## 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, additiona 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 | \% ${ }^{\text {\| }}$ | \% | Type | Description | \% ${ }^{\text {¢ }}$ | \% |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| A | 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 | 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 |
| C | 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 |
| D | 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 | \% | \% 습 | Type | Description | \% | \% |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| E | 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 |
| F | Promising Families | 3.88 | 3.23 | F22 | Fast Track Couples | 1.53 | 1.92 |
|  |  |  |  | F23 | Families Matter Most | 2.35 | 1.31 |
| G | Young City Solos | 1.35 | 2.46 | G24 | Status Seeking Singles | 0.73 | 1.25 |
|  |  |  |  | G25 | Urban Edge | 0.62 | 1.21 |
| H | Middle-class Melting Pot | 3.43 | 3.90 | 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 |
| I | Family Union | 6.72 | 4.74 | 130 | Stockcars and State Parks | 2.18 | 1.40 |
|  |  |  |  | 131 | Blue Collar Comfort | 2.00 | 1.16 |
|  |  |  |  | 132 | Steadfast Conventionalists | 1.30 | 1.08 |
|  |  |  |  | 133 | Balance and Harmony | 1.24 | 1.09 |
| J | 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 |

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| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| 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 |
| 0 | Singles and Starters | 6.65 | 9.85 | 050 | Full Steam Ahead | 0.34 | 0.58 |
|  |  |  |  | 051 | Digital Dependents | 2.04 | 3.27 |
|  |  |  |  | 052 | Urban Ambition | 0.82 | 1.23 |
|  |  |  |  | 053 | Colleges and Cafes | 0.51 | 0.81 |
|  |  |  |  | 054 | Striving Single Scene | 1.06 | 2.14 |
|  |  |  |  | 055 | Family Troopers | 1.89 | 1.81 |


| Group | Description | \% ${ }_{\text {¢ }}$ | \% 슬 | Type | Description | \% ${ }_{\text {¢ }}$ | \% |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| 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 |
| R | Aspirational Fusion | 1.81 | 2.92 | R66 | Dare to Dream | 0.93 | 1.68 |
|  |  |  |  | R67 | Hope for Tomorrow | 0.88 | 1.24 |
| S | Economic Challenges | 3.04 | 4.50 | 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


Low Income
A • A01 • A02 • A03 • A04 • A05 • A06

## Power Elite

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

Richard \& Mary
人 $5.19 \%$ | $6.92 \%$


Key Features

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


Home ownership


Technology Adoption


## A • A01 • A02 • A03 • A04 • A05 • A06

## Power Elite

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

Richard \& Mary

|  | Age |  |
| :---: | :---: | :---: |
| 19-24 years |  | 1.21\% |
| 25-30 years |  | 3.09\% |
| 31-35 years |  | 4.90\% |
| 36-45 years |  | 26.91\% |
| 46-50 years |  | 18.31\% |
| 51-65 years |  | 35.85\% |
| 66-75 years |  | 7.01\% |
| 76+ years |  | 2.71\% |
| Family Structure |  |  |
| With kids |  | 44.89\% |
| Single male |  | 0.40\% |
| Single female |  | 0.54\% |
| Unknown status |  | 1.24\% |
| Without kids |  |  |
| Married |  | 40.73\% |
| Single male |  | 3.84\% |
| Single female |  | 2.98\% |
| Unknown status |  | 5.37\% |
| Home Ownership |  |  |
| Homeowner |  | 85.47\% |
| Renter |  | 8.28\% |
| Unknown |  | 6.26\% |


| Education |  |  |
| :---: | :---: | :---: |
| Below high school |  | 2.30\% |
| High school diploma |  | 6.86\% |
| Some college |  | 16.96\% |
| Bachelor's degree | 210 | 36.42\% |
| Graduate degree | 329 | 37.46\% |
| Income |  |  |
| Less than \$15,000 |  | 1.25\% |
| \$15,000-\$24,999 |  | 1.52\% |
| \$25,000-\$34,999 |  | 0.95\% |
| \$35,000-\$49,999 |  | 1.10\% |
| \$50,000-\$74,999 |  | 2.97\% |
| \$75,000-\$99,999 |  | 7.46\% |
| \$100,000-\$124,999 |  | 9.03\% |
| \$125,000-\$149,999 | 365 | 16.48\% |
| \$150,000-\$174,999 | 205 | 5.06\% |
| \$175,000-\$199,999 | 982 | 15.36\% |
| \$200,000-\$249,999 | 844 | 13.90\% |
| \$250,000+ | 1024 | 24.91\% |
| Presence of Children |  |  |
| 0-3 years |  | 8.74\% |
| 4-6 years |  | 11.19\% |
| 7-9 years |  | 10.84\% |
| 10-12 years |  | 12.90\% |
| 13-18 years |  | 24.43\% |


| Estimated Current Home Value |  |
| :---: | :---: |
| Less than \$50,000 | 0.07\% |
| \$50,000-\$74,999 | 0.08\% |
| \$75,000-\$99,999 | 0.14\% |
| \$100,000-\$149,999 | 0.67\% |
| \$150,000-\$174,999 | 0.86\% |
| \$175,000-\$199,999 | 1.34\% |
| \$200,000-\$249,999 | 4.32\% |
| \$250,000-\$299,999 | 6.50\% |
| \$300,000-\$349,999 | 7.12\% |
| \$350,000-\$399,999 | 6.98\% |
| \$400,000-\$499,999 | 12.56\% |
| \$500,000-\$749,999 | 24.92\% |
| \$750,000+ | 34.44\% |
| Length of Residence |  |
| 1 year or less | 6.90\% |
| 2-3 years | 10.50\% |
| 4-5 years | 10.73\% |
| 6-7 years | 12.49\% |
| 8-9 years | 13.66\% |
| 10-14 years | 18.93\% |
| 15-19 years | 11.46\% |
| 20-24 years | 9.18\% |
| 25+ years | 6.15\% |

## Flourishing Families

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


Key Features

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



## B • B07 • B08 • B09 • B10

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

| Age |  |  |
| :---: | :---: | :---: |
| 19-24 years |  | 2.00\% |
| 25-30 years |  | 2.79\% |
| 31-35 years |  | 6.09\% |
| 36-45 years | 215 | 39.30\% |
| 46-50 years |  | 19.01\% |
| 51-65 years |  | 27.16\% |
| 66-75 years |  | 2.72\% |
| 76+ years |  | 0.93\% |
| Family Structure |  |  |
| With kids |  |  |
| Married | 261 | 66.26\% |
| Single male |  | 0.78\% |
| Single female |  | 0.74\% |
| Unknown status |  | 1.73\% |
| Without kids |  |  |
| Married |  | 24.80\% |
| Single male |  | 2.23\% |
| Single female |  | 1.57\% |
| Unknown status |  | 1.90\% |
| Home Ownership |  |  |
| Homeowner |  | 89.93\% |
| Renter |  | 5.77\% |
| Unknown |  | 4.30\% |


| Education |  |  |
| :---: | :---: | :---: |
| Below high school |  | 3.62\% |
| High school diploma |  | 13.03\% |
| Some college |  | 29.90\% |
| Bachelor's degree |  | 34.23\% |
| Graduate degree |  | 19.23\% |
| Income |  |  |
| Less than \$15,000 |  | 1.28\% |
| \$15,000-\$24,999 |  | 1.96\% |
| \$25,000-\$34,999 |  | 1.60\% |
| \$35,000-\$49,999 |  | 1.72\% |
| \$50,000-\$74,999 |  | 9.50\% |
| \$75,000-\$99,999 | 210 | 27.95\% |
| \$100,000-\$124,999 | 280 | 23.78\% |
| \$125,000-\$149,999 | 326 | 14.70\% |
| \$150,000-\$174,999 | 280 | 6.91\% |
| \$175,000-\$199,999 | 345 | 5.39\% |
| \$200,000-\$249,999 |  | 2.52\% |
| \$250,000+ |  | 2.68\% |
| Presence of Children |  |  |
| 0-3 years | 247 | 23.94\% |
| 4-6 years | 306 | 30.29\% |
| 7-9 years | 322 | 25.72\% |
| 10-12 years | 287 | 24.77\% |
| 13-18 years | 243 | 31.97\% |


| Estimated Current Home Value |  |  |
| :---: | :---: | :---: |
| Less than \$50,000 |  | 0.13\% |
| \$50,000-\$74,999 |  | 0.20\% |
| \$75,000-\$99,999 |  | 0.48\% |
| \$100,000-\$149,999 |  | 3.57\% |
| \$150,000-\$174,999 |  | 3.94\% |
| \$175,000-\$199,999 |  | 5.29\% |
| \$200,000-\$249,999 |  | 12.30\% |
| \$250,000-\$299,999 |  | 12.82\% |
| \$300,000-\$349,999 |  | 11.12\% |
| \$350,000-\$399,999 | 203 | 9.62\% |
| \$400,000-\$499,999 | 229 | 14.77\% |
| \$500,000-\$749,999 | 238 | 17.23\% |
| \$750,000+ |  | 8.51\% |
| Length of Residence |  |  |
| 1 year or less |  | 5.22\% |
| 2-3 years |  | 7.39\% |
| 4-5 years |  | 7.93\% |
| 6-7 years |  | 13.69\% |
| 8-9 years |  | 17.10\% |
| 10-14 years |  | 24.18\% |
| 15-19 years |  | 12.19\% |
| 20-24 years |  | 8.01\% |
| 25+ years |  | 4.30\% |

C • C11 • C12 • C13 • C14

## 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

26.3\%

C • C11 • C12 • C13 • C14

Booming with Confidence
Alan \& Irene
Prosperous, established couples in their peak earning years living in suburban homes


| Education |  |  |
| :---: | :---: | :---: |
| Below high school |  | 5.25\% |
| High school diploma |  | 18.80\% |
| Some college |  | 19.53\% |
| Bachelor's degree |  | 30.01\% |
| Graduate degree | 232 | 26.40\% |
| Income |  |  |
| Less than \$15,000 |  | 2.02\% |
| \$15,000-\$24,999 |  | 2.93\% |
| \$25,000-\$34,999 |  | 2.80\% |
| \$35,000-\$49,999 |  | 3.50\% |
| \$50,000-\$74,999 |  | 14.57\% |
| \$75,000-\$99,999 |  | 26.34\% |
| \$100,000-\$124,999 | 208 | 17.64\% |
| \$125,000-\$149,999 | 276 | 12.45\% |
| \$150,000-\$174,999 | 250 | 6.16\% |
| \$175,000-\$199,999 | 329 | 5.15\% |
| \$200,000-\$249,999 |  | 2.96\% |
| \$250,000+ |  | 3.48\% |
| Presence of Children |  |  |
| 0-3 years |  | 4.48\% |
| 4-6 years |  | 3.39\% |
| 7-9 years |  | 1.58\% |
| 10-12 years |  | 1.80\% |
| 13-18 years |  | 7.90\% |


| Estimated Current Home Value |  |  |
| :---: | :---: | :---: |
| Less than \$50,000 |  | 0.12\% |
| \$50,000-\$74,999 |  | 0.23\% |
| \$75,000-\$99,999 |  | 0.42\% |
| \$100,000-\$149,999 |  | 2.62\% |
| \$150,000-\$174,999 |  | 3.04\% |
| \$175,000-\$199,999 |  | 4.68\% |
| \$200,000-\$249,999 |  | 11.85\% |
| \$250,000-\$299,999 |  | 12.33\% |
| \$300,000-\$349,999 |  | 11.36\% |
| \$350,000-\$399,999 | 206 | 9.79\% |
| \$400,000-\$499,999 | 224 | 14.41\% |
| \$500,000-\$749,999 | 237 | 17.13\% |
| \$750,000+ | 207 | 12.02\% |
| Length of Residence |  |  |
| 1 year or less |  | 3.87\% |
| 2-3 years |  | 4.61\% |
| 4-5 years |  | 4.27\% |
| 6-7 years |  | 6.71\% |
| 8-9 years |  | 8.19\% |
| 10-14 years |  | 17.59\% |
| 15-19 years |  | 17.41\% |
| 20-24 years | 217 | 17.68\% |
| 25+ years |  | 19.67\% |

:Experian D D D15 • D16 • D17 • D18

## Suburban Style

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


Key Features

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

D • D15 • D16 • D17 • D18


## Suburban Style

| Age |  |  |
| :---: | :---: | :---: |
| 19-24 years |  | 2.17\% |
| 25-30 years |  | 1.42\% |
| 31-35 years |  | 2.93\% |
| 36-45 years | 221 | 40.40\% |
| 46-50 years | 241 | 24.01\% |
| 51-65 years |  | 22.22\% |
| 66-75 years |  | 5.13\% |
| 76+ years |  | 1.73\% |
| Family Structure |  |  |
| With kids |  |  |
| Single male |  | 1.57\% |
| Single female |  | 2.24\% |
| Unknown status |  | 1.90\% |
| Without kids |  |  |
| Married |  | 22.06\% |
| Single male |  | 3.48\% |
| Single female |  | 3.36\% |
| Unknown status |  | 2.88\% |
| Home Ownership |  |  |
| Homeowner |  | 88.40\% |
| Renter |  | 6.77\% |
| Unknown |  | 4.83\% |


| Education |  |  |
| :---: | :---: | :---: |
| Below high school |  | 5.70\% |
| High school diploma |  | 24.13\% |
| Some college |  | 40.24\% |
| Bachelor's degree |  | 20.10\% |
| Graduate degree |  | 9.82\% |
| Income |  |  |
| Less than \$15,000 |  | 1.70\% |
| \$15,000-\$24,999 |  | 2.97\% |
| \$25,000-\$34,999 |  | 3.31\% |
| \$35,000-\$49,999 |  | 5.34\% |
| \$50,000-\$74,999 |  | 23.91\% |
| \$75,000-\$99,999 | 222 | 29.56\% |
| \$100,000-\$124,999 | 222 | 18.90\% |
| \$125,000-\$149,999 |  | 6.77\% |
| \$150,000-\$174,999 |  | 4.55\% |
| \$175,000-\$199,999 |  | 0.75\% |
| \$200,000-\$249,999 |  | 1.02\% |
| \$250,000+ |  | 1.24\% |
| Presence of Children |  |  |
| 0-3 years |  | 16.26\% |
| 4-6 years |  | 19.63\% |
| 7-9 years | 210 | 16.81\% |
| 10-12 years | 225 | 19.43\% |
| 13-18 years | 248 | 32.68\% |


| Estimated Current Home Value |  |
| :---: | :---: |
| Less than \$50,000 | 0.48\% |
| \$50,000-\$74,999 | 1.28\% |
| \$75,000-\$99,999 | 3.09\% |
| \$100,000-\$149,999 | 12.69\% |
| \$150,000-\$174,999 | 9.33\% |
| \$175,000-\$199,999 | 9.89\% |
| \$200,000-\$249,999 | 17.37\% |
| \$250,000-\$299,999 | 13.54\% |
| \$300,000-\$349,999 | 10.08\% |
| \$350,000-\$399,999 | 7.04\% |
| \$400,000-\$499,999 | 7.99\% |
| \$500,000-\$749,999 | 5.69\% |
| \$750,000+ | 1.54\% |
| Length of Residence |  |
| 1 year or less | 5.30\% |
| 2-3 years | 7.11\% |
| 4-5 years | 7.69\% |
| 6-7 years | 11.96\% |
| 8-9 years | 13.16\% |
| 10-14 years | 22.02\% |
| 15-19 years | 14.06\% |
| 20-24 years | 9.86\% |
| 25+ years | 8.85\% |

Experian
E • E19 • E20 • E21

## Thriving Boomers

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

David \& Lynn


Key Features

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



## E • E19 • E20 • E21

## Thriving Boomers

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



| Estimated Current Home Value |  |
| :---: | :---: |
| Less than \$50,000 | 0.50\% |
| \$50,000-\$74,999 | 1.17\% |
| \$75,000-\$99,999 | 3.16\% |
| \$100,000-\$149,999 | 14.67\% |
| \$150,000-\$174,999 | 10.30\% |
| \$175,000-\$199,999 | 10.33\% |
| \$200,000-\$249,999 | 17.62\% |
| \$250,000-\$299,999 | 12.28\% |
| \$300,000-\$349,999 | 8.33\% |
| \$350,000-\$399,999 | 5.51\% |
| \$400,000-\$499,999 | 6.63\% |
| \$500,000-\$749,999 | 6.18\% |
| \$750,000+ | 3.32\% |
| Length of Residence |  |
| 1 year or less | 4.61\% |
| 2-3 years | 5.74\% |
| 4-5 years | 6.35\% |
| 6-7 years | 8.60\% |
| 8-9 years | 8.36\% |
| 10-14 years | 16.56\% |
| 15-19 years | 16.34\% |
| 20-24 years | 14.91\% |
| 25+ years | 18.54\% |

F • F22 • F23

## Promising Families

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


Key Features

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


F • F22 • F23

## Promising Families

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

|  | Age |  |
| :---: | :---: | :---: |
| 19-24 years |  | 6.91\% |
| 25-30 years | 291 | 25.97\% |
| 31-35 years | 507 | 44.21\% |
| 36-45 years |  | 18.30\% |
| 46-50 years |  | 2.40\% |
| 51-65 years |  | 1.86\% |
| 66-75 years |  | 0.26\% |
| 76+ years |  | 0.09\% |
| Family Structure |  |  |
| With kids |  |  |
| Married | 254 | 64.37\% |
| Single male |  | 2.07\% |
| Single female |  | 3.41\% |
| Unknown status |  | 2.07\% |
| Without kids |  |  |
| Married |  | 20.99\% |
| Single male |  | 3.44\% |
| Single female |  | 2.37\% |
| Unknown status |  | 1.27\% |
| Home Ownership |  |  |
| Homeowner |  | 74.27\% |
| Renter |  | 12.99\% |
| Unknown |  | 12.74\% |


| Education |  |  |
| :---: | :---: | :---: |
| Below high school |  | 5.48\% |
| High school diploma |  | 19.13\% |
| Some college |  | 41.19\% |
| Bachelor's degree |  | 19.44\% |
| Graduate degree |  | 14.75\% |
| Income |  |  |
| Less than \$15,000 |  | 2.48\% |
| \$15,000-\$24,999 |  | 4.01\% |
| \$25,000-\$34,999 |  | 5.41\% |
| \$35,000-\$49,999 |  | 8.35\% |
| \$50,000-\$74,999 |  | 22.86\% |
| \$75,000-\$99,999 |  | 25.65\% |
| \$100,000-\$124,999 | 244 | 20.71\% |
| \$125,000-\$149,999 |  | 4.12\% |
| \$150,000-\$174,999 |  | 2.91\% |
| \$175,000-\$199,999 |  | 0.90\% |
| \$200,000-\$249,999 |  | 1.18\% |
| \$250,000+ |  | 1.42\% |
| Presence of Children |  |  |
| 0-3 years | 371 | 36.00\% |
| 4-6 years | 318 | 31.48\% |
| 7-9 years | 294 | 23.53\% |
| 10-12 years |  | 13.76\% |
| 13-18 years |  | 10.77\% |


| Estimated Current Home Value |  |
| :---: | :---: |
| Less than \$50,000 | 0.48\% |
| \$50,000-\$74,999 | 0.93\% |
| \$75,000-\$99,999 | 2.49\% |
| \$100,000-\$149,999 | 14.21\% |
| \$150,000-\$174,999 | 11.14\% |
| \$175,000-\$199,999 | 11.60\% |
| \$200,000-\$249,999 | 19.68\% |
| \$250,000-\$299,999 | 13.38\% |
| \$300,000-\$349,999 | 8.00\% |
| \$350,000-\$399,999 | 5.30\% |
| \$400,000-\$499,999 | 6.58\% |
| \$500,000-\$749,999 | 4.49\% |
| \$750,000+ | 1.72\% |
| Length of Residence |  |
| 1 year or less | 20.50\% |
| 2-3 years | 25.44\% |
| 4-5 years | 22.34\% |
| 6-7 years | 13.73\% |
| 8-9 years | 7.93\% |
| 10-14 years | 5.89\% |
| 15-19 years | 1.63\% |
| 20-24 years | 1.45\% |
| 25+ years | 1.09\% |

:Experian

| G $\quad$ G24 • G25 |  |
| :--- | :--- |
| Young City Solos |  |
| Younger and middle-aged singles living active and energetic lifestyles in metropolitan areas | Christopher \& Elizabeth |
| O $2.46 \%$ | $1.35 \% \Omega$ |



Key Features

- Singles
- Downtown commuters
- Apartment dwellers
- Active lifestyles
- Environmental philanthropists
- Politically liberal
 G • G24 • G25

Young City Solos
Christopher \& Elizabeth
Younger and middle-aged singles living active and energetic lifestyles in metropolitan areas
© $2.46 \% \mid 1.35 \%$ ת


| Education |  |  |
| :---: | :---: | :---: |
| Below high school |  | 3.37\% |
| High school diploma |  | 12.38\% |
| Some college |  | 27.78\% |
| Bachelor's degree |  | 32.31\% |
| Graduate degree | 212 | 24.16\% |
| Income |  |  |
| Less than \$15,000 |  | 5.81\% |
| \$15,000-\$24,999 |  | 5.13\% |
| \$25,000-\$34,999 |  | 6.79\% |
| \$35,000-\$49,999 |  | 10.31\% |
| \$50,000-\$74,999 |  | 28.02\% |
| \$75,000-\$99,999 |  | 15.49\% |
| \$100,000-\$124,999 |  | 12.84\% |
| \$125,000-\$149,999 |  | 4.81\% |
| \$150,000-\$174,999 |  | 4.30\% |
| \$175,000-\$199,999 |  | 1.74\% |
| \$200,000-\$249,999 |  | 2.17\% |
| \$250,000+ |  | 2.58\% |
| Presence of Children |  |  |
| 0-3 years |  | 2.79\% |
| 4-6 years |  | 2.20\% |
| 7-9 years |  | 1.26\% |
| 10-12 years |  | 0.96\% |
| 13-18 years |  | 2.79\% |


| Estimated Current Home Value |  |
| :---: | :---: |
| Less than \$50,000 | 0.43\% |
| \$50,000-\$74,999 | 1.00\% |
| \$75,000-\$99,999 | 2.05\% |
| \$100,000-\$149,999 | 9.93\% |
| \$150,000-\$174,999 | 8.05\% |
| \$175,000-\$199,999 | 7.79\% |
| \$200,000-\$249,999 | 13.92\% |
| \$250,000-\$299,999 | 10.95\% |
| \$300,000-\$349,999 | 8.62\% |
| \$350,000-\$399,999 | 6.81\% |
| \$400,000-\$499,999 | 9.41\% |
| \$500,000-\$749,999 | 11.02\% |
| \$750,000+ | 10.03\% |
| Length of Residence |  |
| 1 year or less | 23.12\% |
| 2-3 years | 23.44\% |
| 4-5 years | 17.66\% |
| 6-7 years | 12.94\% |
| 8-9 years | 8.55\% |
| 10-14 years | 8.49\% |
| 15-19 years | 2.61\% |
| 20-24 years | 1.81\% |
| 25+ years | 1.36\% |

:Experian
$\mathrm{H} \cdot \mathrm{H} 26$ • H 27 • H 28 • H29

## Middle-class Melting Pot

James \& Pamela
Mid-scale, middle-aged and established couples living in suburban and fringe homes


Key Features

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





## H • H 26 • H 27 • H 28 • H29

Middle-class Melting Pot
Mid-scale, middle-aged and established couples living in suburban and fringe homes

|  | Age |  |
| :---: | :---: | :---: |
| 19-24 years |  | 2.27\% |
| 25-30 years |  | 1.57\% |
| 31-35 years |  | 3.01\% |
| 36-45 years |  | 29.83\% |
| 46-50 years | 203 | 20.23\% |
| 51-65 years |  | 32.69\% |
| 66-75 years |  | 7.23\% |
| 76+ years |  | 3.18\% |
| Family Structure |  |  |
| With kids Married |  | 28.68\% |
| Single male |  | 1.93\% |
| Single female |  | 2.28\% |
| Unknown status |  | 1.55\% |
| Without kids |  |  |
| Married |  | 44.36\% |
| Single male |  | 7.08\% |
| Single female |  | 5.45\% |
| Unknown status |  | 8.66\% |
| Home Ownership |  |  |
| Homeowner |  | 78.38\% |
| Renter |  | 11.55\% |
| Unknown | \| | 10.07\% |



| Estimated Current Home Value |  |
| :---: | :---: |
| Less than \$50,000 | 0.84\% |
| \$50,000-\$74,999 | 1.27\% |
| \$75,000-\$99,999 | 2.83\% |
| \$100,000-\$149,999 | 12.44\% |
| \$150,000-\$174,999 | 9.47\% |
| \$175,000-\$199,999 | 9.75\% |
| \$200,000-\$249,999 | 17.48\% |
| \$250,000-\$299,999 | 13.05\% |
| \$300,000-\$349,999 | 9.66\% |
| \$350,000-\$399,999 | 6.73\% |
| \$400,000-\$499,999 | 8.24\% |
| \$500,000-\$749,999 | 6.16\% |
| \$750,000+ | 2.05\% |
| Length of Residence |  |
| 1 year or less | 12.83\% |
| 2-3 years | 13.54\% |
| 4-5 years | 11.69\% |
| 6-7 years | 11.79\% |
| 8-9 years | 11.56\% |
| 10-14 years | 16.31\% |
| 15-19 years | 9.60\% |
| 20-24 years | 7.07\% |
| 25+ years | 5.61\% |

I • I30 • I31 • I32 • I33

## Family Union

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


Key Features

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


I • I30 • I31 • I32 • I33

## Family Union

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

Miguel \& Maria
© $4.74 \% \mid 6.72 \%$ 亿

|  | Age |  |
| :---: | :---: | :---: |
| 19-24 years |  | 3.56\% |
| 25-30 years |  | 3.41\% |
| 31-35 years |  | 6.95\% |
| 36-45 years |  | 33.05\% |
| 46-50 years |  | 19.58\% |
| 51-65 years |  | 26.58\% |
| 66-75 years |  | 4.97\% |
| 76+ years |  | 1.90\% |
| Family Structure |  |  |
| With kids |  |  |
| Single male |  | 3.19\% |
| Single female |  | 2.91\% |
| Unknown status |  | 2.83\% |
| Without kids |  |  |
| Married |  | 18.44\% |
| Single male |  | 3.22\% |
| Single female |  | 2.00\% |
| Unknown status |  | 2.38\% |
| Home Ownership |  |  |
| Homeowner |  | 81.69\% |
| Renter |  | 12.36\% |
| Unknown |  | 5.95\% |


| Education |  |  |
| :---: | :---: | :---: |
| Below high school |  | 19.36\% |
| High school diploma |  | 35.00\% |
| Some college |  | 31.68\% |
| Bachelor's degree |  | 10.16\% |
| Graduate degree |  | 3.79\% |
| Income |  |  |
| Less than \$15,000 |  | 3.46\% |
| \$15,000-\$24,999 |  | 5.49\% |
| \$25,000-\$34,999 |  | 7.21\% |
| \$35,000-\$49,999 |  | 10.31\% |
| \$50,000-\$74,999 |  | 35.40\% |
| \$75,000-\$99,999 |  | 21.62\% |
| \$100,000-\$124,999 |  | 10.21\% |
| \$125,000-\$149,999 |  | 2.90\% |
| \$150,000-\$174,999 |  | 1.84\% |
| \$175,000-\$199,999 |  | 0.05\% |
| \$200,000-\$249,999 |  | 0.63\% |
| \$250,000+ |  | 0.87\% |
| Presence of Children |  |  |
| 0-3 years |  | 17.64\% |
| 4-6 years |  | 19.50\% |
| 7-9 years |  | 15.68\% |
| 10-12 years | 295 | 25.42\% |
| 13-18 years | 250 | 32.95\% |


| Estimated Current Home Value |  |  |
| :--- | :--- | ---: |
| Less than \$50,000 |  |  |
| \$50,000-\$74,999 |  | $1.44 \%$ |
| \$75,000-\$99,999 |  | $2.92 \%$ |
| \$100,000-\$149,999 |  | $6.82 \%$ |
| \$150,000-\$174,999 |  | $23.66 \%$ |
| \$175,000-\$199,999 |  | $12.22 \%$ |
| \$200,000-\$249,999 |  |  |
| \$250,000-\$299,999 |  |  |
| \$300,000-\$349,999 |  |  |
| \$350,000-\$399,999 |  |  |
| \$400,000-\$499,999 |  |  |
| \$500,000-\$749,999 |  |  |
| \$750,000+ |  |  |

J • J34 • J35 • J36

## Autumn Years

Established and mature couples living gratified lifestyles in older homes

## Charles \& Lois

- $7.35 \%$ | $6.92 \%$ 亿


Key Features

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


J • J34 • J35 • J36

## Autumn Years

Established and mature couples living gratified lifestyles in older homes


| Education |  |
| :---: | :---: |
| Below high school | 15.99\% |
| High school diploma | 40.30\% |
| Some college | 20.41\% |
| Bachelor's degree | 15.06\% |
| Graduate degree | 8.24\% |
| Income |  |
| Less than \$15,000 | 5.93\% |
| \$15,000-\$24,999 | 11.36\% |
| \$25,000-\$34,999 | 12.94\% |
| \$35,000-\$49,999 | 20.77\% |
| \$50,000-\$74,999 | 29.55\% |
| \$75,000-\$99,999 | 9.93\% |
| \$100,000-\$124,999 | 4.75\% |
| \$125,000-\$149,999 | 1.97\% |
| \$150,000-\$174,999 | 1.27\% |
| \$175,000-\$199,999 | 0.12\% |
| \$200,000-\$249,999 | 0.67\% |
| \$250,000+ | 0.74\% |
| Presence of Children |  |
| 0-3 years | 2.31\% |
| 4-6 years | 2.11\% |
| 7-9 years | 1.18\% |
| 10-12 years | 1.56\% |
| 13-18 years | 3.89\% |


| Estimated Current Home Value |  |  |
| :--- | :--- | ---: |
| Less than \$50,000 |  |  |
| \$50,000-\$74,999 |  |  |
| \$75,000-\$99,999 |  |  |
| \$100,000-\$149,999 |  |  |
| \$150,000-\$174,999 |  |  |
| \$175,000-\$199,999 |  |  |
| \$200,000-\$249,999 |  |  |
| \$250,000-\$299,999 |  |  |
| \$300,000-\$349,999 |  |  |
| \$350,000-\$399,999 |  |  |
| \$400,000-\$499,999 |  |  |
| \$500,000-\$749,999 |  |  |
| \$750,000+ |  |  |
| Length of Residence |  |  |

Experian
K • K37 • K38 • K39 • K40

## Significant Singles

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


Key Features

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


K • K37 • K38 • K39 • K40
Significant Singles
Middle-aged singles and some couples earning mid-scale incomes supporting active city styles of living



| Estimated Current Home Value |  |  |
| :---: | :---: | :---: |
| Less than \$50,000 |  | 2.46\% |
| \$50,000-\$74,999 |  | 3.29\% |
| \$75,000-\$99,999 |  | 4.74\% |
| \$100,000-\$149,999 |  | 12.25\% |
| \$150,000-\$174,999 |  | 6.26\% |
| \$175,000-\$199,999 |  | 5.40\% |
| \$200,000-\$249,999 |  | 8.56\% |
| \$250,000-\$299,999 |  | 7.00\% |
| \$300,000-\$349,999 |  | 6.35\% |
| \$350,000-\$399,999 |  | 5.39\% |
| \$400,000-\$499,999 |  | 9.58\% |
| \$500,000-\$749,999 |  | 14.32\% |
| \$750,000+ | 248 | 14.39\% |
| Length of Residence |  |  |
| 1 year or less |  | 24.55\% |
| 2-3 years |  | 21.76\% |
| 4-5 years |  | 13.71\% |
| 6-7 years |  | 11.03\% |
| 8-9 years |  | 7.58\% |
| 10-14 years |  | 10.99\% |
| 15-19 years |  | 4.91\% |
| 20-24 years |  | 3.31\% |
| 25+ years |  | 2.15\% |

L • L41 • L42 • L43

## Blue Sky Boomers

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

Carl \& Beverly
人 $6.82 \%$ | $5.65 \%$


Key Features

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


L • L41 • L42 • L43

## Blue Sky Boomers

Carl \& Beverly
Lower- and middle-class baby boomer-aged households living in small towns


| Education |  |
| :---: | :---: |
| Below high school | 13.12\% |
| High school diploma | 41.70\% |
| Some college | 23.94\% |
| Bachelor's degree | 13.53\% |
| Graduate degree | 7.72\% |
| Income |  |
| Less than \$15,000 | 8.40\% |
| \$15,000-\$24,999 | 9.97\% |
| \$25,000-\$34,999 | 10.27\% |
| \$35,000-\$49,999 | 18.77\% |
| \$50,000-\$74,999 | 33.21\% |
| \$75,000-\$99,999 | 9.84\% |
| \$100,000-\$124,999 | 4.69\% |
| \$125,000-\$149,999 | 1.90\% |
| \$150,000-\$174,999 | 1.33\% |
| \$175,000-\$199,999 | 0.09\% |
| \$200,000-\$249,999 | 0.68\% |
| \$250,000+ | 0.84\% |
| Presence of Children |  |
| 0-3 years | 1.62\% |
| 4-6 years | 1.26\% |
| 7-9 years | 0.54\% |
| 10-12 years | 0.64\% |
| 13-18 years | 2.58\% |


| Estimated Current Home Value |  |
| :---: | :---: |
| Less than \$50,000 | 10.37\% |
| \$50,000-\$74,999 | 9.33\% |
| \$75,000-\$99,999 | 11.77\% |
| \$100,000-\$149,999 | 23.89\% |
| \$150,000-\$174,999 | 9.99\% |
| \$175,000-\$199,999 | 8.08\% |
| \$200,000-\$249,999 | 10.66\% |
| \$250,000-\$299,999 | 6.01\% |
| \$300,000-\$349,999 | 3.42\% |
| \$350,000-\$399,999 | 2.01\% |
| \$400,000-\$499,999 | 2.20\% |
| \$500,000-\$749,999 | 1.59\% |
| \$750,000+ | 0.68\% |
| Length of Residence |  |
| 1 year or less | 7.57\% |
| 2-3 years | 8.93\% |
| 4-5 years | 9.20\% |
| 6-7 years | 10.49\% |
| 8-9 years | 9.54\% |
| 10-14 years | 16.62\% |
| 15-19 years | 14.13\% |
| 20-24 years | 10.71\% |
| 25+ years | 12.80\% |

$\left.\begin{array}{|l|l|l|}\hline \text { M • M44 • M45 } & \\ \hline \text { Families in Motion } & \text { Jeremy \& Melissa } \\ \hline \text { Younger, working-class families earning moderate incomes in smaller residential communities } & \text { A } & 3.13 \%\end{array}\right) 5.26 \% \Omega$


Key Features

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


M • M44 • M45

## Families in Motion

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

| Age |  |  |
| :---: | :---: | :---: |
| 19-24 years |  | 7.76\% |
| 25-30 years |  | 15.98\% |
| 31-35 years | 258 | 22.44\% |
| 36-45 years |  | 32.50\% |
| 46-50 years |  | 9.92\% |
| 51-65 years |  | 9.91\% |
| 66-75 years |  | 1.17\% |
| 76+ years |  | 0.31\% |
| With Family Structure |  |  |
| With kids Married | 277 | 70.41\% |
| Single male |  | 4.19\% |
| Single female |  | 8.73\% |
| Unknown status | 231 | 4.20\% |
| Without kids |  |  |
| Married |  | 5.71\% |
| Single male |  | 3.37\% |
| Single female |  | 2.14\% |
| Unknown status |  | 1.25\% |
| Home Ownership |  |  |
| Homeowner |  | 65.43\% |
| Renter |  | 23.83\% |
| Unknown |  | 10.74\% |


| Education |  |
| :--- | :--- |
| Below high school |  |
| High school diploma |  |
| Some college |  |
| Bachelor's degree |  |
| Graduate degree |  |
| Income |  |


| Estimated Current Home Value |  |  |
| :---: | :---: | :---: |
| Less than \$50,000 | 330 | 17.95\% |
| \$50,000-\$74,999 | 307 | 17.56\% |
| \$75,000-\$99,999 | 266 | 19.11\% |
| \$100,000-\$149,999 |  | 25.81\% |
| \$150,000-\$174,999 |  | 6.64\% |
| \$175,000-\$199,999 |  | 4.57\% |
| \$200,000-\$249,999 |  | 4.51\% |
| \$250,000-\$299,999 |  | 1.78\% |
| \$300,000-\$349,999 |  | 0.90\% |
| \$350,000-\$399,999 |  | 0.43\% |
| \$400,000-\$499,999 |  | 0.41\% |
| \$500,000-\$749,999 |  | 0.21\% |
| \$750,000+ |  | 0.12\% |
| Length of Residence |  |  |
| 1 year or less |  | 11.28\% |
| 2-3 years |  | 12.19\% |
| 4-5 years |  | 11.13\% |
| 6-7 years |  | 14.43\% |
| 8-9 years |  | 12.74\% |
| 10-14 years |  | 17.83\% |
| 15-19 years |  | 10.39\% |
| 20-24 years |  | 5.74\% |
| 25+ years |  | 4.28\% |

Experian
N • N46 • N47 • N48 • N49

## Pastoral Pride

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


Key Features

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

N • N46 • N47 • N48 • N49


## Pastoral Pride

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

| Education |  |
| :---: | :---: |
| Below high school | 15.91\% |
| High school diploma | 37.63\% |
| Some college | 33.44\% |
| Bachelor's degree | 8.46\% |
| Graduate degree | 4.55\% |
| Income |  |
| Less than \$15,000 | 11.90\% |
| \$15,000-\$24,999 | 10.44\% |
| \$25,000-\$34,999 | 12.79\% |
| \$35,000-\$49,999 | 20.24\% |
| \$50,000-\$74,999 | 26.43\% |
| \$75,000-\$99,999 | 9.38\% |
| \$100,000-\$124,999 | 4.64\% |
| \$125,000-\$149,999 | 1.65\% |
| \$150,000-\$174,999 | 1.20\% |
| \$175,000-\$199,999 | 0.04\% |
| \$200,000-\$249,999 | 0.59\% |
| \$250,000+ | 0.69\% |
| Presence of Children |  |
| 0-3 years | 7.08\% |
| 4-6 years | 6.59\% |
| 7-9 years | 4.18\% |
| 10-12 years | 4.97\% |
| 13-18 years | 11.06\% |


| Estimated Current Home Value |  |  |
| :---: | :---: | :---: |
| Less than \$50,000 | 232 | 12.60\% |
| \$50,000-\$74,999 | 239 | 13.68\% |
| \$75,000-\$99,999 | 225 | 16.17\% |
| \$100,000-\$149,999 |  | 26.89\% |
| \$150,000-\$174,999 |  | 8.82\% |
| \$175,000-\$199,999 |  | 6.17\% |
| \$200,000-\$249,999 |  | 7.23\% |
| \$250,000-\$299,999 |  | 3.40\% |
| \$300,000-\$349,999 |  | 1.80\% |
| \$350,000-\$399,999 |  | 1.01\% |
| \$400,000-\$499,999 |  | 1.08\% |
| \$500,000-\$749,999 |  | 0.74\% |
| \$750,000+ |  | 0.41\% |
| Length of Residence |  |  |
| 1 year or less |  | 12.54\% |
| 2-3 years |  | 13.37\% |
| 4-5 years |  | 11.80\% |
| 6-7 years |  | 13.50\% |
| 8-9 years |  | 11.07\% |
| 10-14 years |  | 15.23\% |
| 15-19 years |  | 10.00\% |
| 20-24 years |  | 6.28\% |
| 25+ years |  | 6.21\% |

O • O50 • O51 • O52 • O53 • O54 • O55

0

Singles and Starters<br>Young singles starting out, and some starter families, in diverse urban communities



Key Features

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

20.5\%



Channel Preference


81


102

Technology Adoption


O • O50 • O51 • O52 • O53 • O54 • O55

## Singles and Starters

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

|  | Age |  |  |
| :---: | :---: | :---: | :---: |
| 19-24 years |  | 331 | 13.85\% |
| 25-30 years |  | 443 | 39.59\% |
| 31-35 years |  | 266 | 23.15\% |
| 36-45 years |  |  | 12.31\% |
| 46-50 years |  |  | 4.19\% |
| 51-65 years |  |  | 5.84\% |
| 66-75 years |  |  | 0.73\% |
| 76+ years |  |  | 0.34\% |
| Family Structure |  |  |  |
| With kids |  |  | 15.81\% |
| Single male |  | 217 | 7.14\% |
| Single female |  | 288 | 16.27\% |
| Unknown status |  |  | 2.81\% |
| Without kids |  |  |  |
| Married |  |  | 12.97\% |
| Single male |  | 215 | 18.77\% |
| Single female |  | 262 | 21.27\% |
| Unknown status |  |  | 4.96\% |
| Home Ownership |  |  |  |
| Homeowner |  |  | 19.04\% |
| Renter |  | 255 | 65.13\% |
| Unknown |  |  | 15.83\% |


| Education |  |
| :---: | :---: |
| Below high school | 15.60\% |
| High school diploma | 27.30\% |
| Some college | 33.67\% |
| Bachelor's degree | 14.17\% |
| Graduate degree | 9.25\% |
| Income |  |
| Less than \$15,000 | 20.46\% |
| \$15,000-\$24,999 | 12.71\% |
| \$25,000-\$34,999 | 15.64\% |
| \$35,000-\$49,999 | 20.83\% |
| \$50,000-\$74,999 | 14.29\% |
| \$75,000-\$99,999 | 6.37\% |
| \$100,000-\$124,999 | 4.11\% |
| \$125,000-\$149,999 | 2.35\% |
| \$150,000-\$174,999 | 1.49\% |
| \$175,000-\$199,999 | 0.07\% |
| \$200,000-\$249,999 | 0.76\% |
| \$250,000+ | 0.91\% |
| Presence of Children |  |
| 0-3 years | 13.98\% |
| 4-6 years | 10.96\% |
| 7-9 years | 9.26\% |
| 10-12 years | 6.03\% |
| 13-18 years | 7.31\% |


| Estimated Current Home Value |  |  |
| :---: | :---: | :---: |
| Less than \$50,000 |  | 4.52\% |
| \$50,000-\$74,999 |  | 6.78\% |
| \$75,000-\$99,999 |  | 10.16\% |
| \$100,000-\$149,999 |  | 23.63\% |
| \$150,000-\$174,999 |  | 10.98\% |
| \$175,000-\$199,999 |  | 8.59\% |
| \$200,000-\$249,999 |  | 11.18\% |
| \$250,000-\$299,999 |  | 6.39\% |
| \$300,000-\$349,999 |  | 3.99\% |
| \$350,000-\$399,999 |  | 2.60\% |
| \$400,000-\$499,999 |  | 3.29\% |
| \$500,000-\$749,999 |  | 3.32\% |
| \$750,000+ |  | 4.57\% |
| Length of Residence |  |  |
| 1 year or less | 299 | 43.20\% |
| 2-3 years | 205 | 27.30\% |
| 4-5 years |  | 11.57\% |
| 6-7 years |  | 7.34\% |
| 8-9 years |  | 3.82\% |
| 10-14 years |  | 3.76\% |
| 15-19 years |  | 1.26\% |
| 20-24 years |  | 0.89\% |
| 25+ years |  | 0.87\% |

:Experian
$P$ • P56 • P57 • P58 • P59 • P60 • P61

## Cultura Connections

Antonio \& Ana
Diverse, mid- and low-income families in urban apartments and residences


Key Features

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

61.7\%


P • P56 • P57 • P58 • P59 • P60 • P61

## Cultural Connections



| Education |  |  |
| :---: | :---: | :---: |
| Below high school | 274 | 41.60\% |
| High school diploma |  | 26.04\% |
| Some college |  | 22.30\% |
| Bachelor's degree |  | 7.43\% |
| Graduate degree |  | 2.63\% |
| Income |  |  |
| Less than \$15,000 |  | 21.57\% |
| \$15,000-\$24,999 |  | 13.12\% |
| \$25,000-\$34,999 |  | 14.57\% |
| \$35,000-\$49,999 |  | 17.36\% |
| \$50,000-\$74,999 |  | 17.50\% |
| \$75,000-\$99,999 |  | 7.11\% |
| \$100,000-\$124,999 |  | 3.87\% |
| \$125,000-\$149,999 |  | 2.09\% |
| \$150,000-\$174,999 |  | 1.39\% |
| \$175,000-\$199,999 |  | 0.01\% |
| \$200,000-\$249,999 |  | 0.61\% |
| \$250,000+ |  | 0.79\% |
| Presence of Children |  |  |
| 0-3 years |  | 9.10\% |
| 4-6 years |  | 12.75\% |
| 7-9 years |  | 15.55\% |
| 10-12 years | 345 | 29.75\% |
| 13-18 years | 254 | 33.47\% |

## Estimated Current Home Value

Less than \$50,000 \$50,000-\$74,999
\$75,000-\$99,999
\$100,000-\$149,999
\$150,000-\$174,999
\$175,000-\$199,999
\$200,000-\$249,999
\$250,000-\$299,999
\$300,000-\$349,999
\$350,000-\$399,999
\$400,000-\$499,999
\$500,000-\$749,999
\$750,000+


Length of Residence
1 year or less
2-3 years
4-5 years
6-7 years
8-9 years
10-14 years
15-19 years
20-24 years
25+ years

$7.60 \%$
$17.57 \%$ $13.75 \%$ $12.78 \%$ 9.54\% $14.42 \%$ 6.88\% 4.60\% 2.87\%
:Experian
Q • Q62 • Q63 • Q64 • Q65

Golden Year Guardians
Retirees living in settled residences and communities

Donald \& Dorothy

- $9.01 \% \mid 6.38 \%$ ?


Key Features

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


Who We Are


Age of children

0.4\%

Q • Q62 • Q63 • Q64 • Q65

Golden Year Guardians
Retirees living in settled residences and communities

| Age |  |  |
| :---: | :---: | :---: |
| 19-24 years |  | 0.06\% |
| 25-30 years |  | 0.10\% |
| 31-35 years |  | 0.11\% |
| 36-45 years |  | 0.32\% |
| 46-50 years |  | 0.32\% |
| 51-65 years |  | 4.85\% |
| 66-75 years | 330 | 34.83\% |
| 76+ years | 632 | 59.42\% |
| Family Structure |  |  |
| With kids |  |  |
| Married |  | 0.77\% |
| Single male |  | 0.05\% |
| Single female |  | 0.08\% |
| Unknown status |  | 0.52\% |
| Without kids |  |  |
| Married |  | 39.75\% |
| Single male |  | 1.81\% |
| Single female |  | 1.75\% |
| Unknown status | 375 | 55.27\% |
| Home Ownership |  |  |
| Homeowner |  | 73.40\% |
| Renter |  | 17.06\% |
| Unknown |  | 9.54\% |


| Education |  |  |
| :--- | :--- | :--- |
| Below high school |  |  |
| High school diploma |  |  |
| Some college |  |  |
| Bachelor's degree |  |  |
| Graduate degree |  |  |
| Income |  |  |

$R$ • R66 • R67

## Aspirational Fusion

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


Key Features

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



## Mosaic USA

## R • R66 • R67

## Aspirational Fusion

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

|  | Age |  |  |
| :---: | :---: | :---: | :---: |
| 19-24 years |  | 318 | 13.31\% |
| 25-30 years |  |  | 17.87\% |
| 31-35 years |  |  | 14.26\% |
| 36-45 years |  |  | 26.59\% |
| 46-50 years |  |  | 9.97\% |
| 51-65 years |  |  | 16.43\% |
| 66-75 years |  |  | 1.04\% |
| 76+ years |  |  | 0.53\% |
| Family Structure |  |  |  |
| With kids Married |  |  | 8.12\% |
| Single male |  | 474 | 15.59\% |
| Single female |  | 589 | 33.22\% |
| Unknown status |  |  | 2.66\% |
| Without kids |  |  |  |
| Married |  |  | 2.45\% |
| Single male |  |  | 15.04\% |
| Single female |  | 220 | 17.87\% |
| Unknown status |  |  | 5.06\% |
| Home Ownership |  |  |  |
| Homeowner |  |  | 4.67\% |
| Renter |  | 335 | 85.35\% |
| Unknown |  |  | 9.98\% |


| Estimated Current Home Value |  |  |
| :---: | :---: | :---: |
| Less than \$50,000 | 416 | 22.59\% |
| \$50,000-\$74,999 | 347 | 19.81\% |
| \$75,000-\$99,999 | 219 | 15.72\% |
| \$100,000-\$149,999 |  | 18.77\% |
| \$150,000-\$174,999 |  | 5.45\% |
| \$175,000-\$199,999 |  | 4.02\% |
| \$200,000-\$249,999 |  | 5.15\% |
| \$250,000-\$299,999 |  | 2.89\% |
| \$300,000-\$349,999 |  | 1.80\% |
| \$350,000-\$399,999 |  | 0.98\% |
| \$400,000-\$499,999 |  | 1.16\% |
| \$500,000-\$749,999 |  | 1.03\% |
| \$750,000+ |  | 0.64\% |
| Length of Residence |  |  |
| 1 year or less | 256 | 37.01\% |
| 2-3 years | 210 | 27.89\% |
| 4-5 years |  | 14.42\% |
| 6-7 years |  | 8.64\% |
| 8-9 years |  | 4.69\% |
| 10-14 years |  | 4.86\% |
| 15-19 years |  | 1.37\% |
| 20-24 years |  | 0.80\% |
| 25+ years |  | 0.33\% |

Experian
S • S68 • S69 • S70 • S71

## Economic Challenges

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


Key Features

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



## Economic Challenges

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

|  | Age |  |
| :---: | :---: | :---: |
| 19-24 years |  | 3.38\% |
| 25-30 years |  | 3.30\% |
| 31-35 years |  | 3.84\% |
| 36-45 years |  | 13.37\% |
| 46-50 years |  | 9.42\% |
| 51-65 years |  | 47.40\% |
| 66-75 years |  | 11.38\% |
| 76+ years |  | 7.89\% |
| Family Structure |  |  |
| With kids |  |  |
| Married |  | 8.85\% |
| Single male |  | 5.28\% |
| Single female |  | 7.59\% |
| Unknown status |  | 3.12\% |
| Without kids |  |  |
| Married |  | 13.03\% |
| Single male |  | 17.12\% |
| Single female |  | 15.07\% |
| Unknown status | 203 | 29.94\% |
| Home Ownership |  |  |
| Homeowner |  | 43.03\% |
| Renter |  | 44.52\% |
| Unknown |  | 12.45\% |


| Education |  |  |
| :---: | :---: | :---: |
| Below high school |  | 28.59\% |
| High school diploma |  | 38.21\% |
| Some college |  | 21.56\% |
| Bachelor's degree |  | 7.96\% |
| Graduate degree |  | 3.68\% |
| Income |  |  |
| Less than \$15,000 | 298 | 33.94\% |
| \$15,000-\$24,999 |  | 19.19\% |
| \$25,000-\$34,999 |  | 14.12\% |
| \$35,000-\$49,999 |  | 16.21\% |
| \$50,000-\$74,999 |  | 9.28\% |
| \$75,000-\$99,999 |  | 3.13\% |
| \$100,000-\$124,999 |  | 1.87\% |
| \$125,000-\$149,999 |  | 0.94\% |
| \$150,000-\$174,999 |  | 0.57\% |
| \$175,000-\$199,999 |  | 0.01\% |
| \$200,000-\$249,999 |  | 0.31\% |
| \$250,000+ |  | 0.42\% |
| Presence of Children |  |  |
| 0-3 years |  | 3.68\% |
| 4-6 years |  | 3.63\% |
| 7-9 years |  | 2.30\% |
| 10-12 years |  | 2.88\% |
| 13-18 years |  | 9.10\% |


| Estimated Current Home Value |  |  |
| :---: | :---: | :---: |
| Less than \$50,000 | 578 | 31.42\% |
| \$50,000-\$74,999 | 403 | 23.04\% |
| \$75,000-\$99,999 | 238 | 17.04\% |
| \$100,000-\$149,999 |  | 15.37\% |
| \$150,000-\$174,999 |  | 3.57\% |
| \$175,000-\$199,999 |  | 2.15\% |
| \$200,000-\$249,999 |  | 2.55\% |
| \$250,000-\$299,999 |  | 1.17\% |
| \$300,000-\$349,999 |  | 0.69\% |
| \$350,000-\$399,999 |  | 0.37\% |
| \$400,000-\$499,999 |  | 0.64\% |
| \$500,000-\$749,999 |  | 0.74\% |
| \$750,000+ |  | 1.26\% |
| Length of Residence |  |  |
| 1 year or less |  | 18.47\% |
| 2-3 years |  | 16.74\% |
| 4-5 years |  | 12.28\% |
| 6-7 years |  | 10.71\% |
| 8-9 years |  | 7.57\% |
| 10-14 years |  | 11.51\% |
| 15-19 years |  | 8.18\% |
| 20-24 years |  | 5.78\% |
| 25+ years |  | 8.75\% |




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

|  | 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 |  |  |
| With kids <br> Married |  | 38.33\% |
| Single male |  | 0.16\% |
| Single female |  | 0.17\% |
| Unknown status |  | 1.30\% |
| Without kids |  |  |
| 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 | 448 | 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 | 12.74\% |
| \$150,000-\$174,999 |  | 0.27\% |
| \$175,000-\$199,999 | 941 | 14.72\% |
| \$200,000-\$249,999 | 1033 | 17.02\% |
| \$250,000+ | 1441 | 35.06\% |
| 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 | 22.22\% |
| \$750,000+ | 1159 | 67.27\% |
| 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\% |

:Experian
A • A01 • A02 • A03 • A04 • A05 • A06

## A02

## Platinum Prosperity

Robert \& Carol
Wealthy and established empty-nesting couples residing in suburban and in-town homes


Key Features

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


Home ownership


Channel Preference


142

Technology Adoption


## 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

- $0.97 \%$ | $1.16 \%$ 』


| Education |  |  |
| :---: | :---: | :---: |
| Below high school |  | 3.66\% |
| High school diploma |  | 7.16\% |
| Some college |  | 12.96\% |
| Bachelor's degree |  | 32.46\% |
| Graduate degree | 384 | 43.76\% |
| Income |  |  |
| Less than \$15,000 |  | 1.25\% |
| \$15,000-\$24,999 |  | 1.76\% |
| \$25,000-\$34,999 |  | 0.48\% |
| \$35,000-\$49,999 |  | 0.82\% |
| \$50,000-\$74,999 |  | 1.42\% |
| \$75,000-\$99,999 |  | 3.57\% |
| \$100,000-\$124,999 |  | 4.02\% |
| \$125,000-\$149,999 | 224 | 10.12\% |
| \$150,000-\$174,999 |  | 2.40\% |
| \$175,000-\$199,999 | 909 | 14.21\% |
| \$200,000-\$249,999 | 1128 | 18.58\% |
| \$250,000+ | 1701 | 41.37\% |
| Presence of Children |  |  |
| 0-3 years |  | 1.44\% |
| 4-6 years |  | 0.77\% |
| 7-9 years |  | 0.35\% |
| 10-12 years |  | 0.52\% |
| 13-18 years |  | 4.16\% |


| Estimated Current Home Value |  |  |
| :---: | :---: | :---: |
| Less than \$50,000 |  | 0.06\% |
| \$50,000-\$74,999 |  | 0.04\% |
| \$75,000-\$99,999 |  | 0.18\% |
| \$100,000-\$149,999 |  | 0.51\% |
| \$150,000-\$174,999 |  | 0.76\% |
| \$175,000-\$199,999 |  | 1.24\% |
| \$200,000-\$249,999 |  | 4.03\% |
| \$250,000-\$299,999 |  | 6.15\% |
| \$300,000-\$349,999 |  | 6.91\% |
| \$350,000-\$399,999 |  | 6.90\% |
| \$400,000-\$499,999 |  | 12.62\% |
| \$500,000-\$749,999 | 389 | 28.13\% |
| \$750,000+ | 559 | 32.46\% |
| Length of Residence |  |  |
| 1 year or less |  | 4.83\% |
| 2-3 years |  | 7.23\% |
| 4-5 years |  | 7.79\% |
| 6-7 years |  | 10.29\% |
| 8-9 years |  | 12.01\% |
| 10-14 years |  | 18.95\% |
| 15-19 years |  | 14.75\% |
| 20-24 years |  | 13.67\% |
| 25+ years |  | 10.49\% |



## A03

## Kids and Cabernet

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


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

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

- $0.78 \% \mid 1.40 \% \Omega$


| Education |  |  |
| :---: | :---: | :---: |
| Below high school |  | 1.04\% |
| High school diploma |  | 5.22\% |
| Some college |  | 17.29\% |
| Bachelor's degree | 266 | 46.04\% |
| Graduate degree | 267 | 30.41\% |
| Income |  |  |
| Less than \$15,000 |  | 0.71\% |
| \$15,000-\$24,999 |  | 0.83\% |
| \$25,000-\$34,999 |  | 0.39\% |
| \$35,000-\$49,999 |  | 0.18\% |
| \$50,000-\$74,999 |  | 0.44\% |
| \$75,000-\$99,999 |  | 3.10\% |
| \$100,000-\$124,999 |  | 4.58\% |
| \$125,000-\$149,999 | 397 | 17.94\% |
| \$150,000-\$174,999 |  | 3.32\% |
| \$175,000-\$199,999 | 1464 | 22.89\% |
| \$200,000-\$249,999 | 1235 | 20.33\% |
| \$250,000+ | 1040 | 25.28\% |
| Presence of Children |  |  |
| 0-3 years | 254 | 24.65\% |
| 4-6 years | 381 | 37.72\% |
| 7-9 years | 493 | 39.40\% |
| 10-12 years | 517 | 44.62\% |
| 13-18 years | 416 | 54.82\% |


| Estimated Current Home Value |  |  |
| :---: | :---: | :---: |
| Less than \$50,000 |  | 0.03\% |
| \$50,000-\$74,999 |  | 0.05\% |
| \$75,000-\$99,999 |  | 0.07\% |
| \$100,000-\$149,999 |  | 0.29\% |
| \$150,000-\$174,999 |  | 0.17\% |
| \$175,000-\$199,999 |  | 0.42\% |
| \$200,000-\$249,999 |  | 1.50\% |
| \$250,000-\$299,999 |  | 4.37\% |
| \$300,000-\$349,999 |  | 6.16\% |
| \$350,000-\$399,999 |  | 7.67\% |
| \$400,000-\$499,999 | 243 | 15.69\% |
| \$500,000-\$749,999 | 479 | 34.60\% |
| \$750,000+ | 499 | 28.98\% |
| Length of Residence |  |  |
| 1 year or less |  | 3.26\% |
| 2-3 years |  | 7.16\% |
| 4-5 years |  | 9.38\% |
| 6-7 years |  | 18.72\% |
| 8-9 years | 284 | 25.50\% |
| 10-14 years |  | 23.81\% |
| 15-19 years |  | 7.94\% |
| 20-24 years |  | 3.32\% |
| 25+ years |  | 0.90\% |




Key Features

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


A • A01 • A02 • A03 • A04 • A05 • A06


## A04

## Picture Perfect Families

Established families of child-rearing households living in wealthy suburbs

Thomas \& Linda

- $0.79 \% \mid 1.46 \% \Omega$


| Education |  |  |
| :---: | :---: | :---: |
| Below high school |  | 2.88\% |
| High school diploma |  | 9.44\% |
| Some college |  | 20.45\% |
| Bachelor's degree | 212 | 36.82\% |
| Graduate degree | 267 | 30.42\% |
| Income |  |  |
| Less than \$15,000 |  | 0.74\% |
| \$15,000-\$24,999 |  | 0.89\% |
| \$25,000-\$34,999 |  | 0.55\% |
| \$35,000-\$49,999 |  | 0.26\% |
| \$50,000-\$74,999 |  | 1.54\% |
| \$75,000-\$99,999 |  | 11.14\% |
| \$100,000-\$124,999 |  | 8.48\% |
| \$125,000-\$149,999 | 741 | 33.47\% |
| \$150,000-\$174,999 | 481 | 11.86\% |
| \$175,000-\$199,999 | 838 | 13.11\% |
| \$200,000-\$249,999 | 506 | 8.34\% |
| \$250,000+ | 396 | 9.64\% |
| Presence of Children |  |  |
| 0-3 years |  | 15.95\% |
| 4-6 years | 226 | 22.35\% |
| 7-9 years | 257 | 20.52\% |
| 10-12 years | 322 | 27.82\% |
| 13-18 years | 411 | 54.06\% |


| Estimated Current Home Value |  |  |
| :---: | :---: | :---: |
| Less than \$50,000 |  | 0.09\% |
| \$50,000-\$74,999 |  | 0.20\% |
| \$75,000-\$99,999 |  | 0.20\% |
| \$100,000-\$149,999 |  | 1.22\% |
| \$150,000-\$174,999 |  | 1.81\% |
| \$175,000-\$199,999 |  | 2.61\% |
| \$200,000-\$249,999 |  | 9.03\% |
| \$250,000-\$299,999 |  | 12.64\% |
| \$300,000-\$349,999 | 214 | 13.66\% |
| \$350,000-\$399,999 | 238 | 11.31\% |
| \$400,000-\$499,999 | 268 | 17.27\% |
| \$500,000-\$749,999 | 287 | 20.72\% |
| \$750,000+ |  | 9.24\% |
| Length of Residence |  |  |
| 1 year or less |  | 1.96\% |
| 2-3 years |  | 3.46\% |
| 4-5 years |  | 3.48\% |
| 6-7 years |  | 10.39\% |
| 8-9 years |  | 14.54\% |
| 10-14 years | 205 | 29.08\% |
| 15-19 years |  | 19.23\% |
| 20-24 years |  | 13.28\% |
| 25+ years |  | 4.58\% |

Experian



Key Features

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

A • A01 • A02 • A03 • A04 • A05 • A06


## A05

Couples with Clout
Middle-aged, childless couples living in affluent metro areas
Brian \& Jennifer

- $0.78 \% \mid 0.67 \% \Omega$


| Education |  |  |
| :---: | :---: | :---: |
| Below high school |  | 2.31\% |
| High school diploma |  | 8.18\% |
| Some college |  | 28.31\% |
| Bachelor's degree | 230 | 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 | 206 | 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\% |

:Experian



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

Patrick \& Nancy

| Age |  |  |
| :---: | :---: | :---: |
| 19-24 years |  | 0.68\% |
| 25-30 years |  | 7.29\% |
| 31-35 years |  | 6.79\% |
| 36-45 years |  | 18.23\% |
| 46-50 years |  | 11.27\% |
| 51-65 years |  | 37.81\% |
| 66-75 years |  | 11.49\% |
| 76+ years |  | 6.44\% |
| Family Structure |  |  |
| Married |  | 8.47\% |
| Single male |  | 0.76\% |
| Single female |  | 1.38\% |
| Unknown status |  | 0.76\% |
| Without kids |  |  |
| Married |  | 34.47\% |
| Single male | 213 | 18.61\% |
| Single female |  | 15.38\% |
| Unknown status |  | 20.17\% |
| Home Ownership |  |  |
| Homeowner |  | 46.69\% |
| Renter |  | 30.96\% |
| Unknown | 239 | 22.34\% |


| Education |  |  |
| :---: | :---: | :---: |
| Below high school |  | 3.07\% |
| High school diploma |  | 7.06\% |
| Some college |  | 12.30\% |
| Bachelor's degree | 205 | 35.57\% |
| Graduate degree | 368 | 42.00\% |
| Income |  |  |
| Less than \$15,000 |  | 3.00\% |
| \$15,000-\$24,999 |  | 2.90\% |
| \$25,000-\$34,999 |  | 2.37\% |
| \$35,000-\$49,999 |  | 3.75\% |
| \$50,000-\$74,999 |  | 12.39\% |
| \$75,000-\$99,999 |  | 12.21\% |
| \$100,000-\$124,999 |  | 8.75\% |
| \$125,000-\$149,999 | 252 | 11.39\% |
| \$150,000-\$174,999 |  | 3.38\% |
| \$175,000-\$199,999 | 664 | 10.39\% |
| \$200,000-\$249,999 | 625 | 10.29\% |
| \$250,000+ | 789 | 19.19\% |
| Presence of Children |  |  |
| 0-3 years |  | 2.15\% |
| 4-6 years |  | 2.54\% |
| 7-9 years |  | 1.57\% |
| 10-12 years |  | 1.85\% |
| 13-18 years |  | 3.60\% |


| Estimated Current Home Value |  |
| :---: | :---: |
| Less than \$50,000 | 0.26\% |
| \$50,000-\$74,999 | 0.21\% |
| \$75,000-\$99,999 | 0.21\% |
| \$100,000-\$149,999 | 1.16\% |
| \$150,000-\$174,999 | 1.00\% |
| \$175,000-\$199,999 | 1.35\% |
| \$200,000-\$249,999 | 3.46\% |
| \$250,000-\$299,999 | 4.22\% |
| \$300,000-\$349,999 | 4.48\% |
| \$350,000-\$399,999 | 4.80\% |
| \$400,000-\$499,999 | 9.55\% |
| \$500,000-\$749,999 | 22.24\% |
| \$750,000+ | 47.06\% |
| Length of Residence |  |
| 1 year or less | 12.10\% |
| 2-3 years | 15.38\% |
| 4-5 years | 12.66\% |
| 6-7 years | 13.09\% |
| 8-9 years | 9.93\% |
| 10-14 years | 15.62\% |
| 15-19 years | 7.52\% |
| 20-24 years | 6.77\% |
| 25+ years | 6.94\% |

Experian

## 307

## Generational Soup

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


Key Features

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


B • B07 • B08 • B09 • B10

|  | Age |  |
| :---: | :---: | :---: |
| 19-24 years |  | 3.78\% |
| 25-30 years |  | 4.62\% |
| 31-35 years |  | 5.44\% |
| 36-45 years |  | 14.71\% |
| 46-50 years |  | 17.86\% |
| 51-65 years |  | 50.09\% |
| 66-75 years |  | 2.74\% |
| 76+ years |  | 0.75\% |
| With kids Family Structure |  |  |
| With kids |  | 55.11\% |
| Single male |  | 0.48\% |
| Single female |  | 0.35\% |
| Unknown status |  | 1.75\% |
| Without kids |  |  |
| Married |  | 38.13\% |
| Single male |  | 1.54\% |
| Single female |  | 0.64\% |
| Unknown status |  | 1.99\% |
| Home Ownership |  |  |
| Homeowner |  | 93.66\% |
| Renter |  | 3.39\% |
| Unknown |  | 2.94\% |


| Education |  |  |
| :---: | :---: | :---: |
| Below high school |  | 2.72\% |
| High school diploma |  | 13.52\% |
| Some college |  | 23.82\% |
| Bachelor's degree | 215 | 37.34\% |
| Graduate degree |  | 22.60\% |
| Income |  |  |
| Less than \$15,000 |  | 1.66\% |
| \$15,000-\$24,999 |  | 2.75\% |
| \$25,000-\$34,999 |  | 1.94\% |
| \$35,000-\$49,999 |  | 1.98\% |
| \$50,000-\$74,999 |  | 5.00\% |
| \$75,000-\$99,999 |  | 18.38\% |
| \$100,000-\$124,999 | 219 | 18.62\% |
| \$125,000-\$149,999 | 506 | 22.85\% |
| \$150,000-\$174,999 | 279 | 6.88\% |
| \$175,000-\$199,999 | 727 | 11.38\% |
| \$200,000-\$249,999 | 281 | 4.63\% |
| \$250,000+ |  | 3.95\% |
| Presence of Children |  |  |
| 0-3 years |  | 10.28\% |
| 4-6 years |  | 8.91\% |
| 7-9 years |  | 8.90\% |
| 10-12 years |  | 10.24\% |
| 13-18 years | 217 | 28.58\% |


| Estimated Current Home Value |  |  |
| :---: | :---: | :---: |
| Less than \$50,000 |  | 0.05\% |
| \$50,000-\$74,999 |  | 0.13\% |
| \$75,000-\$99,999 |  | 0.22\% |
| \$100,000-\$149,999 |  | 0.83\% |
| \$150,000-\$174,999 |  | 0.79\% |
| \$175,000-\$199,999 |  | 1.39\% |
| \$200,000-\$249,999 |  | 5.94\% |
| \$250,000-\$299,999 |  | 10.05\% |
| \$300,000-\$349,999 |  | 12.15\% |
| \$350,000-\$399,999 | 264 | 12.56\% |
| \$400,000-\$499,999 | 331 | 21.35\% |
| \$500,000-\$749,999 | 354 | 25.59\% |
| \$750,000+ |  | 8.94\% |
| Length of Residence |  |  |
| 1 year or less |  | 5.56\% |
| 2-3 years |  | 6.91\% |
| 4-5 years |  | 5.24\% |
| 6-7 years |  | 9.93\% |
| 8-9 years |  | 13.25\% |
| 10-14 years |  | 25.52\% |
| 15-19 years |  | 17.37\% |
| 20-24 years |  | 12.08\% |
| 25+ years |  | 4.14\% |

## Babies and Bliss



Key Features

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


Who We Are



Technology Adoption


B • B07 • B08 • B09 • B10
B08

## Babies and Bliss

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

Todd \& Lisa
소 1.36\% | $2.91 \%$ 几


| Education |  |  |
| :---: | :---: | :---: |
| Below high school |  | 1.83\% |
| High school diploma |  | 11.58\% |
| Some college |  | 38.40\% |
| Bachelor's degree |  | 34.16\% |
| Graduate degree |  | 14.02\% |
| Income |  |  |
| Less than \$15,000 |  | 1.22\% |
| \$15,000-\$24,999 |  | 1.31\% |
| \$25,000-\$34,999 |  | 0.96\% |
| \$35,000-\$49,999 |  | 0.72\% |
| \$50,000-\$74,999 |  | 6.10\% |
| \$75,000-\$99,999 | 221 | 29.38\% |
| \$100,000-\$124,999 | 388 | 32.93\% |
| \$125,000-\$149,999 | 274 | 12.36\% |
| \$150,000-\$174,999 | 329 | 8.11\% |
| \$175,000-\$199,999 | 259 | 4.05\% |
| \$200,000-\$249,999 |  | 1.40\% |
| \$250,000+ |  | 1.47\% |
| Presence of Children |  |  |
| 0-3 years | 496 | 48.01\% |
| 4-6 years | 675 | 66.81\% |
| 7-9 years | 716 | 57.21\% |
| 10-12 years | 627 | 54.09\% |
| 13-18 years | 358 | 47.14\% |


| Estimated Current Home Value |  |  |
| :---: | :---: | :---: |
| Less than \$50,000 |  | 0.22\% |
| \$50,000-\$74,999 |  | 0.22\% |
| \$75,000-\$99,999 |  | 0.45\% |
| \$100,000-\$149,999 |  | 3.49\% |
| \$150,000-\$174,999 |  | 4.56\% |
| \$175,000-\$199,999 |  | 7.19\% |
| \$200,000-\$249,999 |  | 17.60\% |
| \$250,000-\$299,999 | 210 | 18.05\% |
| \$300,000-\$349,999 | 216 | 13.75\% |
| \$350,000-\$399,999 | 213 | 10.11\% |
| \$400,000-\$499,999 | 201 | 12.98\% |
| \$500,000-\$749,999 |  | 8.91\% |
| \$750,000+ |  | 2.45\% |
| Length of Residence |  |  |
| 1 year or less |  | 2.66\% |
| 2-3 years |  | 6.99\% |
| 4-5 years |  | 10.18\% |
| 6-7 years |  | 19.38\% |
| 8-9 years | 284 | 25.52\% |
| 10-14 years |  | 25.39\% |
| 15-19 years |  | 6.80\% |
| 20-24 years |  | 2.49\% |
| 25+ years |  | 0.58\% |

## B09

## Family Fun-tastic

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


Key Features

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



## B • B07 • B08 • B09 • B10

B09
Family Fun-tastic
Dan \& Julie
Upscale, middle-aged families with older children pursuing busy kid-centered lives in satellite cities


| Education |  |  |
| :---: | :---: | :---: |
| Below high school |  | 2.18\% |
| High school diploma |  | 12.28\% |
| Some college |  | 31.24\% |
| Bachelor's degree |  | 32.14\% |
| Graduate degree |  | 22.15\% |
| Income |  |  |
| Less than \$15,000 |  | 0.50\% |
| \$15,000-\$24,999 |  | 1.08\% |
| \$25,000-\$34,999 |  | 1.29\% |
| \$35,000-\$49,999 |  | 1.04\% |
| \$50,000-\$74,999 |  | 15.06\% |
| \$75,000-\$99,999 | 296 | 39.45\% |
| \$100,000-\$124,999 | 266 | 22.64\% |
| \$125,000-\$149,999 | 213 | 9.63\% |
| \$150,000-\$174,999 | 218 | 5.37\% |
| \$175,000-\$199,999 |  | 1.03\% |
| \$200,000-\$249,999 |  | 1.21\% |
| \$250,000+ |  | 1.70\% |
| Presence of Children |  |  |
| 0-3 years | 210 | 20.39\% |
| 4-6 years | 236 | 23.33\% |
| 7-9 years | 216 | 17.27\% |
| 10-12 years |  | 16.21\% |
| 13-18 years | 219 | 28.77\% |


| Estimated Current Home Value |  |
| :---: | :---: |
| Less than \$50,000 | 0.15\% |
| \$50,000-\$74,999 | 0.33\% |
| \$75,000-\$99,999 | 1.00\% |
| \$100,000-\$149,999 | 8.82\% |
| \$150,000-\$174,999 | 9.19\% |
| \$175,000-\$199,999 | 10.61\% |
| \$200,000-\$249,999 | 20.02\% |
| \$250,000-\$299,999 | 15.62\% |
| \$300,000-\$349,999 | 10.46\% |
| \$350,000-\$399,999 | 7.20\% |
| \$400,000-\$499,999 | 7.79\% |
| \$500,000-\$749,999 | 6.49\% |
| \$750,000+ | 2.31\% |
| Length of Residence |  |
| 1 year or less | 3.43\% |
| 2-3 years | 6.54\% |
| 4-5 years | 7.32\% |
| 6-7 years | 13.24\% |
| 8-9 years | 15.52\% |
| 10-14 years | 24.44\% |
| 15-19 years | 13.94\% |
| 20-24 years | 9.50\% |
| 25+ years | 6.06\% |

:Experian

## Cosmopolitan Achievers

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


Key Features

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


B • B07 • B08 • B09 • B10
B10
Cosmopolitan Achievers
Steven \& Amy
Affluent middle-aged and established couples and families enjoying dynamic lifestyles in metro areas

| $0.82 \%$ | $0.96 \%$ |
| :--- | :--- |


|  | Age |  |
| :---: | :---: | :---: |
| 19-24 years |  | 2.35\% |
| 25-30 years |  | 4.80\% |
| 31-35 years |  | 6.81\% |
| 36-45 years |  | 25.81\% |
| 46-50 years |  | 16.16\% |
| 51-65 years |  | 35.57\% |
| 66-75 years |  | 5.78\% |
| 76+ years |  | 2.72\% |
| With kids Family Structure |  |  |
| With kids Married |  | 34.51\% |
| Single male |  | 1.53\% |
| Single female |  | 1.47\% |
| Unknown status |  | 1.94\% |
| Without kids |  |  |
| Married |  | 44.42\% |
| Single male |  | 6.40\% |
| Single female |  | 4.76\% |
| Unknown status |  | 4.97\% |
| Home Ownership |  |  |
| Homeowner |  | 79.37\% |
| Renter |  | 11.69\% |
| Unknown |  | 8.94\% |


| Education |  |  |
| :---: | :---: | :---: |
| Below high school |  | 9.70\% |
| High school diploma |  | 15.69\% |
| Some college |  | 22.34\% |
| Bachelor's degree |  | 32.34\% |
| Graduate degree |  | 19.93\% |
| Income |  |  |
| Less than \$15,000 |  | 1.75\% |
| \$15,000-\$24,999 |  | 2.98\% |
| \$25,000-\$34,999 |  | 2.55\% |
| \$35,000-\$49,999 |  | 3.84\% |
| \$50,000-\$74,999 |  | 15.21\% |
| \$75,000-\$99,999 |  | 25.83\% |
| \$100,000-\$124,999 |  | 16.98\% |
| \$125,000-\$149,999 | 287 | 12.95\% |
| \$150,000-\$174,999 | 272 | 6.70\% |
| \$175,000-\$199,999 | 269 | 4.21\% |
| \$200,000-\$249,999 |  | 2.96\% |
| \$250,000+ |  | 4.04\% |
| Presence of Children |  |  |
| 0-3 years |  | 6.83\% |
| 4-6 years |  | 7.09\% |
| 7-9 years |  | 6.23\% |
| 10-12 years |  | 5.81\% |
| 13-18 years |  | 14.89\% |


| Estimated Current Home Value |  |  |
| :---: | :---: | :---: |
| Less than \$50,000 |  | 0.06\% |
| \$50,000-\$74,999 |  | 0.14\% |
| \$75,000-\$99,999 |  | 0.32\% |
| \$100,000-\$149,999 |  | 1.67\% |
| \$150,000-\$174,999 |  | 1.41\% |
| \$175,000-\$199,999 |  | 1.58\% |
| \$200,000-\$249,999 |  | 3.52\% |
| \$250,000-\$299,999 |  | 4.63\% |
| \$300,000-\$349,999 |  | 5.82\% |
| \$350,000-\$399,999 |  | 7.30\% |
| \$400,000-\$499,999 | 253 | 16.33\% |
| \$500,000-\$749,999 | 439 | 31.76\% |
| \$750,000+ | 439 | 25.47\% |
| Length of Residence |  |  |
| 1 year or less |  | 11.12\% |
| 2-3 years |  | 9.71\% |
| 4-5 years |  | 8.64\% |
| 6-7 years |  | 9.93\% |
| 8-9 years |  | 10.19\% |
| 10-14 years |  | 19.93\% |
| 15-19 years |  | 11.91\% |
| 20-24 years |  | 9.81\% |
| 25+ years |  | 8.76\% |

:Experian
C • C11 • C12 • C13 • C14

## C11

## Aging of Aquarius

Mark \& Kathleen
Upscale boomer-aged couples living in city and close-in suburbs


Key Features

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

29.2\%



## C • C11 • C12 • C13 • C14

## C11

## Aging of Aquarius

|  | Age |  |  |
| :---: | :---: | :---: | :---: |
| 19-24 years |  |  | 0.15\% |
| 25-30 years |  |  | 0.19\% |
| 31-35 years |  |  | 0.25\% |
| 36-45 years |  |  | 0.39\% |
| 46-50 years |  |  | 0.65\% |
| 51-65 years |  | 284 | 85.11\% |
| 66-75 years |  |  | 11.89\% |
| 76+ years |  |  | 1.37\% |
| Family Structure |  |  |  |
| With kids <br> Married |  |  | 2.81\% |
| Single male |  |  | 0.02\% |
| Single female |  |  | 0.02\% |
| Unknown status |  |  | 0.25\% |
| Without kids |  |  |  |
| Married |  | 262 | 84.50\% |
| Single male |  |  | 3.03\% |
| Single female |  |  | 2.32\% |
| Unknown status |  |  | 7.05\% |
| Home Ownership |  |  |  |
| Homeowner |  |  | 96.45\% |
| Renter |  |  | 1.83\% |
| Unknown |  |  | 1.72\% |


| Education |  |  |
| :---: | :---: | :---: |
| Below high school |  | 5.68\% |
| High school diploma |  | 16.92\% |
| Some college |  | 17.29\% |
| Bachelor's degree |  | 32.58\% |
| Graduate degree | 242 | 27.54\% |
| Income |  |  |
| Less than \$15,000 |  | 1.13\% |
| \$15,000-\$24,999 |  | 1.95\% |
| \$25,000-\$34,999 |  | 1.34\% |
| \$35,000-\$49,999 |  | 1.34\% |
| \$50,000-\$74,999 |  | 9.65\% |
| \$75,000-\$99,999 | 219 | 29.19\% |
| \$100,000-\$124,999 | 208 | 17.64\% |
| \$125,000-\$149,999 | 342 | 15.42\% |
| \$150,000-\$174,999 | 383 | 9.43\% |
| \$175,000-\$199,999 | 344 | 5.38\% |
| \$200,000-\$249,999 | 209 | 3.44\% |
| \$250,000+ |  | 4.09\% |
| Presence of Children |  |  |
| 0-3 years |  | 0.81\% |
| 4-6 years |  | 0.30\% |
| 7-9 years |  | 0.10\% |
| 10-12 years |  | 0.11\% |
| 13-18 years |  | 1.22\% |


| Estimated Current Home Value |  |  |
| :---: | :---: | :---: |
| Less than \$50,000 |  | 0.08\% |
| \$50,000-\$74,999 |  | 0.17\% |
| \$75,000-\$99,999 |  | 0.36\% |
| \$100,000-\$149,999 |  | 2.34\% |
| \$150,000-\$174,999 |  | 3.06\% |
| \$175,000-\$199,999 |  | 4.97\% |
| \$200,000-\$249,999 |  | 13.39\% |
| \$250,000-\$299,999 |  | 14.76\% |
| \$300,000-\$349,999 | 207 | 13.17\% |
| \$350,000-\$399,999 | 242 | 11.51\% |
| \$400,000-\$499,999 | 237 | 15.26\% |
| \$500,000-\$749,999 |  | 14.34\% |
| \$750,000+ |  | 6.60\% |
| Length of Residence |  |  |
| 1 year or less |  | 2.17\% |
| 2-3 years |  | 3.44\% |
| 4-5 years |  | 3.84\% |
| 6-7 years |  | 6.53\% |
| 8-9 years |  | 7.87\% |
| 10-14 years |  | 16.79\% |
| 15-19 years |  | 18.11\% |
| 20-24 years | 241 | 19.66\% |
| 25+ years | 206 | 21.58\% |

Experian
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## C12

## Golf Carts and Gourmets

Upscale retirees and empty-nesters in comfortable communities


Key Features

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


C • C11 • C12 • C13 • C14

## C12 <br> Golf Carts and Gourmets <br> Upscale retirees and empty-nesters in comfortable communities

|  | Age |  |  |
| :---: | :---: | :---: | :---: |
| 19-24 years |  |  | 0.35\% |
| 25-30 years |  |  | 0.72\% |
| 31-35 years |  |  | 0.87\% |
| 36-45 years |  |  | 2.11\% |
| 46-50 years |  |  | 1.90\% |
| 51-65 years |  |  | 22.95\% |
| 66-75 years |  | 390 | 41.16\% |
| 76+ years |  | 318 | 29.94\% |
| Family Structure |  |  |  |
| With kids |  |  |  |
| Single male |  |  | 0.00\% |
| Single female |  |  | 0.03\% |
| Unknown status |  |  | 0.26\% |
| Without kids |  |  |  |
| Married |  | 225 | 72.71\% |
| Single male |  |  | 1.43\% |
| Single female |  |  | 0.71\% |
| Unknown status |  |  | 22.29\% |
| Home Ownership |  |  |  |
| Homeowner |  |  | 88.11\% |
| Renter |  |  | 7.66\% |
| Unknown |  |  | 4.24\% |


| Education |  |  |
| :---: | :---: | :---: |
| Below high school |  | 4.89\% |
| High school diploma |  | 14.19\% |
| Some college |  | 22.94\% |
| Bachelor's degree |  | 28.82\% |
| Graduate degree | 256 | 29.17\% |
| Income |  |  |
| Less than \$15,000 |  | 3.61\% |
| \$15,000-\$24,999 |  | 4.64\% |
| \$25,000-\$34,999 |  | 4.66\% |
| \$35,000-\$49,999 |  | 6.41\% |
| \$50,000-\$74,999 |  | 16.96\% |
| \$75,000-\$99,999 |  | 15.40\% |
| \$100,000-\$124,999 |  | 16.37\% |
| \$125,000-\$149,999 | 259 | 11.70\% |
| \$150,000-\$174,999 |  | 3.25\% |
| \$175,000-\$199,999 | 408 | 6.38\% |
| \$200,000-\$249,999 | 257 | 4.24\% |
| \$250,000+ | 262 | 6.38\% |
| Presence of Children |  |  |
| 0-3 years |  | 0.48\% |
| 4-6 years |  | 0.58\% |
| 7-9 years |  | 0.20\% |
| 10-12 years |  | 0.37\% |
| 13-18 years |  | 0.88\% |


| Estimated Current Home Value |  |  |
| :---: | :---: | :---: |
| Less than \$50,000 |  | 0.04\% |
| \$50,000-\$74,999 |  | 0.13\% |
| \$75,000-\$99,999 |  | 0.19\% |
| \$100,000-\$149,999 |  | 1.39\% |
| \$150,000-\$174,999 |  | 1.20\% |
| \$175,000-\$199,999 |  | 2.29\% |
| \$200,000-\$249,999 |  | 6.46\% |
| \$250,000-\$299,999 |  | 8.00\% |
| \$300,000-\$349,999 |  | 9.42\% |
| \$350,000-\$399,999 | 201 | 9.57\% |
| \$400,000-\$499,999 | 233 | 15.02\% |
| \$500,000-\$749,999 | 318 | 22.96\% |
| \$750,000+ | 402 | 23.34\% |
| Length of Residence |  |  |
| 1 year or less |  | 6.63\% |
| 2-3 years |  | 8.57\% |
| 4-5 years |  | 7.64\% |
| 6-7 years |  | 11.65\% |
| 8-9 years |  | 14.80\% |
| 10-14 years |  | 21.62\% |
| 15-19 years |  | 13.03\% |
| 20-24 years |  | 9.10\% |
| 25+ years |  | 6.94\% |

Experian
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## C13

## Silver Sophisticates

Gerald \& Rose
Mature, upscale couples and singles in suburban homes


Key Features

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

C • C11 • C12 • C13 • C14

C13
Silver Sophisticates
Gerald \& Rose
Mature, upscale couples and singles in suburban homes
© $1.84 \%$ | $1.81 \%$ 几


| Education |  |  |
| :---: | :---: | :---: |
| Below high school |  | 4.31\% |
| High school diploma |  | 13.39\% |
| Some college |  | 16.03\% |
| Bachelor's degree |  | 31.14\% |
| Graduate degree | 308 | 35.13\% |
| Income |  |  |
| Less than \$15,000 |  | 2.92\% |
| \$15,000-\$24,999 |  | 4.19\% |
| \$25,000-\$34,999 |  | 4.58\% |
| \$35,000-\$49,999 |  | 6.88\% |
| \$50,000-\$74,999 |  | 18.89\% |
| \$75,000-\$99,999 |  | 17.22\% |
| \$100,000-\$124,999 | 202 | 17.15\% |
| \$125,000-\$149,999 | 247 | 11.16\% |
| \$150,000-\$174,999 |  | 1.90\% |
| \$175,000-\$199,999 | 523 | 8.18\% |
| \$200,000-\$249,999 | 210 | 3.46\% |
| \$250,000+ |  | 3.48\% |
| Presence of Children |  |  |
| 0-3 years |  | 1.38\% |
| 4-6 years |  | 1.00\% |
| 7-9 years |  | 0.42\% |
| 10-12 years |  | 0.80\% |
| 13-18 years |  | 3.38\% |


| Estimated Current Home Value |  |  |
| :---: | :---: | :---: |
| Less than \$50,000 |  | 0.06\% |
| \$50,000-\$74,999 |  | 0.14\% |
| \$75,000-\$99,999 |  | 0.17\% |
| \$100,000-\$149,999 |  | 0.88\% |
| \$150,000-\$174,999 |  | 0.80\% |
| \$175,000-\$199,999 |  | 1.34\% |
| \$200,000-\$249,999 |  | 3.86\% |
| \$250,000-\$299,999 |  | 5.72\% |
| \$300,000-\$349,999 |  | 7.66\% |
| \$350,000-\$399,999 |  | 7.89\% |
| \$400,000-\$499,999 | 263 | 16.97\% |
| \$500,000-\$749,999 | 403 | 29.13\% |
| \$750,000+ | 437 | 25.38\% |
| Length of Residence |  |  |
| 1 year or less |  | 6.88\% |
| 2-3 years |  | 6.17\% |
| 4-5 years |  | 4.64\% |
| 6-7 years |  | 5.92\% |
| 8-9 years |  | 6.64\% |
| 10-14 years |  | 13.86\% |
| 15-19 years |  | 13.52\% |
| 20-24 years |  | 14.60\% |
| 25+ years | 265 | 27.77\% |

Experian
C • C11 • C12 • C13 • C14

## C14

## Boomers and Boomerangs

Kenneth \& Debra
Baby boomer adults and their teenage/young adult children sharing suburban homes


Key Features

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

36.7\%


C • C11 • C12 • C13 • C14

C14
Boomers and Boomerangs
Kenneth \& Debra
Baby boomer adults and their teenage/young adult children sharing suburban homes


| Education |  |  |
| :---: | :---: | :---: |
| Below high school |  | 5.80\% |
| High school diploma |  | 30.33\% |
| Some college |  | 26.28\% |
| Bachelor's degree |  | 24.74\% |
| Graduate degree |  | 12.85\% |
| Income |  |  |
| Less than \$15,000 |  | 1.85\% |
| \$15,000-\$24,999 |  | 2.40\% |
| \$25,000-\$34,999 |  | 2.41\% |
| \$35,000-\$49,999 |  | 1.97\% |
| \$50,000-\$74,999 |  | 16.82\% |
| \$75,000-\$99,999 | 276 | 36.73\% |
| \$100,000-\$124,999 | 220 | 18.72\% |
| \$125,000-\$149,999 | 205 | 9.24\% |
| \$150,000-\$174,999 | 278 | 6.86\% |
| \$175,000-\$199,999 |  | 0.62\% |
| \$200,000-\$249,999 |  | 1.06\% |
| \$250,000+ |  | 1.32\% |
| Presence of Children |  |  |
| 0-3 years |  | 16.07\% |
| 4-6 years |  | 12.65\% |
| 7-9 years |  | 6.04\% |
| 10-12 years |  | 6.43\% |
| 13-18 years | 209 | 27.50\% |


| Estimated Current Home Value |  |  |
| :--- | :--- | :--- |
| Less than \$50,000 |  |  |
| \$50,000-\$74,999 |  | $0.29 \%$ |
| \$75,000-\$99,999 |  |  |
| \$100,000-\$149,999 |  |  |
| \$150,000-\$174,999 |  |  |
| \$175,000-\$199,999 |  |  |
| \$200,000-\$249,999 |  |  |
| \$250,000-\$299,999 |  |  |
| \$300,000-\$349,999 |  |  |
| \$350,000-\$399,999 |  |  |
| \$400,000-\$499,999 |  |  |
| \$500,000-\$749,999 |  |  |
| \$750,000+ |  |  |

Experian
D • D15 • D16 • D17 • D18

## D15

## Sports Utility Families

Upscale, multi-generational households of middle-aged couples with school-aged children living active family life.iles.j9\%\%thi2go8iguns


Key Features

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


$$
\begin{aligned}
& \$ 75,000- \\
& \$ 99,999
\end{aligned}
$$

38.2\% 287
Home ownership

Homeowner
92.9\%

143
Property type
Single family
$96.6 \%$
Household size
$5+$ persons
$40.9 \%$


## D • D15 • D16 • D17 • D18

## Sports Utility Families

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


| Education |  |  |
| :---: | :---: | :---: |
| Below high school |  | 3.90\% |
| High school diploma |  | 22.14\% |
| Some college |  | 46.63\% |
| Bachelor's degree |  | 19.15\% |
| Graduate degree |  | 8.19\% |
| Income |  |  |
| Less than \$15,000 |  | 1.18\% |
| \$15,000-\$24,999 |  | 1.38\% |
| \$25,000-\$34,999 |  | 1.33\% |
| \$35,000-\$49,999 |  | 1.26\% |
| \$50,000-\$74,999 |  | 14.58\% |
| \$75,000-\$99,999 | 287 | 38.19\% |
| \$100,000-\$124,999 | 304 | 25.85\% |
| \$125,000-\$149,999 |  | 8.41\% |
| \$150,000-\$174,999 | 203 | 5.00\% |
| \$175,000-\$199,999 |  | 0.64\% |
| \$200,000-\$249,999 |  | 0.98\% |
| \$250,000+ |  | 1.21\% |
| Presence of Children |  |  |
| 0-3 years | 247 | 23.93\% |
| 4-6 years | 338 | 33.48\% |
| 7-9 years | 371 | 29.67\% |
| 10-12 years | 420 | 36.22\% |
| 13-18 years | 370 | 48.68\% |


| Estimated Current Home Value |  |  |
| :--- | :--- | ---: |
| Less than \$50,000 |  |  |
| \$50,000-\$74,999 |  | $0.42 \%$ |
| \$75,000-\$99,999 |  | $0.65 \%$ |
| \$100,000-\$149,999 |  |  |
| \$150,000-\$174,999 |  | $1.71 \%$ |
| \$175,000-\$199,999 |  |  |
| \$200,000-\$249,999 |  |  |
| \$250,000-\$299,999 |  |  |
| \$300,000-\$349,999 |  |  |
| \$350,000-\$399,999 |  |  |
| \$400,000-\$499,999 |  |  |
| \$500,000-\$749,999 |  |  |
| \$750,000+ |  |  |

:Experian
D • D15 • D16 • D17 • D18

## D16

## Settled in Suburbia

Frank \& Donna
Upper middle-class diverse family units and empty nesters living in established suburbs


Key Features

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



## D • D15 • D16 • D17 • D18

D16

## Settled in Suburbia

Frank \& Donna
Upper middle-class diverse family units and empty nesters living in established suburbs

|  | Age |  |
| :---: | :---: | :---: |
| 19-24 years |  | 2.08\% |
| 25-30 years |  | 1.30\% |
| 31-35 years |  | 3.05\% |
| 36-45 years |  | 27.98\% |
| 46-50 years | 263 | 26.26\% |
| 51-65 years |  | 21.15\% |
| 66-75 years |  | 12.72\% |
| 76+ years |  | 5.47\% |
| Family Structure |  |  |
| With kids |  | 65.30\% |
| Single male |  | 0.41\% |
| Single female |  | 0.47\% |
| Unknown status |  | 2.20\% |
| Without kids |  |  |
| Married |  | 27.50\% |
| Single male |  | 1.33\% |
| Single female |  | 0.90\% |
| Unknown status |  | 1.89\% |
| Home Ownership |  |  |
| Homeowner |  | 94.85\% |
| Renter |  | 3.11\% |
| Unknown |  | 2.04\% |


| Education |  |  |
| :---: | :---: | :---: |
| Below high school |  | 5.05\% |
| High school diploma |  | 23.83\% |
| Some college |  | 30.23\% |
| Bachelor's degree |  | 26.79\% |
| Graduate degree |  | 14.10\% |
| Income |  |  |
| Less than \$15,000 |  | 1.65\% |
| \$15,000-\$24,999 |  | 3.15\% |
| \$25,000-\$34,999 |  | 3.39\% |
| \$35,000-\$49,999 |  | 2.61\% |
| \$50,000-\$74,999 |  | 16.96\% |
| \$75,000-\$99,999 | 215 | 28.60\% |
| \$100,000-\$124,999 | 244 | 20.73\% |
| \$125,000-\$149,999 | 228 | 10.30\% |
| \$150,000-\$174,999 | 281 | 6.93\% |
| \$175,000-\$199,999 |  | 2.47\% |
| \$200,000-\$249,999 |  | 1.55\% |
| \$250,000+ |  | 1.66\% |
| Presence of Children |  |  |
| 0-3 years |  | 16.38\% |
| 4-6 years |  | 19.76\% |
| 7-9 years |  | 14.64\% |
| 10-12 years | 224 | 19.31\% |
| 13-18 years | 256 | 33.65\% |


| Estimated Current Home Value |  |  |
| :---: | :---: | :---: |
| Less than \$50,000 |  | 0.07\% |
| \$50,000-\$74,999 |  | 0.17\% |
| \$75,000-\$99,999 |  | 0.67\% |
| \$100,000-\$149,999 |  | 2.58\% |
| \$150,000-\$174,999 |  | 2.99\% |
| \$175,000-\$199,999 |  | 4.25\% |
| \$200,000-\$249,999 |  | 11.93\% |
| \$250,000-\$299,999 |  | 13.96\% |
| \$300,000-\$349,999 | 238 | 15.17\% |
| \$350,000-\$399,999 | 280 | 13.30\% |
| \$400,000-\$499,999 | 273 | 17.59\% |
| \$500,000-\$749,999 |  | 13.53\% |
| \$750,000+ |  | 3.78\% |
| Length of Residence |  |  |
| 1 year or less |  | 2.93\% |
| 2-3 years |  | 3.34\% |
| 4-5 years |  | 3.18\% |
| 6-7 years |  | 6.45\% |
| 8-9 years |  | 7.86\% |
| 10-14 years |  | 21.00\% |
| 15-19 years |  | 17.61\% |
| 20-24 years | 210 | 17.08\% |
| 25+ years |  | 20.55\% |

D • D15 • D16 • D17 • D18

D17

## Cul de Sac Diversity

Jeffrey \& Kimberly
Ethnically-diverse, middle-aged families settled in new suburban neighborhoods

- $0.77 \% \mid 0.76 \% \Omega$


Key Features

- Bilingual
- Career-focused
- 2nd generation success
- Saving for college
- Outdoor activities
- Professional sports fans
 D • D15 • D16 • D17 • D18

D17

## Cul de Sac Diversity

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


| Education |  |  |
| :---: | :---: | :---: |
| Below high school |  | 3.83\% |
| High school diploma |  | 16.31\% |
| Some college |  | 53.11\% |
| Bachelor's degree |  | 19.58\% |
| Graduate degree |  | 7.17\% |
| Income |  |  |
| Less than \$15,000 |  | 2.46\% |
| \$15,000-\$24,999 |  | 3.38\% |
| \$25,000-\$34,999 |  | 3.65\% |
| \$35,000-\$49,999 |  | 4.28\% |
| \$50,000-\$74,999 |  | 20.27\% |
| \$75,000-\$99,999 | 229 | 30.54\% |
| \$100,000-\$124,999 | 248 | 21.06\% |
| \$125,000-\$149,999 |  | 6.67\% |
| \$150,000-\$174,999 |  | 4.74\% |
| \$175,000-\$199,999 |  | 0.42\% |
| \$200,000-\$249,999 |  | 1.14\% |
| \$250,000+ |  | 1.39\% |
| Presence of Children |  |  |
| 0-3 years |  | 9.74\% |
| 4-6 years |  | 11.71\% |
| 7-9 years | 204 | 16.28\% |
| 10-12 years |  | 14.84\% |
| 13-18 years | 227 | 29.89\% |





Key Features

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


| Properity tyee |
| :---: |
| Single framily |
| $0.4 \%$ |
| 123 |

Household income
$=$
$\$ 50,000-$
$\$ 74,999$
$36.7 \%$


## D • D15 • D16 • D17 • D18

D18

## Suburban Attainment

|  | Age |  |
| :---: | :---: | :---: |
| 19-24 years |  | 3.55\% |
| 25-30 years |  | 2.93\% |
| 31-35 years |  | 5.13\% |
| 36-45 years |  | 21.86\% |
| 46-50 years |  | 15.18\% |
| 51-65 years |  | 42.28\% |
| 66-75 years |  | 7.16\% |
| 76+ years |  | 1.92\% |
| Family Structure |  |  |
| With kids <br> Married |  | 36.92\% |
| Single male |  | 3.05\% |
| Single female |  | 4.69\% |
| Unknown status |  | 2.05\% |
| Without kids |  |  |
| Married |  | 30.79\% |
| Single male |  | 8.20\% |
| Single female |  | 8.18\% |
| Unknown status |  | 6.13\% |
| Home Ownership |  |  |
| Homeowner |  | 85.63\% |
| Renter |  | 9.26\% |
| Unknown |  | 5.10\% |


| Education |  |
| :---: | :---: |
| Below high school | 8.33\% |
| High school diploma | 29.16\% |
| Some college | 34.21\% |
| Bachelor's degree | 17.99\% |
| Graduate degree | 10.31\% |
| Income |  |
| Less than \$15,000 | 1.86\% |
| \$15,000-\$24,999 | 4.09\% |
| \$25,000-\$34,999 | 4.85\% |
| \$35,000-\$49,999 | 10.58\% |
| \$50,000-\$74,999 | 36.70\% |
| \$75,000-\$99,999 | 22.15\% |
| \$100,000-\$124,999 | 11.15\% |
| \$125,000-\$149,999 | 3.73\% |
| \$150,000-\$174,999 | 2.96\% |
| \$175,000-\$199,999 | 0.17\% |
| \$200,000-\$249,999 | 0.77\% |
| \$250,000+ | 1.01\% |
| Presence of Children |  |
| 0-3 years | 12.14\% |
| 4-6 years | 10.70\% |
| 7-9 years | 6.89\% |
| 10-12 years | 6.73\% |
| 13-18 years | 19.46\% |


| Estimated Current Home Value |  |
| :---: | :---: |
| Less than \$50,000 | 0.83\% |
| \$50,000-\$74,999 | 2.72\% |
| \$75,000-\$99,999 | 6.23\% |
| \$100,000-\$149,999 | 22.12\% |
| \$150,000-\$174,999 | 12.86\% |
| \$175,000-\$199,999 | 12.04\% |
| \$200,000-\$249,999 | 16.24\% |
| \$250,000-\$299,999 | 9.67\% |
| \$300,000-\$349,999 | 6.37\% |
| \$350,000-\$399,999 | 3.85\% |
| \$400,000-\$499,999 | 3.77\% |
| \$500,000-\$749,999 | 2.74\% |
| \$750,000+ | 0.55\% |
| Length of Residence |  |
| 1 year or less | 4.56\% |
| 2-3 years | 6.18\% |
| 4-5 years | 7.73\% |
| 6-7 years | 10.41\% |
| 8-9 years | 9.99\% |
| 10-14 years | 19.94\% |
| 15-19 years | 16.42\% |
| 20-24 years | 12.27\% |
| 25+ years | 12.49\% |

E • E19 • E20 • E21

## E19

## Full Pockets, Empty Nests

Bruce \& Margaret
Empty-nesting, upper middle-class households with discretionary income living sophisticated lifestyles
사 $1.48 \%$ | $1.10 \%$


## Key Features

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



## E • E19 • E20 • E21

E19
Full Pockets, Empty Nests
Bruce \& Margaret
Empty-nesting, upper middle-class households with discretionary income living sophisticated lifestyles
수 1.48\% | $1.10 \%$ ת


| Education |  |
| :--- | ---: |
|  |  |
| Below high school |  |
| High school diploma |  |
| Some college |  |
| Bachelor's degree |  |
| Graduate degree |  |
| Income | $15.42 \%$ |
|  |  |


| Estimated Current Home Value |  |  |
| :---: | :---: | :---: |
| Less than \$50,000 |  | 0.18\% |
| \$50,000-\$74,999 |  | 0.66\% |
| \$75,000-\$99,999 |  | 1.52\% |
| \$100,000-\$149,999 |  | 6.09\% |
| \$150,000-\$174,999 |  | 4.86\% |
| \$175,000-\$199,999 |  | 5.23\% |
| \$200,000-\$249,999 |  | 11.43\% |
| \$250,000-\$299,999 |  | 10.46\% |
| \$300,000-\$349,999 |  | 9.67\% |
| \$350,000-\$399,999 |  | 8.18\% |
| \$400,000-\$499,999 | 204 | 13.13\% |
| \$500,000-\$749,999 | 234 | 16.88\% |
| \$750,000+ | 202 | 11.70\% |
| Length of Residence |  |  |
| 1 year or less |  | 7.42\% |
| 2-3 years |  | 8.90\% |
| 4-5 years |  | 8.99\% |
| 6-7 years |  | 11.67\% |
| 8-9 years |  | 9.90\% |
| 10-14 years |  | 17.08\% |
| 15-19 years |  | 12.61\% |
| 20-24 years |  | 10.56\% |
| 25+ years |  | 12.87\% |

Experian
E • E19 • E20 • E21

## E20

## No Place Like Home

Roger \& Sandra
Upper middle-class multi-generational households in exurban areas

- $2.29 \%$ | $3.38 \%$ 几


Key Features

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

- E19 • E20 • E21


## E20

## No Place Like Home

|  | Age |  |
| :---: | :---: | :---: |
| 19-24 years |  | 6.31\% |
| 25-30 years |  | 12.65\% |
| 31-35 years |  | 12.14\% |
| 36-45 years |  | 5.78\% |
| 46-50 years |  | 4.55\% |
| 51-65 years |  | 54.43\% |
| 66-75 years |  | 3.40\% |
| 76+ years |  | 0.73\% |
| With kids Family Structure |  |  |
| With kids Married |  | 19.07\% |
| Single male |  | 0.59\% |
| Single female |  | 0.39\% |
| Unknown status |  | 1.21\% |
| Without kids |  |  |
| Married |  | 61.40\% |
| Single male |  | 7.65\% |
| Single female |  | 3.14\% |
| Unknown status |  | 6.55\% |
| Home Ownership |  |  |
| Homeowner |  | 91.47\% |
| Renter |  | 4.15\% |
| Unknown |  | 4.37\% |


| Education |  |  |
| :---: | :---: | :---: |
| Below high school |  | 5.79\% |
| High school diploma |  | 29.33\% |
| Some college |  | 32.89\% |
| Bachelor's degree |  | 19.49\% |
| Graduate degree |  | 12.50\% |
| Income |  |  |
| Less than \$15,000 |  | 1.98\% |
| \$15,000-\$24,999 |  | 3.79\% |
| \$25,000-\$34,999 |  | 3.59\% |
| \$35,000-\$49,999 |  | 5.74\% |
| \$50,000-\$74,999 |  | 31.97\% |
| \$75,000-\$99,999 | 210 | 27.95\% |
| \$100,000-\$124,999 |  | 15.79\% |
| \$125,000-\$149,999 |  | 3.79\% |
| \$150,000-\$174,999 |  | 2.93\% |
| \$175,000-\$199,999 |  | 0.22\% |
| \$200,000-\$249,999 |  | 0.97\% |
| \$250,000+ |  | 1.29\% |
| Presence of Children |  |  |
| 0-3 years |  | 6.31\% |
| 4-6 years |  | 3.01\% |
| 7-9 years |  | 1.15\% |
| 10-12 years |  | 1.05\% |
| 13-18 years |  | 5.99\% |


| Estimated Current Home Value |  |  |
| :---: | :---: | :---: |
| Less than \$50,000 |  | 0.53\% |
| \$50,000-\$74,999 |  | 1.21\% |
| \$75,000-\$99,999 |  | 3.42\% |
| \$100,000-\$149,999 |  | 16.94\% |
| \$150,000-\$174,999 |  | 12.16\% |
| \$175,000-\$199,999 |  | 12.18\% |
| \$200,000-\$249,999 |  | 20.20\% |
| \$250,000-\$299,999 |  | 12.89\% |
| \$300,000-\$349,999 |  | 7.80\% |
| \$350,000-\$399,999 |  | 4.48\% |
| \$400,000-\$499,999 |  | 4.43\% |
| \$500,000-\$749,999 |  | 2.92\% |
| \$750,000+ |  | 0.85\% |
| Length of Residence |  |  |
| 1 year or less |  | 5.81\% |
| 2-3 years |  | 6.80\% |
| 4-5 years |  | 7.19\% |
| 6-7 years |  | 8.28\% |
| 8-9 years |  | 7.11\% |
| 10-14 years |  | 14.00\% |
| 15-19 years |  | 13.77\% |
| 20-24 years | 205 | 16.68\% |
| 25+ years |  | 20.36\% |

E • E19 • E20 • E21

## E21

## Unspoiled Splendor

Comfortably established baby boomer couples in town and country communities


Key Features

- Price conscious
- Politically conservative
- Do-it-yourselfers
- NASCAR fanatics
- Outdoor enthusiasts
- Domestic travelers
 - E19 • E20 • E21


## E21

|  | Age |  |  |
| :---: | :---: | :---: | :---: |
| 19-24 years |  |  | 0.07\% |
| 25-30 years |  |  | 0.10\% |
| 31-35 years |  |  | 0.21\% |
| 36-45 years |  |  | 0.34\% |
| 46-50 years |  |  | 0.66\% |
| 51-65 years |  | 292 | 87.42\% |
| 66-75 years |  |  | 10.16\% |
| 76+ years |  |  | 1.04\% |
| With kids Family Structure |  |  |  |
| With kids |  |  | 3.82\% |
| Single male |  |  | 0.02\% |
| Single female |  |  | 0.03\% |
| Unknown status |  |  | 0.29\% |
| Without kids |  |  |  |
| Married |  | 256 | 82.68\% |
| Single male |  |  | 2.16\% |
| Single female |  |  | 1.33\% |
| Unknown status |  |  | 9.68\% |
| Home Ownership |  |  |  |
| Homeowner |  |  | 94.87\% |
| Renter |  |  | 2.49\% |
| Unknown |  |  | 2.63\% |



| Estimated Current Home Value |  |  |
| :---: | :---: | :---: |
| Less than \$50,000 |  | 0.64\% |
| \$50,000-\$74,999 |  | 1.39\% |
| \$75,000-\$99,999 |  | 3.72\% |
| \$100,000-\$149,999 |  | 16.76\% |
| \$150,000-\$174,999 |  | 11.22\% |
| \$175,000-\$199,999 |  | 11.08\% |
| \$200,000-\$249,999 |  | 18.22\% |
| \$250,000-\$299,999 |  | 12.61\% |
| \$300,000-\$349,999 |  | 8.17\% |
| \$350,000-\$399,999 |  | 5.16\% |
| \$400,000-\$499,999 |  | 5.51\% |
| \$500,000-\$749,999 |  | 4.00\% |
| \$750,000+ |  | 1.52\% |
| Length of Residence |  |  |
| 1 year or less |  | 2.05\% |
| 2-3 years |  | 3.13\% |
| 4-5 years |  | 4.20\% |
| 6-7 years |  | 7.26\% |
| 8-9 years |  | 8.65\% |
| 10-14 years |  | 18.55\% |
| 15-19 years | 203 | 20.58\% |
| 20-24 years |  | 15.65\% |
| 25+ years |  | 19.92\% |

:Experian
F • F22 • F23

## F22 Fast Track Couples

Active, young, upper middle-class suburban couples and families living upwardly-mobile lifestyles
Ryan \& Jessica


Who We Are
 F • F22 • F23

## F22 Fast Track Couples

Ryan \& Jessica
Active, young, upper middle-class suburban couples and families living upwardly-mobile lifestyles

| Age |  |  |  |
| :---: | :---: | :---: | :---: |
| 19-24 years |  |  | 7.63\% |
| 25-30 years |  | 369 | 32.96\% |
| 31-35 years |  | 533 | 46.47\% |
| 36-45 years |  |  | 9.76\% |
| 46-50 years |  |  | 1.34\% |
| 51-65 years |  |  | 1.57\% |
| 66-75 years |  |  | 0.18\% |
| 76+ years |  |  | 0.09\% |
| Family Structure |  |  |  |
| With kids |  |  |  |
| Single male |  |  | 2.16\% |
| Single female |  |  | 3.08\% |
| Unknown status |  |  | 1.66\% |
| Without kids |  |  |  |
| Married |  |  | 33.09\% |
| Single male |  |  | 5.32\% |
| Single female |  |  | 3.77\% |
| Unknown status |  |  | 1.89\% |
| Home Ownership |  |  |  |
| Homeowner |  |  | 75.42\% |
| Renter |  |  | 10.21\% |
| Unknown |  |  | 14.37\% |


| Education |  |  |
| :---: | :---: | :---: |
| Below high school |  | 5.49\% |
| High school diploma |  | 18.16\% |
| Some college |  | 35.50\% |
| Bachelor's degree |  | 22.29\% |
| Graduate degree |  | 18.55\% |
| Income |  |  |
| Less than \$15,000 |  | 2.44\% |
| \$15,000-\$24,999 |  | 3.72\% |
| \$25,000-\$34,999 |  | 5.18\% |
| \$35,000-\$49,999 |  | 9.33\% |
| \$50,000-\$74,999 |  | 19.08\% |
| \$75,000-\$99,999 |  | 24.54\% |
| \$100,000-\$124,999 | 255 | 21.66\% |
| \$125,000-\$149,999 |  | 5.42\% |
| \$150,000-\$174,999 |  | 3.86\% |
| \$175,000-\$199,999 |  | 1.40\% |
| \$200,000-\$249,999 |  | 1.51\% |
| \$250,000+ |  | 1.86\% |
| Presence of Children |  |  |
| 0-3 years |  | 16.94\% |
| 4-6 years |  | 10.62\% |
| 7-9 years |  | 10.53\% |
| 10-12 years |  | 5.07\% |
| 13-18 years |  | 4.61\% |


| Estimated Current Home Value |  |  |
| :---: | :---: | :---: |
| Less than \$50,000 |  | 0.29\% |
| \$50,000-\$74,999 |  | 0.42\% |
| \$75,000-\$99,999 |  | 1.14\% |
| \$100,000-\$149,999 |  | 8.25\% |
| \$150,000-\$174,999 |  | 8.83\% |
| \$175,000-\$199,999 |  | 10.58\% |
| \$200,000-\$249,999 |  | 20.35\% |
| \$250,000-\$299,999 |  | 15.38\% |
| \$300,000-\$349,999 |  | 9.94\% |
| \$350,000-\$399,999 |  | 6.95\% |
| \$400,000-\$499,999 |  | 8.95\% |
| \$500,000-\$749,999 |  | 6.44\% |
| \$750,000+ |  | 2.48\% |
| Length of Residence |  |  |
| 1 year or less |  | 27.95\% |
| 2-3 years | 230 | 30.58\% |
| 4-5 years | 228 | 23.06\% |
| 6-7 years |  | 9.55\% |
| 8-9 years |  | 3.92\% |
| 10-14 years |  | 2.48\% |
| 15-19 years |  | 0.88\% |
| 20-24 years |  | 0.89\% |
| 25+ years |  | 0.70\% |

:Experian

## F23

## Families Matter Most

Eric \& Michelle
Young, middle-class families in scenic suburbs leading active, family-focused lives

- $1.31 \%$ | $2.35 \% \boldsymbol{\Omega}$


Key Features

- Sprawling families
- Child-related purchases
- Family vacations
- PTA parents
- Internet active
- Credit revolver
 F • F22 • F23
F23
Families Matter Most
Eric \& Michelle
Young, middle-class families in scenic suburbs leading active, family-focused lives
- $1.31 \% \mid 2.35 \% \Omega$

|  | Age |  |
| :---: | :---: | :---: |
| 19-24 years |  | 5.83\% |
| 25-30 years |  | 15.63\% |
| 31-35 years | 469 | 40.88\% |
| 36-45 years |  | 30.94\% |
| 46-50 years |  | 3.96\% |
| 51-65 years |  | 2.29\% |
| 66-75 years |  | 0.39\% |
| 76+ years |  | 0.08\% |
| Family Structure |  |  |
| With kids |  |  |
| Single male |  | 1.95\% |
| Single female |  | 3.90\% |
| Unknown status |  | 2.69\% |
| Without kids |  |  |
| Married |  | 3.08\% |
| Single male |  | 0.66\% |
| Single female |  | 0.29\% |
| Unknown status |  | 0.36\% |
| Home Ownership |  |  |
| Homeowner | - | 72.57\% |
| Renter |  | 17.09\% |
| Unknown | - | 10.34\% |


| Below high school |  | 5.47\% |
| :---: | :---: | :---: |
| High school diploma |  | 20.57\% |
| Some college |  | 49.61\% |
| Bachelor's degree |  | 15.22\% |
| Graduate degree |  | 9.12\% |
| Income |  |  |
| Less than \$15,000 |  | 2.55\% |
| \$15,000-\$24,999 |  | 4.43\% |
| \$25,000-\$34,999 |  | 5.75\% |
| \$35,000-\$49,999 |  | 6.90\% |
| \$50,000-\$74,999 |  | 28.47\% |
| \$75,000-\$99,999 | 205 | 27.29\% |
| \$100,000-\$124,999 | 227 | 19.31\% |
| \$125,000-\$149,999 |  | 2.18\% |
| \$150,000-\$174,999 |  | 1.51\% |
| \$175,000-\$199,999 |  | 0.16\% |
| \$200,000-\$249,999 |  | 0.69\% |
| \$250,000+ |  | 0.75\% |
| Presence of Children |  |  |
| 0-3 years | 663 | 64.20\% |
| 4-6 years | 630 | 62.35\% |
| 7-9 years | 535 | 42.75\% |
| 10-12 years | 309 | 26.62\% |
| 13-18 years |  | 19.87\% |


| Estimated Current Home Value |  |
| :---: | :---: |
| Less than \$50,000 | 0.76\% |
| \$50,000-\$74,999 | 1.69\% |
| \$75,000-\$99,999 | 4.54\% |
| \$100,000-\$149,999 | 23.25\% |
| \$150,000-\$174,999 | 14.64\% |
| \$175,000-\$199,999 | 13.15\% |
| \$200,000-\$249,999 | 18.67\% |
| \$250,000-\$299,999 | 10.34\% |
| \$300,000-\$349,999 | 5.05\% |
| \$350,000-\$399,999 | 2.81\% |
| \$400,000-\$499,999 | 2.99\% |
| \$500,000-\$749,999 | 1.54\% |
| \$750,000+ | 0.55\% |
| Length of Residence |  |
| 1 year or less | 9.49\% |
| 2-3 years | 17.85\% |
| 4-5 years | 21.27\% |
| 6-7 years | 19.92\% |
| 8-9 years | 13.86\% |
| 10-14 years | 10.93\% |
| 15-19 years | 2.76\% |
| 20-24 years | 2.27\% |
| 25+ years | 1.67\% |

:Experian
G • G24 • G25

## G24

## Status Seeking Singles

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


Key Features

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


 G • G24 • G25


## G24 <br> Status Seeking Singles

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

|  | Age |  |
| :---: | :---: | :---: |
| 19-24 years |  | 4.80\% |
| 25-30 years |  | 16.01\% |
| 31-35 years | 208 | 18.11\% |
| 36-45 years |  | 32.04\% |
| 46-50 years |  | 16.20\% |
| 51-65 years |  | 11.65\% |
| 66-75 years |  | 0.93\% |
| 76+ years |  | 0.26\% |
| Family Structure |  |  |
| With kids$\square$ 8.65\% |  |  |
| Single male |  | 3.64\% |
| Single female |  | 6.78\% |
| Unknown status |  | 0.80\% |
| Without kids |  |  |
| Married |  | 17.99\% |
| Single male | 321 | 28.03\% |
| Single female | 367 | 29.77\% |
| Unknown status |  | 4.33\% |
| Home Ownership |  |  |
| Homeowner |  | 58.32\% |
| Renter |  | 23.91\% |
| Unknown |  | 17.77\% |



| Estimated Current Home Value |  |
| :---: | :---: |
| Less than \$50,000 | 0.36\% |
| \$50,000-\$74,999 | 1.12\% |
| \$75,000-\$99,999 | 2.42\% |
| \$100,000-\$149,999 | 12.29\% |
| \$150,000-\$174,999 | 10.03\% |
| \$175,000-\$199,999 | 9.56\% |
| \$200,000-\$249,999 | 16.18\% |
| \$250,000-\$299,999 | 12.00\% |
| \$300,000-\$349,999 | 8.88\% |
| \$350,000-\$399,999 | 6.70\% |
| \$400,000-\$499,999 | 8.54\% |
| \$500,000-\$749,999 | 8.03\% |
| \$750,000+ | 3.89\% |
| Length of Residence |  |
| 1 year or less | 18.71\% |
| 2-3 years | 20.30\% |
| 4-5 years | 17.94\% |
| 6-7 years | 14.84\% |
| 8-9 years | 11.21\% |
| 10-14 years | 9.83\% |
| 15-19 years | 3.32\% |
| 20-24 years | 2.07\% |
| 25+ years | 1.77\% |

:Experian

| G $\quad$ G24 • G25 |  |  |
| :---: | :--- | ---: |
| S25 | Urban Edge <br> Younger, up-and-coming singles living big city lifestyles located within top CBSA markets | Andrew \& Emily |



Key Features

- Progressive views
- Urban-dwellers
- Highly educated
- Ambitious
- Environmental advocates
- Exercise enthusiasts
 G • G24 • G25


## G 25

## Urban Edge

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

| Age |  |  |
| :---: | :---: | :---: |
| 19-24 years |  | 2.47\% |
| 25-30 years | 351 | 31.34\% |
| 31-35 years | 220 | 19.14\% |
| 36-45 years |  | 23.95\% |
| 46-50 years |  | 7.86\% |
| 51-65 years |  | 12.85\% |
| 66-75 years |  | 2.05\% |
| 76+ years |  | 0.34\% |
| Family Structure |  |  |
| Married |  | 2.27\% |
| Single male |  | 1.50\% |
| Single female |  | 3.50\% |
| Unknown status |  | 0.27\% |
| Without kids |  | 10.53\% |
| Single male | 421 | 36.75\% |
| Single female | 474 | 38.45\% |
| Unknown status |  | 6.73\% |
| Home Ownership |  |  |
| Homeowner |  | 17.23\% |
| Renter | 224 | 57.16\% |
| Unknown | 274 | 25.60\% |


| Below high school |  | 3.79\% |
| :---: | :---: | :---: |
| High school diploma |  | 9.81\% |
| Some college |  | 20.07\% |
| Bachelor's degree | 212 | 36.78\% |
| Graduate degree | 259 | 29.55\% |
| Income |  |  |
| Less than \$15,000 |  | 9.21\% |
| \$15,000-\$24,999 |  | 6.41\% |
| \$25,000-\$34,999 |  | 7.37\% |
| \$35,000-\$49,999 |  | 10.71\% |
| \$50,000-\$74,999 |  | 22.52\% |
| \$75,000-\$99,999 |  | 13.04\% |
| \$100,000-\$124,999 |  | 13.56\% |
| \$125,000-\$149,999 |  | 4.63\% |
| \$150,000-\$174,999 |  | 3.91\% |
| \$175,000-\$199,999 |  | 2.71\% |
| \$200,000-\$249,999 |  | 2.71\% |
| \$250,000+ |  | 3.21\% |
| Presence of Children |  |  |
| 0-3 years |  | 2.03\% |
| 4-6 years |  | 1.10\% |
| 7-9 years |  | 0.58\% |
| 10-12 years |  | 0.38\% |
| 13-18 years |  | 1.34\% |



Experian
H • H 26 • H 27 • H 28 • H 29

## H26

## Progressive Potpourri

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


Key Features

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



## H • H 26 • H 27 • H 28 • H29

## Progressive Potpourri

|  | Age |  |
| :---: | :---: | :---: |
| 19-24 years |  | 2.20\% |
| 25-30 years |  | 2.24\% |
| 31-35 years |  | 4.01\% |
| 36-45 years |  | 18.41\% |
| 46-50 years |  | 13.30\% |
| 51-65 years |  | 44.13\% |
| 66-75 years |  | 10.41\% |
| 76+ years |  | 5.30\% |
| With kids Family Structure |  |  |
| With kids Married |  | 26.38\% |
| Single male |  | 1.64\% |
| Single female |  | 2.04\% |
| Unknown status |  | 1.38\% |
| Without kids |  |  |
| Married |  | 44.27\% |
| Single male |  | 8.83\% |
| Single female |  | 6.79\% |
| Unknown status |  | 8.66\% |
| Home Ownership |  |  |
| Homeowner |  | 80.22\% |
| Renter |  | 12.24\% |
| Unknown |  | 7.54\% |



| Estimated Current Home Value |  |  |
| :---: | :---: | :---: |
| Less than \$50,000 |  | 0.19\% |
| \$50,000-\$74,999 |  | 0.49\% |
| \$75,000-\$99,999 |  | 1.44\% |
| \$100,000-\$149,999 |  | 6.89\% |
| \$150,000-\$174,999 |  | 5.12\% |
| \$175,000-\$199,999 |  | 6.62\% |
| \$200,000-\$249,999 |  | 14.41\% |
| \$250,000-\$299,999 |  | 13.66\% |
| \$300,000-\$349,999 | 205 | 13.07\% |
| \$350,000-\$399,999 | 213 | 10.10\% |
| \$400,000-\$499,999 | 212 | 13.68\% |
| \$500,000-\$749,999 |  | 11.25\% |
| \$750,000+ |  | 3.08\% |
| Length of Residence |  |  |
| 1 year or less |  | 7.31\% |
| 2-3 years |  | 7.72\% |
| 4-5 years |  | 7.26\% |
| 6-7 years |  | 9.00\% |
| 8-9 years |  | 9.90\% |
| 10-14 years |  | 19.67\% |
| 15-19 years |  | 14.42\% |
| 20-24 years |  | 12.32\% |
| 25+ years |  | 12.39\% |




Key Features

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



## H • H 26 • H 27 • H 28 • H29

## $-27$

## Birkenstocks and Beemers

Dale \& Ann
Upper middle-class, established couples living leisure lifestyles in small towns and cities

|  | Age |  |
| :---: | :---: | :---: |
| 19-24 years |  | 1.81\% |
| 25-30 years |  | 1.19\% |
| 31-35 years |  | 2.80\% |
| 36-45 years |  | 23.41\% |
| 46-50 years | 229 | 22.89\% |
| 51-65 years |  | 32.17\% |
| 66-75 years |  | 11.21\% |
| 76+ years |  | 4.51\% |
| With Family Structure |  |  |
| With kids |  |  |
| Single male |  | 0.90\% |
| Single female |  | 1.04\% |
| Unknown status |  | 1.02\% |
| Without kids |  |  |
| Married |  | 54.23\% |
| Single male |  | 5.96\% |
| Single female |  | 5.13\% |
| Unknown status |  | 13.99\% |
| Home Ownership |  |  |
| Homeowner |  | 80.05\% |
| Renter |  | 8.57\% |
| Unknown |  | 11.38\% |


| Below high school | 5.57\% |
| :---: | :---: |
| High school diploma | 26.19\% |
| Some college | 35.92\% |
| Bachelor's degree | 19.92\% |
| Graduate degree | 12.40\% |
| Income |  |
| Less than \$15,000 | 4.53\% |
| \$15,000-\$24,999 | 5.47\% |
| \$25,000-\$34,999 | 6.90\% |
| \$35,000-\$49,999 | 7.73\% |
| \$50,000-\$74,999 | 30.00\% |
| \$75,000-\$99,999 | 19.72\% |
| \$100,000-\$124,999 | 12.39\% |
| \$125,000-\$149,999 | 5.58\% |
| \$150,000-\$174,999 | 3.65\% |
| \$175,000-\$199,999 | 0.70\% |
| \$200,000-\$249,999 | 1.33\% |
| \$250,000+ | 2.01\% |
| Presence of Children |  |
| 0-3 years | 0.87\% |
| 4-6 years | 0.81\% |
| 7-9 years | 0.69\% |
| 10-12 years | 0.87\% |
| 13-18 years | 5.49\% |


| Estimated Current Home Value |  |
| :---: | :---: |
| Less than \$50,000 | 0.65\% |
| \$50,000-\$74,999 | 0.88\% |
| \$75,000-\$99,999 | 1.67\% |
| \$100,000-\$149,999 | 6.40\% |
| \$150,000-\$174,999 | 7.04\% |
| \$175,000-\$199,999 | 7.57\% |
| \$200,000-\$249,999 | 17.98\% |
| \$250,000-\$299,999 | 16.01\% |
| \$300,000-\$349,999 | 11.90\% |
| \$350,000-\$399,999 | 9.07\% |
| \$400,000-\$499,999 | 10.29\% |
| \$500,000-\$749,999 | 7.41\% |
| \$750,000+ | 3.12\% |
| Length of Residence |  |
| 1 year or less | 13.89\% |
| 2-3 years | 13.98\% |
| 4-5 years | 13.23\% |
| 6-7 years | 14.16\% |
| 8-9 years | 13.71\% |
| 10-14 years | 14.99\% |
| 15-19 years | 7.70\% |
| 20-24 years | 4.68\% |
| 25+ years | 3.66\% |

Experian H • H 26 • H 27 • H 28 • H 29

## H28

## Everyday Moderates

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


Key Features

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


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H • H 26 • H 27 • H 28 • H29

## Everyday Moderates

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

|  | Age |  |
| :---: | :---: | :---: |
| 19-24 years |  | 4.57\% |
| 25-30 years |  | 2.34\% |
| 31-35 years |  | 4.28\% |
| 36-45 years | - | 20.64\% |
| 46-50 years |  | 16.98\% |
| 51-65 years |  | 47.10\% |
| 66-75 years |  | 3.18\% |
| 76+ years |  | 0.91\% |
| Family Structure |  |  |
| With kids Married |  | 44.67\% |
| Single male |  | 2.08\% |
| Single female |  | 1.89\% |
| Unknown status |  | 1.86\% |
| Without kids |  |  |
| Married |  | 36.45\% |
| Single male |  | 4.92\% |
| Single female |  | 3.02\% |
| Unknown status |  | 5.11\% |
| Home Ownership |  |  |
| Homeowner |  | 83.81\% |
| Renter |  | 8.35\% |
| Unknown |  | 7.83\% |




Experian



Key Features

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



## H • H 26 • H 27 • H 28 • H29



| Below high school | 5.32\% |
| :---: | :---: |
| High school diploma | 25.83\% |
| Some college | 50.86\% |
| Bachelor's degree | 12.71\% |
| Graduate degree | 5.28\% |
| Income |  |
| Less than \$15,000 | 6.27\% |
| \$15,000-\$24,999 | 6.22\% |
| \$25,000-\$34,999 | 7.57\% |
| \$35,000-\$49,999 | 16.95\% |
| \$50,000-\$74,999 | 30.92\% |
| \$75,000-\$99,999 | 15.95\% |
| \$100,000-\$124,999 | 7.69\% |
| \$125,000-\$149,999 | 3.91\% |
| \$150,000-\$174,999 | 2.54\% |
| \$175,000-\$199,999 | 0.07\% |
| \$200,000-\$249,999 | 0.85\% |
| \$250,000+ | 1.06\% |
| Presence of Children |  |
| 0-3 years | 1.87\% |
| 4-6 years | 2.11\% |
| 7-9 years | 1.85\% |
| 10-12 years | 2.23\% |
| 13-18 years | 13.23\% |


| Estimated Current Home Value |  |
| :---: | :---: |
| Less than \$50,000 | 1.83\% |
| \$50,000-\$74,999 | 3.08\% |
| \$75,000-\$99,999 | 6.39\% |
| \$100,000-\$149,999 | 23.24\% |
| \$150,000-\$174,999 | 13.88\% |
| \$175,000-\$199,999 | 12.13\% |
| \$200,000-\$249,999 | 17.28\% |
| \$250,000-\$299,999 | 9.32\% |
| \$300,000-\$349,999 | 4.97\% |
| \$350,000-\$399,999 | 2.64\% |
| \$400,000-\$499,999 | 2.81\% |
| \$500,000-\$749,999 | 1.73\% |
| \$750,000+ | 0.71\% |
| Length of Residence |  |
| 1 year or less | 22.81\% |
| 2-3 years | 25.04\% |
| 4-5 years | 18.32\% |
| 6-7 years | 10.98\% |
| 8-9 years | 8.22\% |
| 10-14 years | 8.53\% |
| 15-19 years | 2.81\% |
| 20-24 years | 2.30\% |
| 25+ years | 1.00\% |




Key Features

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



I • I30 • I31 • I32 • I33
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## Stockcars and State Parks

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

|  | Age |  |
| :---: | :---: | :---: |
| 19-24 years |  | 3.50\% |
| 25-30 years |  | 3.18\% |
| 31-35 years |  | 5.74\% |
| 36-45 years |  | 21.49\% |
| 46-50 years | 219 | 21.85\% |
| 51-65 years |  | 36.45\% |
| 66-75 years |  | 5.99\% |
| 76+ years |  | 1.80\% |
| Family Structure |  |  |
| With kids |  | 66.34\% |
| Single male |  | 0.52\% |
| Single female |  | 0.52\% |
| Unknown status |  | 2.56\% |
| Without kids |  |  |
| Married |  | 25.98\% |
| Single male |  | 1.50\% |
| Single female |  | 0.68\% |
| Unknown status |  | 1.90\% |
| Home Ownership |  |  |
| Homeowner |  | 91.36\% |
| Renter |  | 4.21\% |
| Unknown |  | 4.43\% |



| Estimated Current Home Value |  |
| :---: | :---: |
| Less than \$50,000 | 2.06\% |
| \$50,000-\$74,999 | 3.60\% |
| \$75,000-\$99,999 | 7.30\% |
| \$100,000-\$149,999 | 21.65\% |
| \$150,000-\$174,999 | 12.43\% |
| \$175,000-\$199,999 | 10.75\% |
| \$200,000-\$249,999 | 15.74\% |
| \$250,000-\$299,999 | 10.01\% |
| \$300,000-\$349,999 | 5.94\% |
| \$350,000-\$399,999 | 3.03\% |
| \$400,000-\$499,999 | 3.75\% |
| \$500,000-\$749,999 | 2.52\% |
| \$750,000+ | 1.23\% |
| Length of Residence |  |
| 1 year or less | 4.00\% |
| 2-3 years | 4.89\% |
| 4-5 years | 4.99\% |
| 6-7 years | 7.97\% |
| 8-9 years | 7.87\% |
| 10-14 years | 22.06\% |
| 15-19 years | 21.84\% |
| 20-24 years | 15.07\% |
| 25+ years | 11.31\% |




Key Features

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


## 

## Household income $\$ 50,000-$ $\$ 7,4,999$ $40.3 \%$




1 • I30 • I31 • I32 • I33
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## Blue Collar Comfort

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


| Below high school |  | 6.32\% |
| :---: | :---: | :---: |
| High school diploma |  | 36.92\% |
| Some college |  | 37.86\% |
| Bachelor's degree |  | 13.91\% |
| Graduate degree |  | 5.00\% |
| Income |  |  |
| Less than \$15,000 |  | 2.37\% |
| \$15,000-\$24,999 |  | 5.09\% |
| \$25,000-\$34,999 |  | 6.77\% |
| \$35,000-\$49,999 |  | 7.39\% |
| \$50,000-\$74,999 |  | 40.33\% |
| \$75,000-\$99,999 |  | 22.83\% |
| \$100,000-\$124,999 |  | 11.07\% |
| \$125,000-\$149,999 |  | 1.92\% |
| \$150,000-\$174,999 |  | 1.32\% |
| \$175,000-\$199,999 |  | 0.04\% |
| \$200,000-\$249,999 |  | 0.38\% |
| \$250,000+ |  | 0.50\% |
| Presence of Children |  |  |
| 0-3 years | 267 | 25.90\% |
| 4-6 years | 300 | 29.72\% |
| 7-9 years | 244 | 19.53\% |
| 10-12 years | 245 | 21.17\% |
| 13-18 years | 291 | 38.25\% |


| Estimated Current Home Value |
| :---: |
| Less than \$50,000 |
| \$50,000-\$74,999 |
| \$75,000-\$99,999 |
| \$100,000-\$149,999 |
| \$150,000-\$174,999 |
| \$175,000-\$199,999 |
| \$200,000-\$249,999 |
| \$250,000-\$299,999 |
| \$300,000-\$349,999 |
| \$350,000-\$399,999 |
| \$400,000-\$499,999 |
| \$500,000-\$749,999 |
| \$750,000+ |
| Length of Residence |
| 1 year or less |
| 2-3 years |
| 4-5 years |
| 6-7 years |
| 8-9 years |
| 10-14 years |
| 15-19 years |
| 20-24 years |
| 25+ years |

Experian



Key Features

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


I • I30 • I31 • I32 • I33

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## Steadfast Conventionalists

Conventional Generation X families located in selected coastal city homes

|  | Age |  |
| :---: | :---: | :---: |
| 19-24 years |  | 3.22\% |
| 25-30 years |  | 3.72\% |
| 31-35 years |  | 7.32\% |
| 36-45 years |  | 24.68\% |
| 46-50 years |  | 13.66\% |
| 51-65 years |  | 36.95\% |
| 66-75 years |  | 6.84\% |
| 76+ years |  | 3.61\% |
| Family Structure |  |  |
| With kids <br> Married |  | 47.22\% |
| Single male |  | 5.81\% |
| Single female |  | 5.29\% |
| Unknown status |  | 2.46\% |
| Without kids |  |  |
| Married |  | 21.89\% |
| Single male |  | 6.93\% |
| Single female |  | 4.95\% |
| Unknown status |  | 5.45\% |
| Home Ownership |  |  |
| Homeowner |  | 67.54\% |
| Renter |  | 25.97\% |
| Unknown |  | 6.49\% |


| Education |  |  |
| :---: | :---: | :---: |
| Below high school | 254 | 38.60\% |
| High school diploma |  | 29.25\% |
| Some college |  | 21.71\% |
| Bachelor's degree |  | 8.06\% |
| Graduate degree |  | 2.38\% |
| Income |  |  |
| Less than \$15,000 |  | 4.29\% |
| \$15,000-\$24,999 |  | 7.28\% |
| \$25,000-\$34,999 |  | 9.01\% |
| \$35,000-\$49,999 |  | 14.34\% |
| \$50,000-\$74,999 |  | 33.25\% |
| \$75,000-\$99,999 |  | 17.33\% |
| \$100,000-\$124,999 |  | 8.06\% |
| \$125,000-\$149,999 |  | 2.74\% |
| \$150,000-\$174,999 |  | 1.94\% |
| \$175,000-\$199,999 |  | 0.06\% |
| \$200,000-\$249,999 |  | 0.69\% |
| \$250,000+ |  | 1.01\% |
| Presence of Children |  |  |
| 0-3 years |  | 11.01\% |
| 4-6 years |  | 12.12\% |
| 7-9 years |  | 11.70\% |
| 10-12 years | 279 | 24.11\% |
| 13-18 years | 224 | 29.48\% |





Key Features

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




54


95


99


Technology Adoption



I • I30 • I31 • I32 • I33

## Balance and Harmony

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

|  | Age |  |
| :---: | :---: | :---: |
| 19-24 years |  | 4.95\% |
| 25-30 years |  | 5.33\% |
| 31-35 years |  | 11.48\% |
| 36-45 years | 293 | 53.49\% |
| 46-50 years |  | 18.91\% |
| 51-65 years |  | 5.21\% |
| 66-75 years |  | 0.47\% |
| 76+ years |  | 0.16\% |
| With kids Family Structure |  |  |
| With kids Married | 282 | 71.63\% |
| Single male |  | 5.21\% |
| Single female |  | 4.78\% |
| Unknown status |  | 2.98\% |
| Without kids |  |  |
| Married |  | 10.54\% |
| Single male |  | 2.42\% |
| Single female |  | 1.40\% |
| Unknown status |  | 1.04\% |
| Home Ownership |  |  |
| Homeowner |  | 74.06\% |
| Renter |  | 16.44\% |
| Unknown |  | 9.50\% |


| Education |  |  |
| :---: | :---: | :---: |
| Below high school |  | 26.69\% |
| High school diploma |  | 27.76\% |
| Some college |  | 36.21\% |
| Bachelor's degree |  | 7.33\% |
| Graduate degree |  | 2.01\% |
| Income |  |  |
| Less than \$15,000 |  | 4.38\% |
| \$15,000-\$24,999 |  | 5.46\% |
| \$25,000-\$34,999 |  | 7.88\% |
| \$35,000-\$49,999 |  | 13.68\% |
| \$50,000-\$74,999 |  | 34.19\% |
| \$75,000-\$99,999 |  | 18.84\% |
| \$100,000-\$124,999 |  | 9.32\% |
| \$125,000-\$149,999 |  | 2.95\% |
| \$150,000-\$174,999 |  | 1.65\% |
| \$175,000-\$199,999 |  | 0.05\% |
| \$200,000-\$249,999 |  | 0.69\% |
| \$250,000+ |  | 0.91\% |
| Presence of Children |  |  |
| 0-3 years |  | 16.61\% |
| 4-6 years |  | 19.09\% |
| 7-9 years | 272 | 21.76\% |
| 10-12 years | 499 | 43.08\% |
| 13-18 years | 255 | 33.59\% |


| Estimated Current Home Value |  |
| :---: | :---: |
| Less than \$50,000 | 1.88\% |
| \$50,000-\$74,999 | 2.86\% |
| \$75,000-\$99,999 | 6.27\% |
| \$100,000-\$149,999 | 25.40\% |
| \$150,000-\$174,999 | 14.33\% |
| \$175,000-\$199,999 | 11.89\% |
| \$200,000-\$249,999 | 16.09\% |
| \$250,000-\$299,999 | 8.57\% |
| \$300,000-\$349,999 | 4.86\% |
| \$350,000-\$399,999 | 3.24\% |
| \$400,000-\$499,999 | 3.05\% |
| \$500,000-\$749,999 | 1.30\% |
| \$750,000+ | 0.25\% |
| Length of Residence |  |
| 1 year or less | 14.32\% |
| 2-3 years | 15.18\% |
| 4-5 years | 15.88\% |
| 6-7 years | 13.93\% |
| 8-9 years | 13.39\% |
| 10-14 years | 16.78\% |
| 15-19 years | 5.92\% |
| 20-24 years | 3.09\% |
| 25+ years | 1.52\% |

:Experian



Key Features

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



## $J 34$

## Aging in Place

Arthur \& Elaine
Middle-class seniors living solid, suburban lifestyles

|  | Age |  |  |
| :---: | :---: | :---: | :---: |
| 19-24 years |  |  | 0.16\% |
| 25-30 years |  |  | 0.13\% |
| 31-35 years |  |  | 0.26\% |
| 36-45 years |  |  | 1.83\% |
| 46-50 years |  |  | 2.57\% |
| 51-65 years |  |  | 12.32\% |
| 66-75 years |  | 462 | 48.81\% |
| 76+ years |  | 361 | 33.92\% |
| Family Structure |  |  |  |
| Married |  |  | 2.91\% |
| Single male |  |  | 0.03\% |
| Single female |  |  | 0.03\% |
| Unknown status |  |  | 0.64\% |
| Without kids |  |  |  |
| Married |  | 222 | 71.83\% |
| Single male |  |  | 2.49\% |
| Single female |  |  | 1.67\% |
| Unknown status |  |  | 20.41\% |
| Home Ownership |  |  |  |
| Homeowner |  |  | 97.15\% |
| Renter |  |  | 1.15\% |
| Unknown |  |  | 1.70\% |


| Education |  |
| :---: | :---: |
| Below high school | 14.80\% |
| High school diploma | 34.12\% |
| Some college | 16.05\% |
| Bachelor's degree | 22.51\% |
| Graduate degree | 12.52\% |
| Income |  |
| Less than \$15,000 | 2.35\% |
| \$15,000-\$24,999 | 6.72\% |
| \$25,000-\$34,999 | 10.96\% |
| \$35,000-\$49,999 | 20.71\% |
| \$50,000-\$74,999 | 36.60\% |
| \$75,000-\$99,999 | 11.60\% |
| \$100,000-\$124,999 | 5.57\% |
| \$125,000-\$149,999 | 2.26\% |
| \$150,000-\$174,999 | 1.51\% |
| \$175,000-\$199,999 | 0.11\% |
| \$200,000-\$249,999 | 0.86\% |
| \$250,000+ | 0.74\% |
| Presence of Children |  |
| 0-3 years | 0.94\% |
| 4-6 years | 0.74\% |
| 7-9 years | 0.20\% |
| 10-12 years | 0.23\% |
| 13-18 years | 1.26\% |


| Estimated Current Home Value |  |  |
| :---: | :---: | :---: |
| Less than \$50,000 |  | 0.31\% |
| \$50,000-\$74,999 |  | 0.72\% |
| \$75,000-\$99,999 |  | 2.26\% |
| \$100,000-\$149,999 |  | 15.98\% |
| \$150,000-\$174,999 |  | 12.31\% |
| \$175,000-\$199,999 |  | 12.20\% |
| \$200,000-\$249,999 |  | 20.48\% |
| \$250,000-\$299,999 |  | 14.25\% |
| \$300,000-\$349,999 |  | 8.69\% |
| \$350,000-\$399,999 |  | 5.17\% |
| \$400,000-\$499,999 |  | 4.68\% |
| \$500,000-\$749,999 |  | 2.44\% |
| \$750,000+ |  | 0.49\% |
| Length of Residence |  |  |
| 1 year or less |  | 1.74\% |
| 2-3 years |  | 1.62\% |
| 4-5 years |  | 1.49\% |
| 6-7 years |  | 2.52\% |
| 8-9 years |  | 3.25\% |
| 10-14 years |  | 9.03\% |
| 15-19 years |  | 11.96\% |
| 20-24 years | 214 | 17.40\% |
| 25+ years | 486 | 50.98\% |




Key Features

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




## J35

Rural Escape
Jerry \& Joyce
Older, middle-class couples and singles living comfortable lives in rural towns


| Education |  |  |
| :--- | :--- | ---: |
| Below high school |  |  |
| High school diploma |  |  |
| Some college |  | $19.27 \%$ |
| Bachelor's degree |  |  |
| Graduate degree |  |  |
| Income |  |  |


| Estimated Current Home Value |  |
| :---: | :---: |
| Less than \$50,000 | 5.85\% |
| \$50,000-\$74,999 | 7.11\% |
| \$75,000-\$99,999 | 9.51\% |
| \$100,000-\$149,999 | 21.20\% |
| \$150,000-\$174,999 | 9.63\% |
| \$175,000-\$199,999 | 8.25\% |
| \$200,000-\$249,999 | 12.80\% |
| \$250,000-\$299,999 | 8.01\% |
| \$300,000-\$349,999 | 4.79\% |
| \$350,000-\$399,999 | 3.35\% |
| \$400,000-\$499,999 | 3.70\% |
| \$500,000-\$749,999 | 3.67\% |
| \$750,000+ | 2.13\% |
| Length of Residence |  |
| 1 year or less | 7.01\% |
| 2-3 years | 8.11\% |
| 4-5 years | 8.62\% |
| 6-7 years | 9.73\% |
| 8-9 years | 8.12\% |
| 10-14 years | 16.95\% |
| 15-19 years | 17.32\% |
| 20-24 years | 10.40\% |
| 25+ years | 13.75\% |

Experian

| $\mathrm{J} \cdot \mathrm{J} 34 \cdot \mathrm{J35} \cdot \mathrm{J36}$ |  |  |
| :---: | :---: | :---: |
| J 36 | Settled and Sensible <br> Older, middle-class and empty-nesting couples and singles in city neighborhoods | Dave \& Connie |
| $1.83 \% \mid 1.84 \% \Omega$ |  |  |



Key Features

- Humble living
- Stable lifestyle
- Limited financial savings
- Modest spending
- Retired
- Limited internet activity
 J • J34 • J35 • J36

Settled and Sensible
Dave \& Connie
Older, middle-class and empty-nesting couples and singles in city neighborhoods

- $1.83 \%$ | $1.84 \% \boldsymbol{\Omega}$


| Education |  |  |
| :--- | :--- | ---: |
| Below high school |  |  |
| High school diploma |  |  |
| Some college |  | $12.49 \%$ |
| Bachelor's degree |  |  |
| Graduate degree |  |  |
| Income |  |  |


| Estimated Current Home Value |  |  |
| :---: | :---: | :---: |
| Less than \$50,000 | 301 | 16.38\% |
| \$50,000-\$74,999 | 349 | 19.97\% |
| \$75,000-\$99,999 | 331 | 23.75\% |
| \$100,000-\$149,999 |  | 27.65\% |
| \$150,000-\$174,999 |  | 5.36\% |
| \$175,000-\$199,999 |  | 3.40\% |
| \$200,000-\$249,999 |  | 2.45\% |
| \$250,000-\$299,999 |  | 0.54\% |
| \$300,000-\$349,999 |  | 0.21\% |
| \$350,000-\$399,999 |  | 0.13\% |
| \$400,000-\$499,999 |  | 0.07\% |
| \$500,000-\$749,999 |  | 0.06\% |
| \$750,000+ |  | 0.04\% |
| Length of Residence |  |  |
| 1 year or less |  | 3.91\% |
| 2-3 years |  | 4.50\% |
| 4-5 years |  | 4.90\% |
| 6-7 years |  | 5.41\% |
| 8-9 years |  | 5.50\% |
| 10-14 years |  | 11.24\% |
| 15-19 years |  | 11.89\% |
| 20-24 years |  | 15.03\% |
| 25+ years | 359 | 37.62\% |

K • K37 • K38 • K39 • K40

## K37

## Wired for Success

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


## 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

| Age |  |  |
| :---: | :---: | :---: |
| 19-24 years |  | 4.87\% |
| 25-30 years | 215 | 19.21\% |
| 31-35 years |  | 14.47\% |
| 36-45 years |  | 28.04\% |
| 46-50 years |  | 12.14\% |
| 51-65 years |  | 19.20\% |
| 66-75 years |  | 1.61\% |
| 76+ years |  | 0.46\% |
| Family Structure |  |  |
| With kids Married |  | 20.30\% |
| Single male |  | 4.09\% |
| Single female |  | 6.57\% |
| Unknown status |  | 3.20\% |
| Without kids |  |  |
| Married |  | 24.79\% |
| Single male |  | 15.20\% |
| Single female |  | 14.43\% |
| Unknown status |  | 11.42\% |
| Home Ownership |  |  |
| Homeowner |  | 17.22\% |
| Renter | 205 | 52.27\% |
| Unknown | 326 | 30.51\% |


| Education |  |  |
| :--- | ---: | ---: |
| Below high school |  |  |
| High school diploma |  | $7.31 \%$ |
| Some college |  | $24.34 \%$ |
| Bachelor's degree |  | $33.63 \%$ |
| Graduate degree |  | $22.66 \%$ |
|  | Income |  |


| Estimated Current Home Value |  |  |
| :---: | :---: | :---: |
| Less than \$50,000 |  | 1.96\% |
| \$50,000-\$74,999 |  | 2.14\% |
| \$75,000-\$99,999 |  | 2.78\% |
| \$100,000-\$149,999 |  | 9.53\% |
| \$150,000-\$174,999 |  | 5.49\% |
| \$175,000-\$199,999 |  | 5.84\% |
| \$200,000-\$249,999 |  | 10.42\% |
| \$250,000-\$299,999 |  | 9.44\% |
| \$300,000-\$349,999 |  | 8.18\% |
| \$350,000-\$399,999 |  | 6.36\% |
| \$400,000-\$499,999 |  | 9.71\% |
| \$500,000-\$749,999 |  | 12.26\% |
| \$750,000+ | 274 | 15.89\% |
| Length of Residence |  |  |
| 1 year or less | 290 | 41.84\% |
| 2-3 years | 207 | 27.56\% |
| 4-5 years |  | 12.30\% |
| 6-7 years |  | 7.54\% |
| 8-9 years |  | 3.99\% |
| 10-14 years |  | 4.73\% |
| 15-19 years |  | 1.21\% |
| 20-24 years |  | 0.60\% |
| 25+ years |  | 0.23\% |

:Experian
K • K37 • K38 • K39 • K40

## K38

## Gotham Blend

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


Key Features

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


K • K37 • K38 • K39 • K40
K38
Gotham Blend
Louis \& Helen
Mix of middle-aged and middle-class singles and couples mainly living urban New York City-area lifestyles

- $1.18 \%$ | 1.01\% $\Omega$


| Education |  |
| :--- | :--- |
| Below high school |  |
| High school diploma |  |
| Some college |  |
| Bachelor's degree |  |
| Graduate degree |  |
| Income |  |


| Estimated Current Home Value |  |  |
| :---: | :---: | :---: |
| Less than \$50,000 |  | 0.34\% |
| \$50,000-\$74,999 |  | 0.71\% |
| \$75,000-\$99,999 |  | 0.84\% |
| \$100,000-\$149,999 |  | 2.61\% |
| \$150,000-\$174,999 |  | 1.90\% |
| \$175,000-\$199,999 |  | 1.76\% |
| \$200,000-\$249,999 |  | 4.04\% |
| \$250,000-\$299,999 |  | 4.78\% |
| \$300,000-\$349,999 |  | 6.67\% |
| \$350,000-\$399,999 |  | 7.39\% |
| \$400,000-\$499,999 | 252 | 16.21\% |
| \$500,000-\$749,999 | 398 | 28.75\% |
| \$750,000+ | 413 | 24.00\% |
| Length of Residence |  |  |
| 1 year or less |  | 11.69\% |
| 2-3 years |  | 13.92\% |
| 4-5 years |  | 12.35\% |
| 6-7 years |  | 12.14\% |
| 8-9 years |  | 9.58\% |
| 10-14 years |  | 17.50\% |
| 15-19 years |  | 9.98\% |
| 20-24 years |  | 7.48\% |
| 25+ years |  | 5.36\% |

Experian
K • K37 • K38 • K39 • K40

## K39

## Metro Fusion

Middle-aged singles living urban active lifestyles


Key Features

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


K • K37 • K38 • K39 • K40

## K39

## Metro Fusion



| Education |  |
| :---: | :---: |
| Below high school | 12.67\% |
| High school diploma | 23.72\% |
| Some college | 34.46\% |
| Bachelor's degree | 20.47\% |
| Graduate degree | 8.68\% |
| Income |  |
| Less than \$15,000 | 14.46\% |
| \$15,000-\$24,999 | 9.23\% |
| \$25,000-\$34,999 | 10.66\% |
| \$35,000-\$49,999 | 13.35\% |
| \$50,000-\$74,999 | 24.18\% |
| \$75,000-\$99,999 | 8.70\% |
| \$100,000-\$124,999 | 7.42\% |
| \$125,000-\$149,999 | 5.30\% |
| \$150,000-\$174,999 | 3.02\% |
| \$175,000-\$199,999 | 0.10\% |
| \$200,000-\$249,999 | 1.15\% |
| \$250,000+ | 2.43\% |
| Presence of Children |  |
| 0-3 years | 4.60\% |
| 4-6 years | 4.20\% |
| 7-9 years | 3.38\% |
| 10-12 years | 4.13\% |
| 13-18 years | 10.30\% |


| Estimated Current Home Value |  |  |
| :---: | :---: | :---: |
| Less than \$50,000 |  | 2.82\% |
| \$50,000-\$74,999 |  | 4.79\% |
| \$75,000-\$99,999 |  | 6.31\% |
| \$100,000-\$149,999 |  | 13.12\% |
| \$150,000-\$174,999 |  | 8.37\% |
| \$175,000-\$199,999 |  | 6.54\% |
| \$200,000-\$249,999 |  | 11.01\% |
| \$250,000-\$299,999 |  | 8.73\% |
| \$300,000-\$349,999 |  | 7.03\% |
| \$350,000-\$399,999 |  | 5.37\% |
| \$400,000-\$499,999 |  | 7.39\% |
| \$500,000-\$749,999 |  | 6.49\% |
| \$750,000+ | 207 | 12.04\% |
| Length of Residence |  |  |
| 1 year or less |  | 18.01\% |
| 2-3 years |  | 21.13\% |
| 4-5 years |  | 15.76\% |
| 6-7 years |  | 14.98\% |
| 8-9 years |  | 11.16\% |
| 10-14 years |  | 13.01\% |
| 15-19 years |  | 3.68\% |
| 20-24 years |  | 1.85\% |
| 25+ years |  | 0.40\% |

Experian

## K40

## Bohemian Groove

Older unattached individuals enjoying settled urban lives


Key Features

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


K • K37 • K38 • K39 • K40
K40

## Bohemian Groove

Peter \& Janice
Older unattached individuals enjoying settled urban lives


| Education |  |  |
| :---: | :---: | :---: |
| Below high school |  | 15.27\% |
| High school diploma |  | 34.13\% |
| Some college |  | 29.48\% |
| Bachelor's degree |  | 13.78\% |
| Graduate degree |  | 7.33\% |
| Income |  |  |
| Less than \$15,000 | 234 | 26.67\% |
| \$15,000-\$24,999 |  | 16.87\% |
| \$25,000-\$34,999 |  | 14.31\% |
| \$35,000-\$49,999 |  | 16.61\% |
| \$50,000-\$74,999 |  | 11.29\% |
| \$75,000-\$99,999 |  | 4.78\% |
| \$100,000-\$124,999 |  | 3.10\% |
| \$125,000-\$149,999 |  | 2.54\% |
| \$150,000-\$174,999 |  | 1.72\% |
| \$175,000-\$199,999 |  | 0.03\% |
| \$200,000-\$249,999 |  | 0.85\% |
| \$250,000+ |  | 1.24\% |
| Presence of Children |  |  |
| 0-3 years |  | 2.29\% |
| 4-6 years |  | 2.06\% |
| 7-9 years |  | 1.30\% |
| 10-12 years |  | 1.60\% |
| 13-18 years |  | 4.64\% |


| Estimated Current Home Value |  |
| :---: | :---: |
| Less than \$50,000 | 4.69\% |
| \$50,000-\$74,999 | 6.03\% |
| \$75,000-\$99,999 | 9.19\% |
| \$100,000-\$149,999 | 22.91\% |
| \$150,000-\$174,999 | 10.32\% |
| \$175,000-\$199,999 | 8.38\% |
| \$200,000-\$249,999 | 11.22\% |
| \$250,000-\$299,999 | 7.31\% |
| \$300,000-\$349,999 | 4.82\% |
| \$350,000-\$399,999 | 2.91\% |
| \$400,000-\$499,999 | 3.68\% |
| \$500,000-\$749,999 | 3.67\% |
| \$750,000+ | 4.88\% |
| Length of Residence |  |
| 1 year or less | 26.05\% |
| 2-3 years | 24.04\% |
| 4-5 years | 14.66\% |
| 6-7 years | 10.90\% |
| 8-9 years | 7.04\% |
| 10-14 years | 9.38\% |
| 15-19 years | 3.90\% |
| 20-24 years | 2.44\% |
| 25+ years | 1.59\% |

:Experian
L • L41 • L42 • L43

## 41 Booming and Consuming

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

Dennis \& Jean
시 $0.99 \% \mid 0.72 \%$


Key Features

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

L • L41 • L42 • L43

| Age |  |  |
| :---: | :---: | :---: |
| 19-24 years |  | 0.89\% |
| 25-30 years |  | 1.89\% |
| 31-35 years |  | 3.29\% |
| 36-45 years |  | 7.40\% |
| 46-50 years |  | 5.59\% |
| 51-65 years |  | 57.55\% |
| 66-75 years |  | 15.61\% |
| 76+ years |  | 7.79\% |
| Family Structure |  |  |
| Married |  | 5.64\% |
| Single male |  | 0.19\% |
| Single female |  | 0.32\% |
| Unknown status |  | 0.87\% |
| Without kids |  |  |
| Married |  | 49.77\% |
| Single male |  | 5.52\% |
| Single female |  | 4.25\% |
| Unknown status | 227 | 33.42\% |
| Home Ownership |  |  |
| Homeowner |  | 74.31\% |
| Renter |  | 15.97\% |
| Unknown |  | 9.72\% |


| Education |  |
| :---: | :---: |
| Below high school | 8.01\% |
| High school diploma | 27.70\% |
| Some college | 34.60\% |
| Bachelor's degree | 18.50\% |
| Graduate degree | 11.19\% |
| Income |  |
| Less than \$15,000 | 9.67\% |
| \$15,000-\$24,999 | 9.74\% |
| \$25,000-\$34,999 | 11.32\% |
| \$35,000-\$49,999 | 14.29\% |
| \$50,000-\$74,999 | 28.32\% |
| \$75,000-\$99,999 | 12.09\% |
| \$100,000-\$124,999 | 6.72\% |
| \$125,000-\$149,999 | 2.86\% |
| \$150,000-\$174,999 | 2.30\% |
| \$175,000-\$199,999 | 0.45\% |
| \$200,000-\$249,999 | 1.01\% |
| \$250,000+ | 1.24\% |
| Presence of Children |  |
| 0-3 years | 1.18\% |
| 4-6 years | 1.22\% |
| 7-9 years | 0.55\% |
| 10-12 years | 0.67\% |
| 13-18 years | 2.06\% |


| Estimated Current Home Value |  |
| :---: | :---: |
| Less than \$50,000 | 1.34\% |
| \$50,000-\$74,999 | 1.91\% |
| \$75,000-\$99,999 | 3.00\% |
| \$100,000-\$149,999 | 12.92\% |
| \$150,000-\$174,999 | 8.00\% |
| \$175,000-\$199,999 | 8.90\% |
| \$200,000-\$249,999 | 16.57\% |
| \$250,000-\$299,999 | 12.79\% |
| \$300,000-\$349,999 | 9.39\% |
| \$350,000-\$399,999 | 6.49\% |
| \$400,000-\$499,999 | 7.85\% |
| \$500,000-\$749,999 | 7.19\% |
| \$750,000+ | 3.67\% |
| Length of Residence |  |
| 1 year or less | 15.15\% |
| 2-3 years | 17.67\% |
| 4-5 years | 14.91\% |
| 6-7 years | 12.38\% |
| 8-9 years | 11.10\% |
| 10-14 years | 13.35\% |
| 15-19 years | 6.65\% |
| 20-24 years | 4.75\% |
| 25+ years | 4.04\% |

Experian
L • L41 • L42 • L43

## L42 <br> Rooted Flower Power

Tom \& Diane
Mid-scale baby boomer singles and couples rooted in established suburban communities and approaching retirement


Key Features

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


L • L41 • L42 • L43

## L42 <br> Rooted Flower Power

Tom \& Diane
Mid-scale baby boomer singles and couples rooted in established suburban communities and approaching retirement

- $3.10 \%$ | $2.52 \% \boldsymbol{\Omega}$


| Education |  |
| :---: | :---: |
| Below high school | 10.53\% |
| High school diploma | 36.81\% |
| Some college | 24.87\% |
| Bachelor's degree | 17.81\% |
| Graduate degree | 9.97\% |
| Income |  |
| Less than \$15,000 | 4.69\% |
| \$15,000-\$24,999 | 8.30\% |
| \$25,000-\$34,999 | 8.95\% |
| \$35,000-\$49,999 | 17.15\% |
| \$50,000-\$74,999 | 38.50\% |
| \$75,000-\$99,999 | 11.72\% |
| \$100,000-\$124,999 | 5.35\% |
| \$125,000-\$149,999 | 2.14\% |
| \$150,000-\$174,999 | 1.50\% |
| \$175,000-\$199,999 | 0.05\% |
| \$200,000-\$249,999 | 0.72\% |
| \$250,000+ | 0.94\% |
| Presence of Children |  |
| 0-3 years | 1.31\% |
| 4-6 years | 0.89\% |
| 7-9 years | 0.42\% |
| 10-12 years | 0.52\% |
| 13-18 years | 2.53\% |


| Estimated Current Home Value |  |
| :---: | :---: |
| Less than \$50,000 | 1.36\% |
| \$50,000-\$74,999 | 4.23\% |
| \$75,000-\$99,999 | 9.24\% |
| \$100,000-\$149,999 | 28.08\% |
| \$150,000-\$174,999 | 13.51\% |
| \$175,000-\$199,999 | 11.36\% |
| \$200,000-\$249,999 | 14.52\% |
| \$250,000-\$299,999 | 7.72\% |
| \$300,000-\$349,999 | 3.98\% |
| \$350,000-\$399,999 | 2.14\% |
| \$400,000-\$499,999 | 2.24\% |
| \$500,000-\$749,999 | 1.25\% |
| \$750,000+ | 0.38\% |
| Length of Residence |  |
| 1 year or less | 6.77\% |
| 2-3 years | 7.56\% |
| 4-5 years | 8.01\% |
| 6-7 years | 8.80\% |
| 8-9 years | 8.75\% |
| 10-14 years | 15.38\% |
| 15-19 years | 13.68\% |
| 20-24 years | 13.02\% |
| 25+ years | 18.04\% |

L • L41 • L42 • L43

## L43

## Homemade Happiness

Mike \& Janet
Lower middle-class baby boomer households living in remote town and country homes

- $2.72 \% \mid 2.41 \%$ 亿


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

|  | Age |  |
| :---: | :---: | :---: |
| 19-24 years |  | 0.28\% |
| 25-30 years |  | 0.28\% |
| 31-35 years |  | 0.55\% |
| 36-45 years |  | 0.84\% |
| 46-50 years |  | 1.38\% |
| 51-65 years |  | 86.62\% |
| 66-75 years |  | 7.76\% |
| 76+ years |  | 2.30\% |
| Family Structure |  |  |
| With kids <br> Married |  |  |
| Single male |  | 0.15\% |
| Single female |  | 0.29\% |
| Unknown status |  | 0.98\% |
| Without kids |  |  |
| Single male |  | 4.30\% |
| Single female |  | 2.45\% |
| Unknown status |  | 28.30\% |
| Home Ownership |  |  |
| Homeowner |  | 87.03\% |
| Renter |  | 6.29\% |
| Unknown |  | 6.68\% |


| Education |  |
| :---: | :---: |
| Below high school | 17.47\% |
| High school diploma | 51.31\% |
| Some college | 19.56\% |
| Bachelor's degree | 7.43\% |
| Graduate degree | 4.24\% |
| Income |  |
| Less than \$15,000 | 11.90\% |
| \$15,000-\$24,999 | 11.80\% |
| \$25,000-\$34,999 | 11.33\% |
| \$35,000-\$49,999 | 21.91\% |
| \$50,000-\$74,999 | 29.21\% |
| \$75,000-\$99,999 | 7.14\% |
| \$100,000-\$124,999 | 3.34\% |
| \$125,000-\$149,999 | 1.35\% |
| \$150,000-\$174,999 | 0.84\% |
| \$175,000-\$199,999 | 0.02\% |
| \$200,000-\$249,999 | 0.54\% |
| \$250,000+ | 0.62\% |
| Presence of Children |  |
| 0-3 years | 2.08\% |
| 4-6 years | 1.66\% |
| 7-9 years | 0.65\% |
| 10-12 years | 0.75\% |
| 13-18 years | 2.80\% |


| Estimated Current Home Value |  |  |
| :---: | :---: | :---: |
| Less than \$50,000 | 458 | 24.89\% |
| \$50,000-\$74,999 | 320 | 18.27\% |
| \$75,000-\$99,999 | 249 | 17.86\% |
| \$100,000-\$149,999 |  | 22.06\% |
| \$150,000-\$174,999 |  | 6.12\% |
| \$175,000-\$199,999 |  | 3.59\% |
| \$200,000-\$249,999 |  | 3.80\% |
| \$250,000-\$299,999 |  | 1.63\% |
| \$300,000-\$349,999 |  | 0.76\% |
| \$350,000-\$399,999 |  | 0.41\% |
| \$400,000-\$499,999 |  | 0.31\% |
| \$500,000-\$749,999 |  | 0.21\% |
| \$750,000+ |  | 0.09\% |
| Length of Residence |  |  |
| 1 year or less |  | 5.99\% |
| 2-3 years |  | 7.59\% |
| 4-5 years |  | 8.62\% |
| 6-7 years |  | 11.66\% |
| 8-9 years |  | 9.88\% |
| 10-14 years |  | 18.97\% |
| 15-19 years |  | 17.01\% |
| 20-24 years |  | 10.19\% |
| 25+ years |  | 10.09\% |

M • M44 • M45

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


## Key Features

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




78


124

Channel Preference


95


Technology Adoption


M • M44 • M45


| Education |  |
| :--- | :--- |
| Below high school |  |
| High school diploma |  |
| Some college |  |
| Bachelor's degree |  |
| Graduate degree |  |
| Income |  |


| Estimated Current Home Value |  |  |
| :--- | ---: | ---: |
| Less than \$50,000 |  |  |
| \$50,000-\$74,999 | 265 | $14.43 \%$ |
| \$75,000-\$99,999 | 245 | $13.99 \%$ |
| \$100,000-\$149,999 | 239 | $17.12 \%$ |
| \$150,000-\$174,999 |  | $28.30 \%$ |
| \$175,000-\$199,999 |  | $8.27 \%$ |
| \$200,000-\$249,999 |  | $5.86 \%$ |
| \$250,000-\$299,999 |  | $6.19 \%$ |
| \$300,000-\$349,999 |  |  |
| \$350,000-\$399,999 |  |  |
| \$400,000-\$499,999 |  |  |
| \$500,000-\$749,999 |  |  |
| \$750,000+ |  |  |

Experian


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


| Education |  |  |
| :---: | :---: | :---: |
| Below high school |  | 14.04\% |
| High school diploma |  | 35.44\% |
| Some college |  | 38.06\% |
| Bachelor's degree |  | 8.70\% |
| Graduate degree |  | 3.76\% |
| Income |  |  |
| Less than \$15,000 |  | 10.97\% |
| \$15,000-\$24,999 |  | 12.47\% |
| \$25,000-\$34,999 |  | 17.15\% |
| \$35,000-\$49,999 |  | 20.28\% |
| \$50,000-\$74,999 |  | 25.00\% |
| \$75,000-\$99,999 |  | 8.16\% |
| \$100,000-\$124,999 |  | 3.33\% |
| \$125,000-\$149,999 |  | 1.28\% |
| \$150,000-\$174,999 |  | 0.59\% |
| \$175,000-\$199,999 |  | 0.03\% |
| \$200,000-\$249,999 |  | 0.35\% |
| \$250,000+ |  | 0.38\% |
| Presence of Children |  |  |
| 0-3 years | 411 | 39.87\% |
| 4-6 years | 368 | 36.44\% |
| 7-9 years | 298 | 23.82\% |
| 10-12 years | 213 | 18.40\% |
| 13-18 years |  | 21.40\% |


| Estimated Current Home Value |  |  |
| :---: | :---: | :---: |
| Less than \$50,000 | 399 | 21.71\% |
| \$50,000-\$74,999 | 374 | 21.37\% |
| \$75,000-\$99,999 | 296 | 21.22\% |
| \$100,000-\$149,999 |  | 23.17\% |
| \$150,000-\$174,999 |  | 4.89\% |
| \$175,000-\$199,999 |  | 3.20\% |
| \$200,000-\$249,999 |  | 2.71\% |
| \$250,000-\$299,999 |  | 0.84\% |
| \$300,000-\$349,999 |  | 0.48\% |
| \$350,000-\$399,999 |  | 0.12\% |
| \$400,000-\$499,999 |  | 0.15\% |
| \$500,000-\$749,999 |  | 0.04\% |
| \$750,000+ |  | 0.10\% |
| Length of Residence |  |  |
| 1 year or less |  | 15.96\% |
| 2-3 years |  | 16.07\% |
| 4-5 years |  | 13.54\% |
| 6-7 years |  | 13.72\% |
| 8-9 years |  | 10.06\% |
| 10-14 years |  | 13.22\% |
| 15-19 years |  | 7.40\% |
| 20-24 years |  | 4.95\% |
| 25+ years |  | 5.08\% |

N • N46 • N47 • N48 • N49

## N46

## True Grit Americans

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


Key Features

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


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## N46

## True Grit Americans

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

|  | Age |  |
| :---: | :---: | :---: |
| 19-24 years |  | 5.53\% |
| 25-30 years |  | 6.33\% |
| 31-35 years |  | 8.84\% |
| 36-45 years |  | 21.96\% |
| 46-50 years |  | 13.68\% |
| 51-65 years |  | 27.89\% |
| 66-75 years |  | 9.38\% |
| 76+ years |  | 6.39\% |
| Family Structure |  |  |
| With kids |  | 26.34\% |
| Single male |  | 1.46\% |
| Single female |  | 2.12\% |
| Unknown status |  | 2.19\% |
| Without kids Married |  | 37.11\% |
| Single male |  | 7.71\% |
| Single female |  | 6.36\% |
| Unknown status |  | 16.72\% |
| Home Ownership |  |  |
| Homeowner |  | 74.48\% |
| Renter |  | 12.33\% |
| Unknown |  | 13.19\% |


| Education |  |
| :---: | :---: |
| Below high school | 11.97\% |
| High school diploma | 32.46\% |
| Some college | 36.45\% |
| Bachelor's degree | 12.18\% |
| Graduate degree | 6.94\% |
| Income |  |
| Less than \$15,000 | 8.61\% |
| \$15,000-\$24,999 | 10.31\% |
| \$25,000-\$34,999 | 12.11\% |
| \$35,000-\$49,999 | 17.19\% |
| \$50,000-\$74,999 | 27.34\% |
| \$75,000-\$99,999 | 12.95\% |
| \$100,000-\$124,999 | 6.44\% |
| \$125,000-\$149,999 | 2.02\% |
| \$150,000-\$174,999 | 1.42\% |
| \$175,000-\$199,999 | 0.07\% |
| \$200,000-\$249,999 | 0.64\% |
| \$250,000+ | 0.89\% |
| Presence of Children |  |
| 0-3 years | 7.54\% |
| 4-6 years | 7.79\% |
| 7-9 years | 5.27\% |
| 10-12 years | 5.61\% |
| 13-18 years | 11.38\% |


| Estimated Current Home Value |  |
| :---: | :---: |
| Less than \$50,000 | 4.20\% |
| \$50,000-\$74,999 | 6.94\% |
| \$75,000-\$99,999 | 13.24\% |
| \$100,000-\$149,999 | 30.04\% |
| \$150,000-\$174,999 | 11.28\% |
| \$175,000-\$199,999 | 8.61\% |
| \$200,000-\$249,999 | 11.40\% |
| \$250,000-\$299,999 | 5.62\% |
| \$300,000-\$349,999 | 2.89\% |
| \$350,000-\$399,999 | 1.73\% |
| \$400,000-\$499,999 | 1.78\% |
| \$500,000-\$749,999 | 1.45\% |
| \$750,000+ | 0.83\% |
| Length of Residence |  |
| 1 year or less | 12.21\% |
| 2-3 years | 13.10\% |
| 4-5 years | 12.46\% |
| 6-7 years | 13.64\% |
| 8-9 years | 10.70\% |
| 10-14 years | 14.82\% |
| 15-19 years | 8.86\% |
| 20-24 years | 6.06\% |
| 25+ years | 8.15\% |

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## N47

## Countrified Pragmatics

Randy \& Lori
Lower middle-income couples and singles living rural, casual lives

- $1.16 \%$ | $0.73 \% \boldsymbol{\Omega}$


Key Features

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

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## N47

Countrified Pragmatics
Lower middle-income couples and singles living rural, casual lives
Randy \& Lori
© $1.16 \% \mid 0.73 \%$ ת

|  | Age |  |
| :---: | :---: | :---: |
| 19-24 years | 214 | 8.97\% |
| 25-30 years |  | 10.15\% |
| 31-35 years |  | 15.13\% |
| 36-45 years |  | 19.87\% |
| 46-50 years |  | 14.13\% |
| 51-65 years |  | 29.10\% |
| 66-75 years |  | 1.55\% |
| 76+ years |  | 1.10\% |
| Family Structure |  |  |
| With kids |  |  |
| Married |  | 21.27\% |
| Single male |  | 2.46\% |
| Single female |  | 2.26\% |
| Unknown status |  | 2.15\% |
| Without kids |  |  |
| Married |  | 45.57\% |
| Single male |  | 9.02\% |
| Single female |  | 5.66\% |
| Unknown status |  | 11.61\% |
| Home Ownership |  |  |
| Homeowner |  | 71.94\% |
| Renter |  | 12.22\% |
| Unknown |  | 15.85\% |


| Education |  |
| :---: | :---: |
| Below high school | 13.27\% |
| High school diploma | 39.48\% |
| Some college | 36.22\% |
| Bachelor's degree | 7.24\% |
| Graduate degree | 3.79\% |
| Income |  |
| Less than \$15,000 | 11.52\% |
| \$15,000-\$24,999 | 8.93\% |
| \$25,000-\$34,999 | 11.23\% |
| \$35,000-\$49,999 | 21.90\% |
| \$50,000-\$74,999 | 26.89\% |
| \$75,000-\$99,999 | 9.17\% |
| \$100,000-\$124,999 | 4.94\% |
| \$125,000-\$149,999 | 2.13\% |
| \$150,000-\$174,999 | 1.72\% |
| \$175,000-\$199,999 | 0.03\% |
| \$200,000-\$249,999 | 0.69\% |
| \$250,000+ | 0.85\% |
| Presence of Children |  |
| 0-3 years | 2.00\% |
| 4-6 years | 1.90\% |
| 7-9 years | 0.93\% |
| 10-12 years | 1.99\% |
| 13-18 years | 6.21\% |


| Estimated Current Home Value |  |
| :---: | :---: |
| Less than \$50,000 | 8.41\% |
| \$50,000-\$74,999 | 9.88\% |
| \$75,000-\$99,999 | 12.82\% |
| \$100,000-\$149,999 | 26.27\% |
| \$150,000-\$174,999 | 11.59\% |
| \$175,000-\$199,999 | 8.34\% |
| \$200,000-\$249,999 | 10.22\% |
| \$250,000-\$299,999 | 5.11\% |
| \$300,000-\$349,999 | 2.64\% |
| \$350,000-\$399,999 | 1.38\% |
| \$400,000-\$499,999 | 1.73\% |
| \$500,000-\$749,999 | 0.98\% |
| \$750,000+ | 0.62\% |
| Length of Residence |  |
| 1 year or less | 20.15\% |
| 2-3 years | 19.31\% |
| 4-5 years | 14.40\% |
| 6-7 years | 13.59\% |
| 8-9 years | 10.39\% |
| 10-14 years | 11.00\% |
| 15-19 years | 5.99\% |
| 20-24 years | 3.50\% |
| 25+ years | 1.67\% |




Key Features

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

N • N46 • N47 • N48 • N49

|  | Age |  |
| :---: | :---: | :---: |
| 19-24 years |  | 6.07\% |
| 25-30 years |  | 5.59\% |
| 31-35 years |  | 9.38\% |
| 36-45 years |  | 18.28\% |
| 46-50 years |  | 12.17\% |
| 51-65 years |  | 37.15\% |
| 66-75 years |  | 8.20\% |
| 76+ years |  | 3.17\% |
| Family Structure |  |  |
| With kids <br> Married |  | 33.67\% |
| Single male |  | 3.18\% |
| Single female |  | 4.66\% |
| Unknown status |  | 3.03\% |
| Without kids Married |  | 28.67\% |
| Single male |  | 7.45\% |
| Single female |  | 5.44\% |
| Unknown status |  | 13.89\% |
| Home Ownership |  |  |
| Homeowner |  | 78.49\% |
| Renter |  | 12.46\% |
| Unknown |  | 9.05\% |



| Estimated Current Home Value |  |  |
| :---: | :---: | :---: |
| Less than \$50,000 | 255 | 13.89\% |
| \$50,000-\$74,999 | 321 | 18.34\% |
| \$75,000-\$99,999 | 280 | 20.12\% |
| \$100,000-\$149,999 |  | 28.45\% |
| \$150,000-\$174,999 |  | 6.91\% |
| \$175,000-\$199,999 |  | 4.47\% |
| \$200,000-\$249,999 |  | 3.97\% |
| \$250,000-\$299,999 |  | 1.53\% |
| \$300,000-\$349,999 |  | 0.91\% |
| \$350,000-\$399,999 |  | 0.50\% |
| \$400,000-\$499,999 |  | 0.49\% |
| \$500,000-\$749,999 |  | 0.32\% |
| \$750,000+ |  | 0.10\% |
| Length of Residence |  |  |
| 1 year or less |  | 5.69\% |
| 2-3 years |  | 7.64\% |
| 4-5 years |  | 9.09\% |
| 6-7 years |  | 12.01\% |
| 8-9 years |  | 10.64\% |
| 10-14 years |  | 18.18\% |
| 15-19 years |  | 15.10\% |
| 20-24 years |  | 10.08\% |
| 25+ years |  | 11.55\% |

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## N49

## Touch of Tradition

Jim \& Sheila
Working-class, middle-aged couples and singles living in rural homes


Key Features

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



Who We Are

$21.0 \% 154$



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## N49

## Touch of Tradition

Jim \& Sheila
Working-class, middle-aged couples and singles living in rural homes

- $0.86 \% \mid 0.64 \% \boldsymbol{\Omega}$


| Education |  |
| :---: | :---: |
| Below high school | 19.10\% |
| High school diploma | 37.65\% |
| Some college | 34.79\% |
| Bachelor's degree | 5.75\% |
| Graduate degree | 2.70\% |
| Income |  |
| Less than \$15,000 | 19.12\% |
| \$15,000-\$24,999 | 8.83\% |
| \$25,000-\$34,999 | 13.21\% |
| \$35,000-\$49,999 | 20.96\% |
| \$50,000-\$74,999 | 23.99\% |
| \$75,000-\$99,999 | 7.63\% |
| \$100,000-\$124,999 | 3.23\% |
| \$125,000-\$149,999 | 1.25\% |
| \$150,000-\$174,999 | 0.78\% |
| \$175,000-\$199,999 | 0.02\% |
| \$200,000-\$249,999 | 0.49\% |
| \$250,000+ | 0.49\% |
| Presence of Children |  |
| 0-3 years | 2.74\% |
| 4-6 years | 2.74\% |
| 7-9 years | 1.87\% |
| 10-12 years | 4.84\% |
| 13-18 years | 11.54\% |


| Estimated Current Home Value |  |  |
| :---: | :---: | :---: |
| Less than \$50,000 | 516 | 28.06\% |
| \$50,000-\$74,999 | 339 | 19.38\% |
| \$75,000-\$99,999 | 243 | 17.44\% |
| \$100,000-\$149,999 |  | 20.43\% |
| \$150,000-\$174,999 |  | 4.95\% |
| \$175,000-\$199,999 |  | 2.84\% |
| \$200,000-\$249,999 |  | 3.46\% |
| \$250,000-\$299,999 |  | 1.44\% |
| \$300,000-\$349,999 |  | 0.80\% |
| \$350,000-\$399,999 |  | 0.50\% |
| \$400,000-\$499,999 |  | 0.30\% |
| \$500,000-\$749,999 |  | 0.26\% |
| \$750,000+ |  | 0.13\% |
| Length of Residence |  |  |
| 1 year or less |  | 11.79\% |
| 2-3 years |  | 13.40\% |
| 4-5 years |  | 10.94\% |
| 6-7 years |  | 15.49\% |
| 8-9 years |  | 13.40\% |
| 10-14 years |  | 17.90\% |
| 15-19 years |  | 10.09\% |
| 20-24 years |  | 5.05\% |
| 25+ years |  | 1.93\% |

:Experian
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## 050

## Full Steam Ahead

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


Key Features

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

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## 050

## Full Steam Ahead

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

| Age |  |  |
| :---: | :---: | :---: |
| 19-24 years |  | 6.08\% |
| 25-30 years |  | 11.99\% |
| 31-35 years |  | 6.95\% |
| 36-45 years | 230 | 41.92\% |
| 46-50 years |  | 16.54\% |
| 51-65 years |  | 15.42\% |
| 66-75 years |  | 0.75\% |
| 76+ years |  | 0.35\% |
| With kids Family Structure |  |  |
| With kids Married |  | 12.56\% |
| Single male | 288 | 9.46\% |
| Single female | 285 | 16.05\% |
| Unknown status | 309 | 5.62\% |
| Without kids |  |  |
| Married |  | 8.74\% |
| Single male | 218 | 19.02\% |
| Single female | 237 | 19.22\% |
| Unknown status |  | 9.32\% |
| Home Ownership |  |  |
| Homeowner |  | 3.16\% |
| Renter | 304 | 77.57\% |
| Unknown | 206 | 19.27\% |


| Education |  |
| :---: | :---: |
| Below high school | 14.51\% |
| High school diploma | 27.47\% |
| Some college | 35.50\% |
| Bachelor's degree | 15.52\% |
| Graduate degree | 7.01\% |
| Income |  |
| Less than \$15,000 | 22.74\% |
| \$15,000-\$24,999 | 12.00\% |
| \$25,000-\$34,999 | 15.29\% |
| \$35,000-\$49,999 | 19.92\% |
| \$50,000-\$74,999 | 11.25\% |
| \$75,000-\$99,999 | 4.74\% |
| \$100,000-\$124,999 | 4.05\% |
| \$125,000-\$149,999 | 4.27\% |
| \$150,000-\$174,999 | 2.84\% |
| \$175,000-\$199,999 | 0.12\% |
| \$200,000-\$249,999 | 0.97\% |
| \$250,000+ | 1.82\% |
| Presence of Children |  |
| 0-3 years | 5.29\% |
| 4-6 years | 6.76\% |
| 7-9 years | 6.33\% |
| 10-12 years | 5.11\% |
| 13-18 years | 12.43\% |


| Estimated Current Home Value |  |  |
| :---: | :---: | :---: |
| Less than \$50,000 |  | 6.65\% |
| \$50,000-\$74,999 |  | 8.11\% |
| \$75,000-\$99,999 |  | 8.04\% |
| \$100,000-\$149,999 |  | 15.07\% |
| \$150,000-\$174,999 |  | 6.11\% |
| \$175,000-\$199,999 |  | 4.40\% |
| \$200,000-\$249,999 |  | 5.80\% |
| \$250,000-\$299,999 |  | 4.33\% |
| \$300,000-\$349,999 |  | 3.17\% |
| \$350,000-\$399,999 |  | 1.47\% |
| \$400,000-\$499,999 |  | 3.01\% |
| \$500,000-\$749,999 |  | 6.03\% |
| \$750,000+ | 479 | 27.82\% |
| Length of Residence |  |  |
| 1 year or less | 398 | 57.50\% |
| 2-3 years | 214 | 28.43\% |
| 4-5 years |  | 6.17\% |
| 6-7 years |  | 3.04\% |
| 8-9 years |  | 1.59\% |
| 10-14 years |  | 2.39\% |
| 15-19 years |  | 0.55\% |
| 20-24 years |  | 0.22\% |
| 25+ years |  | 0.12\% |

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## 051

## Digital Dependents

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


Key Features

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


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

| Education |  |  |
| :---: | :---: | :---: |
| Below high school |  | 12.76\% |
| High school diploma |  | 30.24\% |
| Some college |  | 39.36\% |
| Bachelor's degree |  | 10.03\% |
| Graduate degree |  | 7.60\% |
| Income |  |  |
| Less than \$15,000 |  | 10.71\% |
| \$15,000-\$24,999 |  | 8.78\% |
| \$25,000-\$34,999 |  | 14.06\% |
| \$35,000-\$49,999 | 205 | 27.76\% |
| \$50,000-\$74,999 |  | 21.37\% |
| \$75,000-\$99,999 |  | 8.21\% |
| \$100,000-\$124,999 |  | 4.34\% |
| \$125,000-\$149,999 |  | 2.07\% |
| \$150,000-\$174,999 |  | 1.31\% |
| \$175,000-\$199,999 |  | 0.05\% |
| \$200,000-\$249,999 |  | 0.67\% |
| \$250,000+ |  | 0.68\% |
| Presence of Children |  |  |
| 0-3 years |  | 6.49\% |
| 4-6 years |  | 4.86\% |
| 7-9 years |  | 3.79\% |
| 10-12 years |  | 3.44\% |
| 13-18 years |  | 3.05\% |


| Estimated Current Home Value |  |  |
| :---: | :---: | :---: |
| Less than \$50,000 |  | 4.05\% |
| \$50,000-\$74,999 |  | 6.42\% |
| \$75,000-\$99,999 |  | 10.50\% |
| \$100,000-\$149,999 |  | 26.79\% |
| \$150,000-\$174,999 |  | 12.70\% |
| \$175,000-\$199,999 |  | 10.11\% |
| \$200,000-\$249,999 |  | 12.43\% |
| \$250,000-\$299,999 |  | 6.64\% |
| \$300,000-\$349,999 |  | 3.56\% |
| \$350,000-\$399,999 |  | 2.25\% |
| \$400,000-\$499,999 |  | 2.29\% |
| \$500,000-\$749,999 |  | 1.58\% |
| \$750,000+ |  | 0.66\% |
| Length of Residence |  |  |
| 1 year or less | 282 | 40.67\% |
| 2-3 years | 202 | 26.89\% |
| 4-5 years |  | 12.22\% |
| 6-7 years |  | 7.61\% |
| 8-9 years |  | 4.16\% |
| 10-14 years |  | 3.63\% |
| 15-19 years |  | 1.78\% |
| 20-24 years |  | 1.53\% |
| 25+ years |  | 1.52\% |

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## 052

## Urban Ambition

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

Marcus \& Stephanie
© $1.23 \% \mid 0.82 \%$ ת


Key Features

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

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| Education |  |
| :---: | :---: |
| Below high school | 16.52\% |
| High school diploma | 31.37\% |
| Some college | 32.07\% |
| Bachelor's degree | 13.53\% |
| Graduate degree | 6.51\% |
| Income |  |
| Less than \$15,000 | 22.13\% |
| \$15,000-\$24,999 | 12.81\% |
| \$25,000-\$34,999 | 16.02\% |
| \$35,000-\$49,999 | 19.74\% |
| \$50,000-\$74,999 | 11.86\% |
| \$75,000-\$99,999 | 6.93\% |
| \$100,000-\$124,999 | 4.11\% |
| \$125,000-\$149,999 | 2.88\% |
| \$150,000-\$174,999 | 1.59\% |
| \$175,000-\$199,999 | 0.03\% |
| \$200,000-\$249,999 | 0.78\% |
| \$250,000+ | 1.14\% |
| Presence of Children |  |
| 0-3 years | 10.81\% |
| 4-6 years | 11.51\% |
| 7-9 years | 8.78\% |
| 10-12 years | 4.23\% |
| 13-18 years | 15.16\% |


| Estimated Current Home Value |  |  |
| :---: | :---: | :---: |
| Less than \$50,000 |  | 4.68\% |
| \$50,000-\$74,999 |  | 9.01\% |
| \$75,000-\$99,999 |  | 12.69\% |
| \$100,000-\$149,999 |  | 27.17\% |
| \$150,000-\$174,999 |  | 11.04\% |
| \$175,000-\$199,999 |  | 7.67\% |
| \$200,000-\$249,999 |  | 9.38\% |
| \$250,000-\$299,999 |  | 5.30\% |
| \$300,000-\$349,999 |  | 3.31\% |
| \$350,000-\$399,999 |  | 2.41\% |
| \$400,000-\$499,999 |  | 2.81\% |
| \$500,000-\$749,999 |  | 2.66\% |
| \$750,000+ |  | 1.86\% |
| Length of Residence |  |  |
| 1 year or less | 269 | 38.79\% |
| 2-3 years | 210 | 27.99\% |
| 4-5 years |  | 12.89\% |
| 6-7 years |  | 8.63\% |
| 8-9 years |  | 4.42\% |
| 10-14 years |  | 4.97\% |
| 15-19 years |  | 1.39\% |
| 20-24 years |  | 0.70\% |
| 25+ years |  | 0.23\% |

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## 053

## Colleges and Cafes

Young singles and recent college graduates living in college communities

Drew \& Catherine
© $0.81 \% \mid 0.51 \%$ 亿


Key Features

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


Home ownership

68.1\%

67

Who We Are


Channel Preference


80


86


Technology Adoption


O • O50 • O51 • O52 • O53 • O54 • O55

|  | Age |  |  |
| :---: | :---: | :---: | :---: |
| 19-24 years |  | 617 | 25.82\% |
| 25-30 years |  |  | 14.46\% |
| 31-35 years |  |  | 12.62\% |
| 36-45 years |  |  | 17.02\% |
| 46-50 years |  |  | 7.35\% |
| 51-65 years |  |  | 16.08\% |
| 66-75 years |  |  | 4.24\% |
| 76+ years |  |  | 2.40\% |
| With kids Family Structure |  |  |  |
| With kids Married |  |  | 6.92\% |
| Single male |  | 252 | 8.30\% |
| Single female |  | 228 | 12.88\% |
| Unknown status |  |  | 1.02\% |
| Without kids |  |  |  |
| Married |  |  | 7.92\% |
| Single male |  | 310 | 27.12\% |
| Single female |  | 371 | 30.05\% |
| Unknown status |  |  | 5.78\% |
| Home Ownership |  |  |  |
| Homeowner |  |  | 17.65\% |
| Renter |  | 267 | 68.05\% |
| Unknown |  |  | 14.30\% |


| Education |  |  |
| :---: | :---: | :---: |
| Below high school |  | 9.52\% |
| High school diploma |  | 18.12\% |
| Some college |  | 27.02\% |
| Bachelor's degree |  | 23.40\% |
| Graduate degree |  | 21.94\% |
| Income |  |  |
| Less than \$15,000 | 273 | 31.10\% |
| \$15,000-\$24,999 |  | 14.87\% |
| \$25,000-\$34,999 |  | 12.52\% |
| \$35,000-\$49,999 |  | 13.37\% |
| \$50,000-\$74,999 |  | 13.03\% |
| \$75,000-\$99,999 |  | 5.81\% |
| \$100,000-\$124,999 |  | 4.27\% |
| \$125,000-\$149,999 |  | 1.68\% |
| \$150,000-\$174,999 |  | 1.37\% |
| \$175,000-\$199,999 |  | 0.30\% |
| \$200,000-\$249,999 |  | 0.84\% |
| \$250,000+ |  | 0.86\% |
| Presence of Children |  |  |
| 0-3 years |  | 5.46\% |
| 4-6 years |  | 3.97\% |
| 7-9 years |  | 2.69\% |
| 10-12 years |  | 4.77\% |
| 13-18 years |  | 9.36\% |


| Estimated Current Home Value |  |  |
| :---: | :---: | :---: |
| Less than \$50,000 |  | 2.83\% |
| \$50,000-\$74,999 |  | 4.70\% |
| \$75,000-\$99,999 |  | 7.39\% |
| \$100,000-\$149,999 |  | 18.70\% |
| \$150,000-\$174,999 |  | 10.03\% |
| \$175,000-\$199,999 |  | 7.14\% |
| \$200,000-\$249,999 |  | 12.07\% |
| \$250,000-\$299,999 |  | 8.27\% |
| \$300,000-\$349,999 |  | 5.92\% |
| \$350,000-\$399,999 |  | 3.31\% |
| \$400,000-\$499,999 |  | 5.98\% |
| \$500,000-\$749,999 |  | 7.34\% |
| \$750,000+ |  | 6.32\% |
| Length of Residence |  |  |
| 1 year or less | 205 | 29.63\% |
| 2-3 years |  | 24.74\% |
| 4-5 years |  | 13.99\% |
| 6-7 years |  | 9.97\% |
| 8-9 years |  | 5.66\% |
| 10-14 years |  | 7.58\% |
| 15-19 years |  | 2.97\% |
| 20-24 years |  | 2.07\% |
| 25+ years |  | 3.40\% |

Experian
O • O50 • O51 • O52 • O53 • O54 • O55


Key Features

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



Channel Preference


64


133


O • O50 • O51 • O52 • O53 • O54 • O55

## 054

## Striving Single Scene

Young, singles living in Midwest and Southern city centers


| Education |  |  |
| :---: | :---: | :---: |
| Below high school |  | 14.63\% |
| High school diploma |  | 23.12\% |
| Some college |  | 29.00\% |
| Bachelor's degree |  | 20.31\% |
| Graduate degree |  | 12.94\% |
| Income |  |  |
| Less than \$15,000 | 221 | 25.24\% |
| \$15,000-\$24,999 |  | 14.88\% |
| \$25,000-\$34,999 |  | 15.85\% |
| \$35,000-\$49,999 |  | 18.43\% |
| \$50,000-\$74,999 |  | 10.01\% |
| \$75,000-\$99,999 |  | 4.63\% |
| \$100,000-\$124,999 |  | 4.73\% |
| \$125,000-\$149,999 |  | 2.47\% |
| \$150,000-\$174,999 |  | 1.68\% |
| \$175,000-\$199,999 |  | 0.08\% |
| \$200,000-\$249,999 |  | 0.89\% |
| \$250,000+ |  | 1.11\% |
| Presence of Children |  |  |
| 0-3 years |  | 4.26\% |
| 4-6 years |  | 3.48\% |
| 7-9 years |  | 2.63\% |
| 10-12 years |  | 3.55\% |
| 13-18 years |  | 2.39\% |


| Estimated Current Home Value |  |  |
| :---: | :---: | :---: |
| Less than \$50,000 |  | 3.69\% |
| \$50,000-\$74,999 |  | 5.03\% |
| \$75,000-\$99,999 |  | 6.57\% |
| \$100,000-\$149,999 |  | 11.99\% |
| \$150,000-\$174,999 |  | 5.81\% |
| \$175,000-\$199,999 |  | 6.16\% |
| \$200,000-\$249,999 |  | 8.61\% |
| \$250,000-\$299,999 |  | 6.34\% |
| \$300,000-\$349,999 |  | 6.01\% |
| \$350,000-\$399,999 |  | 3.79\% |
| \$400,000-\$499,999 |  | 5.97\% |
| \$500,000-\$749,999 |  | 9.12\% |
| \$750,000+ | 360 | 20.91\% |
| Length of Residence |  |  |
| 1 year or less | 363 | 52.42\% |
| 2-3 years | 211 | 28.02\% |
| 4-5 years |  | 9.41\% |
| 6-7 years |  | 5.09\% |
| 8-9 years |  | 2.14\% |
| 10-14 years |  | 2.10\% |
| 15-19 years |  | 0.41\% |
| 20-24 years |  | 0.26\% |
| 25+ years |  | 0.16\% |

:Experian
O • O50 • O51 • O52 • O53 • O54 • O55

## 055

## Family Troopers

Families and single-parent households living near military bases


Key Features

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

86.0\%

337


Channel Preference


83


116


Technology Adoption


O • O50 • O51 • O52 • O53 • O54 • O55

Family Troopers
Families and single-parent households living near military bases

## Adam \& Cheryl

오 1.81\% 1.89\%

|  | Age |  |  |
| :---: | :---: | :---: | :---: |
| 19-24 years |  | 370 | 15.48\% |
| 25-30 years |  | 472 | 42.19\% |
| 31-35 years |  | 318 | 27.69\% |
| 36-45 years |  |  | 10.03\% |
| 46-50 years |  |  | 1.74\% |
| 51-65 years |  |  | 2.60\% |
| 66-75 years |  |  | 0.20\% |
| 76+ years |  |  | 0.08\% |
| Family Structure |  |  |  |
| With kids |  |  | 34.94\% |
| Single male |  | 311 | 10.23\% |
| Single female |  | 599 | 33.79\% |
| Unknown status |  | 271 | 4.93\% |
| Without kids |  |  |  |
| Married |  |  | 3.15\% |
| Single male |  |  | 5.00\% |
| Single female |  |  | 6.27\% |
| Unknown status |  |  | 1.70\% |
| Home Ownership |  |  |  |
| Homeowner |  |  | 3.12\% |
| Renter |  | 337 | 86.01\% |
| Unknown |  |  | 10.88\% |


| Education |  |  |
| :---: | :---: | :---: |
| Below high school |  | 24.32\% |
| High school diploma |  | 28.39\% |
| Some college |  | 32.75\% |
| Bachelor's degree |  | 9.80\% |
| Graduate degree |  | 4.74\% |
| Income |  |  |
| Less than \$15,000 | 222 | 25.31\% |
| \$15,000-\$24,999 |  | 16.33\% |
| \$25,000-\$34,999 |  | 19.43\% |
| \$35,000-\$49,999 |  | 15.78\% |
| \$50,000-\$74,999 |  | 10.27\% |
| \$75,000-\$99,999 |  | 5.67\% |
| \$100,000-\$124,999 |  | 2.87\% |
| \$125,000-\$149,999 |  | 1.97\% |
| \$150,000-\$174,999 |  | 1.11\% |
| \$175,000-\$199,999 |  | 0.03\% |
| \$200,000-\$249,999 |  | 0.62\% |
| \$250,000+ |  | 0.62\% |
| Presence of Children |  |  |
| 0-3 years | 501 | 48.56\% |
| 4-6 years | 358 | 35.40\% |
| 7-9 years | 395 | 31.57\% |
| 10-12 years |  | 15.92\% |
| 13-18 years |  | 12.80\% |


| Estimated Current Home Value |  |  |
| :---: | :---: | :---: |
| Less than \$50,000 |  | 7.21\% |
| \$50,000-\$74,999 |  | 7.97\% |
| \$75,000-\$99,999 |  | 10.62\% |
| \$100,000-\$149,999 |  | 20.25\% |
| \$150,000-\$174,999 |  | 9.39\% |
| \$175,000-\$199,999 |  | 6.93\% |
| \$200,000-\$249,999 |  | 10.53\% |
| \$250,000-\$299,999 |  | 5.95\% |
| \$300,000-\$349,999 |  | 4.06\% |
| \$350,000-\$399,999 |  | 3.16\% |
| \$400,000-\$499,999 |  | 4.38\% |
| \$500,000-\$749,999 |  | 4.03\% |
| \$750,000+ |  | 5.52\% |
| Length of Residence |  |  |
| 1 year or less | 280 | 40.37\% |
| 2-3 years | 206 | 27.37\% |
| 4-5 years |  | 12.98\% |
| 6-7 years |  | 9.10\% |
| 8-9 years |  | 4.84\% |
| 10-14 years |  | 3.98\% |
| 15-19 years |  | 0.80\% |
| 20-24 years |  | 0.37\% |
| 25+ years |  | 0.19\% |

:Experian
$P$ • P56 • P57 • P58 • P59 • P60 • P61

## P56

## Mid-scale Medley

Rob \& Kelly
Middle-aged, mid-scale income unattached adults living in secondary cities

- $1.10 \% \mid 0.75 \%$ 亿


Key Features

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



## Mosaic USA

:experian

P • P56 • P57 • P58 • P59 • P60 • P61

## P56

## Mid-scale Medley

Rob \& Kelly

|  | Age |  |  |
| :---: | :---: | :---: | :---: |
| 19-24 years |  |  | 2.69\% |
| 25-30 years |  |  | 1.55\% |
| 31-35 years |  |  | 1.83\% |
| 36-45 years |  | 250 | 45.60\% |
| 46-50 years |  | 293 | 29.18\% |
| 51-65 years |  |  | 15.62\% |
| 66-75 years |  |  | 2.26\% |
| 76+ years |  |  | 1.25\% |
| With Fids Family Structure |  |  |  |
| With kids Married |  |  | 19.34\% |
| Single male |  | 341 | 11.22\% |
| Single female |  | 233 | 13.13\% |
| Unknown status |  |  | 2.11\% |
| Without kids |  |  |  |
| Married |  |  | 14.93\% |
| Single male |  | 216 | 18.83\% |
| Single female |  |  | 14.30\% |
| Unknown status |  |  | 6.13\% |
| Home Ownership |  |  |  |
| Homeowner |  |  | 61.44\% |
| Renter |  |  | 25.88\% |
| Unknown |  |  | 12.67\% |



| Estimated Current Home Value |  |
| :---: | :---: |
| Less than \$50,000 | 4.51\% |
| \$50,000-\$74,999 | 9.65\% |
| \$75,000-\$99,999 | $28 \quad 16.32 \%$ |
| \$100,000-\$149,999 | 31.60\% |
| \$150,000-\$174,999 | 11.36\% |
| \$175,000-\$199,999 | 8.58\% |
| \$200,000-\$249,999 | 9.52\% |
| \$250,000-\$299,999 | 3.74\% |
| \$300,000-\$349,999 | 2.01\% |
| \$350,000-\$399,999 | 1.01\% |
| \$400,000-\$499,999 | 0.99\% |
| \$500,000-\$749,999 | 0.50\% |
| \$750,000+ | 0.22\% |
| Length of Residence |  |
| 1 year or less | 15.39\% |
| 2-3 years | 14.79\% |
| 4-5 years | 13.64\% |
| 6-7 years | 13.28\% |
| 8-9 years | 11.75\% |
| 10-14 years | 14.66\% |
| 15-19 years | 7.33\% |
| 20-24 years | 5.06\% |
| 25+ years | 4.11\% |

:Experian
P • P56 • P57 • P58 • P59 • P60 • P61

## P57

## Modest Metro Means

Tyrone \& Juanita
Mid-scale singles established in inner-city communities


Key Features

- Public transportation
- Ethnically diverse
- Single parents
- Rental housing
- TV watchers
- Opportunity seekers
Property type
Multi family:
2 units

| $14.7 \% 6$ |
| :--- |

Household size
1 Derson
$51.3 \%$



## Mosaic USA

:experian

P • P56 • P57 • P58 • P59 • P60 • P61

## P57

## Modest Metro Means

Tyrone \& Juanita

|  | Age |  |  |
| :---: | :---: | :---: | :---: |
| 19-24 years |  |  | 6.60\% |
| 25-30 years |  |  | 7.22\% |
| 31-35 years |  |  | 10.32\% |
| 36-45 years |  |  | 23.42\% |
| 46-50 years |  |  | 13.34\% |
| 51-65 years |  |  | 33.77\% |
| 66-75 years |  |  | 3.54\% |
| 76+ years |  |  | 1.79\% |
| With kids Family Structure |  |  |  |
| With kids |  |  | 14.53\% |
| Single male |  | 441 | 14.52\% |
| Single female |  | 547 | 30.85\% |
| Unknown status |  |  | 2.26\% |
| Without kids Married |  |  | 3.39\% |
| Single male |  |  | 11.78\% |
| Single female |  |  | 14.59\% |
| Unknown status |  |  | 8.08\% |
| Home Ownership |  |  |  |
| Homeowner |  |  | 5.18\% |
| Renter |  | 353 | 90.00\% |
| Unknown |  |  | 4.82\% |


| Education |  |  |
| :---: | :---: | :---: |
| Below high school |  | 18.99\% |
| High school diploma |  | 34.99\% |
| Some college |  | 28.83\% |
| Bachelor's degree |  | 11.86\% |
| Graduate degree |  | 5.33\% |
| Income |  |  |
| Less than \$15,000 | 58 | 29.39\% |
| \$15,000-\$24,999 |  | 13.80\% |
| \$25,000-\$34,999 |  | 13.06\% |
| \$35,000-\$49,999 |  | 12.29\% |
| \$50,000-\$74,999 |  | 13.97\% |
| \$75,000-\$99,999 |  | 7.38\% |
| \$100,000-\$ 124,999 |  | 4.72\% |
| \$125,000-\$149,999 |  | 2.11\% |
| \$150,000-\$174,999 |  | 1.77\% |
| \$175,000-\$199,999 |  | 0.01\% |
| \$200,000-\$249,999 |  | 0.61\% |
| \$250,000+ |  | 0.89\% |
| Presence of Children |  |  |
| 0-3 years |  | 12.38\% |
| 4-6 years |  | 15.88\% |
| 7-9 years |  | 11.12\% |
| 10-12 years |  | 6.64\% |
| 13-18 years | 222 | 29.24\% |

## Estimated Current Home Value

Less than \$50,000 \$50,000-\$74,999
\$75,000-\$99,999
\$100,000-\$149,999
\$150,000-\$174,999
\$175,000-\$199,999
\$200,000-\$249,999
\$250,000-\$299,999
\$300,000-\$349,999

\$350,000-\$399,999
\$400,000-\$499,999
\$500,000-\$749,999
\$750,000+
7.28\% $11.75 \%$
$22.53 \%$ 4.69\%

## Length of Residence

1 year or less
2-3 years
4-5 years
6-7 years
8-9 years
10-14 years
15-19 years
20-24 years
25+ years

$11.97 \%$
16.03\% $16.13 \%$ 5.82\% $5.82 \%$
$0.13 \%$ 15.58\% $7.10 \%$ $5.56 \%$
$1.68 \%$
:Experian
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## Heritage Heights

Luis \& Isabel
Singles and families with mid and low incomes living settled lives in urban apartments


Key Features

- Ethnically eclectic
- Fashion forward
- Bilingual
- Single parents
- Artistically inclined
- Appearances matter
Property type
Multi family:
2 units
18.0\%

$$
\begin{aligned}
& \text { Household income } \\
& <\$ 15,000
\end{aligned}
$$

23.4\% $\qquad$ 205

$92.4 \%$
362
Household size
1 Derson
$62.7 \%$



P • P56 • P57 • P58 • P59 • P60 • P61

## P58

## Heritage Heights

Luis \& sabe|
Singles and families with mid and low incomes living settled lives in urban apartments

| Age |  |  |  |
| :---: | :---: | :---: | :---: |
| 19-24 years |  |  | 4.75\% |
| 25-30 years |  |  | 9.80\% |
| 31-35 years |  |  | 11.01\% |
| 36-45 years |  |  | 35.43\% |
| 46-50 years |  |  | 14.06\% |
| 51-65 years |  |  | 19.08\% |
| 66-75 years |  |  | 3.96\% |
| 76+ years |  |  | 1.91\% |
| With kids Family Structure |  |  |  |
| With kids Married |  |  | 21.59\% |
| Single male |  | 496 | 16.32\% |
| Single female |  | 405 | 22.84\% |
| Unknown status |  |  | 1.91\% |
| Without kids <br> Married |  |  |  |
|  |  |  | 5.89\% |
| Single male |  |  | 12.79\% |
| Single female |  |  | 12.71\% |
| Unknown status |  |  | 5.95\% |
| Home Ownership |  |  |  |
| Homeowner |  |  | 3.01\% |
| Renter |  | 362 | 92.37\% |
| Unknown |  |  | 4.63\% |


| Education |  |  |
| :---: | :---: | :---: |
| Below high school | 264 | 40.20\% |
| High school diploma |  | 26.56\% |
| Some college |  | 20.13\% |
| Bachelor's degree |  | 9.95\% |
| Graduate degree |  | 3.16\% |
| Income |  |  |
| Less than \$15,000 | 205 | 23.41\% |
| \$15,000-\$24,999 |  | 13.59\% |
| \$25,000-\$34,999 |  | 13.54\% |
| \$35,000-\$49,999 |  | 15.38\% |
| \$50,000-\$74,999 |  | 14.33\% |
| \$75,000-\$99,999 |  | 6.60\% |
| \$100,000-\$124,999 |  | 4.87\% |
| \$125,000-\$149,999 |  | 3.25\% |
| \$150,000-\$174,999 |  | 2.53\% |
| \$175,000-\$199,999 |  | 0.03\% |
| \$200,000-\$249,999 |  | 1.05\% |
| \$250,000+ |  | 1.42\% |
| Presence of Children |  |  |
| 0-3 years |  | 7.70\% |
| 4-6 years |  | 11.60\% |
| 7-9 years |  | 8.53\% |
| 10-12 years | 226 | 19.52\% |
| 13-18 years | 207 | 27.28\% |


| Estimated Current Home Value |  |  |
| :---: | :---: | :---: |
| Less than \$50,000 |  | 0.51\% |
| \$50,000-\$74,999 |  | 0.95\% |
| \$75,000-\$99,999 |  | 1.32\% |
| \$100,000-\$149,999 |  | 3.65\% |
| \$150,000-\$174,999 |  | 2.01\% |
| \$175,000-\$199,999 |  | 2.70\% |
| \$200,000-\$249,999 |  | 6.25\% |
| \$250,000-\$299,999 |  | 6.94\% |
| \$300,000-\$349,999 |  | 7.93\% |
| \$350,000-\$399,999 |  | 8.18\% |
| \$400,000-\$499,999 | 251 | 16.19\% |
| \$500,000-\$749,999 | 335 | 24.19\% |
| \$750,000+ | 330 | 19.18\% |
| Length of Residence |  |  |
| 1 year or less |  | 14.85\% |
| 2-3 years |  | 19.02\% |
| 4-5 years |  | 16.24\% |
| 6-7 years |  | 14.51\% |
| 8-9 years |  | 10.53\% |
| 10-14 years |  | 14.85\% |
| 15-19 years |  | 5.26\% |
| 20-24 years |  | 3.96\% |
| 25+ years |  | 0.77\% |

Experian
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## P59

## Expanding Horizons

Jesus \& Leticia
Middle-aged, mid-scale income families living mainly within US border cities

- $1.22 \% \mid 1.41 \%$ ?



## Key Features

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


$$
\begin{aligned}
& \text { Household income } \\
& \text { \$35,000- } \\
& \$ 49,999
\end{aligned}
$$

## 21.1\% 156



Channel Preference


82


P • P56 • P57 • P58 • P59 • P60 • P61

## P59

## Expanding Horizons

|  | Age |  |  |
| :---: | :---: | :---: | :---: |
| 19-24 years |  |  | 7.39\% |
| 25-30 years |  |  | 6.02\% |
| 31-35 years |  |  | 12.62\% |
| 36-45 years |  |  | 26.42\% |
| 46-50 years |  |  | 13.55\% |
| 51-65 years |  |  | 27.68\% |
| 66-75 years |  |  | 4.20\% |
| 76+ years |  |  | 2.13\% |
| With kids Family Structure |  |  |  |
| With kids |  |  |  |
| Single male |  | 249 | 8.20\% |
| Single female |  |  | 7.62\% |
| Unknown status |  | 221 | 4.02\% |
| Without kids |  |  |  |
| Married |  |  | 13.60\% |
| Single male |  |  | 4.36\% |
| Single female |  |  | 2.58\% |
| Unknown status |  |  | 4.71\% |
| Home Ownership |  |  |  |
| Homeowner |  |  | 67.51\% |
| Renter |  |  | 23.62\% |
| Unknown |  |  | 8.88\% |


| Education |  |  |
| :---: | :---: | :---: |
| Below high school | 377 | 57.39\% |
| High school diploma |  | 24.19\% |
| Some college |  | 13.26\% |
| Bachelor's degree |  | 3.95\% |
| Graduate degree |  | 1.20\% |
| Income |  |  |
| Less than \$15,000 |  | 13.92\% |
| \$15,000-\$24,999 |  | 15.19\% |
| \$25,000-\$34,999 |  | 17.00\% |
| \$35,000-\$49,999 |  | 21.14\% |
| \$50,000-\$74,999 |  | 21.60\% |
| \$75,000-\$99,999 |  | 6.16\% |
| \$100,000-\$124,999 |  | 2.70\% |
| \$125,000-\$149,999 |  | 1.04\% |
| \$150,000-\$174,999 |  | 0.54\% |
| \$175,000-\$199,999 |  | 0.02\% |
| \$200,000-\$249,999 |  | 0.38\% |
| \$250,000+ |  | 0.33\% |
| Presence of Children |  |  |
| 0-3 years |  | 13.42\% |
| 4-6 years |  | 16.05\% |
| 7-9 years | 245 | 19.63\% |
| 10-12 years | 521 | 44.93\% |
| 13-18 years | 281 | 36.94\% |


| Estimated Current Home Value |  |  |
| :---: | :---: | :---: |
| Less than \$50,000 | 308 | 16.76\% |
| \$50,000-\$74,999 | 286 | 16.32\% |
| \$75,000-\$99,999 | 242 | 17.34\% |
| \$100,000-\$149,999 |  | 26.98\% |
| \$150,000-\$174,999 |  | 7.36\% |
| \$175,000-\$199,999 |  | 4.49\% |
| \$200,000-\$249,999 |  | 5.26\% |
| \$250,000-\$299,999 |  | 2.72\% |
| \$300,000-\$349,999 |  | 1.52\% |
| \$350,000-\$399,999 |  | 0.59\% |
| \$400,000-\$499,999 |  | 0.43\% |
| \$500,000-\$749,999 |  | 0.13\% |
| \$750,000+ |  | 0.09\% |
| Length of Residence |  |  |
| 1 year or less |  | 9.04\% |
| 2-3 years |  | 11.45\% |
| 4-5 years |  | 10.32\% |
| 6-7 years |  | 11.22\% |
| 8-9 years |  | 10.00\% |
| 10-14 years |  | 19.89\% |
| 15-19 years |  | 13.25\% |
| 20-24 years |  | 8.00\% |
| 25+ years |  | 6.82\% |

Experian
$P$ • P56 • P57 • P58 • P59 • P60 • P61

## P60

## Striving Forward

Mid-scale families and single parents in gateway communities


Key Features

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



## Striving Forward

| Age |  |  |  |
| :---: | :---: | :---: | :---: |
| 19-24 years |  |  | 7.80\% |
| 25-30 years |  |  | 8.12\% |
| 31-35 years |  |  | 13.66\% |
| 36-45 years |  | 235 | 42.95\% |
| 46-50 years |  |  | 14.19\% |
| 51-65 years |  |  | 11.10\% |
| 66-75 years |  |  | 1.65\% |
| 76+ years |  |  | 0.54\% |
| With kids Family Structure |  |  |  |
| With kids Married |  |  | 31.56\% |
| Single male |  | 707 | 23.26\% |
| Single female |  | 504 | 28.41\% |
| Unknown status |  |  | 3.04\% |
| Without kids <br> Married |  |  |  |
|  |  |  | 2.17\% |
| Single male |  |  | 4.45\% |
| Single female |  |  | 4.84\% |
| Unknown status |  |  | 2.26\% |
| Home Ownership |  |  |  |
| Homeowner |  |  | 4.09\% |
| Renter |  | 357 | 91.15\% |
| Unknown |  |  | 4.76\% |


| Education |  |  |
| :---: | :---: | :---: |
| Below high school | 449 | 68.21\% |
| High school diploma |  | 15.88\% |
| Some college |  | 11.40\% |
| Bachelor's degree |  | 3.60\% |
| Graduate degree |  | 0.91\% |
| Income |  |  |
| Less than \$15,000 | 254 | 28.96\% |
| \$15,000-\$24,999 |  | 14.73\% |
| \$25,000-\$34,999 |  | 15.99\% |
| \$35,000-\$49,999 |  | 16.22\% |
| \$50,000-\$74,999 |  | 8.51\% |
| \$75,000-\$99,999 |  | 6.30\% |
| \$100,000-\$124,999 |  | 3.70\% |
| \$125,000-\$149,999 |  | 2.36\% |
| \$150,000-\$174,999 |  | 1.52\% |
| \$175,000-\$199,999 |  | 0.01\% |
| \$200,000-\$249,999 |  | 0.69\% |
| \$250,000+ |  | 1.02\% |
| Presence of Children |  |  |
| 0-3 years |  | 9.52\% |
| 4-6 years |  | 17.27\% |
| 7-9 years | 388 | 30.99\% |
| 10-12 years | 698 | 60.22\% |
| 13-18 years | 399 | 52.53\% |


| Estimated Current Home Value |  |
| :---: | :---: |
| Less than \$50,000 | 4.11\% |
| \$50,000-\$74,999 | 6.02\% |
| \$75,000-\$99,999 | 8.46\% |
| \$100,000-\$149,999 | 15.73\% |
| \$150,000-\$174,999 | 6.90\% |
| \$175,000-\$199,999 | 6.32\% |
| \$200,000-\$249,999 | 9.73\% |
| \$250,000-\$299,999 | 8.07\% |
| \$300,000-\$349,999 | 7.50\% |
| \$350,000-\$399,999 | 5.73\% |
| \$400,000-\$499,999 | 7.61\% |
| \$500,000-\$749,999 | 7.45\% |
| \$750,000+ | 6.35\% |
| Length of Residence |  |
| 1 year or less | 25.83\% |
| 2-3 years | 24.36\% |
| 4-5 years | 15.90\% |
| 6-7 years | 12.96\% |
| 8-9 years | 7.53\% |
| 10-14 years | 9.67\% |
| 15-19 years | 1.99\% |
| 20-24 years | 1.49\% |
| 25+ years | 0.26\% |




Key Features

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

Channel Preference
Multi family: 101+ units 32.1\% 778

> Household income
> $<\$ 15,000$
39.6\%

92.0\%

71



## Mosaic USA

P • P56 • P57 • P58 • P59 • P60 • P61

## P61

## Humble Beginnings

|  | Age |  |  |
| :---: | :---: | :---: | :---: |
| 19-24 years |  |  | 4.38\% |
| 25-30 years |  |  | 3.71\% |
| 31-35 years |  |  | 5.27\% |
| 36-45 years |  | 321 | 58.61\% |
| 46-50 years |  |  | 16.92\% |
| 51-65 years |  |  | 10.04\% |
| 66-75 years |  |  | 0.88\% |
| 76+ years |  |  | 0.19\% |
| With kids Family Structure |  |  |  |
| With kids <br> Married |  |  | 15.45\% |
| Single male |  | 724 | 23.82\% |
| Single female |  | 585 | 33.02\% |
| Unknown status |  | 277 | 5.03\% |
| Without kids |  |  |  |
| Married |  |  | 2.22\% |
| Single male |  |  | 8.83\% |
| Single female |  |  | 8.75\% |
| Unknown status |  |  | 2.87\% |
| Home Ownership |  |  |  |
| Homeowner |  |  | 3.35\% |
| Renter |  | 360 | 91.95\% |
| Unknown |  |  | 4.70\% |


| Education |  |  |
| :---: | :---: | :---: |
| Below high school | 345 | 52.52\% |
| High school diploma |  | 20.50\% |
| Some college |  | 17.26\% |
| Bachelor's degree |  | 7.59\% |
| Graduate degree |  | 2.14\% |
| Income |  |  |
| Less than \$15,000 | 347 | 39.57\% |
| \$15,000-\$24,999 |  | 14.31\% |
| \$25,000-\$34,999 |  | 13.83\% |
| \$35,000-\$49,999 |  | 12.16\% |
| \$50,000-\$74,999 |  | 7.35\% |
| \$75,000-\$99,999 |  | 4.89\% |
| \$100,000-\$124,999 |  | 2.98\% |
| \$125,000-\$149,999 |  | 2.26\% |
| \$150,000-\$174,999 |  | 1.41\% |
| \$175,000-\$199,999 |  | 0.00\% |
| \$200,000-\$249,999 |  | 0.56\% |
| \$250,000+ |  | 0.70\% |
| Presence of Children |  |  |
| 0-3 years |  | 7.16\% |
| 4-6 years |  | 11.79\% |
| 7-9 years | 227 | 18.18\% |
| 10-12 years | 433 | 37.35\% |
| 13-18 years | 280 | 36.91\% |


| Estimated Current Home Value |  |  |
| :---: | :---: | :---: |
| Less than \$50,000 | 263 | 14.30\% |
| \$50,000-\$74,999 |  | 6.04\% |
| \$75,000-\$99,999 |  | 5.36\% |
| \$100,000-\$149,999 |  | 7.06\% |
| \$150,000-\$174,999 |  | 3.91\% |
| \$175,000-\$199,999 |  | 2.89\% |
| \$200,000-\$249,999 |  | 5.11\% |
| \$250,000-\$299,999 |  | 3.23\% |
| \$300,000-\$349,999 |  | 4.26\% |
| \$350,000-\$399,999 |  | 1.45\% |
| \$400,000-\$499,999 |  | 5.36\% |
| \$500,000-\$749,999 |  | 10.72\% |
| \$750,000+ | 522 | 30.30\% |
| Length of Residence |  |  |
| 1 year or less | 277 | 40.03\% |
| 2-3 years |  | 26.32\% |
| 4-5 years |  | 11.35\% |
| 6-7 years |  | 8.11\% |
| 8-9 years |  | 5.31\% |
| 10-14 years |  | 7.14\% |
| 15-19 years |  | 1.22\% |
| 20-24 years |  | 0.46\% |
| 25+ years |  | 0.06\% |

Q • Q62 • Q63 • Q64 • Q65

## Q62

## Reaping Rewards

Ray \& Shirley
Relaxed, retired couples and widowed individuals in suburban homes living quiet lives


Key Features

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

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## Q62

## Reaping Rewards

Ray \& Shirley
Relaxed, retired couples and widowed individuals in suburban homes living quiet lives

|  | Age |  |  |
| :---: | :---: | :---: | :---: |
| 19-24 years |  |  | 0.03\% |
| 25-30 years |  |  | 0.03\% |
| 31-35 years |  |  | 0.09\% |
| 36-45 years |  |  | 0.14\% |
| 46-50 years |  |  | 0.11\% |
| 51-65 years |  |  | 1.26\% |
| 66-75 years |  | 308 | 32.52\% |
| 76+ years |  | 700 | 65.83\% |
| Family Structure |  |  |  |
| Married |  |  | 0.63\% |
| Single male |  |  | 0.02\% |
| Single female |  |  | 0.02\% |
| Unknown status |  |  | 0.30\% |
| Without kids |  |  |  |
| Single male |  |  | 0.75\% |
| Single female |  |  | 0.78\% |
| Unknown status |  | 317 | 46.66\% |
| Home Ownership |  |  |  |
| Homeowner |  |  | 85.45\% |
| Renter |  |  | 8.16\% |
| Unknown |  |  | 6.39\% |



| Estimated Current Home Value |  |
| :---: | :---: |
| Less than \$50,000 | 0.23\% |
| \$50,000-\$74,999 | 0.32\% |
| \$75,000-\$99,999 | 0.87\% |
| \$100,000-\$149,999 | 5.33\% |
| \$150,000-\$174,999 | 5.41\% |
| \$175,000-\$199,999 | 7.24\% |
| \$200,000-\$249,999 | 16.46\% |
| \$250,000-\$299,999 | 15.34\% |
| \$300,000-\$349,999 | 12.50\% |
| \$350,000-\$399,999 | 9.56\% |
| \$400,000-\$499,999 | 11.70\% |
| \$500,000-\$749,999 | 10.51\% |
| \$750,000+ | 4.53\% |
| Length of Residence |  |
| 1 year or less | 4.90\% |
| 2-3 years | 6.55\% |
| 4-5 years | 7.78\% |
| 6-7 years | 9.45\% |
| 8-9 years | 11.37\% |
| 10-14 years | 16.03\% |
| 15-19 years | 13.06\% |
| 20-24 years | 10.93\% |
| 25+ years | 19.94\% |

Experian
Q • Q62 • Q63 • Q64 • Q65

## Q63

## Footloose and Family Free

Elderly couples and widowed individuals living active and comfortable lifestyles


Key Features

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


Channel Preference


103


## Q63

## Footloose and Family Free

Ralph \& Marilyn
Elderly couples and widowed individuals living active and comfortable lifestyles

|  | Age |  |  |
| :---: | :---: | :---: | :---: |
| 19-24 years |  |  | 0.23\% |
| 25-30 years |  |  | 0.46\% |
| 31-35 years |  |  | 0.35\% |
| 36-45 years |  |  | 1.55\% |
| 46-50 years |  |  | 1.18\% |
| 51-65 years |  |  | 14.23\% |
| 66-75 years |  | 275 | 29.02\% |
| 76+ years |  | 563 | 52.98\% |
| With kids Family Structure |  |  |  |
| With kids |  |  |  |
| Single male |  |  | 0.19\% |
| Single female |  |  | 0.06\% |
| Unknown status |  |  | 0.57\% |
| Without kids |  |  |  |
| Single male |  |  | 4.39\% |
| Single female |  |  | 3.63\% |
| Unknown status |  | 344 | 50.65\% |
| Home Ownership |  |  |  |
| Homeowner |  |  | 86.30\% |
| Renter |  |  | 8.14\% |
| Unknown |  |  | 5.57\% |


| Education |  |  |
| :---: | :---: | :---: |
| Below high school |  | 13.96\% |
| High school diploma |  | 37.03\% |
| Some college |  | 23.94\% |
| Bachelor's degree |  | 15.49\% |
| Graduate degree |  | 9.59\% |
| Income |  |  |
| Less than \$15,000 |  | 12.10\% |
| \$15,000-\$24,999 | 212 | 21.20\% |
| \$25,000-\$34,999 |  | 16.24\% |
| \$35,000-\$49,999 |  | 21.29\% |
| \$50,000-\$74,999 |  | 16.75\% |
| \$75,000-\$99,999 |  | 5.04\% |
| \$100,000-\$124,999 |  | 3.79\% |
| \$125,000-\$149,999 |  | 1.61\% |
| \$150,000-\$174,999 |  | 0.74\% |
| \$175,000-\$199,999 |  | 0.08\% |
| \$200,000-\$249,999 |  | 0.53\% |
| \$250,000+ |  | 0.64\% |
| Presence of Children |  |  |
| 0-3 years |  | 0.57\% |
| 4-6 years |  | 0.53\% |
| 7-9 years |  | 0.21\% |
| 10-12 years |  | 0.23\% |
| 13-18 years |  | 0.80\% |


| Estimated Current Home Value |  |
| :---: | :---: |
| Less than \$50,000 | 8.00\% |
| \$50,000-\$74,999 | 9.09\% |
| \$75,000-\$99,999 | 10.19\% |
| \$100,000-\$149,999 | 21.26\% |
| \$150,000-\$174,999 | 10.19\% |
| \$175,000-\$199,999 | 8.22\% |
| \$200,000-\$249,999 | 12.15\% |
| \$250,000-\$299,999 | 7.80\% |
| \$300,000-\$349,999 | 4.80\% |
| \$350,000-\$399,999 | 2.66\% |
| \$400,000-\$499,999 | 3.04\% |
| \$500,000-\$749,999 | 1.94\% |
| \$750,000+ | 0.67\% |
| Length of Residence |  |
| 1 year or less | 9.45\% |
| 2-3 years | 10.87\% |
| 4-5 years | 8.80\% |
| 6-7 years | 9.90\% |
| 8-9 years | 12.08\% |
| 10-14 years | 19.76\% |
| 15-19 years | 12.83\% |
| 20-24 years | 9.77\% |
| 25+ years | 6.55\% |

Experian



Key Features

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


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## Q64

## Town Elders

|  | Age |  |  |
| :---: | :---: | :---: | :---: |
| 19-24 years |  |  | 0.04\% |
| 25-30 years |  |  | 0.04\% |
| 31-35 years |  |  | 0.06\% |
| 36-45 years |  |  | 0.18\% |
| 46-50 years |  |  | 0.17\% |
| 51-65 years |  |  | 1.04\% |
| 66-75 years |  | 363 | 38.31\% |
| 76+ years |  | 639 | 60.15\% |
| Family Structure |  |  |  |
| With kids |  |  |  |
| Single male |  |  | 0.02\% |
| Single female |  |  | 0.05\% |
| Unknown status |  |  | 0.39\% |
| Without kids |  |  |  |
| Single male |  |  | 1.04\% |
| Single female |  |  | 0.93\% |
| Unknown status |  | 349 | 51.38\% |
| Home Ownership |  |  |  |
| Homeowner |  |  | 89.29\% |
| Renter |  |  | 5.66\% |
| Unknown |  |  | 5.05\% |


| Education |  |  |
| :---: | :---: | :---: |
| Below high school |  | 28.37\% |
| High school diploma |  | 42.12\% |
| Some college |  | 12.11\% |
| Bachelor's degree |  | 11.35\% |
| Graduate degree |  | 6.05\% |
| Income |  |  |
| Less than \$15,000 |  | 9.82\% |
| \$15,000-\$24,999 | 295 | 29.49\% |
| \$25,000-\$34,999 | 214 | 21.31\% |
| \$35,000-\$49,999 |  | 24.25\% |
| \$50,000-\$74,999 |  | 11.57\% |
| \$75,000-\$99,999 |  | 1.46\% |
| \$100,000-\$124,999 |  | 0.95\% |
| \$125,000-\$149,999 |  | 0.46\% |
| \$150,000-\$174,999 |  | 0.31\% |
| \$175,000-\$199,999 |  | 0.02\% |
| \$200,000-\$249,999 |  | 0.18\% |
| \$250,000+ |  | 0.16\% |
| Presence of Children |  |  |
| 0-3 years |  | 0.35\% |
| 4-6 years |  | 0.19\% |
| 7-9 years |  | 0.09\% |
| 10-12 years |  | 0.14\% |
| 13-18 years |  | 0.35\% |


| Estimated Current Home Value |  |
| :---: | :---: |
| Less than \$50,000 | 6.89\% |
| \$50,000-\$74,999 | 9.46\% |
| \$75,000-\$99,999 | 13.82\% |
| \$100,000-\$149,999 | 29.13\% |
| \$150,000-\$174,999 | 11.18\% |
| \$175,000-\$199,999 | 8.67\% |
| \$200,000-\$249,999 | 10.74\% |
| \$250,000-\$299,999 | 4.90\% |
| \$300,000-\$349,999 | 2.23\% |
| \$350,000-\$399,999 | 1.20\% |
| \$400,000-\$499,999 | 0.98\% |
| \$500,000-\$749,999 | 0.62\% |
| \$750,000+ | 0.17\% |
| Length of Residence |  |
| 1 year or less | 3.54\% |
| 2-3 years | 4.23\% |
| 4-5 years | 4.88\% |
| 6-7 years | 5.71\% |
| 8-9 years | 5.70\% |
| 10-14 years | 13.31\% |
| 15-19 years | 15.50\% |
| 20-24 years | 13.17\% |
| 25+ years | 33.95\% |

:Experian
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## Q65

Senior Discounts<br>Downscale, settled retirees in metro apartment communities

Harold \& Joan

- $2.06 \%$ | $1.26 \% \boldsymbol{\Omega}$


Key Features

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


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## Q65

## Senior Discounts

Harold \& Joan
Downscale, settled retirees in metro apartment communities

|  | Age |  |  |
| :---: | :---: | :---: | :---: |
| 19-24 years |  |  | 0.07\% |
| 25-30 years |  |  | 0.18\% |
| 31-35 years |  |  | 0.18\% |
| 36-45 years |  |  | 0.51\% |
| 46-50 years |  |  | 0.64\% |
| 51-65 years |  |  | 14.40\% |
| 66-75 years |  | 289 | 30.46\% |
| 76+ years |  | 569 | 53.55\% |
| Family Structure |  |  |  |
| With kids |  |  |  |
| Single male |  |  | 0.10\% |
| Single female |  |  | 0.21\% |
| Unknown status |  |  | 1.01\% |
| Without kids |  |  |  |
| Single male |  |  | 3.88\% |
| Single female |  |  | 4.00\% |
| Unknown status |  | 496 | 73.07\% |
| Home Ownership |  |  |  |
| Homeowner |  |  | 23.23\% |
| Renter |  | 208 | 53.18\% |
| Unknown |  | 252 | 23.58\% |


| Education |  |  |
| :---: | :---: | :---: |
| Below high school | 210 | 31.88\% |
| High school diploma |  | 32.78\% |
| Some college |  | 12.39\% |
| Bachelor's degree |  | 15.47\% |
| Graduate degree |  | 7.49\% |
| Income |  |  |
| Less than \$15,000 | 369 | 42.08\% |
| \$15,000-\$24,999 | 271 | 27.10\% |
| \$25,000-\$34,999 |  | 10.49\% |
| \$35,000-\$49,999 |  | 9.32\% |
| \$50,000-\$74,999 |  | 5.59\% |
| \$75,000-\$99,999 |  | 1.25\% |
| \$100,000-\$124,999 |  | 1.78\% |
| \$125,000-\$149,999 |  | 0.95\% |
| \$150,000-\$174,999 |  | 0.54\% |
| \$175,000-\$199,999 |  | 0.09\% |
| \$200,000-\$249,999 |  | 0.34\% |
| \$250,000+ |  | 0.48\% |
| Presence of Children |  |  |
| 0-3 years |  | 0.57\% |
| 4-6 years |  | 0.55\% |
| 7-9 years |  | 0.26\% |
| 10-12 years |  | 0.26\% |
| 13-18 years |  | 0.57\% |


| Estimated Current Home Value |  |  |
| :---: | :---: | :---: |
| Less than \$50,000 | 235 | 12.78\% |
| \$50,000-\$74,999 |  | 8.15\% |
| \$75,000-\$99,999 |  | 7.95\% |
| \$100,000-\$149,999 |  | 15.88\% |
| \$150,000-\$174,999 |  | 6.65\% |
| \$175,000-\$199,999 |  | 5.22\% |
| \$200,000-\$249,999 |  | 7.65\% |
| \$250,000-\$299,999 |  | 5.40\% |
| \$300,000-\$349,999 |  | 3.47\% |
| \$350,000-\$399,999 |  | 2.45\% |
| \$400,000-\$499,999 |  | 3.66\% |
| \$500,000-\$749,999 |  | 5.33\% |
| \$750,000+ | 265 | 15.41\% |
| Length of Residence |  |  |
| 1 year or less |  | 14.67\% |
| 2-3 years |  | 17.14\% |
| 4-5 years |  | 14.30\% |
| 6-7 years |  | 13.54\% |
| 8-9 years |  | 9.50\% |
| 10-14 years |  | 14.58\% |
| 15-19 years |  | 6.99\% |
| 20-24 years |  | 4.88\% |
| 25+ years |  | 4.40\% |

$R$ • R66 • R67

## R66

## Dare to Dream

Douglas \& Amber
Young singles, couples and single parents with lower incomes starting out in city apartments
사 $1.68 \% \mid 0.93 \%$ ?


Key Features

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



Technology Adoption


:experian
R • R66 • R67
R66

## Dare to Dream

Douglas \& Amber
Young singles, couples and single parents with lower incomes starting out in city apartments
© $1.68 \% \mid 0.93 \%$ ת

|  | Age |  |  |
| :---: | :---: | :---: | :---: |
| 19-24 years |  | 257 | 10.76\% |
| 25-30 years |  | 234 | 20.92\% |
| 31-35 years |  |  | 12.85\% |
| 36-45 years |  |  | 26.62\% |
| 46-50 years |  |  | 10.01\% |
| 51-65 years |  |  | 17.01\% |
| 66-75 years |  |  | 1.25\% |
| 76+ years |  |  | 0.57\% |
| With Family Structure |  |  |  |
| With kids <br> Married |  |  | 8.17\% |
| Single male |  | 442 | 14.56\% |
| Single female |  | 452 | 25.51\% |
| Unknown status |  |  | 2.94\% |
| Without kids |  |  |  |
| Married |  |  | 3.28\% |
| Single male |  | 213 | 18.62\% |
| Single female |  | 255 | 20.67\% |
| Unknown status |  |  | 6.25\% |
| Home Ownership |  |  |  |
| Homeowner |  |  | 6.03\% |
| Renter |  | 322 | 82.09\% |
| Unknown |  |  | 11.87\% |


| Education |  |  |
| :---: | :---: | :---: |
| Below high school |  | 29.22\% |
| High school diploma |  | 31.60\% |
| Some college |  | 27.96\% |
| Bachelor's degree |  | 7.53\% |
| Graduate degree |  | 3.70\% |
| Income |  |  |
| Less than \$15,000 | 323 | 36.78\% |
| \$15,000-\$24,999 |  | 14.18\% |
| \$25,000-\$34,999 |  | 16.03\% |
| \$35,000-\$49,999 |  | 16.32\% |
| \$50,000-\$74,999 |  | 6.84\% |
| \$75,000-\$99,999 |  | 4.15\% |
| \$100,000-\$124,999 |  | 2.24\% |
| \$125,000-\$149,999 |  | 1.52\% |
| \$150,000-\$174,999 |  | 0.89\% |
| \$175,000-\$199,999 |  | 0.02\% |
| \$200,000-\$249,999 |  | 0.43\% |
| \$250,000+ |  | 0.60\% |
| Presence of Children |  |  |
| 0-3 years |  | 7.61\% |
| 4-6 years |  | 8.40\% |
| 7-9 years |  | 7.95\% |
| 10-12 years |  | 10.81\% |
| 13-18 years |  | 17.69\% |


| Estimated Current Home Value |  |  |
| :---: | :---: | :---: |
| Less than \$50,000 | 337 | 18.31\% |
| \$50,000-\$74,999 | 306 | 17.48\% |
| \$75,000-\$99,999 | 211 | 15.11\% |
| \$100,000-\$149,999 |  | 21.42\% |
| \$150,000-\$174,999 |  | 6.58\% |
| \$175,000-\$199,999 |  | 5.06\% |
| \$200,000-\$249,999 |  | 6.34\% |
| \$250,000-\$299,999 |  | 3.39\% |
| \$300,000-\$349,999 |  | 2.00\% |
| \$350,000-\$399,999 |  | 1.03\% |
| \$400,000-\$499,999 |  | 1.26\% |
| \$500,000-\$749,999 |  | 1.24\% |
| \$750,000+ |  | 0.80\% |
| Length of Residence |  |  |
| 1 year or less | 264 | 38.04\% |
| 2-3 years | 211 | 28.13\% |
| 4-5 years |  | 13.90\% |
| 6-7 years |  | 8.30\% |
| 8-9 years |  | 4.37\% |
| 10-14 years |  | 4.82\% |
| 15-19 years |  | 1.33\% |
| 20-24 years |  | 0.73\% |
| 25+ years |  | 0.38\% |

Experian

## Hope for Tomorrow

Derrick \& Tina
Young, lower-income single parents in second-city apartments

- $1.24 \% \mid 0.88 \%$ ?


Key Features

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


Technology Adoption



## R • R66 • R67

## Hope for Tomorrow



| Education |  |  |
| :---: | :---: | :---: |
| Below high school | 207 | 31.43\% |
| High school diploma |  | 32.67\% |
| Some college |  | 25.51\% |
| Bachelor's degree |  | 6.99\% |
| Graduate degree |  | 3.40\% |
| Income |  |  |
| Less than \$15,000 | 428 | 48.84\% |
| \$15,000-\$24,999 |  | 13.70\% |
| \$25,000-\$34,999 |  | 15.38\% |
| \$35,000-\$49,999 |  | 10.82\% |
| \$50,000-\$74,999 |  | 4.44\% |
| \$75,000-\$99,999 |  | 3.28\% |
| \$100,000-\$124,999 |  | 1.73\% |
| \$125,000-\$149,999 |  | 0.84\% |
| \$150,000-\$174,999 |  | 0.49\% |
| \$175,000-\$199,999 |  | 0.03\% |
| \$200,000-\$249,999 |  | 0.22\% |
| \$250,000+ |  | 0.20\% |
| Presence of Children |  |  |
| 0-3 years |  | 18.71\% |
| 4-6 years |  | 18.88\% |
| 7-9 years | 212 | 16.98\% |
| 10-12 years |  | 5.99\% |
| 13-18 years | 212 | 27.95\% |


| Estimated Current Home Value |  |  |
| :---: | :---: | :---: |
| Less than \$50,000 | 520 | 28.25\% |
| \$50,000-\$74,999 | 400 | 22.89\% |
| \$75,000-\$99,999 | 230 | 16.52\% |
| \$100,000-\$149,999 |  | 15.27\% |
| \$150,000-\$174,999 |  | 3.96\% |
| \$175,000-\$199,999 |  | 2.64\% |
| \$200,000-\$249,999 |  | 3.57\% |
| \$250,000-\$299,999 |  | 2.24\% |
| \$300,000-\$349,999 |  | 1.54\% |
| \$350,000-\$399,999 |  | 0.92\% |
| \$400,000-\$499,999 |  | 1.02\% |
| \$500,000-\$749,999 |  | 0.75\% |
| \$750,000+ |  | 0.43\% |
| Length of Residence |  |  |
| 1 year or less | 247 | 35.64\% |
| 2-3 years | 207 | 27.58\% |
| 4-5 years |  | 15.11\% |
| 6-7 years |  | 9.09\% |
| 8-9 years |  | 5.11\% |
| 10-14 years |  | 4.91\% |
| 15-19 years |  | 1.41\% |
| 20-24 years |  | 0.89\% |
| 25+ years |  | 0.27\% |

S • S68 • S69 • S70 • S71

## S68

## Small Town Shallow Pockets

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

- $1.75 \%$ | $1.08 \% \boldsymbol{\Omega}$


Key Features

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

$29.8 \%$


136


Age of children

6.4\%


70
43

Technology Adoption



## S • S68 • S69 • S70 • S71

## S68

## Small Town Shallow Pockets

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


| Education |  |  |
| :---: | :---: | :---: |
| Below high school |  | 27.17\% |
| High school diploma |  | 40.13\% |
| Some college |  | 23.13\% |
| Bachelor's degree |  | 6.43\% |
| Graduate degree |  | 3.14\% |
| Income |  |  |
| Less than \$15,000 | 262 | 29.83\% |
| \$15,000-\$24,999 |  | 18.72\% |
| \$25,000-\$34,999 |  | 15.63\% |
| \$35,000-\$49,999 |  | 18.96\% |
| \$50,000-\$74,999 |  | 9.64\% |
| \$75,000-\$99,999 |  | 3.15\% |
| \$100,000-\$124,999 |  | 1.87\% |
| \$125,000-\$149,999 |  | 0.98\% |
| \$150,000-\$174,999 |  | 0.49\% |
| \$175,000-\$199,999 |  | 0.01\% |
| \$200,000-\$249,999 |  | 0.31\% |
| \$250,000+ |  | 0.42\% |
| Presence of Children |  |  |
| 0-3 years |  | 2.50\% |
| 4-6 years |  | 2.05\% |
| 7-9 years |  | 1.24\% |
| 10-12 years |  | 2.40\% |
| 13-18 years |  | 6.42\% |


| Estimated Current Home Value |  |  |
| :---: | :---: | :---: |
| Less than \$50,000 | 707 | 38.41\% |
| \$50,000-\$74,999 | 412 | 23.53\% |
| \$75,000-\$99,999 | 232 | 16.67\% |
| \$100,000-\$149,999 |  | 13.59\% |
| \$150,000-\$174,999 |  | 2.85\% |
| \$175,000-\$199,999 |  | 1.70\% |
| \$200,000-\$249,999 |  | 1.68\% |
| \$250,000-\$299,999 |  | 0.76\% |
| \$300,000-\$349,999 |  | 0.25\% |
| \$350,000-\$399,999 |  | 0.14\% |
| \$400,000-\$499,999 |  | 0.18\% |
| \$500,000-\$749,999 |  | 0.15\% |
| \$750,000+ |  | 0.09\% |
| Length of Residence |  |  |
| 1 year or less |  | 22.09\% |
| 2-3 years |  | 18.51\% |
| 4-5 years |  | 12.54\% |
| 6-7 years |  | 10.69\% |
| 8-9 years |  | 8.04\% |
| 10-14 years |  | 11.08\% |
| 15-19 years |  | 6.93\% |
| 20-24 years |  | 4.29\% |
| 25+ years |  | 5.84\% |

:Experian

## S69

## Urban Survivors

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


Key Features

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


69

127


S • S68 • S69 • S70 • S71

## S69

## Urban Survivors

## Henry \& Emma

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

|  | Age |  |
| :---: | :---: | :---: |
| 19-24 years |  | 4.33\% |
| 25-30 years |  | 3.22\% |
| 31-35 years |  | 4.81\% |
| 36-45 years |  | 13.45\% |
| 46-50 years |  | 9.70\% |
| 51-65 years |  | 42.70\% |
| 66-75 years |  | 12.30\% |
| 76+ years |  | 9.49\% |
| Family Structure |  |  |
| Married |  | 10.36\% |
| Single male | 234 | 7.69\% |
| Single female | 205 | 11.56\% |
| Unknown status |  | 2.11\% |
| Without kids |  |  |
| Married |  | 10.09\% |
| Single male | 208 | 18.18\% |
| Single female | 210 | 17.05\% |
| Unknown status |  | 22.96\% |
| Home Ownership |  |  |
| Homeowner |  | 62.11\% |
| Renter | I | 28.21\% |
| Unknown |  | 9.68\% |


| Education |  |  |
| :---: | :---: | :---: |
| Below high school |  | 26.33\% |
| High school diploma |  | 39.58\% |
| Some college |  | 22.61\% |
| Bachelor's degree |  | 8.04\% |
| Graduate degree |  | 3.43\% |
| Income |  |  |
| Less than \$15,000 | 210 | 23.96\% |
| \$15,000-\$24,999 | 214 | 21.40\% |
| \$25,000-\$34,999 |  | 16.10\% |
| \$35,000-\$49,999 |  | 18.64\% |
| \$50,000-\$74,999 |  | 12.05\% |
| \$75,000-\$99,999 |  | 3.79\% |
| \$100,000-\$124,999 |  | 1.98\% |
| \$125,000-\$149,999 |  | 0.86\% |
| \$150,000-\$174,999 |  | 0.56\% |
| \$175,000-\$199,999 |  | 0.01\% |
| \$200,000-\$249,999 |  | 0.31\% |
| \$250,000+ |  | 0.35\% |
| Presence of Children |  |  |
| 0-3 years |  | 5.88\% |
| 4-6 years |  | 6.01\% |
| 7-9 years |  | 3.69\% |
| 10-12 years |  | 3.20\% |
| 13-18 years |  | 13.58\% |


| Estimated Current Home Value |  |  |
| :---: | :---: | :---: |
| Less than \$50,000 | 521 | 28.31\% |
| \$50,000-\$74,999 | 437 | 24.97\% |
| \$75,000-\$99,999 | 259 | 18.61\% |
| \$100,000-\$149,999 |  | 17.36\% |
| \$150,000-\$174,999 |  | 3.76\% |
| \$175,000-\$199,999 |  | 2.04\% |
| \$200,000-\$249,999 |  | 2.62\% |
| \$250,000-\$299,999 |  | 1.06\% |
| \$300,000-\$349,999 |  | 0.52\% |
| \$350,000-\$399,999 |  | 0.29\% |
| \$400,000-\$499,999 |  | 0.28\% |
| \$500,000-\$749,999 |  | 0.14\% |
| \$750,000+ |  | 0.04\% |
| Length of Residence |  |  |
| 1 year or less |  | 9.27\% |
| 2-3 years |  | 10.40\% |
| 4-5 years |  | 10.54\% |
| 6-7 years |  | 10.33\% |
| 8-9 years |  | 7.22\% |
| 10-14 years |  | 13.18\% |
| 15-19 years |  | 12.45\% |
| 20-24 years |  | 9.59\% |
| 25+ years |  | 17.02\% |

## S70

## Tight Money

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



Key Features

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


Home ownership




Technology Adoption



S • S68 • S69 • S70 • S71

## S70

Tight Money
Terry \& Heather
Middle-aged, lower income unattached individuals in transitional small town and ex-urban apartments


| Education |  |  |
| :---: | :---: | :---: |
| Below high school | 220 | 33.39\% |
| High school diploma |  | 37.83\% |
| Some college |  | 19.84\% |
| Bachelor's degree |  | 6.79\% |
| Graduate degree |  | 2.14\% |
| Income |  |  |
| Less than \$15,000 | 484 | 55.17\% |
| \$15,000-\$24,999 |  | 14.11\% |
| \$25,000-\$34,999 |  | 9.35\% |
| \$35,000-\$49,999 |  | 13.34\% |
| \$50,000-\$74,999 |  | 3.48\% |
| \$75,000-\$99,999 |  | 1.19\% |
| \$100,000-\$124,999 |  | 0.77\% |
| \$125,000-\$149,999 |  | 1.28\% |
| \$150,000-\$174,999 |  | 0.51\% |
| \$175,000-\$199,999 |  | 0.03\% |
| \$200,000-\$249,999 |  | 0.33\% |
| \$250,000+ |  | 0.45\% |
| Presence of Children |  |  |
| 0-3 years |  | 3.69\% |
| 4-6 years |  | 4.88\% |
| 7-9 years |  | 3.99\% |
| 10-12 years |  | 6.97\% |
| 13-18 years |  | 10.81\% |


| Estimated Current Home Value |  |  |
| :---: | :---: | :---: |
| Less than \$50,000 | 338 | 18.37\% |
| \$50,000-\$74,999 |  | 9.18\% |
| \$75,000-\$99,999 |  | 11.62\% |
| \$100,000-\$149,999 |  | 15.75\% |
| \$150,000-\$174,999 |  | 7.50\% |
| \$175,000-\$199,999 |  | 5.90\% |
| \$200,000-\$249,999 |  | 6.84\% |
| \$250,000-\$299,999 |  | 4.12\% |
| \$300,000-\$349,999 |  | 2.62\% |
| \$350,000-\$399,999 |  | 2.53\% |
| \$400,000-\$499,999 |  | 3.75\% |
| \$500,000-\$749,999 |  | 3.56\% |
| \$750,000+ |  | 8.25\% |
| Length of Residence |  |  |
| 1 year or less | 287 | 41.47\% |
| 2-3 years |  | 26.64\% |
| 4-5 years |  | 13.13\% |
| 6-7 years |  | 7.00\% |
| 8-9 years |  | 4.73\% |
| 10-14 years |  | 4.44\% |
| 15-19 years |  | 1.64\% |
| 20-24 years |  | 0.77\% |
| 25+ years |  | 0.18\% |

:Experian
S • S68 • S69 • S70 • S71

## S71

## Tough Times

Walter \& Audrey
Older, lower income and ethnically-diverse singles typically concentrated in inner-city apartments


Key Features

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


63

113


64


Technology Adoption



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## S71

## Tough Times

Walter \& Audrey
Older, lower income and ethnically-diverse singles typically concentrated in inner-city apartments
© $0.84 \% \mid 0.50 \%$ 亿


| Education |  |  |
| :---: | :---: | :---: |
| Below high school | 225 | 34.18\% |
| High school diploma |  | 31.56\% |
| Some college |  | 16.81\% |
| Bachelor's degree |  | 11.55\% |
| Graduate degree |  | 5.91\% |
| Income |  |  |
| Less than \$15,000 | 476 | 54.24\% |
| \$15,000-\$24,999 |  | 17.80\% |
| \$25,000-\$34,999 |  | 8.83\% |
| \$35,000-\$49,999 |  | 6.64\% |
| \$50,000-\$74,999 |  | 5.29\% |
| \$75,000-\$99,999 |  | 2.52\% |
| \$100,000-\$124,999 |  | 2.06\% |
| \$125,000-\$149,999 |  | 0.91\% |
| \$150,000-\$174,999 |  | 0.79\% |
| \$175,000-\$199,999 |  | 0.02\% |
| \$200,000-\$249,999 |  | 0.32\% |
| \$250,000+ |  | 0.58\% |
| Presence of Children |  |  |
| 0-3 years |  | 1.86\% |
| 4-6 years |  | 1.84\% |
| 7-9 years |  | 1.16\% |
| 10-12 years |  | 1.74\% |
| 13-18 years |  | 5.35\% |


| Estimated Current Home Value |  |  |
| :---: | :---: | :---: |
| Less than \$50,000 | 209 | 11.35\% |
| \$50,000-\$74,999 |  | 9.39\% |
| \$75,000-\$99,999 |  | 8.37\% |
| \$100,000-\$149,999 |  | 10.33\% |
| \$150,000-\$174,999 |  | 4.95\% |
| \$175,000-\$199,999 |  | 4.37\% |
| \$200,000-\$249,999 |  | 6.26\% |
| \$250,000-\$299,999 |  | 3.64\% |
| \$300,000-\$349,999 |  | 4.88\% |
| \$350,000-\$399,999 |  | 1.60\% |
| \$400,000-\$499,999 |  | 6.04\% |
| \$500,000-\$749,999 |  | 9.97\% |
| \$750,000+ | 325 | 18.85\% |
| Length of Residence |  |  |
| 1 year or less |  | 20.01\% |
| 2-3 years |  | 21.66\% |
| 4-5 years |  | 14.82\% |
| 6-7 years |  | 12.96\% |
| 8-9 years |  | 8.36\% |
| 10-14 years |  | 11.89\% |
| 15-19 years |  | 4.96\% |
| 20-24 years |  | 3.38\% |
| 25+ years |  | 1.96\% |

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