Current Audiences

YOUNG FAMILIES / FAST-TRACK COUPLES



ESTIMATED SIZE

Dotcom 45%

Retail ?

AGE RANGE
25-44 years old

LOCATION

Coastal

EDUCATION

College or higher

INCOME

\$100K-150K

PURCHASE BEHAVIORS

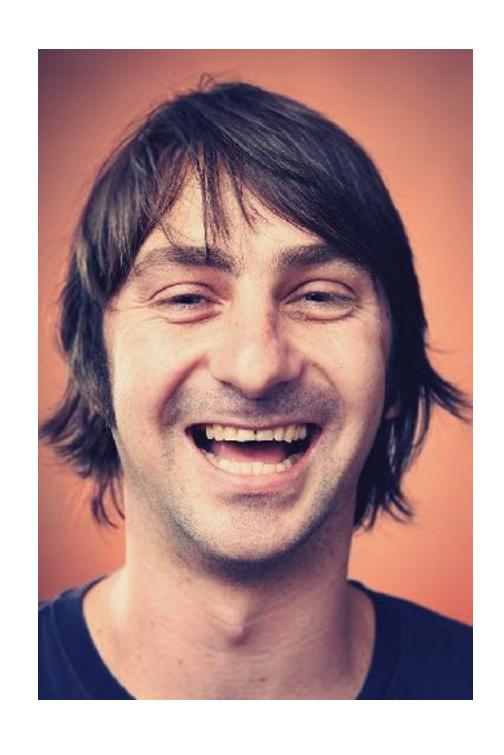
- Value conscious, may be concerned with sustainability and ethical production, tend to desire less-toxic products
- Couples makes decisions as a team
- Informed customers, not impulse shoppers
- Self-described early adopters

- 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 massproduced

BRAND AFFINITIES

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

PRACTICAL SHOPPER



AGE RANGE 18-44 years old LOCATION Middle or Coastal

EDUCATION High school or college \$30K-100K

INCOME

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 techsavvy and comfortable with online shopping
- Older people tend to buy at big box and discount stores near them

ESTIMATED SIZE

30% Dotcom

Retail

BRAND AFFINITIES

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

EMPTY NESTER



AGE RANGE LOCATION
45-64 years old Coastal

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

College or higher \$100K+

INCOME

EDUCATION

- 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

55+ years old Middle or Coastal High school or college

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

INCOME

\$30K-100K

- 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%

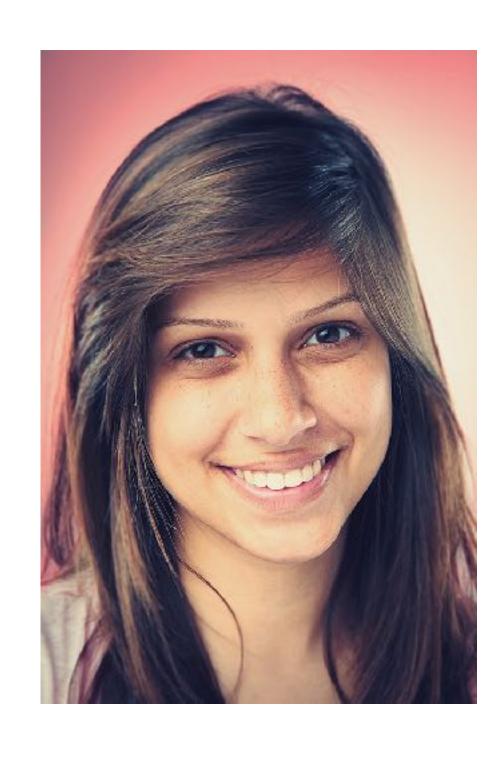
Retail 20%

BRAND AFFINITIES

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

Aspirational Audiences

PRE FAST-TRACK STUDENTS



AGE RANGE
18-24 years old

LOCATION

Middle or Coastal

EDUCATIONIn college

\$100–150K (parents)

INCOME

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



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

FAST-TRACK



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

PRACTICAL

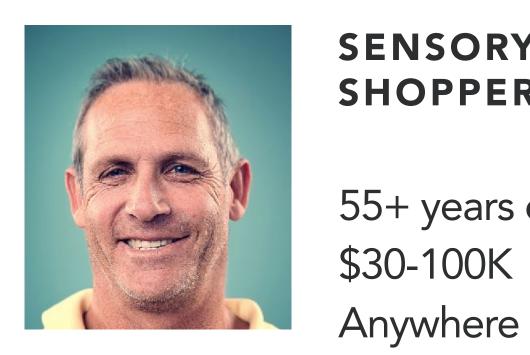
SHOPPER



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

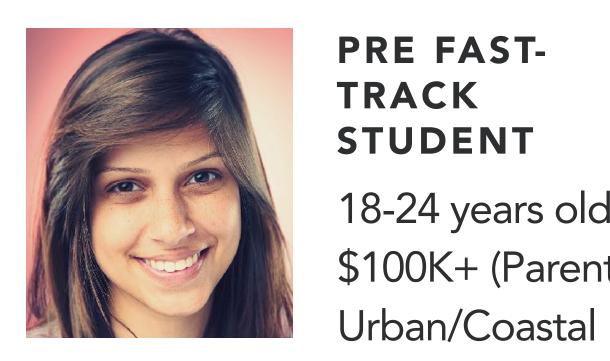
EMPTY

NESTER



SENSORY SHOPPER

55+ years old \$30-100K



TRACK STUDENT 18-24 years old \$100K+ (Parents)

PRE FAST-



UPPER MIDDLE AMERICA FAMILY 35+ years old \$100K