

Current Audiences

YOUNG FAMILIES / FAST-TRACK COUPLES



AGE RANGE	LOCATION	EDUCATION	INCOME
25-44 years old	Coastal	College or higher	\$100K–150K

PURCHASE BEHAVIORS

- Value conscious, may be concerned with sustainability and ethical production, tend to desire less-toxic products
- Couples makes decisions as a team
- Informed customers, not impulse shoppers
- Self-described early adopters
- Enthusiastic Internet users, go online to simplify their lives and share with friends and family via social networks
- Typically building their home and value the aesthetic of products. Also tend to like individual products vs. those mass-produced

ESTIMATED SIZE

Dotcom	45%
Retail	?

BRAND AFFINITIES

West Elm, CB2, Thrive Market, Warby Parker, Blue Apron, REI, Lululemon, Spotify

PRACTICAL SHOPPER



AGE RANGE	LOCATION	EDUCATION	INCOME
18–44 years old	Middle or Coastal	High school or college	\$30K–100K

PURCHASE BEHAVIORS

- Looks for a deal, even if it takes a long time
- Does lots of research weighing perceived quality and price
- Skeptical of “designer” brands, tends to stick with familiar brands known for deals
- Gravitate toward free returns and good customer service in case they make the wrong decision
- Younger people tend to be very tech-savvy and comfortable with online shopping
- Older people tend to buy at big box and discount stores near them

ESTIMATED SIZE

Dotcom	30%
Retail	?

BRAND AFFINITIES

Reddit, Amazon, NPR, Video Games, IKEA, Target, Walmart

EMPTY NESTER



AGE RANGE	LOCATION	EDUCATION	INCOME
45-64 years old	Coastal	College or higher	\$100K+

PURCHASE BEHAVIORS

- Kids are out of the house so no longer have large family expenses
- Tend to have done well with their careers and are reaping the rewards financially
- Drawn toward home remodeling, improvement and lawn care
- Don't typically spend a lot of time online and tend to have older home computers
- Prefer quality, well-designed products
- Tend to be interested in travel and exercise

ESTIMATED SIZE

Dotcom	20%
Retail	?

BRAND AFFINITIES

Crate & Barrel, Pottery Barn, Athleta, Ann Taylor, Bed Bath & Beyond, Wall Street Journal

SENSORY SHOPPER



AGE RANGE	LOCATION	EDUCATION	INCOME
55+ years old	Middle or Coastal	High school or college	\$30K–100K

PURCHASE BEHAVIORS

- Less tech-savvy
- Tend to shop in-store near their home where they can see and touch products
- Fairly brand-loyal to what they know even though they don't consider themselves brand loyal
- Concerned with quality and durability but also want to make sure they are getting a good deal
- Don't like returning items so they are skeptical of new brands or things they can't touch first
- May be overweight and concerned with weight limitations of products

ESTIMATED SIZE

Dotcom	5%
Retail	20%

BRAND AFFINITIES

Dave Ramsey, Costco, Lowe's, Home Depot, Bed Bath & Beyond, Amazon, JC Penny

Aspirational Audiences

PRE FAST-TRACK STUDENTS



AGE RANGE	LOCATION	EDUCATION	INCOME
18-24 years old	Middle or Coastal	In college	\$100–150K (parents)

PURCHASE BEHAVIORS

- Grew up in the suburbs, now at Ohio State
- Parents pay for school, hates dorm mattress, asks parents to buy a new mattress
- Partial scholarship, summer internship
- Influenced by friends
- Influenced by celebs and bloggers
- Buys from Instagram ads
- Heavy mobile usage

ESTIMATED SIZE

Dotcom	?
Retail	?

BRAND AFFINITIES

Target, Amazon, Anthropologie Sale, J.Crew Factory, Hulu, green tea shots, Chick-fil-a

UPPER MIDDLE-AMERICA FAMILY



AGE RANGE	LOCATION	EDUCATION	INCOME
35+ years old	Middle	College or higher	\$100K+

PURCHASE BEHAVIORS

- Watch Fox News
- Maximalists, tend to have lots of knick knacks and live in McMansions
- Drink Arnold Palmers, play golf, like football and tailgating
- Support the troops
- Go to the movies and frequent sports bars and chain restaurants
- Prefer American-made
- Shop on the weekends and whole family jumps in the SUV and goes to all the stores
- Massive consumers

ESTIMATED SIZE

Dotcom	?
Retail	?

BRAND AFFINITIES

Target, Walmart, Living Spaces, Ashley Home, The Dump, Starbucks, Olive Garden, Kohl’s



**FAST-TRACK
COUPLES &
FAMS**

25-44 years old
\$100-150K
Urban/Coastal



**PRACTICAL
SHOPPER**

18-44 years old
\$30-100K
Anywhere



**EMPTY
NESTER**

45-64 years old
\$100K
Urban/Coastal



**SENSORY
SHOPPER**

55+ years old
\$30-100K
Anywhere



**PRE FAST-
TRACK
STUDENT**

18-24 years old
\$100K+ (Parents)
Urban/Coastal



**UPPER MIDDLE
AMERICA
FAMILY**

35+ years old
\$100K
Middle America