Demography:

1. Occupation: Business owners who are household head with age above 35 – Segment 1
2. Occupation: Older Business owners who are household head – Segment 2 to 6
3. Most Households size is less than 4 – segment 1 to 6

Lifestyle:

1. invest\_insur\_medicare\_cov\_all
2. sports\_fitness\_exercise\_all
3. sports\_walking\_for\_health\_all
4. facebook\_user\_all
5. TWITTER\_USER\_ALL

Segmentation

1. LIFECYCLE\_DINKS\_DUAL\_INCOME\_NO\_KIDS

Market Trend:

MT\_ONLINE\_TRANSACTOR

MT - Social Media Preference Customers

MT - Socially Active on Pinterest

MT - Socially Active on Twitter