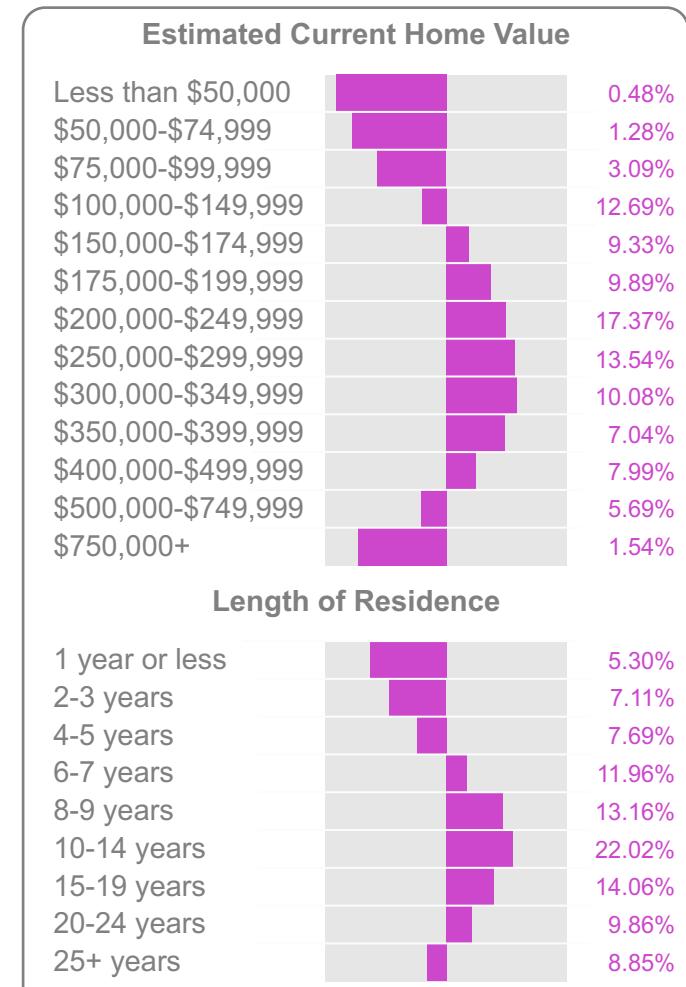
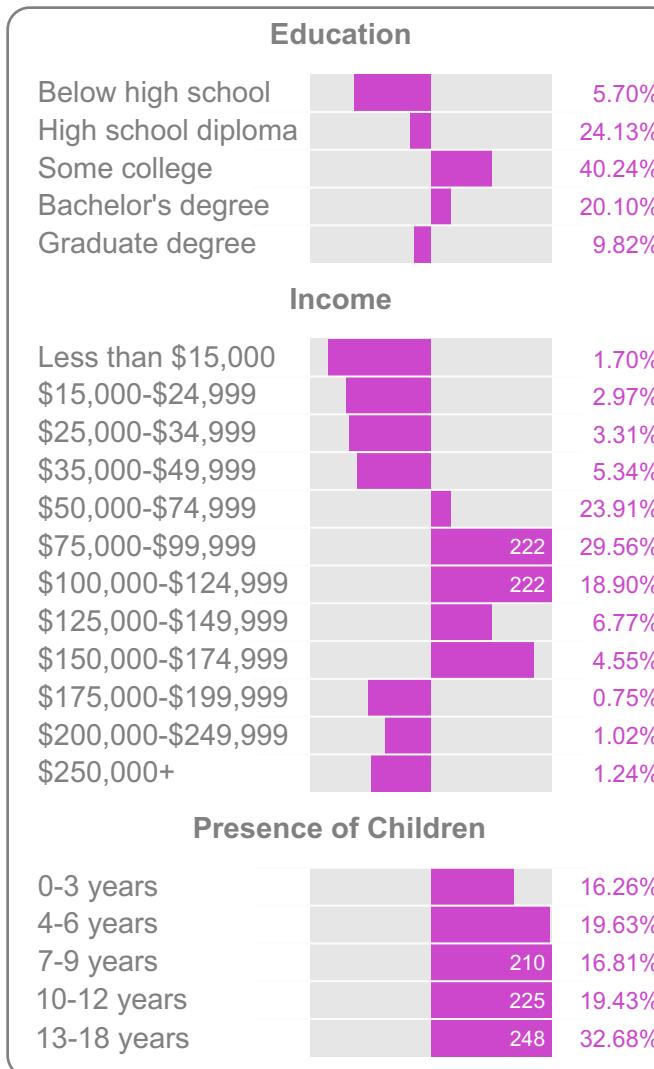
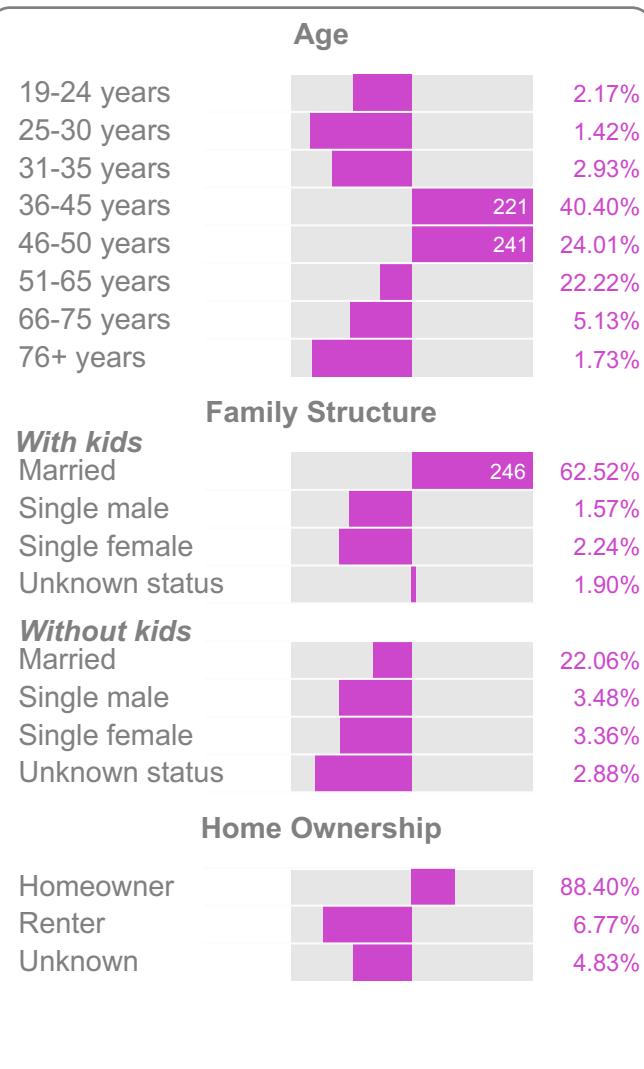
D

## Suburban Style

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

William & Dawn

 5.00% |  7.18%



E • E19 • E20 • E21

E

## Thriving Boomers

Upper-middle-class baby boomer-age couples living comfortable lifestyles settled in town and exurban homes

David & Lynn

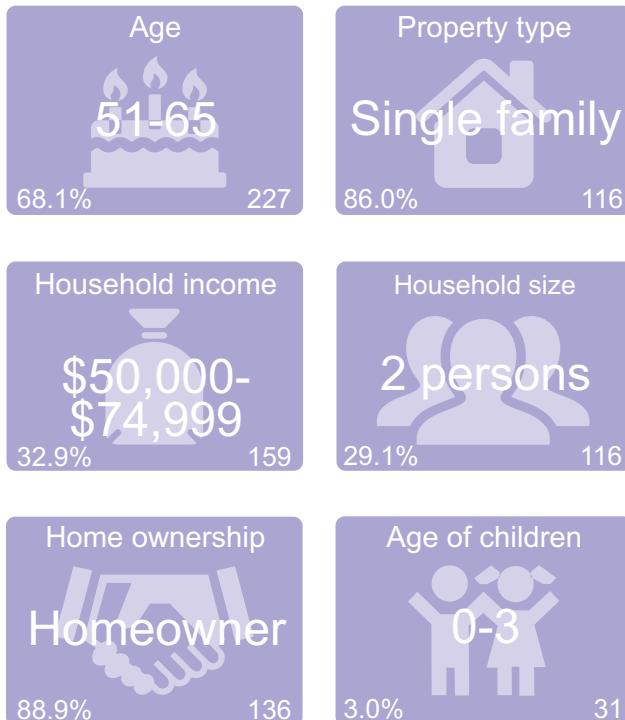
 6.43% |  7.49%



### Key Features

- Middle class
- Urbanites
- Politically independent
- Nature enthusiasts
- Antique shoppers
- 60/70's Music lover

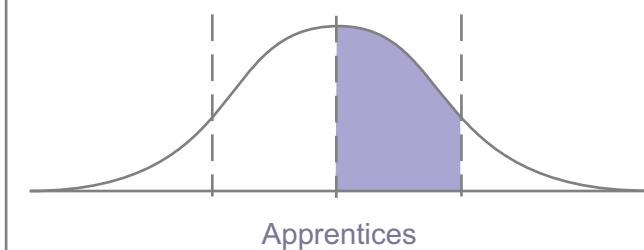
### Who We Are



### Channel Preference



### Technology Adoption



E • E19 • E20 • E21

E

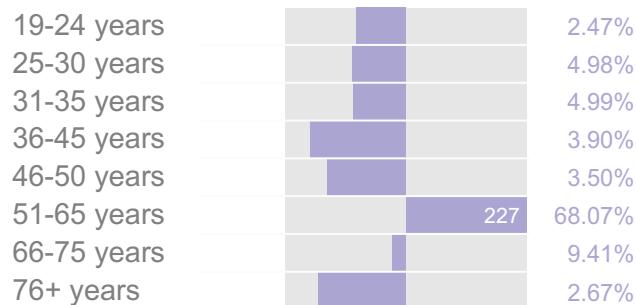
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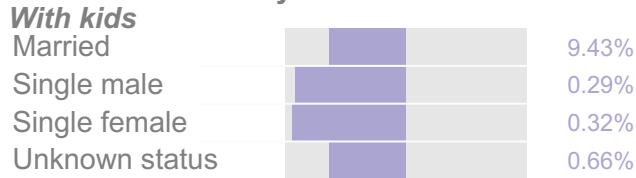
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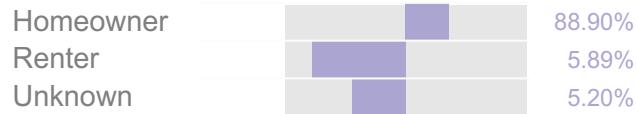
### Age



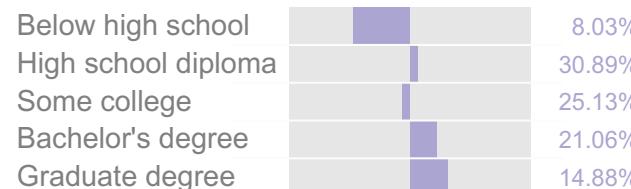
### Family Structure



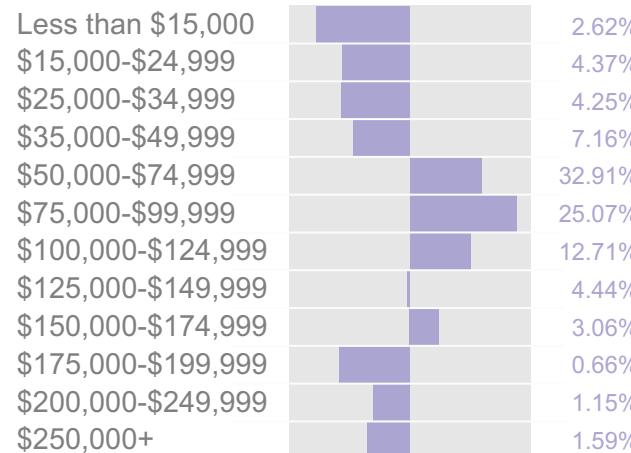
### Home Ownership



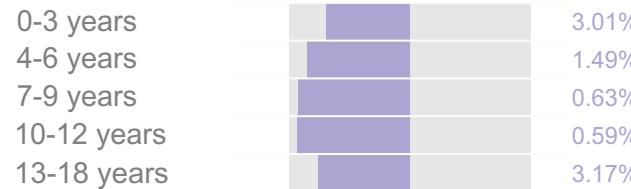
### Education



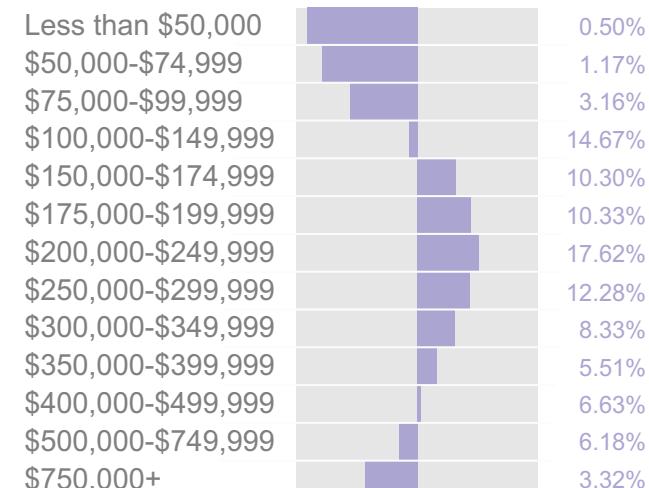
### Income



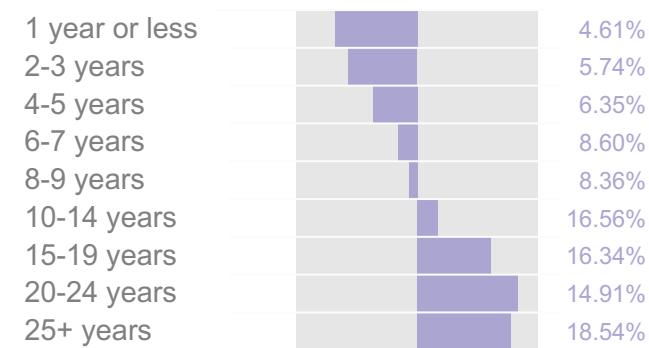
### Presence of Children



### Estimated Current Home Value



### Length of Residence



F • F22 • F23

F

## Promising Families

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

Jason & Shannon

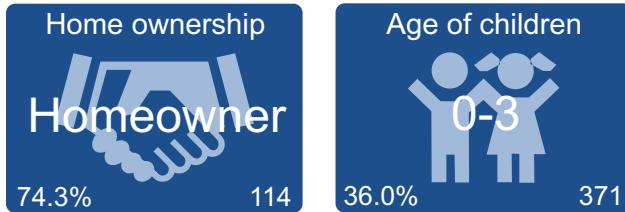
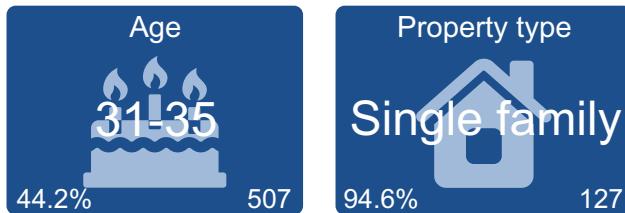
 3.23% |  3.88%



### Key Features

- Child-rearing activities
- No worry spenders
- Status-conscious
- Credit aware
- Comfortable lifestyles
- Family-based activities

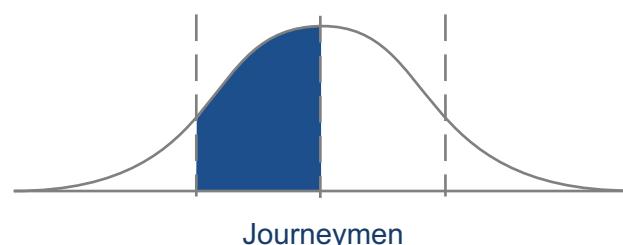
### Who We Are



### Channel Preference



### Technology Adoption



F • F22 • F23

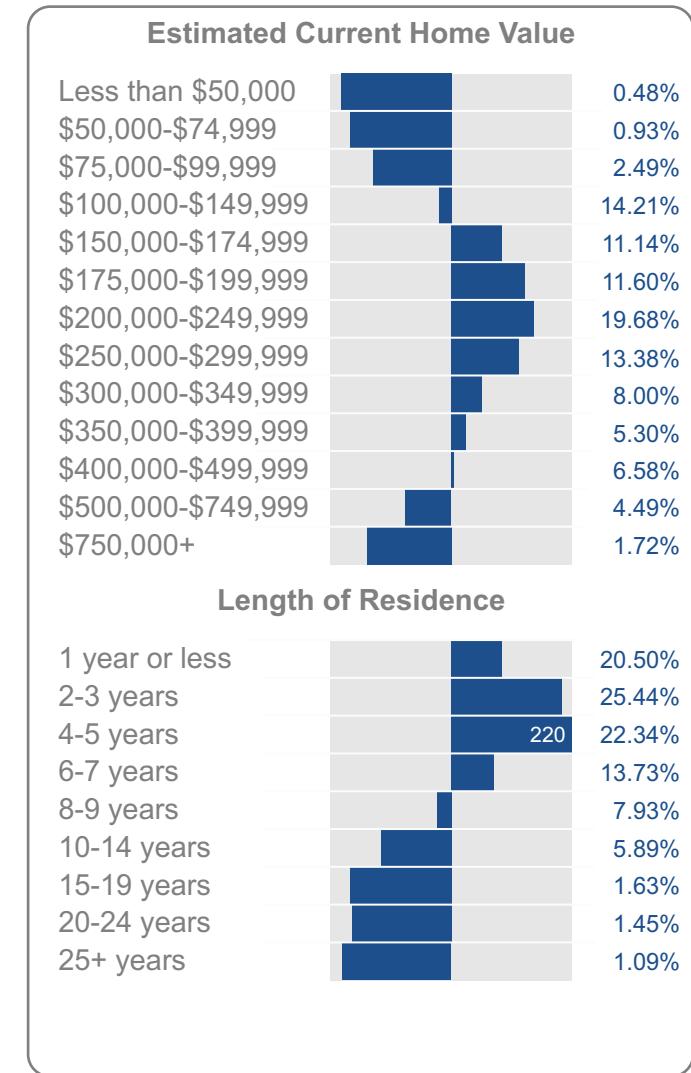
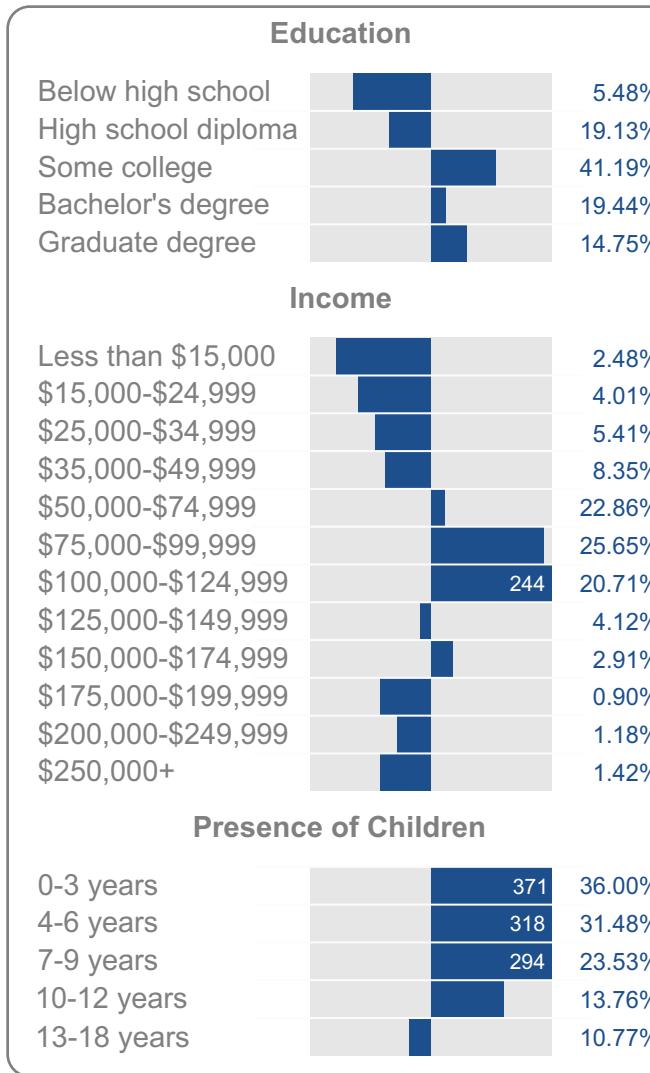
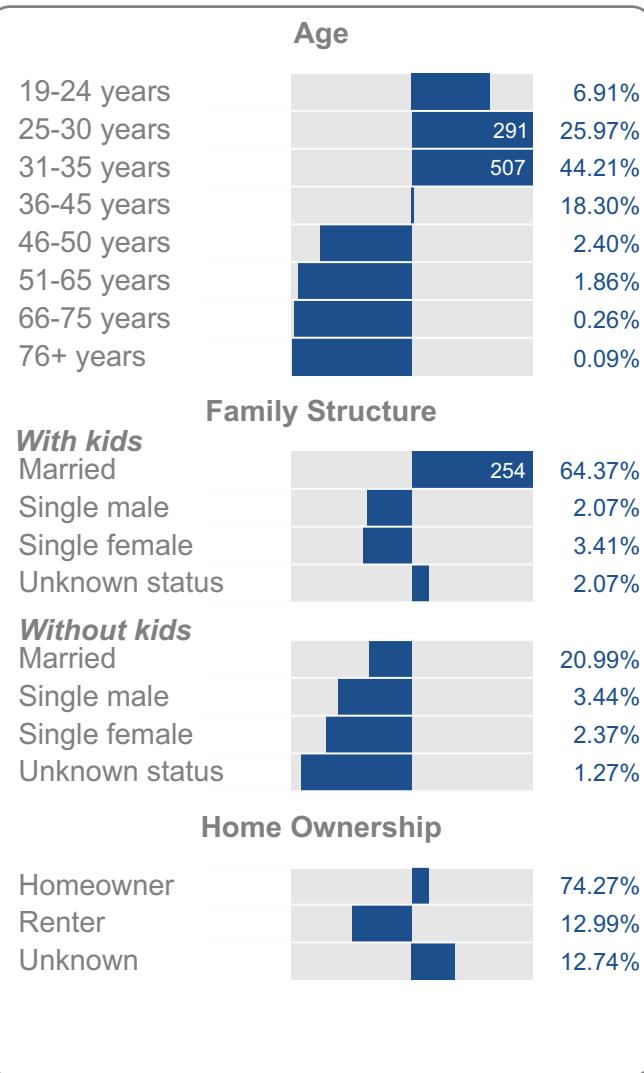
F

## Promising Families

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

Jason & Shannon

 3.23% |  3.88%



G • G24 • G25

G

## Young City Solos

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

Christopher & Elizabeth

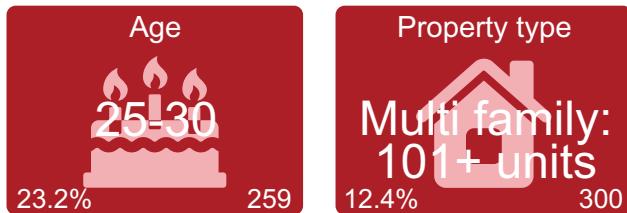
 2.46% |  1.35%



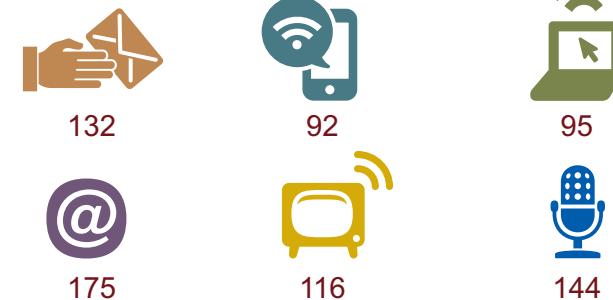
### Key Features

- Singles
- Downtown commuters
- Apartment dwellers
- Active lifestyles
- Environmental philanthropists
- Politically liberal

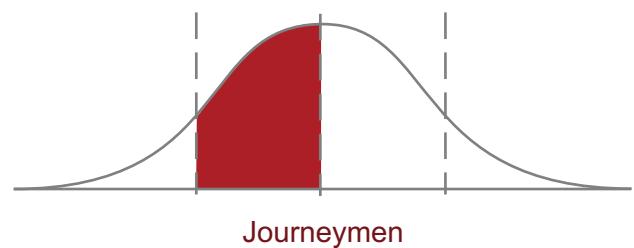
### Who We Are



### Channel Preference



### Technology Adoption



G • G24 • G25

G

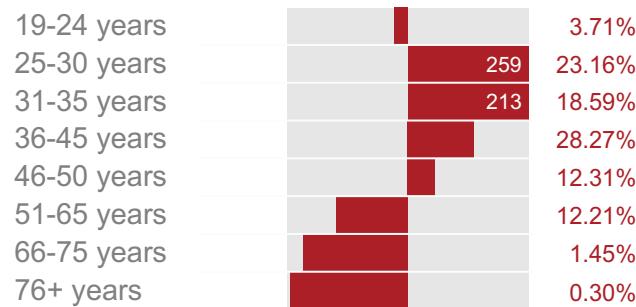
## Young City Solos

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

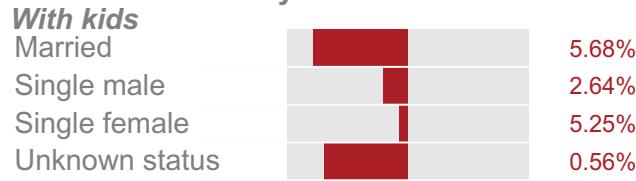
Christopher & Elizabeth

 2.46% |  1.35%

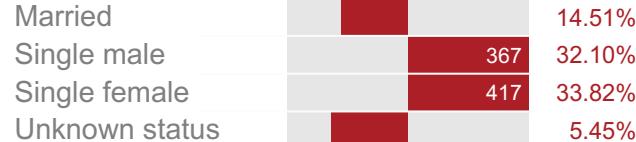
### Age



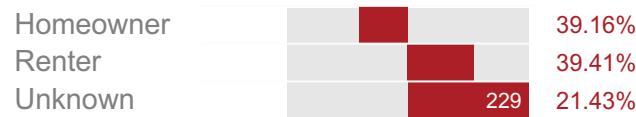
### Family Structure



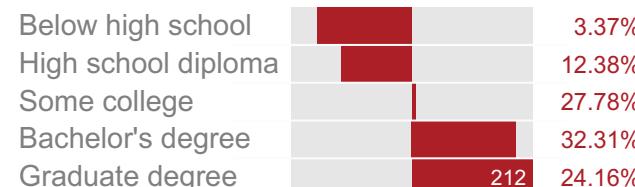
### Without kids



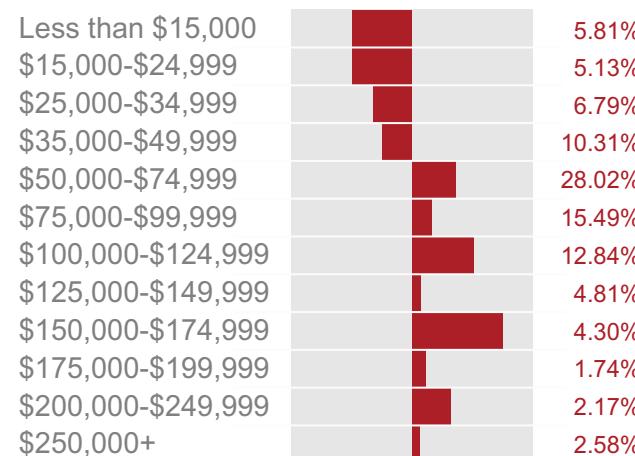
### Home Ownership



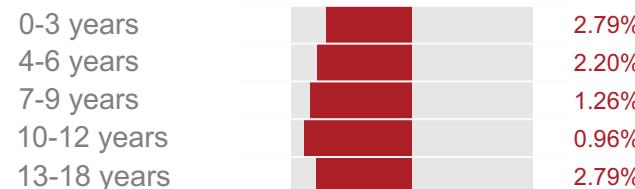
### Education



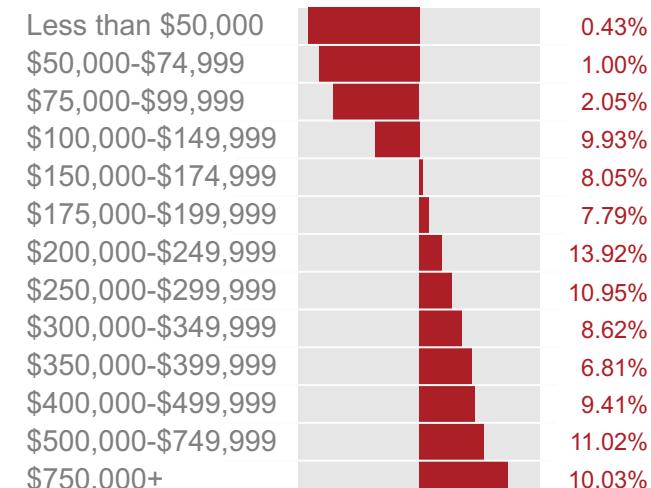
### Income



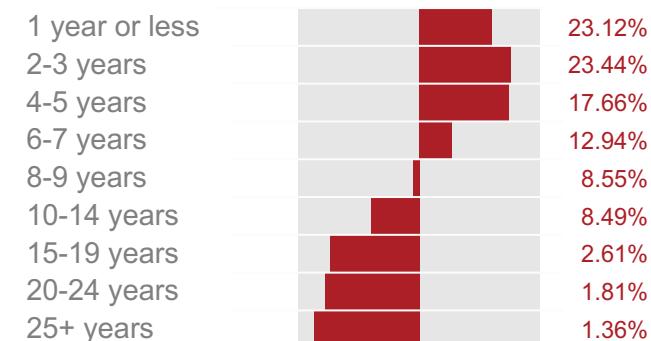
### Presence of Children



### Estimated Current Home Value



### Length of Residence



H • H26 • H27 • H28 • H29

H

## Middle-class Melting Pot

Mid-scale, middle-aged and established couples living in suburban and fringe homes

James & Pamela

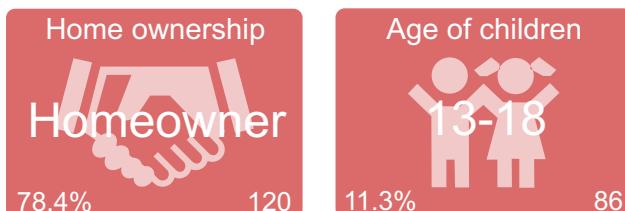
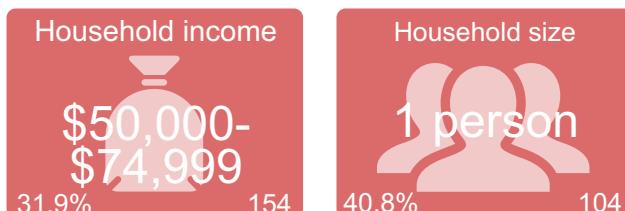
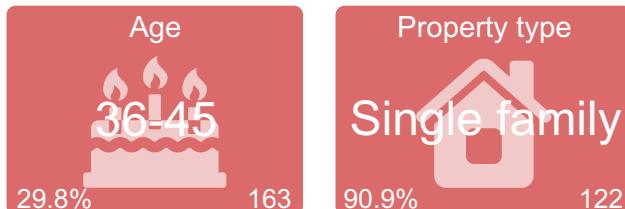
 3.90% |  3.43%



### Key Features

- Sensible
- Multi-cultural
- Comfortable spending
- Financially informed
- Suburb living
- Activity-filled vacations

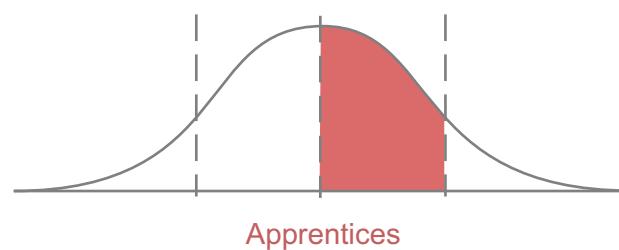
### Who We Are



### Channel Preference



### Technology Adoption



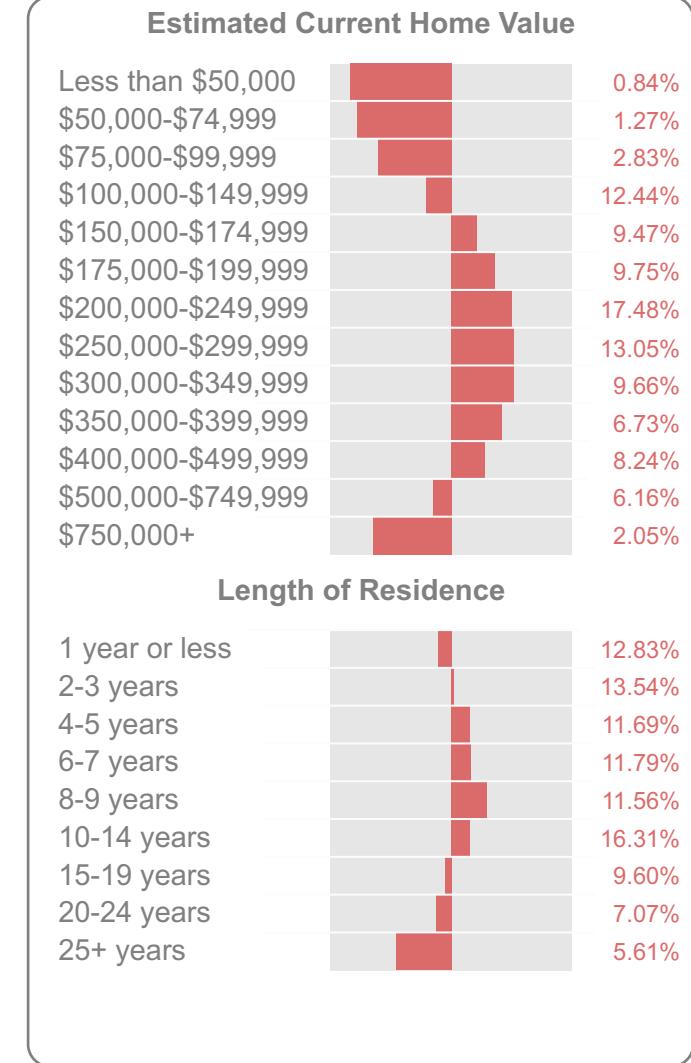
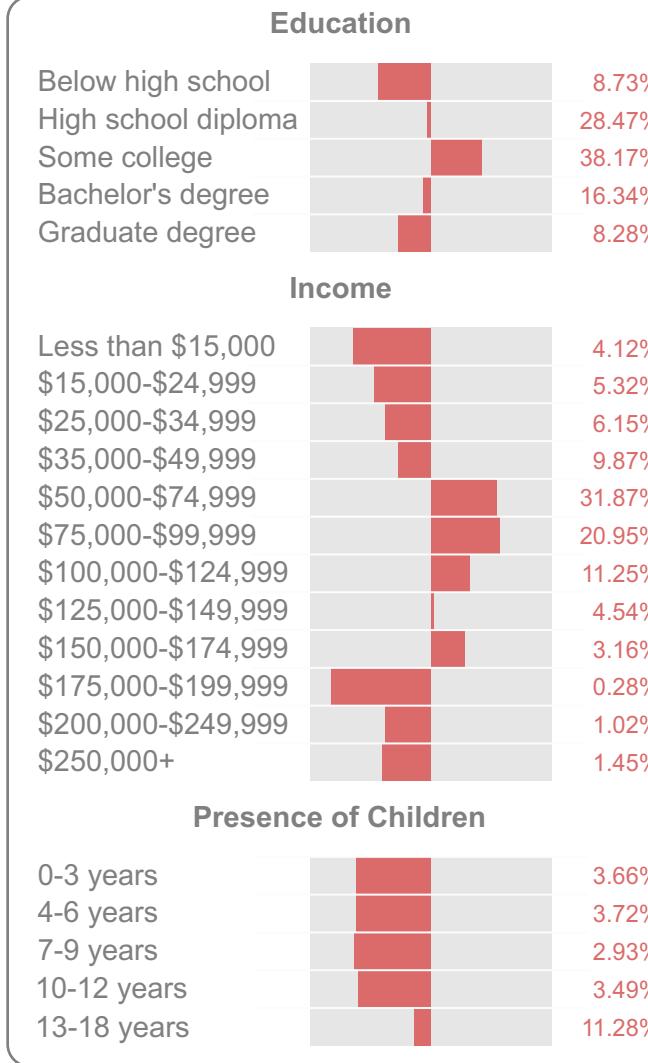
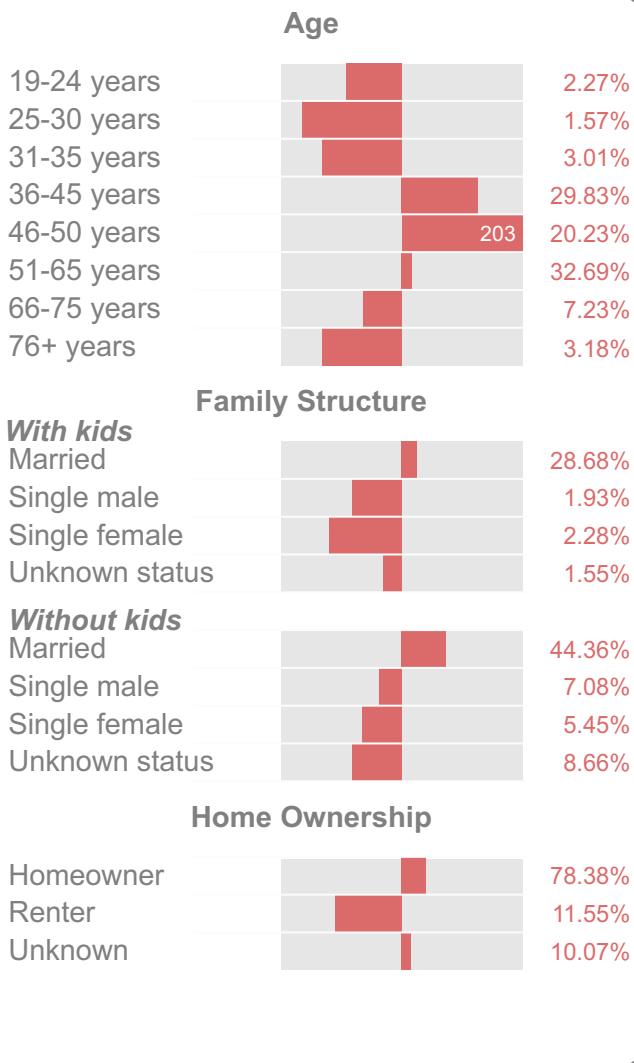
H • H26 • H27 • H28 • H29

H

## Middle-class Melting Pot

Mid-scale, middle-aged and established couples living in suburban and fringe homes

James &amp; Pamela

 3.90% |  3.43%


## Family Union

Mid-scale, middle-aged families living in homes supported by solid blue-collar occupations

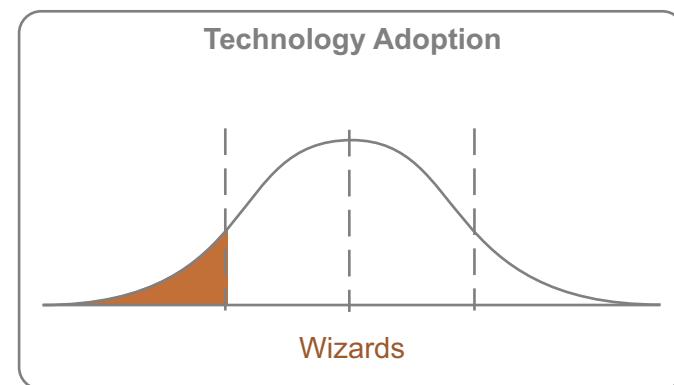
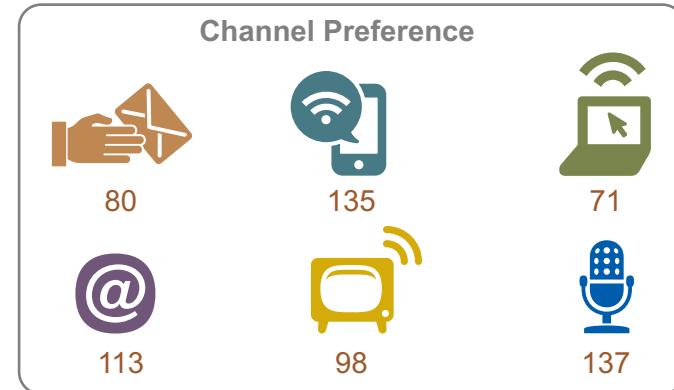
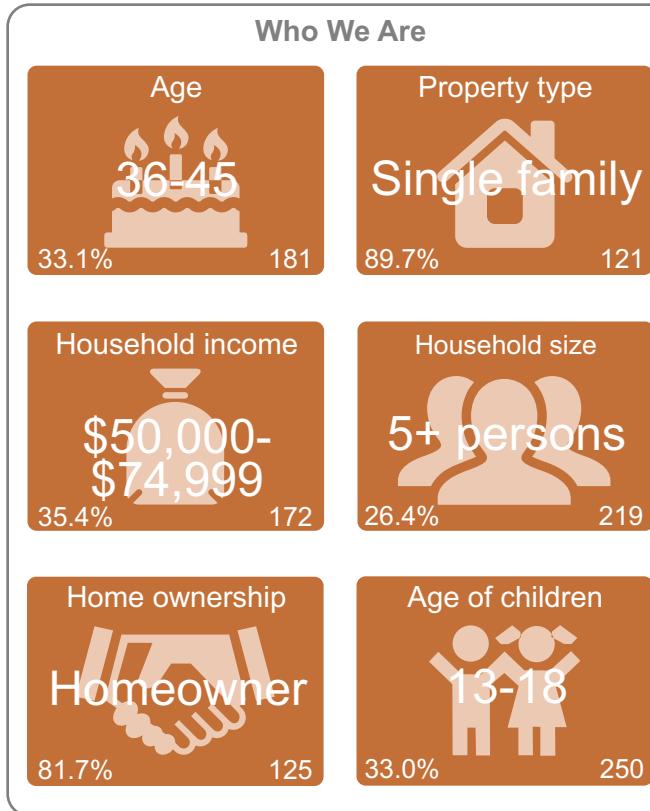
Miguel & Maria

 4.74% |  6.72%



### Key Features

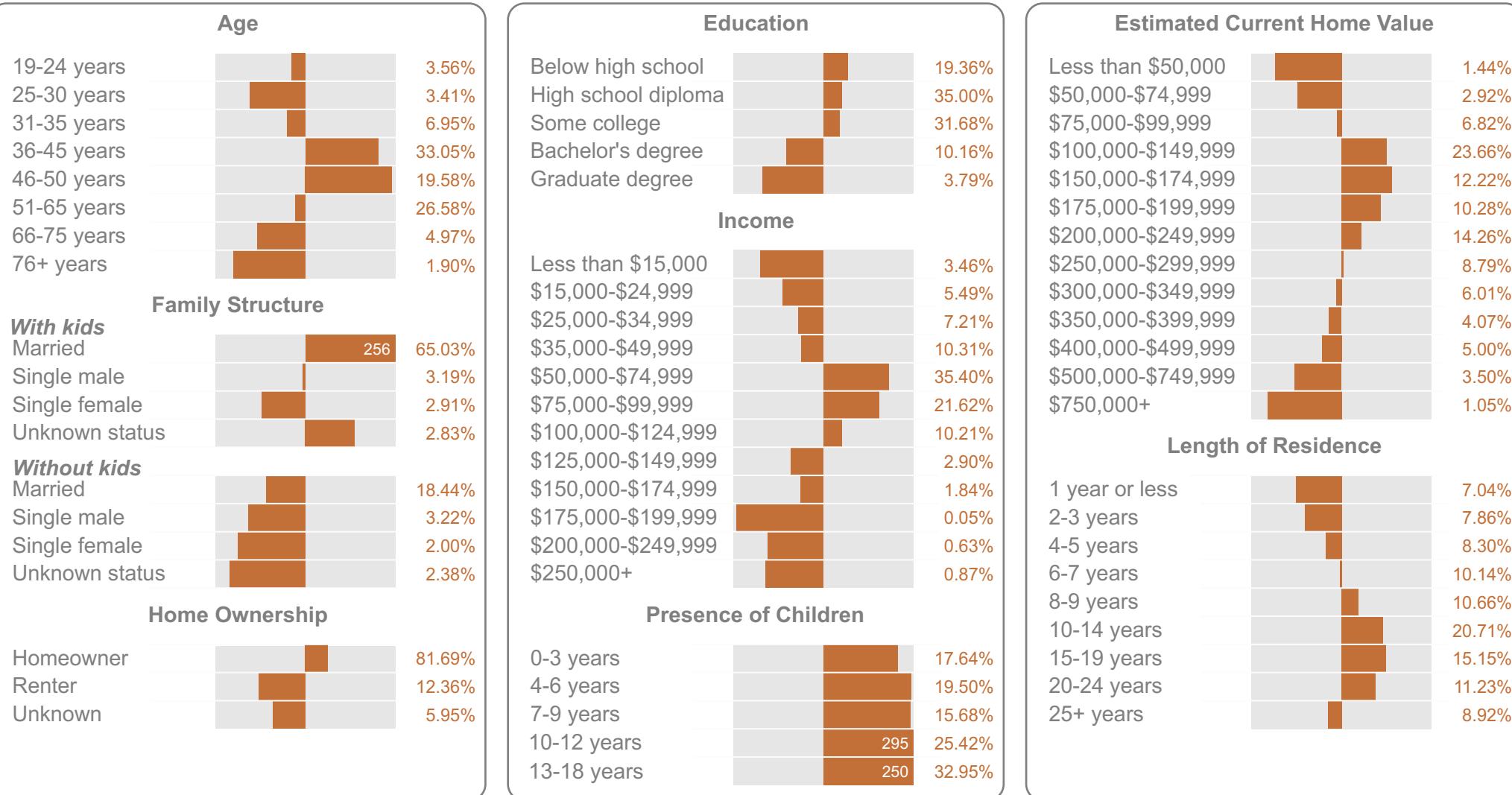
- Bilingual
- Child-oriented activities
- Large households
- Financially cautious
- Team sports
- Family abroad



## Family Union

Mid-scale, middle-aged families living in homes supported by solid blue-collar occupations

Miguel &amp; Maria

 4.74% |  6.72%


J • J34 • J35 • J36

J

## Autumn Years

Established and mature couples living gratified lifestyles in older homes

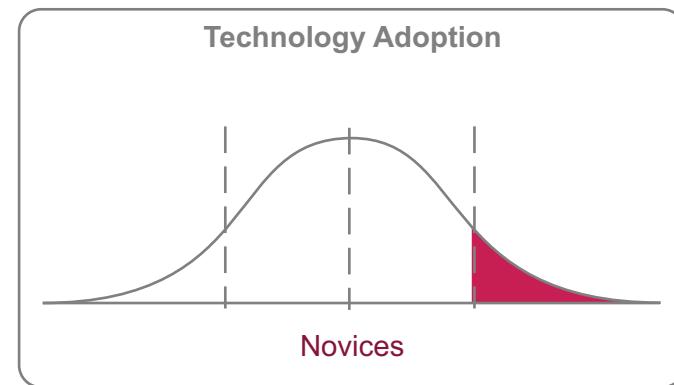
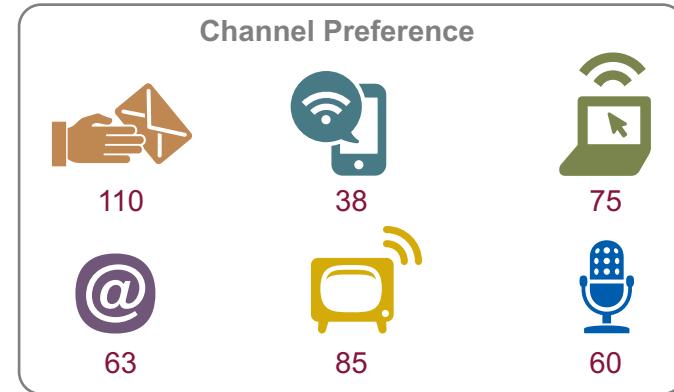
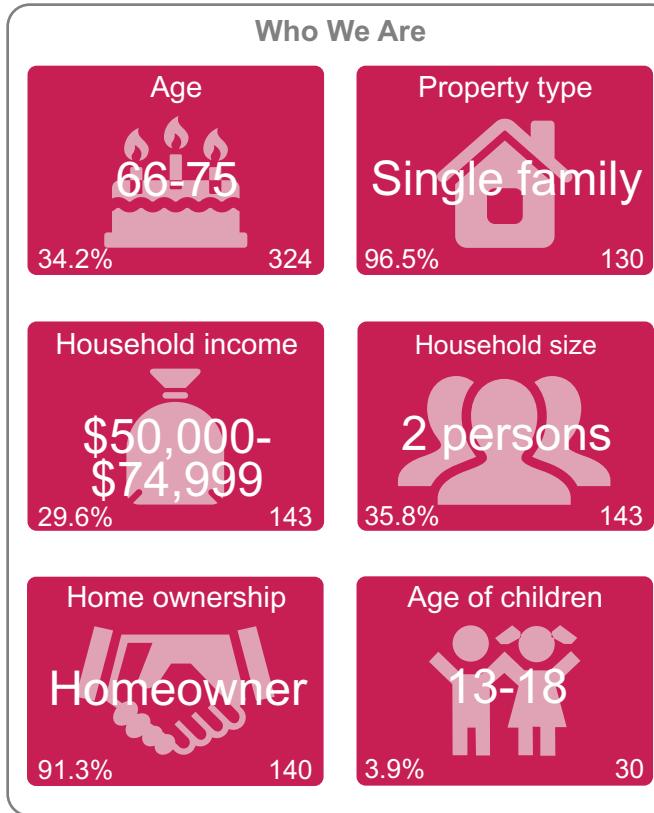
Charles & Lois

 7.35% |  6.92%



### Key Features

- Rural living
- Community roots
- Financial savings
- AARP members
- Financially secure
- Outdoor hobbies



J • J34 • J35 • J36

J

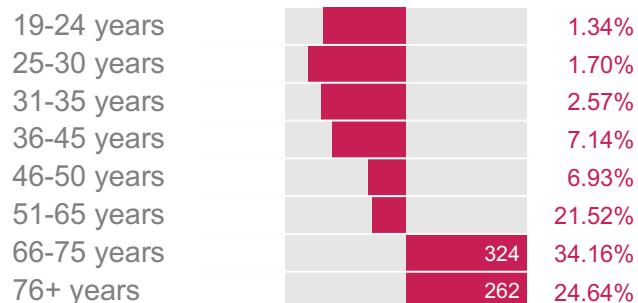
## Autumn Years

Established and mature couples living gratified lifestyles in older homes

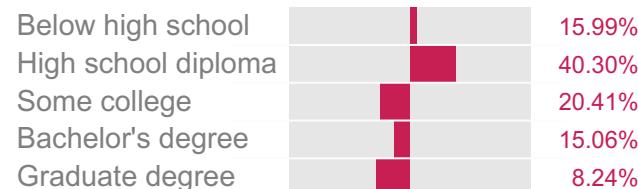
Charles & Lois

 7.35% |  6.92%

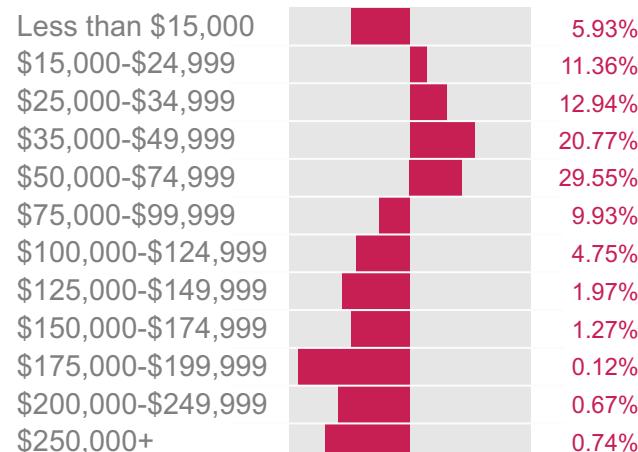
### Age



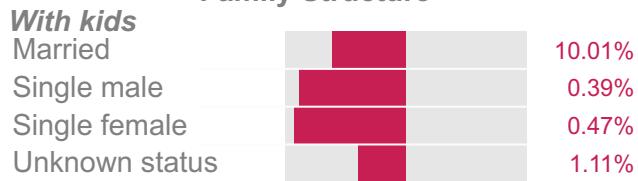
### Education



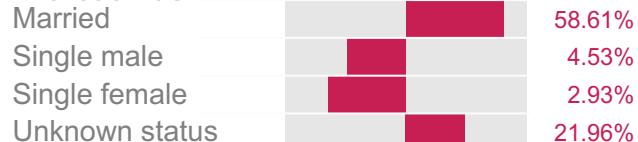
### Income



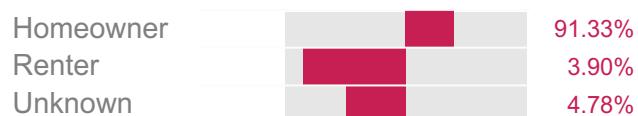
### Family Structure



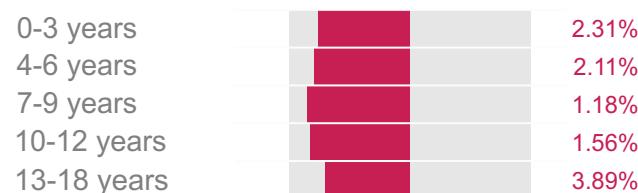
### Without kids



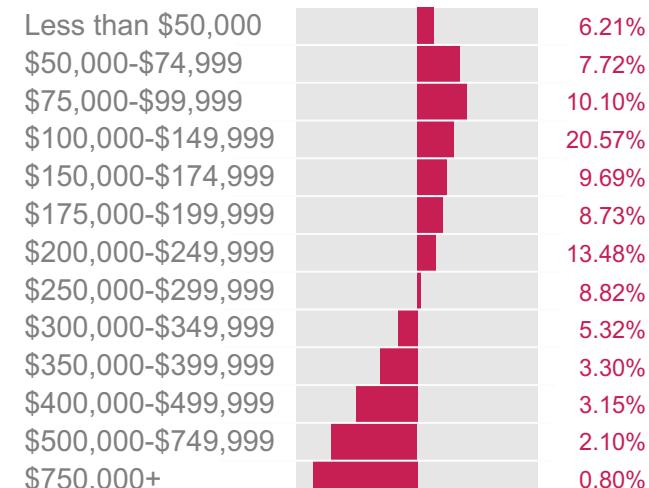
### Home Ownership



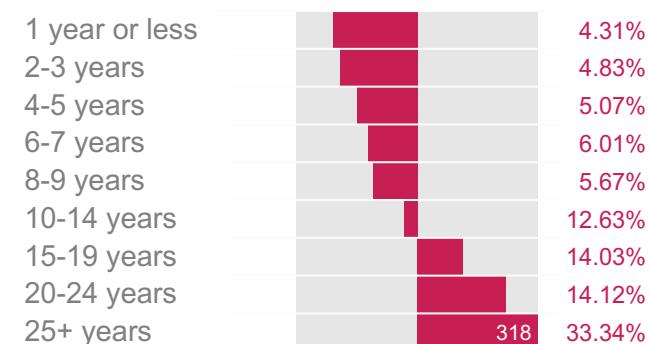
### Presence of Children



### Estimated Current Home Value



### Length of Residence



K • K37 • K38 • K39 • K40

K

## Significant Singles

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

Joseph & Andrea

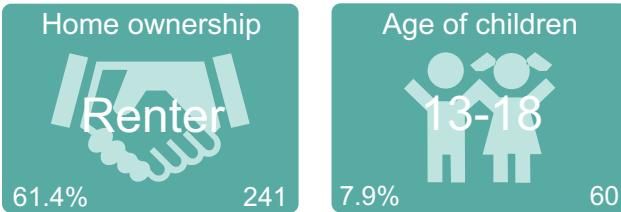
 4.64% |  3.17%



### Key Features

- Renters
- Leaning liberal
- Single adults
- Eclectic interests
- Financially risk adverse
- Cultural interests

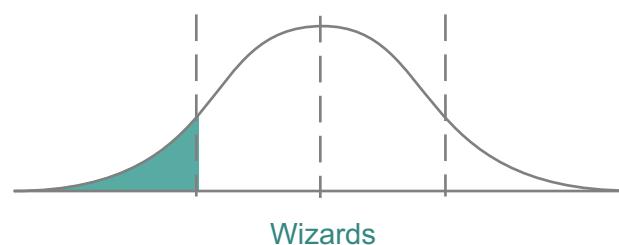
### Who We Are



### Channel Preference



### Technology Adoption



K • K37 • K38 • K39 • K40

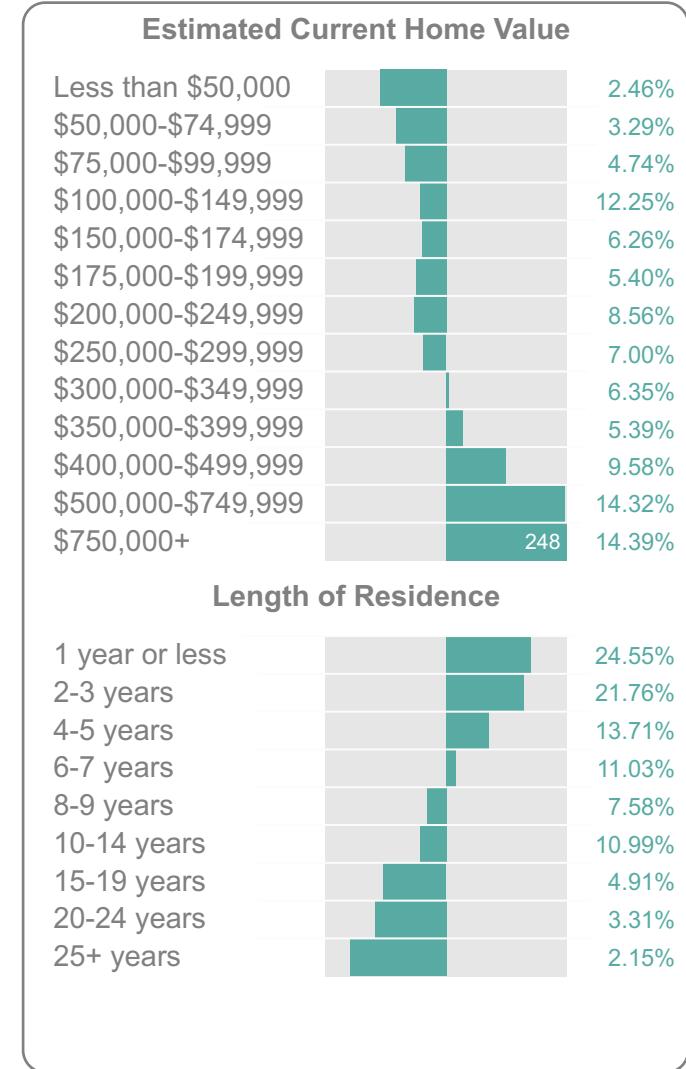
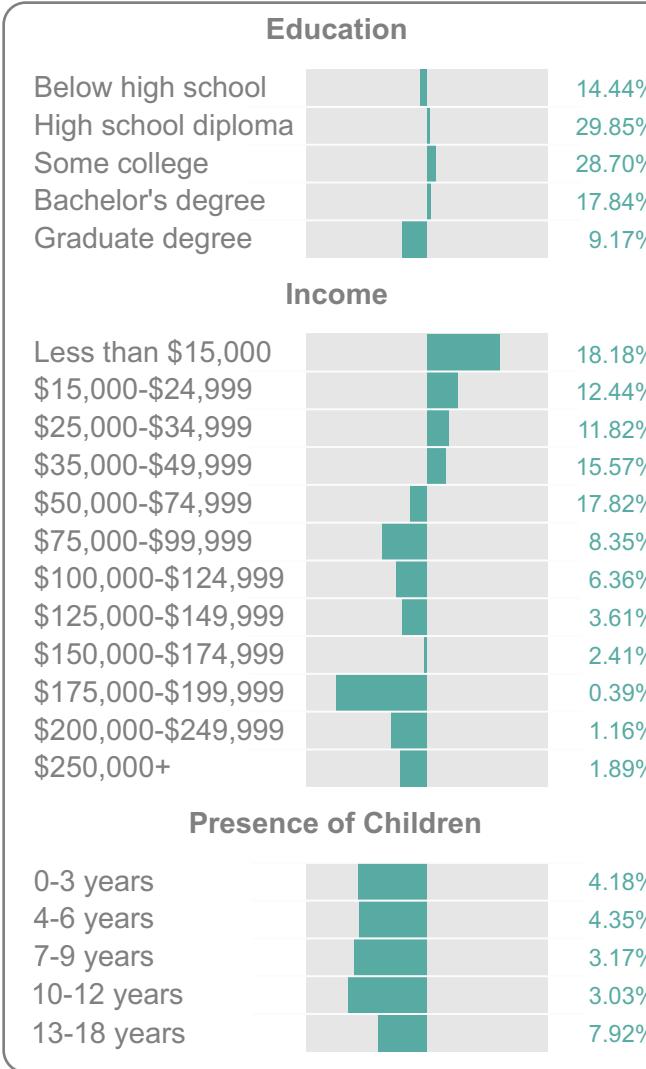
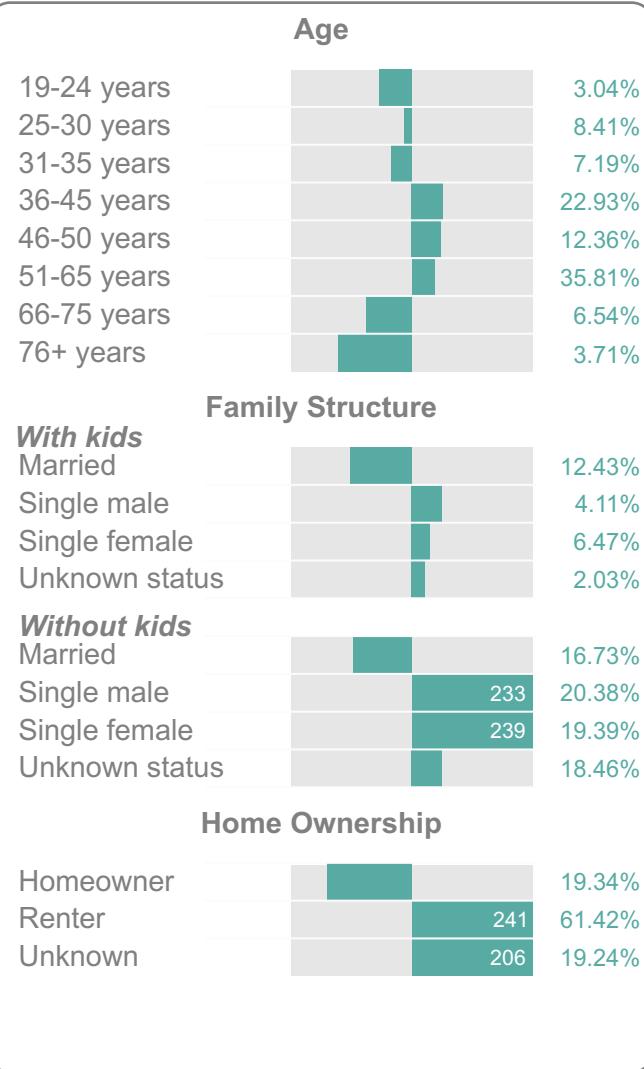
K

## Significant Singles

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

Joseph & Andrea

 4.64% |  3.17%



L • L41 • L42 • L43

L

## Blue Sky Boomers

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

Carl & Beverly

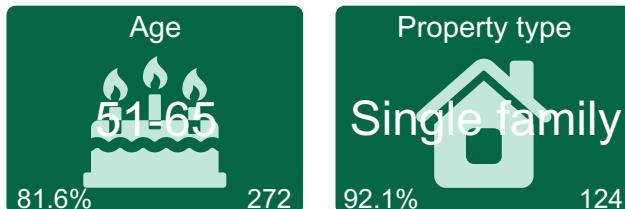
House 6.82% | 5.65% Person



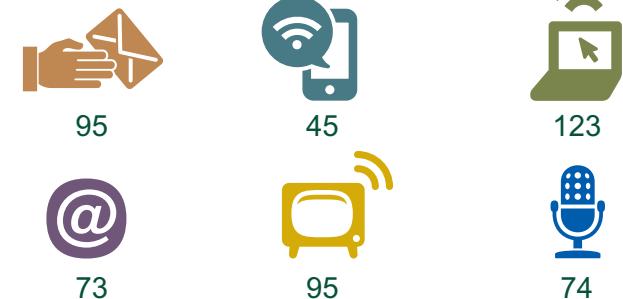
### Key Features

- Rural lifestyles
- Modest housing
- Outdoor recreation
- Agricultural and blue-collar jobs
- NASCAR fanatics
- Avid TV sports viewers

### Who We Are



### Channel Preference



### Technology Adoption

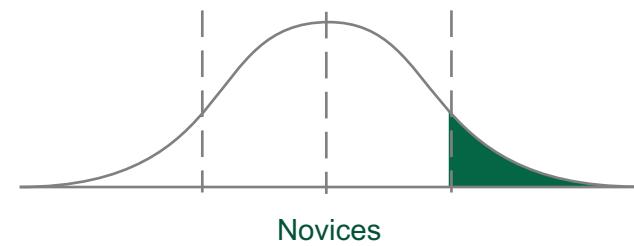


Photo credit: iStockphoto.com



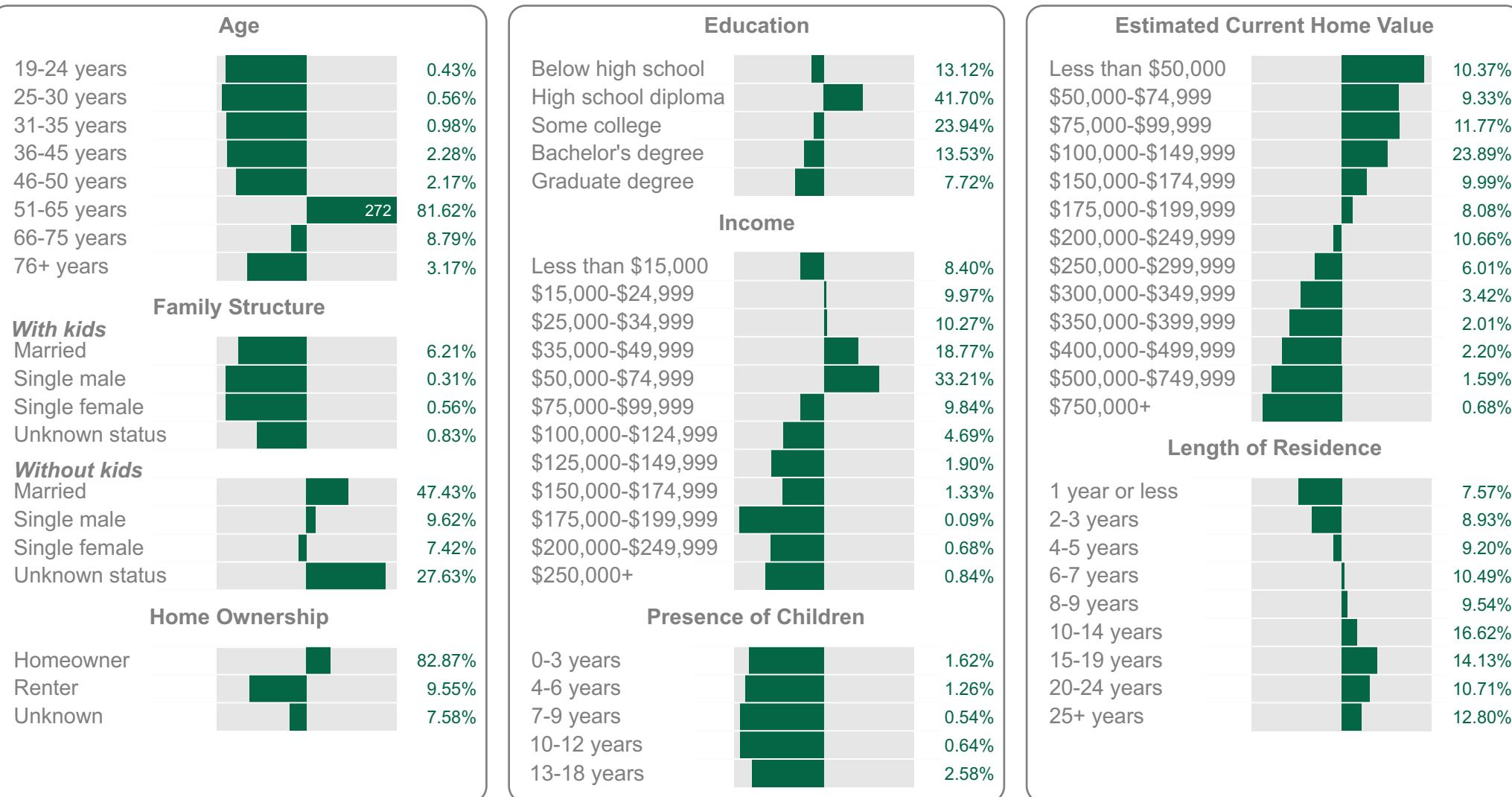
L • L41 • L42 • L43

L

## Blue Sky Boomers

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

Carl &amp; Beverly

 6.82% |  5.65%


M • M44 • M45

M

## Families in Motion

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

Jeremy & Melissa

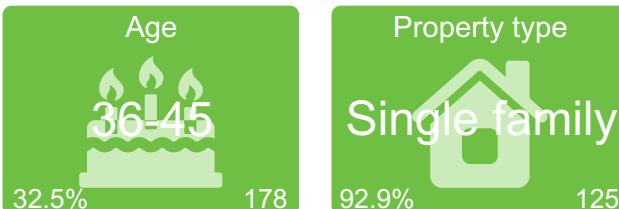
 3.13% |  5.26%



### Key Features

- Child-rearing purchases
- Hectic households
- Rural lifestyle
- Social media socializers
- Conservative investors
- Outdoor leisure

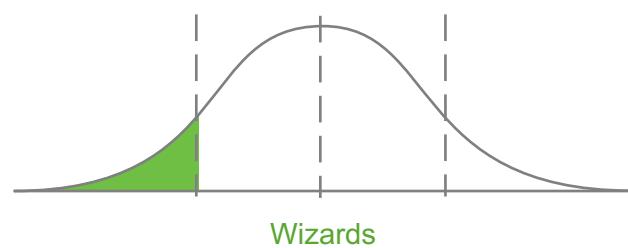
### Who We Are



### Channel Preference



### Technology Adoption



M • M44 • M45

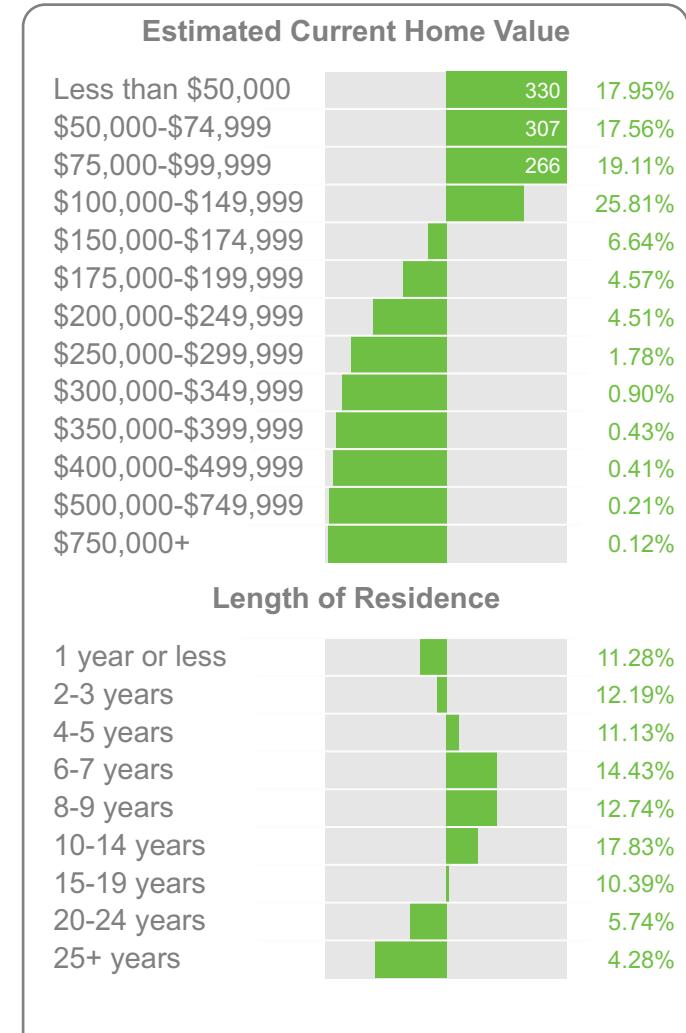
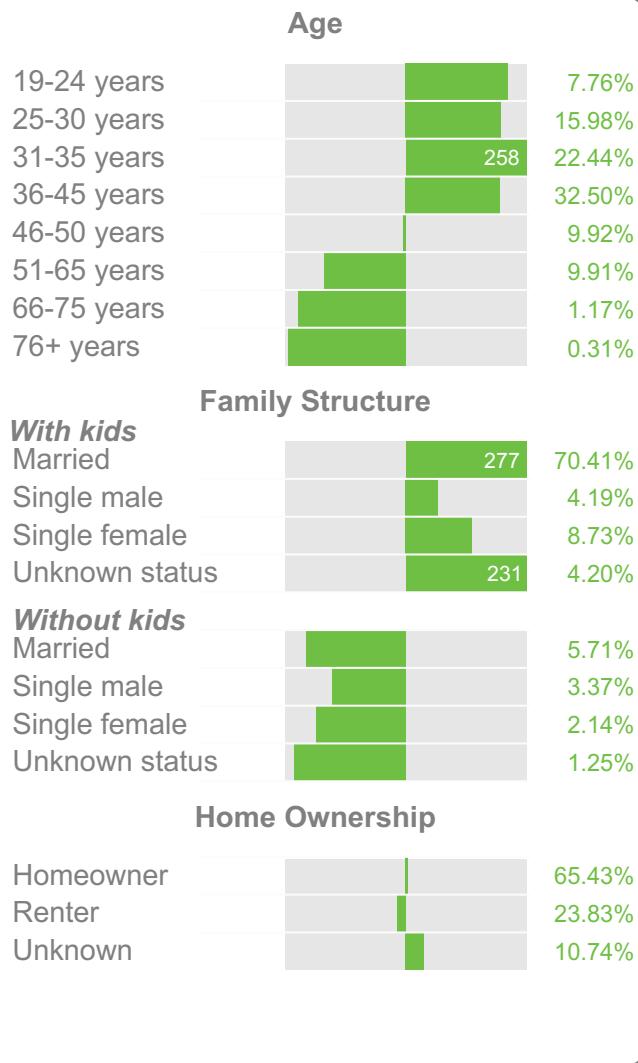
M

## Families in Motion

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

Jeremy & Melissa

 3.13% |  5.26%



N • N46 • N47 • N48 • N49

N

## Pastoral Pride

Mix of lower middle-class unattached individuals and couples who have settled in country and small town areas

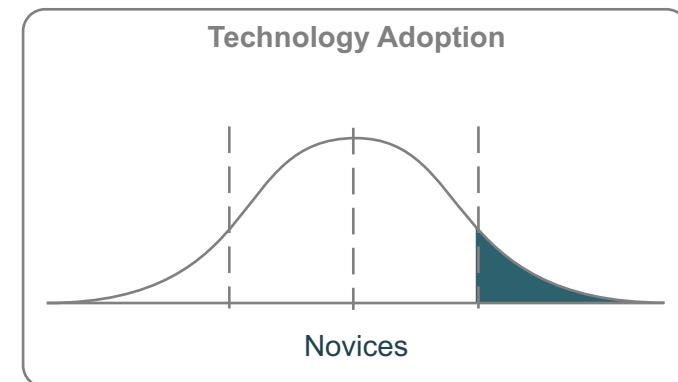
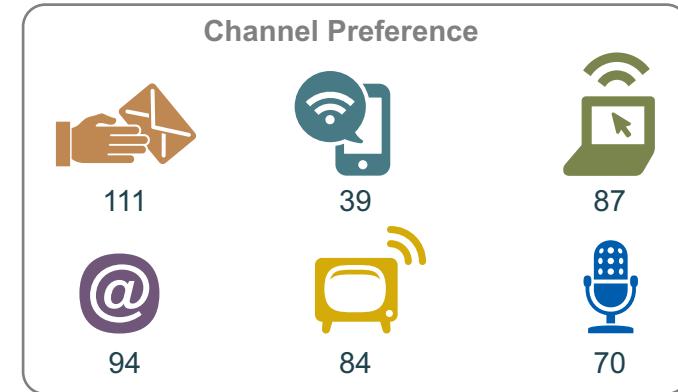
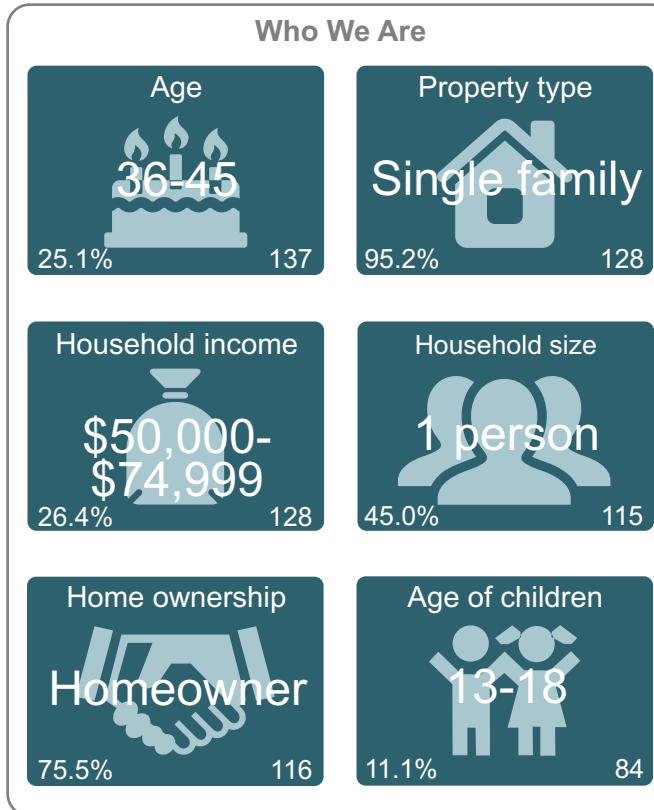
Gary & Carolyn

 4.77% |  4.29%



### Key Features

- Rural living
- Working class sensibility
- Ethnically diverse
- Catalog buyer
- Outdoor recreation
- Proud



N • N46 • N47 • N48 • N49

N

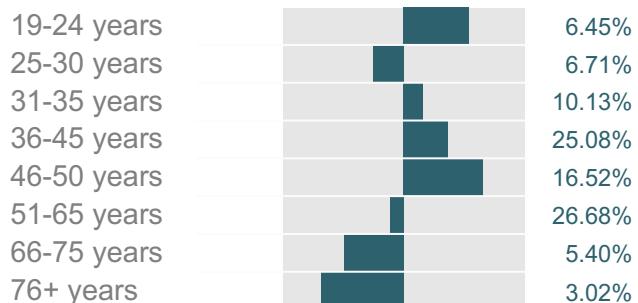
## Pastoral Pride

Mix of lower middle-class unattached individuals and couples who have settled in country and small town areas

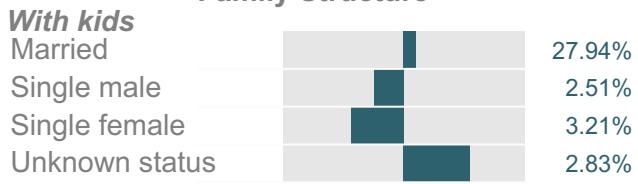
Gary & Carolyn

 4.77% |  4.29%

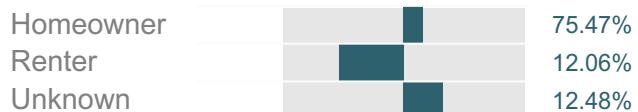
### Age



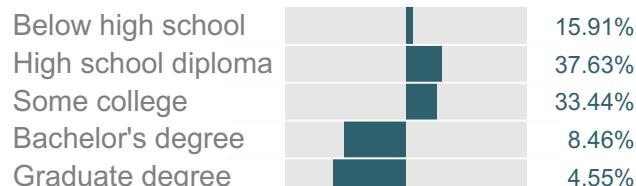
### Family Structure



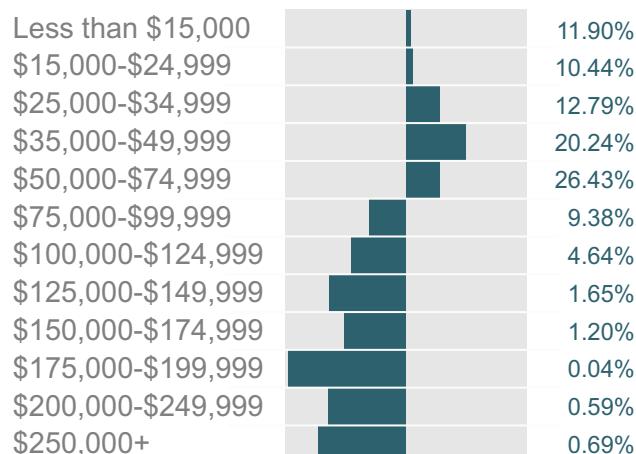
### Home Ownership



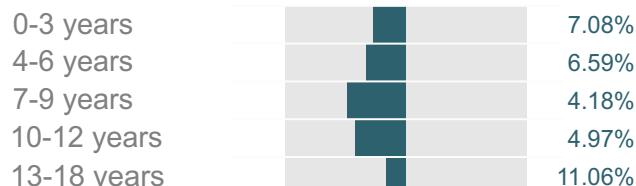
### Education



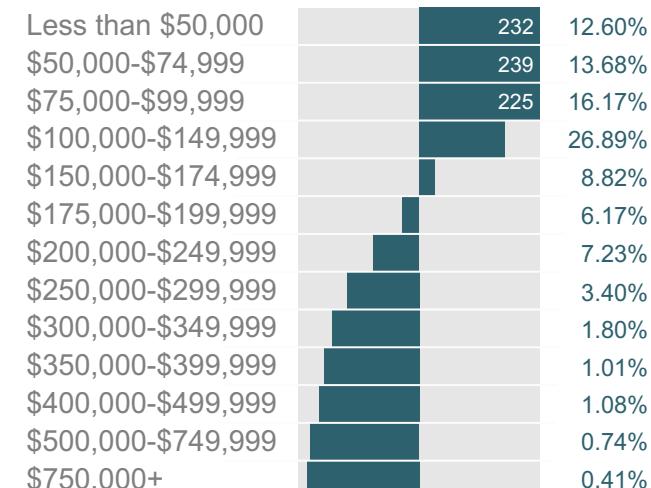
### Income



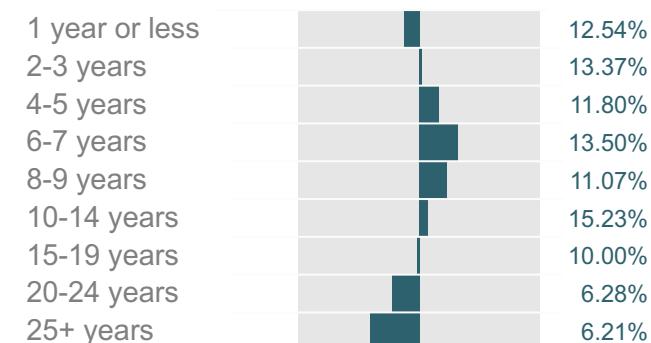
### Presence of Children



### Estimated Current Home Value



### Length of Residence



O • O50 • O51 • O52 • O53 • O54 • O55

O

## Singles and Starters

Young singles starting out, and some starter families, in diverse urban communities

Matthew & Crystal

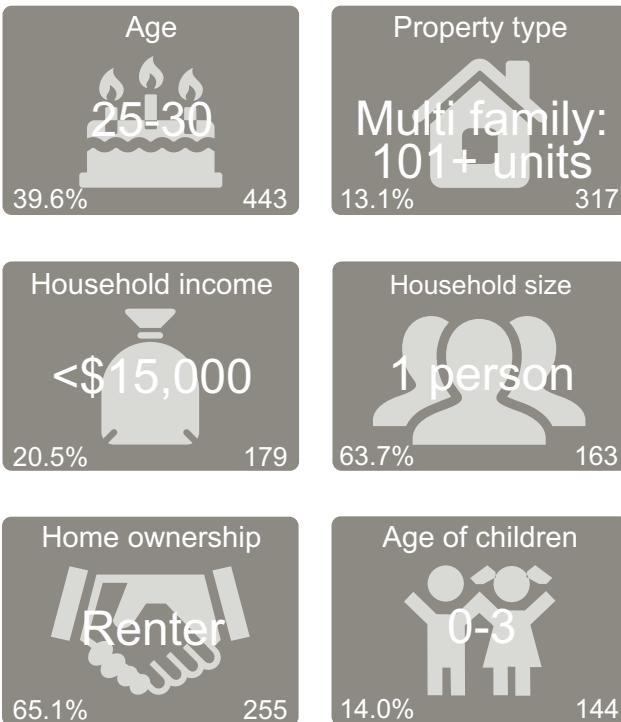
 9.85% |  6.65%



### Key Features

- Rental housing
- Single adults
- Motivated
- Aspirational consumers
- Socially active
- Digitally savvy

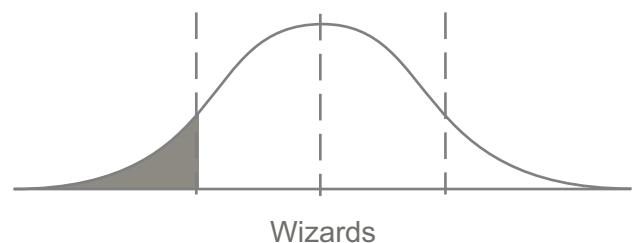
### Who We Are



### Channel Preference



### Technology Adoption



O • O50 • O51 • O52 • O53 • O54 • O55

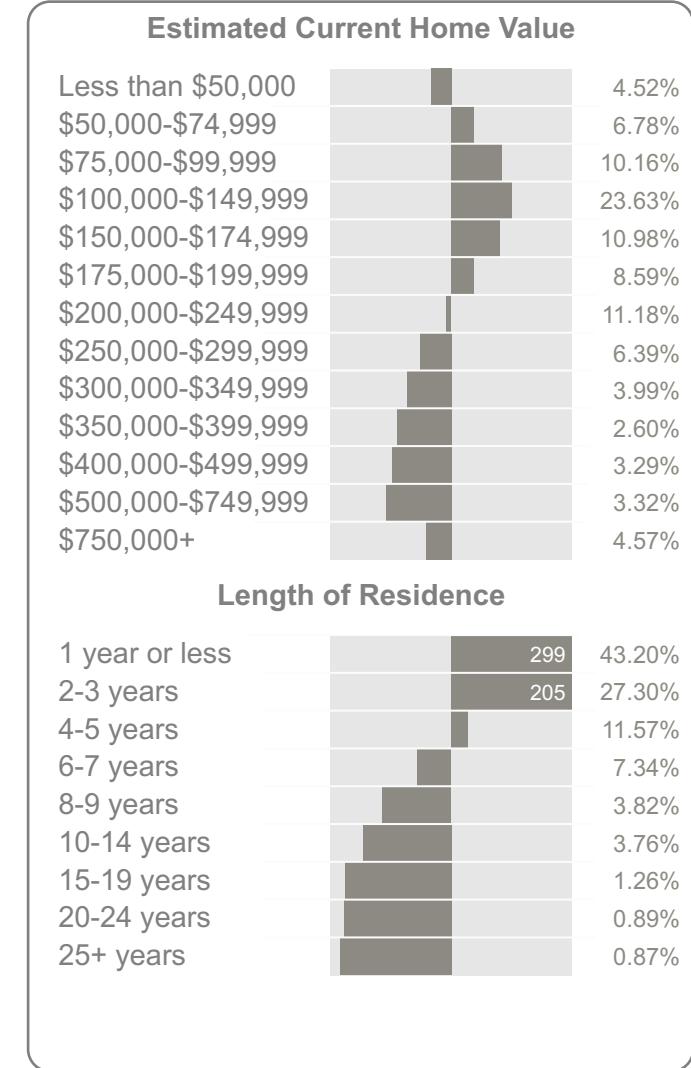
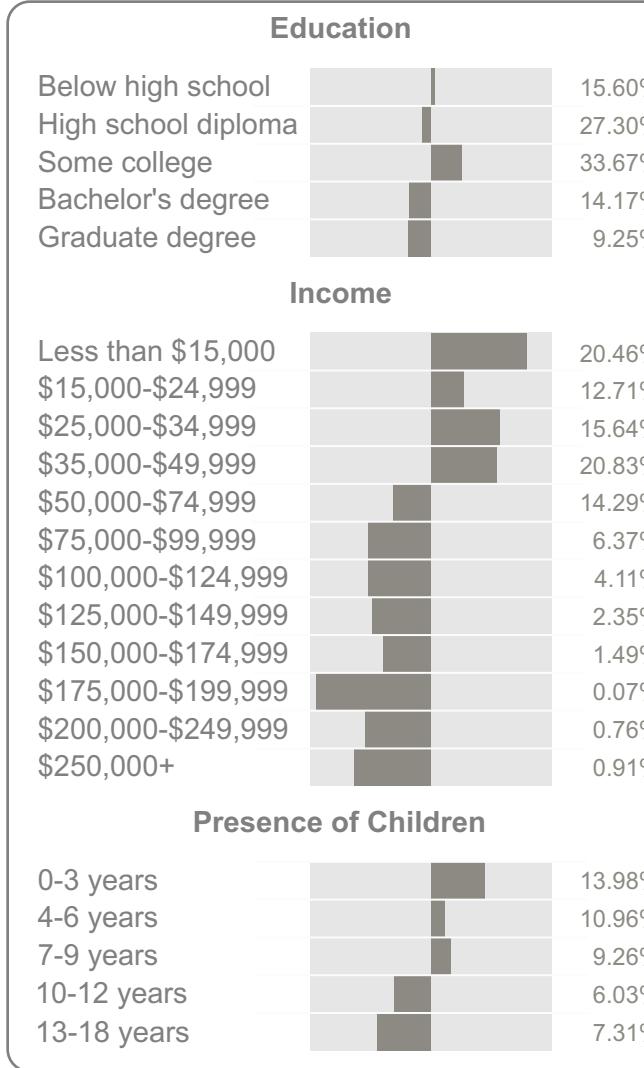
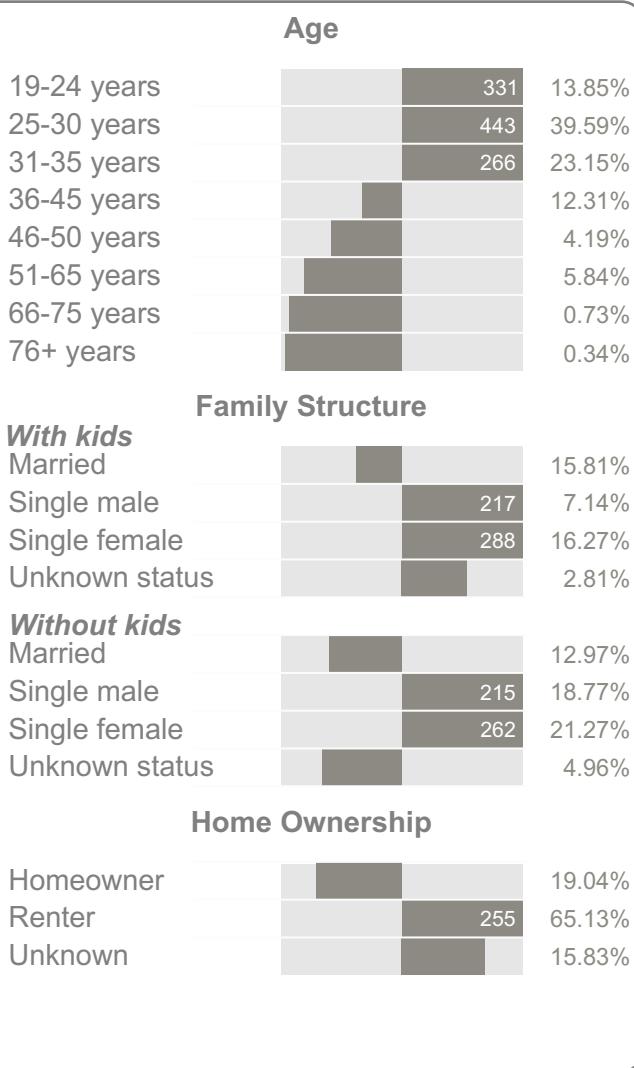
O

## Singles and Starters

Young singles starting out, and some starter families, in diverse urban communities

Matthew & Crystal

 9.85% |  6.65%



## Cultural Connections

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

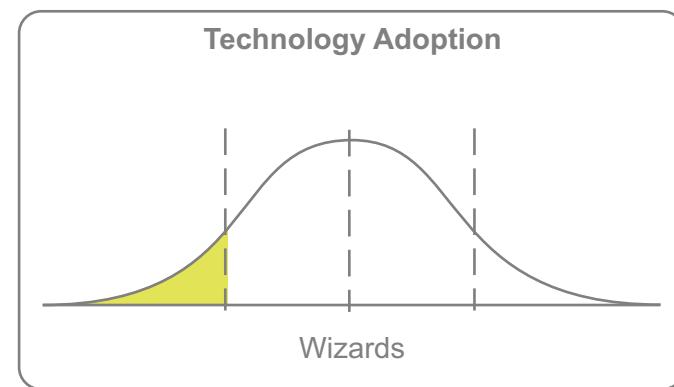
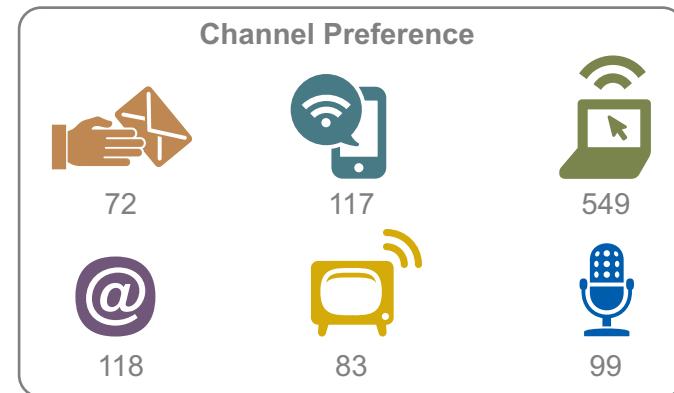
Antonio & Ana

 5.17% |  4.22%



### Key Features

- Culturally diverse
- Financially curious
- Single parents
- Ambitious
- Environmental supporters
- Appearances matter



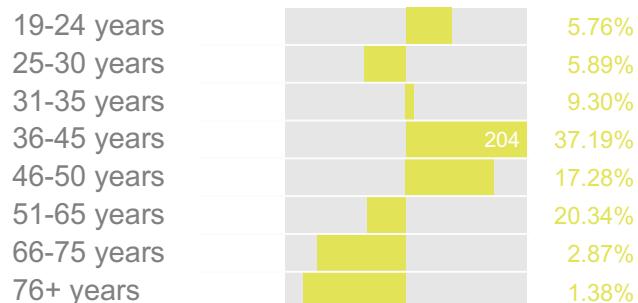
## Cultural Connections

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

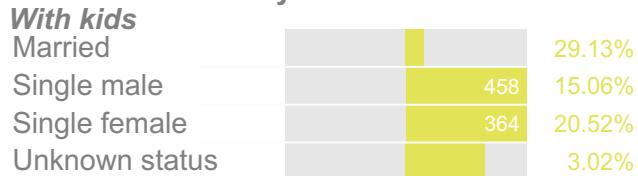
Antonio & Ana

 5.17% |  4.22%

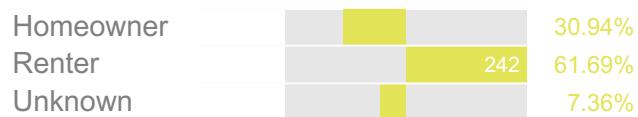
### Age



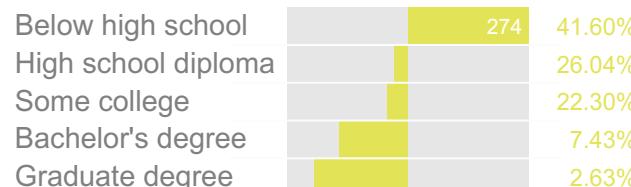
### Family Structure



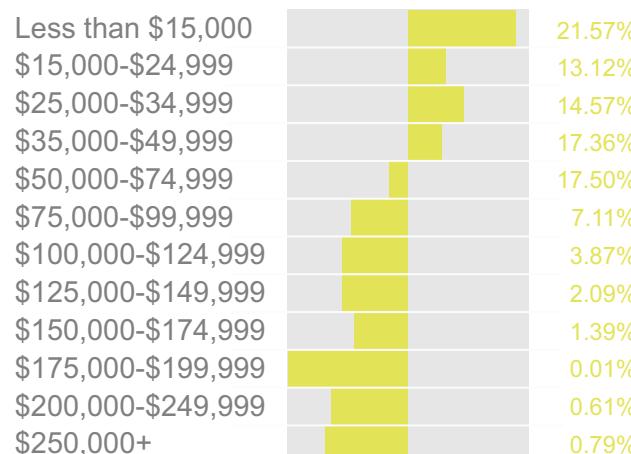
### Home Ownership



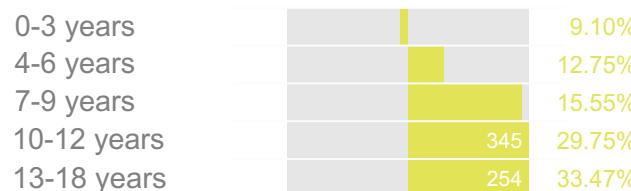
### Education



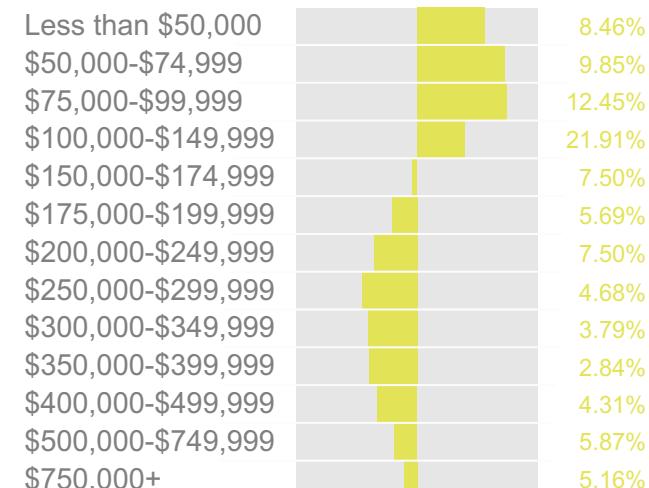
### Income



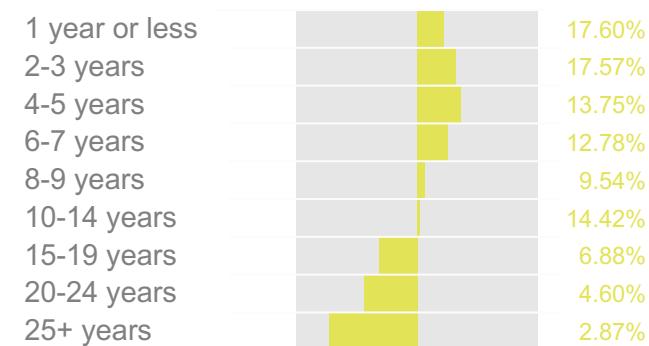
### Presence of Children



### Estimated Current Home Value



### Length of Residence



Q • Q62 • Q63 • Q64 • Q65

**Q**

## Golden Year Guardians

Retirees living in settled residences and communities

Donald & Dorothy

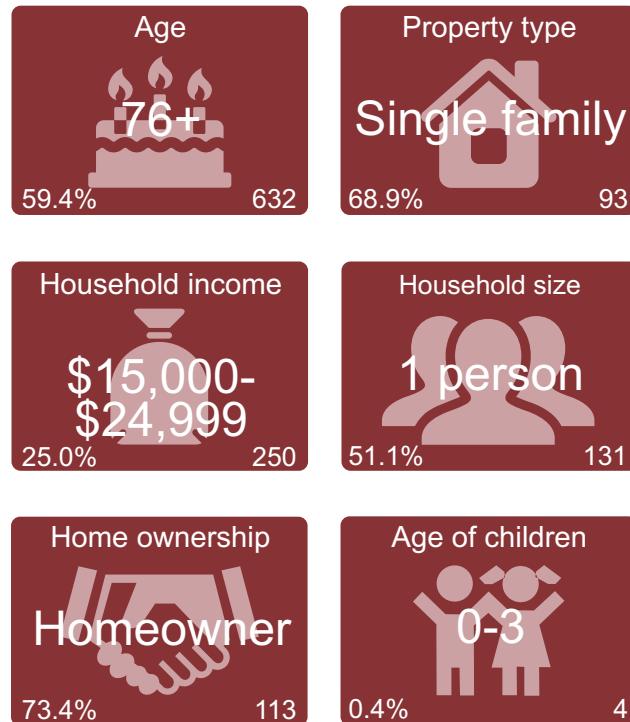
House 9.01% | 6.38% Person



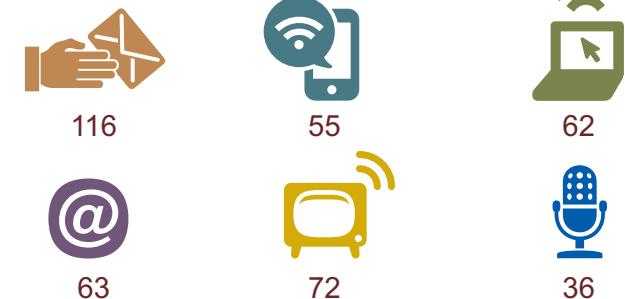
### Key Features

- Retired
- Health-conscious
- Daytime entertainment
- Established credit
- Country club members
- Cautious money managers

### Who We Are



### Channel Preference



### Technology Adoption

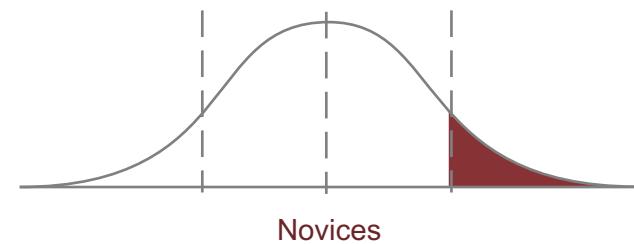


Photo credits: iStockphoto.com



Q • Q62 • Q63 • Q64 • Q65

Q

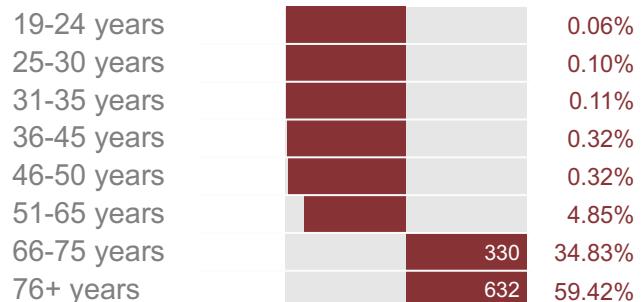
## Golden Year Guardians

Retirees living in settled residences and communities

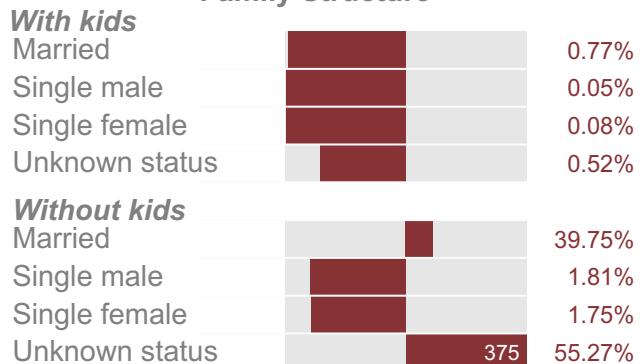
Donald & Dorothy

 9.01% |  6.38%

### Age



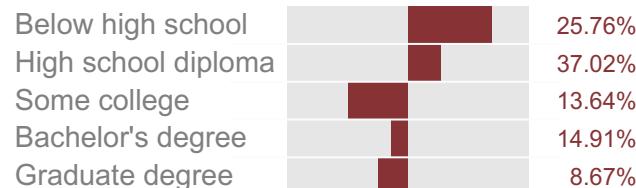
### Family Structure



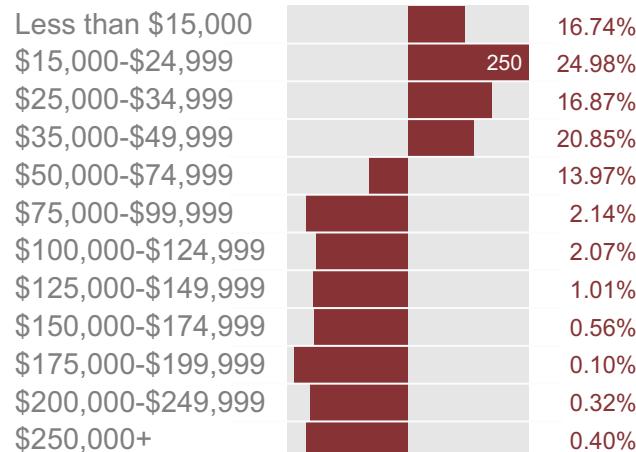
### Home Ownership



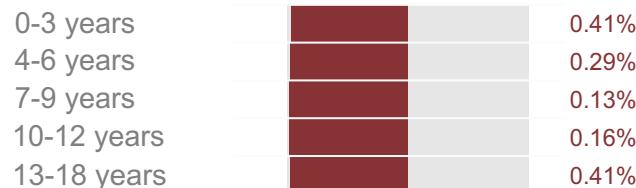
### Education



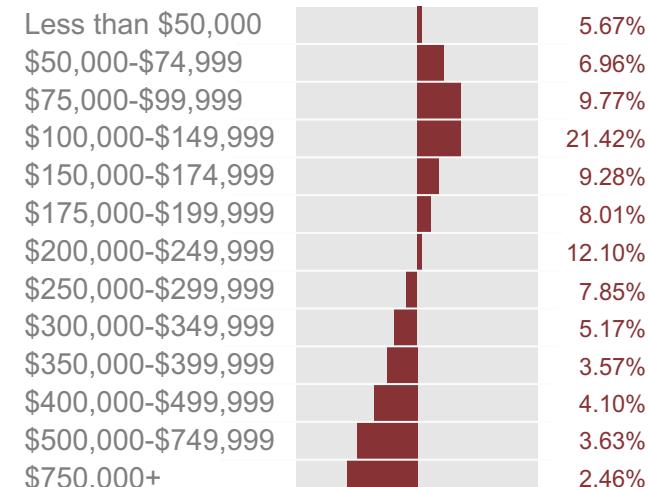
### Income



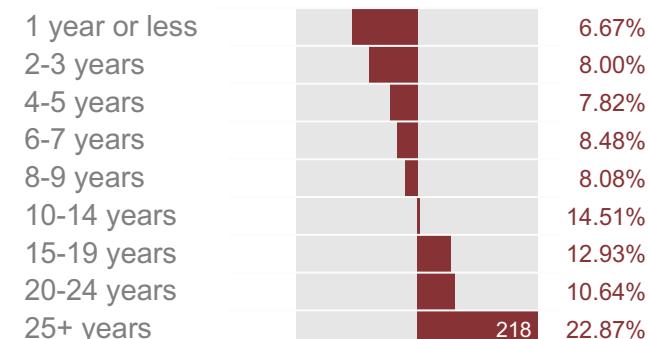
### Presence of Children



### Estimated Current Home Value



### Length of Residence



R • R66 • R67

R

## Aspirational Fusion

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

Anthony & Angela

 2.92% |  1.81%



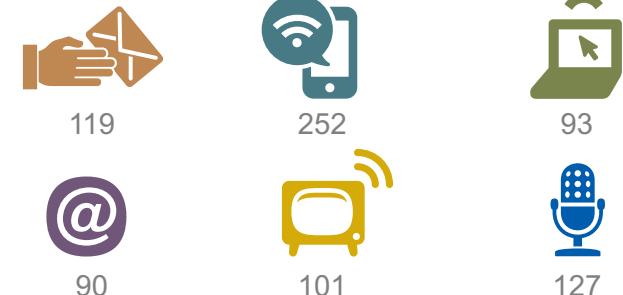
### Key Features

- Single parents
- Apartment living
- Status-conscious
- Budget constraints
- Active athletes
- Brand-name conscious

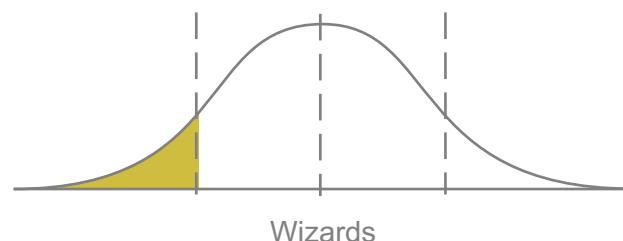
### Who We Are



### Channel Preference



### Technology Adoption



R • R66 • R67

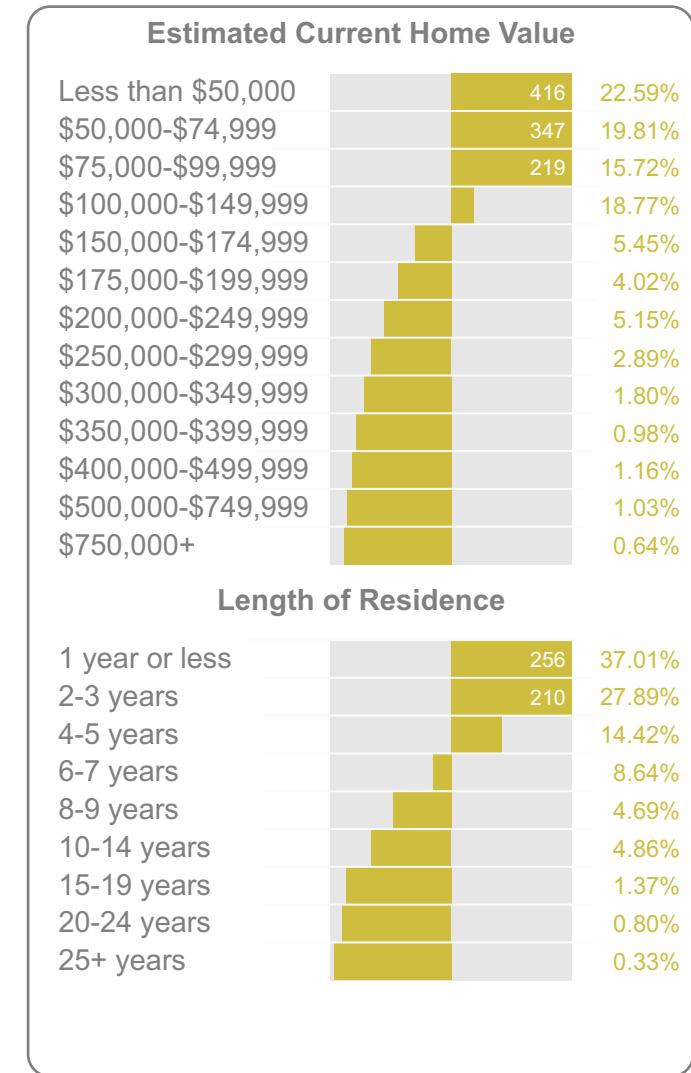
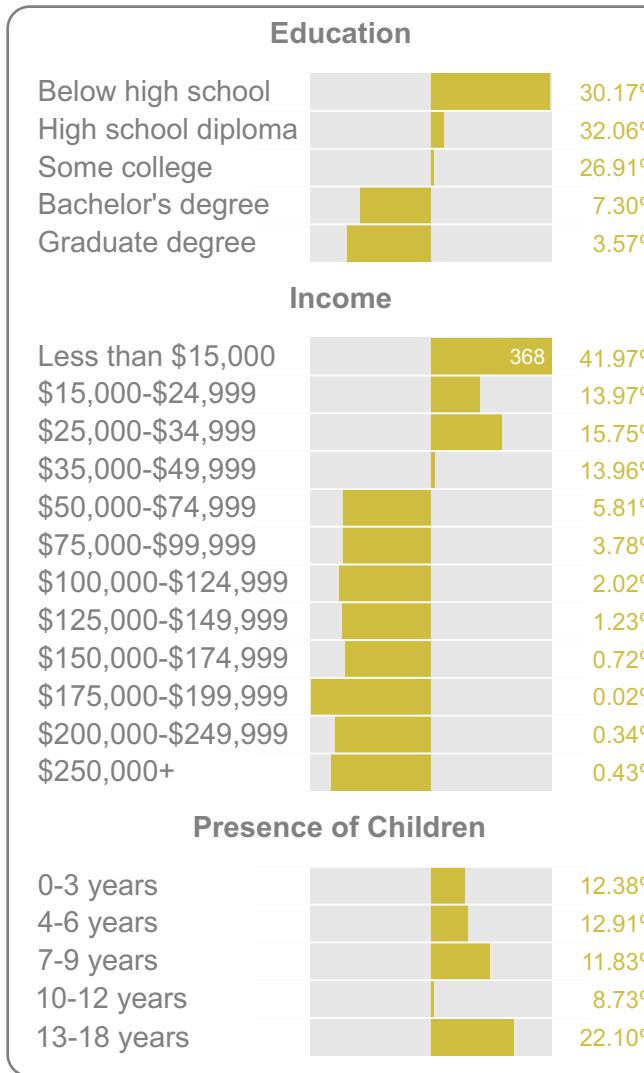
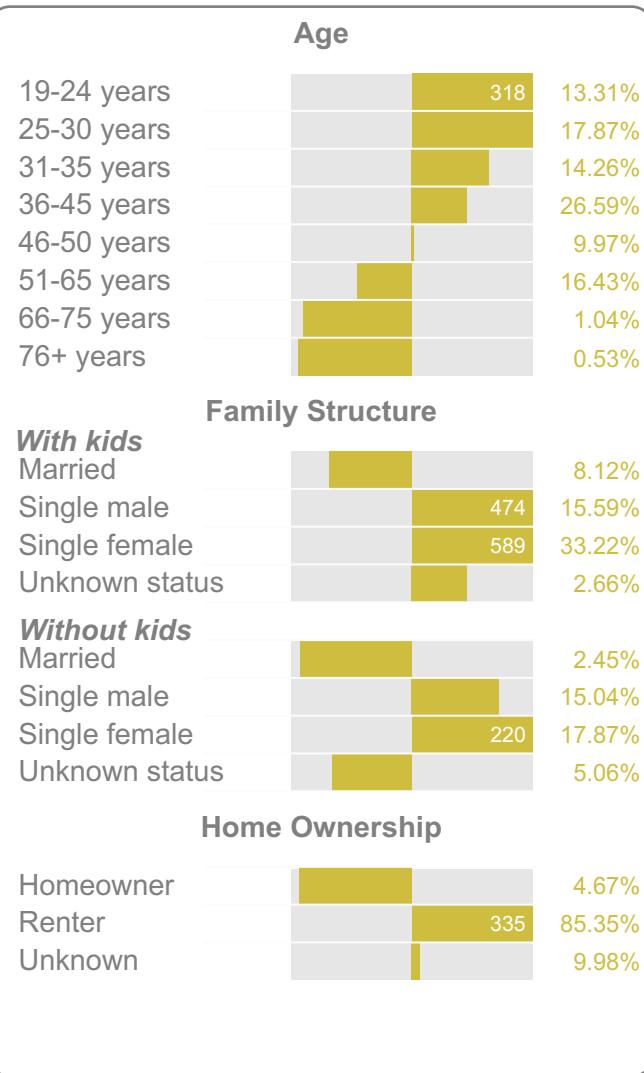
R

## Aspirational Fusion

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

Anthony & Angela

 2.92% |  1.81%



## Economic Challenges

Economically challenged mix of singles, divorced and widowed individuals in smaller cities and urban areas looking to make ends meet

George &amp; Alicia

 4.50% |  3.04%


### Key Features

- Modest spenders
- Limited budgets
- Ethnically diverse
- Brand conscious
- Modest educations
- TV entertainment

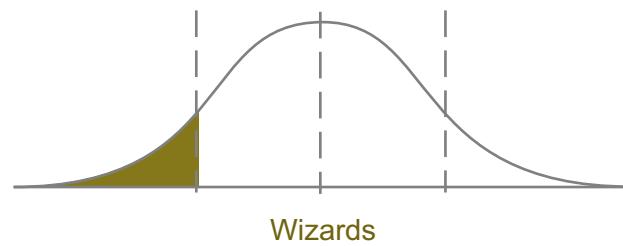
### Who We Are



### Channel Preference



### Technology Adoption



S • S68 • S69 • S70 • S71

S

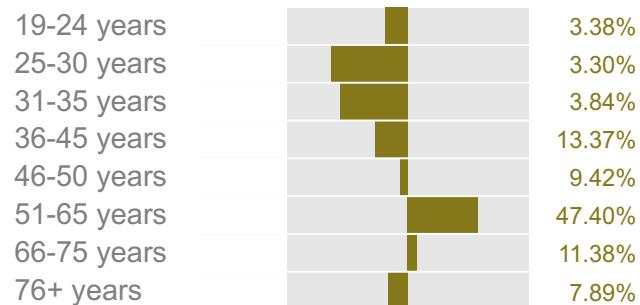
## Economic Challenges

Economically challenged mix of singles, divorced and widowed individuals in smaller cities and urban areas looking to make ends meet

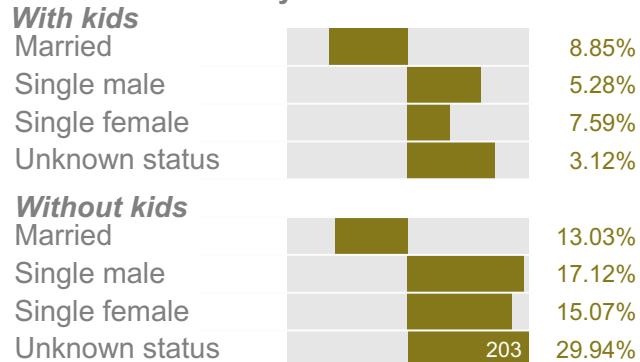
George & Alicia

 4.50% |  3.04%

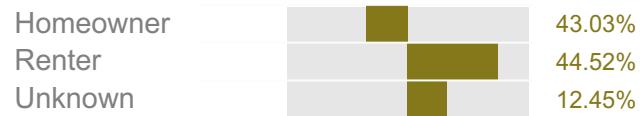
### Age



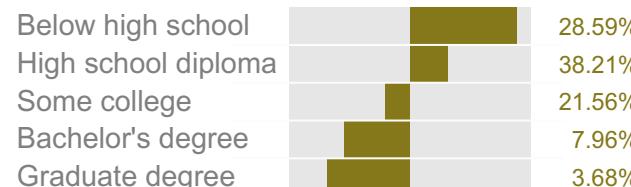
### Family Structure



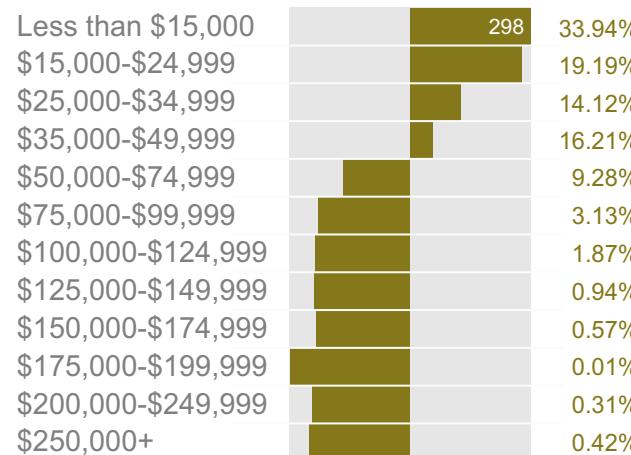
### Home Ownership



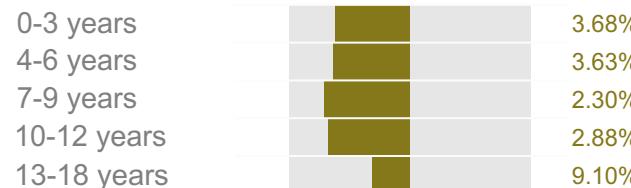
### Education



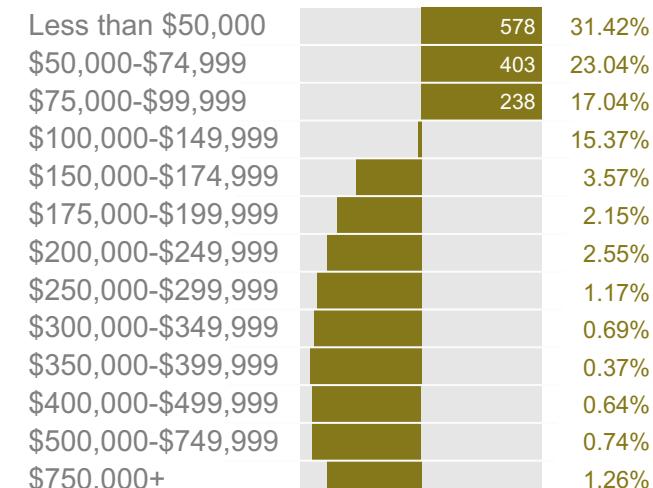
### Income



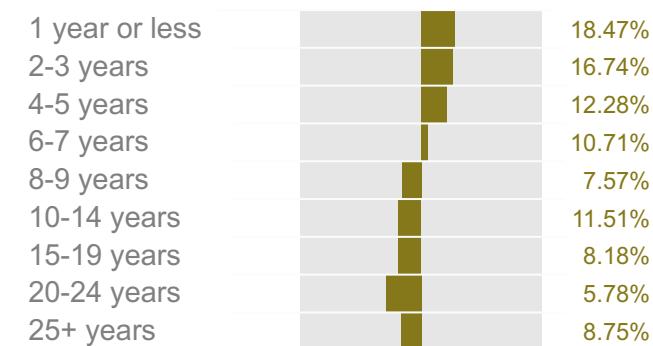
### Presence of Children



### Estimated Current Home Value



### Length of Residence



A • A01 • A02 • A03 • A04 • A05 • A06

**A01**

## American Royalty

Wealthy, influential couples and families living in prestigious suburbs

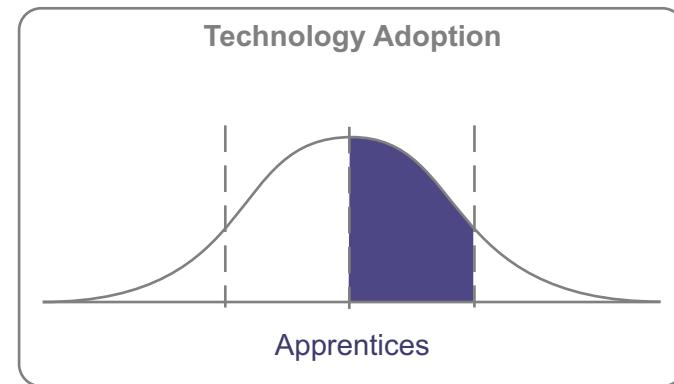
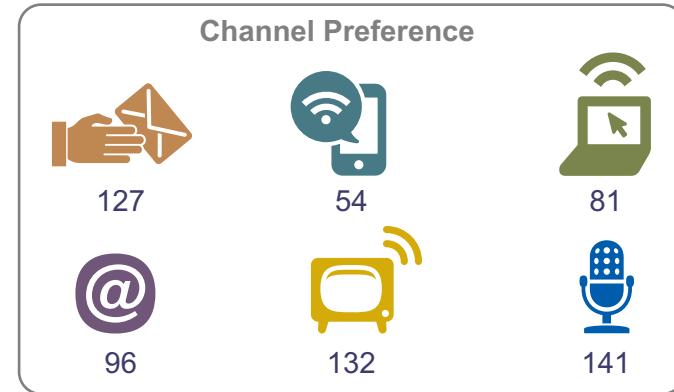
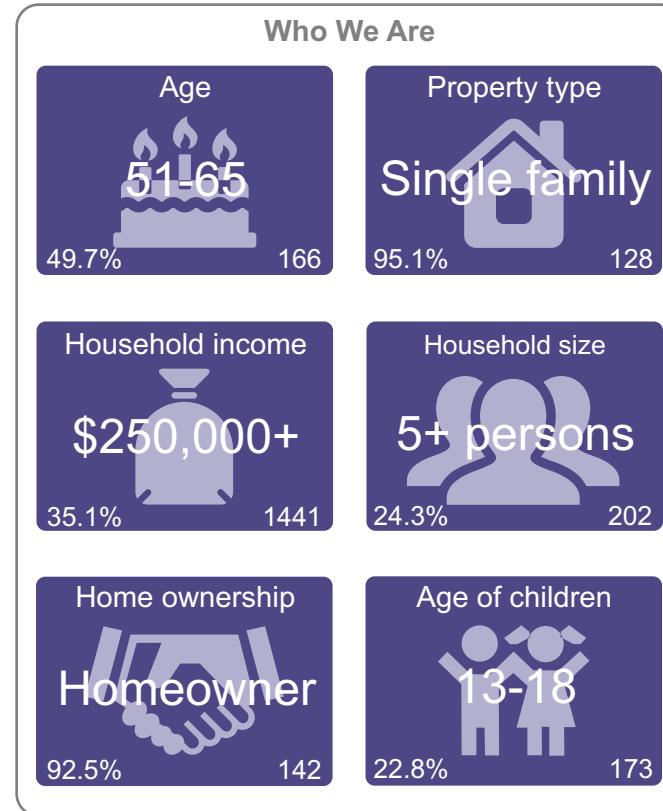
John & Susan

House 1.20% | 1.69% Person



### Key Features

- Prestigious housing
- Luxury living
- Upscale cars
- Healthy lifestyles
- Charitable giving
- World travelers



A • A01 • A02 • A03 • A04 • A05 • A06

**A01**

## American Royalty

Wealthy, influential couples and families living in prestigious suburbs

John & Susan

 1.20% |  1.69%

### Age

19-24 years	1.83%
25-30 years	3.77%
31-35 years	4.81%
36-45 years	13.10%
46-50 years	14.10%
51-65 years	49.71%
66-75 years	9.05%
76+ years	3.63%

### Family Structure

<b>With kids</b>	
Married	38.33%
Single male	0.16%
Single female	0.17%
Unknown status	1.30%
<b>Without kids</b>	
Married	54.49%
Single male	1.20%
Single female	0.58%
Unknown status	3.76%

### Home Ownership

Homeowner	92.51%
Renter	4.42%
Unknown	3.07%

### Education

Below high school	1.15%
High school diploma	4.87%
Some college	11.83%
Bachelor's degree	31.04%
Graduate degree	51.12%

### Income

Less than \$15,000	1.16%
\$15,000-\$24,999	1.49%
\$25,000-\$34,999	1.06%
\$35,000-\$49,999	1.17%
\$50,000-\$74,999	1.48%
\$75,000-\$99,999	3.78%
\$100,000-\$124,999	10.05%
\$125,000-\$149,999	282
\$150,000-\$174,999	0.27%
\$175,000-\$199,999	941
\$200,000-\$249,999	1033
\$250,000+	1441

### Presence of Children

0-3 years	5.34%
4-6 years	5.09%
7-9 years	4.52%
10-12 years	6.67%
13-18 years	22.77%

### Estimated Current Home Value

Less than \$50,000	0.01%
\$50,000-\$74,999	0.02%
\$75,000-\$99,999	0.04%
\$100,000-\$149,999	0.17%
\$150,000-\$174,999	0.12%
\$175,000-\$199,999	0.10%
\$200,000-\$249,999	0.30%
\$250,000-\$299,999	0.68%
\$300,000-\$349,999	1.22%
\$350,000-\$399,999	2.17%
\$400,000-\$499,999	5.66%
\$500,000-\$749,999	307
\$750,000+	1159

### Length of Residence

1 year or less	6.54%
2-3 years	7.45%
4-5 years	6.10%
6-7 years	8.44%
8-9 years	10.26%
10-14 years	19.80%
15-19 years	16.04%
20-24 years	14.40%
25+ years	10.96%

A • A01 • A02 • A03 • A04 • A05 • A06

**A02**

## Platinum Prosperity

Wealthy and established empty-nesting couples residing in suburban and in-town homes

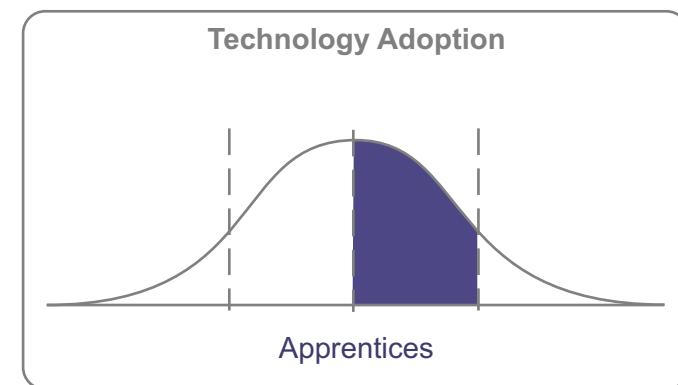
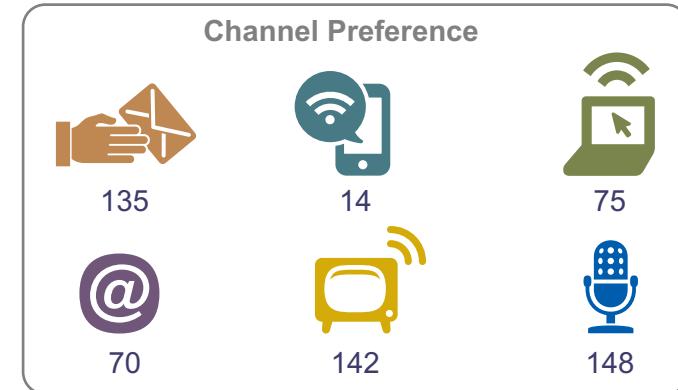
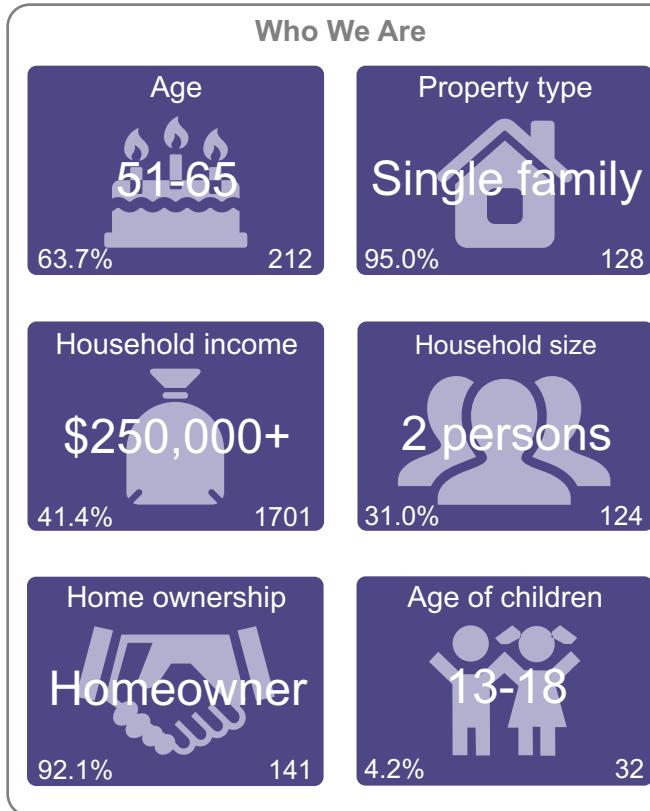
Robert & Carol

House 0.97% | 1.16% Person



### Key Features

- Luxury products
- Empty-nesters
- Political donor
- Country club members
- Philanthropic
- Investment-savvy



A • A01 • A02 • A03 • A04 • A05 • A06

**A02**

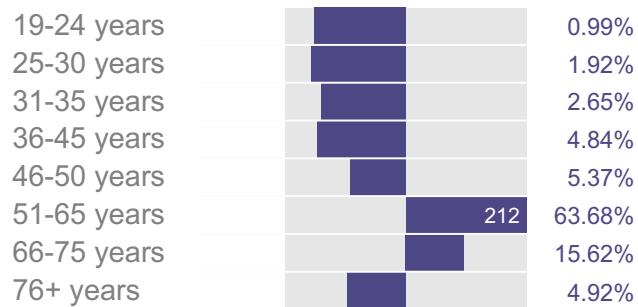
## Platinum Prosperity

Wealthy and established empty-nesting couples residing in suburban and in-town homes

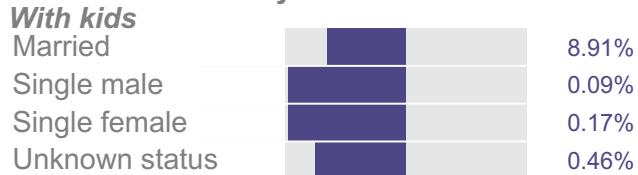
Robert & Carol

House 0.97% | 1.16% Person

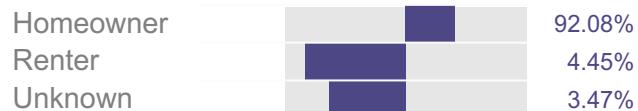
### Age



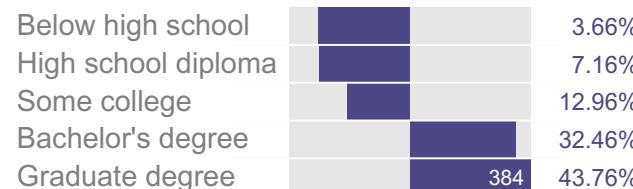
### Family Structure



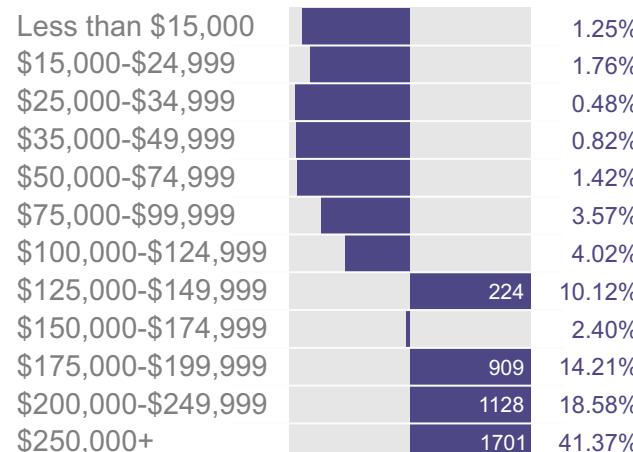
### Home Ownership



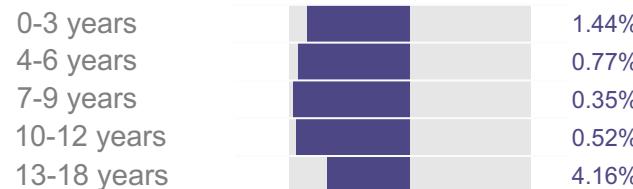
### Education



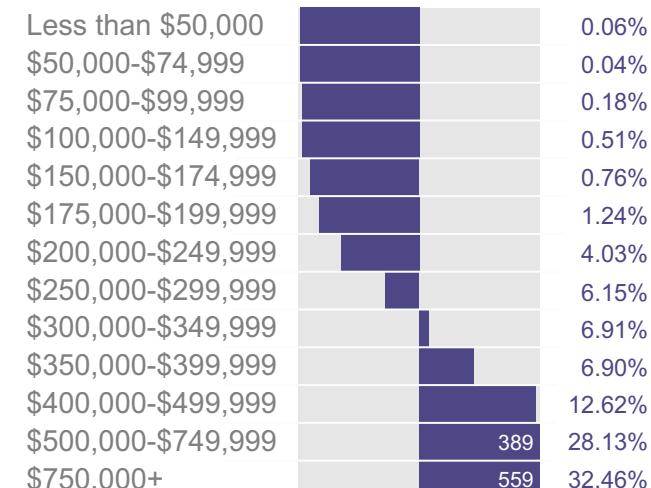
### Income



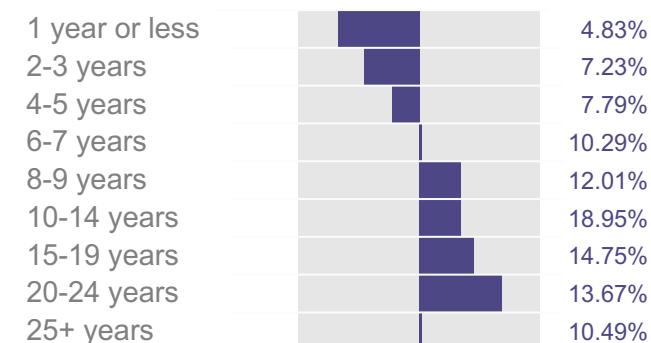
### Presence of Children



### Estimated Current Home Value



### Length of Residence



A • A01 • A02 • A03 • A04 • A05 • A06

**A03**

## Kids and Cabernet

Prosperous, middle-aged married couples with children living child-focused lives in affluent suburbs

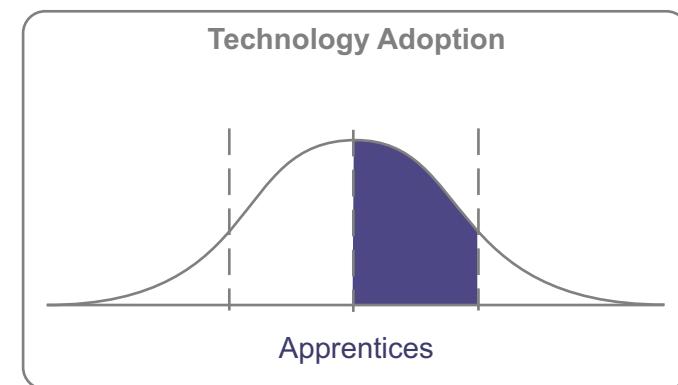
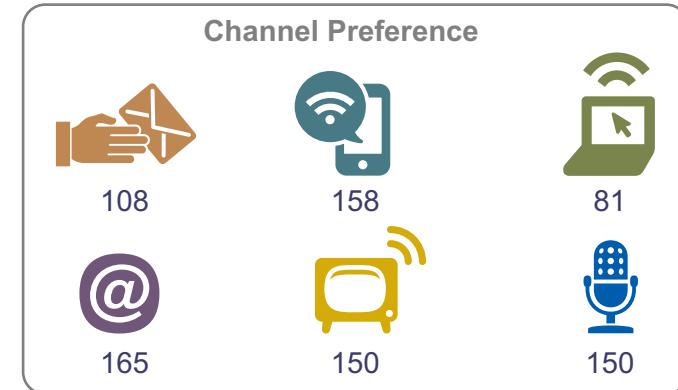
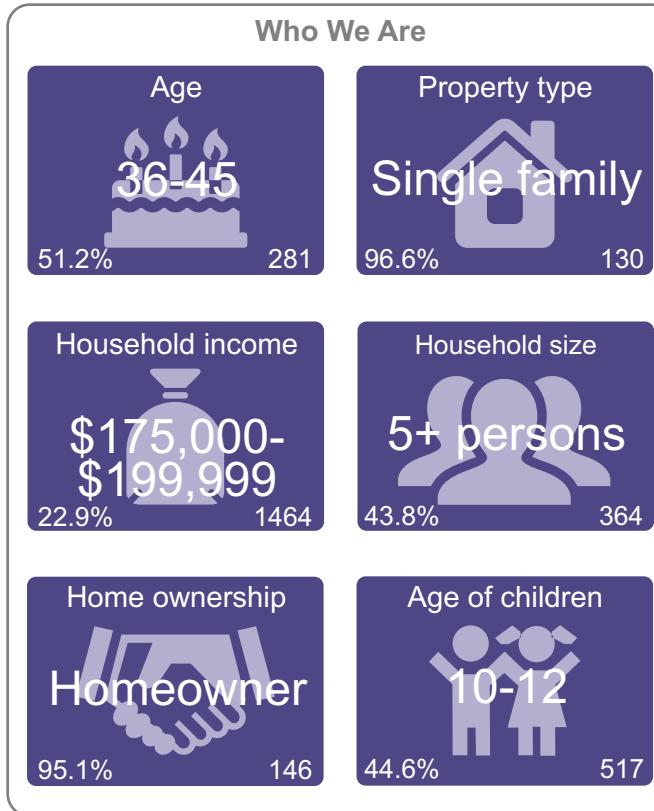
Scott & Karen

House 0.78% | 1.40% Person



### Key Features

- Affluent young families
- Foodies
- Politically conservative
- Saving for college
- PTA members
- Family vacations



A • A01 • A02 • A03 • A04 • A05 • A06

**A03**

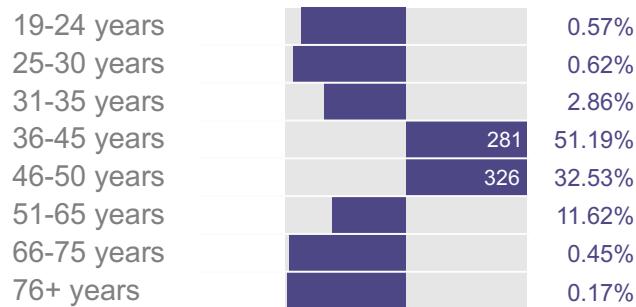
## Kids and Cabernet

Prosperous, middle-aged married couples with children living child-focused lives in affluent suburbs

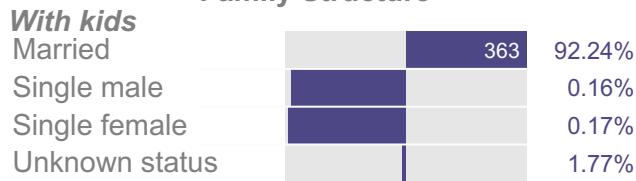
Scott & Karen

 0.78% |  1.40%

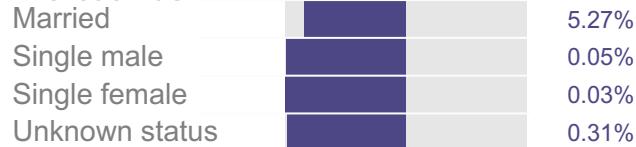
### Age



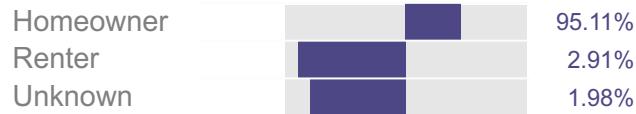
### Family Structure



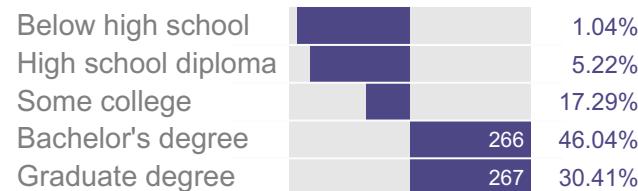
### Without kids



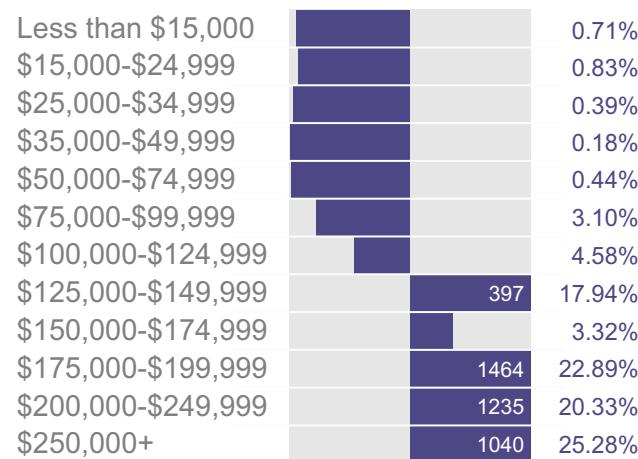
### Home Ownership



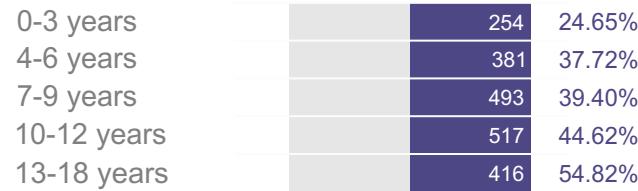
### Education



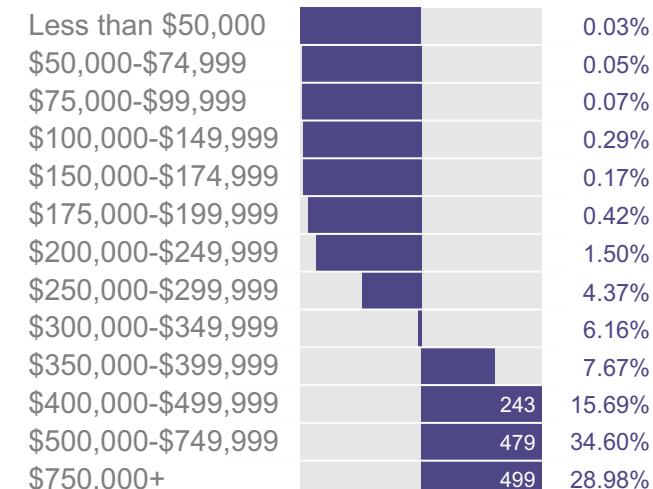
### Income



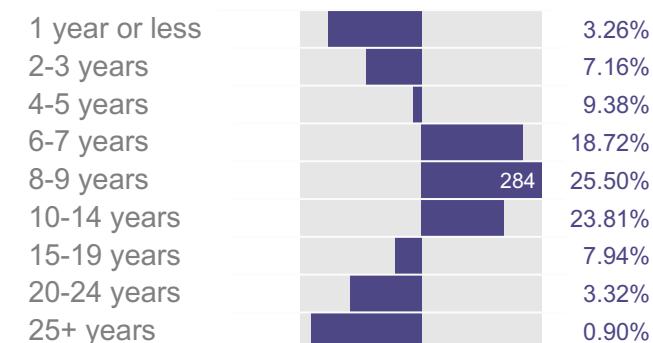
### Presence of Children



### Estimated Current Home Value



### Length of Residence



A • A01 • A02 • A03 • A04 • A05 • A06

**A04**

## Picture Perfect Families

Established families of child-rearing households living in wealthy suburbs

Thomas & Linda

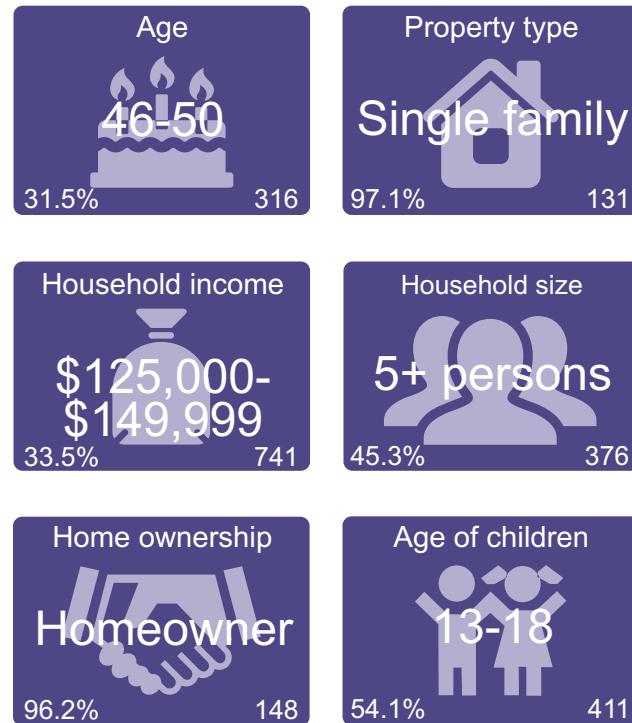
 0.79% |  1.46%



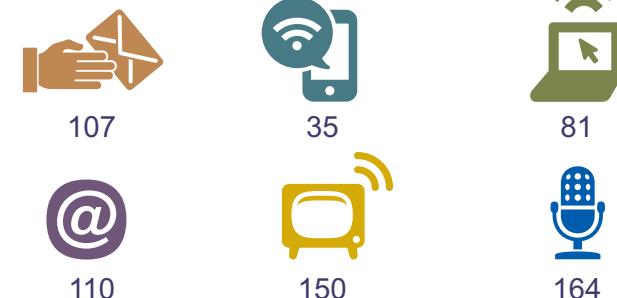
### Key Features

- Wealthy households
- Educated
- Digitally plugged-in
- PTA members
- Practical priorities
- Travel enthusiasts

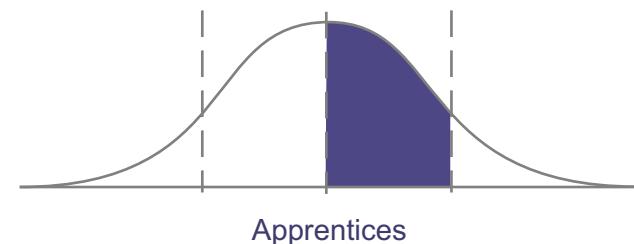
### Who We Are



### Channel Preference



### Technology Adoption



A • A01 • A02 • A03 • A04 • A05 • A06

A04

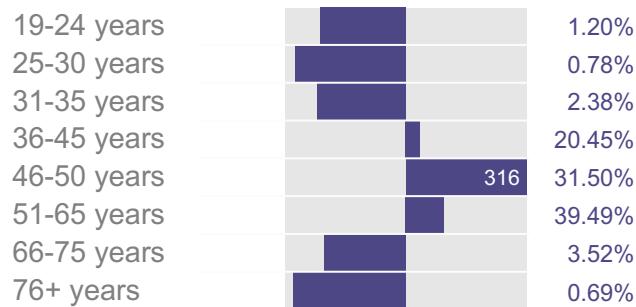
## Picture Perfect Families

Established families of child-rearing households living in wealthy suburbs

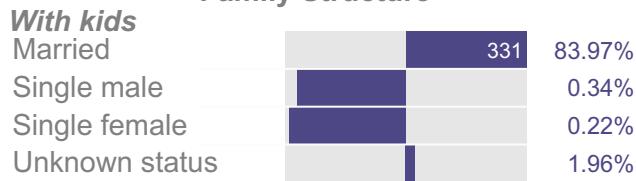
Thomas &amp; Linda

 0.79% |  1.46%

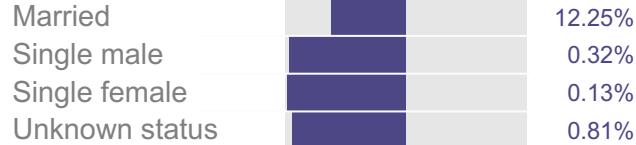
### Age



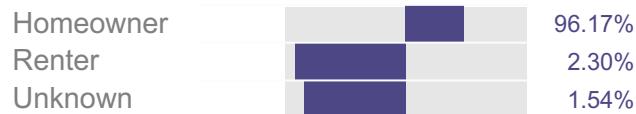
### Family Structure



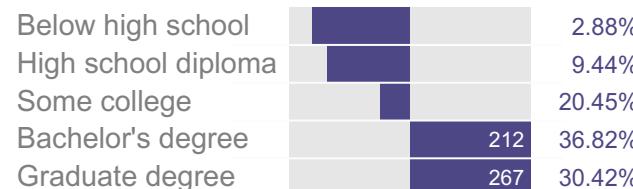
### Without kids



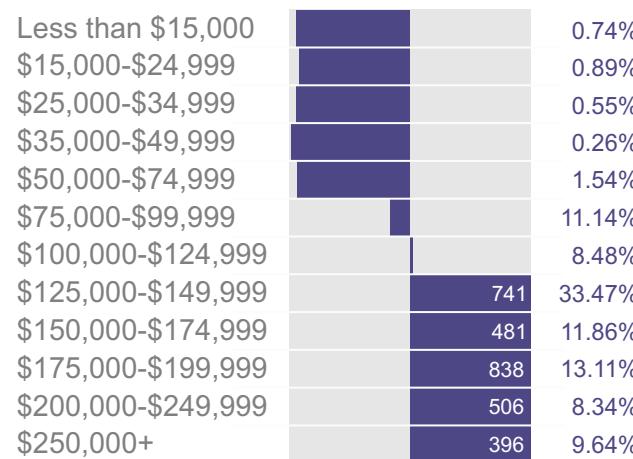
### Home Ownership



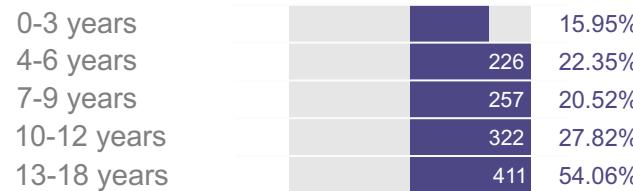
### Education



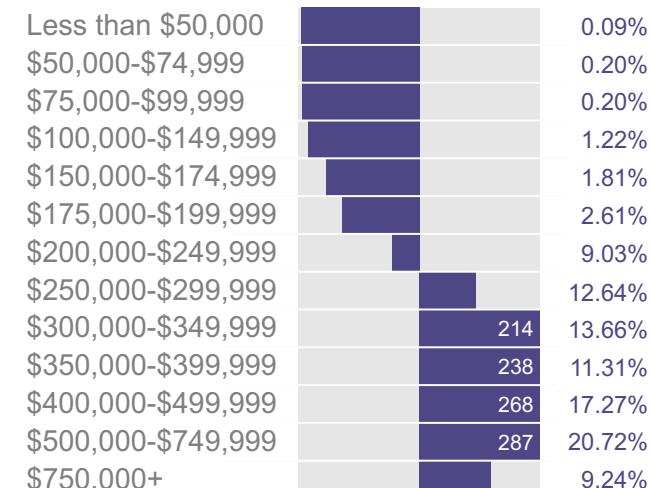
### Income



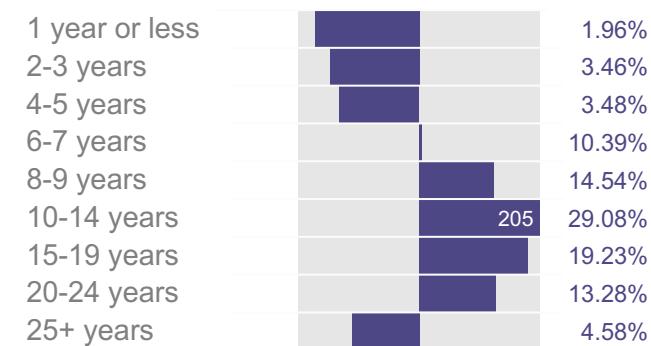
### Presence of Children



### Estimated Current Home Value



### Length of Residence



A • A01 • A02 • A03 • A04 • A05 • A06

**A05**

## Couples with Clout

Middle-aged, childless couples living in affluent metro areas

Brian & Jennifer

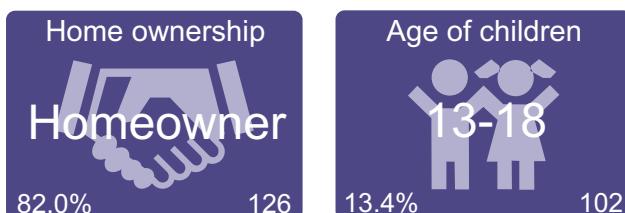
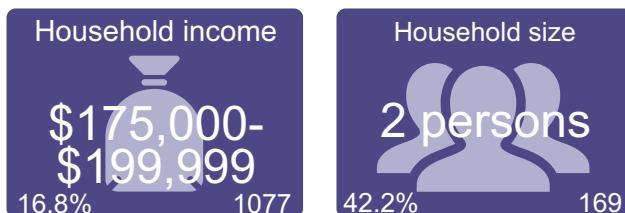
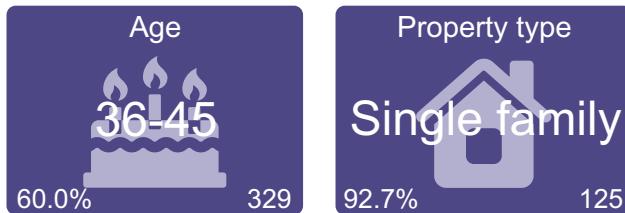
House 0.78% | 0.67% Person



### Key Features

- Affluent
- Highly educated
- Politically conservative
- Risk takers
- Active social lives
- Designer-brand conscious

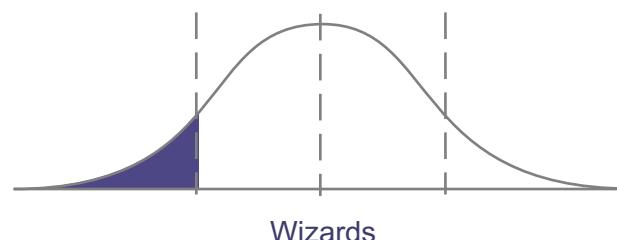
### Who We Are



### Channel Preference



### Technology Adoption



A • A01 • A02 • A03 • A04 • A05 • A06

**A05**

## Couples with Clout

Middle-aged, childless couples living in affluent metro areas

Brian & Jennifer

 0.78% |  0.67%

### Age

19-24 years	1.59%
25-30 years	4.27%
31-35 years	9.83%
36-45 years	60.03%
46-50 years	19.74%
51-65 years	4.13%
66-75 years	0.25%
76+ years	0.16%

### Family Structure

<b>With kids</b>	
Married	46.86%
Single male	1.06%
Single female	1.35%
Unknown status	1.28%
<b>Without kids</b>	
Married	41.84%
Single male	3.16%
Single female	2.68%
Unknown status	1.77%

### Home Ownership

Homeowner	81.95%
Renter	9.47%
Unknown	8.58%

### Education

Below high school	2.31%
High school diploma	8.18%
Some college	28.31%
Bachelor's degree	39.79%
Graduate degree	21.41%

### Income

Less than \$15,000	0.92%	
\$15,000-\$24,999	1.36%	
\$25,000-\$34,999	1.00%	
\$35,000-\$49,999	0.77%	
\$50,000-\$74,999	2.67%	
\$75,000-\$99,999	13.36%	
\$100,000-\$124,999	20.6	17.53%
\$125,000-\$149,999	365	16.46%
\$150,000-\$174,999	456	11.22%
\$175,000-\$199,999	1077	16.84%
\$200,000-\$249,999	415	6.83%
\$250,000+	453	11.02%

### Presence of Children

0-3 years	6.51%
4-6 years	5.03%
7-9 years	5.08%
10-12 years	3.28%
13-18 years	13.43%

### Estimated Current Home Value

Less than \$50,000	0.11%	
\$50,000-\$74,999	0.08%	
\$75,000-\$99,999	0.21%	
\$100,000-\$149,999	1.16%	
\$150,000-\$174,999	1.67%	
\$175,000-\$199,999	2.84%	
\$200,000-\$249,999	8.88%	
\$250,000-\$299,999	12.36%	
\$300,000-\$349,999	11.67%	
\$350,000-\$399,999	214	10.17%
\$400,000-\$499,999	253	16.33%
\$500,000-\$749,999	295	21.31%
\$750,000+	227	13.19%

### Length of Residence

1 year or less	12.84%	
2-3 years	23.09%	
4-5 years	255	25.81%
6-7 years		16.19%
8-9 years		11.97%
10-14 years		7.56%
15-19 years		1.33%
20-24 years		0.87%
25+ years		0.35%

A • A01 • A02 • A03 • A04 • A05 • A06

**A06**

## Jet Set Urbanites

Mix of affluent singles and couples living in urban neighborhoods

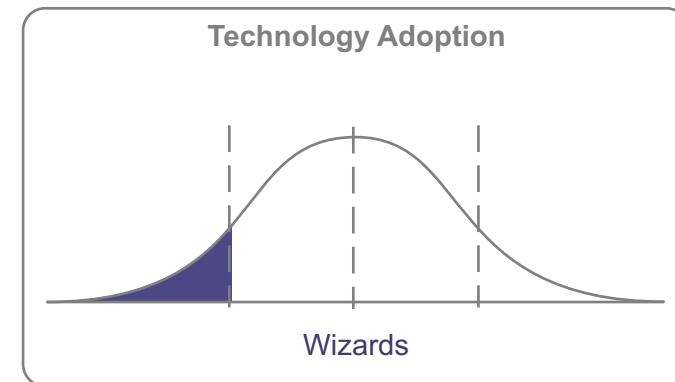
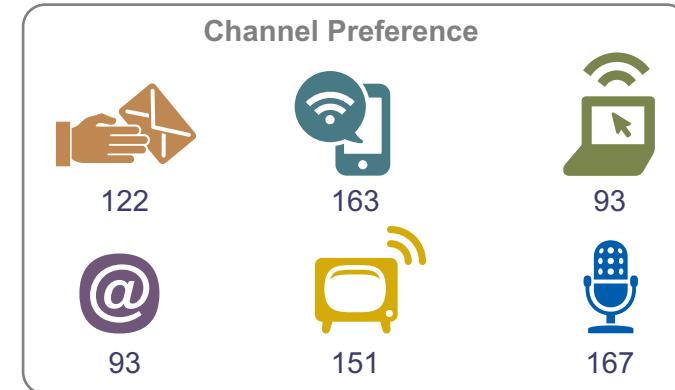
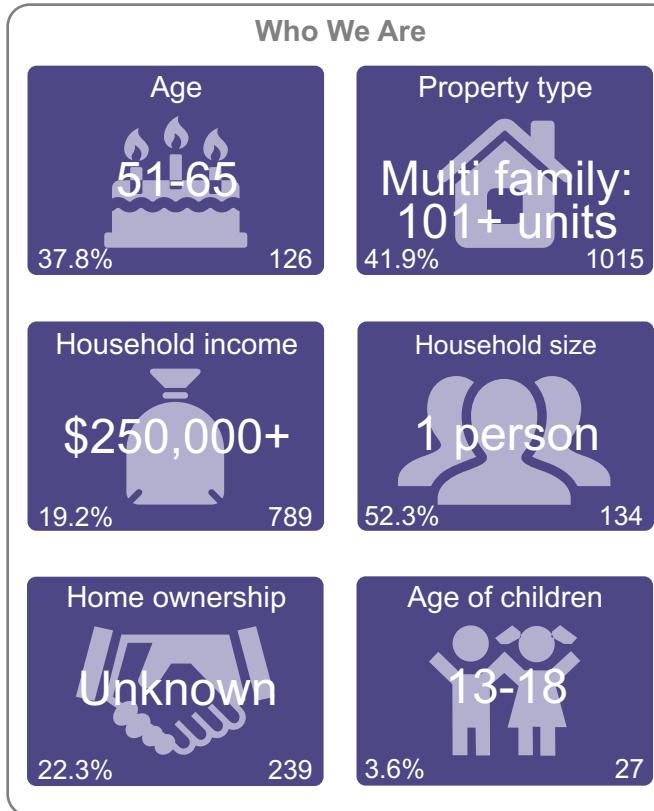
Patrick & Nancy

House 0.67% | 0.52% Person



### Key Features

- Upscale urban living
- Busy social lives
- Highly educated
- Supporter of fine arts
- Avid NY Times readers
- Politically liberal



A • A01 • A02 • A03 • A04 • A05 • A06

**A06**

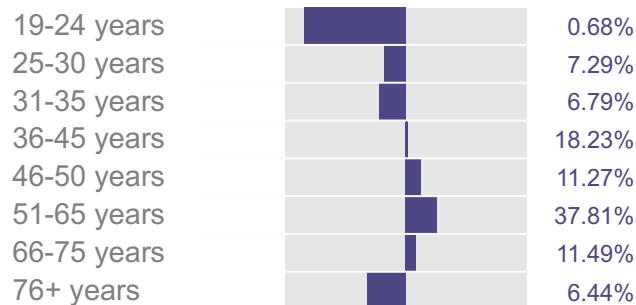
## Jet Set Urbanites

Mix of affluent singles and couples living in urban neighborhoods

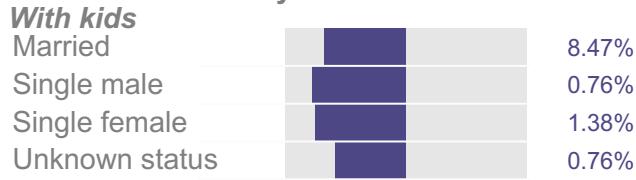
Patrick & Nancy

House 0.67% | Person 0.52%

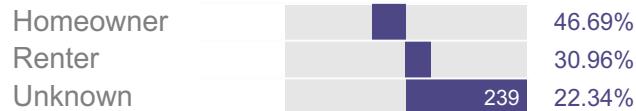
### Age



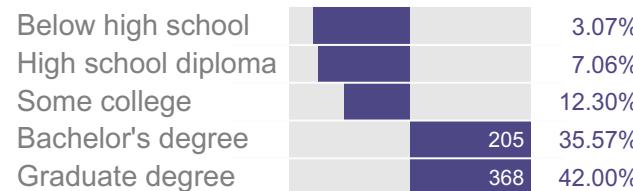
### Family Structure



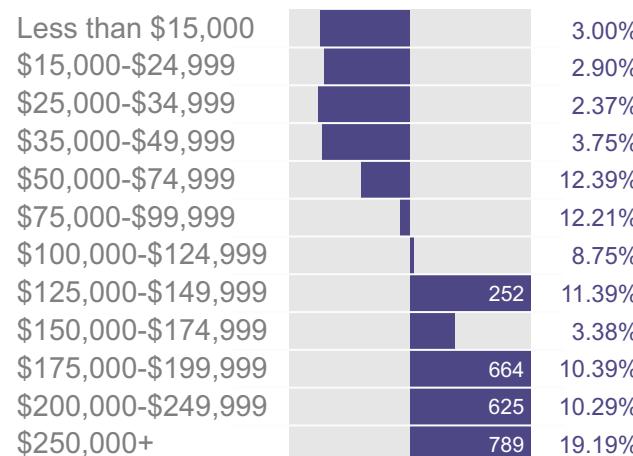
### Home Ownership



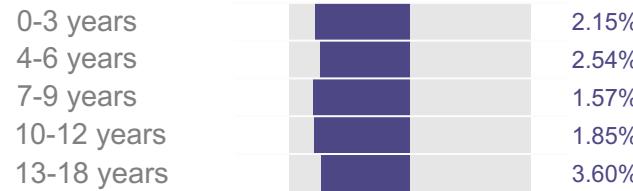
### Education



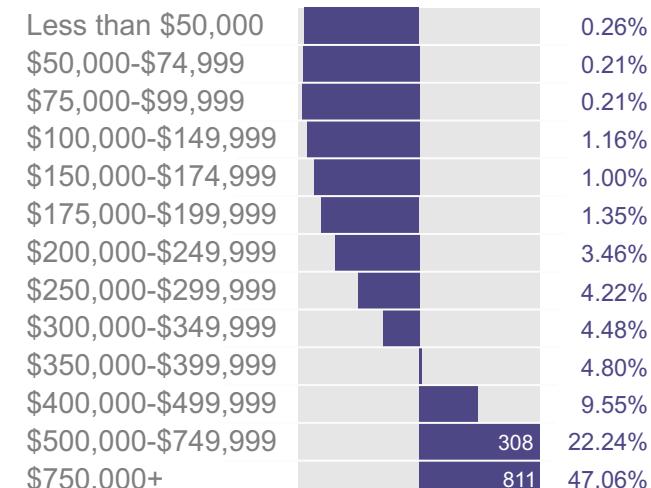
### Income



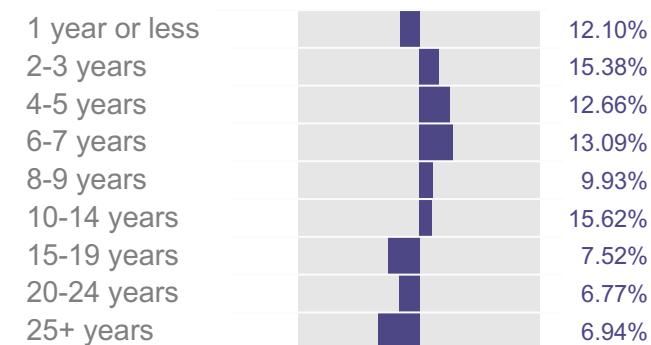
### Presence of Children



### Estimated Current Home Value



### Length of Residence



B • B07 • B08 • B09 • B10

**B07**

## Generational Soup

Affluent couples and multi-generational families living a wide range of lifestyles in suburbia

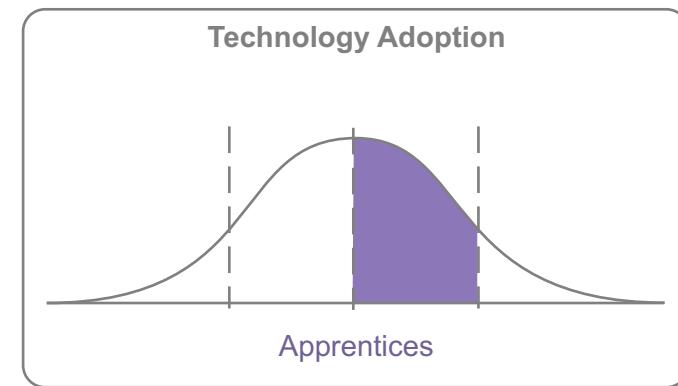
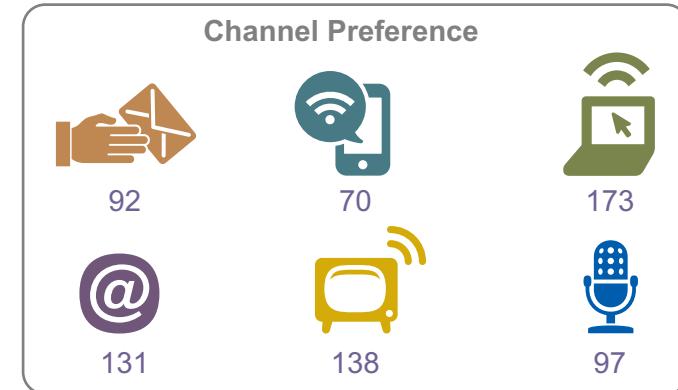
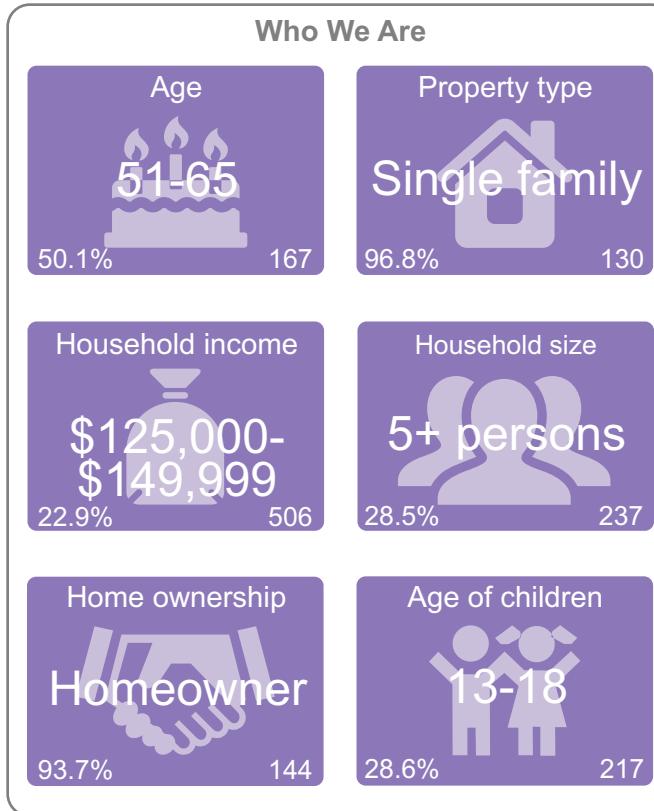
Paul & Deborah

House 1.09% | 1.67% Person



### Key Features

- Affluent
- Rooted in the suburbs
- Multi-generational households
- Fitness club members
- Outdoor hobbies
- Environmental donor



B • B07 • B08 • B09 • B10

**B07**

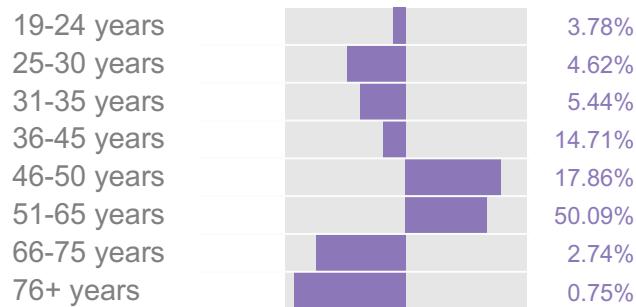
## Generational Soup

Affluent couples and multi-generational families living a wide range of lifestyles in suburbia

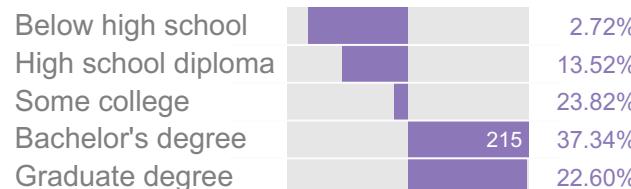
Paul & Deborah

 1.09% |  1.67%

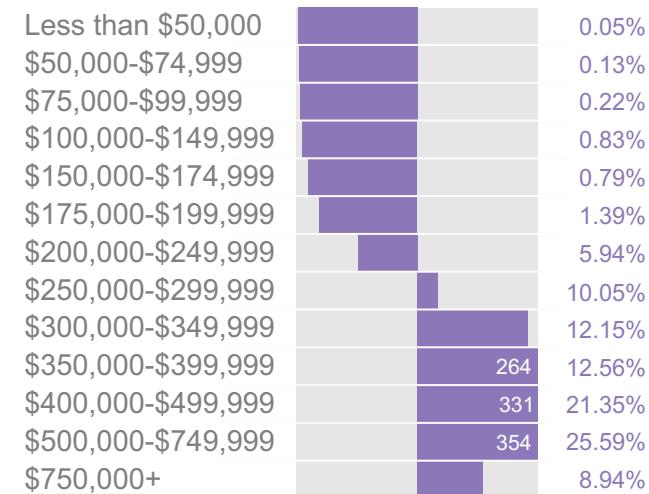
### Age



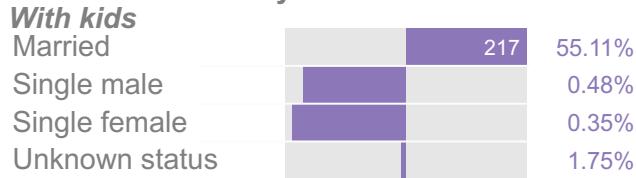
### Education



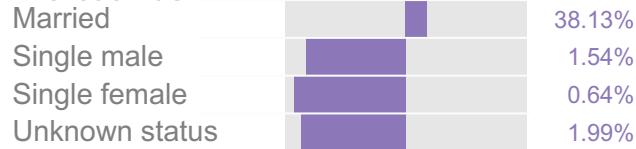
### Estimated Current Home Value



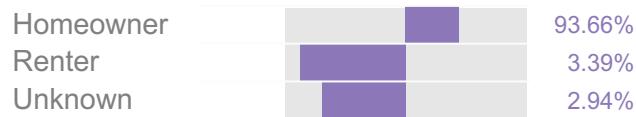
### Family Structure



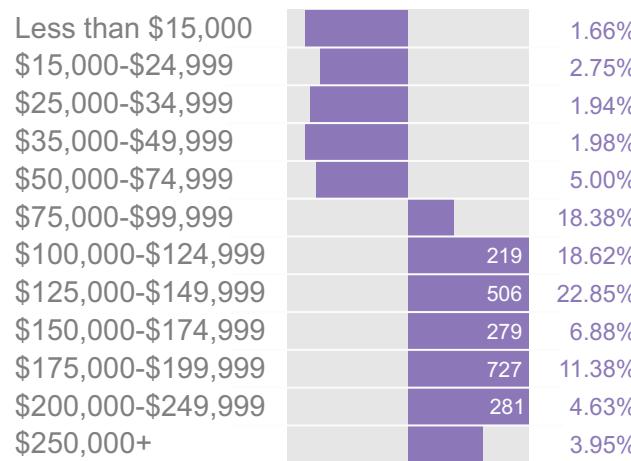
### Without kids



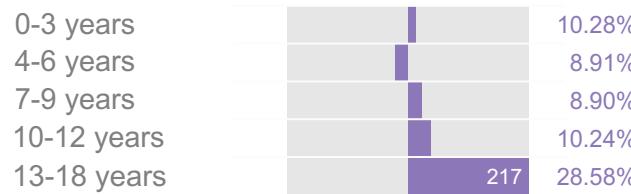
### Home Ownership



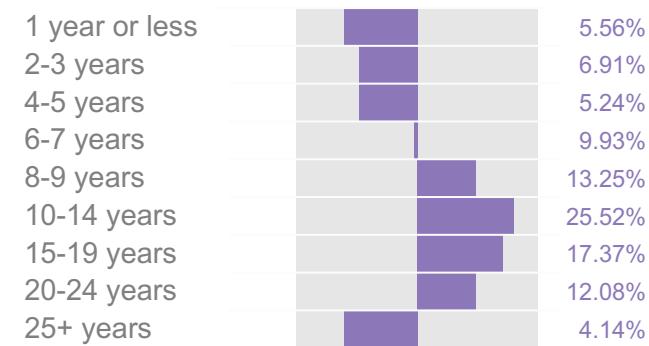
### Income



### Presence of Children



### Length of Residence



B • B07 • B08 • B09 • B10

**B08**

## Babies and Bliss

Middle-aged couples with large families and active lives in affluent suburbia

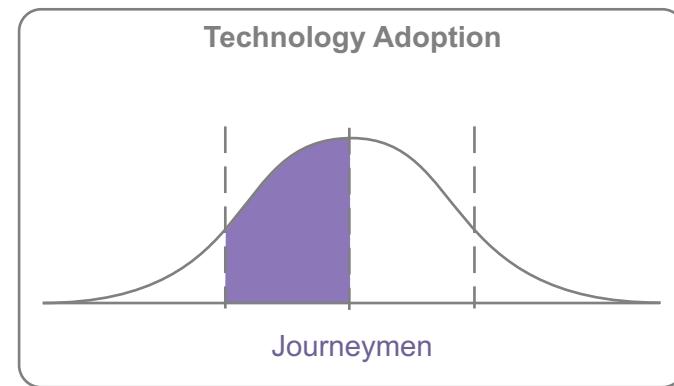
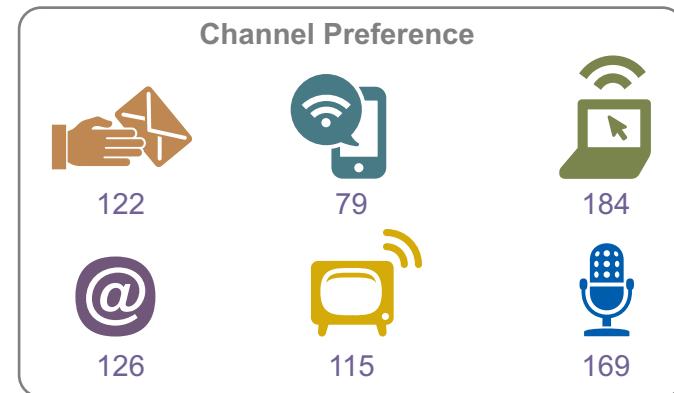
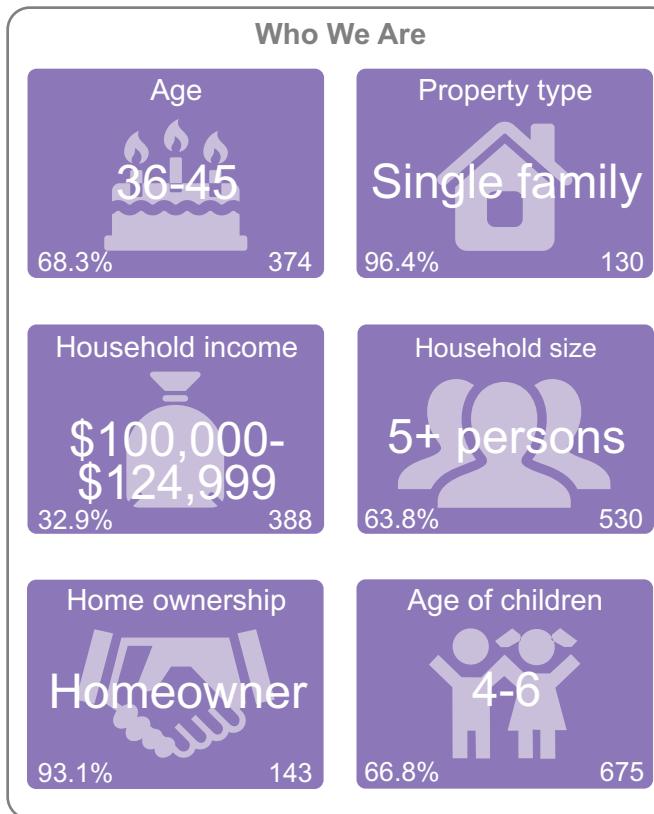
Todd & Lisa

House 1.36% | 2.91% Person



### Key Features

- Large families
- Online shoppers
- High credit awareness
- Child oriented purchases
- Athletic activities
- Engaged parenting



B • B07 • B08 • B09 • B10

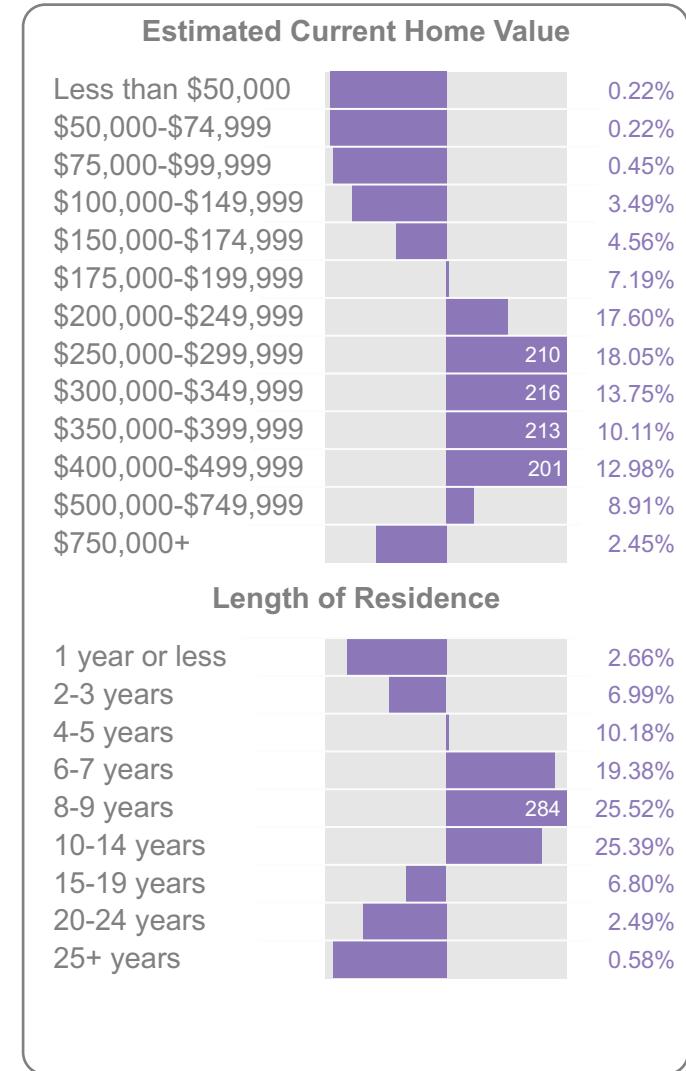
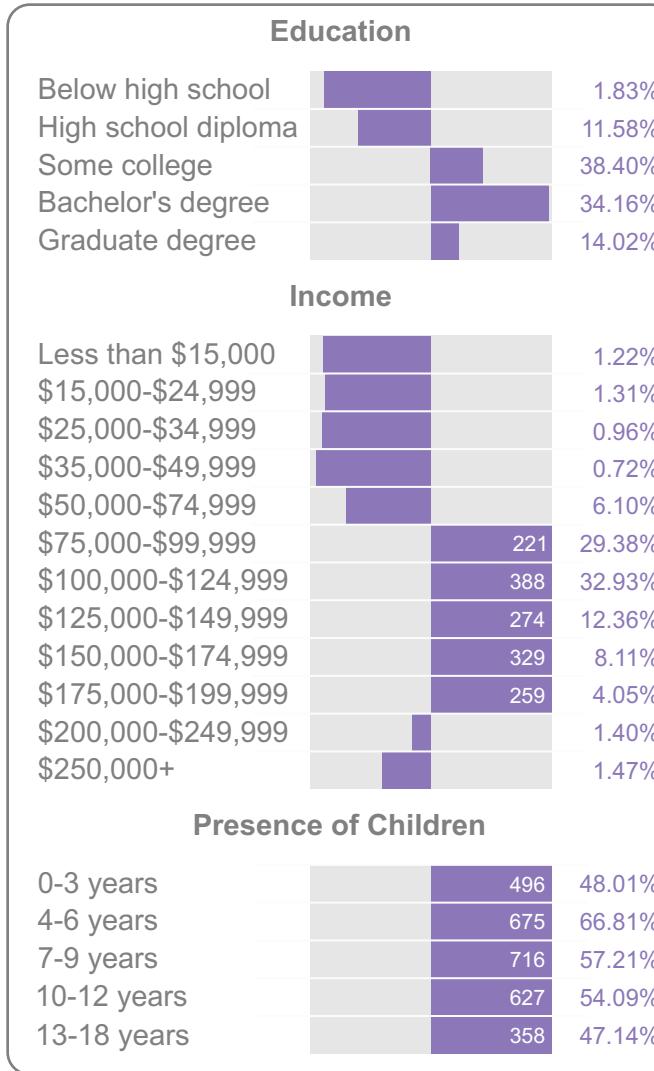
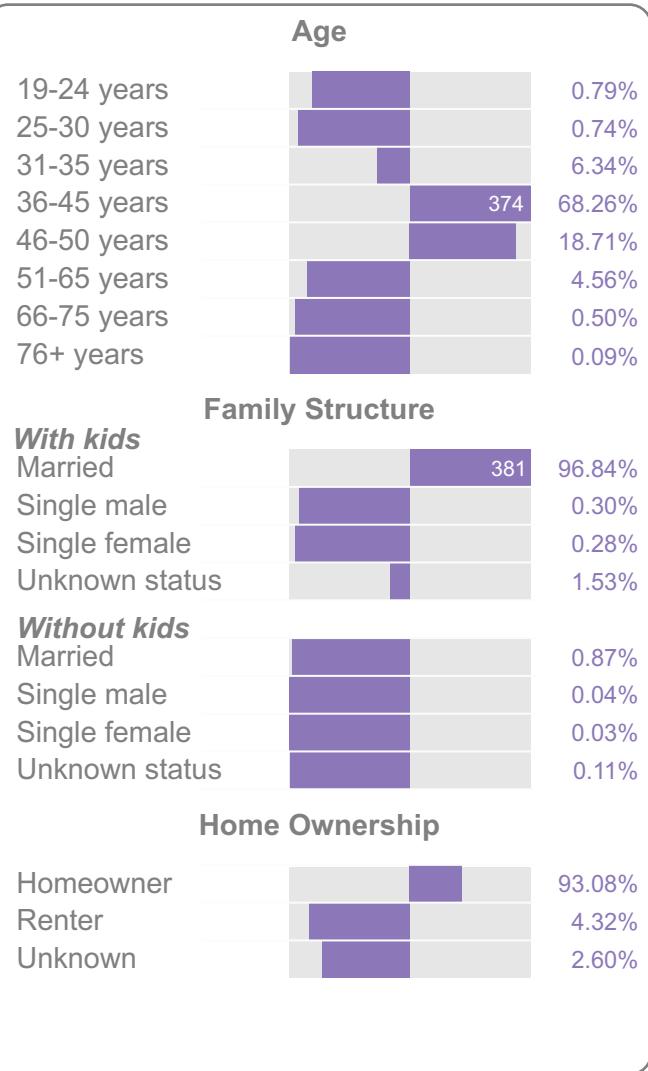
**B08**

## Babies and Bliss

Middle-aged couples with large families and active lives in affluent suburbia

Todd & Lisa

 1.36% |  2.91%



B • B07 • B08 • B09 • B10

**B09**

## Family Fun-tastic

Upscale, middle-aged families with older children pursuing busy kid-centered lives in satellite cities

Dan & Julie

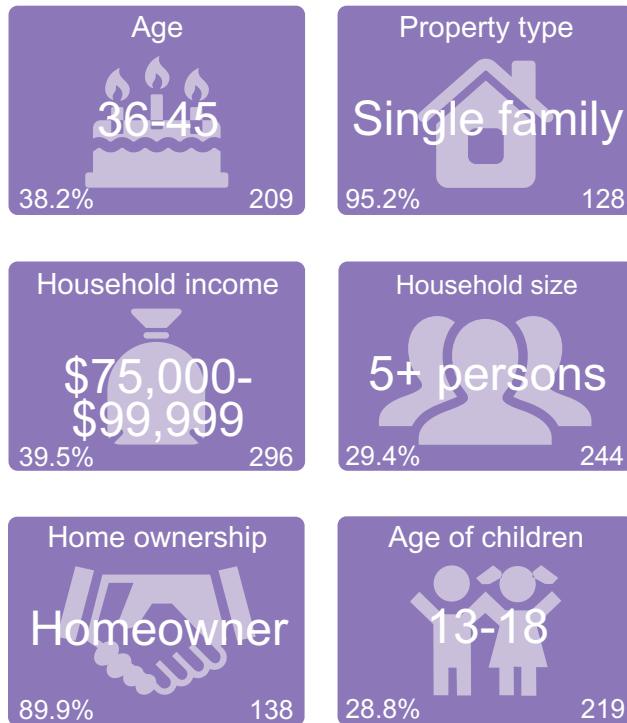
Home 0.98% | 1.54% Person



### Key Features

- Bargain hunters
- Comfortable spending
- Saving for college
- Charity donor
- Sports fans
- Active lifestyles

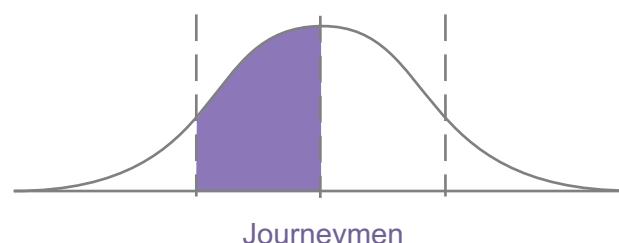
### Who We Are



### Channel Preference



### Technology Adoption



B • B07 • B08 • B09 • B10

**B09**

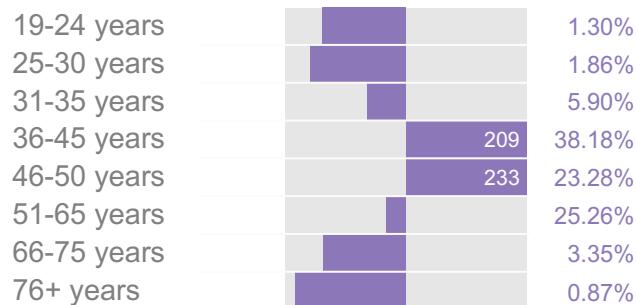
## Family Fun-tastic

Upscale, middle-aged families with older children pursuing busy kid-centered lives in satellite cities

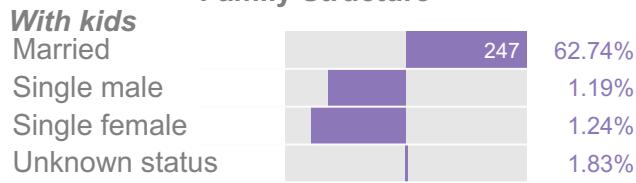
Dan & Julie

 0.98% |  1.54%

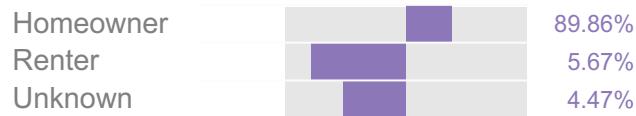
### Age



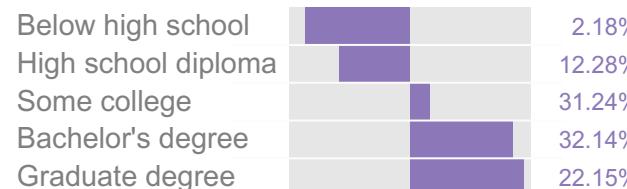
### Family Structure



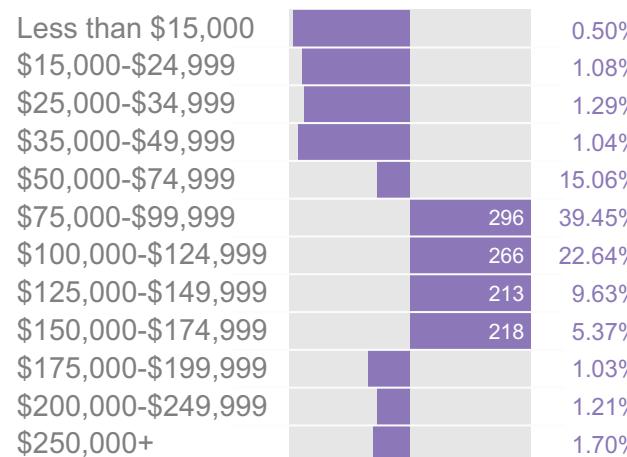
### Home Ownership



### Education



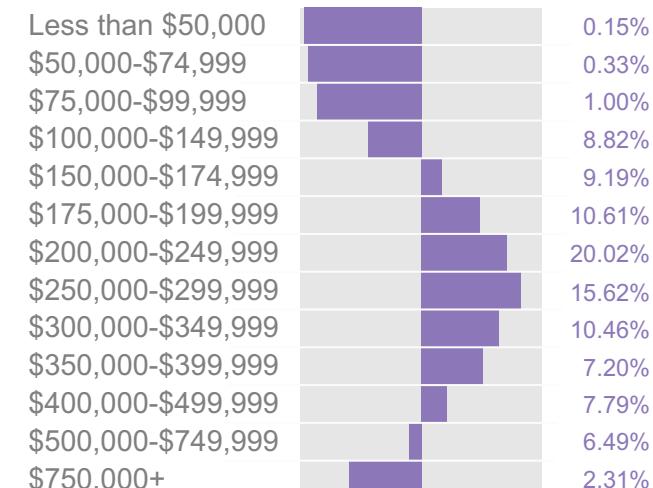
### Income



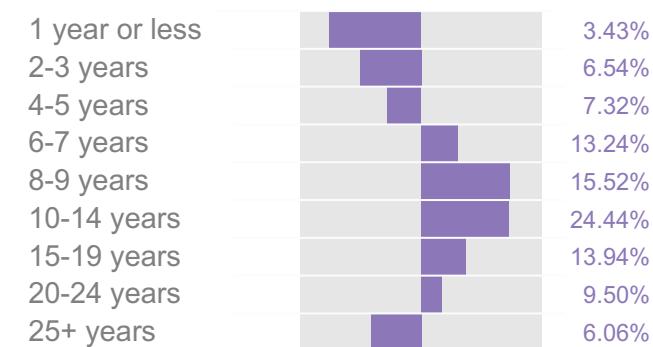
### Presence of Children



### Estimated Current Home Value



### Length of Residence



B • B07 • B08 • B09 • B10

**B10**

## Cosmopolitan Achievers

Affluent middle-aged and established couples and families enjoying dynamic lifestyles in metro areas

Steven & Amy

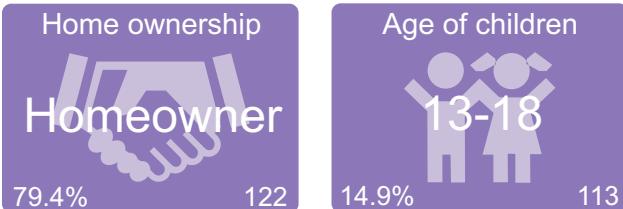
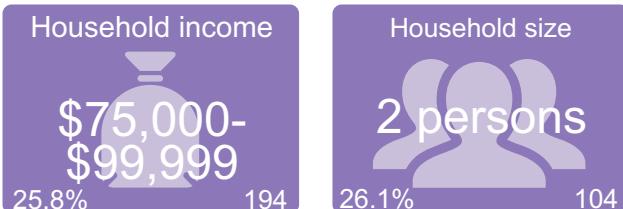
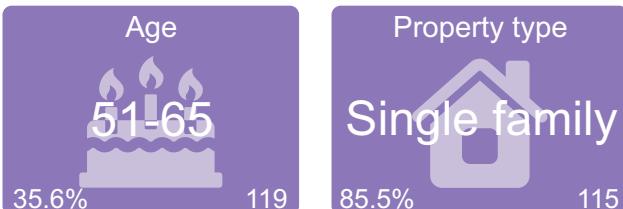
House 0.82% | 0.96% Person



### Key Features

- Bilingual
- Luxury living
- Family abroad
- Status spenders
- Economic literature
- Progressive liberals

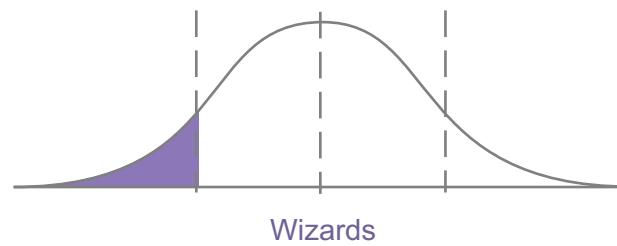
### Who We Are



### Channel Preference



### Technology Adoption



B • B07 • B08 • B09 • B10

**B10**

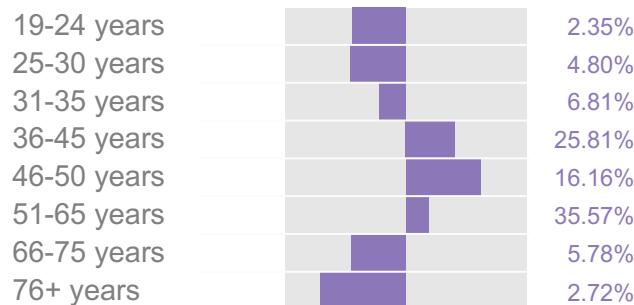
## Cosmopolitan Achievers

Affluent middle-aged and established couples and families enjoying dynamic lifestyles in metro areas

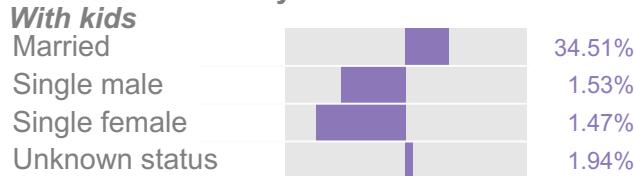
Steven & Amy

 0.82% |  0.96%

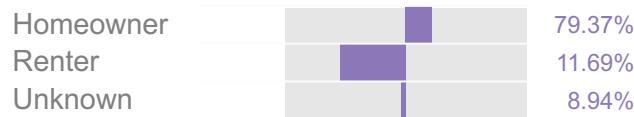
### Age



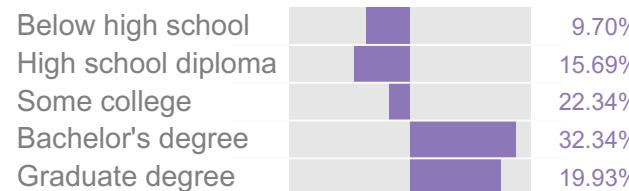
### Family Structure



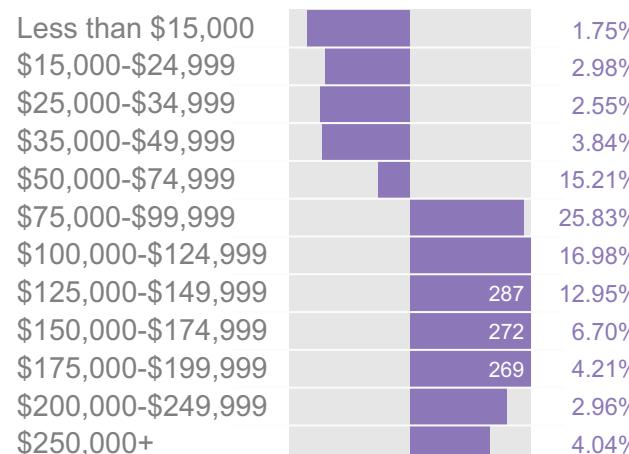
### Home Ownership



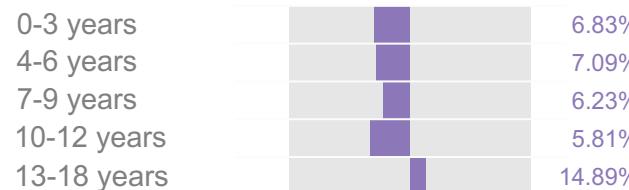
### Education



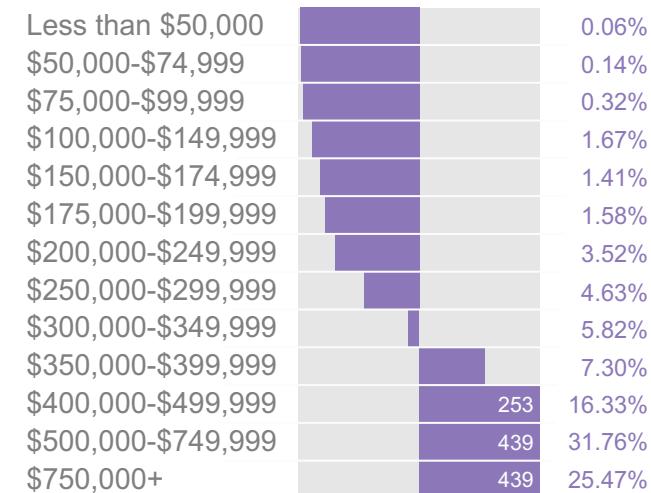
### Income



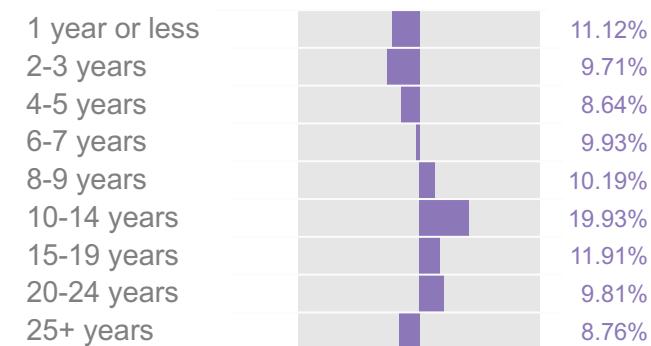
### Presence of Children



### Estimated Current Home Value



### Length of Residence



C • C11 • C12 • C13 • C14

**C11**

## Aging of Aquarius

Upscale boomer-aged couples living in city and close-in suburbs

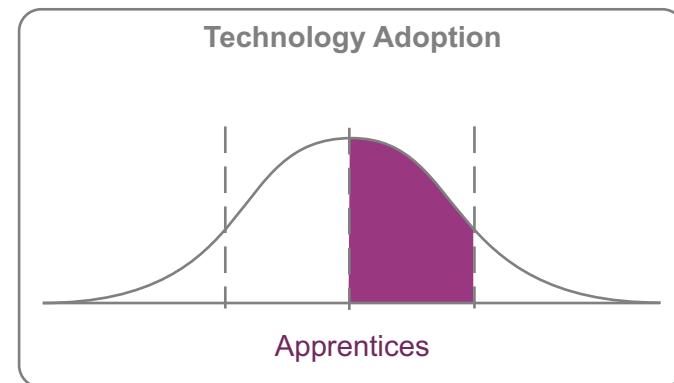
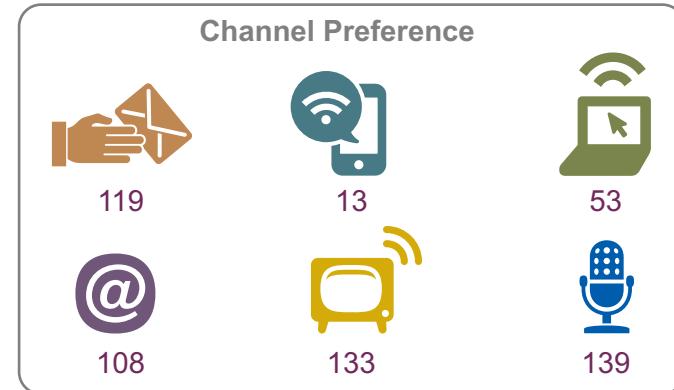
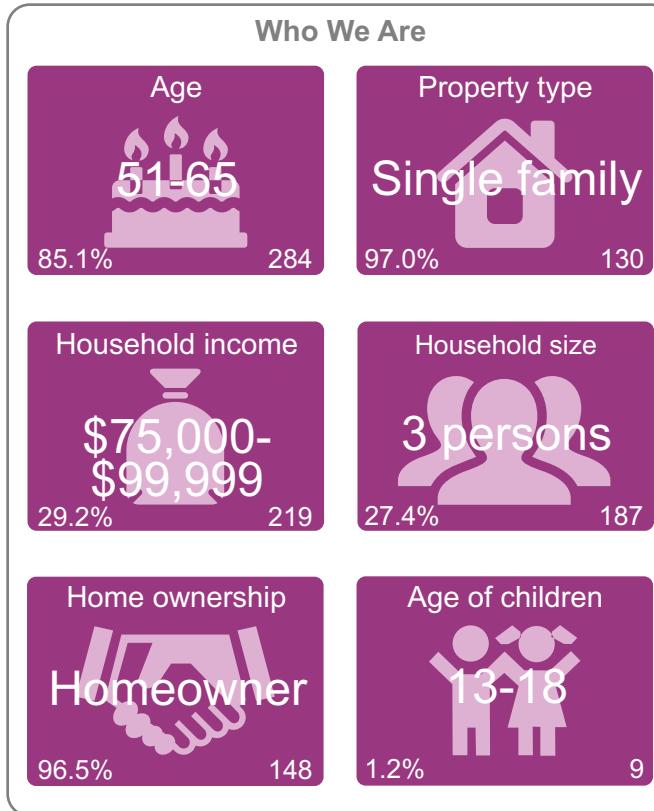
Mark & Kathleen

Home 2.85% | 3.61% Person



### Key Features

- Affluent
- Highly educated
- Upscale housing
- College sports fans
- Philanthropic
- Savvy investor



C • C11 • C12 • C13 • C14

**C11**

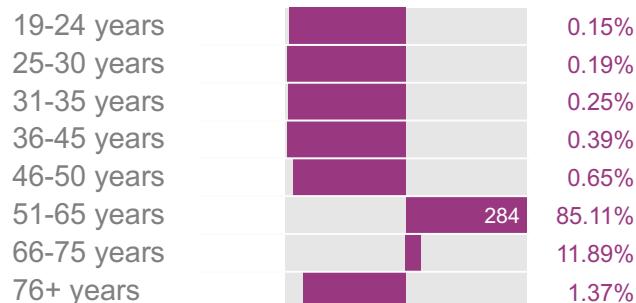
## Aging of Aquarius

Upscale boomer-aged couples living in city and close-in suburbs

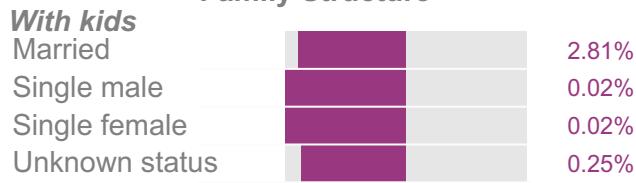
Mark & Kathleen

 2.85% |  3.61%

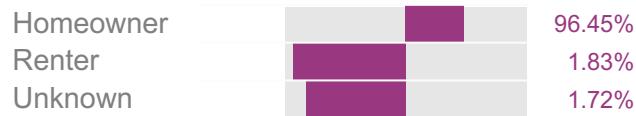
### Age



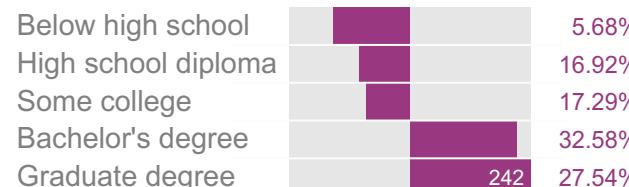
### Family Structure



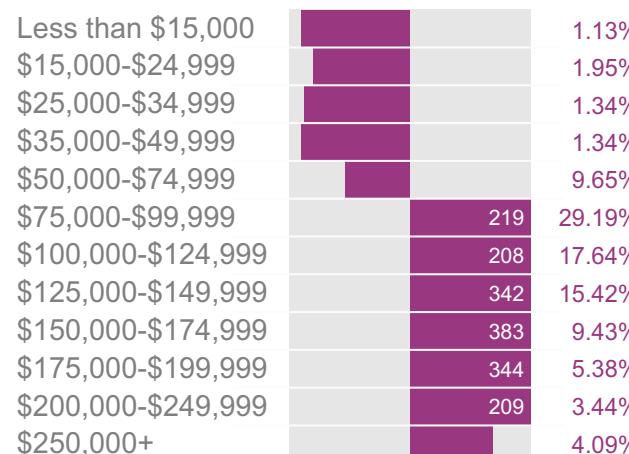
### Home Ownership



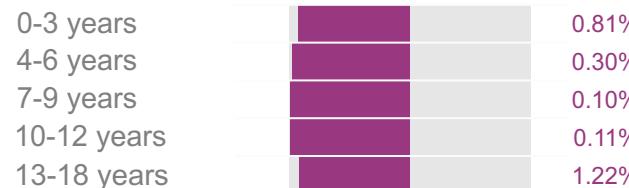
### Education



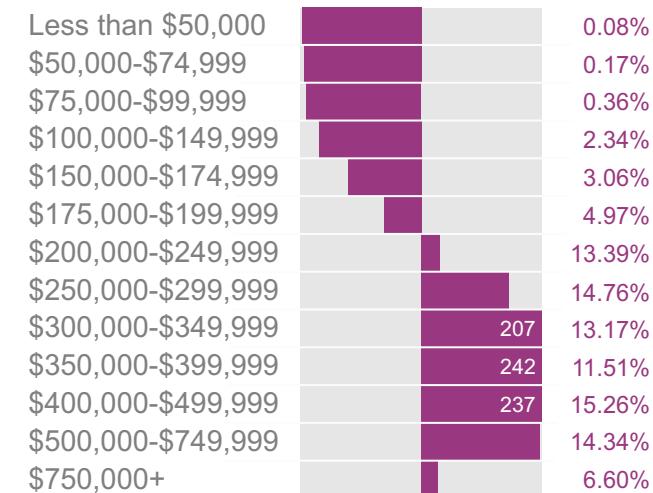
### Income



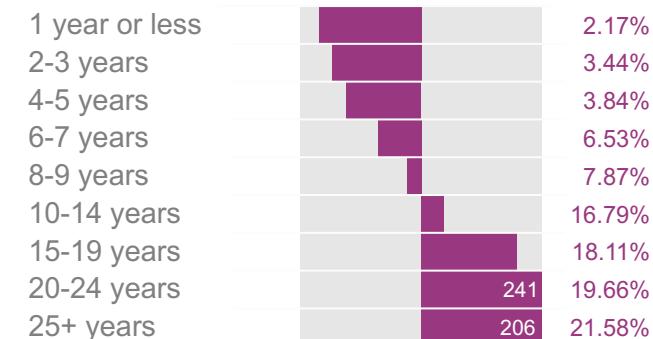
### Presence of Children



### Estimated Current Home Value



### Length of Residence



C • C11 • C12 • C13 • C14

**C12**

## Golf Carts and Gourmets

Upscale retirees and empty-nesters in comfortable communities

Howard & Judith

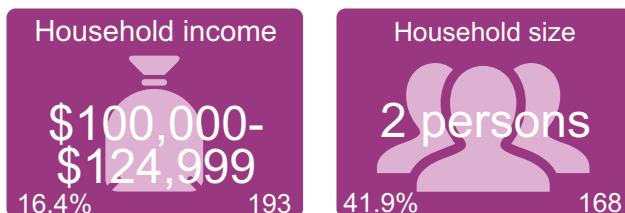
Home 0.57% | 0.53% Person



### Key Features

- Resort sports
- Highly educated
- Luxury living
- Country club members
- Financially savvy
- Music lover

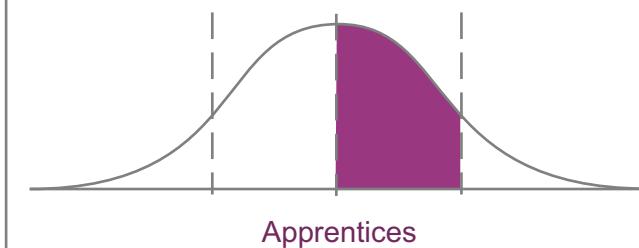
### Who We Are



### Channel Preference



### Technology Adoption



C • C11 • C12 • C13 • C14

**C12**

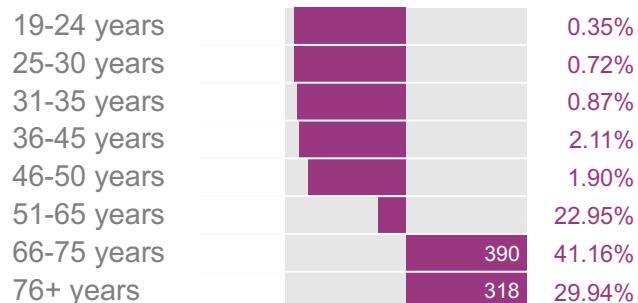
## Golf Carts and Gourmets

Upscale retirees and empty-nesters in comfortable communities

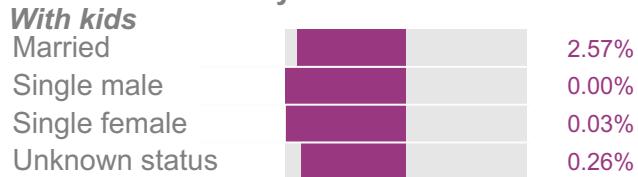
Howard & Judith

House 0.57% | Person 0.53%

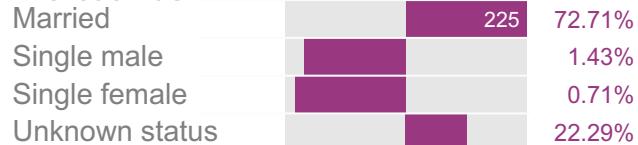
### Age



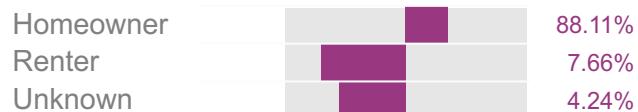
### Family Structure



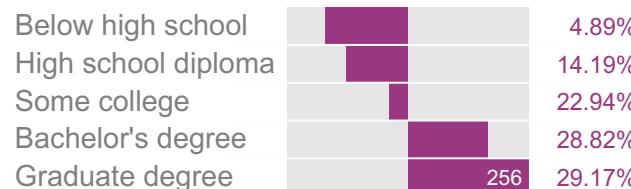
### Without kids



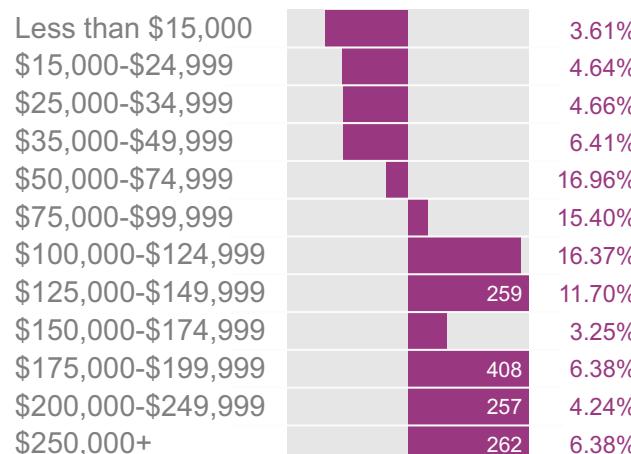
### Home Ownership



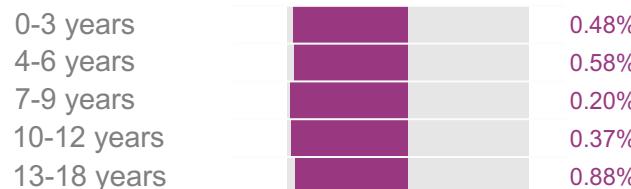
### Education



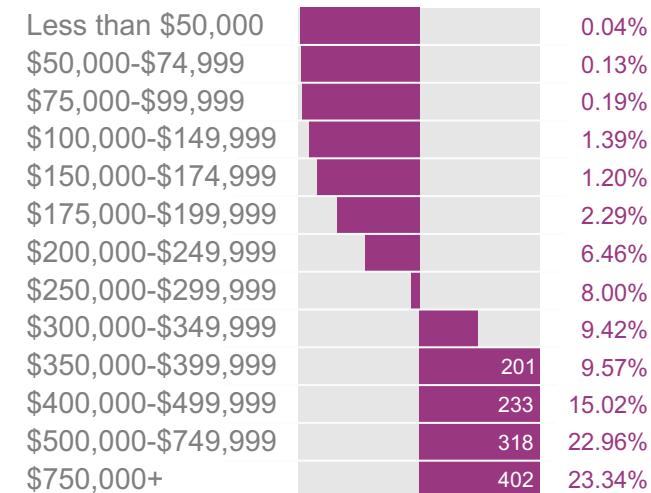
### Income



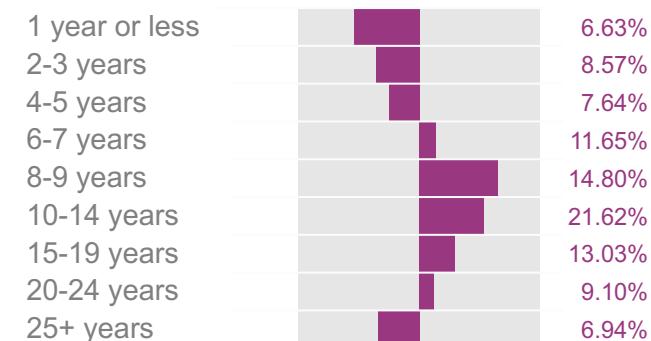
### Presence of Children



### Estimated Current Home Value



### Length of Residence



C • C11 • C12 • C13 • C14

**C13**

## Silver Sophisticates

Mature, upscale couples and singles in suburban homes

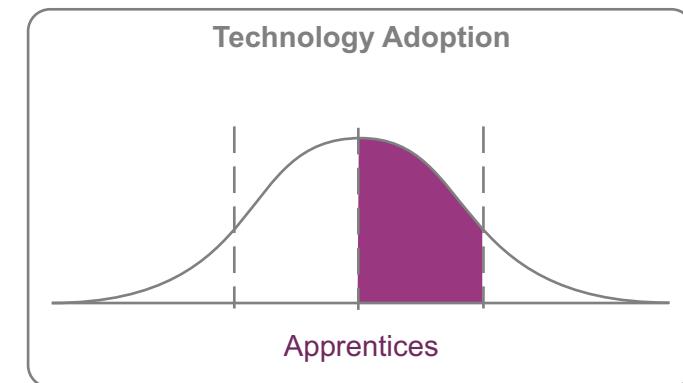
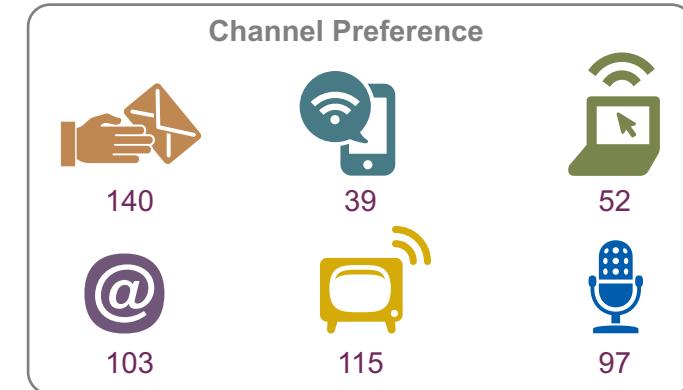
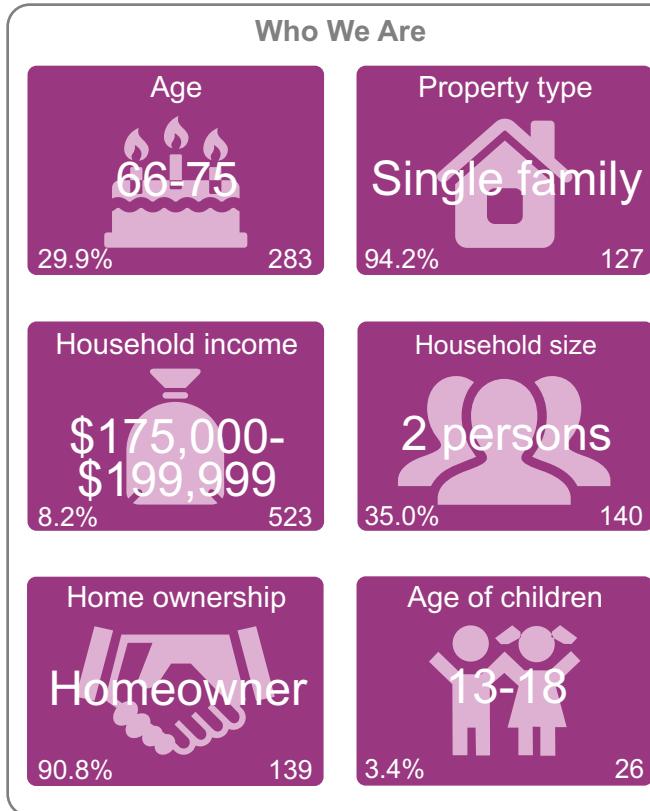
Gerald & Rose

House 1.84% | 1.81% Person



### Key Features

- Retiring in comfort
- Experienced travelers
- Art connoisseurs
- Philanthropic
- Retirement investments
- Ecological lifestyles



C • C11 • C12 • C13 • C14

**C13**

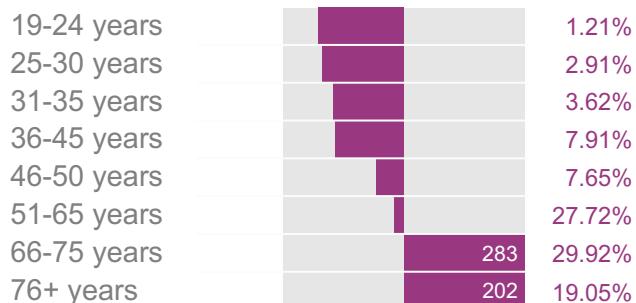
## Silver Sophisticates

Mature, upscale couples and singles in suburban homes

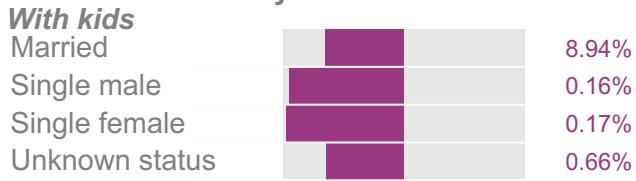
Gerald & Rose

 1.84% |  1.81%

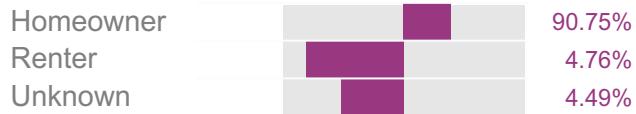
### Age



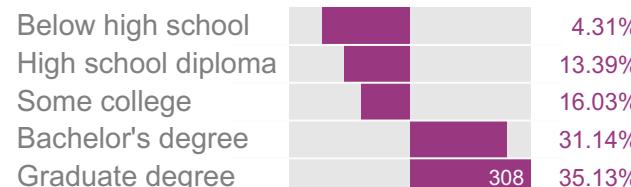
### Family Structure



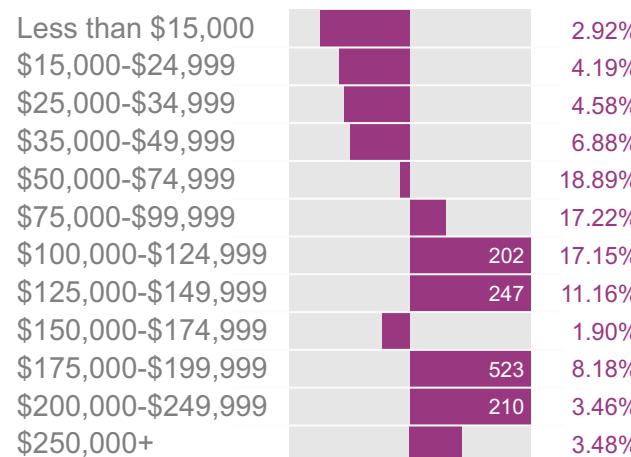
### Home Ownership



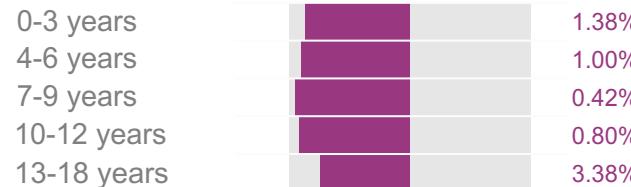
### Education



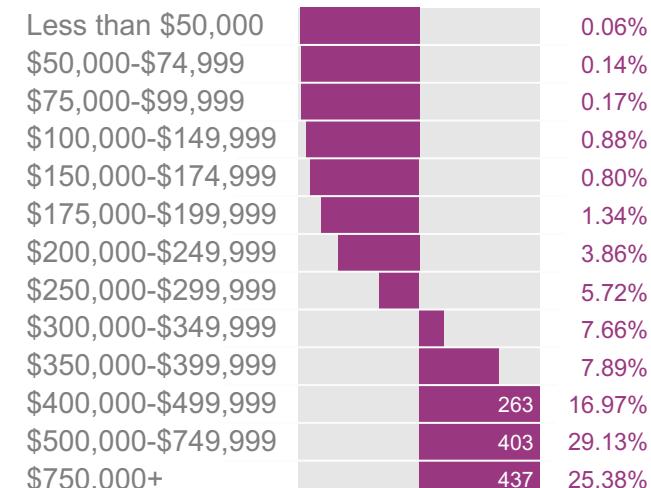
### Income



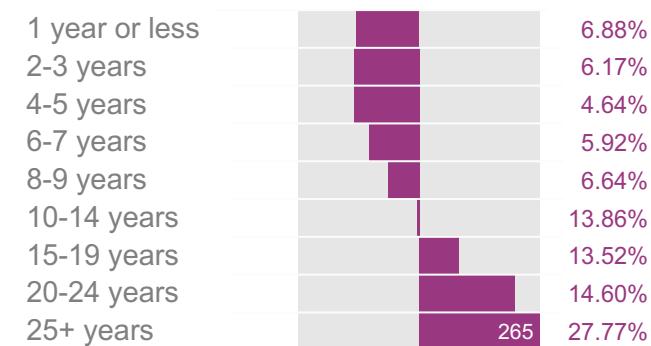
### Presence of Children



### Estimated Current Home Value



### Length of Residence



C • C11 • C12 • C13 • C14

**C14**

## Boomers and Boomerangs

Baby boomer adults and their teenage/young adult children sharing suburban homes

Kenneth & Debra

House 1.40% | 2.59% Person



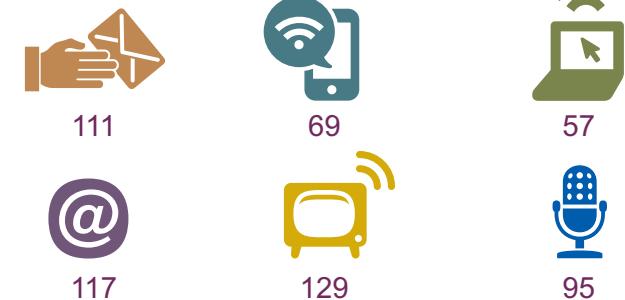
### Key Features

- Suburbanites
- Middle-class families
- Politically conservative
- Charitable
- Big spenders
- Multi-generational households

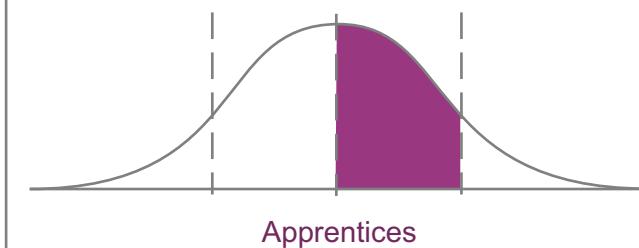
### Who We Are



### Channel Preference



### Technology Adoption



C • C11 • C12 • C13 • C14

**C14**

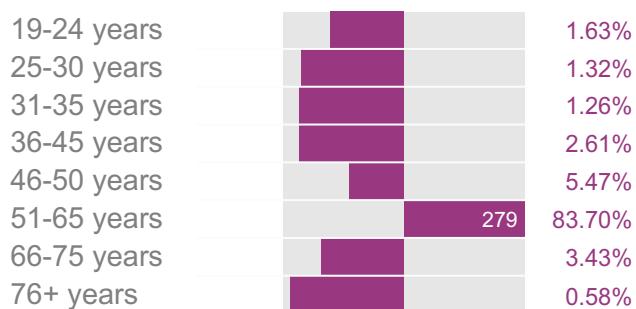
## Boomers and Boomerangs

Baby boomer adults and their teenage/young adult children sharing suburban homes

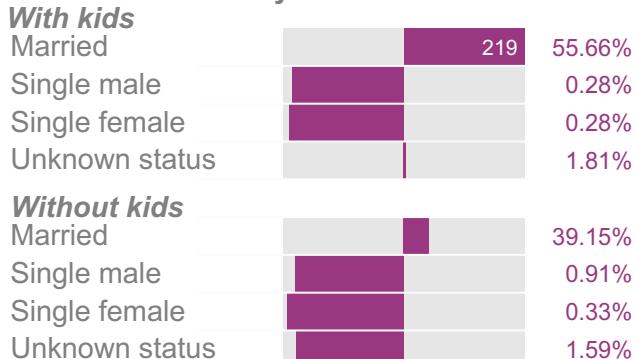
Kenneth & Debra

 1.40% |  2.59%

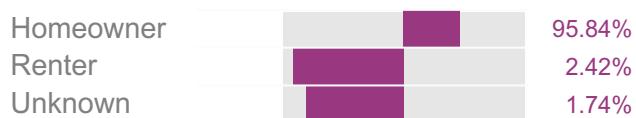
### Age



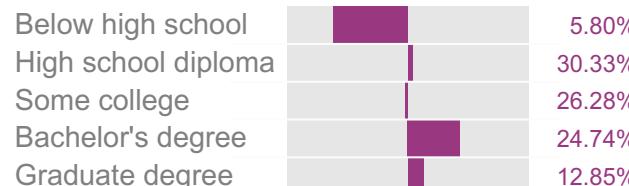
### Family Structure



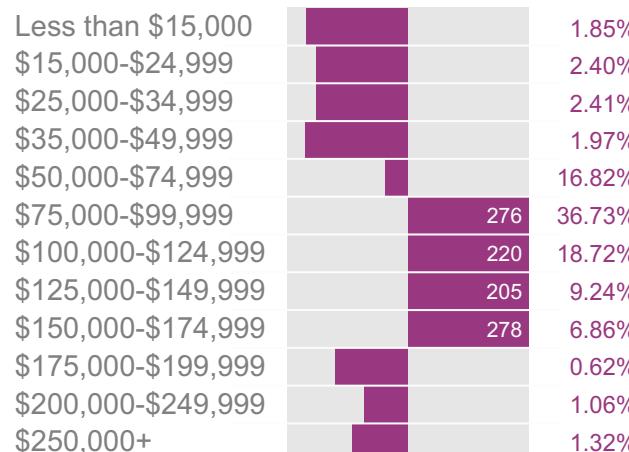
### Home Ownership



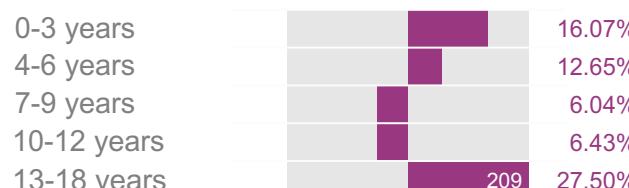
### Education



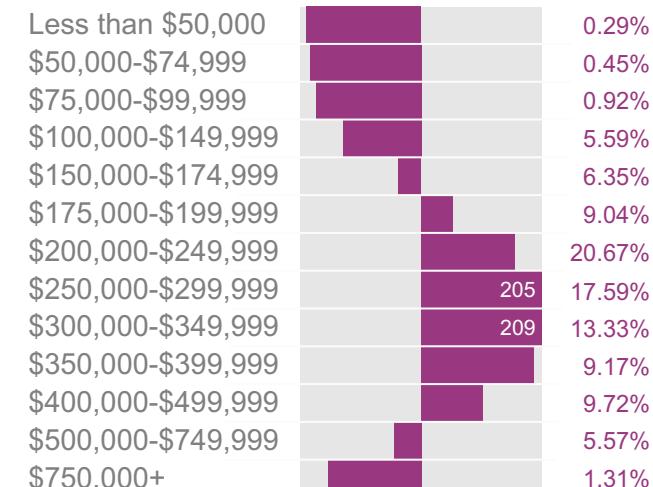
### Income



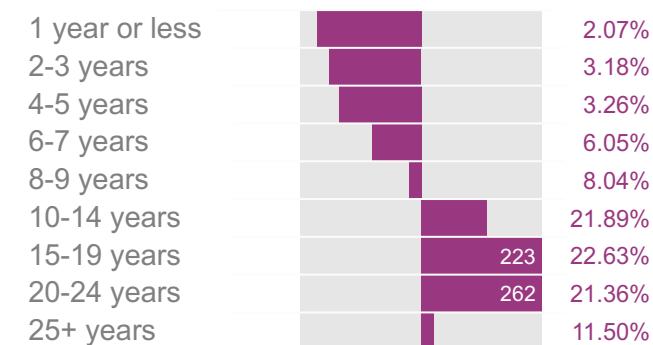
### Presence of Children



### Estimated Current Home Value



### Length of Residence



D • D15 • D16 • D17 • D18

**D15**

## Sports Utility Families

Upscale, multi-generational households of middle-aged couples with school-aged children living active family lifestyles in outerlying suburbs

Kevin & Wendy

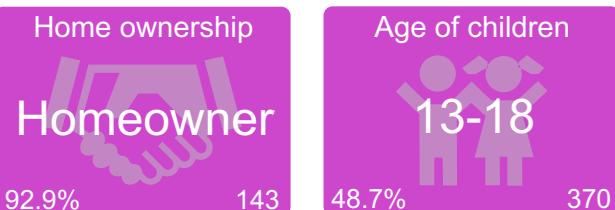
1.59% 2.60%



### Key Features

- Suburb living
- Comfortable spending
- Athletic activities
- Outdoor leisure
- Saving for college
- Soccer moms and dads

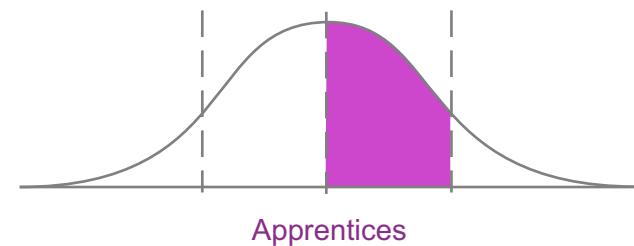
### Who We Are



### Channel Preference



### Technology Adoption



D • D15 • D16 • D17 • D18

**D15**

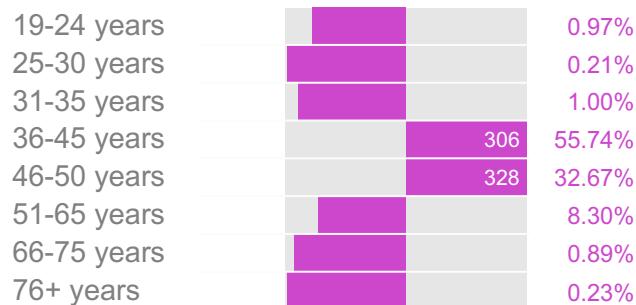
## Sports Utility Families

Upscale, multi-generational households of middle-aged couples with school-aged children living active family lifestyles in outlying suburbs

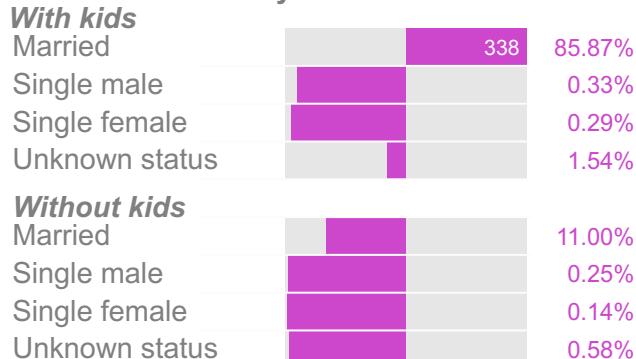
Kevin & Wendy

 1.59% |  2.80%

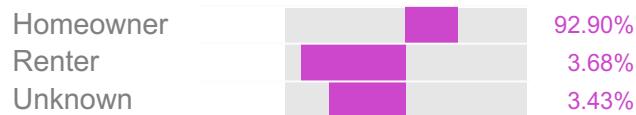
### Age



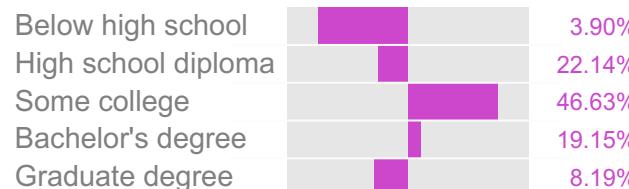
### Family Structure



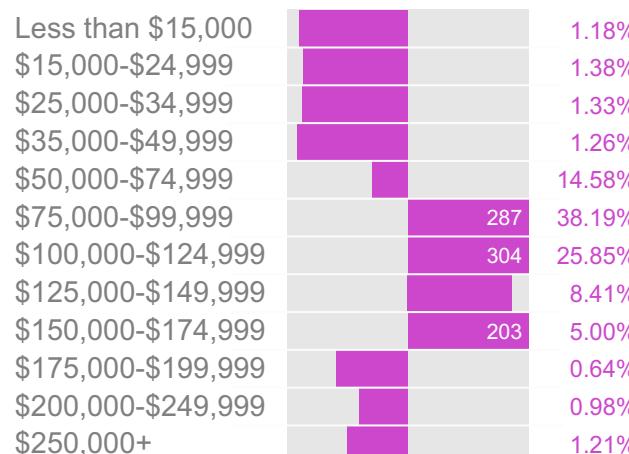
### Home Ownership



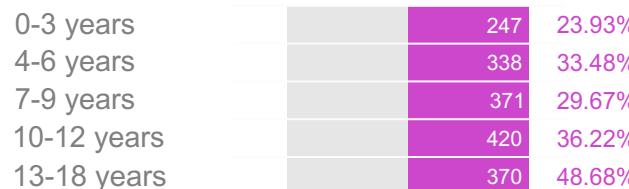
### Education



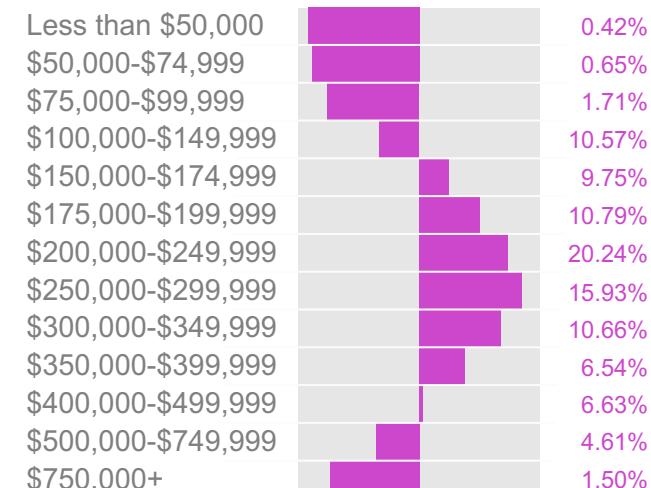
### Income



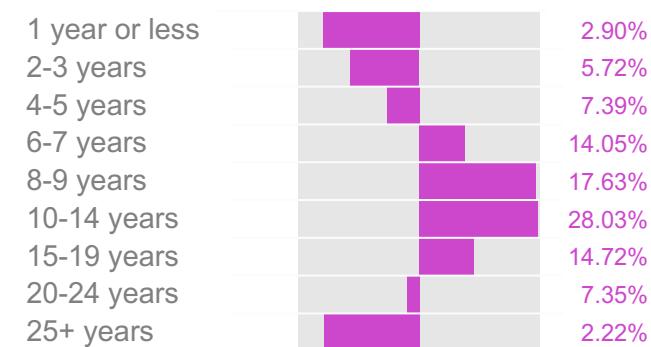
### Presence of Children



### Estimated Current Home Value



### Length of Residence



D • D15 • D16 • D17 • D18

**D16**

## Settled in Suburbia

Upper middle-class diverse family units and empty nesters living in established suburbs

Frank & Donna

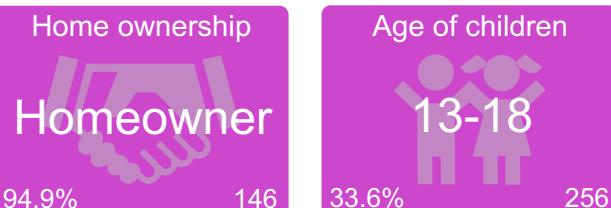
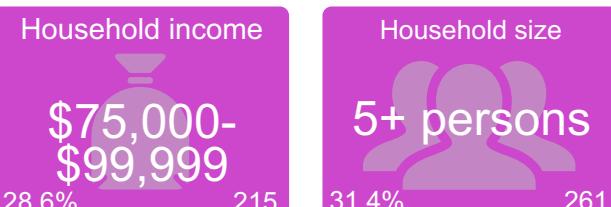
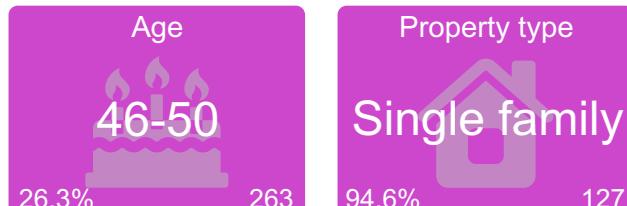
 0.89% |  1.42%



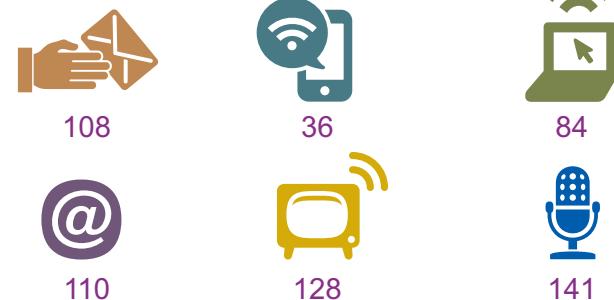
### Key Features

- Comfortable lifestyles
- Diverse investments
- Confident consumers
- Active kids
- Movie-goers
- Theme park vacations

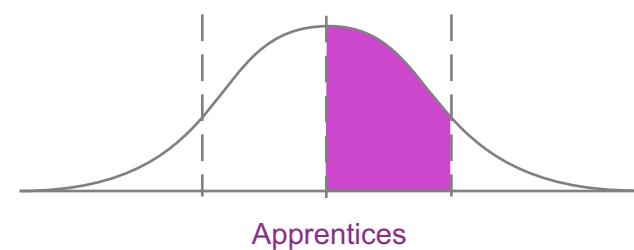
### Who We Are



### Channel Preference



### Technology Adoption



D • D15 • D16 • D17 • D18

**D16**

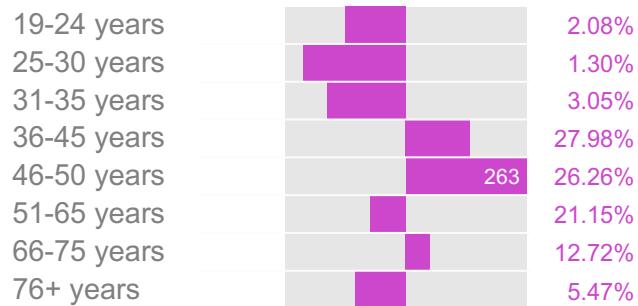
## Settled in Suburbia

Upper middle-class diverse family units and empty nesters living in established suburbs

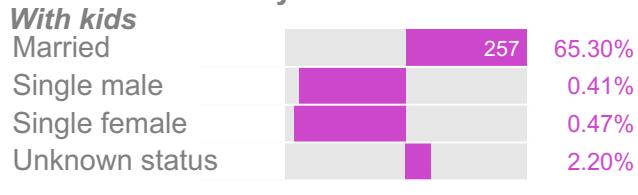
Frank & Donna

 0.89% |  1.42%

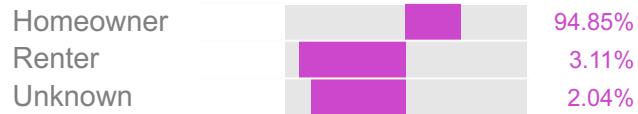
### Age



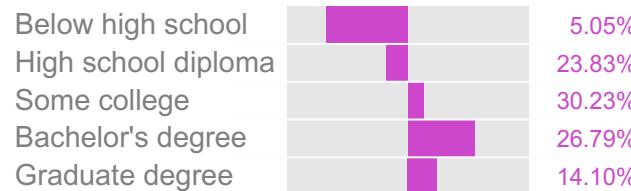
### Family Structure



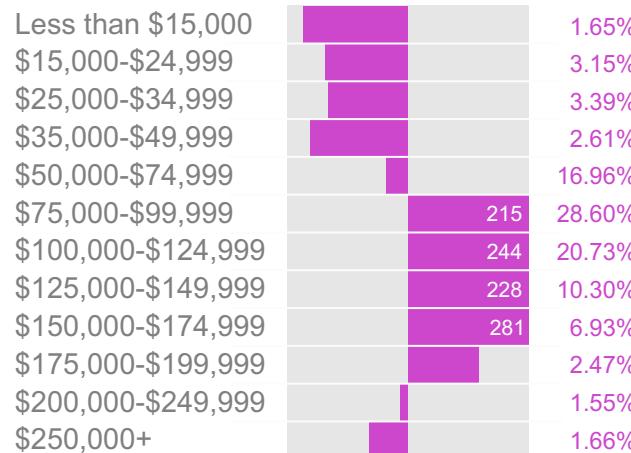
### Home Ownership



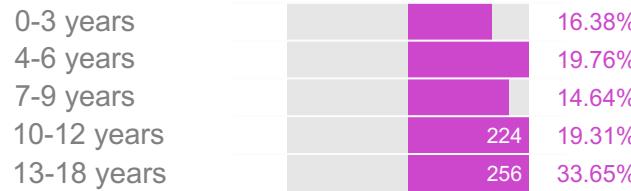
### Education



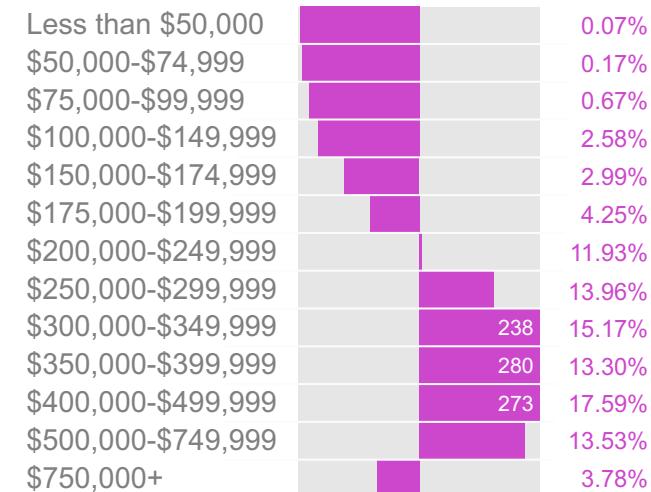
### Income



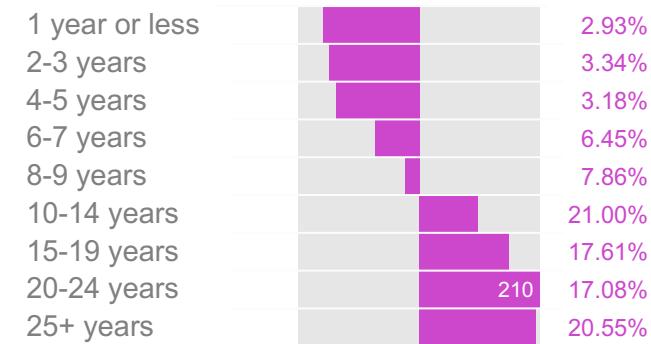
### Presence of Children



### Estimated Current Home Value



### Length of Residence



D • D15 • D16 • D17 • D18

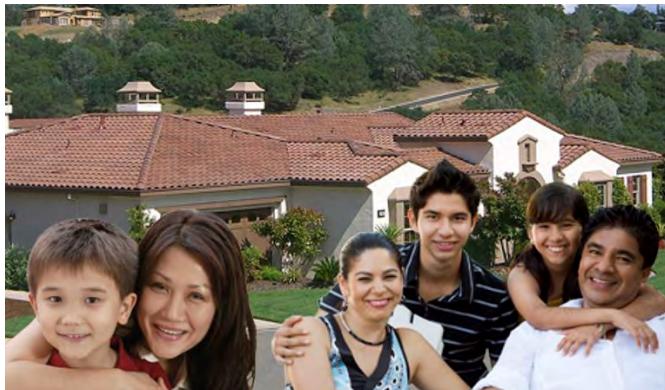
**D17**

## Cul de Sac Diversity

Ethnically-diverse, middle-aged families settled in new suburban neighborhoods

Jeffrey & Kimberly

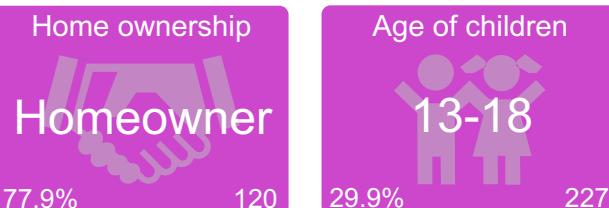
House 0.77% | 0.76% Person



### Key Features

- Bilingual
- Career-focused
- 2nd generation success
- Saving for college
- Outdoor activities
- Professional sports fans

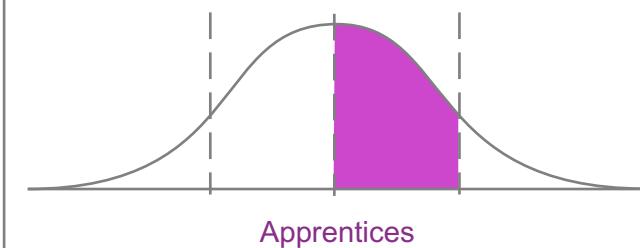
### Who We Are



### Channel Preference



### Technology Adoption



D • D15 • D16 • D17 • D18

**D17**

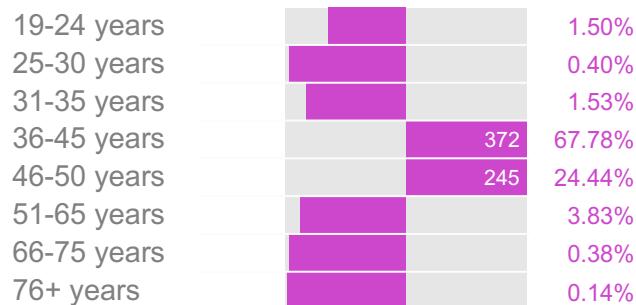
## Cul de Sac Diversity

Ethnically-diverse, middle-aged families settled in new suburban neighborhoods

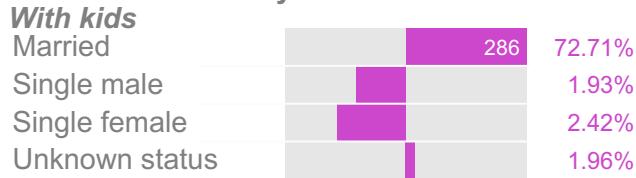
Jeffrey & Kimberly

House 0.77% | Person 0.76%

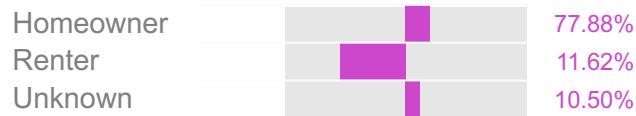
### Age



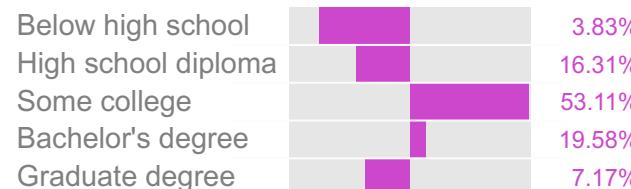
### Family Structure



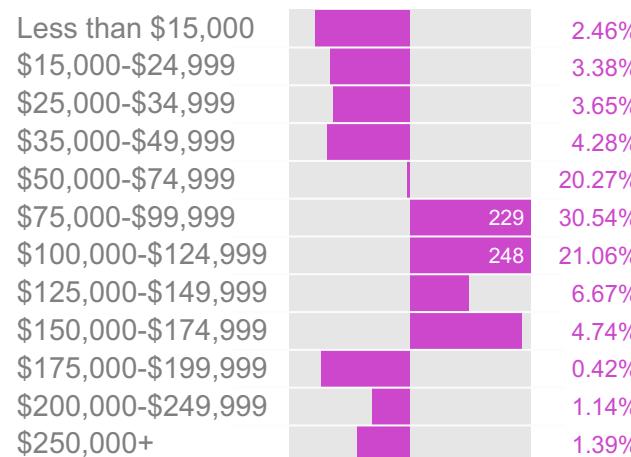
### Home Ownership



### Education



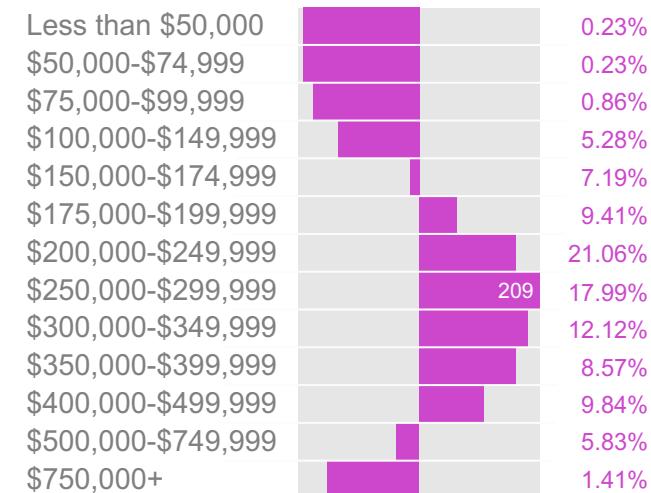
### Income



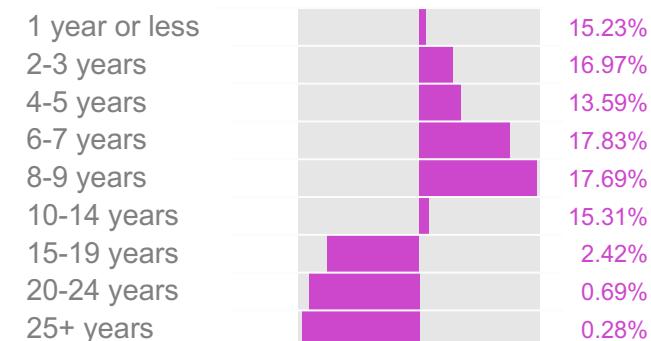
### Presence of Children



### Estimated Current Home Value



### Length of Residence



D • D15 • D16 • D17 • D18

**D18**

## Suburban Attainment

Upper middle-class couples and families living mainly in the expanding suburbs

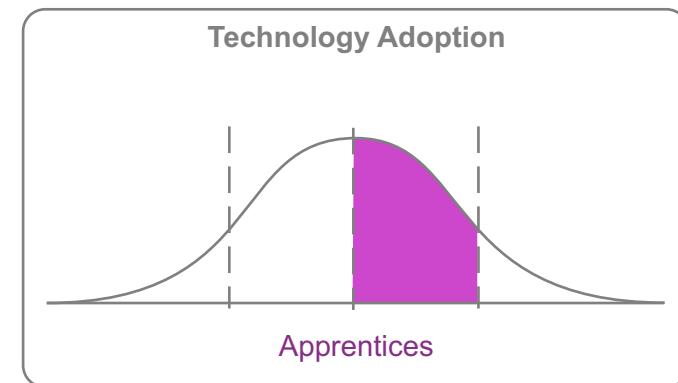
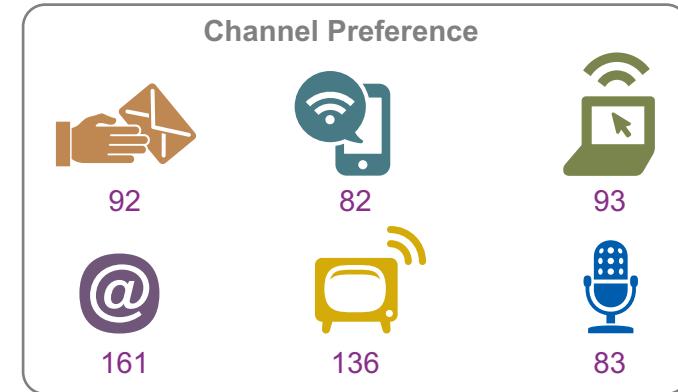
Ronald & Cynthia

House 1.74% | 2.21% Person



### Key Features

- Racially diverse
- Politically liberal
- Power shoppers
- Active lifestyles
- Jazz listeners
- Brick and mortar shoppers



D • D15 • D16 • D17 • D18

**D18**

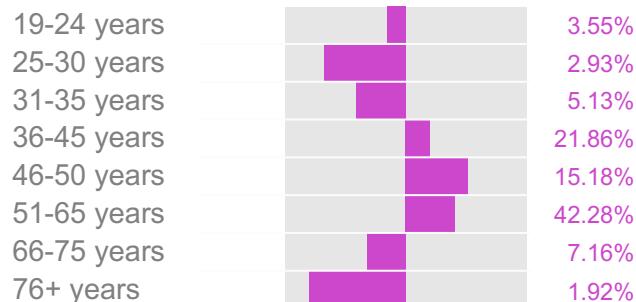
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Upper middle-class couples and families living mainly in the expanding suburbs

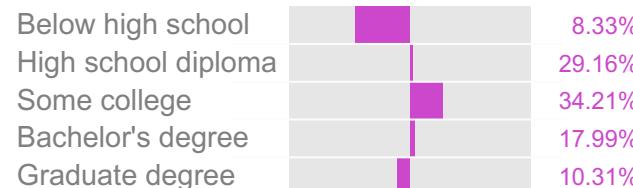
Ronald & Cynthia

 1.74% |  2.21%

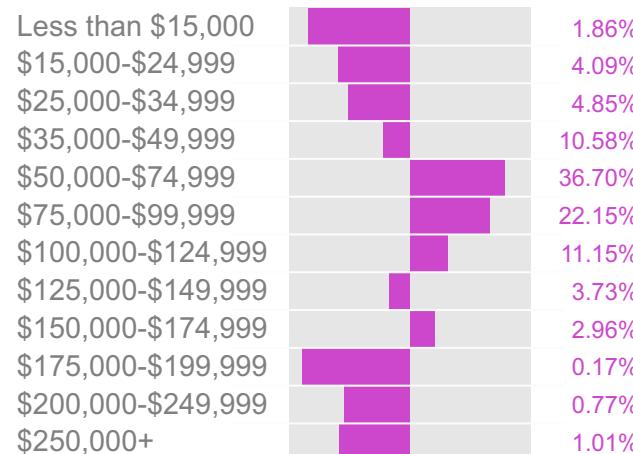
### Age



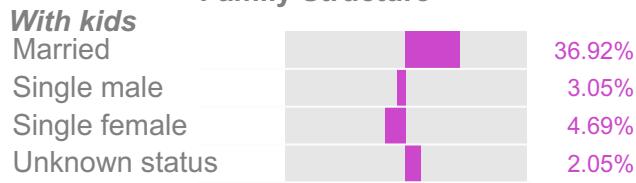
### Education



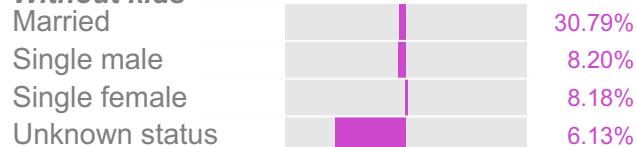
### Income



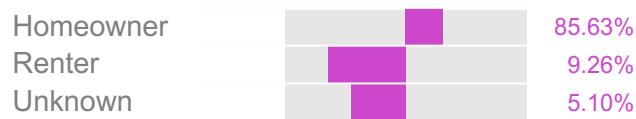
### Family Structure



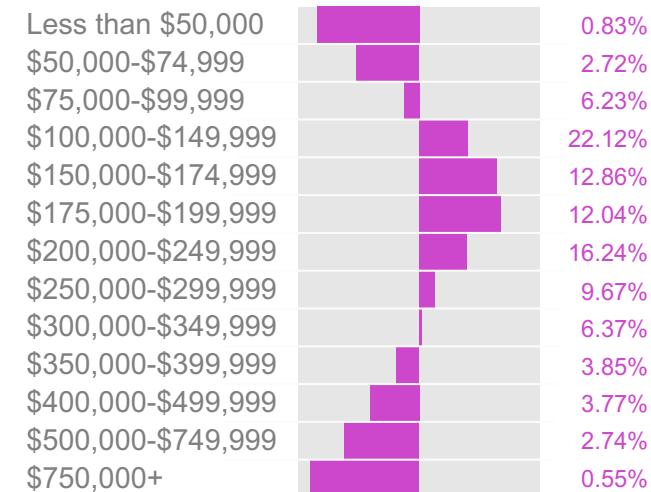
### Without kids



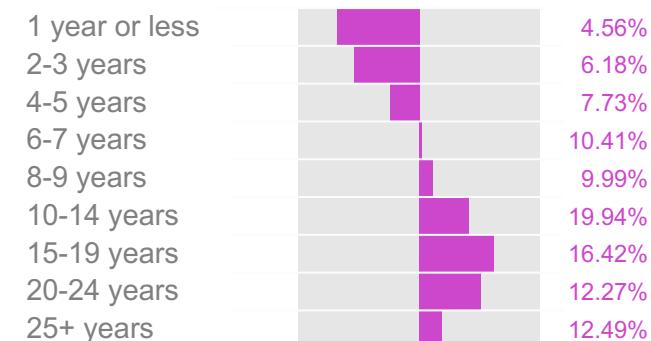
### Home Ownership



### Estimated Current Home Value



### Length of Residence



E • E19 • E20 • E21

**E19**

## Full Pockets, Empty Nests

Empty-nesting, upper middle-class households with discretionary income living sophisticated lifestyles

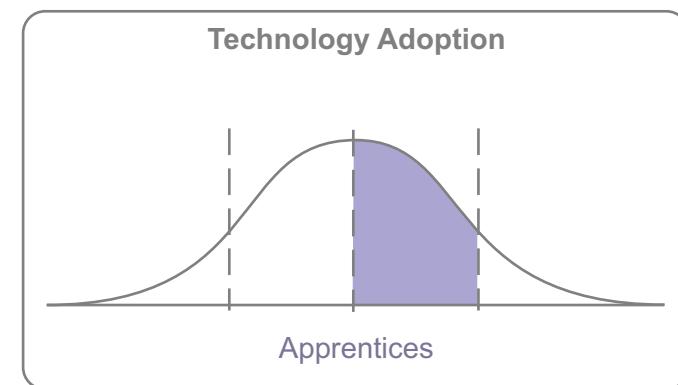
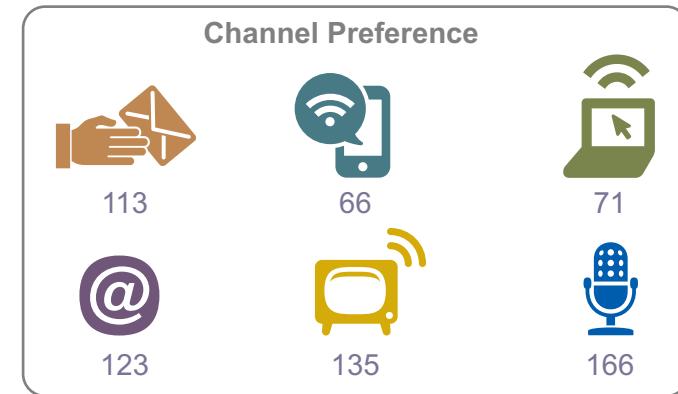
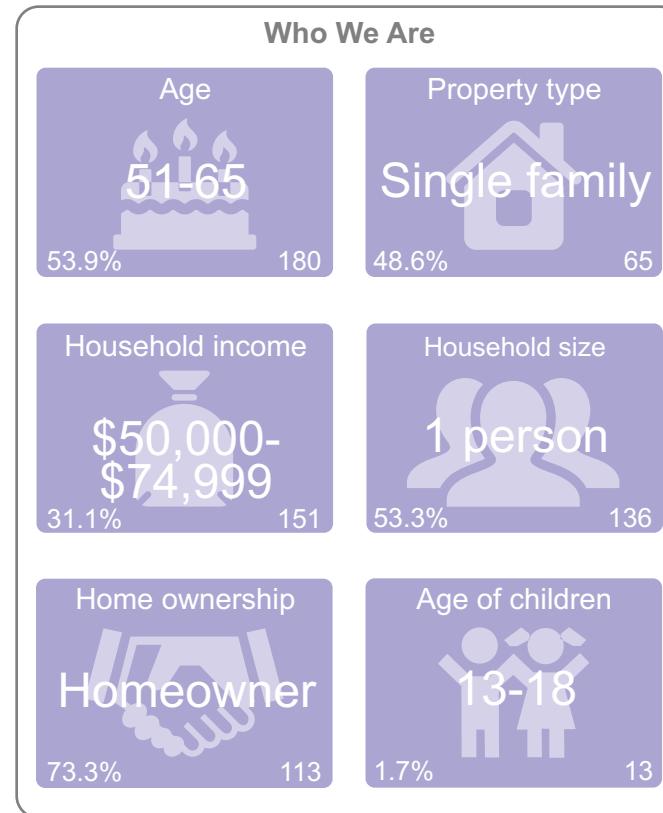
Bruce & Margaret

House 1.48% | 1.10% Person



### Key Features

- Empty nesters
- Highly educated
- City dwellers
- Environmental advocates
- Well-traveled
- Fitness minded



E • E19 • E20 • E21

**E19**

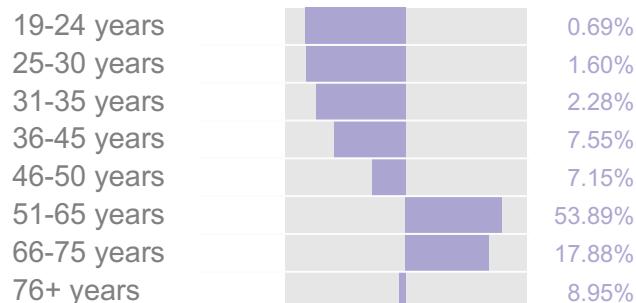
## Full Pockets, Empty Nests

Empty-nesting, upper middle-class households with discretionary income living sophisticated lifestyles

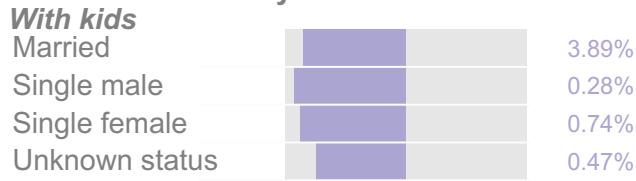
Bruce & Margaret

 1.48% |  1.10%

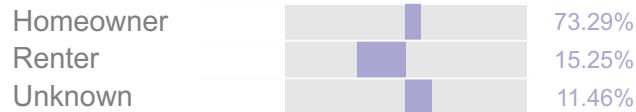
### Age



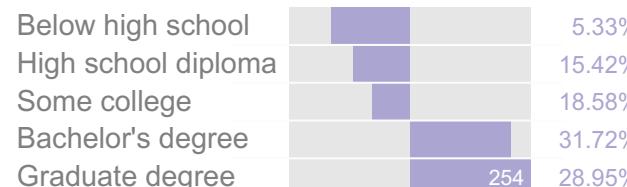
### Family Structure



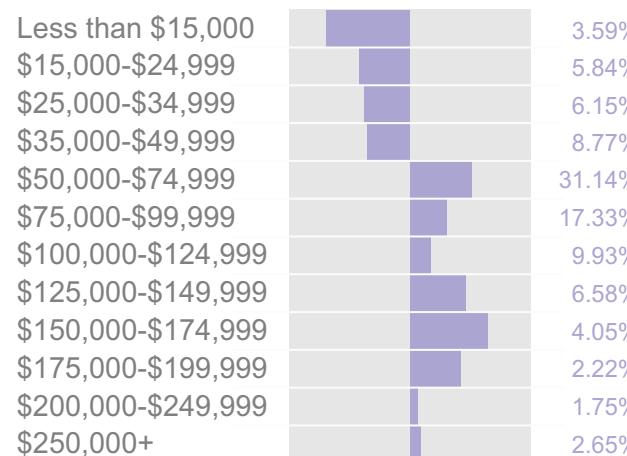
### Home Ownership



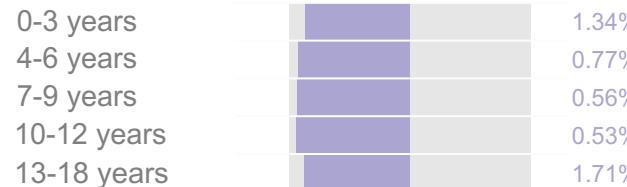
### Education



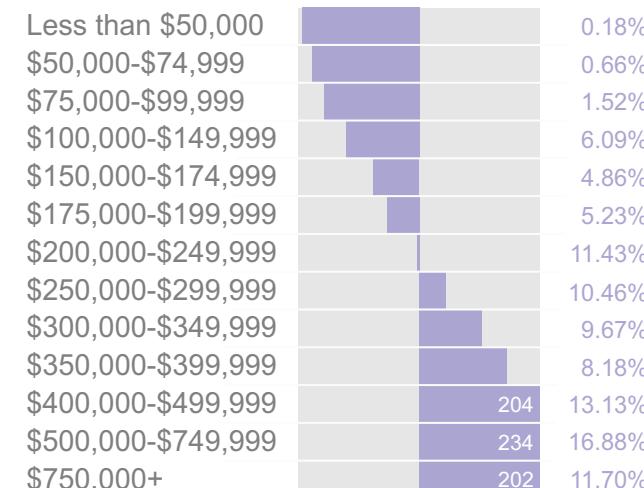
### Income



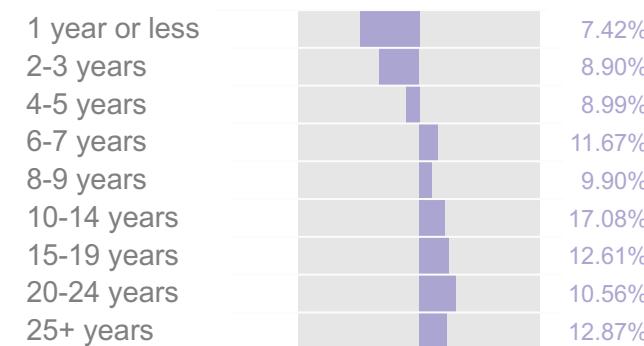
### Presence of Children



### Estimated Current Home Value



### Length of Residence



E • E19 • E20 • E21

**E20**

## No Place Like Home

Upper middle-class multi-generational households in exurban areas

Roger & Sandra

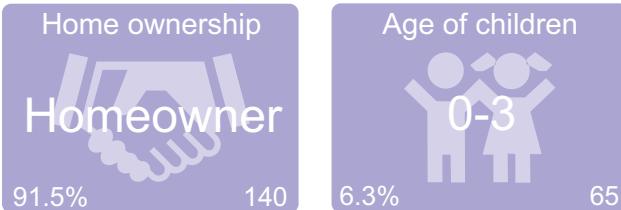
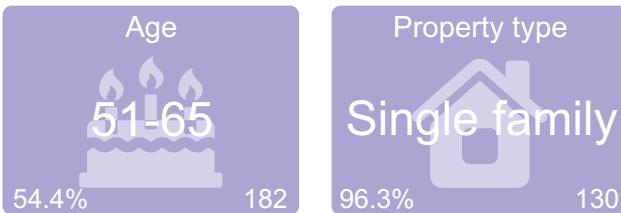
House 2.29% | 3.38% Person



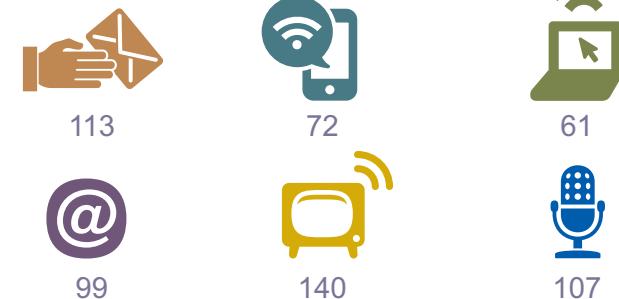
### Key Features

- Smart shoppers
- Multi-generational homes
- Contribute to charities
- Tailgaters
- Financially informed
- Conservative values

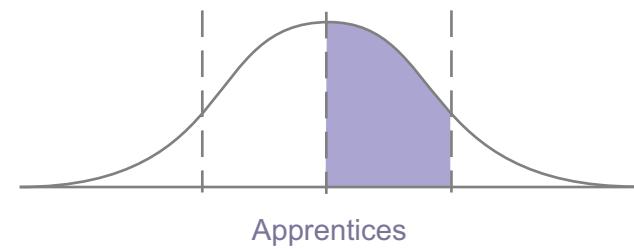
### Who We Are



### Channel Preference



### Technology Adoption



E • E19 • E20 • E21

**E20**

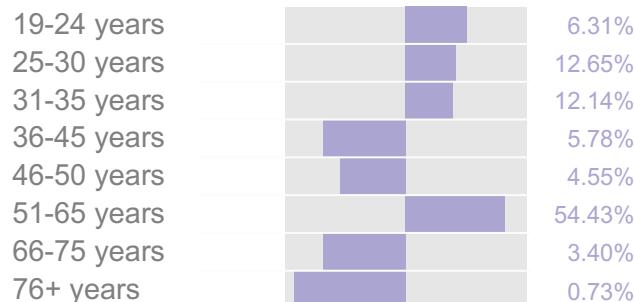
## No Place Like Home

Upper middle-class multi-generational households in exurban areas

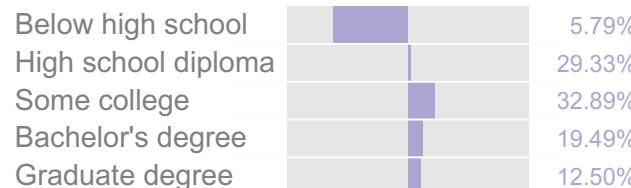
Roger & Sandra

 2.29% |  3.38%

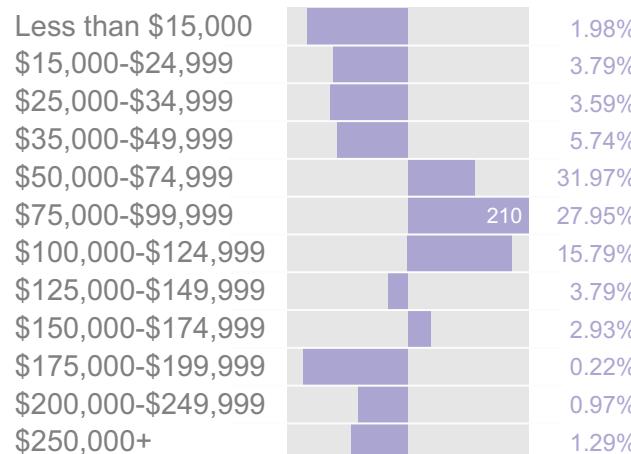
### Age



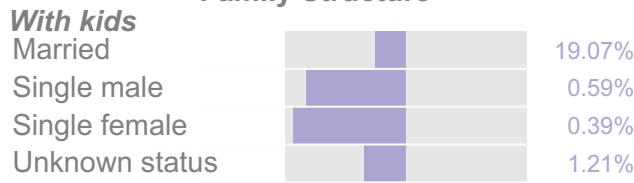
### Education



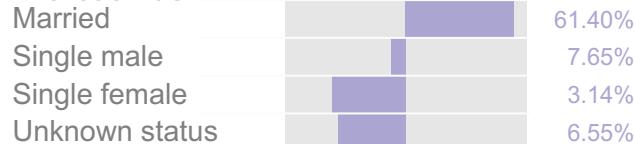
### Income



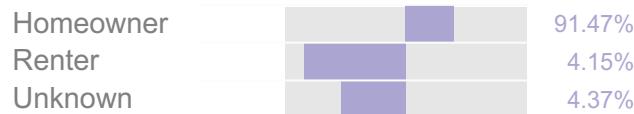
### Family Structure



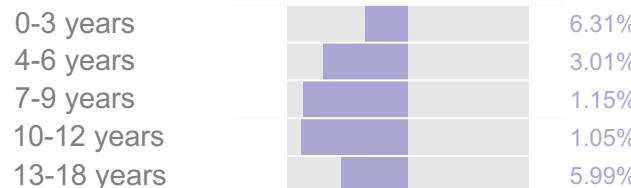
### Without kids



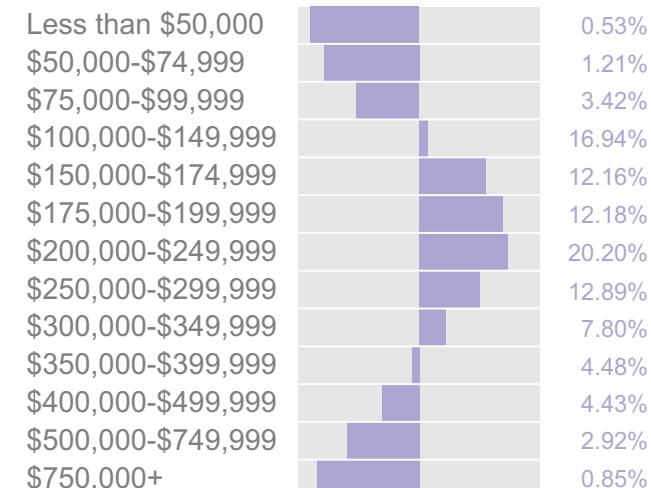
### Home Ownership



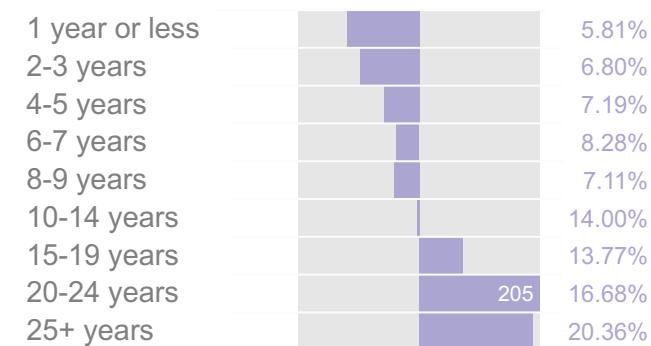
### Presence of Children



### Estimated Current Home Value



### Length of Residence



**E21**

## Unspoiled Splendor

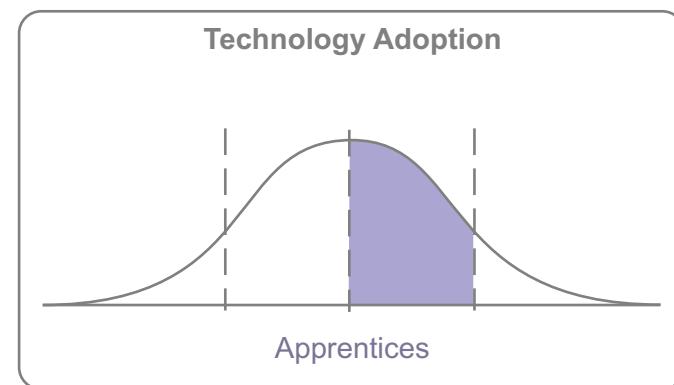
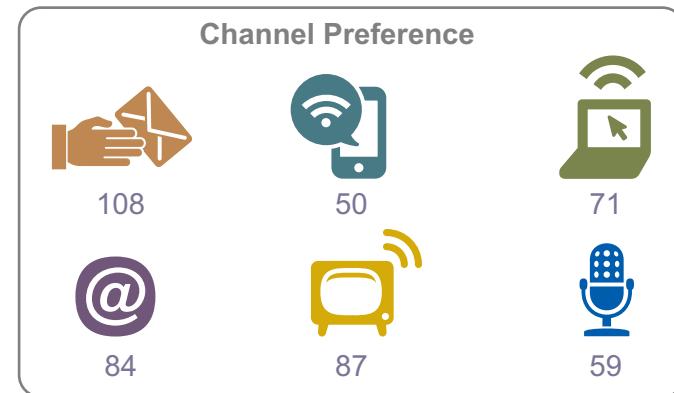
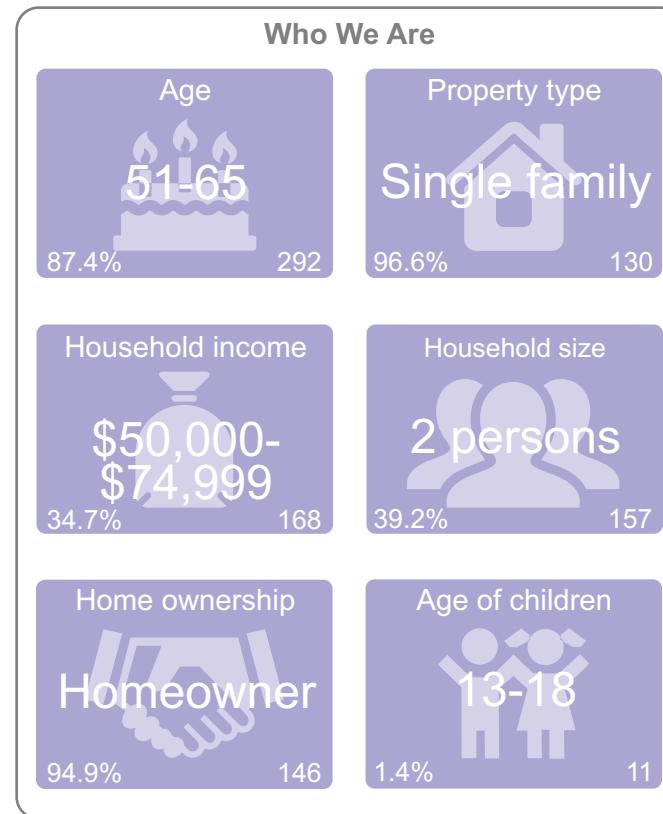
Comfortably established baby boomer couples in town and country communities

Stephen &amp; Sharon

 2.66% |  3.01%


### Key Features

- Price conscious
- Politically conservative
- Do-it-yourselfers
- NASCAR fanatics
- Outdoor enthusiasts
- Domestic travelers



E • E19 • E20 • E21

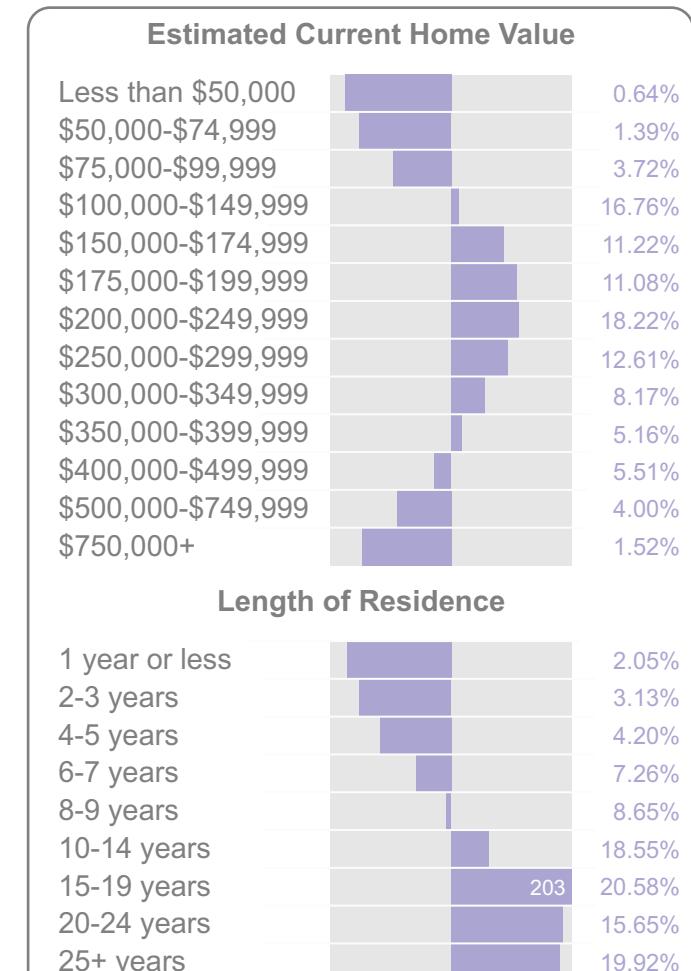
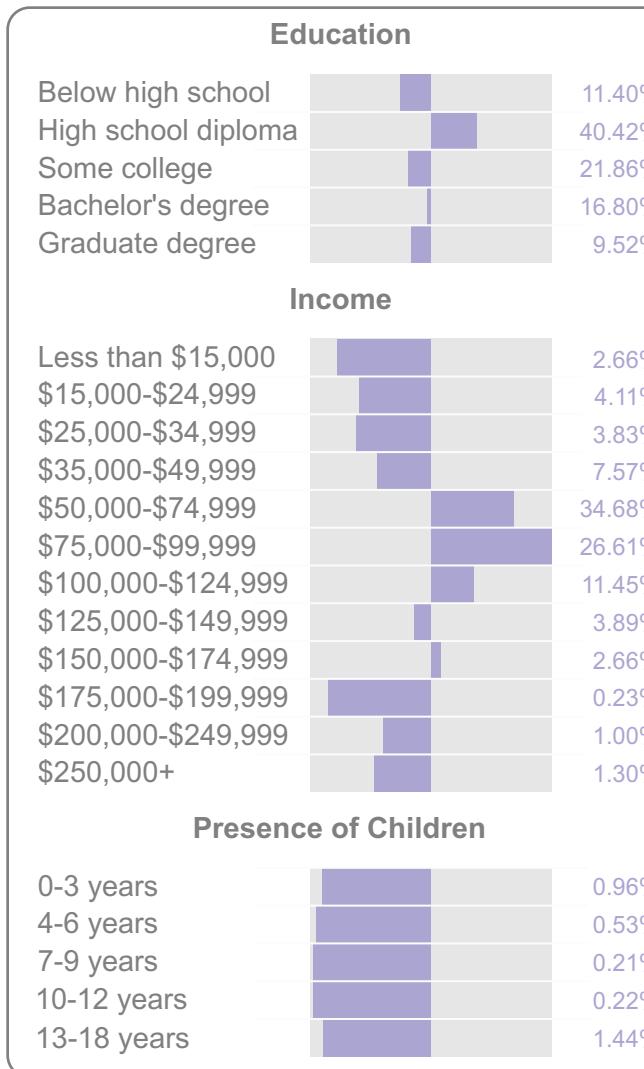
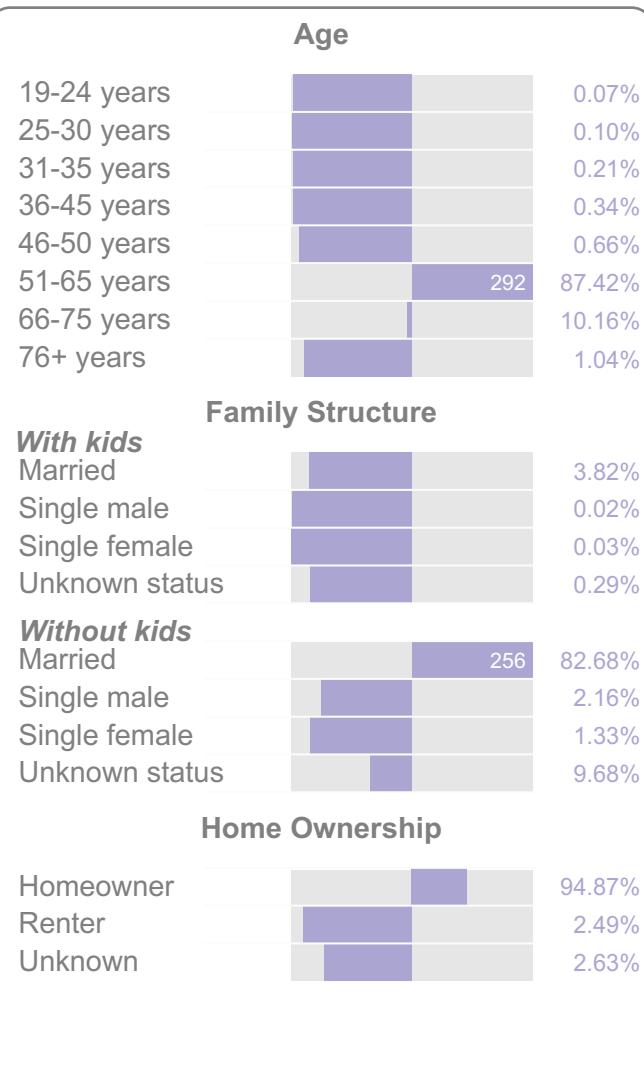
**E21**

## Unspoiled Splendor

Comfortably established baby boomer couples in town and country communities

Stephen & Sharon

House 2.66% | 3.01% Person



F • F22 • F23

**F22**

## Fast Track Couples

Active, young, upper middle-class suburban couples and families living upwardly-mobile lifestyles

Ryan & Jessica

House 1.92% | 1.53% Person



### Key Features

- Credit aware
- Comfortable spender
- Active lifestyles
- Tech savvy
- Music lovers
- Football fans

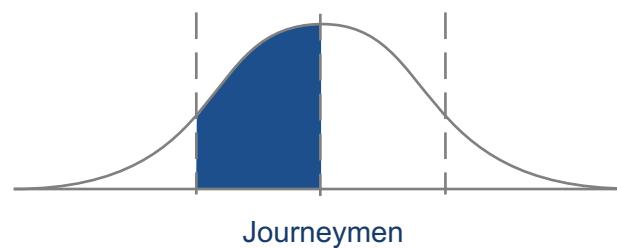
### Who We Are



### Channel Preference



### Technology Adoption



F • F22 • F23

**F22**

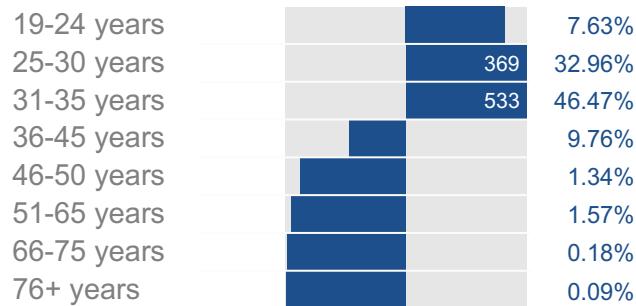
## Fast Track Couples

Active, young, upper middle-class suburban couples and families living upwardly-mobile lifestyles

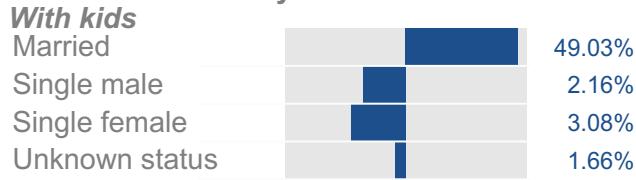
Ryan & Jessica

 1.92% |  1.53%

### Age



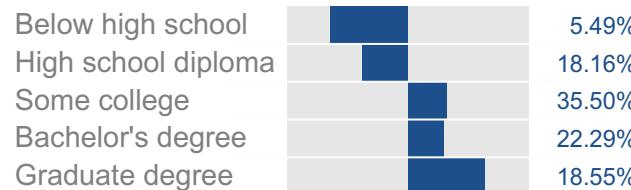
### Family Structure



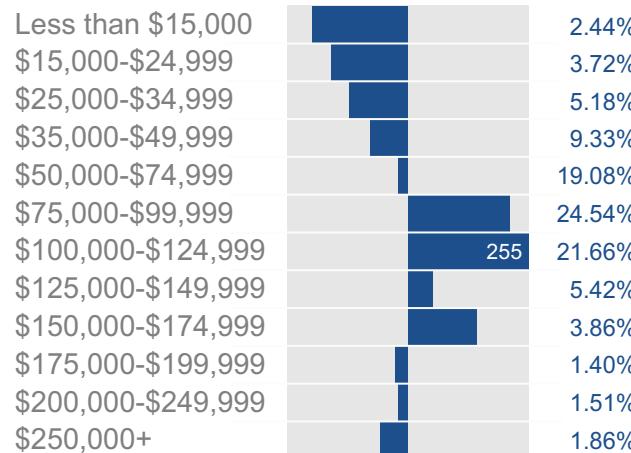
### Home Ownership



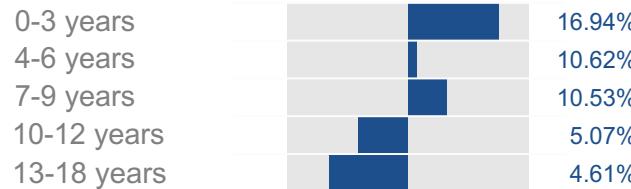
### Education



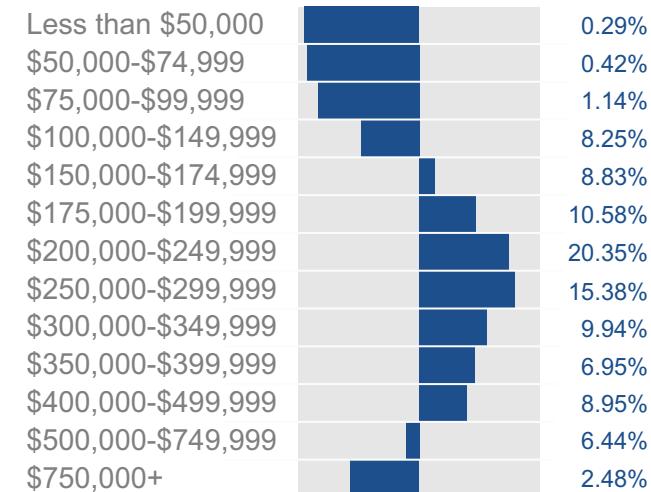
### Income



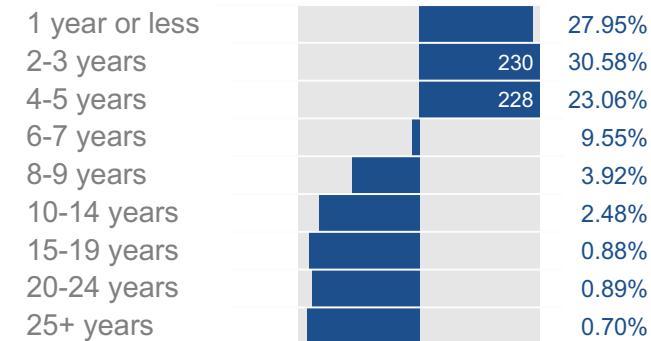
### Presence of Children



### Estimated Current Home Value



### Length of Residence



F • F22 • F23

**F23**

## Families Matter Most

Young, middle-class families in scenic suburbs leading active, family-focused lives

Eric & Michelle

House 1.31% | 2.35% Person



### Key Features

- Sprawling families
- Child-related purchases
- Family vacations
- PTA parents
- Internet active
- Credit revolver

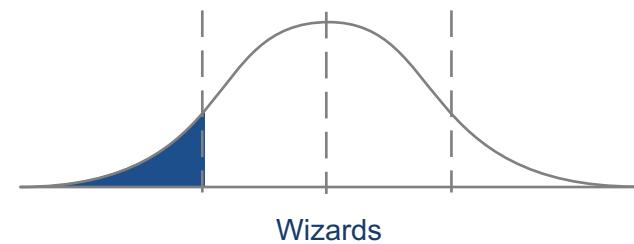
### Who We Are



### Channel Preference



### Technology Adoption



F • F22 • F23

**F23**

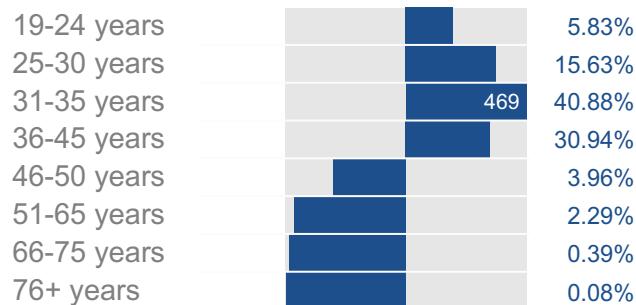
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Young, middle-class families in scenic suburbs leading active, family-focused lives

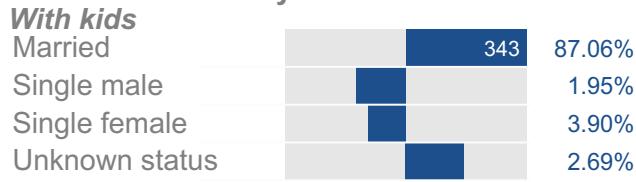
Eric & Michelle

House 1.31% | Person 2.35%

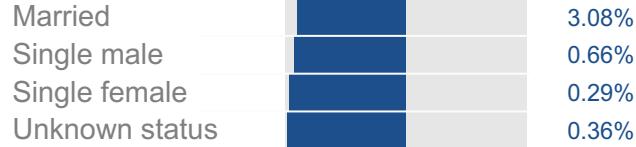
### Age



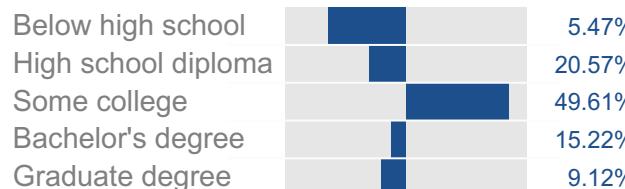
### Family Structure



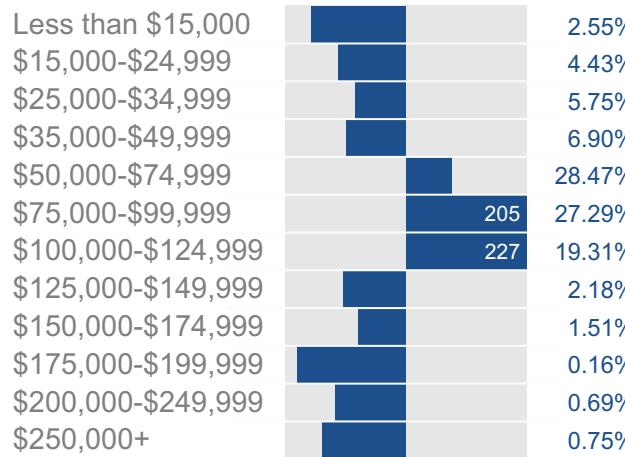
### Without kids



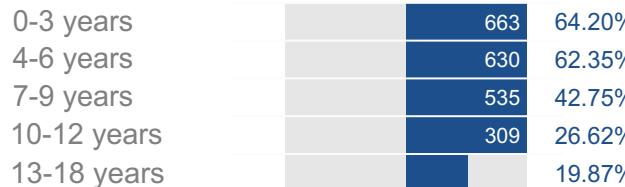
### Home Ownership



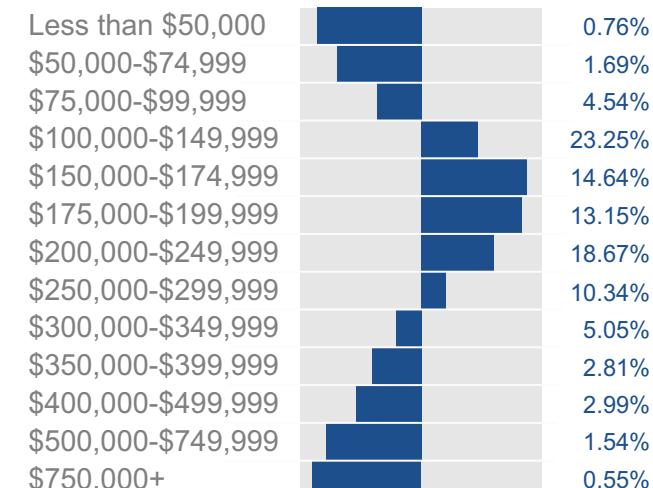
### Income



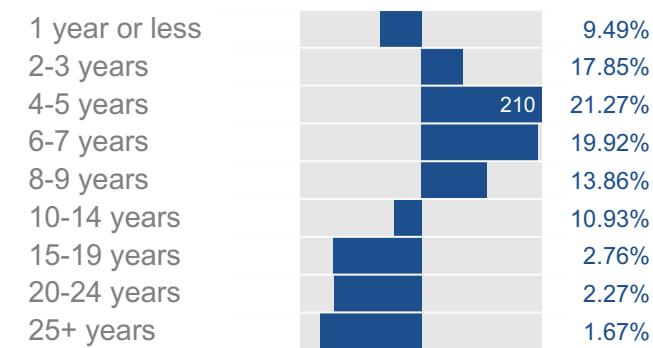
### Presence of Children



### Estimated Current Home Value



### Length of Residence



G • G24 • G25

**G24**

## Status Seeking Singles

Younger, upwardly-mobile singles living in mid-scale metro areas balancing work and leisure lifestyles

Jonathan & Sarah

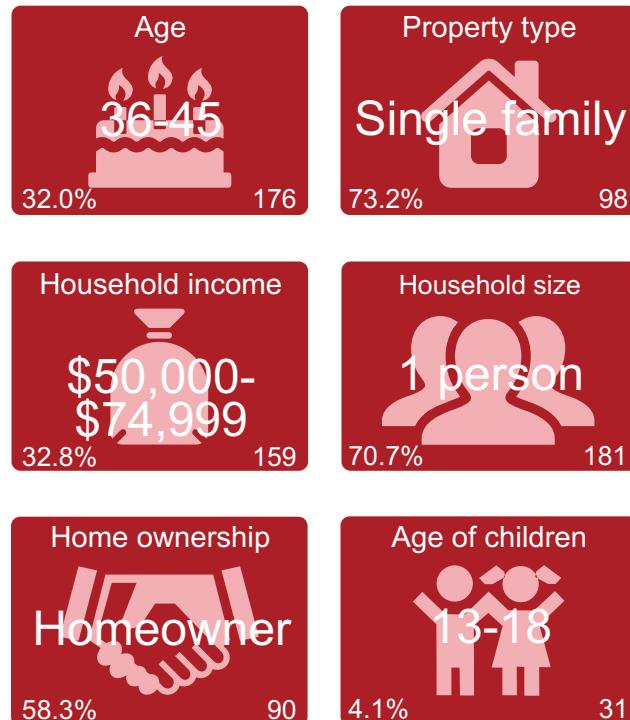
House 1.25% | 0.73% Person



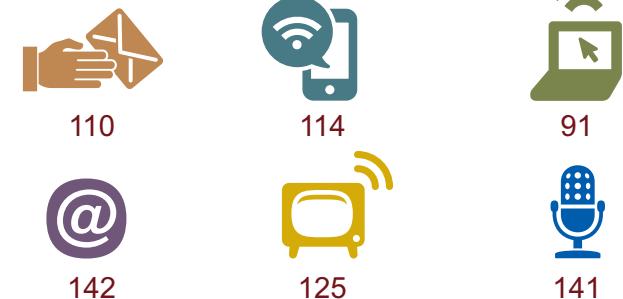
### Key Features

- Single city dweller
- Highly educated
- Upwardly mobile
- Professionals
- Physically fit
- Foodies

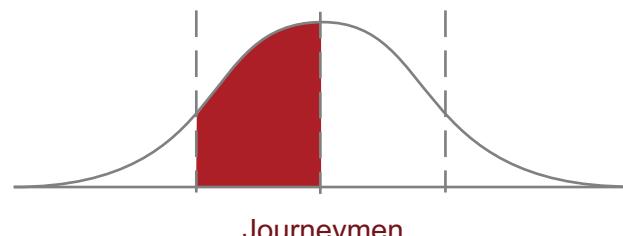
### Who We Are



### Channel Preference



### Technology Adoption



G • G24 • G25

**G24**

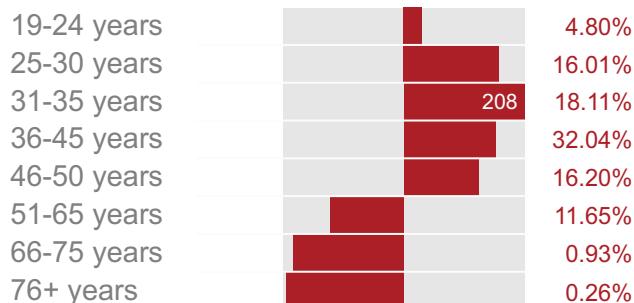
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Younger, upwardly-mobile singles living in mid-scale metro areas balancing work and leisure lifestyles

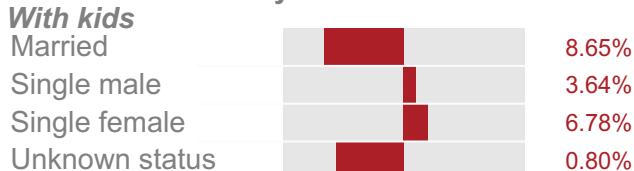
Jonathan & Sarah

 1.25% |  0.73%

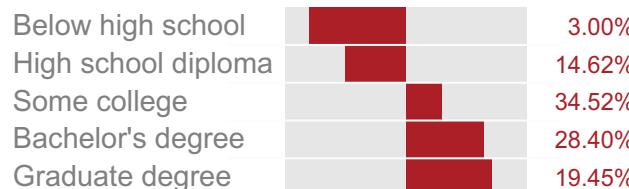
### Age



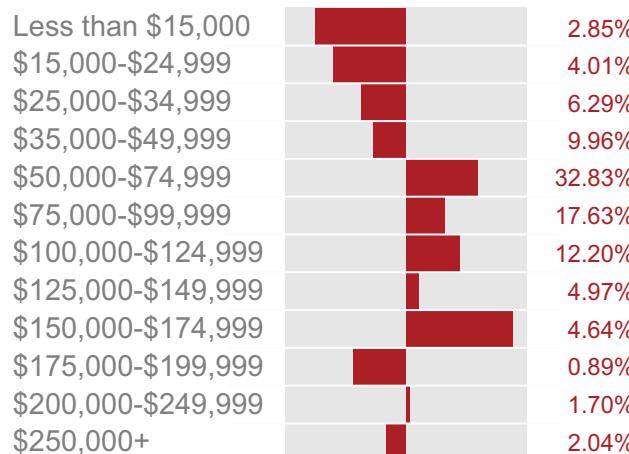
### Family Structure



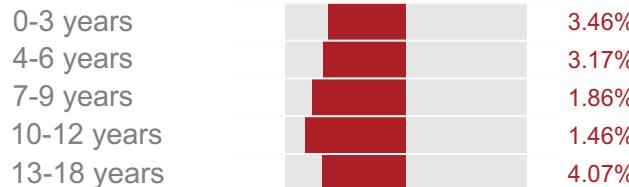
### Home Ownership



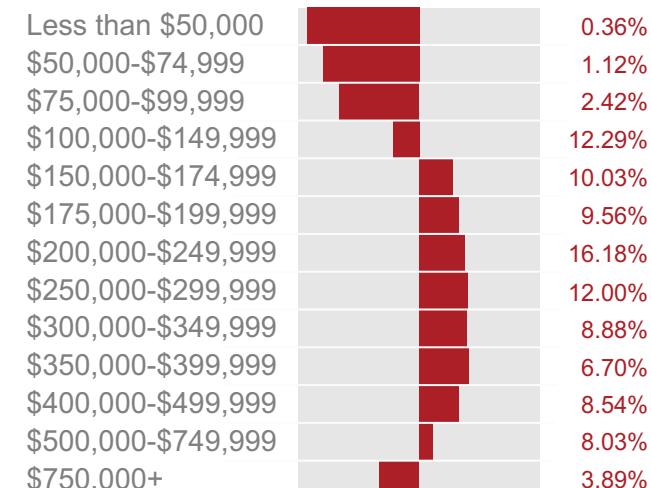
### Income



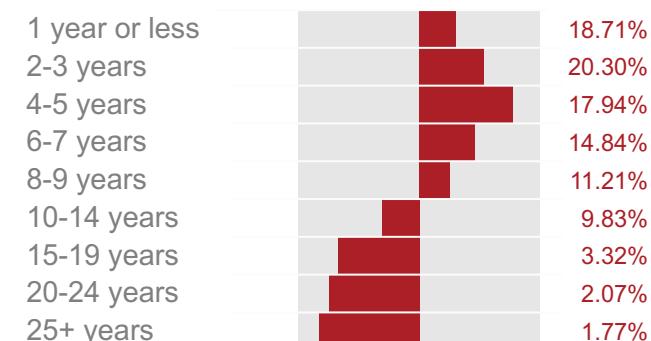
### Presence of Children



### Estimated Current Home Value



### Length of Residence



G • G24 • G25

**G25**

## Urban Edge

Younger, up-and-coming singles living big city lifestyles located within top CBSA markets

Andrew & Emily

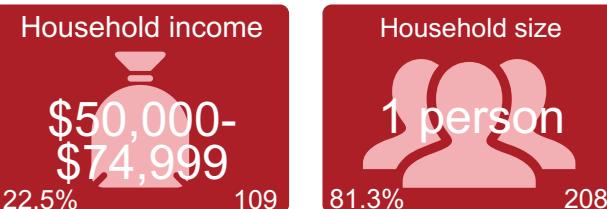
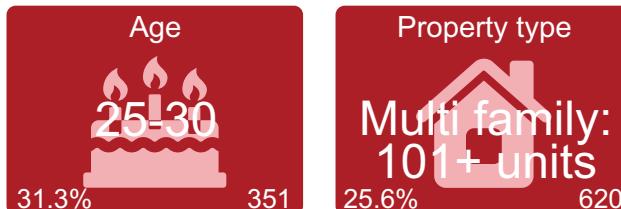
House 1.21% | 0.62% Person



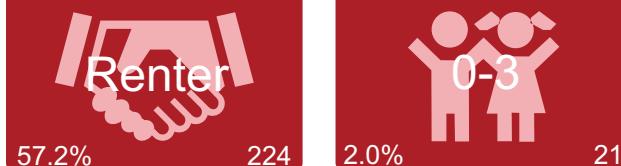
### Key Features

- Progressive views
- Urban-dwellers
- Highly educated
- Ambitious
- Environmental advocates
- Exercise enthusiasts

### Who We Are



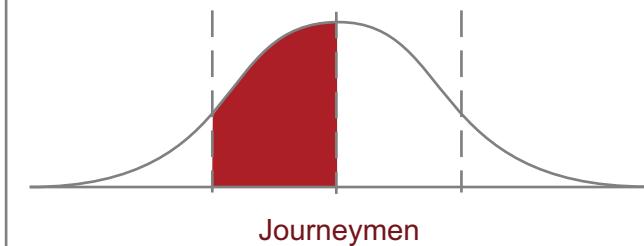
### Home ownership



### Channel Preference



### Technology Adoption



G • G24 • G25

**G25**

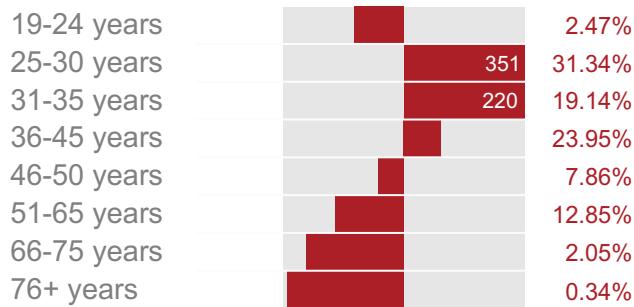
## Urban Edge

Younger, up-and-coming singles living big city lifestyles located within top CBSA markets

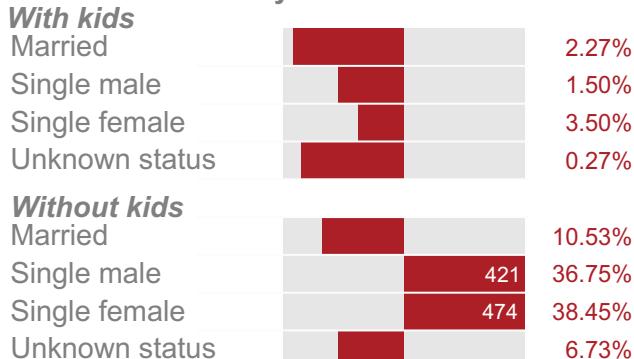
Andrew & Emily

 1.21% |  0.62%

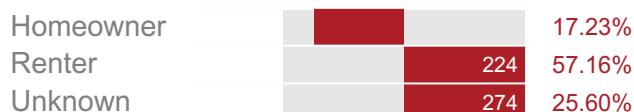
### Age



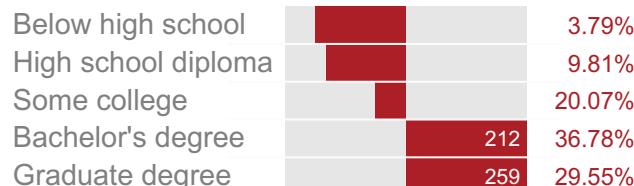
### Family Structure



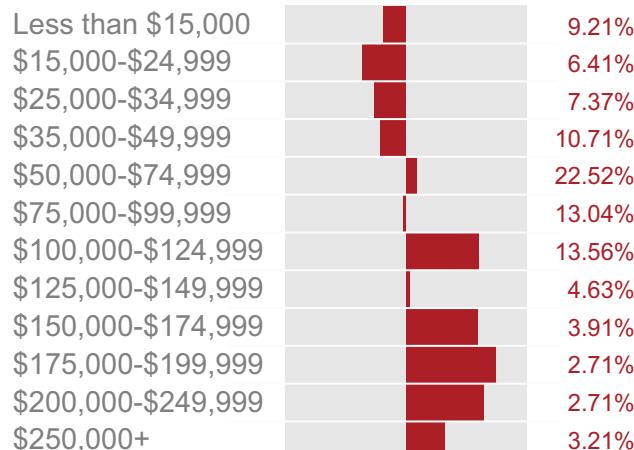
### Home Ownership



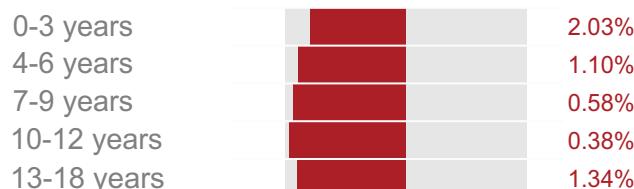
### Education



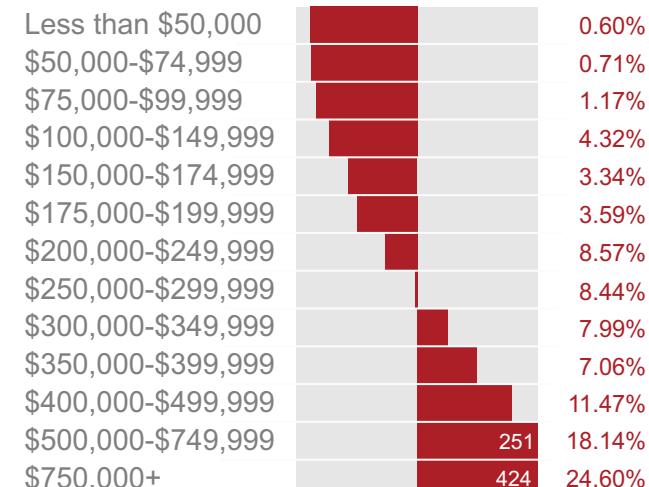
### Income



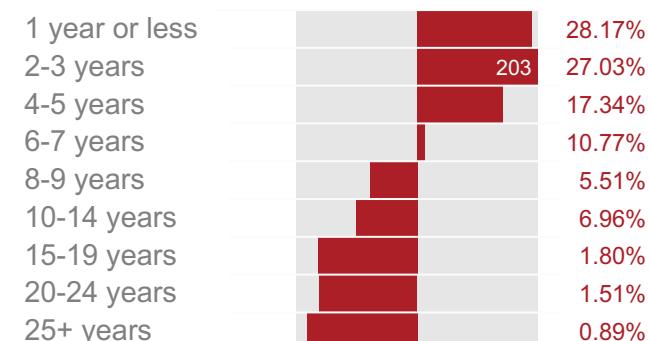
### Presence of Children



### Estimated Current Home Value



### Length of Residence



H • H26 • H27 • H28 • H29

**H26**

## Progressive Potpourri

Mature, couples with comfortable and active lives in middle-class suburbs

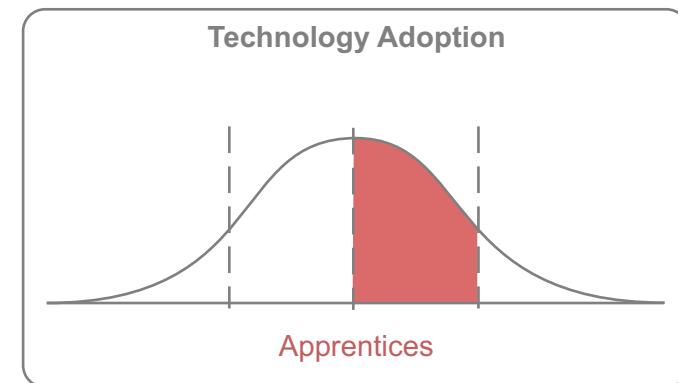
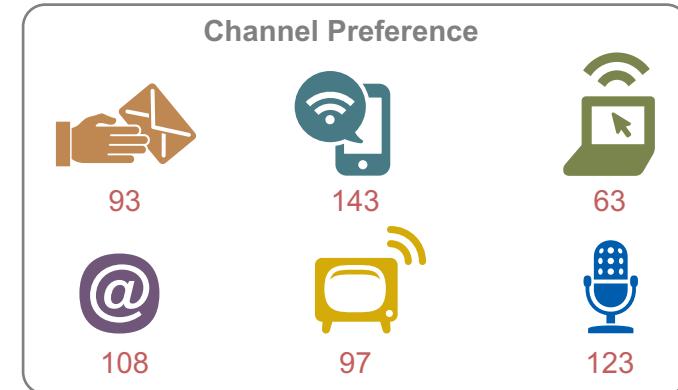
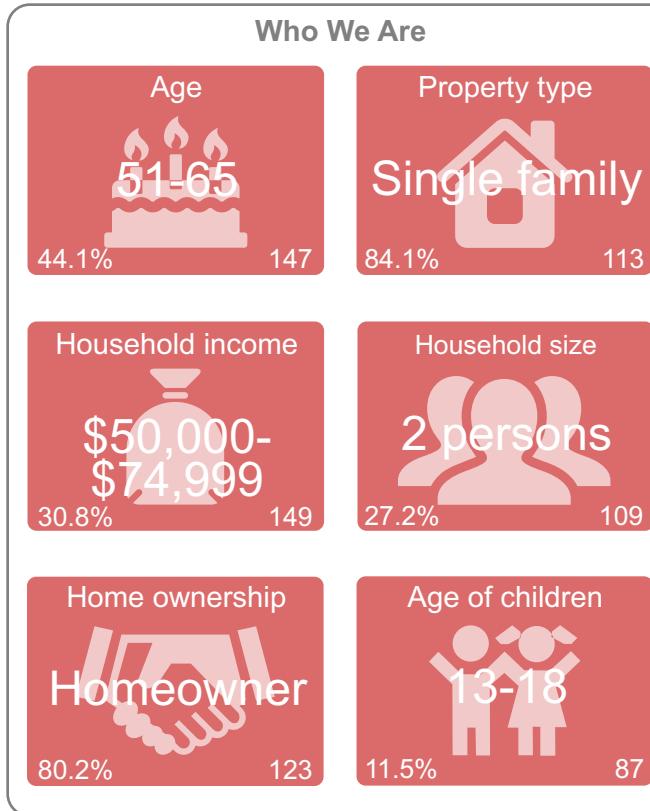
Jose & Carmen

House 1.22% | 1.31% Person



### Key Features

- Bilingual
- Ethnically diverse
- Urban centric
- Status spenders
- Family abroad
- Comfortable lifestyles



H • H26 • H27 • H28 • H29

**H26**

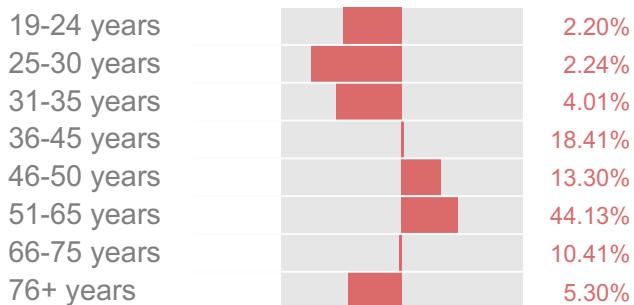
## Progressive Potpourri

Mature, couples with comfortable and active lives in middle-class suburbs

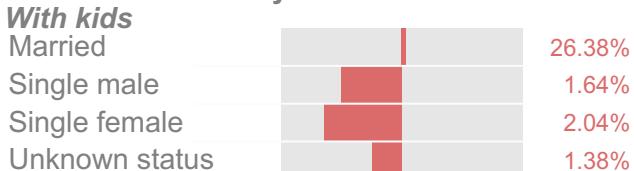
Jose & Carmen

 1.22% |  1.31%

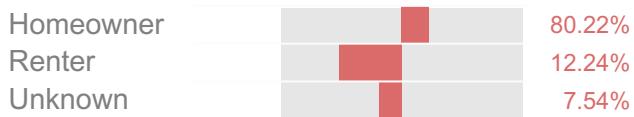
### Age



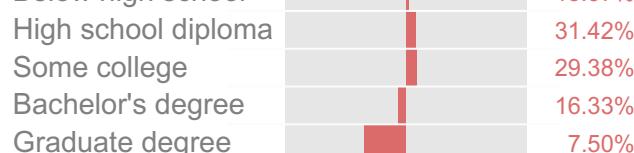
### Family Structure



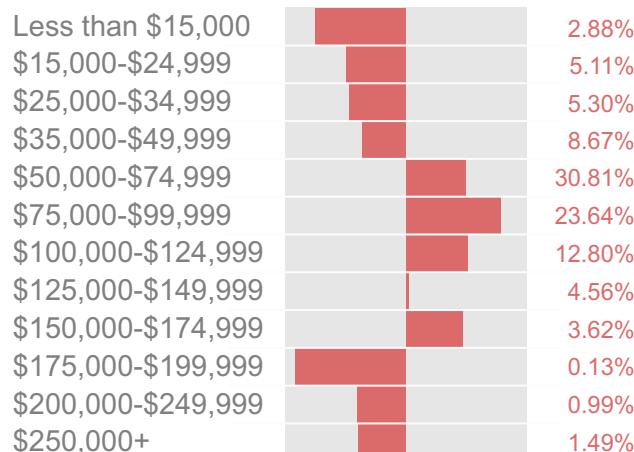
### Home Ownership



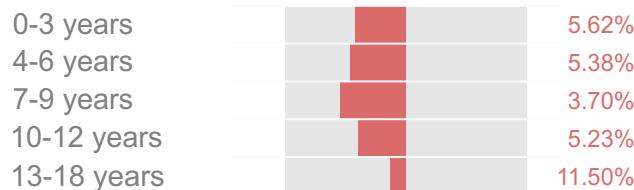
### Below high school



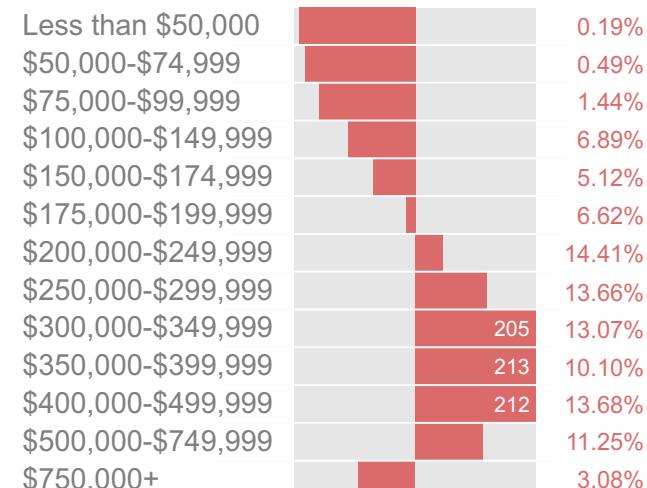
### Income



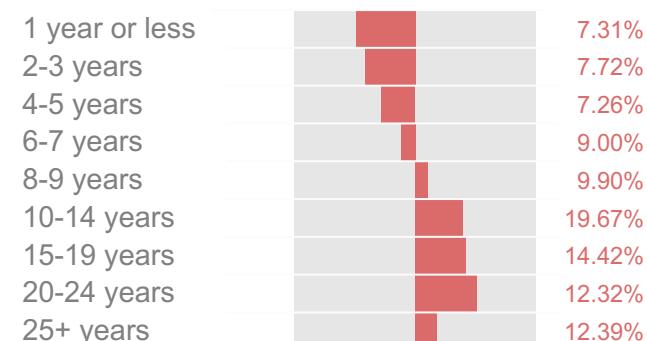
### Presence of Children



### Estimated Current Home Value



### Length of Residence



H • H26 • H27 • H28 • H29

**H27**

## Birkenstocks and Beemers

Upper middle-class, established couples living leisure lifestyles in small towns and cities

Dale & Ann

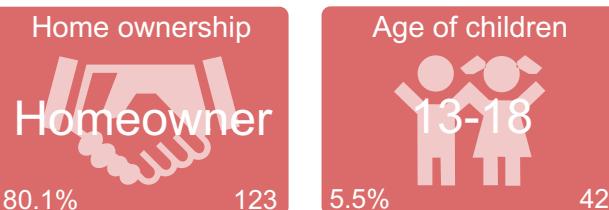
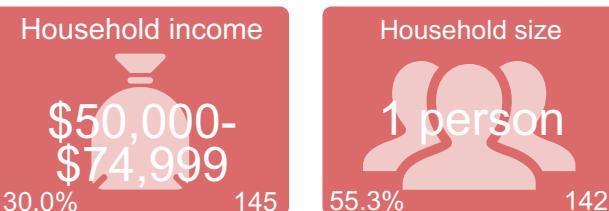
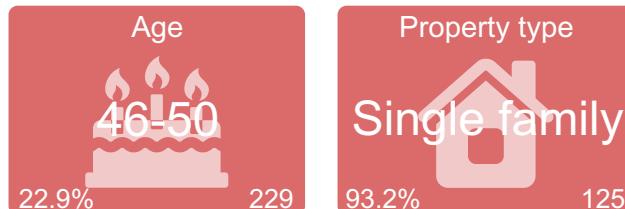
House 1.18% | 0.79% Person



### Key Features

- Suburb living
- Active investors
- Comfortable spending
- Charitable giving
- Outdoor activities
- Yogis

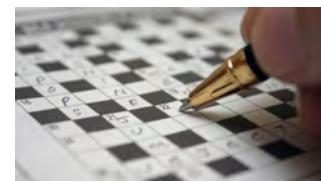
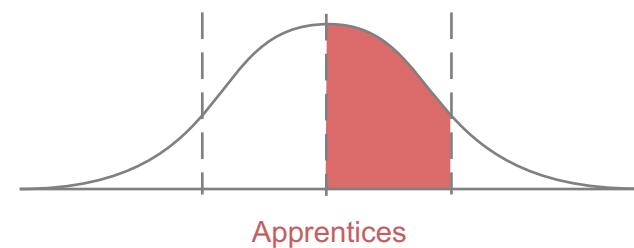
### Who We Are



### Channel Preference



### Technology Adoption



H • H26 • H27 • H28 • H29

**H27**

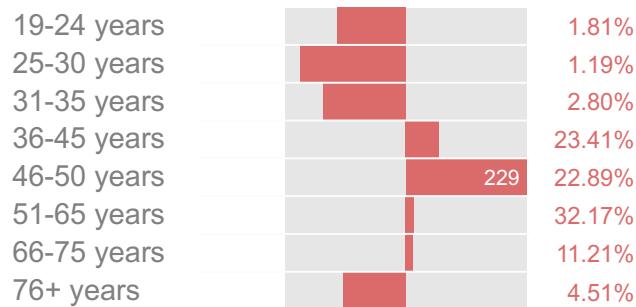
## Birkenstocks and Beemers

Upper middle-class, established couples living leisure lifestyles in small towns and cities

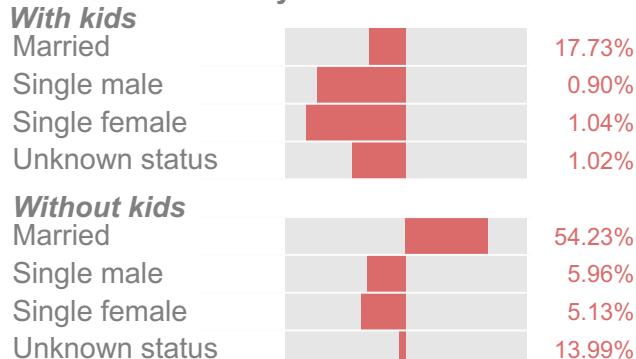
Dale & Ann

 1.18% |  0.79%

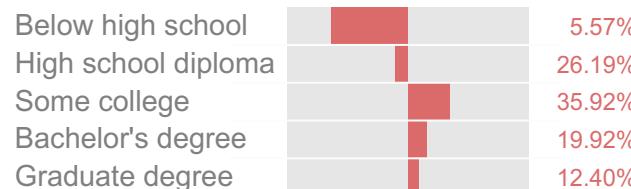
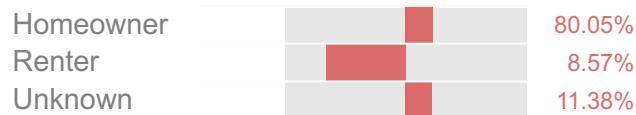
### Age



### Family Structure



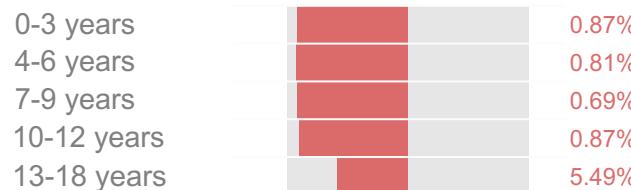
### Home Ownership



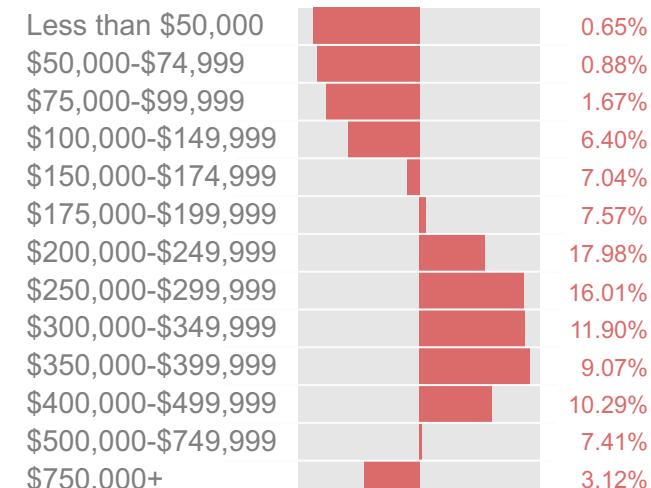
### Income



### Presence of Children



### Estimated Current Home Value



### Length of Residence



H • H26 • H27 • H28 • H29

**H28**

## Everyday Moderates

Mid-scale, multi-cultural couples and families living in mid-tier metro suburban settings

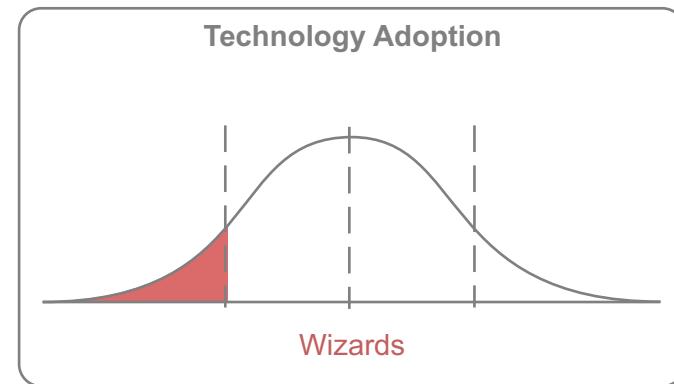
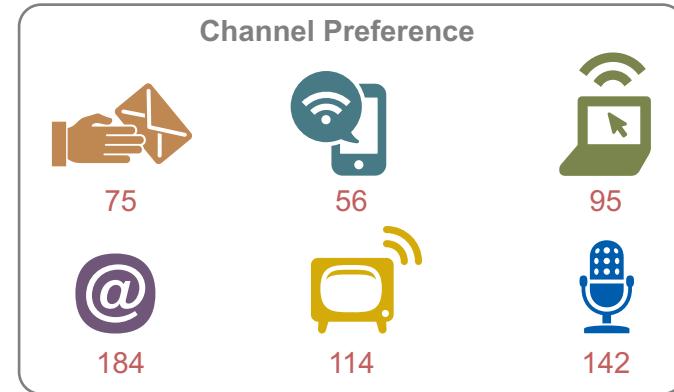
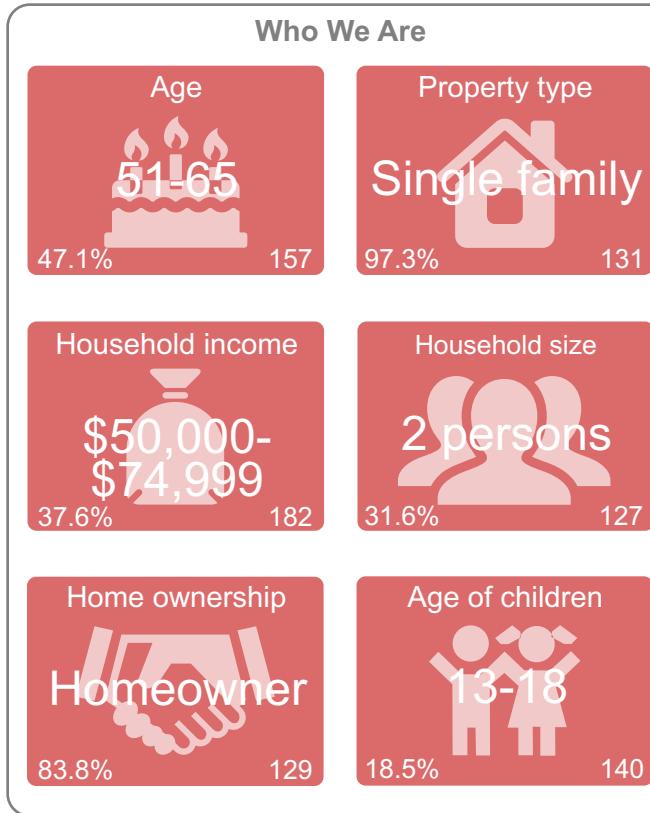
Larry & Rebecca

House 0.73% | 0.80% Person



### Key Features

- Credit aware
- Comfortable living
- Brand conscious
- Fashion orientated
- Financially alert
- Middle of the road views



H • H26 • H27 • H28 • H29

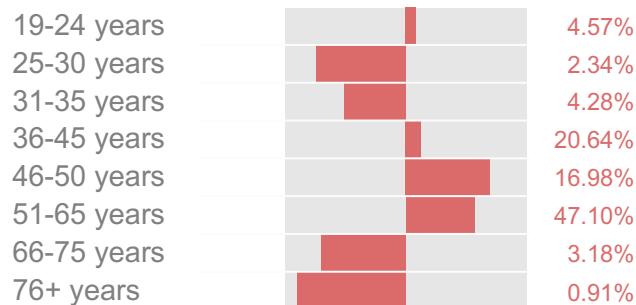
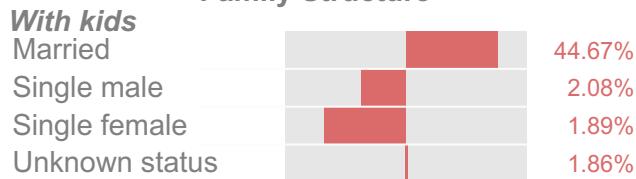
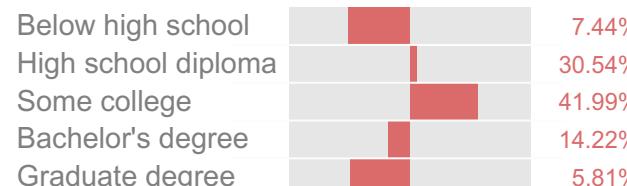
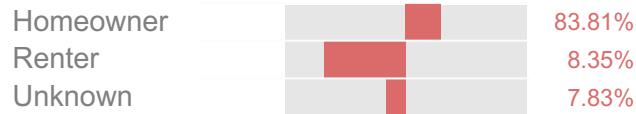
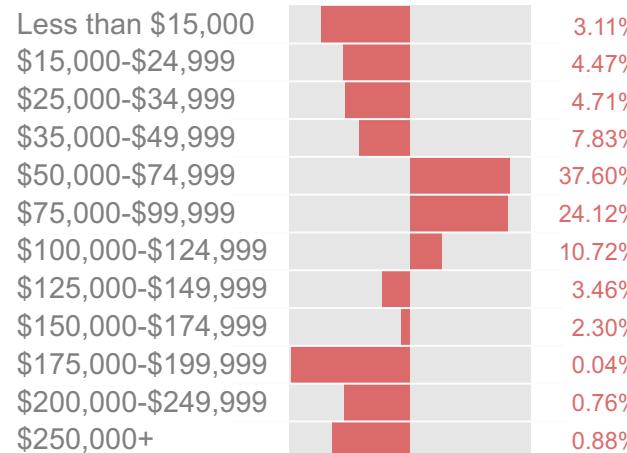
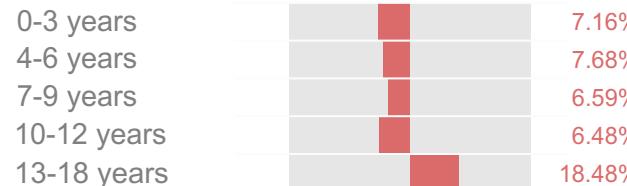
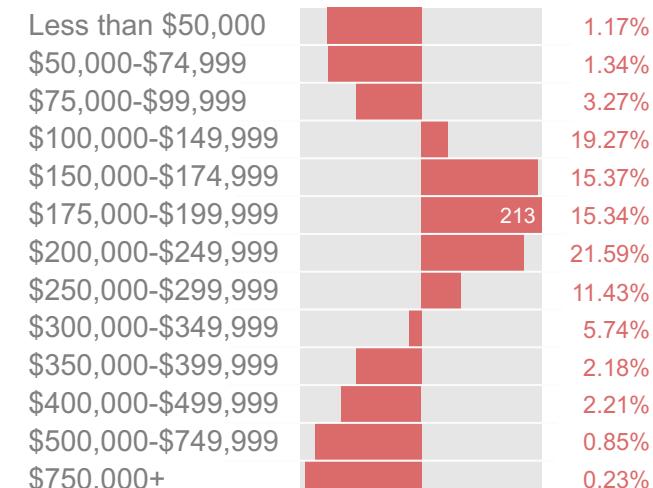
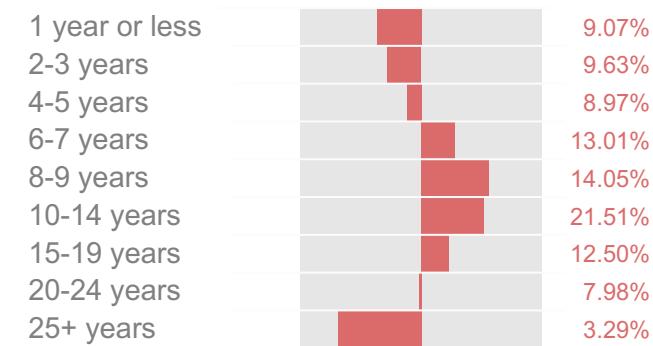
**H28**

## Everyday Moderates

Mid-scale, multi-cultural couples and families living in mid-tier metro suburban settings

Larry &amp; Rebecca

 0.73% |  0.80%

**Age**

**Family Structure**

**Home Ownership**

**Income**

**Presence of Children**

**Estimated Current Home Value**

**Length of Residence**


H • H26 • H27 • H28 • H29

**H29**

## Destination Recreation

Middle-aged, midscale couples in rural towns and fringe suburbs working to enjoy their active lifestyles

Keith & Christine

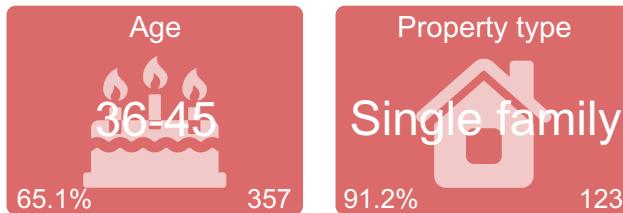
 0.77% |  0.53%



### Key Features

- Risk takers
- Entrepreneurial spirit
- Money isn't everything
- Sports-focused
- Outdoor recreation
- Price conscious

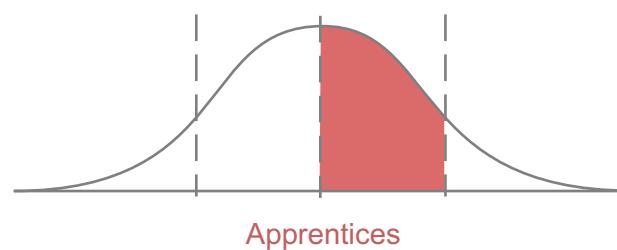
### Who We Are



### Channel Preference



### Technology Adoption



H • H26 • H27 • H28 • H29

**H29**

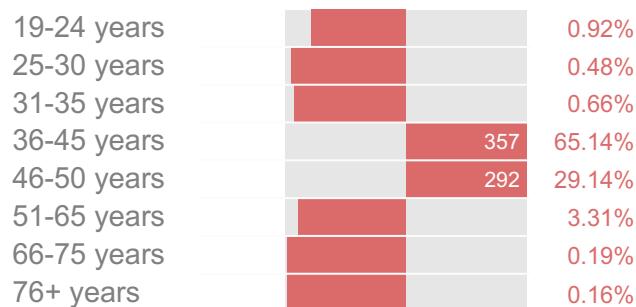
## Destination Recreation

Middle-aged, midscale couples in rural towns and fringe suburbs working to enjoy their active lifestyles

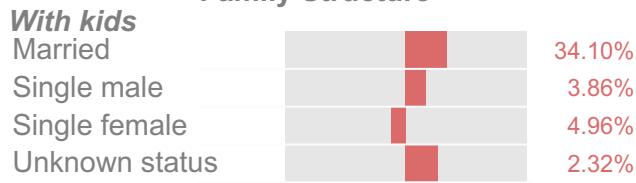
Keith & Christine

 0.77% |  0.53%

### Age



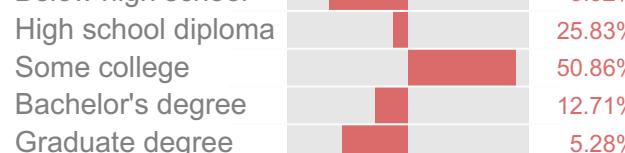
### Family Structure



### Home Ownership



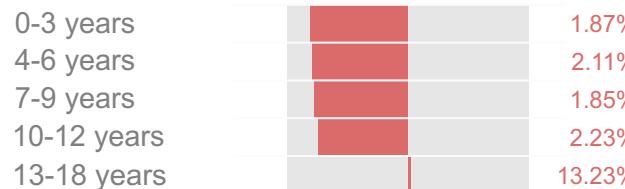
### Below high school



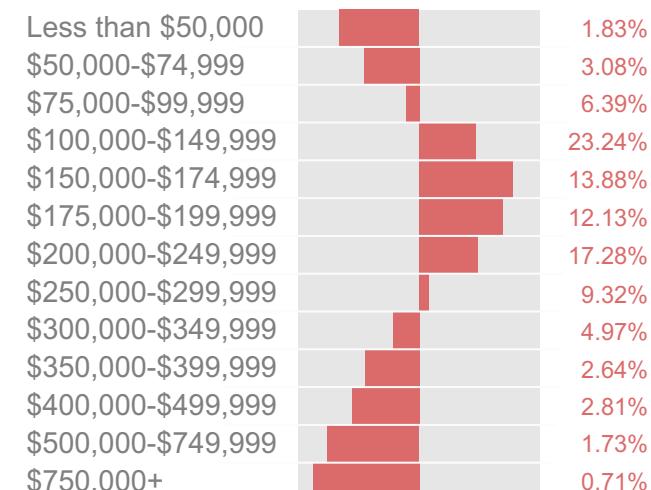
### Income



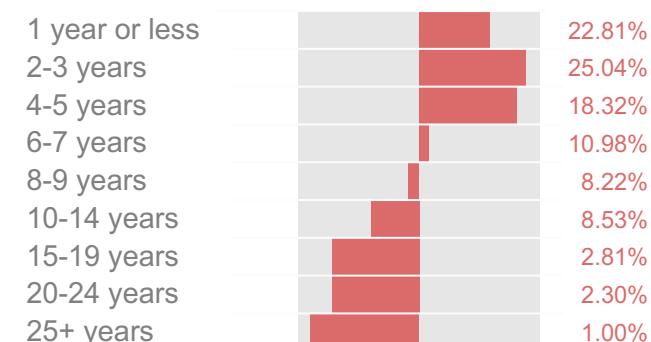
### Presence of Children



### Estimated Current Home Value



### Length of Residence



I30

## Stockcars and State Parks

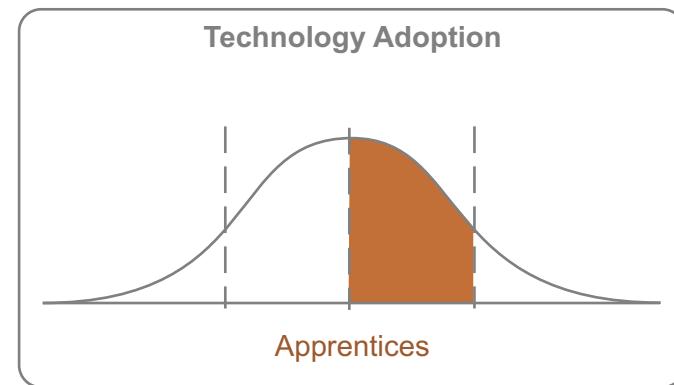
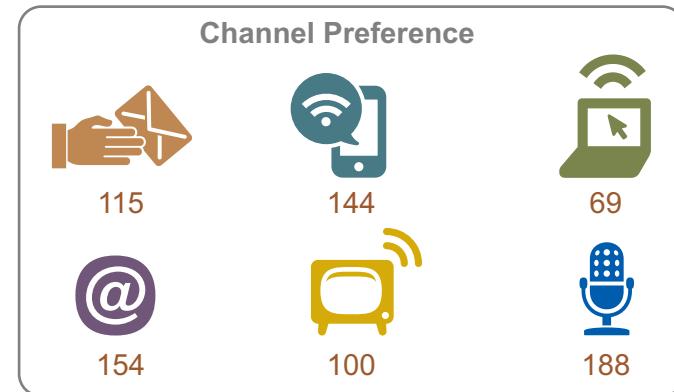
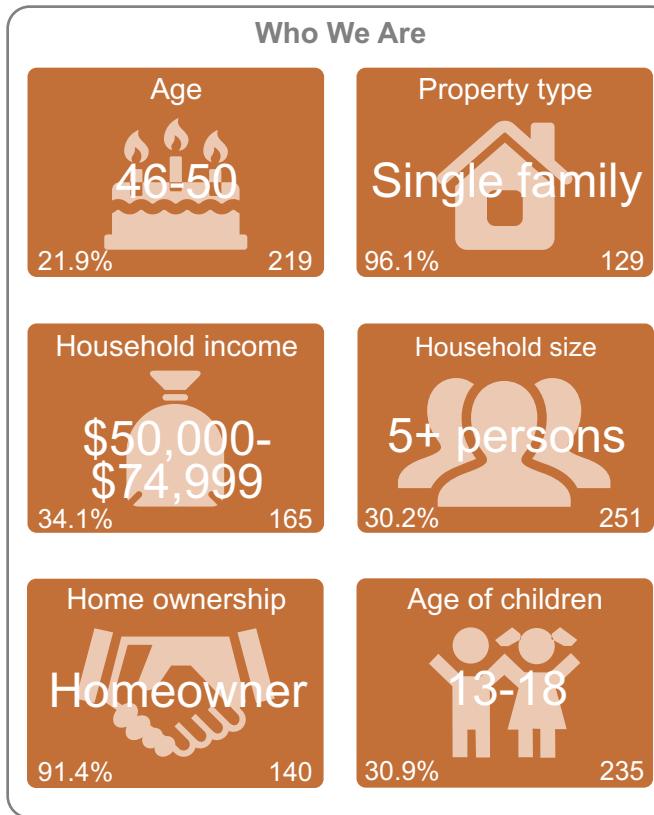
Middle-class couples and families living in more remote rural communities

Jeff &amp; Brenda

 1.40% |  2.18%


### Key Features

- Country living
- Outdoor activities
- Blue-collar jobs
- Family-centric activities
- Conservative views
- Motor sports fans



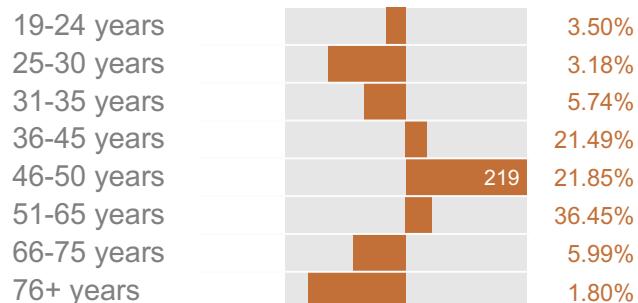
## Stockcars and State Parks

Middle-class couples and families living in more remote rural communities

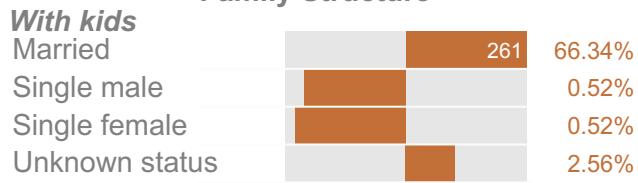
Jeff &amp; Brenda

 1.40% |  2.18%

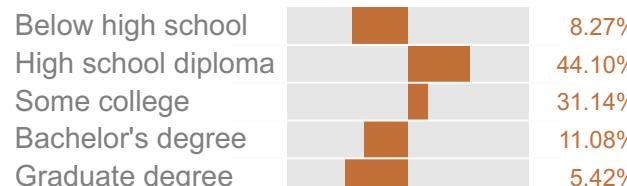
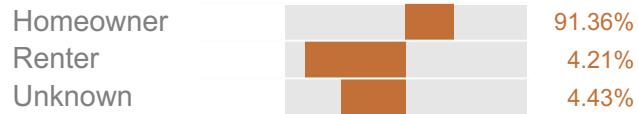
### Age



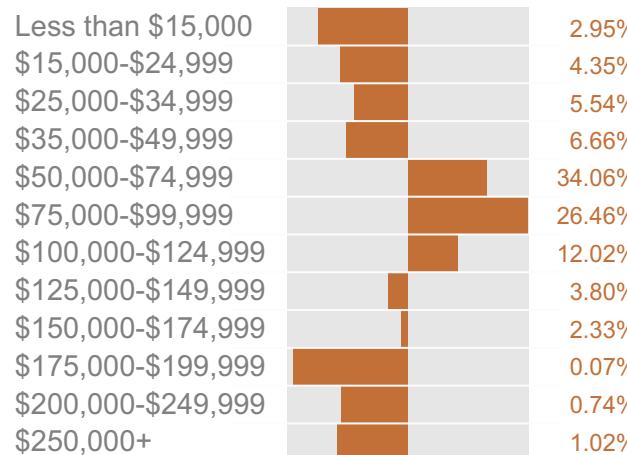
### Family Structure



### Home Ownership



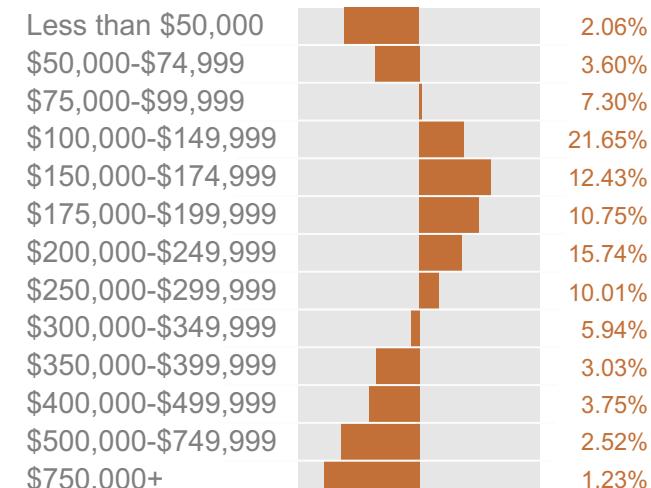
### Income



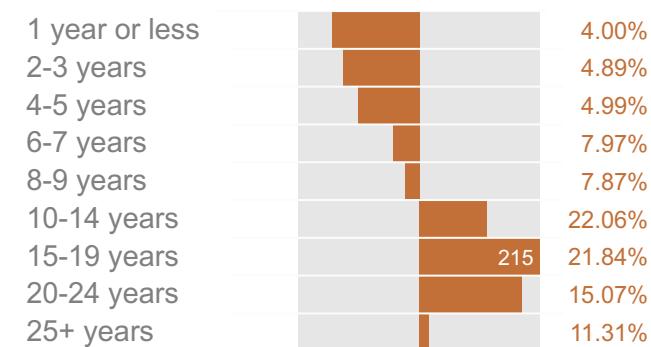
### Presence of Children



### Estimated Current Home Value



### Length of Residence



I31

## Blue Collar Comfort

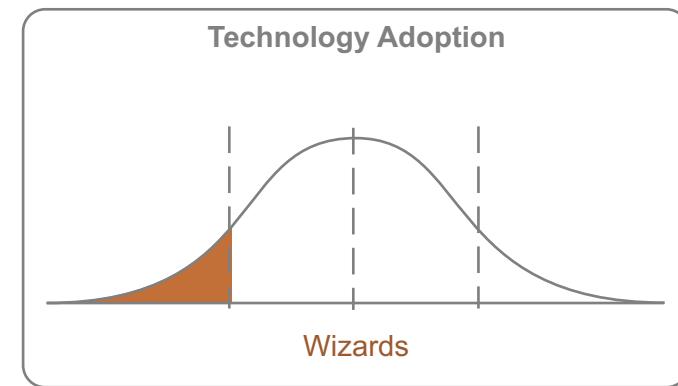
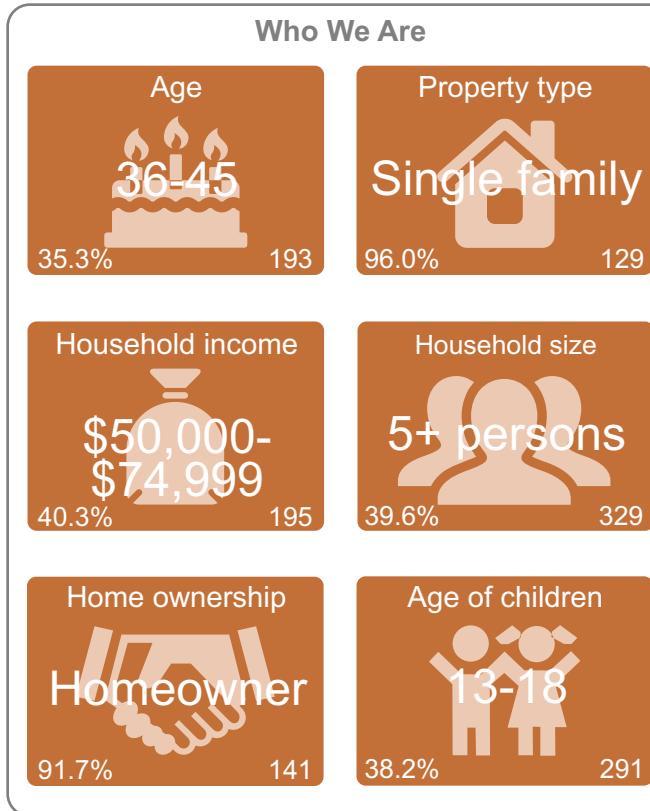
Middle-class families in smaller cities and towns with solid blue-collar jobs

Edward &amp; Laura

 1.16% |  2.00%


### Key Features

- Multi-generational households
- Middle class comfort
- Union workers
- Older homes
- Bargain hunters
- Patriotic



I31

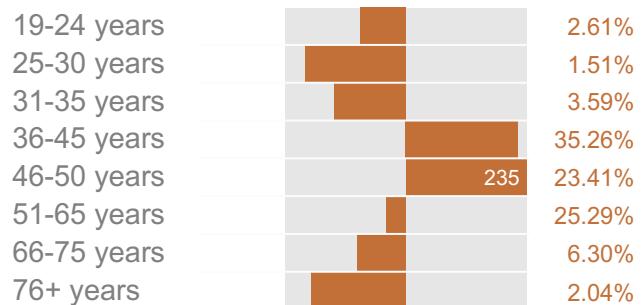
## Blue Collar Comfort

Middle-class families in smaller cities and towns with solid blue-collar jobs

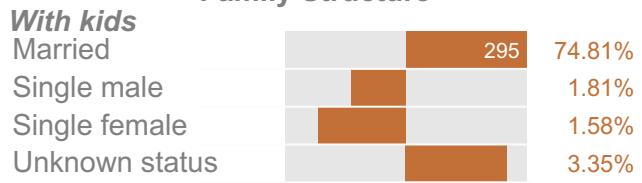
Edward &amp; Laura

 1.16% |  2.00%

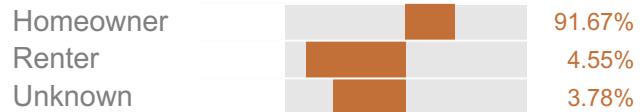
### Age



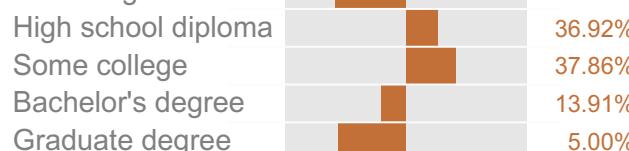
### Family Structure



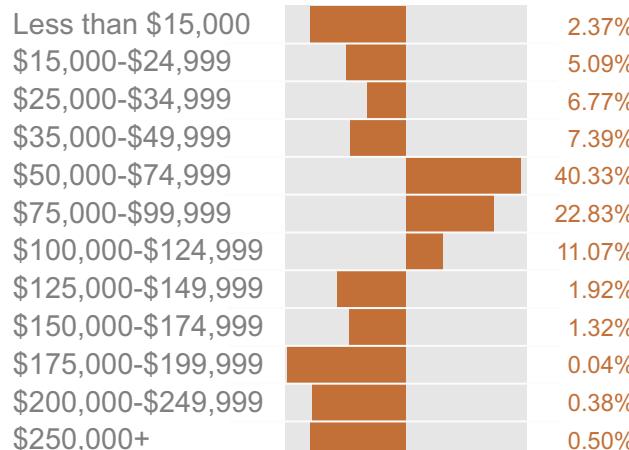
### Home Ownership



### Below high school



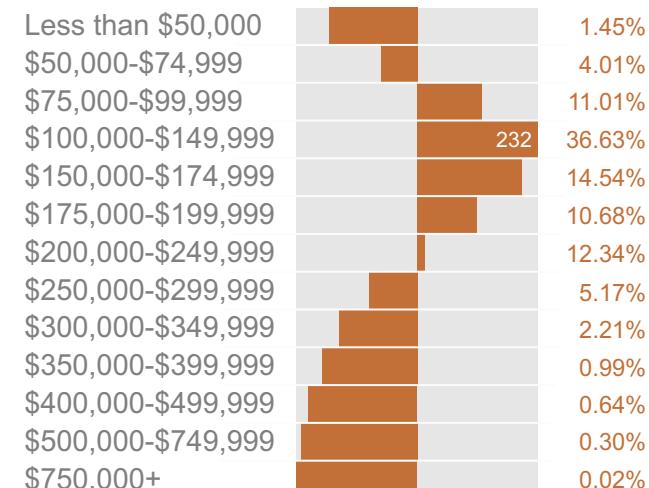
### Income



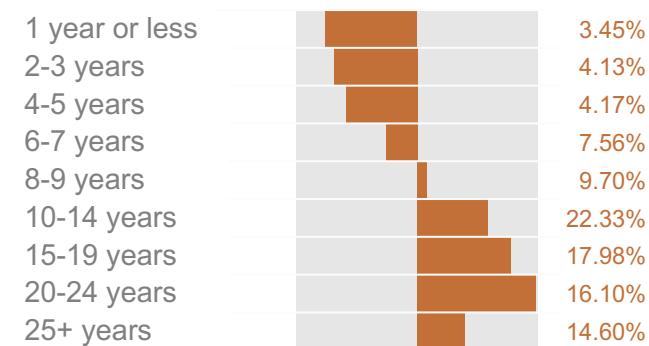
### Presence of Children



### Estimated Current Home Value



### Length of Residence



I32

## Steadfast Conventionalists

Conventional Generation X families located in selected coastal city homes

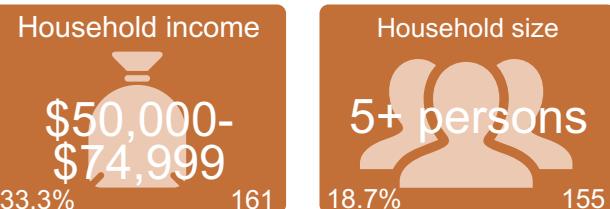
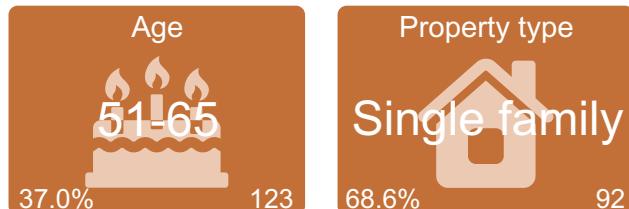
Juan &amp; Rosa

 1.08% |  1.30%


### Key Features

- Ethnically diverse
- Foreign travelers
- Family abroad
- Limited investments
- High school educated
- Health conscious

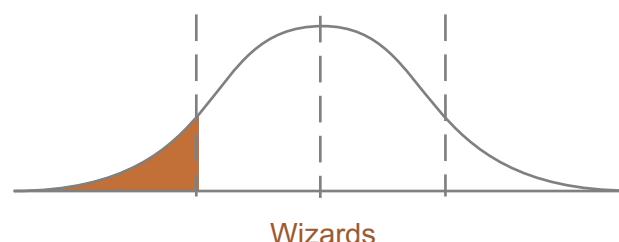
### Who We Are



### Channel Preference



### Technology Adoption



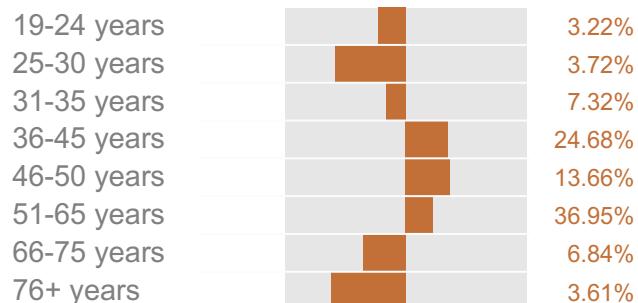
## Steadfast Conventionalists

Conventional Generation X families located in selected coastal city homes

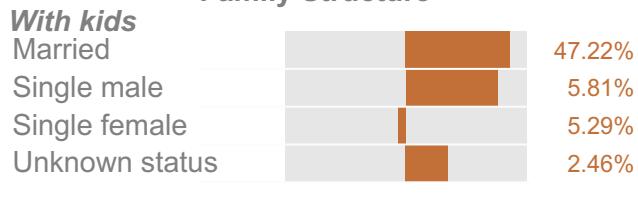
Juan &amp; Rosa

 1.08% |  1.30%

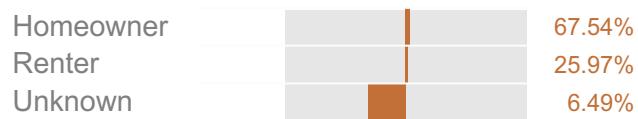
### Age



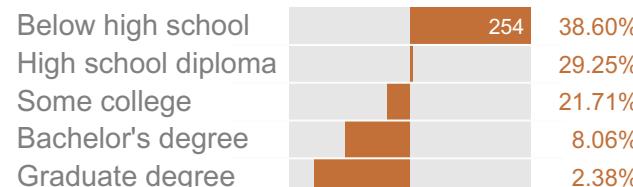
### Family Structure



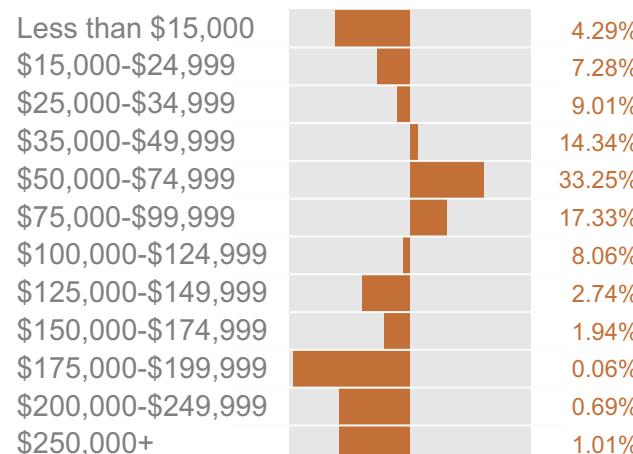
### Home Ownership



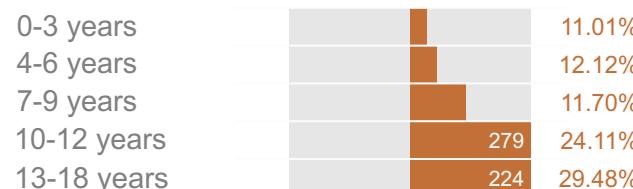
### Education



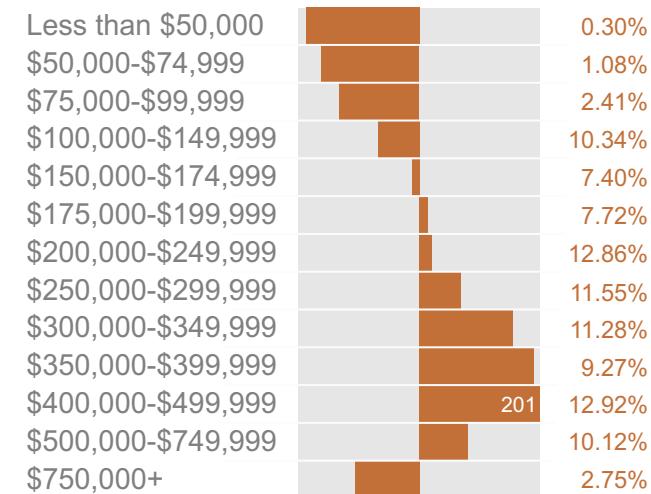
### Income



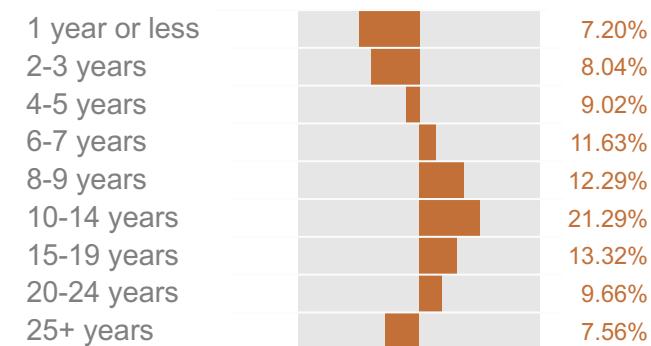
### Presence of Children



### Estimated Current Home Value



### Length of Residence



**I33**

## Balance and Harmony

Middle-class families living lively lifestyles in city-centric neighborhoods

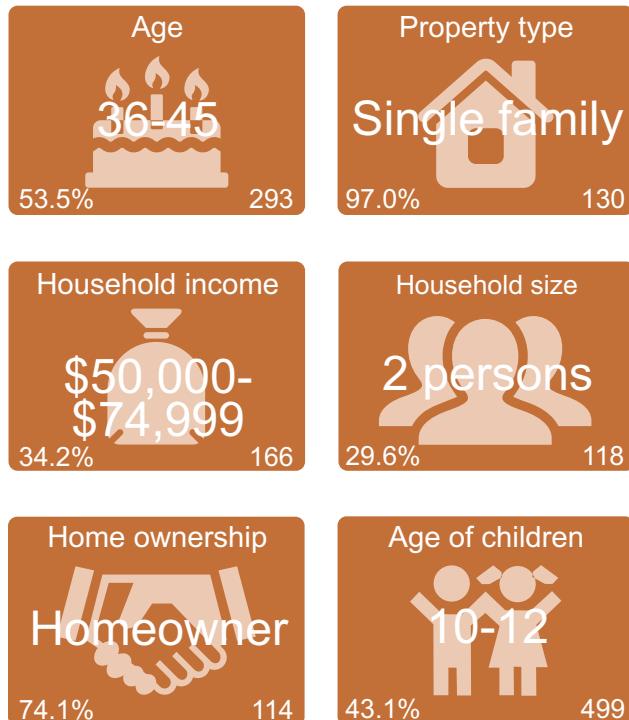
Carlos &amp; Veronica

 1.09% |  1.24%


### Key Features

- Bilingual households
- Roots abroad
- Blue-collar income
- Athletic fitness
- Soccer fans
- Financially curious

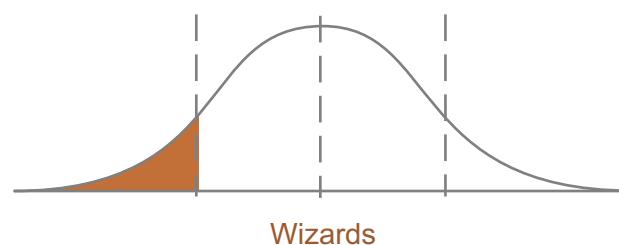
### Who We Are



### Channel Preference



### Technology Adoption



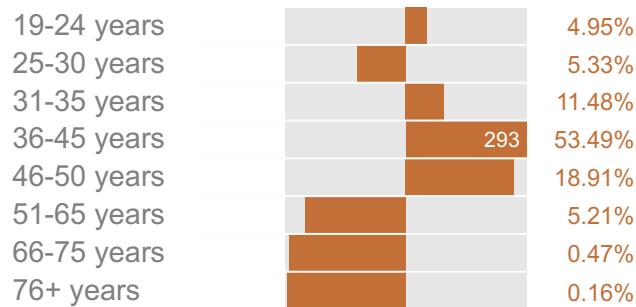
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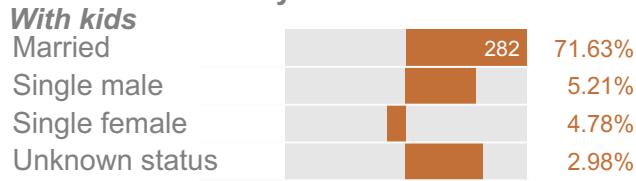
Carlos &amp; Veronica

 1.09% |  1.24%

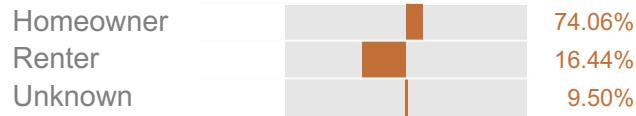
### Age



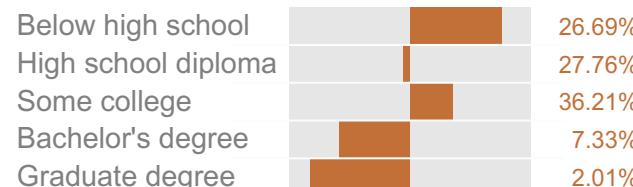
### Family Structure



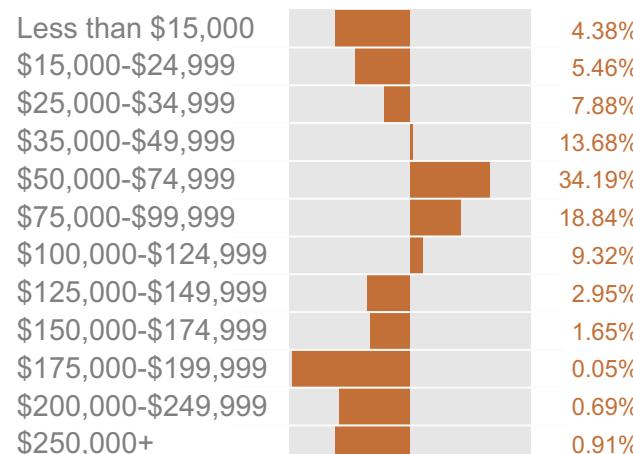
### Home Ownership



### Education



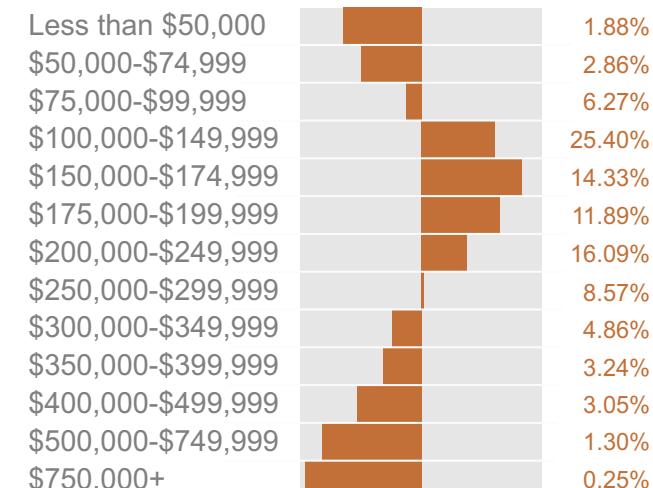
### Income



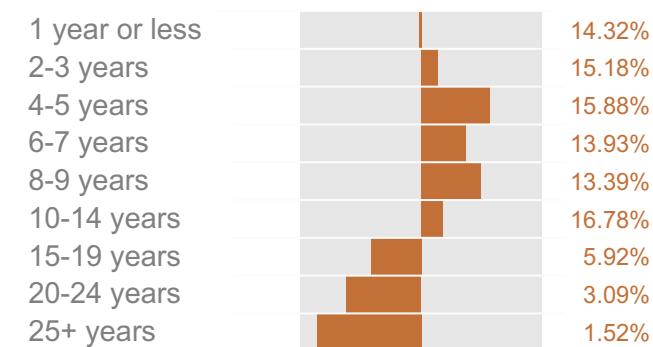
### Presence of Children



### Estimated Current Home Value



### Length of Residence



**J34**

## Aging in Place

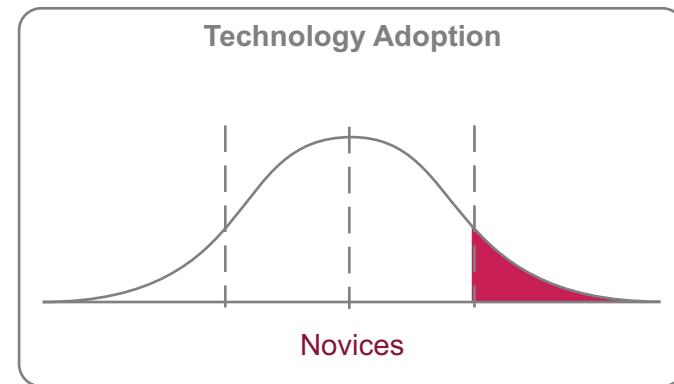
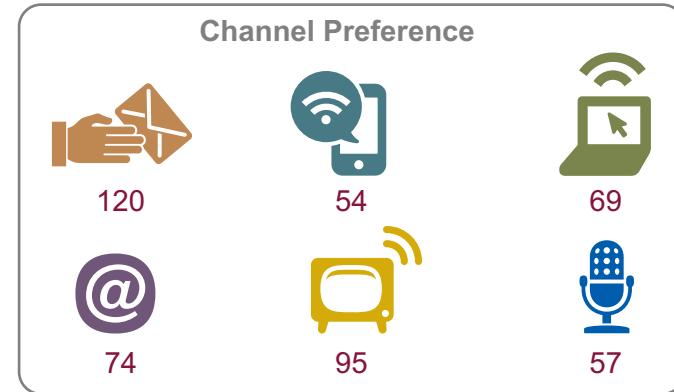
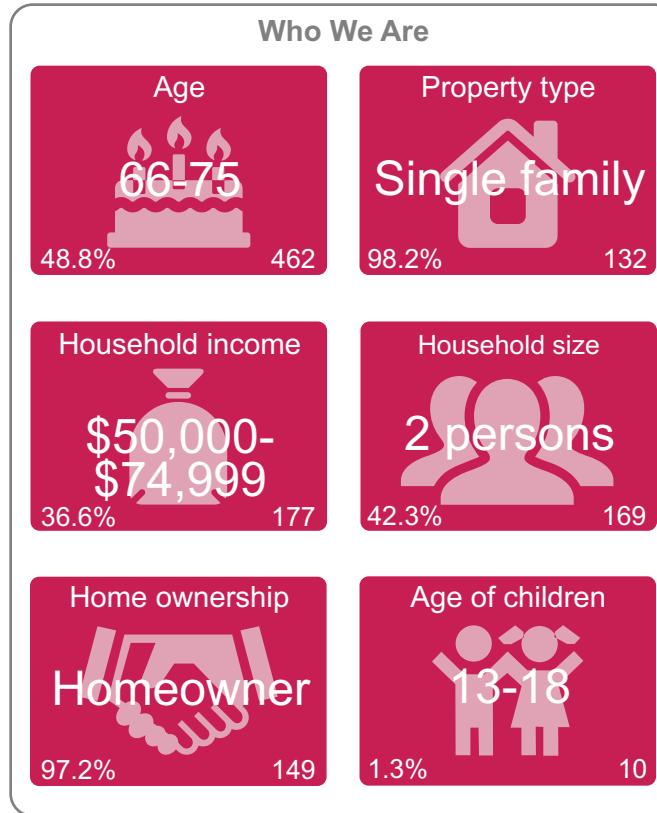
Middle-class seniors living solid, suburban lifestyles

Arthur &amp; Elaine

 2.64% |  2.56%


### Key Features

- Retired
- Financially secure
- AARP members
- Fine arts appreciation
- Avid newspaper readers
- Republican households



J • J34 • J35 • J36

**J34**

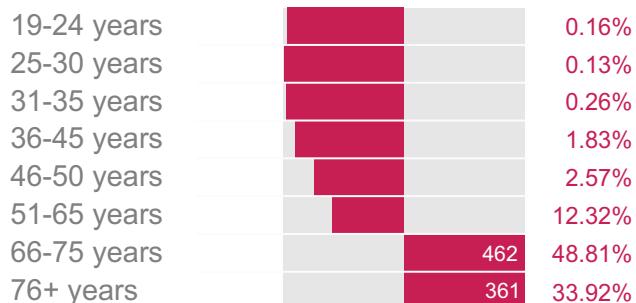
## Aging in Place

Middle-class seniors living solid, suburban lifestyles

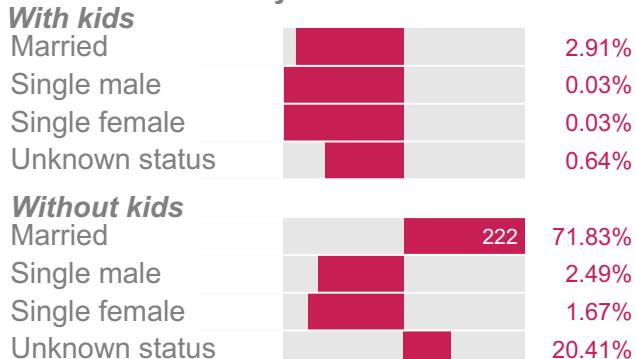
Arthur & Elaine

 2.64% |  2.56%

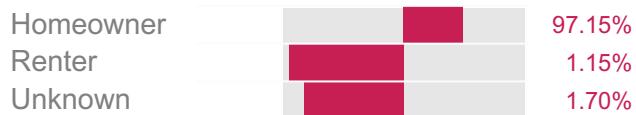
### Age



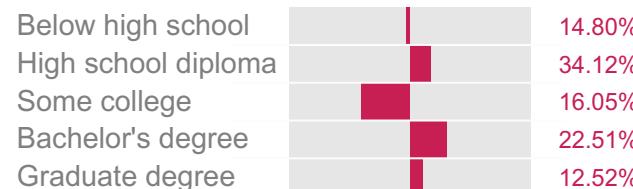
### Family Structure



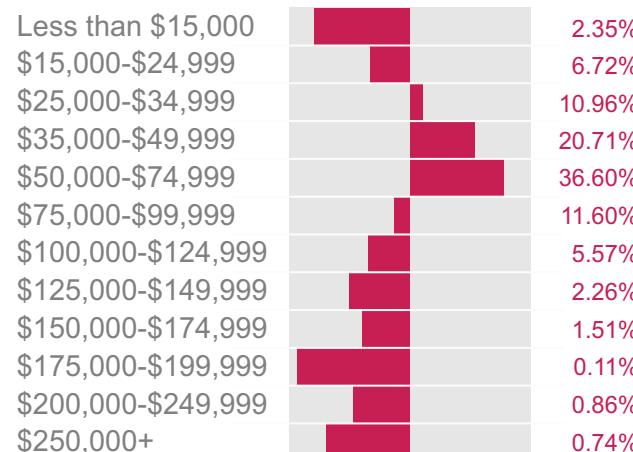
### Home Ownership



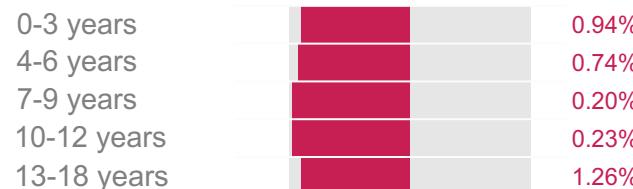
### Education



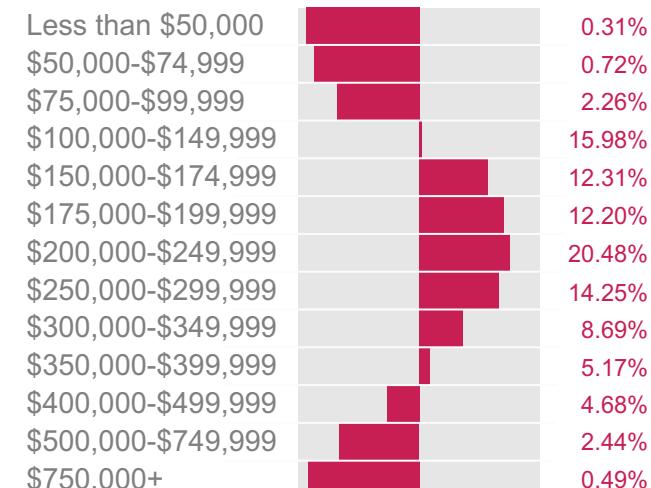
### Income



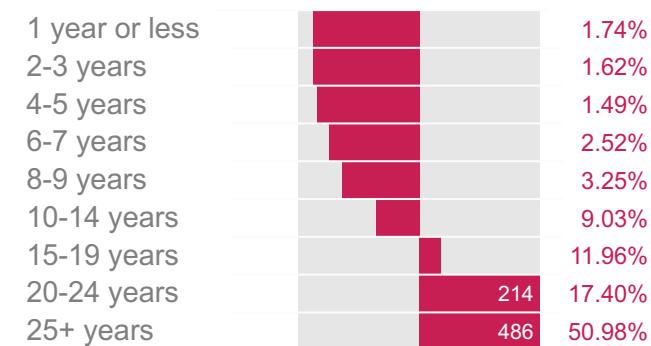
### Presence of Children



### Estimated Current Home Value



### Length of Residence



J • J34 • J35 • J36

**J35**

## Rural Escape

Older, middle-class couples and singles living comfortable lives in rural towns

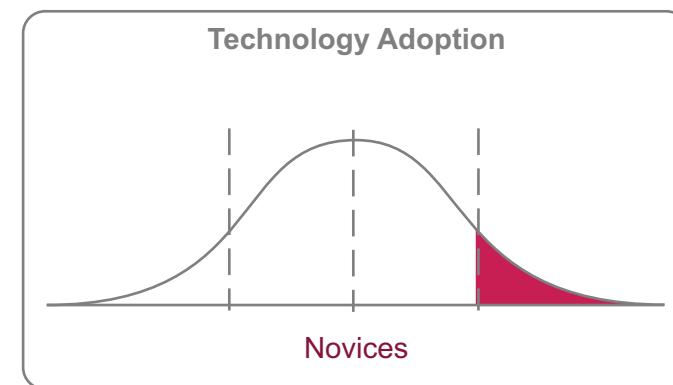
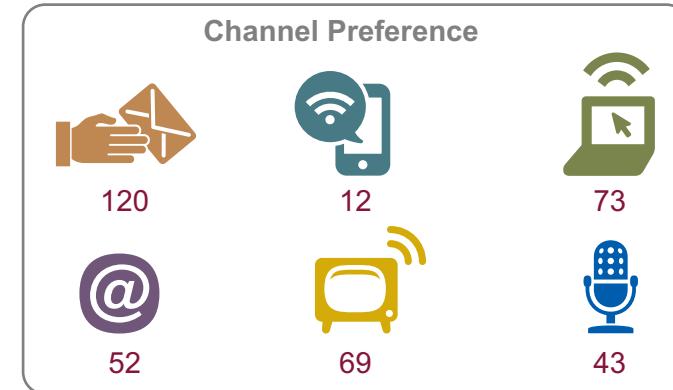
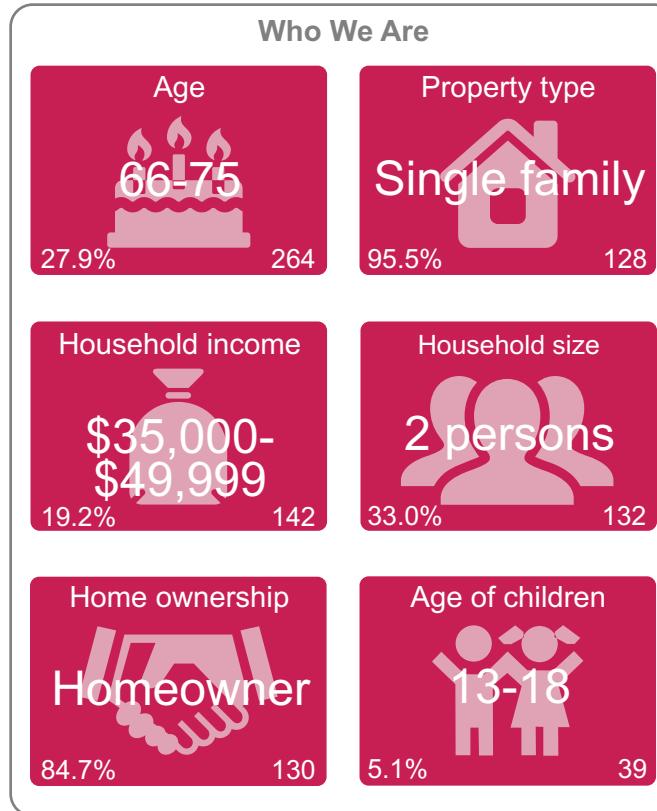
Jerry & Joyce

Home 2.88% | 2.53% Person



### Key Features

- Country living
- Modest educations
- Risk adverse
- Outdoor activities
- Traditional media
- Aftermarket buyers



J • J34 • J35 • J36

**J35**

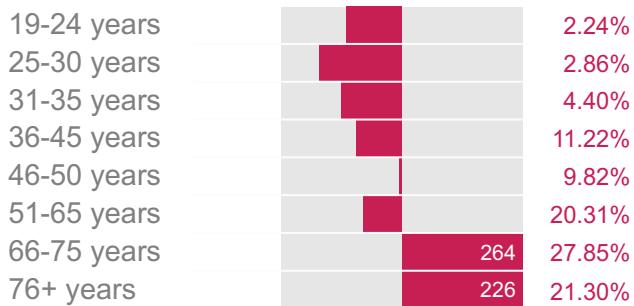
## Rural Escape

Older, middle-class couples and singles living comfortable lives in rural towns

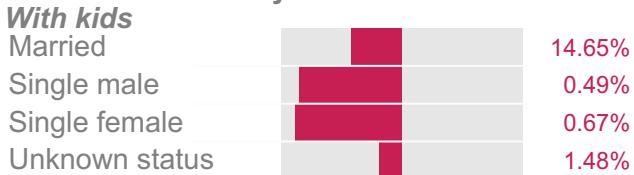
Jerry & Joyce

 2.88% |  2.53%

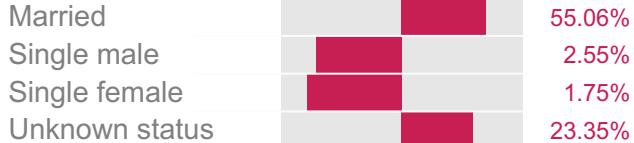
### Age



### Family Structure



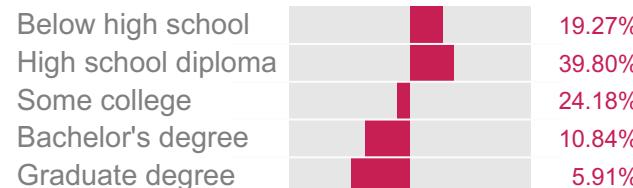
### Without kids



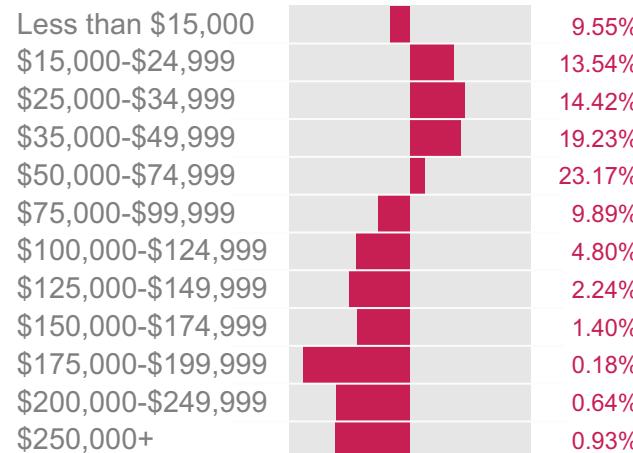
### Home Ownership



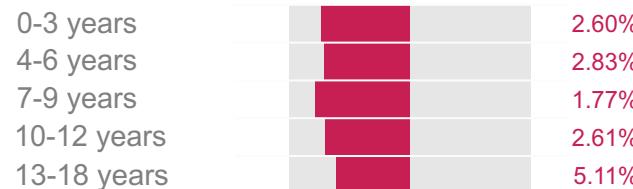
### Education



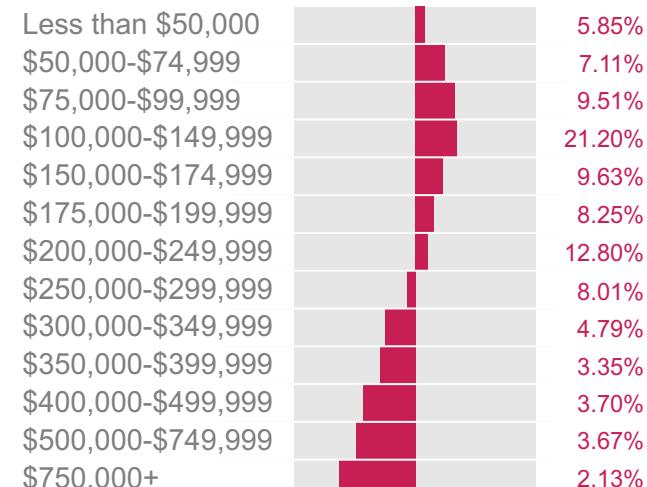
### Income



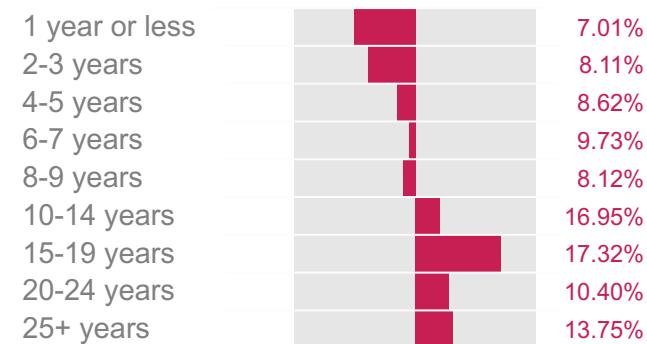
### Presence of Children



### Estimated Current Home Value



### Length of Residence



J • J34 • J35 • J36

**J36**

## Settled and Sensible

Older, middle-class and empty-nesting couples and singles in city neighborhoods

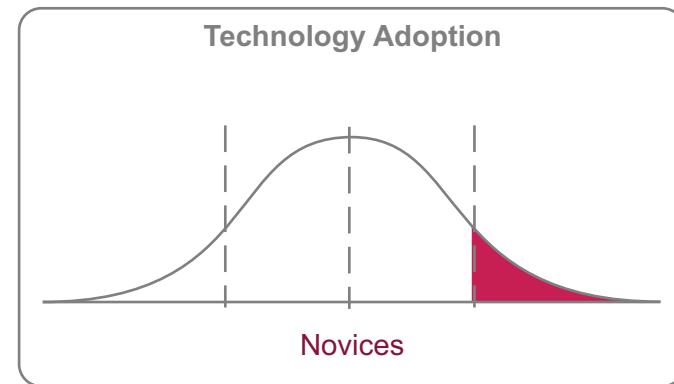
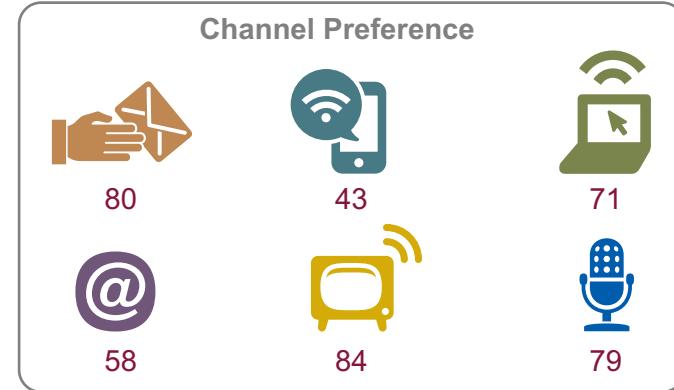
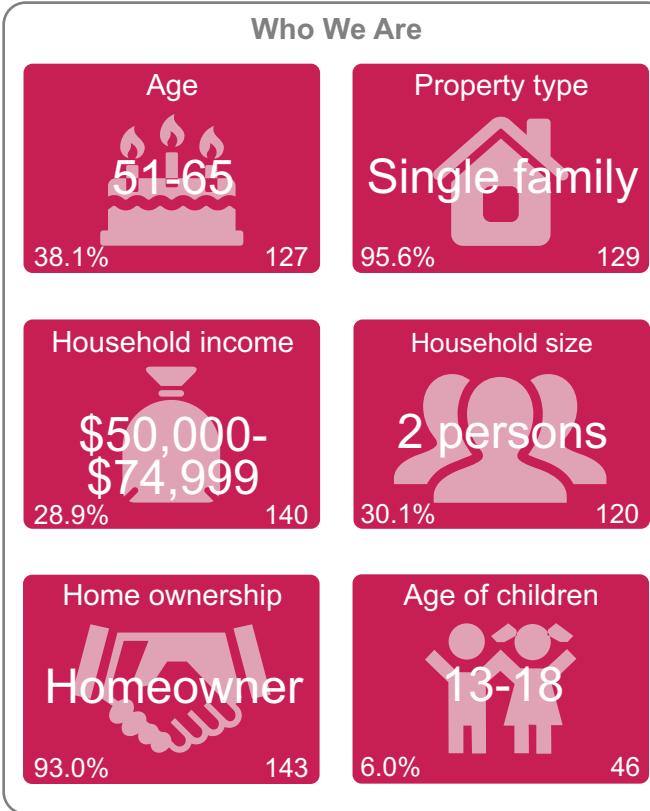
Dave & Connie

Home 1.83% | 1.84% Person



### Key Features

- Humble living
- Stable lifestyle
- Limited financial savings
- Modest spending
- Retired
- Limited internet activity



J • J34 • J35 • J36

**J36**

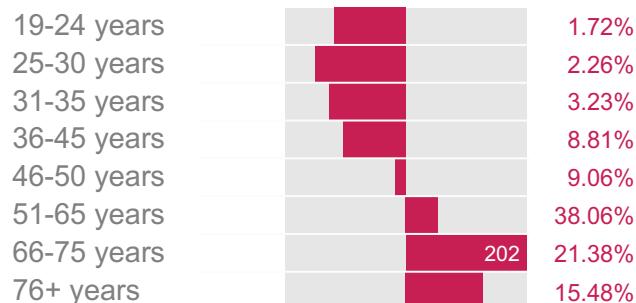
## Settled and Sensible

Older, middle-class and empty-nesting couples and singles in city neighborhoods

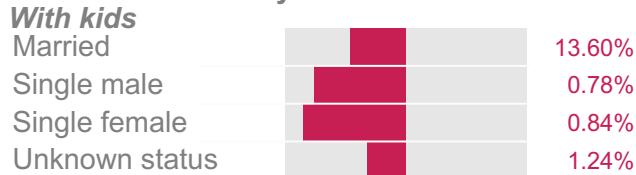
Dave & Connie

Home 1.83% | Person 1.84%

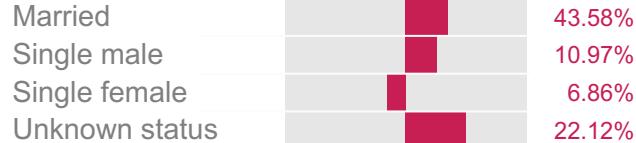
### Age



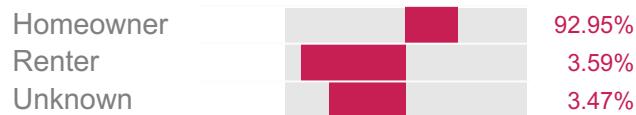
### Family Structure



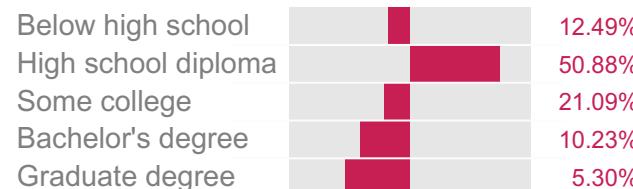
### Without kids



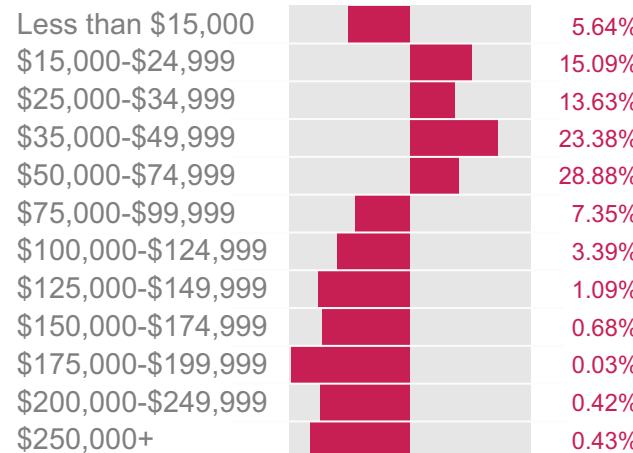
### Home Ownership



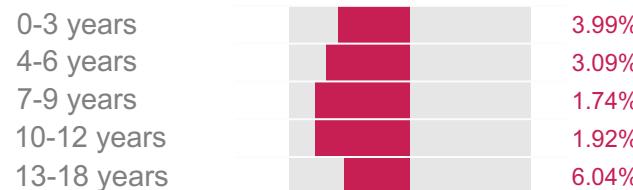
### Education



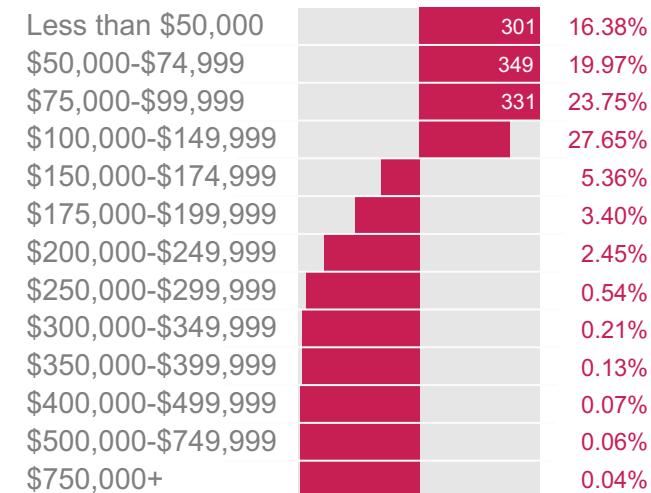
### Income



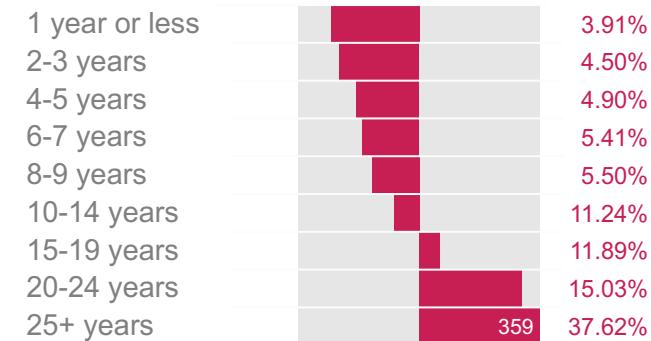
### Presence of Children



### Estimated Current Home Value



### Length of Residence



**K37**

## Wired for Success

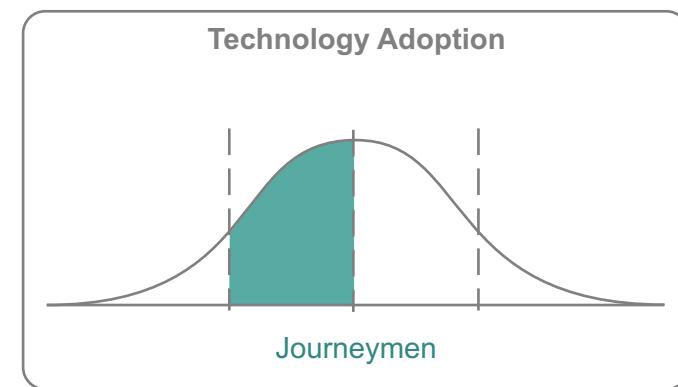
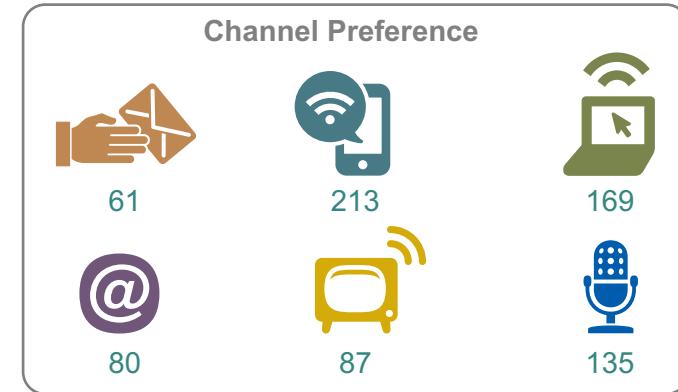
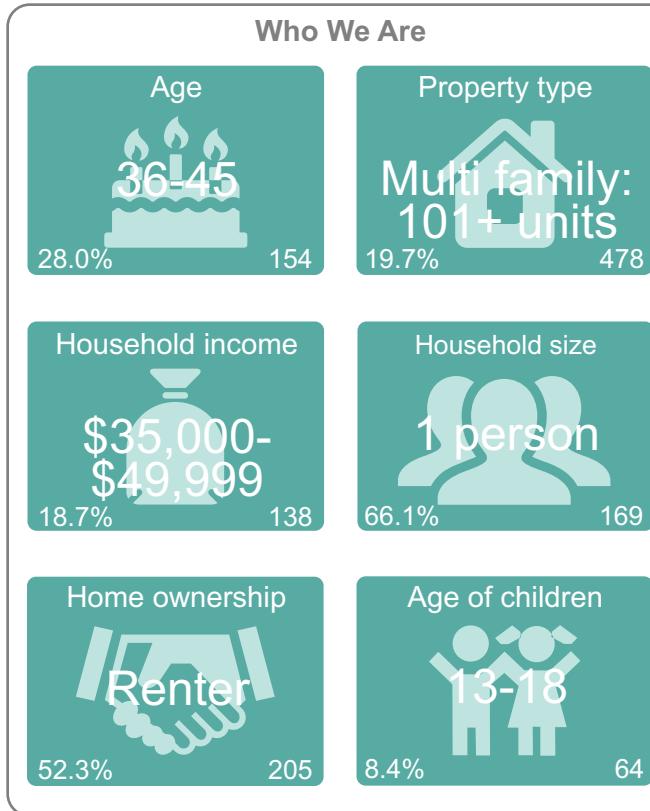
Young, mid-scale singles and couples living socially-active city lives

Chris &amp; Liz

 0.89% |  0.62%


### Key Features

- Conspicuous consumption
- Digital media gurus
- Value education
- Status seekers
- Liberal household
- Active lifestyles



K • K37 • K38 • K39 • K40

**K37**

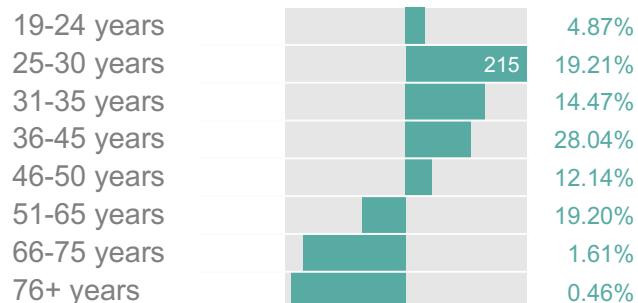
## Wired for Success

Young, mid-scale singles and couples living socially-active city lives

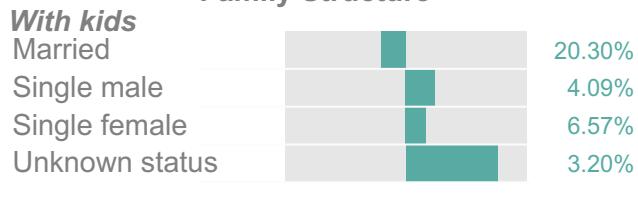
Chris & Liz

 0.89% |  0.62%

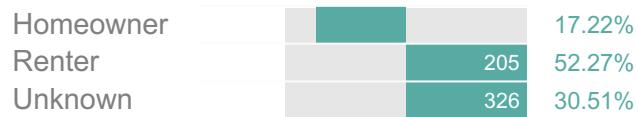
### Age



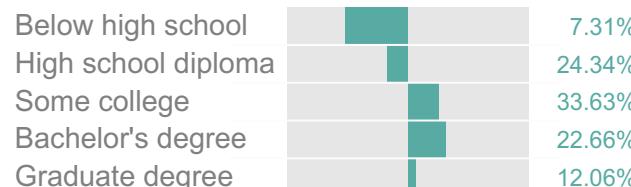
### Family Structure



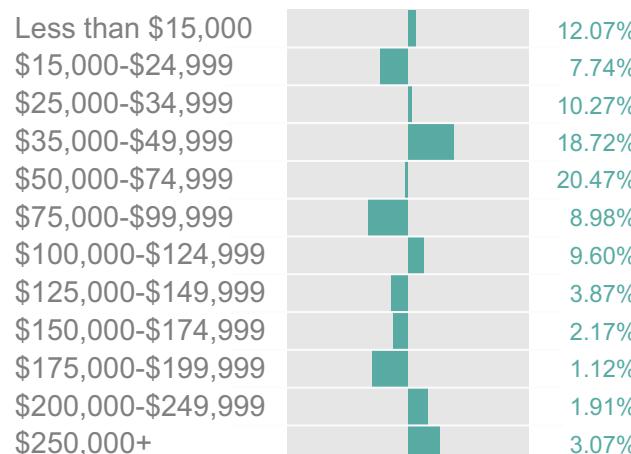
### Home Ownership



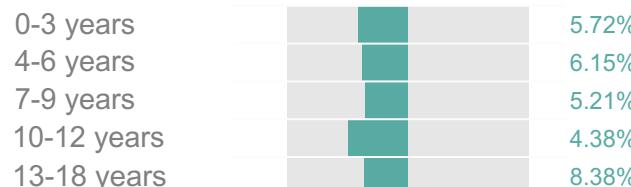
### Education



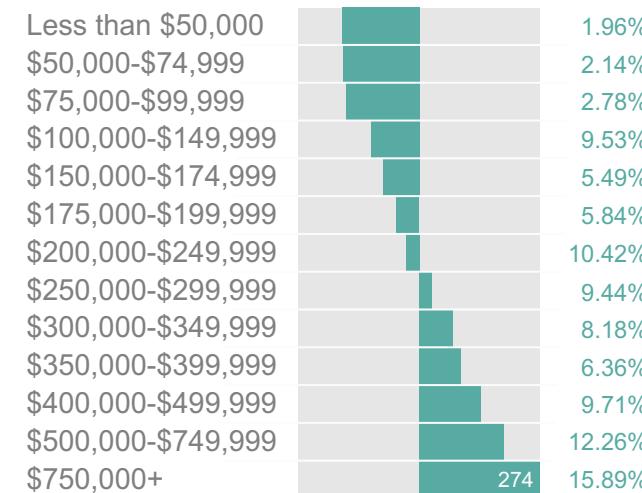
### Income



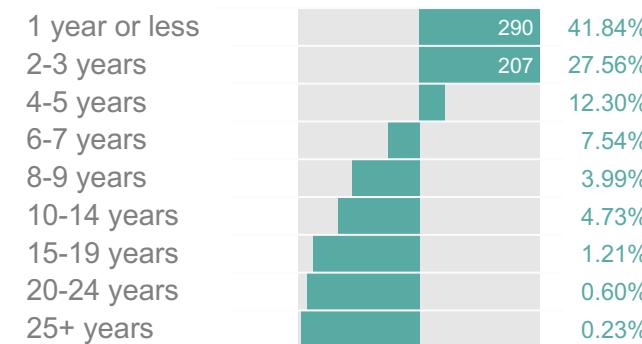
### Presence of Children



### Estimated Current Home Value



### Length of Residence



K • K37 • K38 • K39 • K40

**K38**

## Gotham Blend

Mix of middle-aged and middle-class singles and couples mainly living urban New York City-area lifestyles

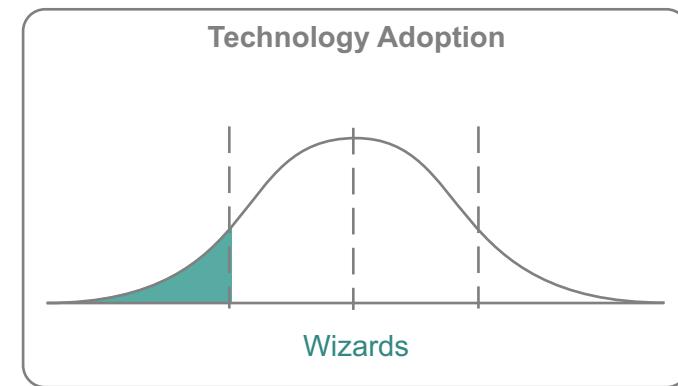
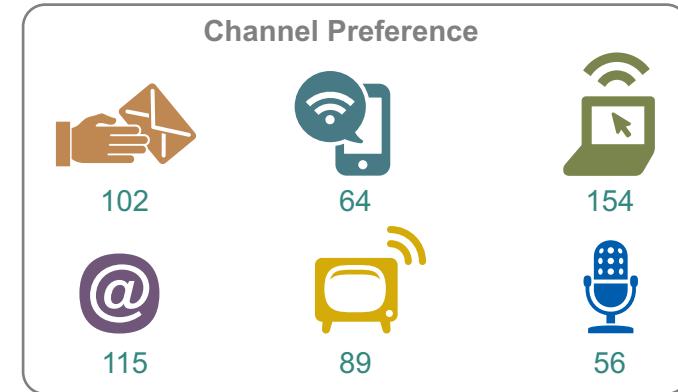
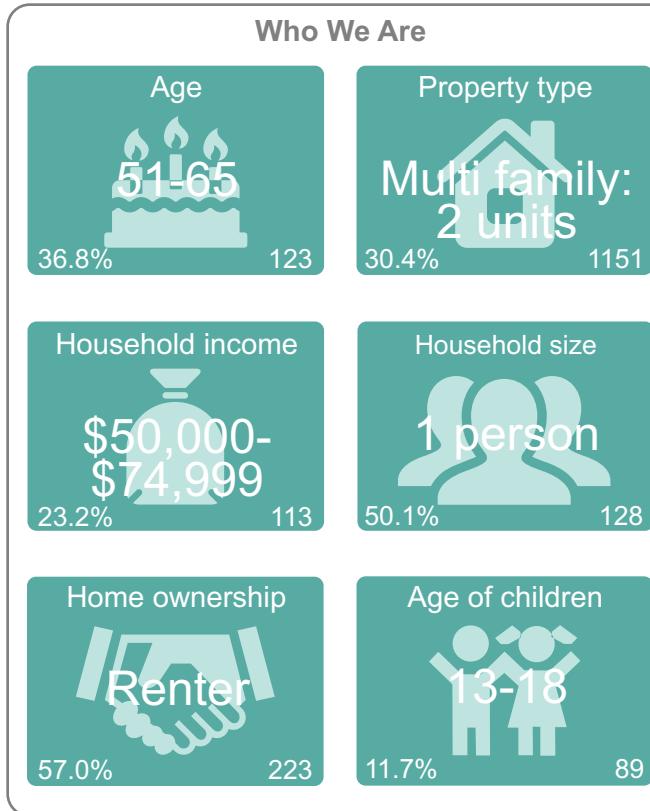
Louis & Helen

House 1.18% | 1.01% Person



### Key Features

- City lifestyle
- Bilingual
- Aspirational consumers
- Environmental donor
- Culturally diverse
- Newspaper readers



K • K37 • K38 • K39 • K40

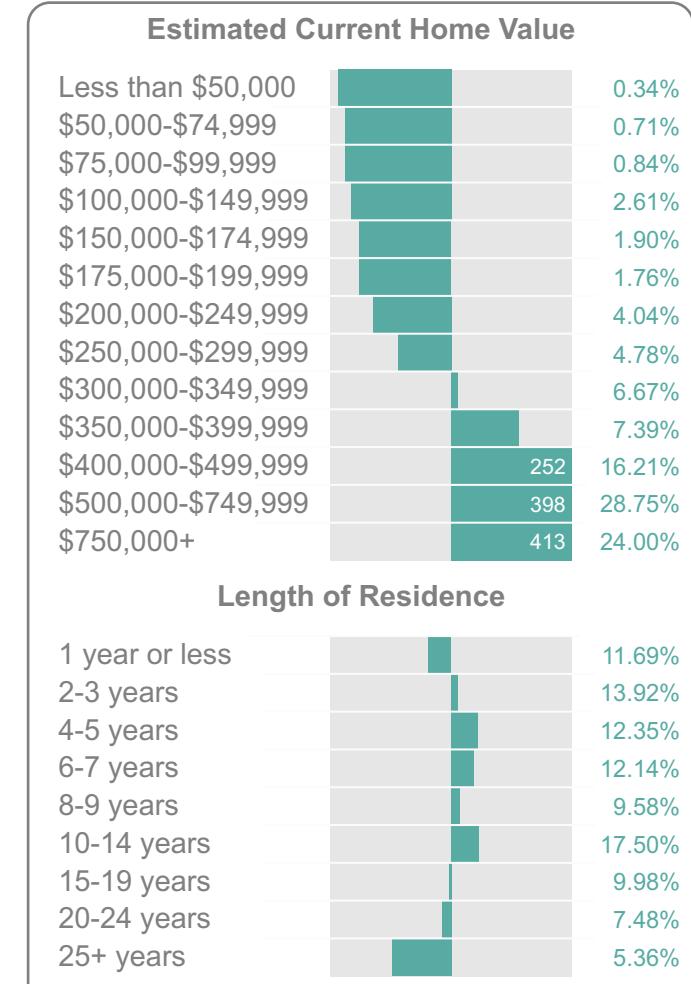
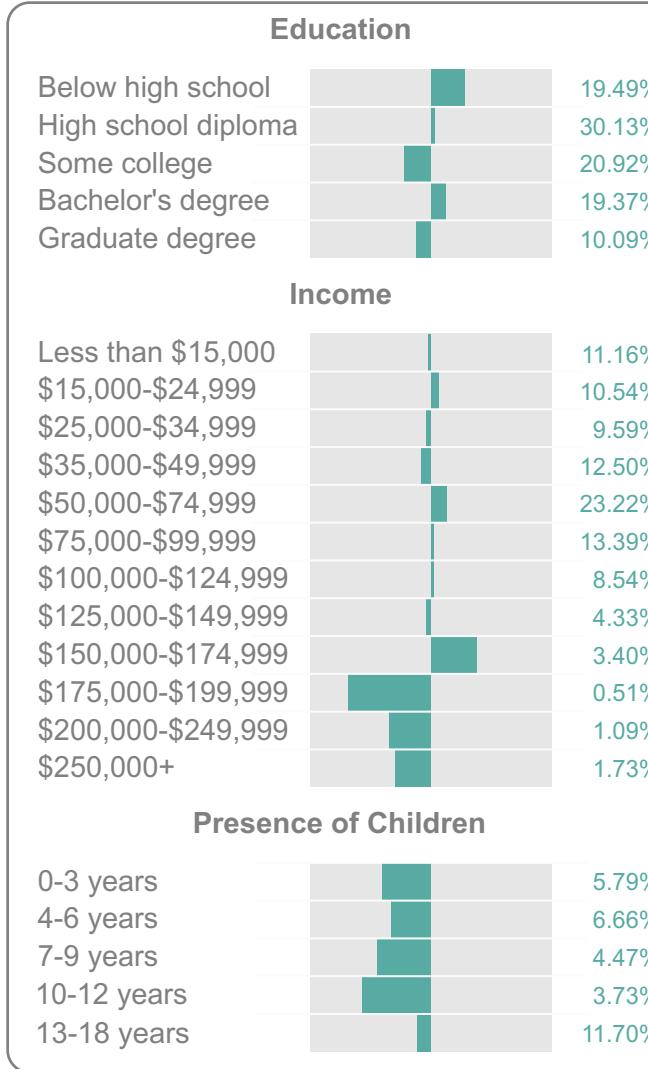
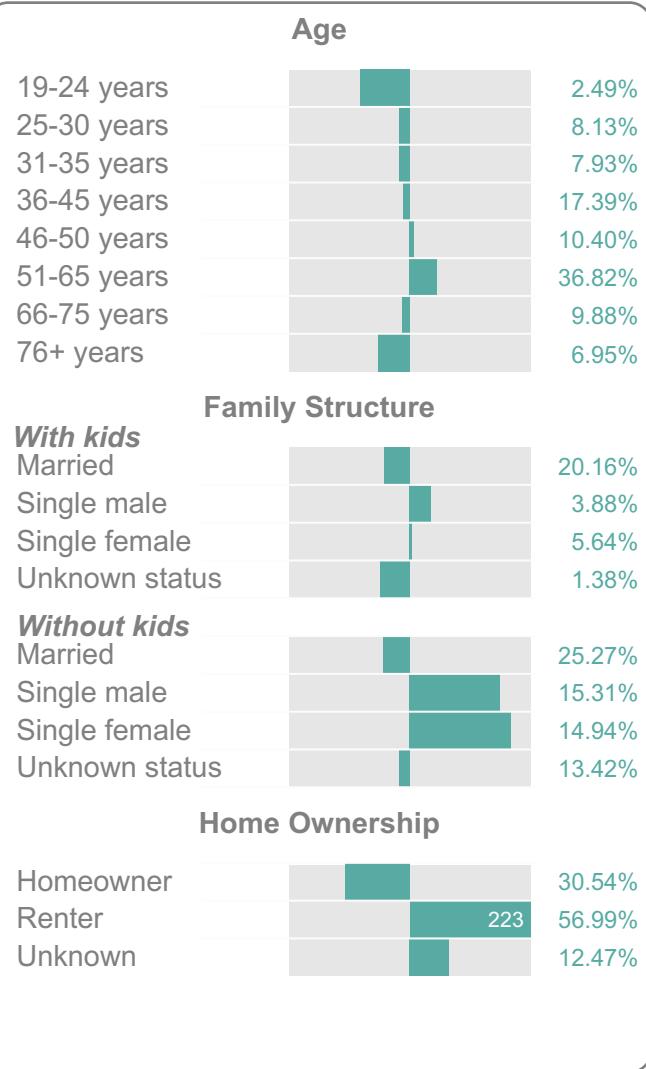
**K38**

## Gotham Blend

Mix of middle-aged and middle-class singles and couples mainly living urban New York City-area lifestyles

Louis & Helen

 1.18% |  1.01%



K • K37 • K38 • K39 • K40

**K39**

## Metro Fusion

Middle-aged singles living urban active lifestyles

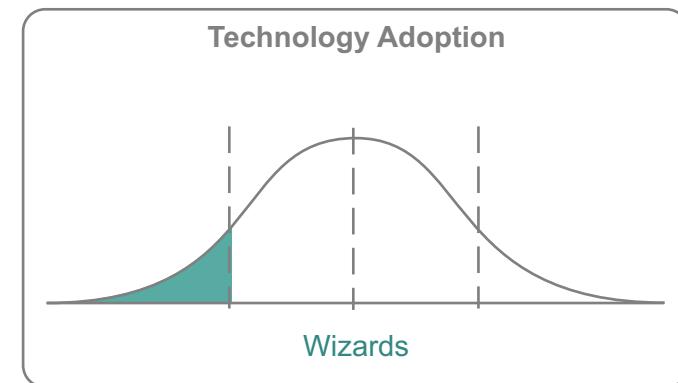
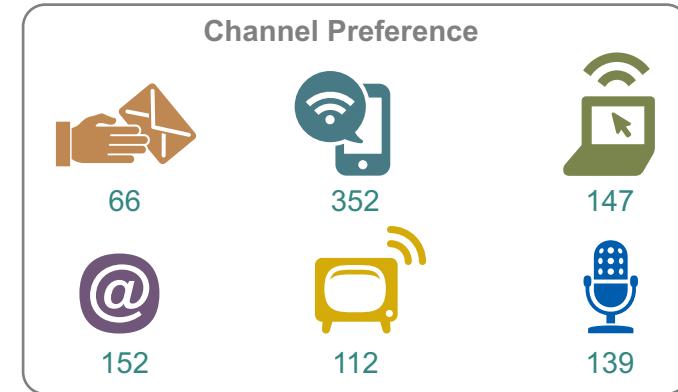
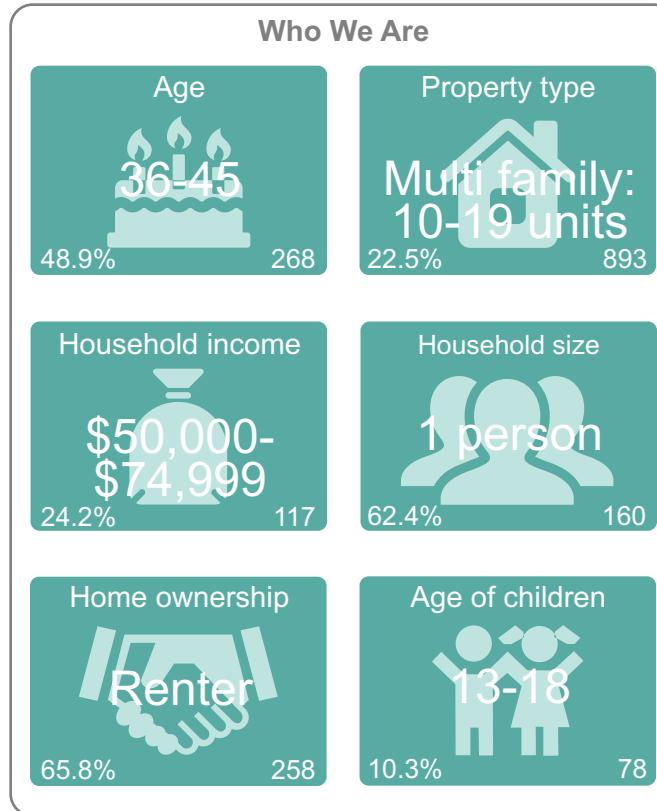
Martin & Teresa

House 0.49% | 0.33% Person



### Key Features

- City apartment living
- Modest investments
- Ethnically diverse
- Family abroad
- Digitally dependent
- Youthful perseverance



K • K37 • K38 • K39 • K40

**K39**

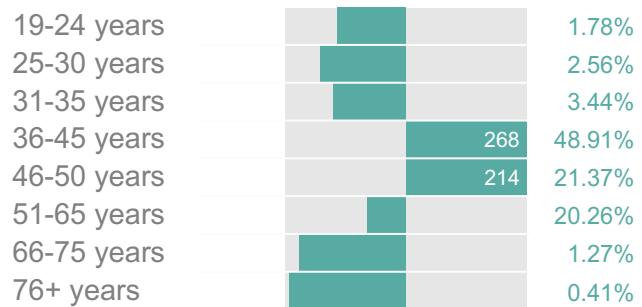
## Metro Fusion

Middle-aged singles living urban active lifestyles

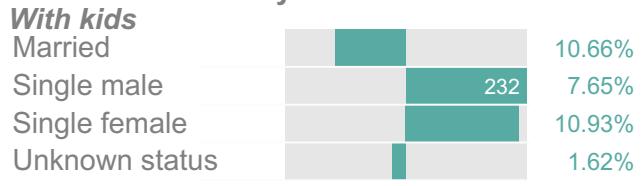
Martin & Teresa

 0.49% |  0.33%

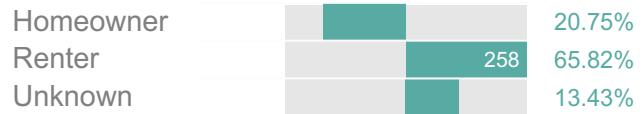
### Age



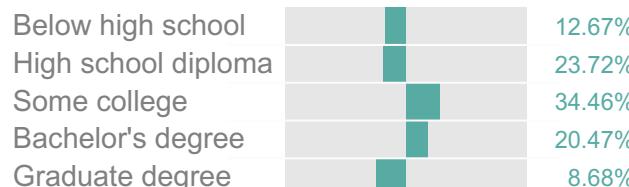
### Family Structure



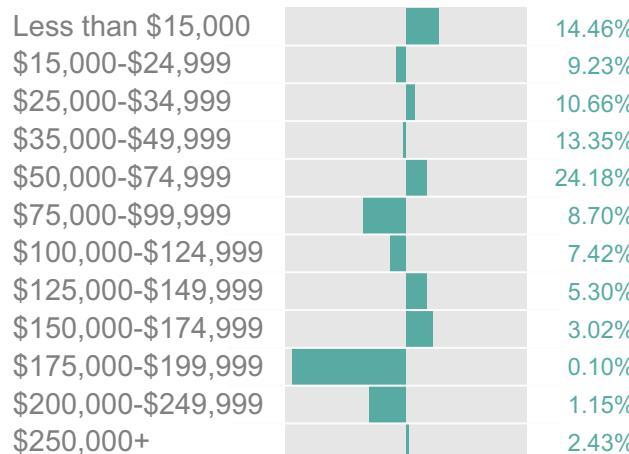
### Home Ownership



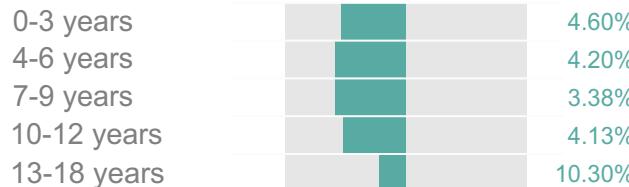
### Education



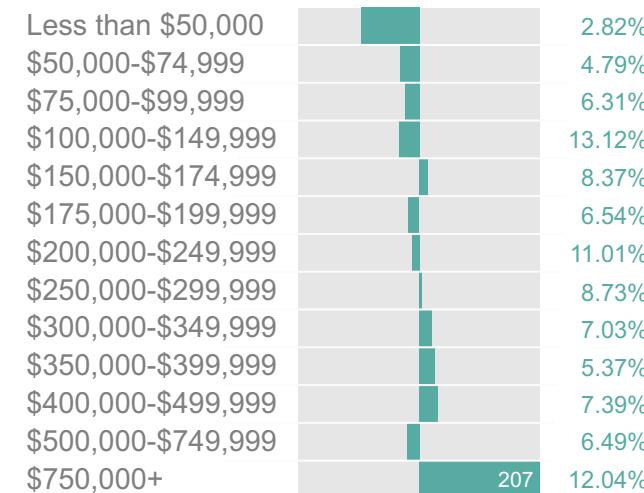
### Income



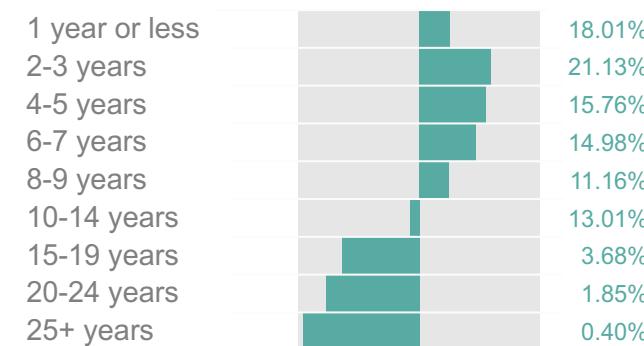
### Presence of Children



### Estimated Current Home Value



### Length of Residence



K • K37 • K38 • K39 • K40

**K40**

## Bohemian Groove

Older unattached individuals enjoying settled urban lives

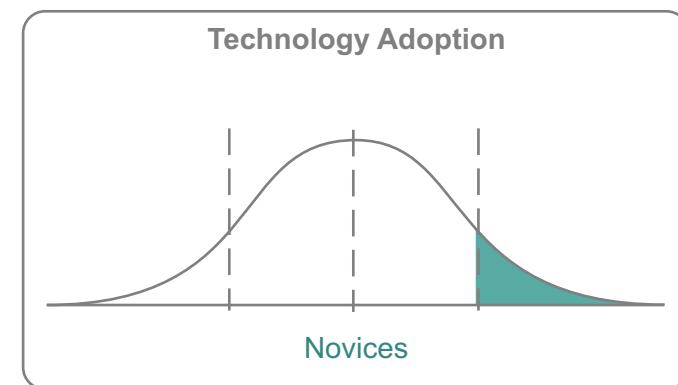
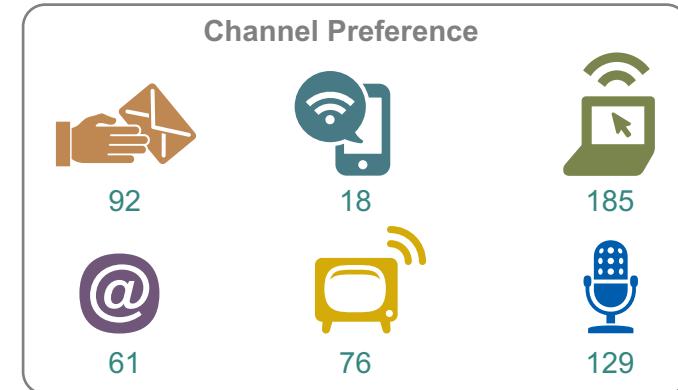
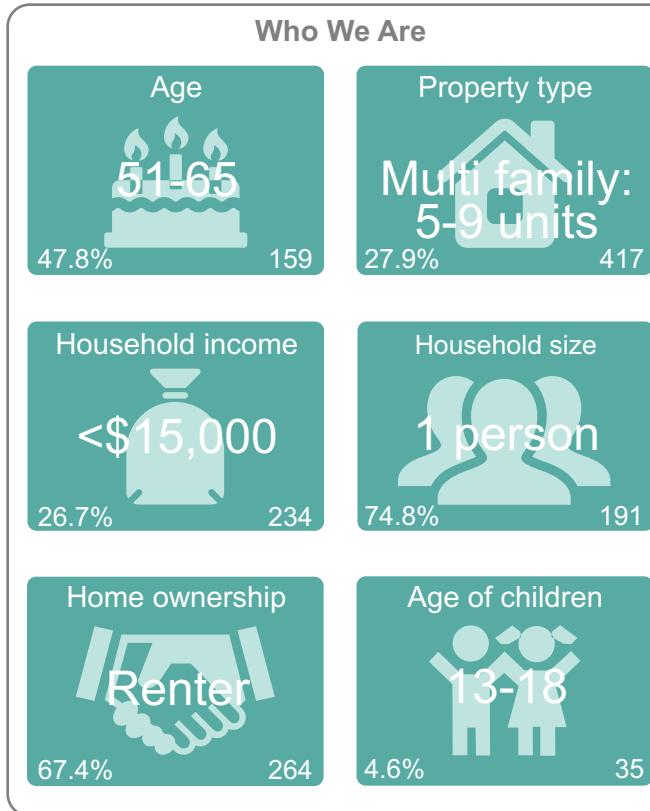
Peter & Janice

House 2.08% | 1.20% Person



### Key Features

- Apartment dwellers
- Single adults
- Environmentally sympathetic
- Modest living
- Value-conscious shoppers
- Eclectic interests



K • K37 • K38 • K39 • K40

**K40**

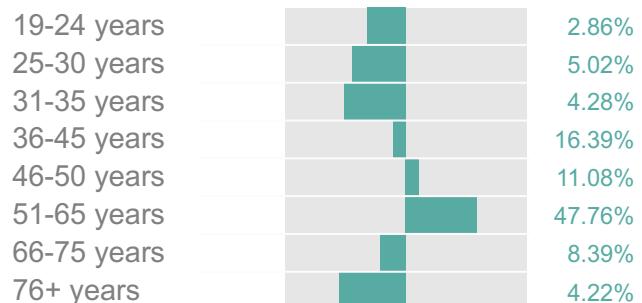
## Bohemian Groove

Older unattached individuals enjoying settled urban lives

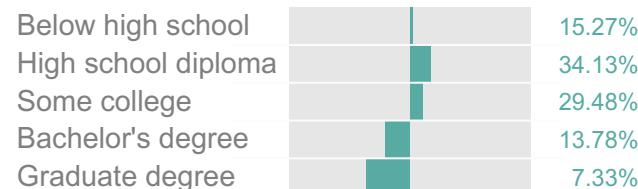
Peter & Janice

 2.08% |  1.20%

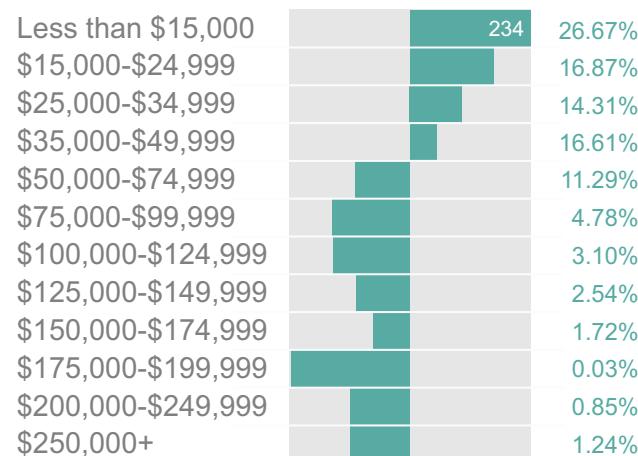
### Age



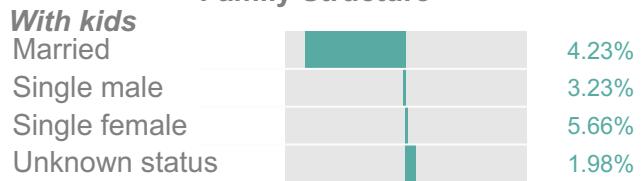
### Education



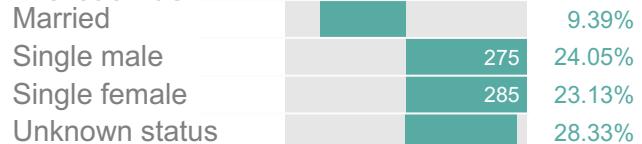
### Income



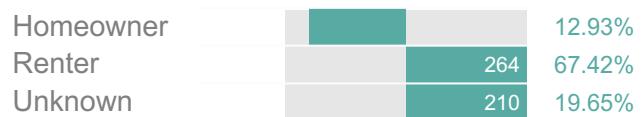
### Family Structure



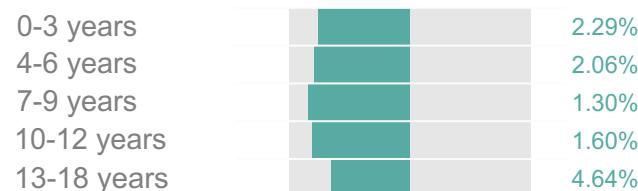
### Without kids



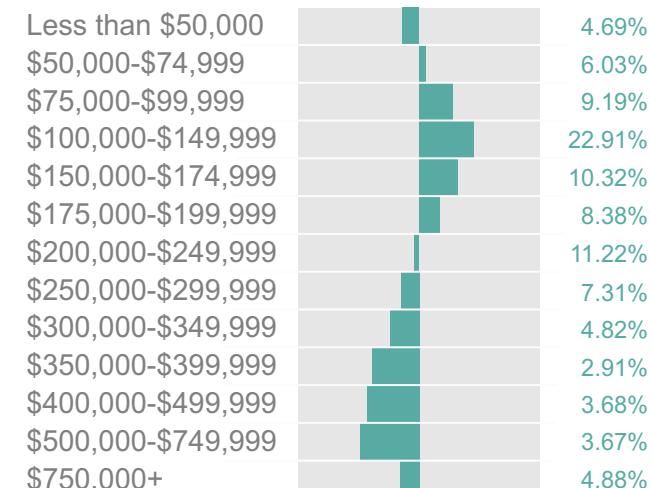
### Home Ownership



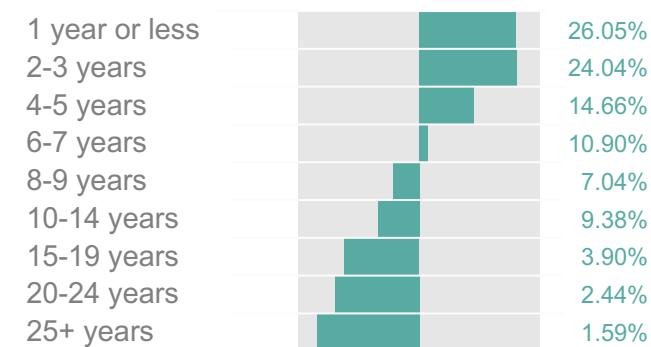
### Presence of Children



### Estimated Current Home Value



### Length of Residence



**L41**

## Booming and Consuming

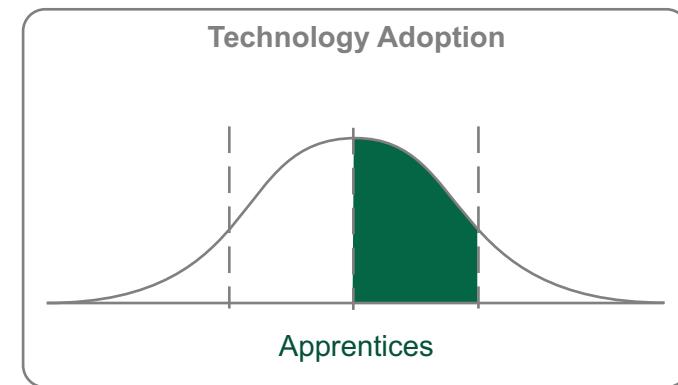
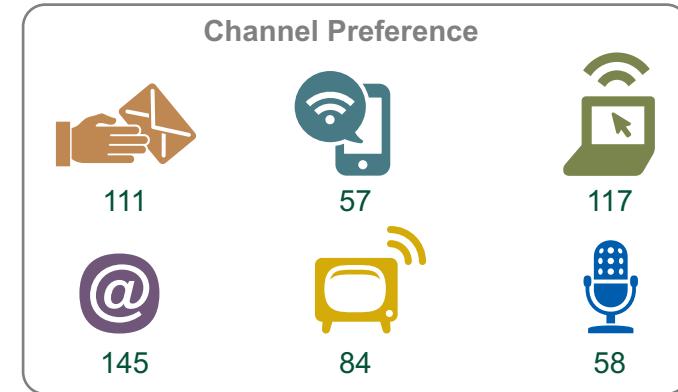
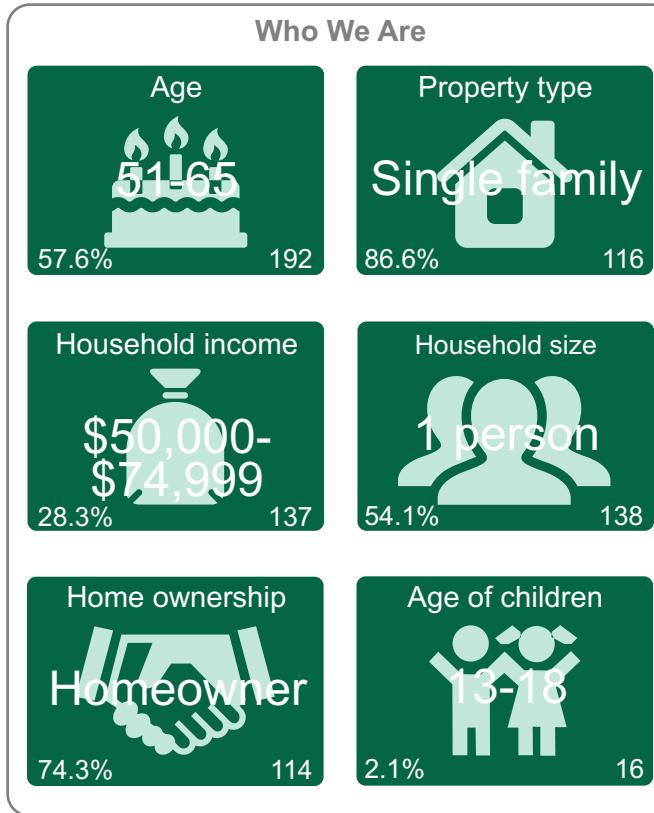
Older empty-nesting couples and singles enjoying relaxed lives in small towns

Dennis &amp; Jean

 0.99% |  0.72%


### Key Features

- Busy social lives
- Diversified investments
- Balanced shoppers
- Home and garden enthusiasts
- Disposable income
- Open-minded



L • L41 • L42 • L43

**L41**

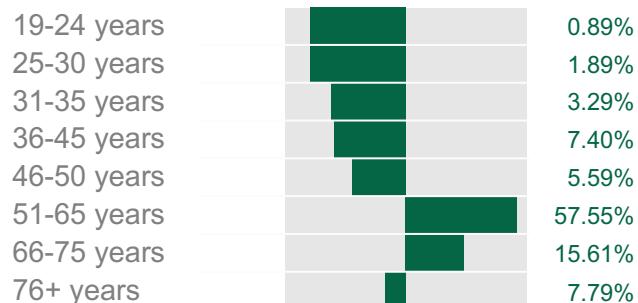
## Booming and Consuming

Older empty-nesting couples and singles enjoying relaxed lives in small towns

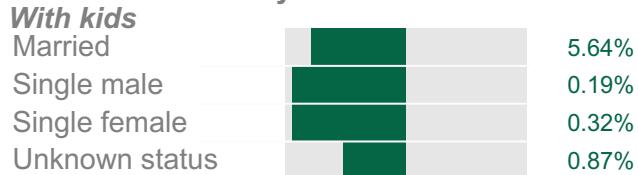
Dennis & Jean

House 0.99% | 0.72% Person

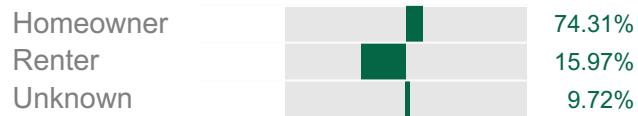
### Age



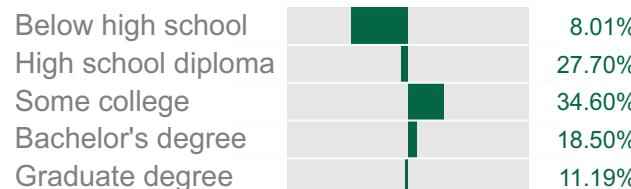
### Family Structure



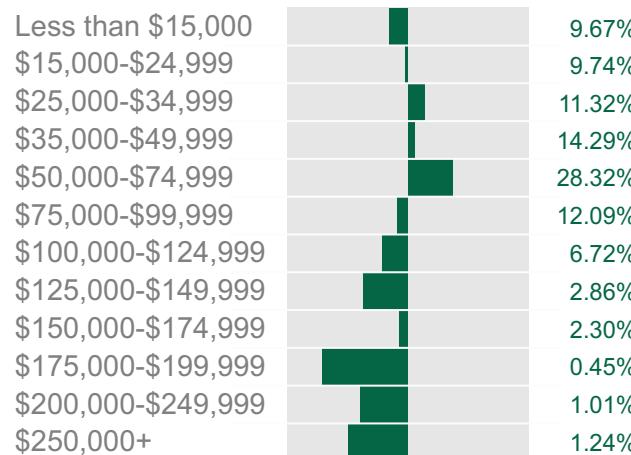
### Home Ownership



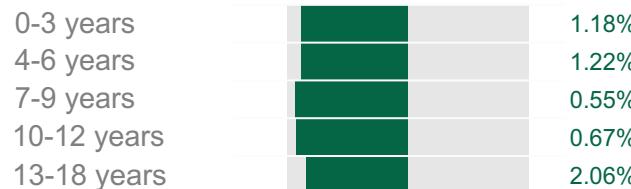
### Education



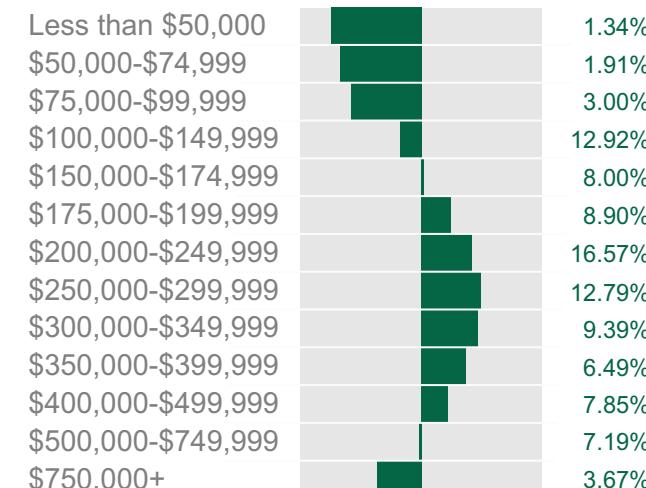
### Income



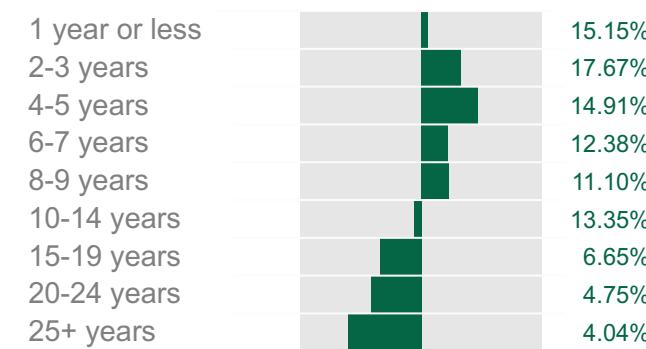
### Presence of Children



### Estimated Current Home Value



### Length of Residence



L • L41 • L42 • L43

**L42**

## Rooted Flower Power

Mid-scale baby boomer singles and couples rooted in established suburban communities and approaching retirement

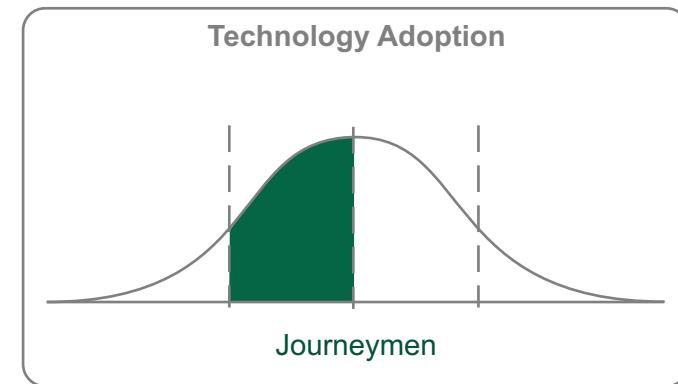
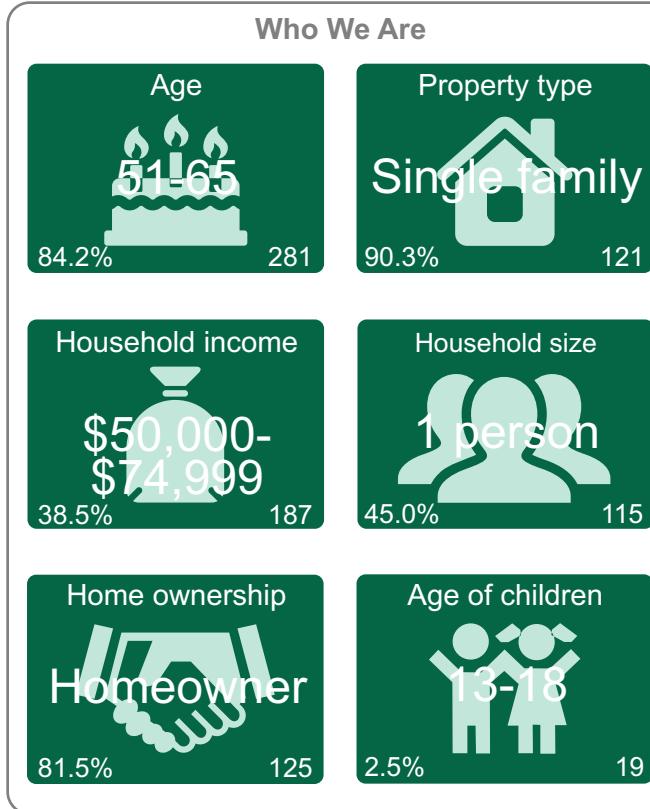
Tom & Diane

House 3.10% | 2.52% Person



### Key Features

- Philanthropists
- Deeply rooted
- Single adults
- Liberal
- Bargain hunters
- Clubs and volunteering



**L42**

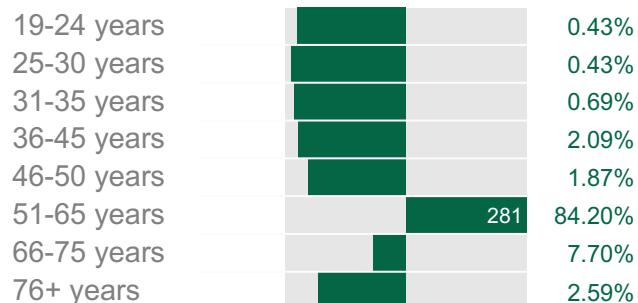
## Rooted Flower Power

Mid-scale baby boomer singles and couples rooted in established suburban communities and approaching retirement

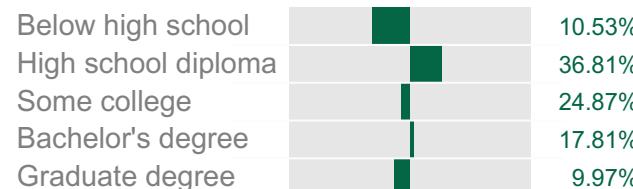
Tom &amp; Diane

 3.10% |  2.52%

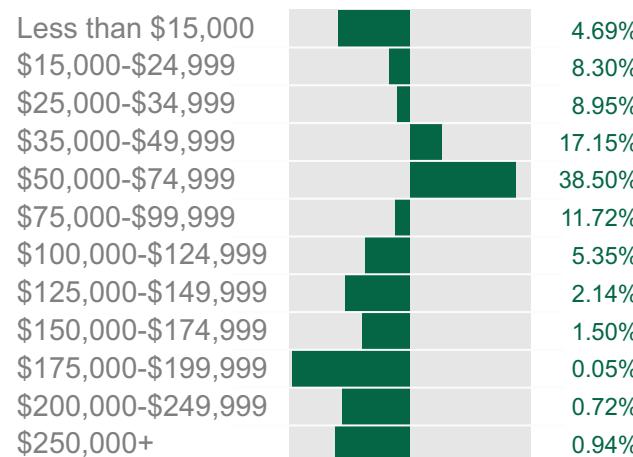
### Age



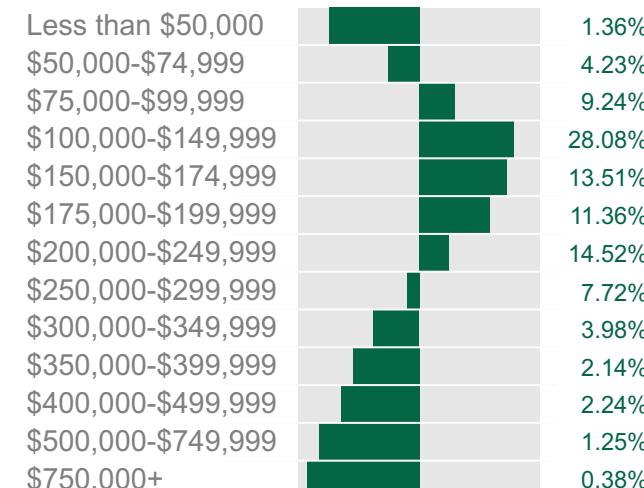
### Education



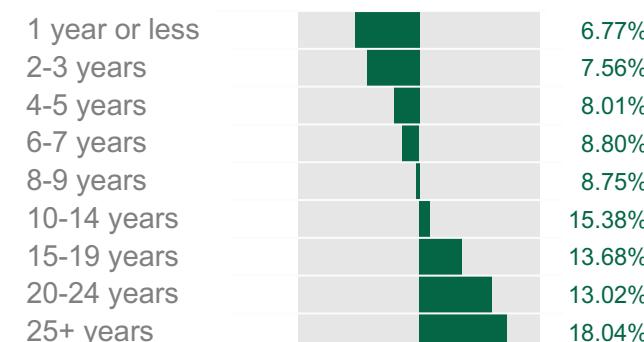
### Income



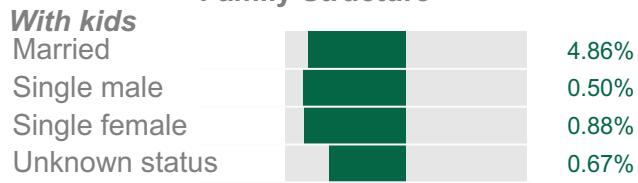
### Estimated Current Home Value



### Length of Residence



### Family Structure



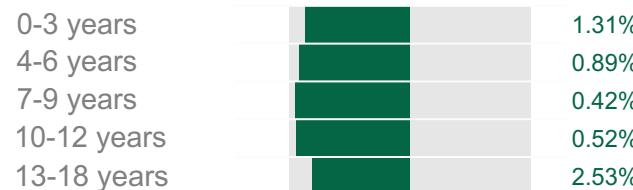
### Without kids



### Home Ownership



### Presence of Children



L43

## Homemade Happiness

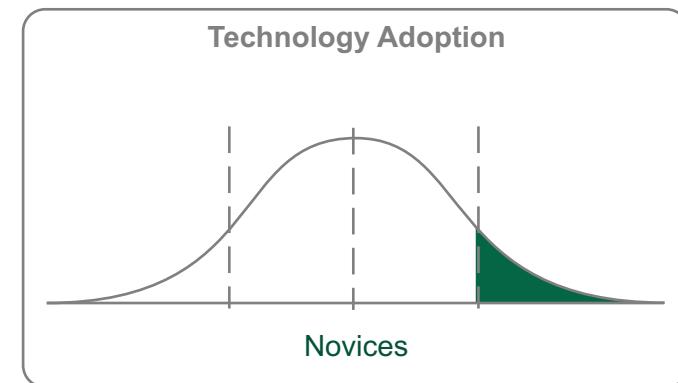
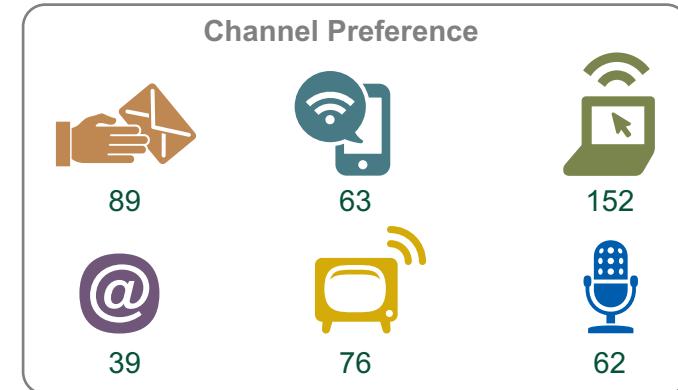
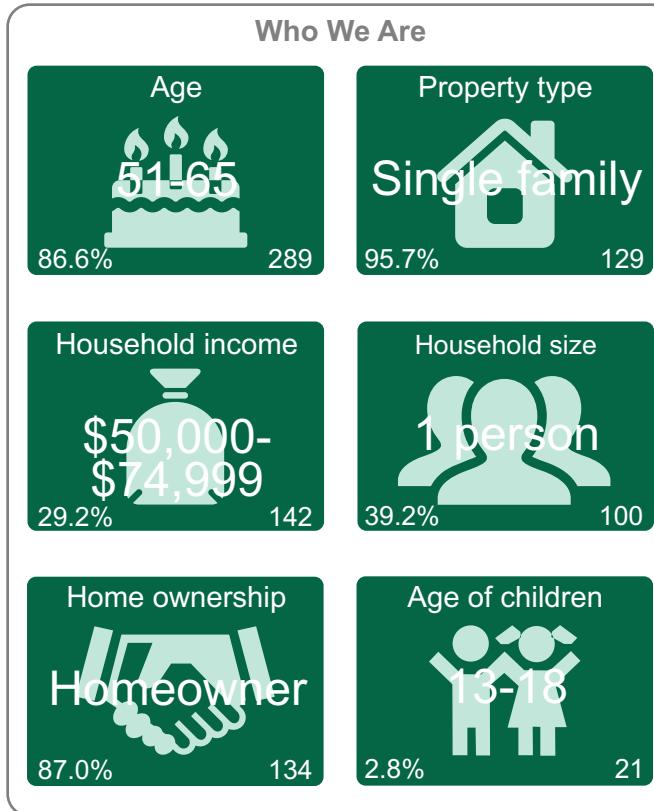
Lower middle-class baby boomer households living in remote town and country homes

Mike &amp; Janet

 2.72% |  2.41%


### Key Features

- Humble rural living
- Blue-collar and agricultural jobs
- Cash not credit
- Hunting and fishing
- Pragmatic shoppers
- Traditional family values



L • L41 • L42 • L43

L43

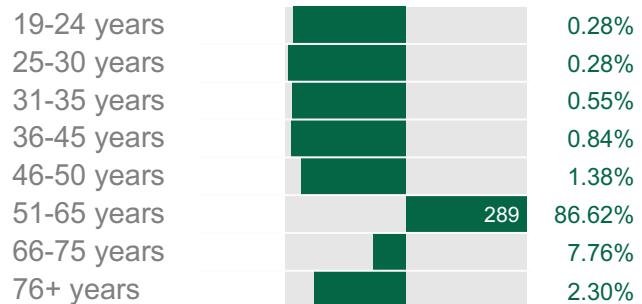
## Homemade Happiness

Lower middle-class baby boomer households living in remote town and country homes

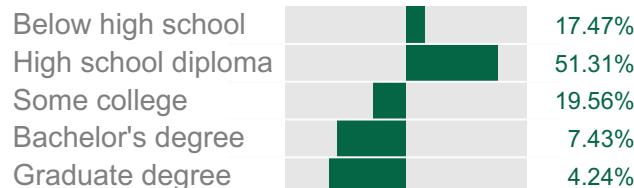
Mike &amp; Janet

 2.72% |  2.41%

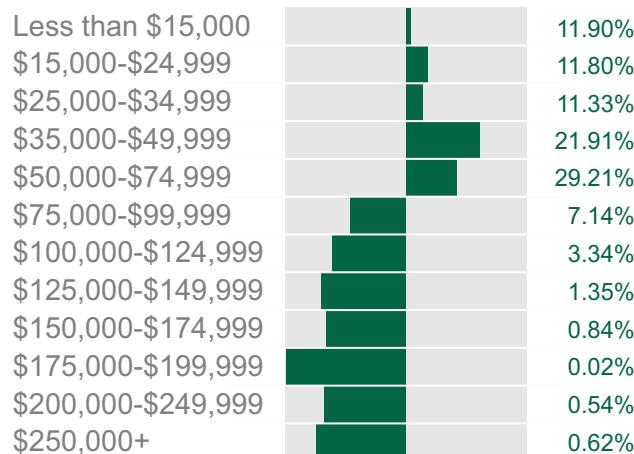
### Age



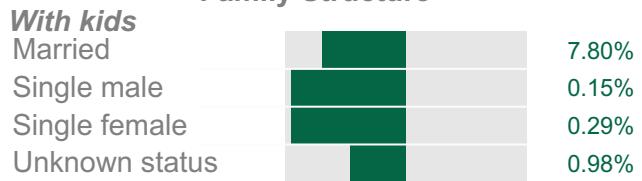
### Education



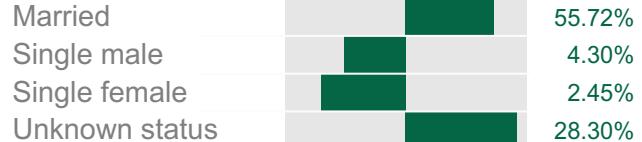
### Income



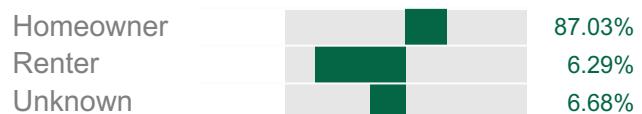
### Family Structure



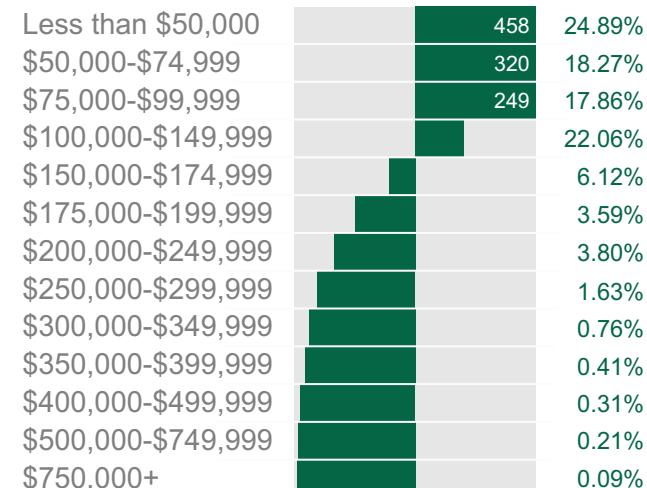
### Without kids



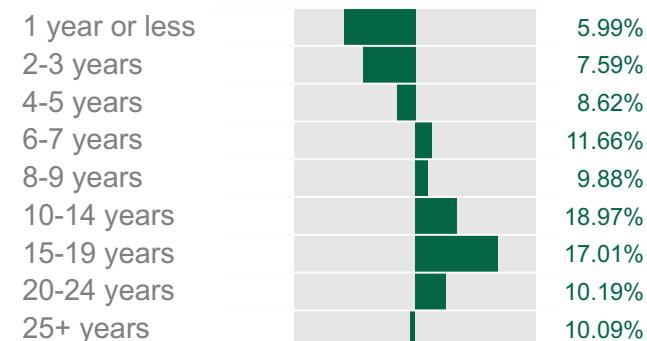
### Home Ownership



### Estimated Current Home Value



### Length of Residence



M • M44 • M45

**M44**

## Red, White and Bluegrass

Lower middle-income rural families with diverse adult and children household dynamics

Timothy & Tammy

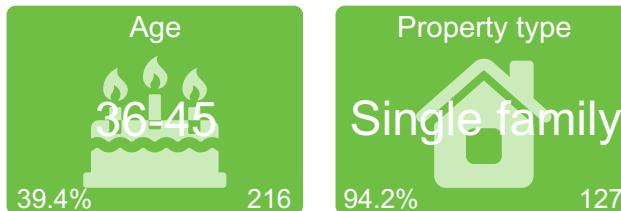
House 1.70% | 3.27% Person



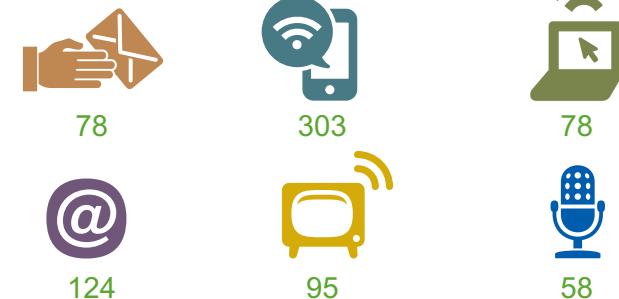
### Key Features

- Family-centered activities
- Rural communities
- Working-class lifestyles
- Racing fan
- Modest financial investments
- Country life

### Who We Are



### Channel Preference



### Technology Adoption



M • M44 • M45

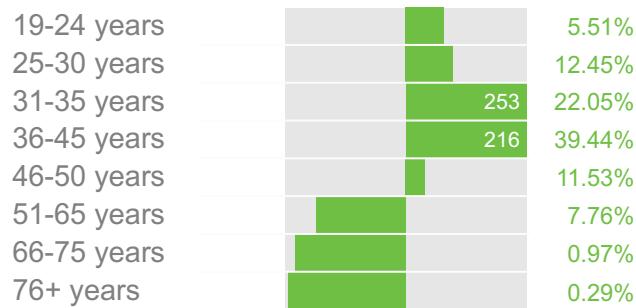
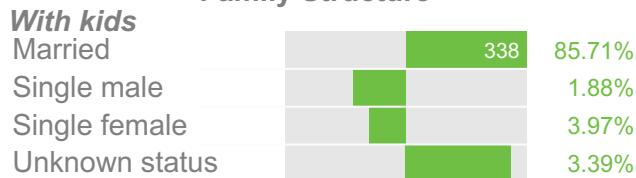
**M44**

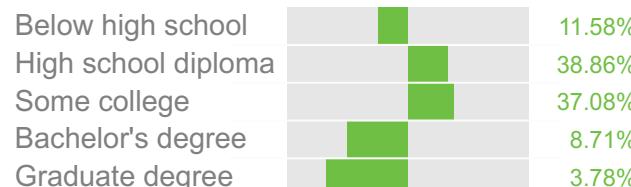
## Red, White and Bluegrass

Lower middle-income rural families with diverse adult and children household dynamics

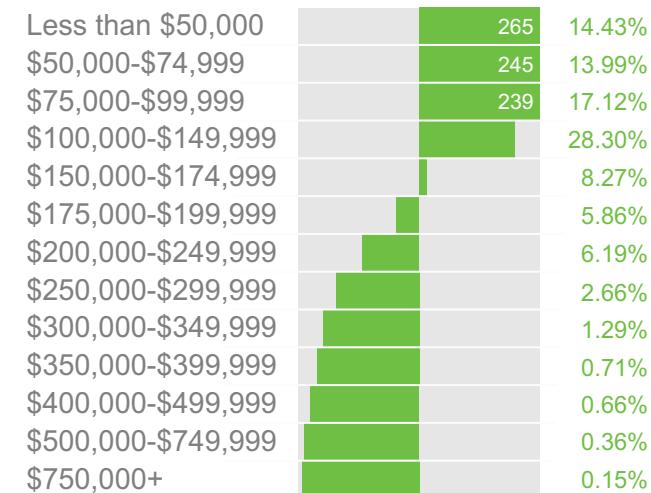
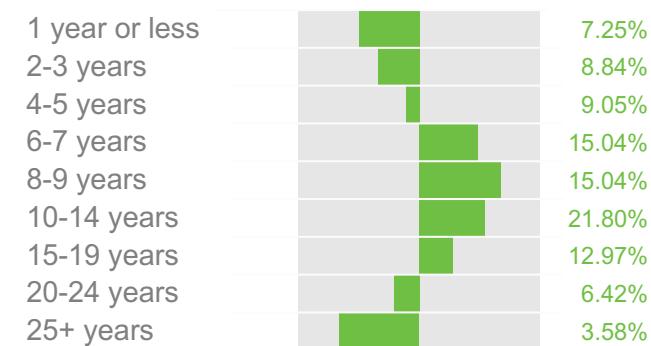
Timothy &amp; Tammy

 1.70% |  3.27%

**Age**

**Family Structure**

**Home Ownership**

**Education**

**Income**

**Presence of Children**

**Estimated Current Home Value**

**Length of Residence**


M • M44 • M45

**M45**

## Diapers and Debit Cards

Young, working-class families and single parent households living in small established, city residences

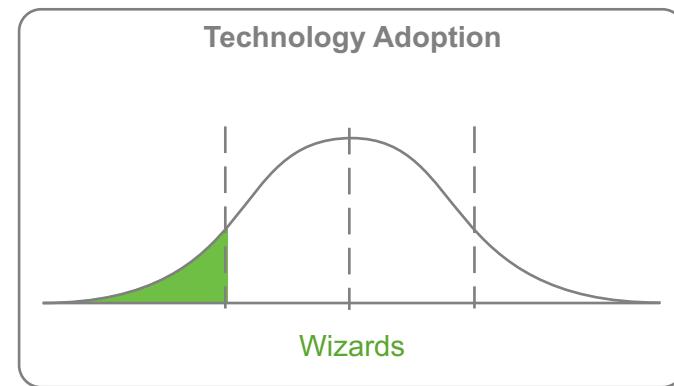
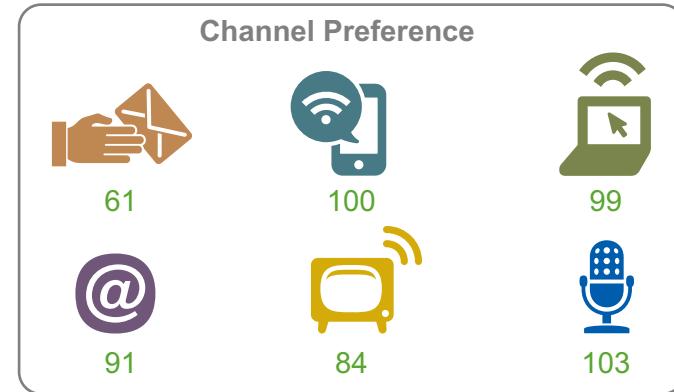
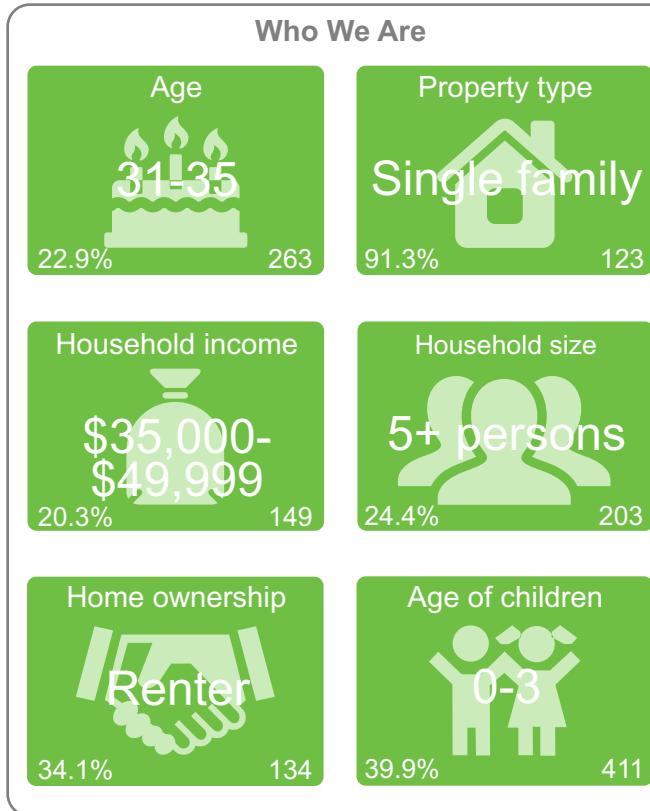
Daniel & Amanda

1.43% | 1.99% 



### Key Features

- Rural living
- Enjoy bargain hunting
- Middle of the road politics
- Early childrearing years
- Bowling and pool leagues
- Home-based family activities



M • M44 • M45

M45

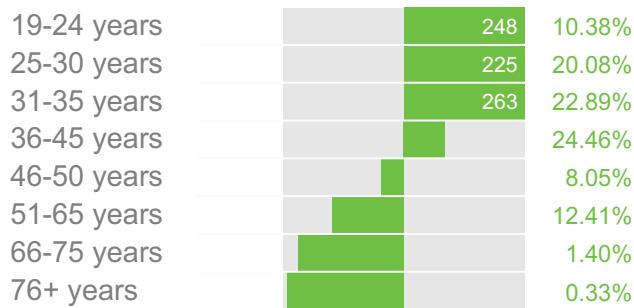
## Diapers and Debit Cards

Young, working-class families and single parent households living in small established, city residences

Daniel &amp; Amanda

 1.43% |  1.99%

### Age



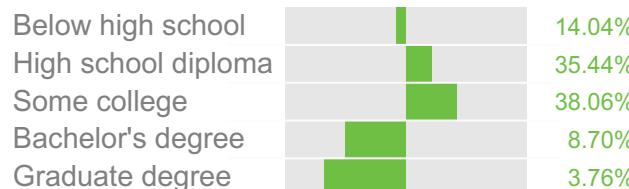
### Family Structure



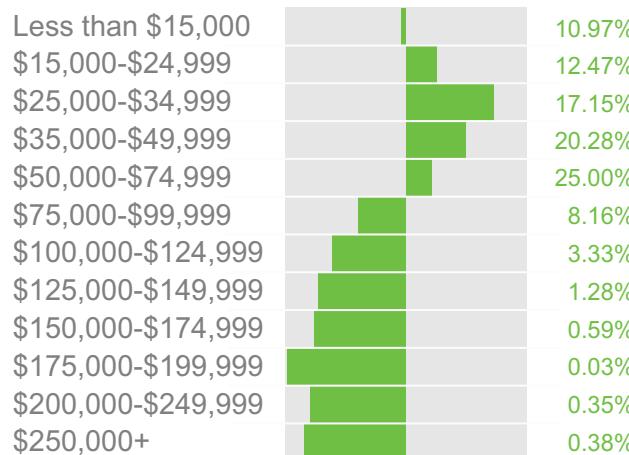
### Home Ownership



### Education



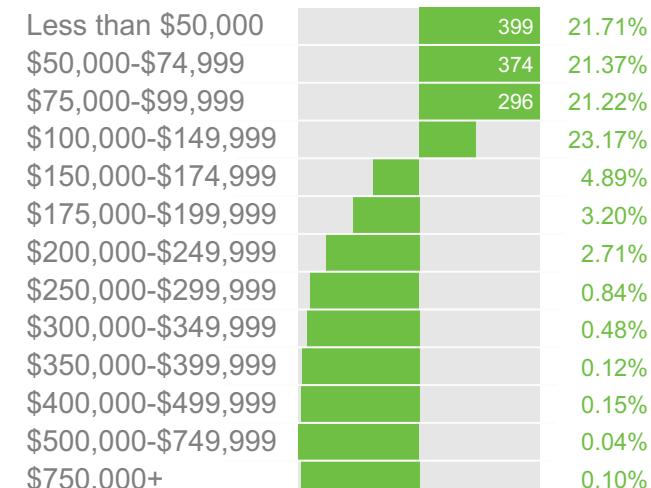
### Income



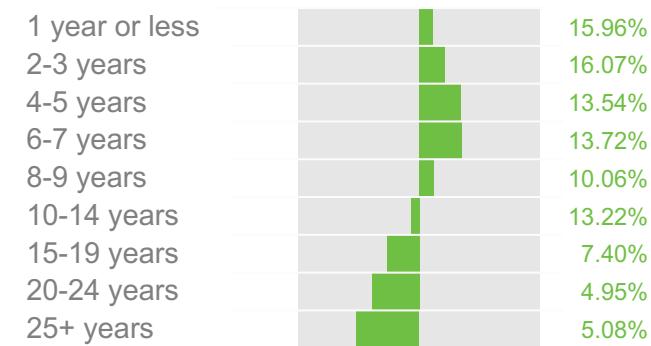
### Presence of Children



### Estimated Current Home Value



### Length of Residence



N • N46 • N47 • N48 • N49

**N46**

## True Grit Americans

Older, middle-class households in town and country communities located in the nation's midsection

Rick & Tracy

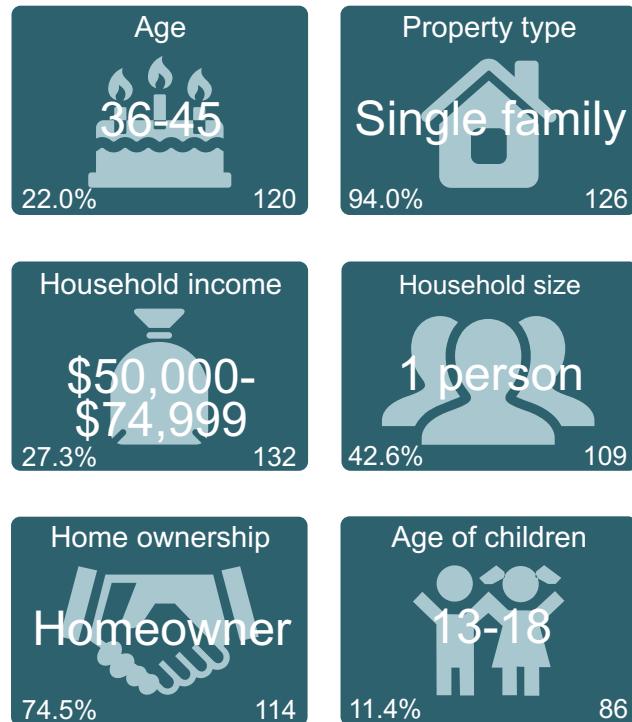
House 1.44% | 1.32% Person



### Key Features

- Rural residences
- Live within means
- Outdoor activities
- After-market buyers
- Practical priorities
- Cowboy values

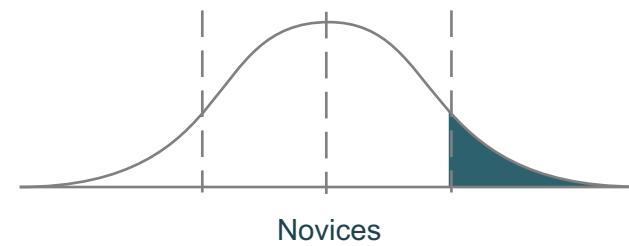
### Who We Are



### Channel Preference



### Technology Adoption



N • N46 • N47 • N48 • N49

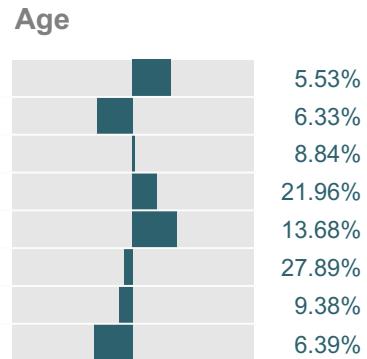
**N46**

## True Grit Americans

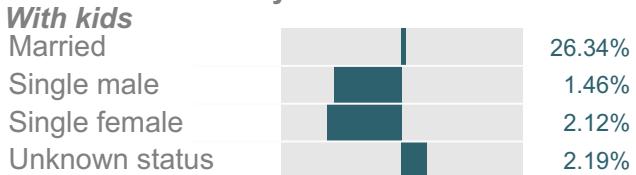
Older, middle-class households in town and country communities located in the nation's midsection

Rick & Tracy

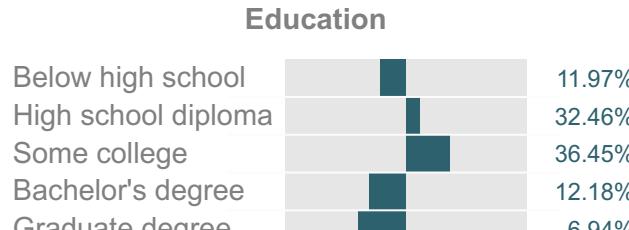
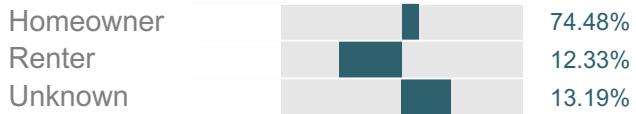
 1.44% |  1.32%



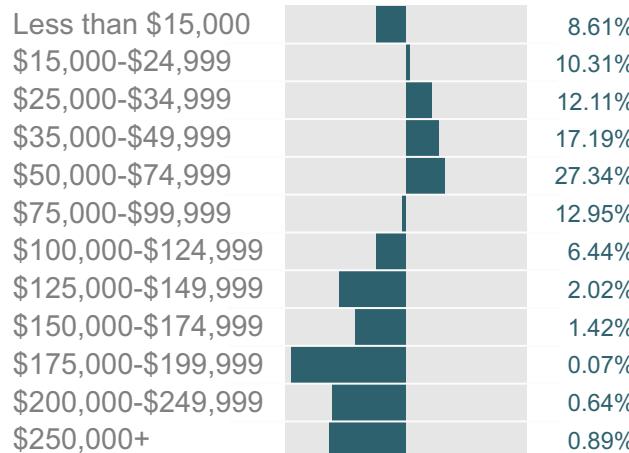
### Family Structure



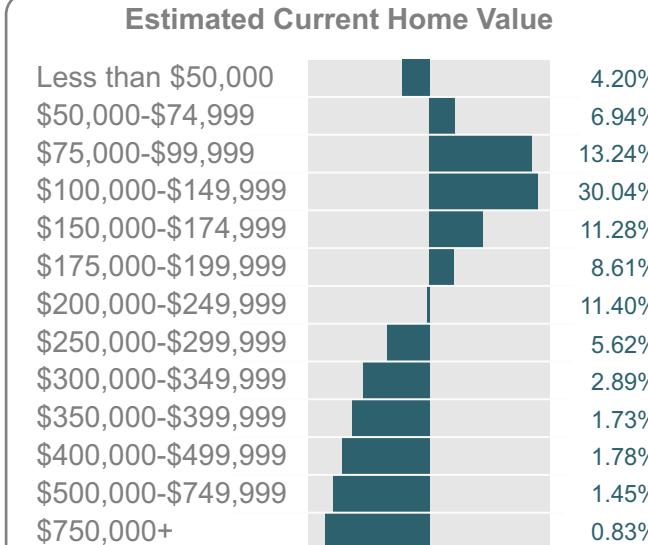
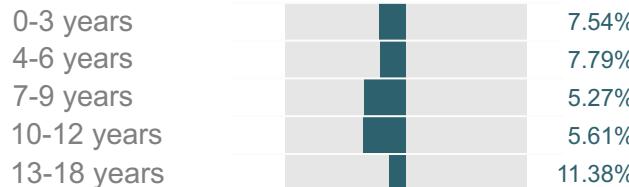
### Home Ownership



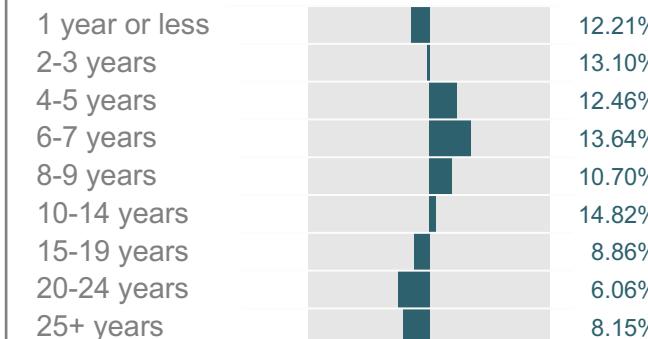
### Income



### Presence of Children



### Length of Residence



N • N46 • N47 • N48 • N49

**N47**

## Countrified Pragmatics

Lower middle-income couples and singles living rural, casual lives

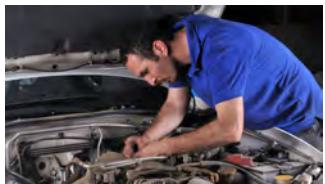
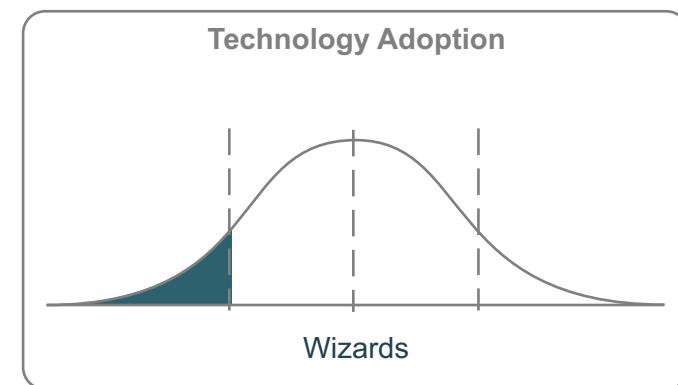
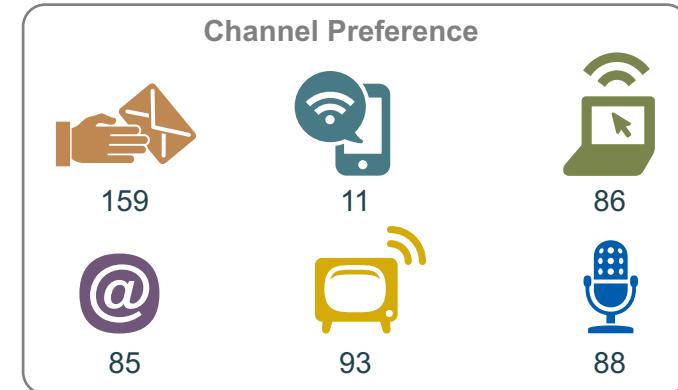
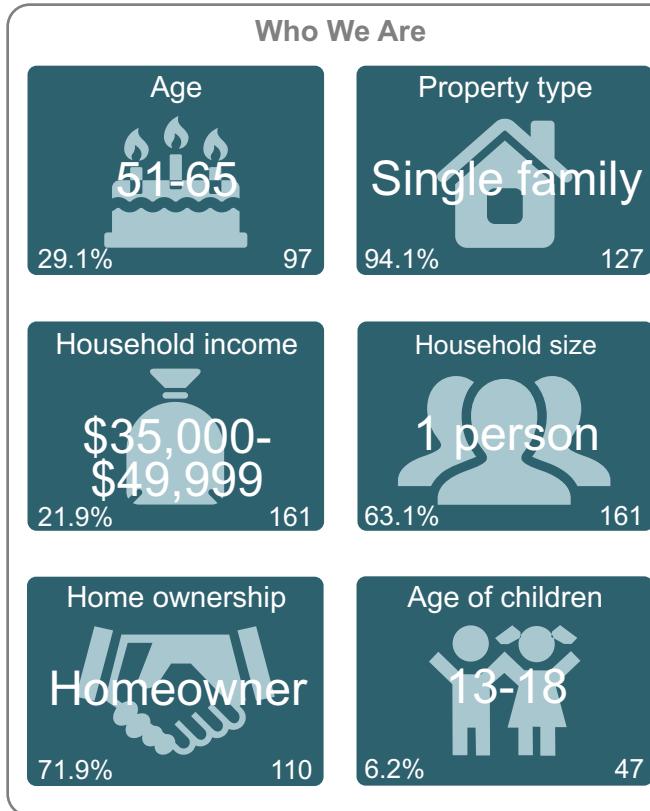
Randy & Lori

House 1.16% | 0.73% Person



### Key Features

- Remote rural communities
- Independent streak
- Risk takers
- Patriotic
- Active outdoor lifestyles
- Modest housing



N • N46 • N47 • N48 • N49

**N47**

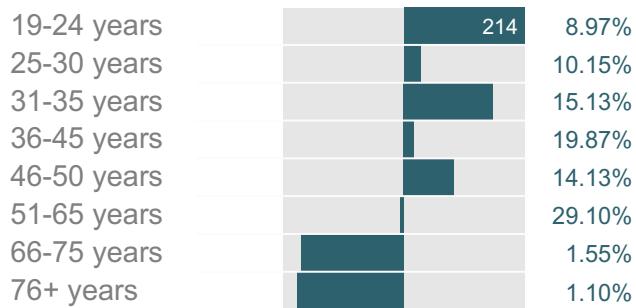
## Countrified Pragmatics

Lower middle-income couples and singles living rural, casual lives

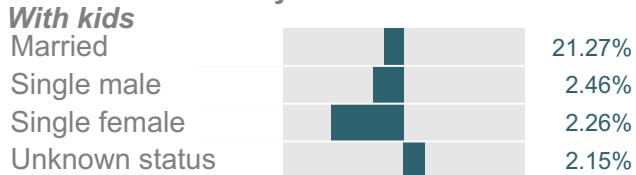
Randy & Lori

 1.16% |  0.73%

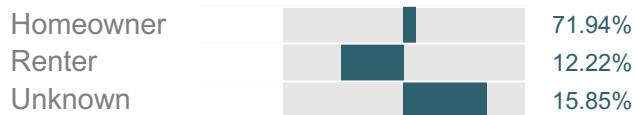
### Age



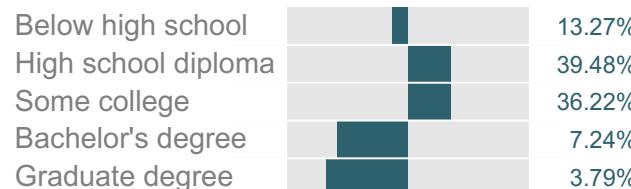
### Family Structure



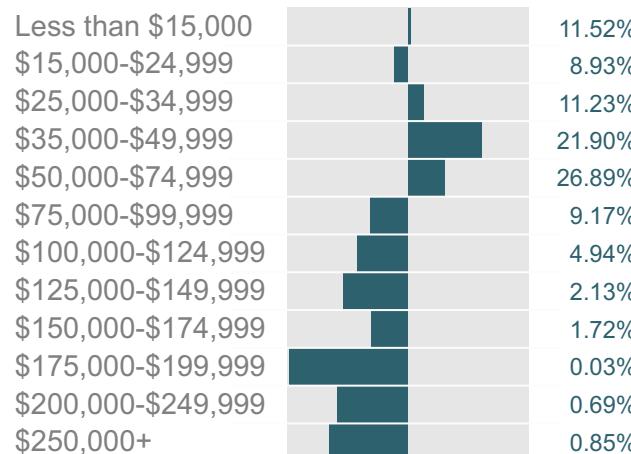
### Home Ownership



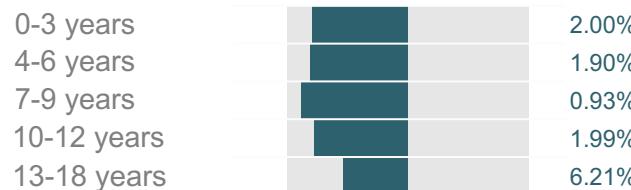
### Education



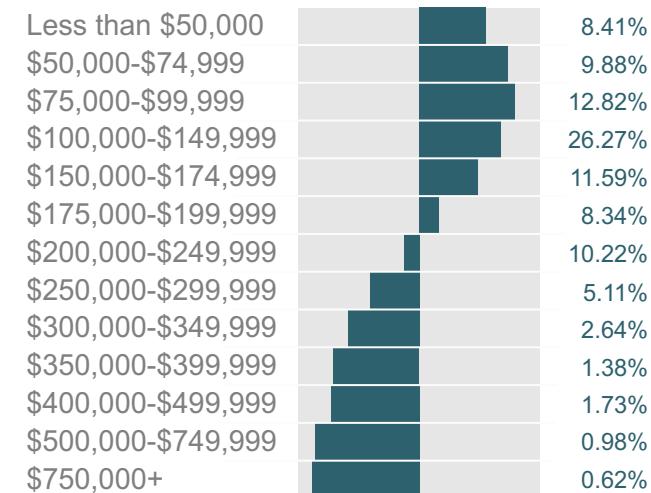
### Income



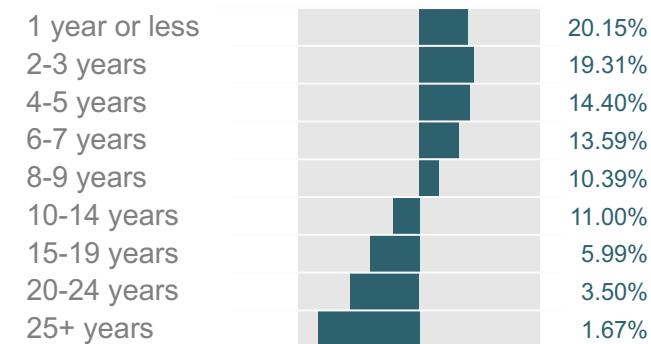
### Presence of Children



### Estimated Current Home Value



### Length of Residence



N • N46 • N47 • N48 • N49

**N48**

## Rural Southern Bliss

Lower middle-income multi-generational families living in small towns

Willie & Jacqueline

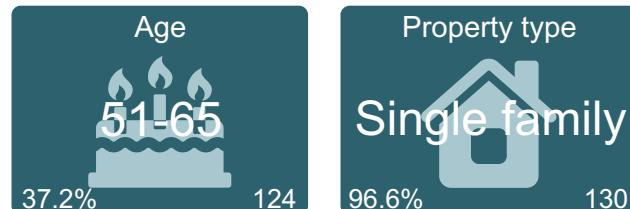
House 1.32% | 1.60% Person



### Key Features

- Fashionable
- Limited discretionary spend
- Aspirational
- Multi-generational households
- Modest educations
- Status shoppers

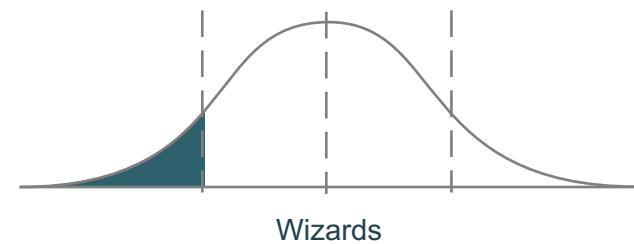
### Who We Are



### Channel Preference



### Technology Adoption



N • N46 • N47 • N48 • N49

**N48**

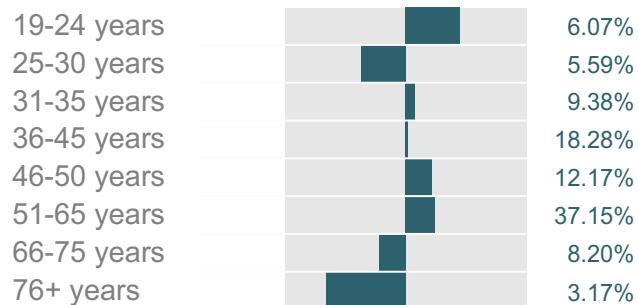
## Rural Southern Bliss

Lower middle-income multi-generational families living in small towns

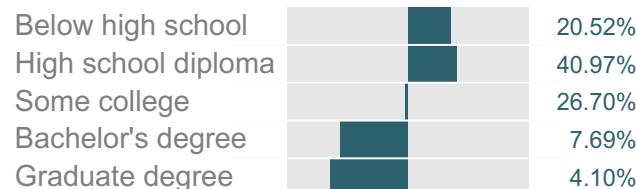
Willie & Jacqueline

 1.32% |  1.60%

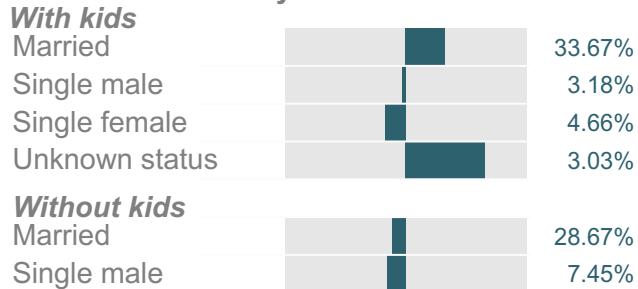
### Age



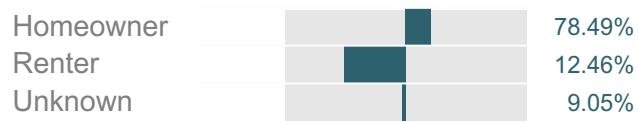
### Education



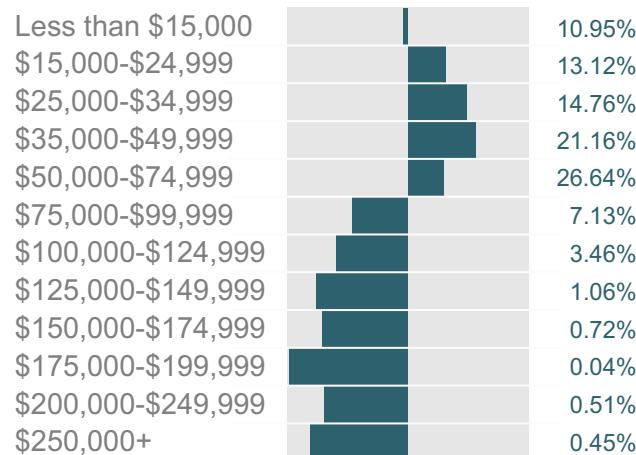
### Family Structure



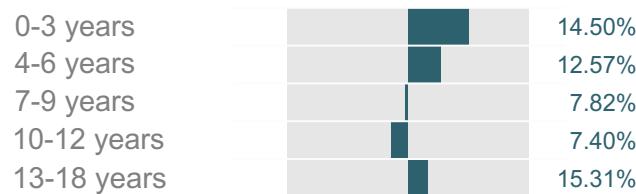
### Home Ownership



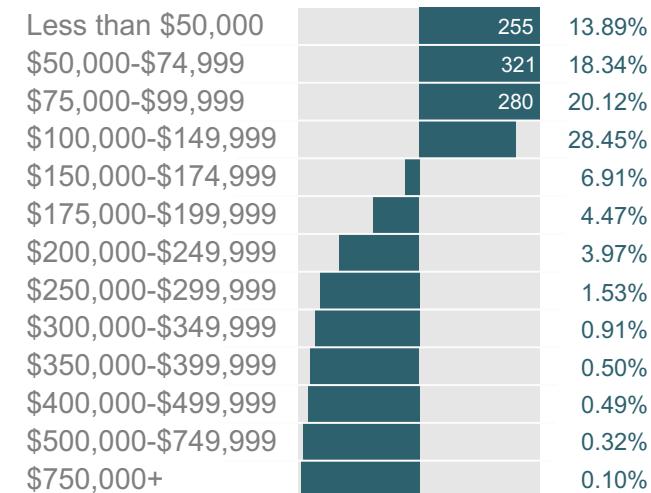
### Income



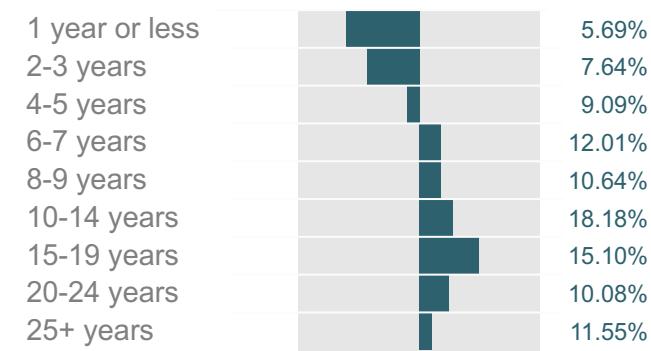
### Presence of Children



### Estimated Current Home Value



### Length of Residence



N • N46 • N47 • N48 • N49

**N49**

## Touch of Tradition

Working-class, middle-aged couples and singles living in rural homes

Jim & Sheila

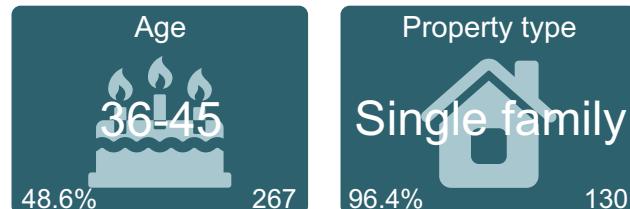
Home 0.86% | 0.64% Person



### Key Features

- Frugal
- Remote settings
- Home-based activities
- Sports TV
- Hunting and fishing
- Working-class sensibility

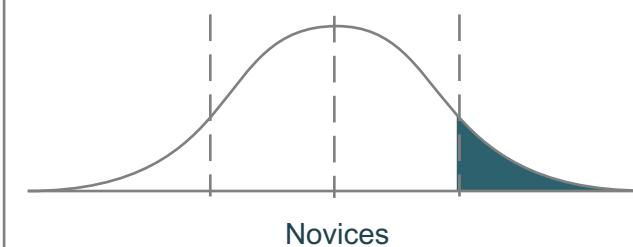
### Who We Are



### Channel Preference



### Technology Adoption



N • N46 • N47 • N48 • N49

**N49**

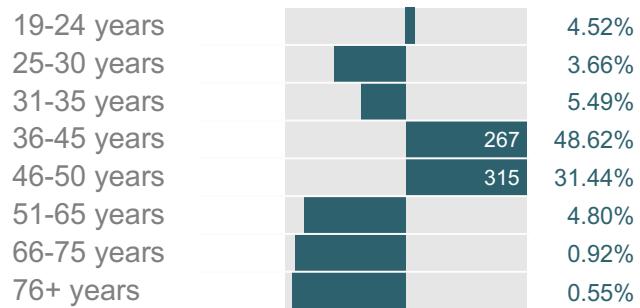
## Touch of Tradition

Working-class, middle-aged couples and singles living in rural homes

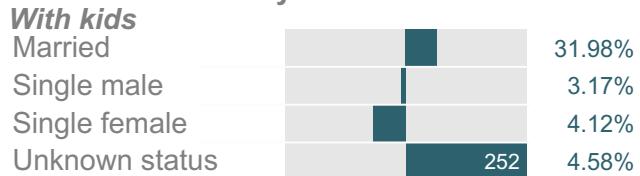
Jim & Sheila

House 0.86% | Person 0.64%

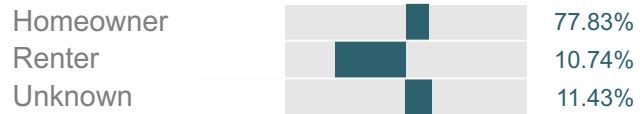
### Age



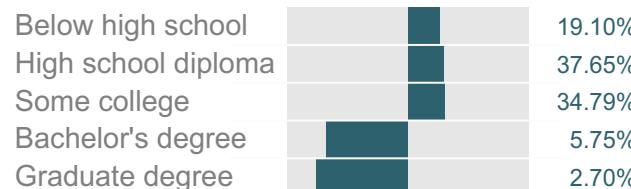
### Family Structure



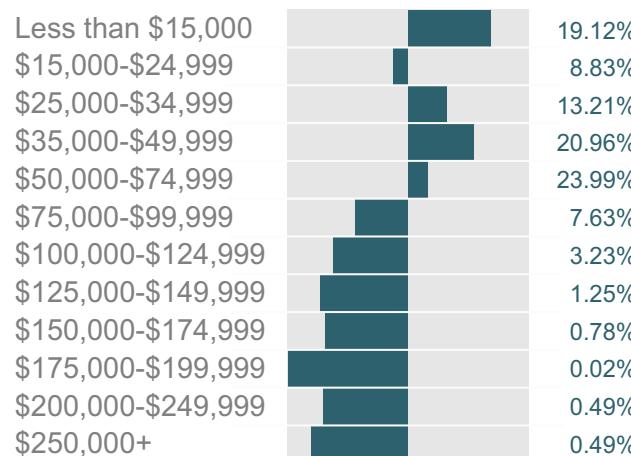
### Home Ownership



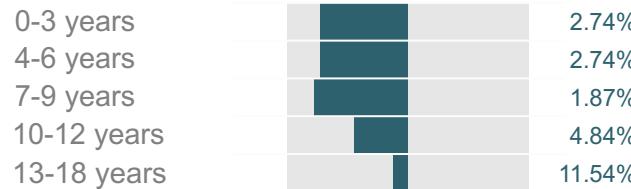
### Education



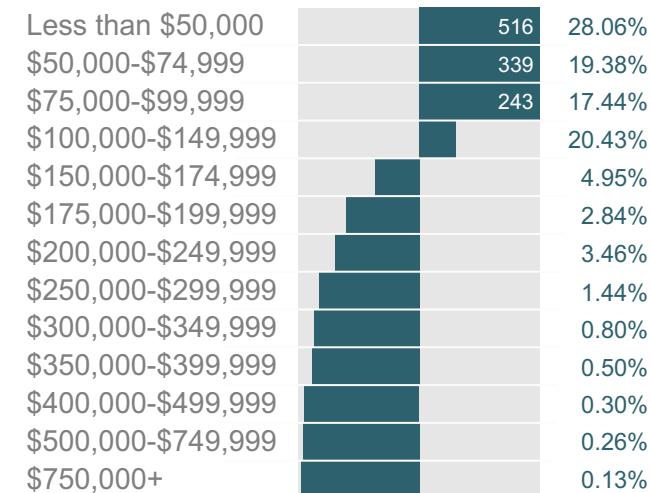
### Income



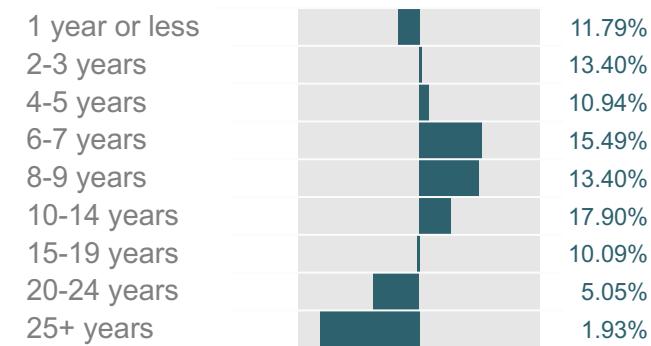
### Presence of Children



### Estimated Current Home Value



### Length of Residence



O • O50 • O51 • O52 • O53 • O54 • O55

**O50**

## Full Steam Ahead

Younger and middle-aged singles gravitating to second-tier cities

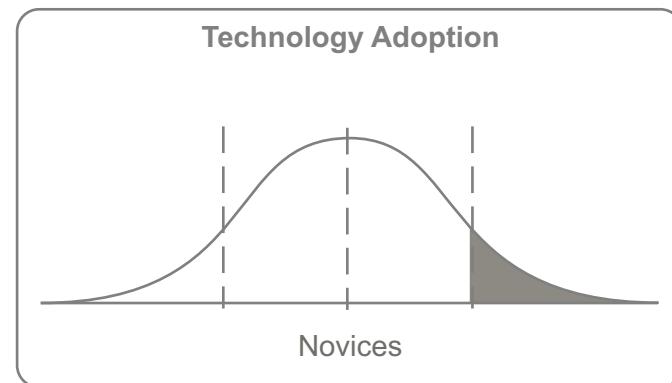
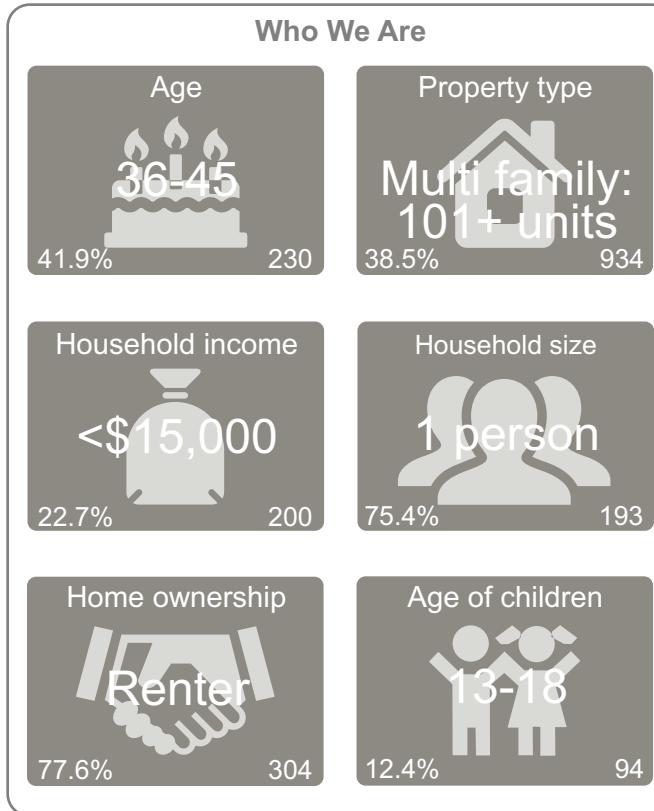
Gregory & Robin

House 0.58% | 0.34% Person



### Key Features

- Busy lives
- Television fans
- Single adults
- Informed shopper
- Leaning liberal
- Competitive sports



O • O50 • O51 • O52 • O53 • O54 • O55

**O50**

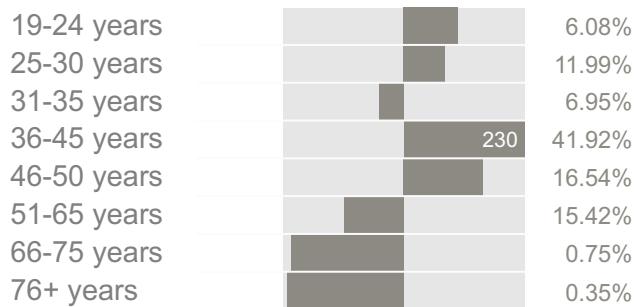
## Full Steam Ahead

Younger and middle-aged singles gravitating to second-tier cities

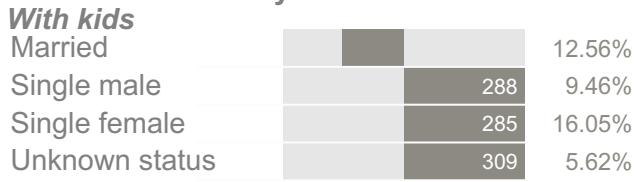
Gregory & Robin

House 0.58% | 0.34% Person

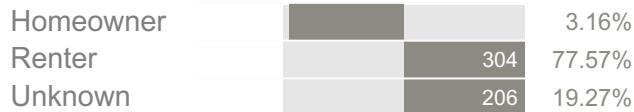
### Age



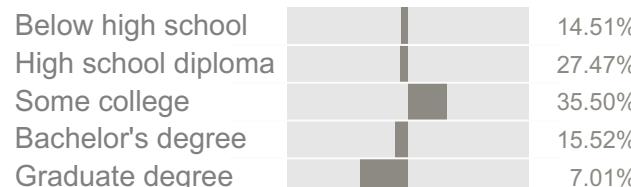
### Family Structure



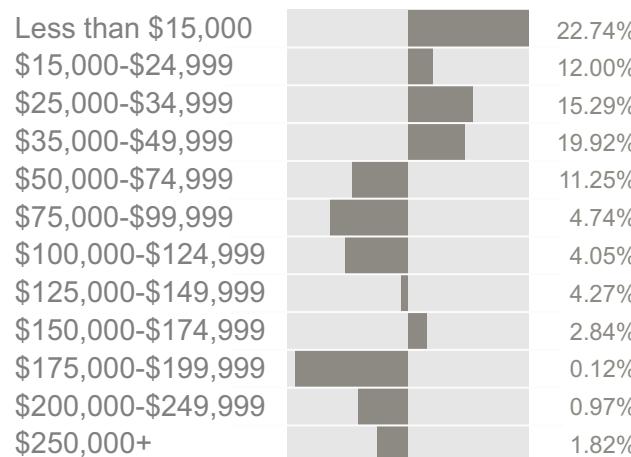
### Home Ownership



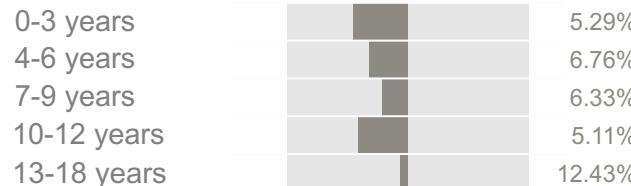
### Education



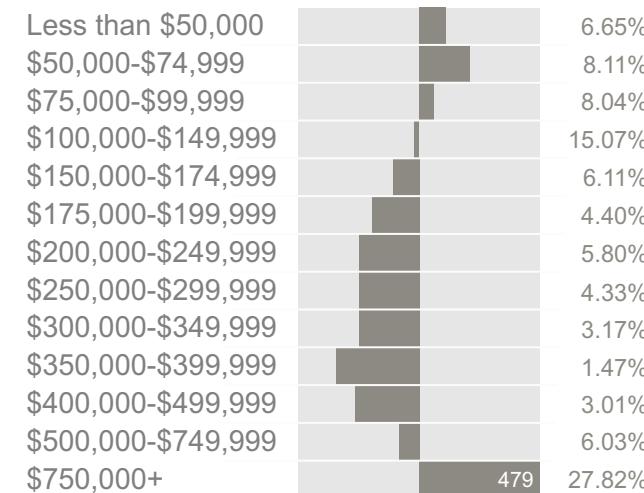
### Income



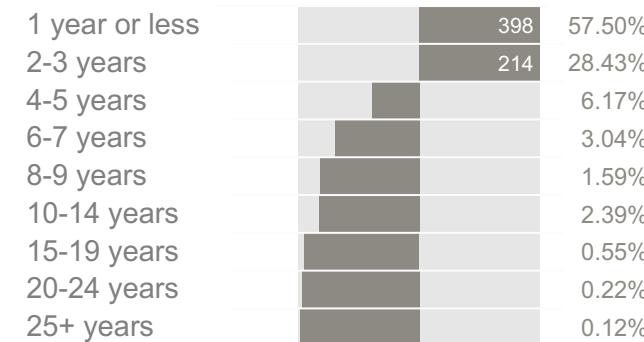
### Presence of Children



### Estimated Current Home Value



### Length of Residence



O • O50 • O51 • O52 • O53 • O54 • O55

O51

## Digital Dependents

Mix of Generation Y and X singles who live digital-driven, urban lifestyles

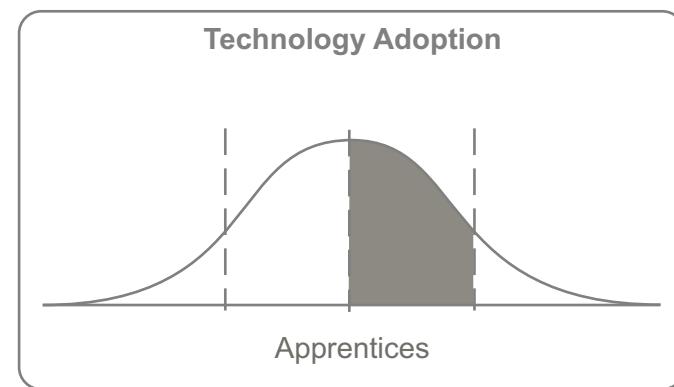
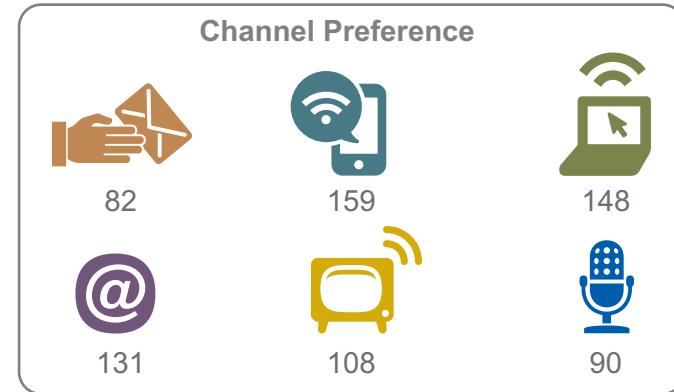
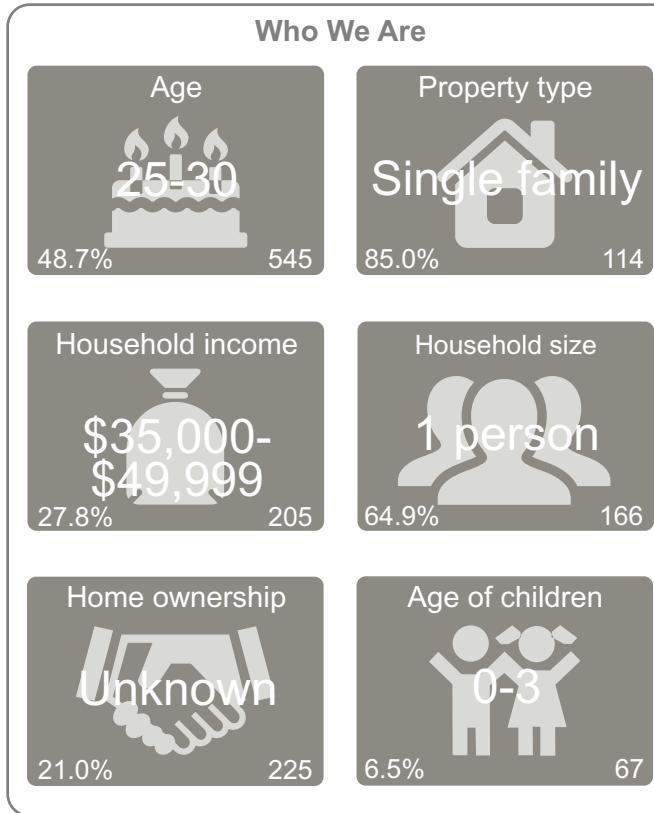
Joshua & Megan

 3.27% |  2.04%



### Key Features

- Ambitious
- Appearances are important
- Single adults
- Outdoor activities
- Music lovers
- Digitally savvy



O • O50 • O51 • O52 • O53 • O54 • O55

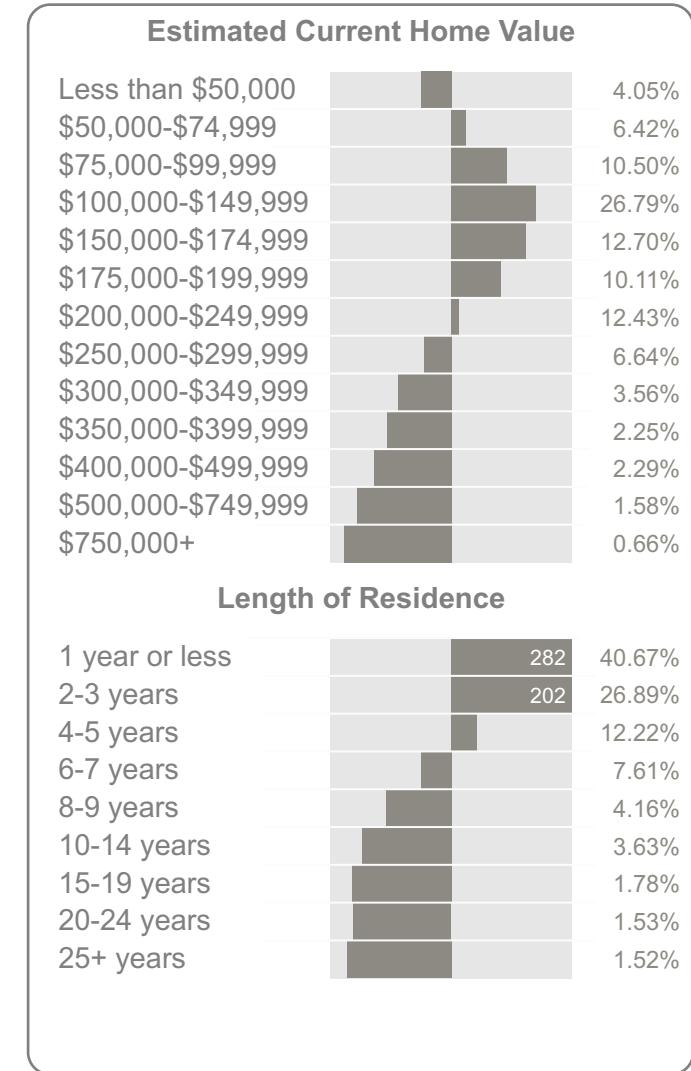
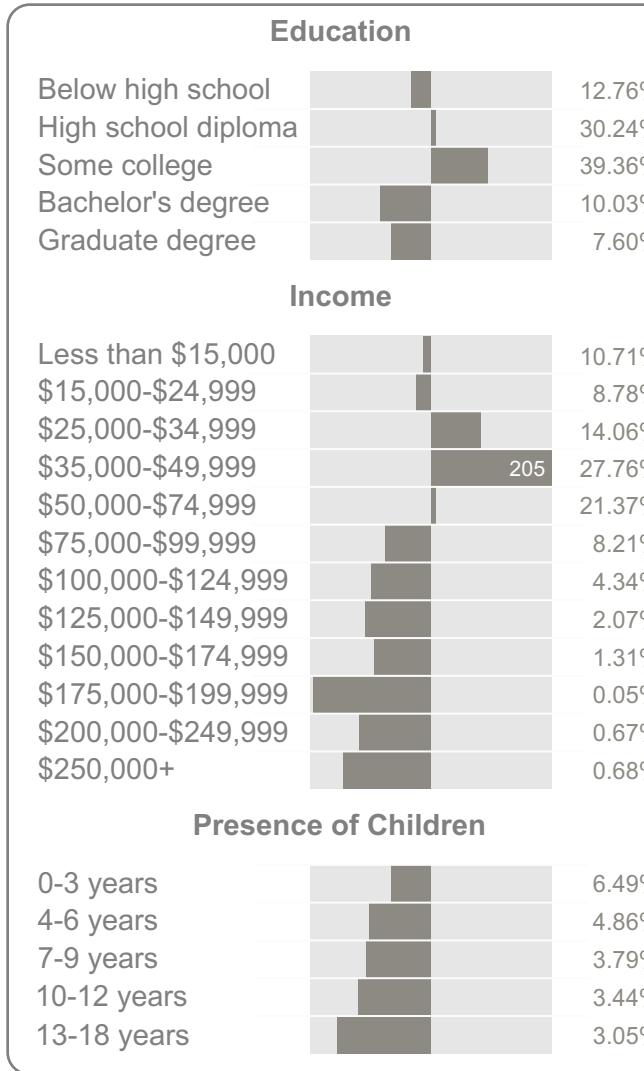
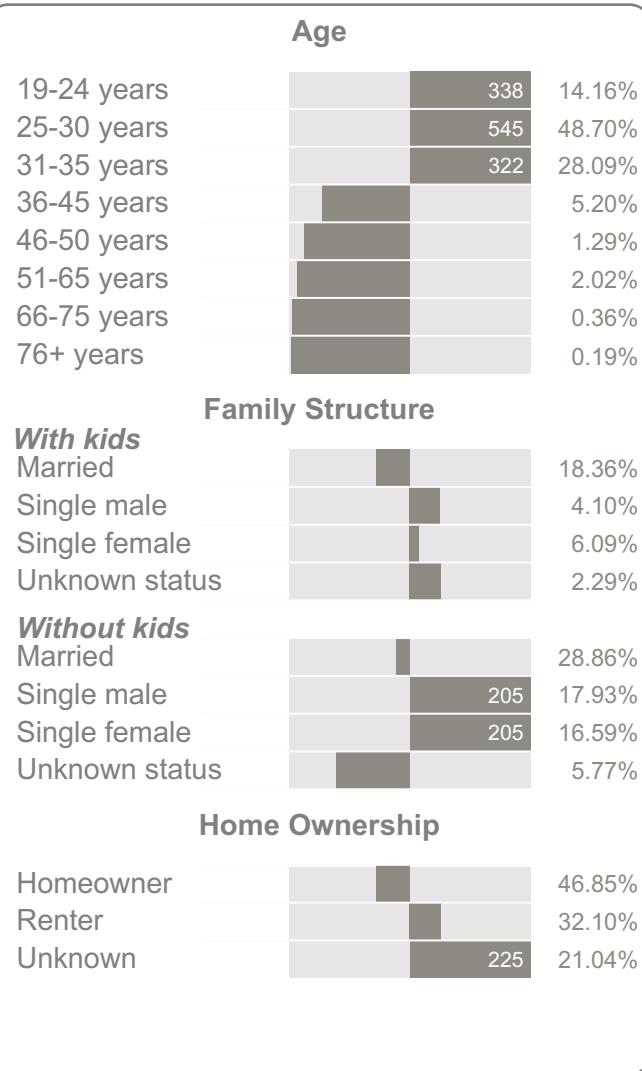
**O51**

## Digital Dependents

Mix of Generation Y and X singles who live digital-driven, urban lifestyles

Joshua & Megan

 3.27% |  2.04%



O • O50 • O51 • O52 • O53 • O54 • O55

**O52**

## Urban Ambition

Mainly Generation Y singles and single families established in mid-market cities

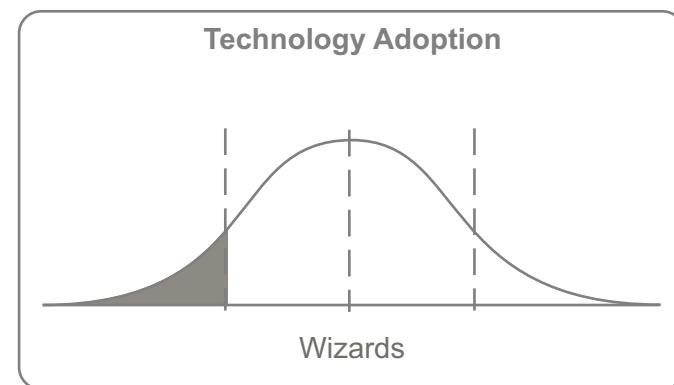
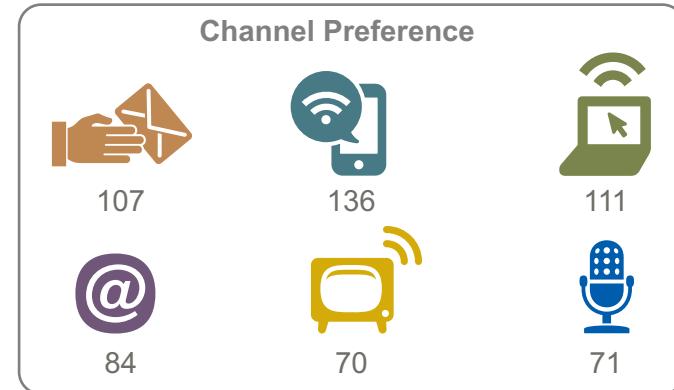
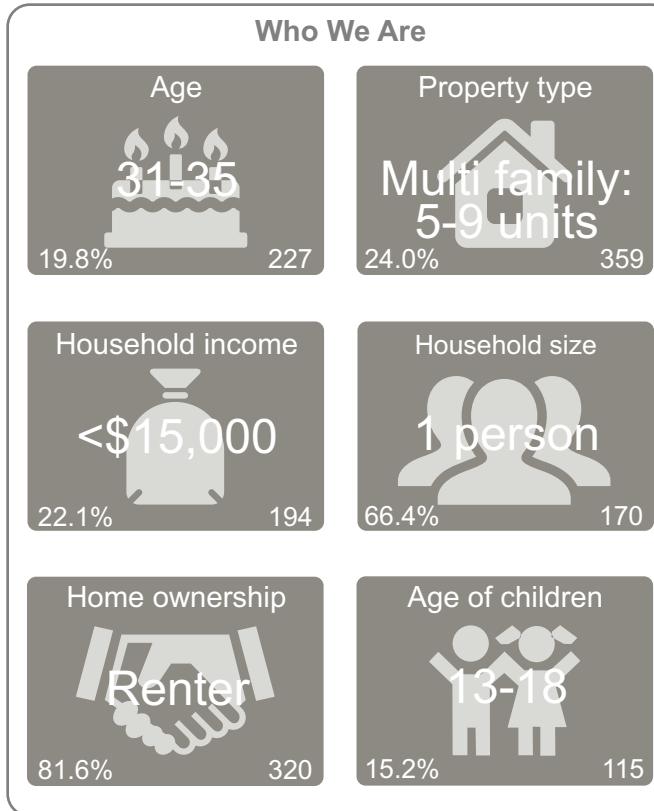
Marcus & Stephanie

House 1.23% | 0.82% Person



### Key Features

- Racially diverse
- Singles and single parents
- City apartment renters
- Music hip
- Technology adapting
- Video game entertainment



O • O50 • O51 • O52 • O53 • O54 • O55

**O52**

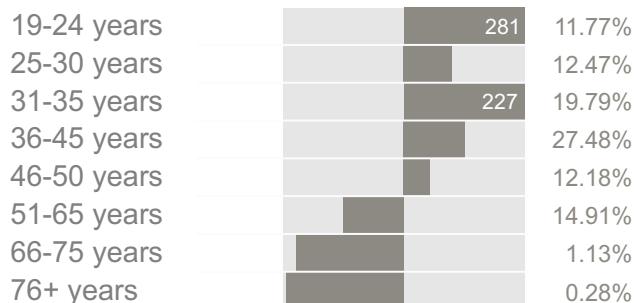
## Urban Ambition

Mainly Generation Y singles and single families established in mid-market cities

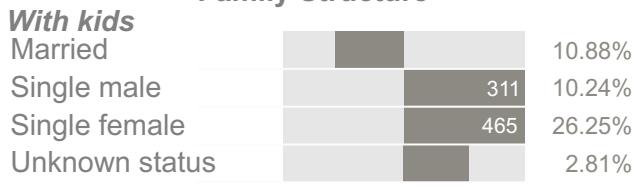
Marcus & Stephanie

 1.23% |  0.82%

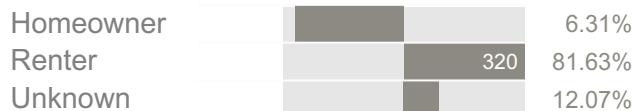
### Age



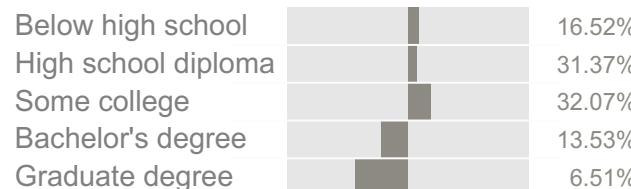
### Family Structure



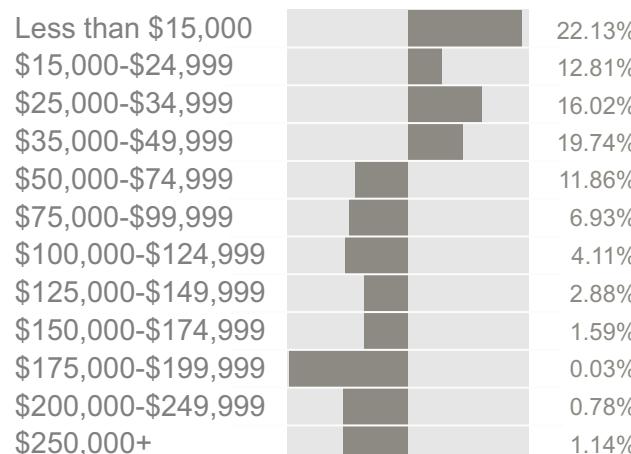
### Home Ownership



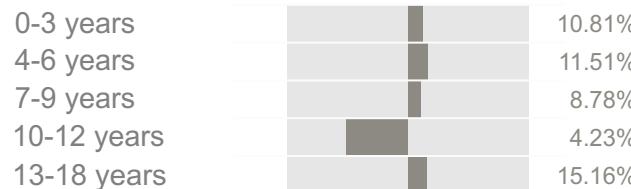
### Education



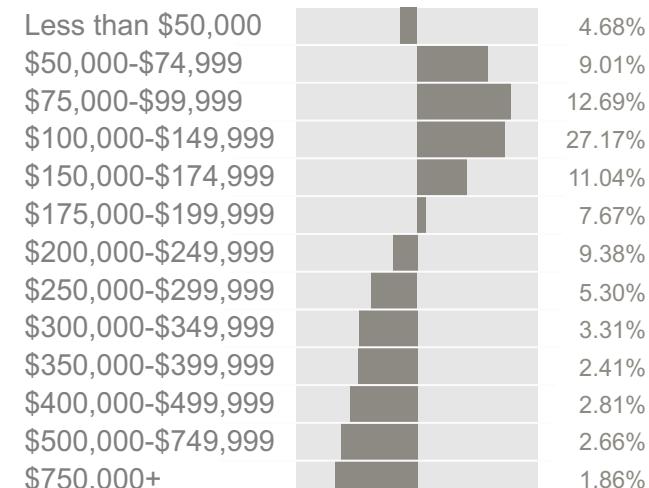
### Income



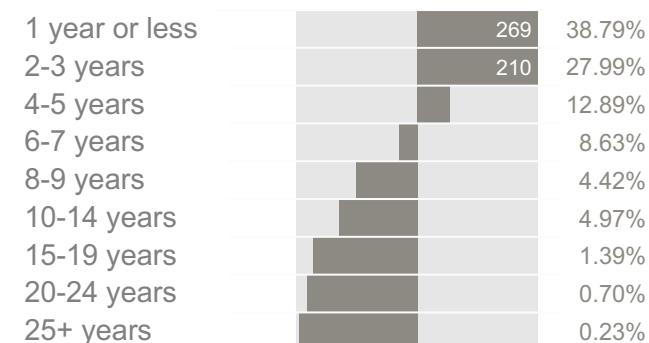
### Presence of Children



### Estimated Current Home Value



### Length of Residence



O • O50 • O51 • O52 • O53 • O54 • O55

**O53**

## Colleges and Cafes

Young singles and recent college graduates living in college communities

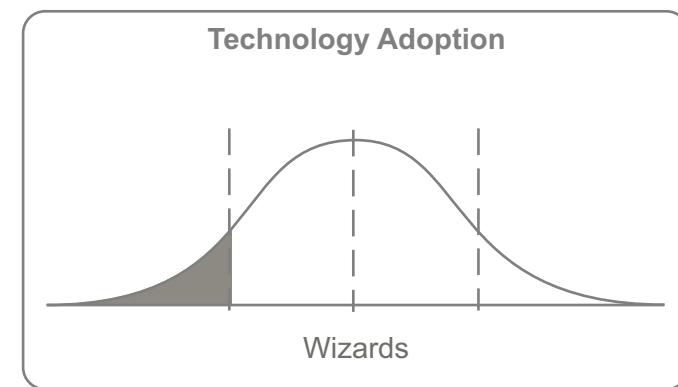
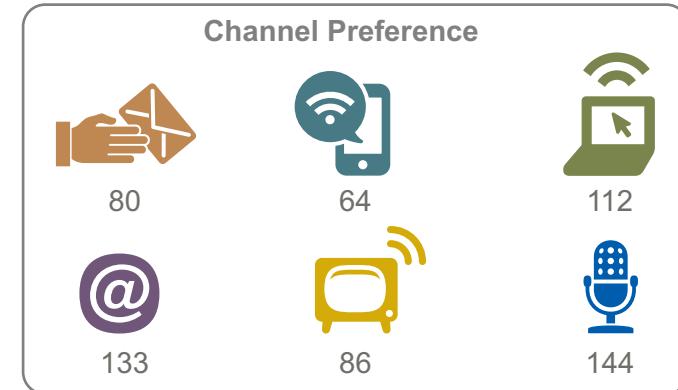
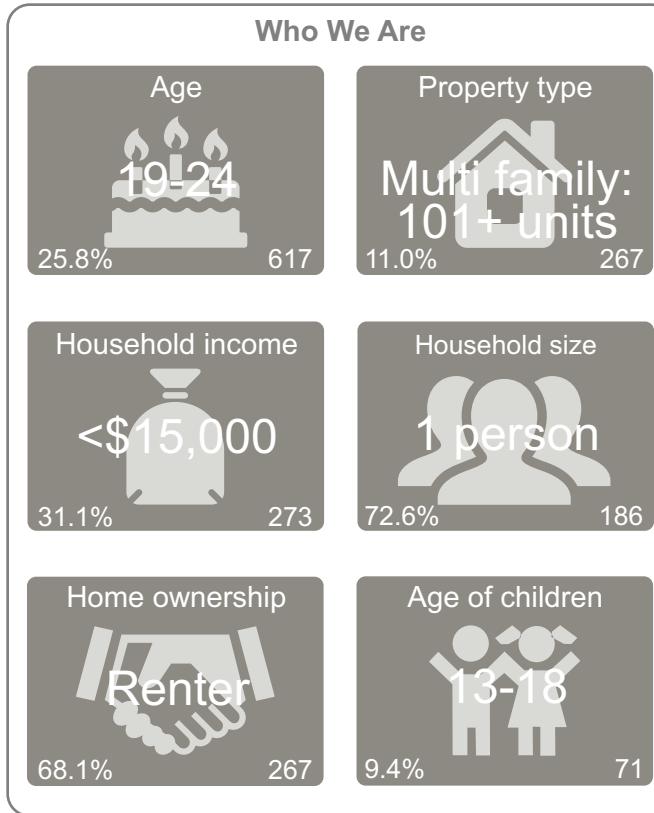
Drew & Catherine

House 0.81% | Person 0.51%



### Key Features

- University towns
- Single adults
- Risk takers
- Active lifestyles
- Politically disengaged
- Well-educated



O • O50 • O51 • O52 • O53 • O54 • O55

**O53**

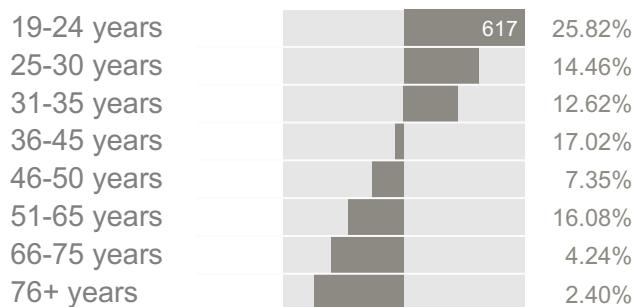
## Colleges and Cafes

Young singles and recent college graduates living in college communities

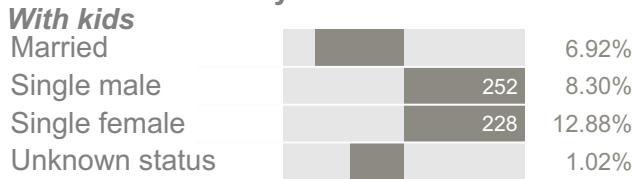
Drew & Catherine

 0.81% |  0.51%

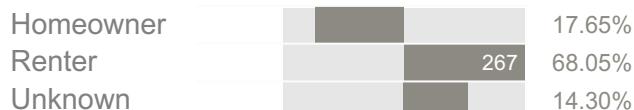
### Age



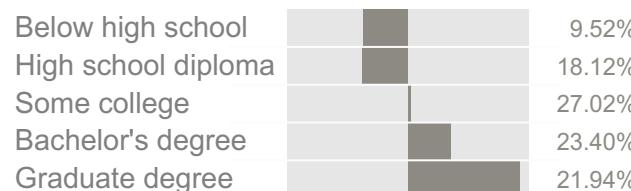
### Family Structure



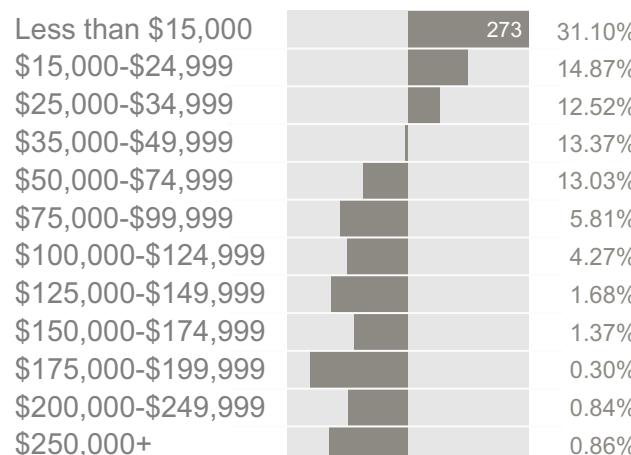
### Home Ownership



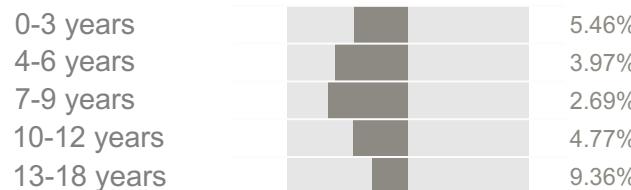
### Education



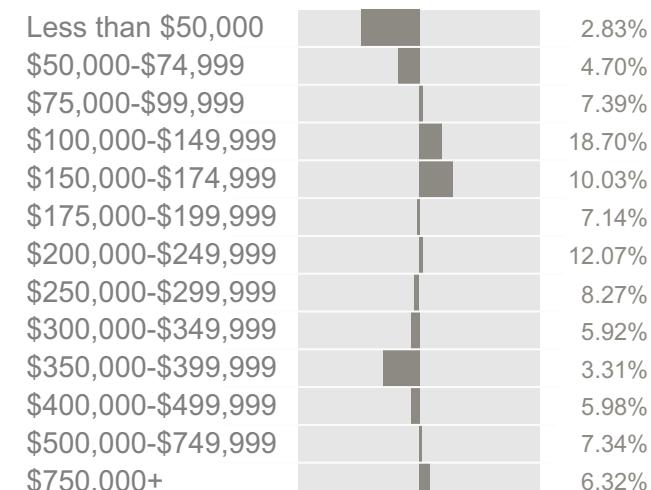
### Income



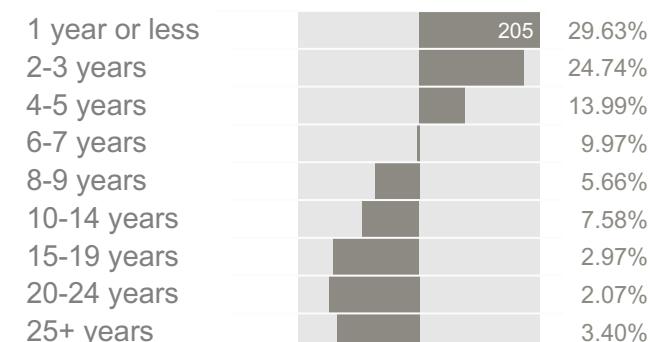
### Presence of Children



### Estimated Current Home Value



### Length of Residence



O • O50 • O51 • O52 • O53 • O54 • O55

**O54**

## Striving Single Scene

Young, singles living in Midwest and Southern city centers

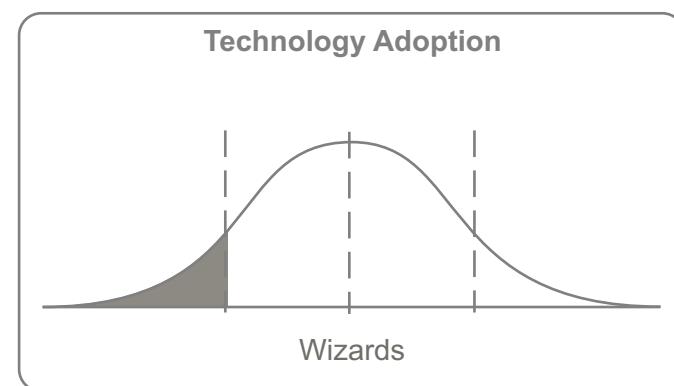
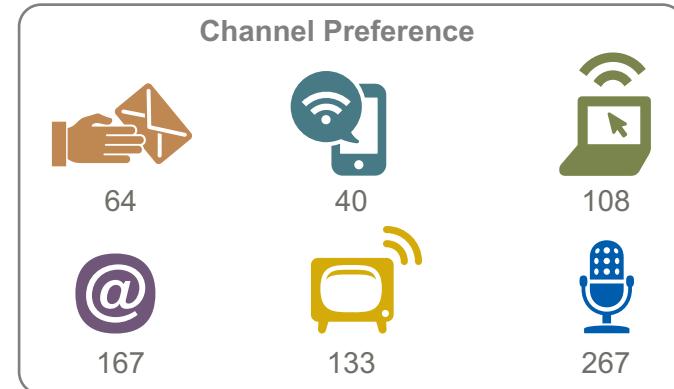
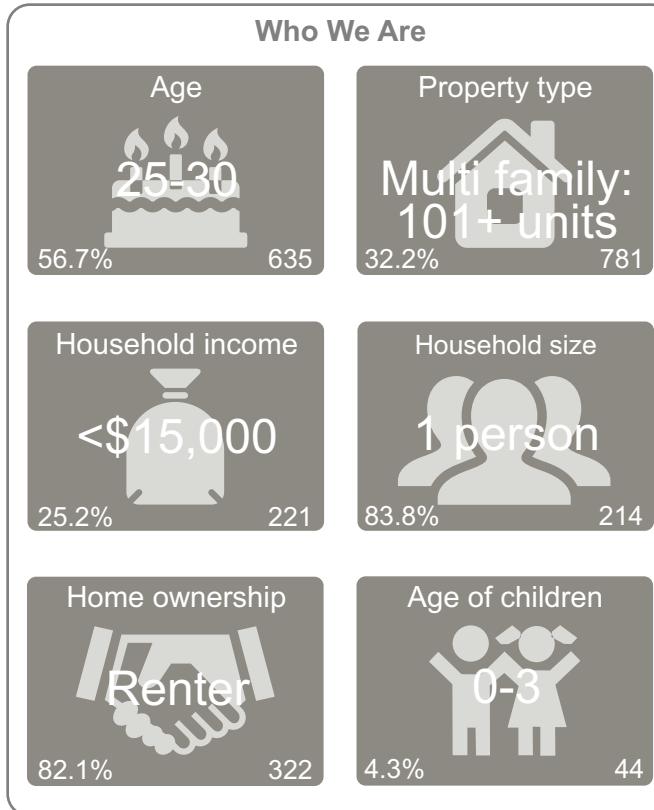
Justin & Tiffany

House 2.14% | 1.06% Person



### Key Features

- Career-driven
- Urban centric
- Digitally dependent
- Active social lives
- Gym memberships
- Music fan



O • O50 • O51 • O52 • O53 • O54 • O55

**O54**

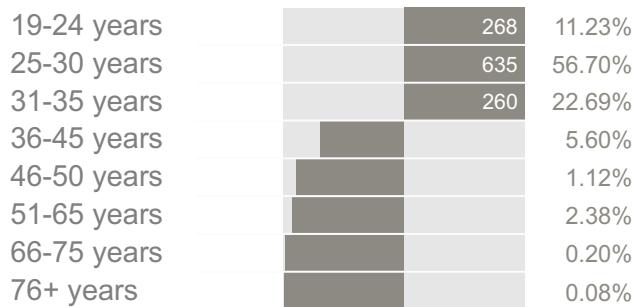
## Striving Single Scene

Young, singles living in Midwest and Southern city centers

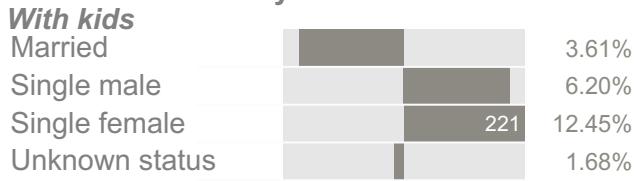
Justin & Tiffany

 2.14% |  1.06%

### Age



### Family Structure



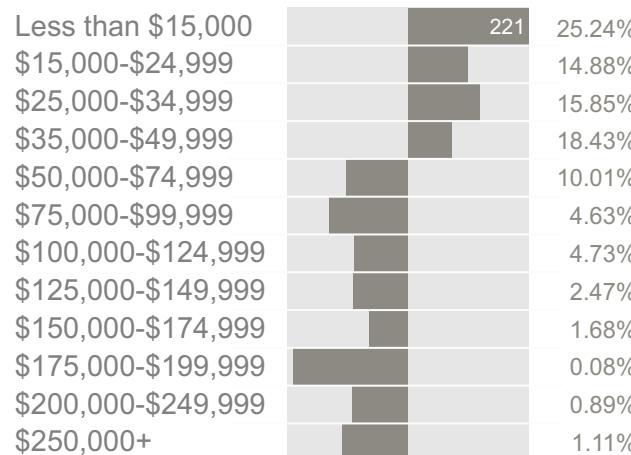
### Home Ownership



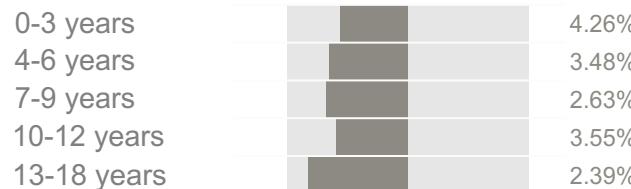
### Education



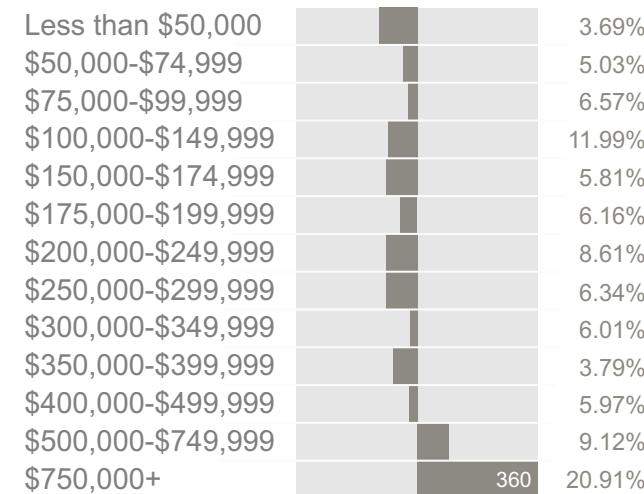
### Income



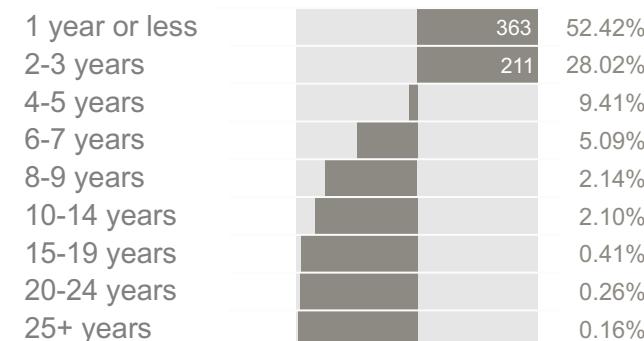
### Presence of Children



### Estimated Current Home Value



### Length of Residence



O • O50 • O51 • O52 • O53 • O54 • O55

**O55**

## Family Troopers

Families and single-parent households living near military bases

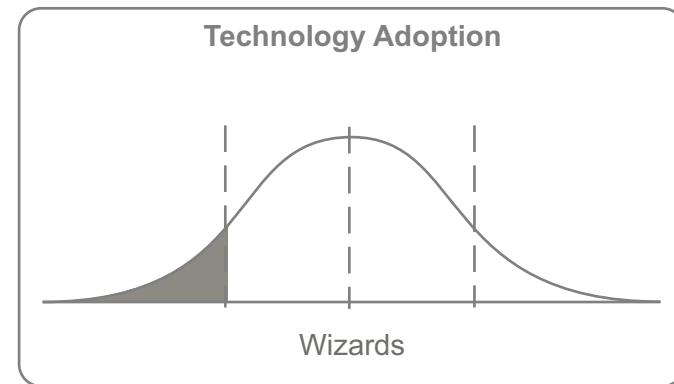
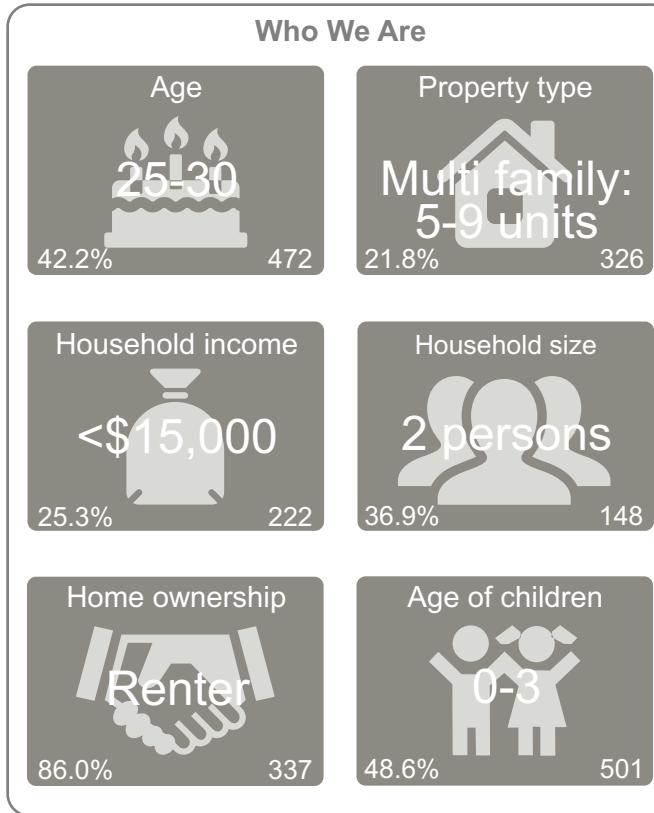
Adam & Cheryl

House 1.81% | Person 1.89%



### Key Features

- Renters
- Military base communities
- Ethnically diverse
- Children's activities
- Limited educations
- Active social lives



O • O50 • O51 • O52 • O53 • O54 • O55

**O55**

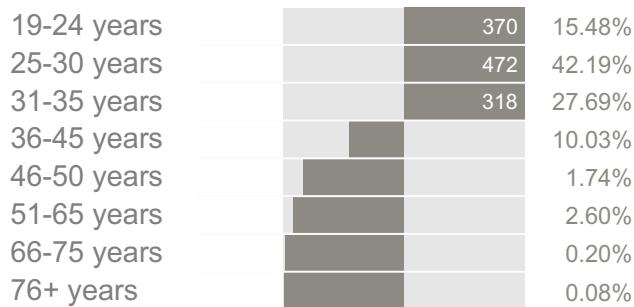
## Family Troopers

Families and single-parent households living near military bases

Adam & Cheryl

 1.81% |  1.89%

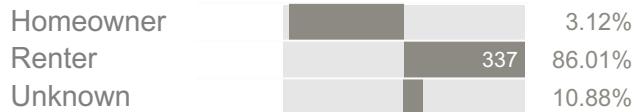
### Age



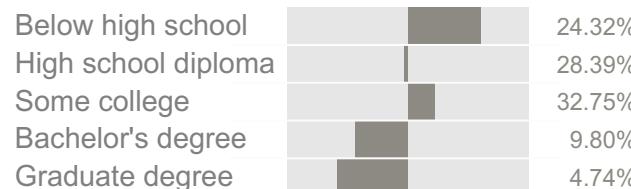
### Family Structure



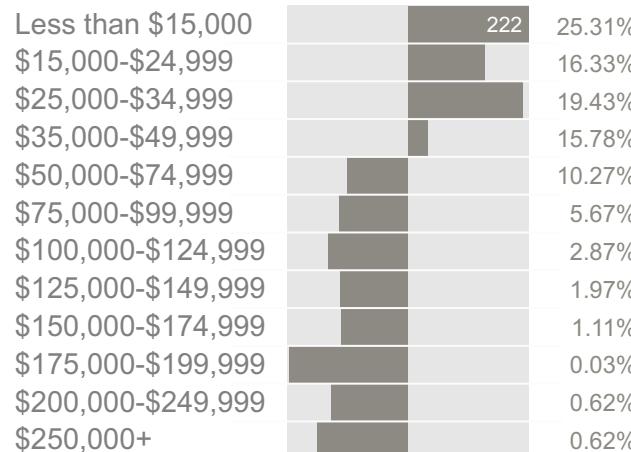
### Home Ownership



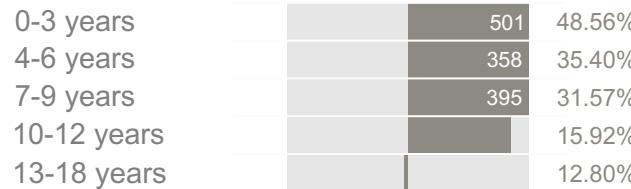
### Education



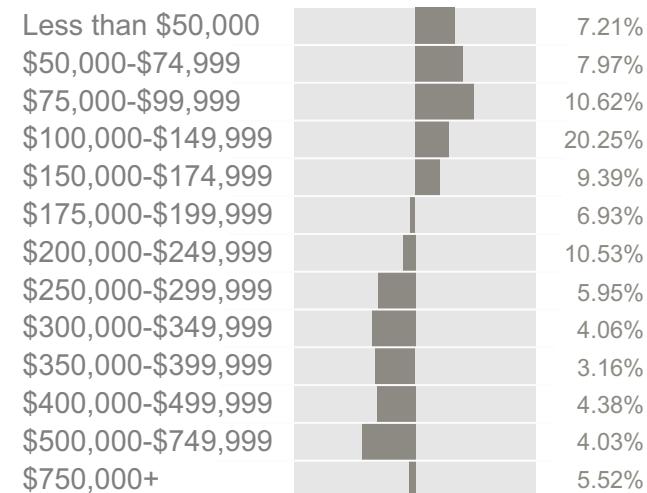
### Income



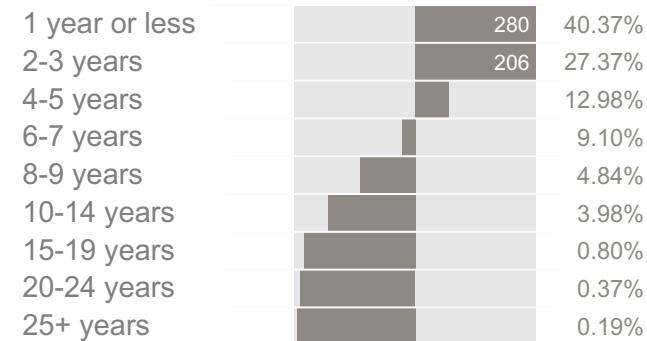
### Presence of Children



### Estimated Current Home Value



### Length of Residence



**P56**

## Mid-scale Medley

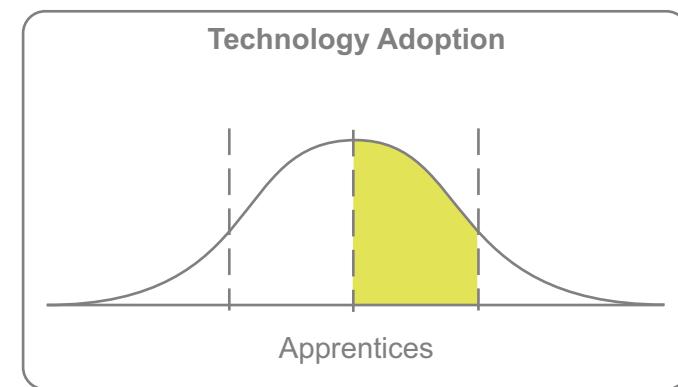
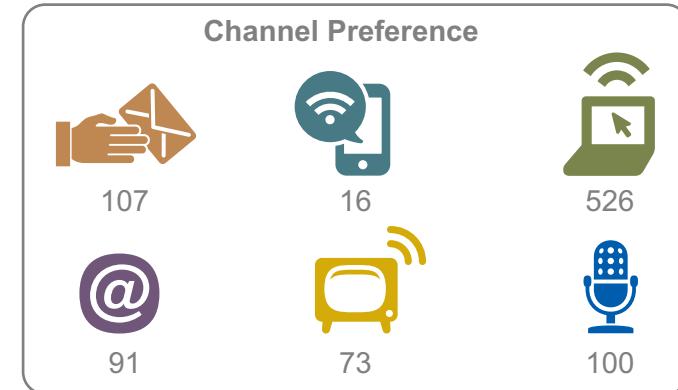
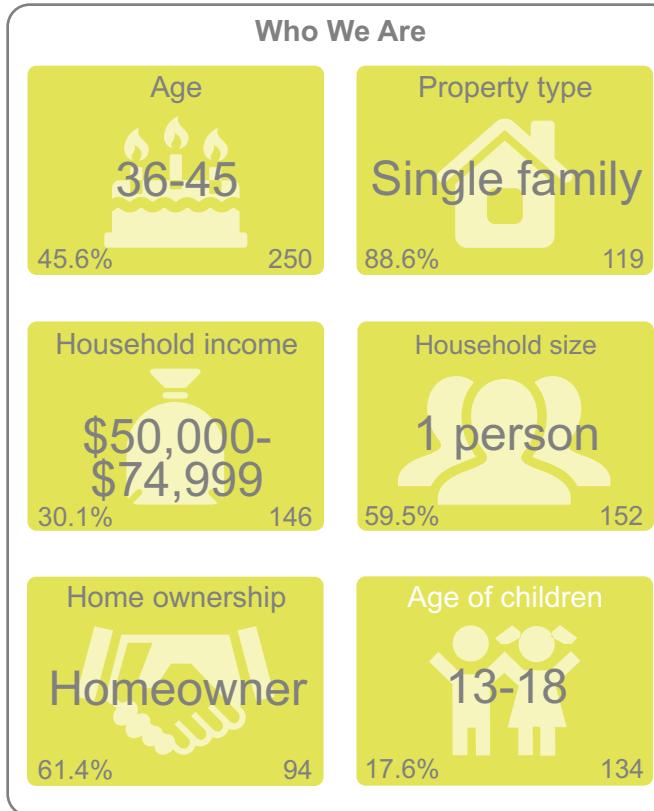
Middle-aged, mid-scale income unattached adults living in secondary cities

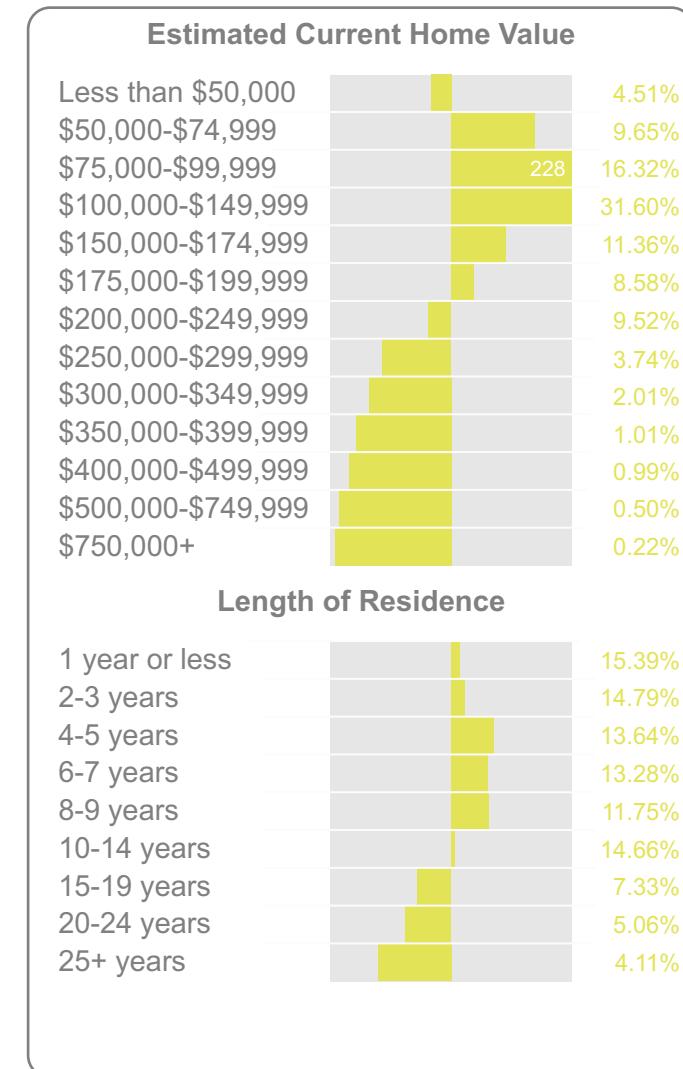
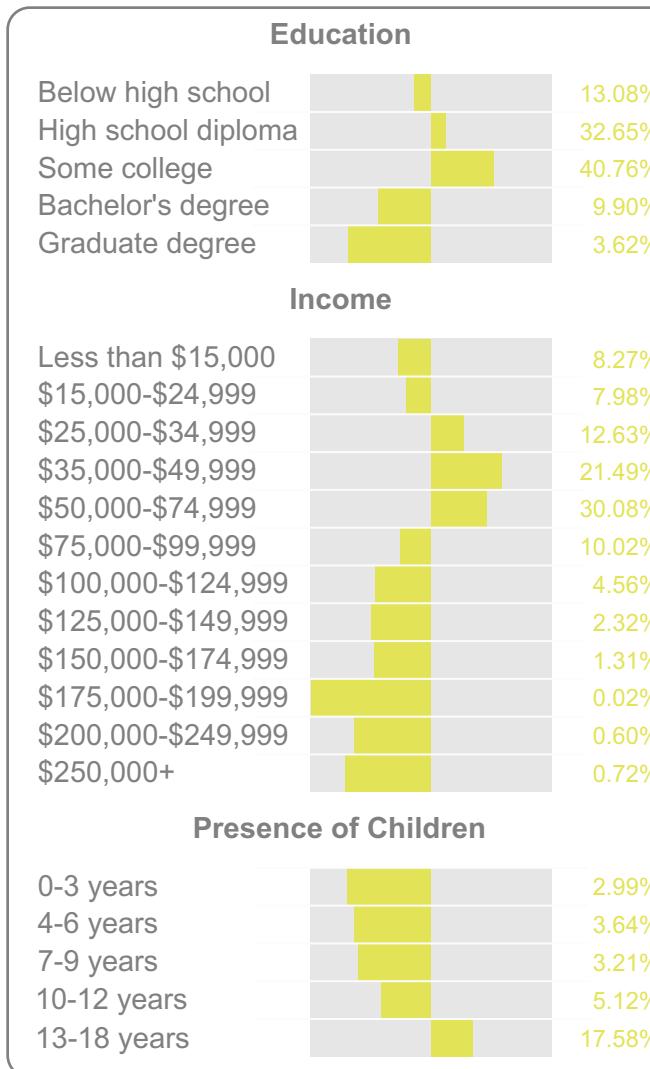
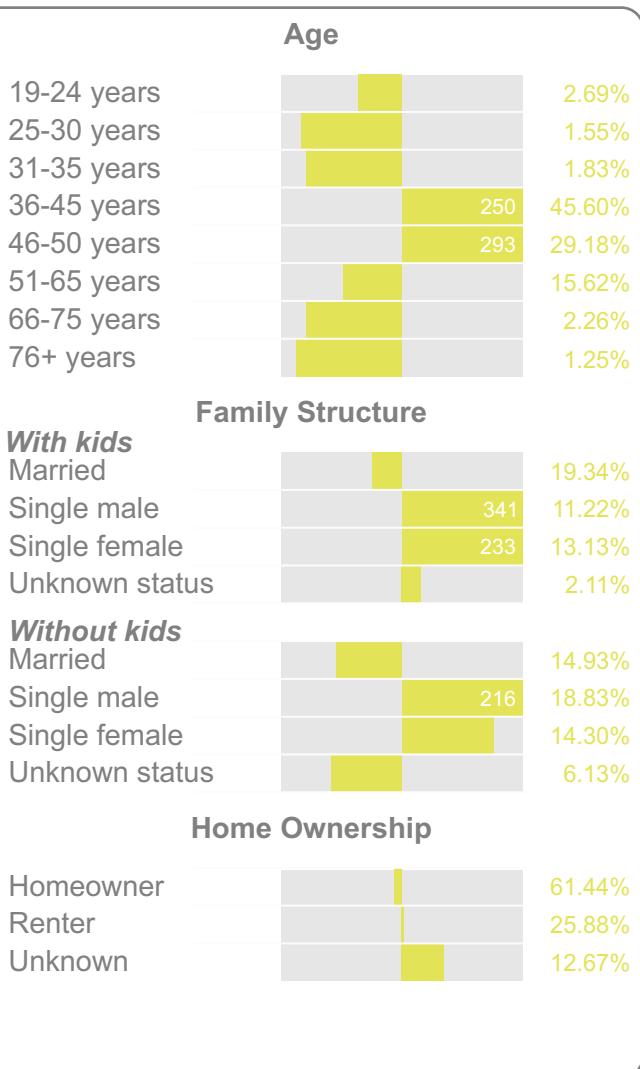
Rob &amp; Kelly

 1.10% |  0.75%


### Key Features

- Modest living
- Single adults
- Trendsetters
- Cash over credit
- Outdoor leisure
- Family abroad





**P57**

## Modest Metro Means

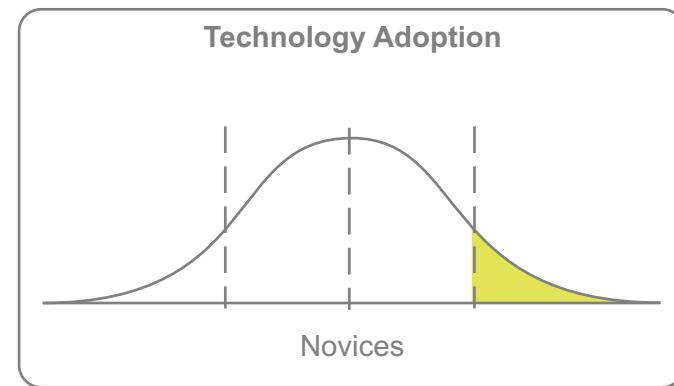
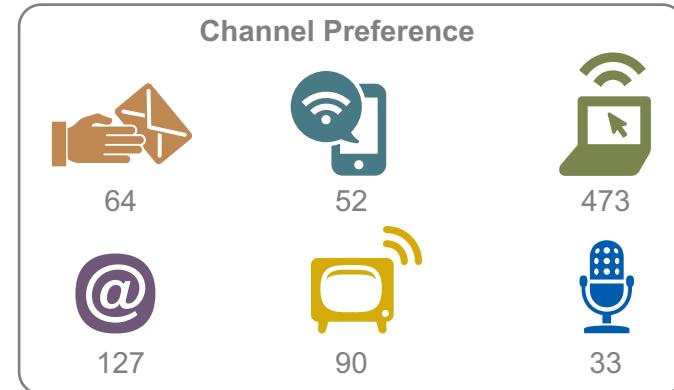
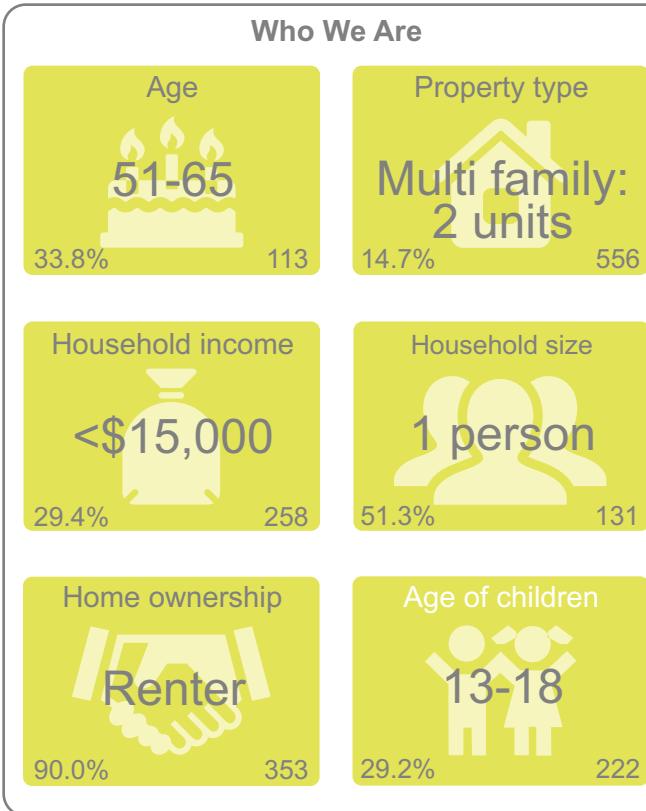
Mid-scale singles established in inner-city communities

Tyrone &amp; Juanita

 0.82% |  0.70%


### Key Features

- Public transportation
- Ethnically diverse
- Single parents
- Rental housing
- TV watchers
- Opportunity seekers



**P57**

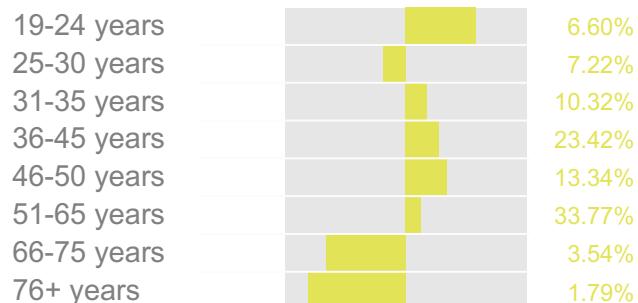
## Modest Metro Means

Mid-scale singles established in inner-city communities

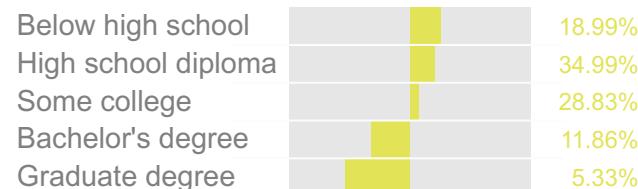
Tyrone &amp; Juanita

 0.82% |  0.70%

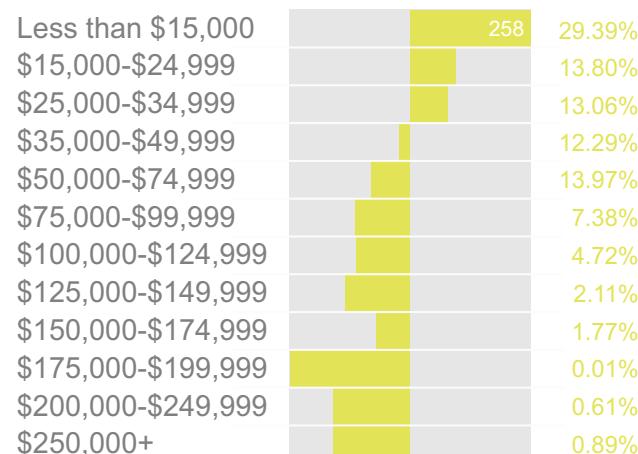
### Age



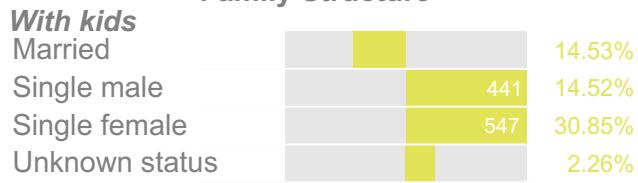
### Education



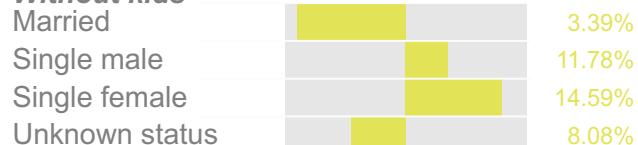
### Income



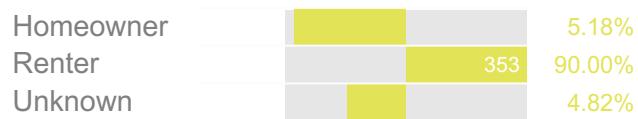
### Family Structure



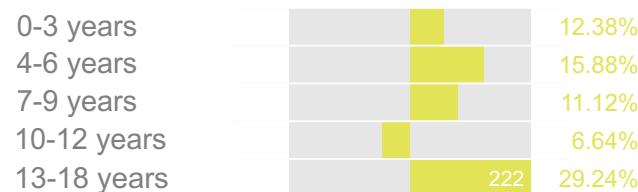
### Without kids



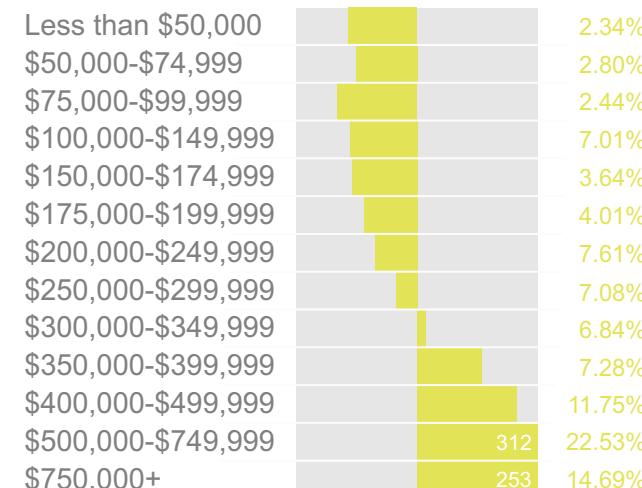
### Home Ownership



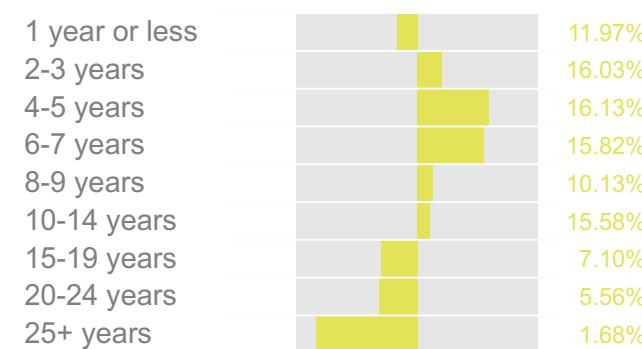
### Presence of Children



### Estimated Current Home Value



### Length of Residence



**P58**

## Heritage Heights

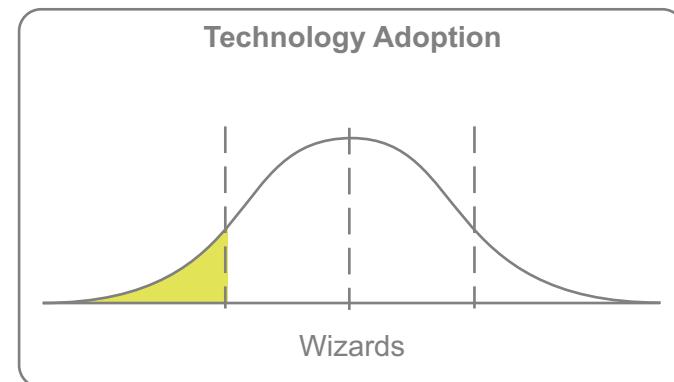
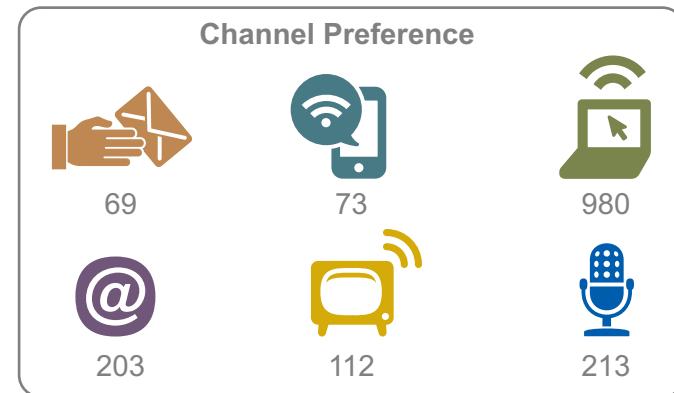
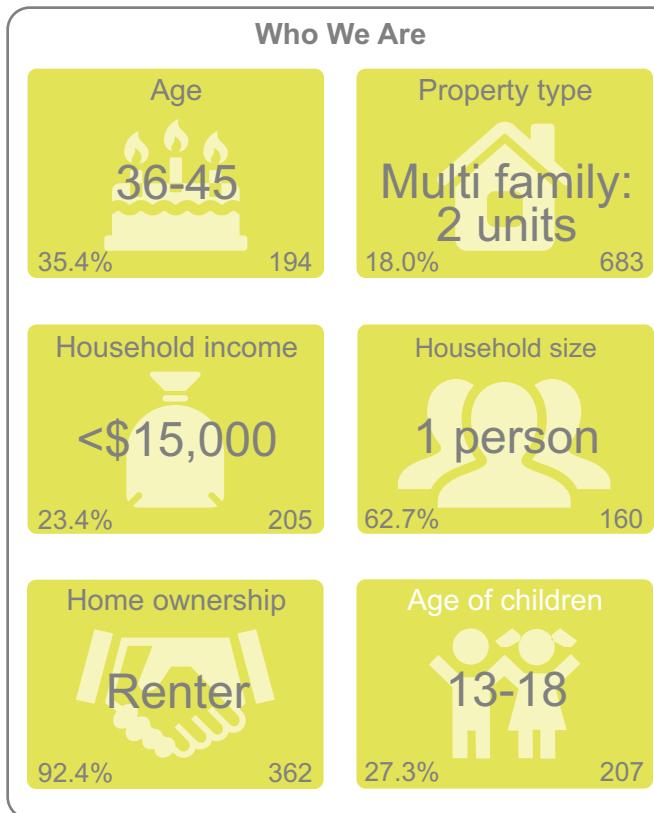
Singles and families with mid and low incomes living settled lives in urban apartments

Luis &amp; Isabel

 0.58% |  0.42%


### Key Features

- Ethnically eclectic
- Fashion forward
- Bilingual
- Single parents
- Artistically inclined
- Appearances matter



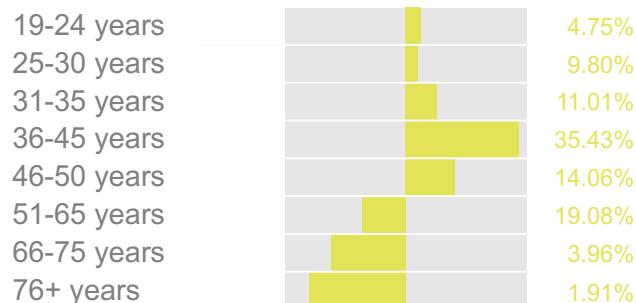
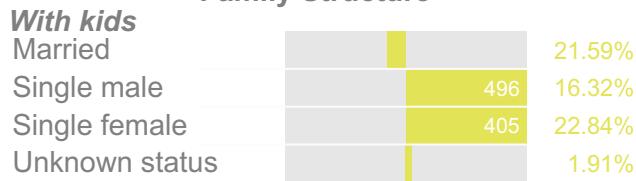
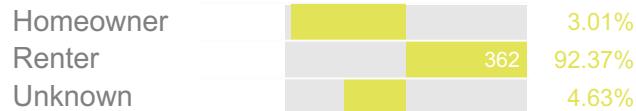
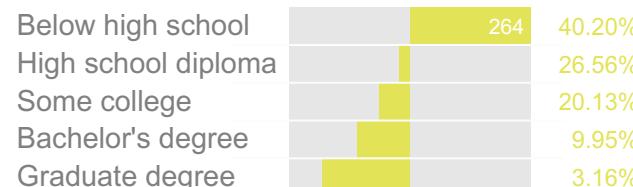
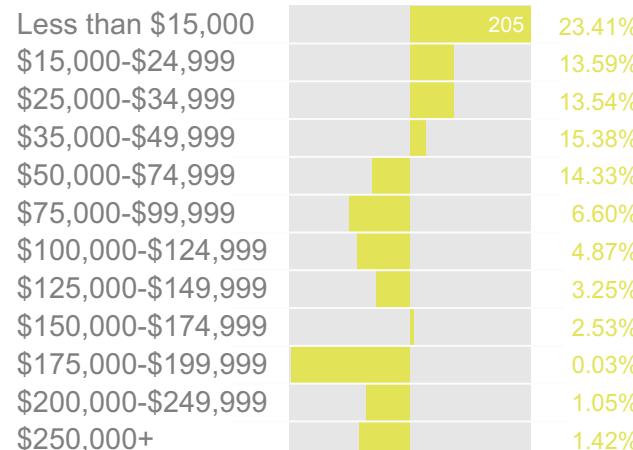
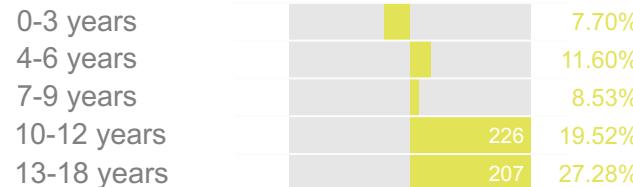
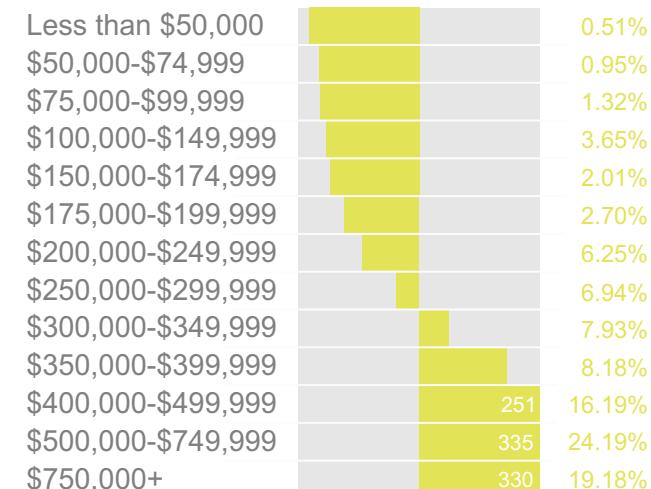
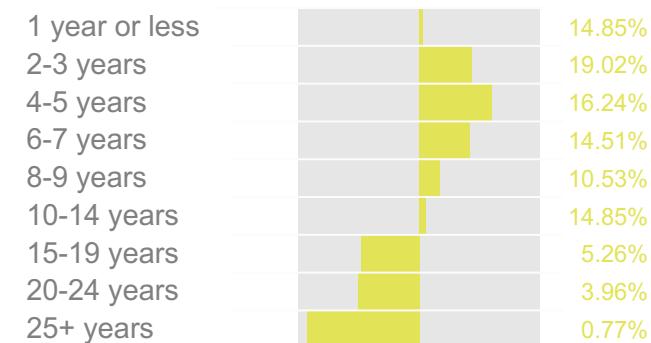
**P58**

## Heritage Heights

Singles and families with mid and low incomes living settled lives in urban apartments

Luis &amp; Isabel

 0.58% |  0.42%

**Age**

**Family Structure**

**Home Ownership**

**Education**

**Income**

**Presence of Children**

**Estimated Current Home Value**

**Length of Residence**


**P59**

## Expanding Horizons

Middle-aged, mid-scale income families living mainly within US border cities

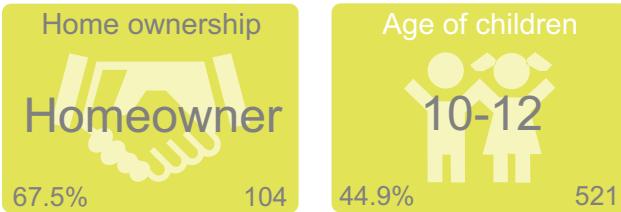
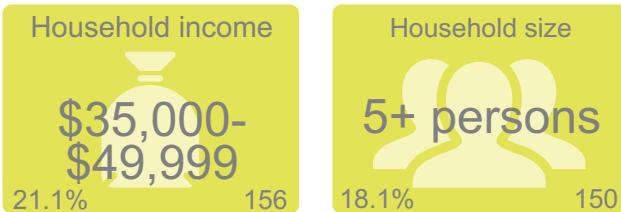
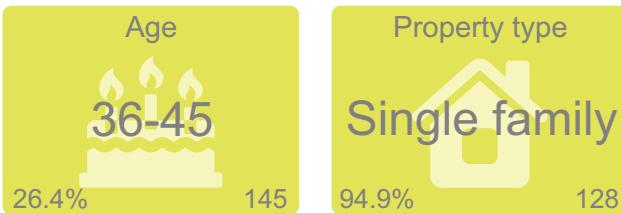
Jesus &amp; Leticia

 1.22% |  1.41%


### Key Features

- Blue-collar jobs
- Bilingual
- Style-conscious
- Budget constraints
- Preteens and teens
- Team sports

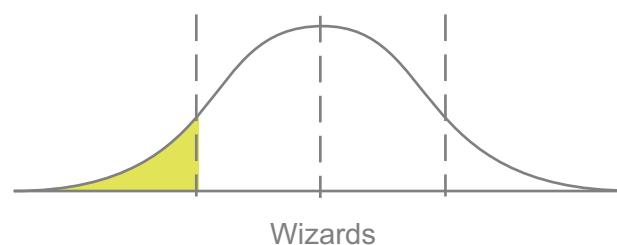
### Who We Are



### Channel Preference



### Technology Adoption



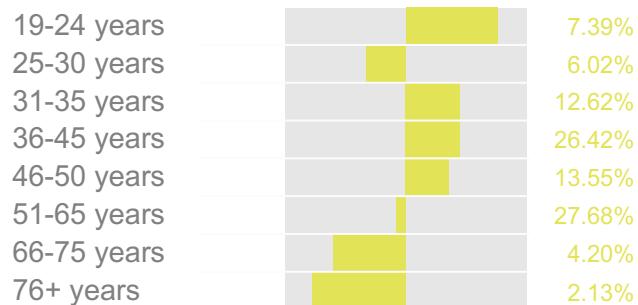
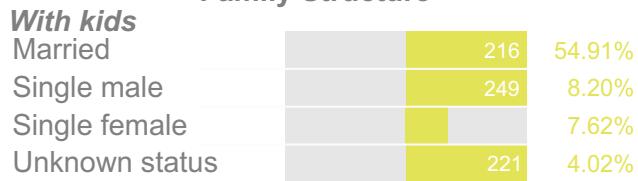
**P59**

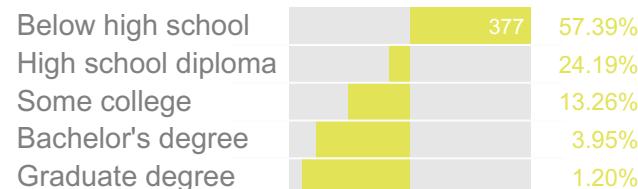
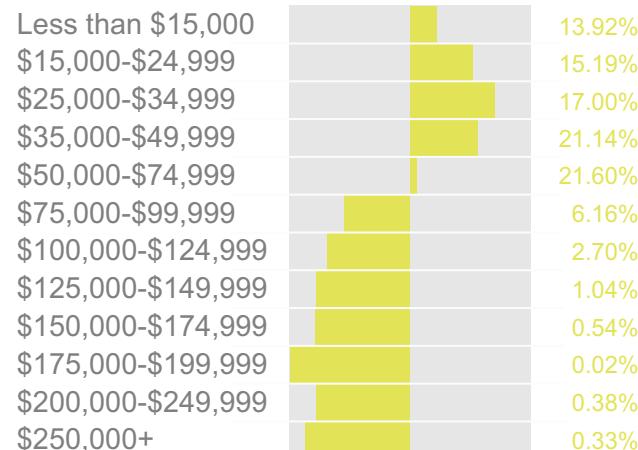
## Expanding Horizons

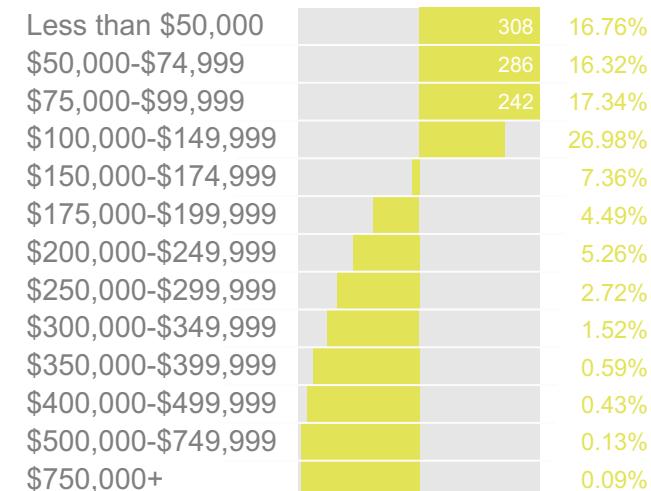
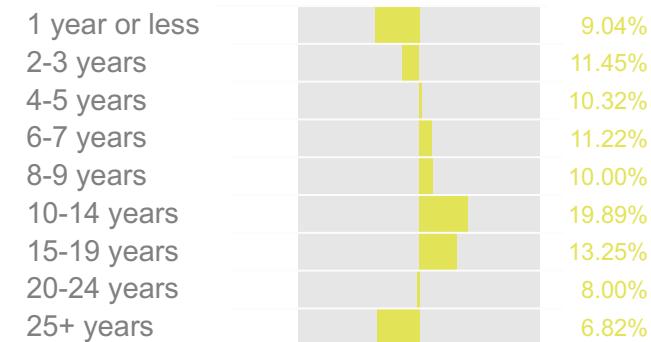
Middle-aged, mid-scale income families living mainly within US border cities

Jesus &amp; Leticia

 1.22% |  1.41%

**Age**

**Family Structure**

**Home Ownership**

**Education**

**Income**

**Presence of Children**

**Estimated Current Home Value**

**Length of Residence**


**P60**

## Striving Forward

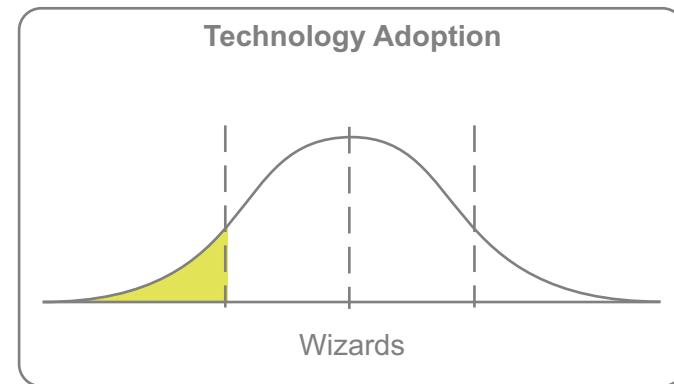
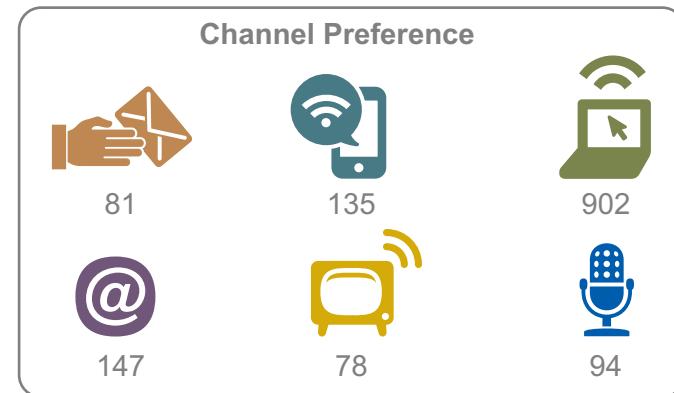
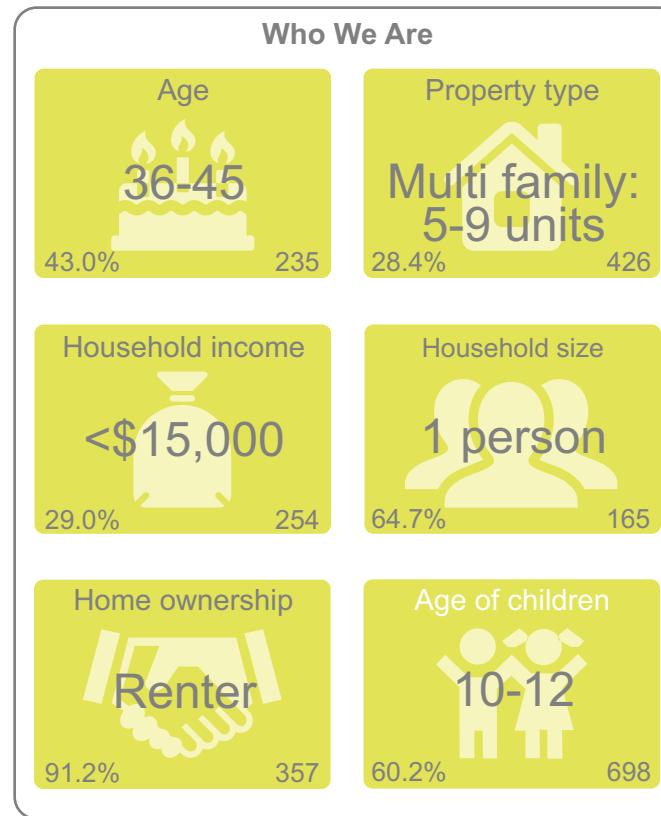
Mid-scale families and single parents in gateway communities

Jorge &amp; Sonia

 0.94% |  0.64%


### Key Features

- Multi-ethnic
- Ambitious
- Single parents
- Family activities
- Active athletes
- Fashionable



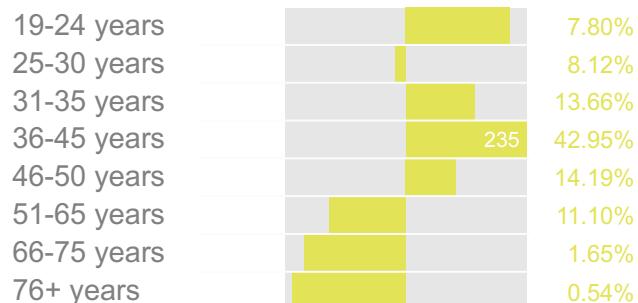
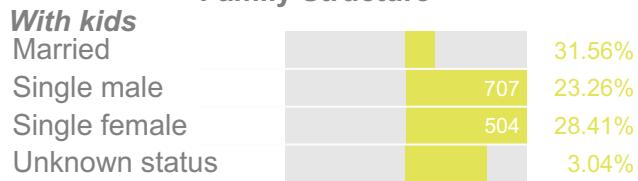
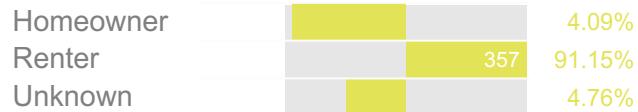
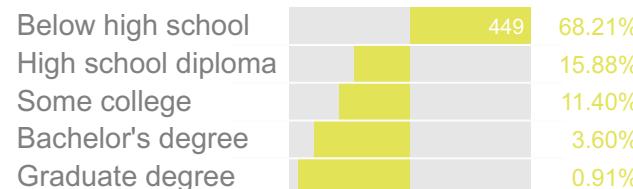
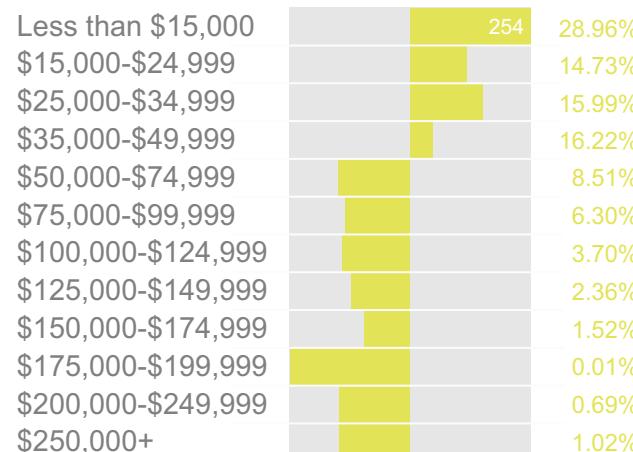
**P60**

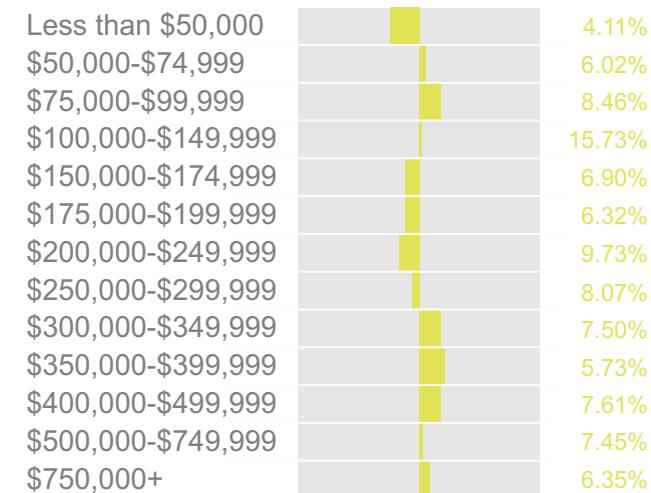
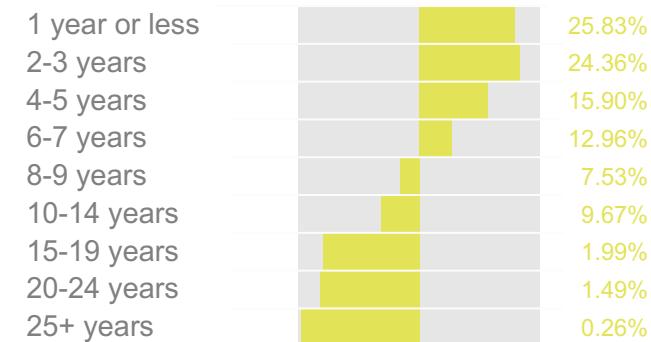
## Striving Forward

Mid-scale families and single parents in gateway communities

Jorge &amp; Sonia

 0.94% |  0.64%

**Age**

**Family Structure**

**Home Ownership**

**Education**

**Income**

**Presence of Children**

**Estimated Current Home Value**

**Length of Residence**


**P61**

## Humble Beginnings

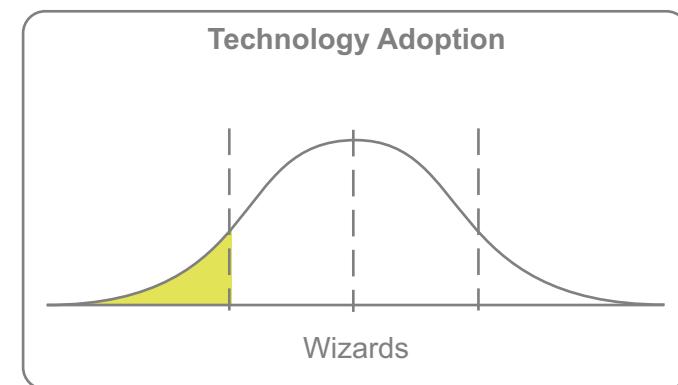
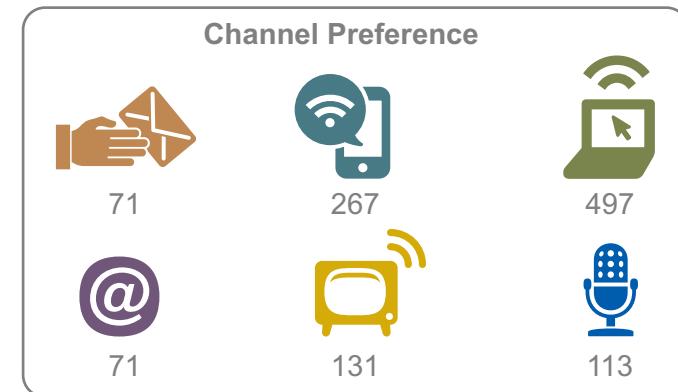
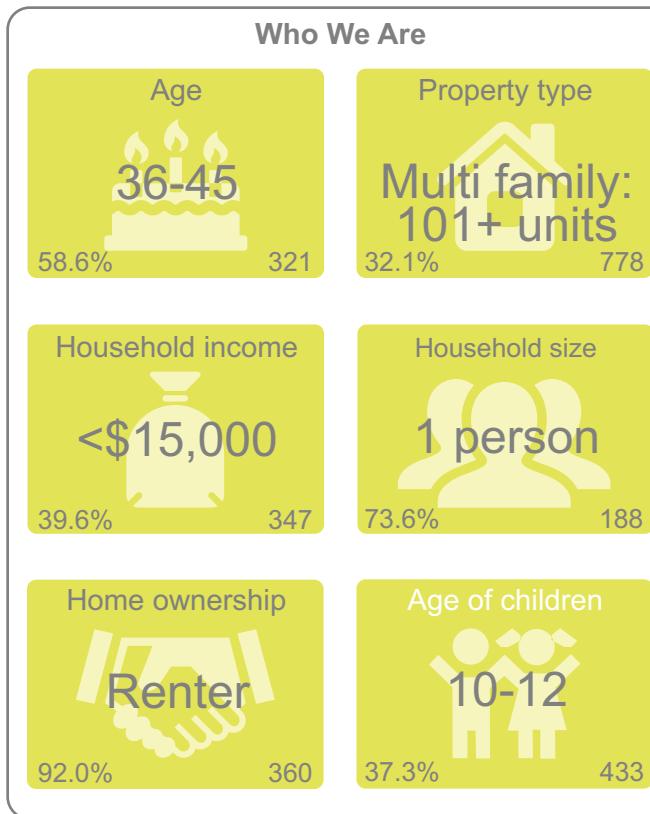
Multi-cultural singles and single-parent households with mid-scale incomes in city apartments

Francisco &amp; Adriana

 0.52% |  0.31%


### Key Features

- Rental housing
- Single parents
- Bilingual
- Driven to impress
- Family abroad
- Style on a budget



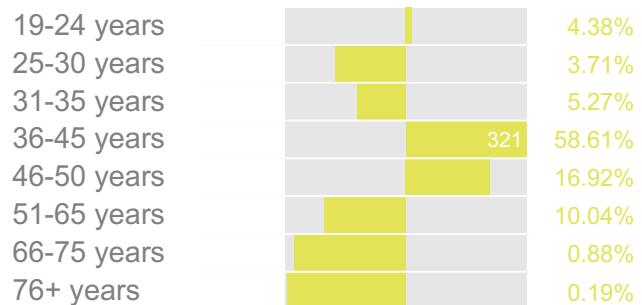
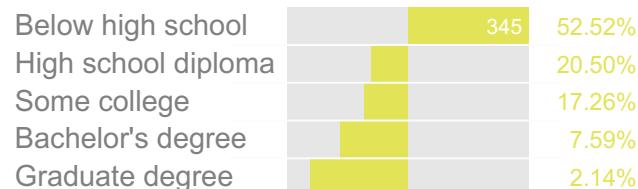
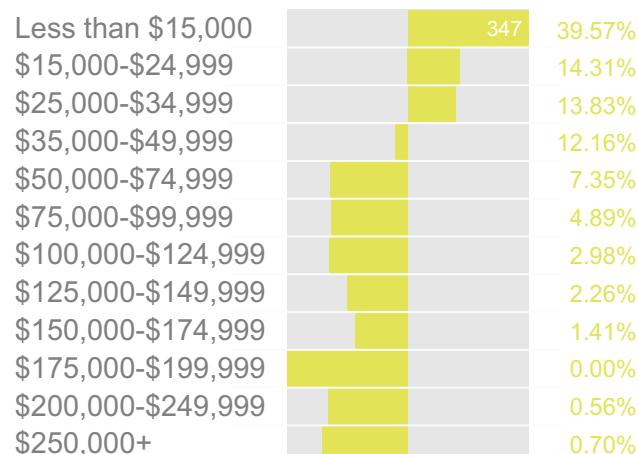
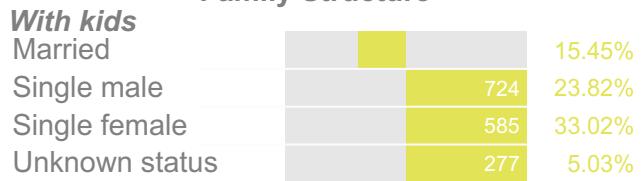
**P61**

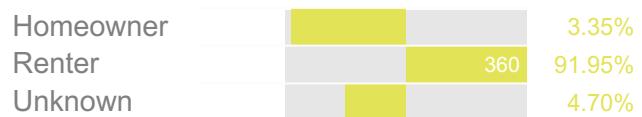
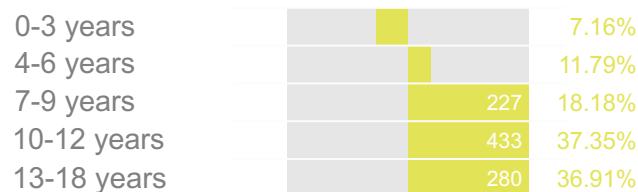
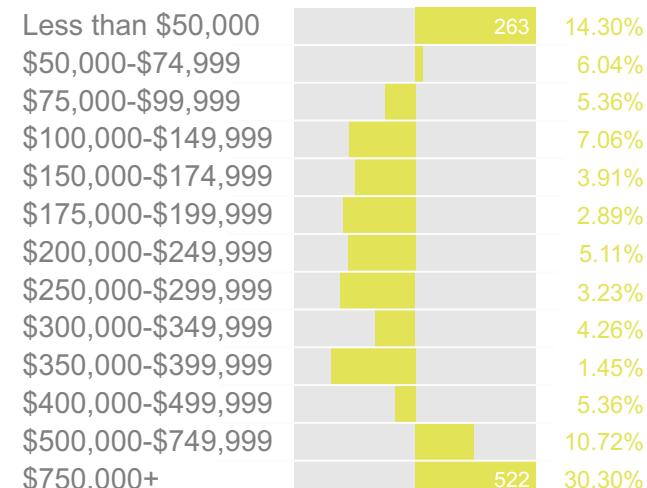
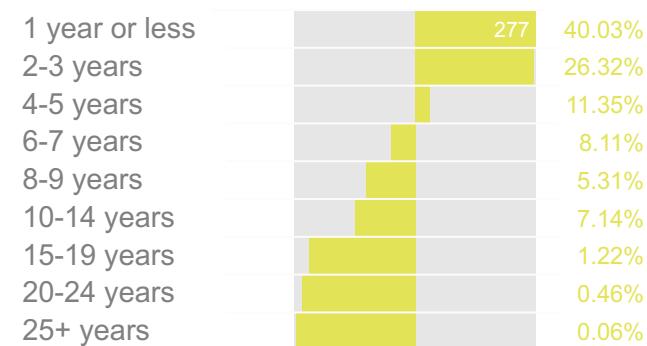
## Humble Beginnings

Multi-cultural singles and single-parent households with mid-scale incomes in city apartments

Francisco &amp; Adriana

 0.52% |  0.31%

**Age**

**Education**

**Income**

**Family Structure**

**Without kids**

**Home Ownership**

**Presence of Children**

**Estimated Current Home Value**

**Length of Residence**


Q • Q62 • Q63 • Q64 • Q65

**Q62**

## Reaping Rewards

Relaxed, retired couples and widowed individuals in suburban homes living quiet lives

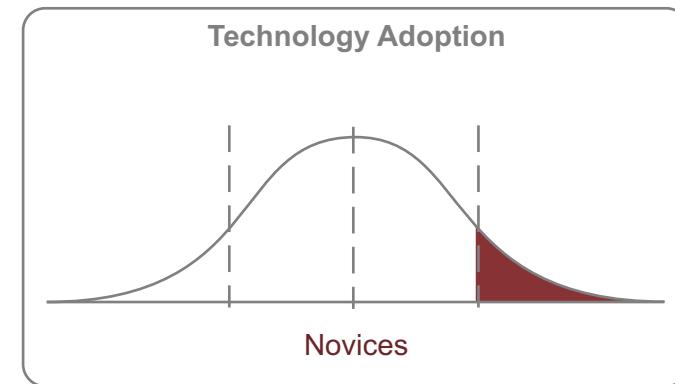
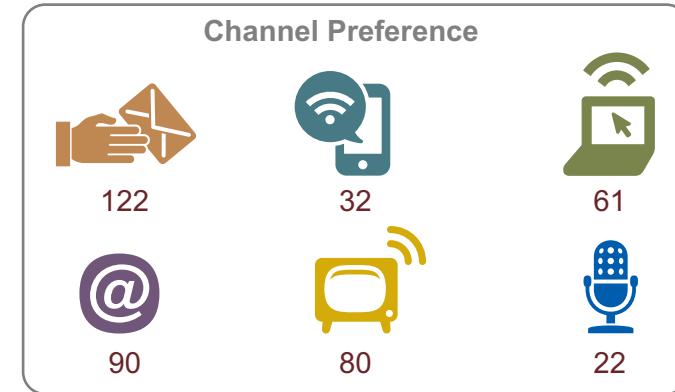
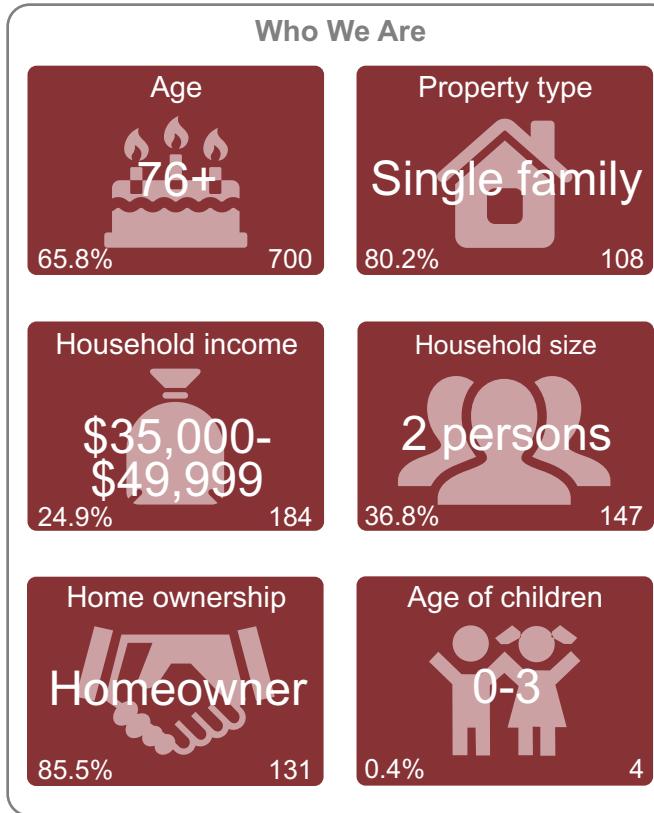
Ray & Shirley

House 1.81% | 1.34% Person



### Key Features

- Retirees
- Established credit
- Cruise vacations
- Brand loyal
- Daytime entertainment
- Republican supporter



Q • Q62 • Q63 • Q64 • Q65

**Q62**

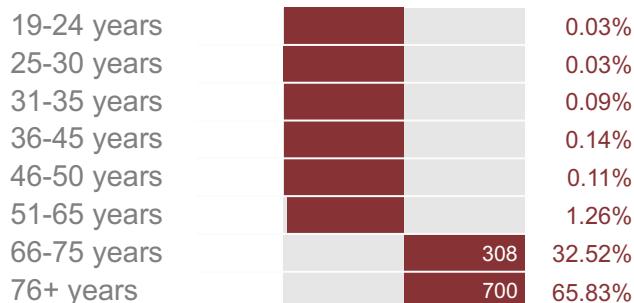
## Reaping Rewards

Relaxed, retired couples and widowed individuals in suburban homes living quiet lives

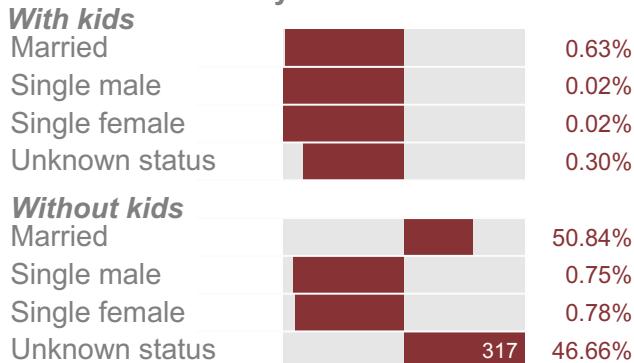
Ray & Shirley

House 1.81% | Person 1.34%

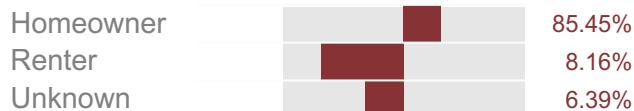
### Age



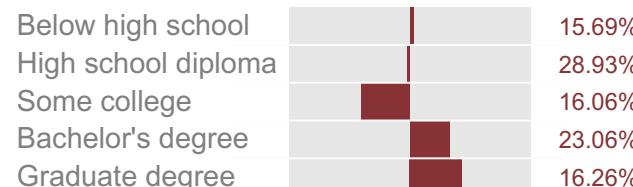
### Family Structure



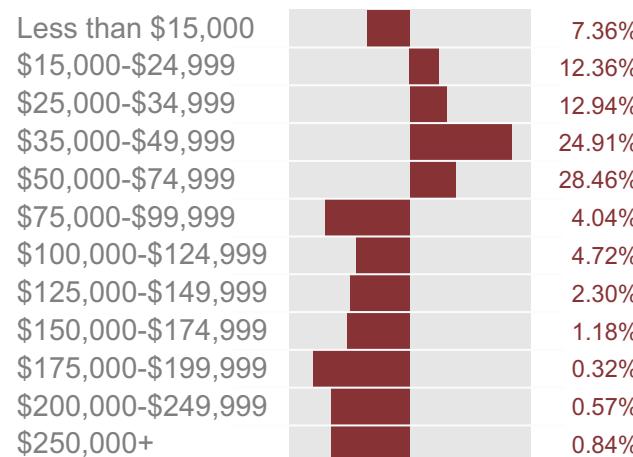
### Home Ownership



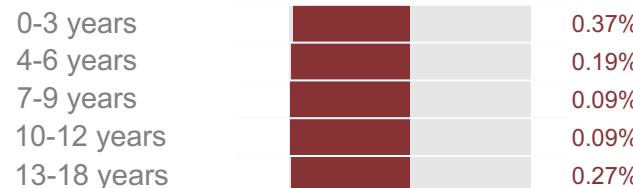
### Education



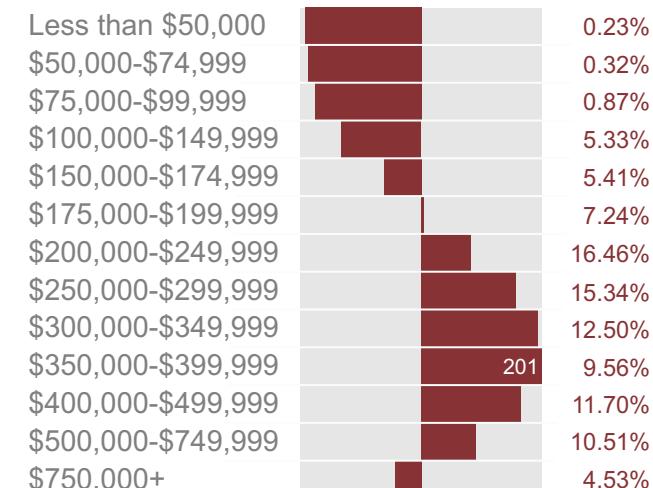
### Income



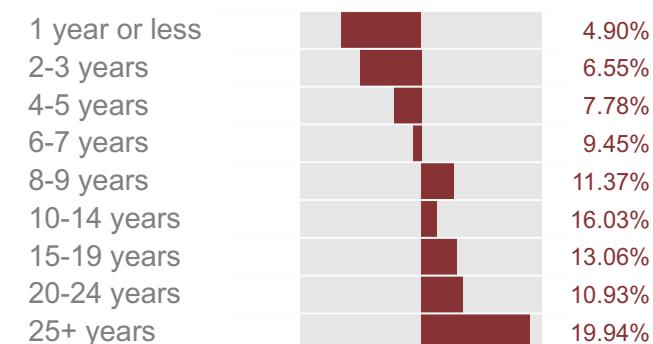
### Presence of Children



### Estimated Current Home Value



### Length of Residence



Q • Q62 • Q63 • Q64 • Q65

**Q63**

## Footloose and Family Free

Elderly couples and widowed individuals living active and comfortable lifestyles

Ralph & Marilyn

Home 0.49% | 0.36% Person



### Key Features

- Retirees
- Epicurean
- Healthy living
- Active social lives
- Well-invested
- Financially secure

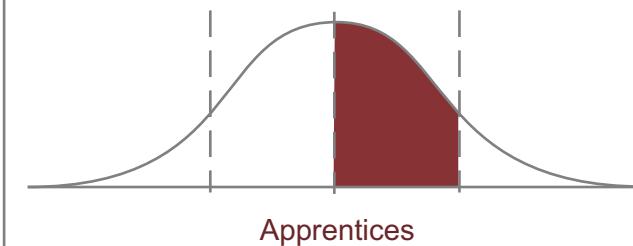
### Who We Are



### Channel Preference



### Technology Adoption



Q • Q62 • Q63 • Q64 • Q65

**Q63**

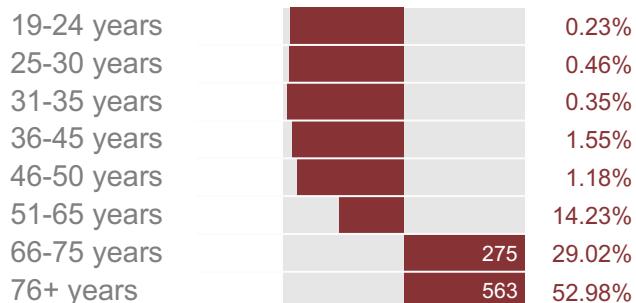
## Footloose and Family Free

Elderly couples and widowed individuals living active and comfortable lifestyles

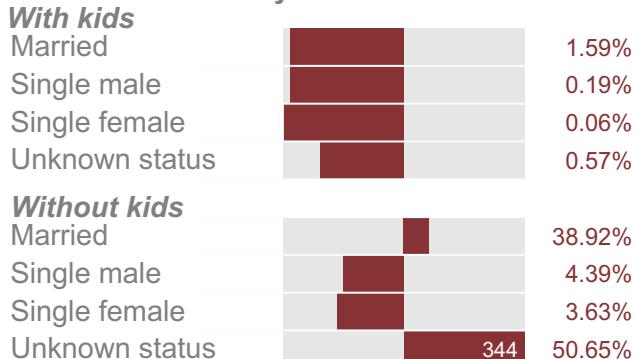
Ralph & Marilyn

 0.49% |  0.36%

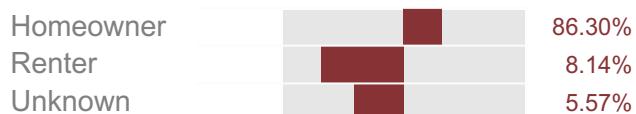
### Age



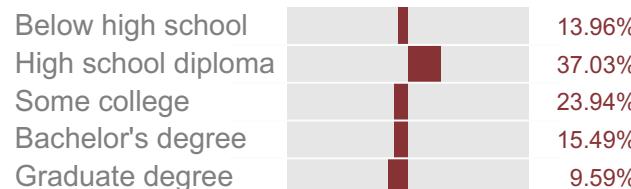
### Family Structure



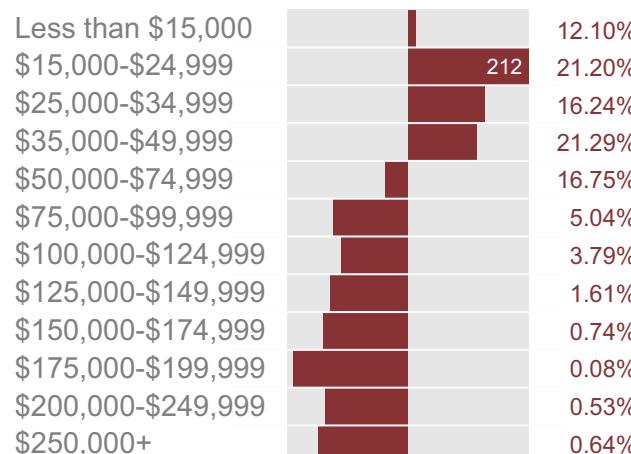
### Home Ownership



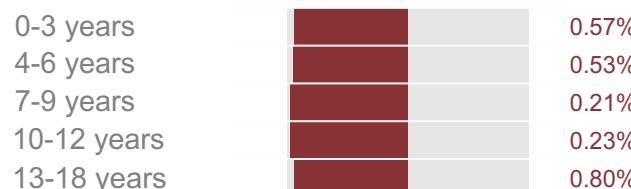
### Education



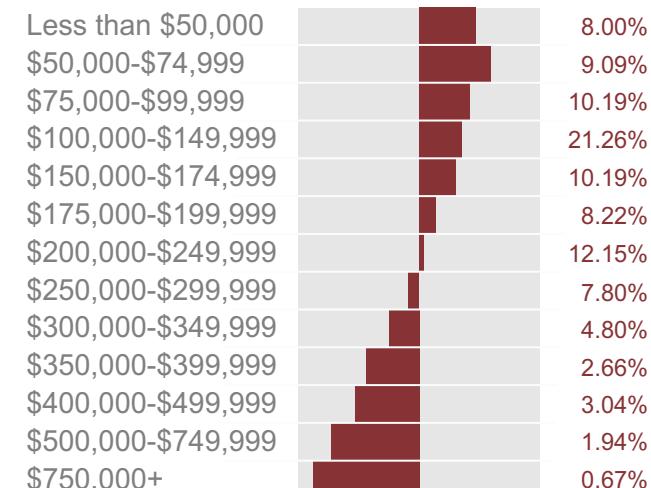
### Income



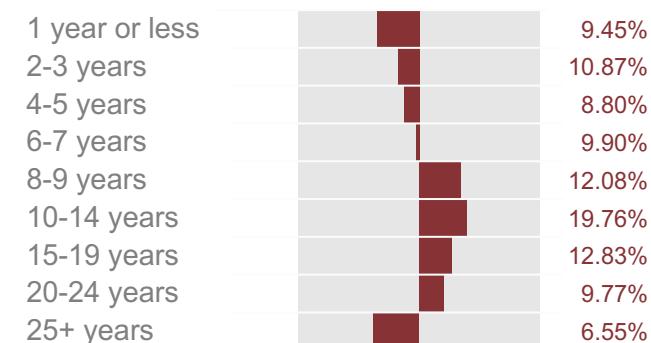
### Presence of Children



### Estimated Current Home Value



### Length of Residence



Q • Q62 • Q63 • Q64 • Q65

**Q64**

## Town Elders

Stable, minimalist seniors living in older residences and leading sedentary lifestyles

Jack & Martha

House 4.65% | 3.42% Person



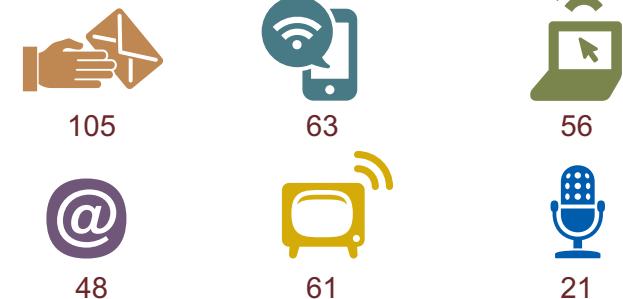
### Key Features

- Spiritual
- Rural lifestyle
- Seniors
- Home-centered activities
- Health-related purchases
- Cautious money managers

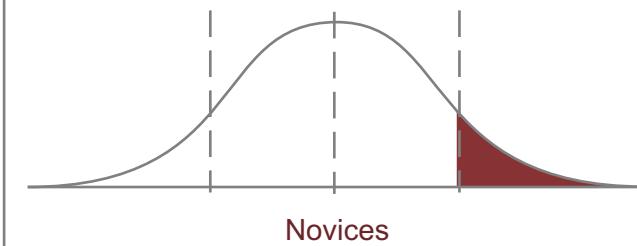
### Who We Are



### Channel Preference



### Technology Adoption



Q • Q62 • Q63 • Q64 • Q65

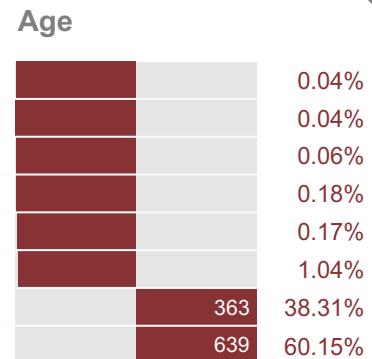
**Q64**

## Town Elders

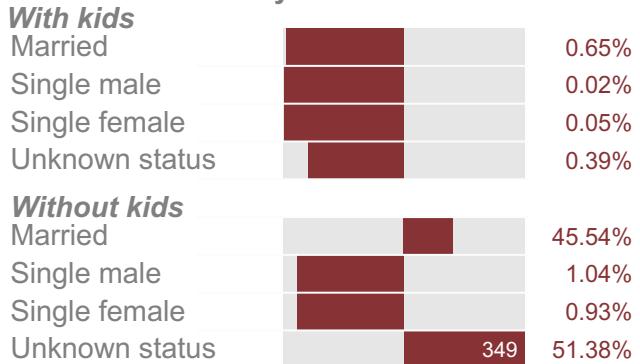
Stable, minimalist seniors living in older residences and leading sedentary lifestyles

Jack & Martha

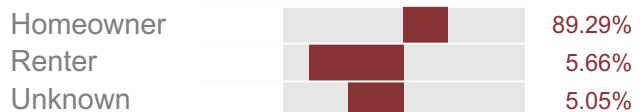
House 4.65% | Person 3.42%



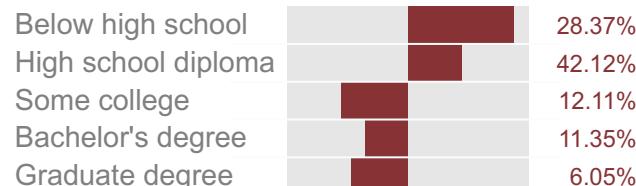
### Family Structure



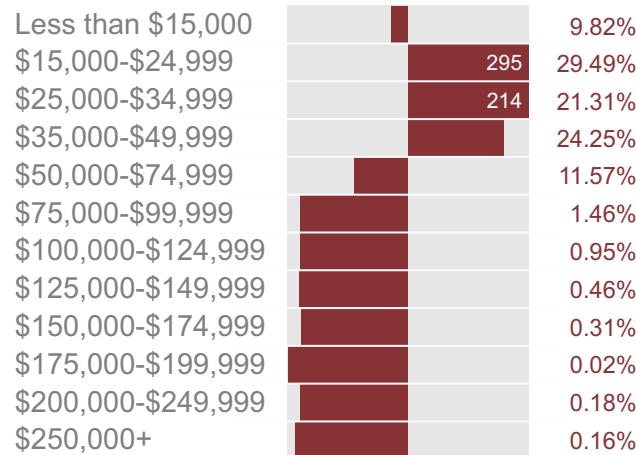
### Home Ownership



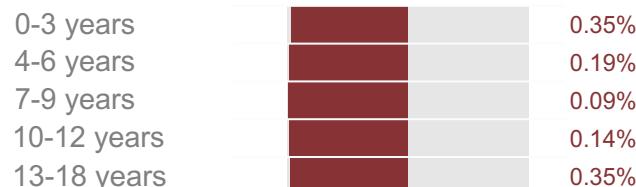
## Education



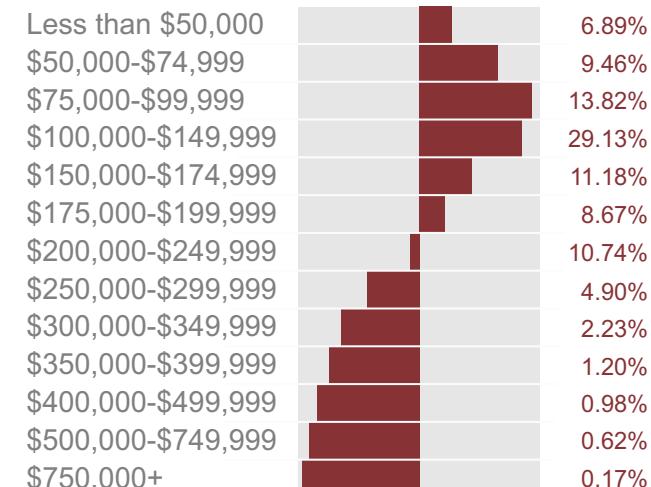
### Income



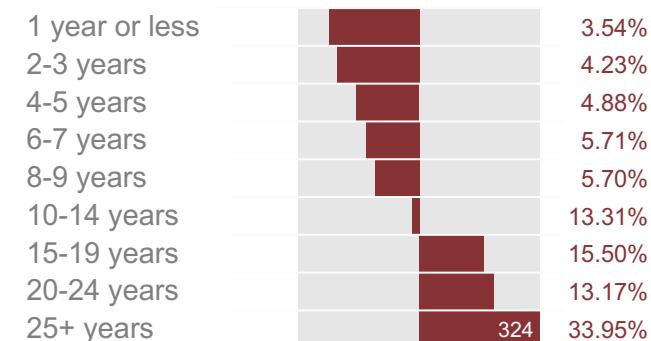
### Presence of Children



## Estimated Current Home Value



### Length of Residence



Q • Q62 • Q63 • Q64 • Q65

**Q65**

## Senior Discounts

Downscale, settled retirees in metro apartment communities

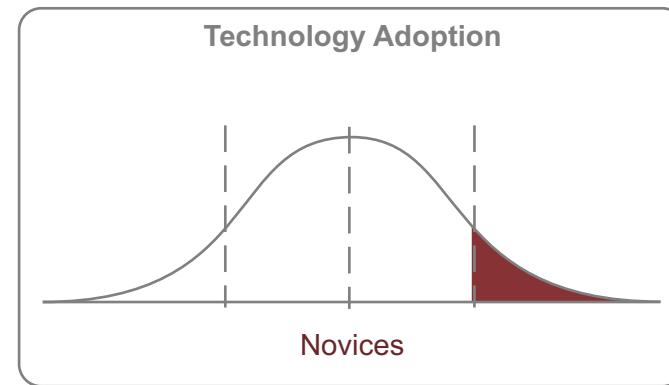
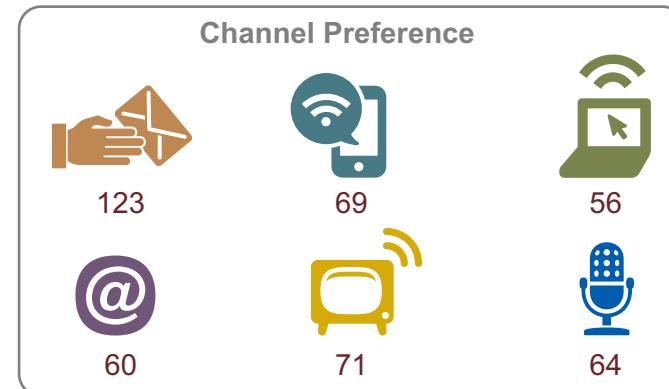
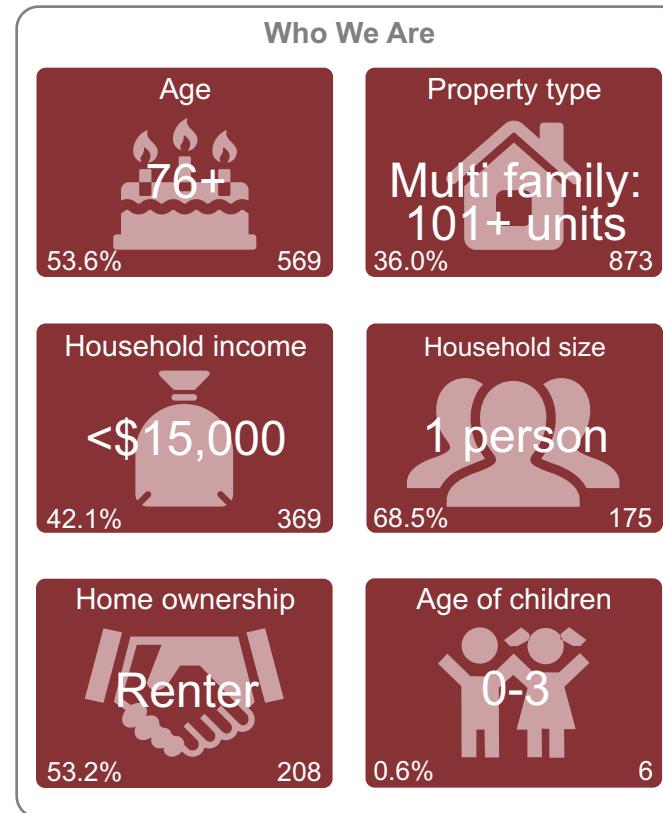
Harold & Joan

House 2.06% | 1.26% Person



### Key Features

- Discount shoppers
- Retirement residences
- TV entertainment
- Active leisure lives
- Active health maintenance
- Avid newspaper readers



Q • Q62 • Q63 • Q64 • Q65

**Q65**

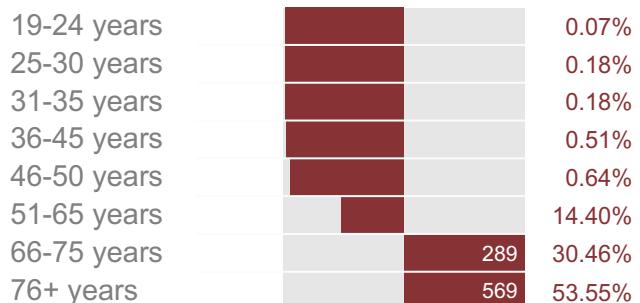
## Senior Discounts

Downscale, settled retirees in metro apartment communities

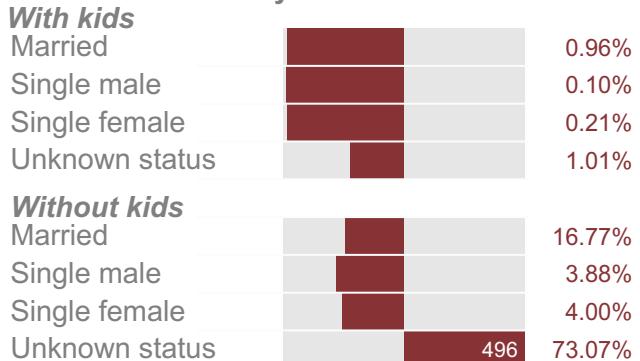
Harold & Joan

 2.06% |  1.26%

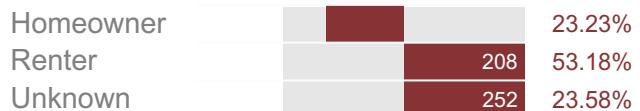
### Age



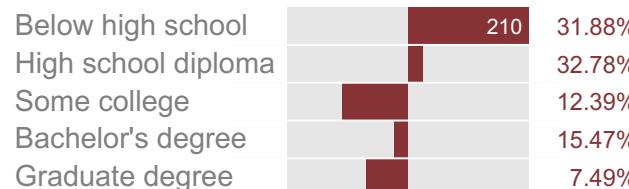
### Family Structure



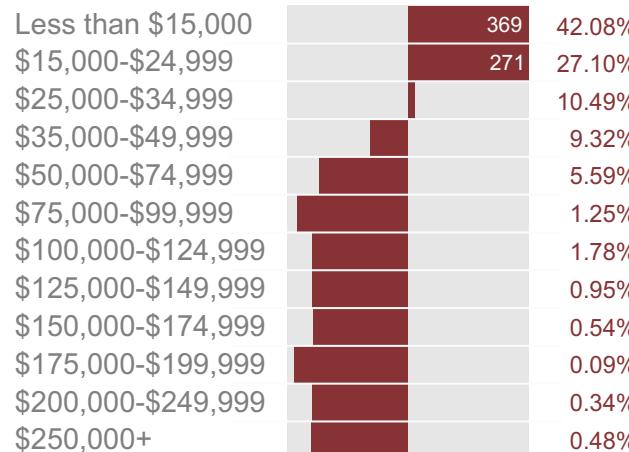
### Home Ownership



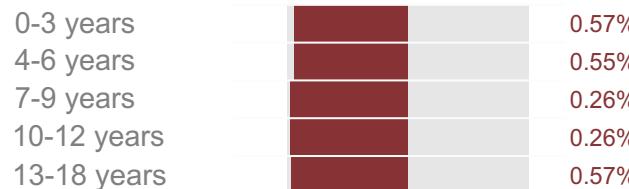
### Education



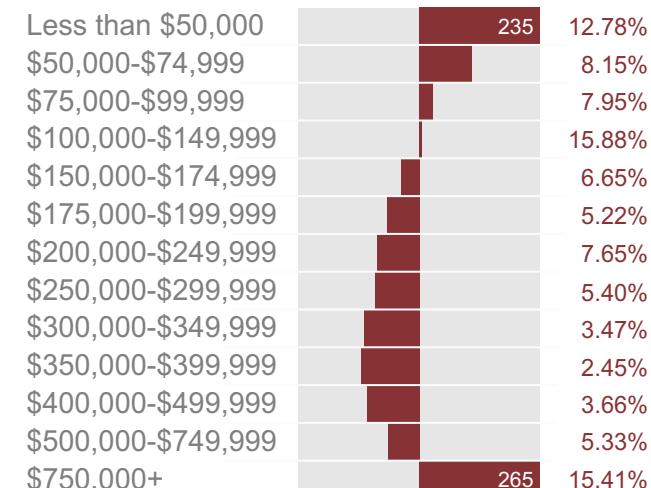
### Income



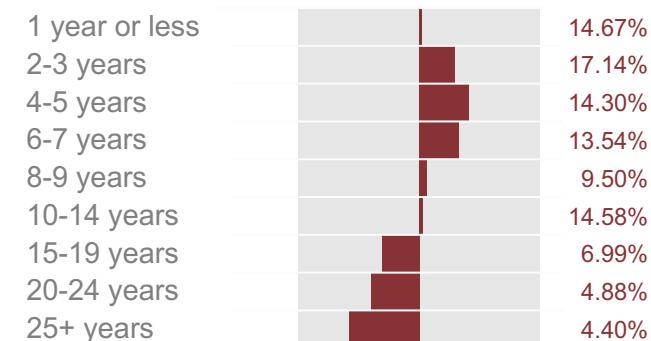
### Presence of Children



### Estimated Current Home Value



### Length of Residence



R • R66 • R67

**R66**

## Dare to Dream

Young singles, couples and single parents with lower incomes starting out in city apartments

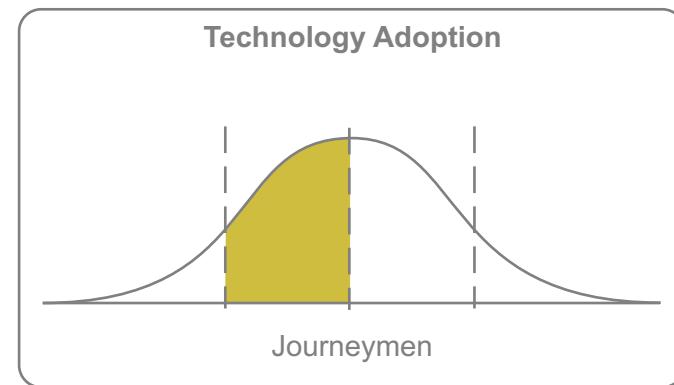
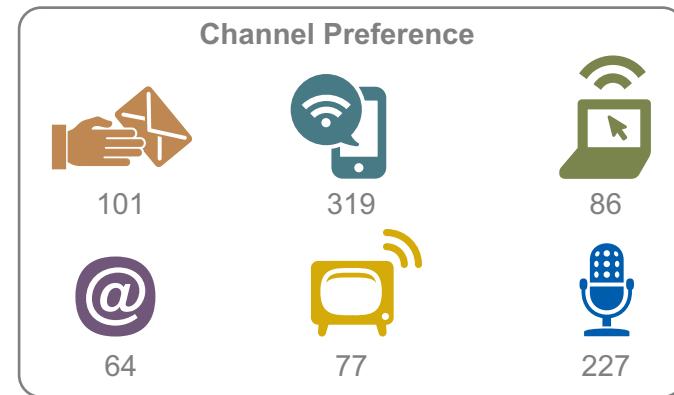
Douglas & Amber

House 1.68% | 0.93% Person



### Key Features

- Single parents
- Apartment dweller
- Bilingual
- Brand-conscious
- Team sports
- Window-shoppers



R • R66 • R67

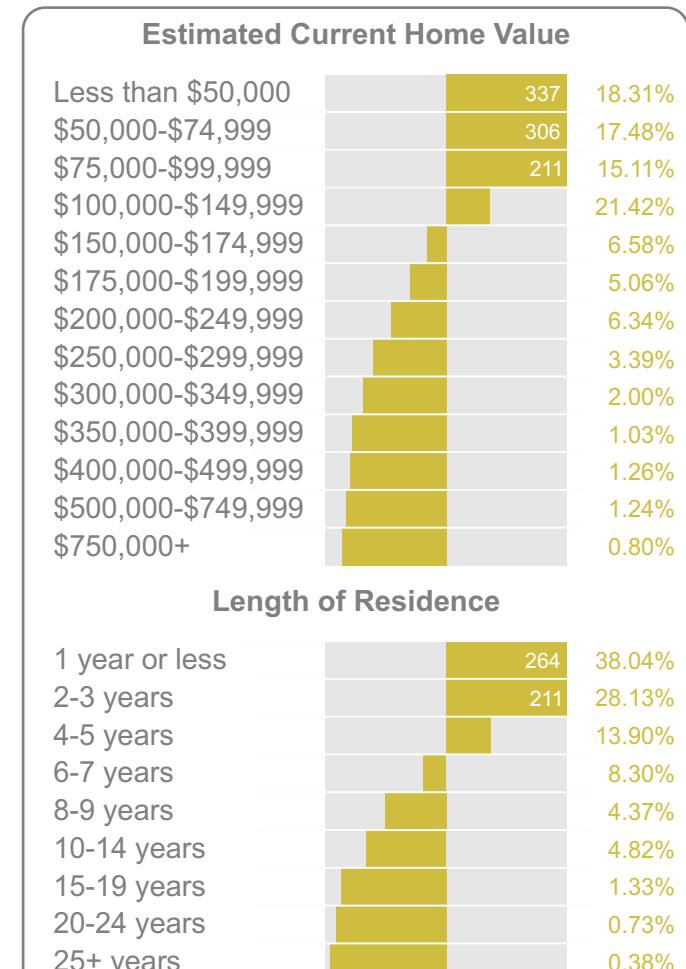
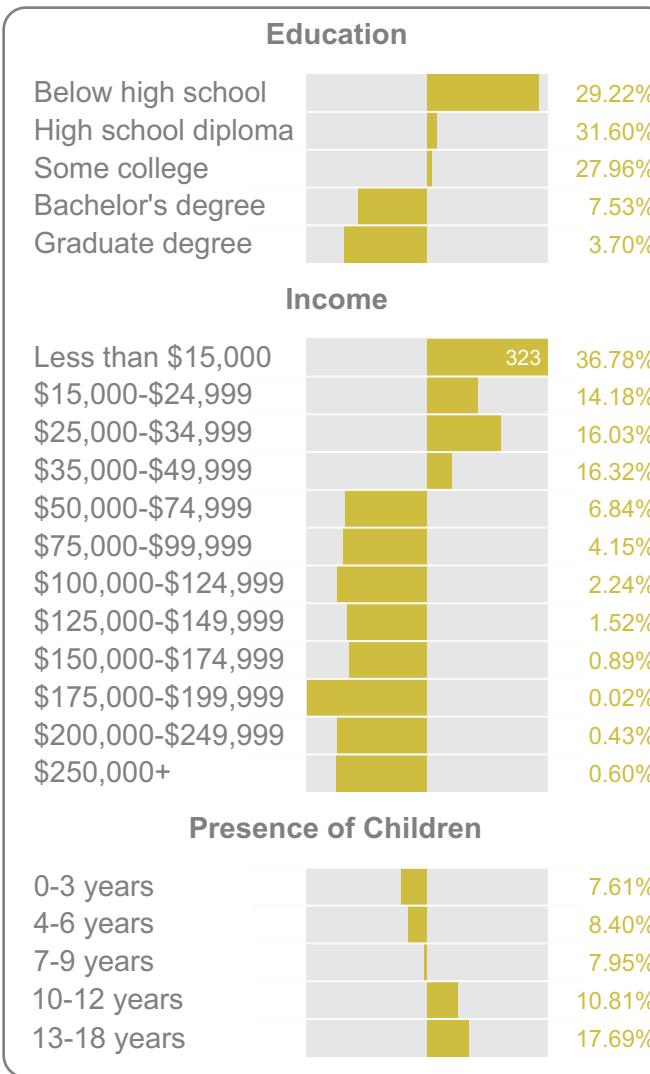
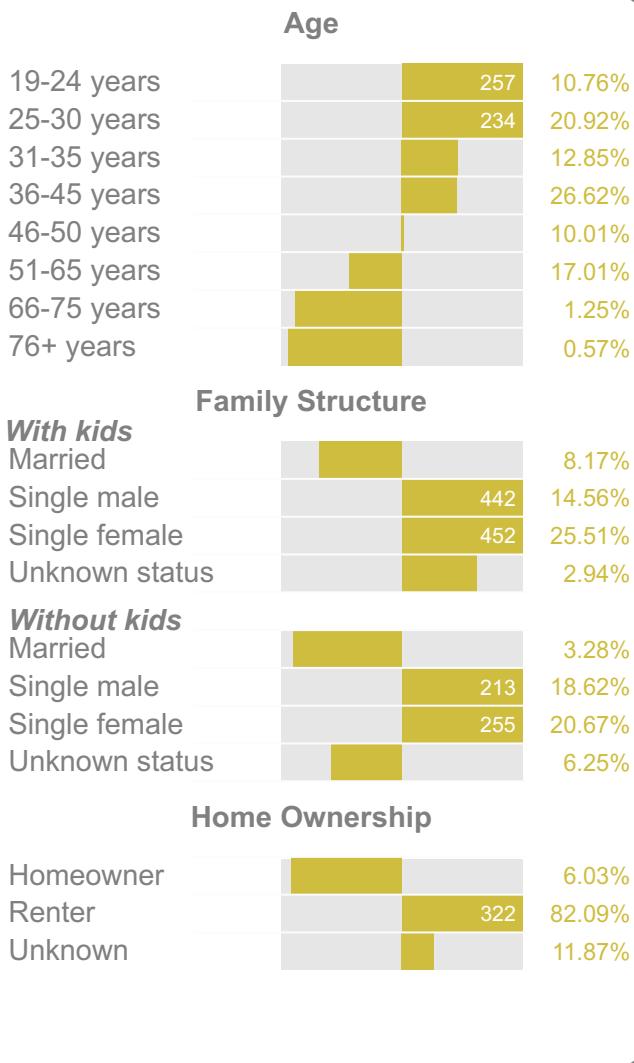
**R66**

## Dare to Dream

Young singles, couples and single parents with lower incomes starting out in city apartments

Douglas & Amber

 1.68% |  0.93%



R • R66 • R67

**R67**

## Hope for Tomorrow

Young, lower-income single parents in second-city apartments

Derrick & Tina

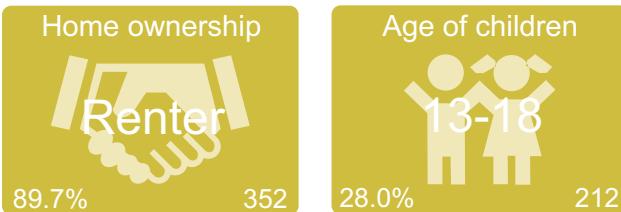
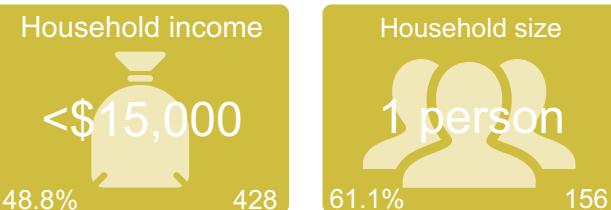
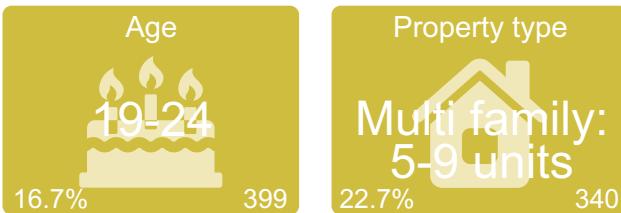
House 1.24% | 0.88% Person



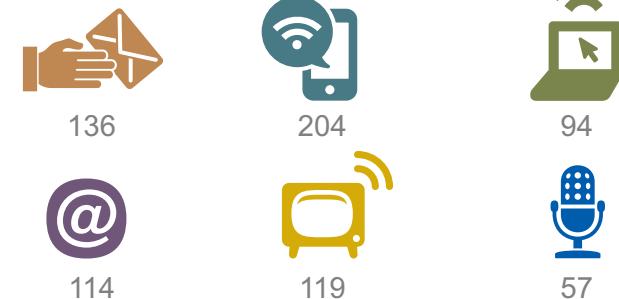
### Key Features

- Single parents
- City living
- Seeking approval
- Striving for more
- Cash not credit
- Shopping as entertainment

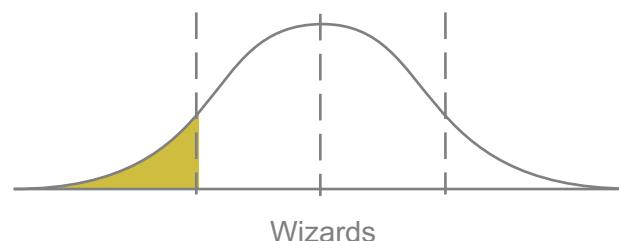
### Who We Are



### Channel Preference



### Technology Adoption



R • R66 • R67

**R67**

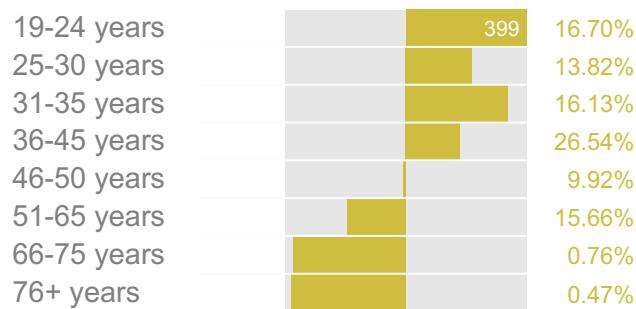
## Hope for Tomorrow

Young, lower-income single parents in second-city apartments

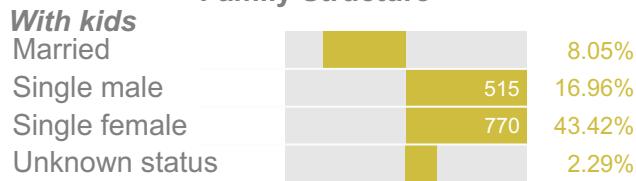
Derrick & Tina

House 1.24% | 0.88% Person

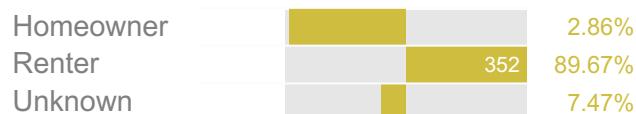
### Age



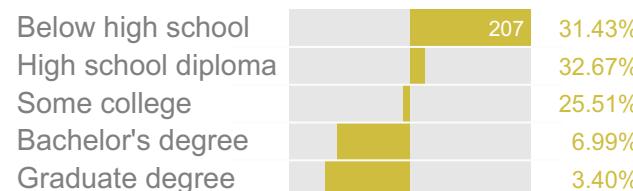
### Family Structure



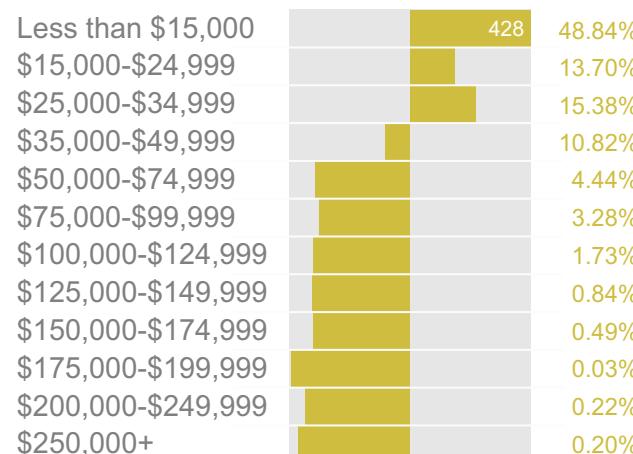
### Home Ownership



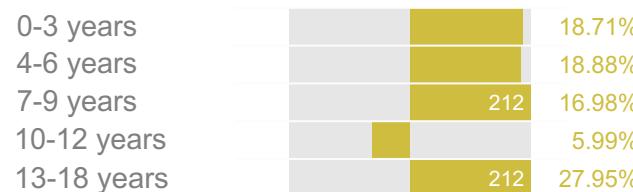
### Education



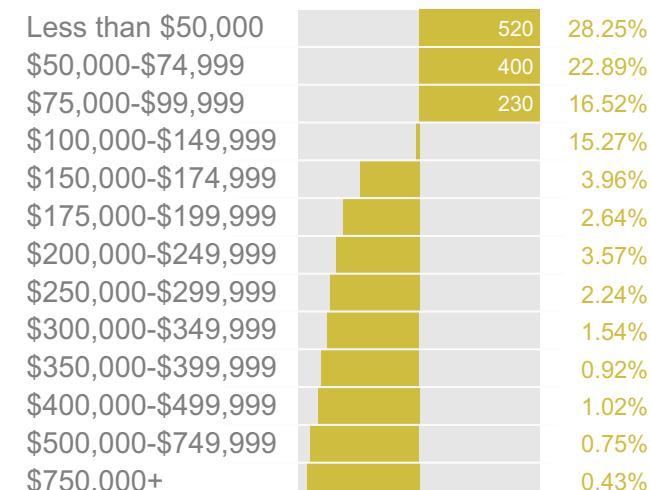
### Income



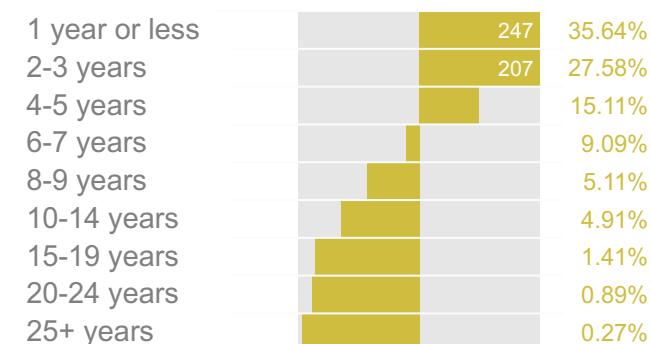
### Presence of Children



### Estimated Current Home Value



### Length of Residence



S • S68 • S69 • S70 • S71

**S68**

## Small Town Shallow Pockets

Older, low income singles and empty-nesters living in modest ex-urban small towns

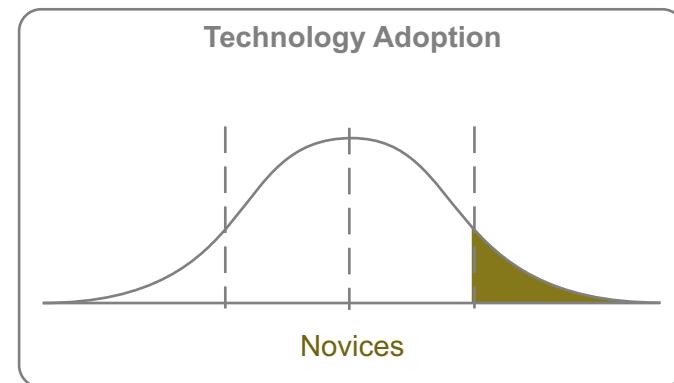
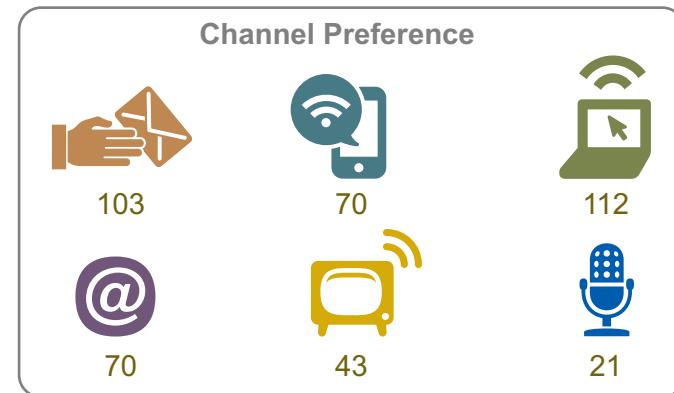
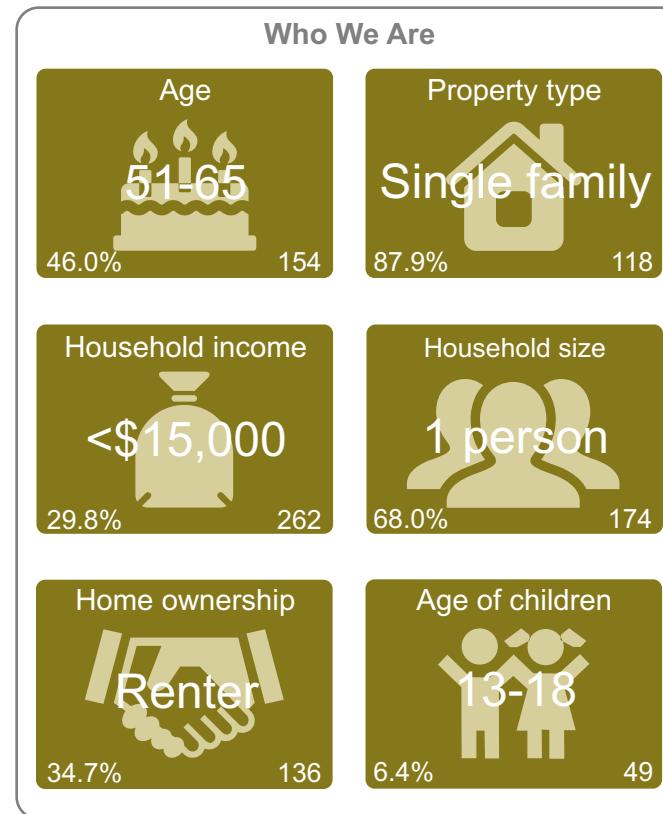
Bill & Kathy

House 1.75% | 1.08% Person



### Key Features

- Modest spenders
- Rural towns
- Single, empty nesters
- Modest educations
- Status seeking purchases
- Frequent movers



S • S68 • S69 • S70 • S71

**S68**

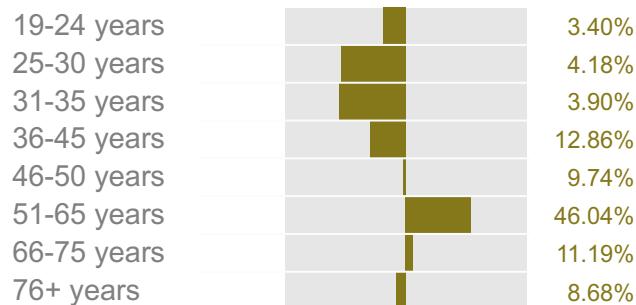
## Small Town Shallow Pockets

Older, low income singles and empty-nesters living in modest ex-urban small towns

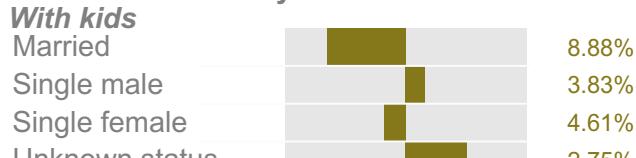
Bill & Kathy

 1.75% |  1.08%

### Age



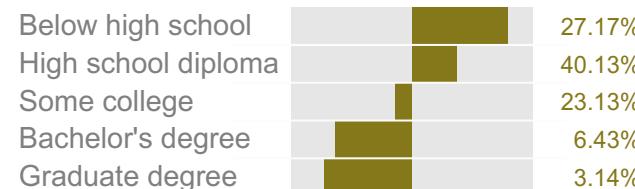
### Family Structure



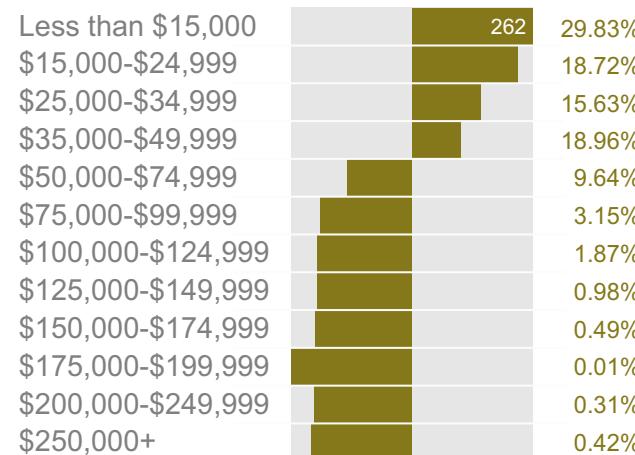
### Home Ownership



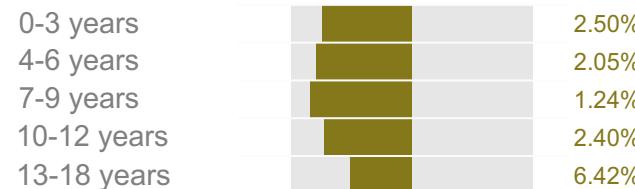
### Education



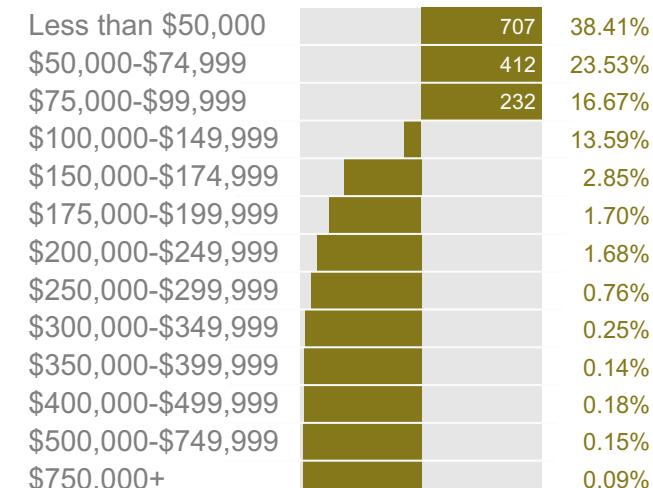
### Income



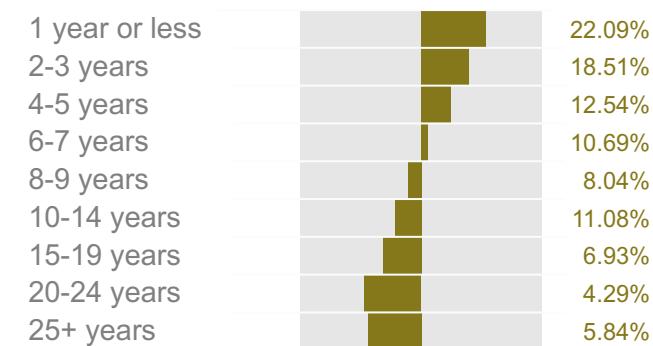
### Presence of Children



### Estimated Current Home Value



### Length of Residence



**S69**

## Urban Survivors

Older, lower income singles and single parents established in modest urban neighborhoods

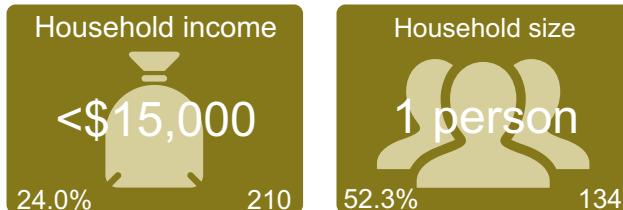
Henry &amp; Emma

 1.62% |  1.29%

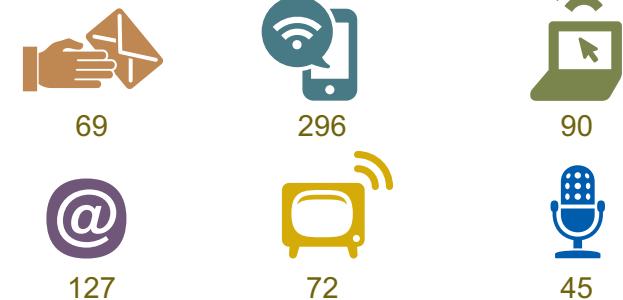

### Key Features

- Modest budgets
- Racially diverse
- Entrepreneurial spirit
- Materialistic aspirations
- Homeowners
- Style on a budget

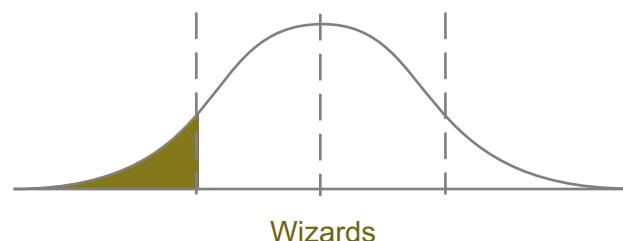
### Who We Are



### Channel Preference



### Technology Adoption



S • S68 • S69 • S70 • S71

**S69**

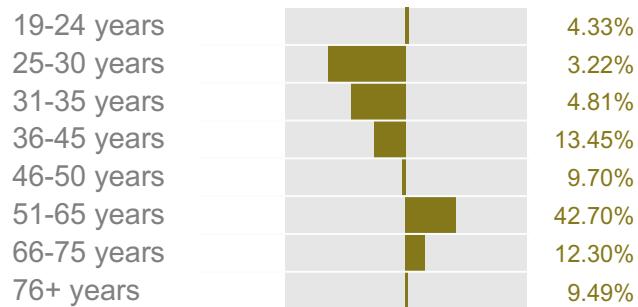
## Urban Survivors

Older, lower income singles and single parents established in modest urban neighborhoods

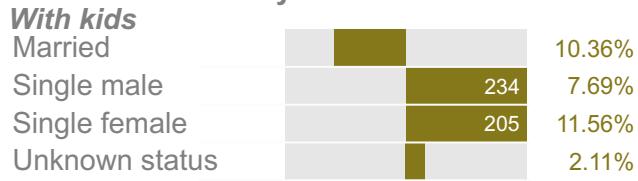
Henry & Emma

 1.62% |  1.29%

### Age



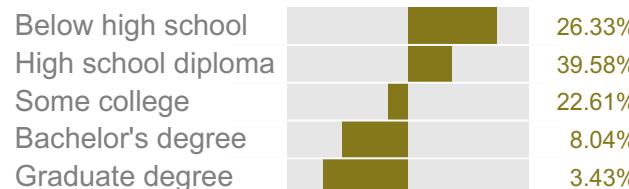
### Family Structure



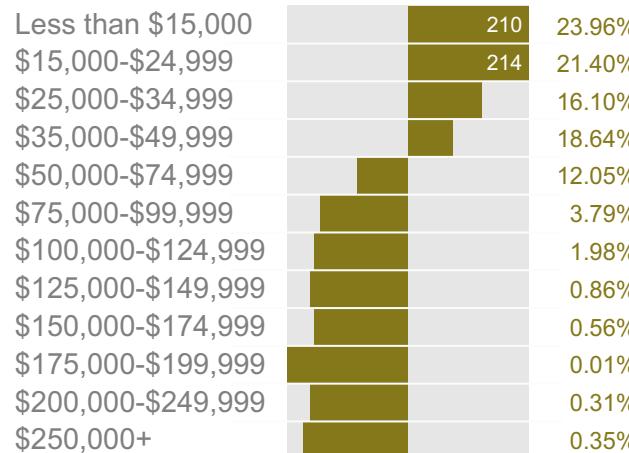
### Home Ownership



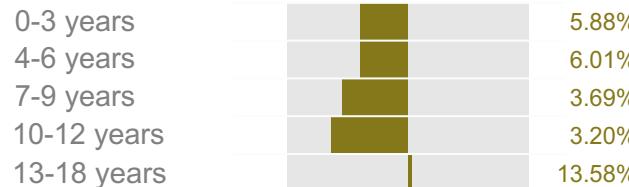
### Education



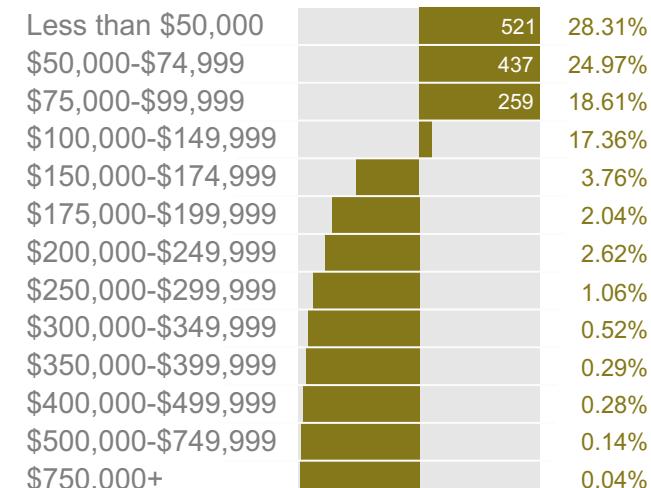
### Income



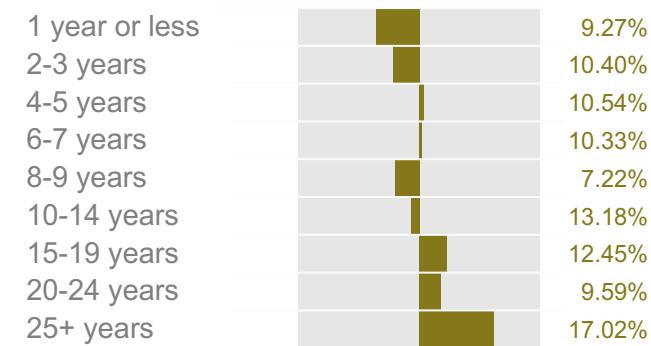
### Presence of Children



### Estimated Current Home Value



### Length of Residence



S70

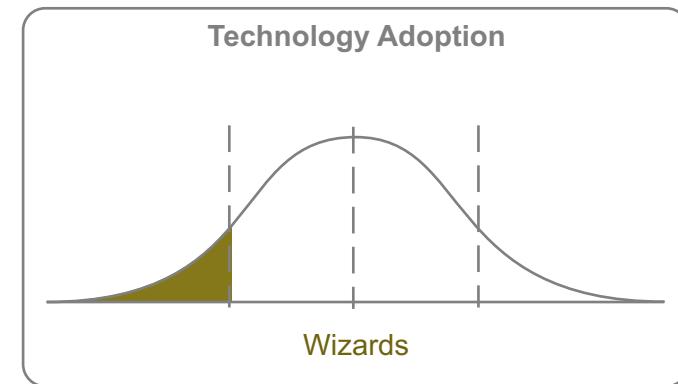
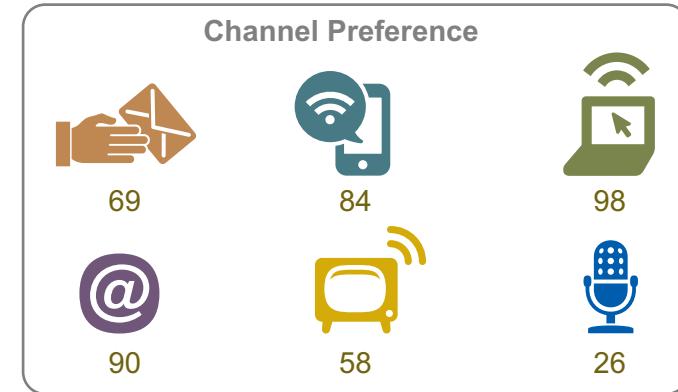
**Tight Money**

Middle-aged, lower income unattached individuals in transitional small town and ex-urban apartments

Terry &amp; Heather

 0.28% |  0.17%
**Key Features**

- Rental housing
- Rural towns
- Blue-collar jobs
- Simple lifestyles
- Bargain hunters
- Status shoppers



S • S68 • S69 • S70 • S71

**S70**

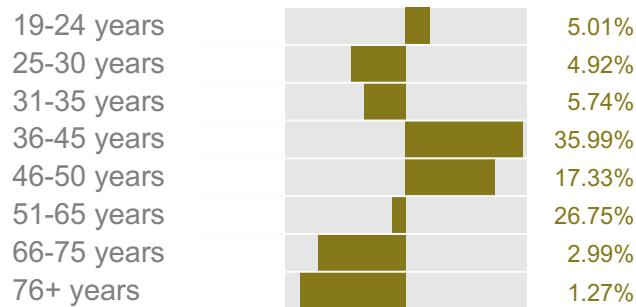
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Middle-aged, lower income unattached individuals in transitional small town and ex-urban apartments

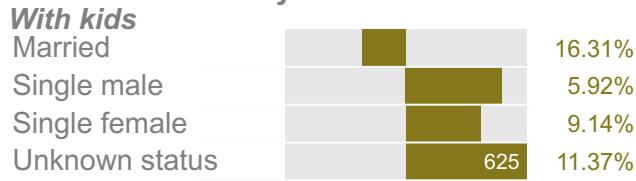
Terry & Heather

 0.28% |  0.17%

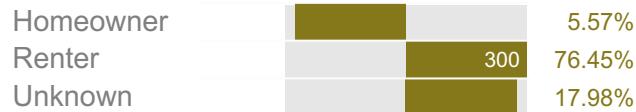
### Age



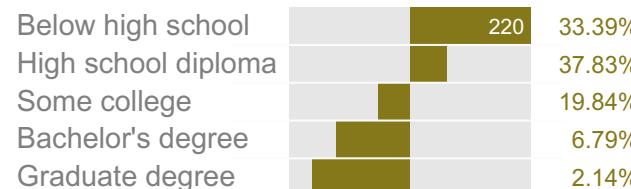
### Family Structure



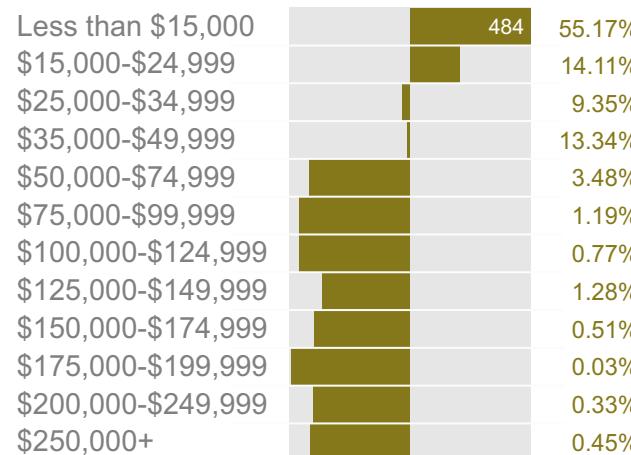
### Home Ownership



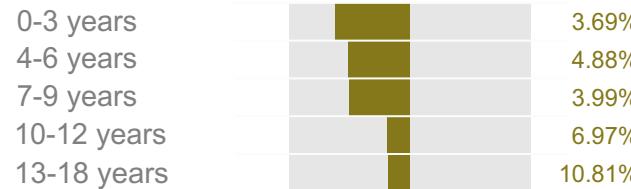
### Education



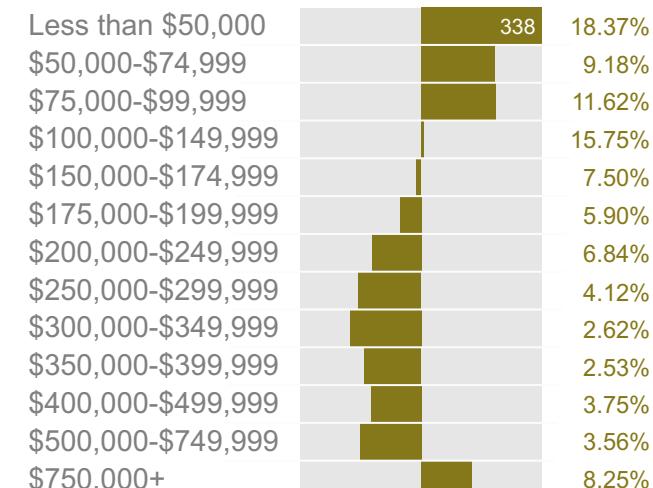
### Income



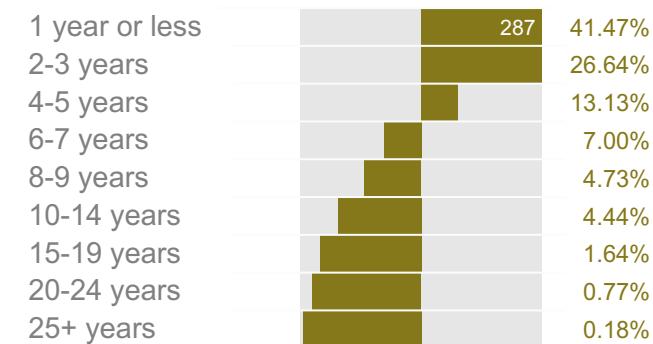
### Presence of Children



### Estimated Current Home Value



### Length of Residence



S • S68 • S69 • S70 • S71

**S71**

## Tough Times

Older, lower income and ethnically-diverse singles typically concentrated in inner-city apartments

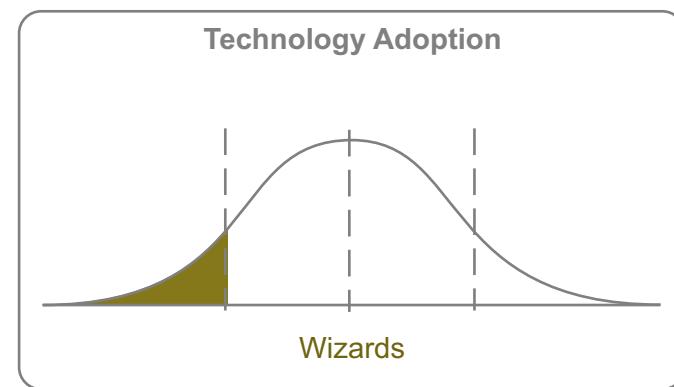
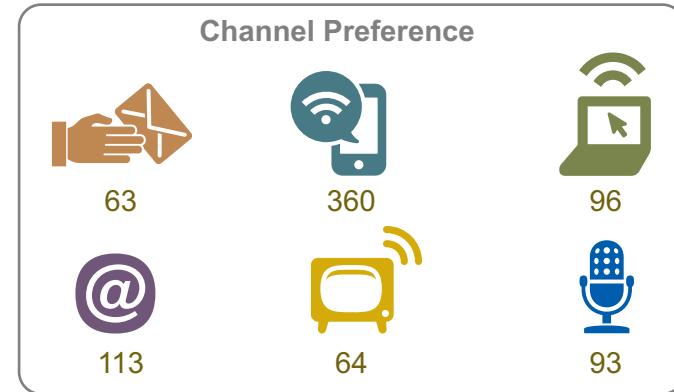
Walter & Audrey

House 0.84% | 0.50% Person



### Key Features

- City renters
- Ethnically diverse
- Brand conscious
- Aspirational
- Limited budgets
- Appearances matter



S • S68 • S69 • S70 • S71

**S71**

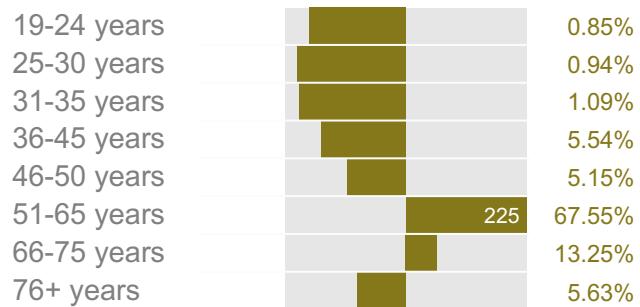
## Tough Times

Older, lower income and ethnically-diverse singles typically concentrated in inner-city apartments

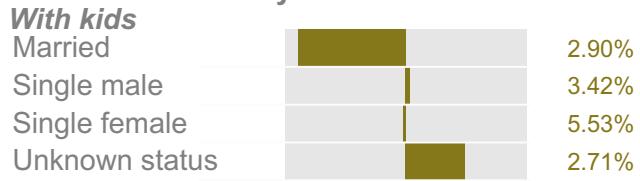
Walter & Audrey

 0.84% |  0.50%

### Age



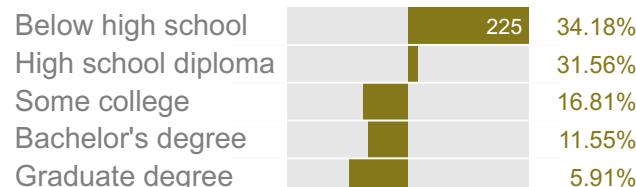
### Family Structure



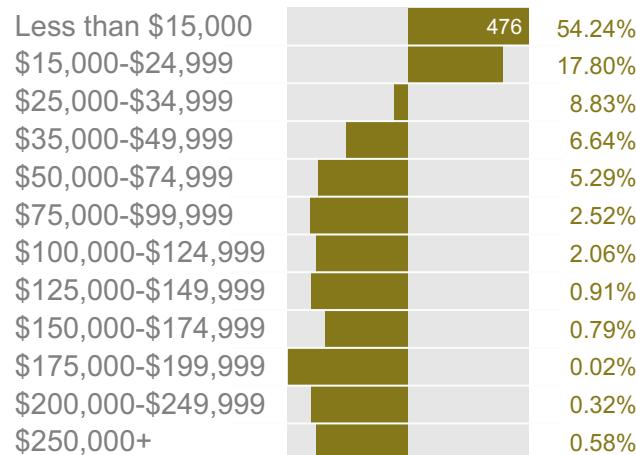
### Home Ownership



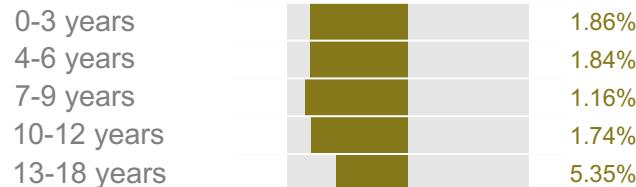
### Education



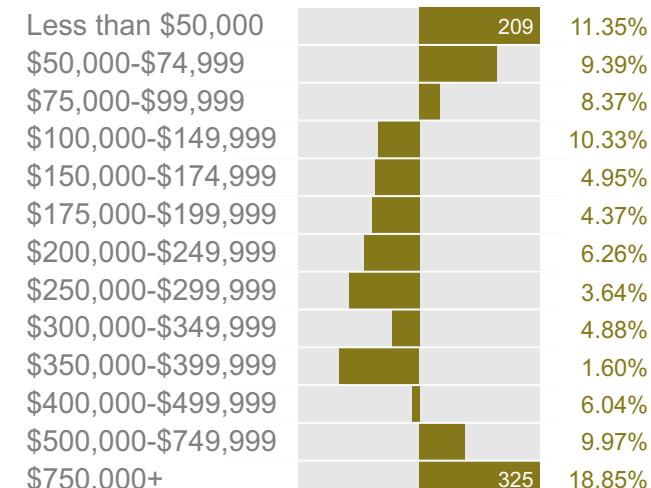
### Income



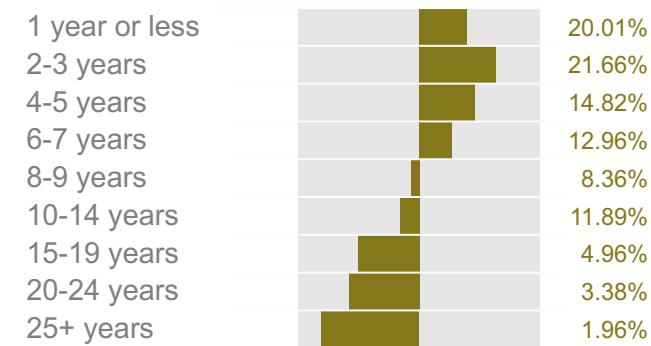
### Presence of Children



### Estimated Current Home Value



### Length of Residence



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Electric Avenue  
Nottingham  
NG80 1EH  
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