

# Pickerington Public Library

201 Opportunity Way  
Pickerington, OH 43147

## Patron Segmentation Analysis of Top 6% of All Patrons



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## Description:

The Library Patron Analysis can be used to craft marketing messages, develop targeted marketing lists, stock appropriate library materials, and identify target areas for promotion.

The analysis begins with a map of the library location (red star) and the library trade area (red outline). The Census block groups that comprise the library trade area are also depicted and are thematically shaded by the number of library patron households in each block group. This provides the library with insight into where the highest concentrations of patrons are found within their trade area.

The application then matches patron records to the Experian Household file to append household level demographic and lifestyle characteristics to each patron. The result is a report which provides a summary of the following components of the patron file:

- 1) **Mosaic Lifestyle Segmentation Chart:** Percent of patron households that fall into each lifestyle category
- 2) **Checkouts:** Number of patron households by checkout volume category
- 3) **Proximity:** Number of patrons by drive time category
- 4) **Presence of Children:** Likelihood of patron households to have a child/children in the household
- 5) **Income:** Percentage of patron households in various household income ranges

Also provided is a detailed report that compares the demographic profile of the patron households to that of the library trade area (base). The result of the comparison is an index value.

Index values of 100 indicate a patron profile that is similar to the trade area (base) profile. Index values above 100 denote instances in which the patron profile has an above average concentration of the demographic characteristic in comparison to that of the base, and are therefore characteristics that are most likely to describe the patrons.

# Service Area Demographic Overview



## Executive Summary Report with Charts

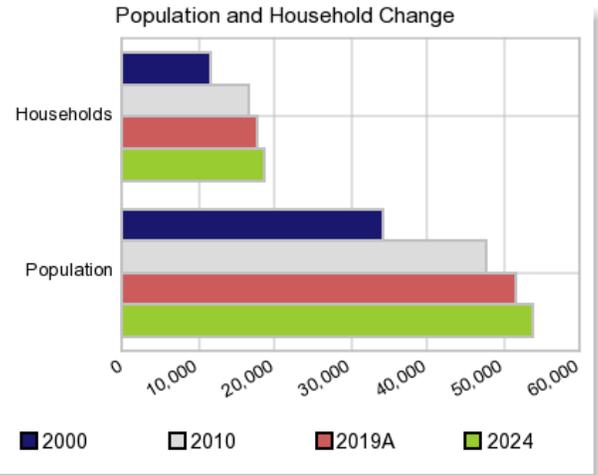
Geography: Custom Geography

Date: October 31, 2019

### Population Demographics:

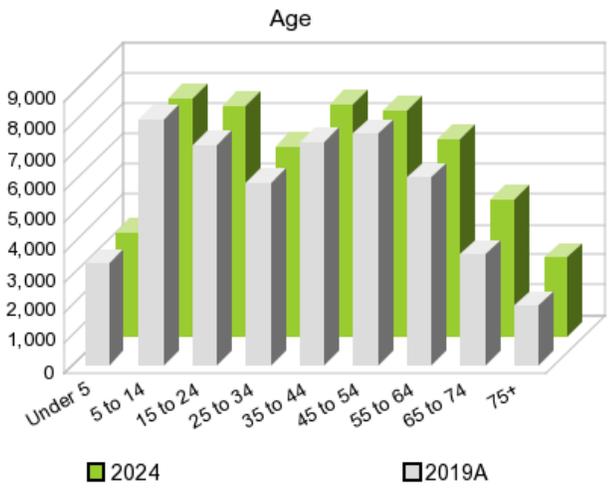
The number of households in the study area in 2000 was **11,652** and changed to **16,506** in 2010, representing a change of **41.7%**. The household count in 2019A was **17,846** and the household projection for 2024 is **18,709**, a change of **4.8%**.

The population in the study area in 2000 was **34,203** and in 2010 it was **47,788**, roughly a **39.7%** change. The population in 2019A was **51,677** and the projection for 2024 is **53,907** representing a change of **4.3%**.



	2000 Census	2010 Census	2019A Estimate	2024 Projection	Percent Change	
					2000 to 2010	2010 to 2024
Total Population	34,203	47,788	51,677	53,907	39.7%	4.3%
Total Households	11,652	16,506	17,846	18,709	41.7%	4.8%

### Population by Age



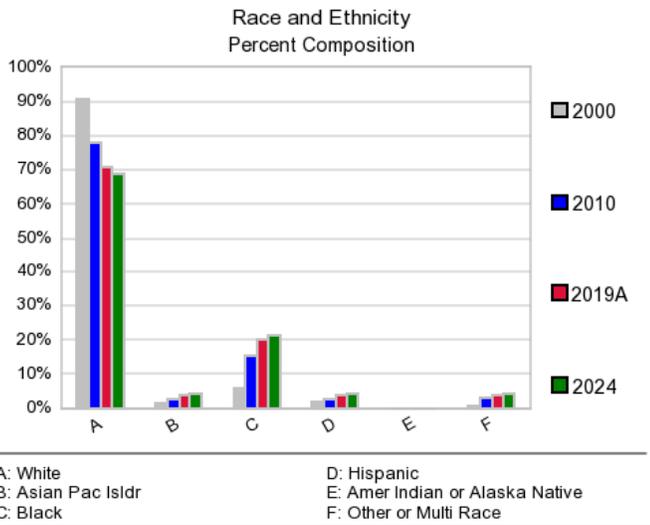
In 2000, the median age of the total population in the study area was **33.7**, and in 2010, it was **34.9**. The median age in 2019A is **36.5** and it is predicted to change in five years to **37.4** years. In 2019A, females represented **51.1%** of the population with a median age of **37.1** and males represented **48.9%** of the population with a median age of **35.7** years. In 2019A, the most prominent age group in this geography is **Age 5 to 14** years. The age group least represented in this geography is **Age 75 +** years.

Households of Top 6% of All Patrons  
 Geography: Custom Geography

Age Groups

	2000		2010		2019A		2024		Percent Change	
	Census	%	Census	%	Estimate	%	Projection	%	2000 to 2010	2019 to 2024
0 to 4	2,831	8.3%	3,364	7.0%	3,372	6.5%	3,420	6.3%	18.8%	1.4%
5 to 14	6,354	18.6%	8,529	17.8%	8,121	15.7%	7,843	14.5%	34.2%	-3.4%
15 to 19	2,426	7.1%	4,020	8.4%	4,187	8.1%	4,199	7.8%	65.7%	0.3%
20 to 24	1,619	4.7%	2,290	4.8%	3,077	6.0%	3,478	6.5%	41.4%	13.0%
25 to 34	4,670	13.7%	5,753	12.0%	6,032	11.7%	6,275	11.6%	23.2%	4.0%
35 to 44	6,777	19.8%	7,541	15.8%	7,355	14.2%	7,630	14.2%	11.3%	3.7%
45 to 54	5,253	15.4%	7,504	15.7%	7,661	14.8%	7,463	13.8%	42.8%	-2.6%
55 to 64	2,404	7.0%	4,971	10.4%	6,222	12.0%	6,483	12.0%	106.8%	4.2%
65 to 74	1,150	3.4%	2,331	4.9%	3,680	7.1%	4,531	8.4%	102.8%	23.1%
75 +	719	2.1%	1,487	3.1%	1,970	3.8%	2,584	4.8%	106.7%	31.2%

Population by Race/Ethnicity



In 2019A, the predominant race/ethnicity category in this study area is **White**. The race & ethnicity category least represented in this geography is **American Indian, Alaska Native**.

Race & Ethnicity

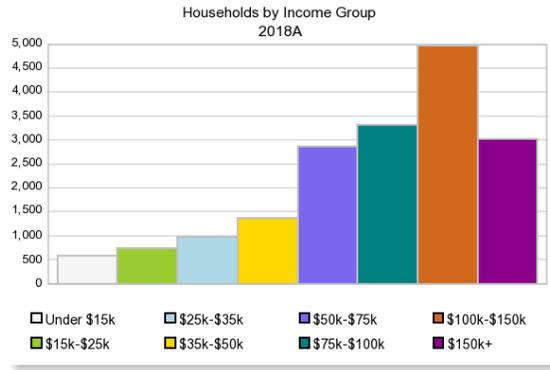
	2000		2010		2019A		2024		Percent Change	
	Census	%	Census	%	Estimate	%	Projection	%	2000 to 2010	2019 to 2024
White	31,088	90.9%	37,233	77.9%	36,532	70.7%	37,091	68.8%	19.8%	1.5%
Black	1,988	5.8%	7,320	15.3%	10,473	20.3%	11,369	21.1%	268.2%	8.6%
American Indian or Alaska Native	29	0.1%	89	0.2%	136	0.3%	149	0.3%	206.8%	10.0%
Asian/Hawaiian/PI	565	1.7%	1,286	2.7%	1,991	3.9%	2,291	4.2%	127.6%	15.1%
Some Other Race	206	0.6%	468	1.0%	632	1.2%	700	1.3%	126.9%	10.8%
Two or More Races	327	1.0%	1,392	2.9%	1,913	3.7%	2,306	4.3%	326.4%	20.5%
Hispanic Ethnicity	654	1.9%	1,354	2.8%	1,949	3.8%	2,206	4.1%	106.9%	13.2%
Not Hispanic or Latino	33,548	98.1%	46,435	97.2%	49,728	96.2%	51,701	95.9%	38.4%	4.0%

Households by Income

# Households of Top 6% of All Patrons

## Geography: Custom Geography

In 2019A the predominant household Current Year income category in this study area is **\$100K - \$150K**, and the income group that is least represented in this geography is **\$0 - \$15K**.



### HH Income Categories

HH Income Categories	2000 Census		2010 Census		2019A Estimate		2024 Projection		Percent Change	
	Count	%	Count	%	Count	%	Count	%	2000 to 2010	2010 to 2019A
\$0 - \$15,000	335	2.9%	894	5.4%	586	3.3%	472	2.5%	167.1%	-19.4%
\$15,000 - \$24,999	524	4.5%	902	5.5%	748	4.2%	640	3.4%	72.3%	-14.4%
\$25,000 - \$34,999	1,012	8.7%	1,392	8.4%	978	5.5%	850	4.5%	37.5%	-13.0%
\$35,000 - \$49,999	1,570	13.5%	2,035	12.3%	1,370	7.7%	1,219	6.5%	29.6%	-11.1%
\$50,000 - \$74,999	2,856	24.5%	3,224	19.5%	2,858	16.0%	2,367	12.7%	12.9%	-17.2%
\$75,000 - \$99,999	2,285	19.6%	2,922	17.7%	3,321	18.6%	3,371	18.0%	27.9%	1.5%
\$100,000 - \$149,999	2,274	19.5%	3,736	22.6%	4,967	27.8%	6,003	32.1%	64.3%	20.8%
\$150,000 +	754	6.5%	1,401	8.5%	3,017	16.9%	3,787	20.2%	85.8%	25.5%
Average Hhld Income	\$78,011		\$86,743		\$109,703		\$121,285		11.2%	10.6%
Median Hhld Income	\$70,605		\$73,475		\$92,946		\$102,863		4.1%	10.7%
Per Capita Income	\$26,575		\$30,003		\$37,930		\$42,140		12.9%	11.1%

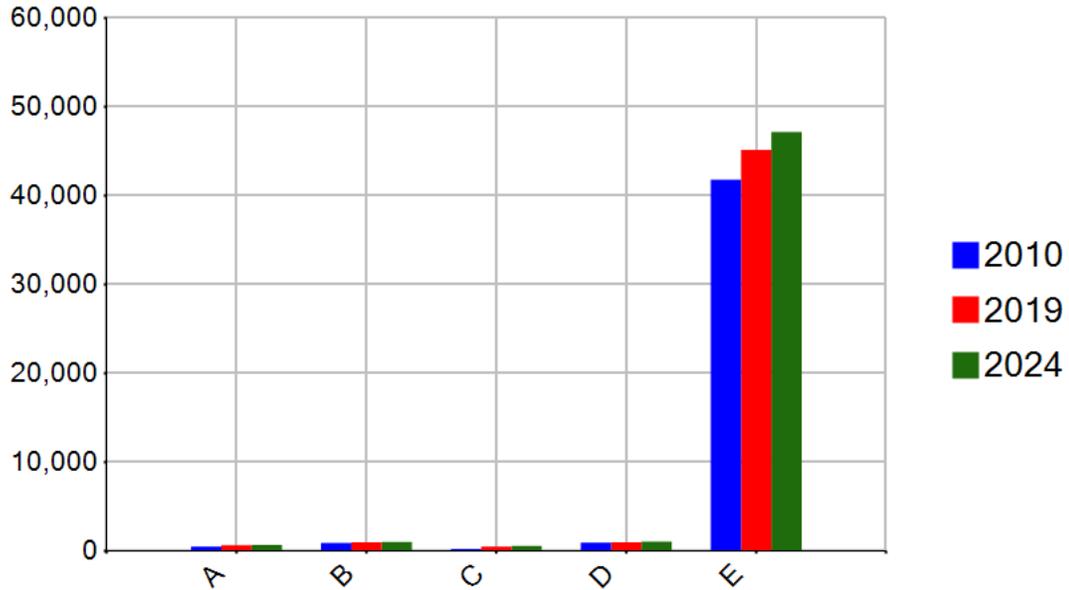
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**Language Spoken at Home (Pop 5 Plus)**

Language Spoken at Home (Pop 5 Plus)



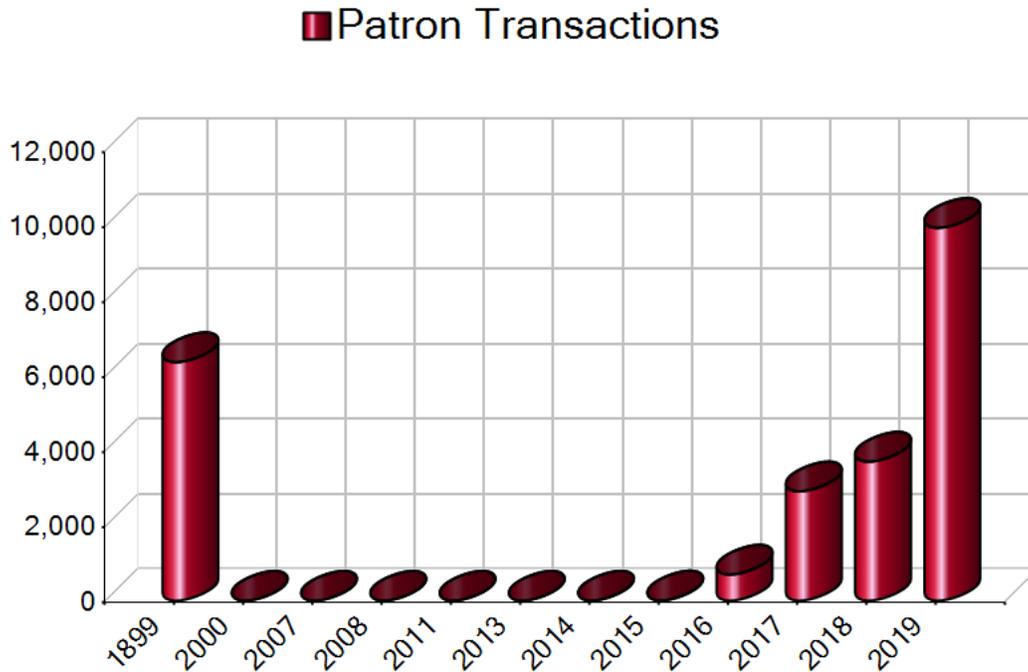
A: Speak Asian/Pacific Island Lang. at Home  
 B: Speak Other Indo-Europn Language at Home  
 C: Speak Other Language at Home

D: Speak Spanish or Spanish Creole at Home  
 E: Speak only English at Home

Language Spoken at Home (Pop 5 Plus)	2010 Census	%	2019 Estimate	%	2024 Projection	%	% Percent Change 2019 to 2024
Speak Asian/Pacific Island Lang. at Home	504	1.14%	651	1.35%	688	1.36%	5.68%
Speak Other Indo-Europn Language at Home	907	2.04%	976	2.02%	1,014	2.01%	3.89%
Speak Other Language at Home	258	0.58%	521	1.08%	564	1.12%	8.25%
Speak Spanish or Spanish Creole at Home	959	2.16%	1,007	2.09%	1,050	2.08%	4.27%
Speak only English at Home	41,796	94.08%	45,150	93.47%	47,170	93.43%	4.47%

# Patron Analysis

## Year of Last Patron Checkout



**24,311** records were uploaded in the file.

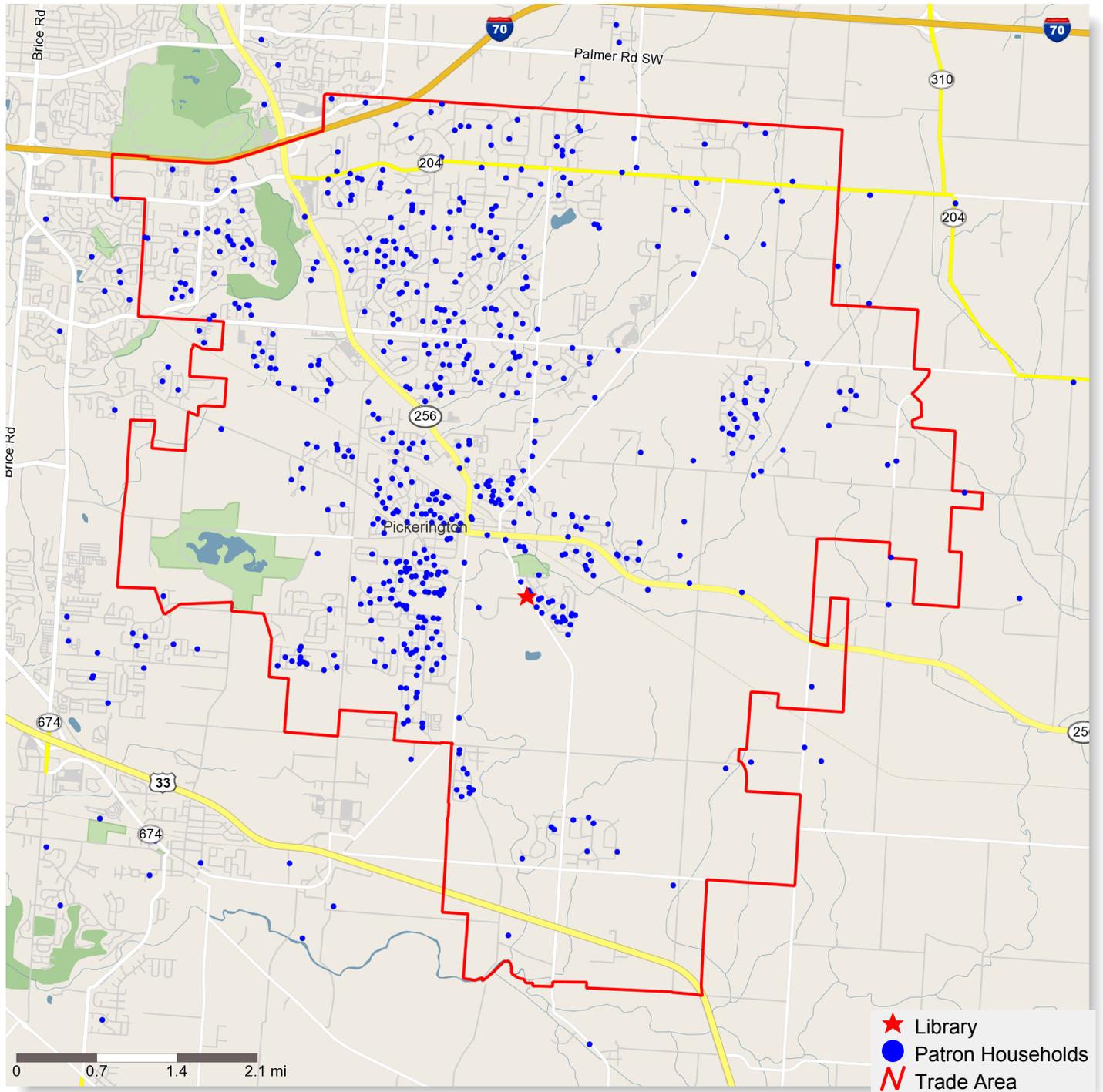
**23,645** individual patron transactions were successfully identified. The chart above represents a summary of those patron transactions by year.

**14,707** household locations were identified by converting patron records to unique address locations (checkouts were summed and activity was based on any most recent circulation active date).

Based on selections made in the input form, **Top 6% of All Patrons** were analyzed in the succeeding pages. This resulted in **673** filtered households. These households are geo-located and reflected in the map, the checkout table and the proximity table.

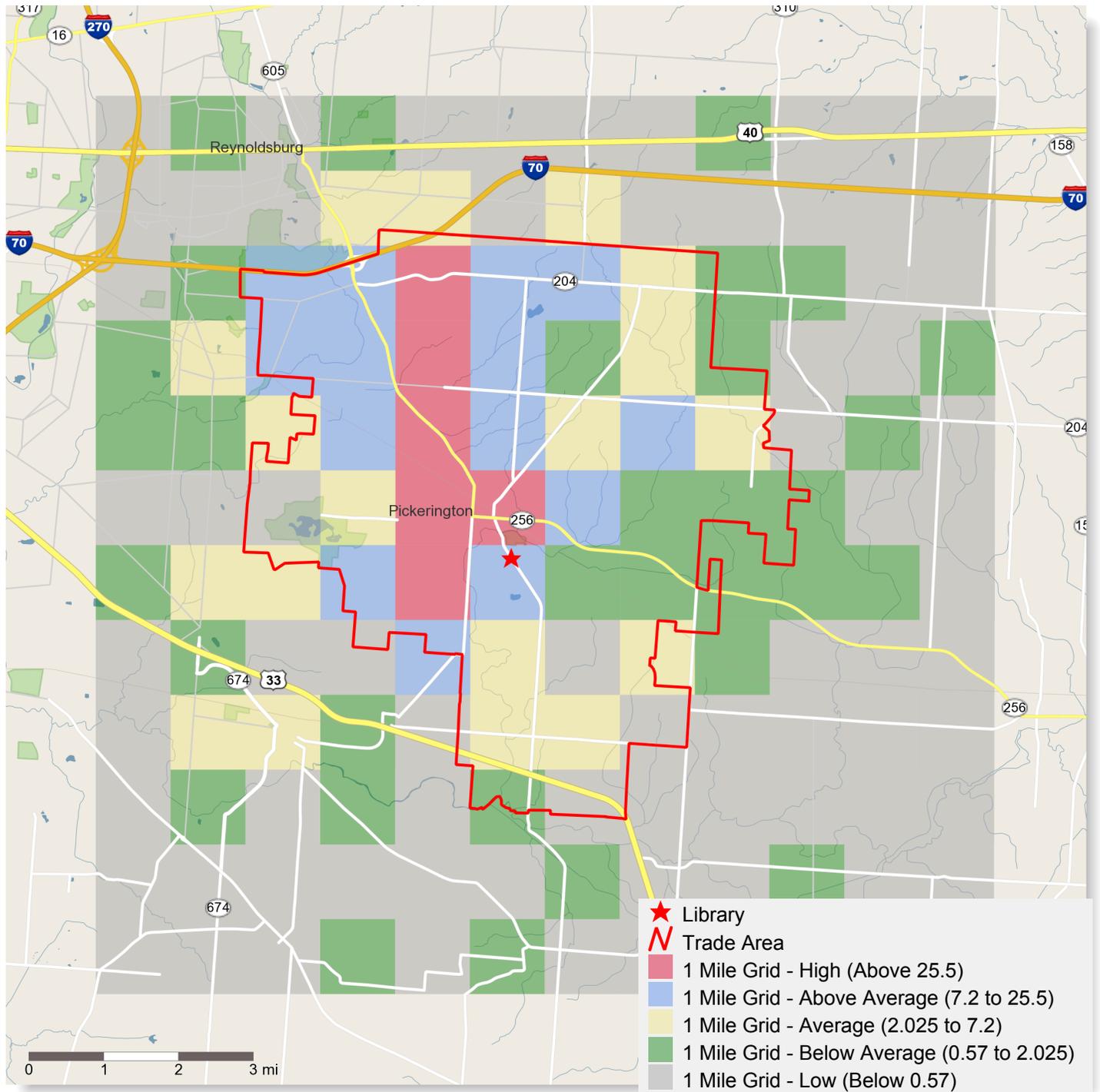
Of the filtered households, **618** were matched to the Experian household database. Only these households are represented in the Experian Demographics section of this report.

## Library Patron Households



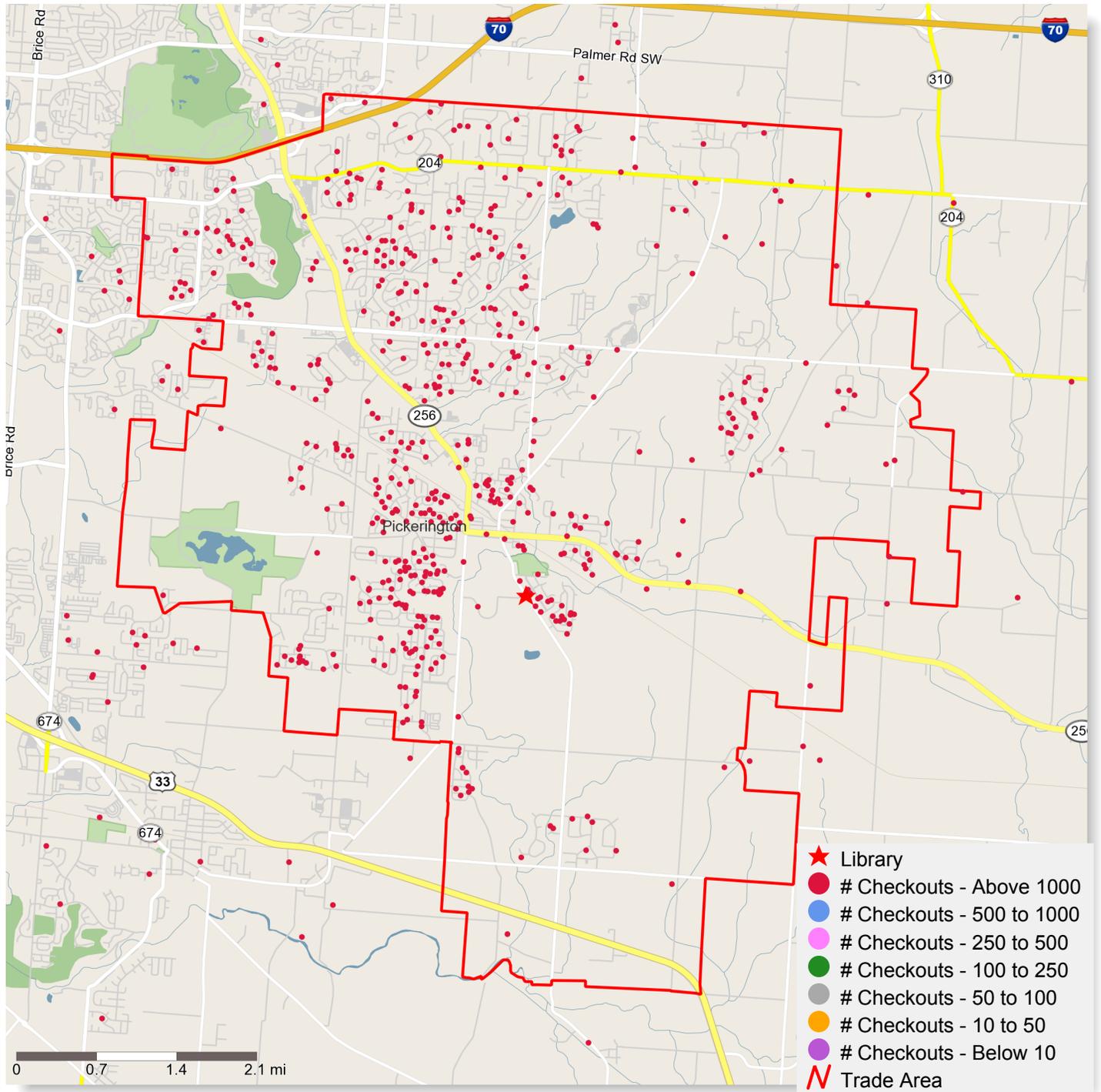
The map above shows the library location (red star), the library trade area (red outline), and geocoded patron households as blue dots.

### 1 Mile Grid Map Themed by Count of Patron Households



The map above shows the library location (red dot), the library trade area (red outline) and 1 mile grids shaded by count of patron households.

### Library Patron Households by Checkout Volume



The map above shows the library location (red star), the library trade area (red outline), and geocoded patron households themed in blue by checkout volume.

### Patron Household Proximity

(Number of patron households by travel time from their residence to the library.)

Drive Time	Households
0-5	136
5-10	312
10-15	175
15-20	24
20-25	7
25-30	7
30+	12
<b>Total</b>	<b>673</b>

### Patron Household Checkout Volume

(Number of patron households by total checkouts.)

Checkouts	Households
0	0
1-10	0
10-50	0
50-100	0
100-250	0
250-500	0
500-1000	0
1000+	673
<b>Total</b>	<b>673</b>

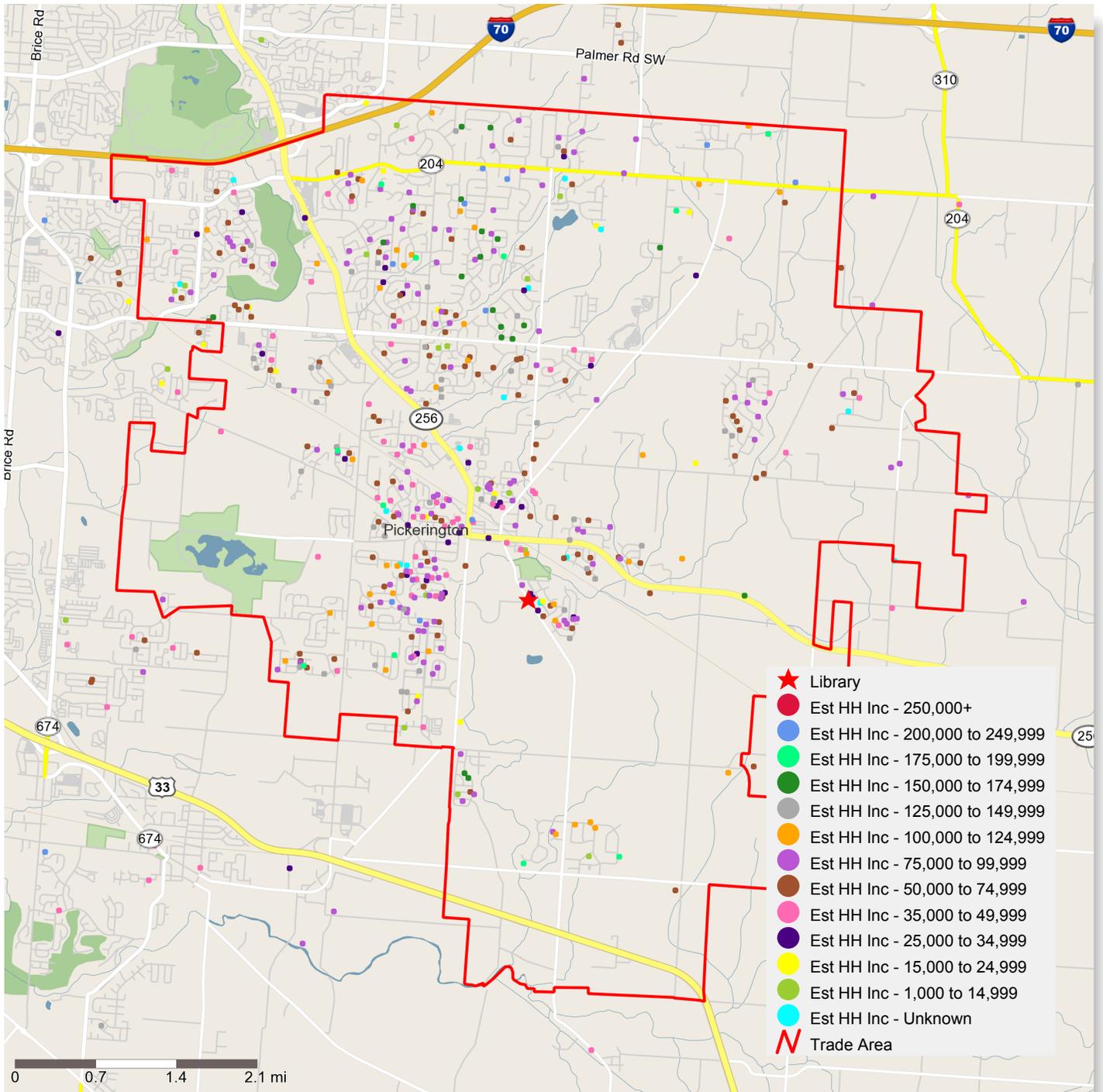
## Experian Household Demographics

The tables, graphs and optional Patron maps that follow provide the Experian Household demographic characteristics. Situations in which a demographic represents a large proportion of the patron households and have a high index represent areas of particular interest.

Variables are grouped into categories and are provided with a plain English description. Patron count and percent represent the number and proportion of patron households that possess the demographic. Base count and percent represent the number and proportion of library trade area households that possess the demographic. Finally, the index represents the likelihood of a patron household to possess the demographic in relation to the base households. For instance, an index of 200 means patron households are twice as likely to exhibit a demographic characteristic.

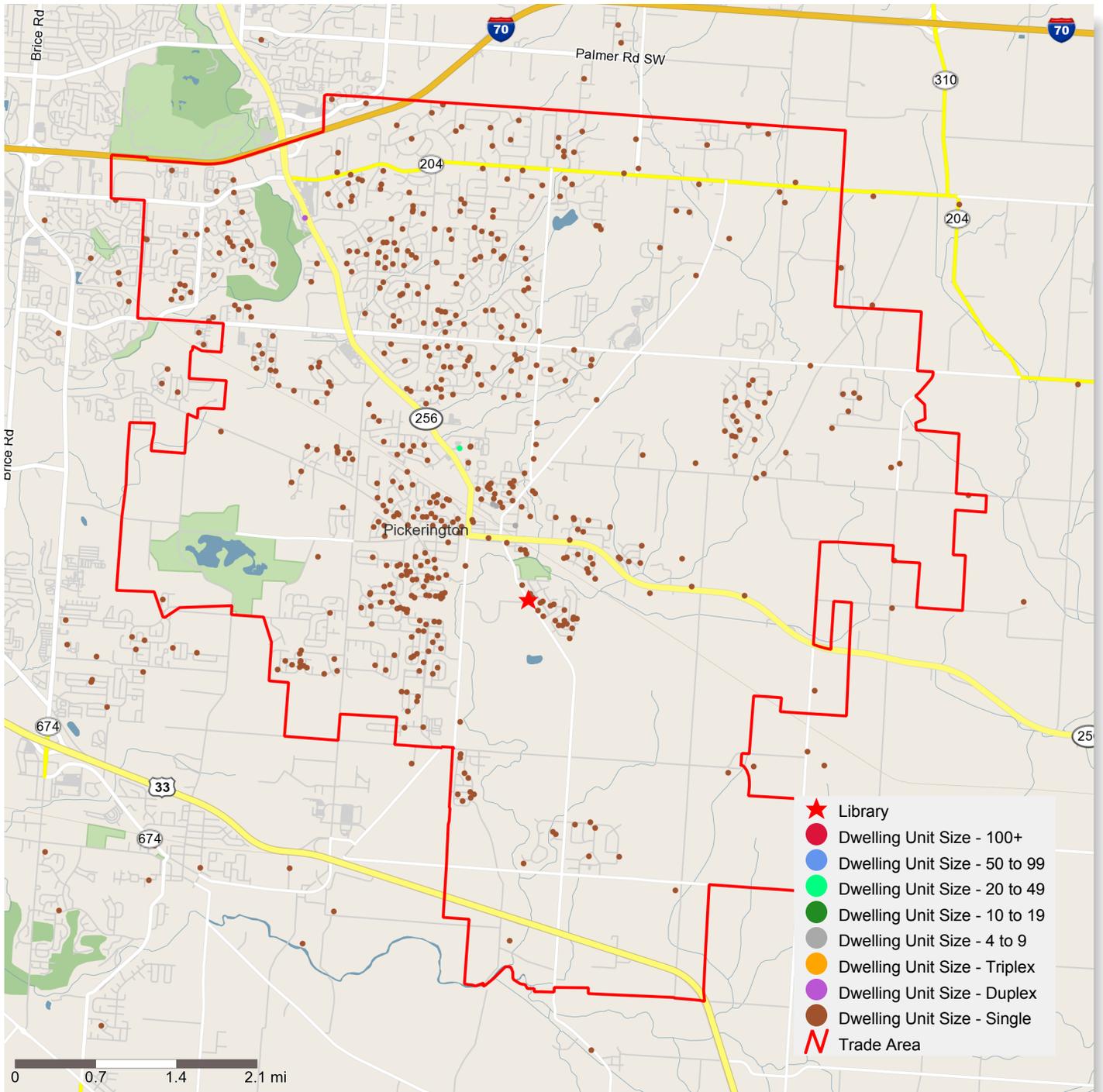
Included in the report is a chart/table on patrons who currently (or in the past) have responded to mail order solicitations (MOR-Bank Mail Order Responder analysis). For the detailed analysis, see the individual variables (optional report output). This data captures whether an individual household has, in the past, responded to promotions by mail for the variable reported upon. Individuals/households with a history of mail-order buying is twice as likely to respond to a promotion as someone who has never purchased by mail. Experians MOR-Bank database, the mail-order renewal bank, includes data from diverse direct marketers willing to share their active and non-active customer information. Prospects in the MOR-Bank database are active mail-order buyers or have a mail-order buying history. These consumers have purchased merchandise, magazines or services by mail or have responded with contributions to charitable and nonprofit appeals.

### Library Patron Households by Estimated Household Income



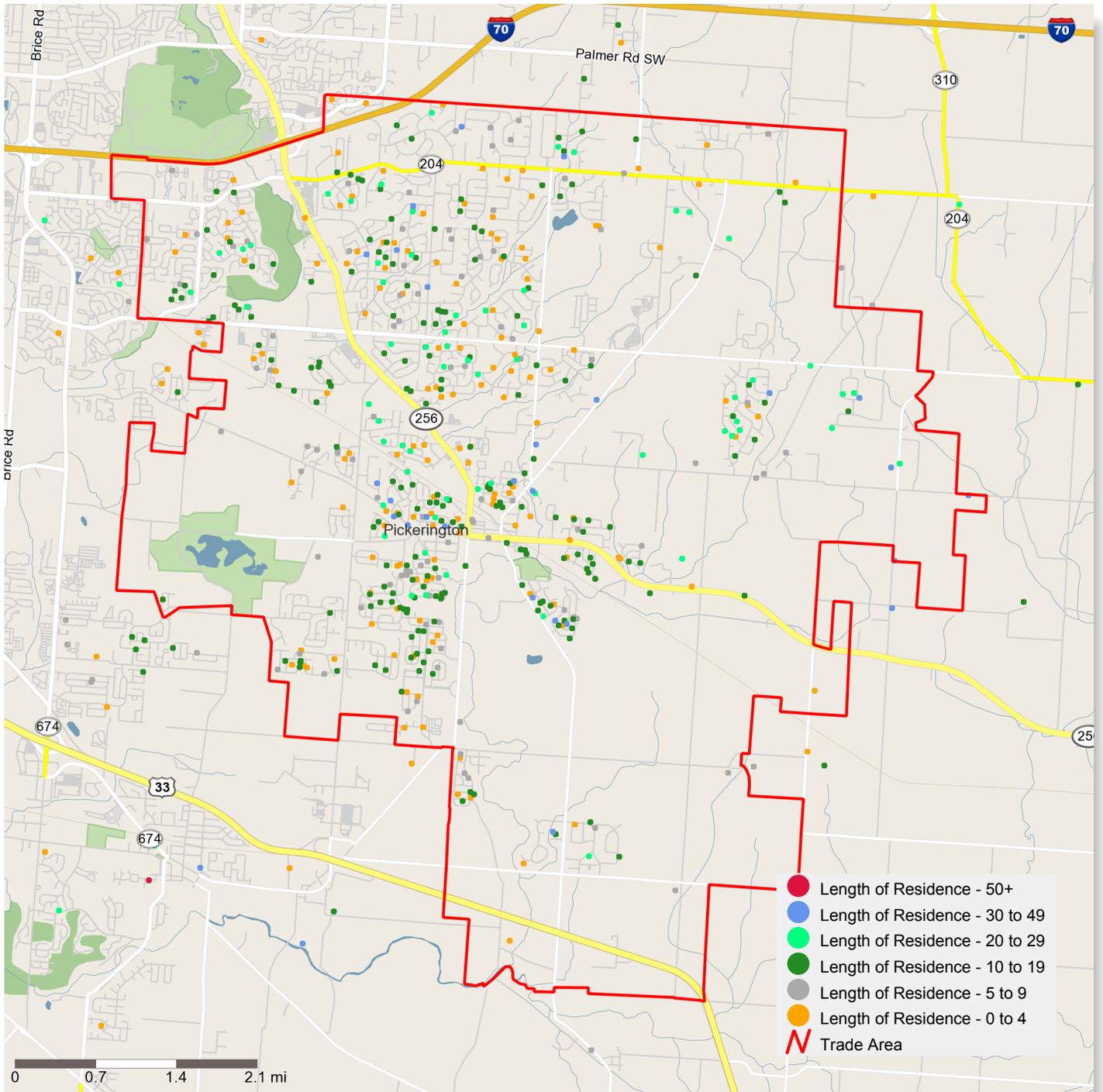
The map above shows the library location (red star), the library trade area (red outline), and geocoded patron households themed in blue by estimated household income.

### Library Patron Households by Dwelling Unit Size



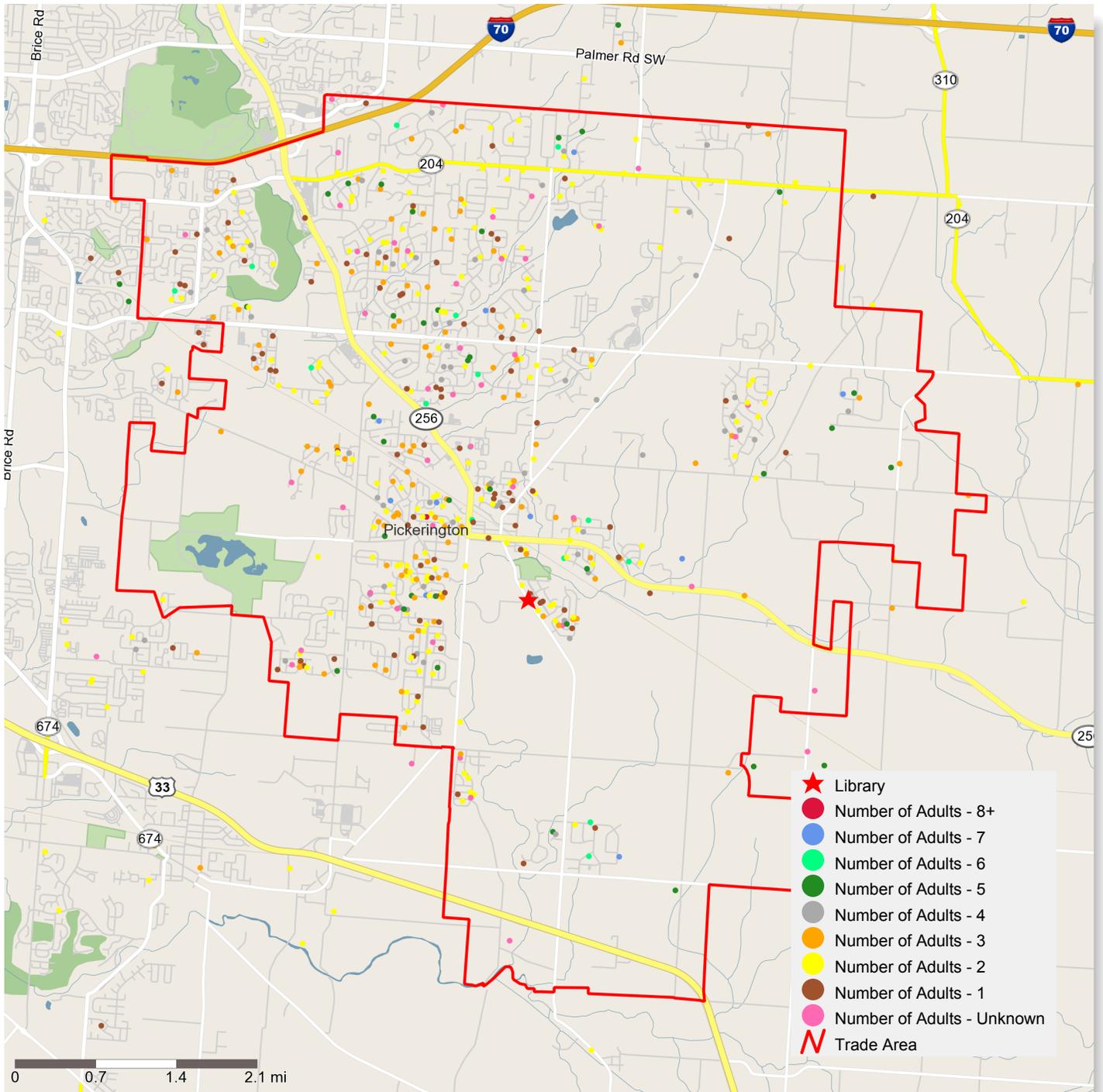
The map above shows the library location (red star), the library trade area (red outline), and geocoded patron households themed in blue by dwelling unit size.

### Library Patron Households by Length of Residence



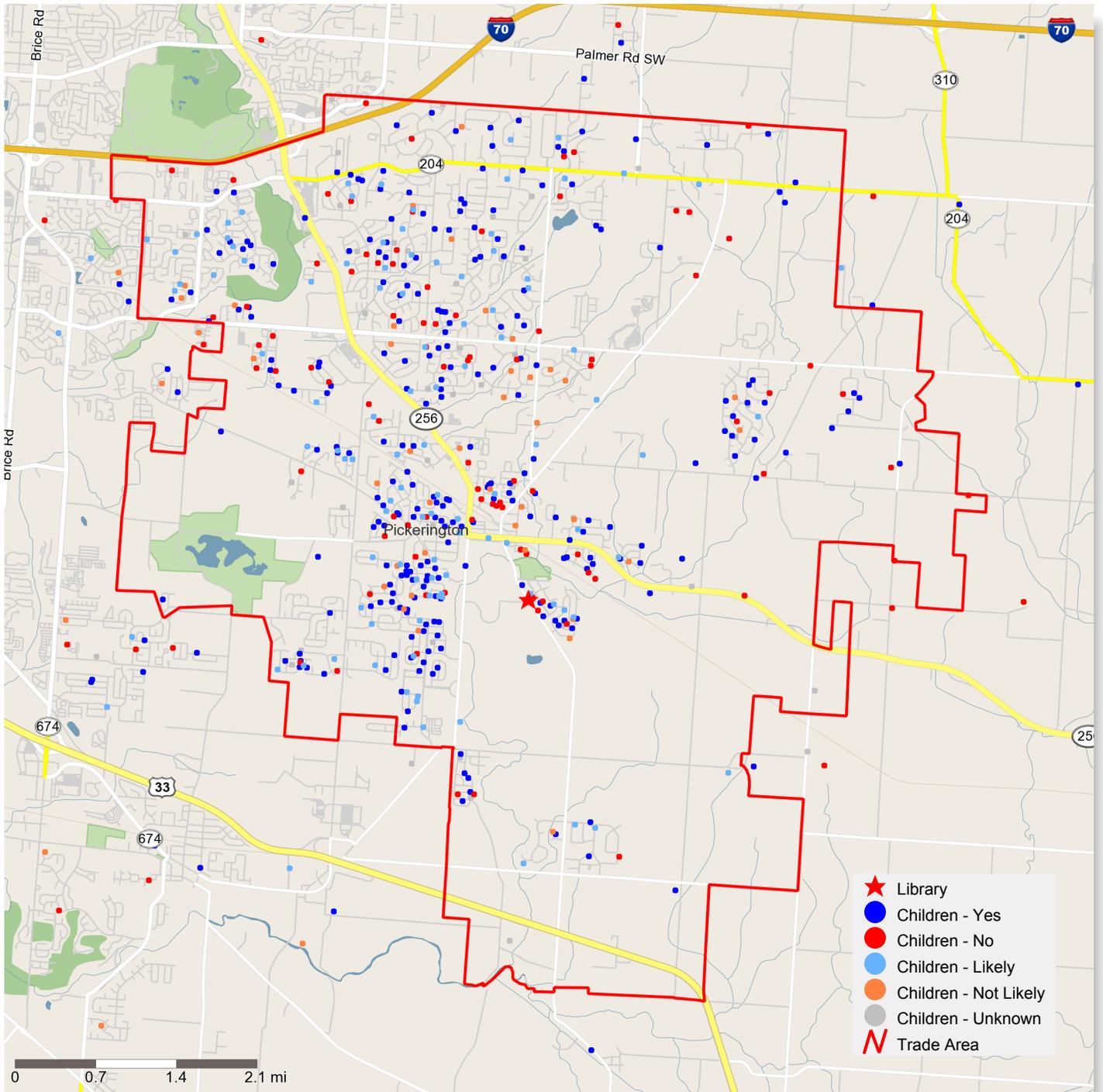
The map above shows the library location (red star), the library trade area (red outline), and geocoded patron households themed in blue by length of residence.

### Library Patron Households by Number of Adults in Living Unit



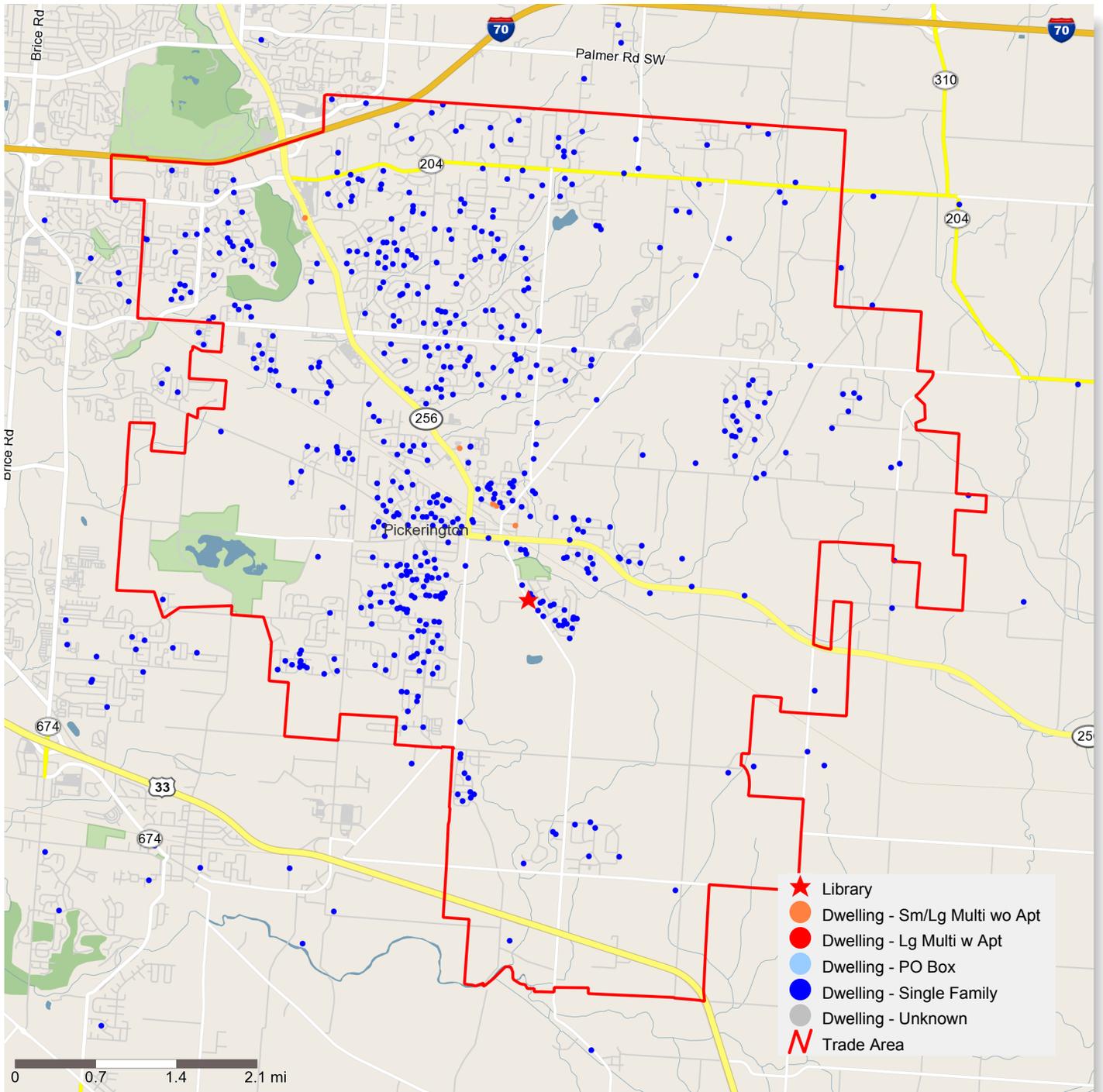
The map above shows the library location (red star), the library trade area (red outline), and geocoded patron households themed in blue by number of adults in living unit.

### Library Patron Households by Presence of Children



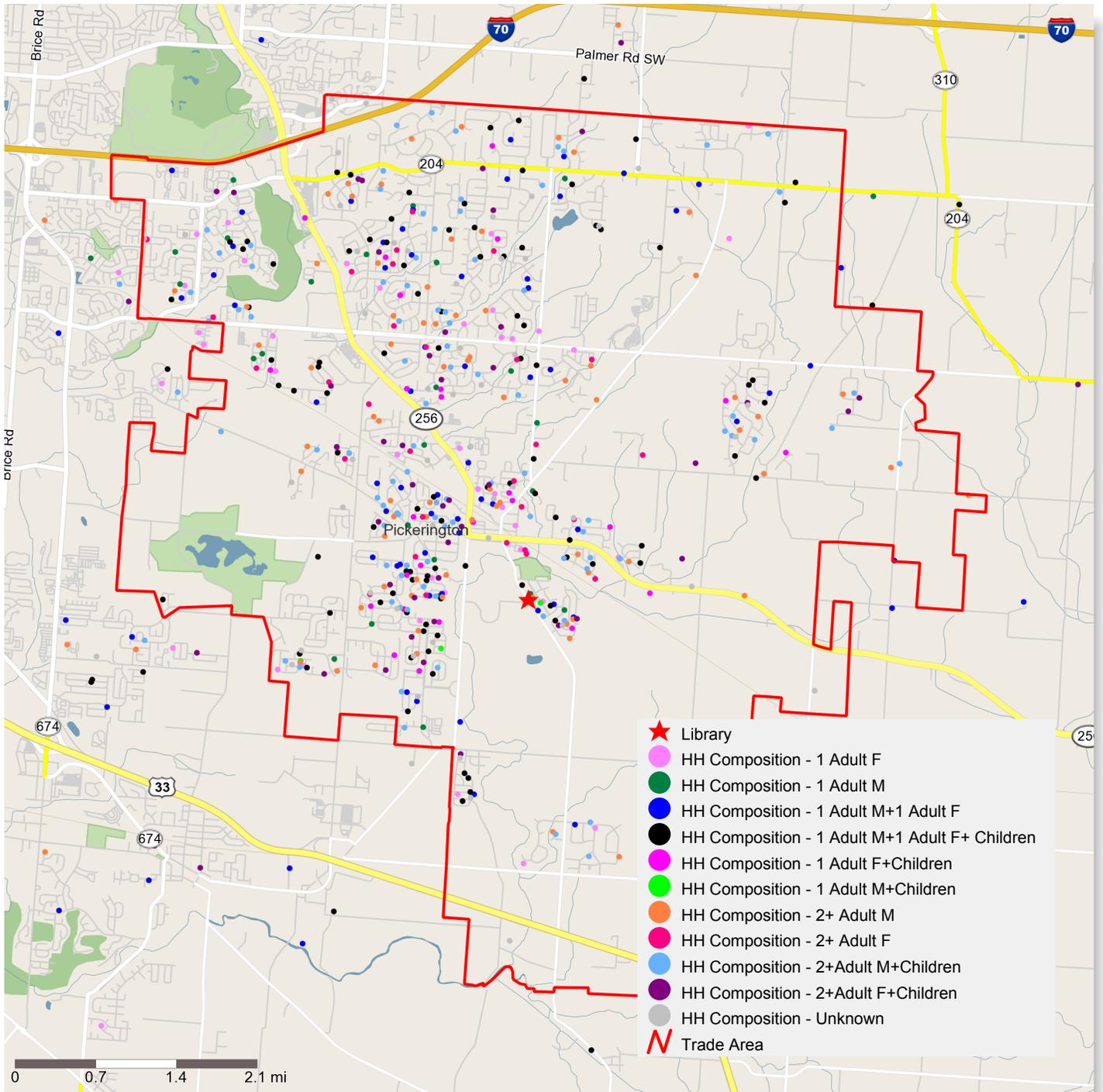
The map above shows the library location (red star), the library trade area (red outline), and geocoded patron households themed in blue by presence of children.

### Library Patron Households by Dwelling Type



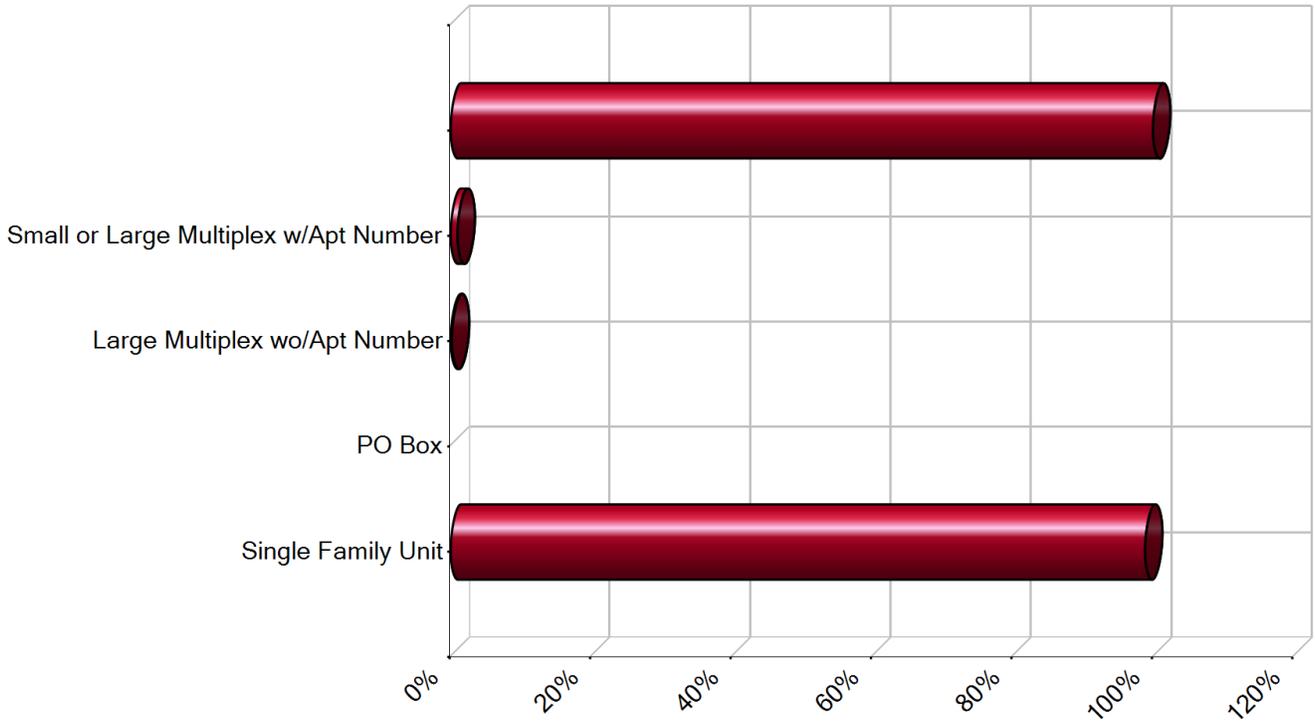
The map above shows the library location (red star), the library trade area (red outline), and geocoded patron households themed in blue by dwelling type.

## Library Patron Households by Household Composition



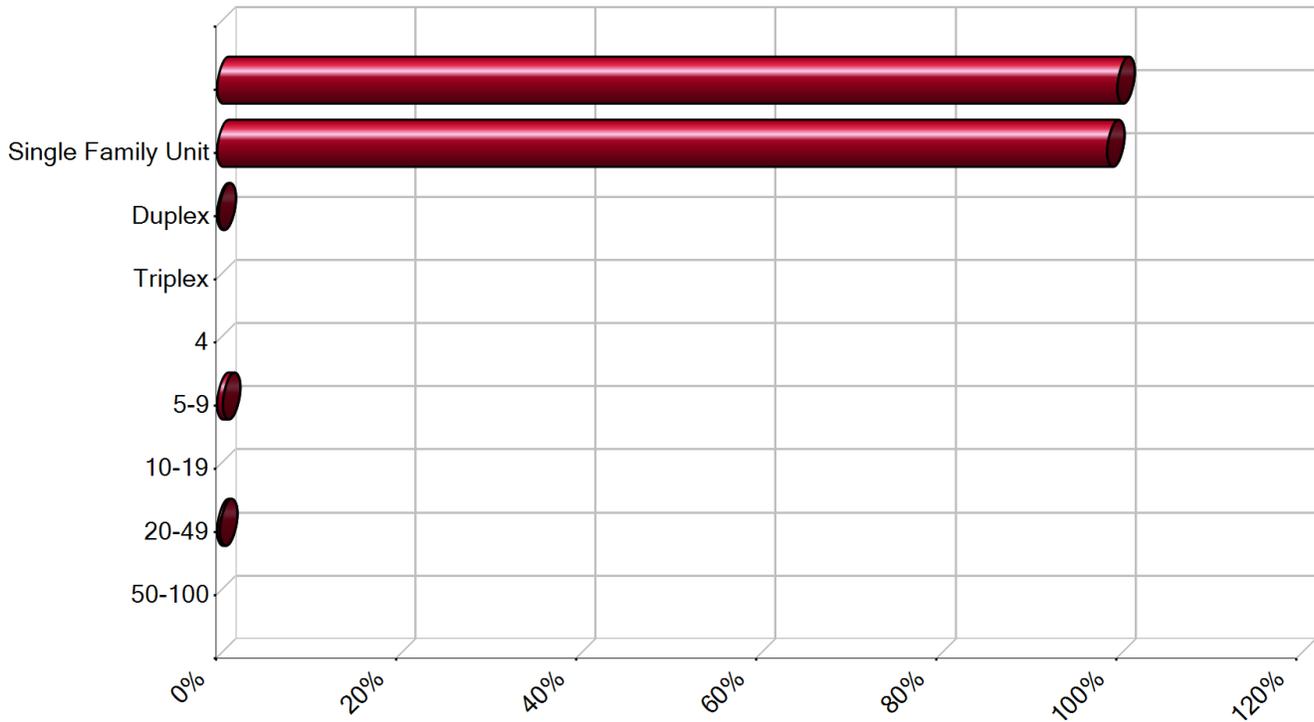
The map above shows the library location (red star), the library trade area (red outline), and geocoded patron households themed in blue by household composition.

**DWELLING TYPE**



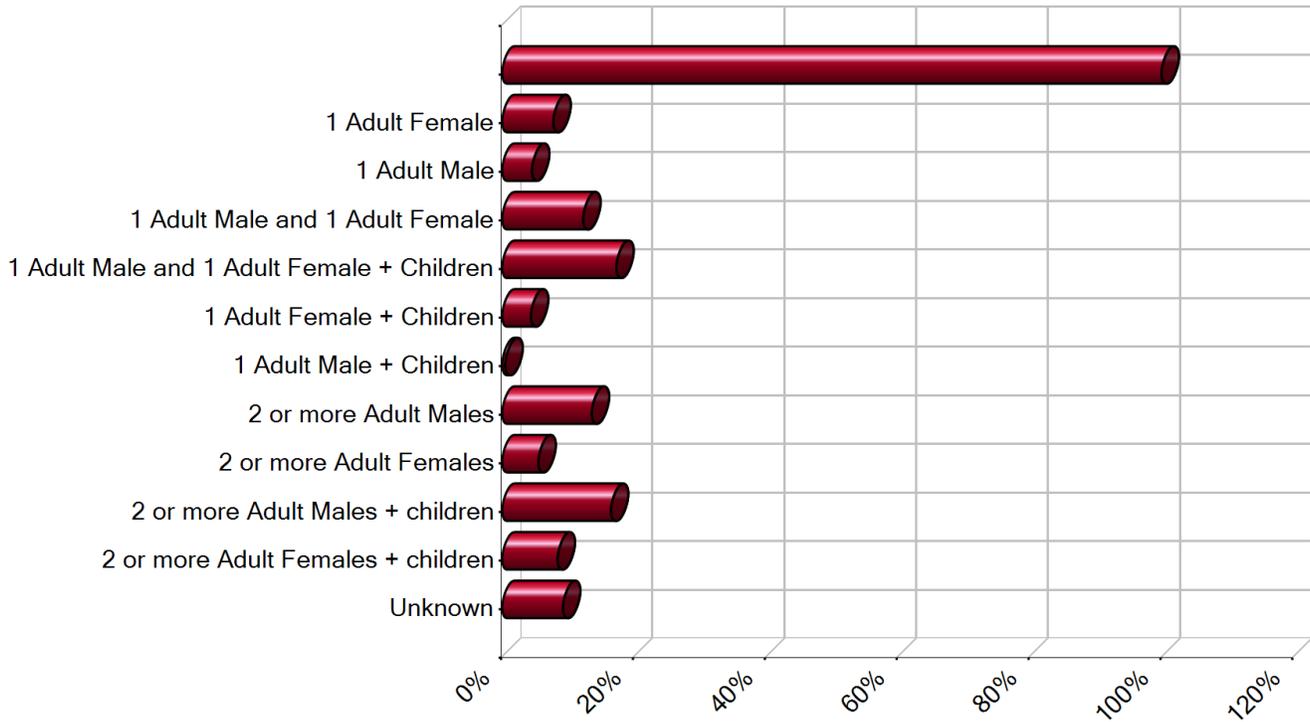
Description	Patron Household Count	Patron Household Percent	Base Household Count	Base Household Index Percent	Index
	55	100.0%	0	0.0%	100
Small or Large Multiplex w/Apt Number	6	1.0%	387	2.1%	46
Large Multiplex wo/Apt Number	1	0.2%	37	0.2%	79
PO Box	0	0.0%	81	0.4%	0
Single Family Unit	611	98.9%	17,668	97.2%	102
<b>Total</b>	<b>673</b>	<b>200.0%</b>	<b>18,173</b>	<b>100.0%</b>	

**DWELLING UNIT SIZE**



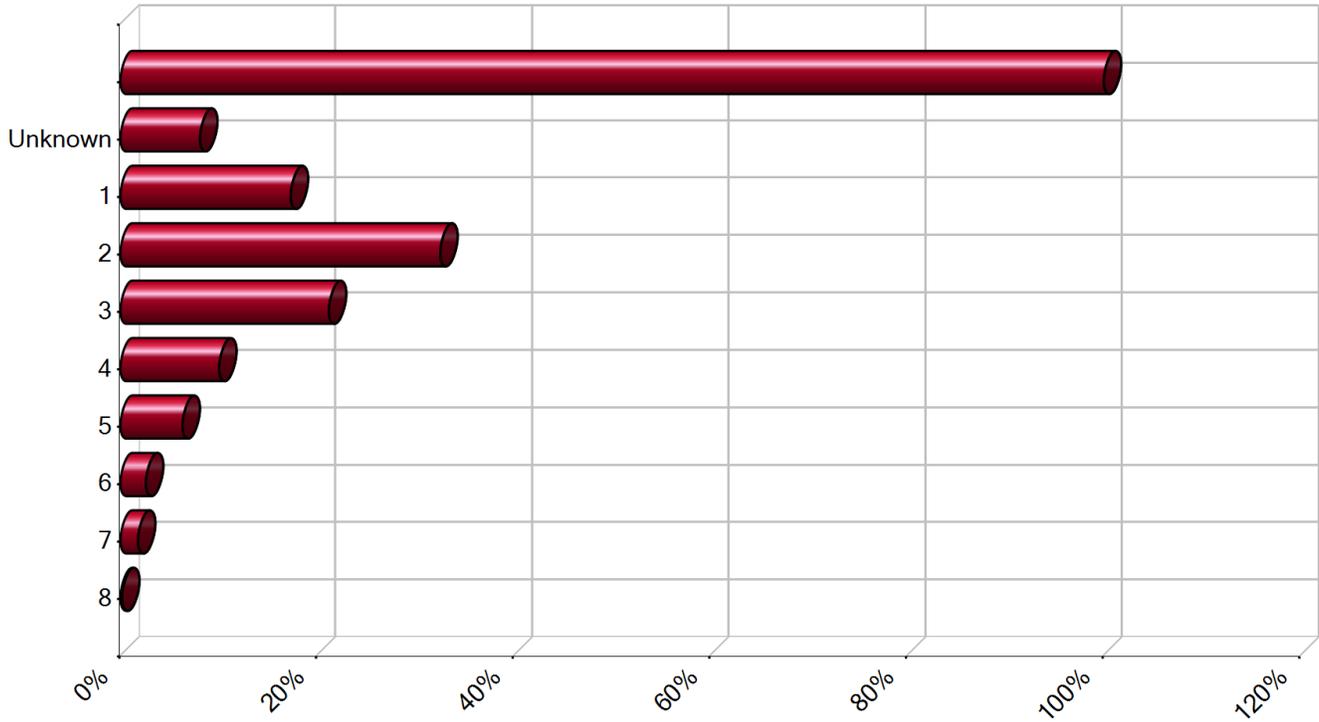
Description	Patron Household Count	Patron Household Percent	Base Household Count	Base Household Index Percent	Index
	55	100.0%	0	0.0%	100
Single Family Unit	611	98.9%	17,749	97.7%	101
Duplex	1	0.2%	113	0.6%	26
Triplex	0	0.0%	40	0.2%	0
4	0	0.0%	4	0.0%	0
5-9	4	0.6%	65	0.4%	181
10-19	0	0.0%	36	0.2%	0
20-49	2	0.3%	27	0.1%	218
50-100	0	0.0%	139	0.8%	0
<b>Total</b>	<b>673</b>	<b>200.0%</b>	<b>18,173</b>	<b>100.0%</b>	

### HOUSEHOLD COMPOSITION



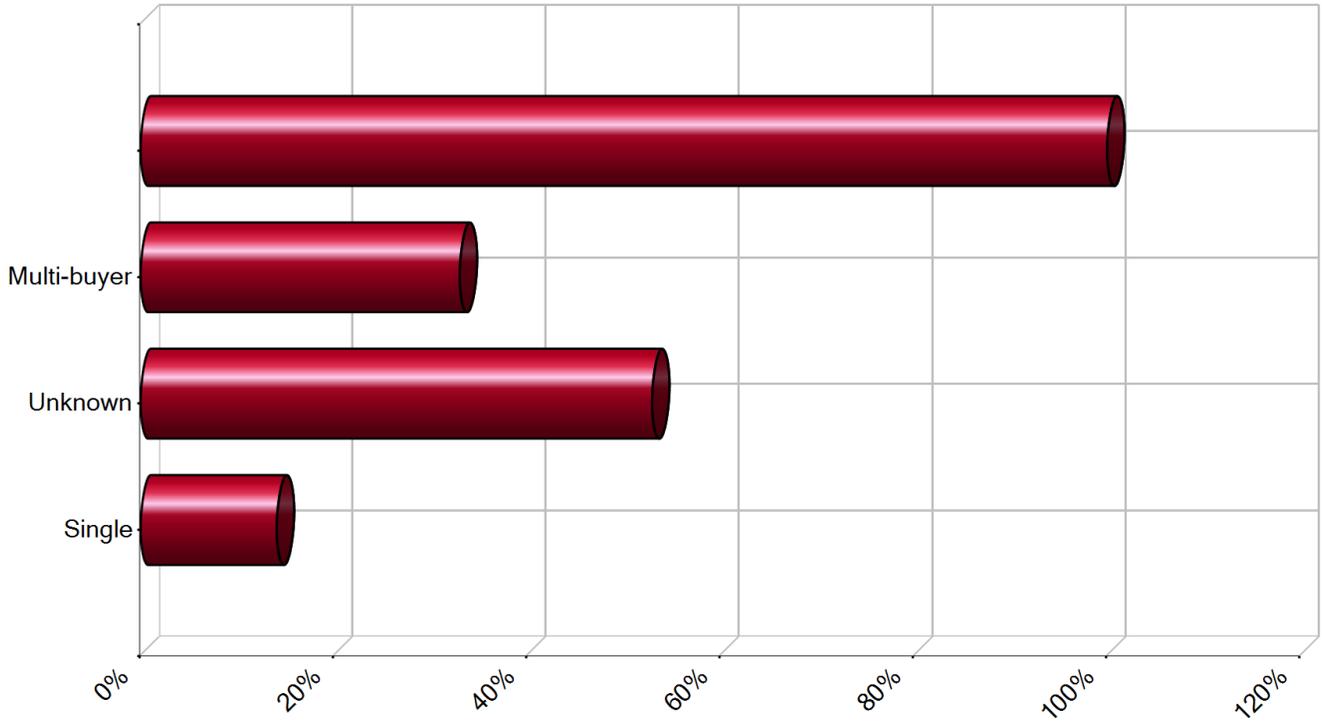
Description	Patron Household Count	Patron Household Percent	Base Household Count	Base Household Percent	Index
	55	100.0%	0	0.0%	100
1 Adult Female	48	7.8%	2,365	13.0%	60
1 Adult Male	28	4.5%	1,937	10.7%	43
1 Adult Male and 1 Adult Female	76	12.3%	2,407	13.2%	93
1 Adult Male and 1 Adult Female + Children	107	17.3%	1,274	7.0%	247
1 Adult Female + Children	27	4.4%	697	3.8%	114
1 Adult Male + Children	3	0.5%	224	1.2%	39
2 or more Adult Males	84	13.6%	2,628	14.5%	94
2 or more Adult Females	34	5.5%	1,275	7.0%	78
2 or more Adult Males + children	102	16.5%	1,924	10.6%	156
2 or more Adult Females + children	52	8.4%	1,157	6.4%	132
Unknown	57	9.2%	2,285	12.6%	73
<b>Total</b>	<b>673</b>	<b>200.0%</b>	<b>18,173</b>	<b>100.0%</b>	

**NUMBER OF ADULTS IN LIVING UNIT**



Description	Patron Household Count	Patron Household Percent	Base Household Count	Base Household Percent	Index
	55	100.0%	0	0.0%	100
Unknown	50	8.1%	2,035	11.2%	72
1	107	17.3%	5,187	28.5%	61
2	201	32.5%	4,642	25.5%	127
3	131	21.2%	2,812	15.5%	137
4	62	10.0%	1,819	10.0%	100
5	39	6.3%	982	5.4%	117
6	16	2.6%	475	2.6%	99
7	11	1.8%	173	1.0%	187
8	1	0.2%	48	0.3%	61
<b>Total</b>	<b>673</b>	<b>200.0%</b>	<b>18,173</b>	<b>100.0%</b>	

**MAIL RESPONDER**



Description	Patron Household Count	Patron Household Percent	Base Household Count	Base Household Percent	Index
	55	100.0%	0	0.0%	100
Multi-buyer	204	33.0%	5,072	27.9%	118
Unknown	327	52.9%	11,045	60.8%	87
Single	87	14.1%	2,056	11.3%	124
<b>Total</b>	<b>673</b>	<b>200.0%</b>	<b>18,173</b>	<b>100.0%</b>	

# Mosaic Profiles

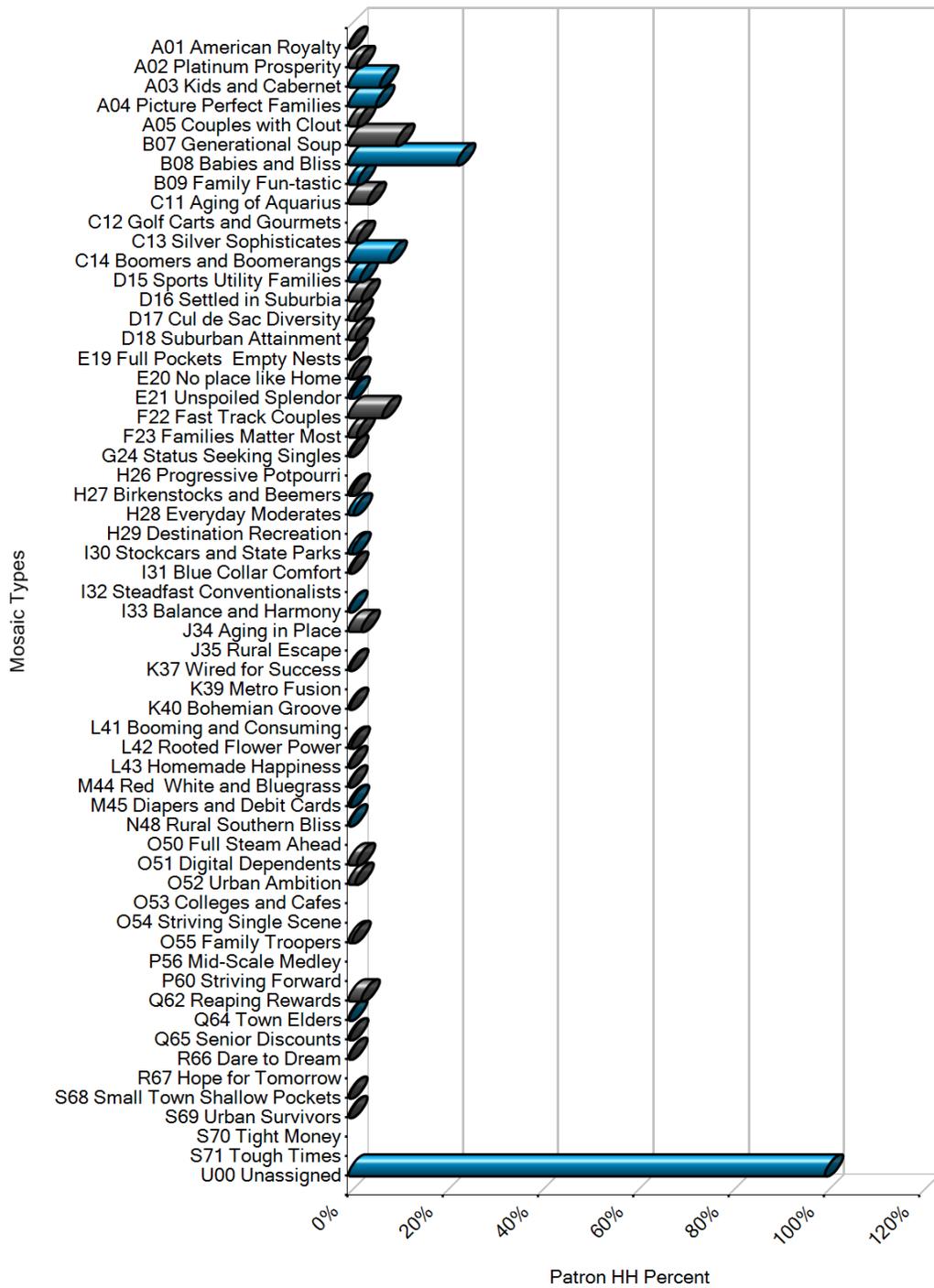
Households are classified into 19 Mosaic Groups and 71 Mosaic Types representing similar behaviors and lifestyles which allows for an easier identification and targeting of households. The chart below displays the proportion of patron households within each Mosaic type. Blue bars indicate that the library is penetrating at least 20% more of that segment as compared to the same segment in the service area.

To view the descriptions of the Mosaic types, click on [Mosaic Segmentation Portal](#)

The Mosaic Segmentation Portal requires a separate logon and password. If you do not already have one please [click here](#) to register. You will be sent a logon and password in 24-48 business hours.

# Households of Top 6% of All Patrons

Geography: Custom Geography



## Households of Top 6% of All Patrons

Geography: Custom Geography

Link	Description	Patron	Patron Household	Base Household	Base Household	Index	Opportunity
		Count	Percent	Count	Percent		
<a href="#">A01</a>	American Royalty	1	0.2%	50	0%	59	2.0%
<a href="#">A02</a>	Platinum Prosperity	11	1.8%	391	2%	83	2.8%
<a href="#">A03</a>	Kids and Cabernet	41	6.6%	725	4%	166	5.7%
<a href="#">A04</a>	Picture Perfect Families	36	5.8%	657	4%	161	5.5%
<a href="#">A05</a>	Couples with Clout	12	1.9%	475	3%	74	2.5%
<a href="#">B07</a>	Generational Soup	62	10.0%	1,600	9%	114	3.9%
<a href="#">B08</a>	Babies and Bliss	141	22.8%	1,689	9%	245	8.3%
<a href="#">B09</a>	Family Fun-tastic	12	1.9%	147	1%	240	8.2%
<a href="#">C11</a>	Aging of Aquarius	25	4.0%	1,111	6%	66	2.3%
<a href="#">C12</a>	Golf Carts and Gourmets	0	0.0%	1	0%	0	0.0%
<a href="#">C13</a>	Silver Sophisticates	11	1.8%	384	2%	84	2.9%
<a href="#">C14</a>	Boomers and Boomerangs	52	8.4%	1,195	7%	128	4.4%
<a href="#">D15</a>	Sports Utility Families	15	2.4%	175	1%	252	8.6%
<a href="#">D16</a>	Settled in Suburbia	17	2.8%	499	3%	100	3.4%
<a href="#">D17</a>	Cul de Sac Diversity	8	1.3%	391	2%	60	2.0%
<a href="#">D18</a>	Suburban Attainment	9	1.5%	433	2%	61	2.1%
<a href="#">E19</a>	Full Pockets Empty Nests	1	0.2%	33	0%	89	3.0%
<a href="#">E20</a>	No place like Home	5	0.8%	139	1%	106	3.6%
<a href="#">E21</a>	Unspoiled Splendor	4	0.6%	53	0%	222	7.5%
<a href="#">F22</a>	Fast Track Couples	44	7.1%	1,693	9%	76	2.6%
<a href="#">F23</a>	Families Matter Most	11	1.8%	317	2%	102	3.5%
<a href="#">G24</a>	Status Seeking Singles	2	0.3%	301	2%	20	0.7%
<a href="#">H26</a>	Progressive Potpourri	0	0.0%	9	0%	0	0.0%
<a href="#">H27</a>	Birkenstocks and Beemers	4	0.6%	238	1%	49	1.7%
<a href="#">H28</a>	Everyday Moderates	7	1.1%	158	1%	130	4.4%
<a href="#">H29</a>	Destination Recreation	0	0.0%	14	0%	0	0.0%
<a href="#">I30</a>	Stockcars and State Parks	5	0.8%	4	0%	3,676	125.0%
<a href="#">I31</a>	Blue Collar Comfort	2	0.3%	0	0%	100	
<a href="#">I32</a>	Steadfast Conventionalists	0	0.0%	3	0%	0	0.0%
<a href="#">I33</a>	Balance and Harmony	1	0.2%	17	0%	173	5.9%
<a href="#">J34</a>	Aging in Place	17	2.8%	438	2%	114	3.9%
<a href="#">J35</a>	Rural Escape	0	0.0%	1	0%	0	0.0%
<a href="#">K37</a>	Wired for Success	2	0.3%	102	1%	58	2.0%
<a href="#">K39</a>	Metro Fusion	0	0.0%	1	0%	0	0.0%
<a href="#">K40</a>	Bohemian Groove	2	0.3%	123	1%	48	1.6%
<a href="#">L41</a>	Booming and Consuming	0	0.0%	1	0%	0	0.0%
<a href="#">L42</a>	Rooted Flower Power	4	0.6%	100	1%	118	4.0%
<a href="#">L43</a>	Homemade Happiness	1	0.2%	0	0%	100	
<a href="#">M44</a>	Red White and Bluegrass	1	0.2%	0	0%	100	
<a href="#">M45</a>	Diapers and Debit Cards	3	0.5%	7	0%	1,260	42.9%
<a href="#">N48</a>	Rural Southern Bliss	1	0.2%	1	0%	2,941	100.0%
<a href="#">O50</a>	Full Steam Ahead	0	0.0%	17	0%	0	0.0%

## Households of Top 6% of All Patrons

Geography: Custom Geography

Link	Description	Patron Household Count	Patron Household Percent	Base Household Count	Base Household Percent	Index	Opportunity
<a href="#">O51</a>	Digital Dependents	11	1.8%	377	2%	86	2.9%
<a href="#">O52</a>	Urban Ambition	9	1.5%	865	5%	31	1.0%
<a href="#">O53</a>	Colleges and Cafes	0	0.0%	23	0%	0	0.0%
<a href="#">O54</a>	Striving Single Scene	0	0.0%	75	0%	0	0.0%
<a href="#">O55</a>	Family Troopers	5	0.8%	378	2%	39	1.3%
<a href="#">P56</a>	Mid-Scale Medley	0	0.0%	4	0%	0	0.0%
<a href="#">P60</a>	Striving Forward	0	0.0%	8	0%	0	0.0%
<a href="#">Q62</a>	Reaping Rewards	17	2.8%	455	3%	110	3.7%
<a href="#">Q64</a>	Town Elders	1	0.2%	12	0%	245	8.3%
<a href="#">Q65</a>	Senior Discounts	2	0.3%	104	1%	57	1.9%
<a href="#">R66</a>	Dare to Dream	1	0.2%	76	0%	39	1.3%
<a href="#">R67</a>	Hope for Tomorrow	0	0.0%	16	0%	0	0.0%
<a href="#">S68</a>	Small Town Shallow Pockets	1	0.2%	0	0%	100	
<a href="#">S69</a>	Urban Survivors	1	0.2%	49	0%	60	2.0%
<a href="#">S70</a>	Tight Money	0	0.0%	1	0%	0	0.0%
<a href="#">S71</a>	Tough Times	0	0.0%	2	0%	0	0.0%
U00	Unassigned	55	100.0%	2,035	11%	893	2.7%
	<b>Total</b>	<b>673</b>	<b>200.0%</b>	<b>18,173</b>	<b>100%</b>		

**End of  
Report**

File: File Name

Date: 2019-10-31

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### Data Breakdown:

Patron = individual records in the uploaded file

Household = patrons with the same Address, Suite, City, State, and Zip

Good = address and date successfully processed

Bad = address and/or date unsuccessfully processed

**24,311** total records in file.

**23,645** total good patrons.

**14,707** total good households.

Good data consisted of dates between 1899-12-30 and 2019-10-11

**666** total bad patrons.

**598** total bad households.

---

### Reason Detail for Bad Data:

Error Group	Error Reason	Error Count
Address	Street level geolocation not found	666
<b>Total</b>		<b>666</b>

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### Field Summary:

#### Numeric Fields

Name	% Missing	Unique Values	Min	Mean	Median	Max	Std Dev
Checkouts	0.0%	1,779	0.000	176.916	11.000	19,879.000	570.589

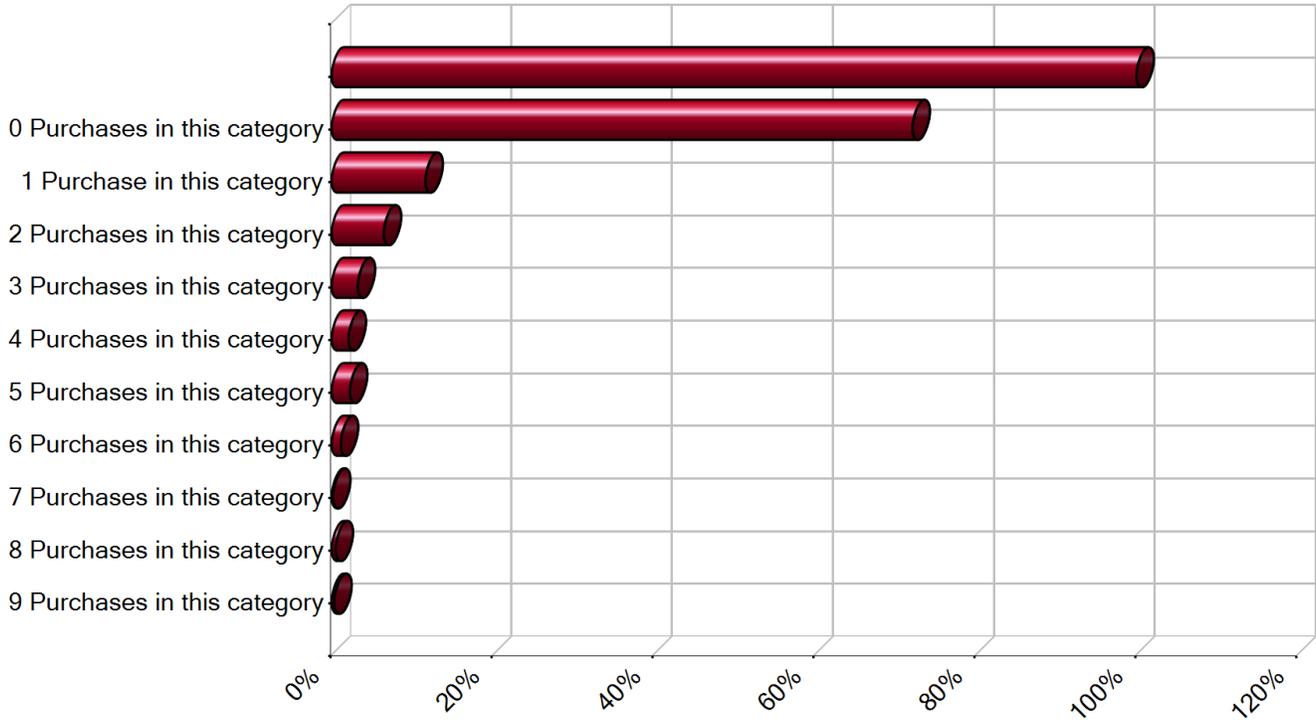
#### String/Character Fields

Name	% Missing	Unique Values	Shortest Value	Longest Value	Min Value Count	Max Value Count
AddressFull	0.0%	18,828	797 S St \$ETNA, OH 43018	4595 GENDER RD DORM B Room 108 PO BOX 32901 \$CANAL WINCHESTER, OH 43110	1	21
Date	0.0%	1,200	2019-09-17	2019-09-17	1	6,585

**Below are several categories of purchasing information of the patron households.**

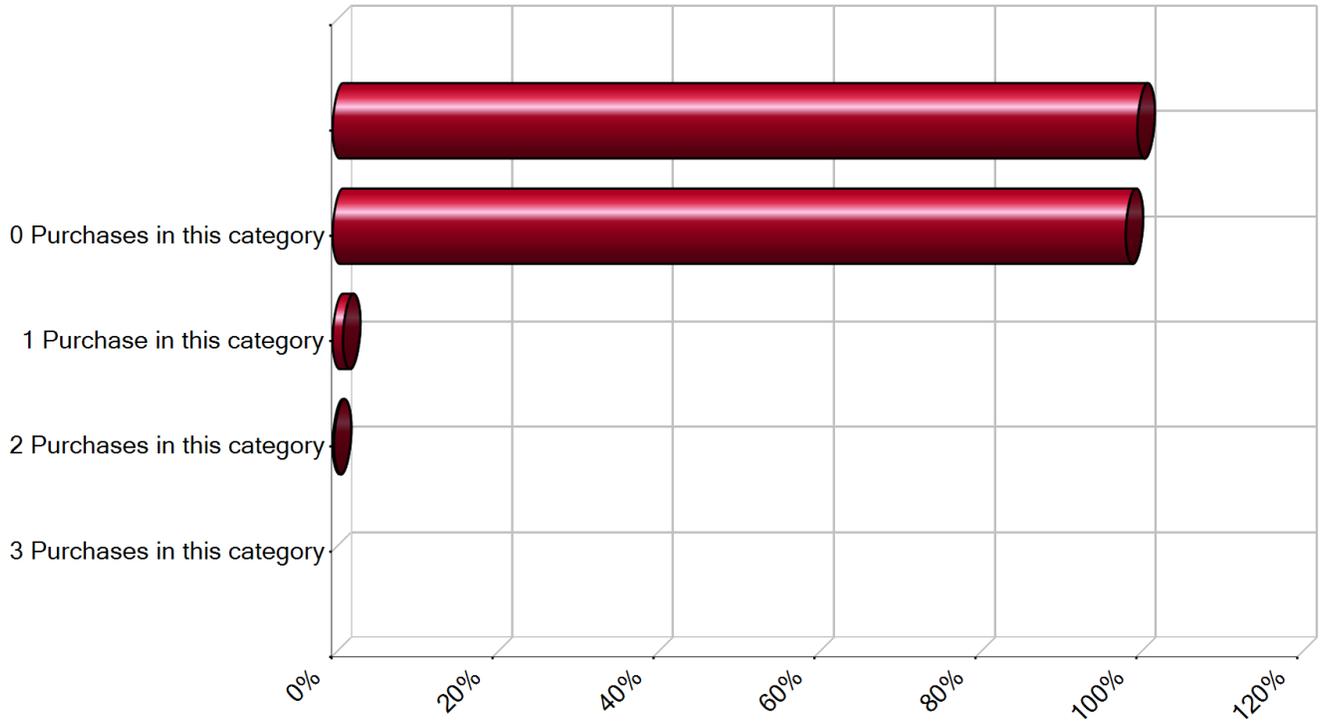
**Multi-category buyer information identifies consumers who have made purchases by direct mail in multiple product categories. Data is carried at the household level.**

**BOOK BUYER**



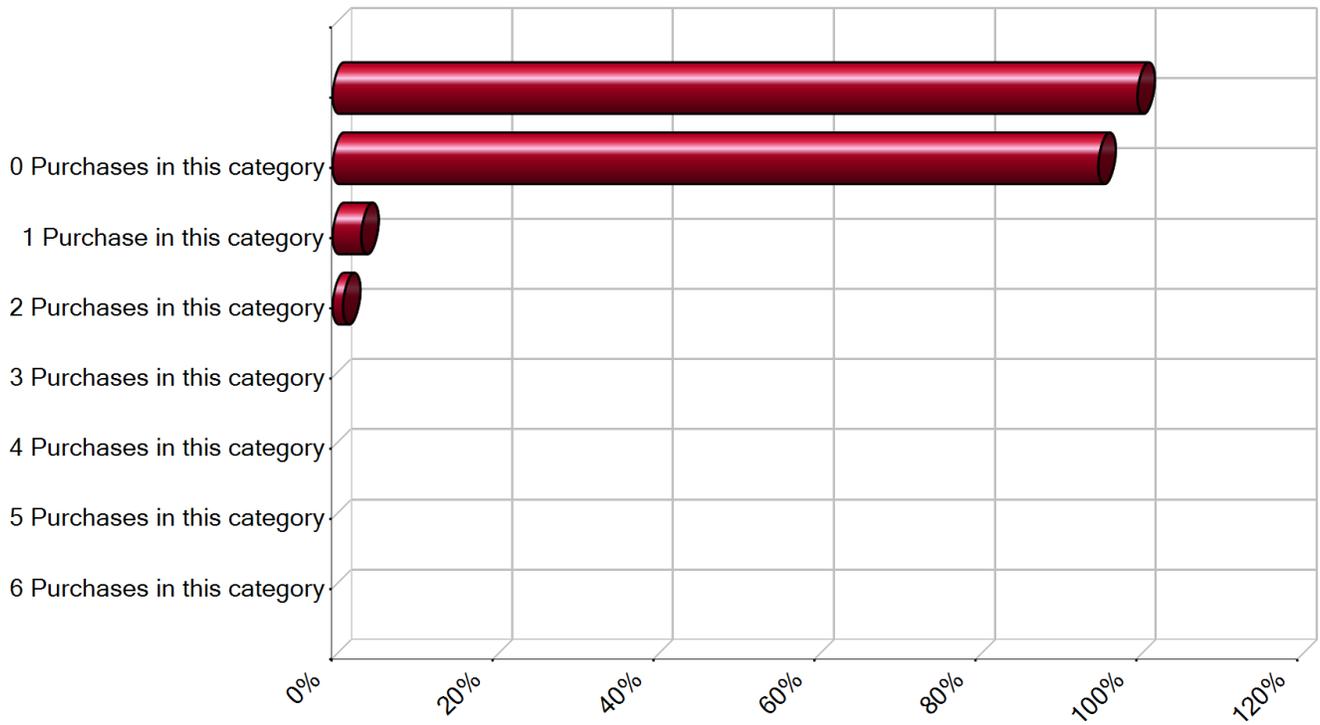
Description	Patron Household Count	Patron Household Percent	Base Household Count	Base Household Index Percent	
	55	100.0%	0	0.0%	100
0 Purchases in this category	446	72.2%	13,979	76.9%	94
1 Purchase in this category	72	11.7%	1,797	9.9%	118
2 Purchases in this category	40	6.5%	1,019	5.6%	115
3 Purchases in this category	20	3.2%	573	3.2%	103
4 Purchases in this category	13	2.1%	342	1.9%	112
5 Purchases in this category	14	2.3%	168	0.9%	245
6 Purchases in this category	7	1.1%	108	0.6%	191
7 Purchases in this category	1	0.2%	70	0.4%	42
8 Purchases in this category	3	0.5%	38	0.2%	232
9 Purchases in this category	2	0.3%	79	0.4%	74
<b>Total</b>	<b>673</b>	<b>200.0%</b>	<b>18,173</b>	<b>100.0%</b>	

**COLLECT-SPECIAL FOODS BUYER**



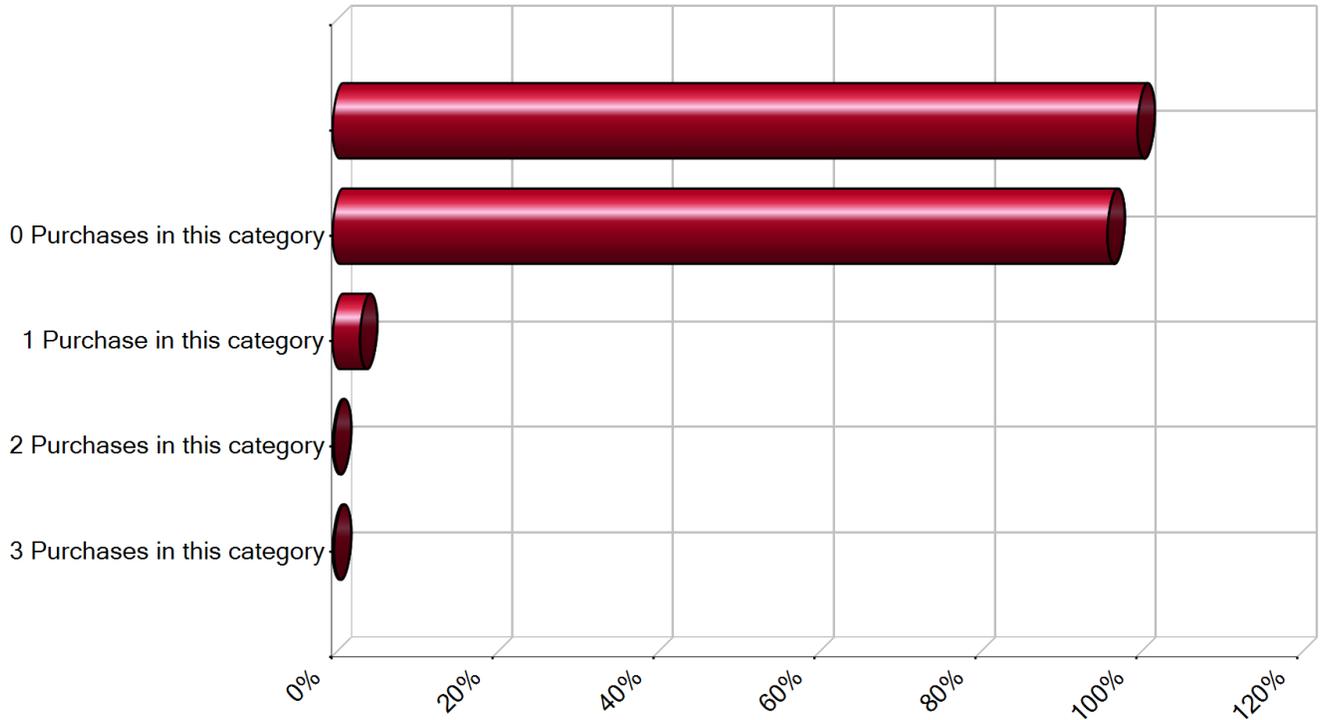
Description	Patron Household Count	Patron Household Percent	Base Household Count	Base Household Index Percent	Index
	55	100.0%	0	0.0%	100
0 Purchases in this category	609	98.5%	17,965	98.9%	100
1 Purchase in this category	8	1.3%	192	1.1%	123
2 Purchases in this category	1	0.2%	15	0.1%	196
3 Purchases in this category	0	0.0%	1	0.0%	0
<b>Total</b>	<b>673</b>	<b>200.0%</b>	<b>18,173</b>	<b>100.0%</b>	

**CRAFTS-HOBBY MERCHANDISE BUYER**



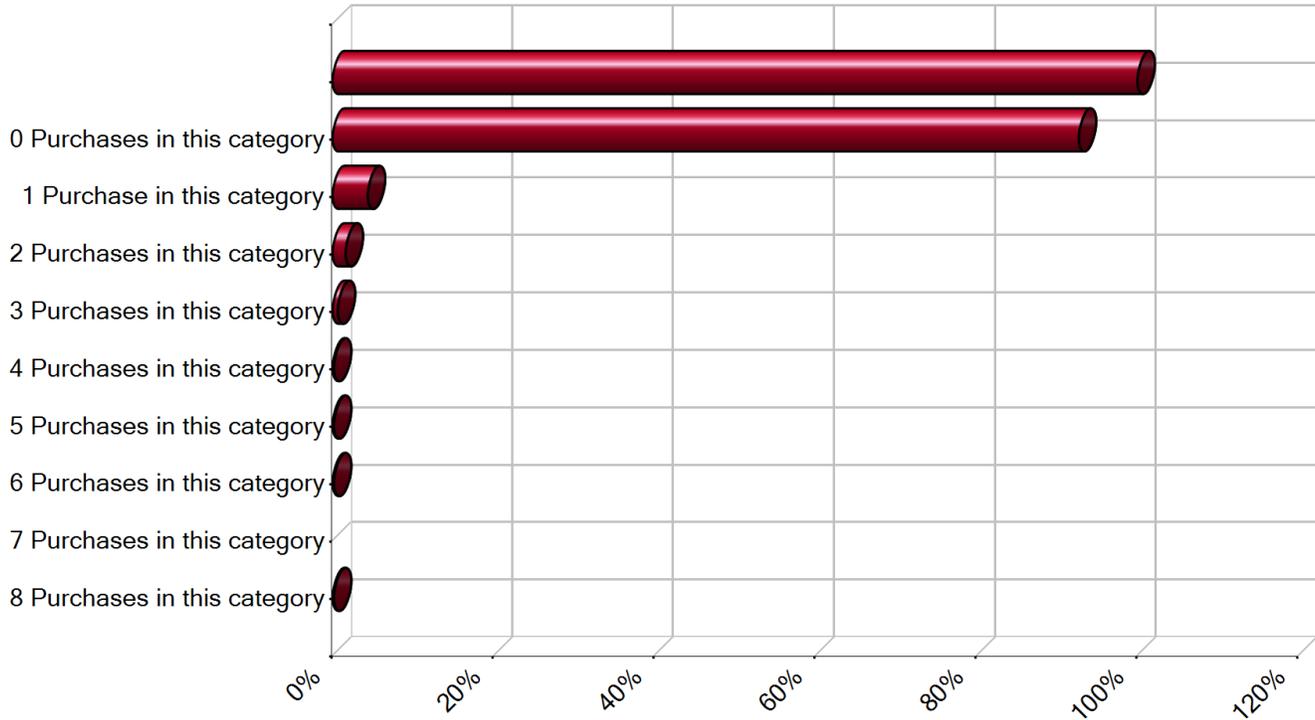
Description	Patron Household Count	Patron Household Percent	Base Household Count	Base Household Percent	Index
	55	100.0%	0	0.0%	100
0 Purchases in this category	588	95.1%	17,567	96.7%	98
1 Purchase in this category	22	3.6%	436	2.4%	148
2 Purchases in this category	8	1.3%	141	0.8%	167
3 Purchases in this category	0	0.0%	24	0.1%	0
4 Purchases in this category	0	0.0%	3	0.0%	0
5 Purchases in this category	0	0.0%	1	0.0%	0
6 Purchases in this category	0	0.0%	1	0.0%	0
<b>Total</b>	<b>673</b>	<b>200.0%</b>	<b>18,173</b>	<b>100.0%</b>	

**CULINARY INTERESTS MAGAZINE**



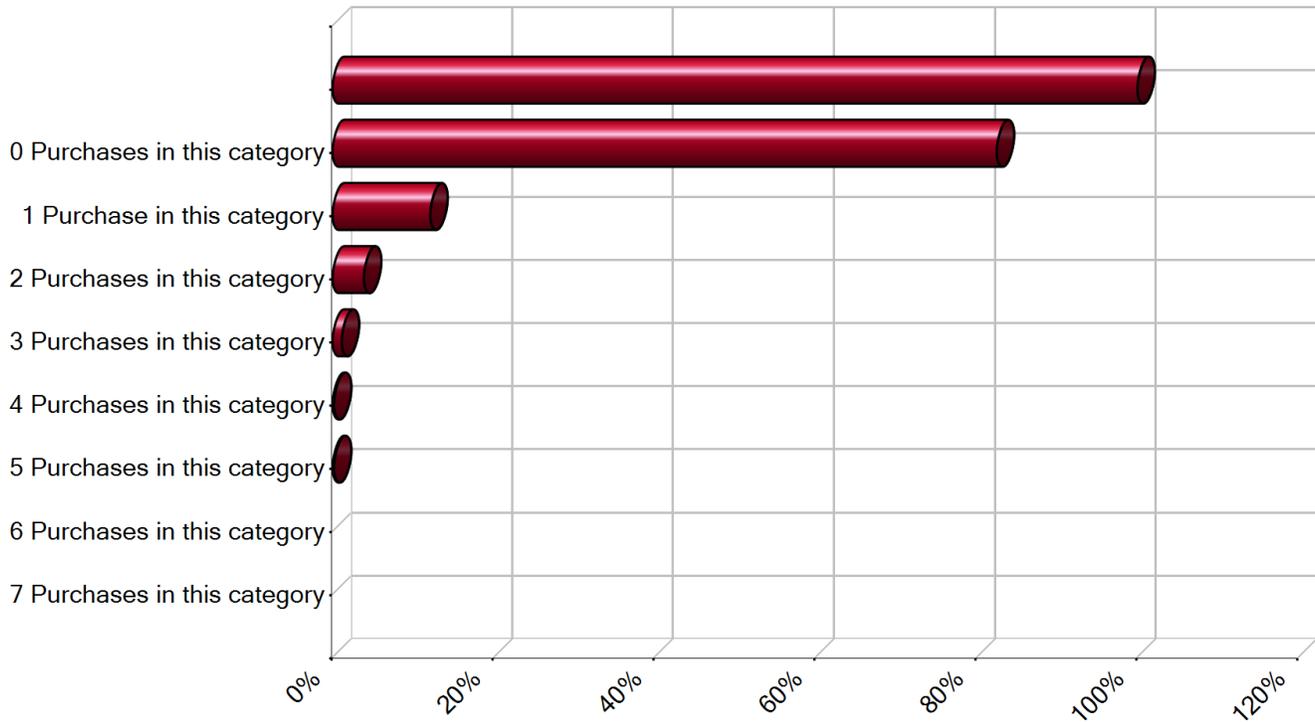
Description	Patron Household Count	Patron Household Percent	Base Household Count	Base Household Percent	Index
	55	100.0%	0	0.0%	100
0 Purchases in this category	595	96.3%	17,716	97.5%	99
1 Purchase in this category	21	3.4%	398	2.2%	155
2 Purchases in this category	1	0.2%	52	0.3%	57
3 Purchases in this category	1	0.2%	7	0.0%	420
<b>Total</b>	<b>673</b>	<b>200.0%</b>	<b>18,173</b>	<b>100.0%</b>	

### DO-IT-YOURSELFERS



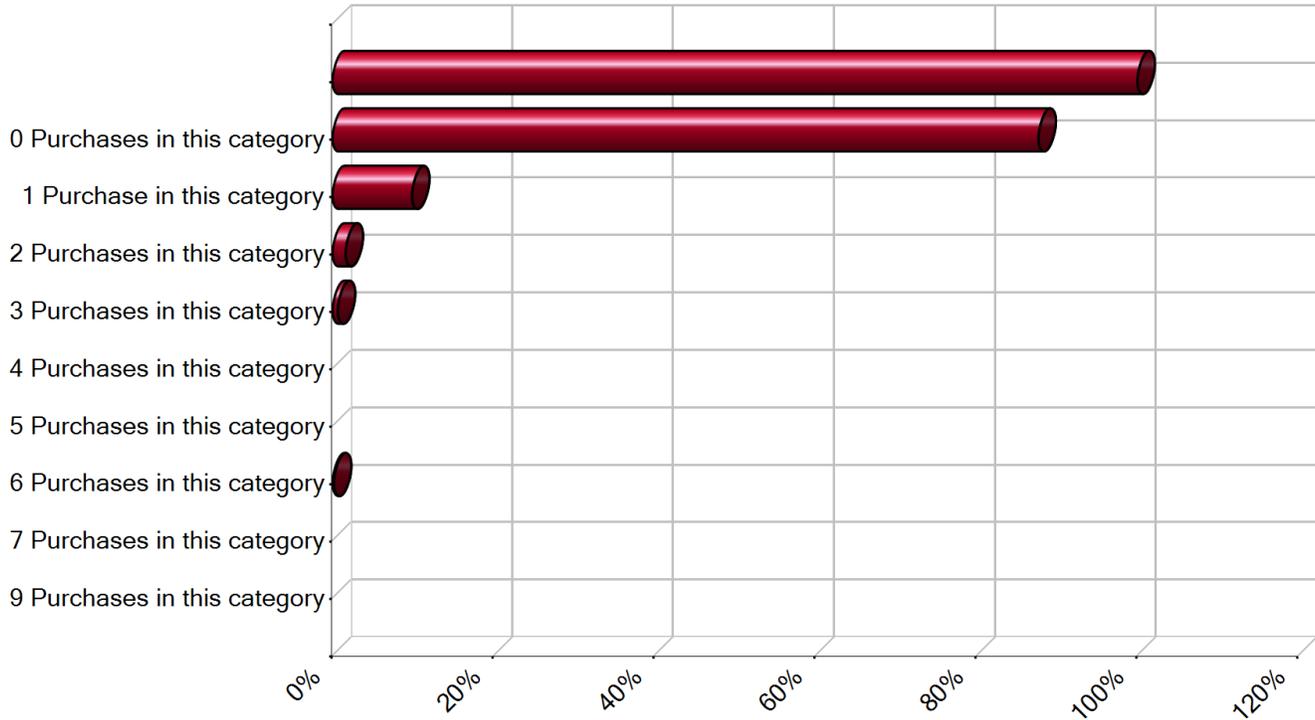
Description	Patron Household Count	Patron Household Percent	Base Household Count	Base Household Percent	Index
	55	100.0%	0	0.0%	100
0 Purchases in this category	573	92.7%	17,248	94.9%	98
1 Purchase in this category	27	4.4%	618	3.4%	128
2 Purchases in this category	10	1.6%	200	1.1%	147
3 Purchases in this category	4	0.6%	61	0.3%	193
4 Purchases in this category	1	0.2%	23	0.1%	128
5 Purchases in this category	1	0.2%	11	0.1%	267
6 Purchases in this category	1	0.2%	8	0.0%	368
7 Purchases in this category	0	0.0%	2	0.0%	0
8 Purchases in this category	1	0.2%	2	0.0%	1,470
<b>Total</b>	<b>673</b>	<b>200.0%</b>	<b>18,173</b>	<b>100.0%</b>	

**FAMILY AND GENERAL MAGAZINE**



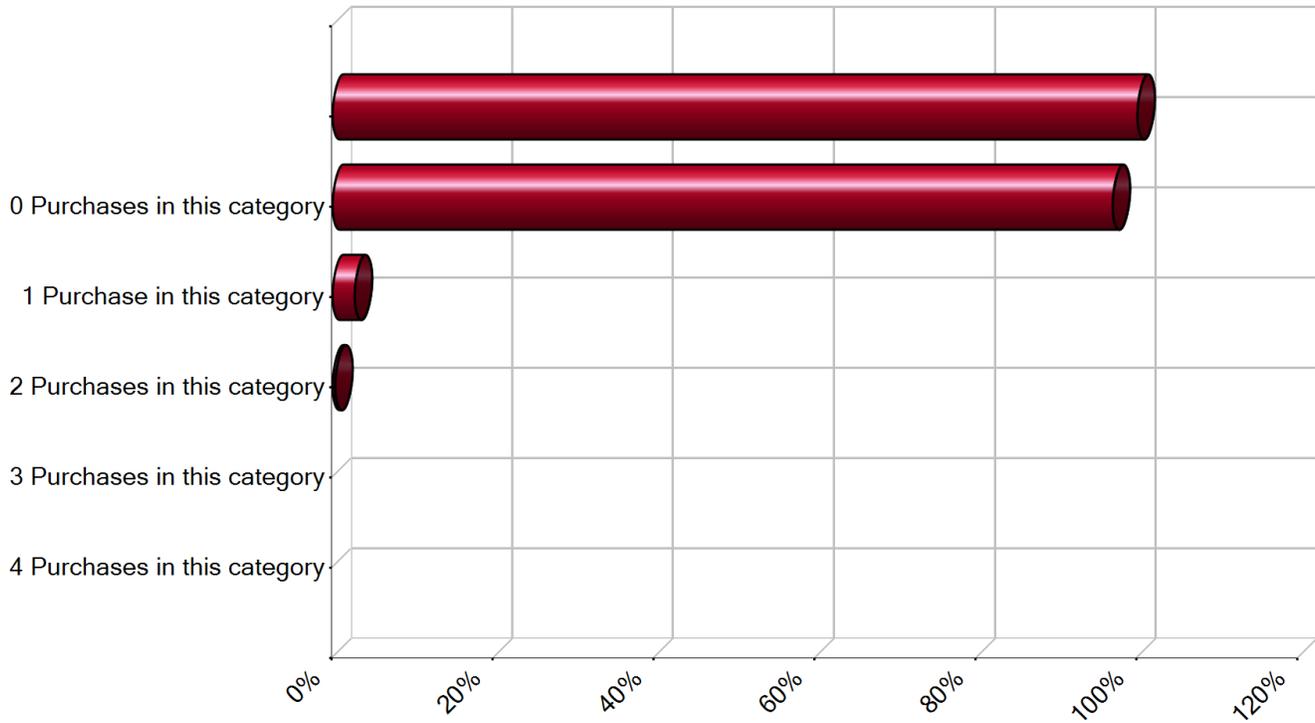
Description	Patron Household Count	Patron Household Percent	Base Household Count	Base Household Percent	Index
	55	100.0%	0	0.0%	100
0 Purchases in this category	510	82.5%	15,600	85.8%	96
1 Purchase in this category	75	12.1%	1,668	9.2%	132
2 Purchases in this category	24	3.9%	573	3.2%	123
3 Purchases in this category	7	1.1%	203	1.1%	101
4 Purchases in this category	1	0.2%	97	0.5%	30
5 Purchases in this category	1	0.2%	23	0.1%	128
6 Purchases in this category	0	0.0%	5	0.0%	0
7 Purchases in this category	0	0.0%	4	0.0%	0
<b>Total</b>	<b>673</b>	<b>200.0%</b>	<b>18,173</b>	<b>100.0%</b>	

**FEMALE MERCHANDISE BUYER**



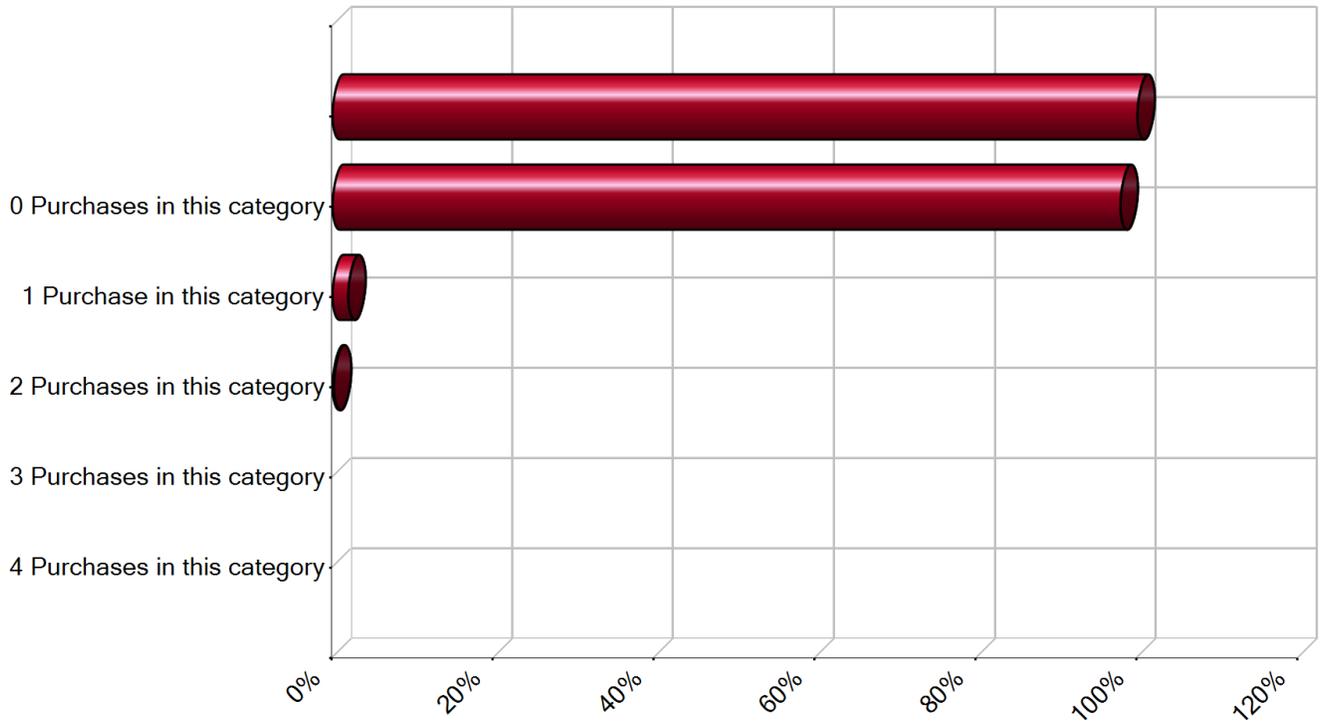
Description	Patron Household Count	Patron Household Percent	Base Household Count	Base Household Percent	Index
	55	100.0%	0	0.0%	100
0 Purchases in this category	542	87.7%	16,362	90.0%	97
1 Purchase in this category	61	9.9%	1,252	6.9%	143
2 Purchases in this category	10	1.6%	359	2.0%	82
3 Purchases in this category	4	0.6%	114	0.6%	103
4 Purchases in this category	0	0.0%	51	0.3%	0
5 Purchases in this category	0	0.0%	19	0.1%	0
6 Purchases in this category	1	0.2%	12	0.1%	245
7 Purchases in this category	0	0.0%	2	0.0%	0
9 Purchases in this category	0	0.0%	2	0.0%	0
<b>Total</b>	<b>673</b>	<b>200.0%</b>	<b>18,173</b>	<b>100.0%</b>	

**FEMALE ORIENTED MAGAZINE**



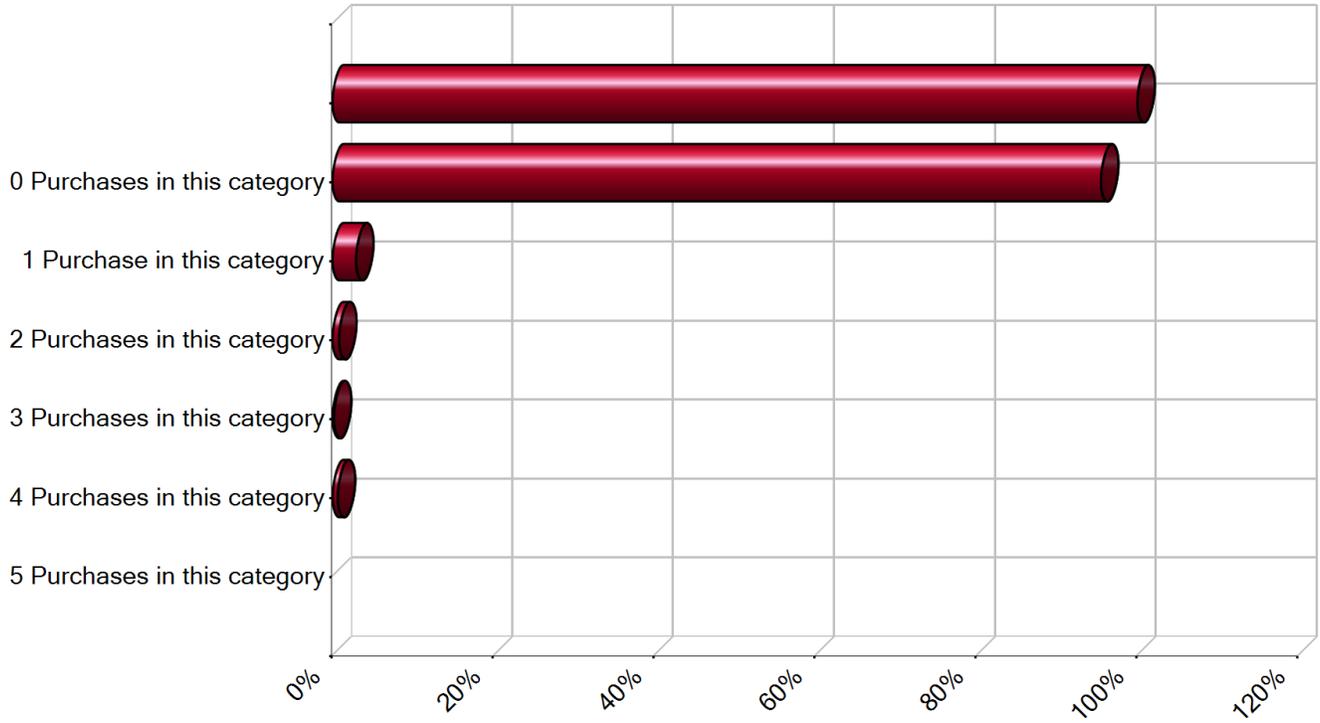
Description	Patron Household Count	Patron Household Percent	Base Household Count	Base Household Percent	Index
	55	100.0%	0	0.0%	100
0 Purchases in this category	599	96.9%	17,565	96.7%	100
1 Purchase in this category	17	2.8%	532	2.9%	94
2 Purchases in this category	2	0.3%	69	0.4%	85
3 Purchases in this category	0	0.0%	6	0.0%	0
4 Purchases in this category	0	0.0%	1	0.0%	0
<b>Total</b>	<b>673</b>	<b>200.0%</b>	<b>18,173</b>	<b>100.0%</b>	

**GARDENING-FARMING BUYER**



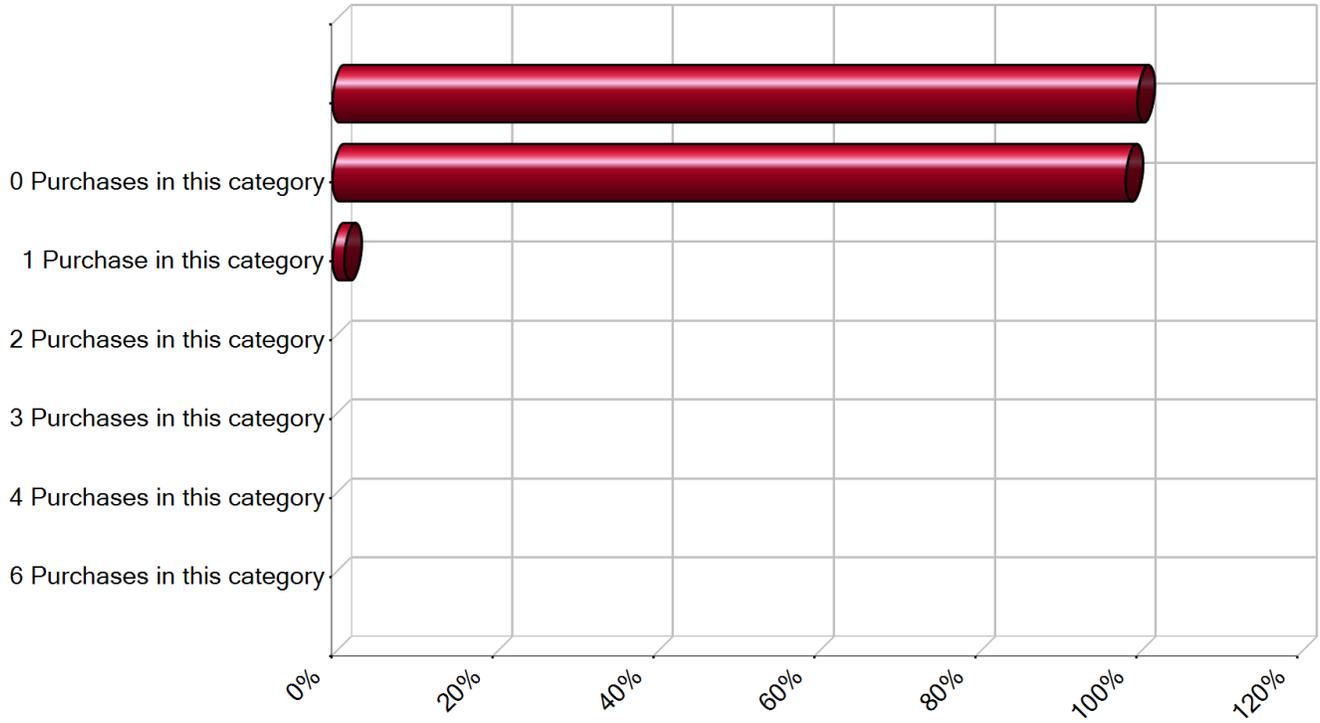
Description	Patron Household Count	Patron Household Percent	Base Household Count	Base Household Percent	Index
	55	100.0%	0	0.0%	100
0 Purchases in this category	605	97.9%	17,902	98.5%	99
1 Purchase in this category	12	1.9%	243	1.3%	145
2 Purchases in this category	1	0.2%	26	0.1%	113
3 Purchases in this category	0	0.0%	1	0.0%	0
4 Purchases in this category	0	0.0%	1	0.0%	0
<b>Total</b>	<b>673</b>	<b>200.0%</b>	<b>18,173</b>	<b>100.0%</b>	

**GARDENING-FARMING MAGAZINE**



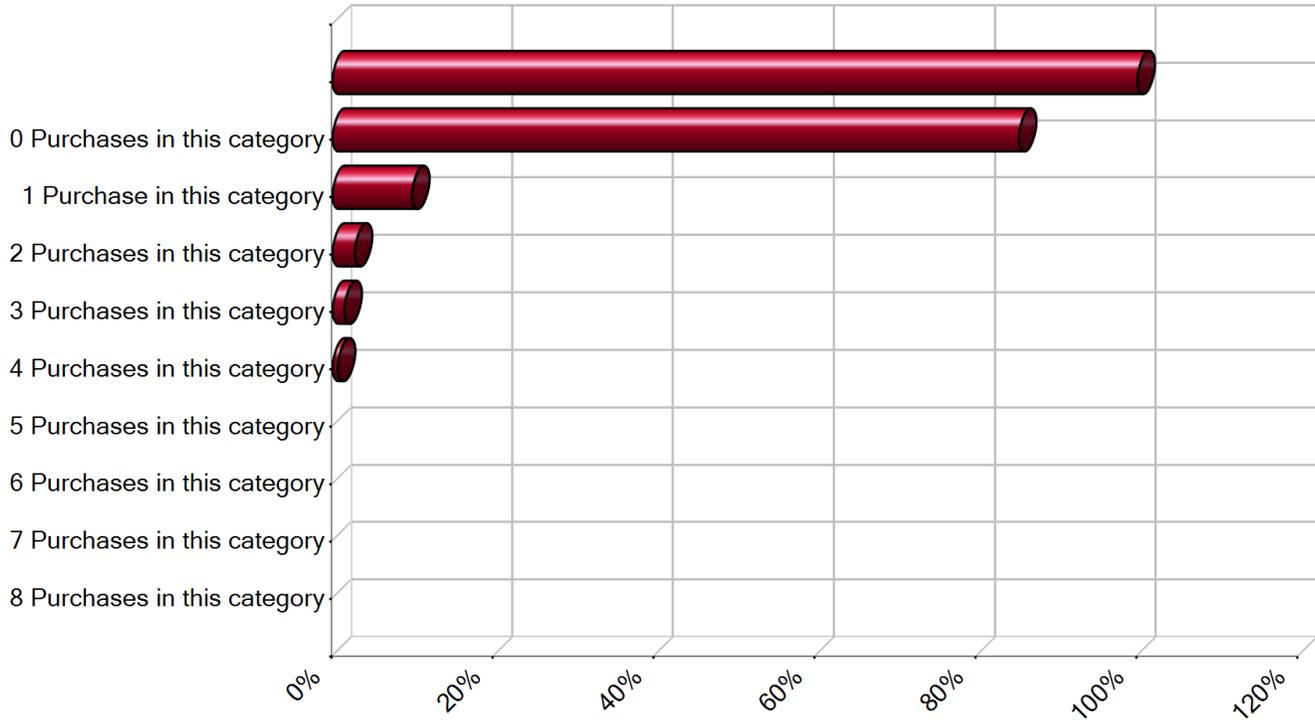
Description	Patron Household Count	Patron Household Percent	Base Household Count	Base Household Index Percent	Index
	55	100.0%	0	0.0%	100
0 Purchases in this category	590	95.5%	17,626	97.0%	98
1 Purchase in this category	18	2.9%	329	1.8%	161
2 Purchases in this category	5	0.8%	120	0.7%	123
3 Purchases in this category	1	0.2%	65	0.4%	45
4 Purchases in this category	4	0.6%	32	0.2%	368
5 Purchases in this category	0	0.0%	1	0.0%	0
<b>Total</b>	<b>673</b>	<b>200.0%</b>	<b>18,173</b>	<b>100.0%</b>	

**GENERAL CONTRIBUTOR**



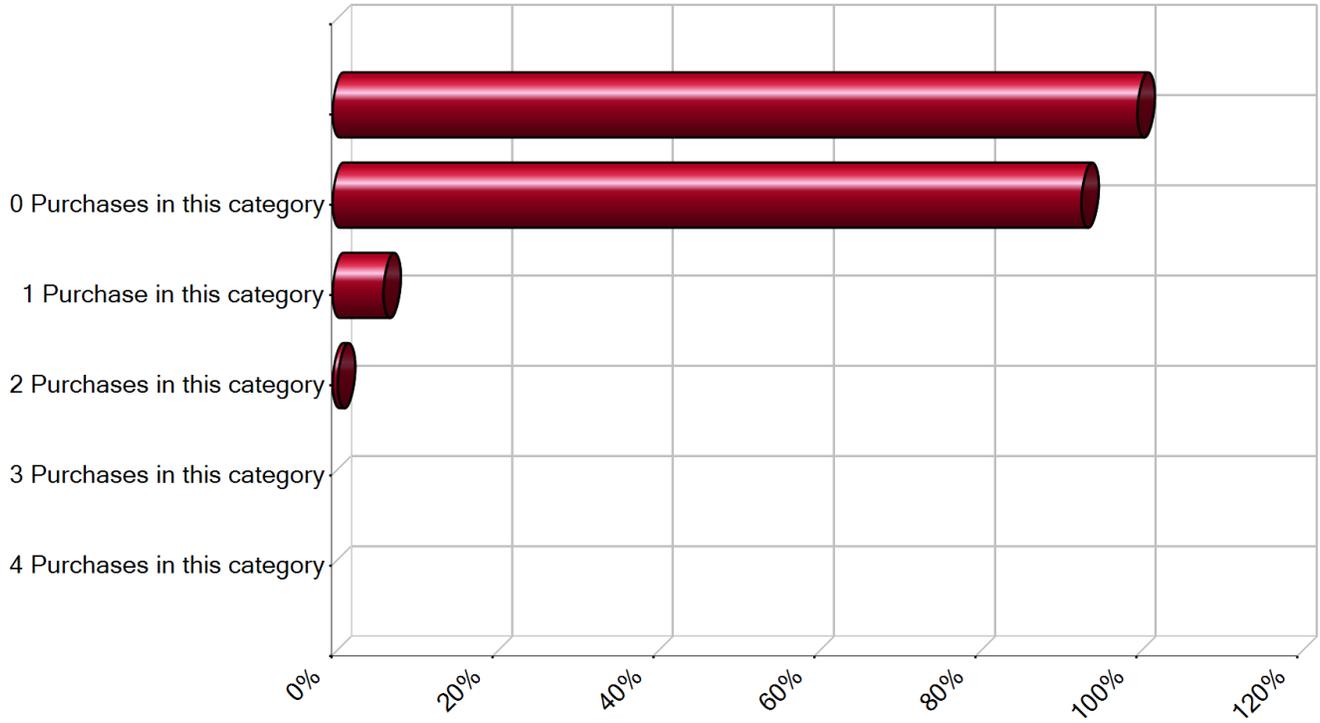
Description	Patron Household Count	Patron Household Percent	Base Household Count	Base Household Index Percent	
	55	100.0%	0	0.0%	100
0 Purchases in this category	609	98.5%	18,028	99.2%	99
1 Purchase in this category	9	1.5%	120	0.7%	221
2 Purchases in this category	0	0.0%	13	0.1%	0
3 Purchases in this category	0	0.0%	7	0.0%	0
4 Purchases in this category	0	0.0%	3	0.0%	0
6 Purchases in this category	0	0.0%	2	0.0%	0
<b>Total</b>	<b>673</b>	<b>200.0%</b>	<b>18,173</b>	<b>100.0%</b>	

**GENERAL MERCHANDISE BUYER**



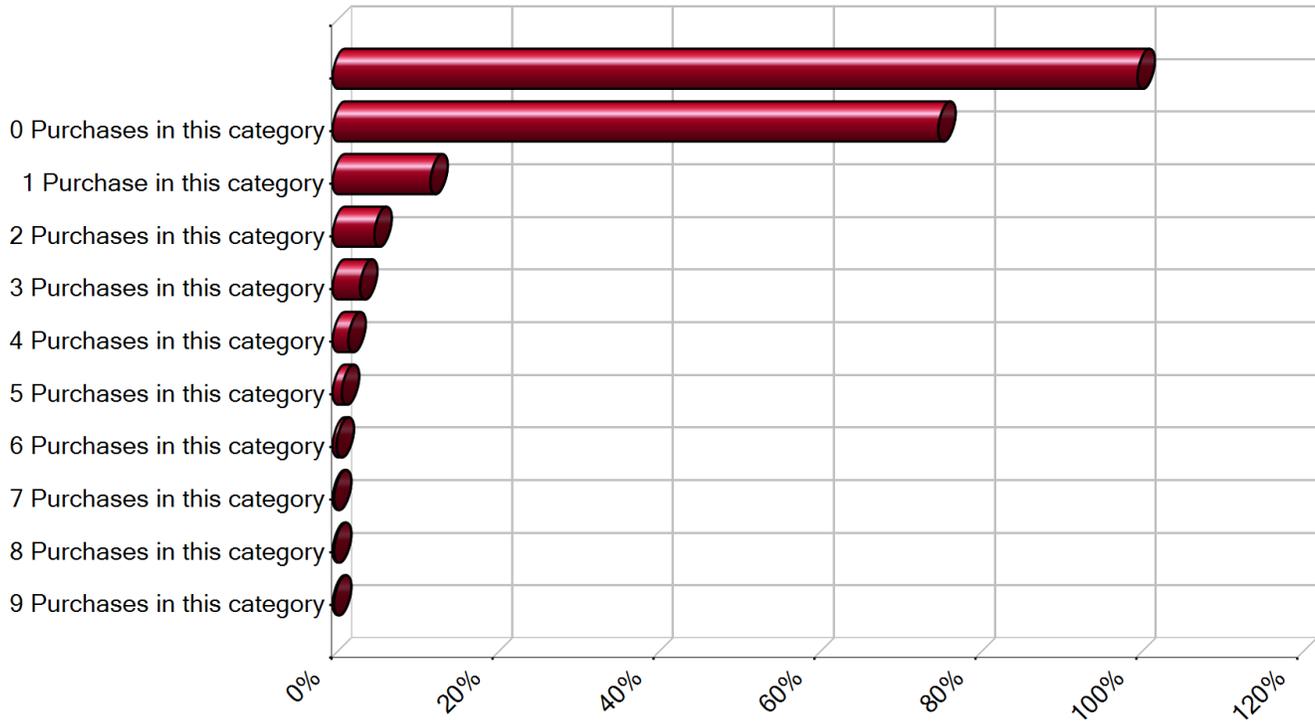
Description	Patron Household Count	Patron Household Percent	Base Household Count	Base Household Percent	Index
0 Purchases in this category	55	100.0%	0	0.0%	100
0 Purchases in this category	527	85.3%	15,920	87.6%	97
1 Purchase in this category	61	9.9%	1,483	8.2%	121
2 Purchases in this category	17	2.8%	447	2.5%	112
3 Purchases in this category	9	1.5%	193	1.1%	137
4 Purchases in this category	4	0.6%	77	0.4%	153
5 Purchases in this category	0	0.0%	40	0.2%	0
6 Purchases in this category	0	0.0%	8	0.0%	0
7 Purchases in this category	0	0.0%	3	0.0%	0
8 Purchases in this category	0	0.0%	2	0.0%	0
<b>Total</b>	<b>673</b>	<b>200.0%</b>	<b>18,173</b>	<b>100.0%</b>	

**GIFTS AND GADGETS BUYER**



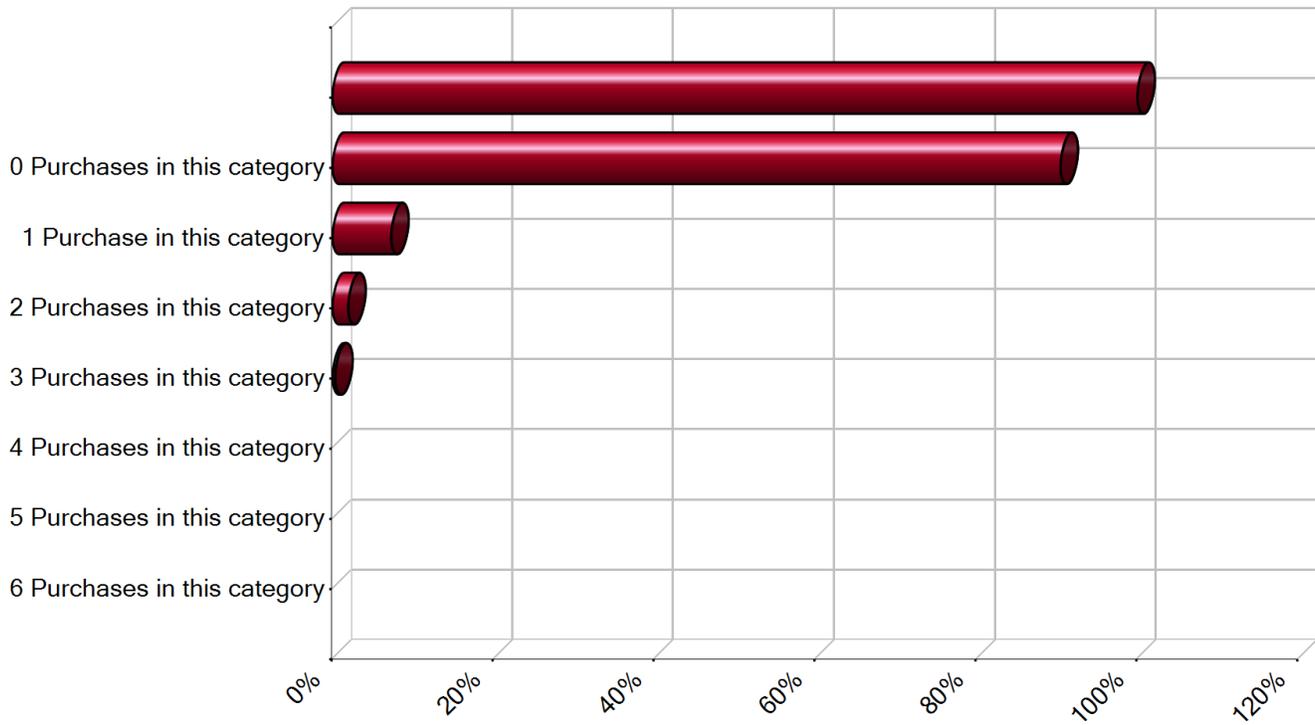
Description	Patron Household Count	Patron Household Percent	Base Household Count	Base Household Percent	Index
	55	100.0%	0	0.0%	100
0 Purchases in this category	575	93.0%	16,908	93.0%	100
1 Purchase in this category	39	6.3%	1,094	6.0%	105
2 Purchases in this category	4	0.6%	141	0.8%	83
3 Purchases in this category	0	0.0%	27	0.1%	0
4 Purchases in this category	0	0.0%	3	0.0%	0
<b>Total</b>	<b>673</b>	<b>200.0%</b>	<b>18,173</b>	<b>100.0%</b>	

**HEALTH AND FITNESS MAGAZINE**



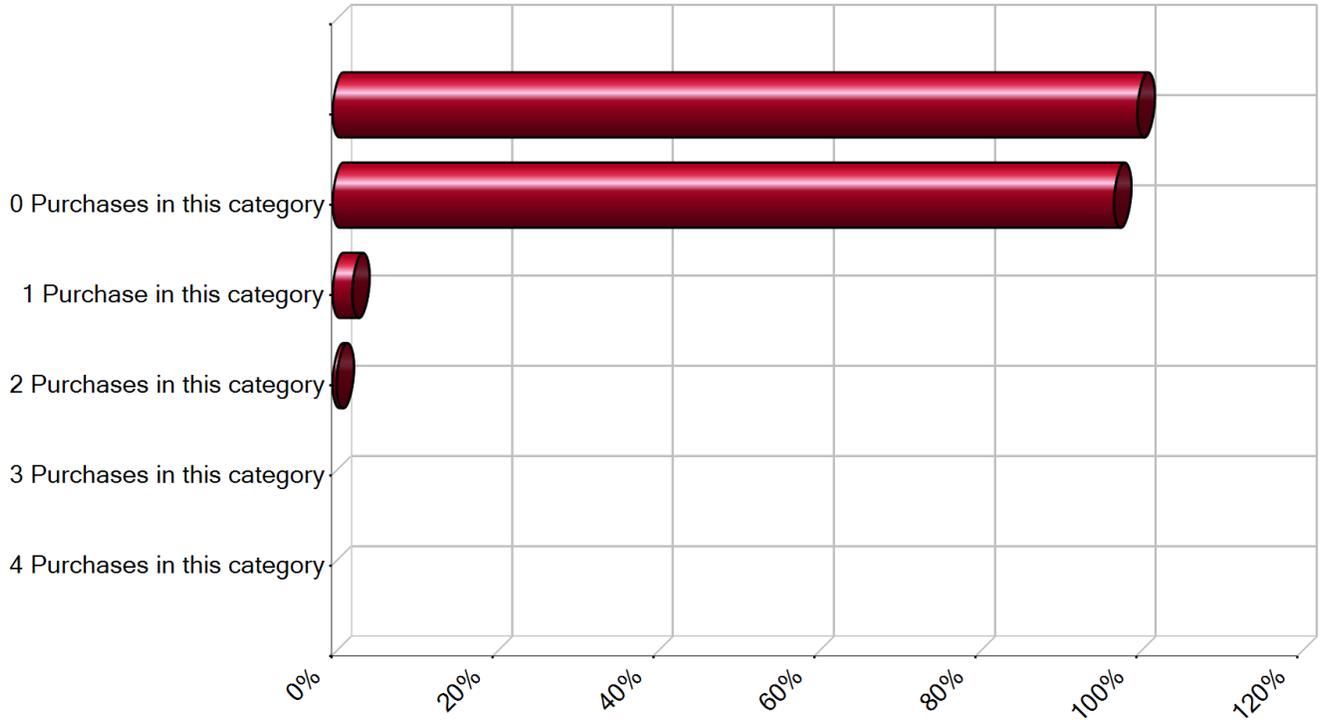
Description	Patron Household Count	Patron Household Percent	Base Household Count	Base Household Percent	Index
	55	100.0%	0	0.0%	100
0 Purchases in this category	465	75.2%	14,645	80.6%	93
1 Purchase in this category	75	12.1%	1,620	8.9%	136
2 Purchases in this category	32	5.2%	810	4.5%	116
3 Purchases in this category	21	3.4%	489	2.7%	126
4 Purchases in this category	12	1.9%	261	1.4%	135
5 Purchases in this category	7	1.1%	173	1.0%	119
6 Purchases in this category	3	0.5%	89	0.5%	99
7 Purchases in this category	1	0.2%	50	0.3%	59
8 Purchases in this category	1	0.2%	20	0.1%	147
9 Purchases in this category	1	0.2%	16	0.1%	184
<b>Total</b>	<b>673</b>	<b>200.0%</b>	<b>18,173</b>	<b>100.0%</b>	

### HEALTH AND INSTITUTION CONTRIBUTOR



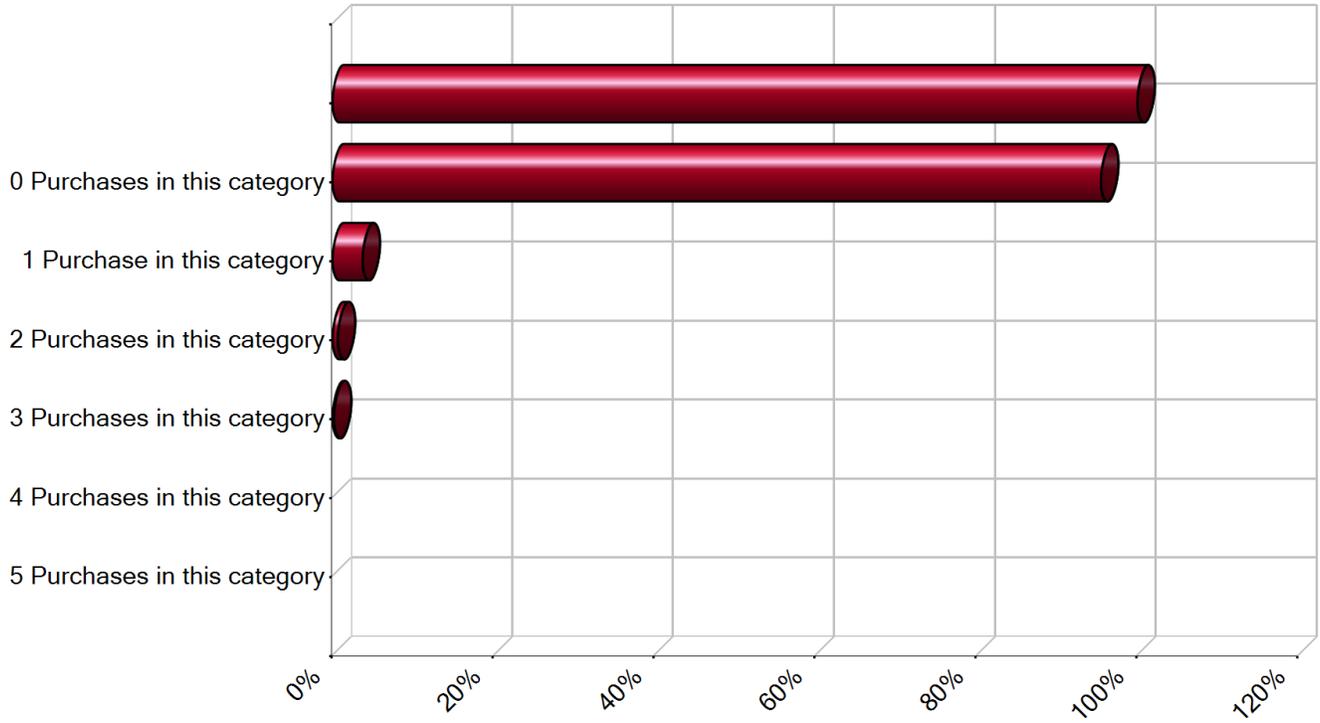
Description	Patron Household Count	Patron Household Percent	Base Household Count	Base Household Percent	Index
	55	100.0%	0	0.0%	100
0 Purchases in this category	559	90.5%	16,816	92.5%	98
1 Purchase in this category	45	7.3%	1,029	5.7%	129
2 Purchases in this category	12	1.9%	229	1.3%	154
3 Purchases in this category	2	0.3%	80	0.4%	74
4 Purchases in this category	0	0.0%	14	0.1%	0
5 Purchases in this category	0	0.0%	4	0.0%	0
6 Purchases in this category	0	0.0%	1	0.0%	0
<b>Total</b>	<b>673</b>	<b>200.0%</b>	<b>18,173</b>	<b>100.0%</b>	

**MALE MERCHANDISE BUYER**



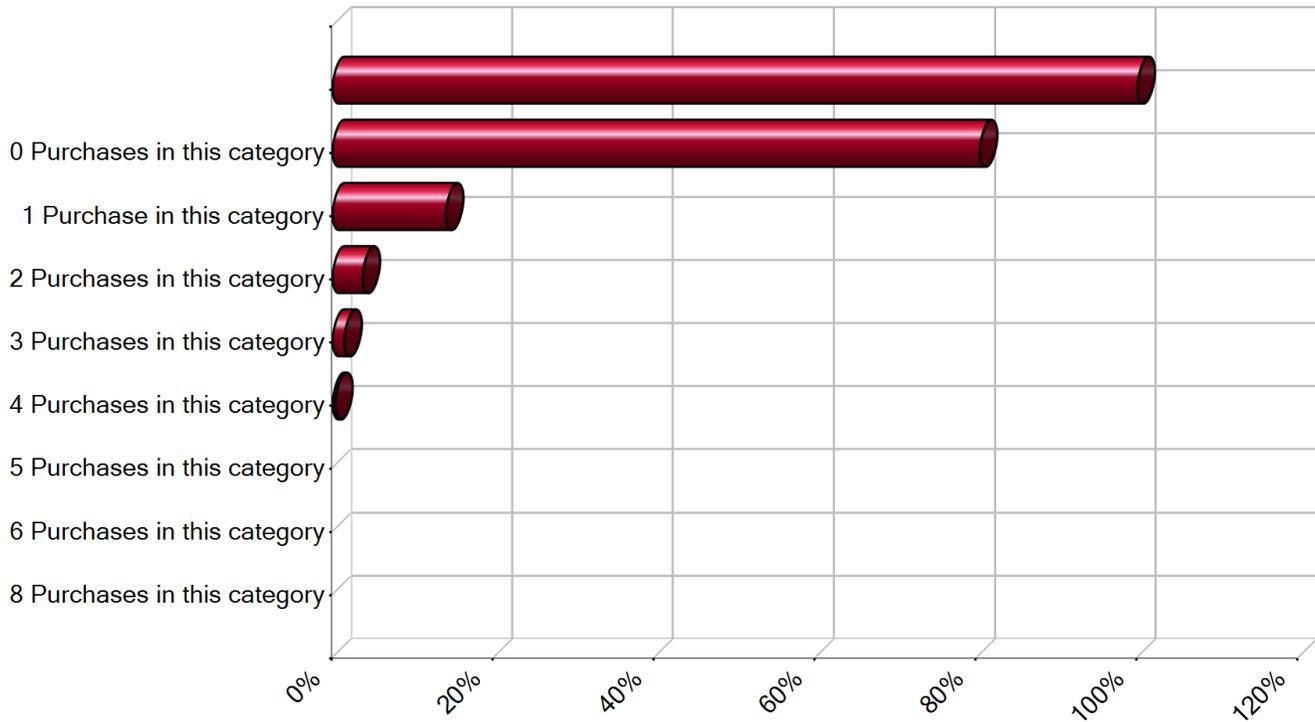
Description	Patron Household Count	Patron Household Percent	Base Household Count	Base Household Percent	Index
	55	100.0%	0	0.0%	100
0 Purchases in this category	600	97.1%	17,692	97.4%	100
1 Purchase in this category	15	2.4%	420	2.3%	105
2 Purchases in this category	3	0.5%	54	0.3%	163
3 Purchases in this category	0	0.0%	6	0.0%	0
4 Purchases in this category	0	0.0%	1	0.0%	0
<b>Total</b>	<b>673</b>	<b>200.0%</b>	<b>18,173</b>	<b>100.0%</b>	

**MALE SPORTS MAGAZINE**



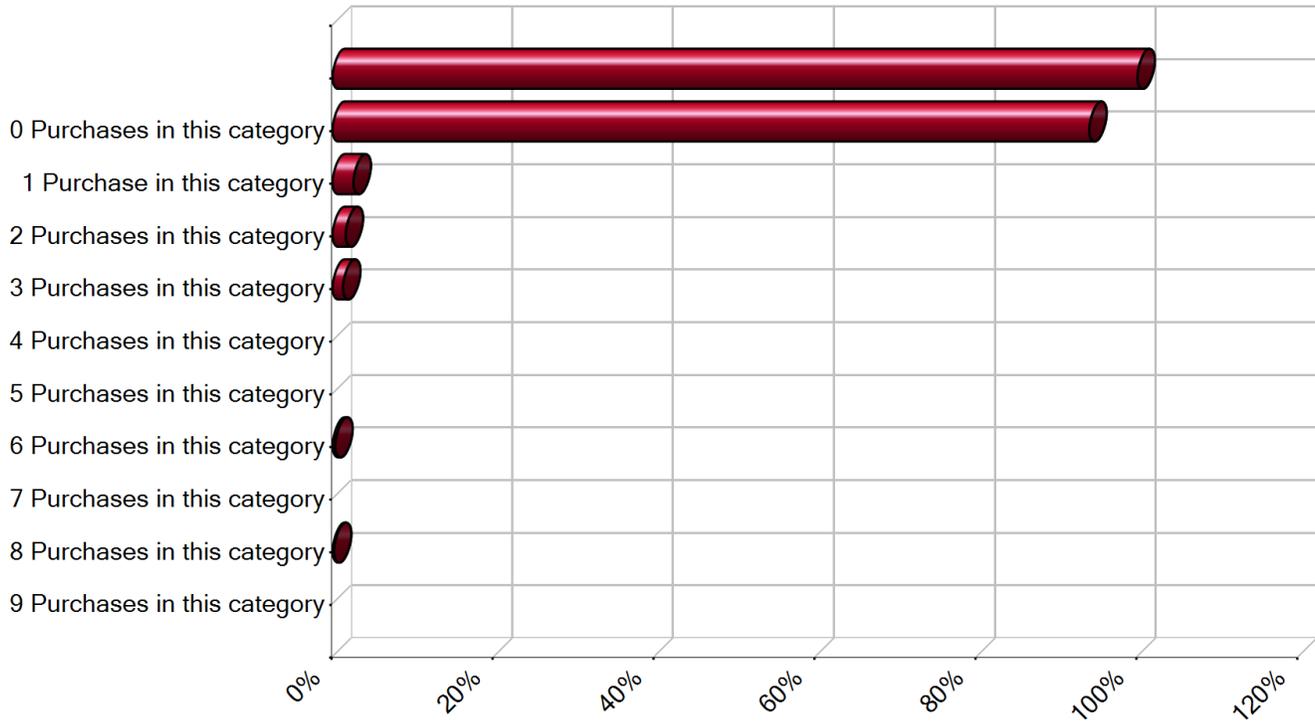
Description	Patron Household Count	Patron Household Percent	Base Household Count	Base Household Index Percent	Index
	55	100.0%	0	0.0%	100
0 Purchases in this category	590	95.5%	17,417	95.8%	100
1 Purchase in this category	23	3.7%	655	3.6%	103
2 Purchases in this category	4	0.6%	84	0.5%	140
3 Purchases in this category	1	0.2%	13	0.1%	226
4 Purchases in this category	0	0.0%	3	0.0%	0
5 Purchases in this category	0	0.0%	1	0.0%	0
<b>Total</b>	<b>673</b>	<b>200.0%</b>	<b>18,173</b>	<b>100.0%</b>	

**MISCELLANEOUS**



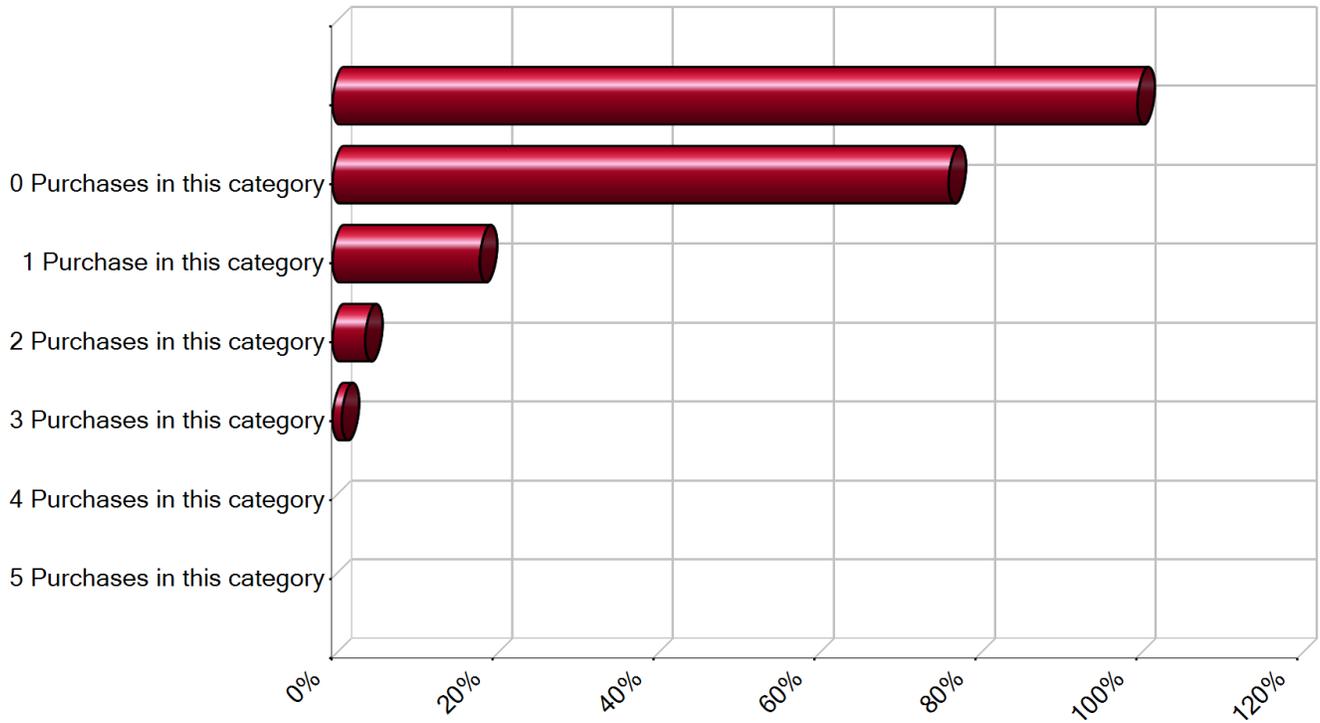
Description	Patron Household Count	Patron Household Percent	Base Household Count	Base Household Percent	Index
	55	100.0%	0	0.0%	100
0 Purchases in this category	497	80.4%	14,923	82.1%	98
1 Purchase in this category	87	14.1%	2,438	13.4%	105
2 Purchases in this category	23	3.7%	624	3.4%	108
3 Purchases in this category	9	1.5%	143	0.8%	185
4 Purchases in this category	2	0.3%	33	0.2%	178
5 Purchases in this category	0	0.0%	10	0.1%	0
6 Purchases in this category	0	0.0%	1	0.0%	0
8 Purchases in this category	0	0.0%	1	0.0%	0
<b>Total</b>	<b>673</b>	<b>200.0%</b>	<b>18,173</b>	<b>100.0%</b>	

**NEWS AND FINANCIAL**



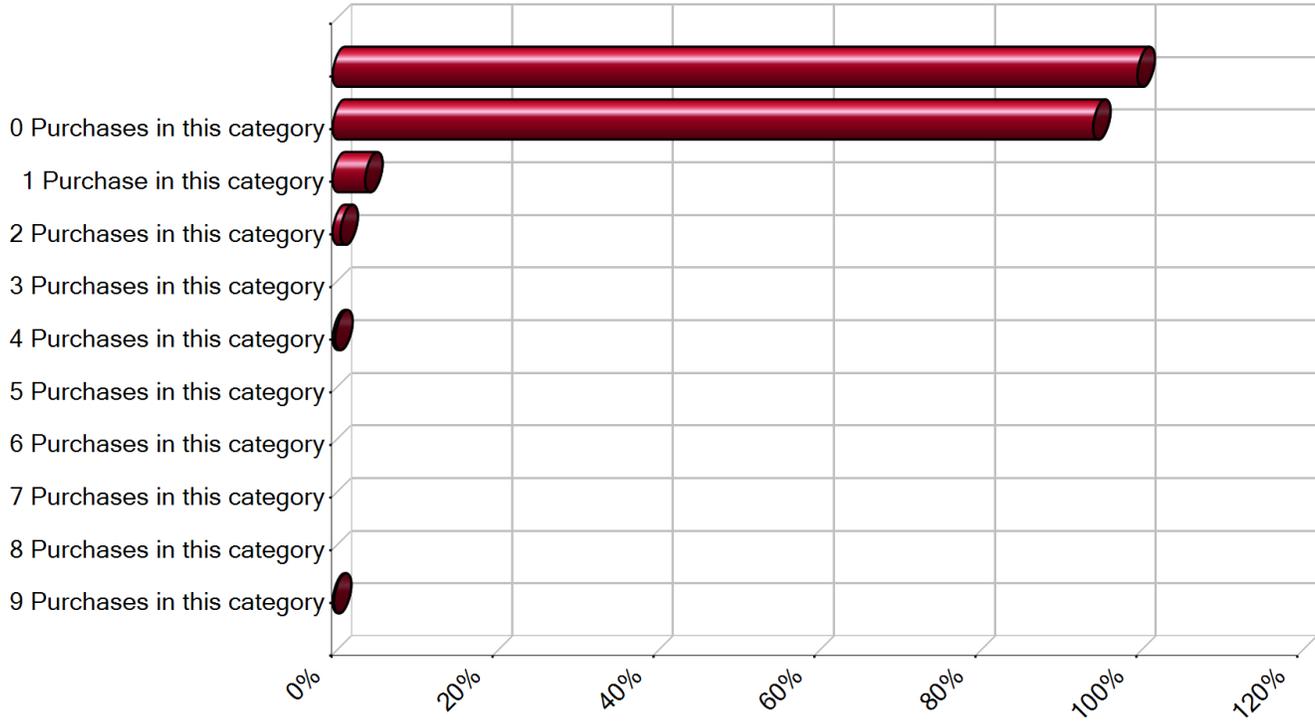
Description	Patron Household Count	Patron Household Percent	Base Household Count	Base Household Percent	Index
	55	100.0%	0	0.0%	100
0 Purchases in this category	581	94.0%	17,061	93.9%	100
1 Purchase in this category	16	2.6%	575	3.2%	82
2 Purchases in this category	10	1.6%	288	1.6%	102
3 Purchases in this category	8	1.3%	121	0.7%	194
4 Purchases in this category	0	0.0%	63	0.3%	0
5 Purchases in this category	0	0.0%	28	0.2%	0
6 Purchases in this category	2	0.3%	20	0.1%	294
7 Purchases in this category	0	0.0%	8	0.0%	0
8 Purchases in this category	1	0.2%	5	0.0%	588
9 Purchases in this category	0	0.0%	4	0.0%	0
<b>Total</b>	<b>673</b>	<b>200.0%</b>	<b>18,173</b>	<b>100.0%</b>	

**ODDS AND ENDS**



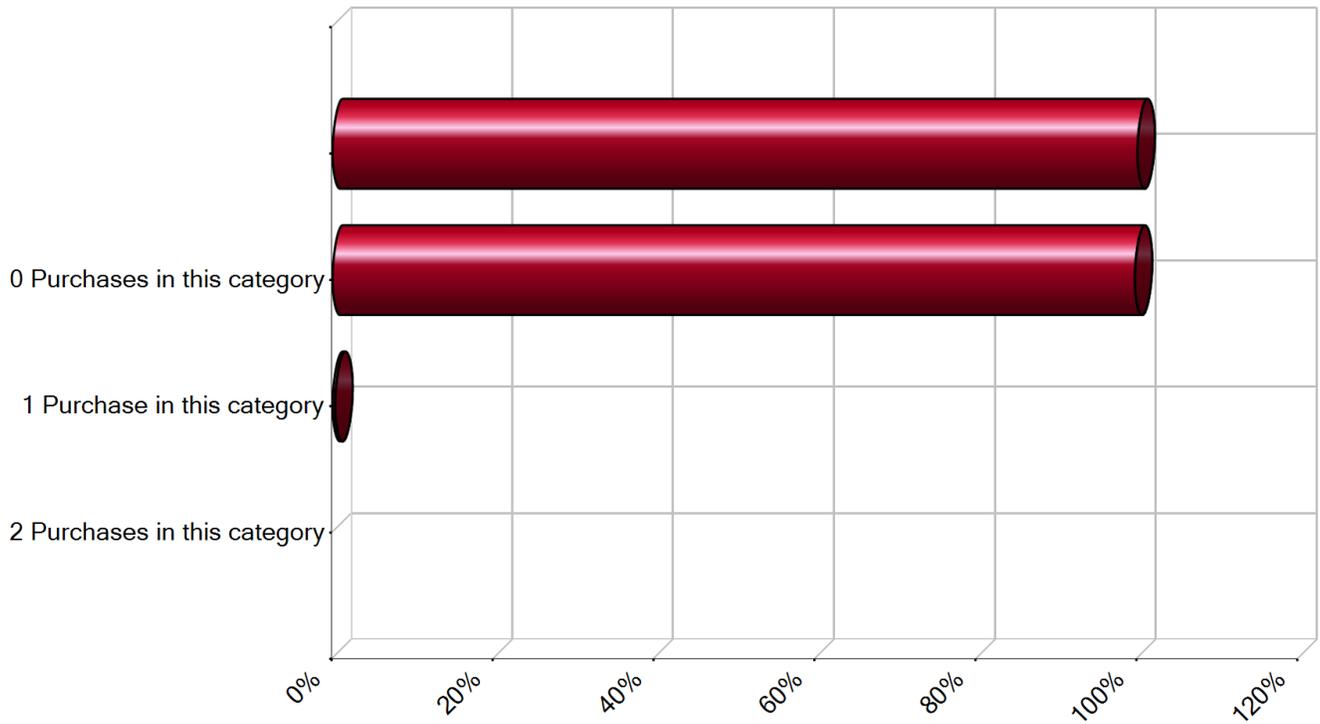
Description	Patron Household Count	Patron Household Percent	Base Household Count	Base Household Index Percent	
	55	100.0%	0	0.0%	100
0 Purchases in this category	473	76.5%	14,399	79.2%	97
1 Purchase in this category	113	18.3%	2,825	15.5%	118
2 Purchases in this category	25	4.0%	746	4.1%	99
3 Purchases in this category	7	1.1%	172	0.9%	120
4 Purchases in this category	0	0.0%	29	0.2%	0
5 Purchases in this category	0	0.0%	2	0.0%	0
<b>Total</b>	<b>673</b>	<b>200.0%</b>	<b>18,173</b>	<b>100.0%</b>	

**OPPORTUNITY SEEKERS AND CE**



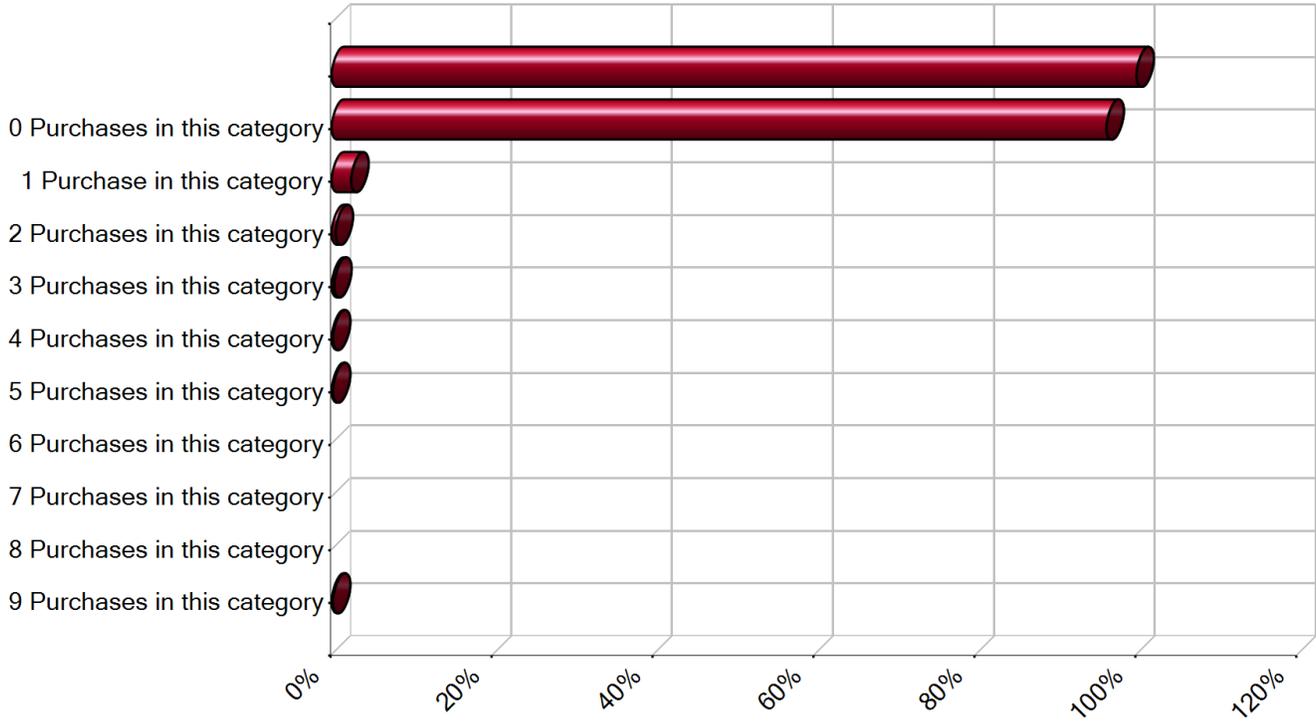
Description	Patron Household Count	Patron Household Percent	Base Household Count	Base Household Percent	Index
	55	100.0%	0	0.0%	100
0 Purchases in this category	584	94.5%	17,072	93.9%	101
1 Purchase in this category	25	4.0%	818	4.5%	90
2 Purchases in this category	6	1.0%	163	0.9%	108
3 Purchases in this category	0	0.0%	61	0.3%	0
4 Purchases in this category	2	0.3%	26	0.1%	226
5 Purchases in this category	0	0.0%	12	0.1%	0
6 Purchases in this category	0	0.0%	4	0.0%	0
7 Purchases in this category	0	0.0%	6	0.0%	0
8 Purchases in this category	0	0.0%	2	0.0%	0
9 Purchases in this category	1	0.2%	9	0.0%	327
<b>Total</b>	<b>673</b>	<b>200.0%</b>	<b>18,173</b>	<b>100.0%</b>	

**PHOTOGRAPHY**



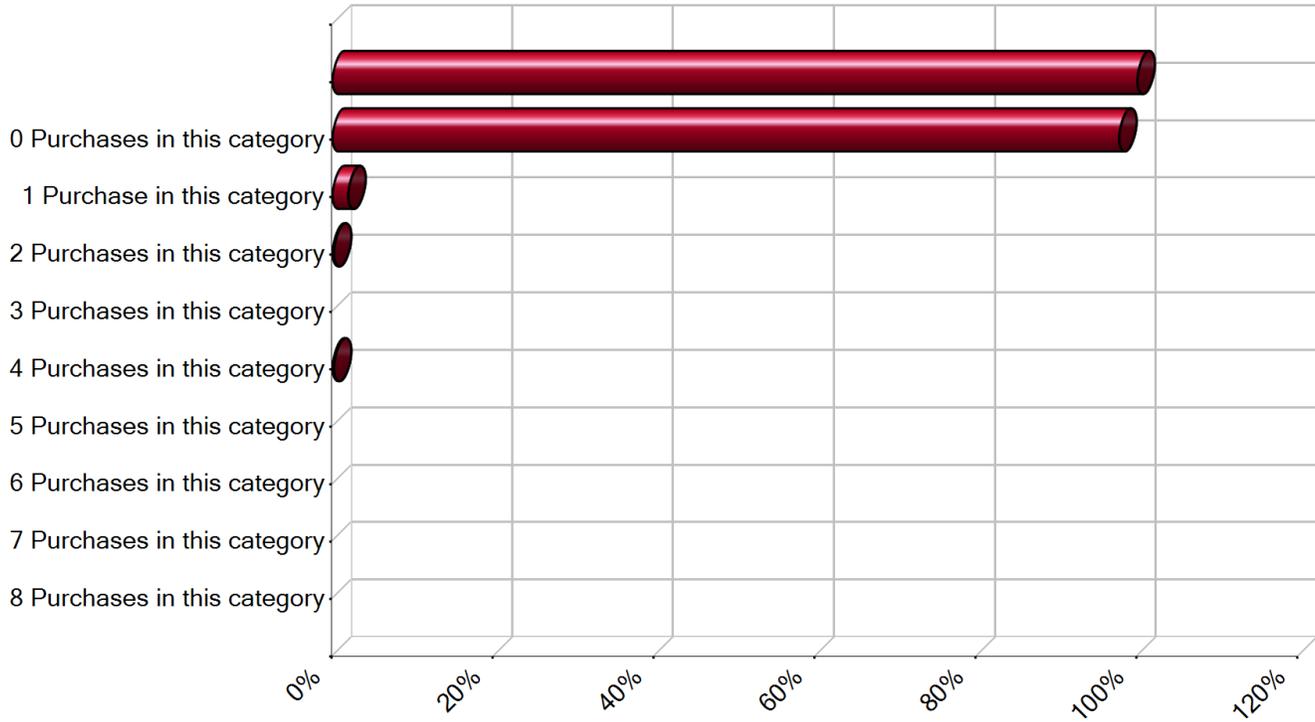
Description	Patron Household Count	Patron Household Percent	Base Household Count	Base Household Index Percent	Index
	55	100.0%	0	0.0%	100
0 Purchases in this category	616	99.7%	18,107	99.6%	100
1 Purchase in this category	2	0.3%	64	0.4%	92
2 Purchases in this category	0	0.0%	2	0.0%	0
<b>Total</b>	<b>673</b>	<b>200.0%</b>	<b>18,173</b>	<b>100.0%</b>	

**POLITICAL CONTRIBUTOR**



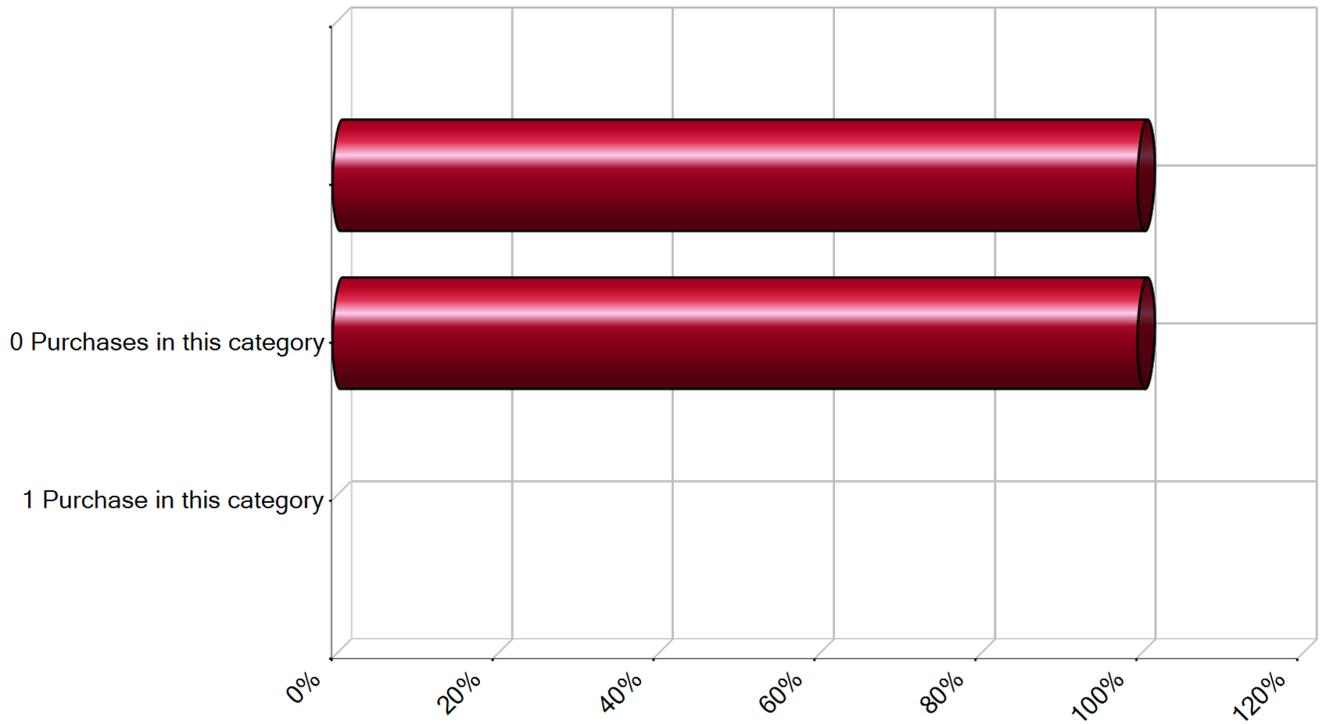
Description	Patron Household Count	Patron Household Percent	Base Household Count	Base Household Percent	Index
	55	100.0%	0	0.0%	100
0 Purchases in this category	595	96.3%	17,592	96.8%	99
1 Purchase in this category	15	2.4%	424	2.3%	104
2 Purchases in this category	3	0.5%	81	0.4%	109
3 Purchases in this category	2	0.3%	34	0.2%	173
4 Purchases in this category	1	0.2%	15	0.1%	196
5 Purchases in this category	1	0.2%	8	0.0%	368
6 Purchases in this category	0	0.0%	8	0.0%	0
7 Purchases in this category	0	0.0%	2	0.0%	0
8 Purchases in this category	0	0.0%	1	0.0%	0
9 Purchases in this category	1	0.2%	8	0.0%	368
<b>Total</b>	<b>673</b>	<b>200.0%</b>	<b>18,173</b>	<b>100.0%</b>	

### RELIGIOUS CONTRIBUTOR



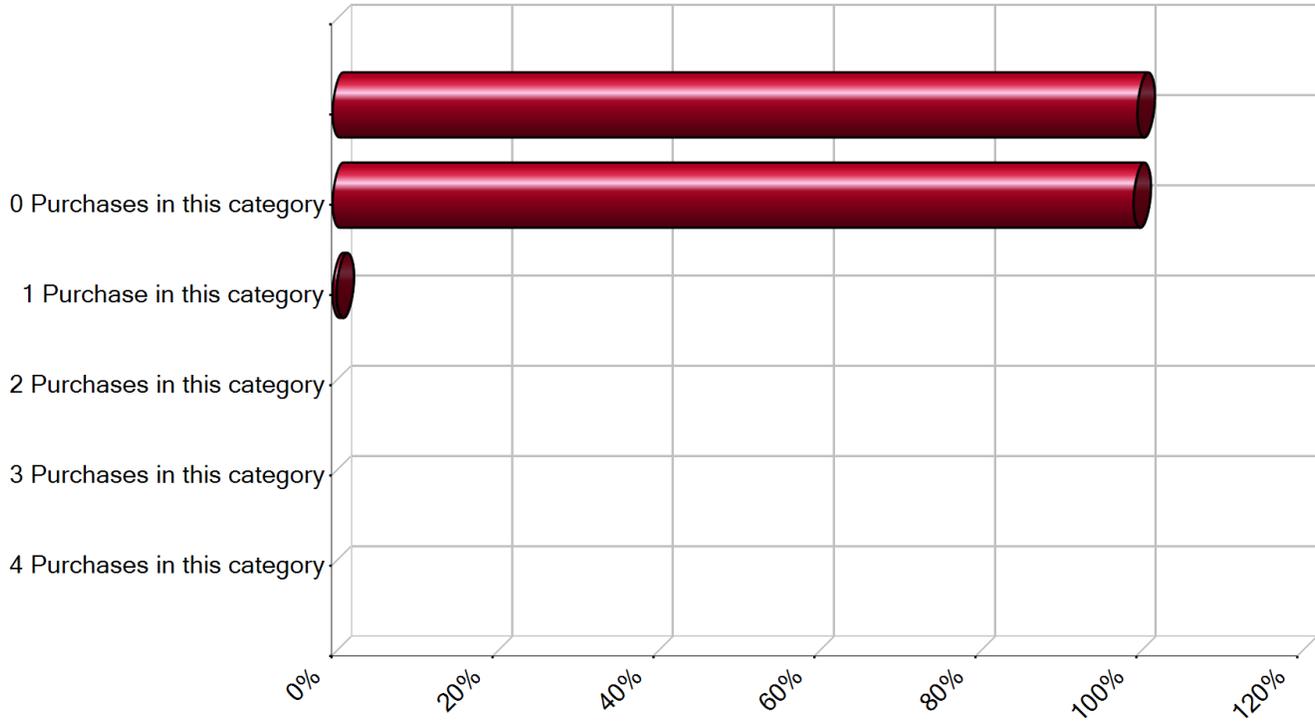
Description	Patron Household Count	Patron Household Percent	Base Household Count	Base Household Percent	Index
	55	100.0%	0	0.0%	100
0 Purchases in this category	604	97.7%	17,769	97.8%	100
1 Purchase in this category	12	1.9%	296	1.6%	119
2 Purchases in this category	1	0.2%	52	0.3%	57
3 Purchases in this category	0	0.0%	22	0.1%	0
4 Purchases in this category	1	0.2%	15	0.1%	196
5 Purchases in this category	0	0.0%	6	0.0%	0
6 Purchases in this category	0	0.0%	5	0.0%	0
7 Purchases in this category	0	0.0%	7	0.0%	0
8 Purchases in this category	0	0.0%	1	0.0%	0
<b>Total</b>	<b>673</b>	<b>200.0%</b>	<b>18,173</b>	<b>100.0%</b>	

### RELIGIOUS MAGAZINE



Description	Patron Household Count	Patron Household Percent	Base Household Count	Base Household Percent	Index
0 Purchases in this category	55	100.0%	0	0.0%	100
1 Purchase in this category	618	100.0%	18,163	99.9%	100
<b>Total</b>	<b>673</b>	<b>200.0%</b>	<b>18,173</b>	<b>100.0%</b>	

**UPSCALE MERCHANDISE BUYER**



Description	Patron Household Count	Patron Household Percent	Base Household Count	Base Household Percent	Index
	55	100.0%	0	0.0%	100
0 Purchases in this category	615	99.5%	18,057	99.4%	100
1 Purchase in this category	3	0.5%	89	0.5%	99
2 Purchases in this category	0	0.0%	14	0.1%	0
3 Purchases in this category	0	0.0%	12	0.1%	0
4 Purchases in this category	0	0.0%	1	0.0%	0
<b>Total</b>	<b>673</b>	<b>200.0%</b>	<b>18,173</b>	<b>100.0%</b>	

# CONSUMER INSIGHTS

This report features Experian generated mosaics focusing on the top 2 percent of consumers per Patron Household Percent after assessing the top 6 percent of all active patrons in the Gale Analytics Patron Segmentation Fall Report.

To identify relevant consumers within the two-percentile and above range, see the last two pages of the Gale Analytics Patron Segmentation Fall Report. For demographic overview and possible growth opportunities, refer to the Experian Growth Report.

In Summary, the top consumer groups in order:

- (B) Babies and Bliss: 20%
- (C) Generational Soup: 10%
- (D) Boomers and Boomerangs: 8.4%
  
- (F) Fast Track Couples: 7.1%
- (A) Kids and Cabernet: 6.6%
- (C) Aging of Aquarius: 4%
- (D) Settled in Suburbia 2.8%
- (J) Aging in Place: 2.8%
- (Q) Reaping Rewards: 2.8%
- (D) Sports Utility Families: 2.4%
- (A) Couples with Clout: 1.9%
- (A) Family Fun-tastic: 1.9%

Other groups not listed in the report though could be considered “on the cusp” at 1.8% include, Platinum Prosperity (A02), Silver Sophisticates (C13), Families Matter Most (F23) and Digital Dependents (O51). This dataset does not include common habits or demographic details from teen age groups or minors, overall. To assess or identify potential demographics or consumer groups for growth or gaps in service opportunities, please refer to the Gale Analytics Report and Experian Growth Report.

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With over half the adults holding college degrees, Power Elite reflect a society of white-collar and entrepreneurial types as well as dual-earners who have worked their way to the top. They're over twice as likely as average Americans to have jobs in business, law, science and technology. Almost a third of this group's households earn more than \$250,000 annually and they have the highest annual discretionary spends of all US consumers; over \$32,000.

As consumers, the Power Elite have regal tastes. They're philanthropic supporters of the arts who go to plays, live theatre performances, music concerts, and museums. With many of their kids grown up, they're free to go out to dinner, watch a movie or take in another evening event. Weekends are reserved for trying to catch up with life, with such activities as cooking for fun, church events, reading books, or heading to the beach or lake. These are also health-conscious households who set aside regular time to exercise at a health club or with a private trainer. And they have more golf, yoga and tennis enthusiasts than almost every other group.

Power Elite have the highest level of investments (stocks, bonds and mutual funds), buying real estate and carrying credit cards—typically of the gold and platinum varieties. As the nation's strongest market for luxury goods, many drive luxury imports. They stay current with the latest fashion, buying designer labels at high-end retailers and boutiques, and they are adopters of the latest and greatest in technology. They purchase products in every channel—in the store, online retailers and e-tailers, online bid sites like eBay and even online discount sites.

To satisfy their curiosity about the world, they travel widely in the US and abroad, visiting virtually every country that can be reached by plane, train or cruise ship. They travel in style whether it involves hitting ski slopes, wandering island beaches or teeing-off at exclusive golf courses. These Americans can afford to sport the envied glow of a natural winter tan. All this discretionary spend does not only go toward indulging themselves, however. The Power Elite also give away a lot of money to charitable causes. They support education, the arts, health and religious charities to name a few. For many, their engagement calendars are studded with philanthropic dinners, fundraisers and charity balls.

Power Elite make a strong media audience. They have above-average interest in learning about brands through watching TV online or broadcast and reading magazines, especially business, entertainment and news titles. The only form of advertising they are not particularly receptive to is radio. Everything else is fair game.

As for their political leanings, these active voters are mostly right-of-center. Nearly 40 percent consider themselves "Mild Republicans" and only about 10 percent are the far-right-leaning "Ultra Conservatives".

**How to Market.** Being the most marketable consumer segment in America, it is vital for brands to break through the noise. To hyper-target the Power Elite, use messaging that resonates with what's on the horizon; empty-nesting and eagerness to embrace new

experiences. Though sophistication and elegance are certainly relevant, pull out all the stops and let this market know that your brand appreciates and emanates their interests in authentic experiences, quality products and service.

Focus on TV, social media and email to reach them where they most prefer to hear about brand offers. Show your brand's value proposition for saving time and enabling the finer things in life, like cooking for fun, leisure and travel.

## POWER ELITE SUBGROUPS

A03
Kids and Cabernet
Brian & Amy  
0.89% | 1.66%

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



Key Features

- Affluent families
- Traditional family roles
- Politically conservative
- Saving for college
- Parents
- Family vacations

Who We Are

Head of household age	Type of property
36–45	Single family
47.7%    300	99.0%    125
Estimated household income	Household size
\$250,000+	5+ persons
37.8%    1009	43.6%    361
Home ownership	Age of children
Homeowner	10–12
94.8%    148	45.9%    585

Channel Preference

 148	 131	 16
 229	 661	 337

Technology Adoption



Journeymen








ConsumerView ?
 1.53M
 618k
 288k
 1.87M
Channel Reach

Video on Demand

Married with kids Children age 10–12

5+ persons Skiing Discretionary spend \$32,001+

Home value \$500,000–\$749,999 Technology adoption: Journeymen EBid Sites

Household income \$200,000–\$249,999 Aged 46–50

Political Persona: Mild Republicans Disney Florida Home improvement spenders

In the market for new vehicle Technical jobs

Brokerage account Credit card user

Bachelor's degree

**OVERVIEW (6.6%):** Kids and Cabernet are middle-aged couples and their children living a wealthy, suburban city lifestyle in their homes valued at nearly three times the national average.

Their neighborhoods are havens for college-educated, white-collar professionals with well-paying jobs in engineering, education, business, and finance. All are upwardly mobile in their

careers and are trying to provide the best lifestyle possible for their children; half have lived in their exclusive community for less than 7 years.

Kids and Cabernet lead child-centered lifestyles. The adults spend a lot of their leisure time engaged in athletic activities: swimming, cardio, weight training and yoga classes, playing tennis, golf and hiking. That is when they're not taking their children to Select sports leagues and a half dozen extracurricular programs... not to mention Nintendo Wii. These educated households are well-traveled and take family vacations to theme parks within the U.S. and resorts abroad. For date nights, parents enjoy going out to nightclubs, cinemas, restaurants and concerts of all eras and genres.

As consumers, these educated and wealthy Americans like to acquire the latest in automotive and consumer technology. They are journeymen when it comes to technology adoption and they use their mobile phones for personal pragmatic purposes like keeping tabs on their kids, some popular apps and for the convenience of finding quick answers to immediate questions. They prefer new and used import vehicles, and in their homes they buy multiple gaming consoles and large- screen TVs. They head to club and big-box stores to load up on articles such as games, toys and sporting gear. They frequent Craigslist, eBay, and Amazon for their shopping leisure as well. Netflix is also high on their list of frequented websites, along with Pinterest, YouTube and Groupon for ideas to try and venues for date nights or play dates.

The values of Kids and Cabernet are those of busy parents trying to juggle work and families. They have the best of intentions when it comes to buying "green" and eating healthy, but fast-paced lives leave little room for regular home-cooked meals.

Regardless, they are influential and are well informed when it comes to health products and shopping in general. They are typically sought after for advice and listen to what brands are sharing. They say they will pay just about anything when it concerns their health.

Though they can afford to buy new fashion every season, they also appreciate a bargain. They shop at both the online high- end stores as well as the online discount sites like Overstock.com. These households tend to be conservative—whether in dress or their politics—and they're active in local school groups that help to support their communities. 70 percent are Republican; 60 percent mildly so and 10 percent On-the-Fence liberals.

Kids and Cabernet live well thanks to \$200,000-plus incomes and plenty of investments and insurance to protect their assets. Mindful of caring for their children, they carry high levels of life insurance and invest in 529 College Savings Plans. They also have the credit scores to qualify for home equity loans and secured lines of credit. Their fondness for the internet sees them doing a lot of their money management online: paying bills, trading stocks, and researching other investments.

As media consumers, Kids and Cabernet are mostly wired households who spend increasing amounts of time online. About two thirds own an iPhone and because of their daily chauffeuring their children to extracurricular activities, they're also confined to their cars for long stretches, and keep their radios tuned to rock, R&B and pop stations—whether via Satellite or broadcast radio, Pandora or Spotify. They watch a lot of sports on TV—primarily college and pro football, pro baseball and the Olympics. They also enjoy Netflix originals streamed on their TVs. They like to read at above-average rates, are avid newspaper readers, and read the Huffington Post

twice as often as the next guy. They are social media junkies in comparison with the other Mosaic A types.

To reach this group as a whole, focus on Addressable TV, email, mobile SMS and social media. Practically all of this consumer segment pay attention and prefer learning about brands through TV advertisements, and over four fifths of Kids and Cabernet consumers say the same for ads served up while listening to their music apps.

These consumers are heavy shoppers both online and in-store, discount and high-end. Messages that resonate are ones where the brand emanates the Kids and Cabernet preference for buying established brands.



**OVERVIEW (5.8%):** Picture Perfect Families are very affluent households who have accumulated their wealth through long, steady professional careers. In this segment, married couples with children live in comfortable homes in suburban neighborhoods. The adults tend to be college-educated dual-earners with well-paying jobs in education, health care, business, and finance professions. Their children are generally teenagers and young adults, with some of the latter having returned home.

These established couples live comfortably with their lofty incomes, allowing them to invest heavily in money market accounts, IRA's and mutual funds. These risk-averse people carry a lot of insurance to protect their assets. They can afford to support the arts, appreciating live theater, symphony, and golden oldies concerts. They travel frequently, mostly domestically, but 40 percent travel abroad, and when they travel, they enjoy theme parks and trips with organized events. They enjoy swimming, hiking and cycling. This is a strong market for attending sports games at both the college and professional levels.

In the marketplace, the teenagers of Picture Perfect Families influence the shopping behaviors of these households, buying sporting goods, consumer electronics, gaming consoles, and toys. Picture Perfect Families tend to have multiple cars—and at least one CUV or mid-size car, either new or used. Attracted to both domestic and foreign makes, they put their own personal stamp on their vehicles by adding a number of options.

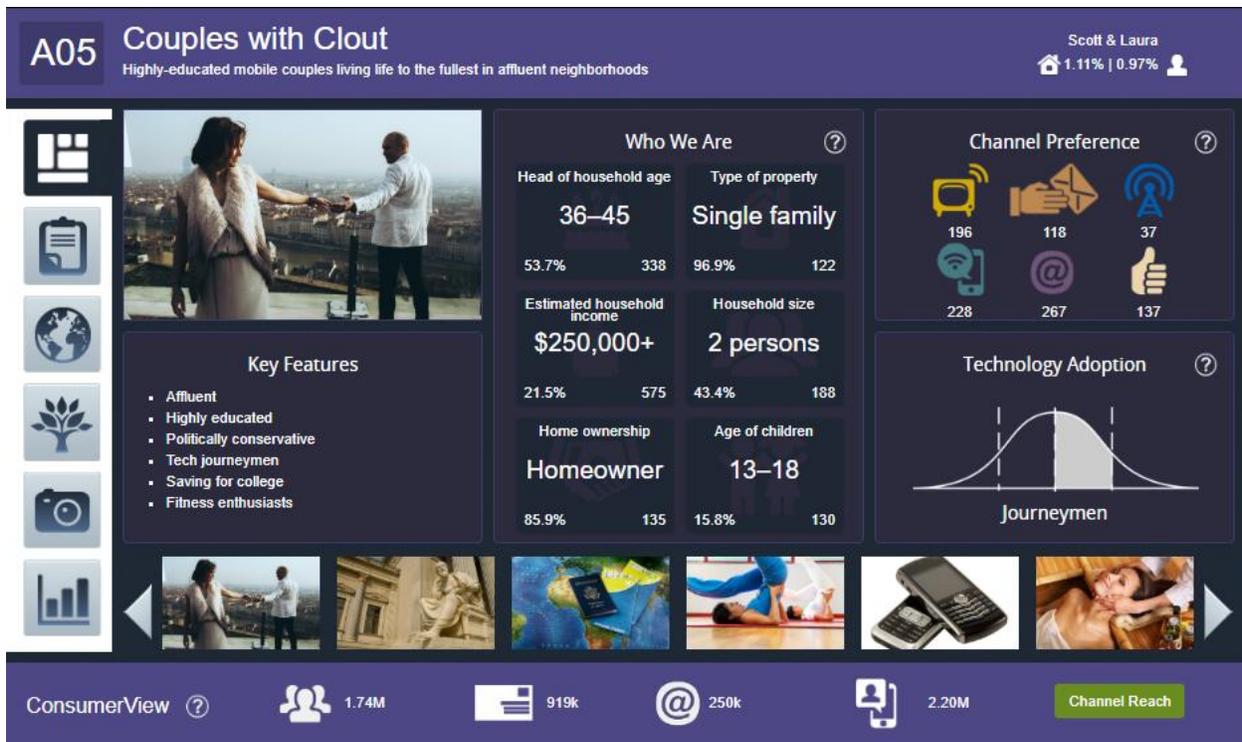
Picture Perfect Families respond to mainstream media. They listen to the radio daily whether on a satellite radio station, broadcast or music apps like Pandora or Spotify. They prefer learning about brands through this medium, but also via streaming or broadcast TV. Half of them clip coupons found in the newspaper, and they purchase in brick-and-mortar stores, online mid-high end stores (but also online discount), and happen to favor e-tailer sites like Zappos or Zulily. “Show me the money” messages are what resonate with this type, so bust out the loyalty program incentives, coupons, and BOGO deals to gain the business of these attractive consumers.

With their relatively conservative political views, they are more likely to tune in to the commentators on Fox News and feel they are financially better off than they were a year ago—great news for marketers who are able to resonate with this financially comfortable segment.

Mostly, though, Picture Perfect Families are enthusiastic internet users, but still a bit under the bell curve. They are increasingly pointing and clicking to buy airline tickets and athletic gear, catching up on sports scores and researching products and services, but mobile display and mobile video ads are nearly 70 percent less likely to resonate with Picture Perfect Families. They over-index for all social media sites including Pinterest, Facebook, Twitter and LinkedIn.

Picture Perfect Families are average when it comes to health management, aiming for healthier fast food options and regular exercise. This, though, is another segment who is influential and has friends and family turn to them for nutritional advice. Invincible is a word that could be used to describe their attitudes toward their health.

In regards to online engagement, half of this segment pays their bills online and frequents Craigslist, Amazon, eBay, Groupon and Netflix.



**OVERVIEW (1.9%):** Couples with Clout are the wealthiest of America’s consumers under 40 and happily pursuing the good life. These married, highly-educated couples tend to live in pricey homes in the nation’s largest metros and suburbs. Many households contain dual earners with high salaries from jobs in management and white-collar professions. They maintain well-diversified investment portfolios and have plenty of insurance to protect their assets, as they’ve accumulated many. Couples with Clout are typically found either in downtown neighborhoods or close-in suburbs. But this is a mobile segment—often on the hunt for a better job or house. Half have been at the same residence for fewer than three years.

Couples with Clout have plenty of disposable income to indulge in travel and leisure activities like boating, mountain biking, and even theme parks that entertain their teenagers as well. Couples with Clout are extremely social and most of them are out and about enjoying numerous life enriching experiences. Concerts, zoos and aquariums, dancing, nightclubs and live theatre performances to name just a few.

Fitness-minded, these couples devote a lot of their income to healthy living. They exercise regularly at private health clubs and pursue sports such as rock climbing and scuba diving.

They're big on aerobic exercise and enjoy working out on cardio machines, lifting weights and doing yoga. They consider their diet to be fairly healthy and tend towards healthy fast food options, but they also qualify as foodies. They take their role as health influencers seriously.

Couples with Clout find joy in consumption. Most are in the market for a new vehicle, new or used, and they like to buy CUVs and imported sedans filled with the latest high-tech options. They are Technology Journeymen—slightly ahead of the curve and they own a variety of consumer electronics. They enjoy shopping at high-end retailers for clothes, athletic gear and interior design products. They frequent all major housewares chains—from Williams-Sonoma and Crate & Barrel to Bed, Bath & Beyond and Pier 1 Imports.

Couples with Clout are excellent consumer targets across all media channels. They are receptive to learning about the latest and greatest in products and services while watching cable or streaming TV from Netflix. Mobile SMS and email are also great mediums for reaching and resonating with this audience. The only type of advertising they do not prefer brands use to reach them is radio.

Couples with Clout regularly go online to watch TV programs, download music, and shop on Amazon. Expedia.com is another site that doesn't surprise us as being visited at high rates by these consumers. ESPN.com and the Food Network are also popular sites visited, telling us they are sports-minded and again, foodies. YouTube, Facebook and Pinterest are hang-out spots and you will always find their LinkedIn accounts up to date.

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# GROUP B: FLOURISHING FAMILIES



**OVERVIEW:** Flourishing Families contain prosperous parents and children of all ages living life in suburban comfort. Most of the adults are married, in their late 30s to early 50s and college-educated. Over two thirds of households consist of married couples with children, whose ages range from pre-school to post-graduate. With high incomes and diversified assets, many parents have attained a level of financial stability that allows them to kick back and enjoy their quiet residential neighborhoods. Nearly one in six households contain a young adult, while many others have children spread equally across all age ranges.

Scattered across the country in the suburbs of large cities from New York, N.Y. to San Francisco, Calif., Flourishing Families tend to live in spacious homes where they've built up significant equity. Many of the homes were built between 1999 and today. They're valued at more than \$200,000 thanks to their well-groomed yards, coveted locations and spacious interiors that can accommodate the young adults still living at home.

In Flourishing Families, most of the adults have turned their college educations into lucrative positions in management, law, education, public administration or scientific professions; and

many households contain dual earners, resulting in a healthy six-figure income. The money supports a car-dependent culture where commuting to city jobs is a fact of life.

For these family households, their vehicles of choice for cruising from the office to ball fields to grocery stores are SUVs and premium CUVs, minivans from foreign automakers and hybrid cars and trucks.

With kids of all ages in this group, their leisure activities revolve around family-friendly fun. These households are big on sports of all sorts. Some are outdoor sport enthusiasts and like cycling, skiing, mountain-biking and backpacking. Fitness buffs, they like weight training, aerobics and yoga classes as well. Others focus on a round of golf or playing a match of tennis. They like to take their families on warm-weather vacations to Hawaii and the Bahamas. To keep their youngsters occupied on weekends, they head to museums, zoos and aquariums. The parents get some alone-time while dining out, going to movies and enjoying cultural offerings like plays and classical concerts.

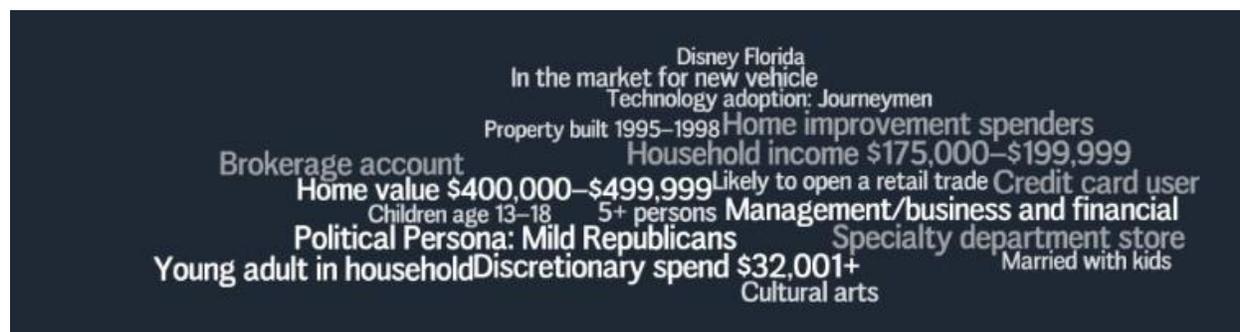
Flourishing Families are willing to spend their money on their children. This is the prime market for toys, sporting goods and digital games. You'll see them shopping at places like Dick's Sporting Goods and GameStop. While the members of this group have the income to spend, many of the parents are also looking for bargains at chain department stores like Kohl's, Costco and T.J. Maxx. Many prefer the ease and convenience of shopping through catalogs and websites. These households rarely go on a major shopping expedition without first planning their trip over the internet.

The multitasking Flourishing Families have little time to devote to traditional media. They're only average fans of TV, radio, newspapers and magazines; much of their news-gathering now takes place on the internet. However, they do like watching sitcoms, dramas and reality programs; their favorite cable networks include ESPN, DIY and Cartoon Network. Their taste in magazines includes such titles as Entertainment Weekly, Real Simple and Road & Track. They're more receptive to ads served up on broadcast or cable TV as well as mobile SMS, email and social media. These active families also notice ads in movie theaters.

Somewhat more conservative than other family groups of their age, the segments in Flourishing Families are more Republican than Democratic and when it comes to philanthropy, they are quite generous with nearly 80% donating to some form of charity, specifically to health, welfare, education, arts and religious groups.

**How to Market.** As journeymen in terms of technology adoption, your best bet for engaging the Flourishing Families households lies in digital and TV advertising. With much higher than average discretionary spends at their disposal and 70 percent with children of all ages, these households are in the market for a wide array of products. Target Flourishing Families with seasonal ads across all verticals, financial service options, and competitively-priced travel packages.

## FLOURISHING FAMILIES SUBGROUPS



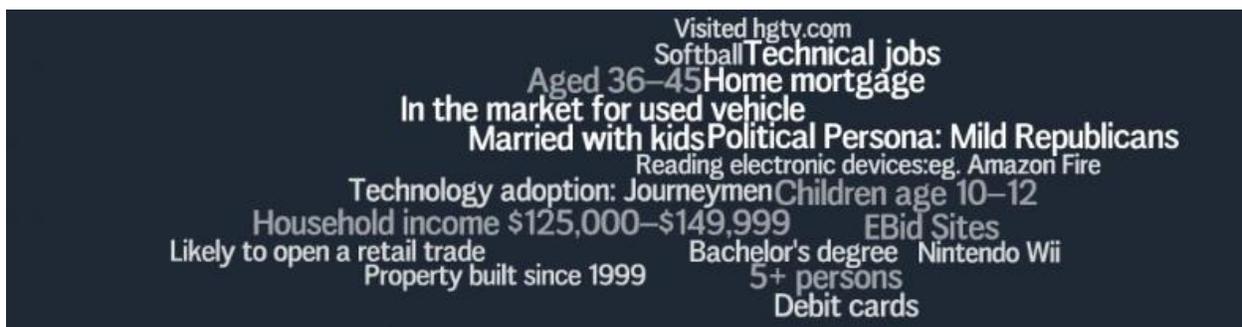
**OVERVIEW (10%):** With double the national average of multi-generational families, Generational Soup is home to a mix of affluent older couples—over half are from the Baby Boom Generation—and families with young adults and aging seniors. Most live in suburban homes an easy drive away from the nation’s big cities. Many households have multiple breadwinners. These college-educated workers hold a range of white-collar, sales and professional jobs. Fifty percent have lived at the same residence for more than a decade, long enough to raise children and see them return to the nest.

With households consisting of varied age groups, Generational Soup make for some unusual leisure patterns. Many of the older adults enjoy laid-back activities like cooking, reading books and going to plays and antique shows. The younger residents make Generational Soup a strong market for bars, comedy clubs and rock concerts. Together, both groups like to travel widely and keep fit by playing golf, mountain biking, running and aerobics.

As shoppers, the members of Generational Soup tend to have upscale tastes and shop at Nordstrom, Ann Taylor, Coldwater Creek and Dillard's. However, like many in the current economy, they look to maximize their dollars and also shop at stores like Kohl's, T.J. Maxx and Stein Mart. They also like shopping online for women's clothing, computer equipment and home decorating items. Many consumers describe themselves as early adopters who favor smartphones for work and big-screen TVs at home. And they like to fill their home offices with plenty of computer equipment for telecommuting and gaming. But they're also careful about spending and look for sales and coupon offerings. These households want to save and invest their money to build a nest egg for their retirement.

Generational Soup qualify as a mixed media market. They're fans of newspapers and magazines that cover entertainment, business, news and sports. They like to watch a wide variety of TV programming—everything from Adult Swim to DIY. They tune in to both online and satellite radio stations more than average, with different age groups listening to golden oldies and easy listening music, or 80s rock and adult contemporary. Mostly, though, Generational Soup are web-savvy fans of the internet. They go online to track job openings and visit magazine websites as well as downloading podcasts. They admit that they're transferring their allegiance from traditional media to the many offerings online.

To reach the diverse groups in this segment, marketers may need multiple messages. While the 50-something parents describe themselves as traditionalists with conservative political views, the younger adults in the household back more progressive social issues. This is a rare segment where members have above-average rates for both preferring conservative clothes and seeking out cutting-edge technology. If there's one area where everyone shares similar views, it's their attachment to family. They link their status to the family's success, and messages that reflect the priority of the family would be well received here.



**OVERVIEW (22.8%):** With a majority of households containing at least five people, Babies and Bliss are a haven for large families living in new suburban subdivisions. The parents tend to be in their 30s and 40s with a wide age range of children in these households, from preschoolers up to those in high school. With high educations and low six-figure incomes that come from dual earners working at professional and technical jobs, this is an audience with an above average discretionary spend. Most households can afford single-family homes valued at and above \$250,000 in neighborhoods built in the last 20 years. Being that these families have been in their homes for approximately a decade, this is a good market for home renovating or building new homes.

With so many children in this segment, leisure activities are dominated by efforts to keep them occupied or exhaust them by day's end. These sprawling households are regular visitors to theme parks, zoos, aquariums and museums. Few segments devote more time to athletic activities; Babies and Bliss participate in team sports like baseball, basketball and soccer. 'Outdoorsy' families, they like going camping, fishing, ice skating, water skiing and enjoying walks through their neighborhoods. They're also big on travel, especially on vacations by car to

lakes and beaches for swimming and other water sports. When the babysitter arrives, the parents head to restaurants, concerts and movies.

Babies and Bliss like to shop—it's practically a sport—and they're happy to shop in department stores, specialty shops, catalogs and especially online sites. Kids' products are naturally popular, including video games, toys and children's books, but these households are also early adopters, filling their homes with the latest consumer electronics, including HDTVs, the newest tech devices and gaming systems. Prestige cars are not a big draw, but they are more likely to be in the market for a new vehicle. Now, they own large sedans and CUVs—vehicles large enough to haul their children, friends and plenty of athletic gear.

With their sprawling families, the households here always take price into account when making a purchase. They like to comparison shop online and carry cents-off coupons when going into stores. Once there, they head for clearance racks. They're fine with buying generic store brands rather than high-priced name brands.

The media tastes of Babies and Bliss reflect child-filled households. They're often listening to both internet and satellite radio because of all the time spent chauffeuring youngsters to extracurricular activities. TV, whether broadcast or streaming, is a great way to reach this market. They are receptive to learning about brands while watching and they prefer cable channels like Nickelodeon and the Disney Channel, or sports. Email is another preferred means of finding the latest and greatest products, and Babies and Bliss tend to be more receptive to mobile display and video ads. They rarely subscribe to magazines unless they're focused on women, entertainment, or home services. In fact, print media, including direct mail, is not a good channel of receptivity for this market. When they listen to music, which is often, they typically enjoy teen pop bands, children's music and alternative rock.

Babies and Bliss are politically right-leaning, support family values, pro-social issues and faith-based initiatives. For these busy households, the biggest challenge is simply trying to balance work and home, without missing one of their children's games, doctor appointments or class recitals.

The parents in this segment are fiscally prudent and financially savvy. They like to invest in stocks and bonds, but they first make sure that their 529 College Savings Plans and 401(k) retirement accounts are well funded. Still in the early childrearing years, they borrow a lot to pay for cars, education and other expenses but are still financially better off than last year. These parents want to protect their children, so they load up on insurance policies.

When it comes to media, the internet is second nature to these Gen X households. They go online daily for banking, comparison shopping and joining chat forums. They see the internet as a tool for work and research, as well as an entertainment center for watching TV shows, playing games and catching up with friends on Facebook. With music so popular among their young children, they also download songs and radio apps.



**OVERVIEW (1.9%):** Family Fun-tastic comprises upscale families living in smaller metropolitan markets and suburbs near the city. Most of the adults are married, middle-aged and highly educated. Their children tend to be older teens and early 20-somethings. These households contain multiple earners with professional and technical jobs, which support their comfortable lifestyle. They live in older, single-family homes in established neighborhoods, often in Midwestern states, where the parents have watched their children grow up and are now preparing to send them off to college. These families may have lived at the same address for more than a decade but to them, time has flown by.

With their older children, Family Fun-tastic pursue busy, kid-centered lifestyles. Their idea of entertainment is going to a theme park, museum or bowling alley. Family calendars are crowded with athletic activities like biking, golf and tennis matches as well as movie nights, school plays, music recitals and sports events. They also make sure to set aside time to be together as a family while reading, exercising, watching TV or

surfing the internet. When they take vacations, they tend to travel domestically but like the idea of travelling abroad. Their vehicles of choice tend to be affordable people-movers: mid- range vans, CUVs and SUVs.

Like many in the current economy, when they go shopping, these households care more about bargains on the brands they prefer to buy. To stretch their dollars when buying household goods, they like to buy quality products at discount prices, patronizing stores like Target, Sam's Club and IKEA. They make a lucrative market for merchants selling toys, games and sports equipment. While they're somewhat late adopters for consumer electronics, they do own gadgets to help them cope with their busy, scattered lives. They often own smartphones and laptops with wireless access and they like to shop using catalogs and the internet to save time.

Family Fun-tastic may be busy, but they make time for varied media. They like to watch primetime TV, especially sitcoms and crime dramas. Many keep their radios on during the day, listening to news, sports and music stations, particularly those that play 80s pop and alternative rock. They're less interested in print media, though they do peruse newspapers for business news and entertainment. These households go online to bank, get stock quotes, read product information and check out video game reviews. Fond of information-rich websites, they like to visit sites like CNN and WebMD. Like other child-filled segments, Family Fun-tastic are politically conservative and adults vote Republican. They tend to be traditional in their consumption preferences, drawn to conservative fashion and recognize flashy cars as a "someday" spend, but not practical right now. They consider themselves healthy and friends seek their advice on health.

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# GROUP C: BOOMING WITH CONFIDENCE



**OVERVIEW:** The four segments comprising Booming with Confidence are married couples in their peak earning years, approaching retirement. Many of the households have dual incomes and few children, allowing them to afford fashionable homes on small, manicured yards in city and suburban neighborhoods. Having made a conscious effort to distance themselves from the noise and chaos of the urban core, they've retreated to the quiet and desirable neighborhoods located only a short commute from their jobs.

Most households in Booming with Confidence are found in relatively new subdivisions in the West and Northeast on tree-lined streets worth more than \$300,000. A majority have lived at the same address for more than 15 years.

Many have built up equity in their homes that supports their comfortable lifestyles and leisure activities. Their houses are also large enough to accommodate young adults, as almost one out of every six households has a young adult still living at home.

With almost half of the households earning six-figure incomes, Booming with Confidence are at the peak of their careers in white-collar professions in business, law, public administration, education and science. Given their college degrees and foreign travel, there's a cultured air to these segments.

Booming with Confidence tend to have sophisticated tastes. With their well-appointed homes, solid incomes and diversified portfolios, they can afford to live the good life. They like to spend on nightlife, going to plays, concerts, movies and restaurants. On weekends, they can be seen touring museums and antique shops, always on the lookout for objects to add to their collections. They travel widely, taking getaways internationally. At home, they like to relax by reading, gardening and entertaining friends and family. Some of their favorite genres include titles like the Smithsonian, The New Yorker and Metropolitan Home.

As consumers, Booming with Confidence have conservative tastes. They're attracted to classic fashions that have stood the test of time, and mid-range sedans from both domestic and foreign automakers. With many still in the workforce or volunteering for charitable causes, they wear smart styles and designer labels they find at favorite mall retailers like Nordstrom, Talbots, Anne Taylor and Chico's. Many patronize local shops they've frequented for years when stocking up on wine, gourmet food and books. They'd never qualify as early adopters, but they like to equip their homes with the latest flat-screen TVs and carry new smartphones. These folks pride themselves on subtle, classy taste rather than flashy display.

Despite their busy lifestyles, Booming with Confidence make time for traditional media. They watch an average amount of TV, enjoying the programming on cable networks like A&E, CNN, ESPN, History, National Geographic, TCM and the Travel Channel. Radio is popular among these daily commuters, especially the stations that offer news, sports, classic hits, golden oldies and classical music. Among Booming with Confidence segments, though, nothing compares to their obsession with traditional print media. They read daily newspapers from cover to cover and subscribe to science, travel and news magazines. They read ads in print media and are receptive to the messages that appear in movie theaters.

Booming with Confidence is active in their communities, and they frequently belong to arts groups, veterans' clubs and churches and synagogues. Politically, they tend to be moderates with a disproportionate number affiliated with the Republican Party. When it comes to charitable donations, this segment favors education and health organizations and contribute generously to their churches.

**How to Market.** Currently in their peak earning years with dwindling financial attachments to their family, Booming with Confidence is an attractive segment of consumers for marketers. Their traditional media preferences make for a great catalog, newspaper and magazine audience. Their tech adoption is high among the older consumer segments and that means they're available for TV, email and online

advertising as well. As for products they're interested in—you name it. They're in the market for cars, investments, vacations, clothes, electronics and toys. They are empty-nesters and approaching retirement; the world is their oyster.

## BOOMING WITH CONFIDENCE SUBGROUPS

C11 Aging of Aquarius
Gary & Donna  
2.39% | 3.17%

### Who We Are

<b>Head of household age</b> <div style="text-align: center; font-size: 24px; font-weight: bold;">51–65</div> <div style="display: flex; justify-content: space-around; font-size: 12px;"> <span>88.5%</span> <span>315</span> </div>	<b>Type of property</b> <div style="text-align: center; font-size: 24px; font-weight: bold;">Single family</div> <div style="display: flex; justify-content: space-around; font-size: 12px;"> <span>99.1%</span> <span>125</span> </div>
<b>Estimated household income</b> <div style="text-align: center; font-size: 24px; font-weight: bold;">\$100,000–\$124,999</div> <div style="display: flex; justify-content: space-around; font-size: 12px;"> <span>20.6%</span> <span>232</span> </div>	<b>Household size</b> <div style="text-align: center; font-size: 24px; font-weight: bold;">3 persons</div> <div style="display: flex; justify-content: space-around; font-size: 12px;"> <span>25.0%</span> <span>201</span> </div>
<b>Home ownership</b> <div style="text-align: center; font-size: 24px; font-weight: bold;">Homeowner</div> <div style="display: flex; justify-content: space-around; font-size: 12px;"> <span>95.8%</span> <span>150</span> </div>	<b>Age of children</b> <div style="text-align: center; font-size: 24px; font-weight: bold;">0–3</div> <div style="display: flex; justify-content: space-around; font-size: 12px;"> <span>0.5%</span> <span>7</span> </div>

### Channel Preference

12	153	1
9	199	214

### Key Features

- Affluent
- Highly educated
- Upscale housing
- Nearing retirement
- Philanthropic
- Savvy investor

### Technology Adoption

Apprentices

ConsumerView ?
 7.97M
 2.73M
 1.30M
 8.73M
Channel Reach

Graduate's degree  
 In the market for new vehicle  
 Length of residency 20–24 years  
 Home improvement spenders  
 Likely to open a retail trade  
 Technology adoption: Apprentices  
 4 persons  
 Young adult in household  
 Management/business and financial  
 Brokerage account  
 Household income \$175,000–\$199,999  
 Discretionary spend \$26,001–\$32,000  
 Brokerage account  
 Political Persona: Mild Republicans  
 Aged 51–65  
 Home value \$300,000–\$349,999  
 Married without kids

**OVERVIEW (4.0%):** The vanguard of the Baby Boom Generation, Aging of Aquarius is comprised of empty-nesting couples between 50 and 65 years old. Most households consist of married couples—90 percent have no children at home and are finally enjoying the kick-back-and-relax stage of their lives. With their graduate school educations, they earn high incomes at professional and technical positions and often travel for business. Virtually all own older single-family homes in established neighborhoods. Scattered throughout the nation, this segment's members are found in both large metros and mid-sized cities. One sign of their stability is the high percentage who have lived at the same address for over ten years.

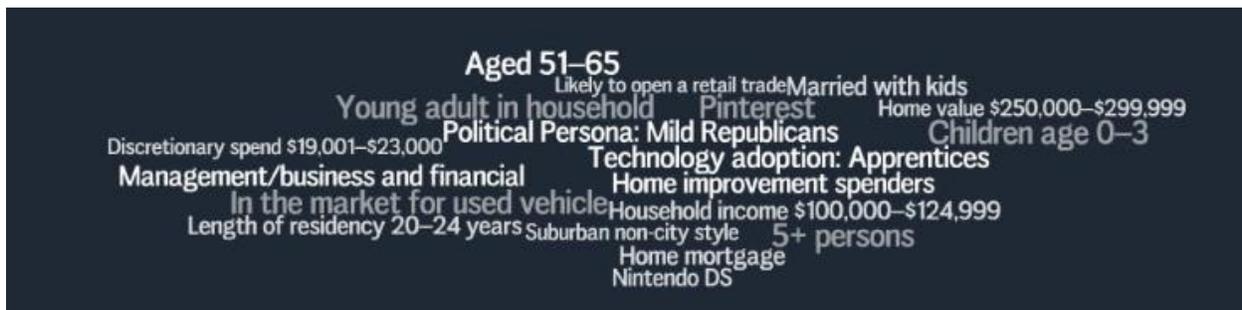
Aging of Aquarius enjoy active leisure lives. They like to exercise at fitness clubs and do non-aerobic sports such as golf, and yoga. They have a cultured lifestyle and enjoy going to plays, museums and reading books, specifically on a Kindle. They also have enough time and money to travel frequently, both domestically and internationally. With their parenting years behind them, these couples relish the opportunity to take cruises, go to casinos and frequent gourmet restaurants.

As shoppers, Aging of Aquarius are both brand- and bargain-sensitive. They patronize all kinds of brick-and-mortar stores, from high-end retailers to discount clubs, and also buy products through catalogs, direct mail and online. Although they are much more likely to be in the market for a new vehicle than a used one, they're not known as early adopters when it comes to consumer electronics, nor are they fashion-forward. Now approaching retirement age, they're increasingly health-conscious and usually only snack on healthy foods while avoiding the fast food their kids may have grown up on. When they shop, they take along coupons clipped from newspapers or downloaded from the internet.

Aging of Aquarius tend to have eclectic media tastes. They're print fans who read daily newspapers from cover to cover and subscribe to magazines that specialize in business, news and travel. They go online often to track down news, book travel and research medical subjects as well as make purchases. Aging of Aquarius still maintain their love of music, though these one-time rock 'n' rollers now listen to jazz, classical and easy listening music.

No longer the radicals of their youth, just over forty percent of Aging of Aquarius align themselves with the Republican Party while nearly one third vote for the Democratic nominee. Though they are split down party lines, we know all but five percent are politically aware and make it to the booth on Election Day. They're more liberal regarding environmental issues, however, and donate to "green" causes.

The evolution of the countercultural generation evident in Aging of Aquarius reflects an economic system that has rewarded these members handsomely. Thanks to their high incomes, they've accumulated large portfolios of investments to fund their retirement. With homes they've owned for many years, they're creditworthy prospects for home equity loans, insurance and lines of credit. They carry multiple credit cards and pay off their balances each month.



**OVERVIEW (8.4%):** Boomers and Boomerangs are a contemporary consumer segment consisting of baby boomer-aged parents and their grown-up children living under the same roof. In these upscale households, most of the parents are in their 50s and early 60s while most of their children are teenagers and young adults in their 20s. With their college educations and incomes from multiple household members, this segment has incomes nearing six figures from a variety of white-collar, blue-collar and service-sector jobs. Boomers and Boomerangs typically live in relatively new subdivisions in the suburban sprawl of large and second-tier cities around the country. This 21st century family segment represents stable households where the older adults moved into their homes more than 15 years ago, watched their children grow up and leave the nest—only to have them return.

As a result of these two age groups, the Boomers and Boomerangs segment has varied interests like gardening, tailgating and fishing. However, the adults young and old share many passions—especially for sports, consumer electronics and nightlife. This segment scores high for cycling and boating along with going to nightclubs, concerts and movie

theaters. Many members like to go to pro and college sports events, particularly if there's a chance to meet for tailgate parties.

Despite the upscale incomes found in these cluttered nests, many Boomers and Boomerangs are concerned about money. They tend to be price-sensitive shoppers who buy economy cars and off-the-rack clothes from discount retail stores. They seem to care little about wearing designer clothes or filling their homes with the latest housewares. At this stage in their busy lives, gourmet cuisine is not a priority over saving time. Instead, they enjoy visiting restaurants that have a more family- friendly adult atmosphere such as Outback Steak House, Chili's, Olive Garden and TGI Friday's.

The generation gap notwithstanding, Boomers and Boomerangs enjoy a variety of media. They read newspapers and listen to drive-time radio, sharing a fondness for stations that feature news, sports and classic rock. They like watching primetime TV, especially premium channels and networks that offer dramas, sitcoms and reality shows. They're slowly losing their interest in magazines, at least the paper-based editions and are shifting to the internet for features and commentary. Indeed, they are enthusiastic web users, going online for banking, travel planning, searching for jobs and gaming. Both Facebook and WebMD are popular sites, reflecting the generational divide in this segment.

Perhaps surprisingly, the values in Boomers and Boomerangs are less conflicted than one might imagine. These households are mostly traditionalists, the largest percentage aligning themselves with the Republican party and espousing right-of- center attitudes. These Americans tend to be fairly blasé about environmental concerns. While they may be on a detour from what they thought was going to be their quiet empty nest, these Boomers are mostly happy to be able to help their Boomerangs. They appreciate the close ties they have with their children. In a choice between advancing their careers and spending more time with their families, their kids always rule.

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# GROUP D: SUBURBAN STYLE



**OVERVIEW:** The four segments in Suburban Style are filled with ethnically-diverse, middle-aged couples and families enjoying upscale lifestyles. Concentrated in suburban neighborhoods, these households are in the middle childrearing phase of their lives, coping with growing families, mid-level careers and monthly mortgage payments. However, they're happy to be bringing up their children in these middle-ring suburbs known for quiet streets and commutes to in-town jobs.

Suburban Style aspired to live in a leafy suburb with a nice garden and fresh air. Their homes, often surrounding big cities in the East, are preserved on curvy streets built in the last half of the 20th century. Housing values are slightly above average. Many homes have a basketball hoop in the driveway or a grill out back. On weekends, the sidewalks are filled with teens skateboarding, biking, in-line skating and shooting hoops. Nintendo Wii and action/adventure video games are also commonplace.

With their slightly above-average educations—more than half have gone to college—parents in Suburban Style work at white-collar jobs in business, public administration, education and finance. Their solid incomes and built-up equity allow them to qualify for home equity and car loans. Among these segments, the highest concentration of homeowners has lived at the same address for over a decade.

Suburban Style has rich leisure lives. They spend a lot of their free time engaged in watching college football, pro basketball, football and baseball. For a night out, adults head to movies, restaurants, plays, museums and concerts, as well as occasional cooking for fun. With excursions to zoos, aquariums, bowling alleys and theme parks as well as regularly scheduled piano lessons and hockey practice, it's not uncommon for parents to put 50 miles on their car every weekend. Many fret that their children are over-programmed and need more unstructured playtime. With friends they might play cards or video games—anything to take their minds off the next bout of activities, errands and appointments.

With their mix of solid incomes and educations, Suburban Style tends to be fashion-forward consumers who like to check out new styles and products. They tend to shop at online discounters, e-tailers and bid sites like eBay. They have the “work hard play hard” mentality of being tech-savvy, sometimes workaholics that tend to splurge on things like travel and electronic gadgets.

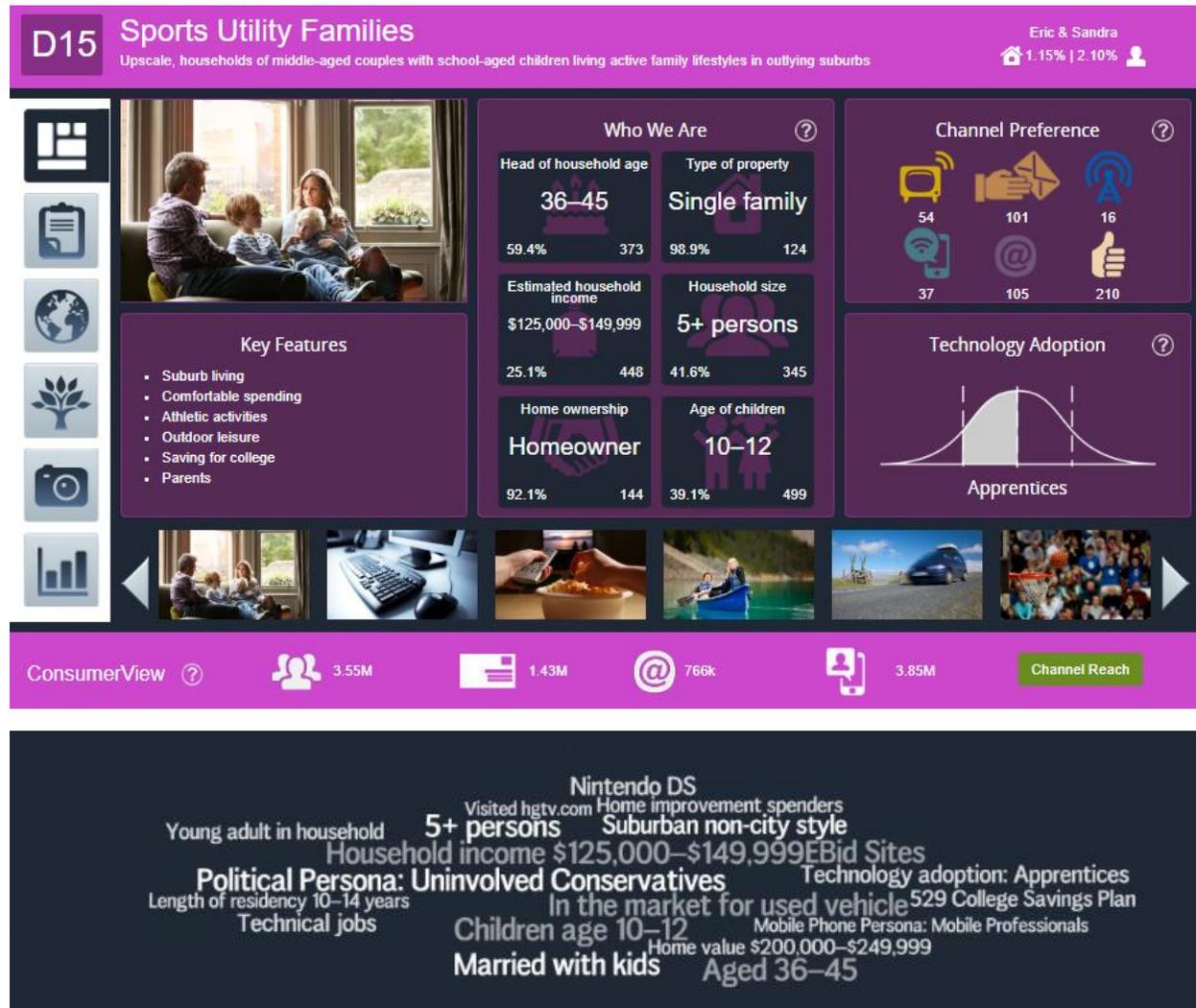
The busy families of Suburban Style make great media audiences. They are receptive to learning about brands and services on TV (broadcast as well as streaming TV) and mobile video. They are also a great audience for email advertising that resonates with their busy lifestyles and tendencies to shop anytime as long as they have a coupon or other incentive. They like to read magazines that cover parenting, health, food, entertainment and the African-American community. Social media and direct mail are also still key.

With their strong attachment to their local communities—they belong to unions and churches—Suburban Style are also active politically. They have been leaning more to the left, but are overall a fairly politically diverse segment in terms of party affiliation.

**How to Market.** Suburban Style consumers lead busy lives so it's important to grab their attention. Fortunately, they tend to pay attention to brand messages on multiple channels.

Focus advertising spend on Addressable TV, internet radio and email. Use messages that grab their attention using incentives, loyalty programs, BOGO promos and coupons. Don't forget that they are career-minded and status-seeking so positioning your brand to “make them look good” is also a smart tactic. They are not the type to quickly convert to a new brand so if Suburban Style is on your customer file, flaunt your brand. If they are not, learn which of your competitors they are using and position yourself as better than their staple.

# SUBURBAN STYLE SUBGROUPS



**OVERVIEW (2.4%):** Sports Utility Families consist of upscale families of little diversity living in relatively new subdivisions on the fringe of the metro sprawl. Most of the adults are middle-aged and often have children of all ages. The segment is characterized by above-average educations and incomes in the low six figures from a mix of white-collar and blue-collar jobs.

Once considered the ‘boonies’, these communities were typically developed in what was rolling farmland surrounding metro areas. Many adults were originally attracted to the areas more than a decade ago for the open spaces and the affordability of the housing—not the prestige of the neighborhoods. However, as their kids have grown up, the adults have aged in place and built up equity in houses that are now considered within reasonable commuting distance of city jobs as well as rural parks. In these stable areas, families have deep roots and belong to the PTA, church groups and unions. They enjoy country music and classics from the 60s, 70s and 80s.

With both parents in the workforce, Sports Utility Families have busy, child-centered lifestyles. They typically spend a lot of time in their (at least three) vehicles—mostly pickups and CUVs—ferrying their children to after-school activities and heading off for weekend excursions to museums, zoos and aquariums. These are sports-crazy families who join leagues to play softball, basketball and football; they're also close enough to lakes and parkland where they can fish, hunt and boat. These households still travel as a family, which means overnight camping trips and theme parks. When parents need a date night, they'll head to a bar, bowling, or football or baseball game event.

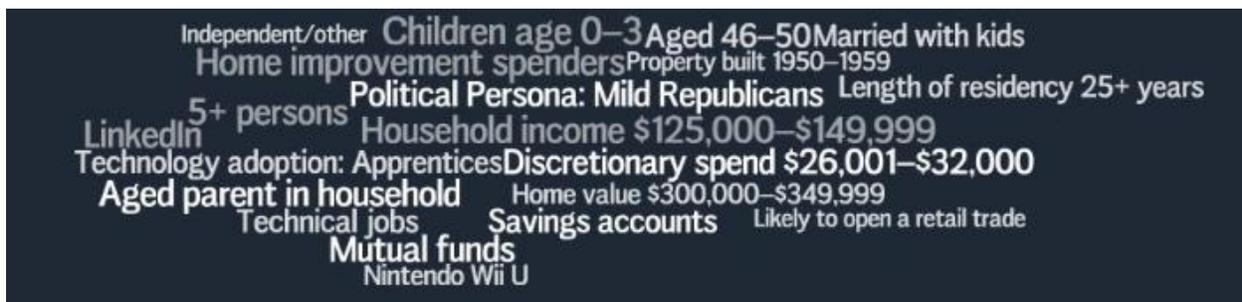
These consumers often shop e-tailer and discount retailers, but they head to kid-oriented specialty stores for toys, games and sporting equipment. In these hectic households, most parents value nutrition but not at the cost of convenience. 30 percent exercise regularly and they are 25 percent less likely than the average consumer to consider their diet a healthy one.

Many in Sports Utility Families prefer learning about brands and services that fit their busy lifestyles while they are watching or streaming TV on their big screens or while listening to music stations on Pandora or while driving home from work.

However, few read the newspaper, but they have many interests in magazines, including auto, entertainment and African American titles like *Ebony* and *Upscale*. They go online to pay bills, visit Amazon.com, eBay, AutoTrader.com and buy Groupons. Among their most bookmarked websites are Huffingtonpost.com, Facebook, Pinterest and Pandora.

Sports Utility Families work hard and have conservative family values. Politically, they're overwhelmingly Republican. As conservative investors, they are more comfortable investing in savings bonds than individual stocks and own 529 College Savings Plans. They are generous contributors to private, political, educational, and environmental charities.

To reach these consumers, leverage email campaigns, social media and direct mail. Use messages that portray the brand as loyal, honest, and with American conventions like the fondness of diversity and respect.



**OVERVIEW (2.8%):** Settled in Suburbia appreciate their unpretentious suburban lifestyles that they settled in over a decade ago. Today, they are raising children, many in their teens. A high percentage also contains young adults who have moved back and aging seniors sharing the same house. Most households have moderate educations where half have some college or a bachelor’s degree. They hold white-collar and blue-collar jobs and earn upper middle-class incomes. They’re accustomed to demanding daily commutes that take them to jobs in the nearby big cities located throughout the US, but with highest concentrations in the Northeast.

In their bedroom suburbs, Settled in Suburbia enjoy laid-back leisure activities. When they’re not working, they can often be found on the golf course or at a local swimming pool. They’re close enough to downtown nightlife that they routinely go to plays, sports games and golden oldies rock concerts. They’re happy to skip cooking and go out to local restaurants. These adults enjoy going to gamble in Atlantic City or at casinos. For vacation, many still travel as a family to an all-inclusive resort or hotel near a theme park.

These Americans don't feel any particular need for status recognition through the purchase of their lifestyle accessories. They typically own more than two cars and are content with nicer used vehicles, SUVs and crossover vehicles. They shop mainstream retailers like Gap, American Eagle, Kohl's, Chico's and get family utility needs from Costco. Many are proficient users of their smartphones and smart devices and do their shopping primarily at brick-and-mortar stores, but also online.

Settled in Suburbia make a mixed market for advertisers. They're selective readers of newspapers, typically turning to the business pages, movie listings or travel features. They make a strong radio, direct mail and addressable TV audience, particularly for stations that offer news, pro baseball and football. They use their phones for social connecting and practical and entertainment purposes like listening to Pandora and gaming.

Settled in Suburbia like their routines and are not interested in the pursuit of novelty or standing out. They are most interested in brands that emanate their American ideals of honor, respect and pride. They enjoy relaxing with their family and friends, and they describe their political views as conservative-leaning. They're involved in their established communities, belonging to arts groups and veterans' clubs at high rates. They donate to health, education, and their church groups.

Now in their mid-careers, Settled in Suburbia have done well financially. Their retirement accounts have high balances. They're still accumulating plenty of stocks, CDs and mutual funds. This is a prime audience for life and disability insurance, to make sure they're protected from unforeseen risks. These Americans like keeping their lives on an even keel.

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# GROUP F: PROMISING FAMILIES



**OVERVIEW:** Promising Families consist mainly of Generation Yers who've married, moved into their first homes and started families. With over three quarters under the age of 35, these households live in small homes in affordable new subdivisions. In the two segments that make up this group, most of the adults are recently married, new to the workforce and raising young children who are mostly under the age of 10. In this group, the American dream is characterized by a computer in the family room, a trampoline in the backyard and an SUV and multiple bikes in the garage.

Promising Families are found in the rapidly-growing towns and small cities of the West and South; and one segment has a high concentration living in military base communities like Quantico, Va.; Camp Lejeune, N.C.; and Colorado Springs, Colo. Most of their homes are modern ranches, bungalows and split-foyer houses that were built since 2000. However, because of their locations on the outer edge of the urban sprawl, the housing is affordable, with average values. While they've typically been at their current address for fewer than five years, these young families have quickly come to appreciate their safe subdivisions, new schools, abundant ball fields and convenient discount retailers.

The educational achievements among Promising Families members are above average with a little over a third of household heads having either bachelor or graduate degrees. That level of schooling translates to a wide variety of occupations—from business, technology and the military to science and homemaking. Though most of the adults are earning entry-level pay, the dual-income households have enough disposable cash to lead comfortable leisure-filled lives.

In Promising Families, life revolves around young and active families. It's hard to find a team sport—especially baseball, basketball, soccer or football—of which they don't participate. They keep fit by jogging, swimming, and doing yoga and aerobics. These parents are still young enough to enjoy nightlife and—after getting a babysitter—often go out to restaurants, bars, nightclubs, movie theaters and billiard halls. Many keep their kids occupied on weekends by taking them to a bowling alley, swimming pool, aquarium or pool. Casual dining restaurants are popular among these families. At home, they spend their leisure time on the internet, playing games, listening to music, reading or working on their hobbies (such as photography). During school breaks they travel frequently to domestic beaches, theme parks and the campgrounds where they enjoy boating and hiking.

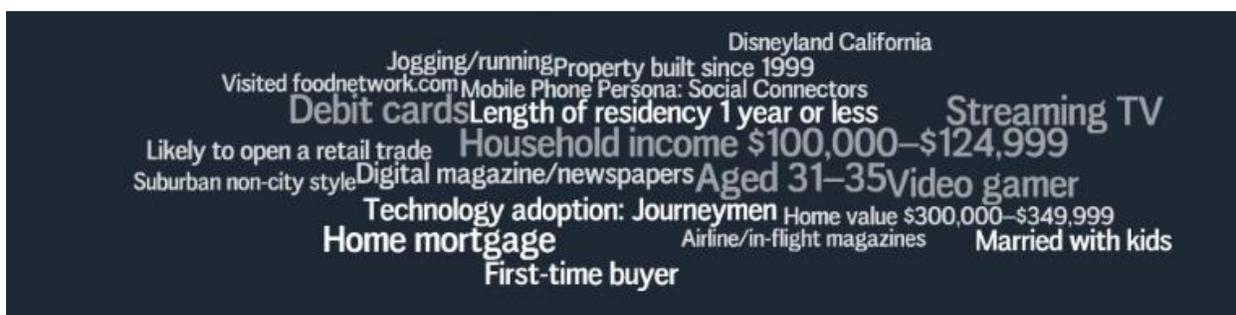
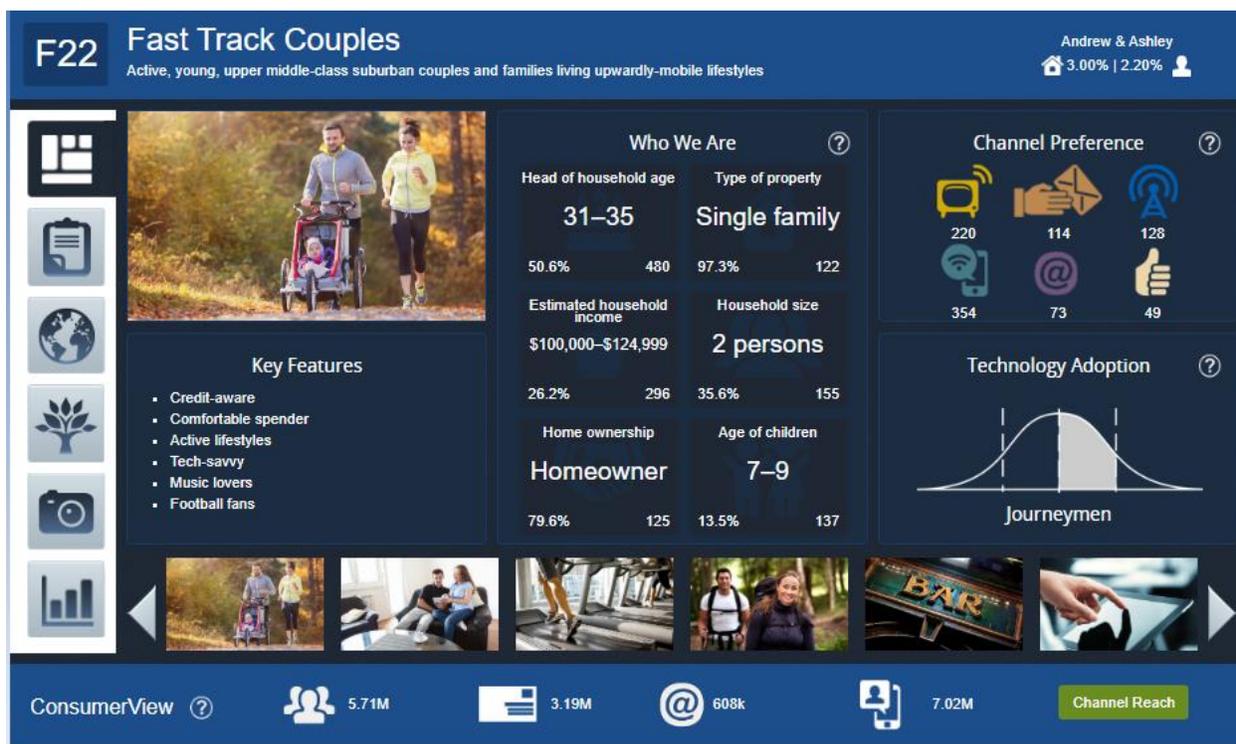
Promising Families like to shop, though they're price-sensitive. They like to stretch their money, typically waiting for sales, patronizing factory outlets and heading right to the clearance racks. These shoppers are a strong market for electronics; they buy all manner of video and audio equipment. To chauffeur their kids to extracurricular activities and family outings, they rely on large cars like CUVs, minivans and SUVs. They tend to buy used vehicles, but it doesn't matter as much whether it's an import or domestic.

Promising Families have only selective interest in media, with most of their program choices reflecting their preoccupation with childrearing. They seem to have given up on subscribing to newspapers and they have below-average interest in magazines—reflecting their younger makeup. However, they will make an exception for parenting, entertainment and news magazines. They listen to the radio, especially during drive-time, to stations that offer sports, modern rock, adult contemporary and hit songs. On TV, they're big fans of sitcoms, reality programs and animation; the kinds of shows that appear on Nickelodeon, Disney, Cartoon Network and Comedy Central.

Politically, Promising Families are less involved than most; two households out of five are unregistered voters. Relative newcomers to their community, they belong to few groups other than the PTA and their local church or synagogue.

**How to Market.** Promising Families make for a terrific marketing segment. Fulfilling a transformation from a young twenty-something to successful adult, spouse and parent—this audience is chock-full of new movers, new parents and recently married couples. These life-triggers suggest they're in the market for a vast array of products. From home-services to retirement and college saving plans; from children's toys and products to new cars—Promising Families are a good market for it all. From a media perspective, these young families have adapted to the digital life, making them receptive to TV, internet radio, and mobile among other channels.

## PROMISING FAMILIES SUBGROUPS



**OVERVIEW (7.1%):** Fast Track Couples consist of young couples and families already on the road to upward mobility. Although ninety percent are under the age of 35, most are married, work at good jobs and own their homes. Two-thirds have kids. Most have at least some college education, which has helped them obtain decent-paying jobs in sales, white-collar professions and technology. With most households paying off mortgages on their first homes, it's common for both partners to work. That's typical in the new subdivisions where many live. In the fast-growing sprawl of mid-sized cities in the West and South, these young couples live comfortably in homes valued a bit above the national average, though they have yet to sink deep roots: most have lived at the same address for fewer than three years.

In many ways, Fast Track Couples lead mobile lifestyles. They enjoy athletic activities and it's hard to find a sport—baseball, soccer, football—that they don't play. They also keep fit at local gyms by jogging, biking and doing aerobics. They tend to be night owls

who enjoy many night life activities, including going to bars, comedy clubs and rock concerts. On weekends, the childless couples may go to a college or pro sports event after a tailgate party; the young families head for zoos and aquariums. Everyone seems to meet afterwards for a meal at a casual restaurant like the Olive Garden, TGI Friday's, P.F. Chang's, The Cheesecake Factory and Chili's.

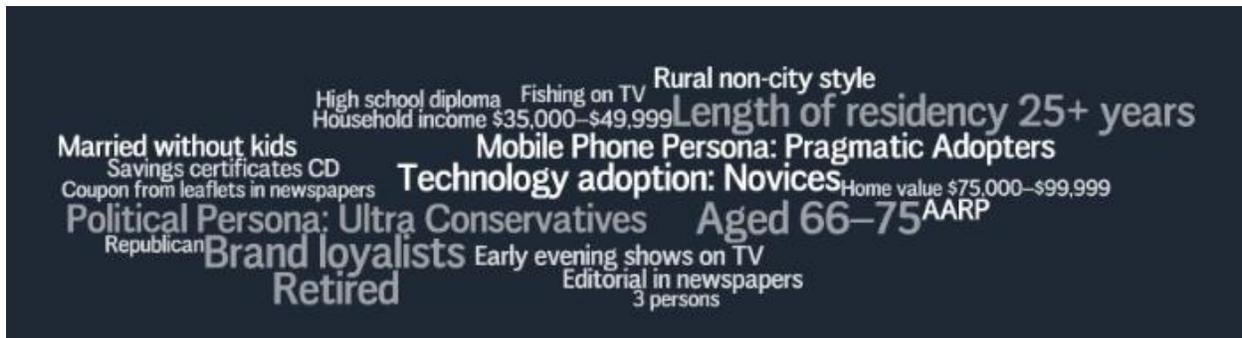
As shoppers, Fast Track Couples like whatever's new and hot. Status-conscious consumers, they love electronics and fill their living rooms with the latest equipment, like gaming systems and large-screen TVs. In their driveways are expensive cars, including premium SUVs and CUVs. They like to get the latest designer fashions. However, they can be smart with their money; they shop sales, clip coupons and compare prices online before making a purchase.

Fast Track Couples make a good omni-channel market. They prefer learning about brands from internet radio apps like Pandora and Spotify. They are also receptive to advertisements delivered through addressable TV and mobile display. For many, the internet is the first place they go for information, shopping and, increasingly, entertainment. They like to download music, watch TV, book airline tickets and hunt for new jobs and cars. They visit most of the popular mainstream and social networking sites.

Despite their youth, Fast Track Couples aren't known for their tolerant open-mindedness. They have slightly above average interest in recycling, protecting the environment and supporting equal rights. Most are not particularly involved in politics nor their new communities, and few volunteer for groups other than the PTA or their church organization. Many are simply too busy with work and early childrearing to care.

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# GROUP J: AUTUMN YEARS



**OVERVIEW:** One of the nation’s more elderly groups, Autumn Years consumers are mostly mature couples retired in the same house where they’ve lived for much of their adult lives. Just over two thirds are over 65 years old. About the same proportion are married couples with grown-up children. Autumn Years live in single family homes and have not yet, or may never, moved to a retirement community. Proud members of the Greatest Generation, these couples are rooted in their communities, often belonging to local art groups, veterans’ clubs, unions, churches and temples.

Many Autumn Years live in more suburban and rural communities throughout the country. These couples raised their children in quaint modest homes, which were built between 1950 and 1990. Comfortable in their tight-knit communities, over half have lived at the same residence for more than 20 years.

Autumn Years often came from humble beginnings; about half completing high school and entering the workforce. While nearly half are retired, those who are still in the workforce hold jobs in farming, blue-collar professions or the service industry. These working-class jobs provide median household incomes of around \$50,000. However, with their modest expenses and children out of the house, these couples enjoy easy-going and home-centered lifestyles that don't require high-powered salaries to live happily and comfortably.

The members of Autumn Years enjoy their quiet leisure time. They tend to like to stick around the house to watch TV, play card games, read books, garden or pursue hobbies like needlework and woodworking. They have enough money from their regular investments in stocks and savings bonds to splurge on attending plays and concerts. They enjoy easy listening genres from all musical eras, namely the 60s. They make a prime audience for home-style restaurants, hitting the early-bird specials. They enjoy outdoor activities such as walking and fishing. They're not big on foreign travel, but many will save up for a cruise to Alaska or a RV trip to national parks out west.

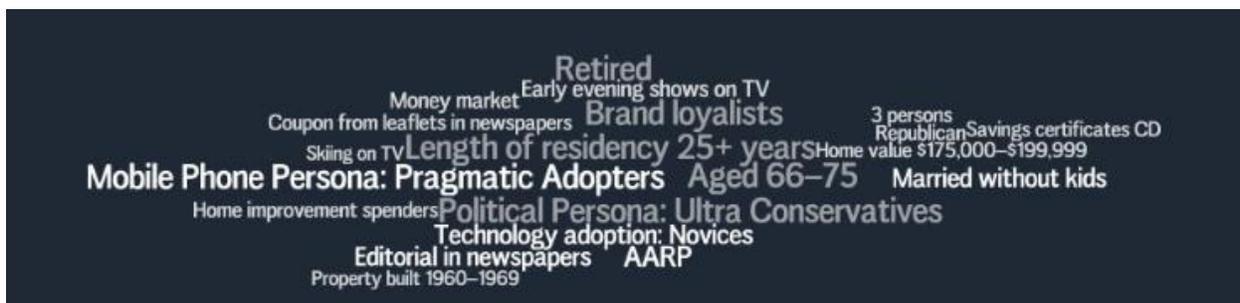
As consumers, Autumn Years admit that they're not very adventurous. They have a conservative fashion sense and are loyal to their favorite brands and love American made products. They are loyal shoppers of mid-market and discount chains such as Sears, Kmart, Meijer and BJ's Wholesale Club. When it comes to technology, they are novices, though texting is within the comfort zone of just over fifty percent of them. They own pickups and American made mid-range cars.

These older couples make a good target market for traditional media. Many subscribe to a daily newspaper, typically reading it from cover to cover. They listen to the radio, particularly to stations that feature easy listening music, news, classic hits and classical music. These seniors also appreciate women's and housekeeping magazines and wouldn't miss their regular game show or drama TV programs.

Politically, this group is equally split between the core political parties. Philanthropy is popular among these households, and many contribute to religious and health organizations. They're not too worried about their own status; many say that they're happy with their current lives and confident about the future.

**How to Market.** To ensure your brand messages grab the attention of Autumn Years consumers, resonate with their core American ideals of honor, respect, loyalty and pride. For your call to action, leverage loyalty programs and put your best foot forward when it comes to fostering this customer relationship. Outstanding customer service is key to maintaining this loyal consumer market.

## AUTUMN YEAR SUBGROUPS



**OVERVIEW (2.8%):** The flight to the suburbs in the 1950s and 1960s attracted many World War II veterans with young families. Today, these Aging in Place seniors are ready to retire but still happy in their modest homes scattered across the country near metros and mid-sized cities. More than four fifths of household heads are over 65 years old, and half are already retired. With their children out of the house, this mix of empty-nesting couples and widowed individuals live comfortably on mid-scale incomes and assets from a lifetime of working at professional and technical jobs.

Aging in Place enjoy quiet, unassuming lifestyles. They spend most of their time around their homes reading, gardening and watching their favorite game shows on TV. They like dining out and go to casual restaurants. They don't frequent many cultural activities but attend antique shows and enjoy music classics from the 60s and 70s. When socializing, they attend activities sponsored by their religious group or veterans' club.

As shoppers, Aging in Place have traditional tastes and are also a strong market for books, garden supplies and TVs. Given their extended families of children and grandchildren, these folks send a lot of cards and gifts and are on a first-name basis with the clerks at the local stores.

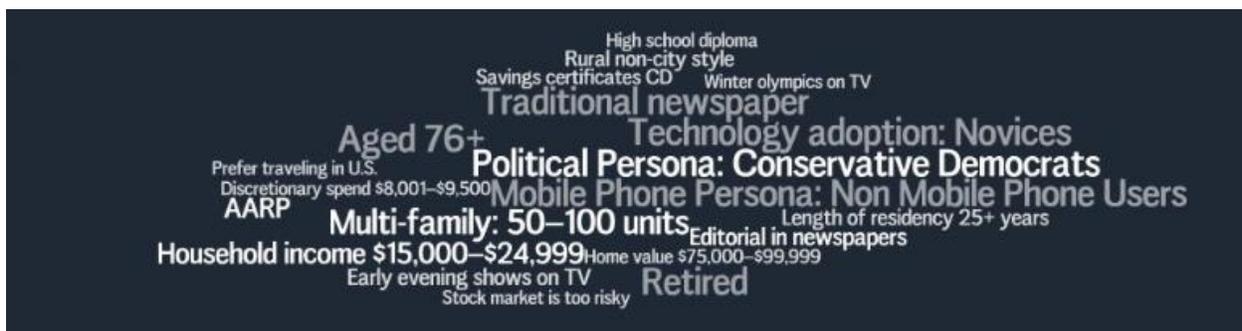
Aging in Place are fans of traditional media, including print, TV and radio. They read a daily newspaper and like to subscribe to magazines that cover travel, culture and home arts. Although they no longer represent a strong drive-time radio audience, they still tune in to stations that play oldies, classical music and adult contemporary programming. Mostly, though, these households are TV fans. Most like to watch movies, get DIY ideas from how-to programs and test their intellectual mettle with game shows. Few understand all the excitement about the internet. While many can send email, these technology novices won't be downloading songs or buying digital books anytime soon.

Not surprisingly, these Americans describe themselves as conservative Democrats or Ultra Conservatives. They care about their faith and go to religious services each week. These are people who belong to church and synagogue clubs, attend union meetings and support the community service projects of veterans' organizations.

Reach this consumer group with something shiny in their USPS mailboxes. Use messages that are core to the traditional conventions of America like respect, being home-grown and paying it forward. Customer service and loyalty programs that illustrates "Our brand cares about you", will also ensure Aging in Place continue spending their hard earned dollars with you.

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# GROUP Q: GOLDEN YEAR GUARDIANS



**OVERVIEW:** With more than 90 percent of members over 65 years old, Golden Year Guardians are the eldest of the Mosaic groups. The seniors in these four types have predominantly limited education and live on extremely modest retirement funds. Over half are widowed or living alone as their spouse resides in the community’s nursing home. Most married couples still live in the homes they’ve owned for the past 25 years and nearly one third now reside in retirement communities. These members of the Greatest Generation typically came from humble origins and now enjoy unpretentious lifestyles.

Golden Year Guardians are nestled throughout the nation, though they’re centered in Sun Belt suburban retirement communities like Sun City, Arizona, Delray Beach, Florida, and Laguna Woods, California. Many are still living the American dream of home ownership, though their modest cottages and bungalows are valued at three quarters of the national average. Many have sought out communities where they could

live free of urban concerns like crime and rush-hour traffic. Others have moved to new locations for a chance to establish new friendships and engage in new leisure activities.

With incomes half the national average, many Golden Year Guardians households face financial challenges as they struggle to get by on their Social Security checks and pensions. Only a small percentage of these seniors have a substantial nest egg or investment portfolios. When they were growing up, many had few educational opportunities, and only a third went beyond high school. Before retirement, a decade or more ago, they held jobs as honest blue-collar workers. While many have paid off their mortgages, they still lack the discretionary cash to enjoy a carefree retirement. They are accustomed and comfortable with appreciating the simple necessities of life.

Golden Year Guardians tend to lead quiet lifestyles. Their social life revolves around various community groups, and they belong to churches as well as veterans' clubs and AARP. They spend a lot of their time in their residences reading books, gardening and doing needlework. For fun, they like to play cards, visit the senior center, try their luck at bingo or go out to dinner at home-style restaurants like Bob Evans, Cracker Barrel and Old Country Buffet. Foreign travel is outside their budgets and comfort zone.

Golden Year Guardians tend to be conservative, financially and as a consumer. They are infrequent shoppers and tend to stick to favorite brands when it comes to fashion, shopping at mid-market stores like Stein Mart and Dillard's.

Nearly half no longer drive a car and of those who still do, they cruise in sedans with the reputation of being American-made. They describe themselves as tech-averse, and any tech gadgets likely came as gifts from their children or grandchildren.

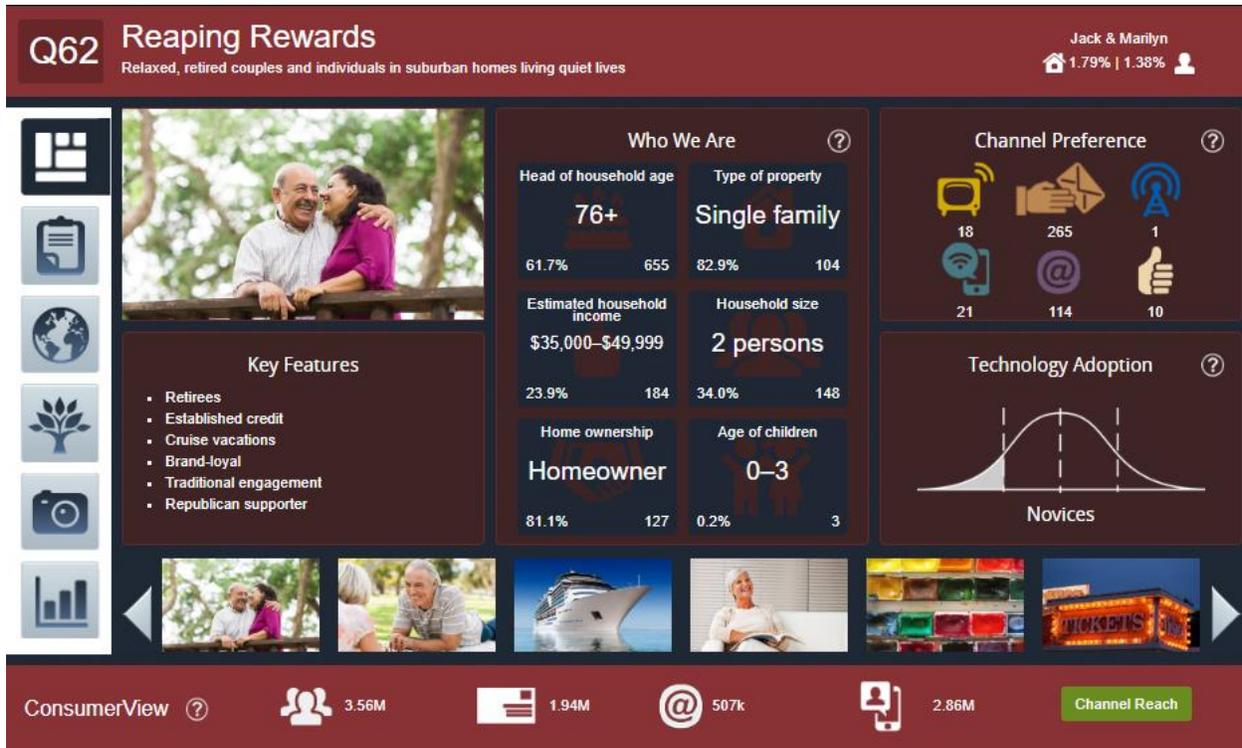
Golden Year Guardians are a strong market for traditional media. They subscribe to daily newspapers to stay informed and like listening to newscasts on the radio. They describe TV as their main source of entertainment; they watch news, movies, game shows and reality shows. Many arrange their schedules around favorite TV programs, typically shows on cable networks like AMC, CNBC, the Golf Channel, Hallmark Channel and Movie Channel. These seniors are a prime market for advertisements served in women's and home magazines such as Martha Stewart Living, Family Circle, Country Living and Better Homes & Gardens. Most are still shy about the internet, telling researchers that computers leave them baffled.

At the ballot box, this group is fairly split between voting Democrat or Republican. They do however, have extremely high voting rates. They will donate to their church and health causes.

**How to Market.** Marketing to the most senior generation of the US might require modern marketers to step out of their comfort zone. As a group of consumers that spent their young lives without TVs and computers, this group isn't worth attempting to engage online. TV, radio, in-store and direct mail remain the most effective methods to connect with this aging segment. The verticals that they're most interested in? Try

health and financial services, home goods and a mix of children’s toys to help them keep up with what their grandchildren want for their birthdays.

Use messaging that is clear and reflects their own values for honesty, honor, loyalty and respect. Traditional conventions will resonate with this group, as will loyalty programs.



**OVERVIEW (2.8%):** A haven for elderly Americans, Reaping Rewards are over 65 years old and no longer in the workforce. As members of the Greatest Generation, they grew up during the Depression and World War II, typically married young and then thrived in the workplace in the latter half of the 20th century. Today these seniors—a mix of elderly couples and widowed individuals—are reaping the rewards of their many years of work and have settled in quiet subdivisions. They live well on decent pensions and investments.

They have done very well in managing their investments with their lower middle-class incomes. With reduced living expenses, Reaping Rewards can afford to own a

comfortable cottage or ranch house worth about \$250,000—a price above the national average. Some moved to their homes in mixed-age communities about a decade ago, after their children had finally left home and they could retire with some financial security. No fans of the active retirement communities, they're happy in vibrant cities like Tucson, Ariz. and Yarmouth, Mass., with access to transportation hubs and top-flight hospitals.

Reaping Rewards are not about working up a sweat. They engage in a lot of indoor activities: watching TV and listening to classical music as well as pursuing hobbies like needlework and playing cards. They also like to go out on the town; they frequent restaurants and try their luck at casinos and bingo parlors. They have the disposable cash to dine out regularly, showing a fondness for casual restaurants such as Olive Garden and Ruby Tuesday. After a lifetime of labor, these Americans enjoy traveling; they take cruises to places like the Mediterranean and drive by RV throughout the US.

Reaping Rewards have the money to shop, but they find little joy in consumption. These brand-loyal traditionalists like to buy tried-and-true styles at stores they've patronized for years. They're regulars at mall retailers like Talbots and Nordstrom, they browse a bit before finding a solid classic shirt or pair of slacks. While they're admittedly tech-shy and own few consumer gadgets, they like cars that are equipped with all the latest options, especially new luxury sedans.

Reaping Rewards are also brand-loyal when it comes to media. They still read a newspaper from cover to cover every day. These well-read Americans read magazines, and subscribe to a variety of publications—from titles like Architectural Digest to Reader's Digest to Time. Many keep their TVs on all day for a comforting audio backdrop to their routine. Regarding TV as their main source of news and entertainment, they like to tune in to newscasts, talk shows, game shows and historical programs. Late-adopters when it comes to the internet, they rarely go online for shopping or banking. However, they will do more age-specific activities online, like researching various ailments and maladies and making travel arrangements to visit their grandkids.

The values system of Reaping Rewards reflects old-fashioned traditions. They're religious Americans who express their faith by going to church and synagogue as well as watching religious TV shows. Risk-averse, they buy a lot of insurance products. They tend to vote Republican and are active in their communities. These households are charitable, giving to nearly every kind of not-for-profit: religious, health, political, environmental and arts groups.

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**END OF REPORT**

# Your Audience

## Consumer View



	Population %	Cumulative Pop %
A Power Elite	9.88	9.88
C Booming with Confidence	8.87	18.75
I Family Union	7.47	26.22
O Singles and Starters	7.14	33.36
E Thriving Boomers	6.93	40.29
J Autumn Years	6.91	47.20
D Suburban Style	6.81	54.01
B Flourishing Families	6.77	60.78
Q Golden Year Guardians	6.54	67.32
L Blue Sky Boomers	4.67	71.99
M Families in Motion	4.37	76.36
N Pastoral Pride	4.03	80.39
P Cultural Connections	3.91	84.30
F Promising Families	3.61	87.91
K Significant Singles	3.23	91.14
H Middle-class Melting Pot	3.13	94.27
S Economic Challenges	2.56	96.83
G Young City Solos	1.64	98.47
R Aspirational Fusion	1.54	100.01

A

## Power Elite

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

Michael & Mary  
 7.17% | 9.88%

### Key Features

- Wealthy
- Highly educated
- Politically conservative
- Well-invested
- Charitable giving
- Active and fit



C

## Booming with Confidence

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

Robert & Susan  
 6.96% | 8.87%

### Key Features

- Highly educated
- Affluent
- Upscale housing
- Savvy investors
- Tech apprentices
- Environmental philanthropists

Head of household age

51-65

58.8% 210

Type of property

Single family

96.4% 121

Estimated household income

\$100,000-\$124,999

18.9% 213



Household size

3 persons

19.9% 159

Home ownership

Homeowner

91.2% 143

Age of children

0-3

6.1% 76



I

## Family Union

Middle income and middle-aged families living in homes supported by solid blue-collar occupations

Jose & Maria  
 5.27% | 7.47%

### Key Features

- Bilingual
- Married with kids
- Large households
- Financially cautious
- Team sports
- Blue-collar jobs

Head of household age

36-45

29.3% 185

Type of property

Single family

93.4% 118

Estimated household income

\$50,000-\$74,999

29.1% 153



Household size

5+ persons

26.3% 218

Home ownership

Homeowner

80.1% 125

Age of children

13-18

33.2% 273



O

## Singles and Starters

Young singles starting out and some starter families living a city lifestyle

Daniel & Amanda  
 11.16% | 7.14%

### Key Features

- Rental housing
- Single adults
- Politically disengaged
- Engage via radio
- Foodies
- Digitally savvy

Head of household age

25-30

44.8% 396

Type of property

Multi-family:  
101+ units

14.4% 320

Estimated household income

Less than  
\$15,000

16.4% 162



Household size

1 person

72.1% 163

Home ownership

Renter

58.6% 251

Age of children

0-3

8.9% 110



E

## Thriving Boomers

Upper-middle-class baby boomer-age couples living comfortable lifestyles settled in suburban homes

David & Linda  
 5.95% | 6.93%

### Key Features

- Middle class
- Suburban city
- Politically independent
- Nature enthusiasts
- Married couples
- 60s/70s music lover

Head of household age

51-65

68.4% 244

Type of property

Single family

89.1% 112

Estimated household income

\$75,000-\$99,999

23.3% 173



Household size

2 persons

27.7% 120

Home ownership

Homeowner

85.5% 134

Age of children

0-3

2.9% 37



**J**

## Autumn Years

Established and mature couples living gratified lifestyles in older homes

William & Barbara  
🏠 6.96% | 6.91% 👤

### Key Features

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

Head of household age

**66–75**

38% 349

Type of property

**Single family**

98.4% 124

Estimated household income

**\$35,000–\$49,999**

21.3% 164



Household size

**2 persons**

34.4% 150

Home ownership

**Homeowner**

92% 144

Age of children

**0–3**

2.5% 31

**D**

## Suburban Style

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

James & Lisa  
🏠 4.57% | 6.81% 👤

### Key Features

- Comfortable lifestyle
- Ethnically diverse
- Politically diverse
- Family-centric activities
- Parents
- Financial investments

Head of household age

**36–45**

38.3% 241

Type of property

**Single family**

97.5% 123

Estimated household income

**\$125,000–\$149,999**

15.2% 271



Household size

**5+ persons**

27.6% 229

Home ownership

**Homeowner**

88.8% 139

Age of children

**10–12**

21.7% 277

**B**

## Flourishing Families

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

John & Jennifer  
🏠 4.30% | 6.77% 👤

### Key Features

- Affluent
- Charitable contributors
- Athletic activities
- Saving for college
- High credit card use
- Family-oriented activities

Head of household age

**36–45**

32.9% 207

Type of property

**Single family**

95.9% 121

Estimated household income

**\$125,000–\$149,999**

21.6% 386



Household size

**5+ persons**

33.7% 280

Home ownership

**Homeowner**

86.4% 135

Age of children

**10–12**

23.5% 300

**Q**

## Golden Year Guardians

Retirees living in old homes, settled residences and communities

Donald & Betty  
🏠 8.77% | 6.54% 👤

### Key Features

- Retired
- Health-conscious
- Tech novices
- Established credit
- City lifestyle
- Cautious money managers

Head of household age

**76+**

53.3% 565

Type of property

**Single family**

71.8% 90

Estimated household income

**\$15,000–\$24,999**

21.1% 236



Household size

**1 person**

51.2% 116

Home ownership

**Homeowner**

71.5% 112

Age of children

**0–3**

0.5% 6



L

## Blue Sky Boomers

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

Thomas & Karen  
 5.55% | 4.67% 

### Key Features

- Rural lifestyles
- Modest housing
- Outdoor recreation
- Agricultural and blue-collar jobs
- Racing fanatics
- Sports fans

Head of household age

51–65

83.7% 298

Type of property

Single family

94.5% 119

Estimated household income

\$50,000–\$74,999

28.1% 148



Household size

1 person

50.6% 114

Home ownership

Homeowner

79.1% 124

Age of children

0–3

1.4% 18



M

## Families in Motion

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

Jason & Melissa  
 2.69% | 4.37% 

### Key Features

- Young children
- Hectic households
- Rural lifestyle
- Non-environmental
- Conservative investors
- Outdoor leisure

Head of household age

36–45

28.5% 179

Type of property

Single family

95.6% 120

Estimated household income

\$50,000–\$74,999

26.7% 140



Household size

5+ persons

34.4% 285

Home ownership

Homeowner

66.2% 104

Age of children

4–6

38.4% 504



N

## Pastoral Pride

Eclectic mix of lower middle-class consumers who have settled in country and small town areas

Charles & Angela  
 4.62% | 4.03% 

### Key Features

- Rural living
- Working class sensibility
- Ethnically diverse
- Tech wizards
- Satellite TV
- Blue-collar jobs

Head of household age

36–45

21.6% 136

Type of property

Single family

96.7% 122

Estimated household income

\$50,000–\$74,999

24.2% 127



Household size

1 person

55.8% 126

Home ownership

Homeowner

72.5% 114

Age of children

7–9

10.3% 104



P

## Cultural Connections

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

Juan & Rosa  
 4.71% | 3.91% 

### Key Features

- Culturally diverse
- Financially curious
- Single parents
- Ambitious
- Modest educations
- Renters

Head of household age

36–45

35.1% 221

Type of property

Single family

55% 69

Estimated household income

Less than \$15,000

20.9% 206



Household size

1 person

59.3% 134

Home ownership

Renter

57.5% 246

Age of children

13–18

38.6% 317



# F

## Promising Families

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

Christopher & Jessica

🏠 3.80% | 3.61% 👤

### Key Features

- Married with kids
- No-worry spenders
- Status-conscious
- Credit-aware
- Comfortable lifestyles
- Just moved in

Head of household age

31–35

47.9% 455

Type of property

Single family

97.3% 122

Estimated household income

\$100,000–\$124,999

24.1% 272



Household size

2 persons

31.5% 137

Home ownership

Homeowner

78.8% 123

Age of children

7–9

21.9% 221



# K

## Significant Singles

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

Joseph & Sandra

🏠 4.74% | 3.23% 👤

### Key Features

- Renters
- Multi-family properties
- Quality matters
- Small households
- Financially risk averse
- Cultural interests

Head of household age

51–65

31% 110

Type of property

Multi-family: 3 units

11.5% 441

Estimated household income

\$35,000–\$49,999

15.9% 122



Household size

1 person

70.2% 159

Home ownership

Renter

62.9% 270

Age of children

13–18

7.5% 62



# H

## Middle-class Melting Pot

Middle-aged, established couples living in suburban and urban homes

Richard & Elizabeth

🏠 3.52% | 3.13% 👤

### Key Features

- Sturdy blue-collar
- Multi-cultural
- Comfortable spending
- Financially informed
- Suburb living
- Married with kids

Head of household age

36–45

24.9% 157

Type of property

Single family

93.7% 118

Estimated household income

\$75,000–\$99,999

22% 163



Household size

2 persons

23.9% 104

Home ownership

Homeowner

72.4% 113

Age of children

13–18

9.3% 76



# S

## Economic Challenges

Economically challenged adults living alone in urban areas

Kenneth & Brenda

🏠 3.72% | 2.56% 👤

### Key Features

- Modest spenders
- Limited budgets
- Ethnically diverse
- College sports fans
- Modest educations
- Lottery ticket holders

Head of household age

51–65

47.1% 168

Type of property

Single family

73.5% 92

Estimated household income

Less than \$15,000

30.4% 299



Household size

1 person

68.8% 155

Home ownership

Renter

43.3% 185

Age of children

7–9

3.8% 39



# G

## Young City Solos

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

Matthew & Patricia

🏠 3.08% | 1.64% 👤

### Key Features

- Singles
- Downtown commuters
- Apartment dwellers
- Active lifestyles
- Career-driven
- Liberal

Head of household age

25-30

34.7% 307

Type of property

Multi-family:  
101+ units

12.8% 284

Estimated household income

\$100,000-\$124,999

14.8% 166



Household size

1 person

84.6% 191

Home ownership

Renter

43.4% 186

Age of children

13-18

3.3% 27



# R

## Aspirational Fusion

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

Anthony & Kimberly

🏠 2.47% | 1.54% 👤

### Key Features

- Single parents
- Apartment living
- Status-conscious
- Budget constraints
- Active athletes
- Tech wizards

Head of household age

19-24

17.1% 321

Type of property

Multi-family: 3  
units

13.1% 503

Estimated household income

Less than  
\$15,000

36.1% 355



Household size

1 person

75.4% 170

Home ownership

Renter

87.3% 374

Age of children

7-9

12% 122

