

# Mosaic USA

# E-Handbook



The consumer classification of the United States of America

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## Optimise the value of your customers and locations, now and in the future

Welcome to your Mosaic USA e-Handbook.

Successful organizations take the process of analyzing and understanding customers seriously. They use it to maximize their engagement with customers to increase loyalty, retention and value; drive profitable acquisition; and plan for the future.

This latest version of Mosaic USA capitalizes on Experian's access to a wealth of new and detailed information on households in the United States to provide a comprehensive view of consumers.

### Prioritize and bring order to the data chaos by determining the right customer strategy

Provide a deeper understanding of your customers to target, acquire, manage and develop profitable customer relations.

### Precisely target your ideal customer audience across marketing campaigns

Improve your understanding of targeting specific consumers to increase site performance, maximize sales conversion, optimize consumer targeting to ensure that the right product offerings are matched to the right audience and improve your media planning and buying across traditional and digital channels.

### Invest in the future

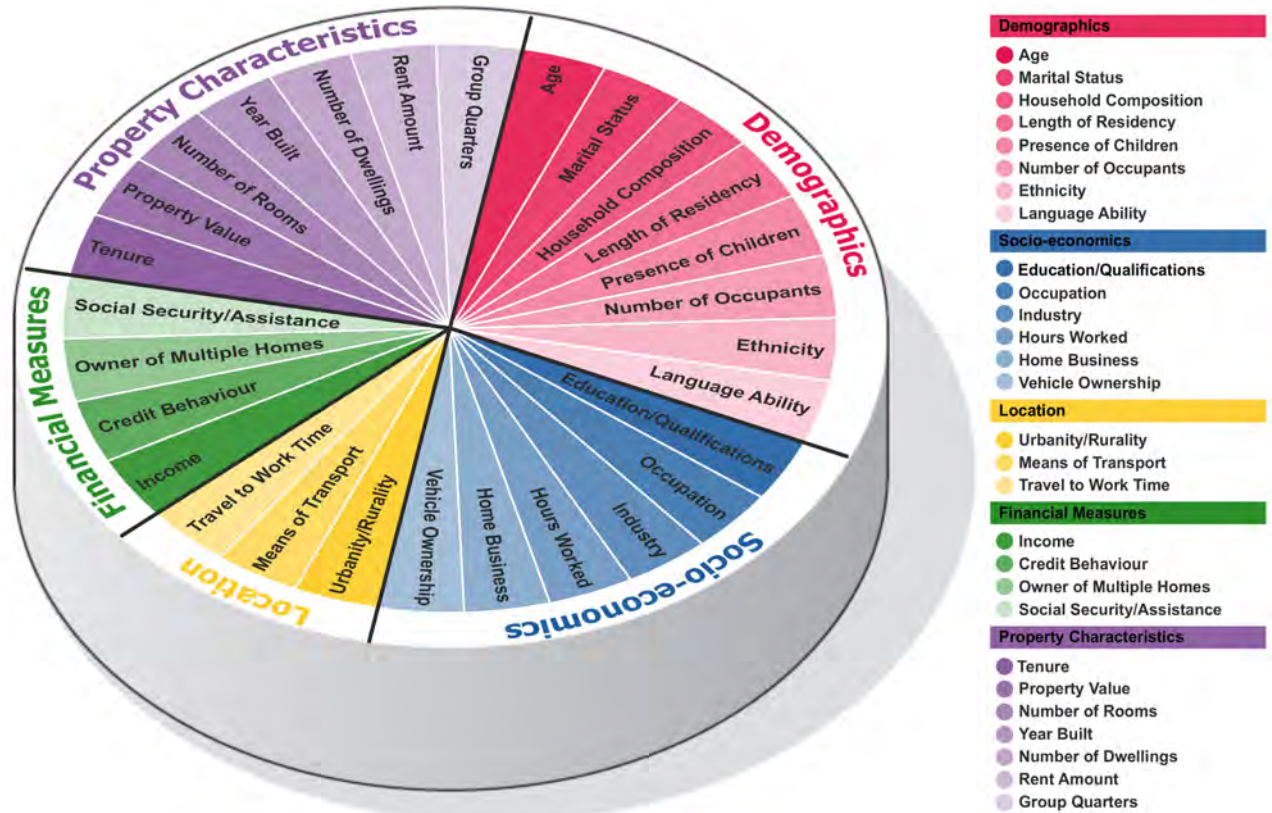
Anticipate risk and plan for the future: analyze consumer behaviour, understand potential risk and identify investment opportunities.

The Mosaic USA e-Handbook provides a simple, clear and comprehensive guide that gives you all the information you need at your fingertips to help you in your day-to-day use of Mosaic. It helps you build a detailed understanding of your customers and locations, and become conversant with the dimensions of the new American consumer and their household dynamics.

## Mosaic USA data sources

More than 300 data points have been used to build Mosaic USA. These have been selected as inputs to the classification on the basis of their coverage, quality, consistency and sustainability. To be included for use, the data variables must enable accurate identification of, and discrimination between, a wide range of consumer characteristics. They must also be updateable over time to ensure continuing accuracy in assignments of the Mosaic codes and meet the following criteria:

- Allows the identification and description of consumer segments that are not necessarily distinguished solely by the use of census data
- Ensures accuracy of Mosaic code by either household or neighborhood
- Is updated regularly to ensure that changes are monitored
- Improves discrimination and allows for the identification of a wide range of consumer behaviors



## Mosaic USA data sources

We have taken account of the breadth and depth of information that Experian Marketing Services has to offer. In the development of Mosaic, data was chosen to reflect the multiple aspects of US consumer characteristics. Dimensions such as affluence and life stage are essential cornerstones of the classification. These are combined with other key dimensions including property characteristics, tenure, socio-economics, ethnicity, additional financial measures and the type of location. Experian analysts considered more than 600 data points to create the classification. From the analysis, more than 300 data points were selected, including more than 85 ConsumerView household characteristics.

Essential to understanding the behaviors of each Mosaic segment and group is the richness of the descriptive content. Mosaic is applied to the authoritative sources of market research, media, and digital behavioral data to build a comprehensive and extensive portrait of America's socio-economic, life stage, lifestyle and cultural diversity. Sources of the descriptive content include contributions from Experian Simmons, Hitwise, Auto Market Statistics and Summarized Credit Statistics.

## Mosaic USA groups and types

This latest version of Mosaic USA classifies consumers in the United States into one of 71 types and 19 groups.

Group	Description	% ♀	% 🏠	Type	Description	% ♀	% 🏠
A	Power Elite	6.92	5.19	A01	American Royalty	1.69	1.20
				A02	Platinum Prosperity	1.16	0.97
				A03	Kids and Cabernet	1.40	0.78
				A04	Picture Perfect Families	1.46	0.79
				A05	Couples with Clout	0.67	0.78
				A06	Jet Set Urbanites	0.52	0.67
B	Flourishing Families	7.09	4.25	B07	Generational Soup	1.67	1.09
				B08	Babies and Bliss	2.91	1.36
				B09	Family Fun-tastic	1.54	0.98
				B10	Cosmopolitan Achievers	0.96	0.82
C	Booming with Confidence	8.54	6.65	C11	Aging of Aquarius	3.61	2.85
				C12	Golf Carts and Gourmets	0.53	0.57
				C13	Silver Sophisticates	1.81	1.84
				C14	Boomers and Boomerangs	2.59	1.40
D	Suburban Style	7.18	5.00	D15	Sports Utility Families	2.80	1.59
				D16	Settled in Suburbia	1.42	0.89
				D17	Cul de Sac Diversity	0.76	0.77
				D18	Suburban Attainment	2.21	1.74

Group	Description	% ♀	% 🏠	Type	Description	% ♀	% 🏠
E	Thriving Boomers	7.49	6.43	E19	Full Pockets, Empty Nests	1.10	1.48
				E20	No Place Like Home	3.38	2.29
				E21	Unspoiled Splendor	3.01	2.66
F	Promising Families	3.88	3.23	F22	Fast Track Couples	1.53	1.92
G	Young City Solos	1.35	2.46	F23	Families Matter Most	2.35	1.31
				G24	Status Seeking Singles	0.73	1.25
H	Middle-class Melting Pot	3.43	3.90	G25	Urban Edge	0.62	1.21
				H26	Progressive Potpourri	1.31	1.22
I	Family Union	6.72	4.74	H27	Birkenstocks and Beemers	0.79	1.18
				H28	Everyday Moderates	0.80	0.73
				H29	Destination Recreation	0.53	0.77
				I30	Stockcars and State Parks	2.18	1.40
J	Autumn Years	6.92	7.35	I31	Blue Collar Comfort	2.00	1.16
				I32	Steadfast Conventionalists	1.30	1.08
				I33	Balance and Harmony	1.24	1.09
				J34	Aging in Place	2.56	2.64
J35	Rural Escape	2.53	2.88	J35	Rural Escape	2.53	2.88
				J36	Settled and Sensible	1.84	1.83

## Mosaic USA groups and types

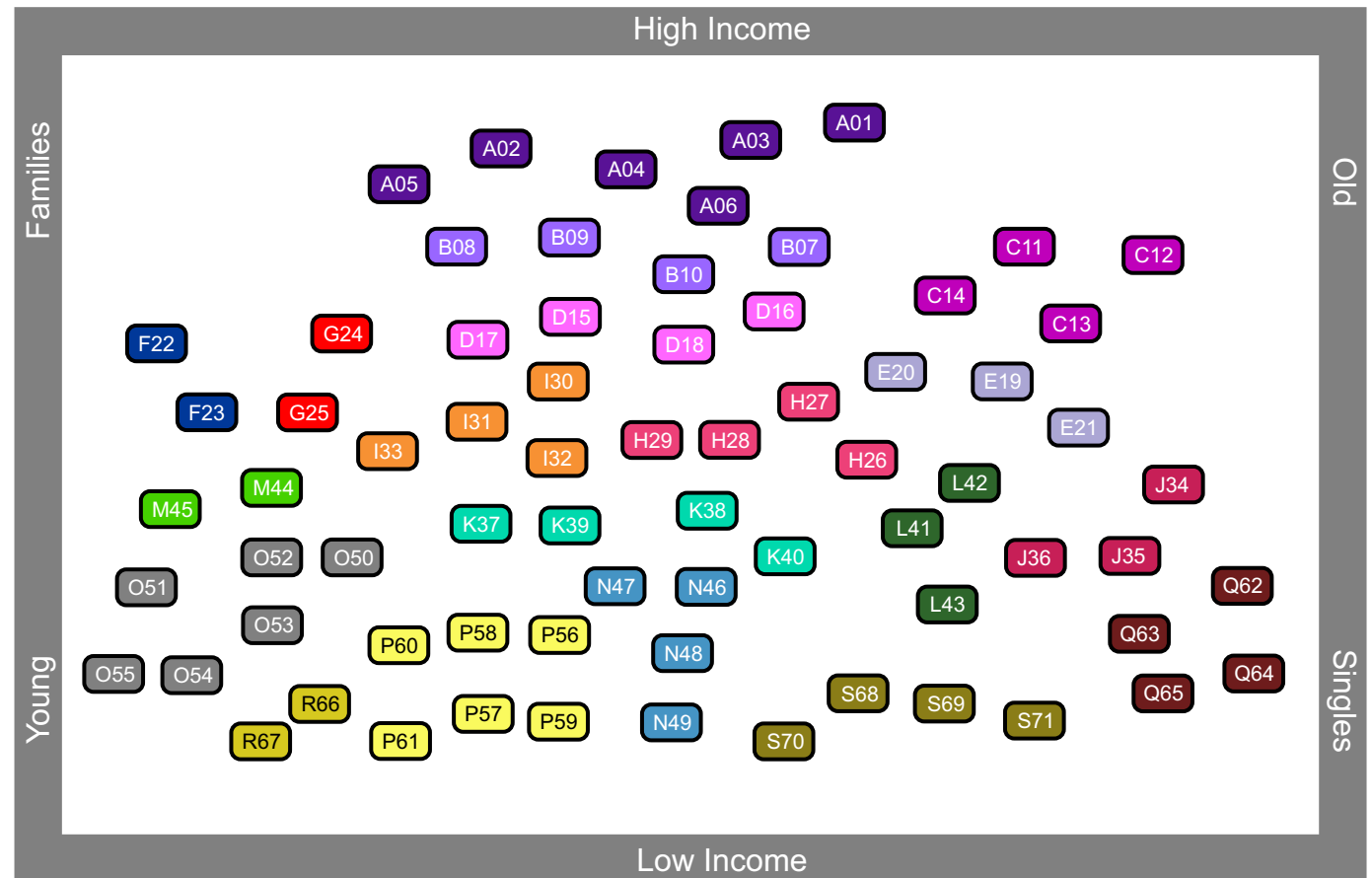
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Group	Description	% ♀	% 🏠	Type	Description	% ♀	% 🏠
K	Significant Singles	3.17	4.64	K37	Wired for Success	0.62	0.89
				K38	Gotham Blend	1.01	1.18
				K39	Metro Fusion	0.33	0.49
				K40	Bohemian Groove	1.20	2.08
L	Blue Sky Boomers	5.65	6.82	L41	Booming and Consuming	0.72	0.99
				L42	Rooted Flower Power	2.52	3.10
				L43	Homemade Happiness	2.41	2.72
M	Families in Motion	5.26	3.13	M44	Red, White and Bluegrass	3.27	1.70
				M45	Diapers and Debit Cards	1.99	1.43
N	Pastoral Pride	4.29	4.77	N46	True Grit Americans	1.32	1.44
				N47	Countrified Pragmatics	0.73	1.16
				N48	Rural Southern Bliss	1.60	1.32
				N49	Touch of Tradition	0.64	0.86
O	Singles and Starters	6.65	9.85	O50	Full Steam Ahead	0.34	0.58
				O51	Digital Dependents	2.04	3.27
				O52	Urban Ambition	0.82	1.23
				O53	Colleges and Cafes	0.51	0.81
				O54	Striving Single Scene	1.06	2.14
				O55	Family Troopers	1.89	1.81

Group	Description	% ♀	% 🏠	Type	Description	% ♀	% 🏠
P	Cultural Connections	4.22	5.17	P56	Mid-scale Medley	0.75	1.10
				P57	Modest Metro Means	0.70	0.82
				P58	Heritage Heights	0.42	0.58
				P59	Expanding Horizons	1.41	1.22
				P60	Striving Forward	0.64	0.94
				P61	Humble Beginnings	0.31	0.52
Q	Golden Year Guardians	6.38	9.01	Q62	Reaping Rewards	1.34	1.81
				Q63	Footloose and Family Free	0.36	0.49
				Q64	Town Elders	3.42	4.65
				Q65	Senior Discounts	1.26	2.06
R	Aspirational Fusion	1.81	2.92	R66	Dare to Dream	0.93	1.68
				R67	Hope for Tomorrow	0.88	1.24
S	Economic Challenges	3.04	4.50	S68	Small Town Shallow Pockets	1.08	1.75
				S69	Urban Survivors	1.29	1.62
				S70	Tight Money	0.17	0.28
				S71	Tough Times	0.50	0.84

## Mosaic USA family tree

The Mosaic USA family tree illustrates the major demographic and lifestyle polarities between the groups and types, and shows how the Mosaic types relate to each other.



A • A01 • A02 • A03 • A04 • A05 • A06

A

## Power Elite

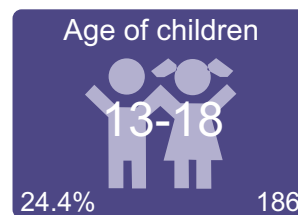
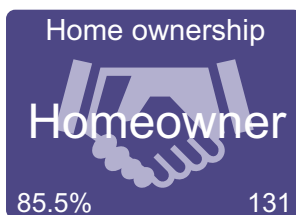
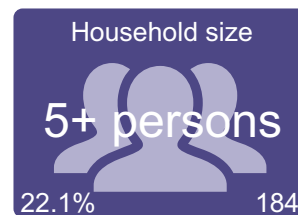
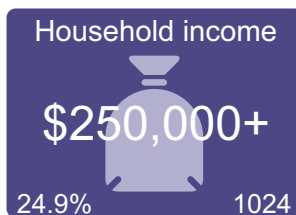
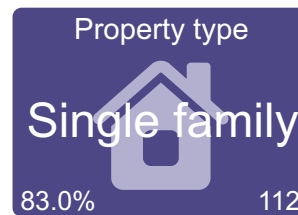
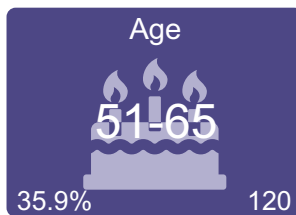
The wealthiest households in the US, living in the most exclusive neighborhoods, and enjoying all that life has to offer

Richard & Mary

🏠 5.19% | 6.92% 👤



### Who We Are



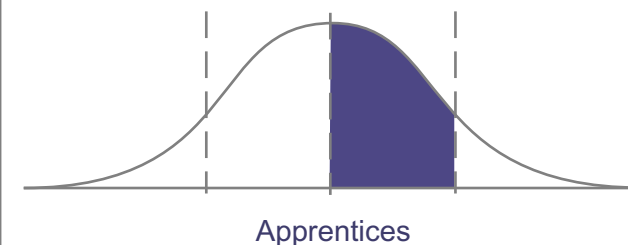
### Channel Preference



### Key Features

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

### Technology Adoption





A

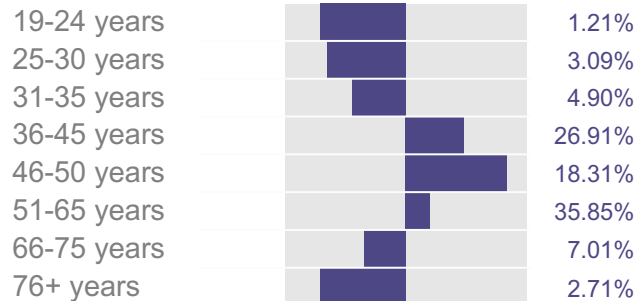
## Power Elite

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

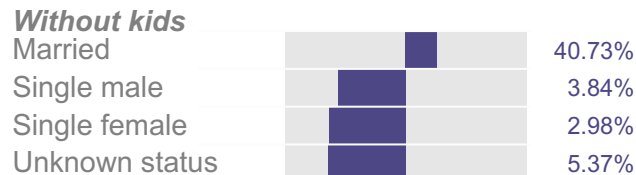
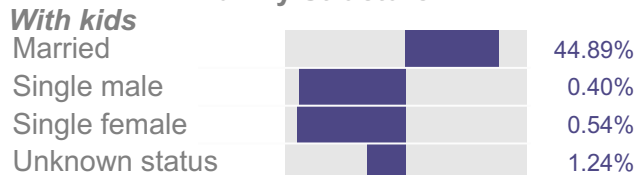
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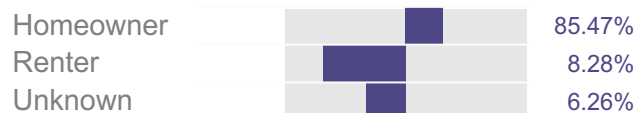
### Age



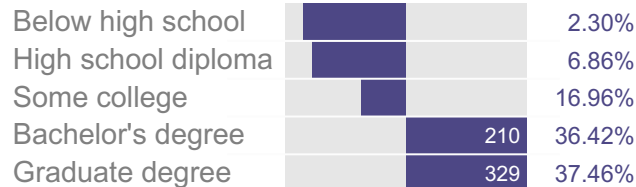
### Family Structure



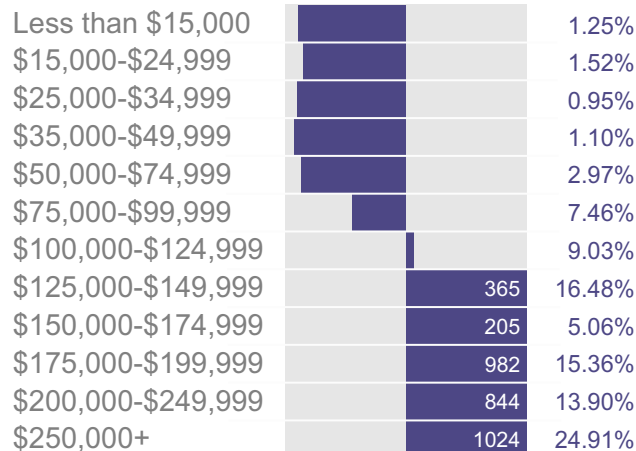
### Home Ownership



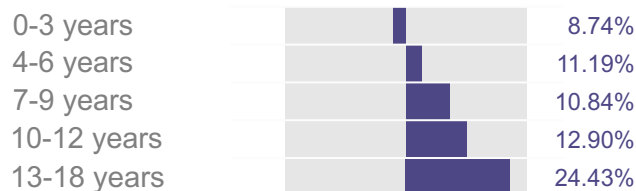
### Education



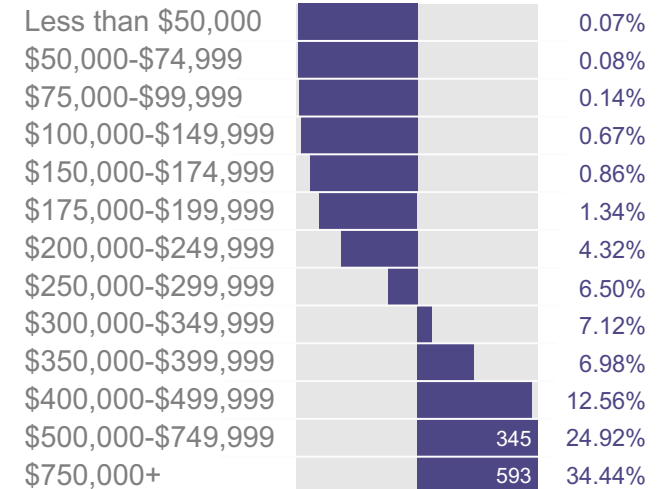
### Income



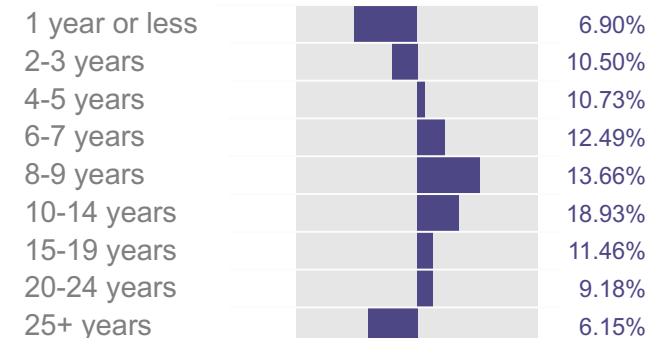
### Presence of Children



### Estimated Current Home Value



### Length of Residence



B • B07 • B08 • B09 • B10

B

## Flourishing Families

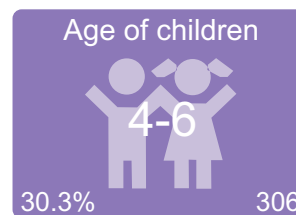
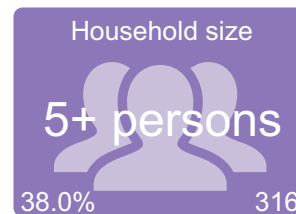
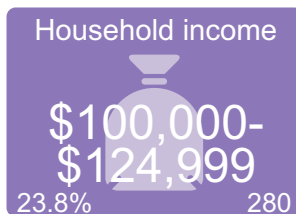
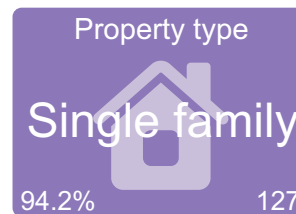
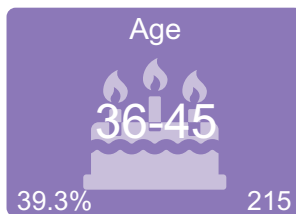
Affluent, middle-aged families and couples earning prosperous incomes and living very comfortable, active lifestyles

Michael & Barbara

🏠 4.25% | 7.09% 👤



### Who We Are



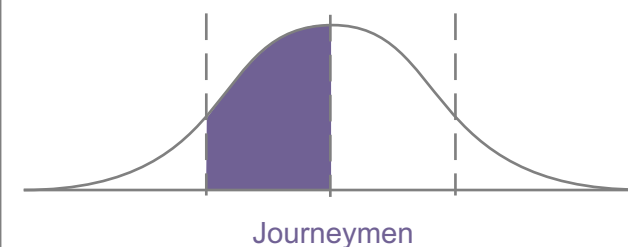
### Channel Preference



### Key Features

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

### Technology Adoption



B

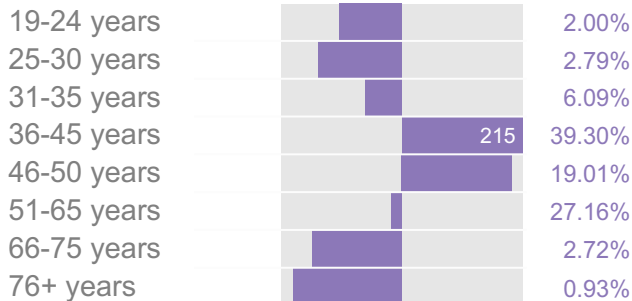
# Flourishing Families

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

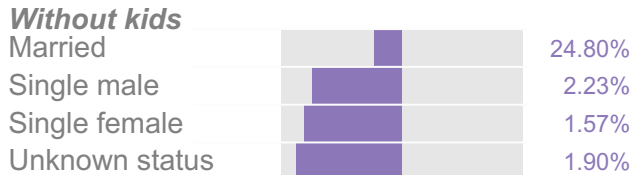
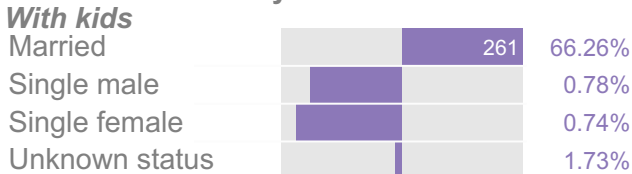
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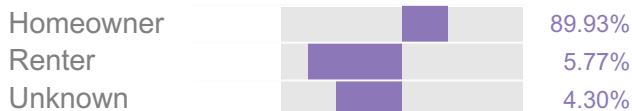
### Age



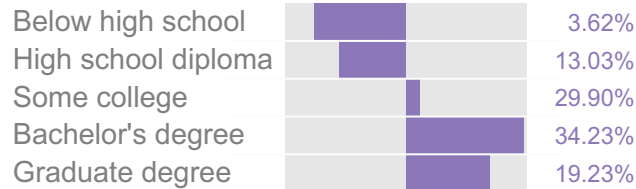
### Family Structure



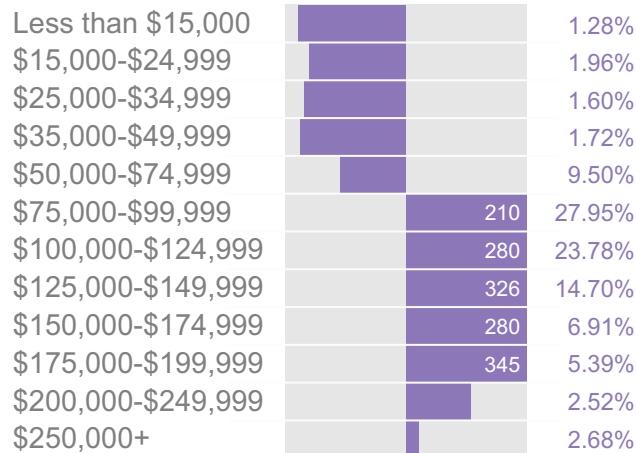
### Home Ownership



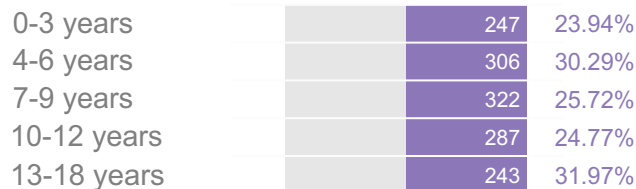
### Education



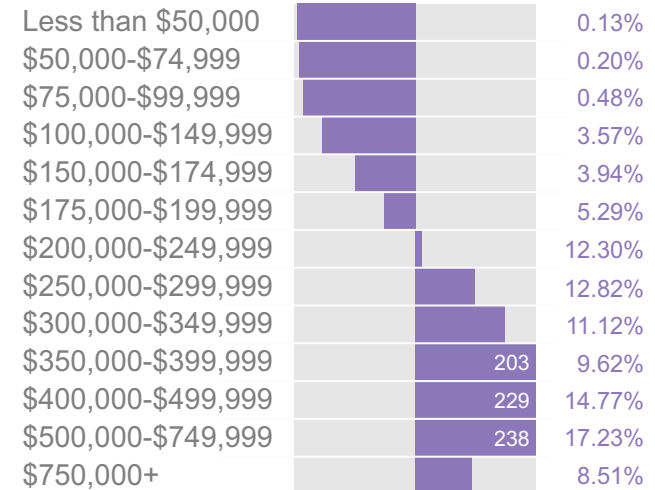
### Income



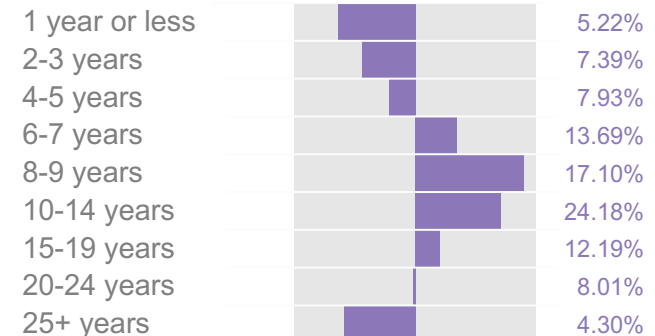
### Presence of Children



### Estimated Current Home Value



### Length of Residence



C • C11 • C12 • C13 • C14

C

## Booming with Confidence

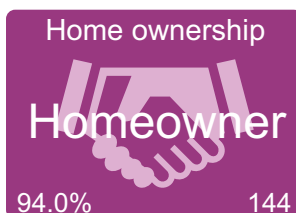
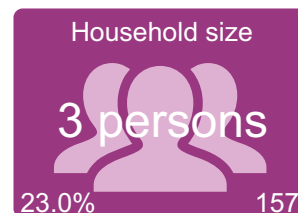
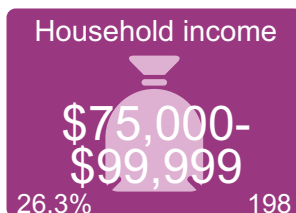
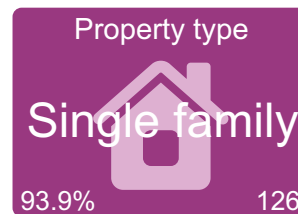
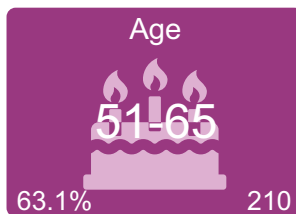
Prosperous, established couples in their peak earning years living in suburban homes

Alan & Irene

🏠 6.65% | 8.54% 👤



### Who We Are



### Channel Preference



123



34



59



109



127

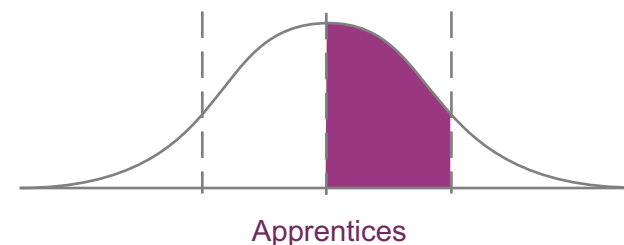


110

### Key Features

- Affluent
- Highly educated
- Upscale housing
- Savvy investors
- Country club members
- Environmental philanthropists

### Technology Adoption



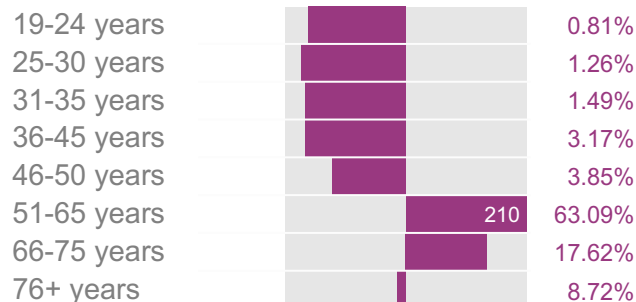
# Booming with Confidence

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

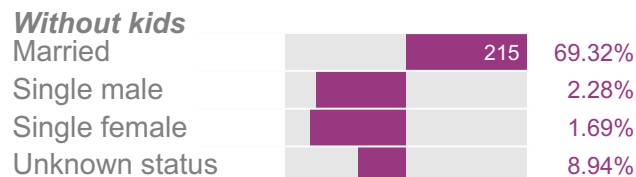
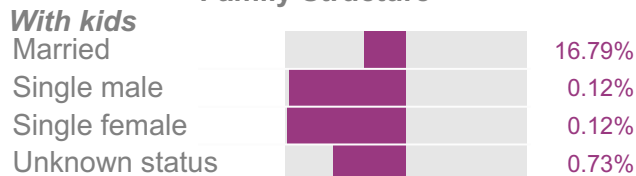
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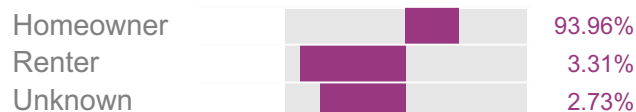
## Age



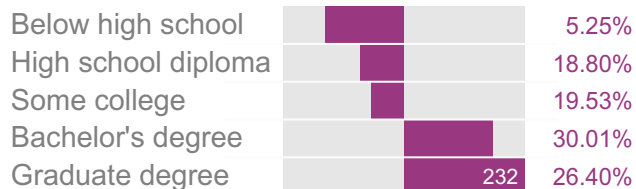
## Family Structure



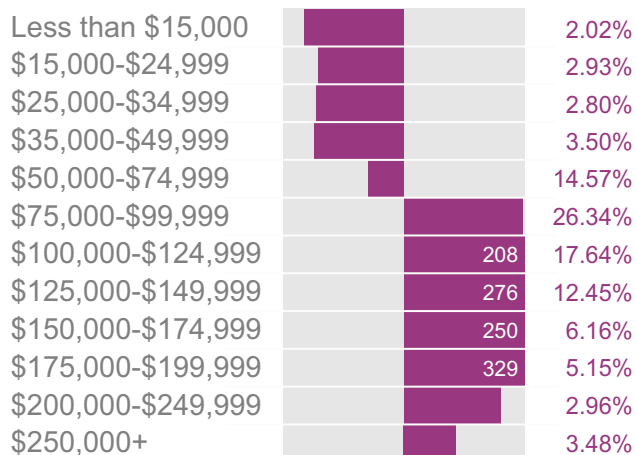
## Home Ownership



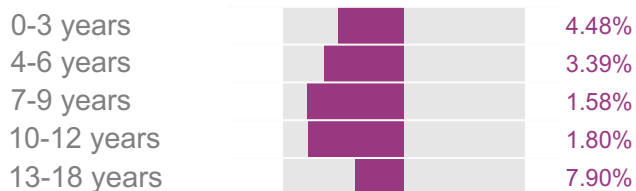
## Education



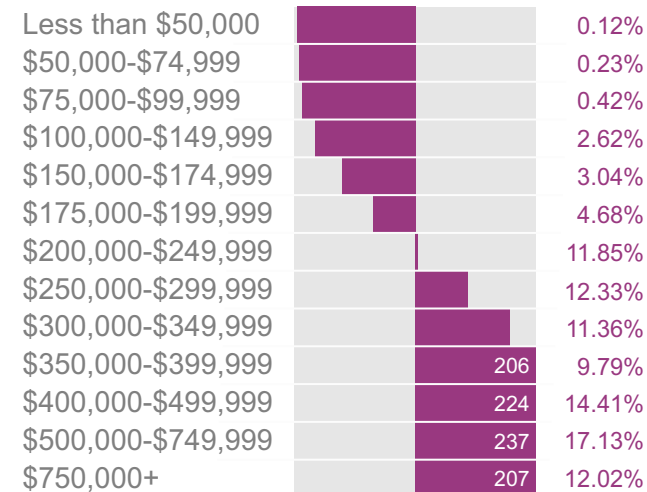
## Income



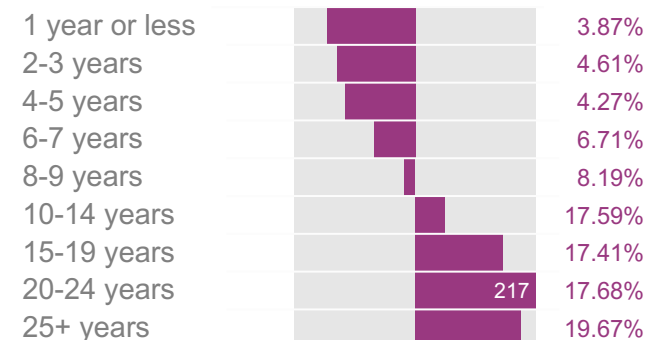
## Presence of Children



## Estimated Current Home Value



## Length of Residence



D • D15 • D16 • D17 • D18

D

## Suburban Style

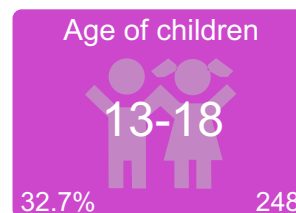
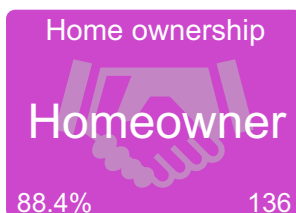
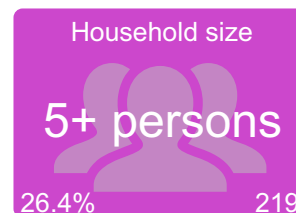
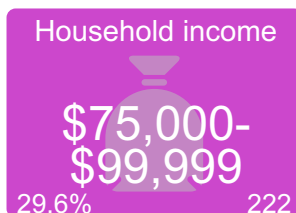
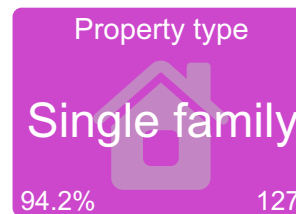
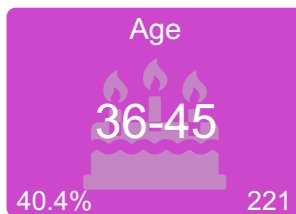
Middle-aged, ethnically-mixed suburban families and couples earning upscale incomes

William & Dawn

🏠 5.00% | 7.18% 👤



### Who We Are



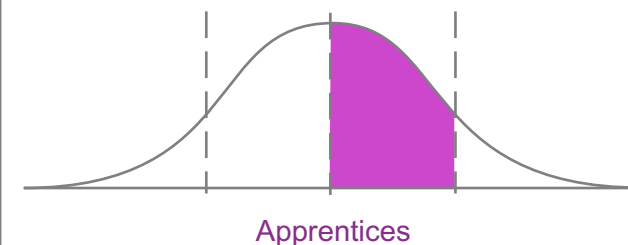
### Channel Preference



### Key Features

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

### Technology Adoption



D

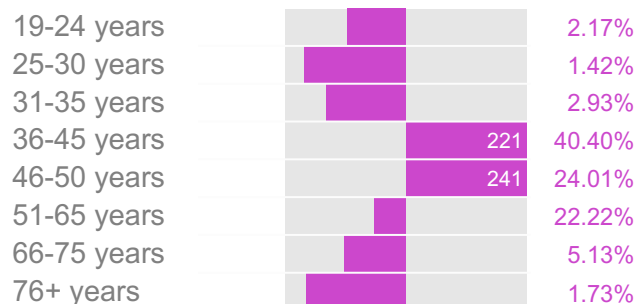
# Suburban Style

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

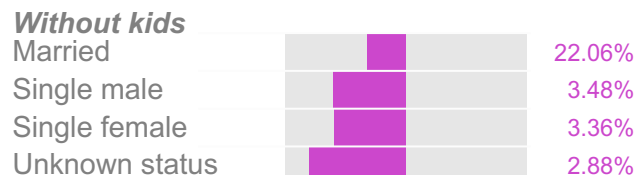
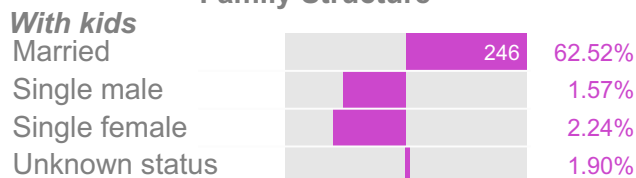
William & Dawn

🏠 5.00% | 7.18% 👤

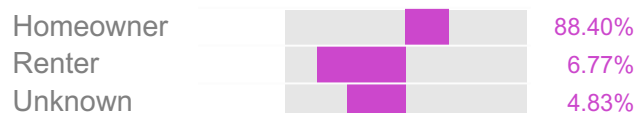
## Age



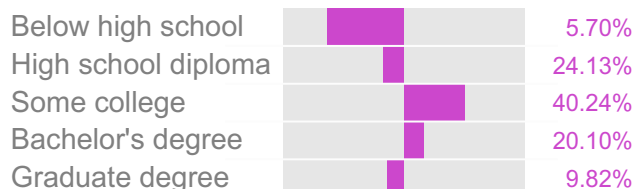
## Family Structure



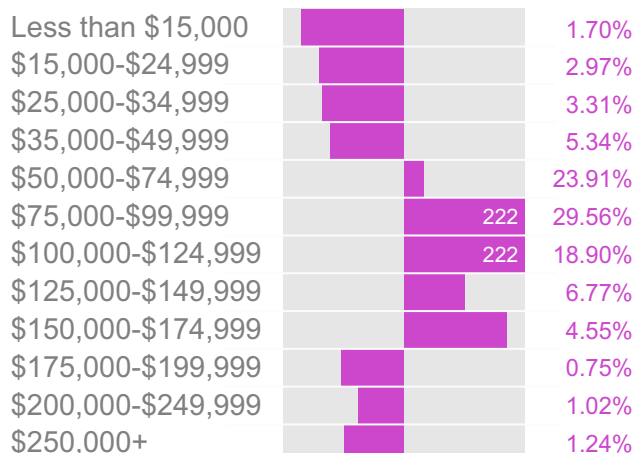
## Home Ownership



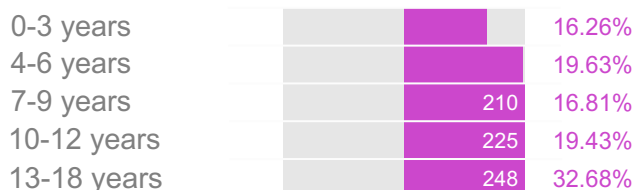
## Education



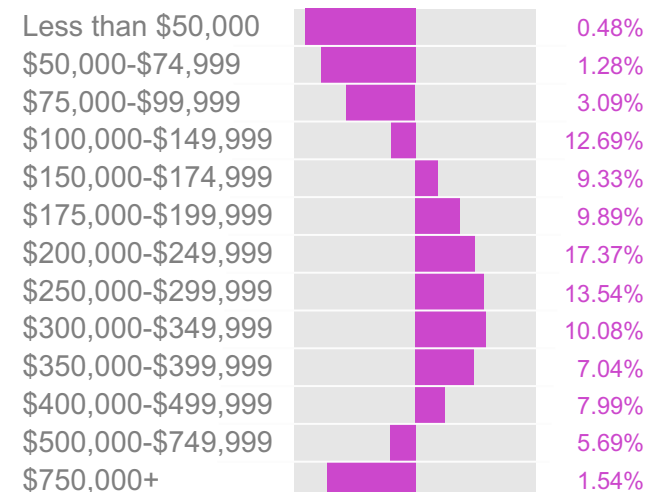
## Income



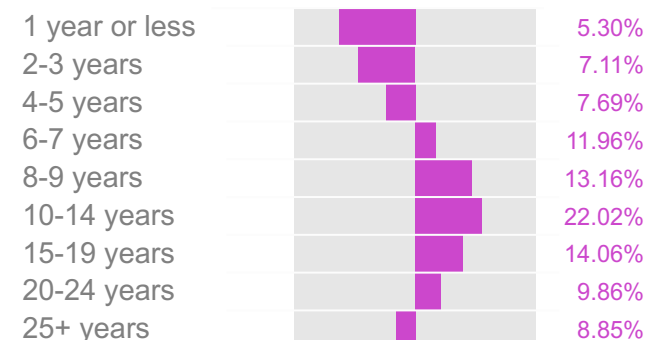
## Presence of Children



## Estimated Current Home Value



## Length of Residence



E • E19 • E20 • E21

E

## Thriving Boomers

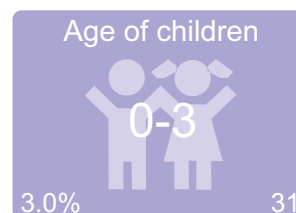
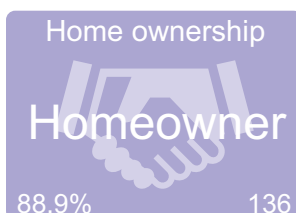
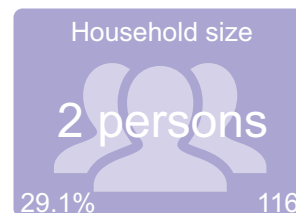
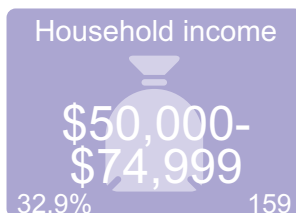
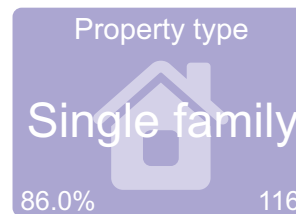
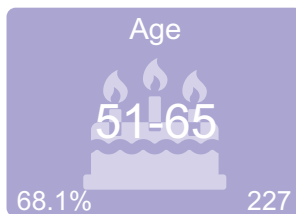
Upper-middle-class baby boomer-age couples living comfortable lifestyles settled in town and exurban homes

David & Lynn

🏠 6.43% | 7.49% 👤



### Who We Are



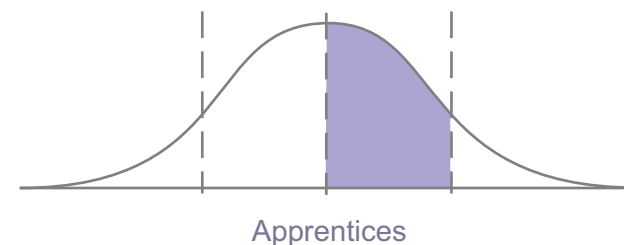
### Channel Preference



### Key Features

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

### Technology Adoption





E

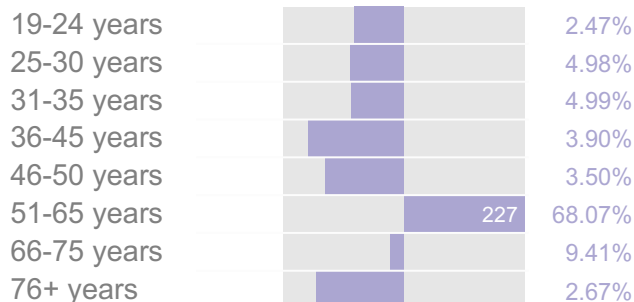
# Thriving Boomers

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

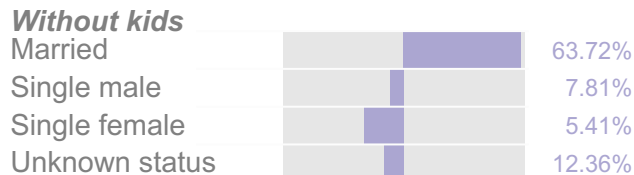
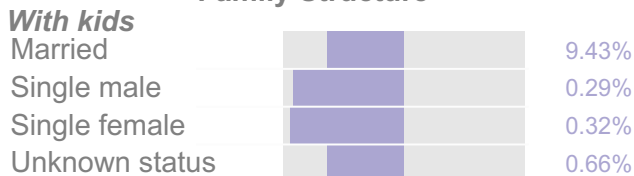
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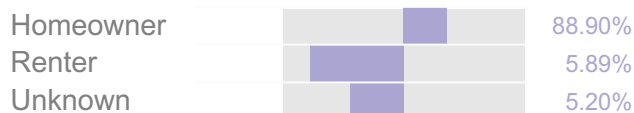
## Age



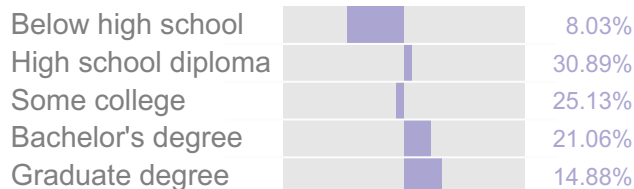
## Family Structure



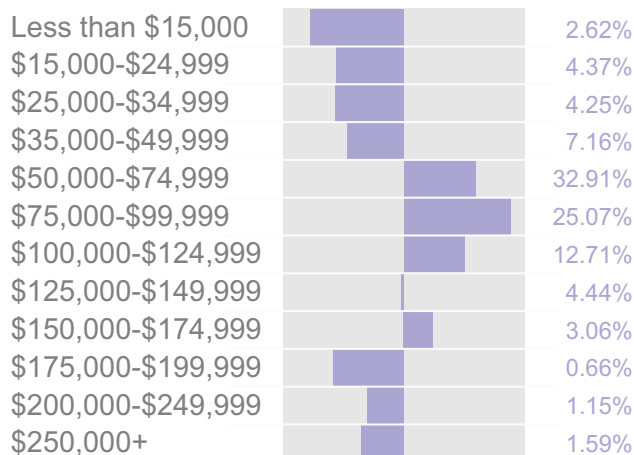
## Home Ownership



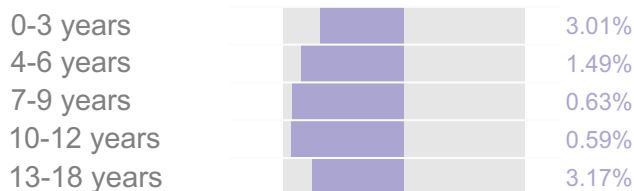
## Education



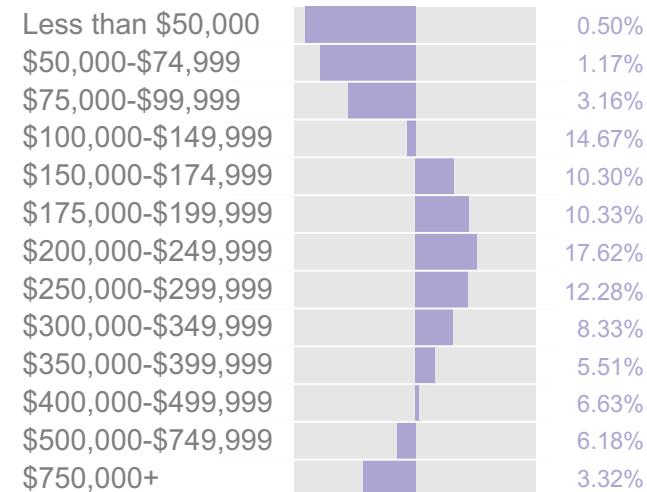
## Income



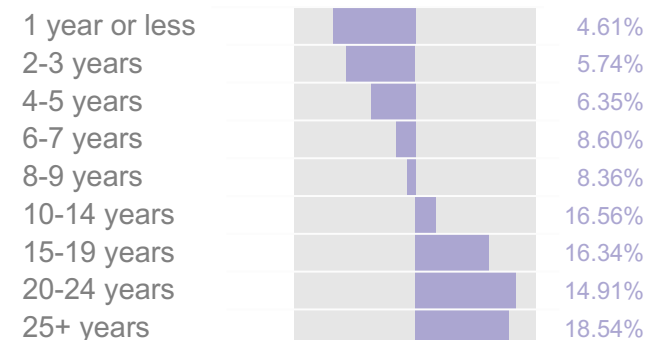
## Presence of Children



## Estimated Current Home Value



## Length of Residence



F • F22 • F23

F

## Promising Families

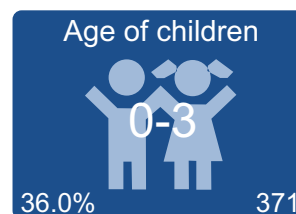
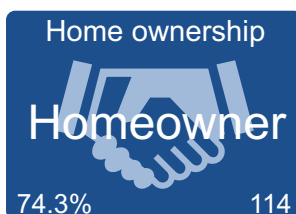
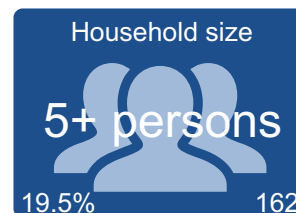
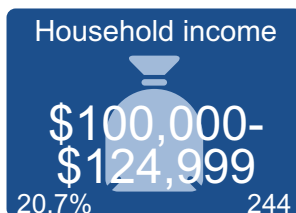
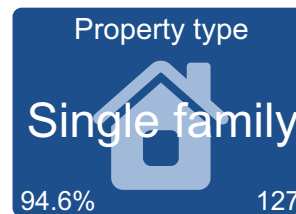
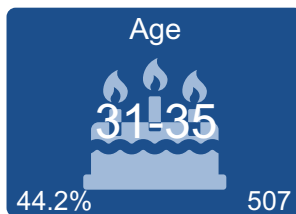
Young couples with children in starter homes living child-centered lifestyles

Jason & Shannon

🏠 3.23% | 3.88% 👤



### Who We Are



### Channel Preference



92



240



87



138



134

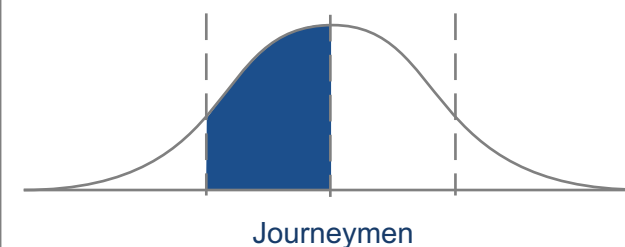


185

### Key Features

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

### Technology Adoption



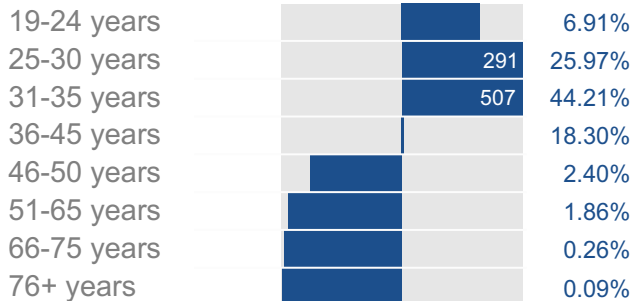
# Promising Families

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

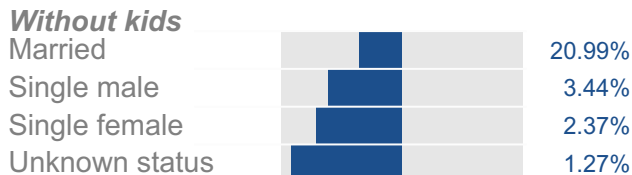
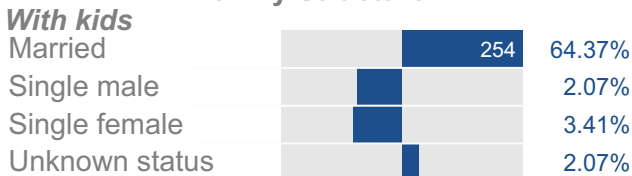
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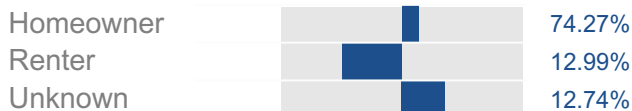
## Age



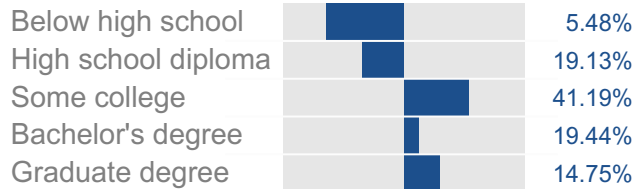
## Family Structure



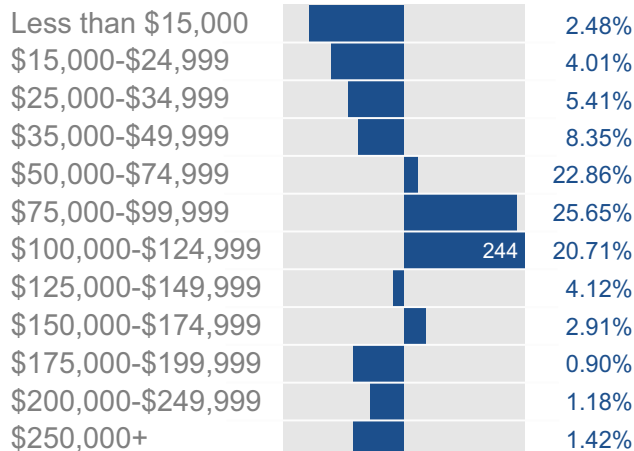
## Home Ownership



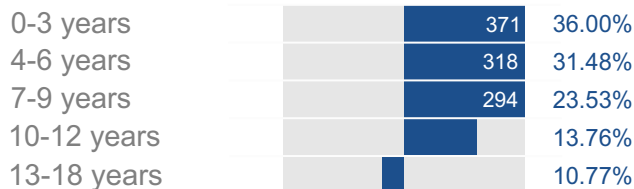
## Education



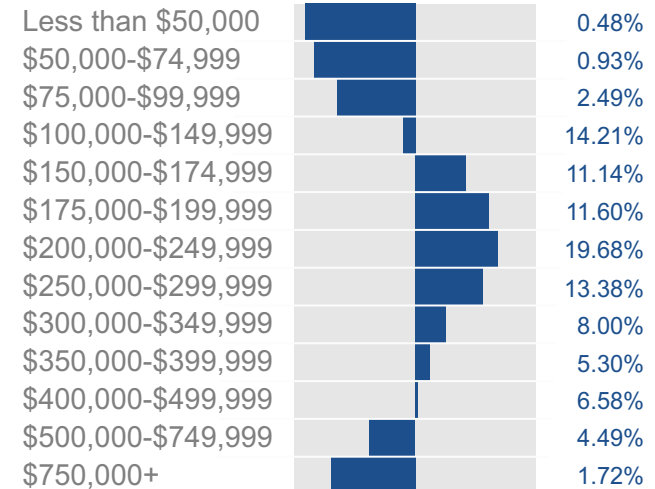
## Income



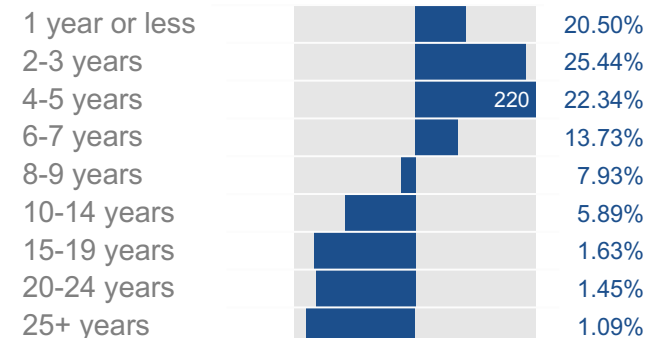
## Presence of Children



## Estimated Current Home Value



## Length of Residence



G • G24 • G25

G

# Young City Solos

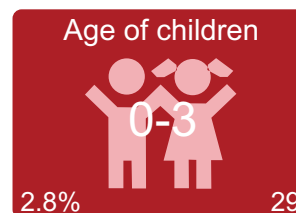
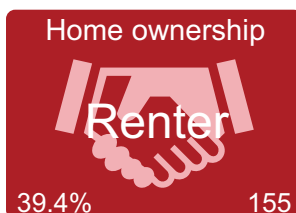
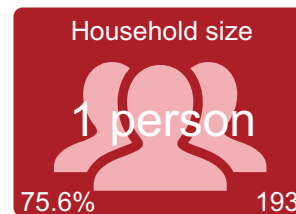
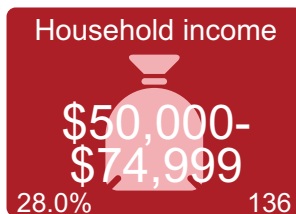
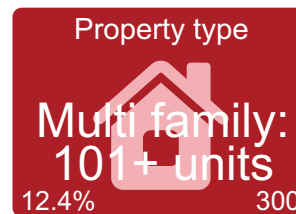
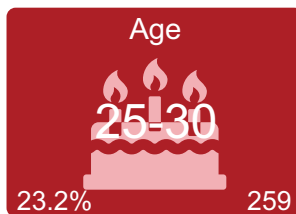
Younger and middle-aged singles living active and energetic lifestyles in metropolitan areas

Christopher & Elizabeth

🏠 2.46% | 1.35% 👤



## Who We Are



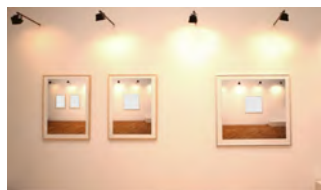
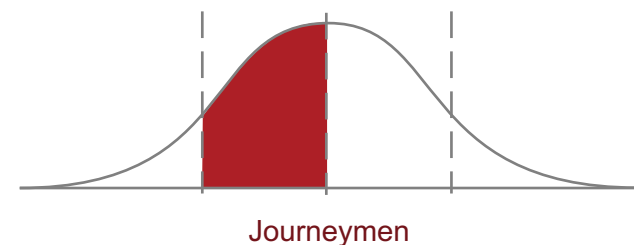
## Channel Preference



## Key Features

- Singles
- Downtown commuters
- Apartment dwellers
- Active lifestyles
- Environmental philanthropists
- Politically liberal

## Technology Adoption



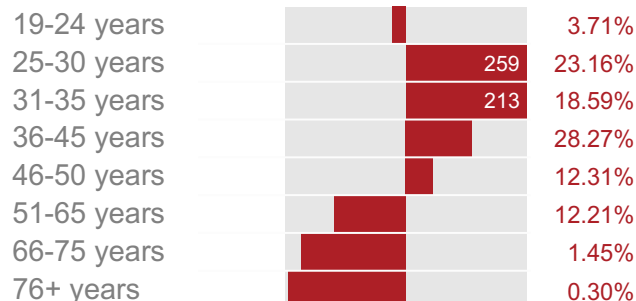
# Young City Solos

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

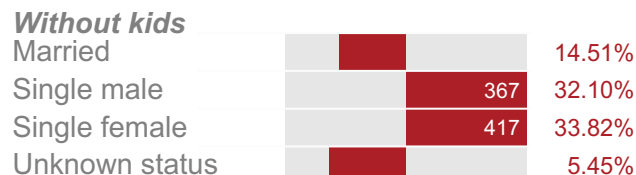
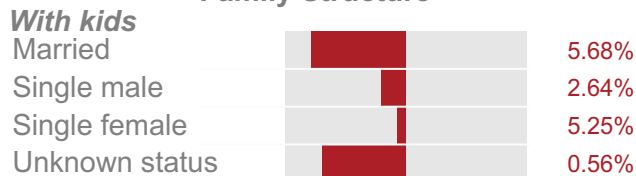
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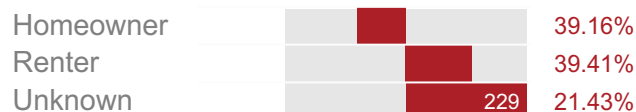
## Age



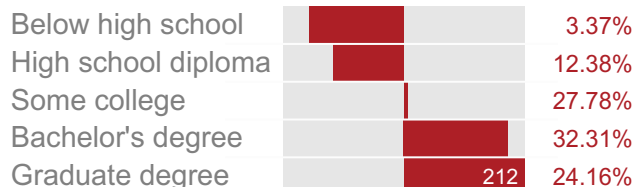
## Family Structure



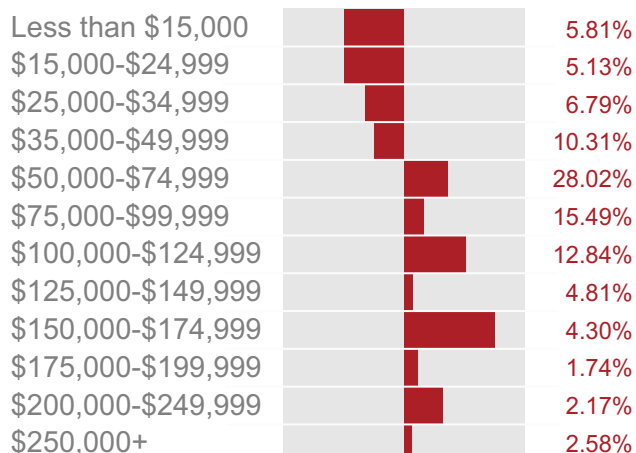
## Home Ownership



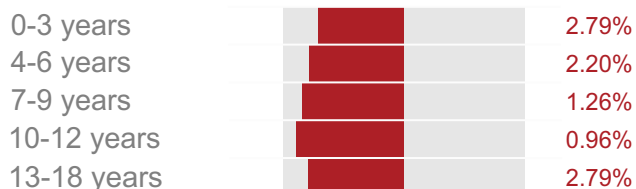
## Education



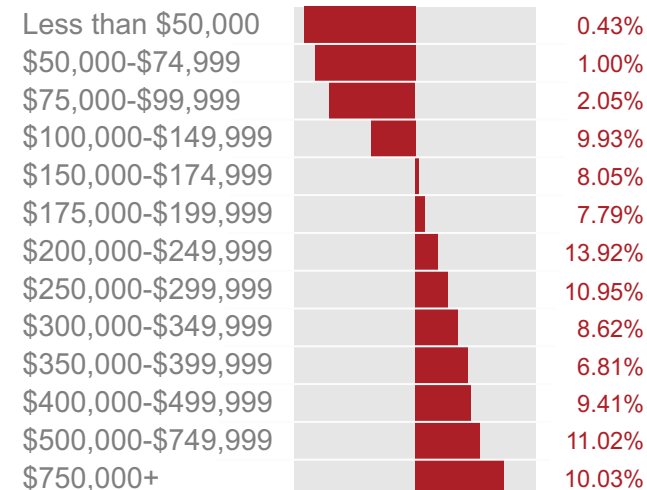
## Income



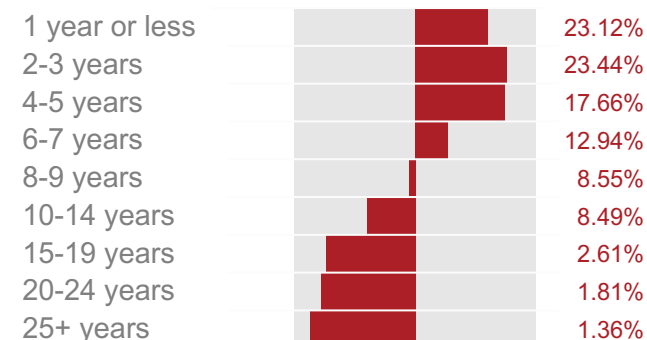
## Presence of Children



## Estimated Current Home Value



## Length of Residence



H • H26 • H27 • H28 • H29

H

## Middle-class Melting Pot

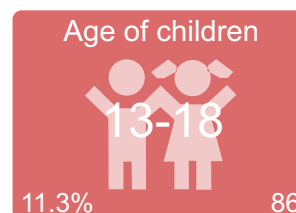
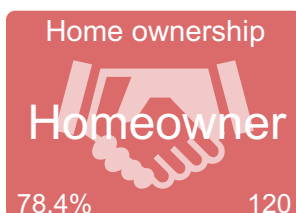
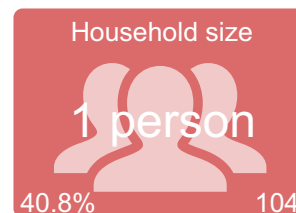
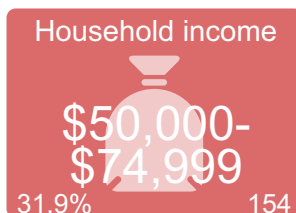
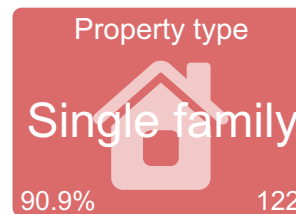
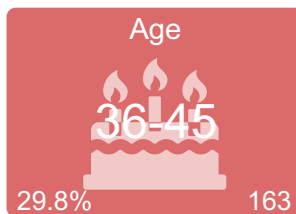
Mid-scale, middle-aged and established couples living in suburban and fringe homes

James & Pamela

🏠 3.90% | 3.43% 👤



### Who We Are



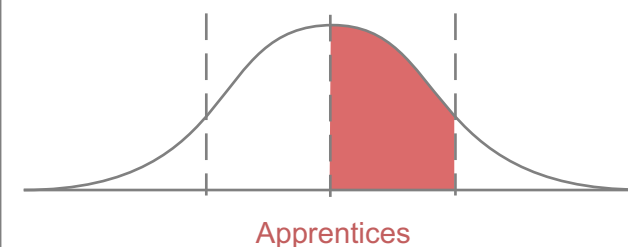
### Channel Preference



### Key Features

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

### Technology Adoption



H

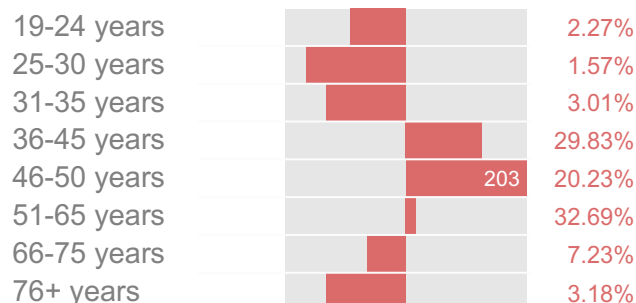
## Middle-class Melting Pot

Mid-scale, middle-aged and established couples living in suburban and fringe homes

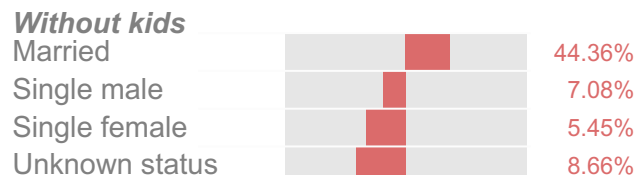
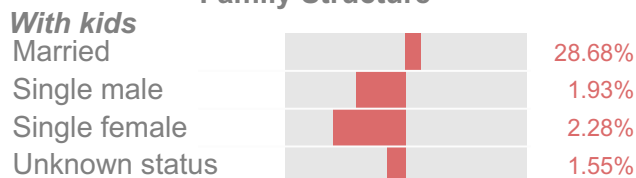
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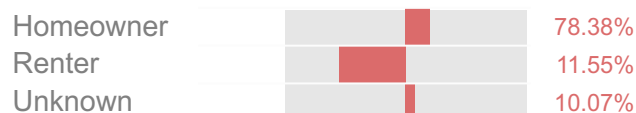
### Age



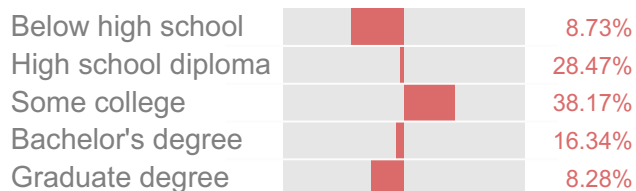
### Family Structure



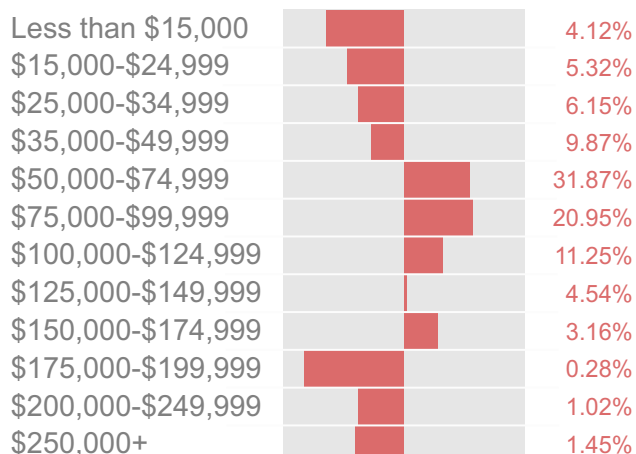
### Home Ownership



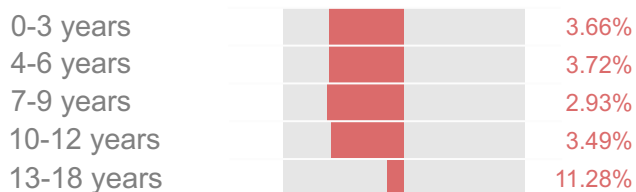
### Education



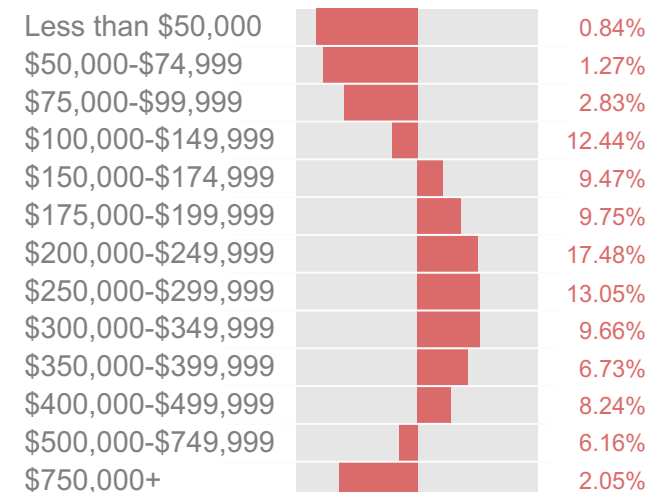
### Income



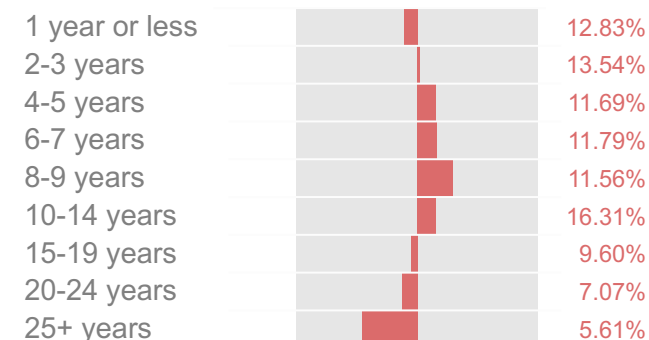
### Presence of Children



### Estimated Current Home Value



### Length of Residence



# Family Union

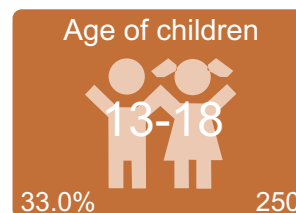
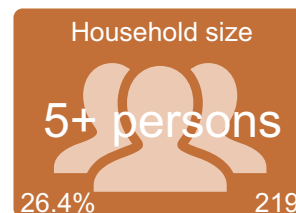
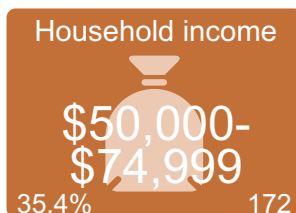
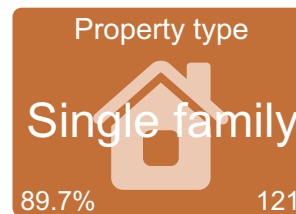
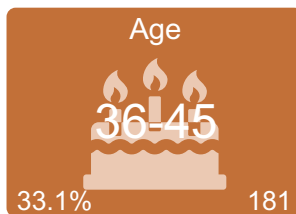
Mid-scale, middle-aged families living in homes supported by solid blue-collar occupations

Miguel & Maria

🏠 4.74% | 6.72% 👤



## Who We Are



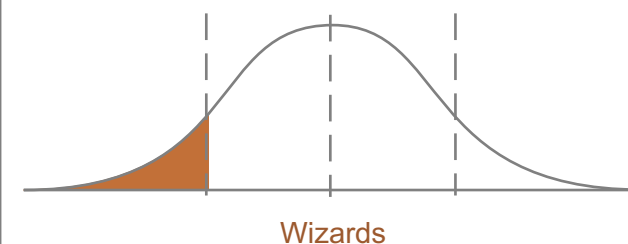
## Channel Preference



## Key Features

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

## Technology Adoption





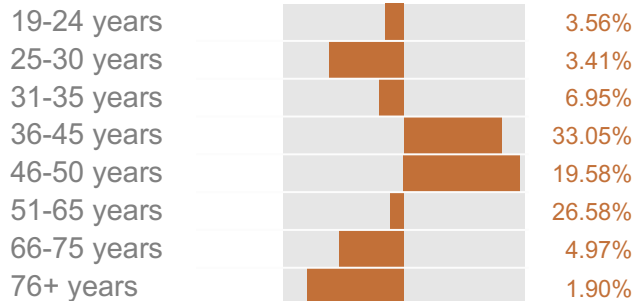
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Mid-scale, middle-aged families living in homes supported by solid blue-collar occupations

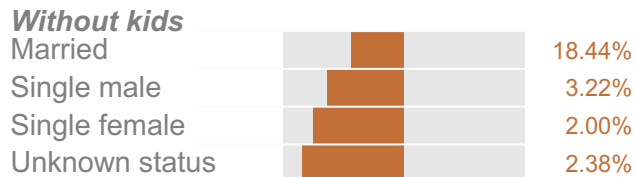
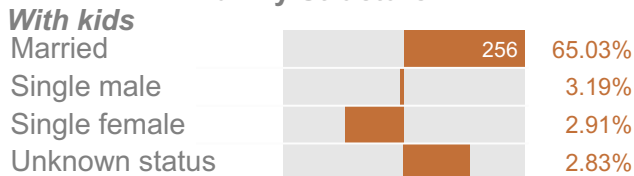
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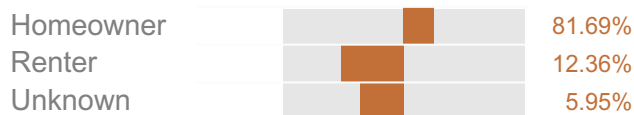
## Age



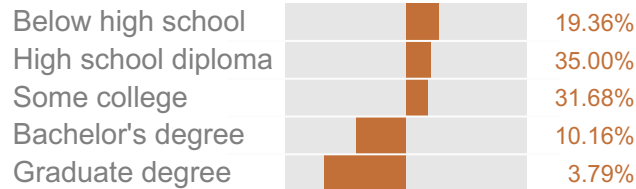
## Family Structure



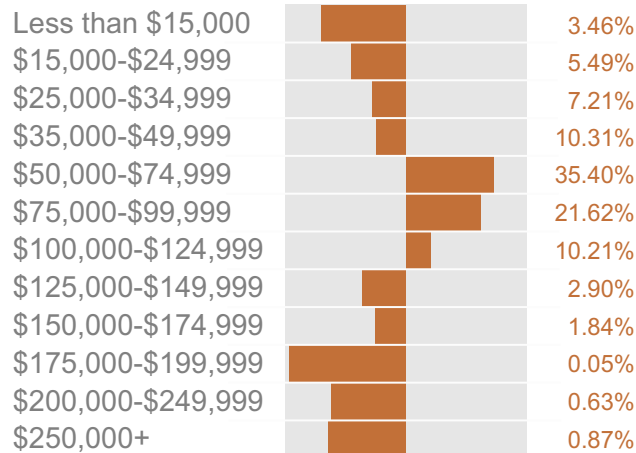
## Home Ownership



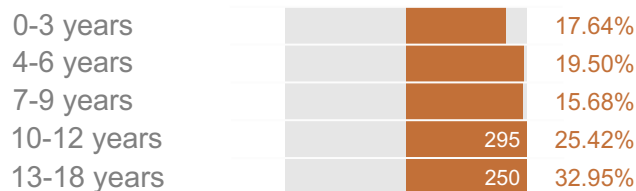
## Education



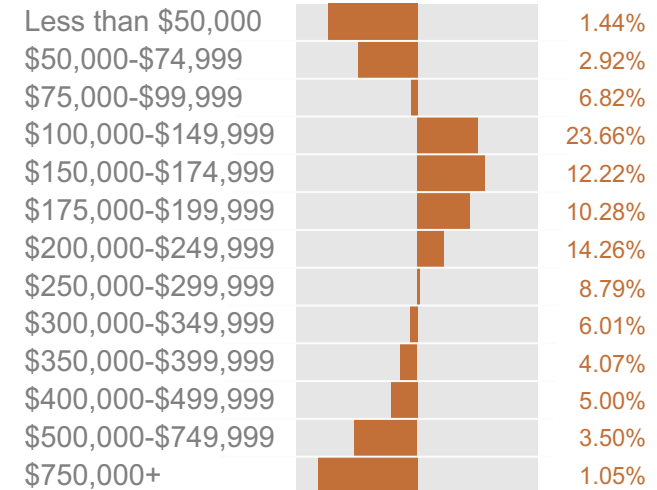
## Income



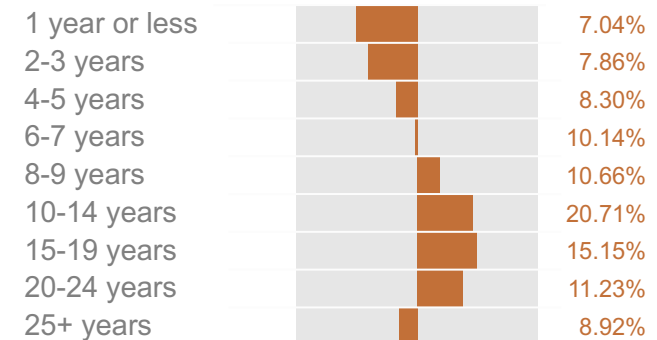
## Presence of Children



## Estimated Current Home Value



## Length of Residence



J

# Autumn Years

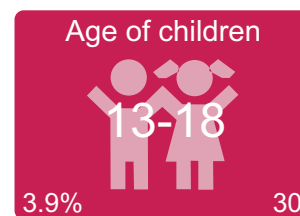
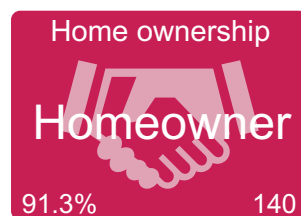
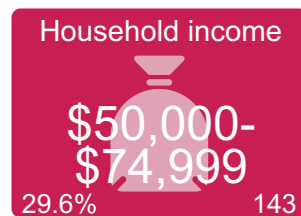
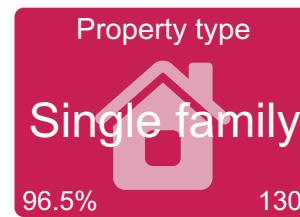
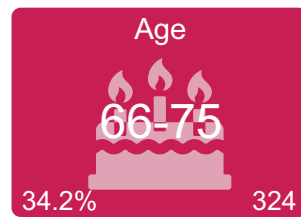
Established and mature couples living gratified lifestyles in older homes

Charles & Lois

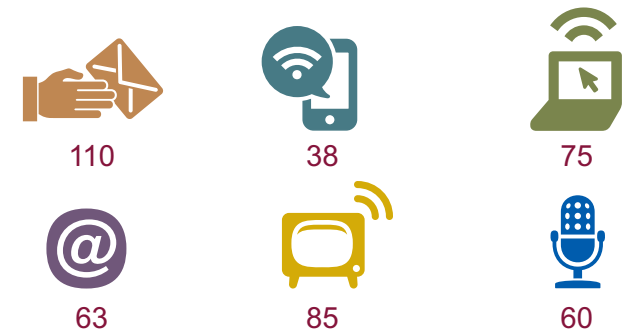
🏠 7.35% | 6.92% 👤



## Who We Are



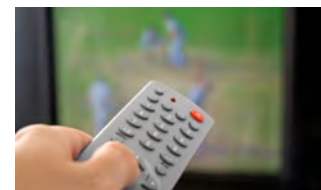
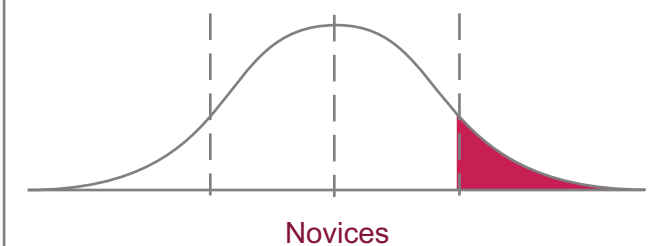
## Channel Preference



## Key Features

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

## Technology Adoption



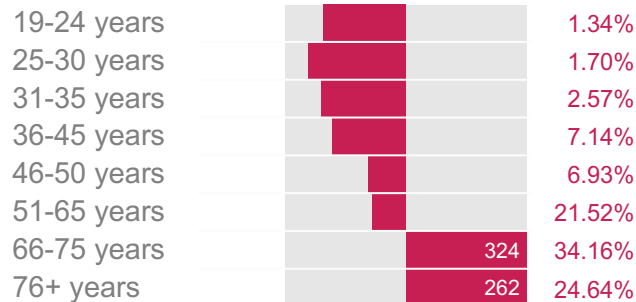
# Autumn Years

Established and mature couples living gratified lifestyles in older homes

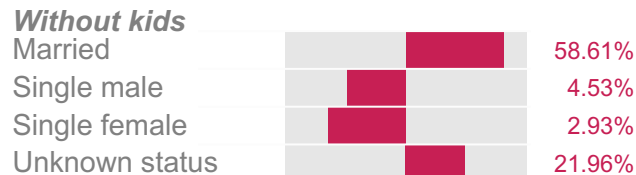
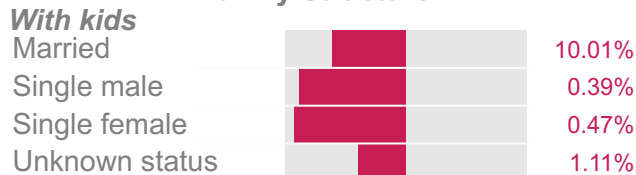
Charles & Lois

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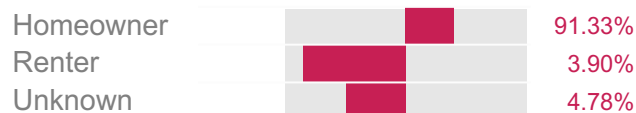
## Age



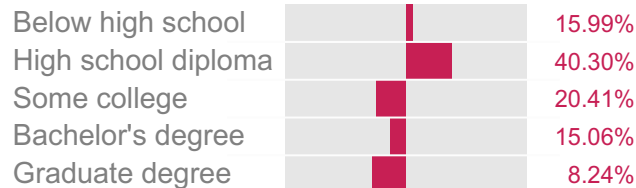
## Family Structure



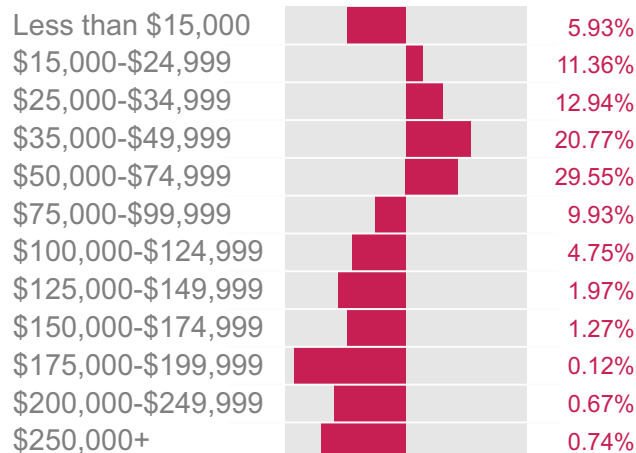
## Home Ownership



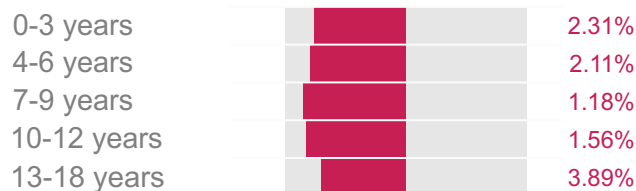
## Education



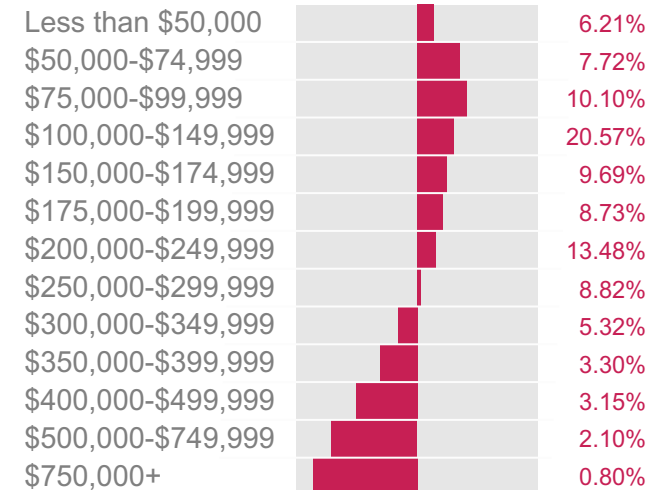
## Income



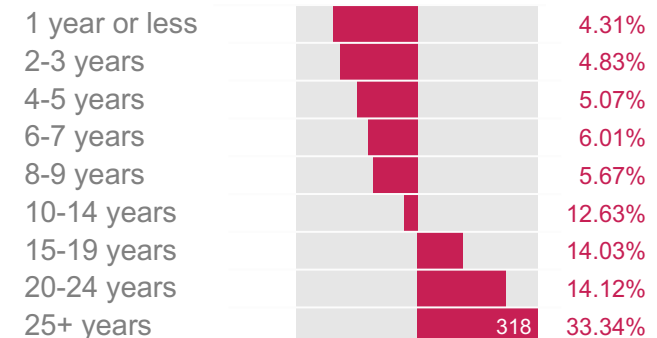
## Presence of Children



## Estimated Current Home Value



## Length of Residence



K • K37 • K38 • K39 • K40

K

## Significant Singles

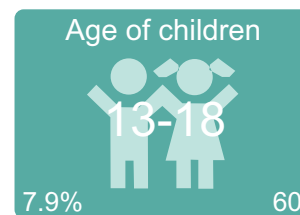
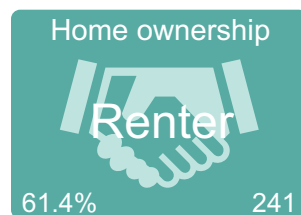
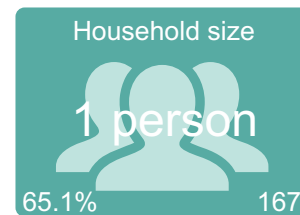
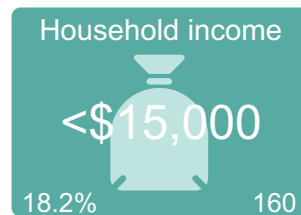
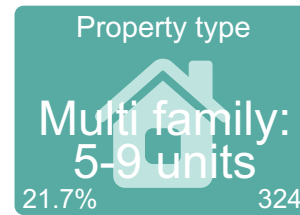
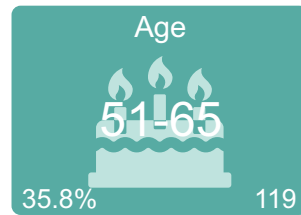
Middle-aged singles and some couples earning mid-scale incomes supporting active city styles of living

Joseph & Andrea

🏠 4.64% | 3.17% 👤



### Who We Are



### Channel Preference



### Key Features

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

### Technology Adoption



K

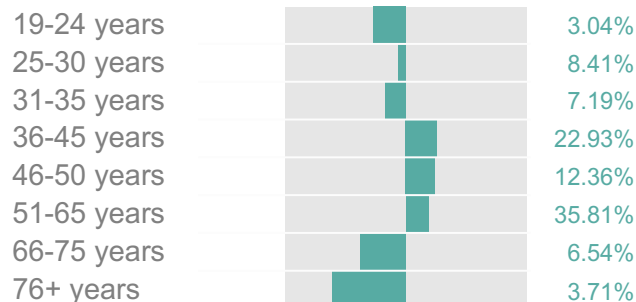
# Significant Singles

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

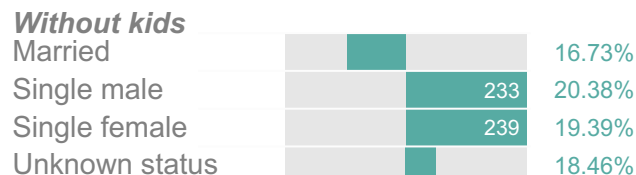
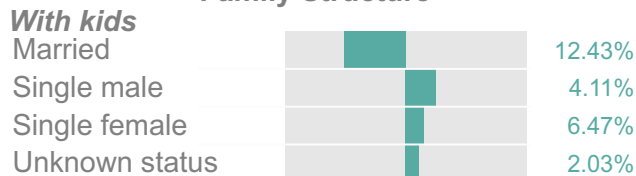
Joseph & Andrea

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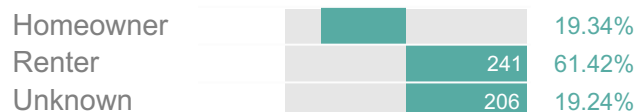
## Age



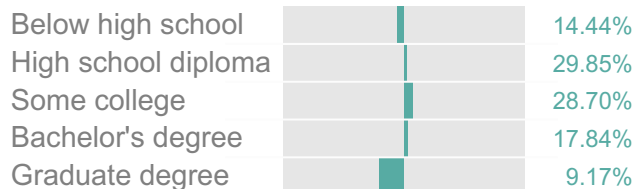
## Family Structure



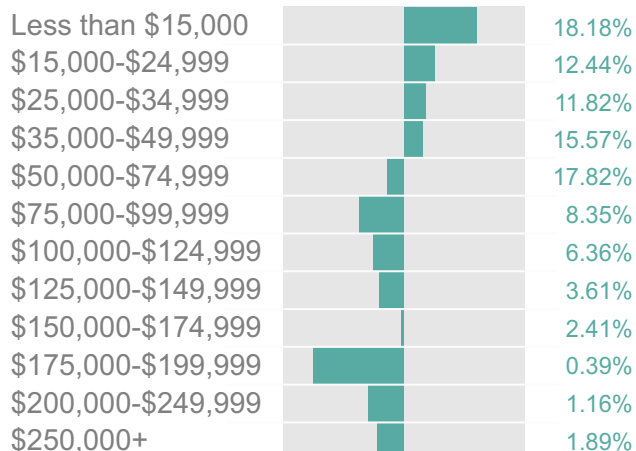
## Home Ownership



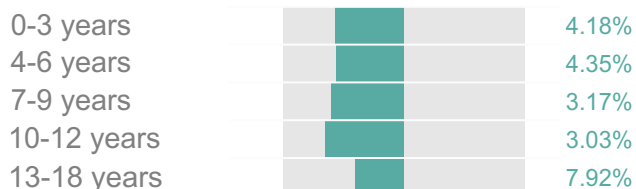
## Education



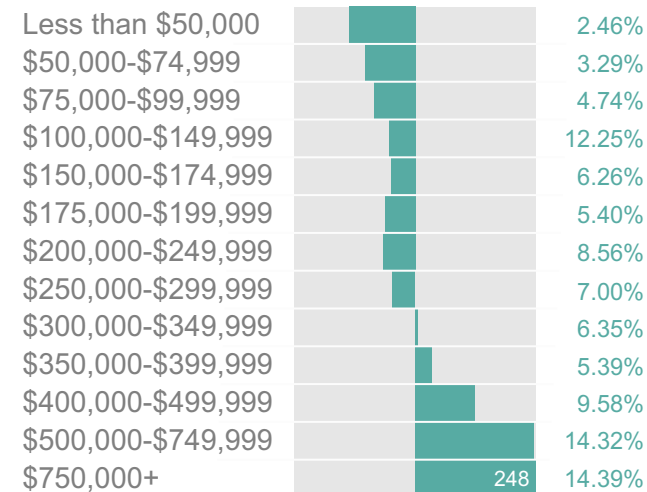
## Income



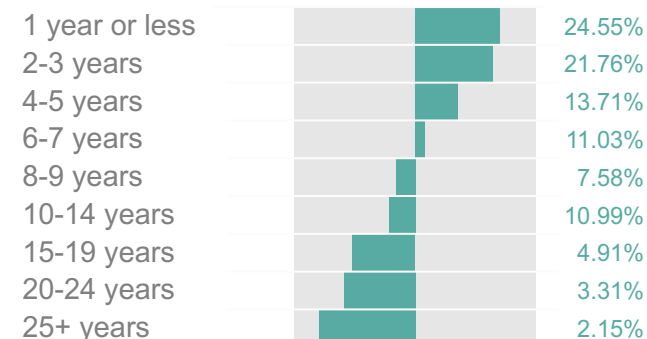
## Presence of Children



## Estimated Current Home Value



## Length of Residence



L • L41 • L42 • L43

L

# Blue Sky Boomers

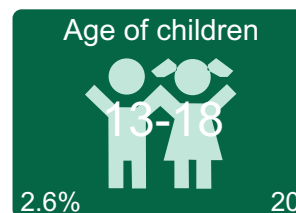
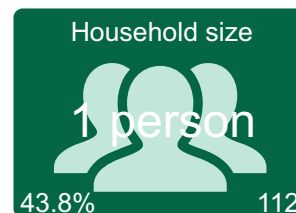
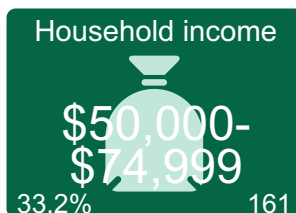
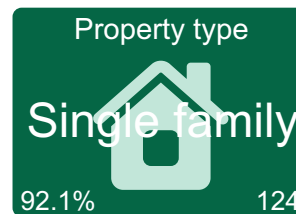
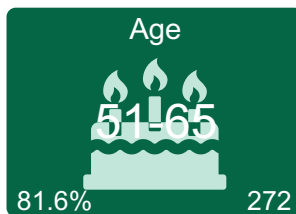
Lower- and middle-class baby boomer-aged households living in small towns

Carl & Beverly

🏠 6.82% | 5.65% 👤



## Who We Are



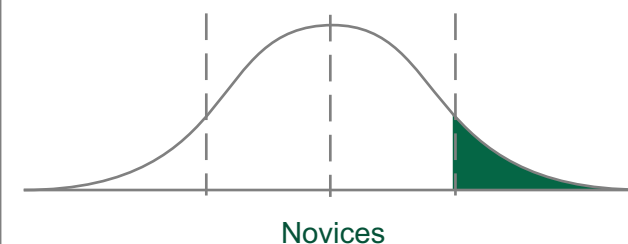
## Channel Preference



## Key Features

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

## Technology Adoption





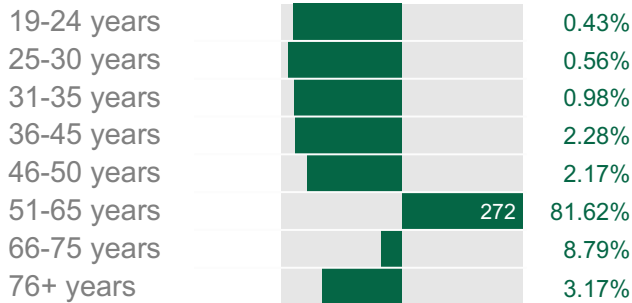
# Blue Sky Boomers

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

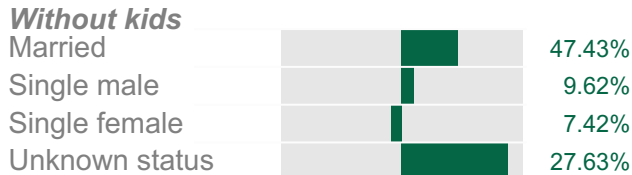
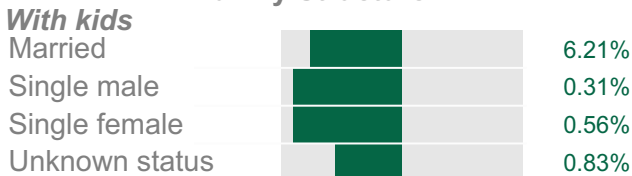
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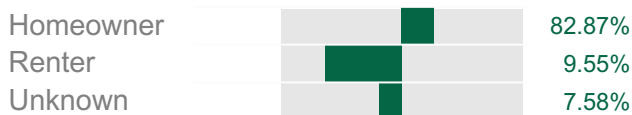
## Age



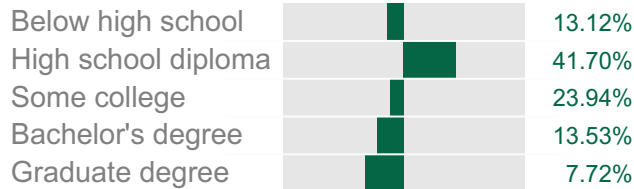
## Family Structure



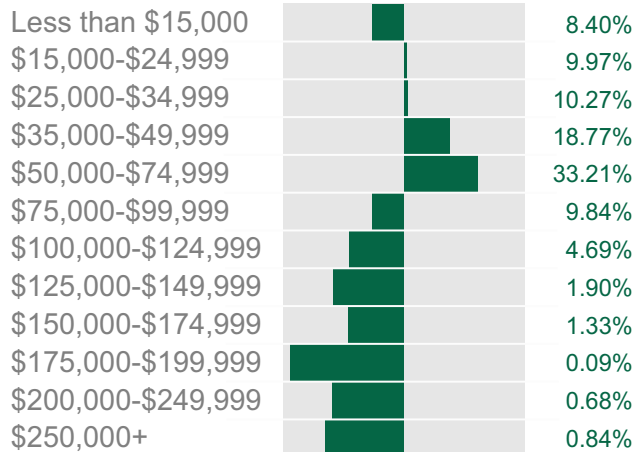
## Home Ownership



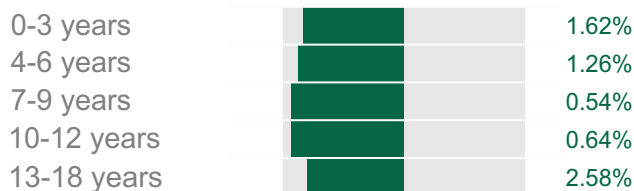
## Education



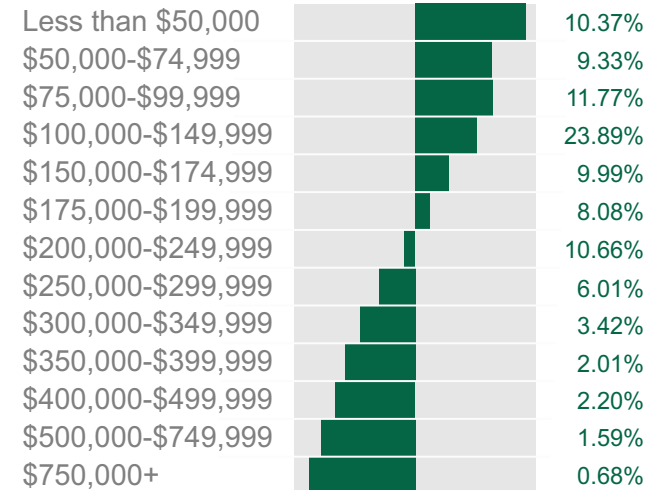
## Income



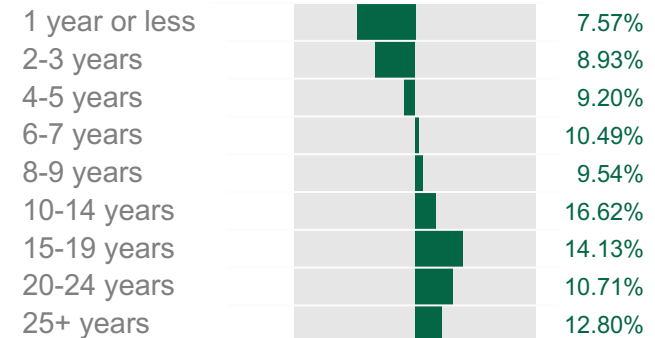
## Presence of Children



## Estimated Current Home Value



## Length of Residence



M • M44 • M45

M

# Families in Motion

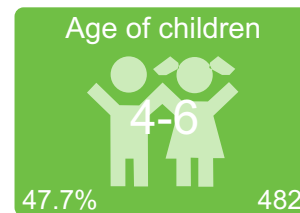
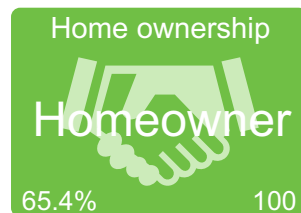
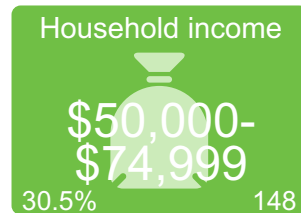
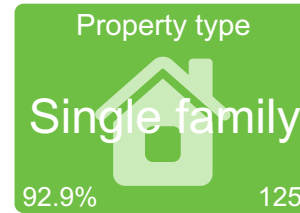
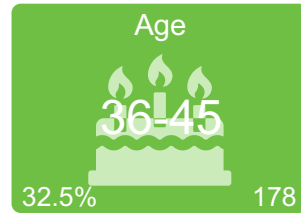
Younger, working-class families earning moderate incomes in smaller residential communities

Jeremy & Melissa

🏠 3.13% | 5.26% 👤



## Who We Are



## Channel Preference



## Key Features

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

## Technology Adoption





M • M44 • M45

M

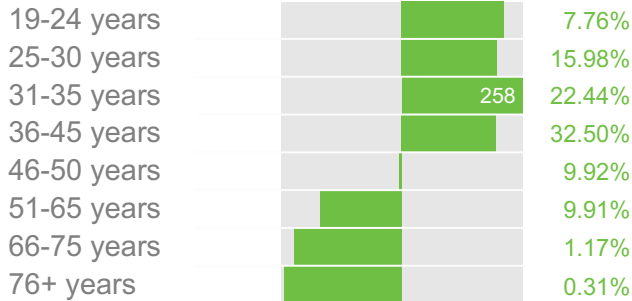
# Families in Motion

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

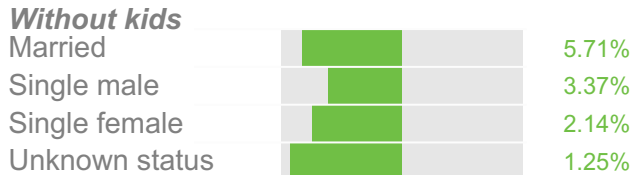
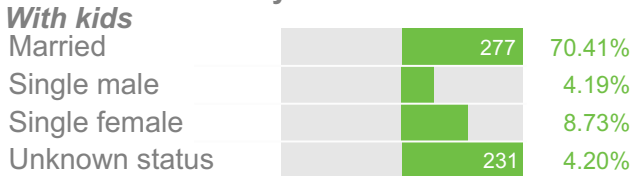
Jeremy & Melissa

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## Age



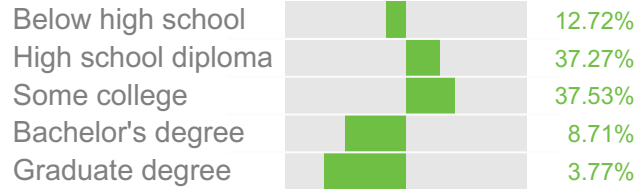
## Family Structure



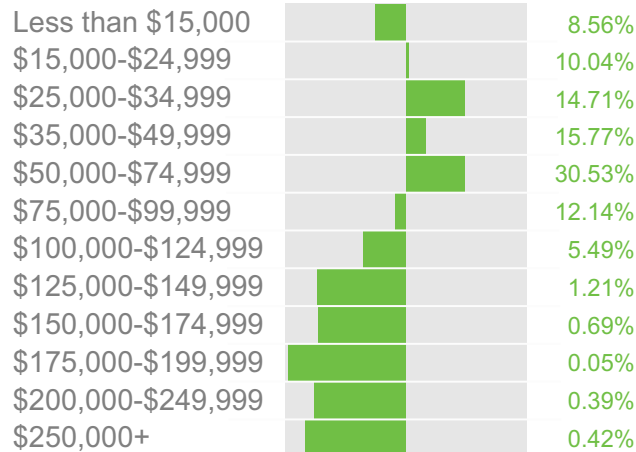
## Home Ownership



## Education



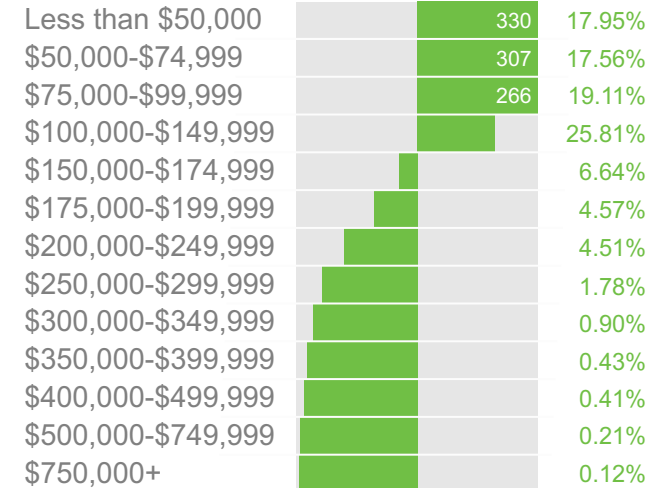
## Income



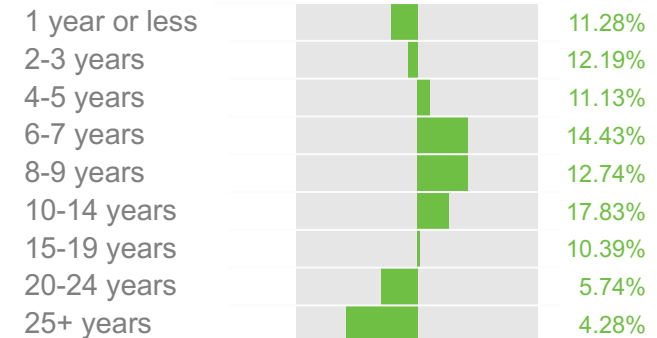
## Presence of Children



## Estimated Current Home Value



## Length of Residence



N • N46 • N47 • N48 • N49

N

## Pastoral Pride

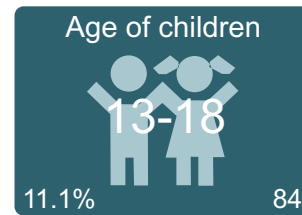
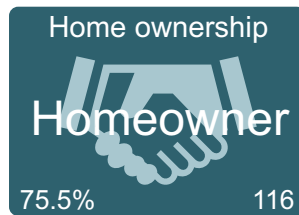
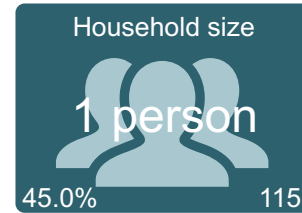
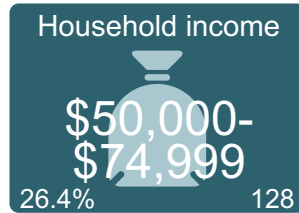
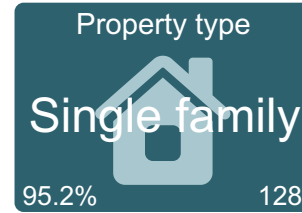
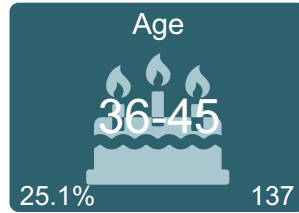
Mix of lower middle-class unattached individuals and couples who have settled in country and small town areas

Gary & Carolyn

🏠 4.77% | 4.29% 👤



### Who We Are



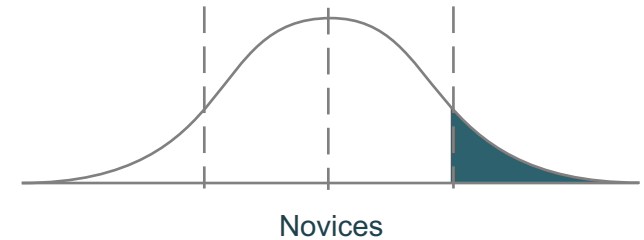
### Channel Preference



### Key Features

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

### Technology Adoption



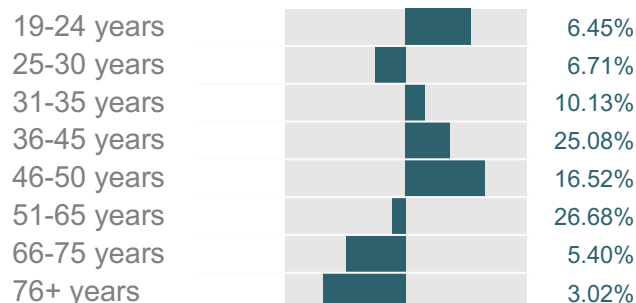
## Pastoral Pride

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

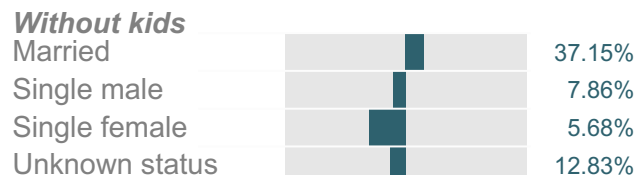
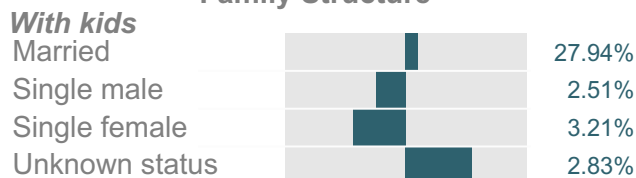
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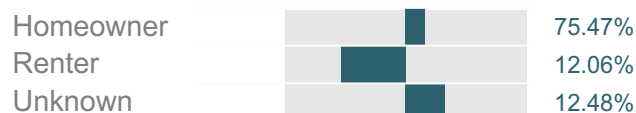
### Age



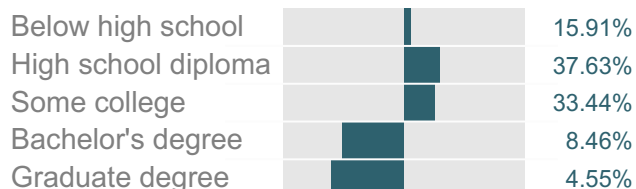
### Family Structure



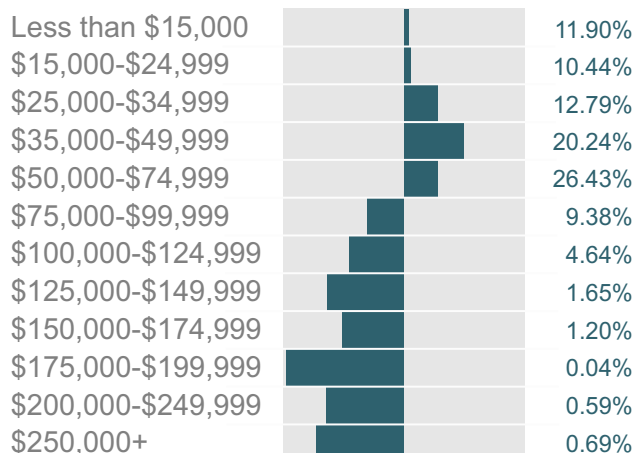
### Home Ownership



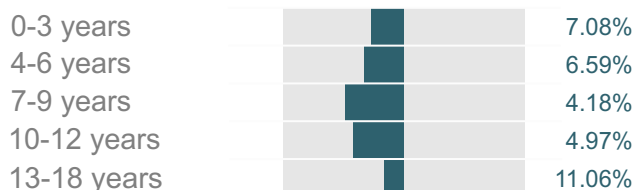
### Education



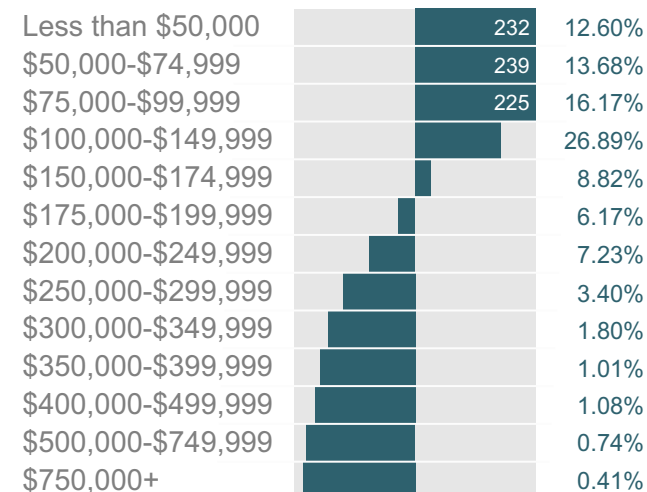
### Income



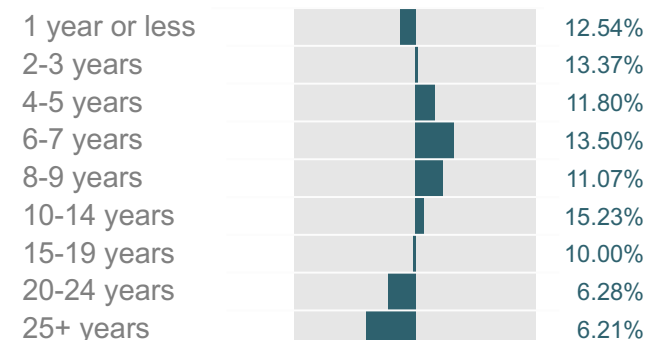
### Presence of Children



### Estimated Current Home Value



### Length of Residence





# Singles and Starters

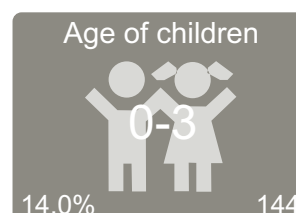
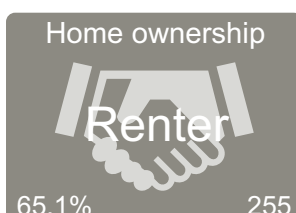
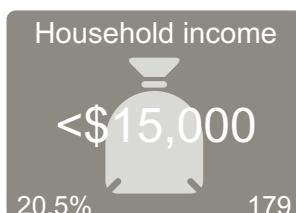
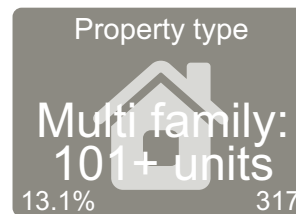
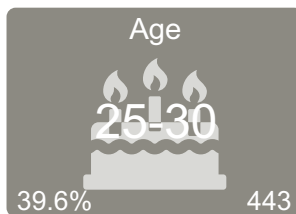
Young singles starting out, and some starter families, in diverse urban communities

Matthew & Crystal

🏠 9.85% | 6.65% 👤



## Who We Are



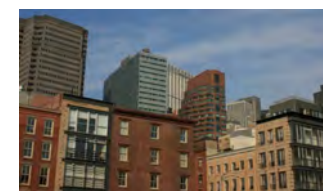
## Channel Preference



## Key Features

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

## Technology Adoption





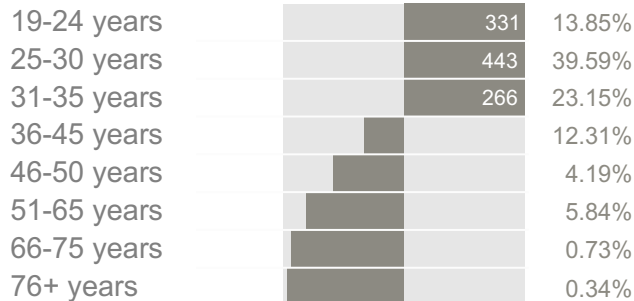
# Singles and Starters

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

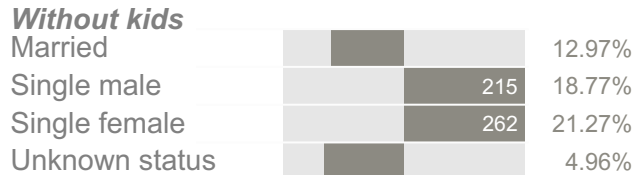
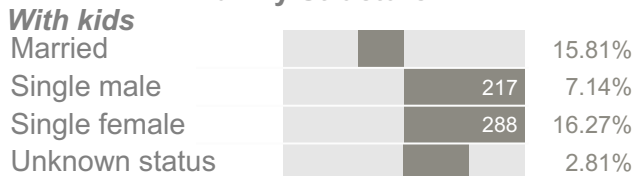
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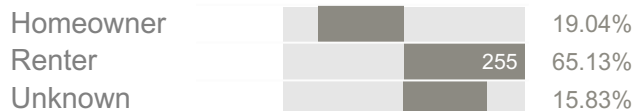
## Age



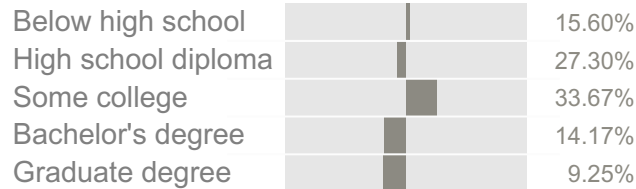
## Family Structure



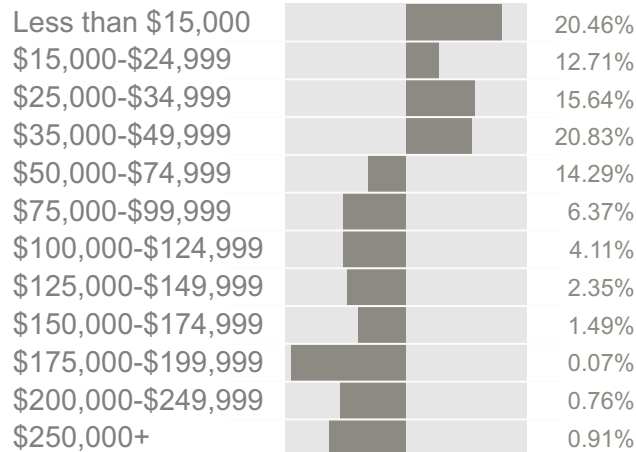
## Home Ownership



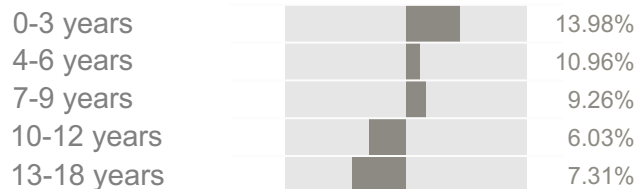
## Education



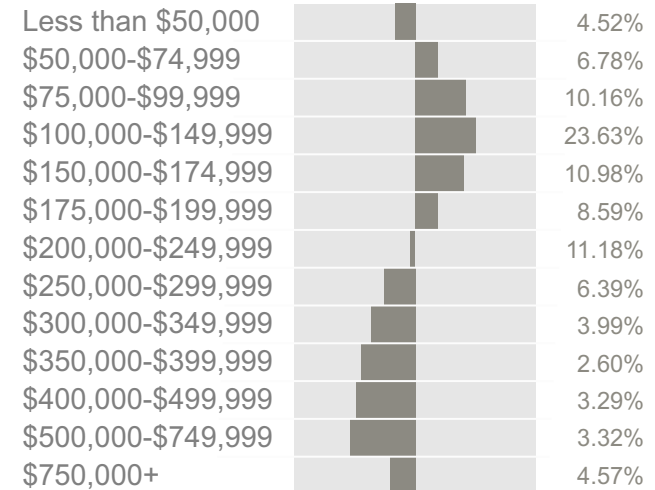
## Income



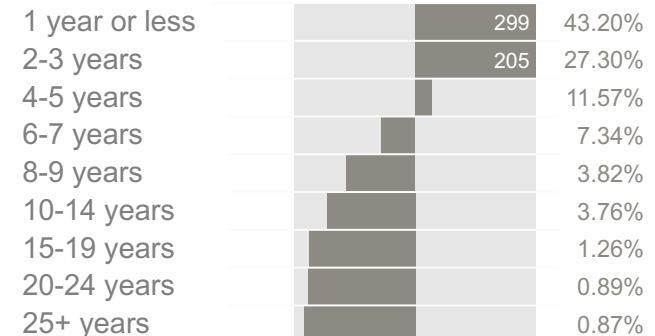
## Presence of Children



## Estimated Current Home Value



## Length of Residence



P

## Cultural Connections

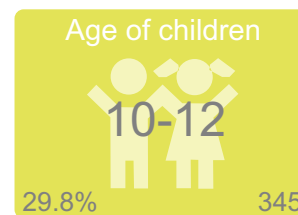
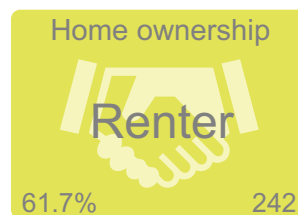
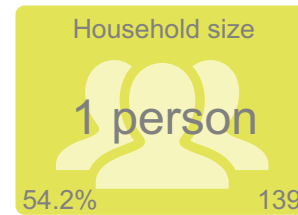
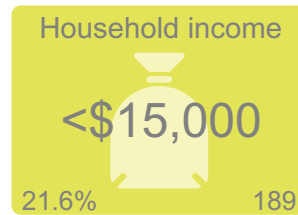
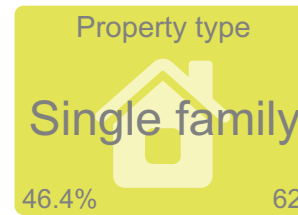
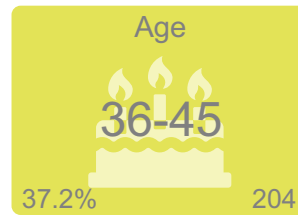
Diverse, mid- and low-income families in urban apartments and residences

Antonio & Ana

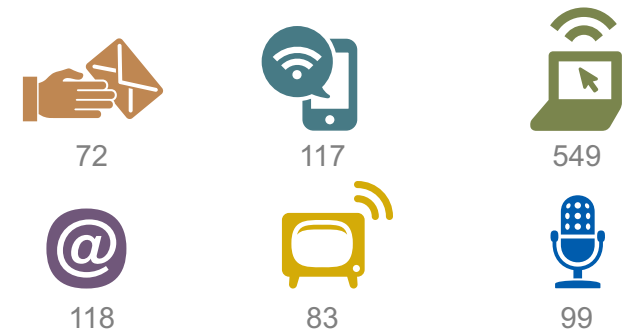
🏠 5.17% | 4.22% 👤



### Who We Are



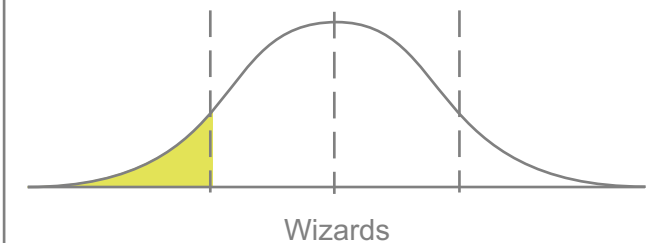
### Channel Preference



### Key Features

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

### Technology Adoption



P

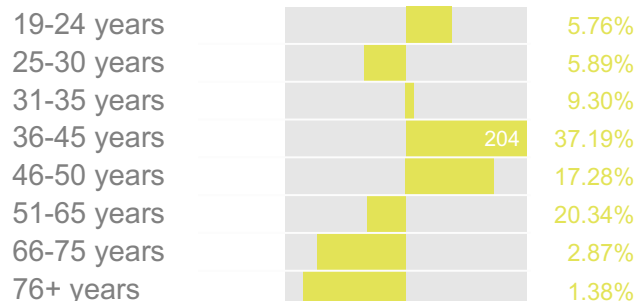
# Cultural Connections

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

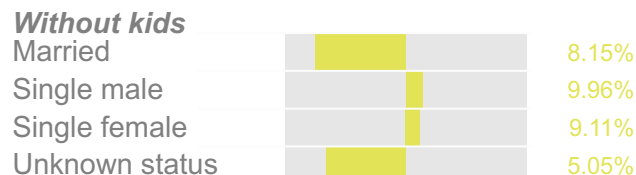
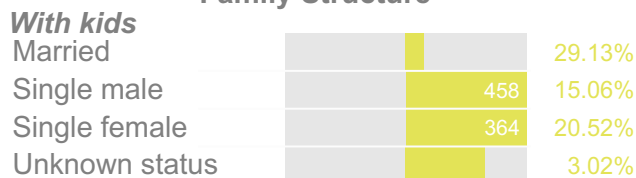
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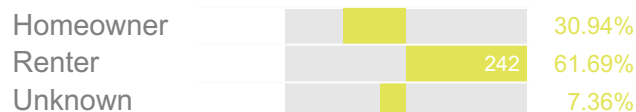
## Age



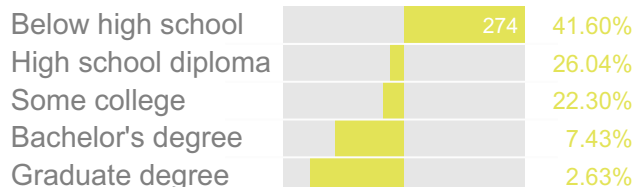
## Family Structure



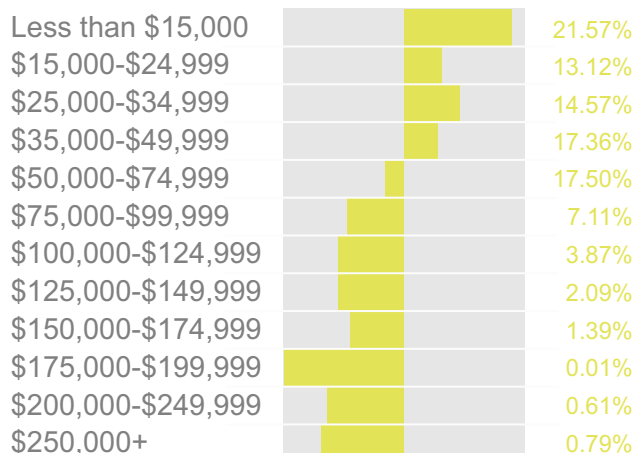
## Home Ownership



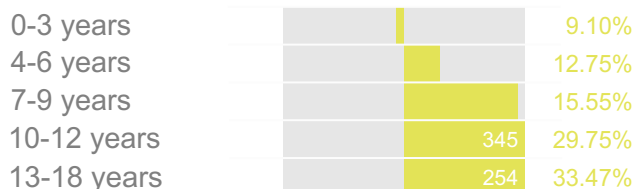
## Education



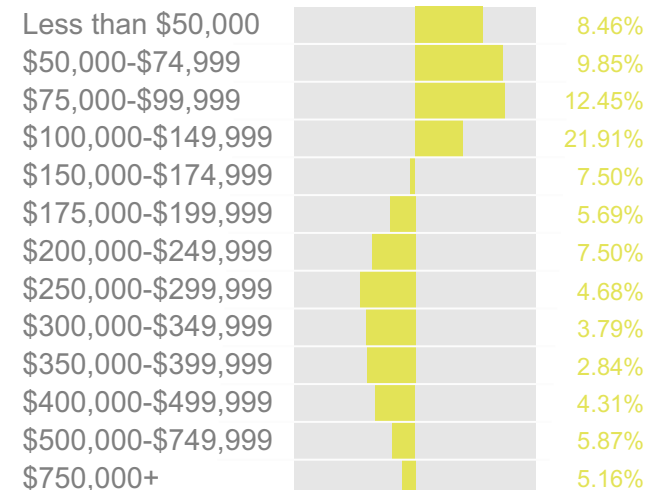
## Income



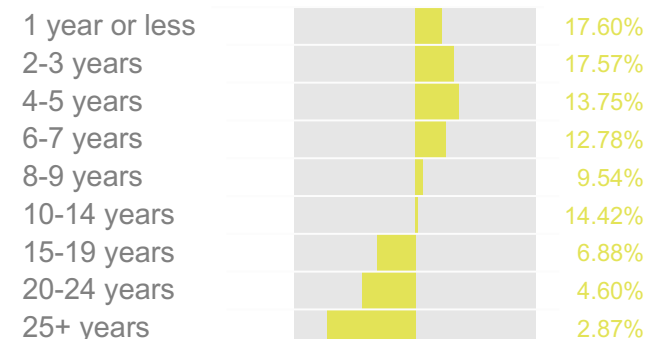
## Presence of Children



## Estimated Current Home Value



## Length of Residence



Q • Q62 • Q63 • Q64 • Q65

Q

# Golden Year Guardians

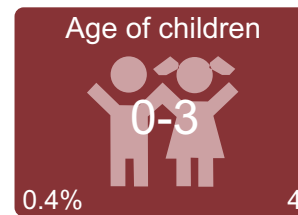
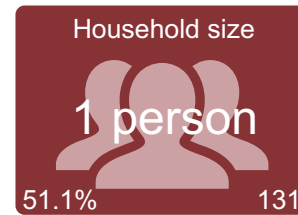
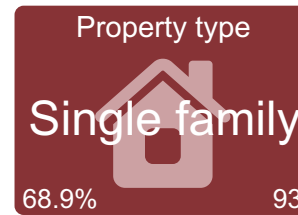
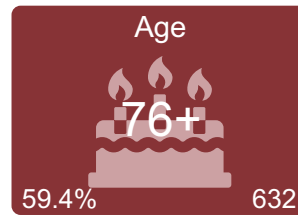
Retirees living in settled residences and communities

Donald & Dorothy

🏠 9.01% | 6.38% 👤



## Who We Are



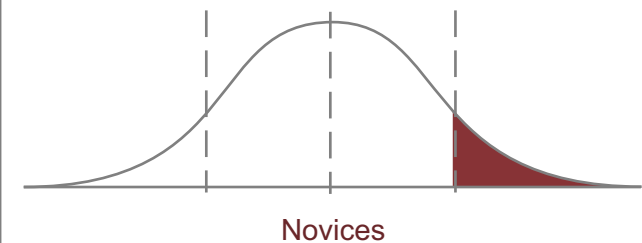
## Channel Preference



## Key Features

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

## Technology Adoption





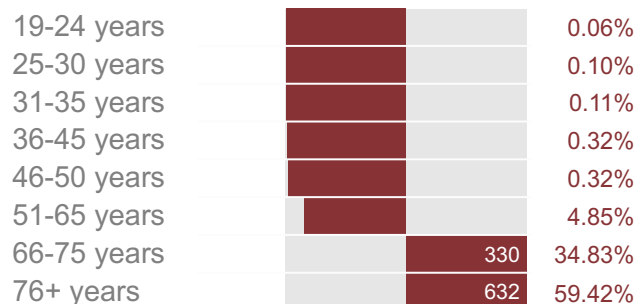
# Golden Year Guardians

Retirees living in settled residences and communities

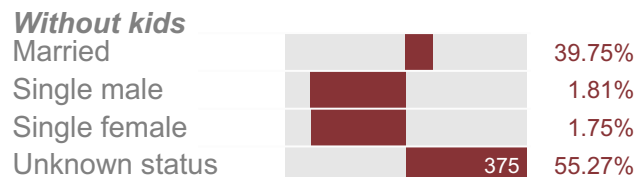
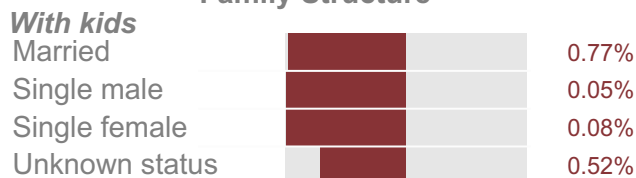
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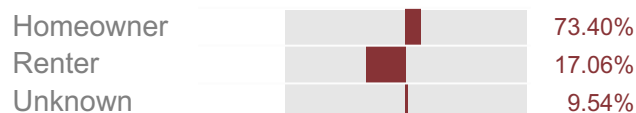
## Age



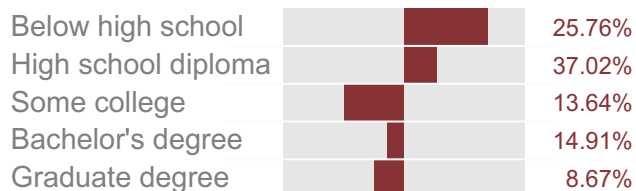
## Family Structure



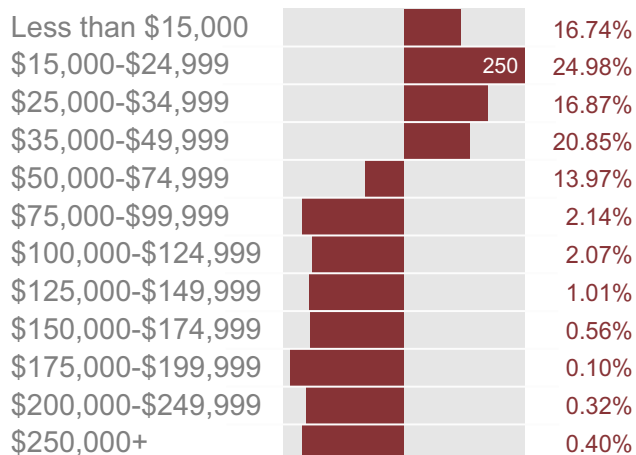
## Home Ownership



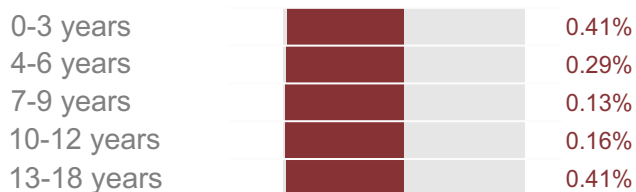
## Education



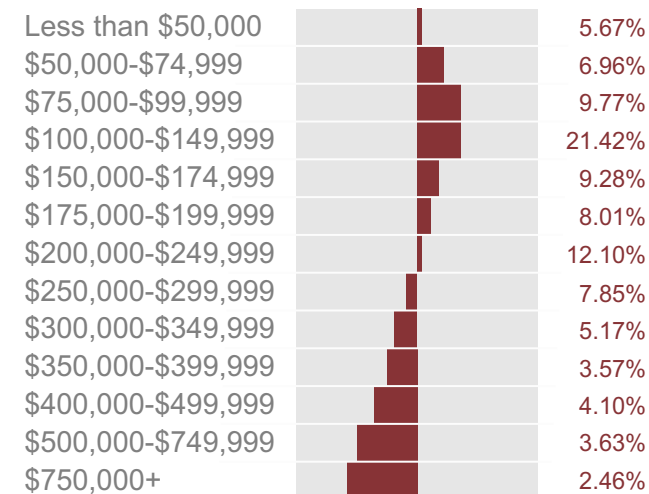
## Income



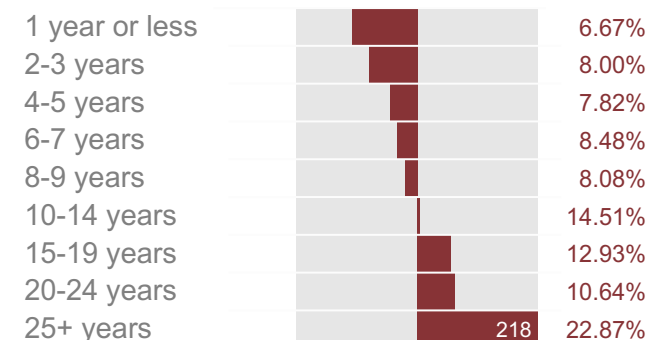
## Presence of Children



## Estimated Current Home Value



## Length of Residence



R • R66 • R67

R

## Aspirational Fusion

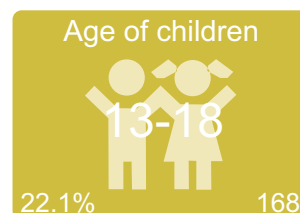
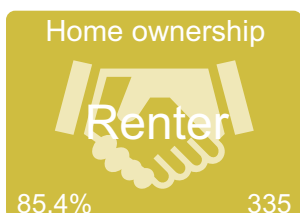
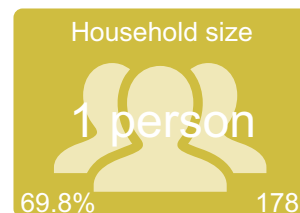
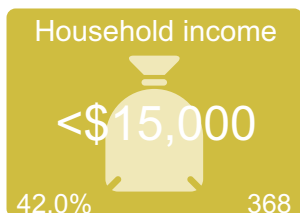
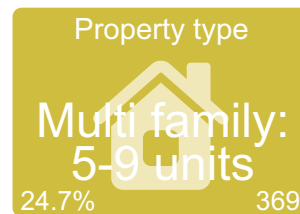
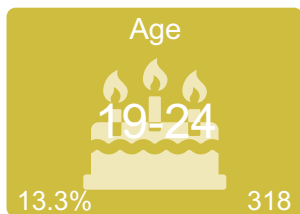
Low-income singles and single parents living in urban locations striving to make a better life

Anthony & Angela

🏠 2.92% | 1.81% 👤



### Who We Are



### Channel Preference



### Key Features

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

### Technology Adoption



R • R66 • R67

R

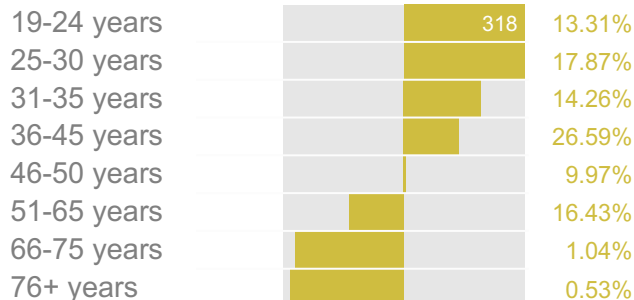
# Aspirational Fusion

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

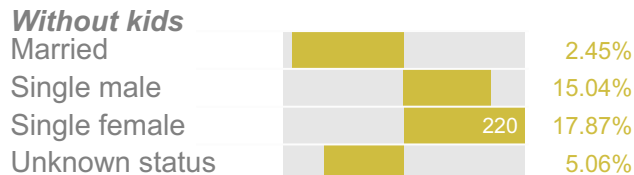
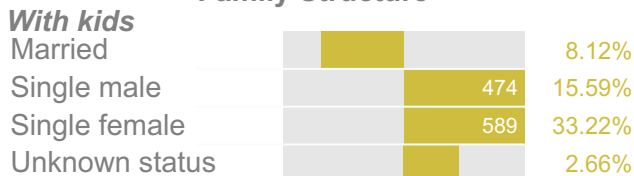
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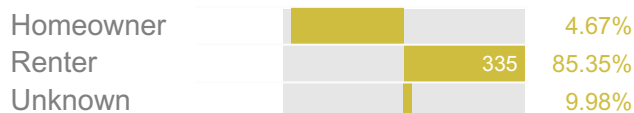
## Age



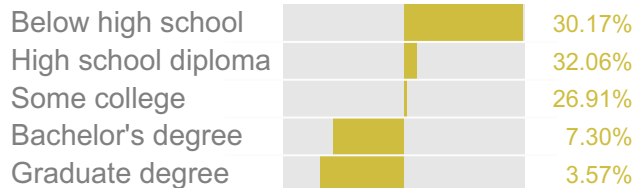
## Family Structure



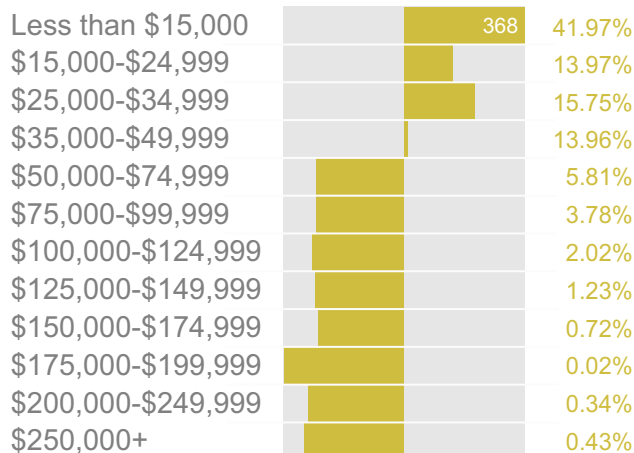
## Home Ownership



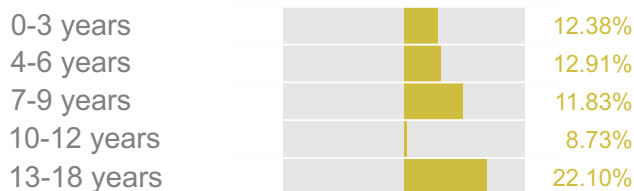
## Education



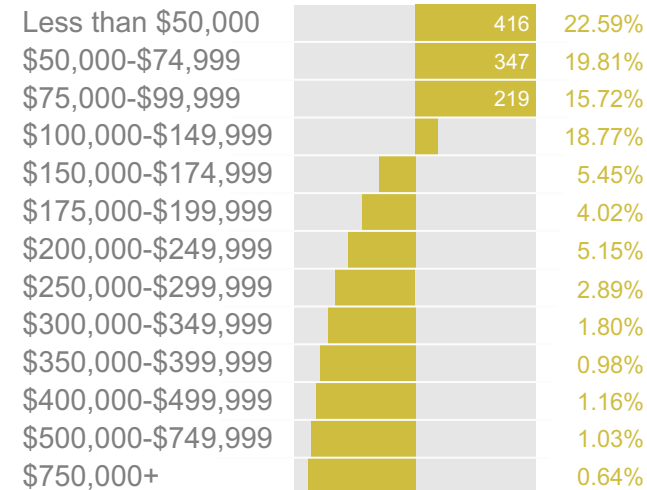
## Income



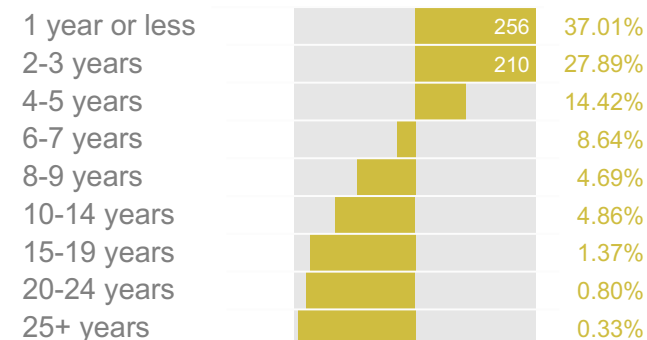
## Presence of Children



## Estimated Current Home Value



## Length of Residence



S

## Economic Challenges

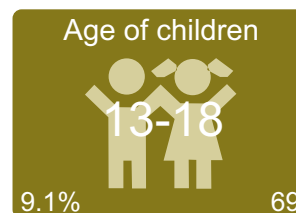
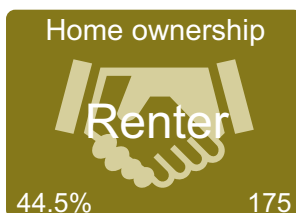
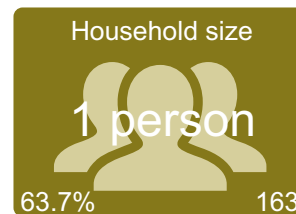
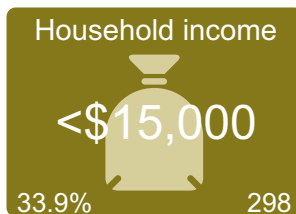
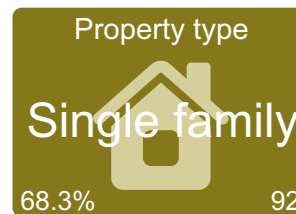
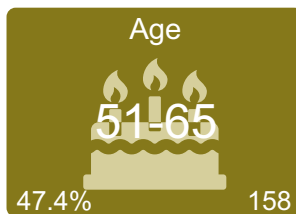
Economically challenged mix of singles, divorced and widowed individuals in smaller cities and urban areas looking to make ends meet

George & Alicia

🏠 4.50% | 3.04% 👤



### Who We Are



### Channel Preference



### Key Features

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

### Technology Adoption



S

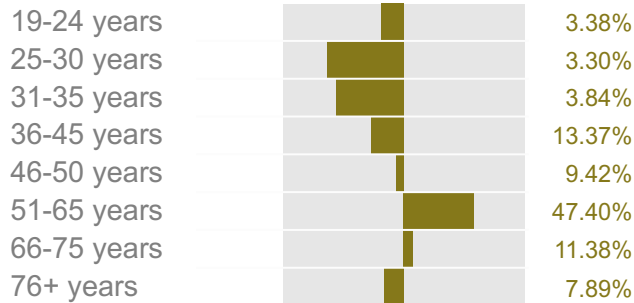
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Economically challenged mix of singles, divorced and widowed individuals in smaller cities and urban areas looking to make ends meet

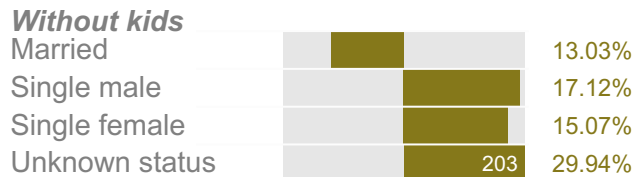
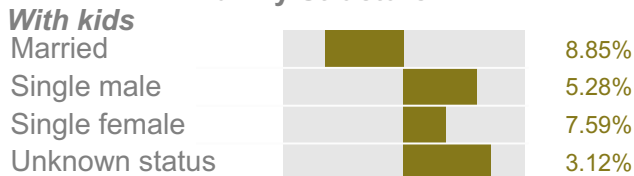
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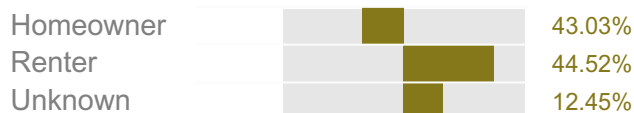
### Age



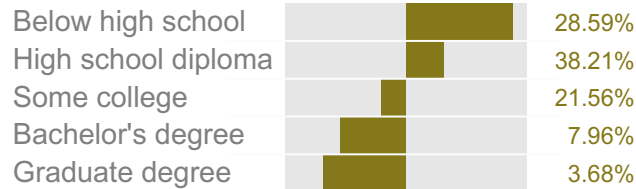
### Family Structure



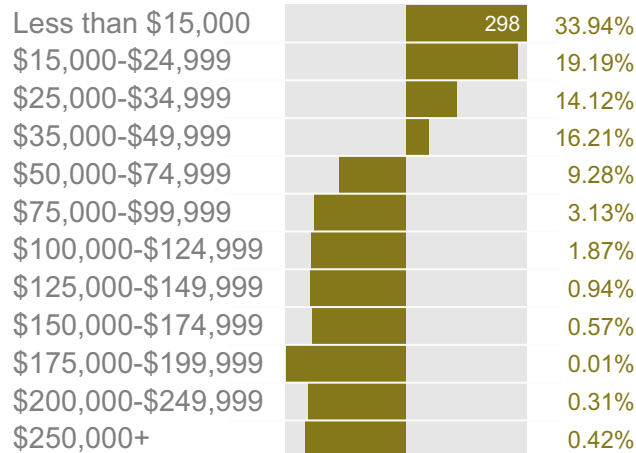
### Home Ownership



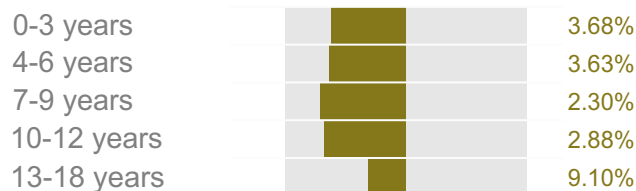
### Education



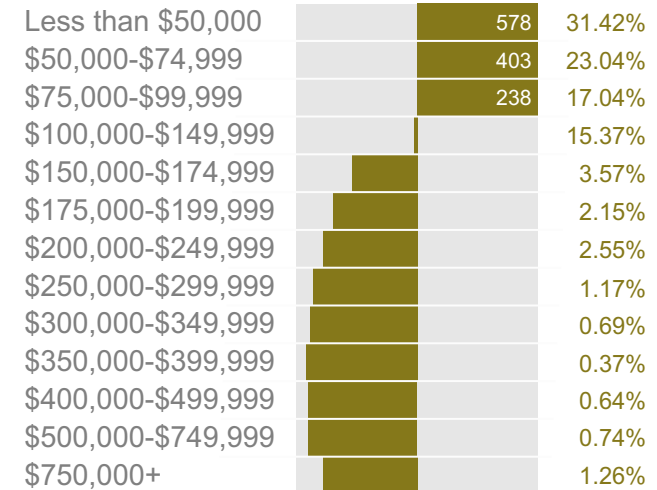
### Income



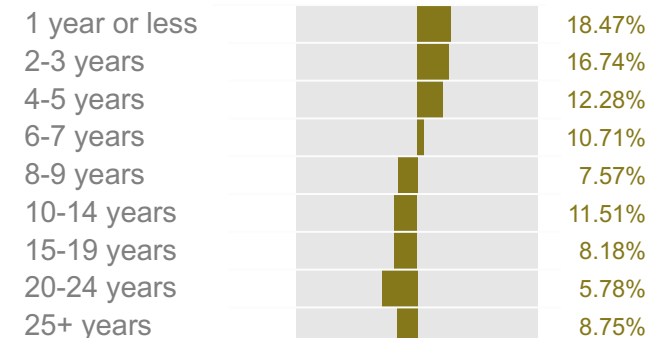
### Presence of Children



### Estimated Current Home Value



### Length of Residence



# A01

## American Royalty

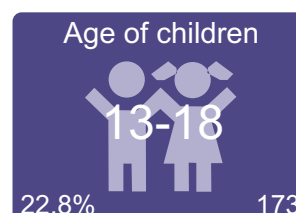
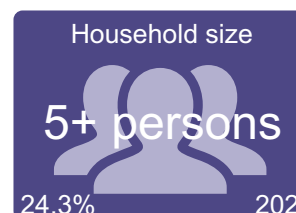
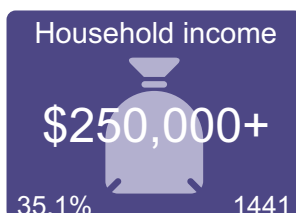
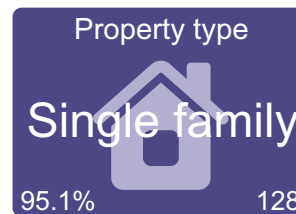
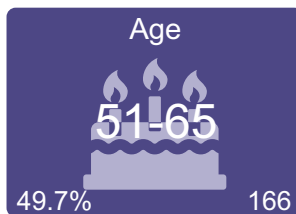
Wealthy, influential couples and families living in prestigious suburbs

John & Susan

🏠 1.20% | 1.69% 👤



### Who We Are



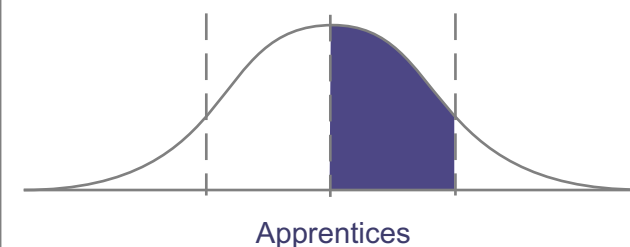
### Channel Preference



### Key Features

- Prestigious housing
- Luxury living
- Upscale cars
- Healthy lifestyles
- Charitable giving
- World travelers

### Technology Adoption



# A01

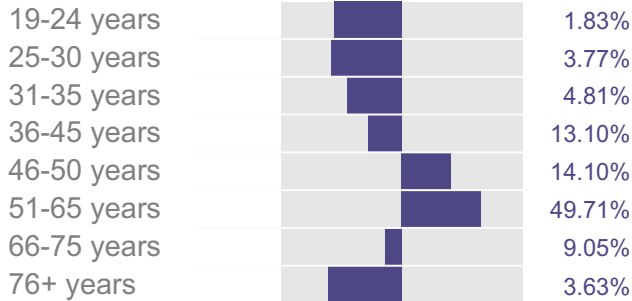
## American Royalty

Wealthy, influential couples and families living in prestigious suburbs

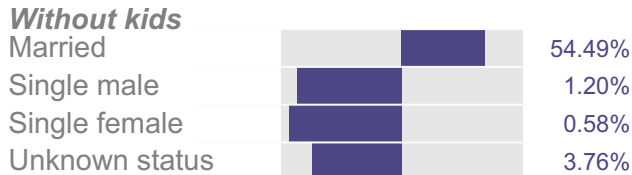
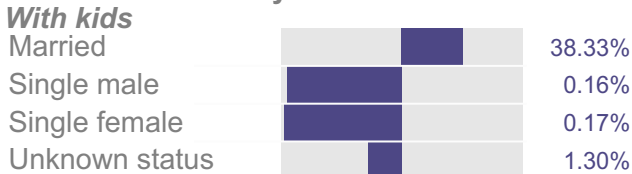
John & Susan

🏠 1.20% | 1.69% 👤

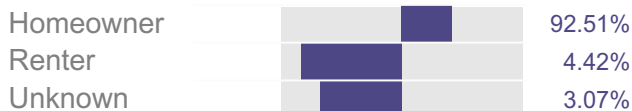
### Age



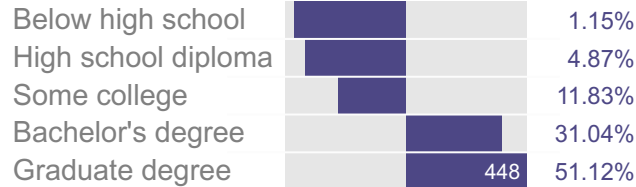
### Family Structure



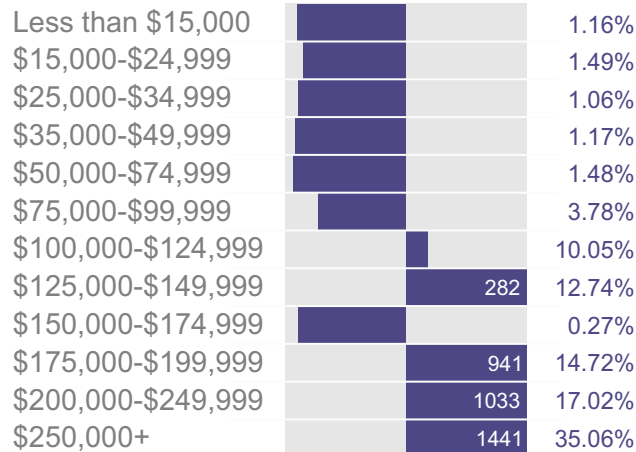
### Home Ownership



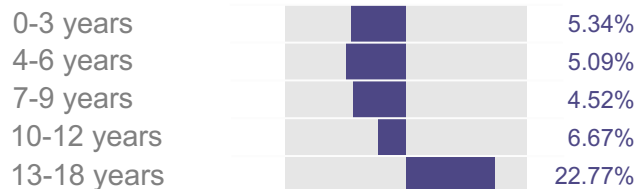
### Education



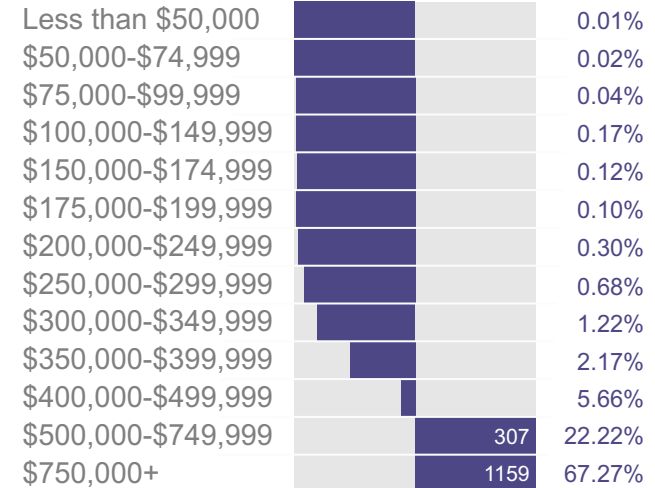
### Income



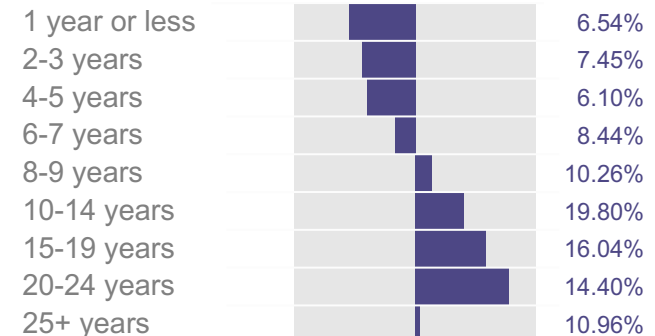
### Presence of Children



### Estimated Current Home Value



### Length of Residence



# A02

## Platinum Prosperity

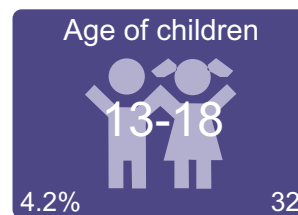
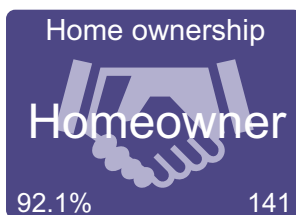
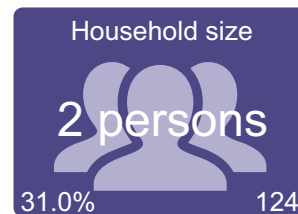
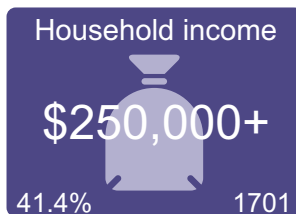
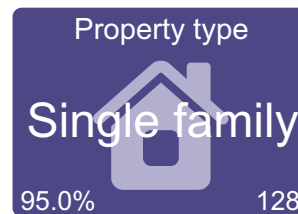
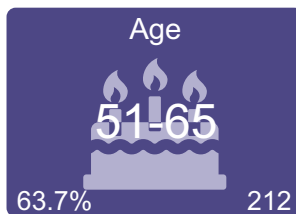
Wealthy and established empty-nesting couples residing in suburban and in-town homes

Robert & Carol

🏠 0.97% | 1.16% 👤



### Who We Are



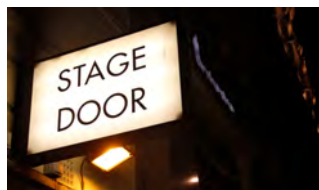
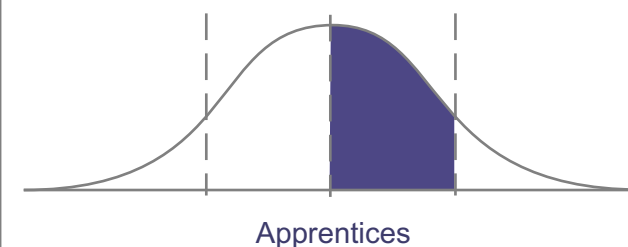
### Channel Preference



### Key Features

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

### Technology Adoption





# A02

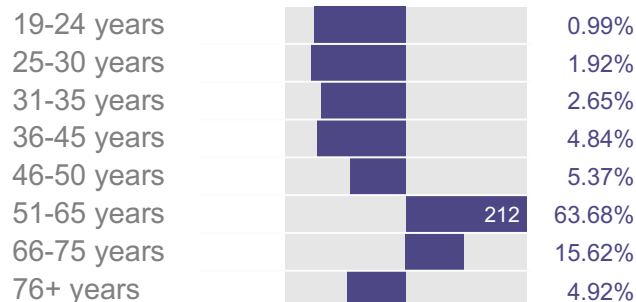
## Platinum Prosperity

Wealthy and established empty-nesting couples residing in suburban and in-town homes

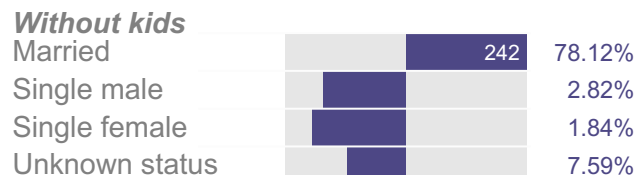
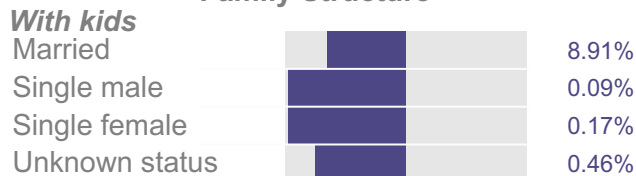
Robert & Carol

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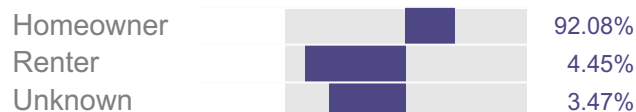
### Age



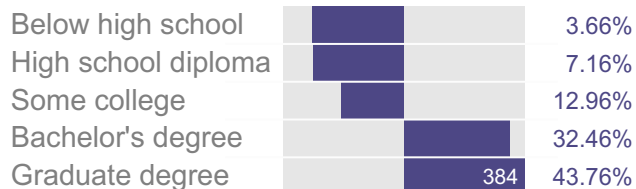
### Family Structure



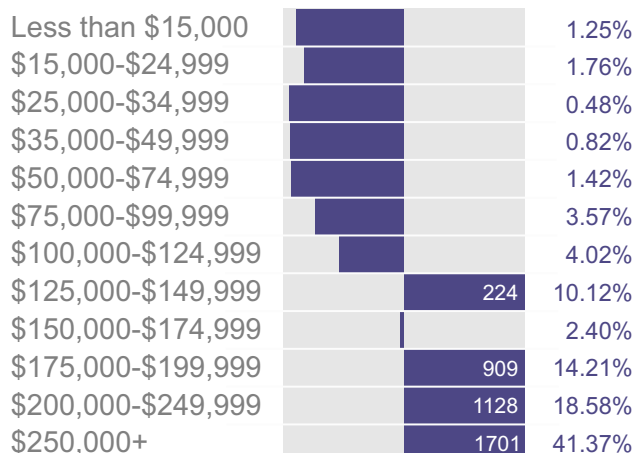
### Home Ownership



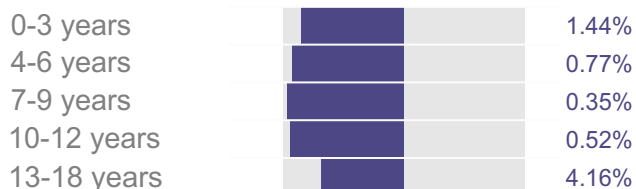
### Education



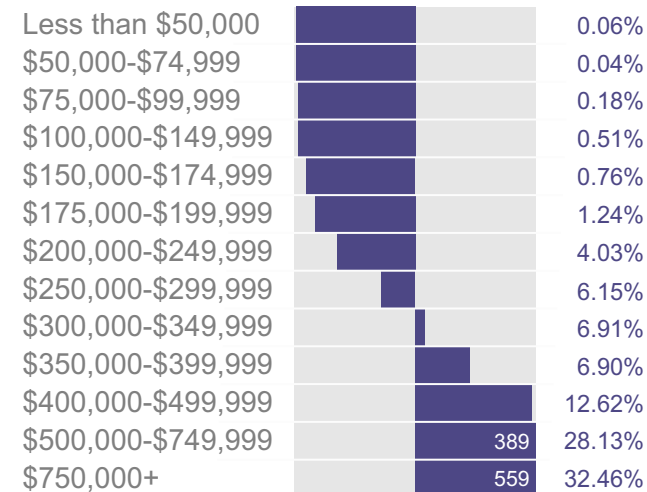
### Income



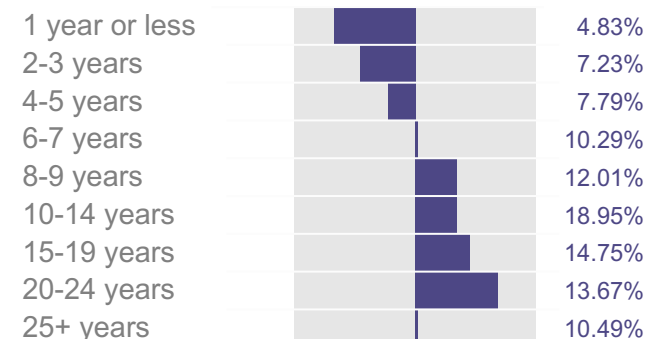
### Presence of Children



### Estimated Current Home Value



### Length of Residence



# A03

## Kids and Cabernet

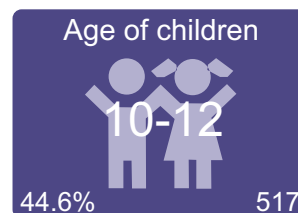
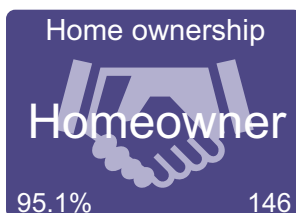
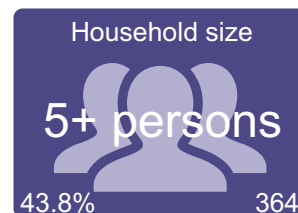
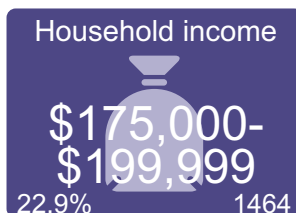
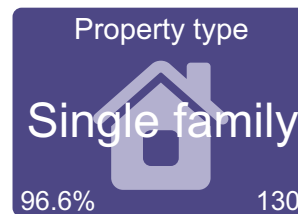
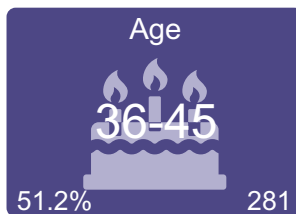
Prosperous, middle-aged married couples with children living child-focused lives in affluent suburbs

Scott & Karen

🏠 0.78% | 1.40% 👤



### Who We Are



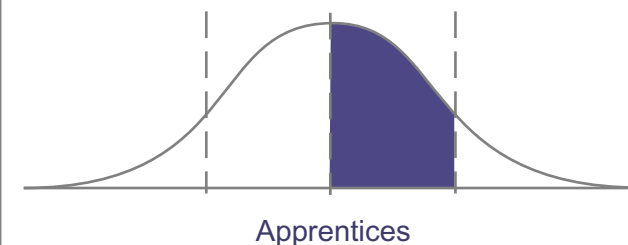
### Channel Preference



### Key Features

- Affluent young families
- Foodies
- Politically conservative
- Saving for college
- PTA members
- Family vacations

### Technology Adoption



# A03

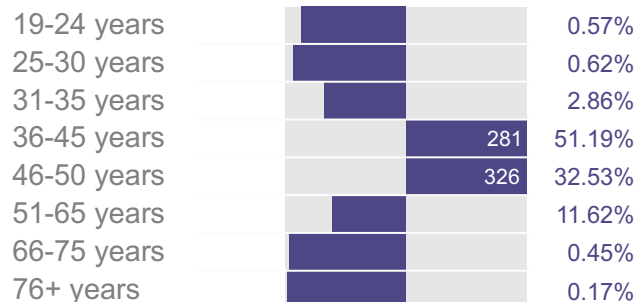
## Kids and Cabernet

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

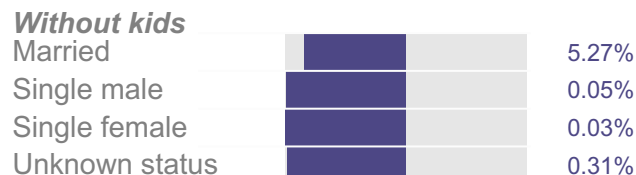
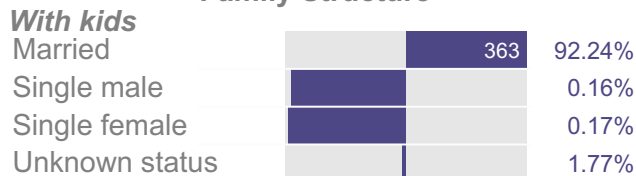
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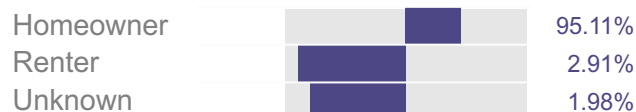
### Age



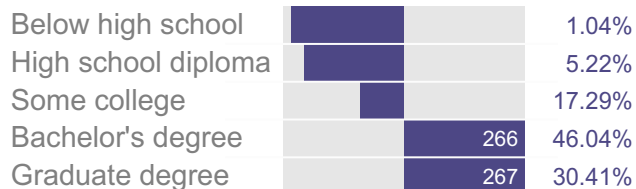
### Family Structure



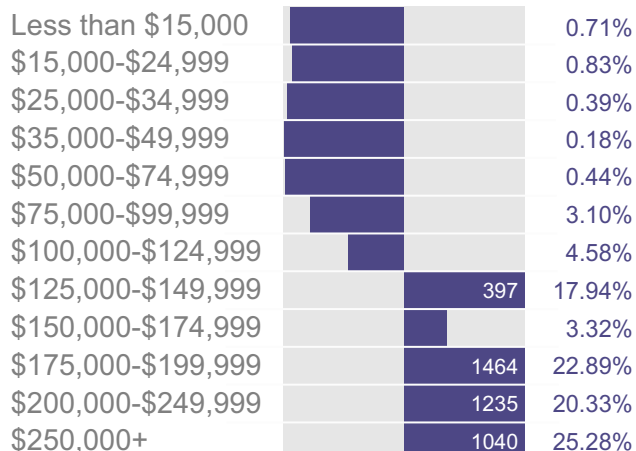
### Home Ownership



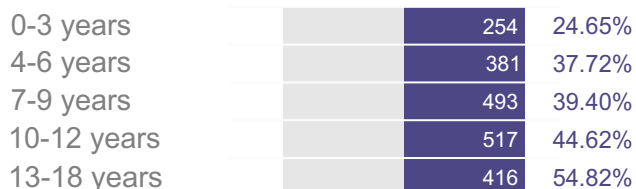
### Education



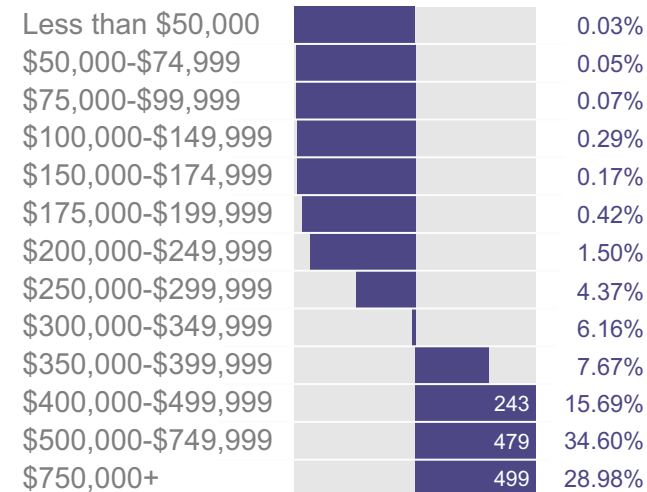
### Income



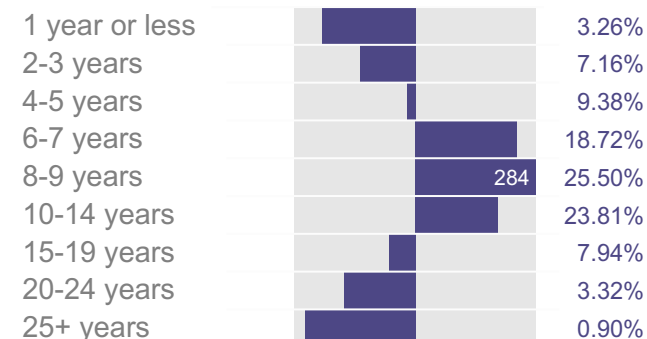
### Presence of Children



### Estimated Current Home Value



### Length of Residence



# A04

## Picture Perfect Families

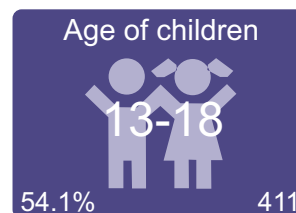
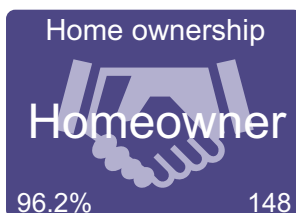
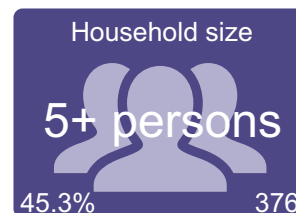
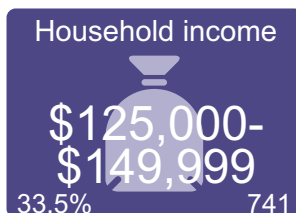
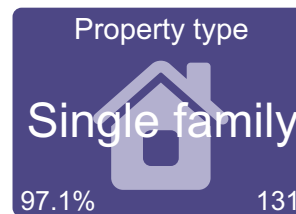
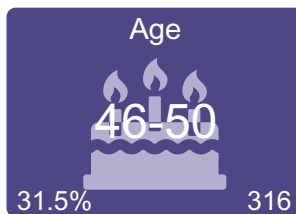
Established families of child-rearing households living in wealthy suburbs

Thomas & Linda

🏠 0.79% | 1.46% 👤



### Who We Are



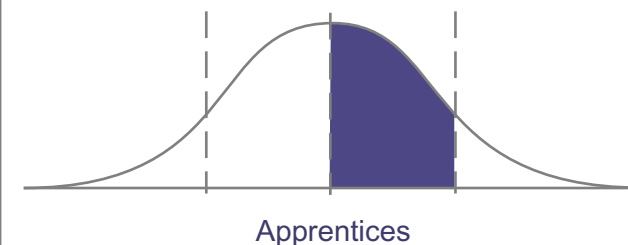
### Channel Preference



### Key Features

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

### Technology Adoption



# A04

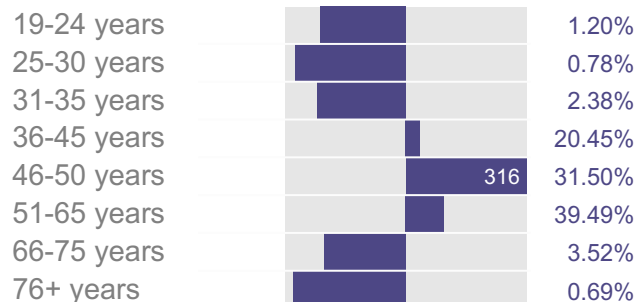
## Picture Perfect Families

Established families of child-rearing households living in wealthy suburbs

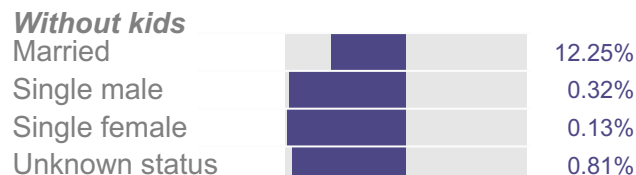
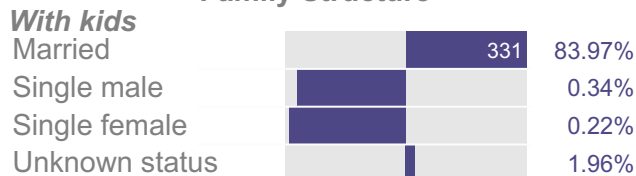
Thomas & Linda

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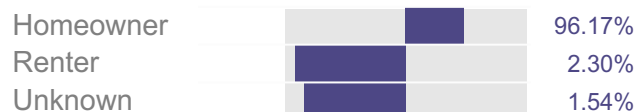
### Age



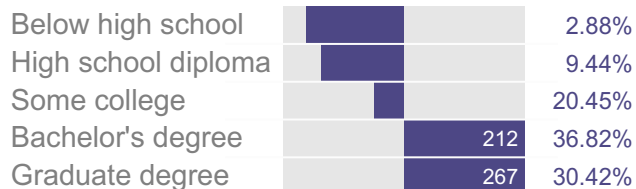
### Family Structure



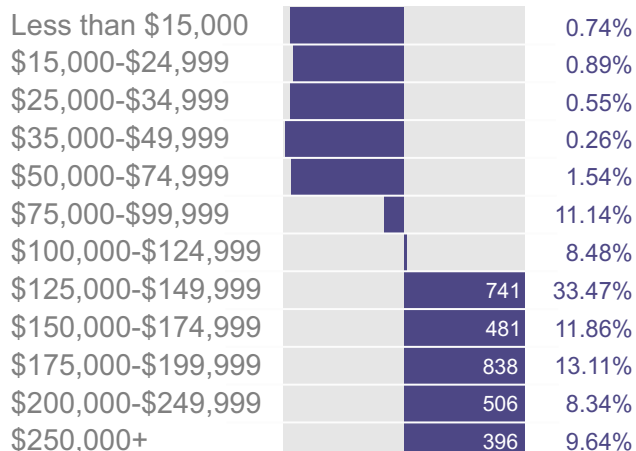
### Home Ownership



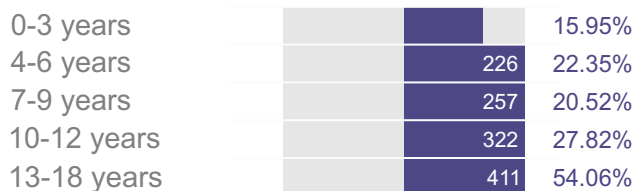
### Education



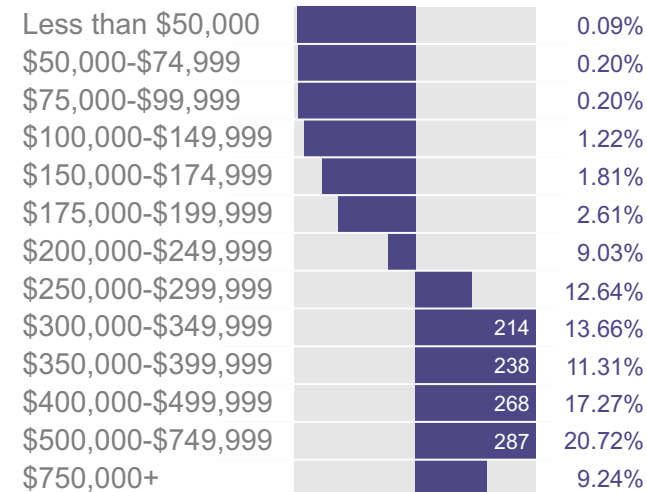
### Income



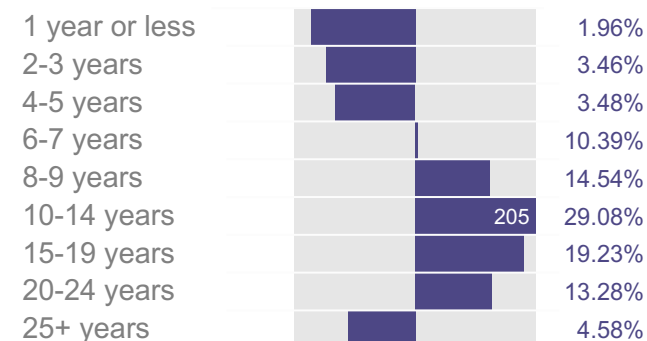
### Presence of Children



### Estimated Current Home Value



### Length of Residence



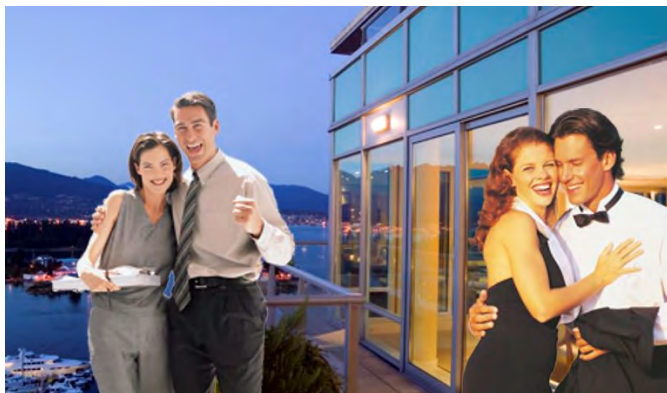
# A05

## Couples with Clout

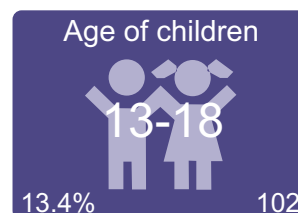
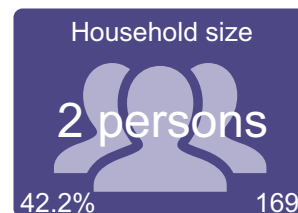
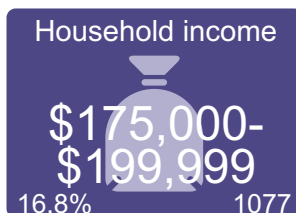
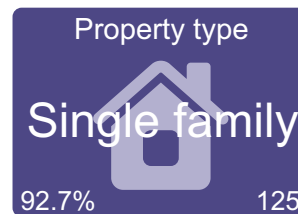
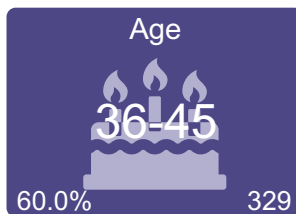
Middle-aged, childless couples living in affluent metro areas

Brian & Jennifer

🏠 0.78% | 0.67% 👤



### Who We Are



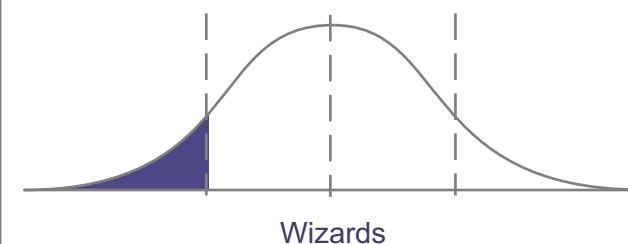
### Channel Preference



### Key Features

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

### Technology Adoption



# A05

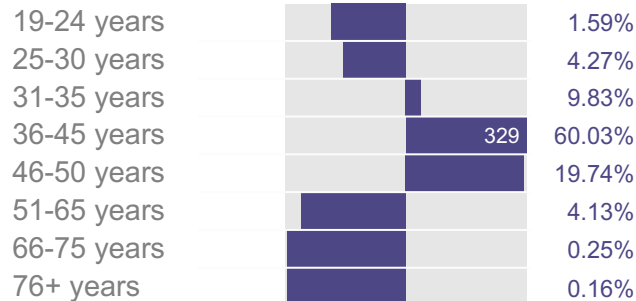
## Couples with Clout

Middle-aged, childless couples living in affluent metro areas

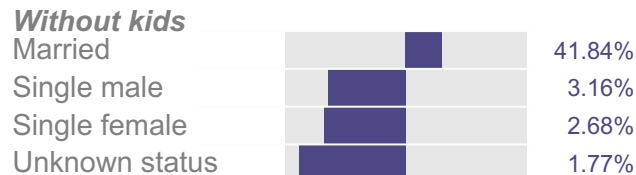
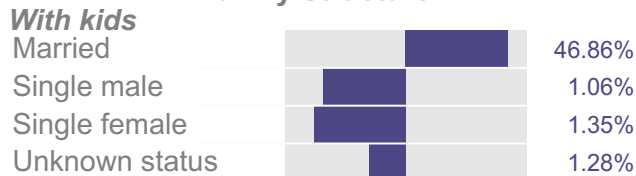
Brian & Jennifer

🏠 0.78% | 0.67% 👤

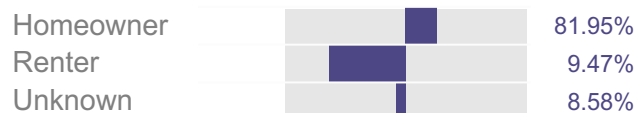
### Age



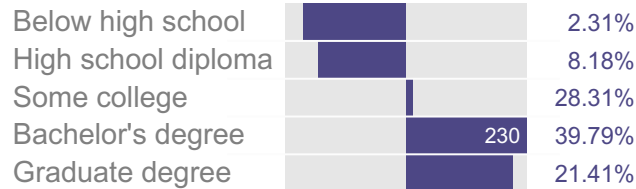
### Family Structure



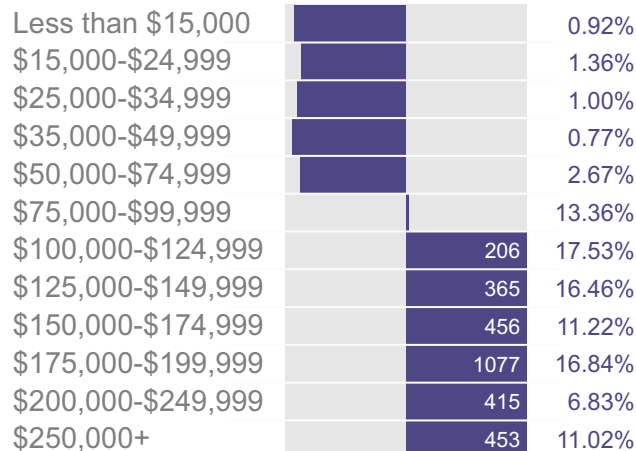
### Home Ownership



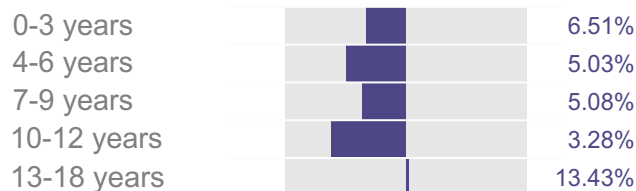
### Education



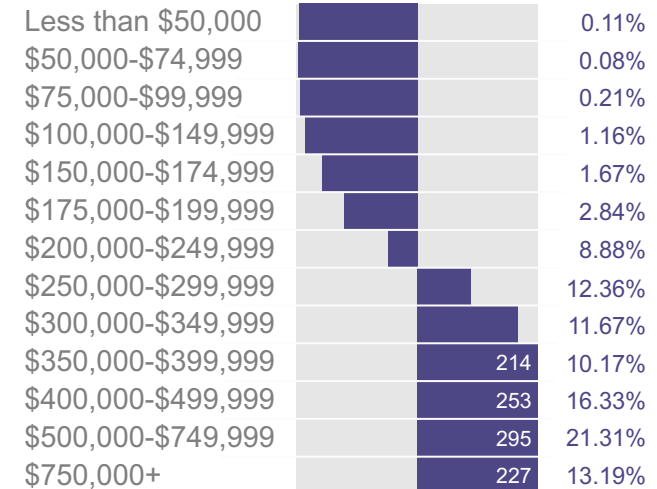
### Income



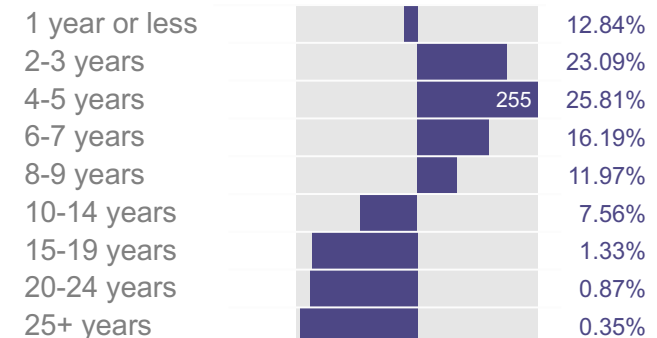
### Presence of Children



### Estimated Current Home Value



### Length of Residence



# A06

## Jet Set Urbanites

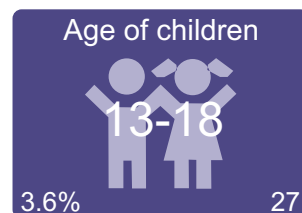
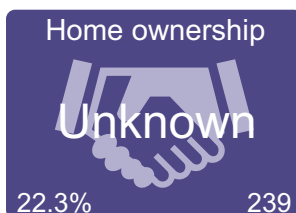
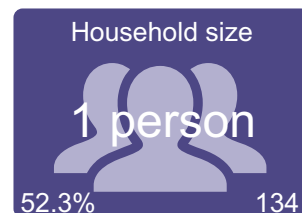
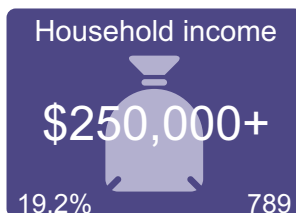
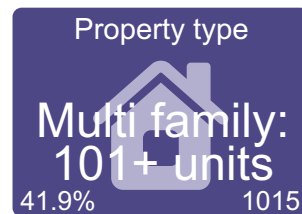
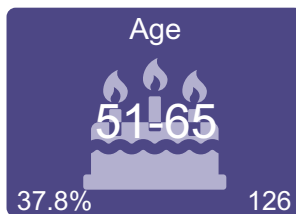
Mix of affluent singles and couples living in urban neighborhoods

Patrick & Nancy

🏠 0.67% | 0.52% 👤



### Who We Are



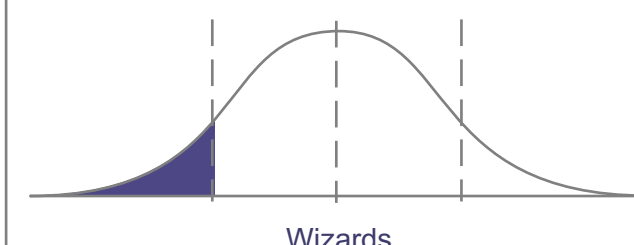
### Channel Preference



### Key Features

- Upscale urban living
- Busy social lives
- Highly educated
- Supporter of fine arts
- Avid NY Times readers
- Politically liberal

### Technology Adoption





# A06

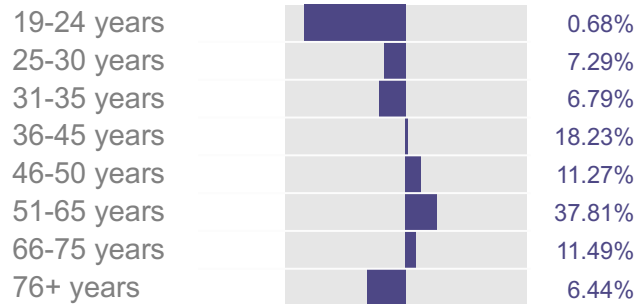
## Jet Set Urbanites

Mix of affluent singles and couples living in urban neighborhoods

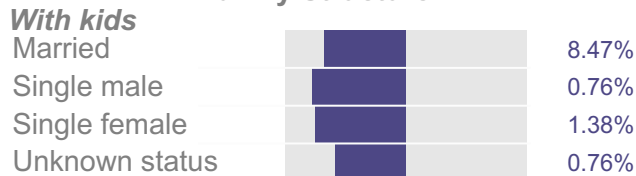
Patrick & Nancy

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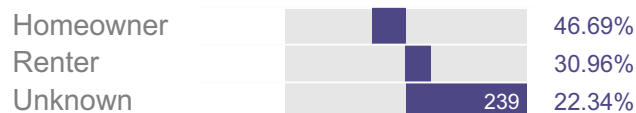
### Age



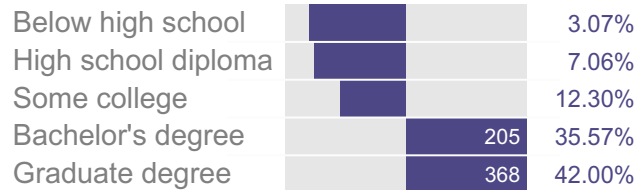
### Family Structure



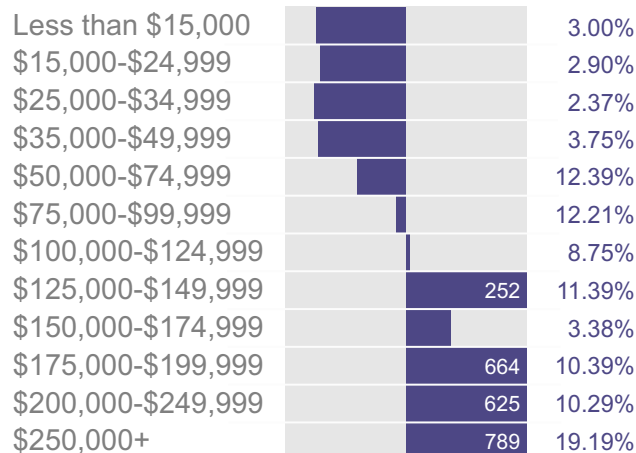
### Home Ownership



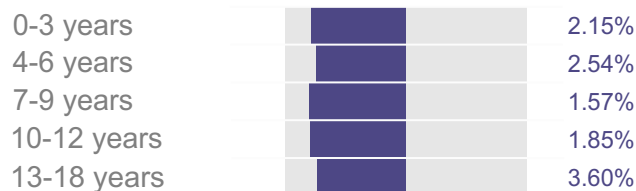
### Education



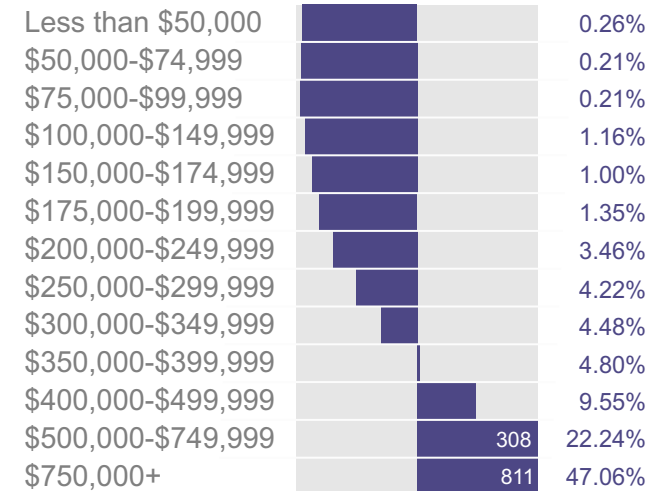
### Income



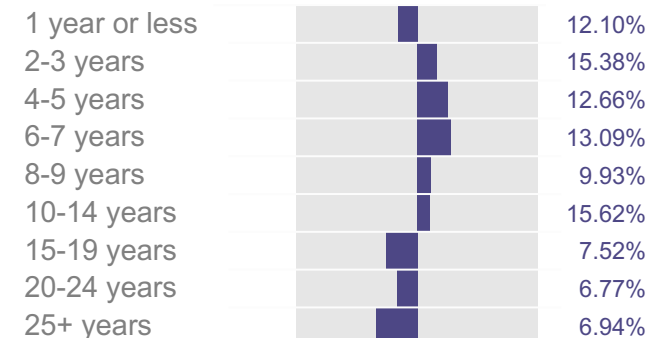
### Presence of Children



### Estimated Current Home Value



### Length of Residence



# B07

## Generational Soup

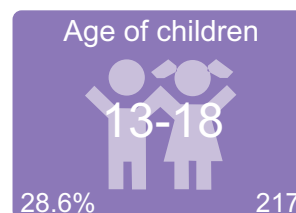
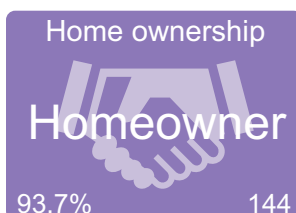
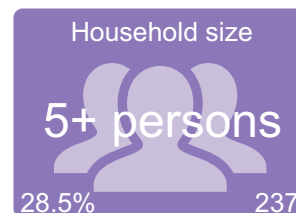
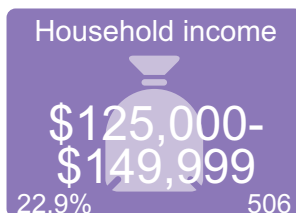
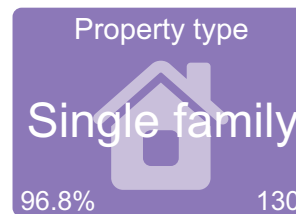
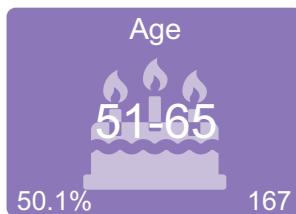
Affluent couples and multi-generational families living a wide range of lifestyles in suburbia

Paul & Deborah

🏠 1.09% | 1.67% 👤



### Who We Are



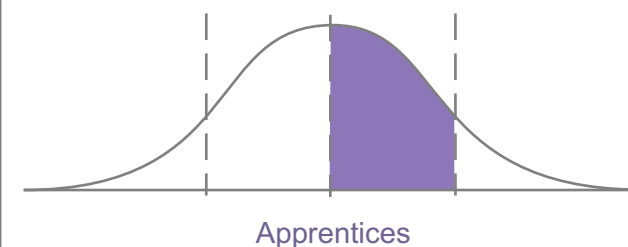
### Channel Preference



### Key Features

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

### Technology Adoption



# B07

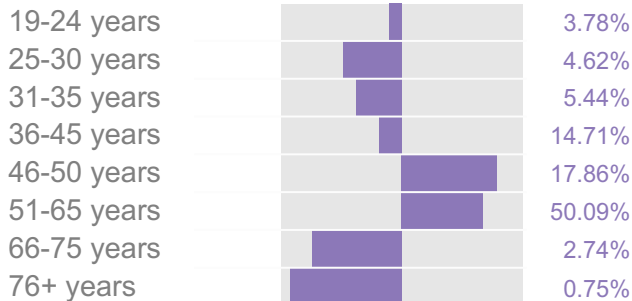
## Generational Soup

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

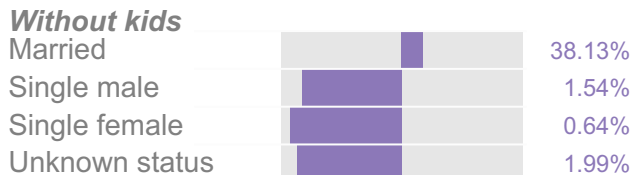
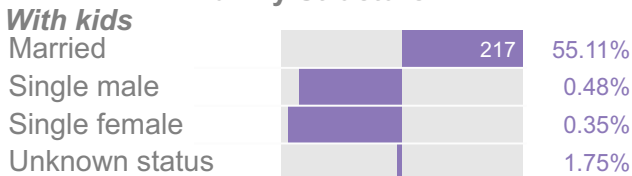
Paul & Deborah

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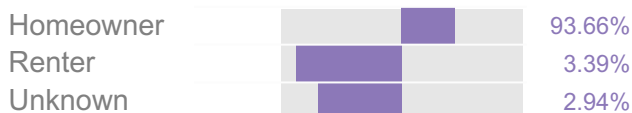
### Age



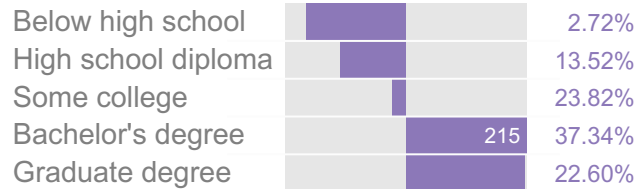
### Family Structure



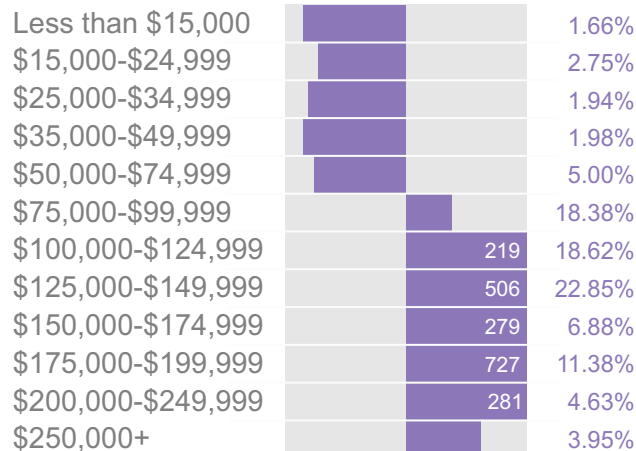
### Home Ownership



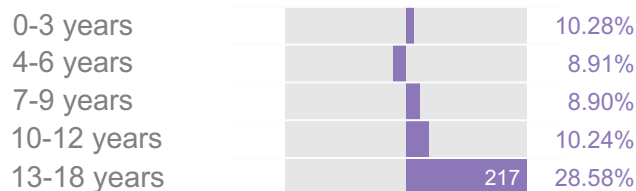
### Education



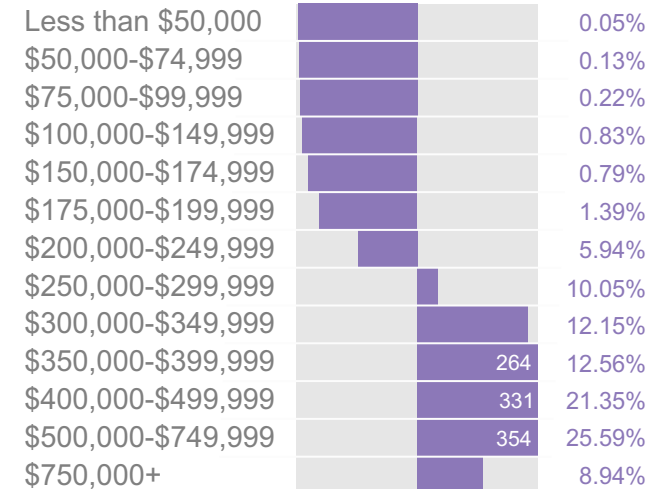
### Income



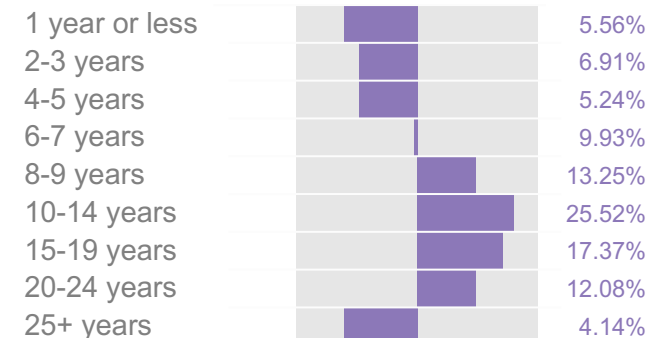
### Presence of Children



### Estimated Current Home Value



### Length of Residence



# B08

## Babies and Bliss

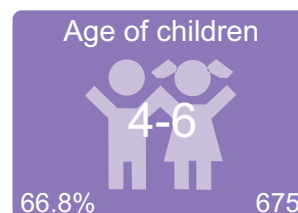
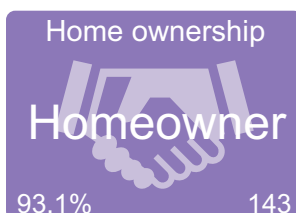
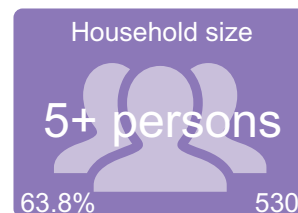
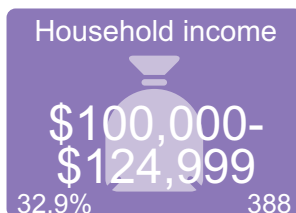
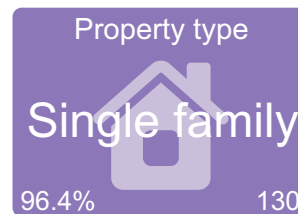
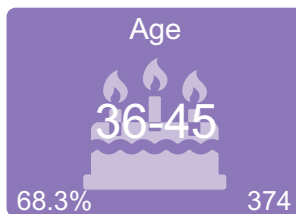
Middle-aged couples with large families and active lives in affluent suburbia

Todd & Lisa

🏠 1.36% | 2.91% 👤



### Who We Are



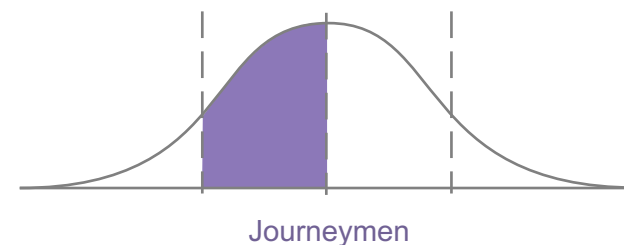
### Channel Preference



### Key Features

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

### Technology Adoption



# B08

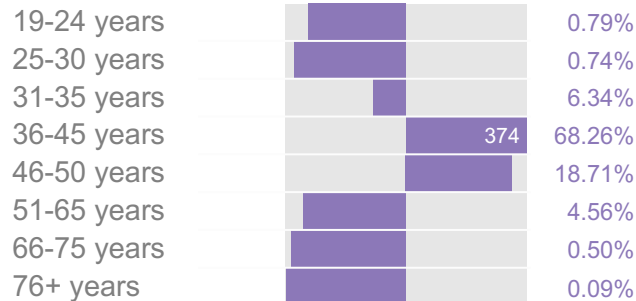
## Babies and Bliss

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

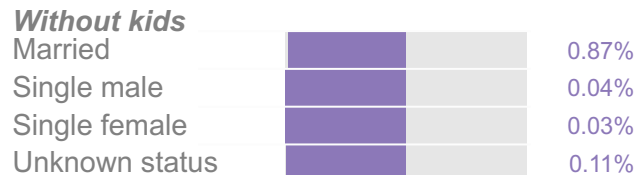
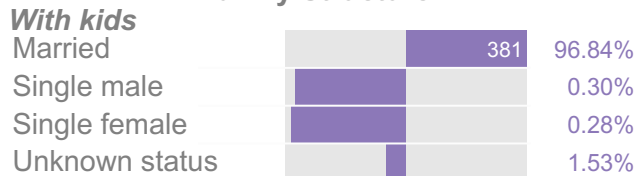
Todd & Lisa

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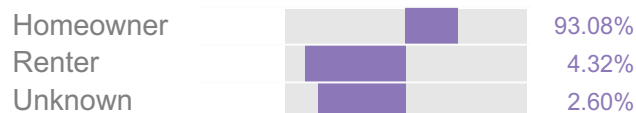
### Age



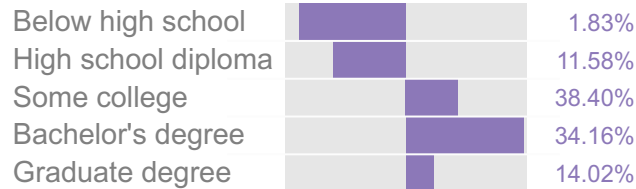
### Family Structure



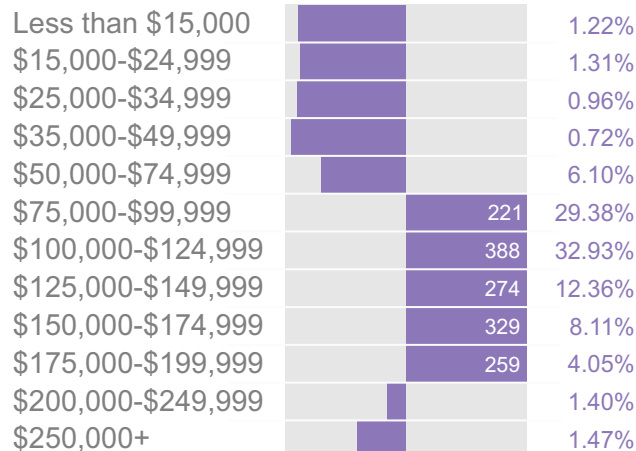
### Home Ownership



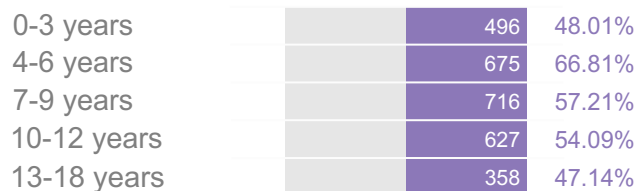
### Education



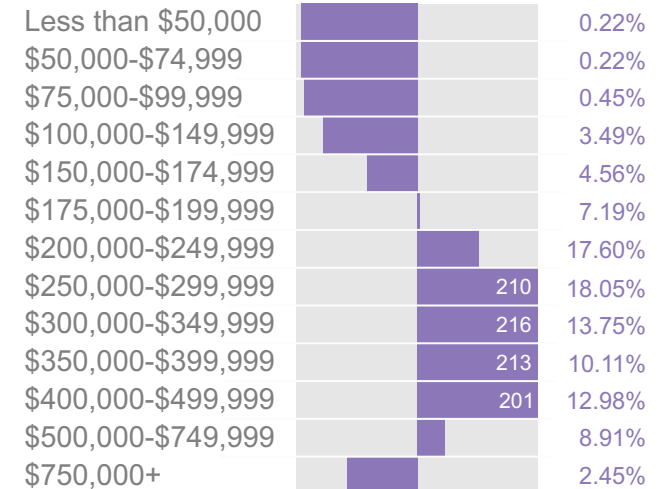
### Income



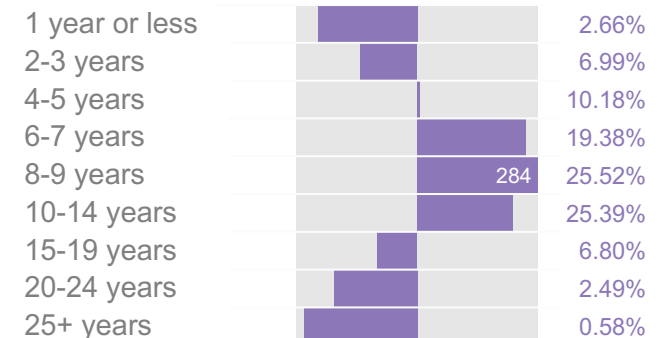
### Presence of Children



### Estimated Current Home Value



### Length of Residence



B • B07 • B08 • B09 • B10

**B09**

## Family Fun-tastic

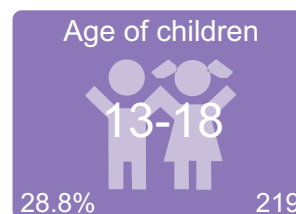
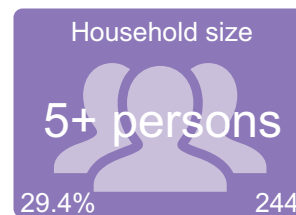
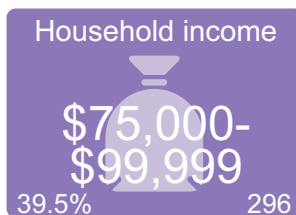
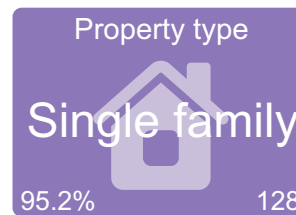
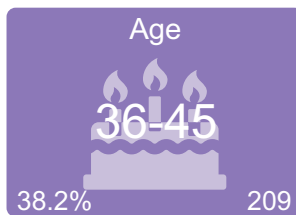
Upscale, middle-aged families with older children pursuing busy kid-centered lives in satellite cities

Dan & Julie

🏠 0.98% | 1.54% 👤



### Who We Are



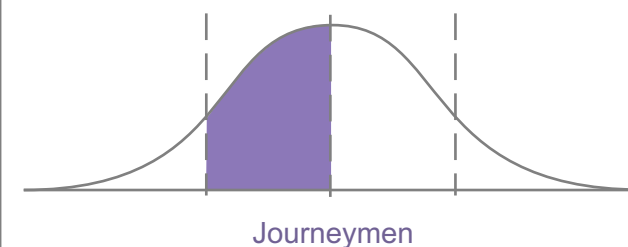
### Channel Preference



### Key Features

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

### Technology Adoption



# B09

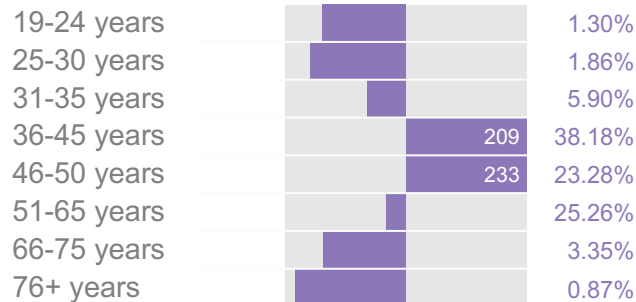
## Family Fun-tastic

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

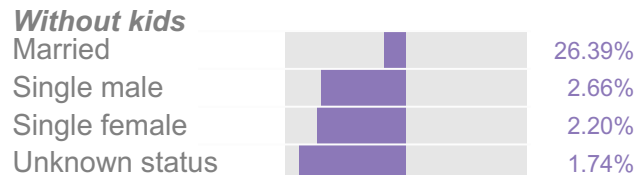
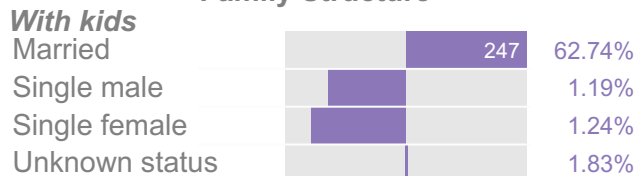
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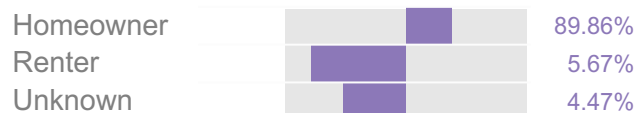
### Age



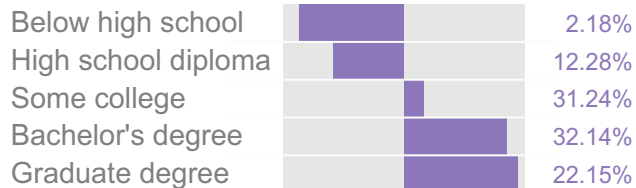
### Family Structure



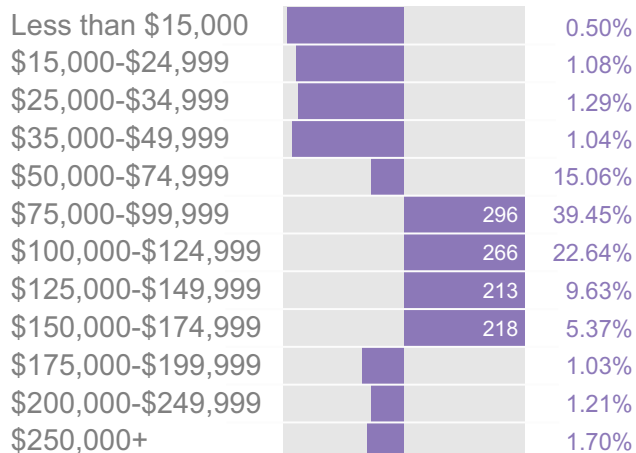
### Home Ownership



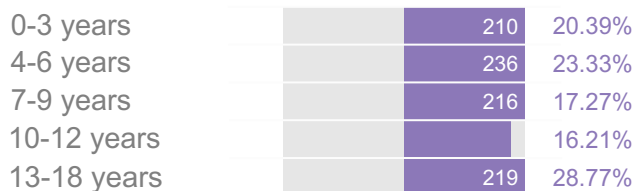
### Education



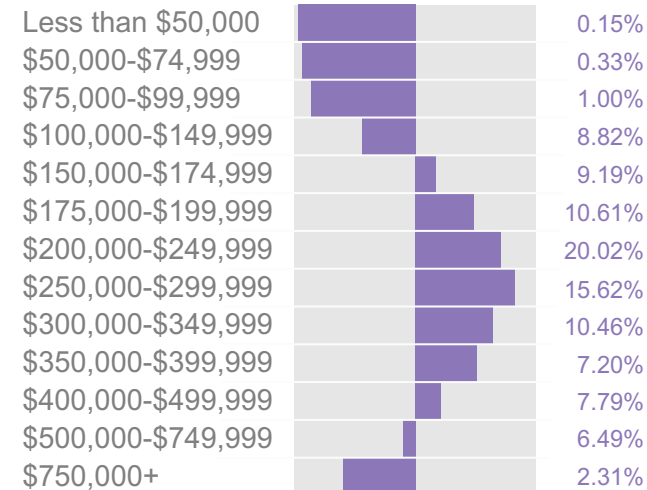
### Income



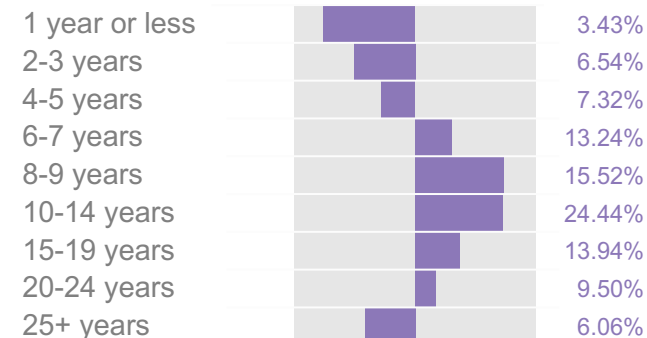
### Presence of Children



### Estimated Current Home Value



### Length of Residence



B • B07 • B08 • B09 • B10

# B10

## Cosmopolitan Achievers

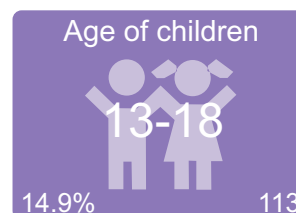
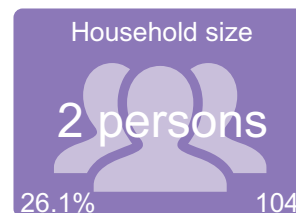
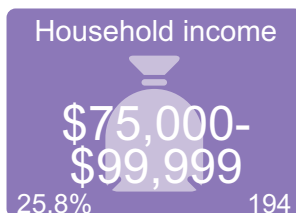
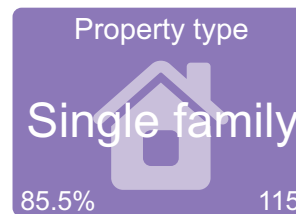
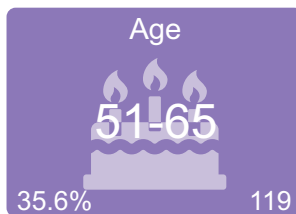
Affluent middle-aged and established couples and families enjoying dynamic lifestyles in metro areas

Steven & Amy

🏠 0.82% | 0.96% 👤



### Who We Are



### Channel Preference



### Key Features

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

### Technology Adoption





# B10

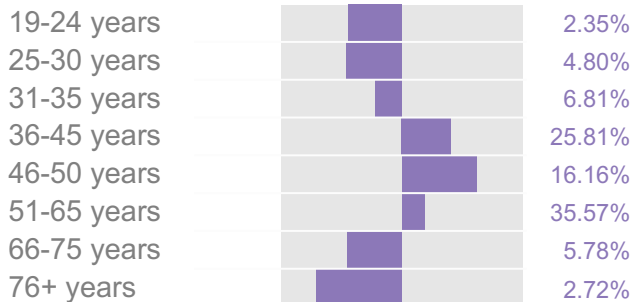
## Cosmopolitan Achievers

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

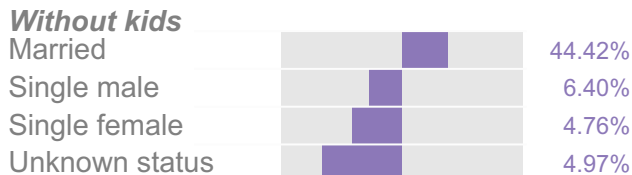
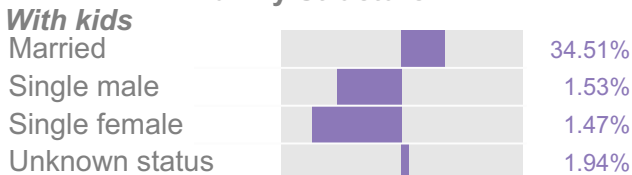
Steven & Amy

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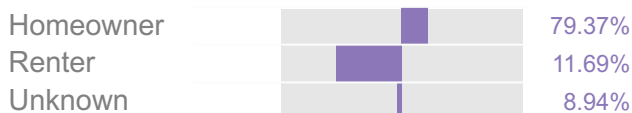
### Age



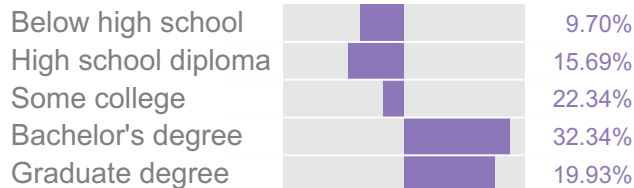
### Family Structure



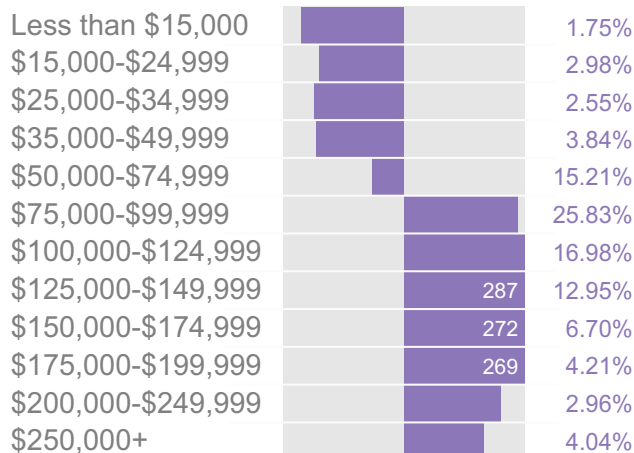
### Home Ownership



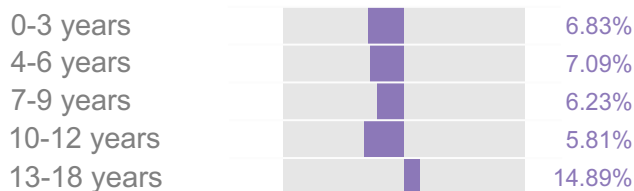
### Education



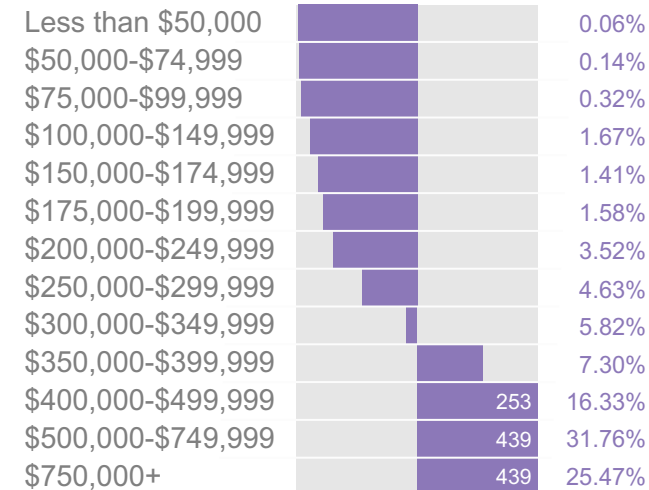
### Income



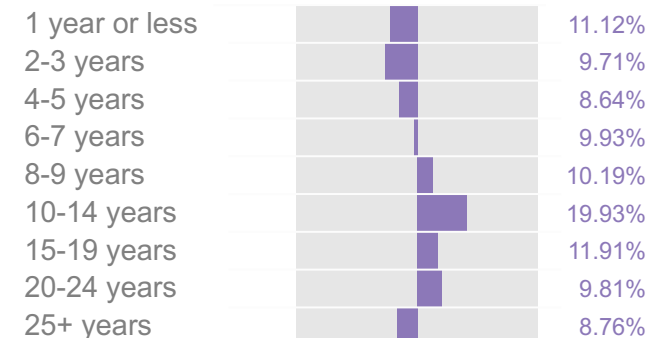
### Presence of Children



### Estimated Current Home Value



### Length of Residence



# C11

## Aging of Aquarius

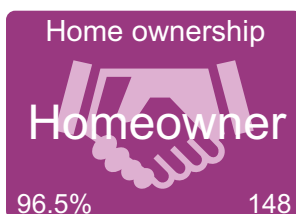
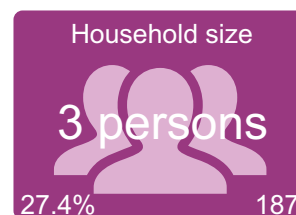
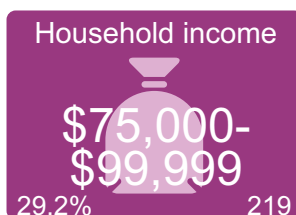
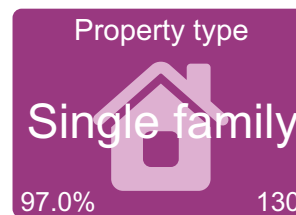
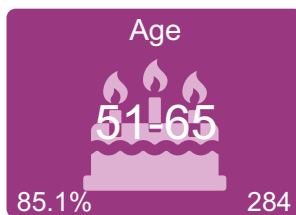
Upscale boomer-aged couples living in city and close-in suburbs

Mark & Kathleen

🏠 2.85% | 👤 3.61%



### Who We Are



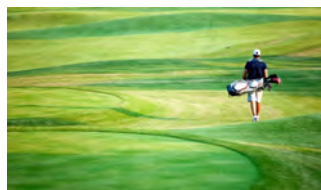
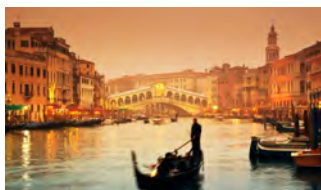
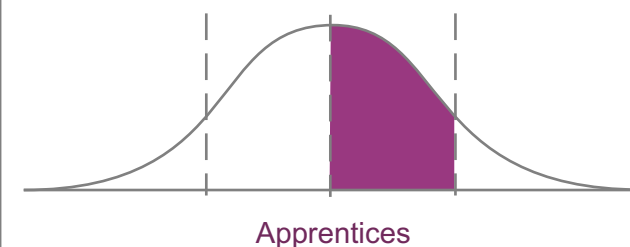
### Channel Preference



### Key Features

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

### Technology Adoption



# C11

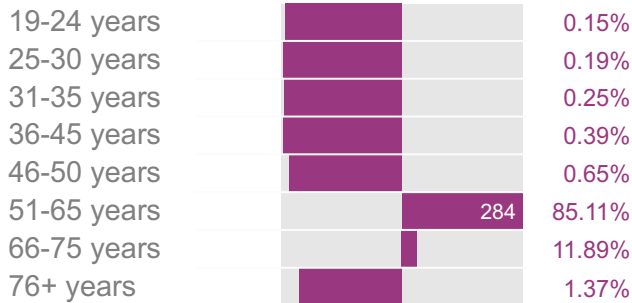
## Aging of Aquarius

Upscale boomer-aged couples living in city and close-in suburbs

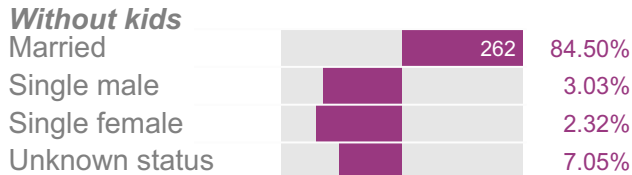
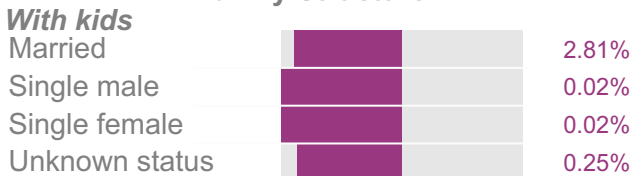
Mark & Kathleen

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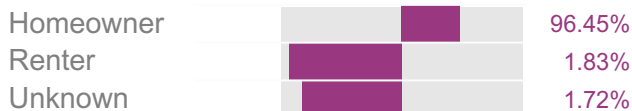
### Age



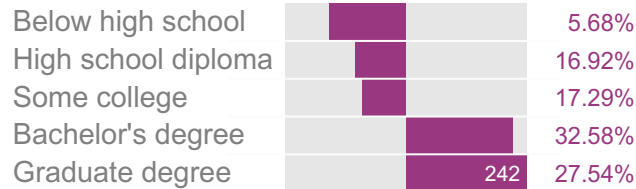
### Family Structure



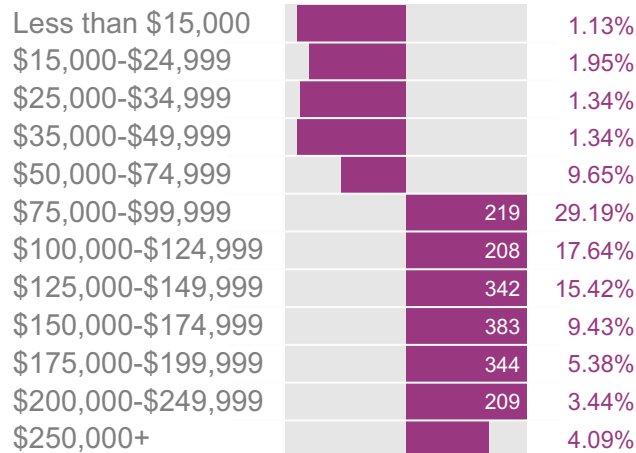
### Home Ownership



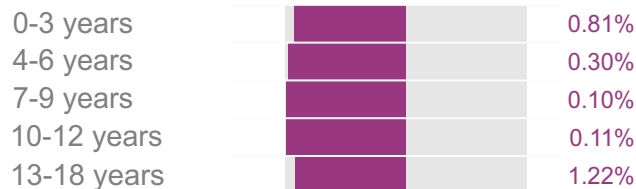
### Education



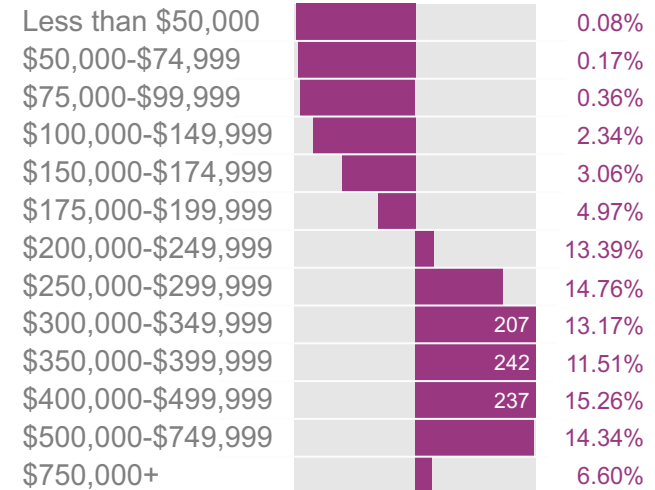
### Income



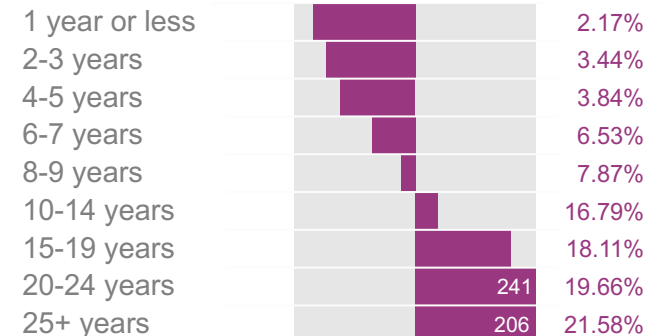
### Presence of Children



### Estimated Current Home Value



### Length of Residence



C • C11 • C12 • C13 • C14

# C12

## Golf Carts and Gourmets

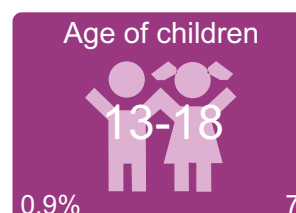
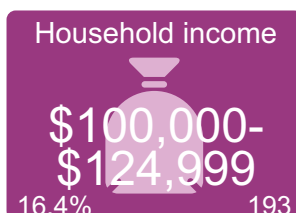
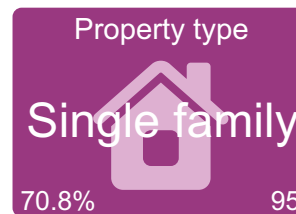
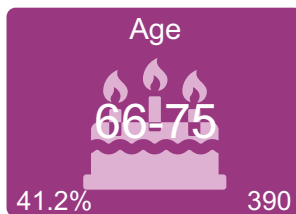
Upscale retirees and empty-nesters in comfortable communities

Howard & Judith

🏠 0.57% | 0.53% 👤



### Who We Are



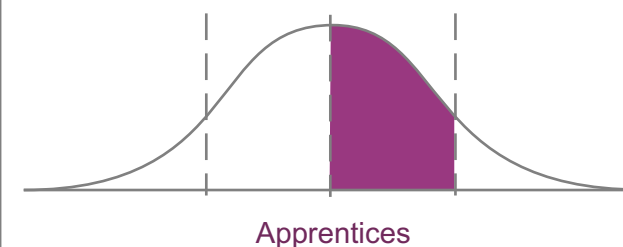
### Channel Preference



### Key Features

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

### Technology Adoption



# C12

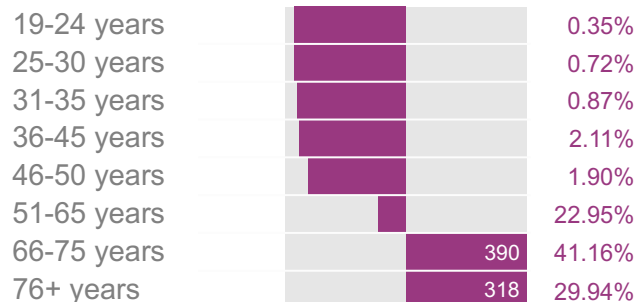
## Golf Carts and Gourmets

Upscale retirees and empty-nesters in comfortable communities

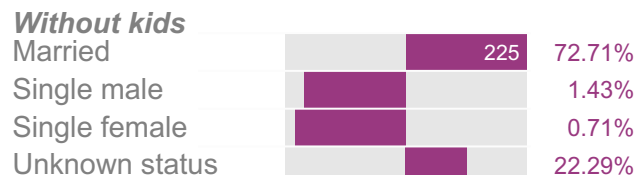
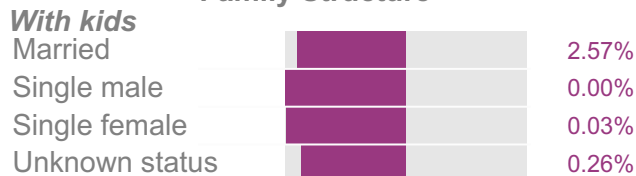
Howard & Judith

🏠 0.57% | 0.53% 👤

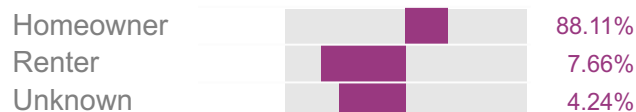
### Age



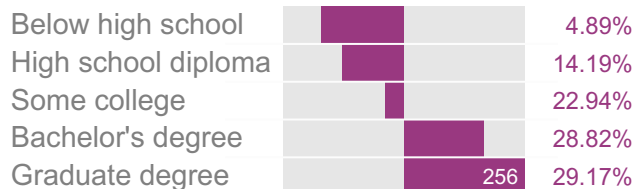
### Family Structure



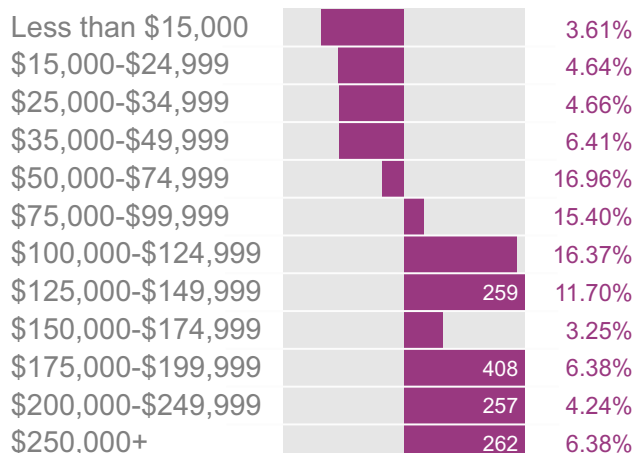
### Home Ownership



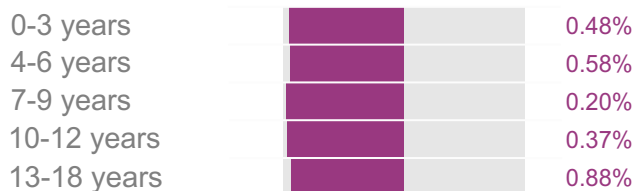
### Education



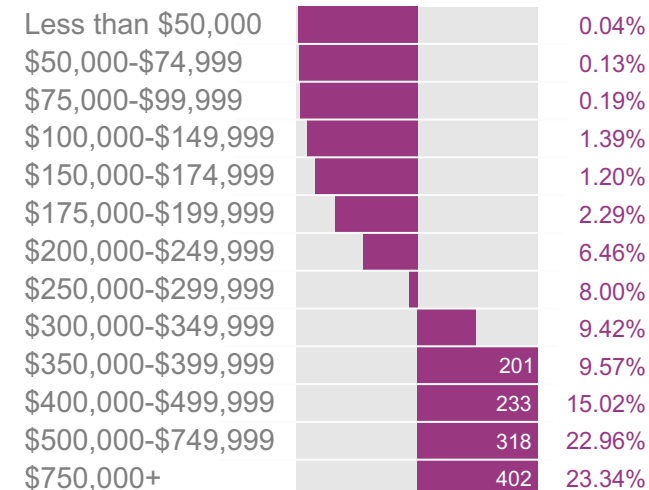
### Income



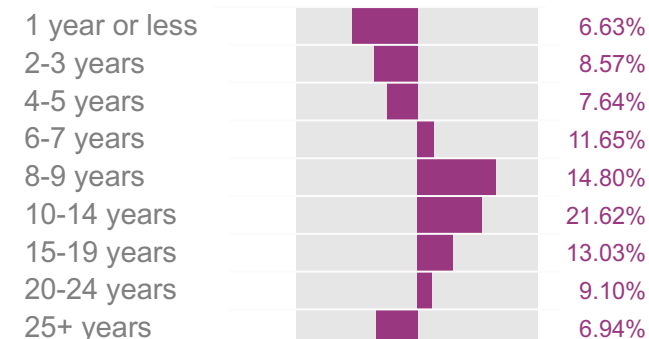
### Presence of Children



### Estimated Current Home Value



### Length of Residence



# C13

## Silver Sophisticates

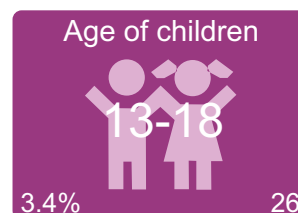
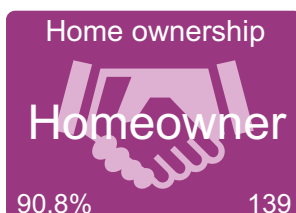
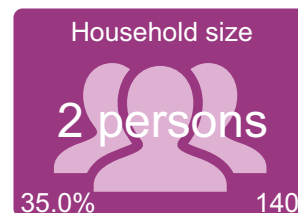
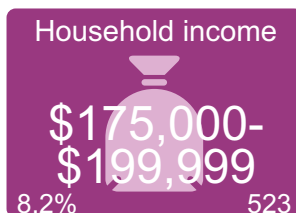
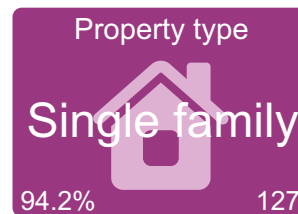
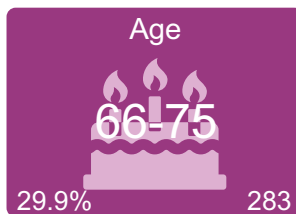
Mature, upscale couples and singles in suburban homes

Gerald & Rose

🏠 1.84% | 1.81% 👤



### Who We Are



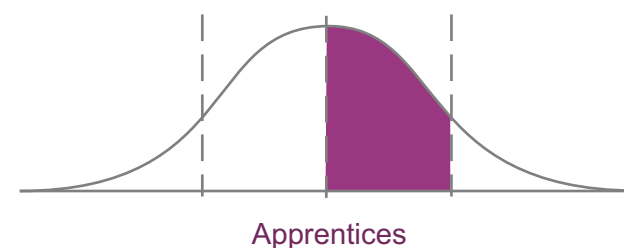
### Channel Preference



### Key Features

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

### Technology Adoption



# C13

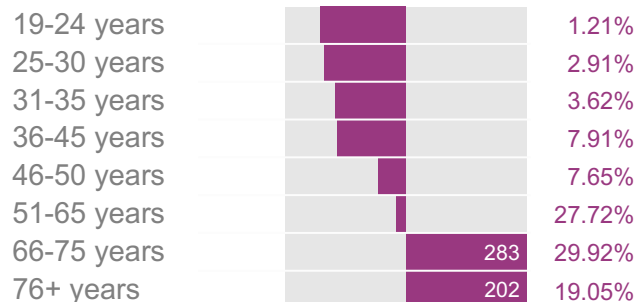
## Silver Sophisticates

Mature, upscale couples and singles in suburban homes

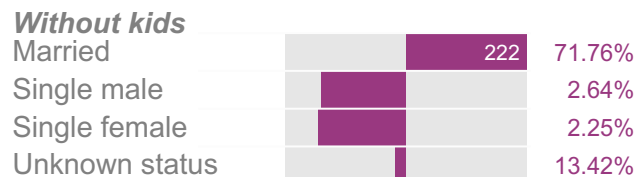
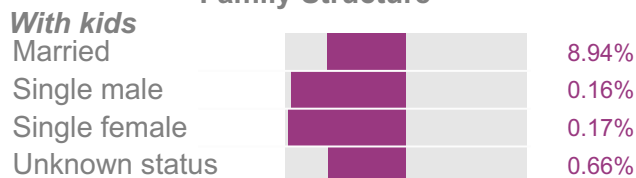
Gerald & Rose

🏠 1.84% | 1.81% 👤

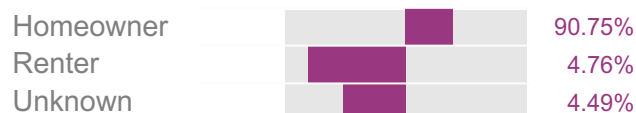
### Age



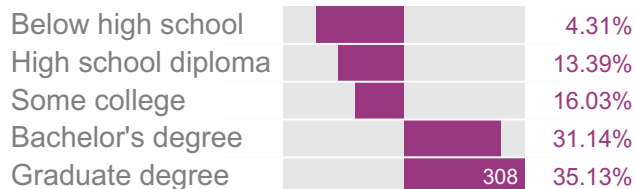
### Family Structure



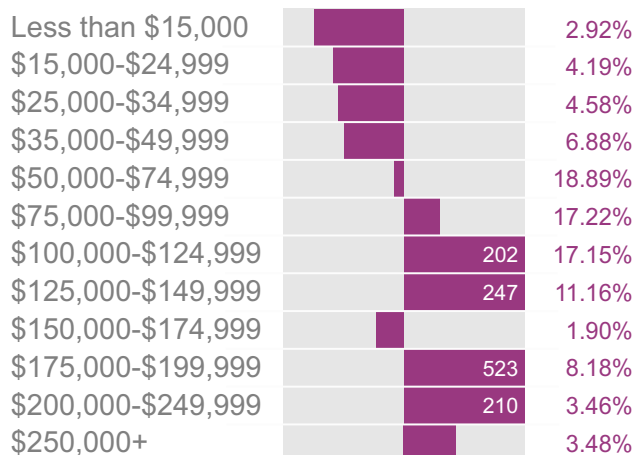
### Home Ownership



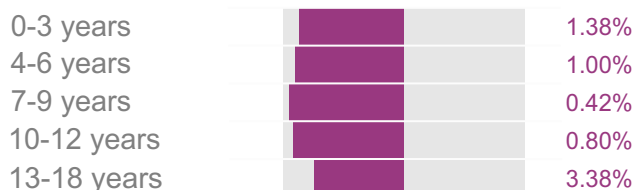
### Education



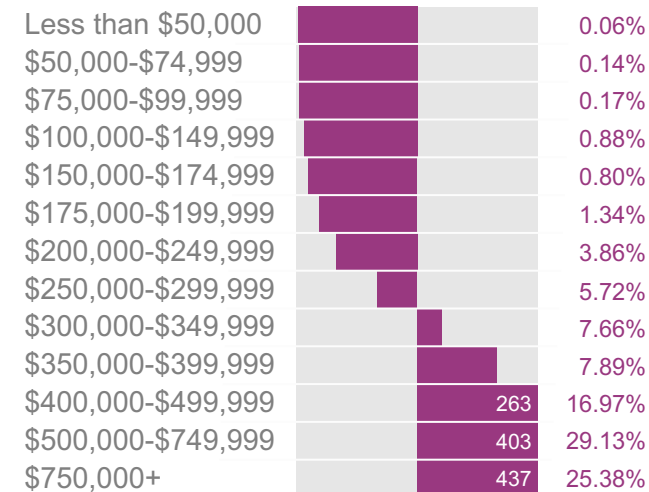
### Income



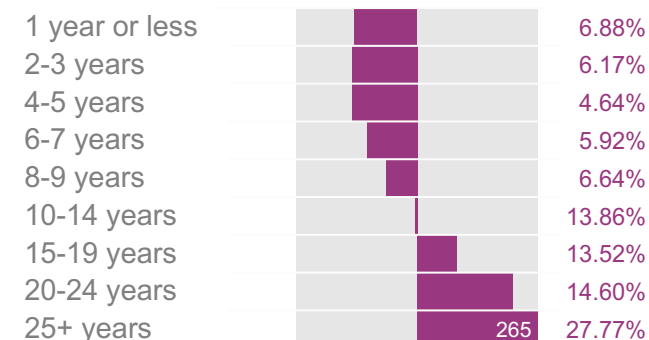
### Presence of Children



### Estimated Current Home Value



### Length of Residence



C • C11 • C12 • C13 • C14

# C14

## Boomers and Boomerangs

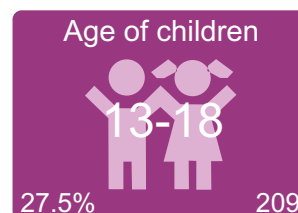
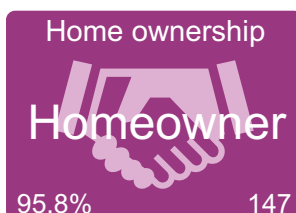
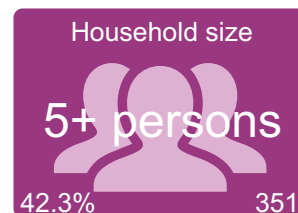
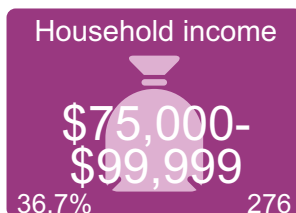
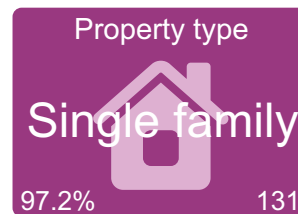
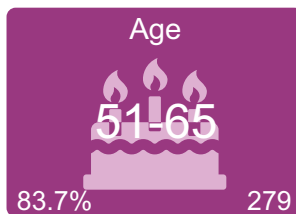
Baby boomer adults and their teenage/young adult children sharing suburban homes

Kenneth & Debra

🏠 1.40% | 2.59% 👤



### Who We Are



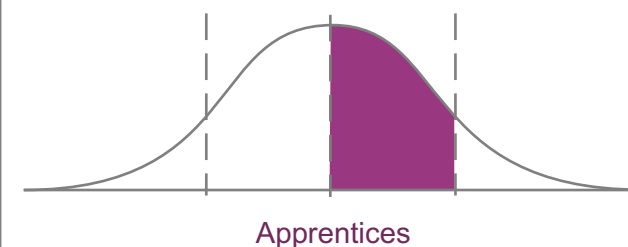
### Channel Preference



### Key Features

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

### Technology Adoption





# C14

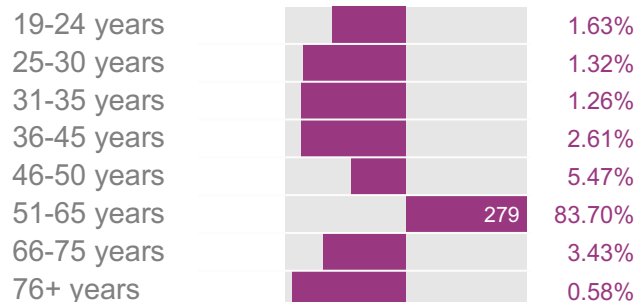
## Boomers and Boomerangs

Baby boomer adults and their teenage/young adult children sharing suburban homes

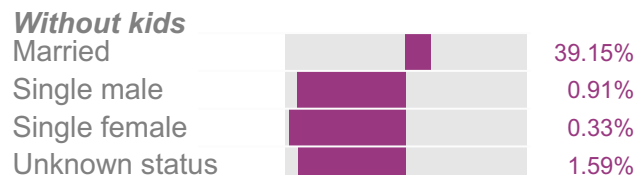
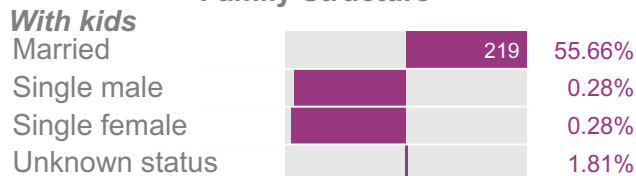
Kenneth & Debra

🏠 1.40% | 2.59% 👤

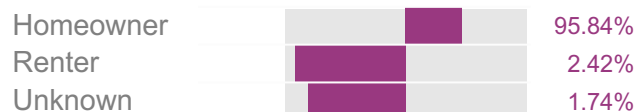
### Age



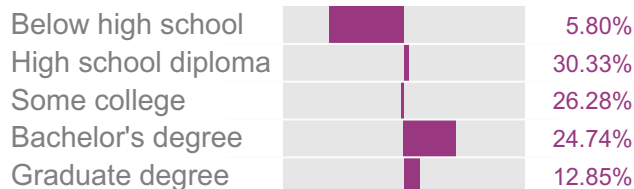
### Family Structure



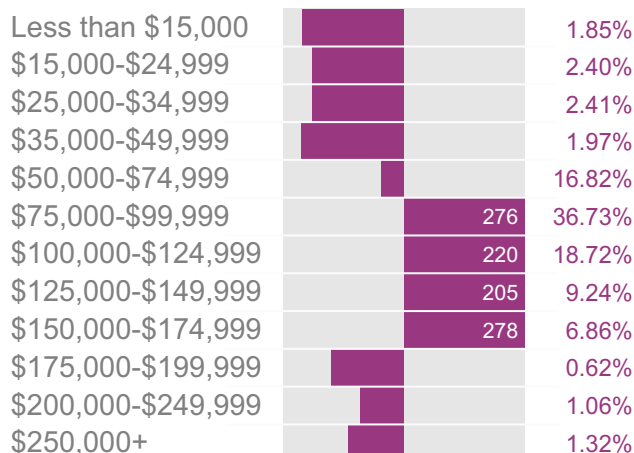
### Home Ownership



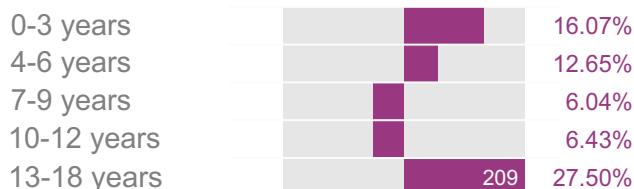
### Education



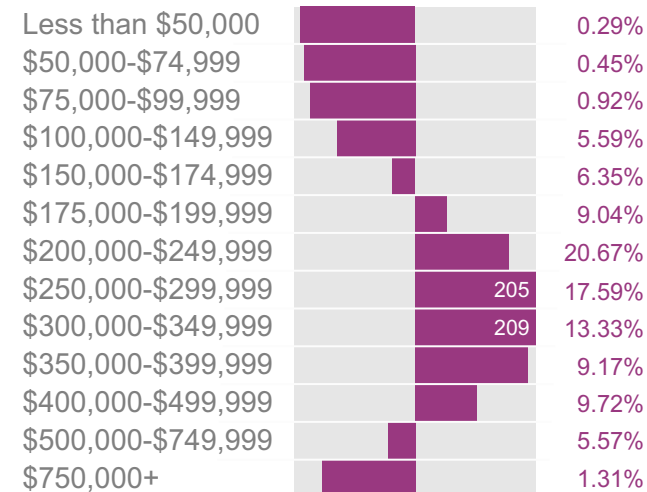
### Income



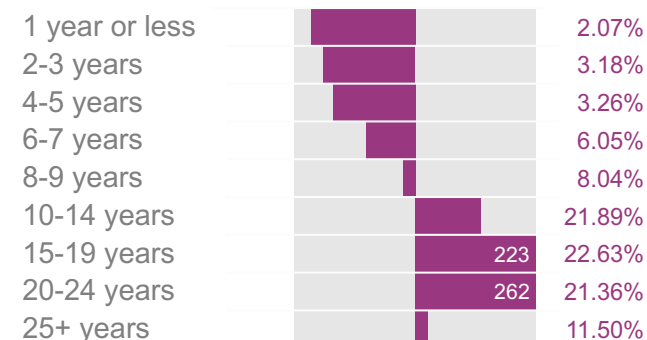
### Presence of Children



### Estimated Current Home Value



### Length of Residence



# D15

## Sports Utility Families

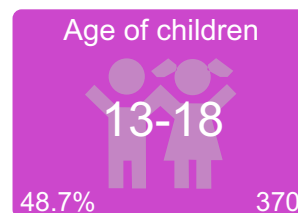
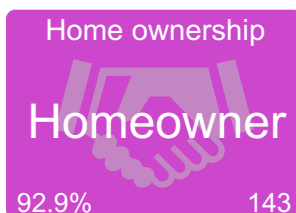
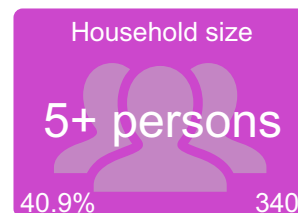
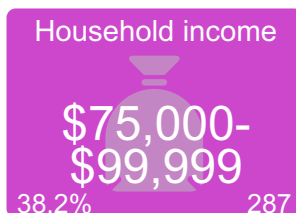
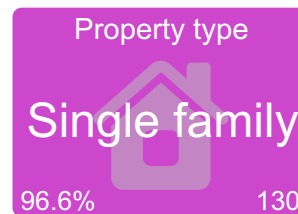
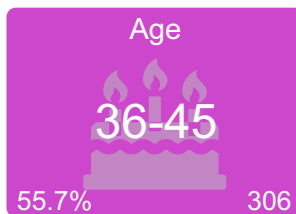
Kevin & Wendy

Upscale, multi-generational households of middle-aged couples with school-aged children living active family lifestyles in monthly suburbs

1.59% | 2.80%



### Who We Are



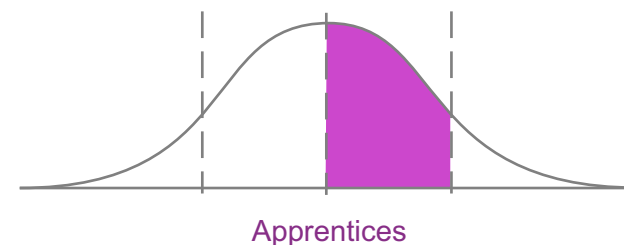
### Channel Preference



### Key Features

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

### Technology Adoption



# D15

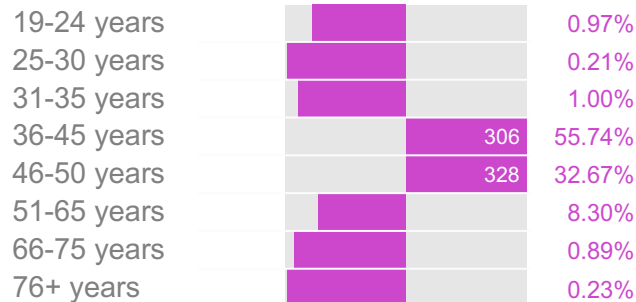
## Sports Utility Families

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

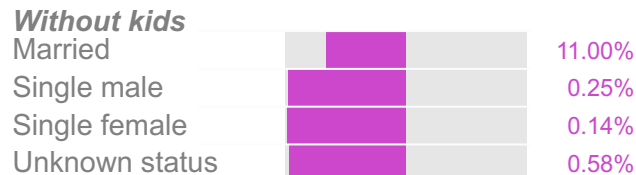
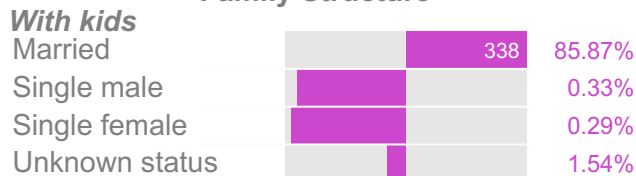
Kevin & Wendy

🏠 1.59% | 2.80% 👤

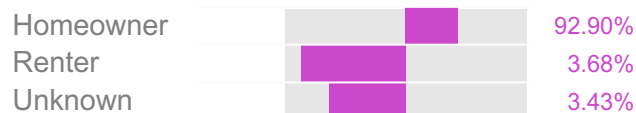
### Age



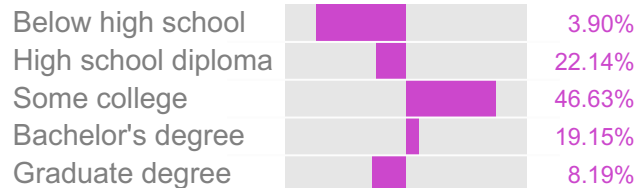
### Family Structure



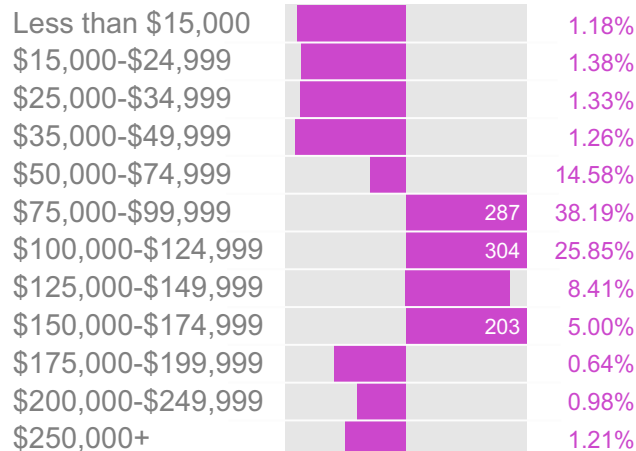
### Home Ownership



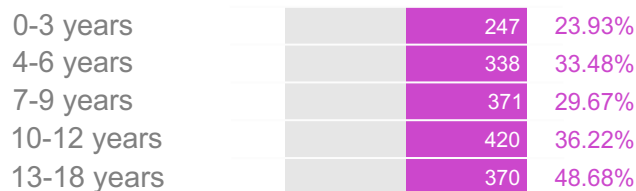
### Education



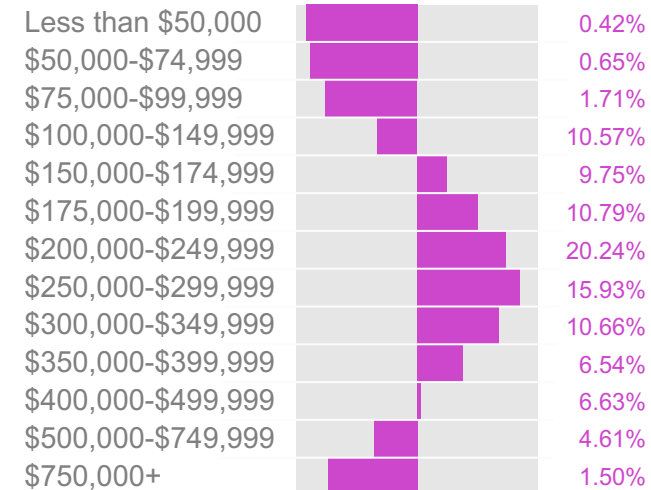
### Income



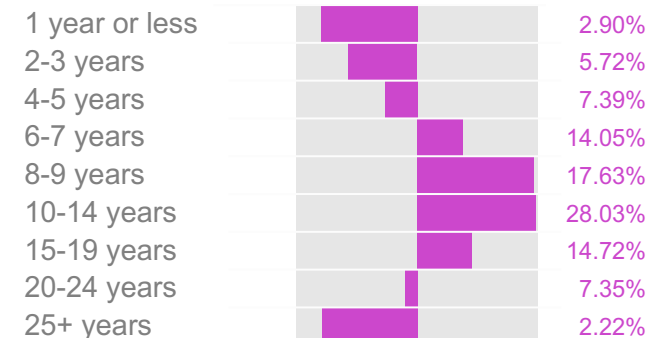
### Presence of Children



### Estimated Current Home Value



### Length of Residence



# D16

## Settled in Suburbia

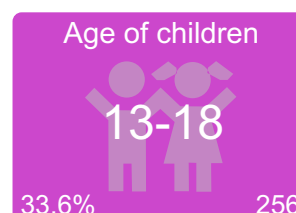
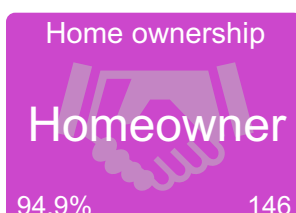
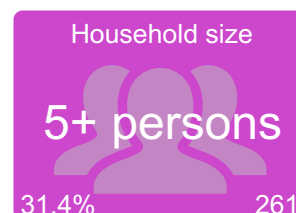
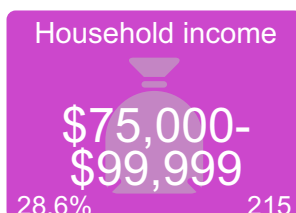
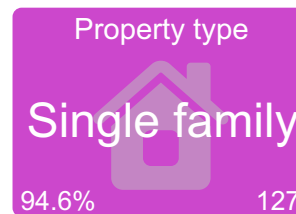
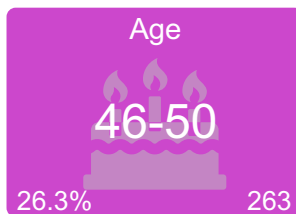
Upper middle-class diverse family units and empty nesters living in established suburbs

Frank & Donna

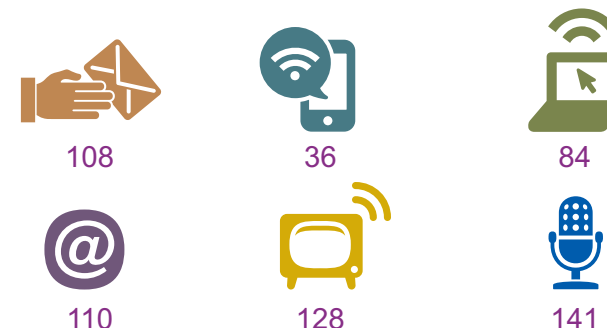
🏠 0.89% | 1.42% 👤



### Who We Are



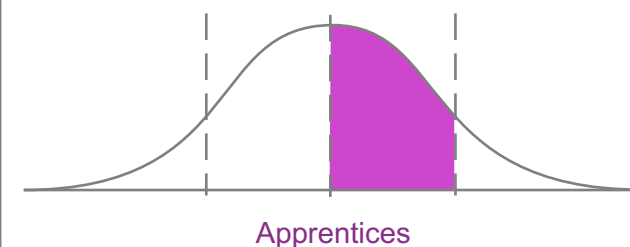
### Channel Preference



### Key Features

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

### Technology Adoption



# D16

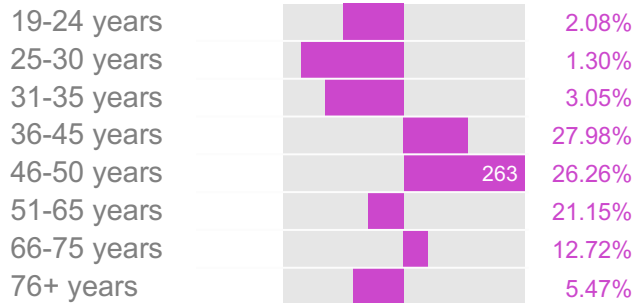
## Settled in Suburbia

Upper middle-class diverse family units and empty nesters living in established suburbs

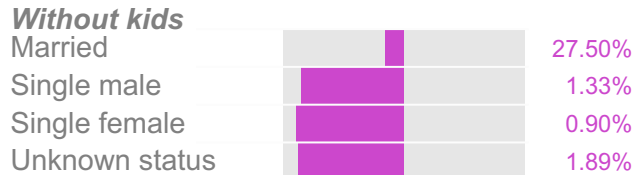
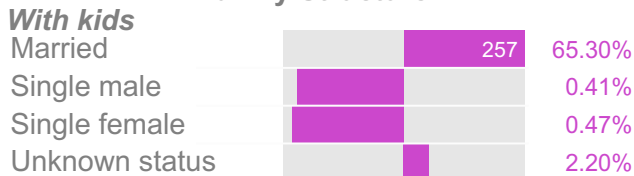
Frank & Donna

🏠 0.89% | 1.42% 👤

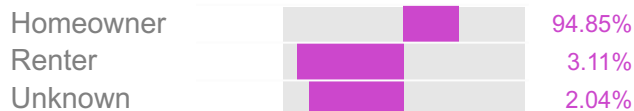
### Age



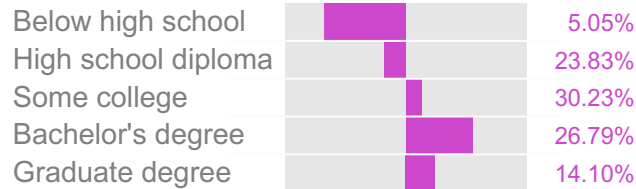
### Family Structure



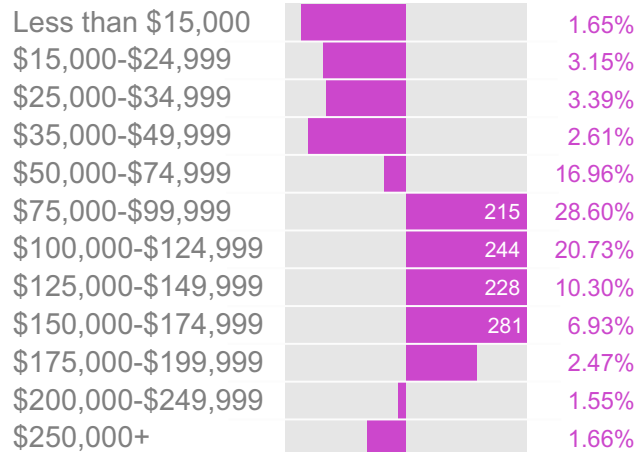
### Home Ownership



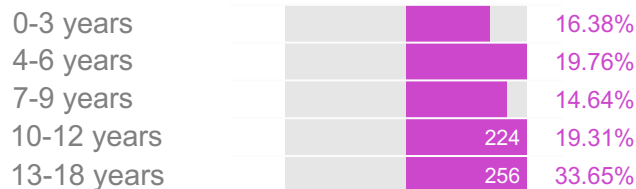
### Education



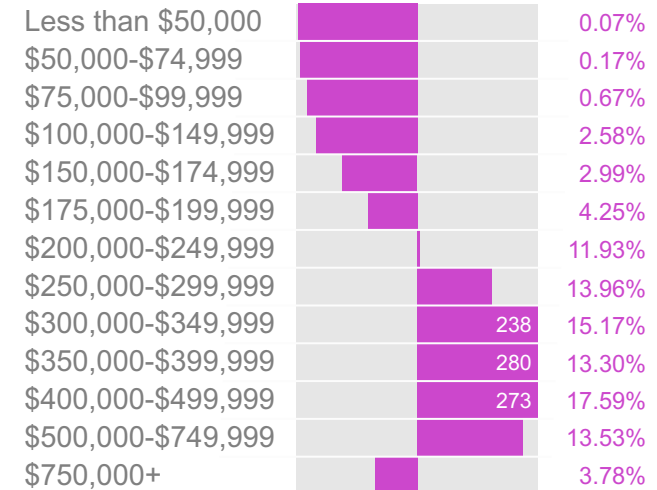
### Income



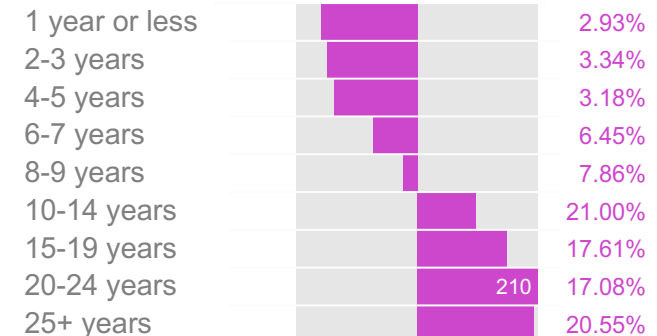
### Presence of Children



### Estimated Current Home Value



### Length of Residence



# D17

## Cul de Sac Diversity

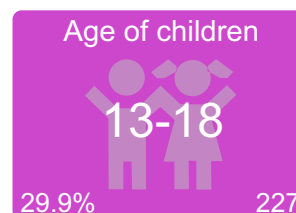
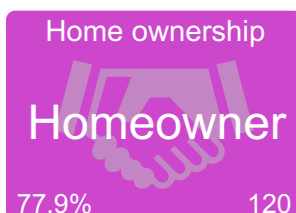
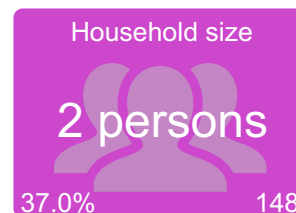
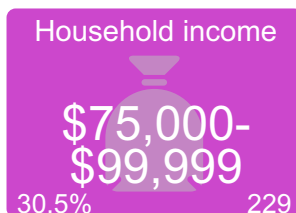
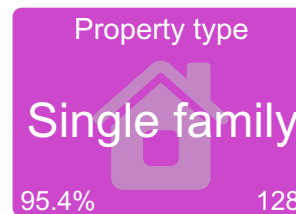
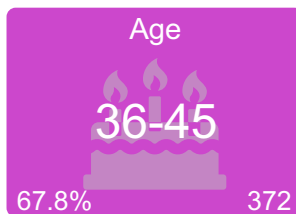
Ethnically-diverse, middle-aged families settled in new suburban neighborhoods

Jeffrey & Kimberly

🏠 0.77% | 0.76% 👤



### Who We Are



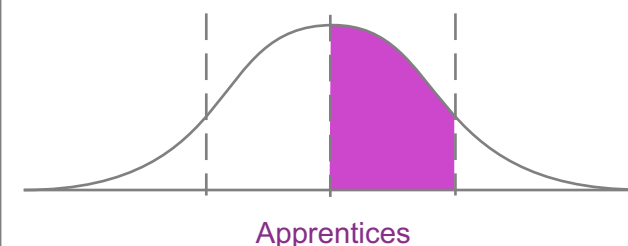
### Channel Preference



### Key Features

- Bilingual
- Career-focused
- 2nd generation success
- Saving for college
- Outdoor activities
- Professional sports fans

### Technology Adoption



# D17

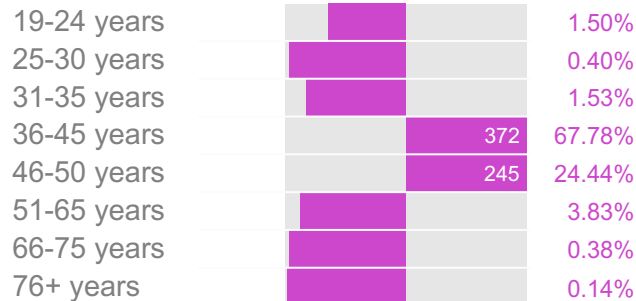
## Cul de Sac Diversity

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

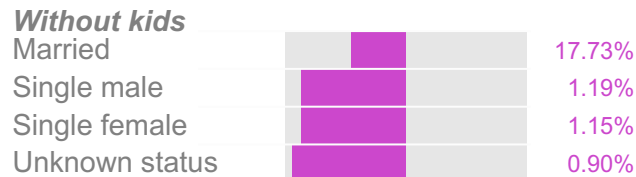
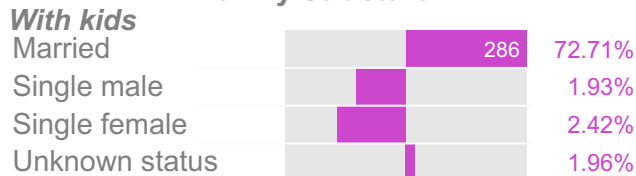
Jeffrey & Kimberly

🏠 0.77% | 0.76% 👤

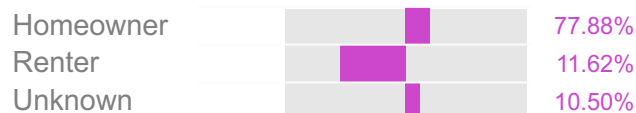
### Age



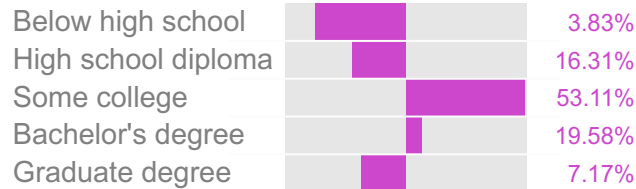
### Family Structure



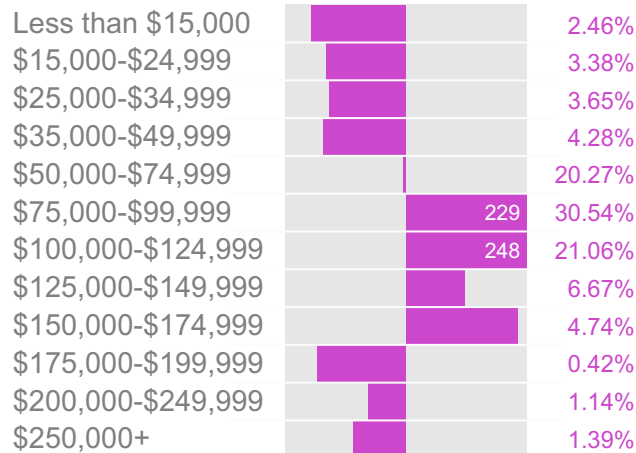
### Home Ownership



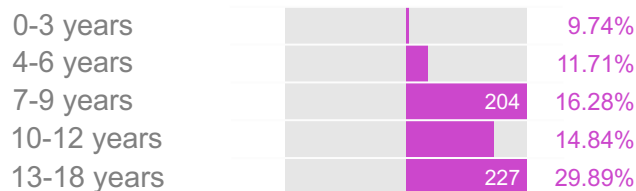
### Education



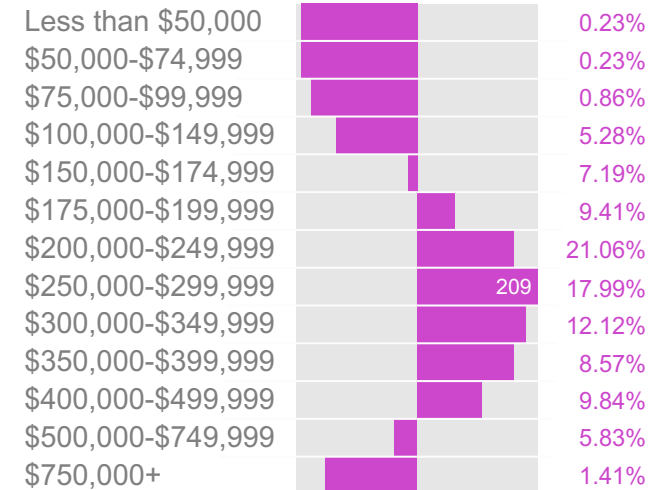
### Income



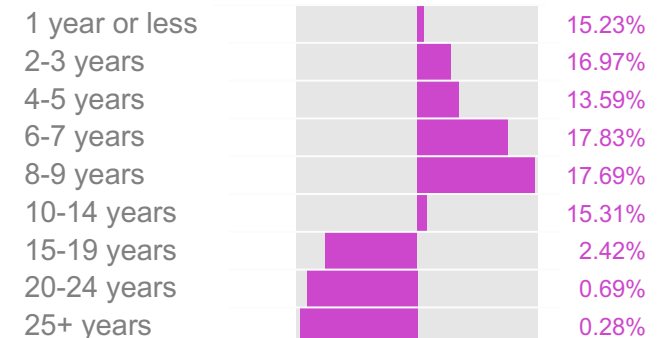
### Presence of Children



### Estimated Current Home Value



### Length of Residence



D • D15 • D16 • D17 • D18

# D18

## Suburban Attainment

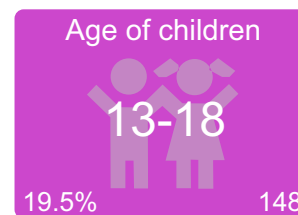
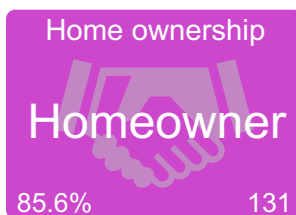
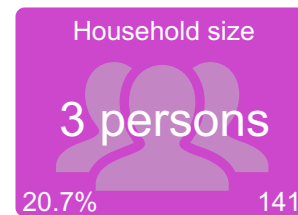
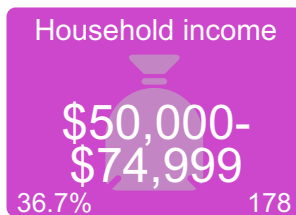
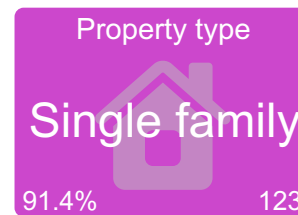
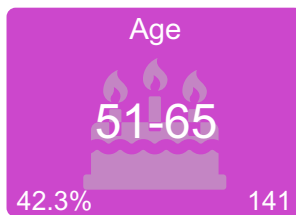
Upper middle-class couples and families living mainly in the expanding suburbs

Ronald & Cynthia

🏠 1.74% | 👤 2.21%



### Who We Are



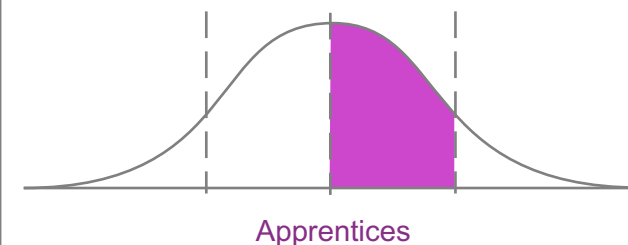
### Channel Preference



### Key Features

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

### Technology Adoption





# D18

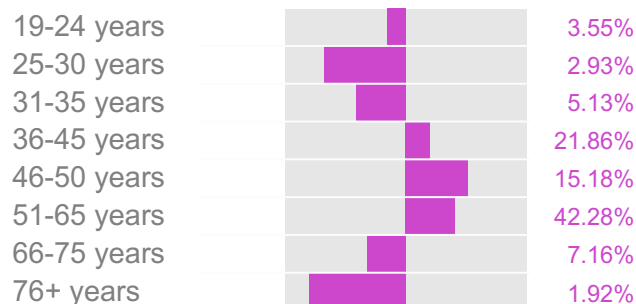
## Suburban Attainment

Upper middle-class couples and families living mainly in the expanding suburbs

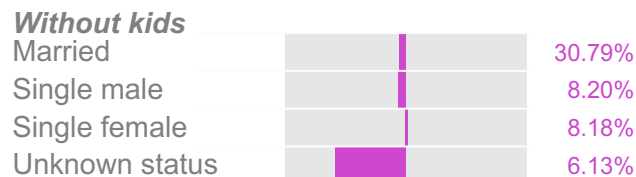
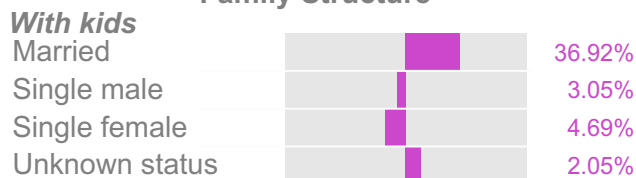
Ronald & Cynthia

🏠 1.74% | 2.21% 👤

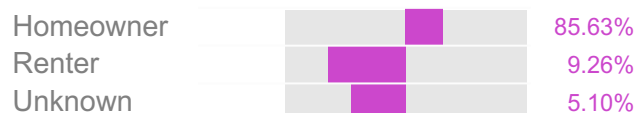
### Age



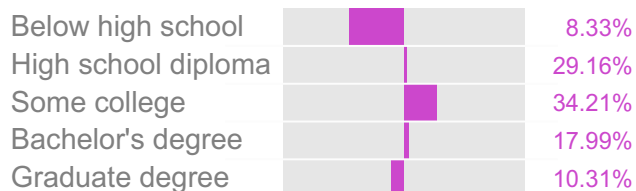
### Family Structure



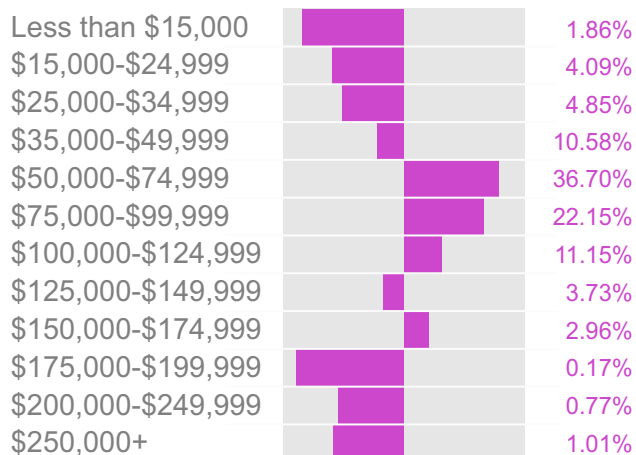
### Home Ownership



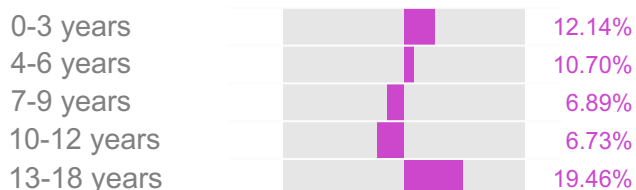
### Education



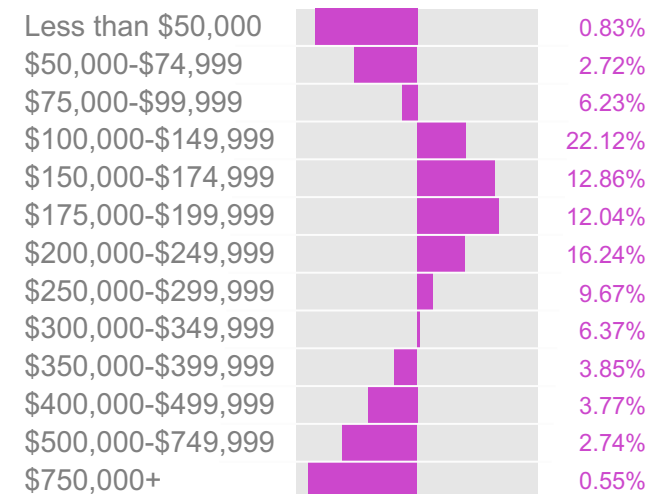
### Income



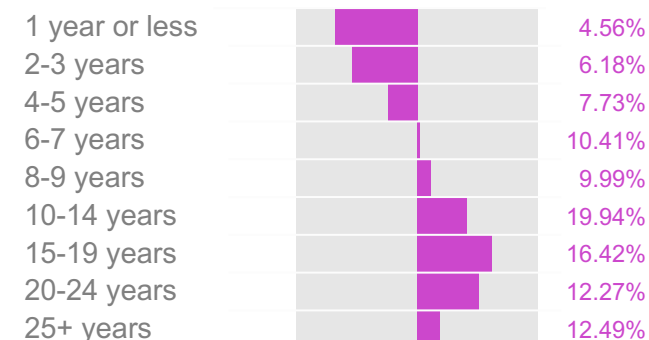
### Presence of Children



### Estimated Current Home Value



### Length of Residence



# E19

## Full Pockets, Empty Nests

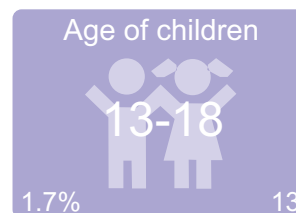
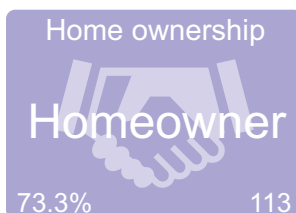
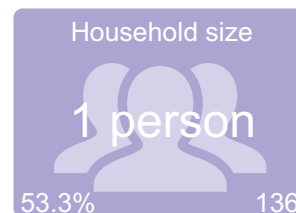
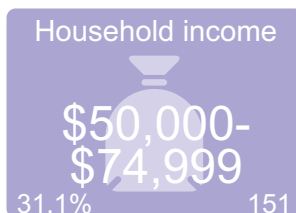
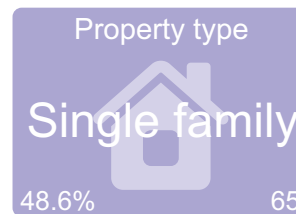
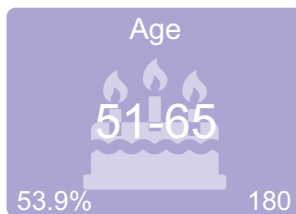
Empty-nesting, upper middle-class households with discretionary income living sophisticated lifestyles

Bruce & Margaret

🏠 1.48% | 1.10% 👤



### Who We Are



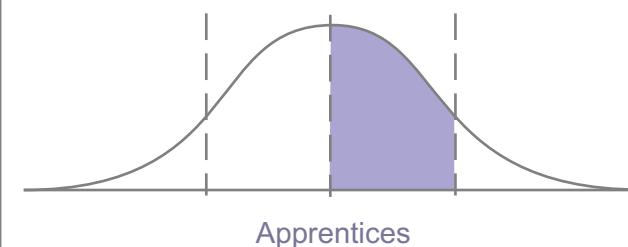
### Channel Preference



### Key Features

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

### Technology Adoption



# E19

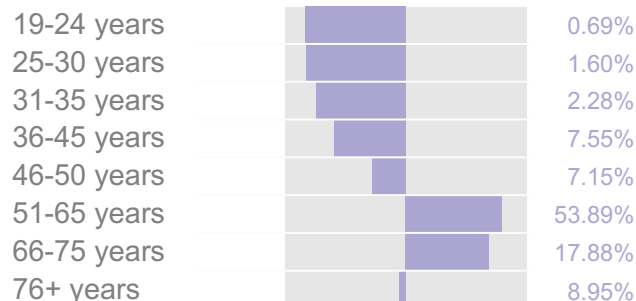
## Full Pockets, Empty Nests

Empty-nesting, upper middle-class households with discretionary income living sophisticated lifestyles

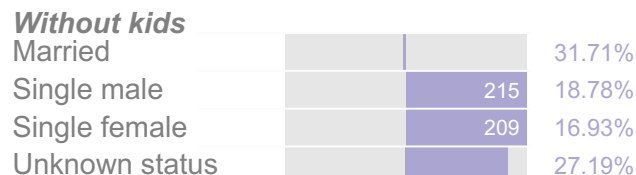
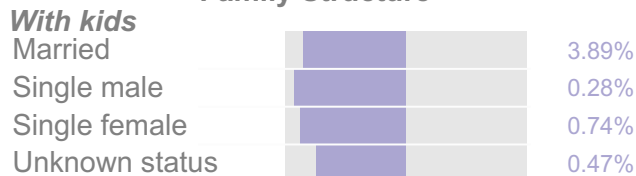
Bruce & Margaret

🏠 1.48% | 1.10% 👤

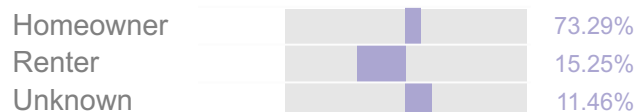
### Age



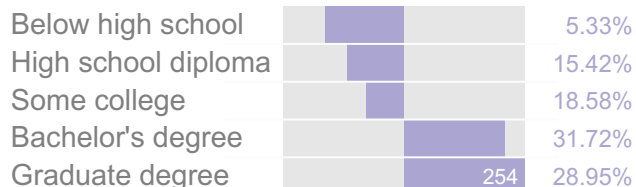
### Family Structure



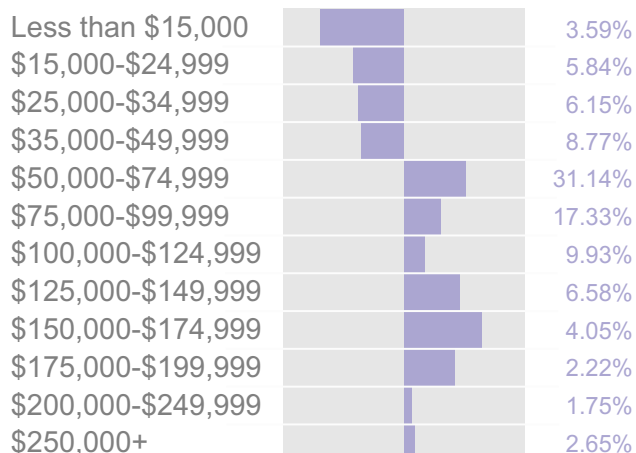
### Home Ownership



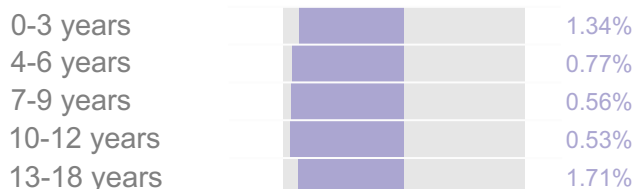
### Education



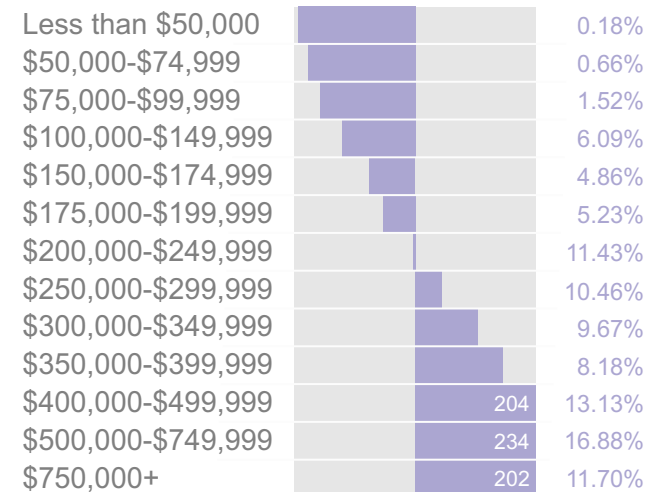
### Income



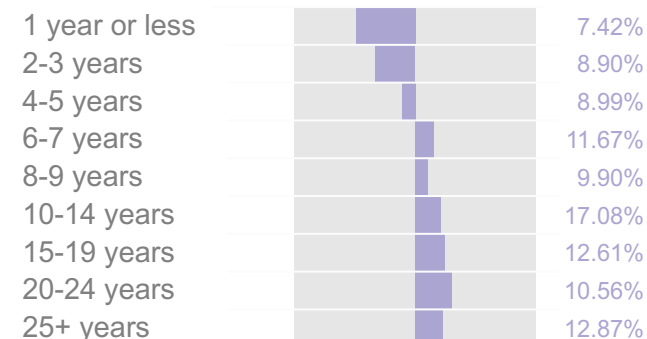
### Presence of Children



### Estimated Current Home Value



### Length of Residence



# E20

## No Place Like Home

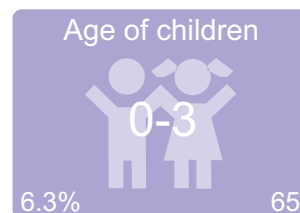
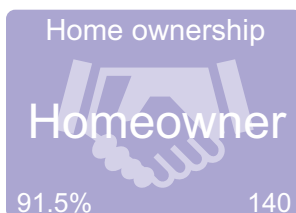
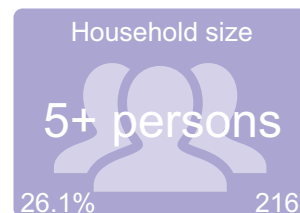
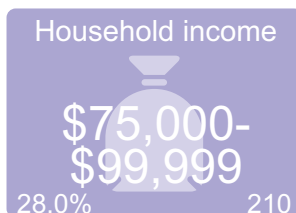
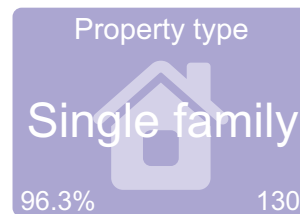
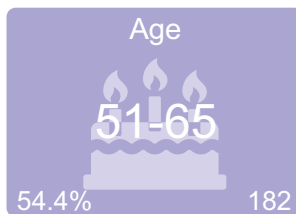
Upper middle-class multi-generational households in exurban areas

Roger & Sandra

🏠 2.29% | 3.38% 👤



### Who We Are



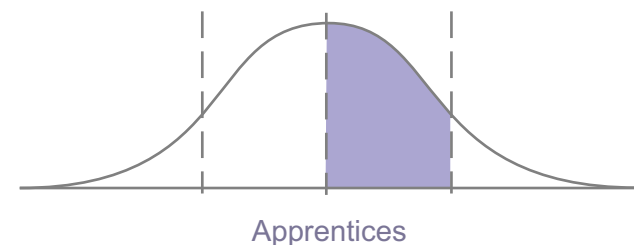
### Channel Preference



### Key Features

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

### Technology Adoption



# E20

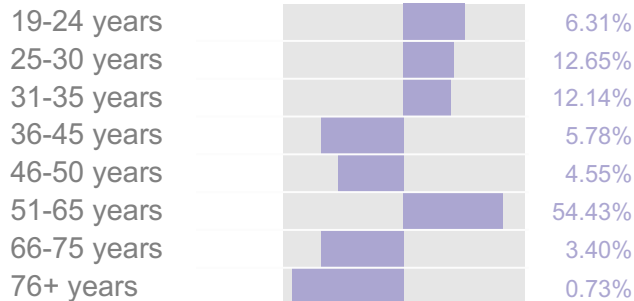
## No Place Like Home

Upper middle-class multi-generational households in exurban areas

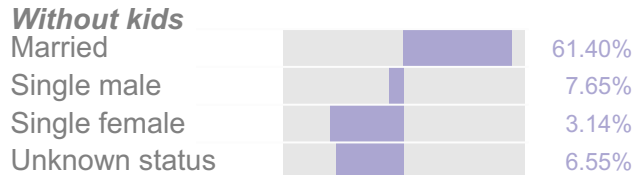
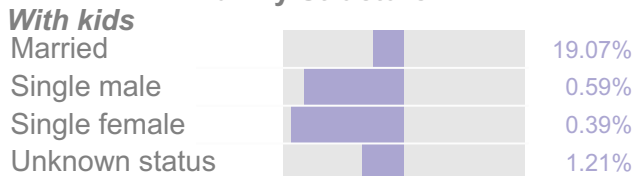
Roger & Sandra

🏠 2.29% | 3.38% 👤

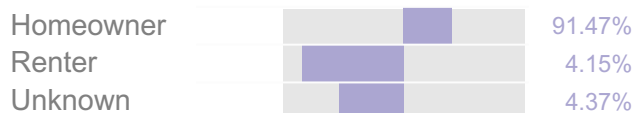
### Age



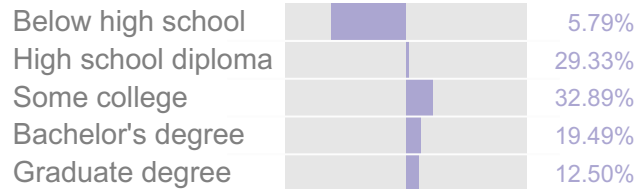
### Family Structure



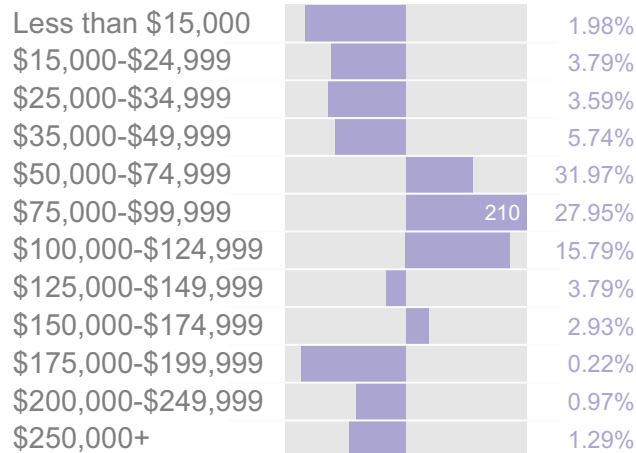
### Home Ownership



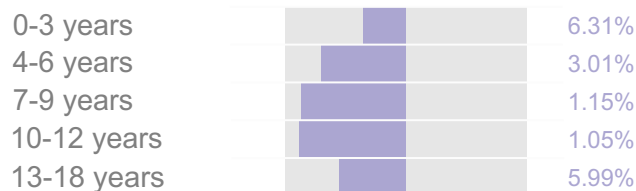
### Education



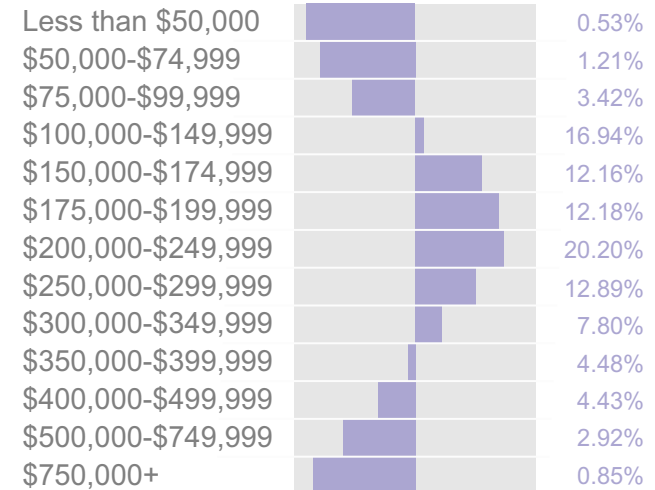
### Income



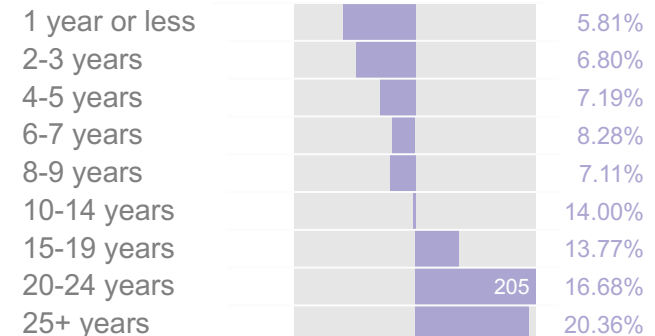
### Presence of Children



### Estimated Current Home Value



### Length of Residence



# E21

## Unspoiled Splendor

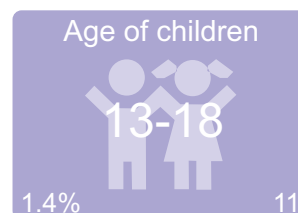
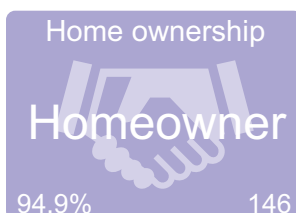
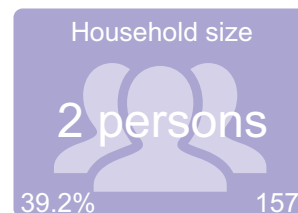
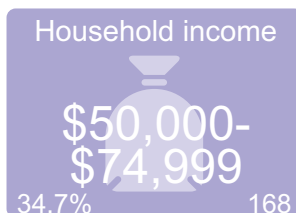
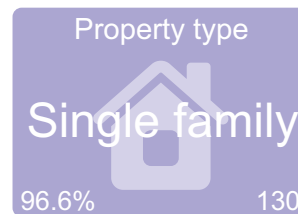
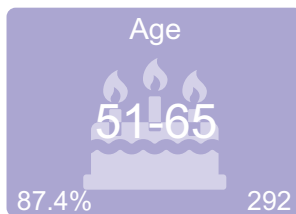
Comfortably established baby boomer couples in town and country communities

Stephen & Sharon

🏠 2.66% | 3.01% 👤



### Who We Are



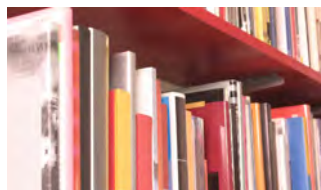
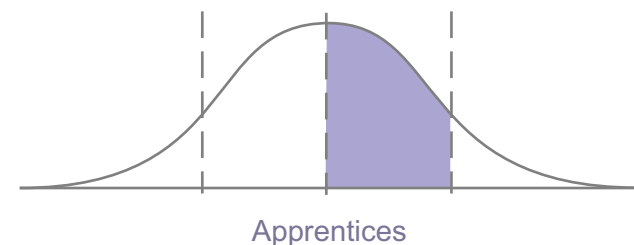
### Channel Preference



### Key Features

- Price conscious
- Politically conservative
- Do-it-yourselfers
- NASCAR fanatics
- Outdoor enthusiasts
- Domestic travelers

### Technology Adoption



# E21

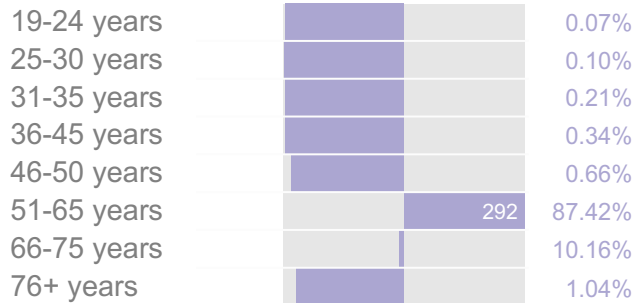
## Unspoiled Splendor

Comfortably established baby boomer couples in town and country communities

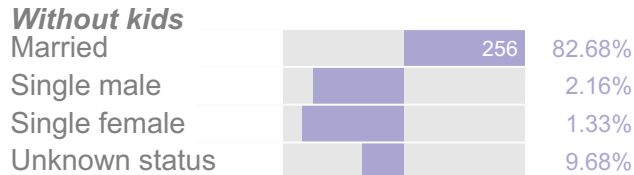
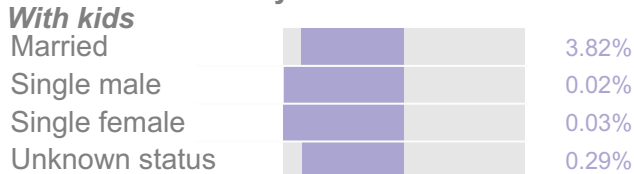
Stephen & Sharon

🏠 2.66% | 3.01% 👤

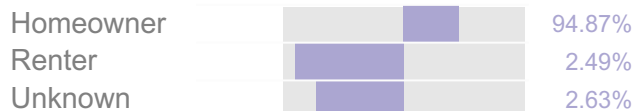
### Age



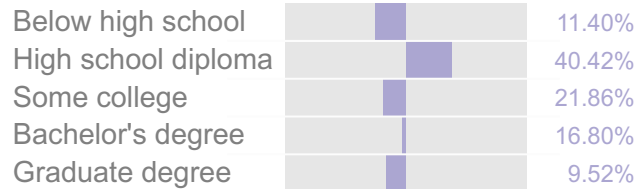
### Family Structure



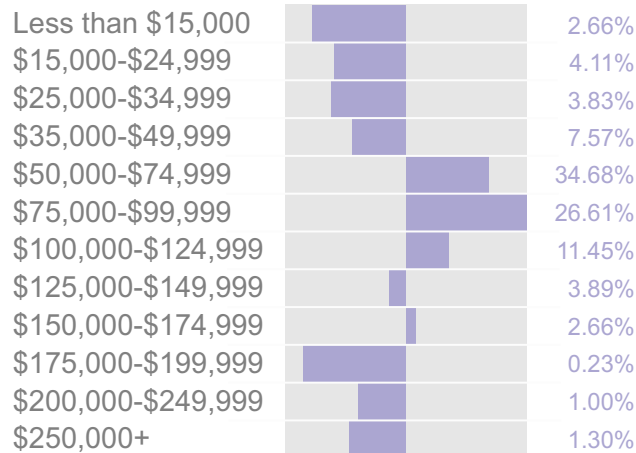
### Home Ownership



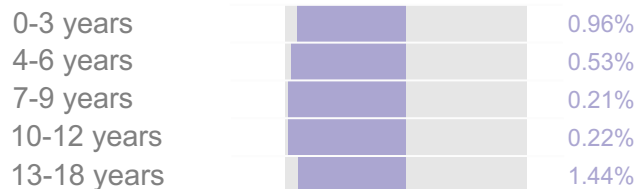
### Education



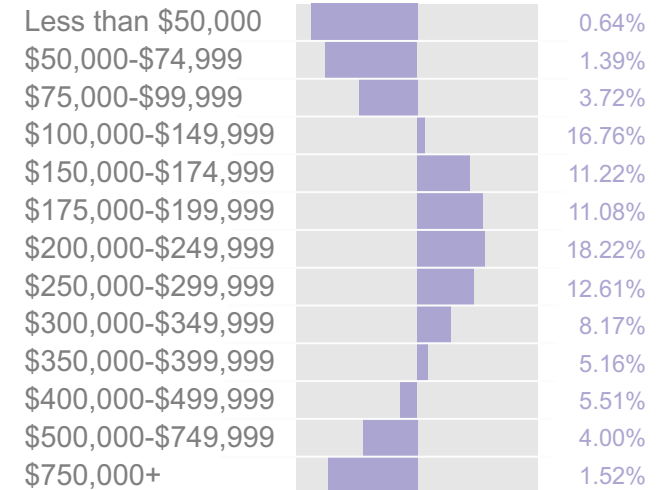
### Income



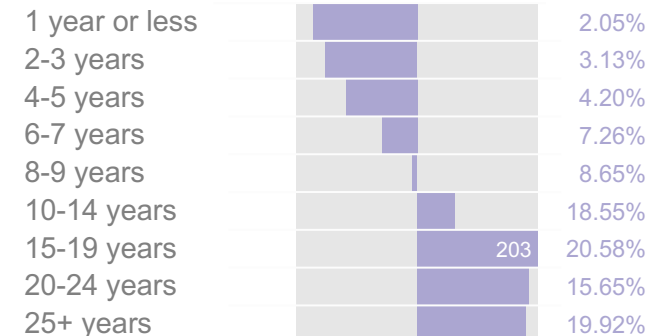
### Presence of Children



### Estimated Current Home Value



### Length of Residence



F • F22 • F23

F22

# Fast Track Couples

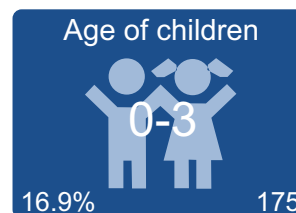
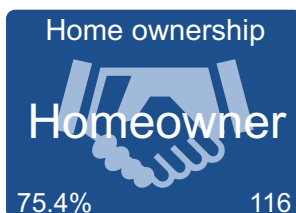
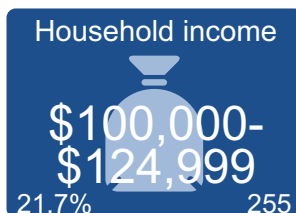
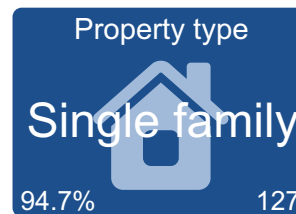
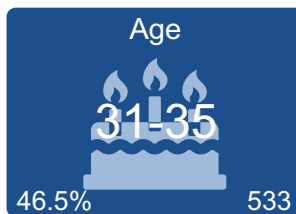
Active, young, upper middle-class suburban couples and families living upwardly-mobile lifestyles

Ryan & Jessica

🏠 1.92% | 1.53% 👤



## Who We Are



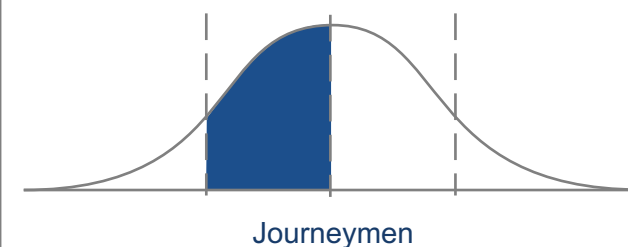
## Channel Preference



## Key Features

- Credit aware
- Comfortable spender
- Active lifestyles
- Tech savvy
- Music lovers
- Football fans

## Technology Adoption





# F22

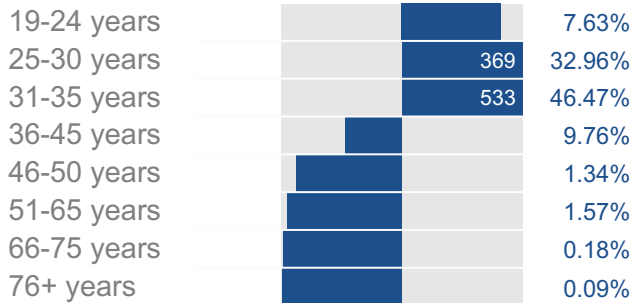
## Fast Track Couples

Active, young, upper middle-class suburban couples and families living upwardly-mobile lifestyles

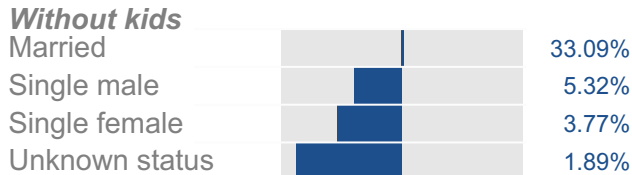
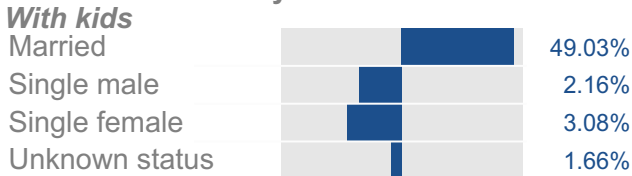
Ryan & Jessica

🏠 1.92% | 1.53% 👤

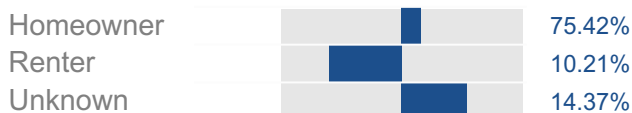
### Age



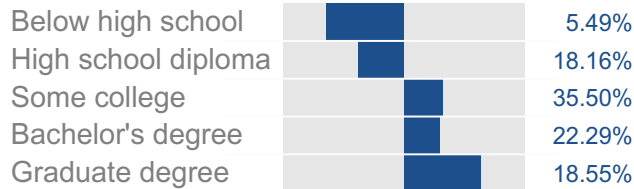
### Family Structure



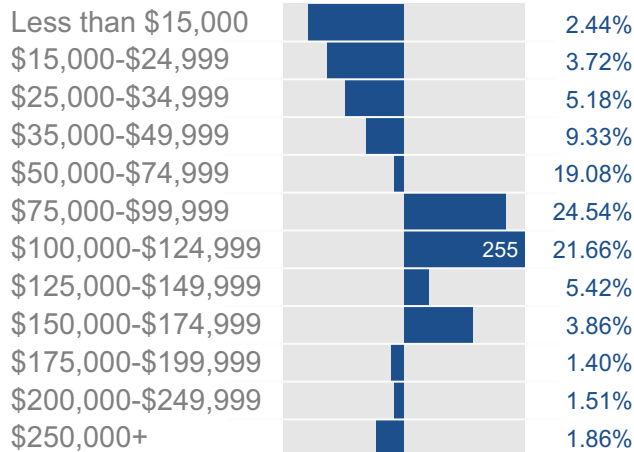
### Home Ownership



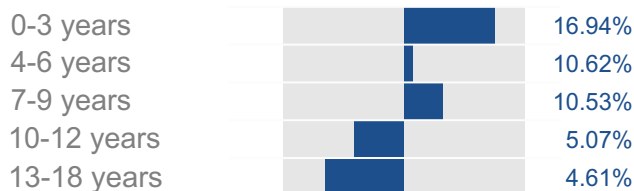
### Education



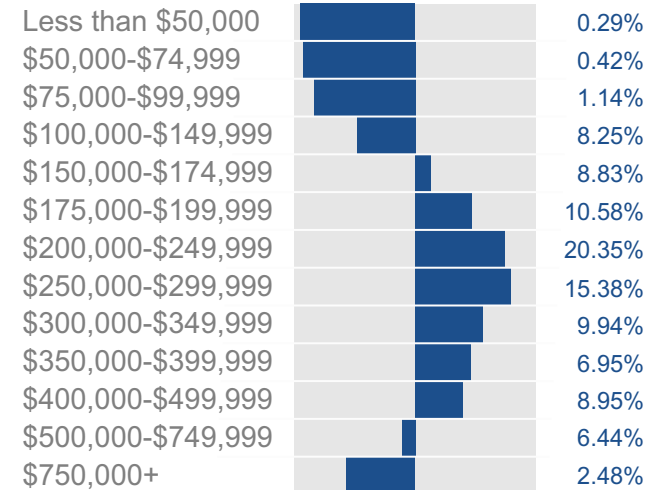
### Income



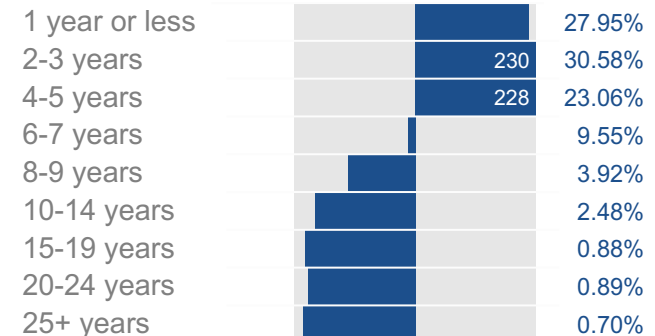
### Presence of Children



### Estimated Current Home Value



### Length of Residence



# F23

## Families Matter Most

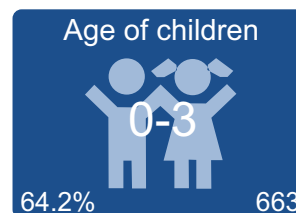
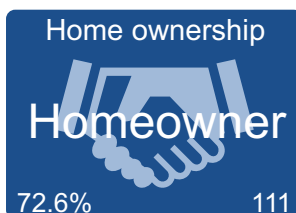
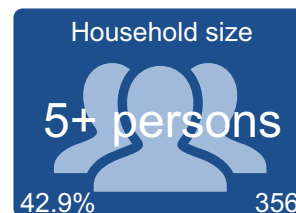
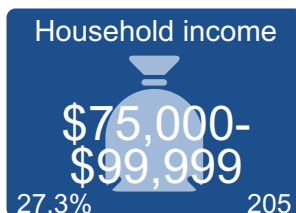
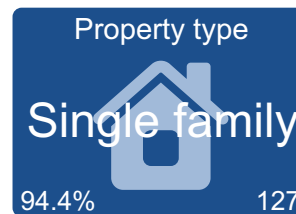
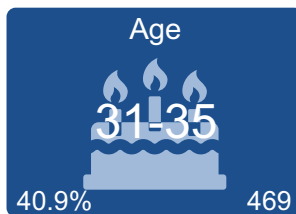
Young, middle-class families in scenic suburbs leading active, family-focused lives

Eric & Michelle

🏠 1.31% | 2.35% 👤



### Who We Are



### Channel Preference



### Key Features

- Sprawling families
- Child-related purchases
- Family vacations
- PTA parents
- Internet active
- Credit revolver

### Technology Adoption



# F23

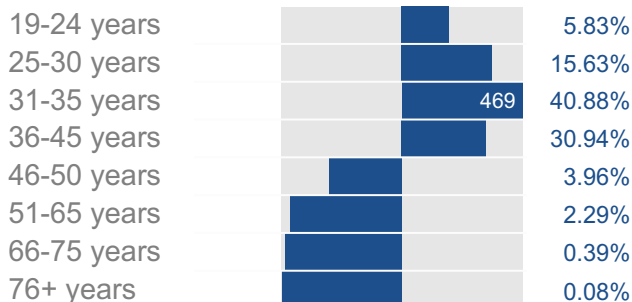
## Families Matter Most

Young, middle-class families in scenic suburbs leading active, family-focused lives

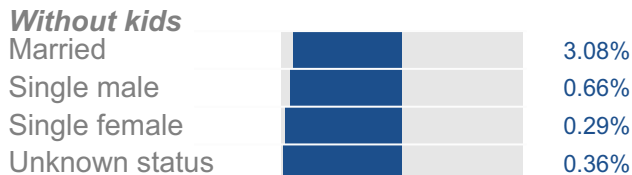
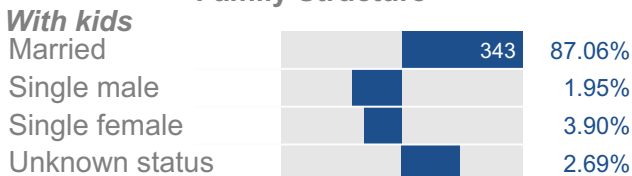
Eric & Michelle

🏠 1.31% | 2.35% 👤

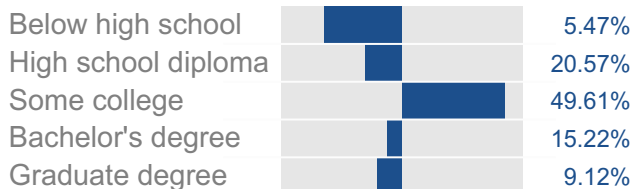
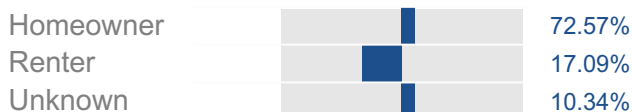
### Age



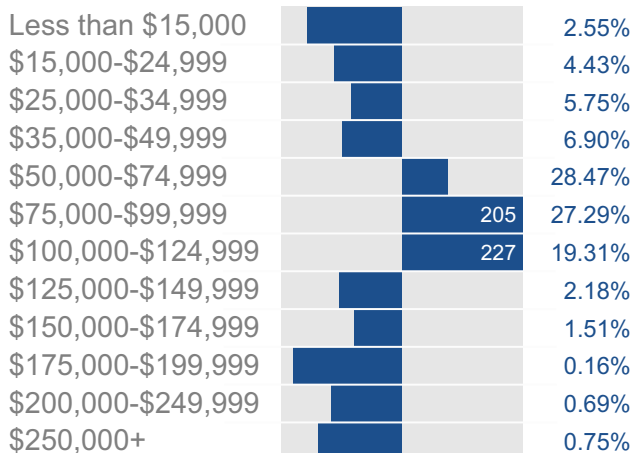
### Family Structure



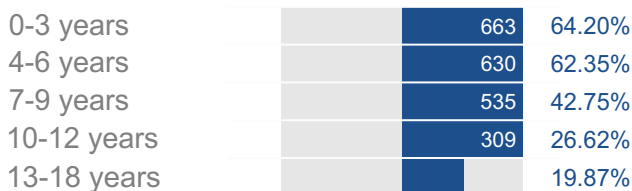
### Home Ownership



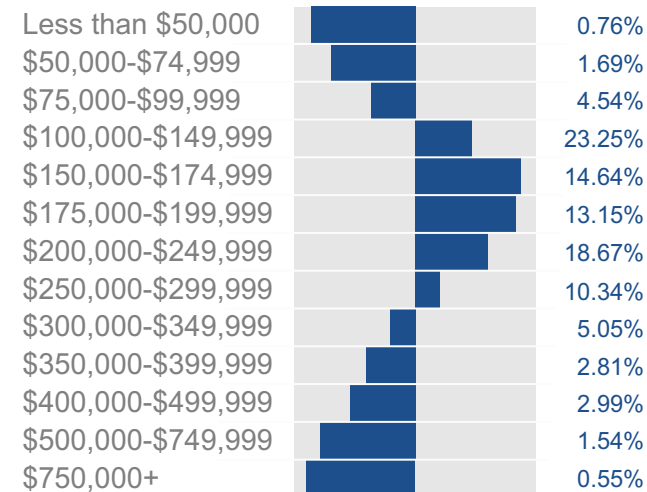
### Income



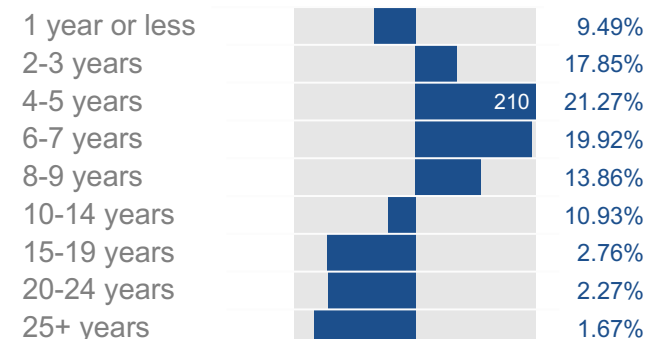
### Presence of Children



### Estimated Current Home Value



### Length of Residence



G • G24 • G25

**G24**

## Status Seeking Singles

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

Jonathan & Sarah

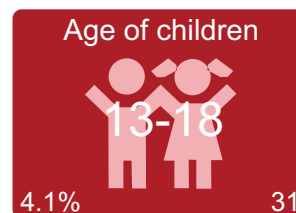
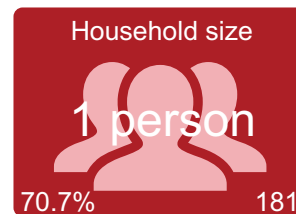
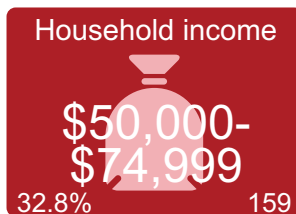
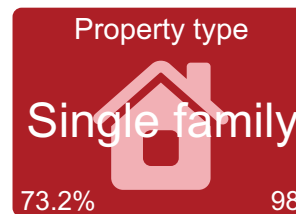
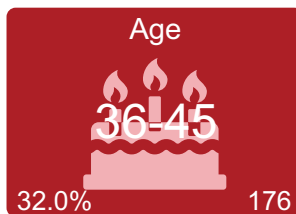
🏠 1.25% | 0.73% 👤



### Key Features

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

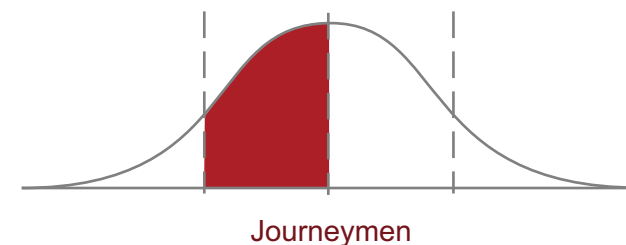
### Who We Are



### Channel Preference



### Technology Adoption



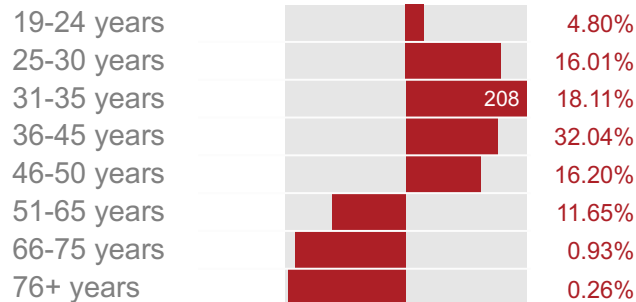
# Status Seeking Singles

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

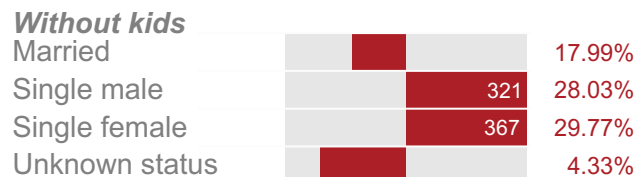
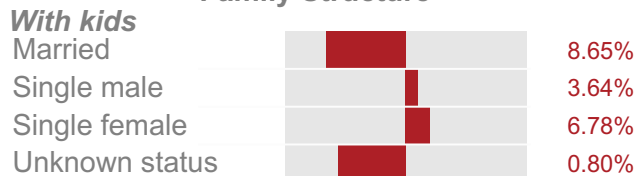
Jonathan & Sarah

🏠 1.25% | 0.73% 👤

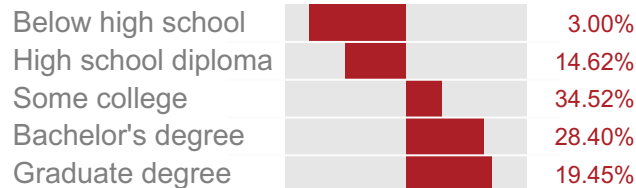
## Age



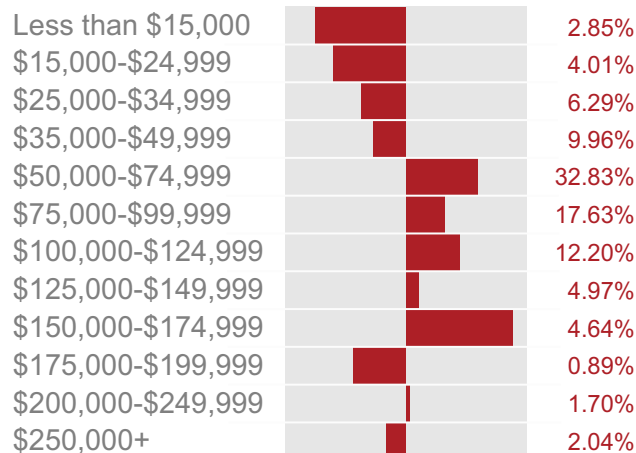
## Family Structure



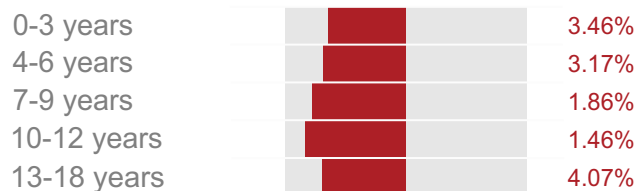
## Home Ownership



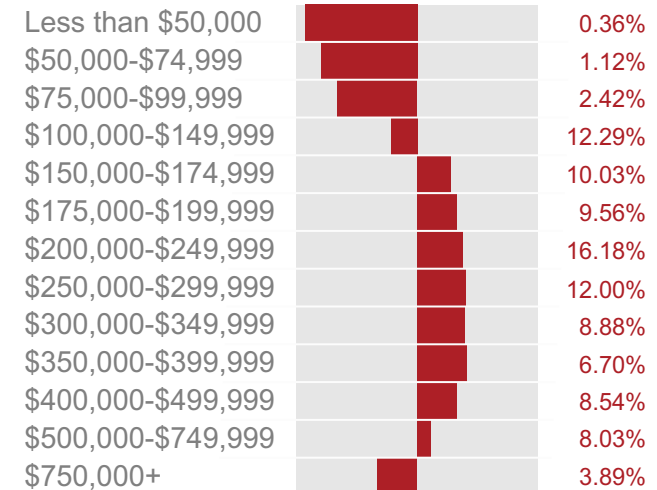
## Income



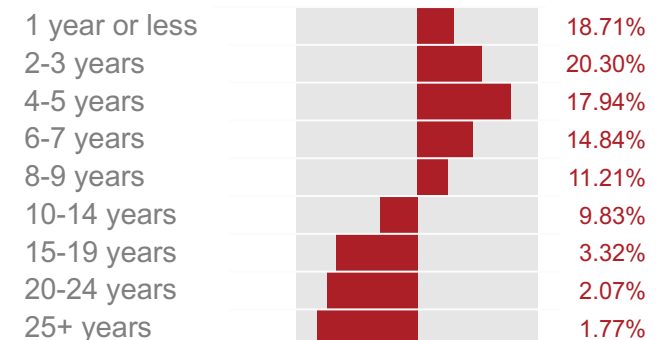
## Presence of Children



## Estimated Current Home Value



## Length of Residence



G • G24 • G25

**G25**

## Urban Edge

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

Andrew & Emily

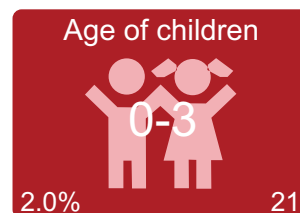
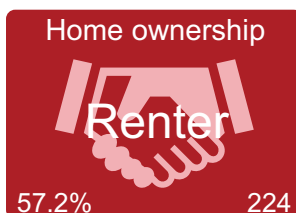
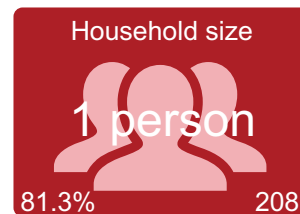
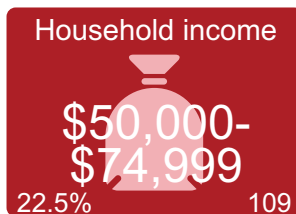
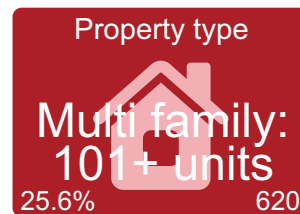
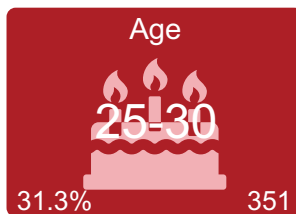
🏠 1.21% | 0.62% 👤



### Key Features

- Progressive views
- Urban-dwellers
- Highly educated
- Ambitious
- Environmental advocates
- Exercise enthusiasts

### Who We Are



### Channel Preference



150



73



95



196

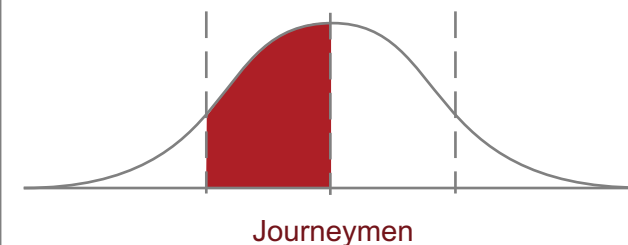


112



154

### Technology Adoption



# G25

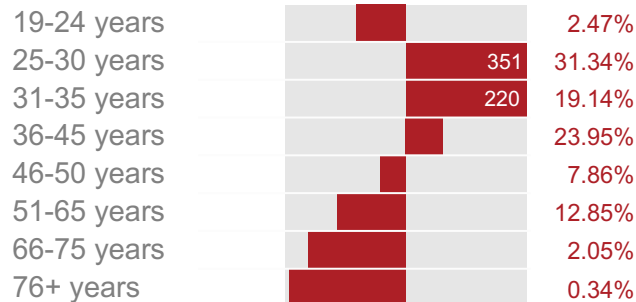
## Urban Edge

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

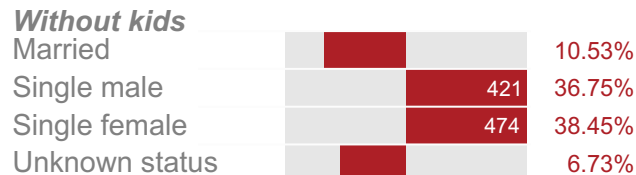
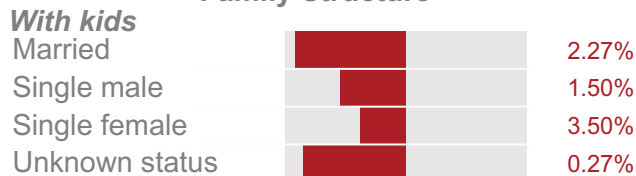
Andrew & Emily

🏠 1.21% | 0.62% 👤

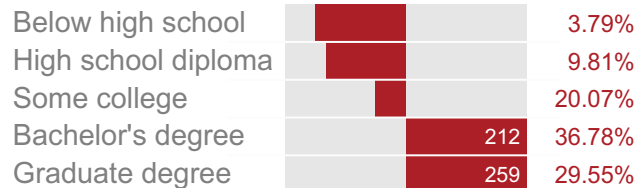
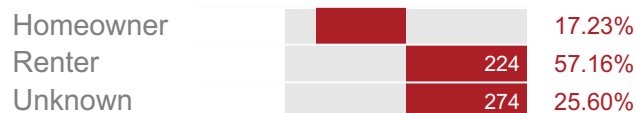
### Age



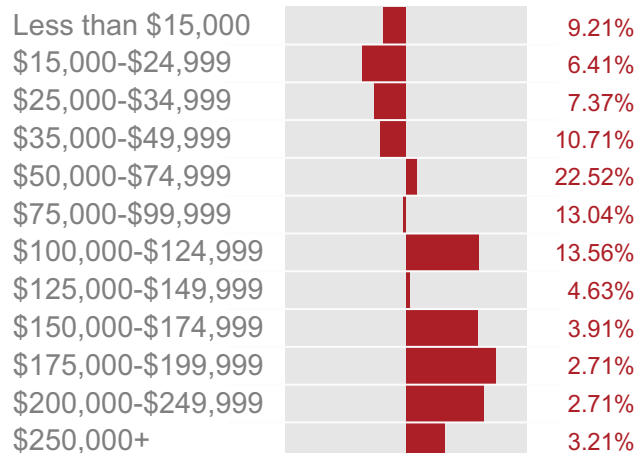
### Family Structure



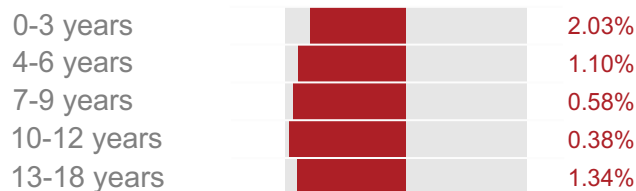
### Home Ownership



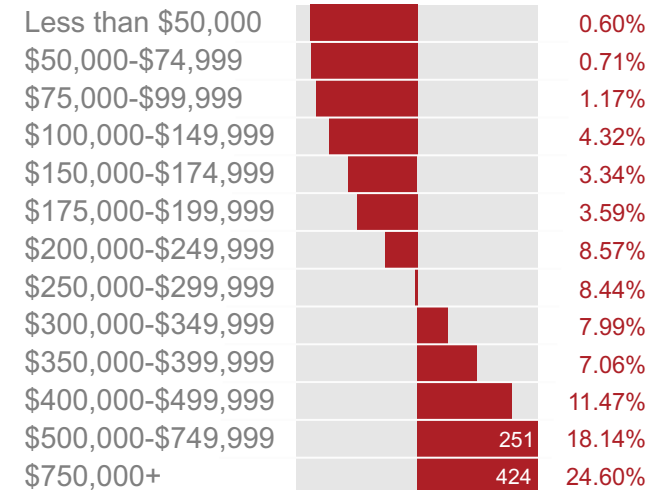
### Income



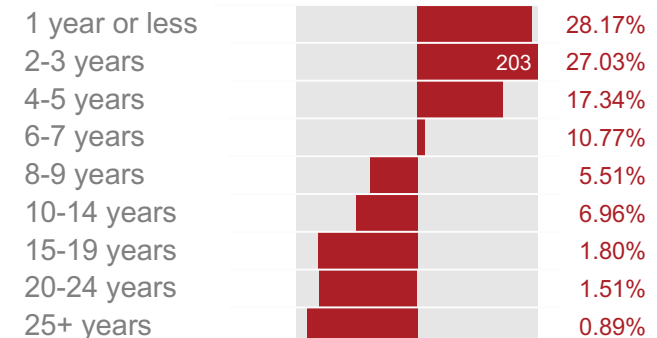
### Presence of Children



### Estimated Current Home Value



### Length of Residence



H • H26 • H27 • H28 • H29

# H26

## Progressive Potpourri

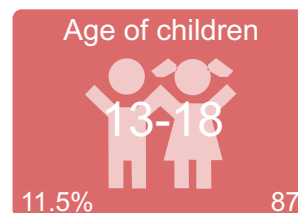
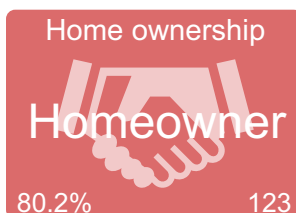
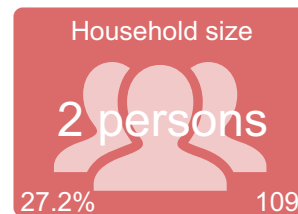
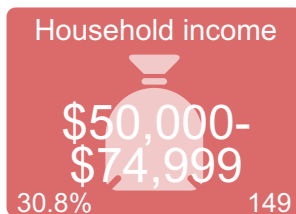
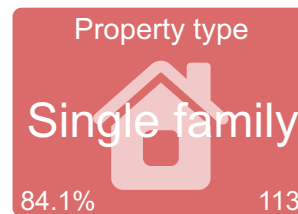
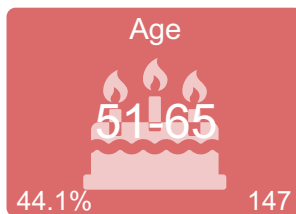
Mature, couples with comfortable and active lives in middle-class suburbs

Jose & Carmen

🏠 1.22% | 1.31% 👤



### Who We Are



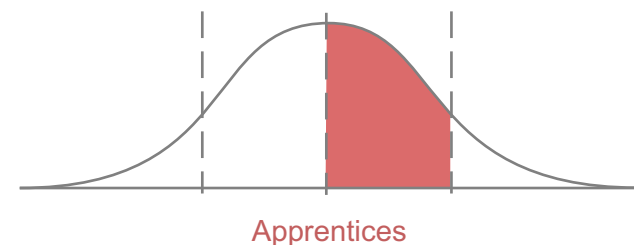
### Channel Preference



### Key Features

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

### Technology Adoption





# H26

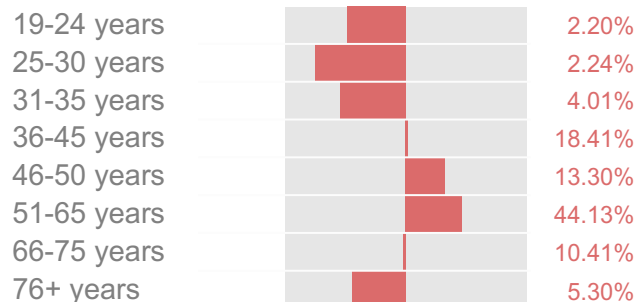
## Progressive Potpourri

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

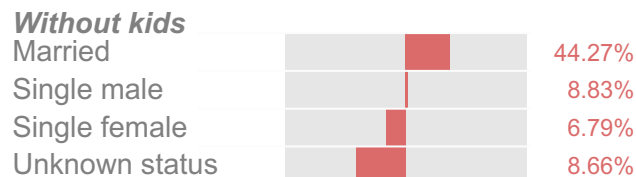
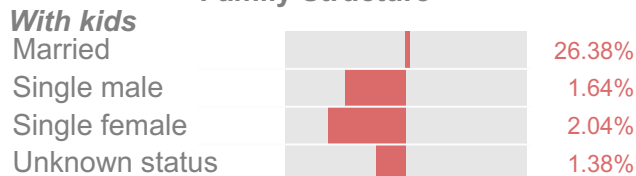
Jose & Carmen

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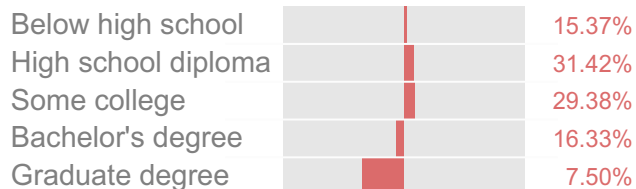
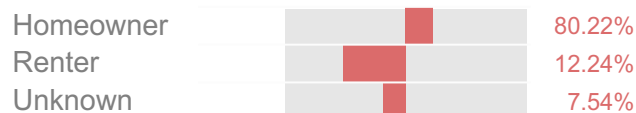
### Age



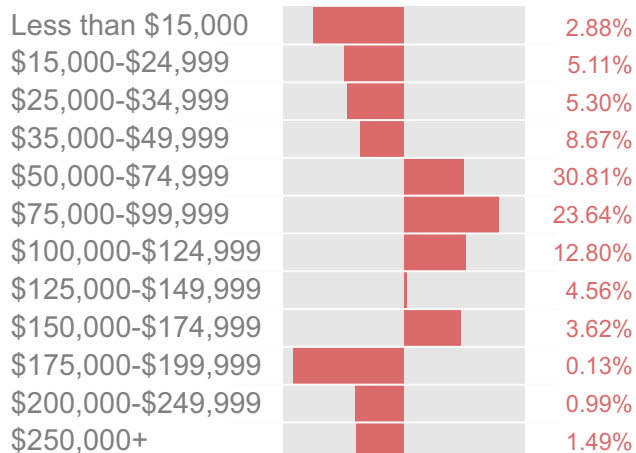
### Family Structure



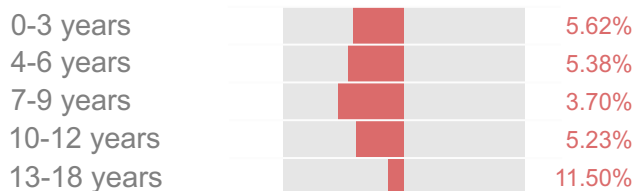
### Home Ownership



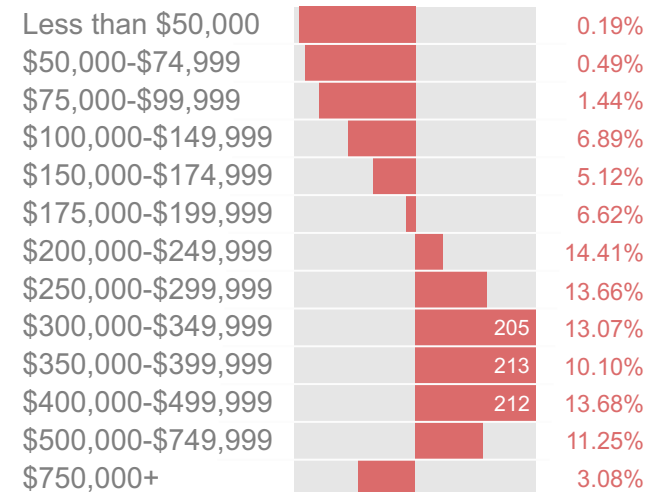
### Income



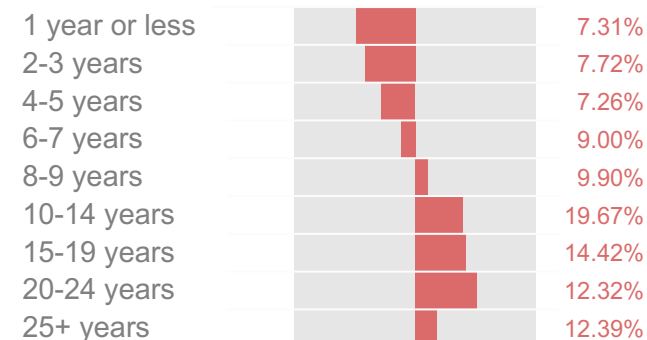
### Presence of Children



### Estimated Current Home Value



### Length of Residence



# H27

## Birkenstocks and Beemers

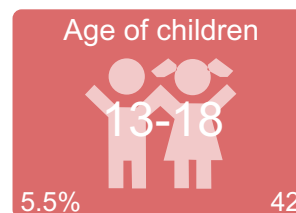
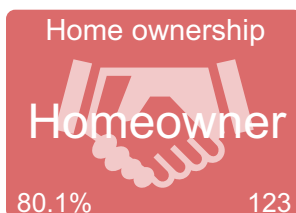
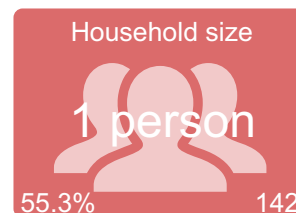
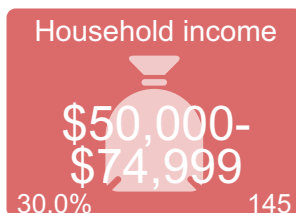
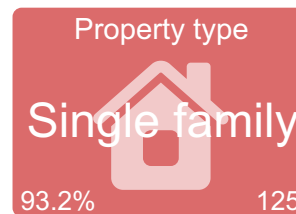
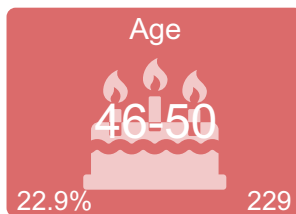
Upper middle-class, established couples living leisure lifestyles in small towns and cities

Dale & Ann

🏠 1.18% | 0.79% 👤



### Who We Are



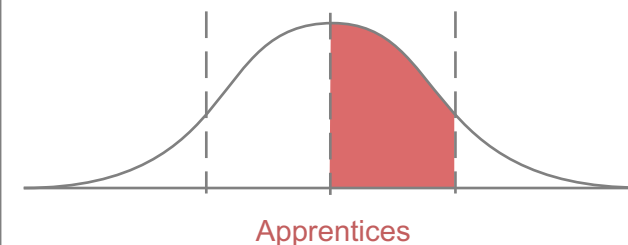
### Channel Preference



### Key Features

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

### Technology Adoption



# H27

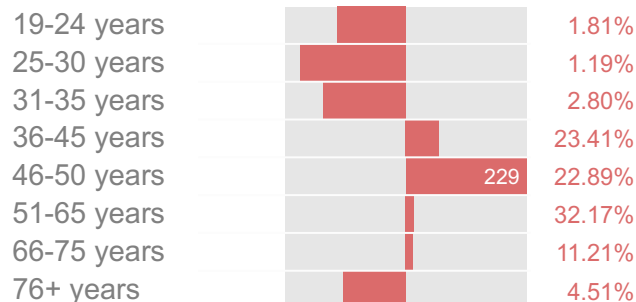
## Birkenstocks and Beemers

Upper middle-class, established couples living leisure lifestyles in small towns and cities

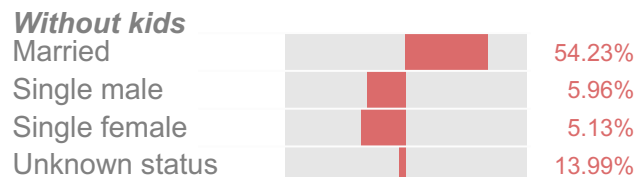
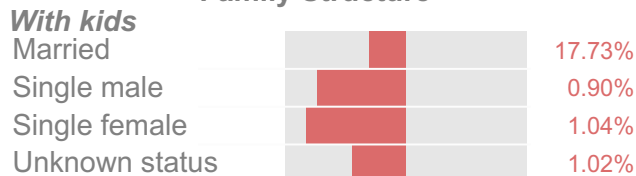
Dale & Ann

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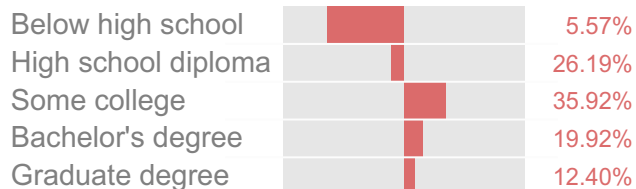
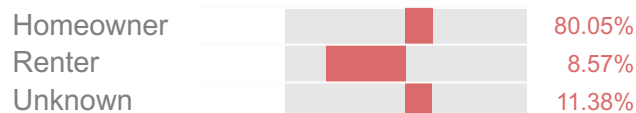
### Age



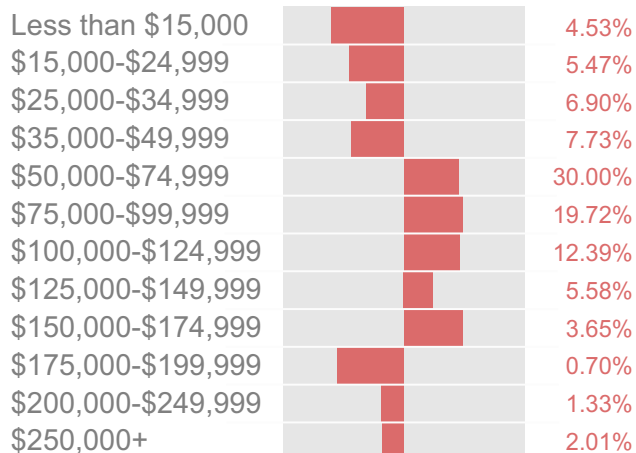
### Family Structure



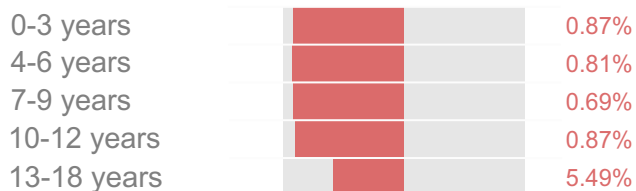
### Home Ownership



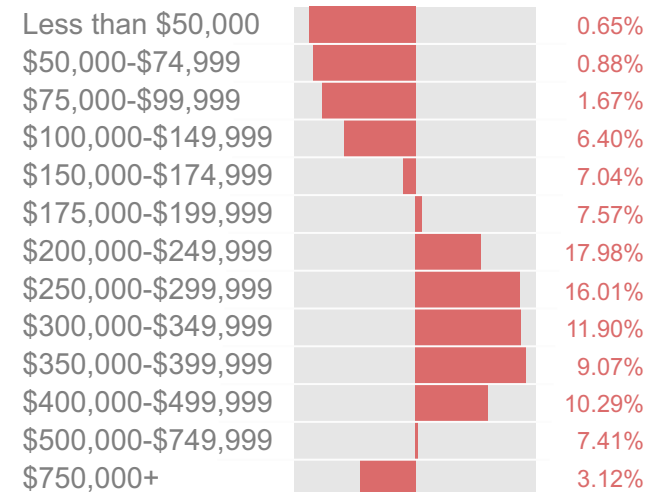
### Income



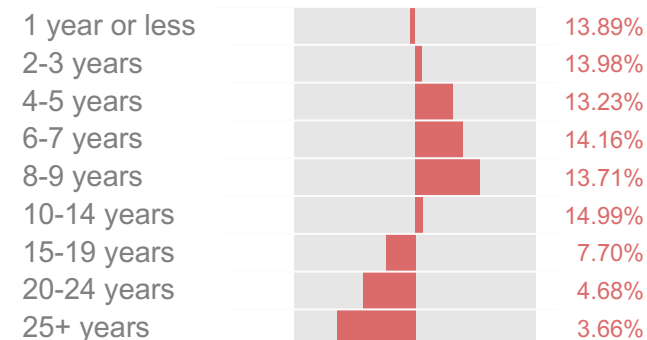
### Presence of Children



### Estimated Current Home Value



### Length of Residence



# H28

## Everyday Moderates

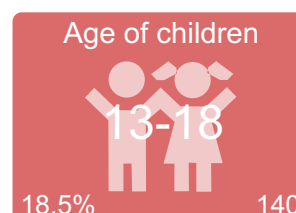
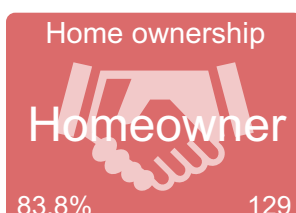
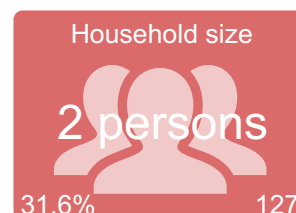
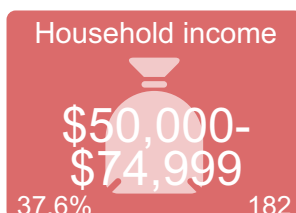
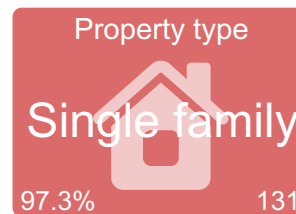
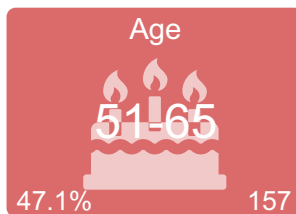
Mid-scale, multi-cultural couples and families living in mid-tier metro suburban settings

Larry & Rebecca

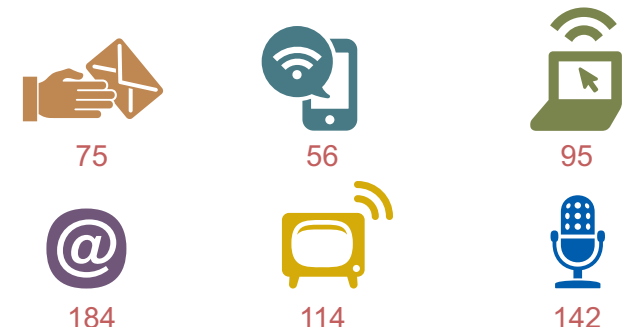
🏠 0.73% | 0.80% 👤



### Who We Are



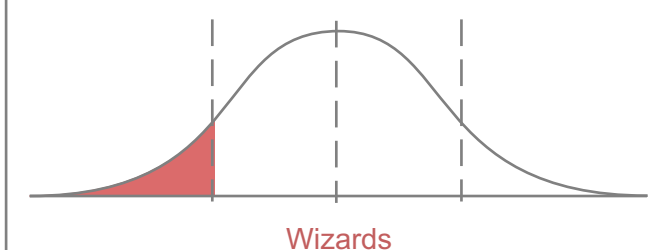
### Channel Preference



### Key Features

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

### Technology Adoption



# H28

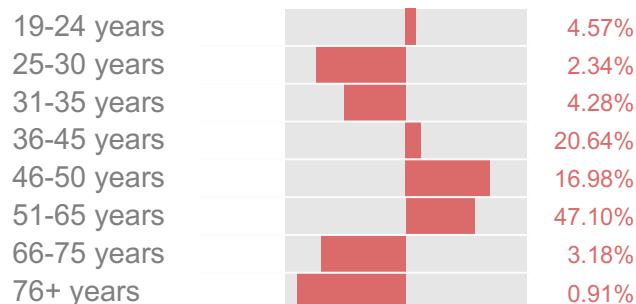
## Everyday Moderates

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

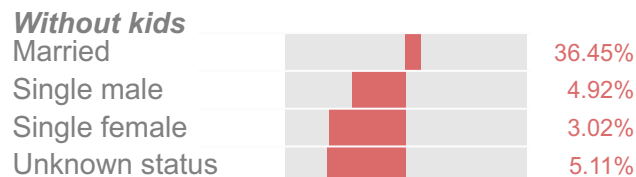
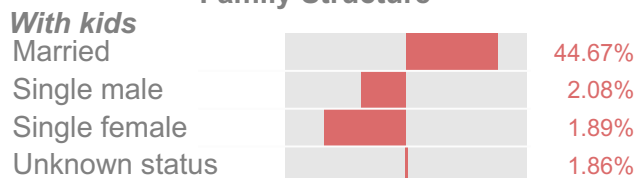
Larry & Rebecca

🏠 0.73% | 0.80% 👤

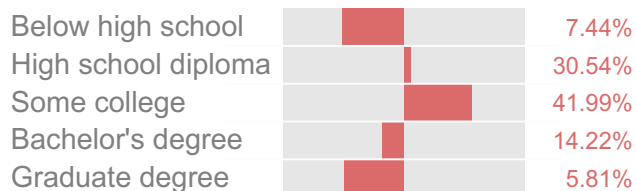
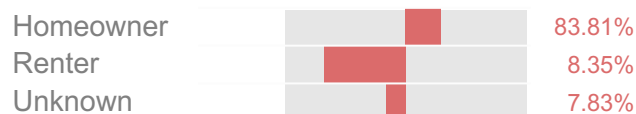
### Age



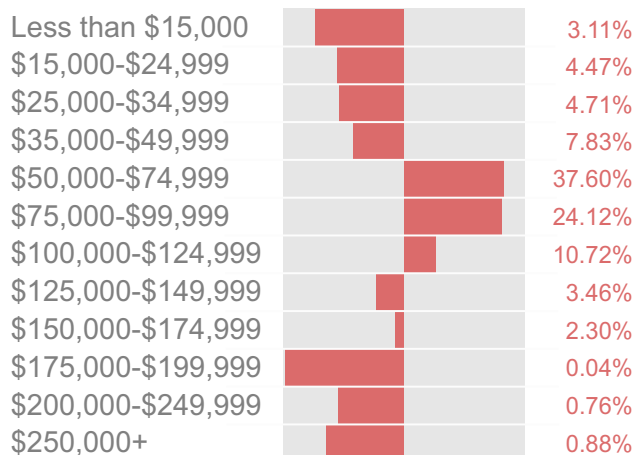
### Family Structure



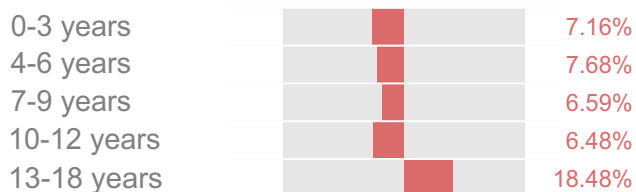
### Home Ownership



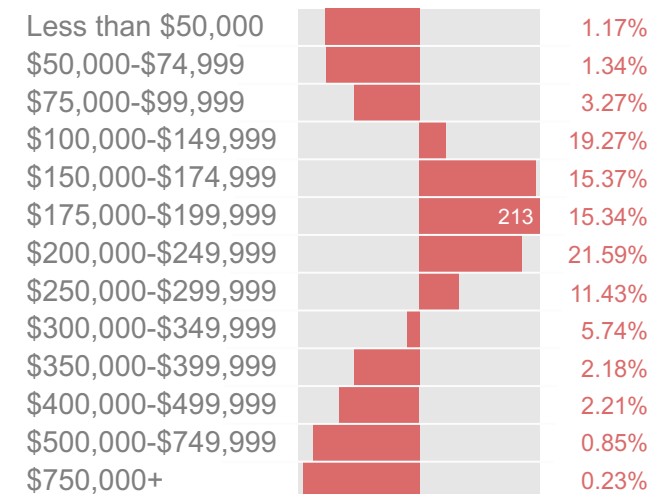
### Income



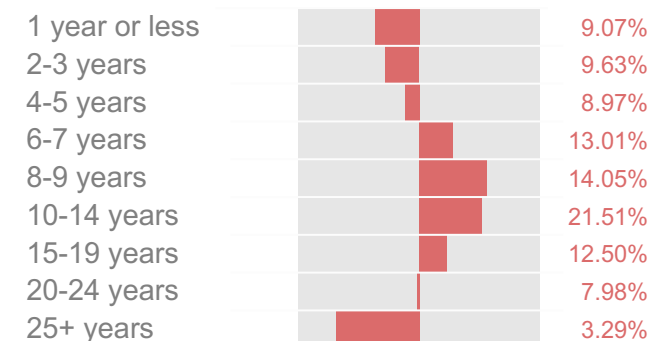
### Presence of Children



### Estimated Current Home Value



### Length of Residence



H • H26 • H27 • H28 • H29

# H29

## Destination Recreation

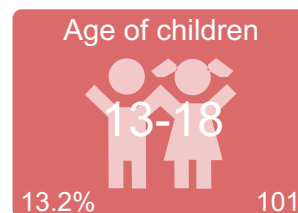
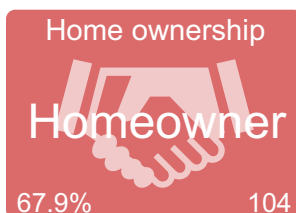
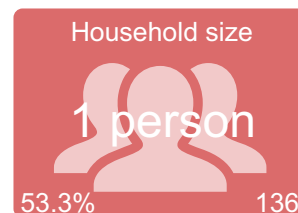
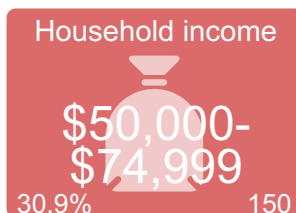
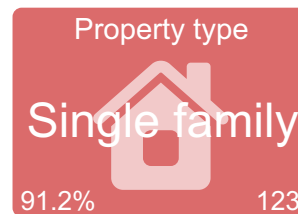
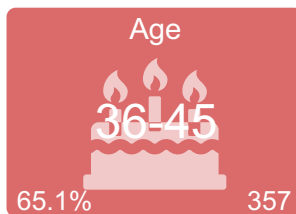
Middle-aged, midscale couples in rural towns and fringe suburbs working to enjoy their active lifestyles

Keith & Christine

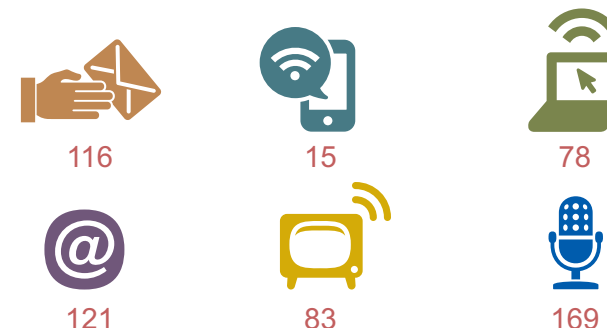
🏠 0.77% | 0.53% 👤



### Who We Are



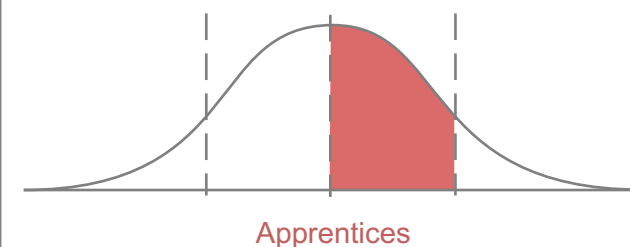
### Channel Preference



### Key Features

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

### Technology Adoption



# H29

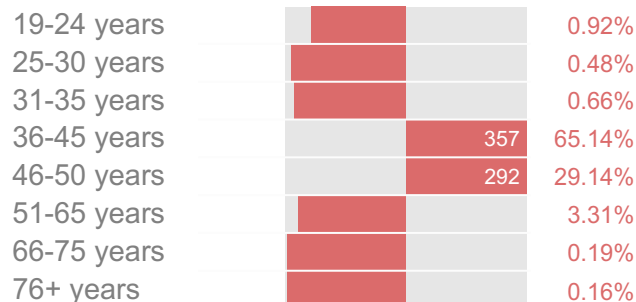
## Destination Recreation

Middle-aged, midscale couples in rural towns and fringe suburbs working to enjoy their active lifestyles

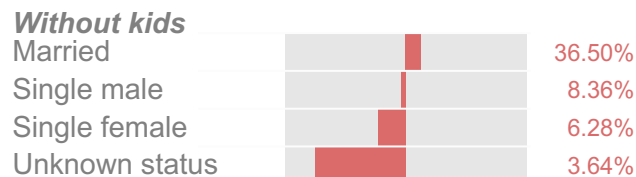
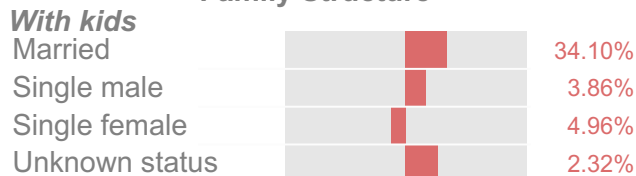
Keith & Christine

🏠 0.77% | 0.53% 👤

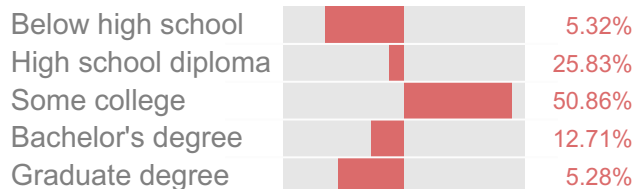
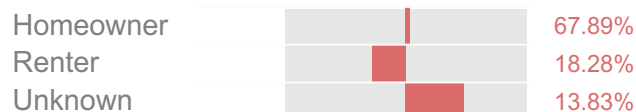
### Age



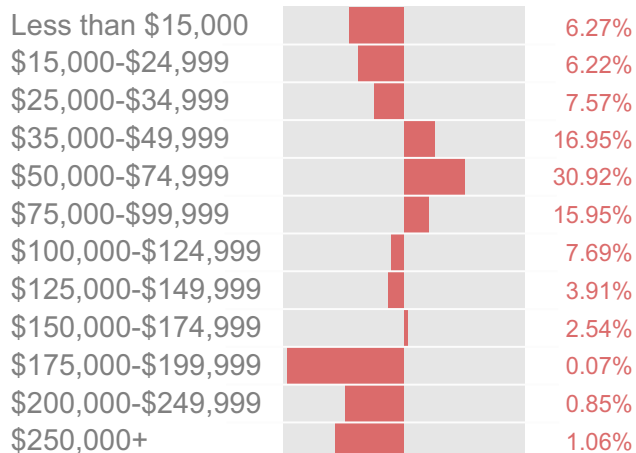
### Family Structure



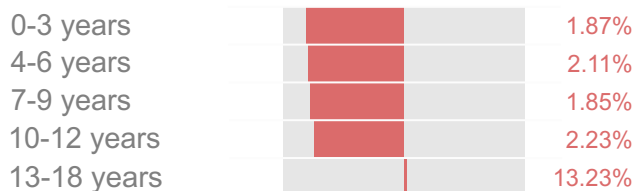
### Home Ownership



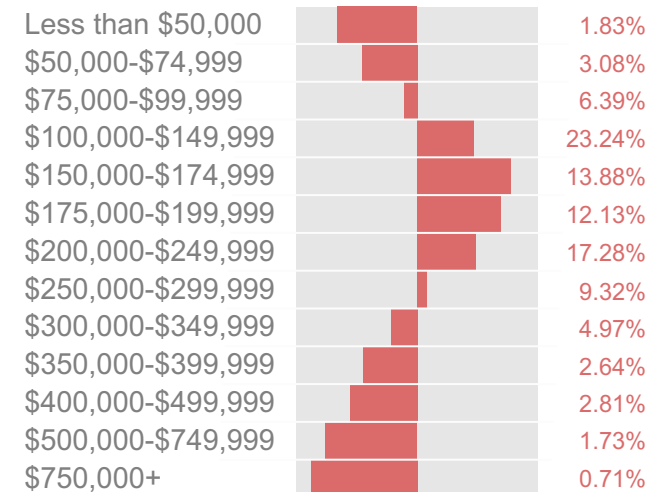
### Income



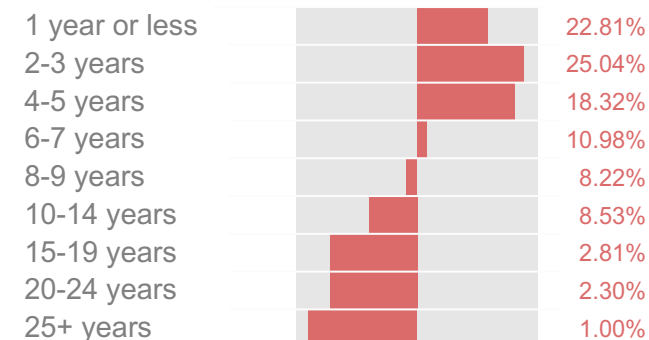
### Presence of Children



### Estimated Current Home Value



### Length of Residence



# 130

## Stockcars and State Parks

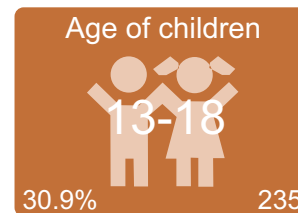
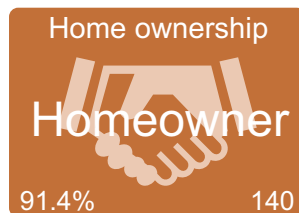
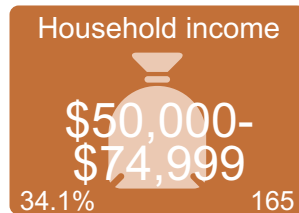
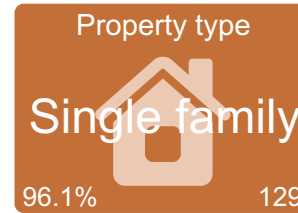
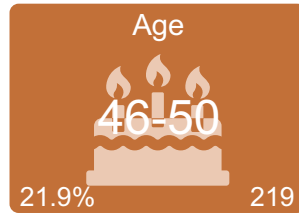
Middle-class couples and families living in more remote rural communities

Jeff & Brenda

🏠 1.40% | 2.18% 👤



### Who We Are



### Channel Preference



115



144



69



154



100

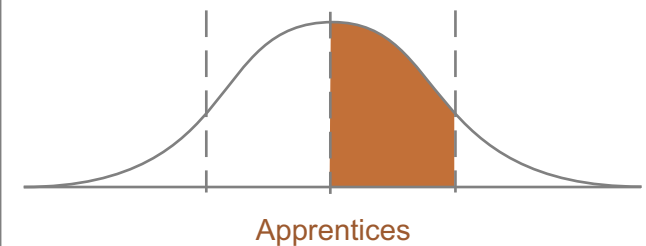


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### Key Features

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

### Technology Adoption





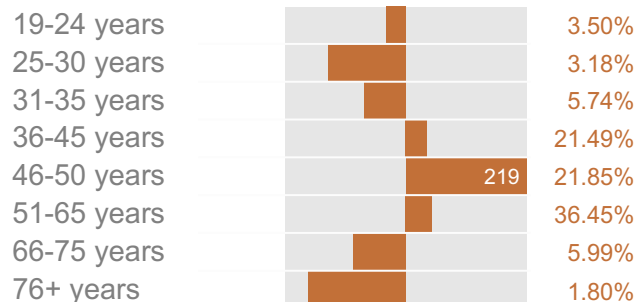
# Stockcars and State Parks

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

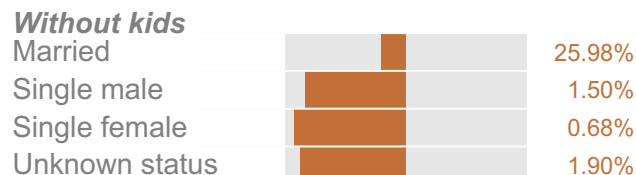
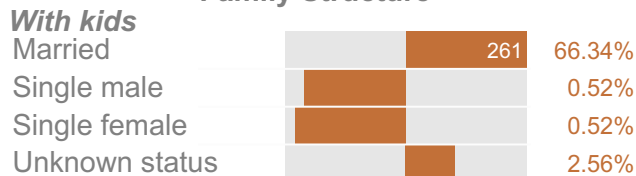
Jeff & Brenda

🏠 1.40% | 2.18% 👤

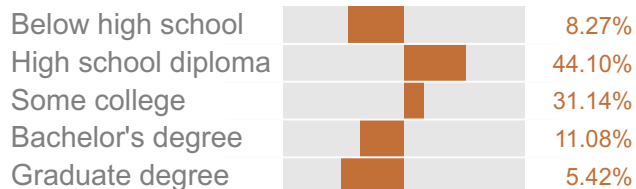
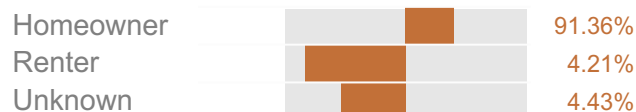
## Age



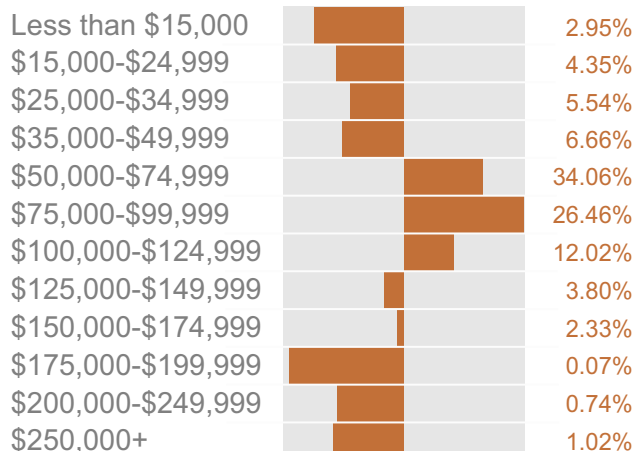
## Family Structure



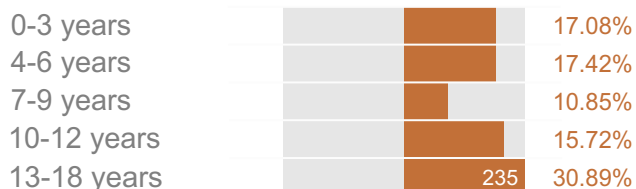
## Home Ownership



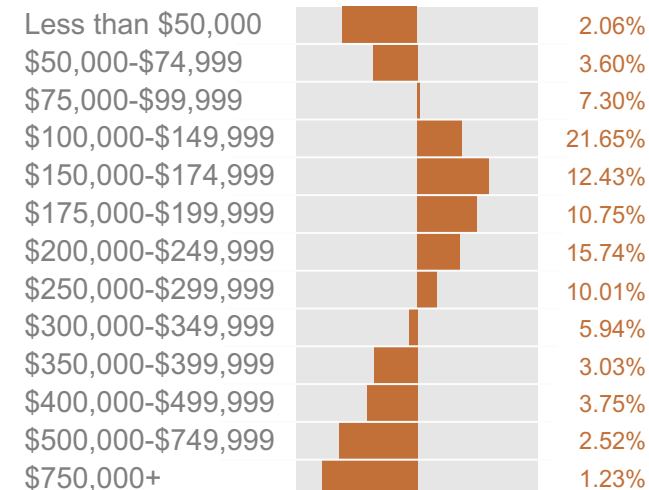
## Income



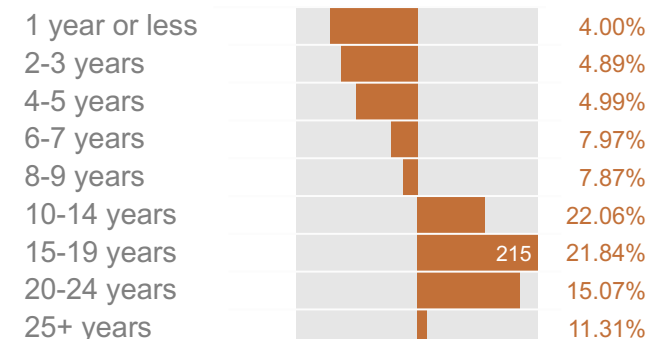
## Presence of Children



## Estimated Current Home Value



## Length of Residence



# 131

## Blue Collar Comfort

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

Edward & Laura

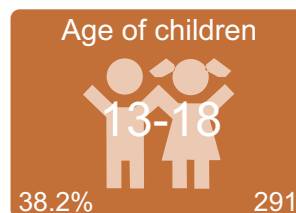
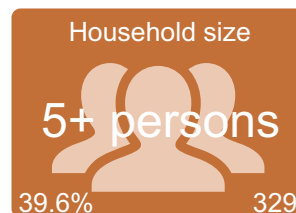
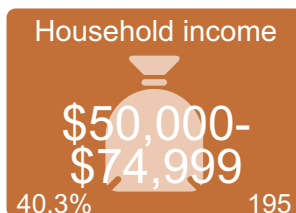
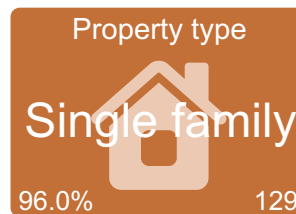
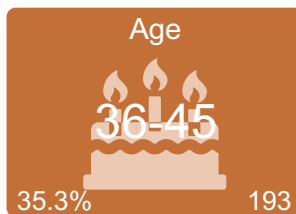
🏠 1.16% | 2.00% 👤



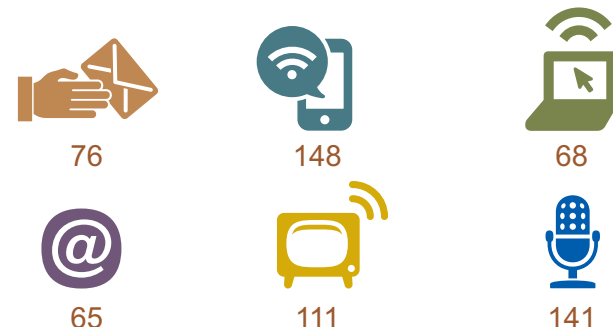
### Key Features

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

### Who We Are



### Channel Preference



### Technology Adoption



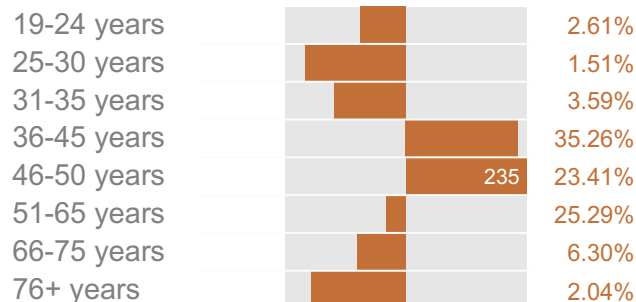
# Blue Collar Comfort

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

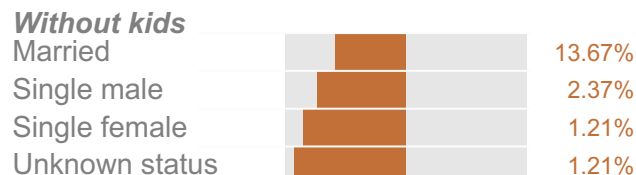
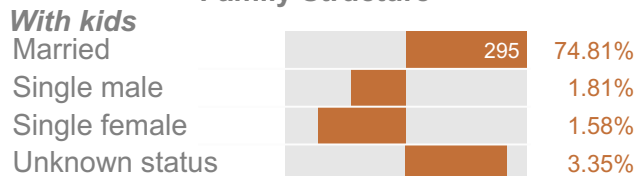
Edward & Laura

🏠 1.16% | 2.00% 👤

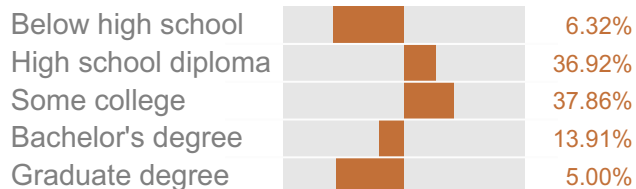
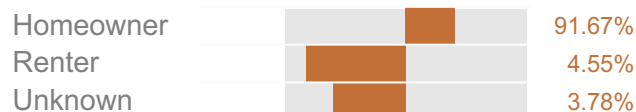
## Age



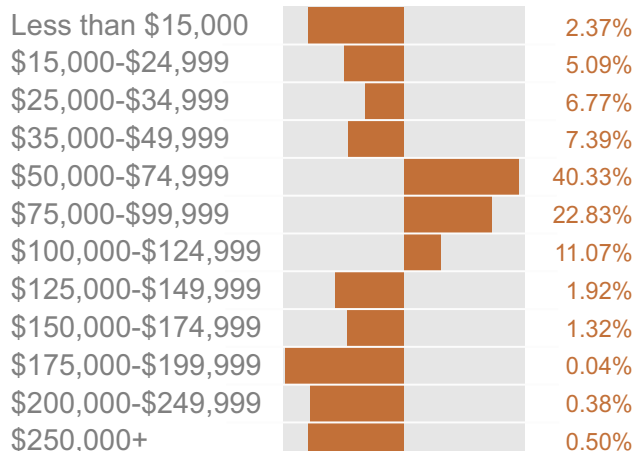
## Family Structure



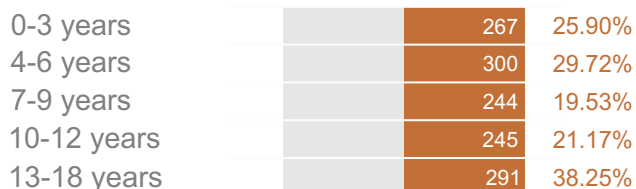
## Home Ownership



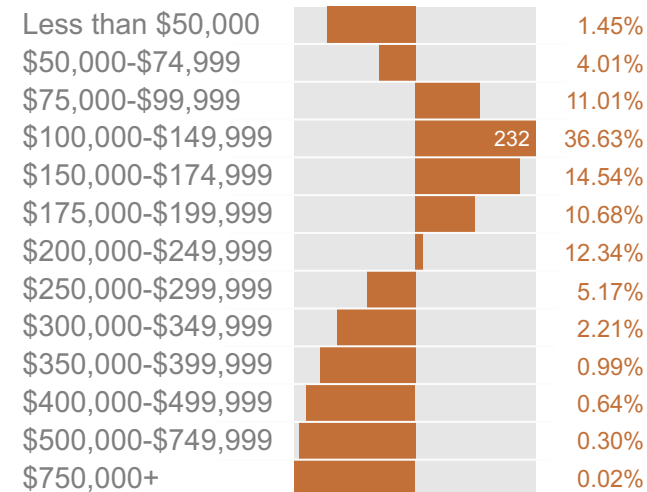
## Income



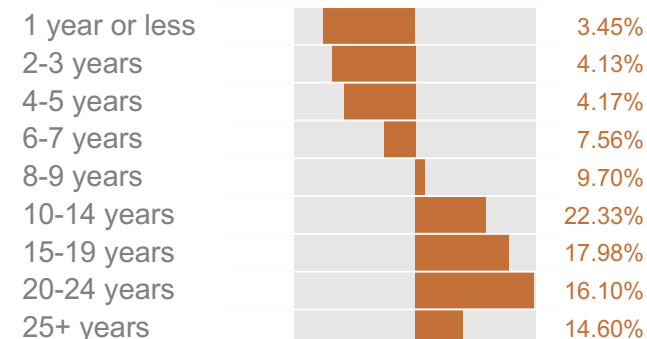
## Presence of Children



## Estimated Current Home Value



## Length of Residence



# 132

## Steadfast Conventionalists

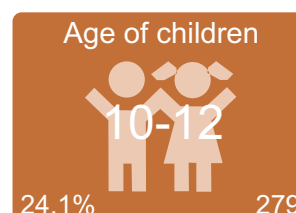
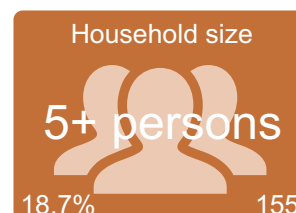
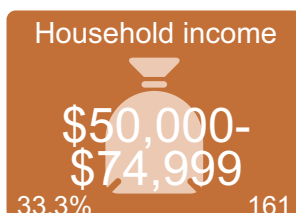
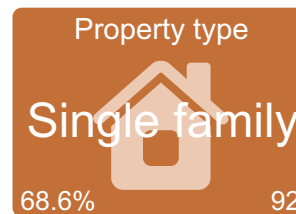
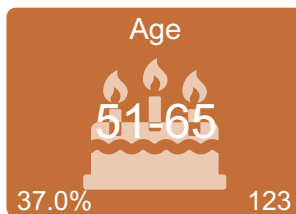
Conventional Generation X families located in selected coastal city homes

Juan & Rosa

🏠 1.08% | 1.30% 👤



### Who We Are



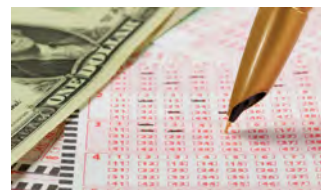
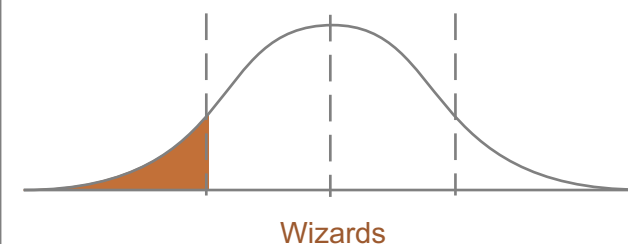
### Channel Preference



### Key Features

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

### Technology Adoption



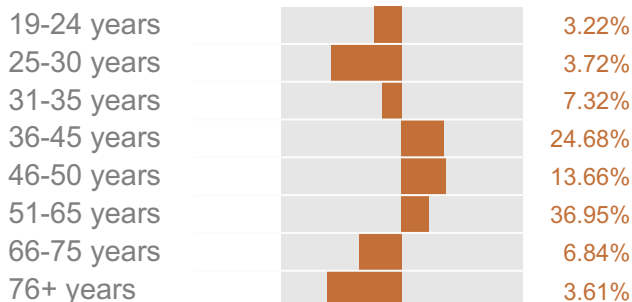
## Steadfast Conventionalists

Conventional Generation X families located in selected coastal city homes

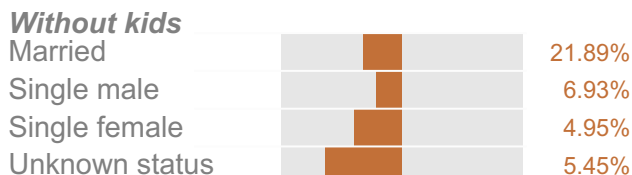
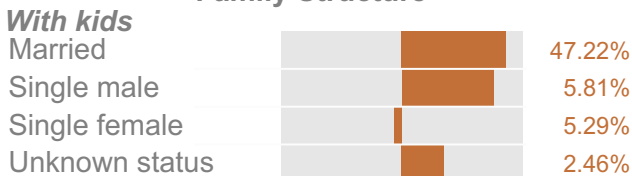
Juan & Rosa

🏠 1.08% | 1.30% 👤

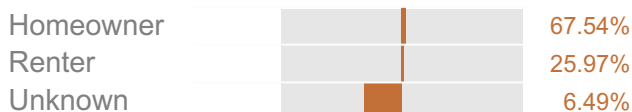
### Age



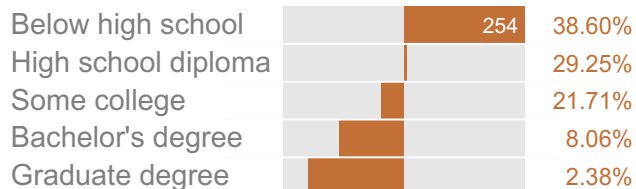
### Family Structure



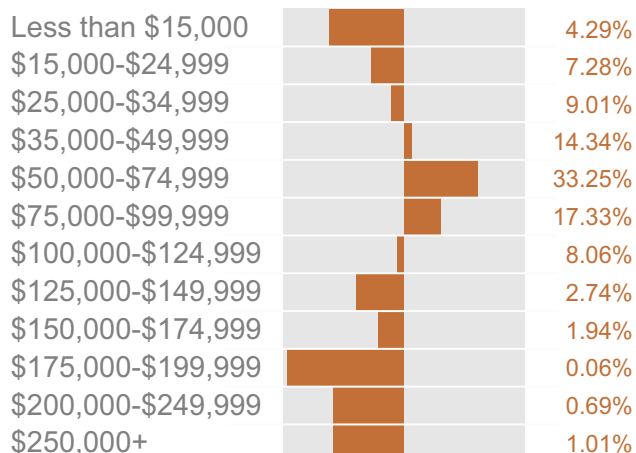
### Home Ownership



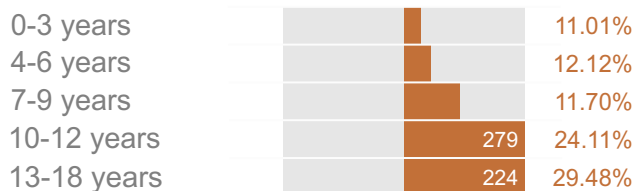
### Education



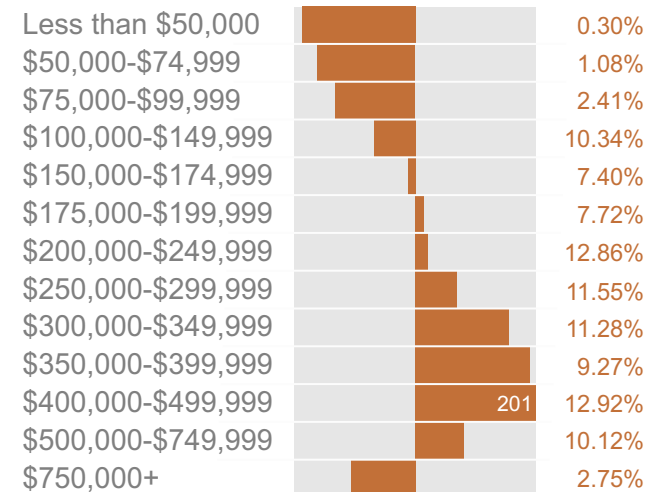
### Income



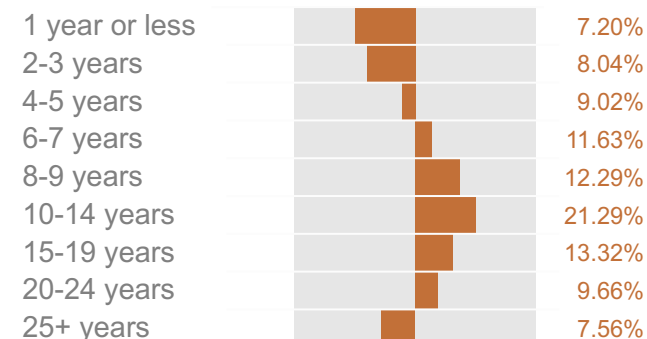
### Presence of Children



### Estimated Current Home Value



### Length of Residence



# 133

## Balance and Harmony

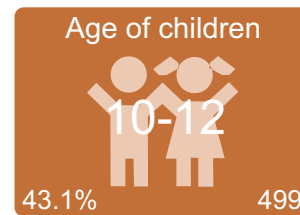
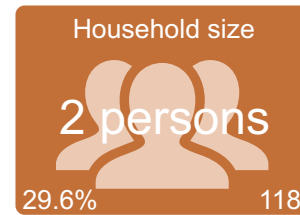
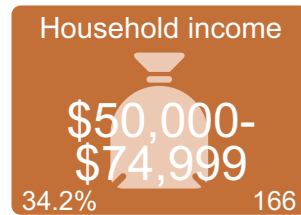
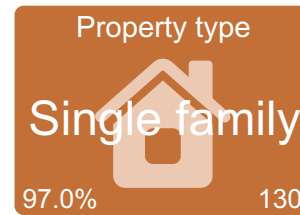
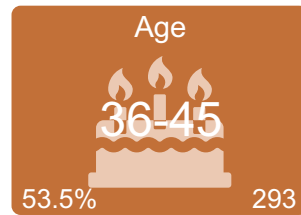
Middle-class families living lively lifestyles in city-centric neighborhoods

Carlos & Veronica

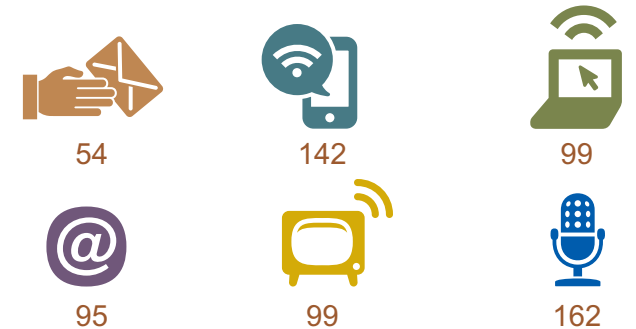
🏠 1.09% | 1.24% 👤



### Who We Are



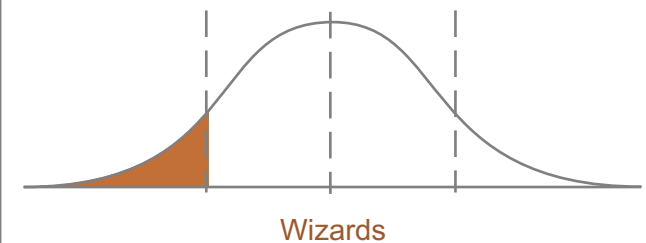
### Channel Preference



### Key Features

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

### Technology Adoption



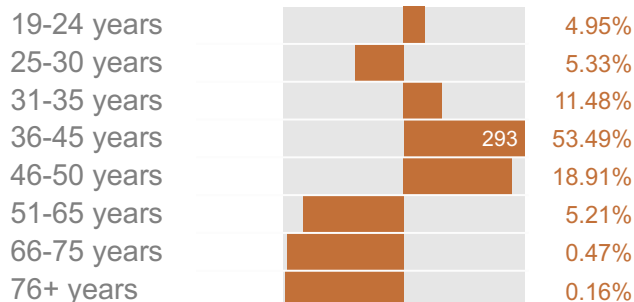
## Balance and Harmony

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

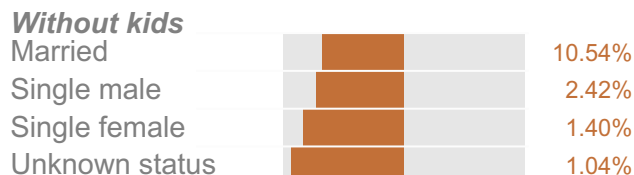
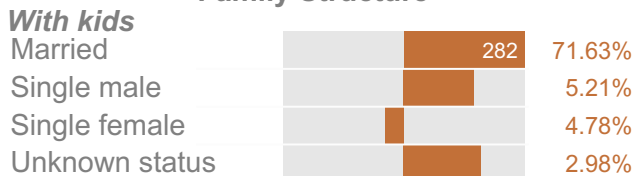
Carlos & Veronica

1.09% | 1.24%

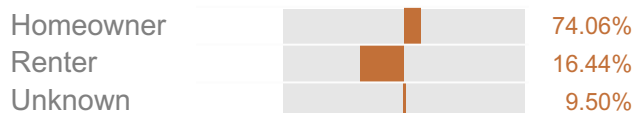
### Age



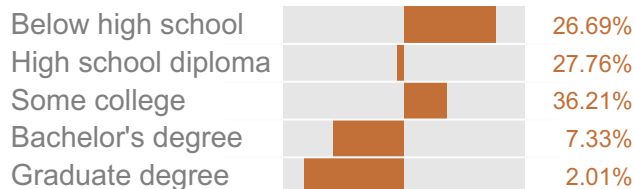
### Family Structure



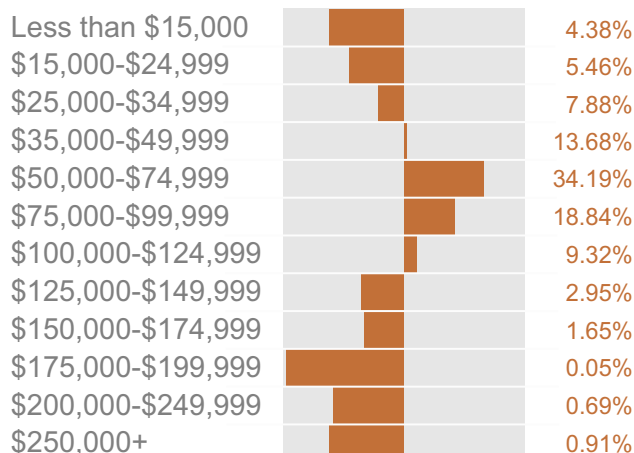
### Home Ownership



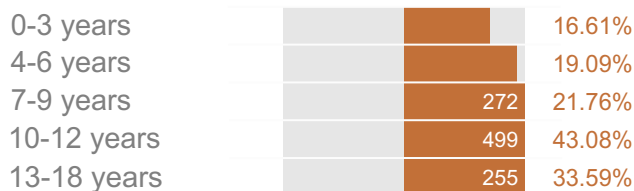
### Education



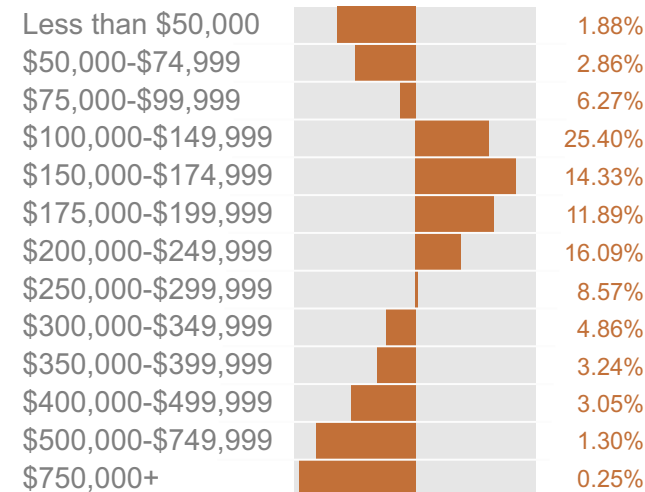
### Income



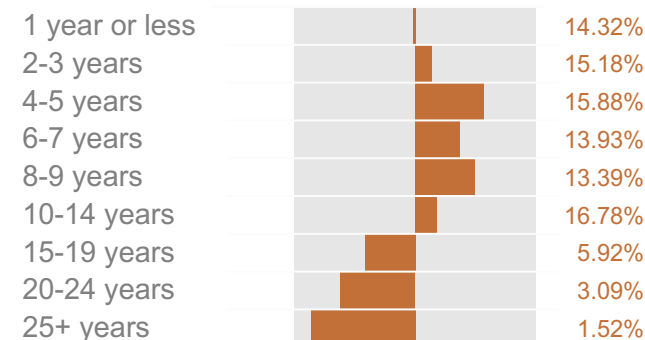
### Presence of Children



### Estimated Current Home Value



### Length of Residence



# J34

## Aging in Place

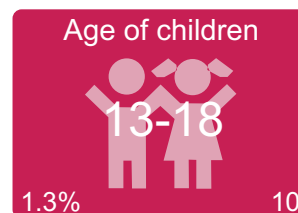
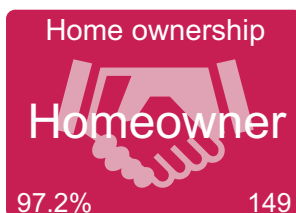
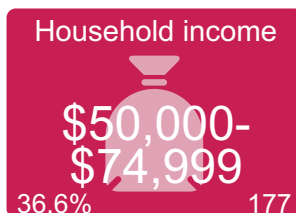
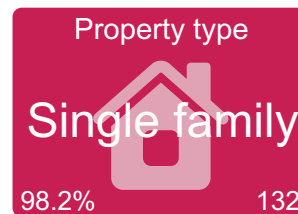
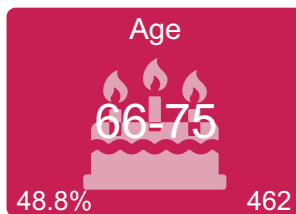
Middle-class seniors living solid, suburban lifestyles

Arthur & Elaine

🏠 2.64% | 2.56% 👤



### Who We Are



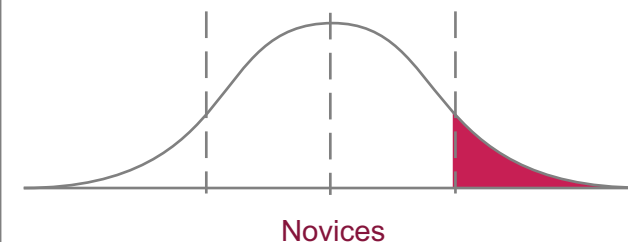
### Channel Preference



### Key Features

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

### Technology Adoption





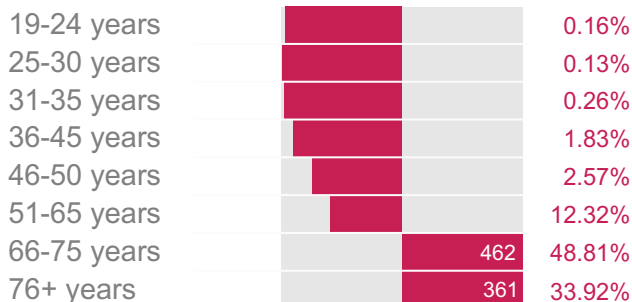
# Aging in Place

Middle-class seniors living solid, suburban lifestyles

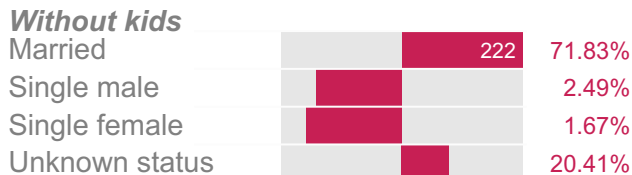
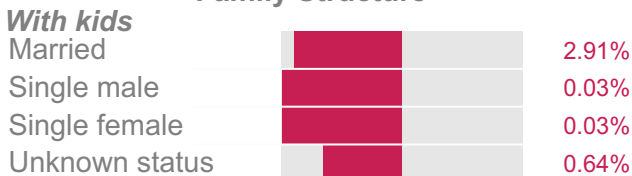
Arthur & Elaine

🏠 2.64% | 2.56% 👤

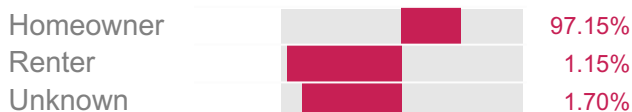
## Age



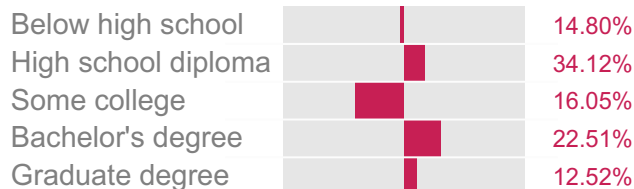
## Family Structure



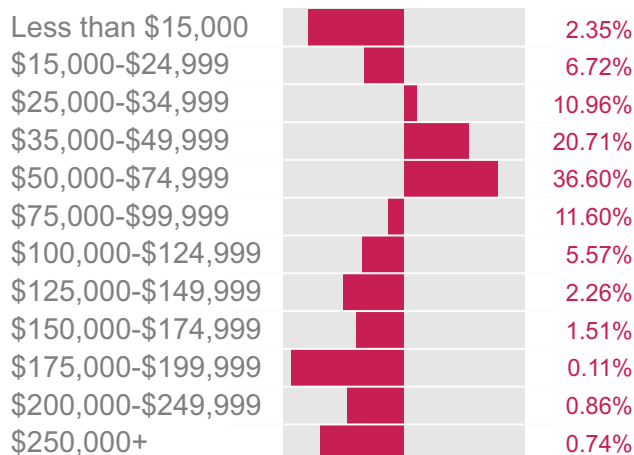
## Home Ownership



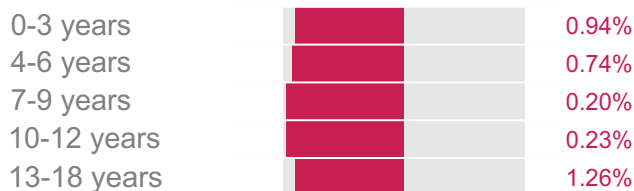
## Education



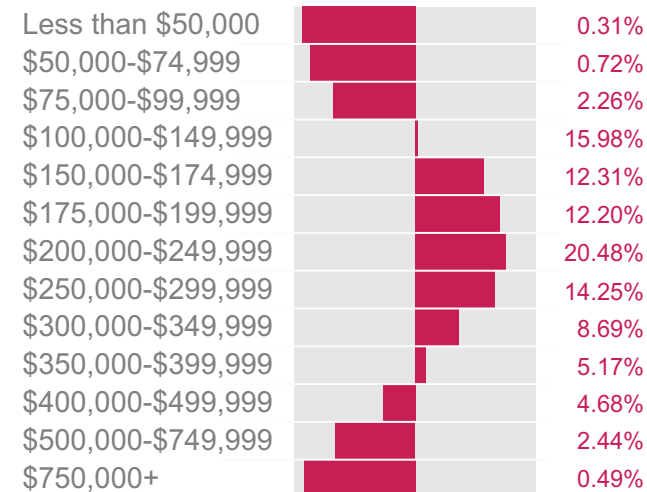
## Income



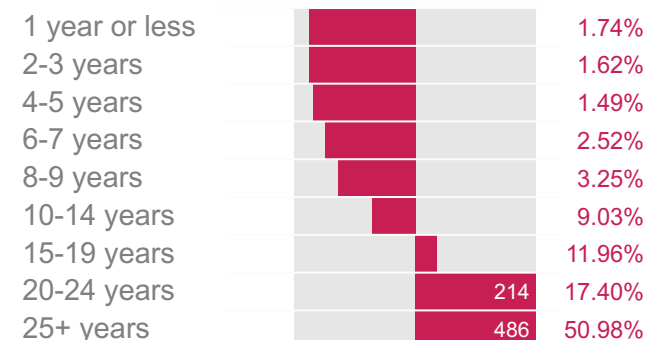
## Presence of Children



## Estimated Current Home Value



## Length of Residence



# J35

## Rural Escape

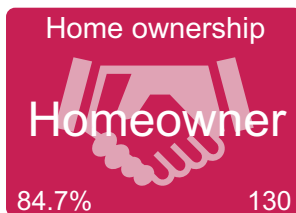
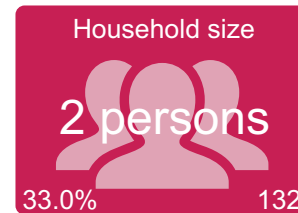
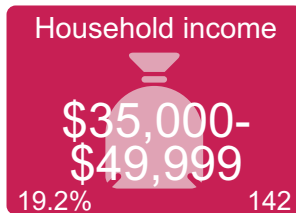
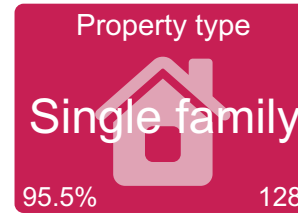
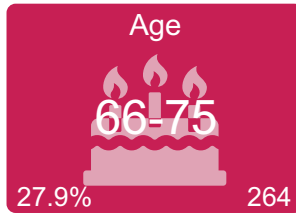
Older, middle-class couples and singles living comfortable lives in rural towns

Jerry & Joyce

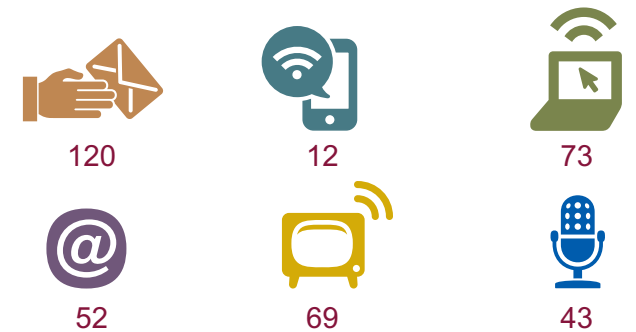
🏠 2.88% | 2.53% 👤



### Who We Are



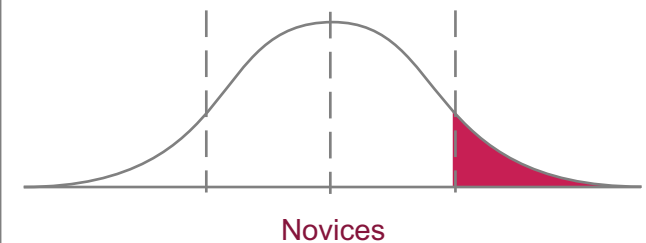
### Channel Preference



### Key Features

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

### Technology Adoption



# J35

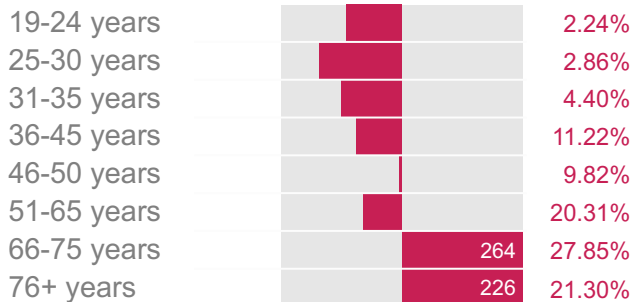
## Rural Escape

Older, middle-class couples and singles living comfortable lives in rural towns

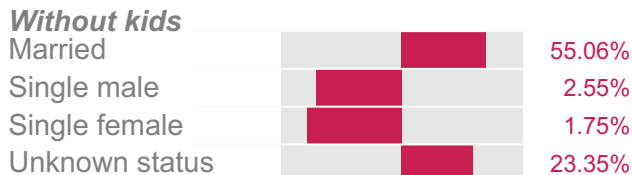
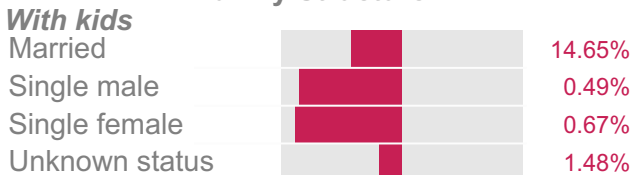
Jerry & Joyce

🏠 2.88% | 2.53% 👤

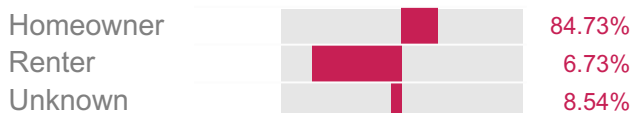
### Age



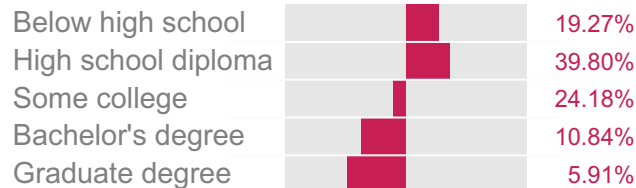
### Family Structure



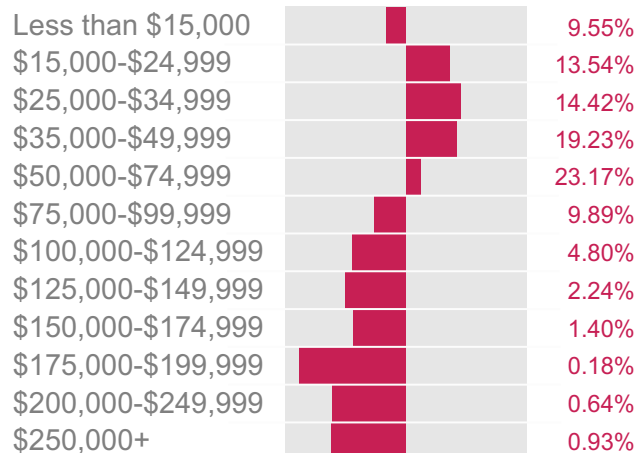
### Home Ownership



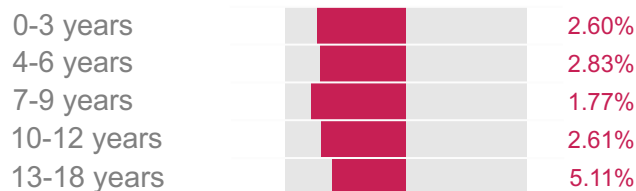
### Education



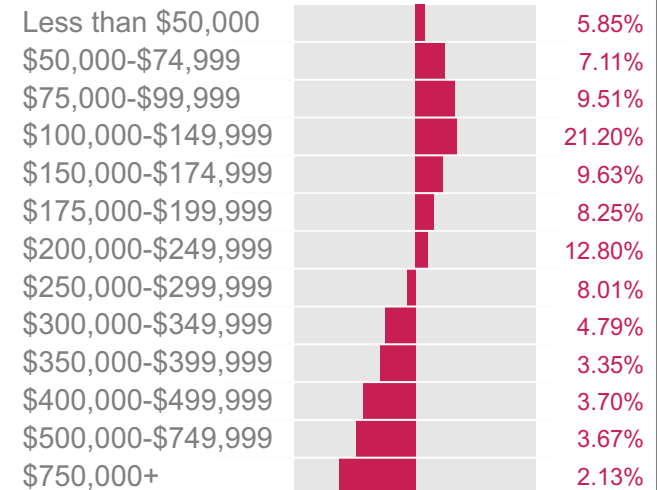
### Income



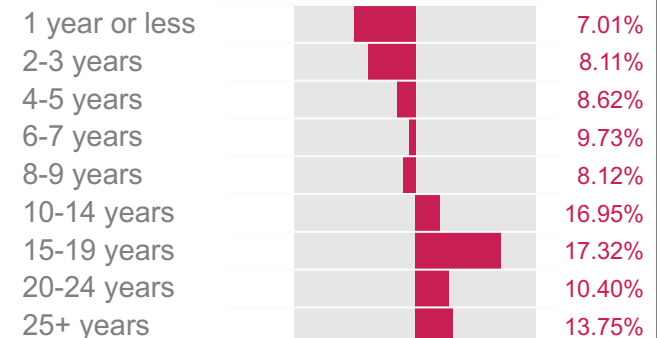
### Presence of Children



### Estimated Current Home Value



### Length of Residence



# J36

## Settled and Sensible

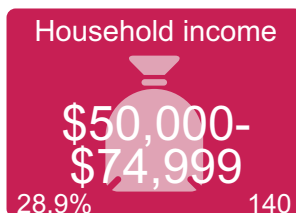
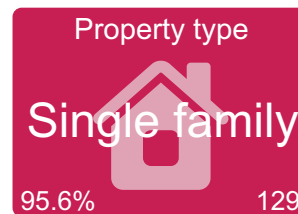
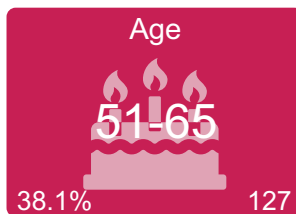
Older, middle-class and empty-nesting couples and singles in city neighborhoods

Dave & Connie

🏠 1.83% | 1.84% 👤



### Who We Are



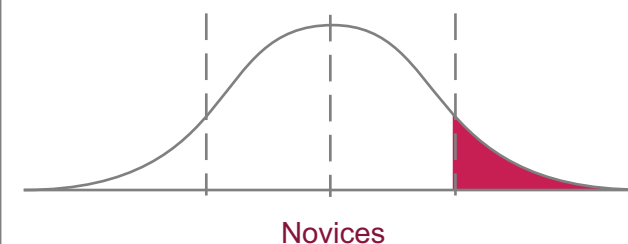
### Channel Preference



### Key Features

- Humble living
- Stable lifestyle
- Limited financial savings
- Modest spending
- Retired
- Limited internet activity

### Technology Adoption



# J36

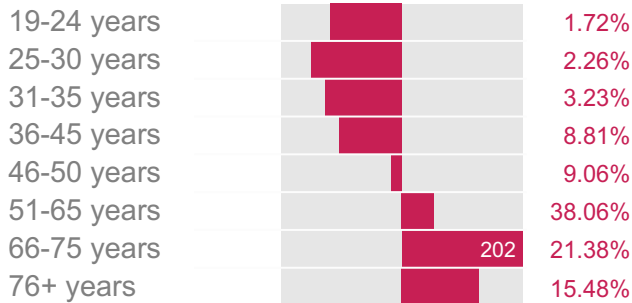
## Settled and Sensible

Older, middle-class and empty-nesting couples and singles in city neighborhoods

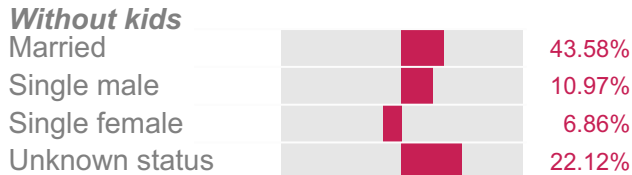
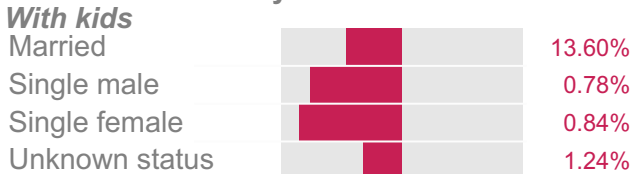
Dave & Connie

🏠 1.83% | 1.84% 👤

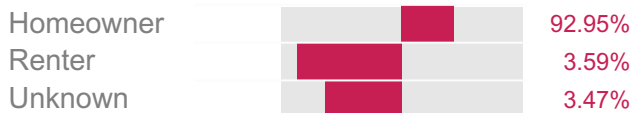
### Age



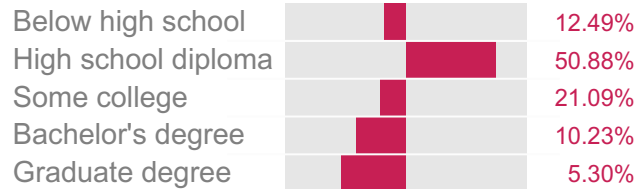
### Family Structure



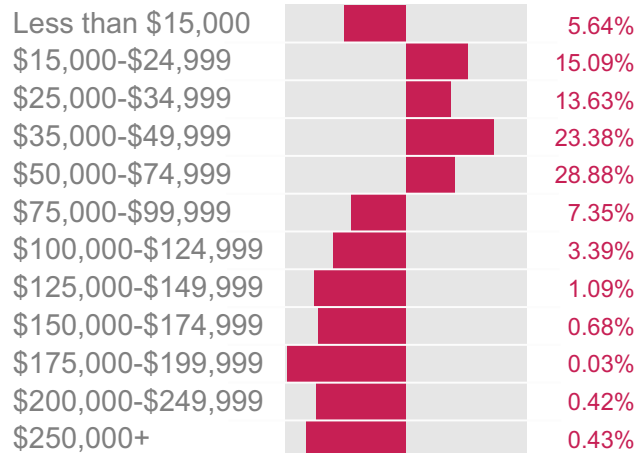
### Home Ownership



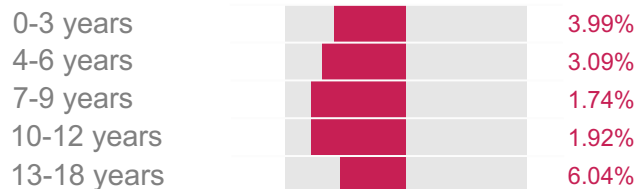
### Education



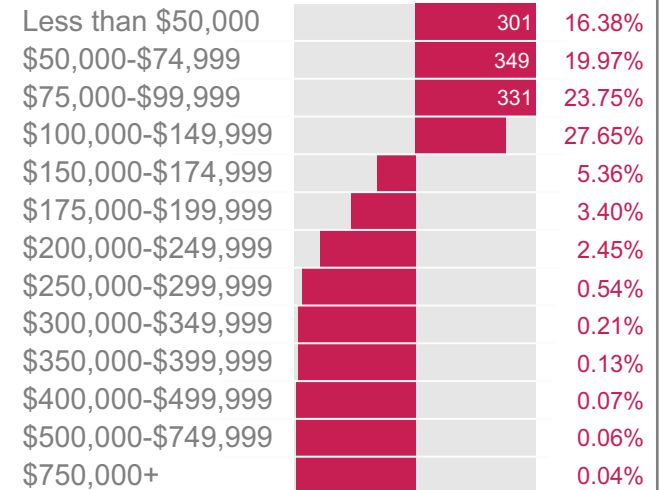
### Income



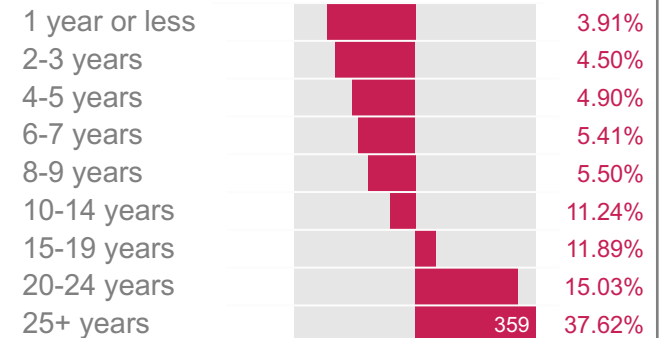
### Presence of Children



### Estimated Current Home Value



### Length of Residence



K • K37 • K38 • K39 • K40

# K37

## Wired for Success

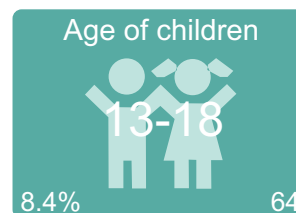
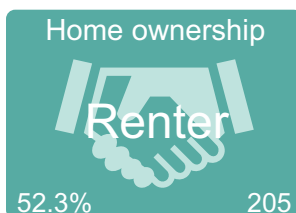
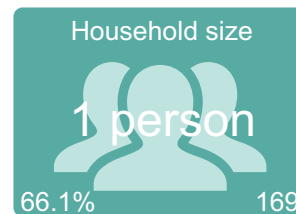
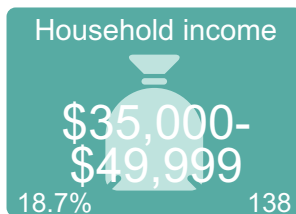
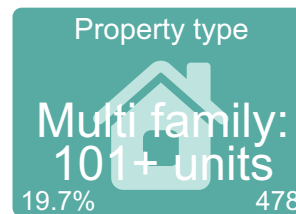
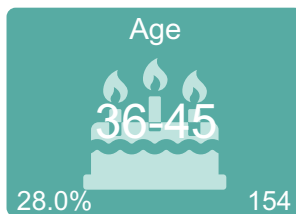
Young, mid-scale singles and couples living socially-active city lives

Chris & Liz

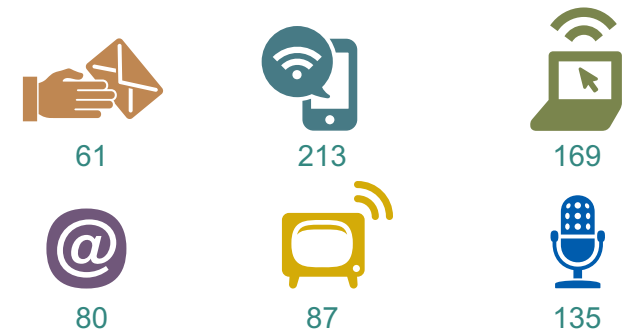
🏠 0.89% | 0.62% 👤



### Who We Are



### Channel Preference



### Key Features

- Conspicuous consumption
- Digital media gurus
- Value education
- Status seekers
- Liberal household
- Active lifestyles

### Technology Adoption



# K37

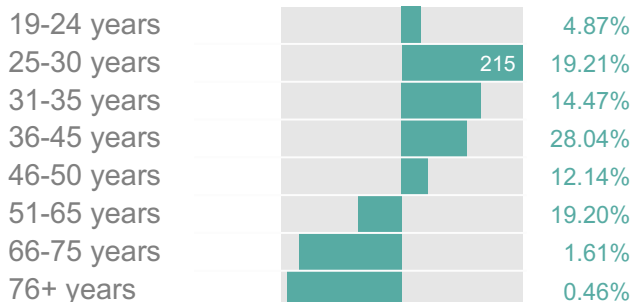
## Wired for Success

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

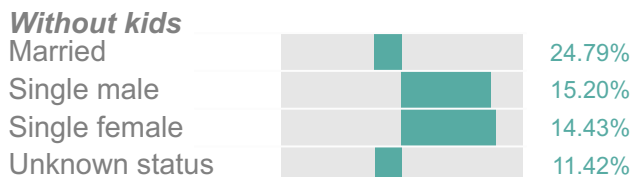
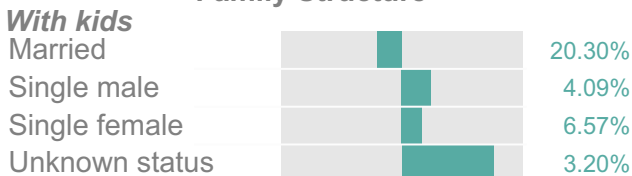
Chris & Liz

🏠 0.89% | 0.62% 👤

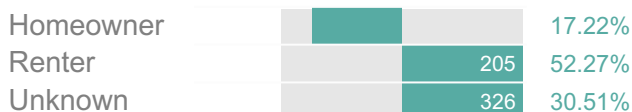
### Age



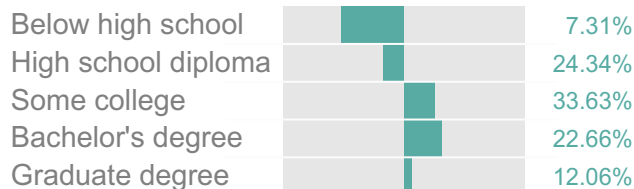
### Family Structure



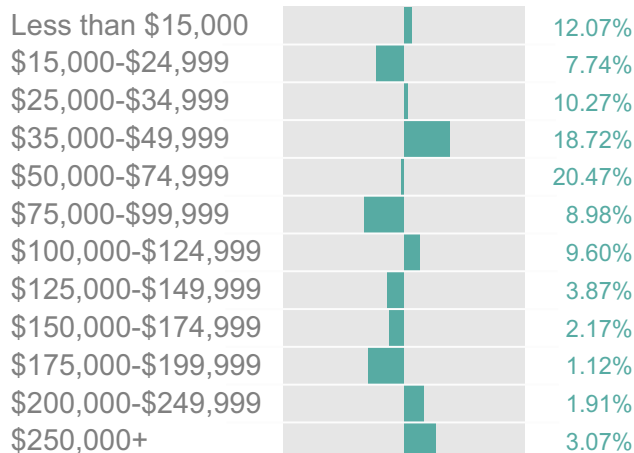
### Home Ownership



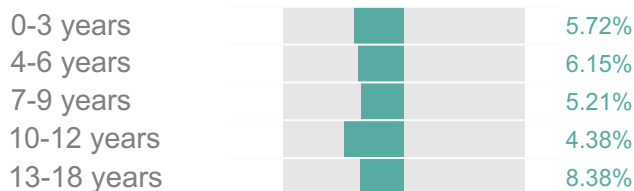
### Education



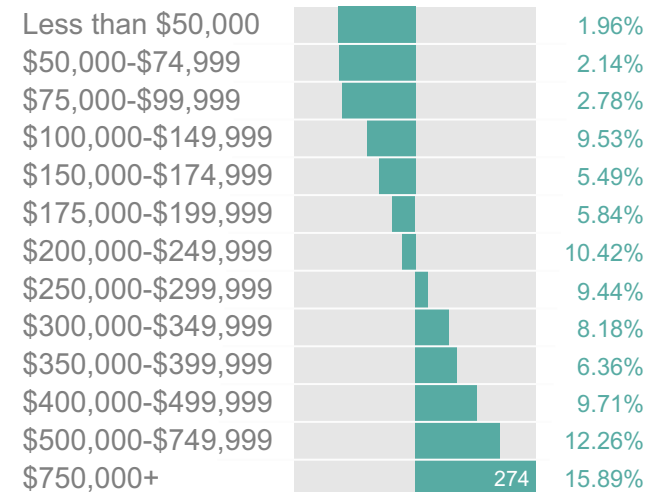
### Income



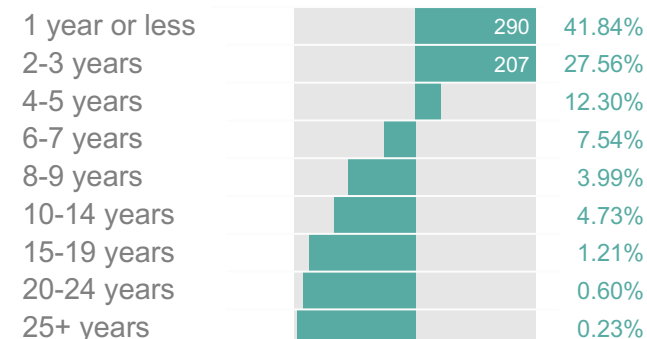
### Presence of Children



### Estimated Current Home Value



### Length of Residence



K • K37 • K38 • K39 • K40

K38

## Gotham Blend

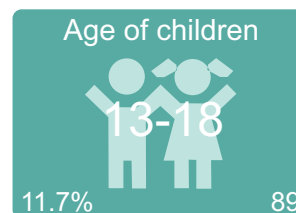
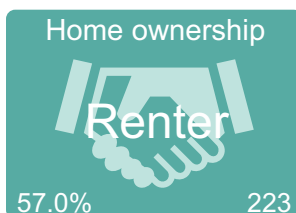
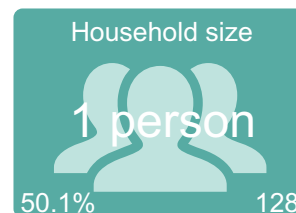
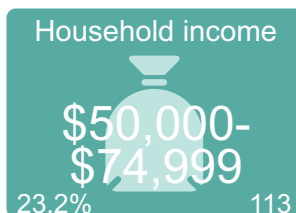
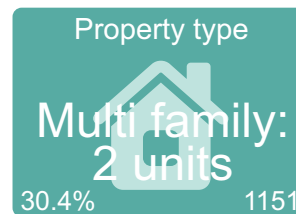
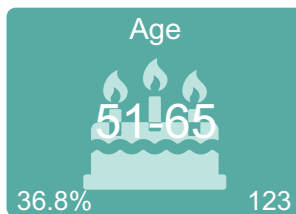
Mix of middle-aged and middle-class singles and couples mainly living urban New York City-area lifestyles

Louis & Helen

🏠 1.18% | 1.01% 👤



### Who We Are



### Channel Preference



### Key Features

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

### Technology Adoption





# K38

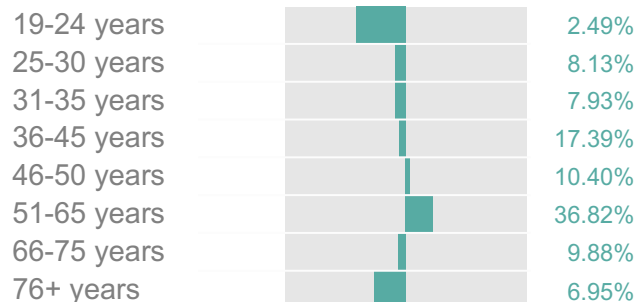
## Gotham Blend

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

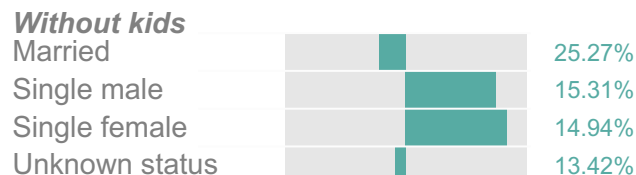
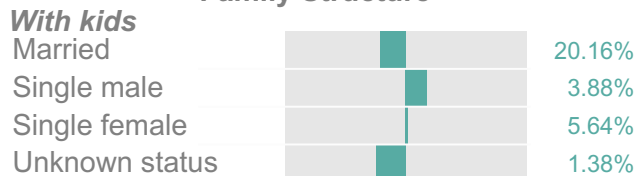
Louis & Helen

🏠 1.18% | 1.01% 👤

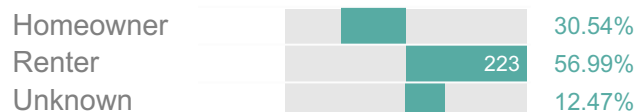
### Age



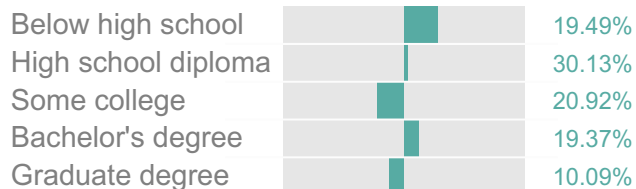
### Family Structure



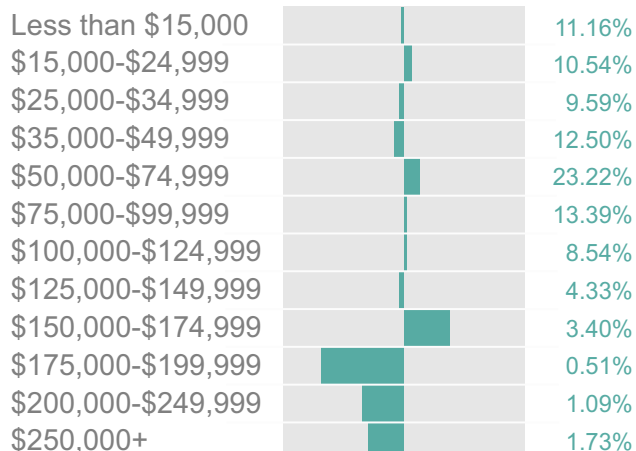
### Home Ownership



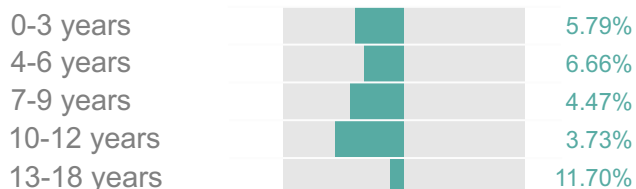
### Education



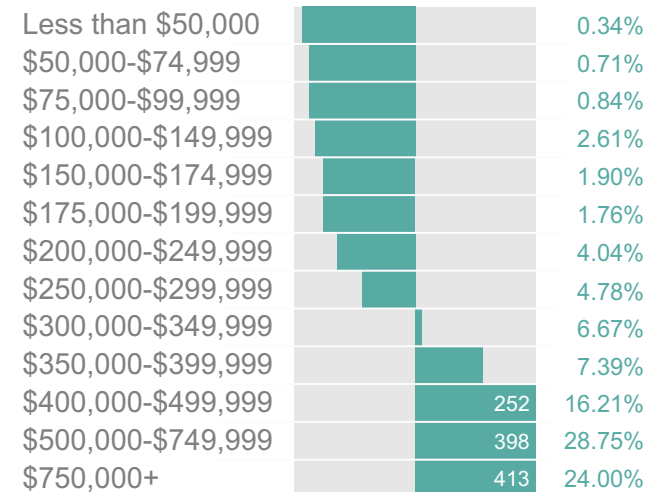
### Income



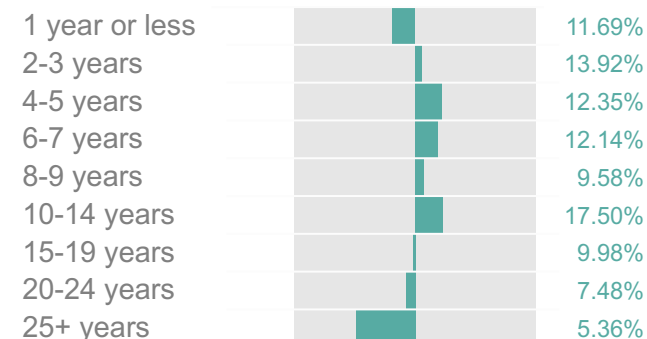
### Presence of Children



### Estimated Current Home Value



### Length of Residence



K • K37 • K38 • K39 • K40

**K39**

## Metro Fusion

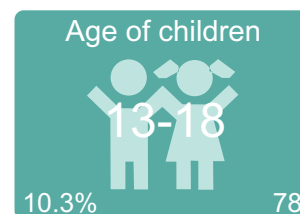
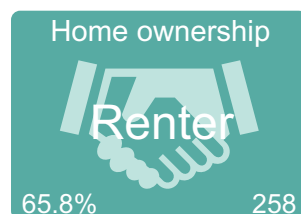
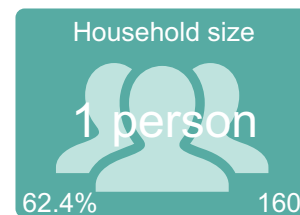
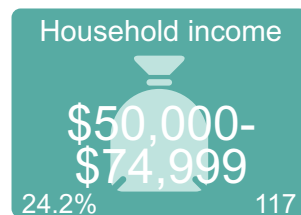
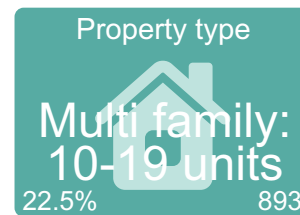
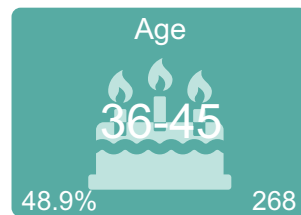
Middle-aged singles living urban active lifestyles

Martin & Teresa

🏠 0.49% | 0.33% 👤



### Who We Are



### Channel Preference



66



352



147



152



112



139

### Key Features

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

### Technology Adoption



# K39

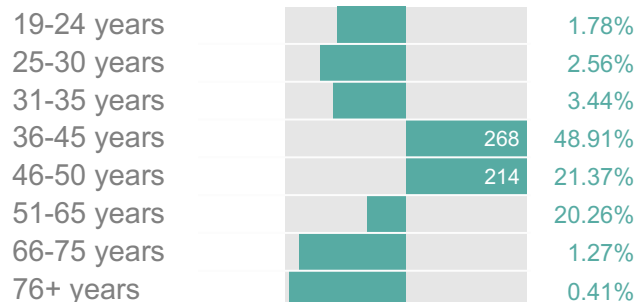
## Metro Fusion

Middle-aged singles living urban active lifestyles

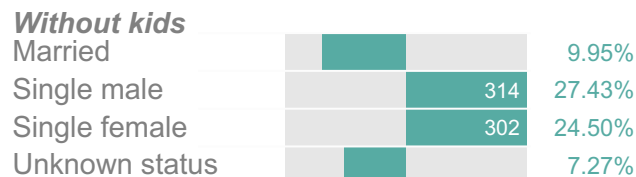
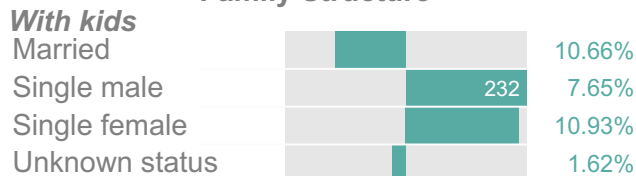
Martin & Teresa

🏠 0.49% | 0.33% 👤

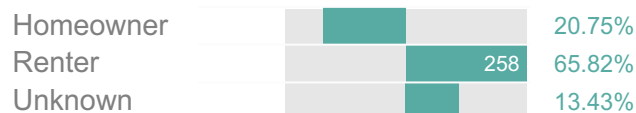
### Age



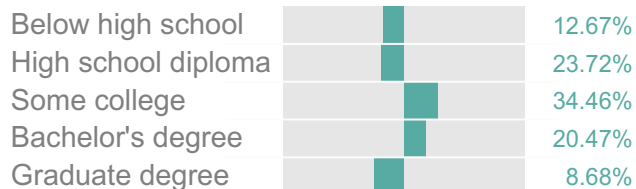
### Family Structure



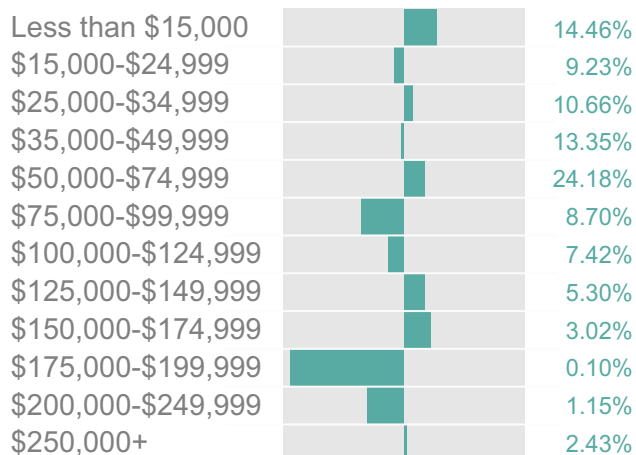
### Home Ownership



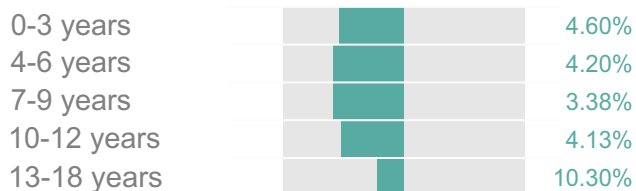
### Education



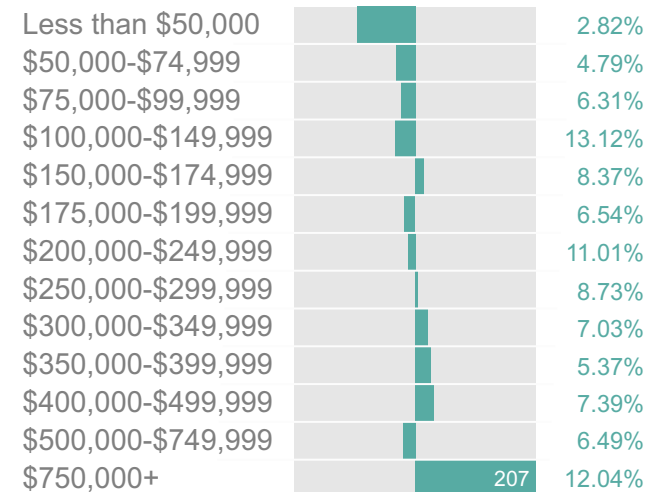
### Income



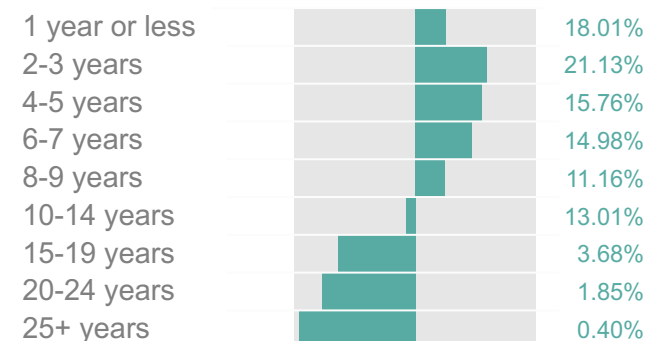
### Presence of Children



### Estimated Current Home Value



### Length of Residence



K • K37 • K38 • K39 • K40

# K40

## Bohemian Groove

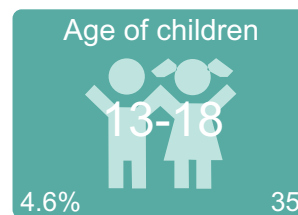
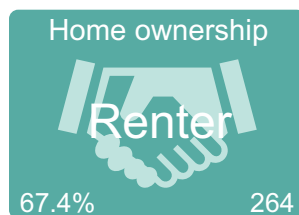
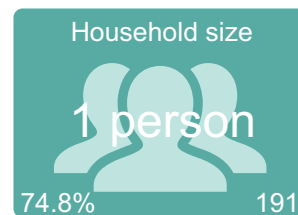
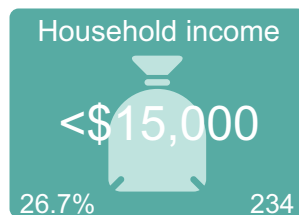
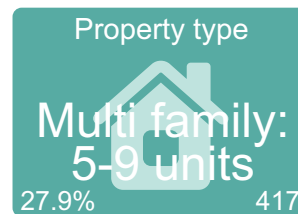
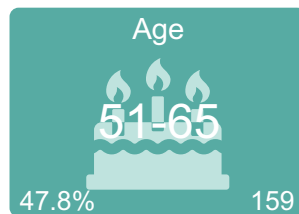
Older unattached individuals enjoying settled urban lives

Peter & Janice

🏠 2.08% | 1.20% 👤



### Who We Are



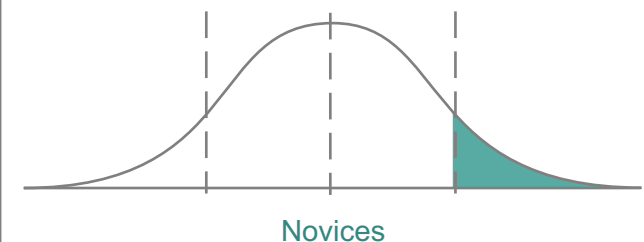
### Channel Preference



### Key Features

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

### Technology Adoption



# K40

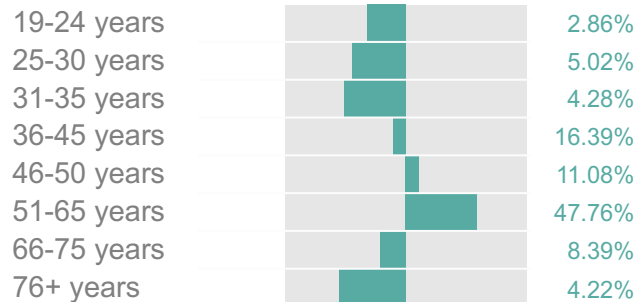
## Bohemian Groove

Older unattached individuals enjoying settled urban lives

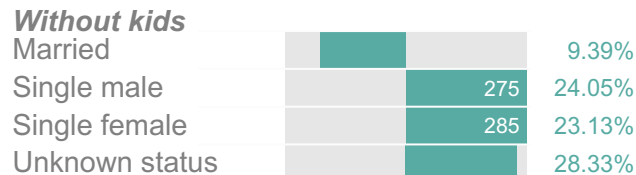
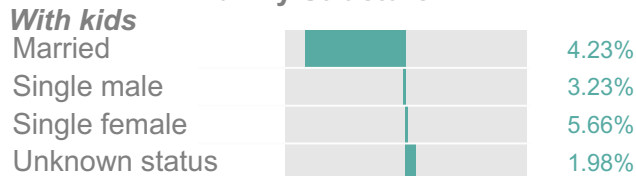
Peter & Janice

🏠 2.08% | 1.20% 👤

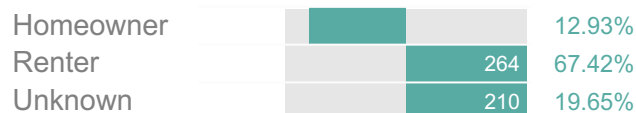
### Age



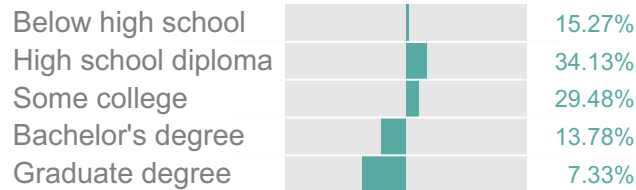
### Family Structure



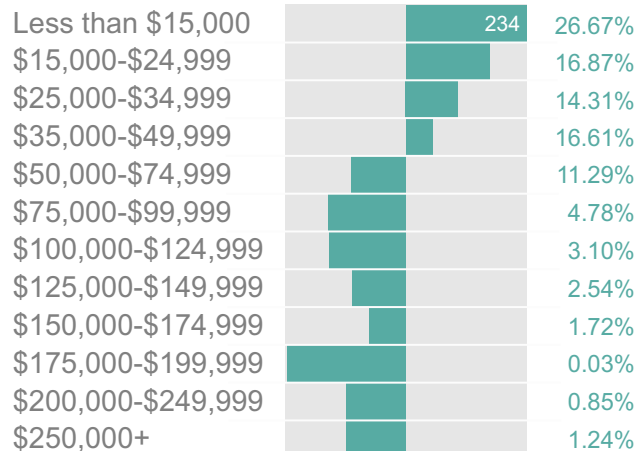
### Home Ownership



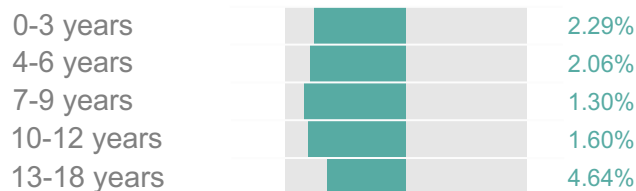
### Education



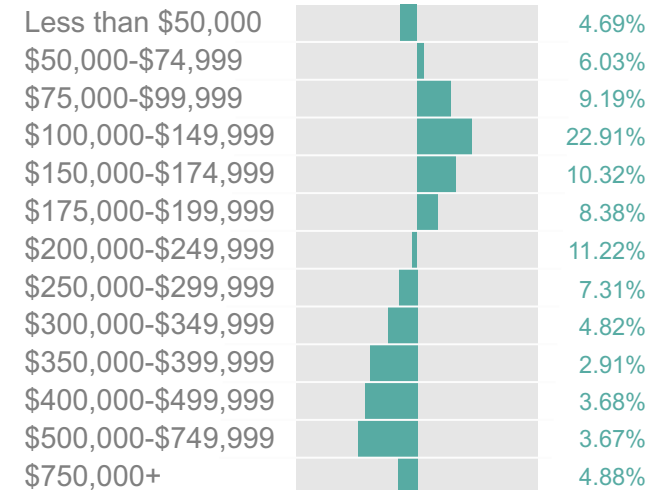
### Income



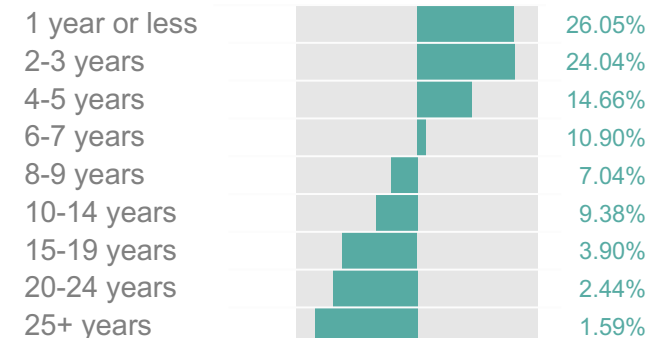
### Presence of Children



### Estimated Current Home Value



### Length of Residence



L • L41 • L42 • L43

# L41

## Booming and Consuming

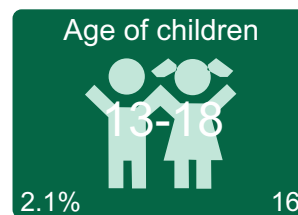
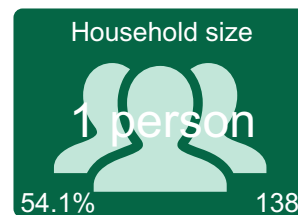
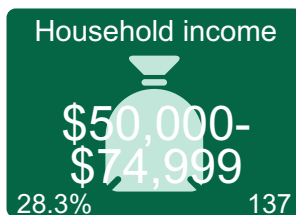
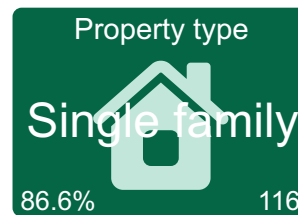
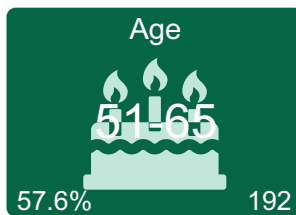
Older empty-nesting couples and singles enjoying relaxed lives in small towns

Dennis & Jean

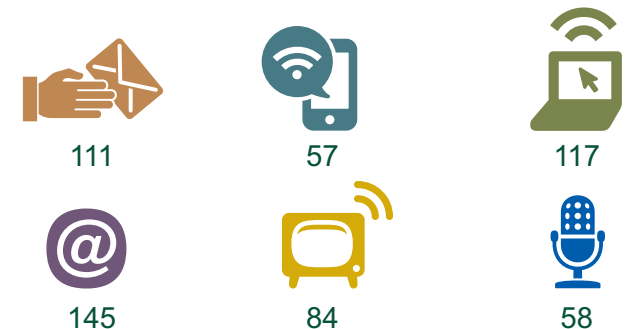
🏠 0.99% | 0.72% 👤



### Who We Are



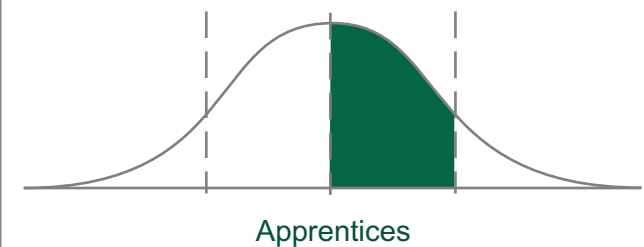
### Channel Preference



### Key Features

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

### Technology Adoption



# L41

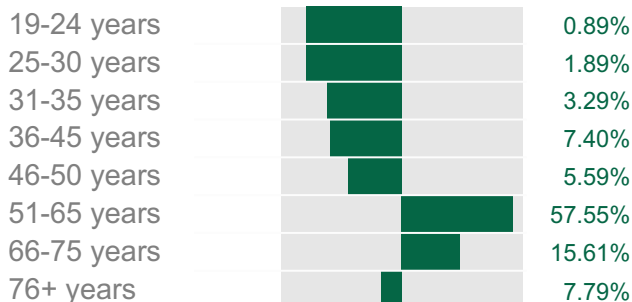
## Booming and Consuming

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

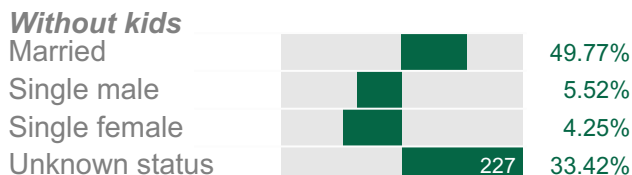
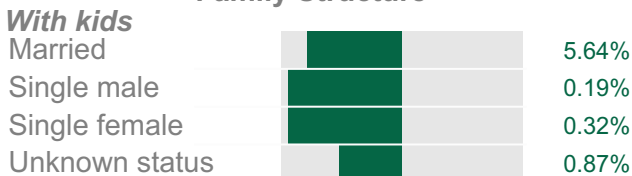
Dennis & Jean

🏠 0.99% | 0.72% 👤

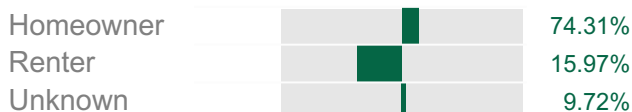
### Age



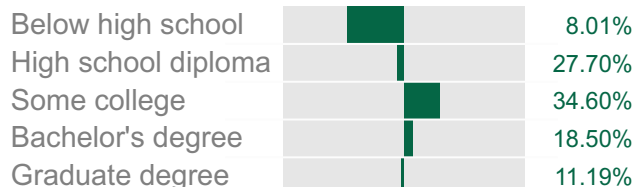
### Family Structure



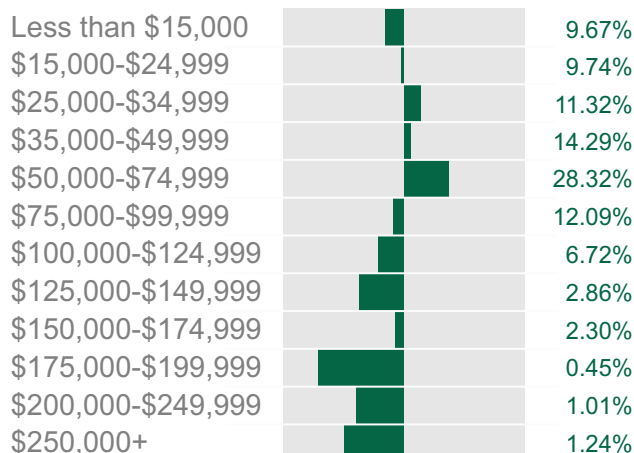
### Home Ownership



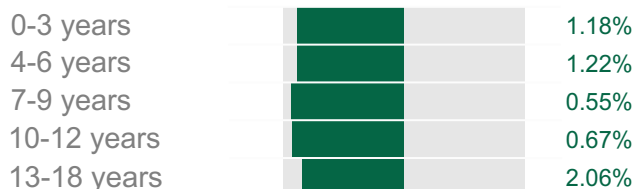
### Education



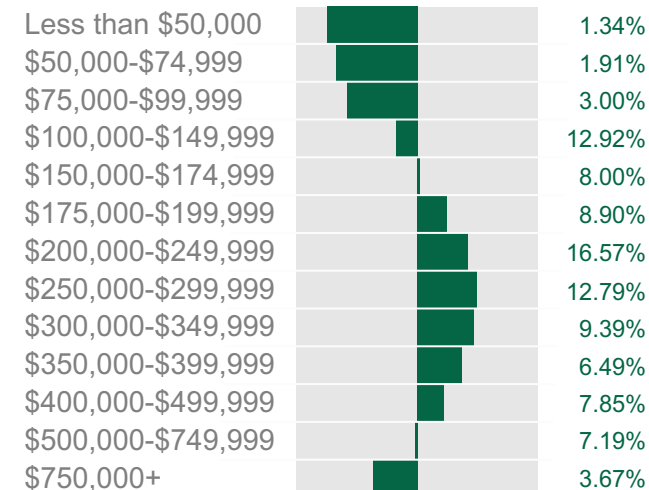
### Income



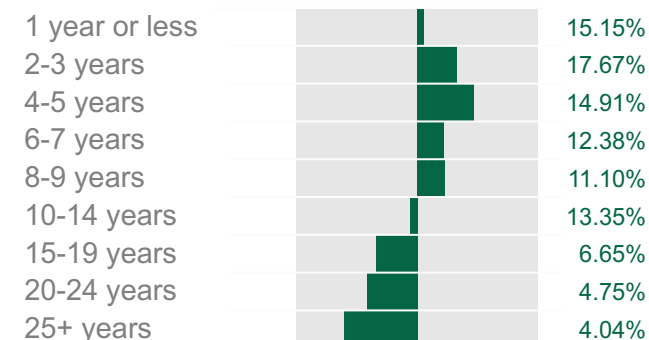
### Presence of Children



### Estimated Current Home Value



### Length of Residence



# L42

## Rooted Flower Power

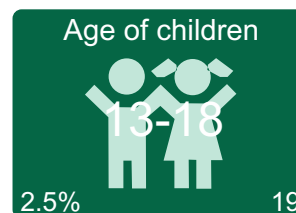
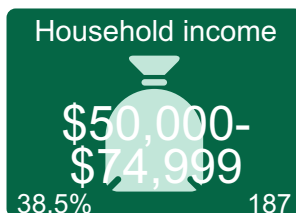
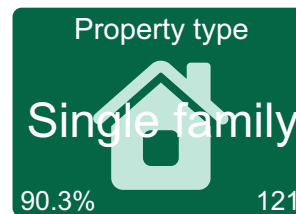
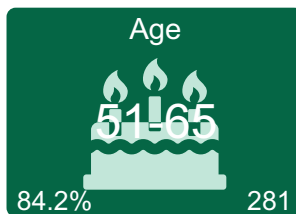
Mid-scale baby boomer singles and couples rooted in established suburban communities and approaching retirement

Tom & Diane

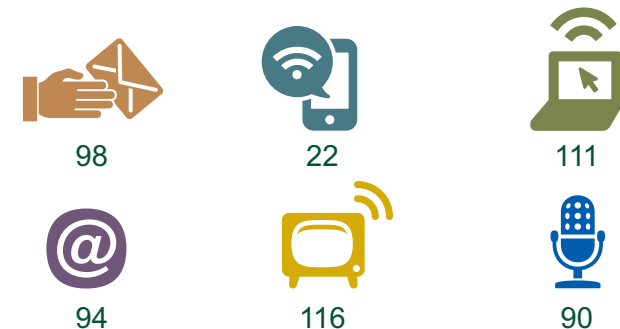
🏠 3.10% | 2.52% 👤



### Who We Are



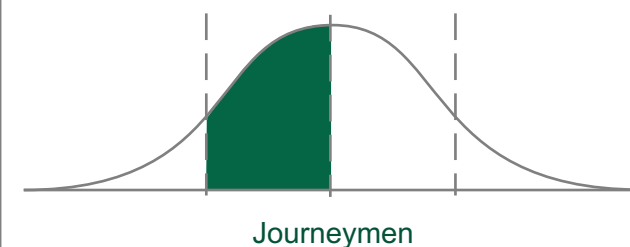
### Channel Preference



### Key Features

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

### Technology Adoption





# L42

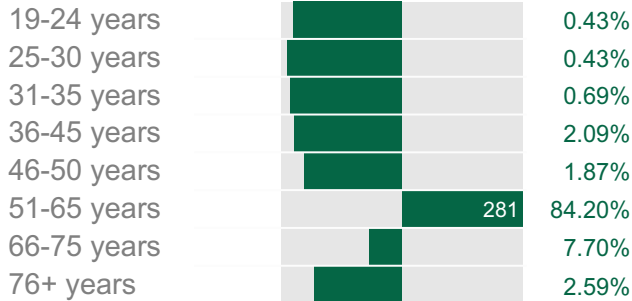
## Rooted Flower Power

Mid-scale baby boomer singles and couples rooted in established suburban communities and approaching retirement

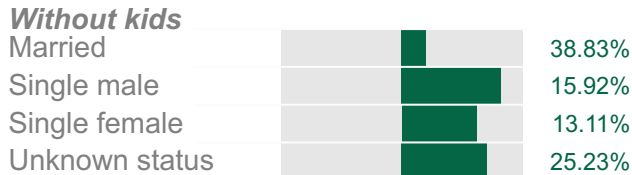
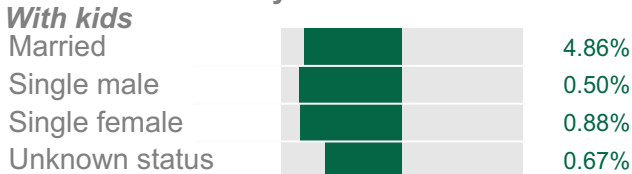
Tom & Diane

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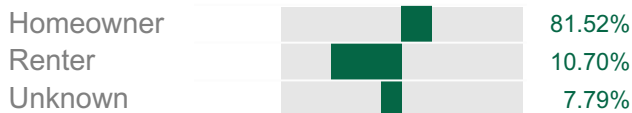
### Age



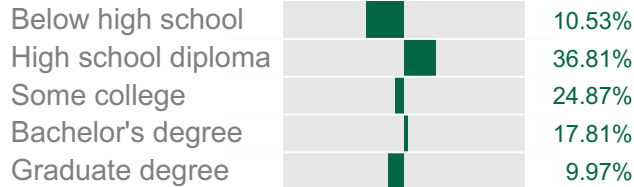
### Family Structure



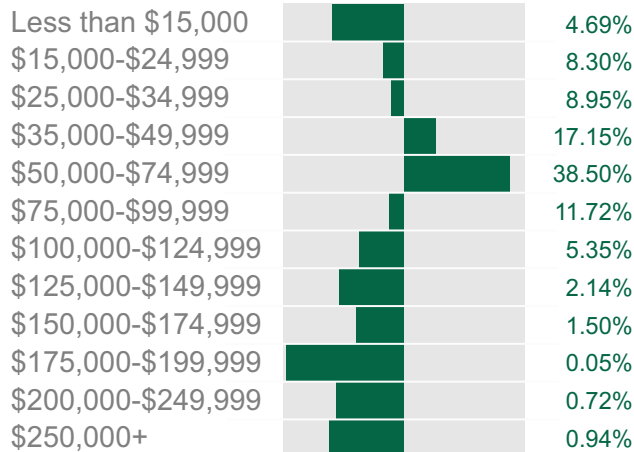
### Home Ownership



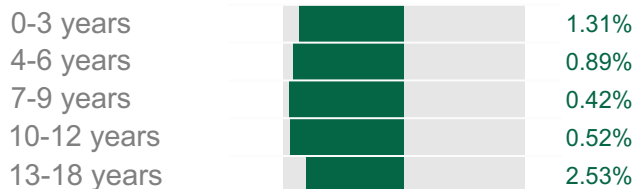
### Education



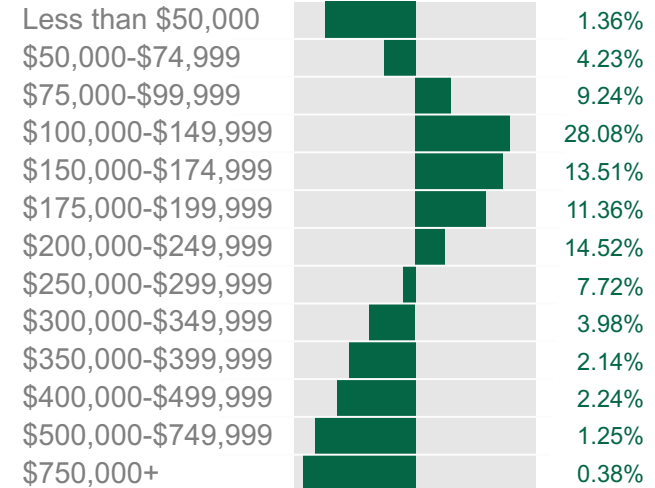
### Income



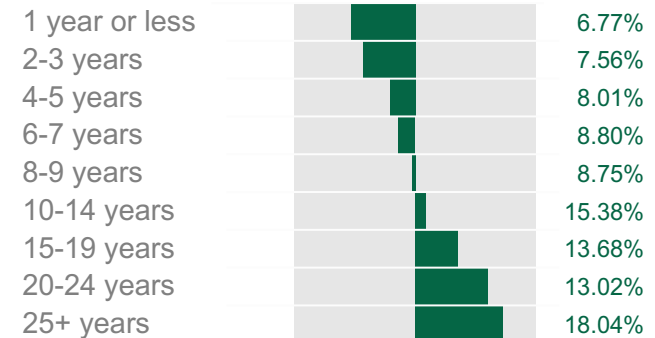
### Presence of Children



### Estimated Current Home Value



### Length of Residence



# L43

## Homemade Happiness

Lower middle-class baby boomer households living in remote town and country homes

Mike & Janet

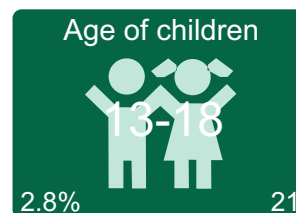
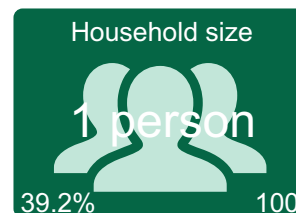
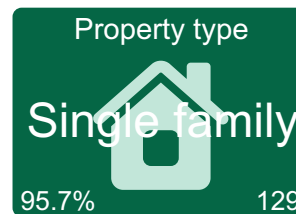
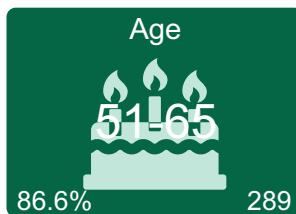
🏠 2.72% | 2.41% 👤



### Key Features

- Humble rural living
- Blue-collar and agricultural jobs
- Cash not credit
- Hunting and fishing
- Pragmatic shoppers
- Traditional family values

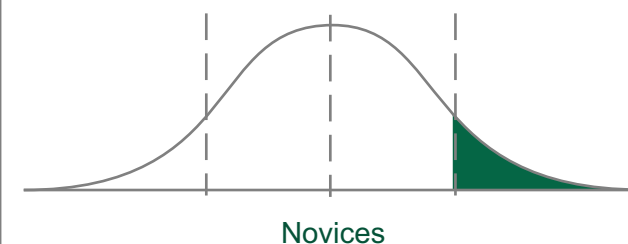
### Who We Are



### Channel Preference



### Technology Adoption



# L43

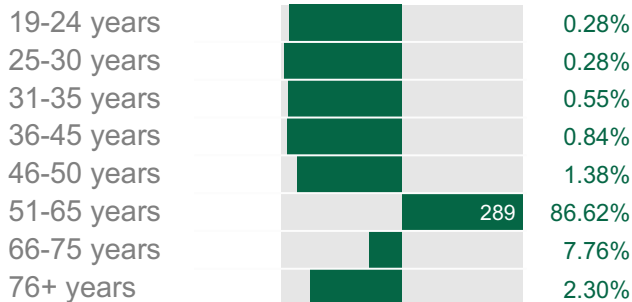
## Homemade Happiness

Lower middle-class baby boomer households living in remote town and country homes

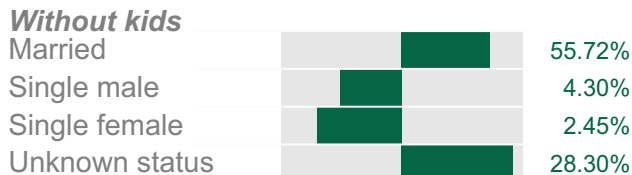
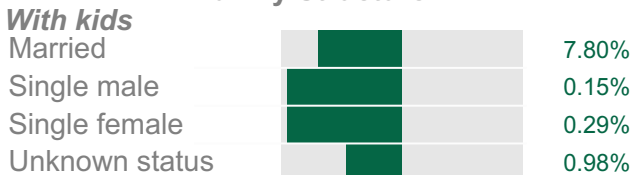
Mike & Janet

🏠 2.72% | 2.41% 👤

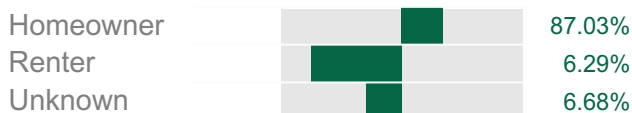
### Age



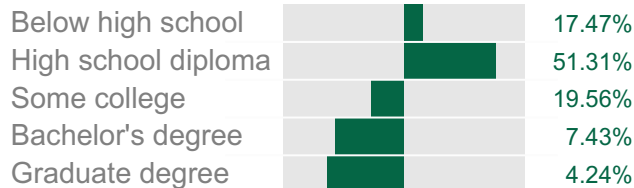
### Family Structure



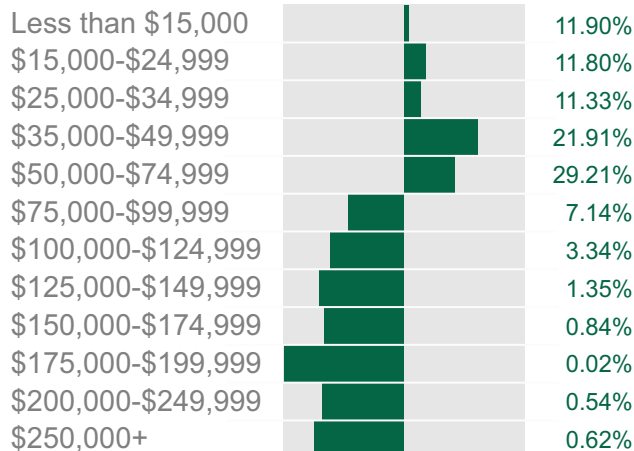
### Home Ownership



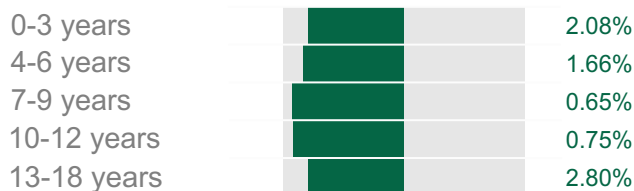
### Education



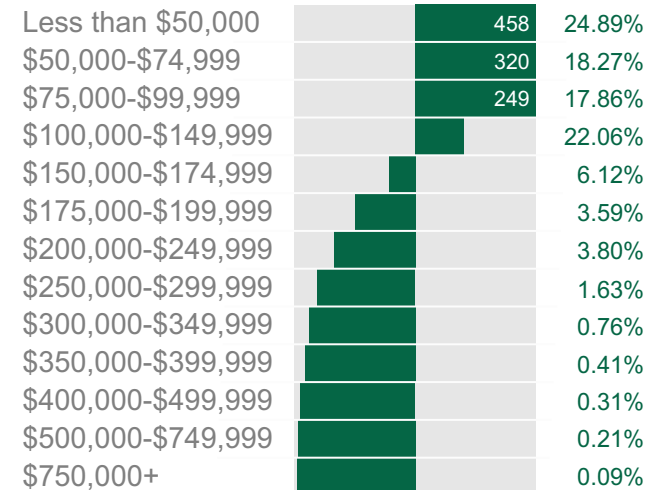
### Income



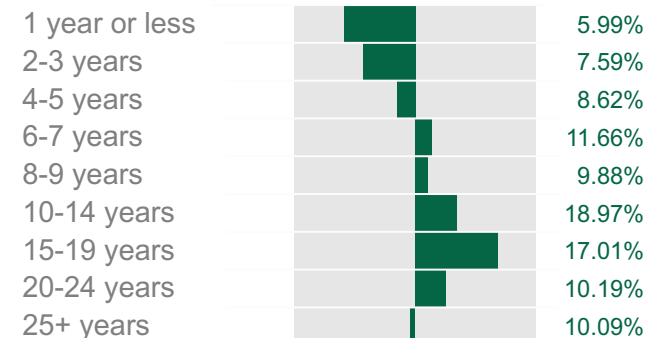
### Presence of Children



### Estimated Current Home Value



### Length of Residence



M • M44 • M45

# M44

## Red, White and Bluegrass

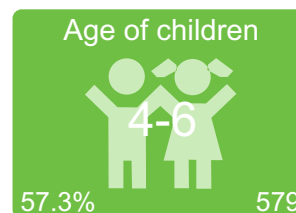
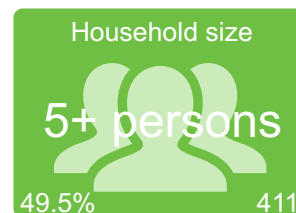
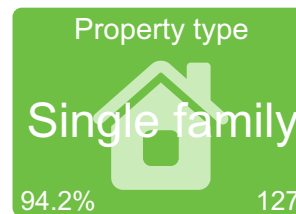
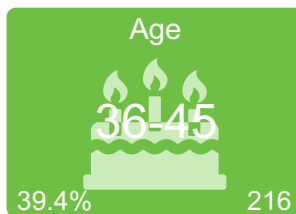
Lower middle-income rural families with diverse adult and children household dynamics

Timothy & Tammy

🏠 1.70% | 3.27% 👤



### Who We Are



### Channel Preference



### Key Features

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

### Technology Adoption



# M44

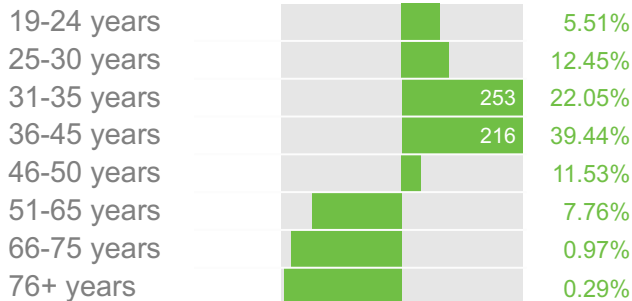
## Red, White and Bluegrass

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

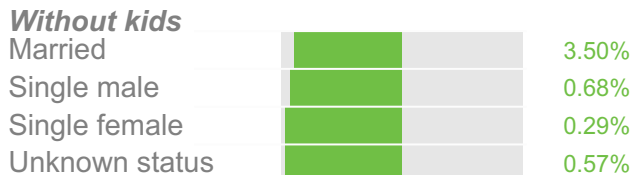
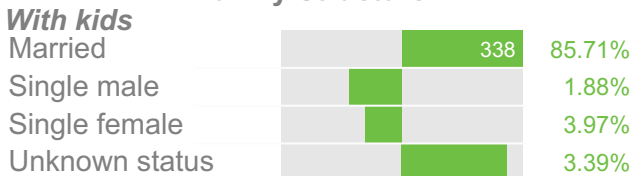
Timothy & Tammy

🏠 1.70% | 3.27% 👤

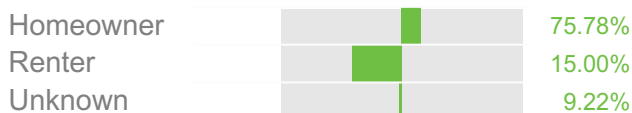
### Age



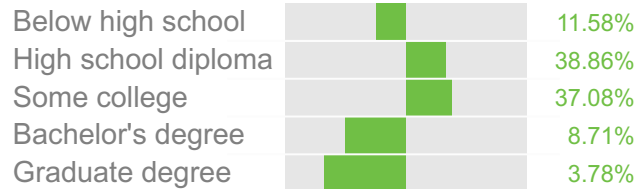
### Family Structure



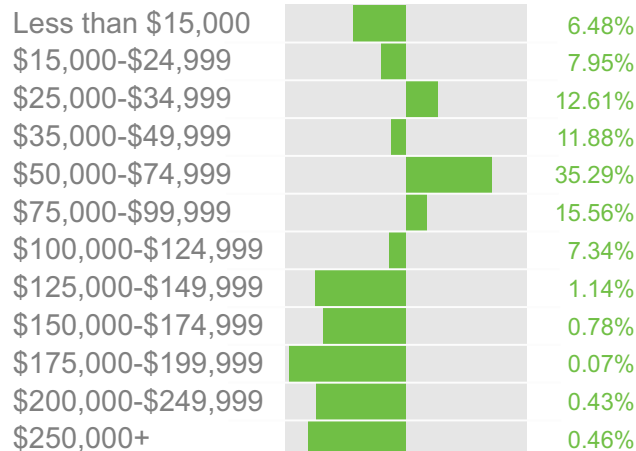
### Home Ownership



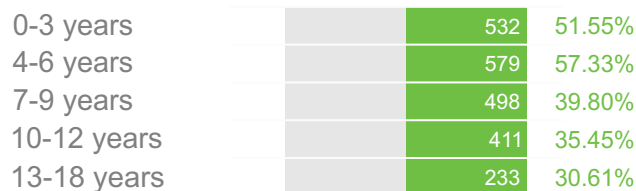
### Education



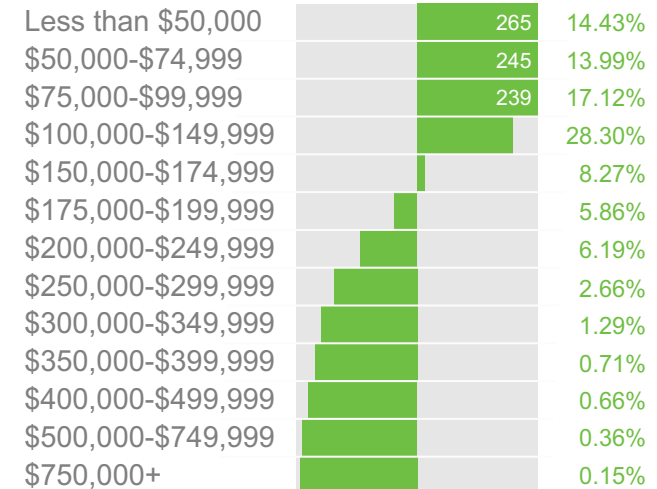
### Income



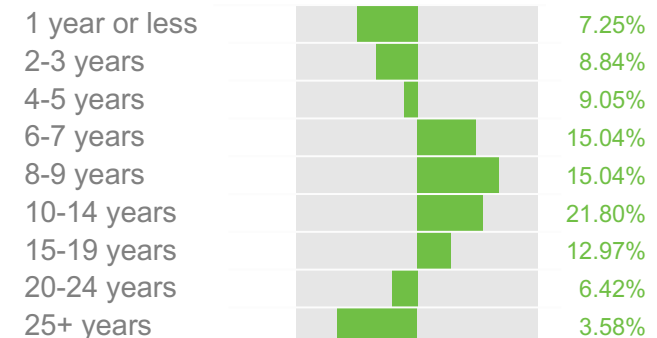
### Presence of Children



### Estimated Current Home Value



### Length of Residence



M • M44 • M45

# M45

## Diapers and Debit Cards

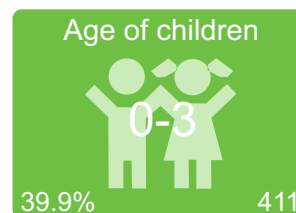
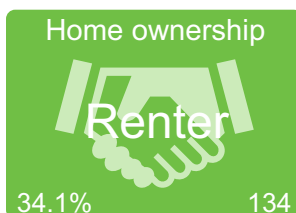
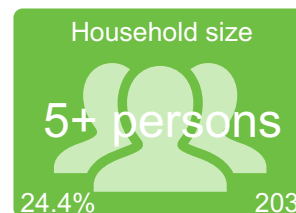
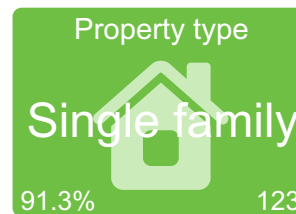
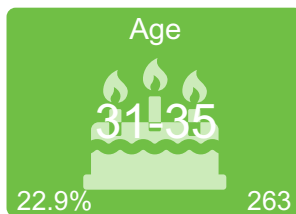
Young, working-class families and single parent households living in small established, city residences

Daniel & Amanda

🏠 1.43% | 1.99% 👤



### Who We Are



### Channel Preference



### Key Features

- Rural living
- Enjoy bargain hunting
- Middle of the road politics
- Early childrearing years
- Bowling and pool leagues
- Home-based family activities

### Technology Adoption



# M45

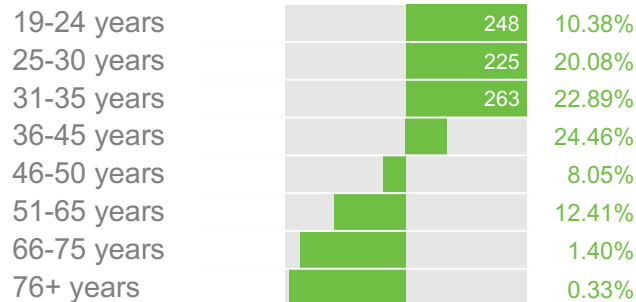
## Diapers and Debit Cards

Young, working-class families and single parent households living in small established, city residences

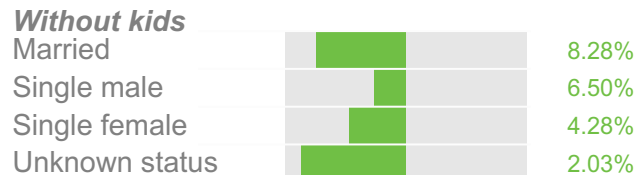
Daniel & Amanda

🏠 1.43% | 1.99% 👤

### Age



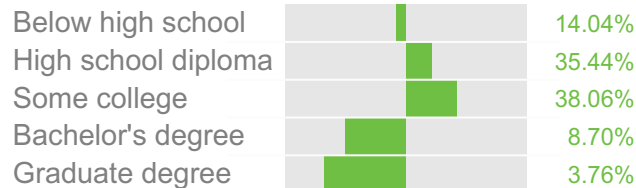
### Family Structure



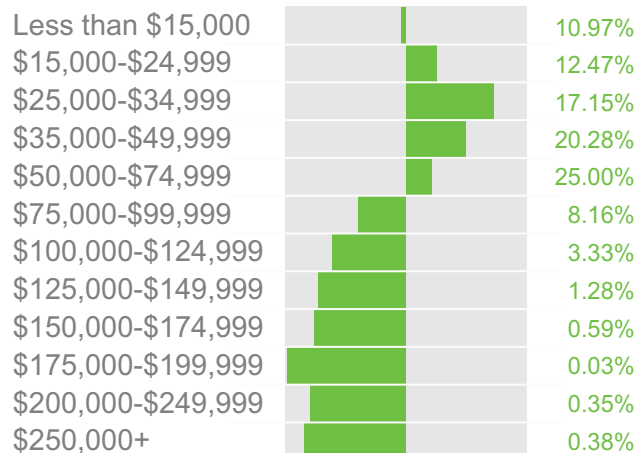
### Home Ownership



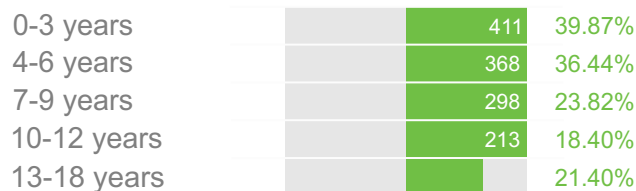
### Education



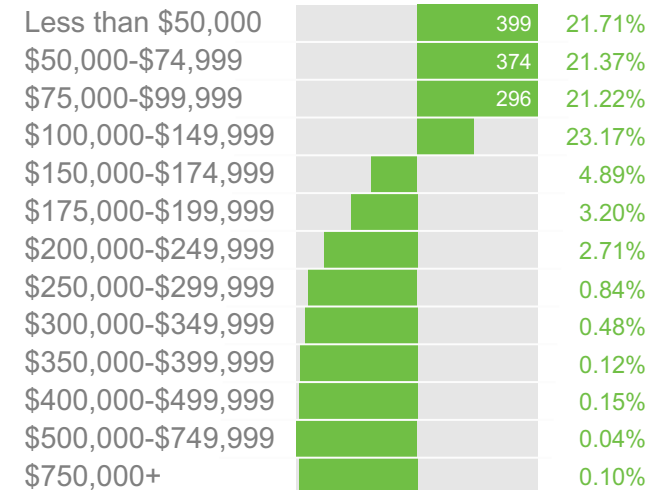
### Income



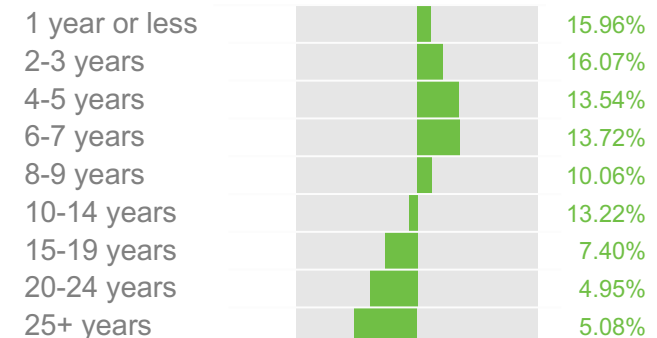
### Presence of Children



### Estimated Current Home Value



### Length of Residence



N • N46 • N47 • N48 • N49

# N46

## True Grit Americans

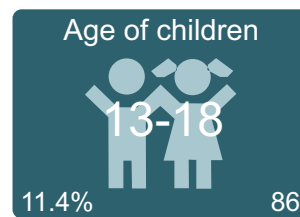
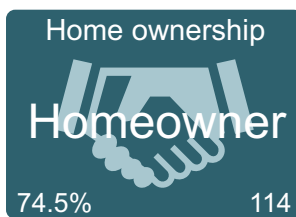
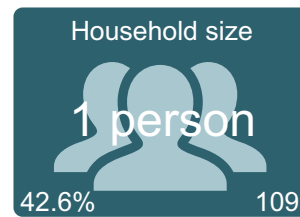
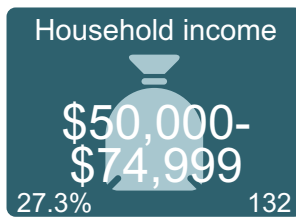
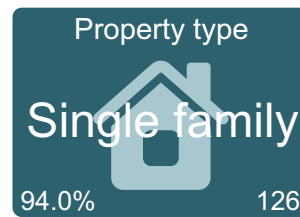
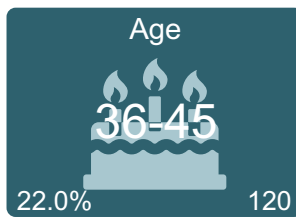
Older, middle-class households in town and country communities located in the nation's midsection

Rick & Tracy

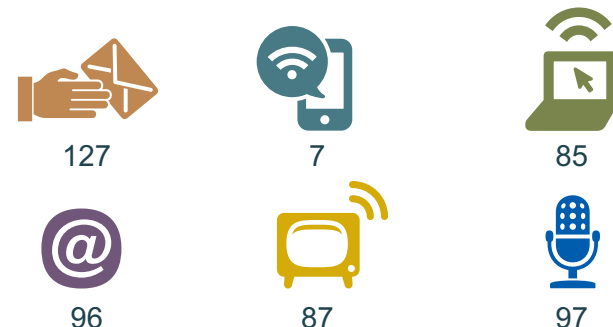
🏠 1.44% | 1.32% 👤



### Who We Are



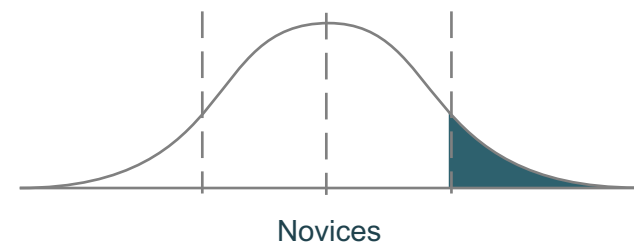
### Channel Preference



### Key Features

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

### Technology Adoption





# N46

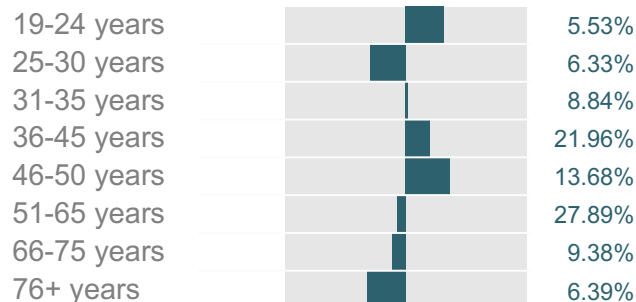
## True Grit Americans

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

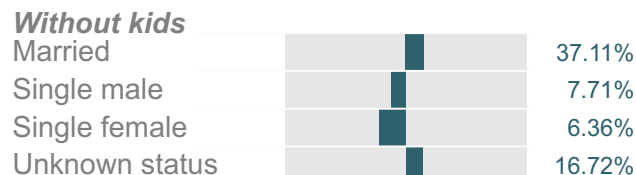
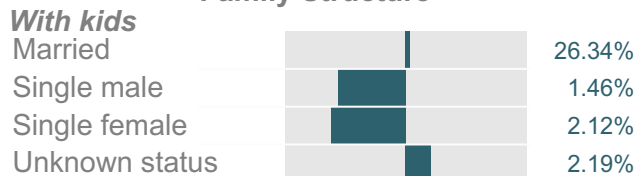
Rick & Tracy

🏠 1.44% | 1.32% 👤

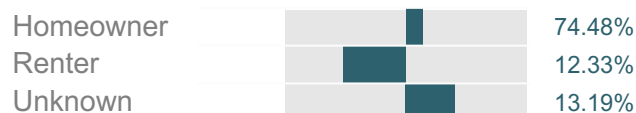
### Age



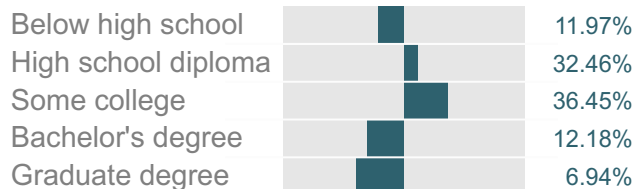
### Family Structure



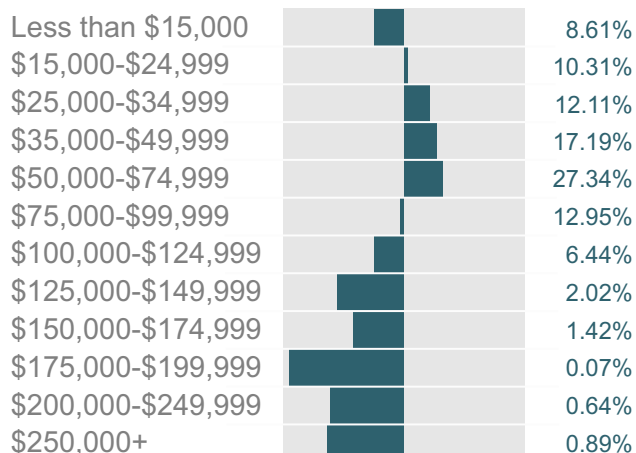
### Home Ownership



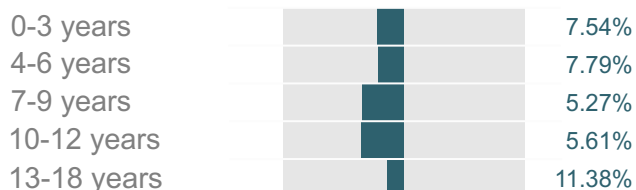
### Education



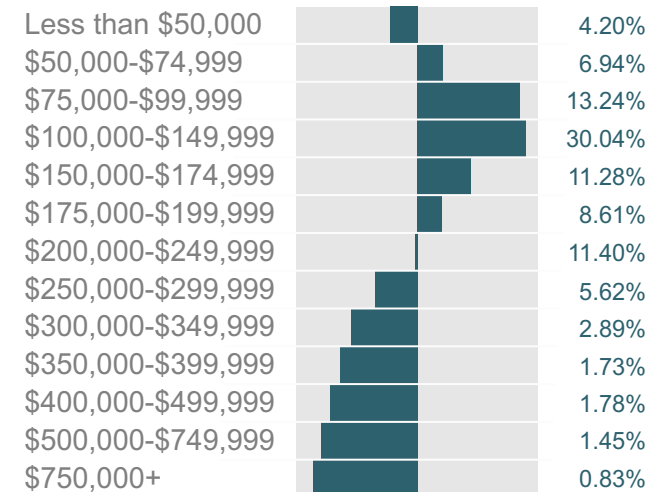
### Income



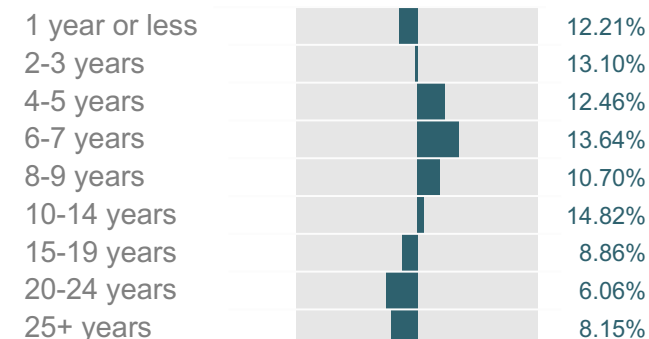
### Presence of Children



### Estimated Current Home Value



### Length of Residence



N • N46 • N47 • N48 • N49

# N47

## Countrified Pragmatics

Lower middle-income couples and singles living rural, casual lives

Randy & Lori

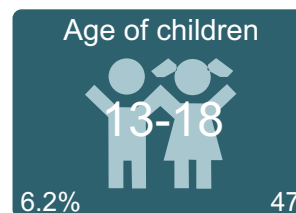
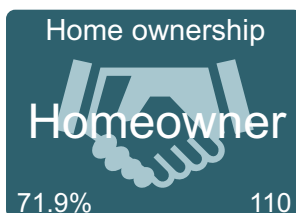
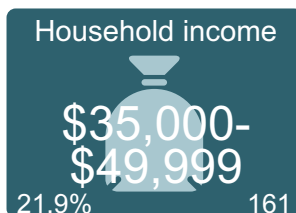
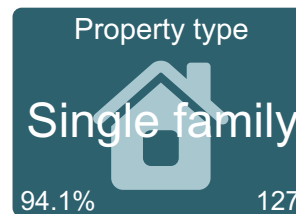
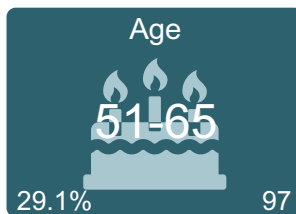
🏠 1.16% | 0.73% 👤



### Key Features

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

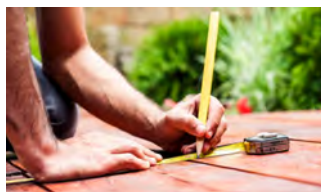
### Who We Are



### Channel Preference



### Technology Adoption



# N47

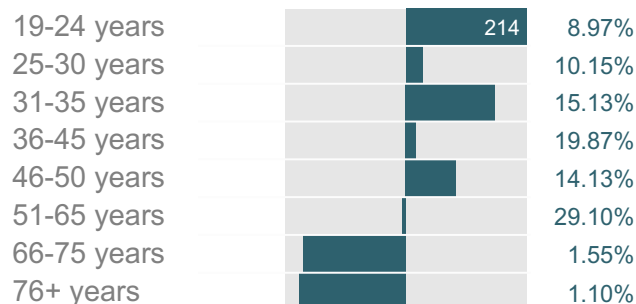
## Countrified Pragmatics

Lower middle-income couples and singles living rural, casual lives

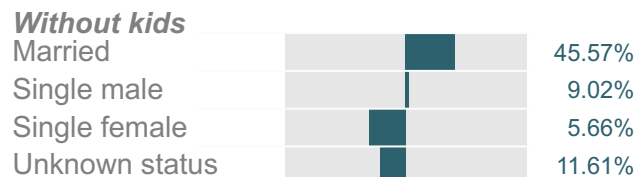
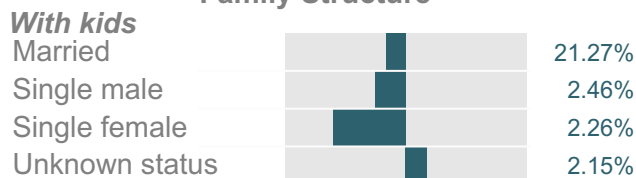
Randy & Lori

🏠 1.16% | 0.73% 👤

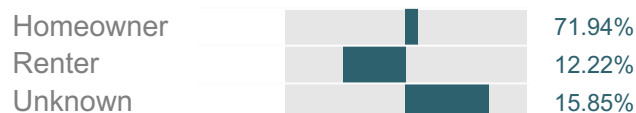
### Age



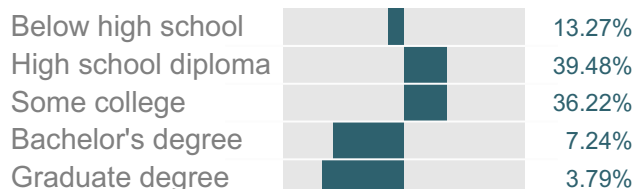
### Family Structure



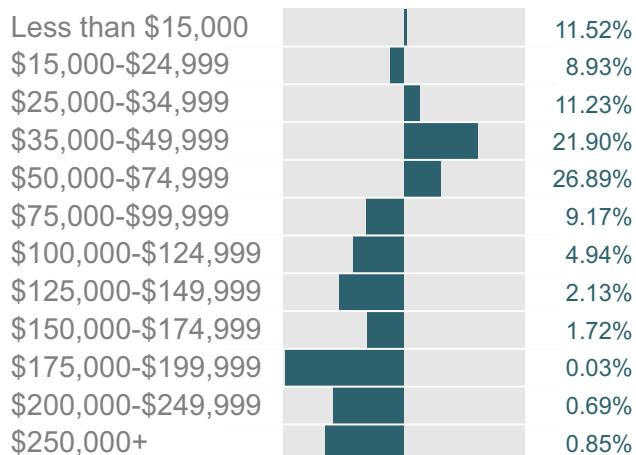
### Home Ownership



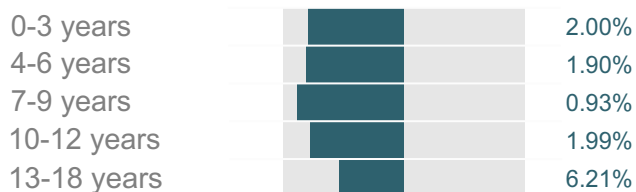
### Education



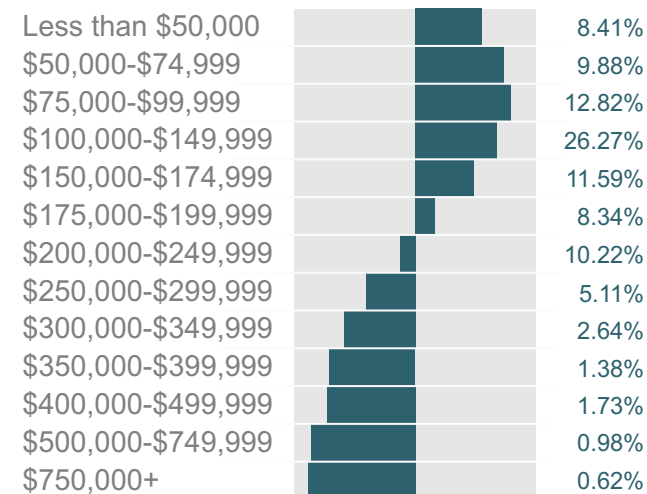
### Income



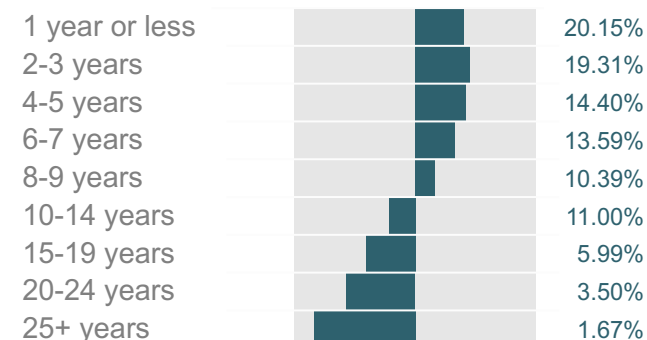
### Presence of Children



### Estimated Current Home Value



### Length of Residence



N • N46 • N47 • N48 • N49

N48

## Rural Southern Bliss

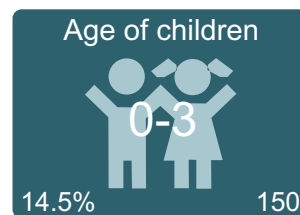
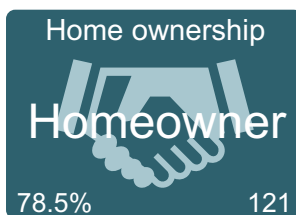
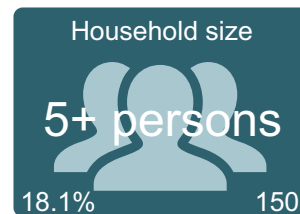
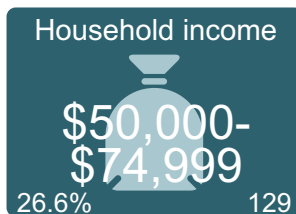
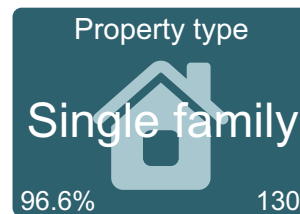
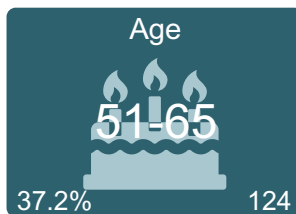
Lower middle-income multi-generational families living in small towns

Willie & Jacqueline

🏠 1.32% | 1.60% 👤



### Who We Are



### Channel Preference



### Key Features

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

### Technology Adoption



# N48

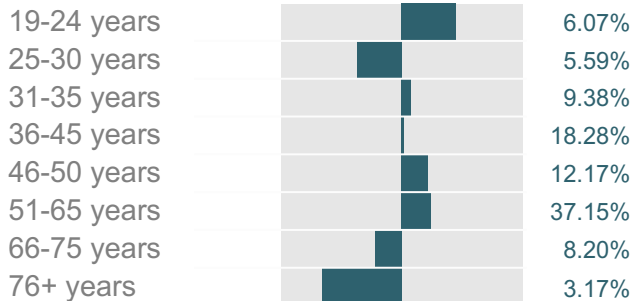
## Rural Southern Bliss

Lower middle-income multi-generational families living in small towns

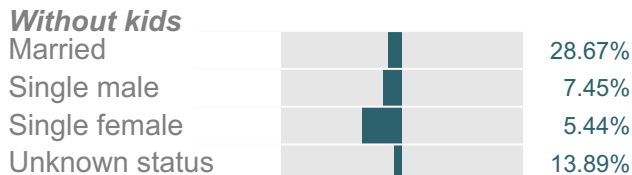
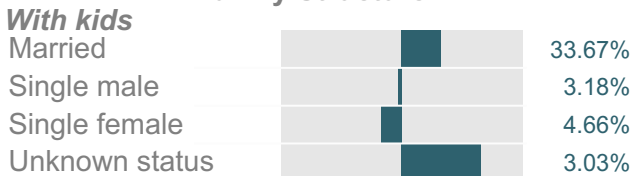
Willie & Jacqueline

🏠 1.32% | 1.60% 👤

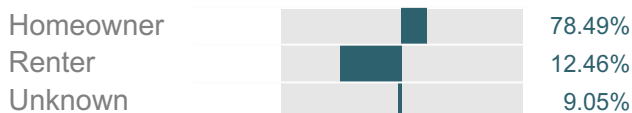
### Age



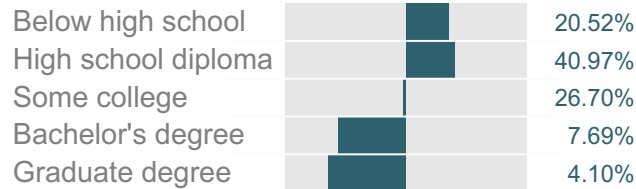
### Family Structure



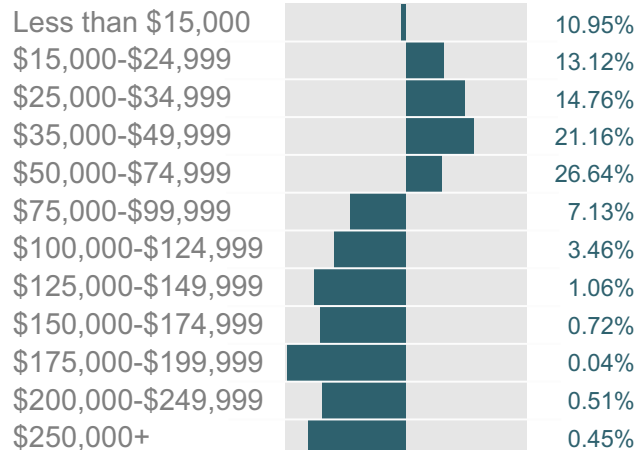
### Home Ownership



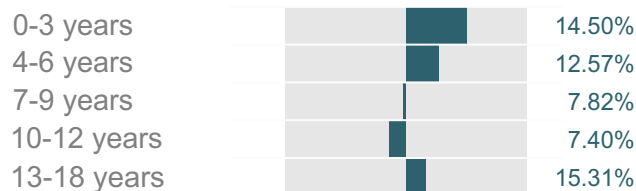
### Education



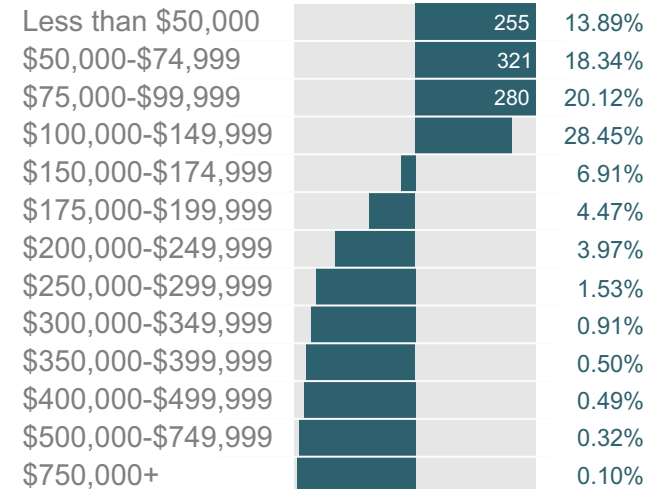
### Income



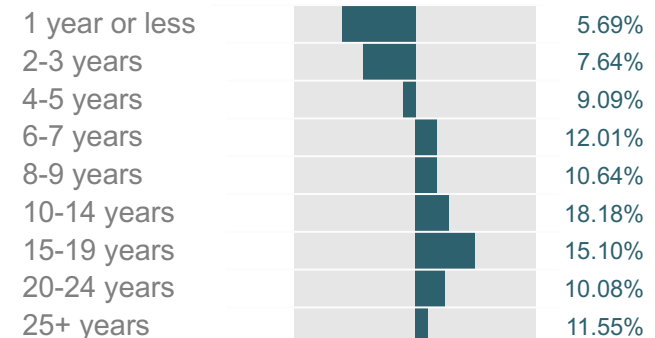
### Presence of Children



### Estimated Current Home Value



### Length of Residence



N • N46 • N47 • N48 • N49

# N49

## Touch of Tradition

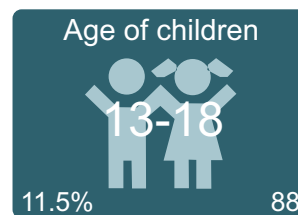
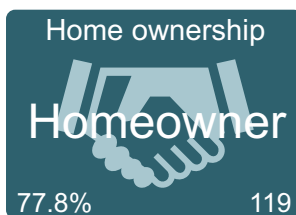
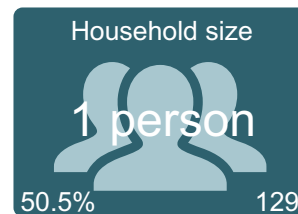
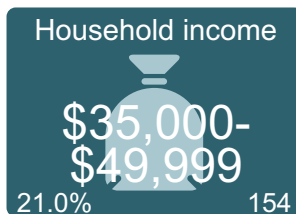
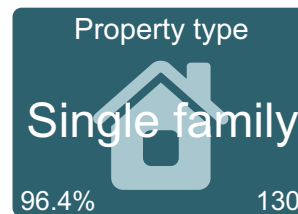
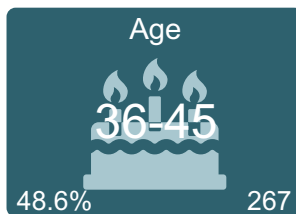
Working-class, middle-aged couples and singles living in rural homes

Jim & Sheila

🏠 0.86% | 0.64% 👤



### Who We Are



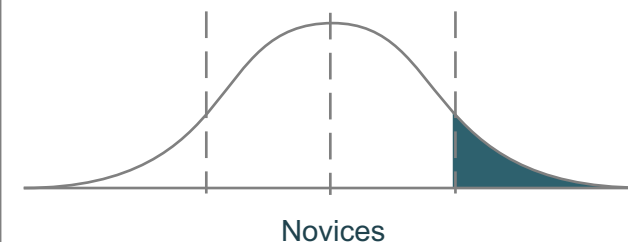
### Channel Preference



### Key Features

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

### Technology Adoption



# N49

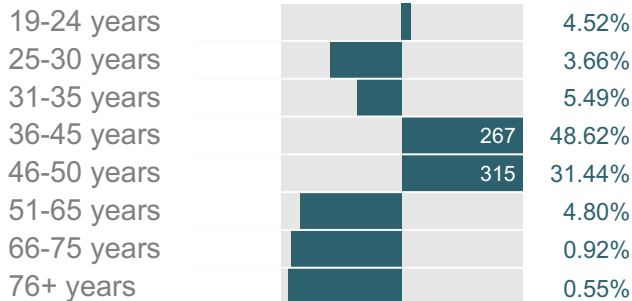
## Touch of Tradition

Working-class, middle-aged couples and singles living in rural homes

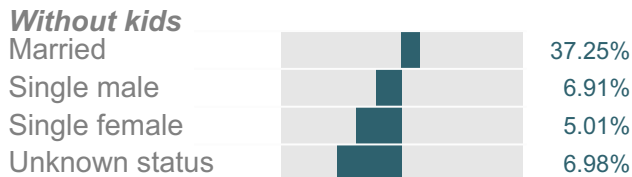
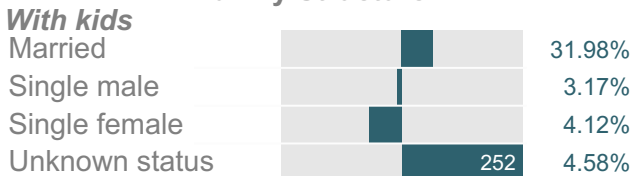
Jim & Sheila

🏠 0.86% | 0.64% 👤

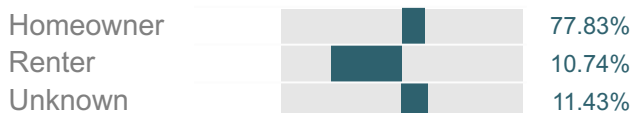
### Age



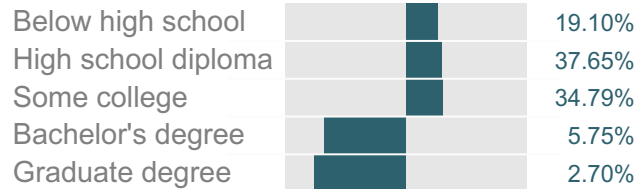
### Family Structure



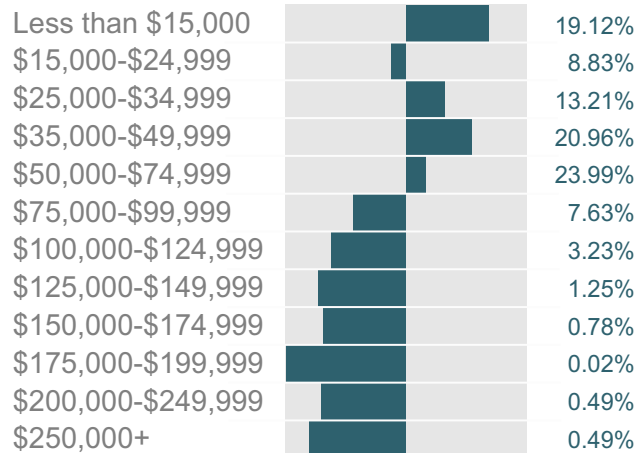
### Home Ownership



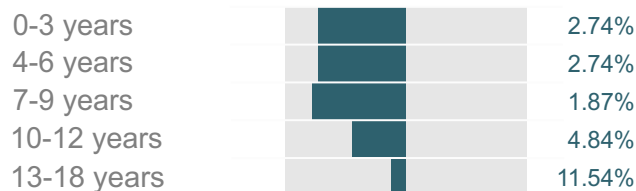
### Education



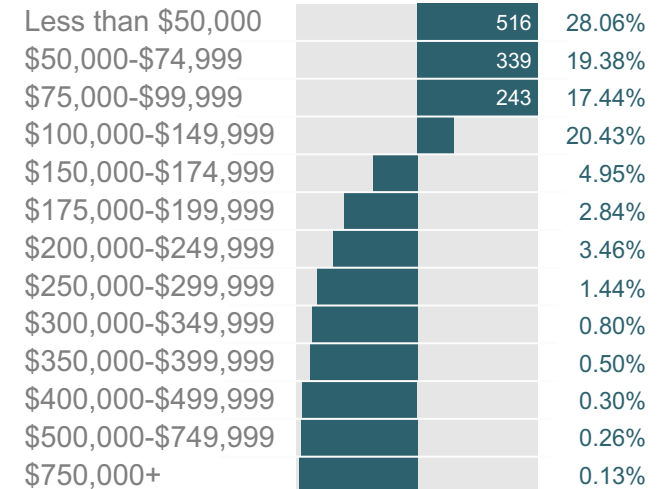
### Income



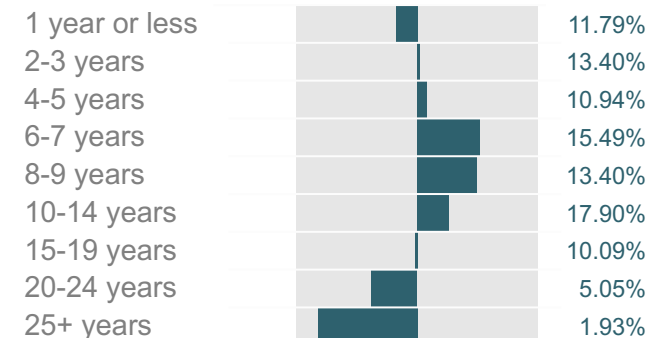
### Presence of Children



### Estimated Current Home Value



### Length of Residence



# O50

## Full Steam Ahead

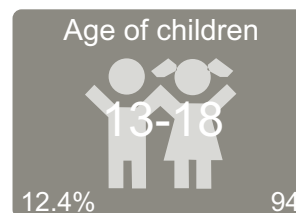
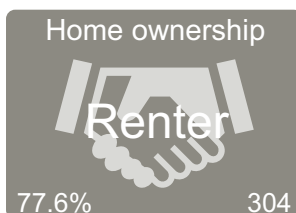
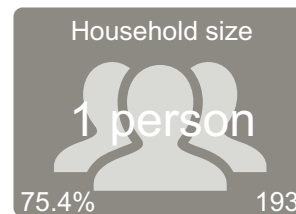
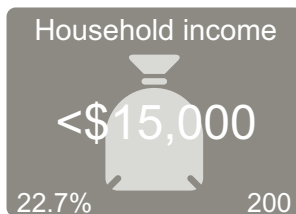
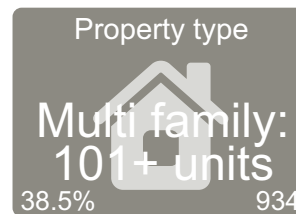
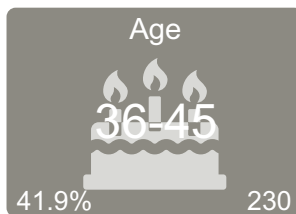
Younger and middle-aged singles gravitating to second-tier cities

Gregory & Robin

🏠 0.58% | 0.34% 👤



### Who We Are



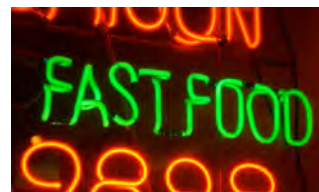
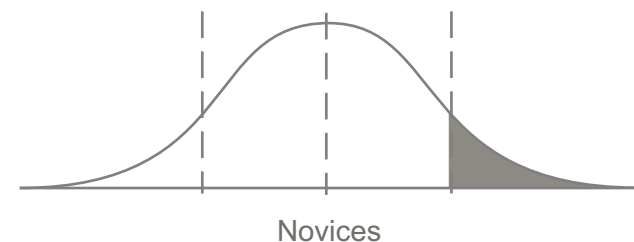
### Channel Preference



### Key Features

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

### Technology Adoption





# O50

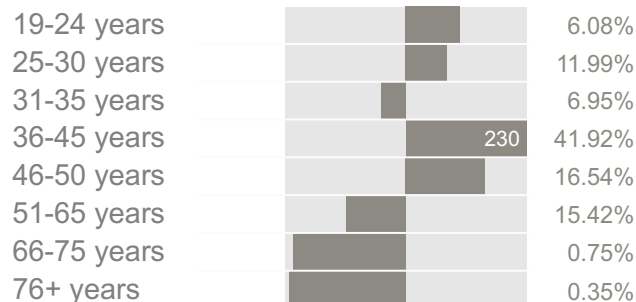
## Full Steam Ahead

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

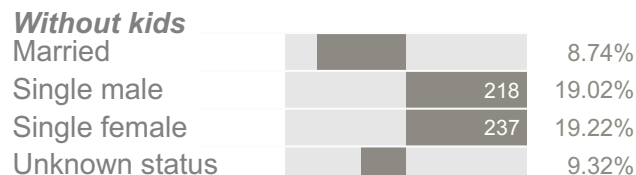
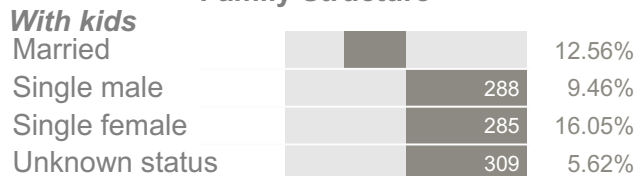
Gregory & Robin

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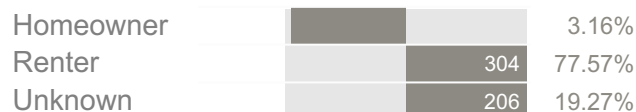
### Age



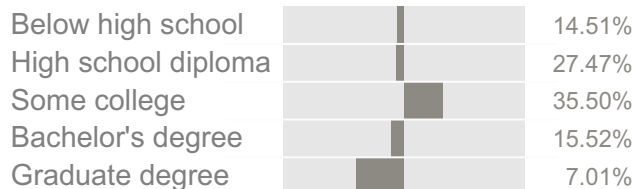
### Family Structure



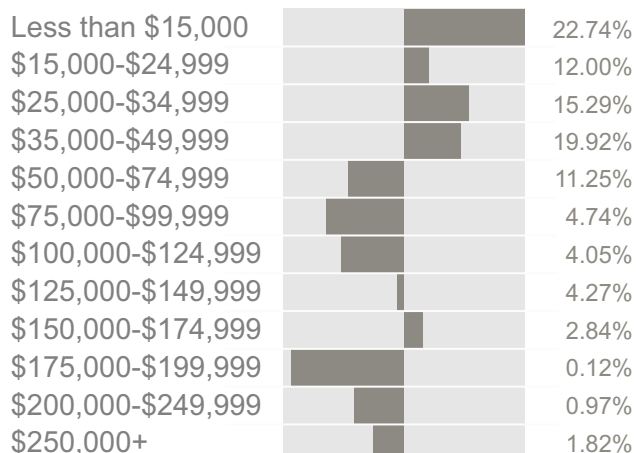
### Home Ownership



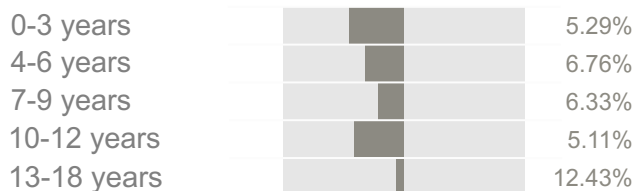
### Education



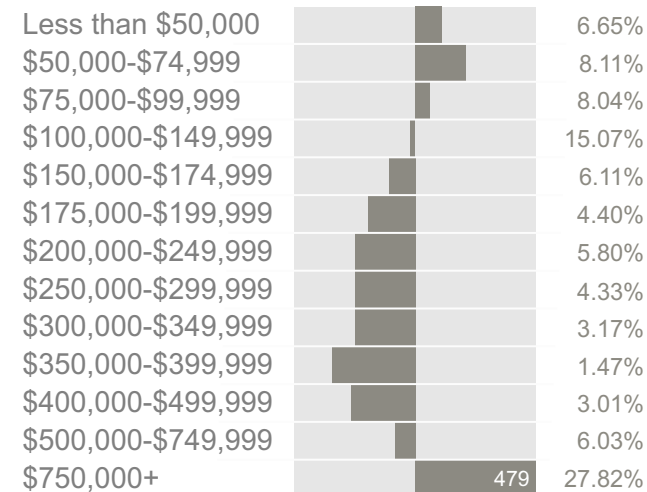
### Income



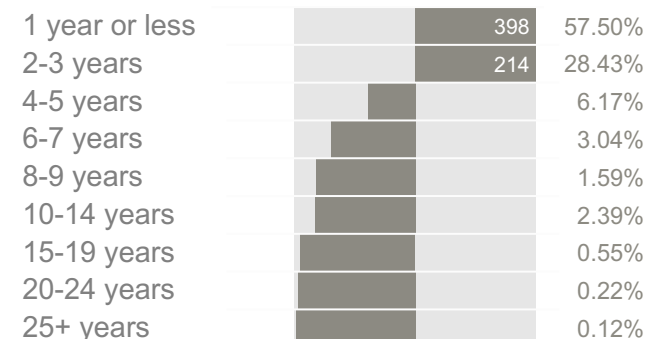
### Presence of Children



### Estimated Current Home Value



### Length of Residence



# O51

## Digital Dependents

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

Joshua & Megan

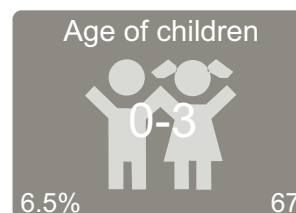
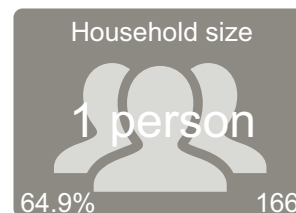
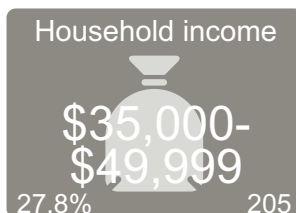
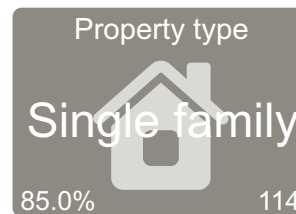
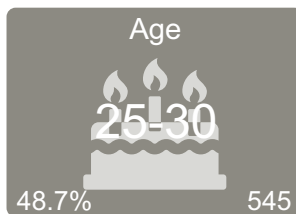
🏠 3.27% | 2.04% 👤



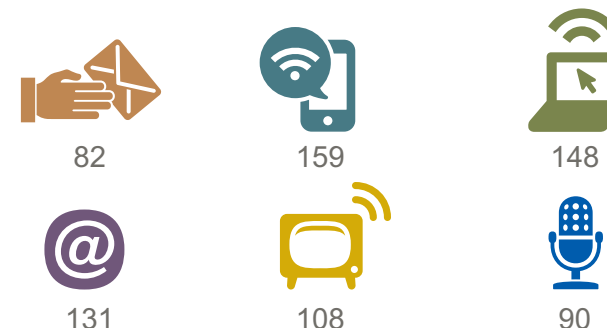
### Key Features

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

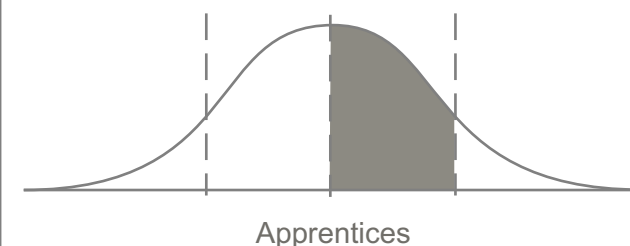
### Who We Are



### Channel Preference



### Technology Adoption



# O51

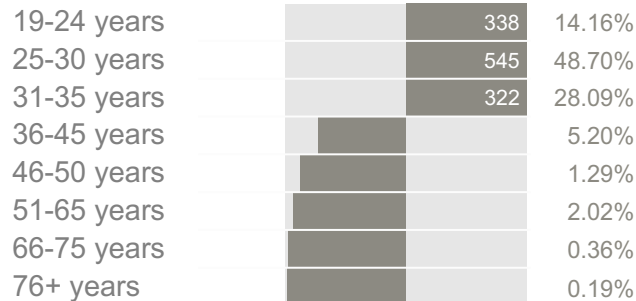
## Digital Dependents

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

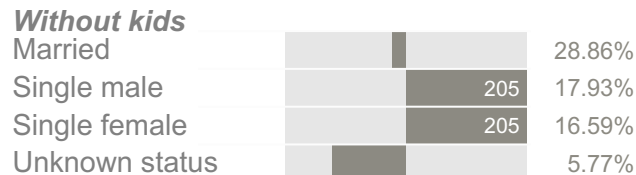
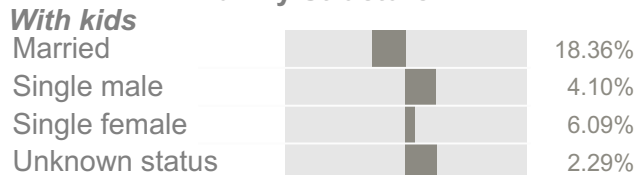
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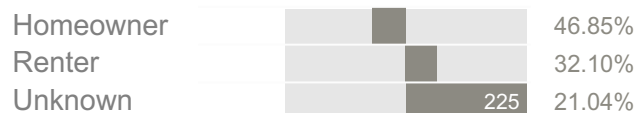
### Age



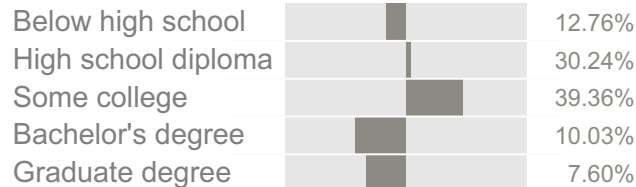
### Family Structure



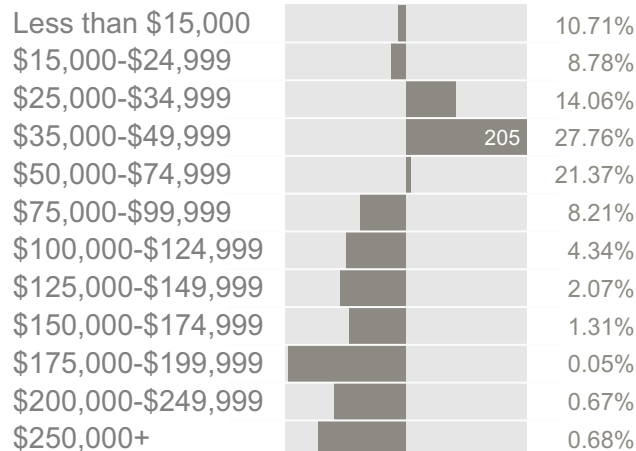
### Home Ownership



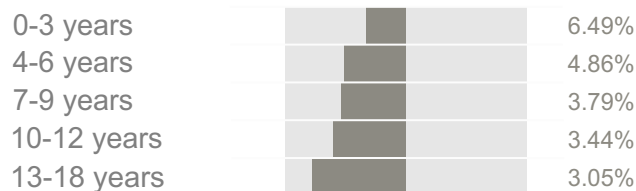
### Education



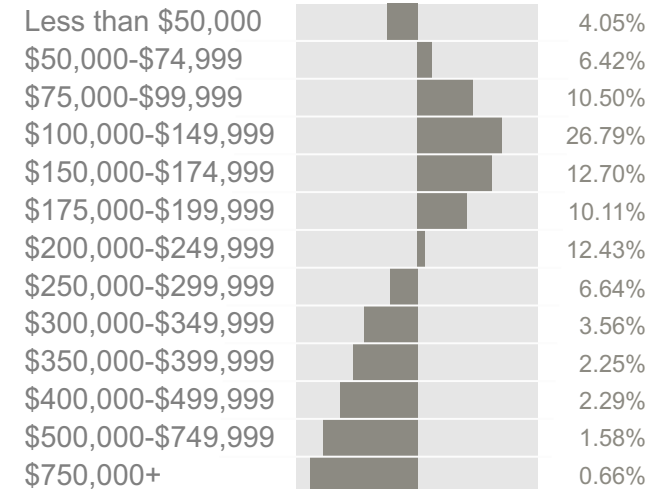
### Income



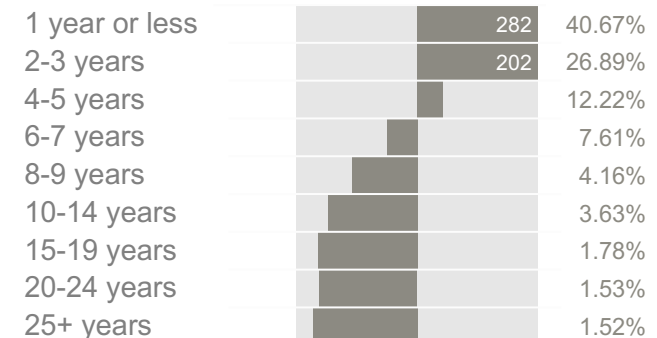
### Presence of Children



### Estimated Current Home Value



### Length of Residence



# O52

## Urban Ambition

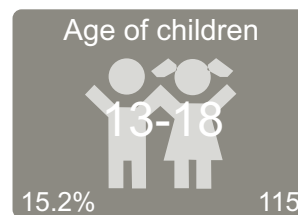
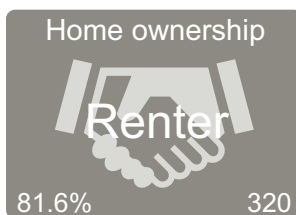
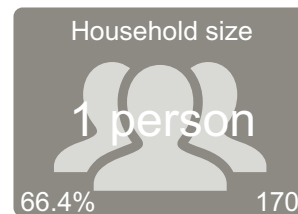
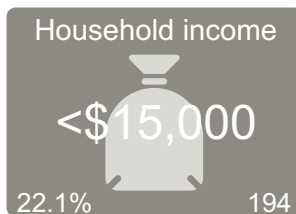
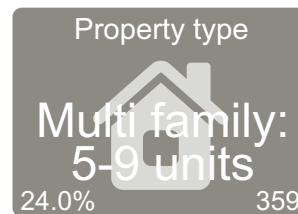
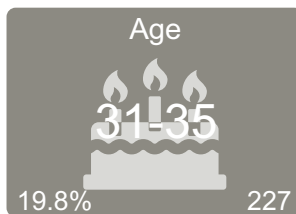
Mainly Generation Y singles and single families established in mid-market cities

Marcus & Stephanie

🏠 1.23% | 0.82% 👤



### Who We Are



### Channel Preference



### Key Features

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

### Technology Adoption



# O52

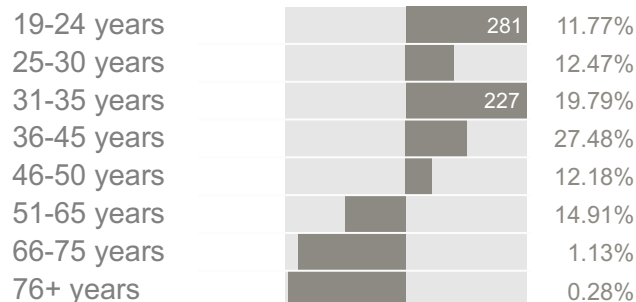
## Urban Ambition

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

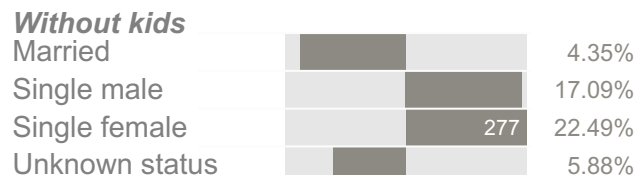
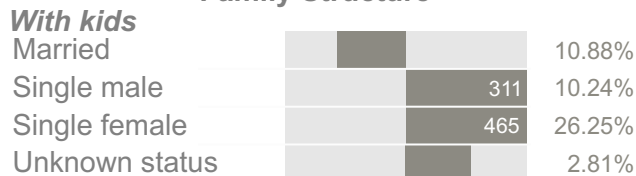
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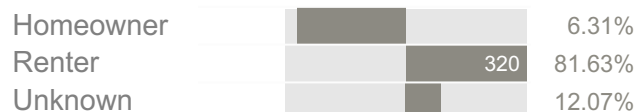
### Age



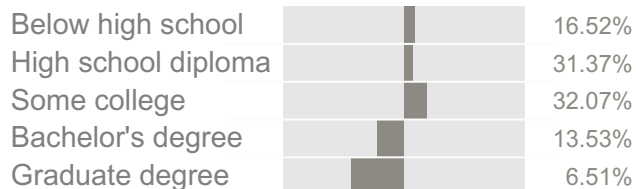
### Family Structure



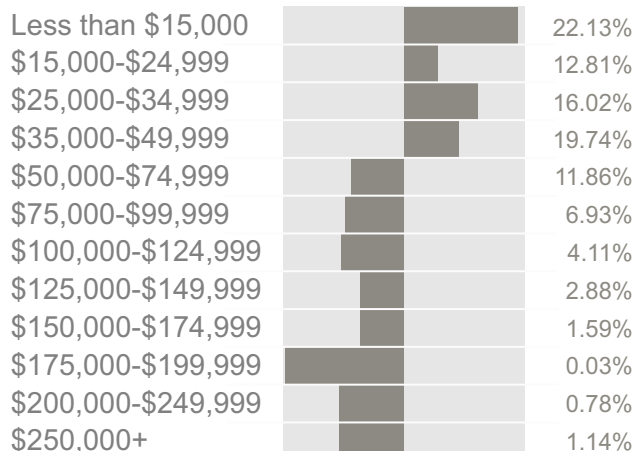
### Home Ownership



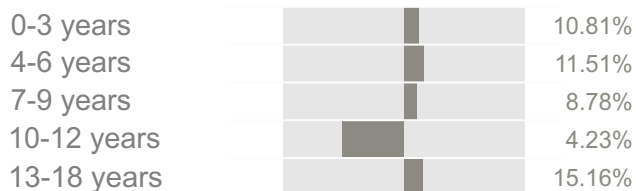
### Education



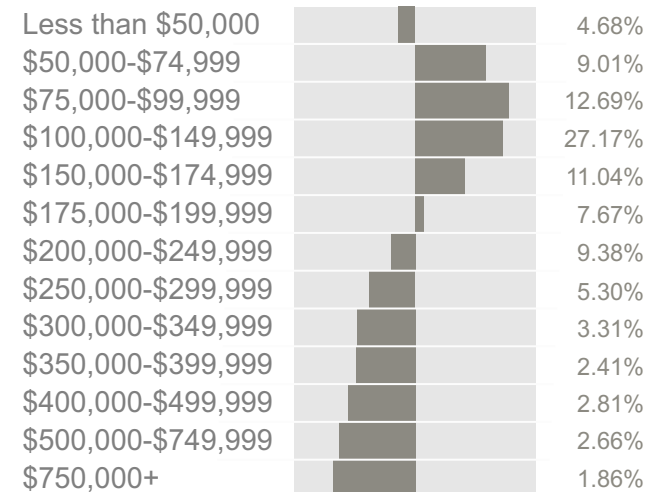
### Income



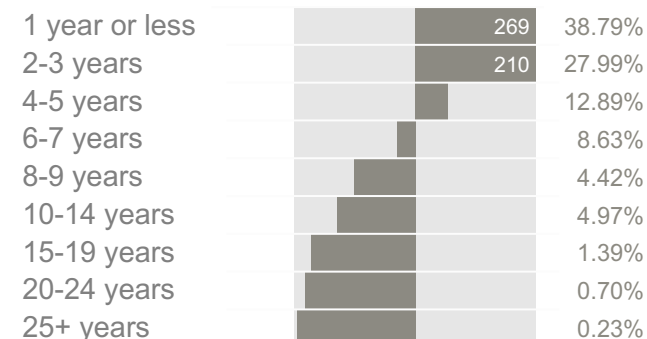
### Presence of Children



### Estimated Current Home Value



### Length of Residence



# O53

## Colleges and Cafes

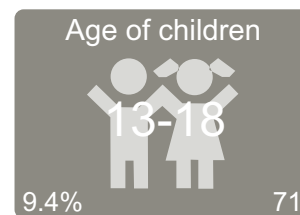
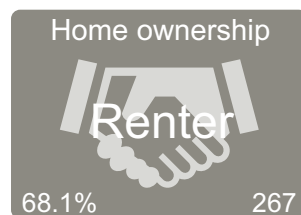
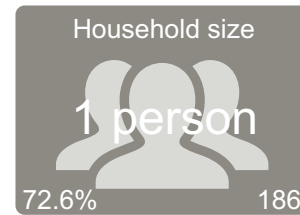
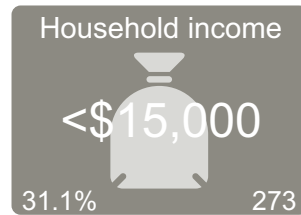
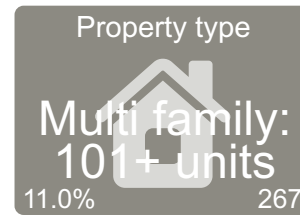
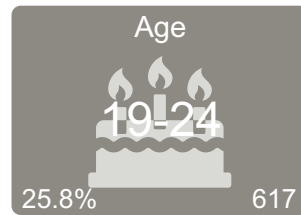
Young singles and recent college graduates living in college communities

Drew & Catherine

🏠 0.81% | 0.51% 👤



### Who We Are



### Channel Preference



80



64



112



133



86

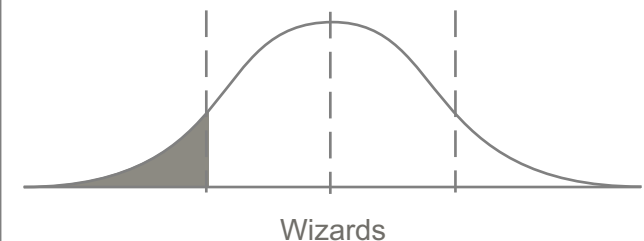


144

### Key Features

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

### Technology Adoption



# O53

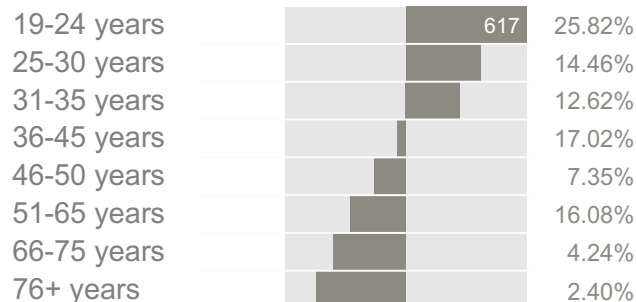
## Colleges and Cafes

Young singles and recent college graduates living in college communities

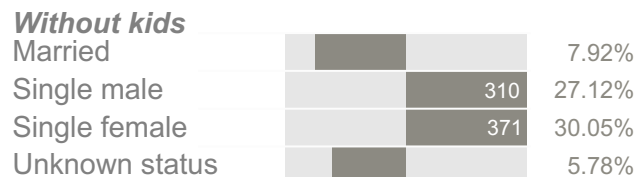
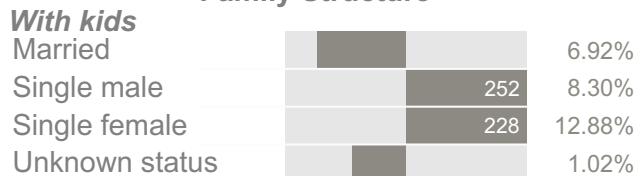
Drew & Catherine

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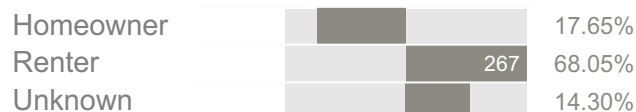
### Age



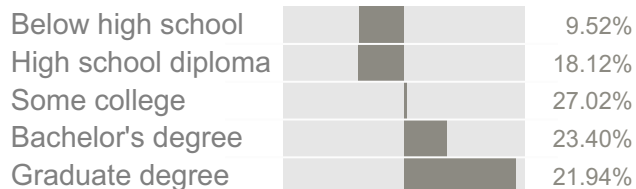
### Family Structure



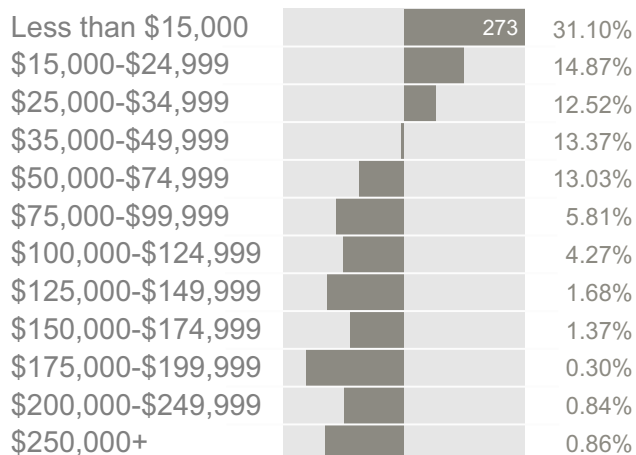
### Home Ownership



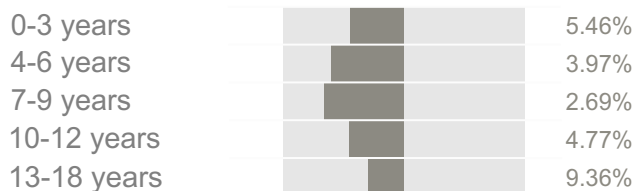
### Education



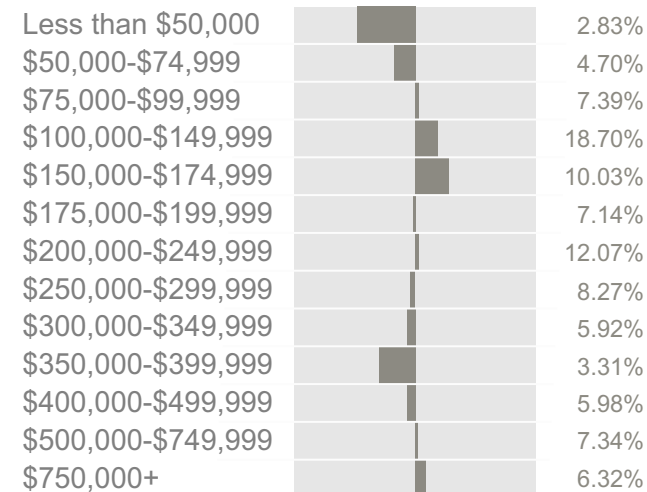
### Income



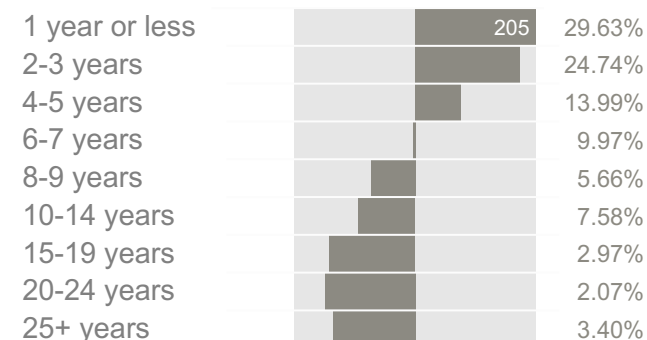
### Presence of Children



### Estimated Current Home Value



### Length of Residence



# O54

## Striving Single Scene

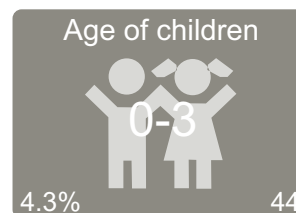
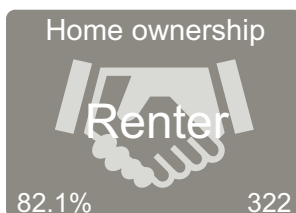
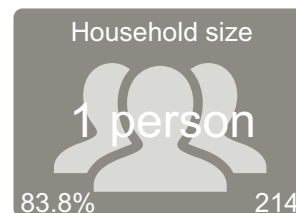
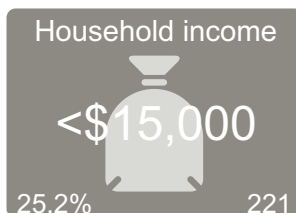
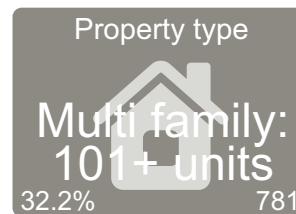
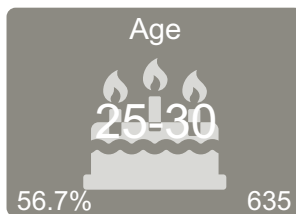
Young, singles living in Midwest and Southern city centers

Justin & Tiffany

🏠 2.14% | 1.06% 👤



### Who We Are



### Channel Preference



64



40



108



167



133

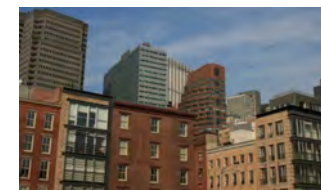


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### Key Features

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

### Technology Adoption





# O54

## Striving Single Scene

Young, singles living in Midwest and Southern city centers

Justin & Tiffany

🏠 2.14% | 1.06% 👤

### Age

19-24 years	268	11.23%
25-30 years	635	56.70%
31-35 years	260	22.69%
36-45 years		5.60%
46-50 years		1.12%
51-65 years		2.38%
66-75 years		0.20%
76+ years		0.08%

### Family Structure

**With kids**

Married		3.61%
Single male		6.20%
Single female	221	12.45%
Unknown status		1.68%

**Without kids**

Married		5.84%
Single male	332	28.97%
Single female	455	36.87%
Unknown status		4.38%

### Home Ownership

Homeowner		3.95%
Renter	322	82.07%
Unknown		13.98%

### Education

Below high school		14.63%
High school diploma		23.12%
Some college		29.00%
Bachelor's degree		20.31%
Graduate degree		12.94%

### Income

Less than \$15,000	221	25.24%
\$15,000-\$24,999		14.88%
\$25,000-\$34,999		15.85%
\$35,000-\$49,999		18.43%
\$50,000-\$74,999		10.01%
\$75,000-\$99,999		4.63%
\$100,000-\$124,999		4.73%
\$125,000-\$149,999		2.47%
\$150,000-\$174,999		1.68%
\$175,000-\$199,999		0.08%
\$200,000-\$249,999		0.89%
\$250,000+		1.11%

### Presence of Children

0-3 years		4.26%
4-6 years		3.48%
7-9 years		2.63%
10-12 years		3.55%
13-18 years		2.39%

### Estimated Current Home Value

Less than \$50,000		3.69%
\$50,000-\$74,999		5.03%
\$75,000-\$99,999		6.57%
\$100,000-\$149,999		11.99%
\$150,000-\$174,999		5.81%
\$175,000-\$199,999		6.16%
\$200,000-\$249,999		8.61%
\$250,000-\$299,999		6.34%
\$300,000-\$349,999		6.01%
\$350,000-\$399,999		3.79%
\$400,000-\$499,999		5.97%
\$500,000-\$749,999		9.12%
\$750,000+	360	20.91%

### Length of Residence

1 year or less	363	52.42%
2-3 years	211	28.02%
4-5 years		9.41%
6-7 years		5.09%
8-9 years		2.14%
10-14 years		2.10%
15-19 years		0.41%
20-24 years		0.26%
25+ years		0.16%

# O55

## Family Troopers

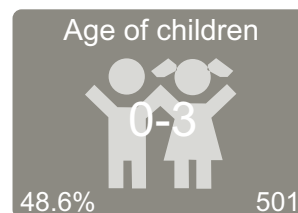
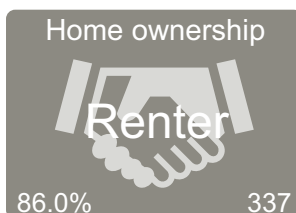
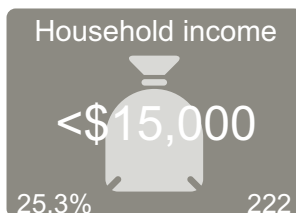
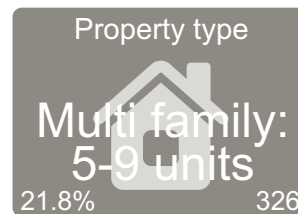
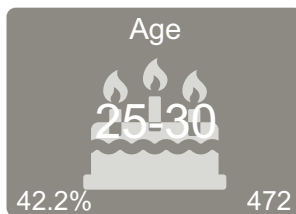
Families and single-parent households living near military bases

Adam & Cheryl

🏠 1.81% | 1.89% 👤



### Who We Are



### Channel Preference



### Key Features

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

### Technology Adoption



# O55

## Family Troopers

Families and single-parent households living near military bases

Adam & Cheryl

🏠 1.81% | 1.89% 👤

### Age

19-24 years	370	15.48%
25-30 years	472	42.19%
31-35 years	318	27.69%
36-45 years		10.03%
46-50 years		1.74%
51-65 years		2.60%
66-75 years		0.20%
76+ years		0.08%

### Family Structure

**With kids**

Married		34.94%
Single male	311	10.23%
Single female	599	33.79%
Unknown status	271	4.93%

**Without kids**

Married		3.15%
Single male		5.00%
Single female		6.27%
Unknown status		1.70%

### Home Ownership

Homeowner		3.12%
Renter	337	86.01%
Unknown		10.88%

### Education

Below high school		24.32%
High school diploma		28.39%
Some college		32.75%
Bachelor's degree		9.80%
Graduate degree		4.74%

### Income

Less than \$15,000	222	25.31%
\$15,000-\$24,999		16.33%
\$25,000-\$34,999		19.43%
\$35,000-\$49,999		15.78%
\$50,000-\$74,999		10.27%
\$75,000-\$99,999		5.67%
\$100,000-\$124,999		2.87%
\$125,000-\$149,999		1.97%
\$150,000-\$174,999		1.11%
\$175,000-\$199,999		0.03%
\$200,000-\$249,999		0.62%
\$250,000+		0.62%

### Presence of Children

0-3 years	501	48.56%
4-6 years	358	35.40%
7-9 years	395	31.57%
10-12 years		15.92%
13-18 years		12.80%

### Estimated Current Home Value

Less than \$50,000		7.21%
\$50,000-\$74,999		7.97%
\$75,000-\$99,999		10.62%
\$100,000-\$149,999		20.25%
\$150,000-\$174,999		9.39%
\$175,000-\$199,999		6.93%
\$200,000-\$249,999		10.53%
\$250,000-\$299,999		5.95%
\$300,000-\$349,999		4.06%
\$350,000-\$399,999		3.16%
\$400,000-\$499,999		4.38%
\$500,000-\$749,999		4.03%
\$750,000+		5.52%

### Length of Residence

1 year or less	280	40.37%
2-3 years	206	27.37%
4-5 years		12.98%
6-7 years		9.10%
8-9 years		4.84%
10-14 years		3.98%
15-19 years		0.80%
20-24 years		0.37%
25+ years		0.19%

# P56

## Mid-scale Medley

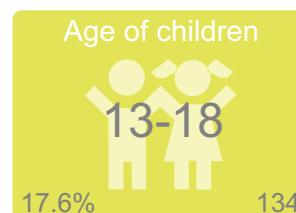
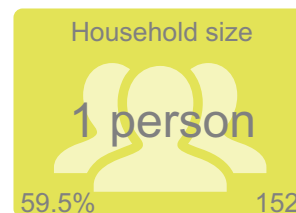
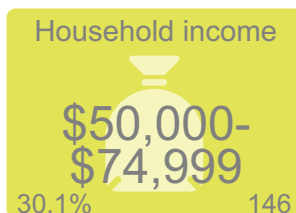
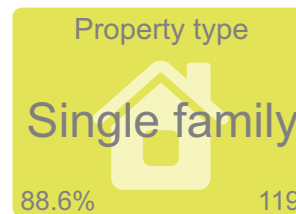
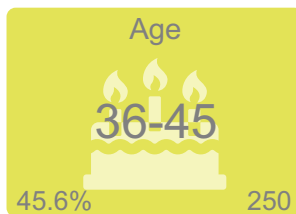
Middle-aged, mid-scale income unattached adults living in secondary cities

Rob & Kelly

🏠 1.10% | 0.75% 👤



### Who We Are



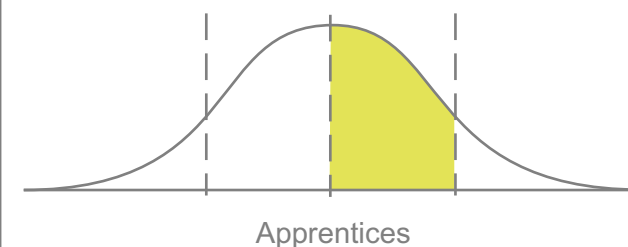
### Channel Preference



### Key Features

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

### Technology Adoption



# P56

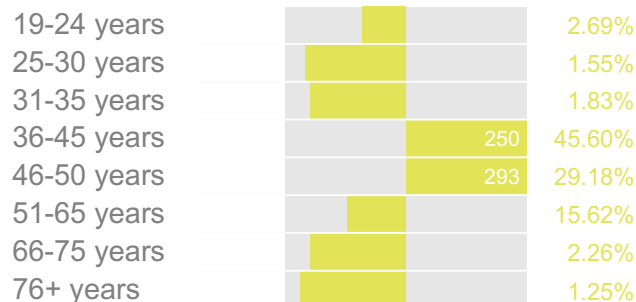
## Mid-scale Medley

Middle-aged, mid-scale income unattached adults living in secondary cities

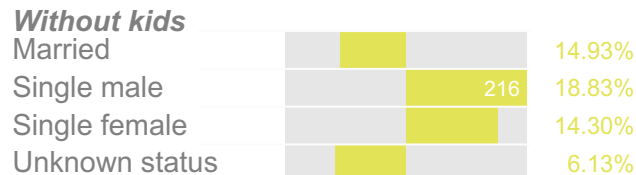
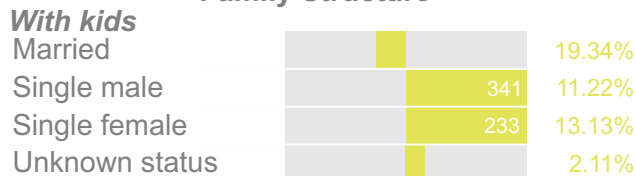
Rob & Kelly

🏠 1.10% | 0.75% 👤

### Age



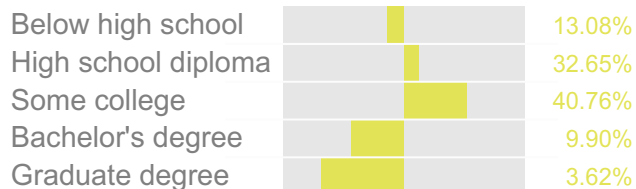
### Family Structure



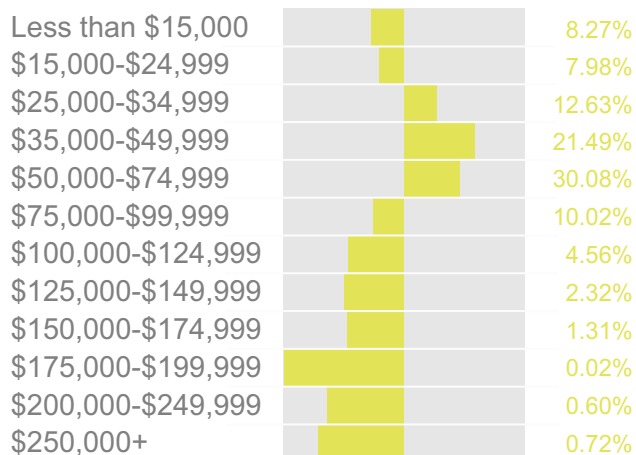
### Home Ownership



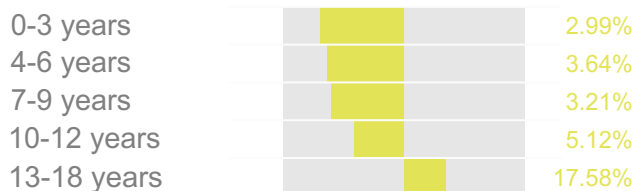
### Education



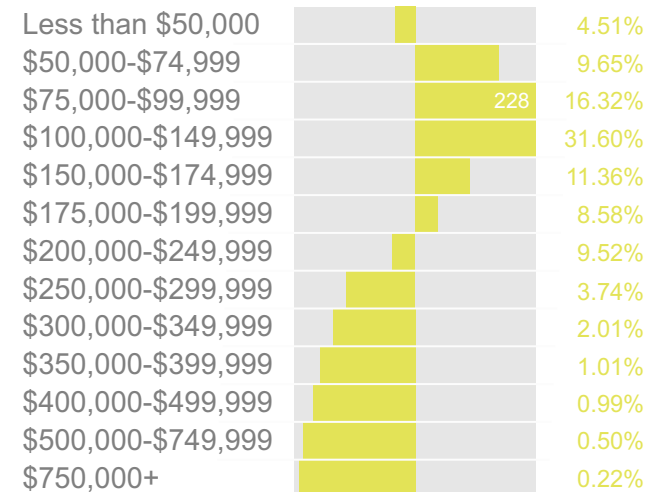
### Income



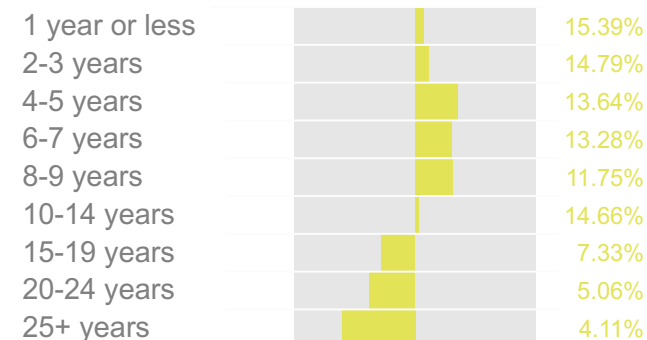
### Presence of Children



### Estimated Current Home Value



### Length of Residence



# P57

## Modest Metro Means

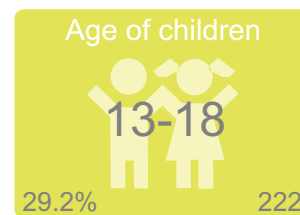
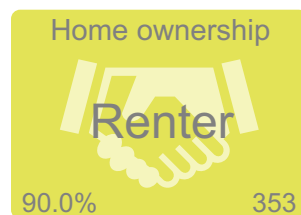
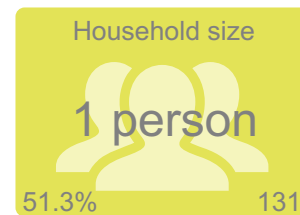
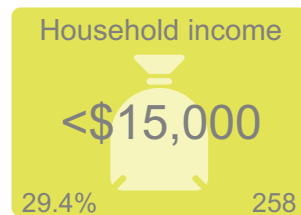
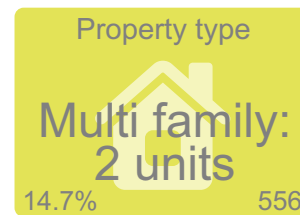
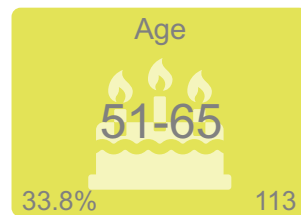
Mid-scale singles established in inner-city communities

Tyrone & Juanita

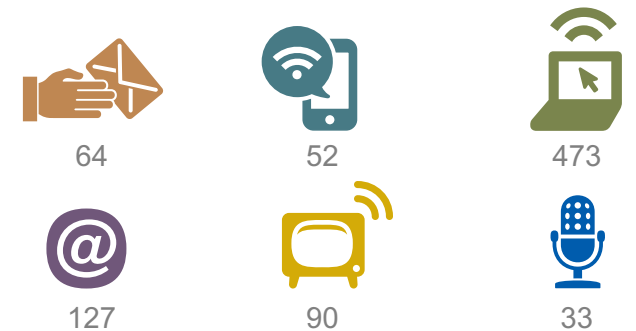
🏠 0.82% | 0.70% 👤



### Who We Are



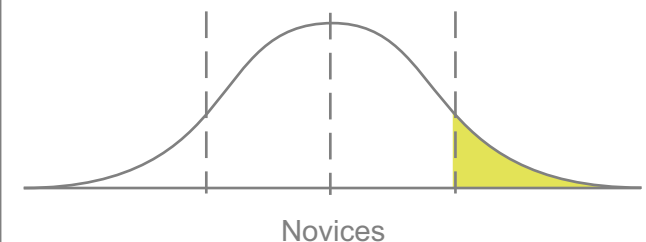
### Channel Preference



### Key Features

- Public transportation
- Ethnically diverse
- Single parents
- Rental housing
- TV watchers
- Opportunity seekers

### Technology Adoption



# P57

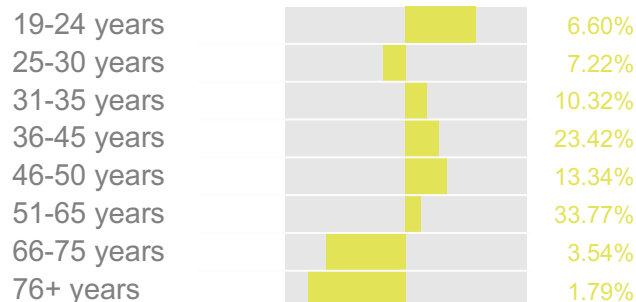
## Modest Metro Means

Mid-scale singles established in inner-city communities

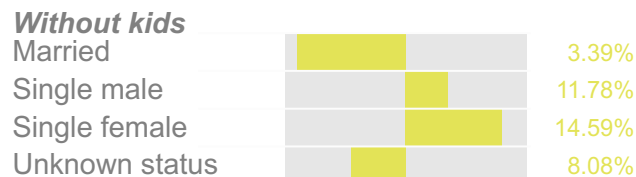
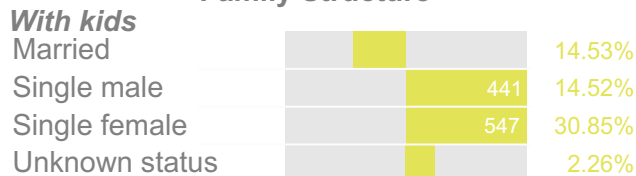
Tyrone & Juanita

🏠 0.82% | 0.70% 👤

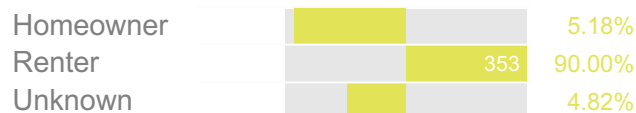
### Age



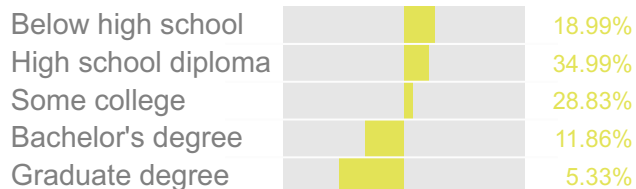
### Family Structure



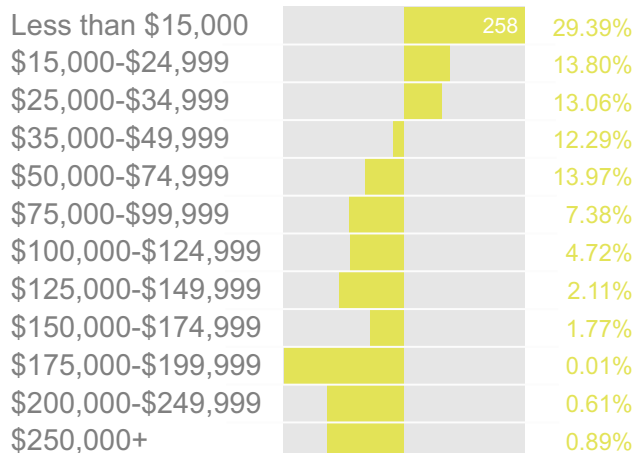
### Home Ownership



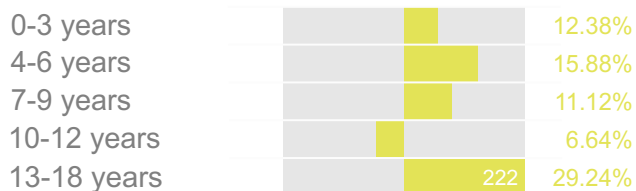
### Education



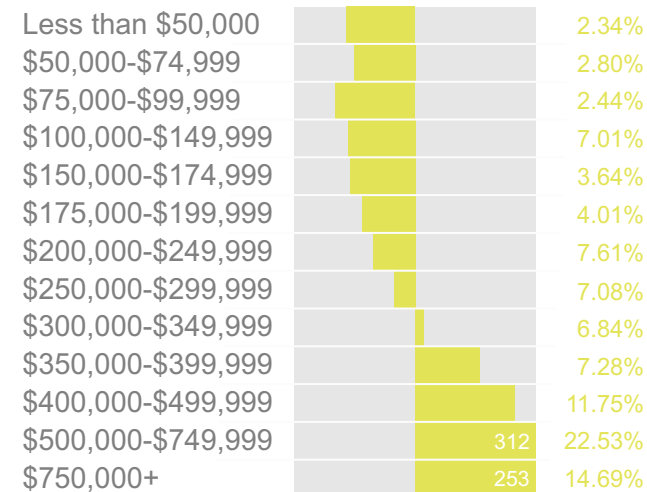
### Income



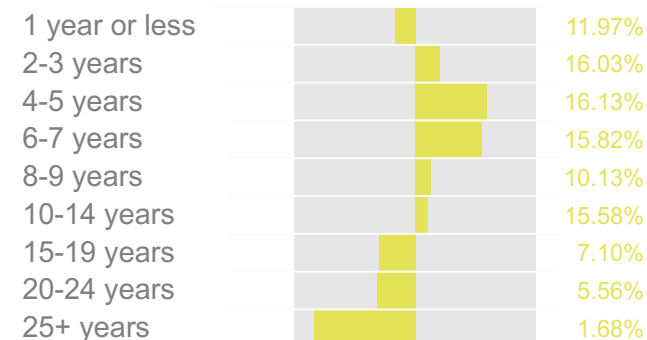
### Presence of Children



### Estimated Current Home Value



### Length of Residence



# P58

## Heritage Heights

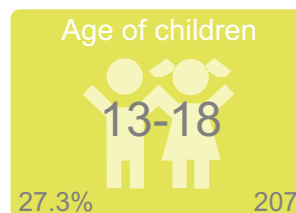
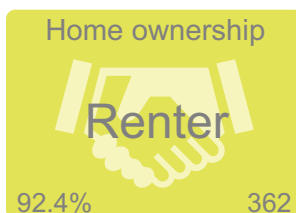
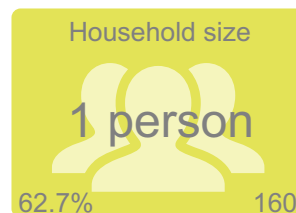
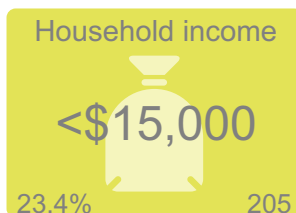
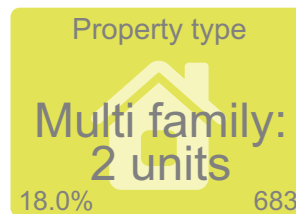
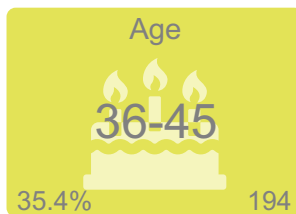
Singles and families with mid and low incomes living settled lives in urban apartments

Luis & Isabel

🏠 0.58% | 0.42% 👤



### Who We Are



### Channel Preference



### Key Features

- Ethnically eclectic
- Fashion forward
- Bilingual
- Single parents
- Artistically inclined
- Appearances matter

### Technology Adoption





# P58

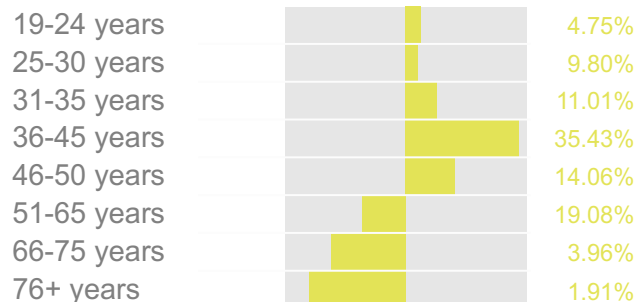
## Heritage Heights

Singles and families with mid and low incomes living settled lives in urban apartments

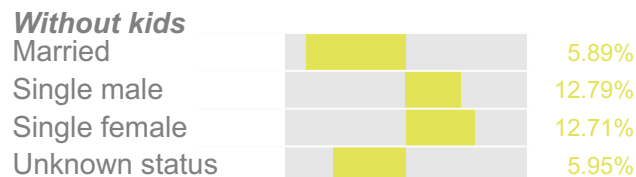
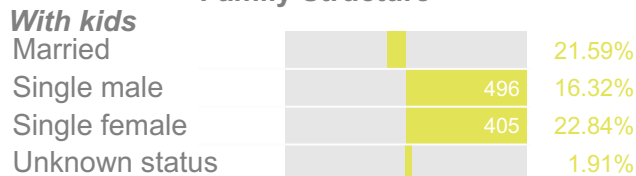
Luis & Isabel

🏠 0.58% | 0.42% 👤

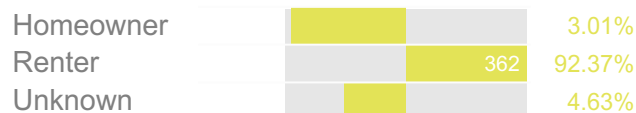
### Age



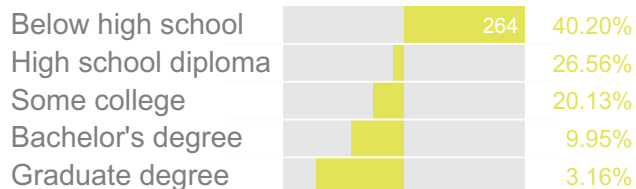
### Family Structure



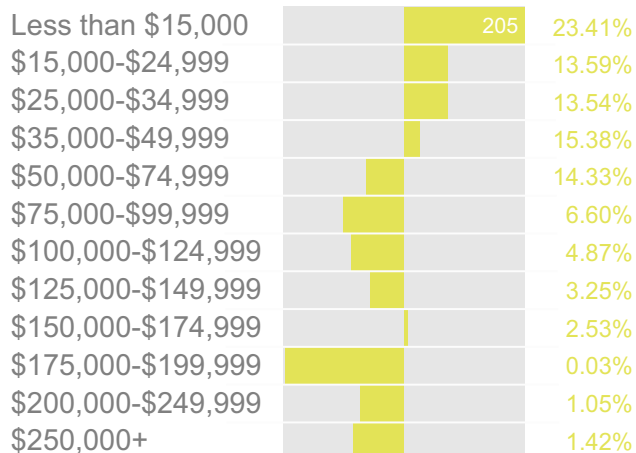
### Home Ownership



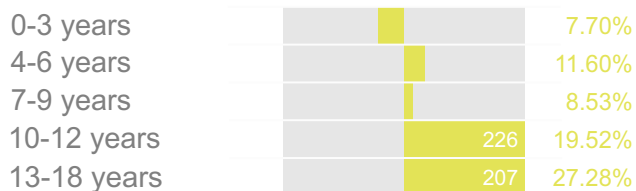
### Education



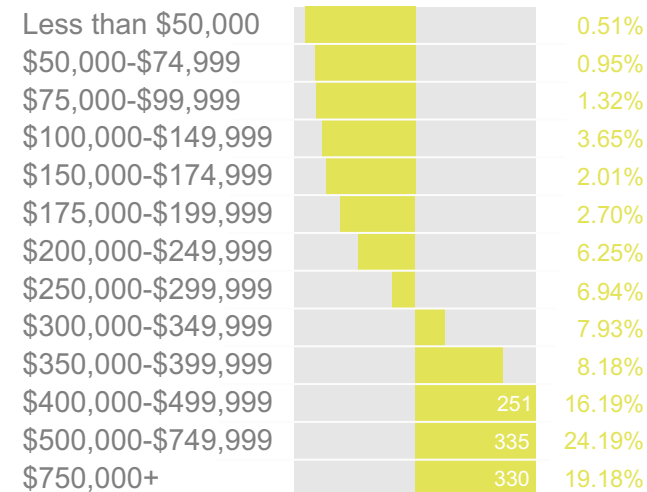
### Income



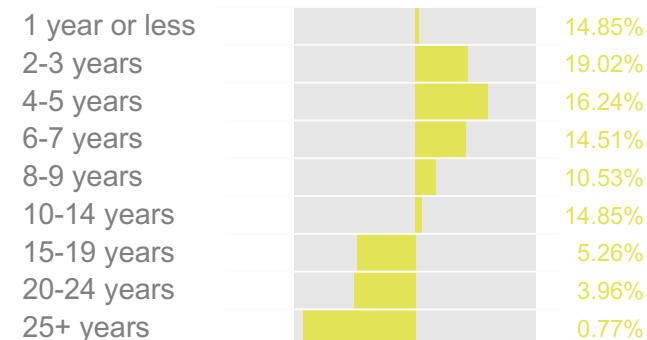
### Presence of Children



### Estimated Current Home Value



### Length of Residence



# P59

## Expanding Horizons

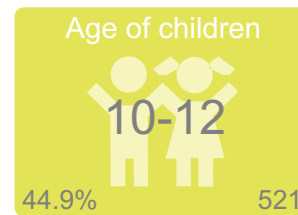
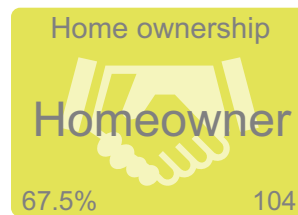
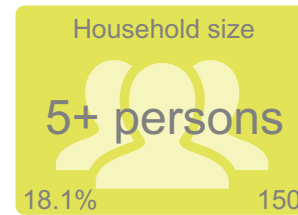
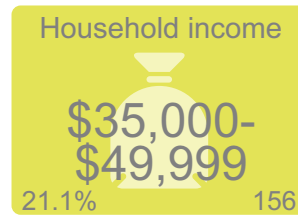
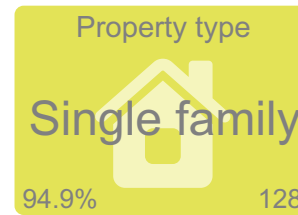
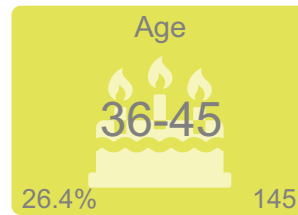
Middle-aged, mid-scale income families living mainly within US border cities

Jesus & Leticia

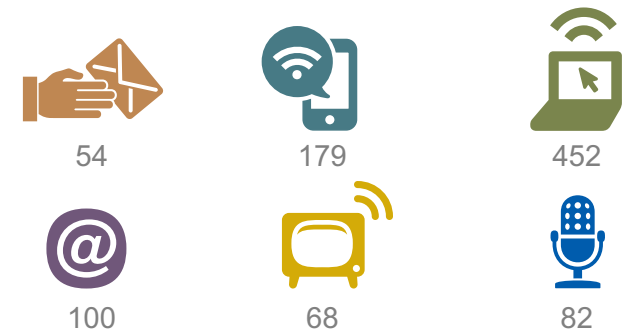
🏠 1.22% | 1.41% 👤



### Who We Are



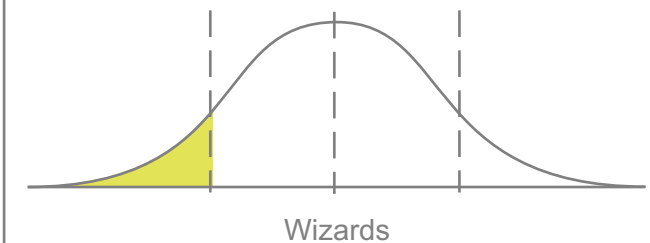
### Channel Preference



### Key Features

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

### Technology Adoption



# P59

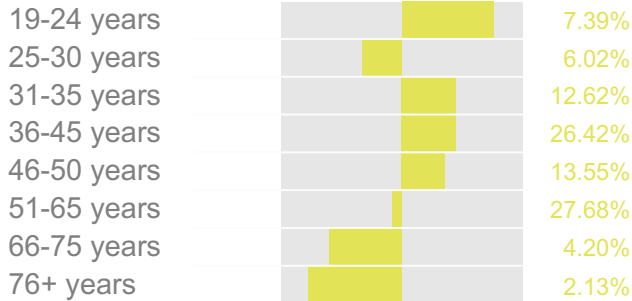
## Expanding Horizons

Middle-aged, mid-scale income families living mainly within US border cities

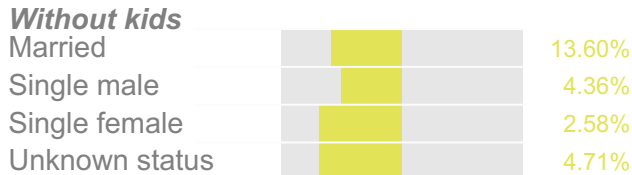
Jesus & Leticia

🏠 1.22% | 1.41% 👤

### Age



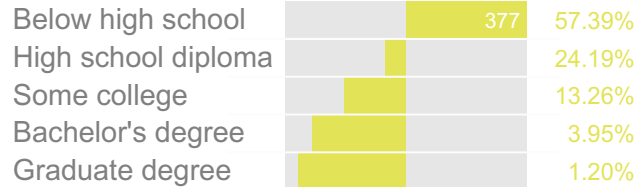
### Family Structure



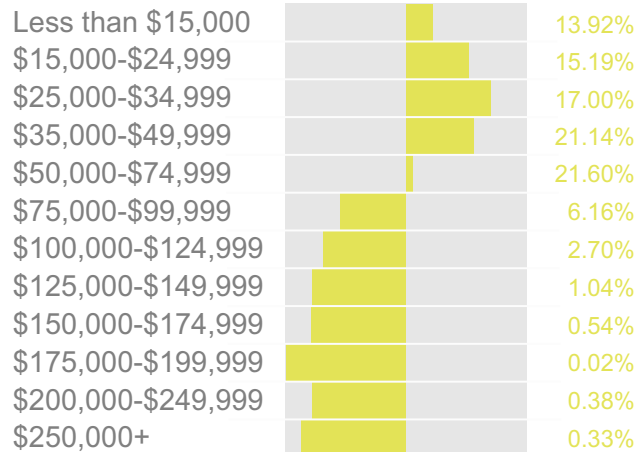
### Home Ownership



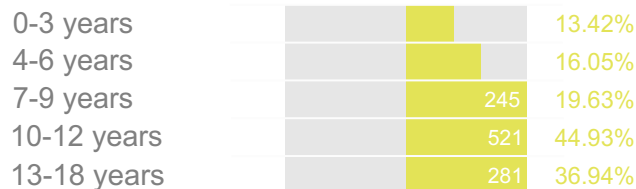
### Education



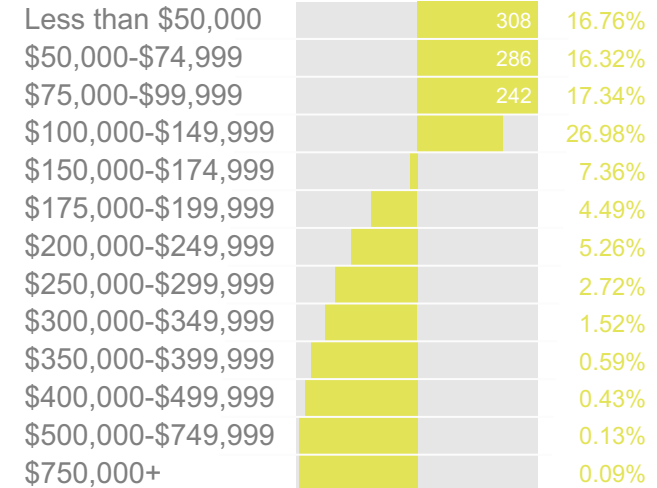
### Income



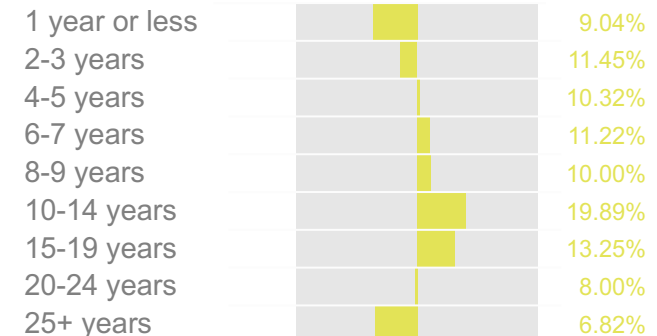
### Presence of Children



### Estimated Current Home Value



### Length of Residence



# P60

## Striving Forward

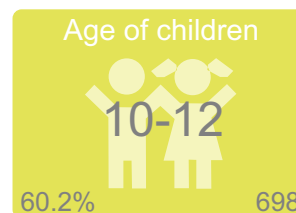
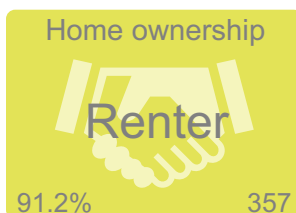
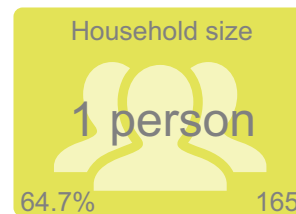
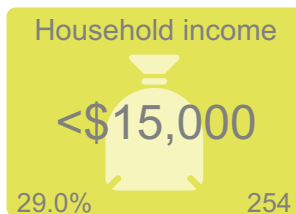
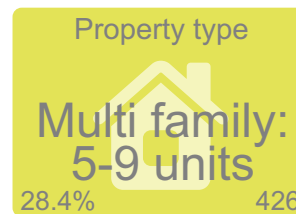
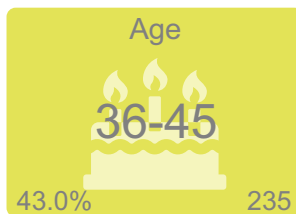
Mid-scale families and single parents in gateway communities

Jorge & Sonia

🏠 0.94% | 0.64% 👤



### Who We Are



### Channel Preference



81



135



902



147



78



94

### Key Features

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

### Technology Adoption



# P60

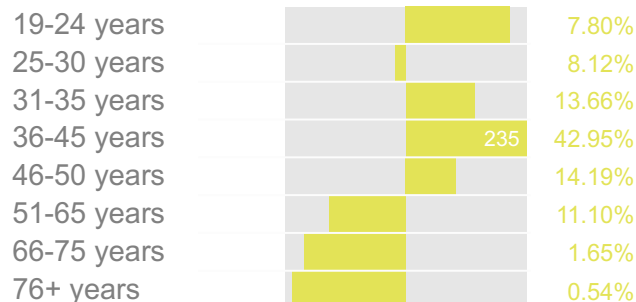
## Striving Forward

Mid-scale families and single parents in gateway communities

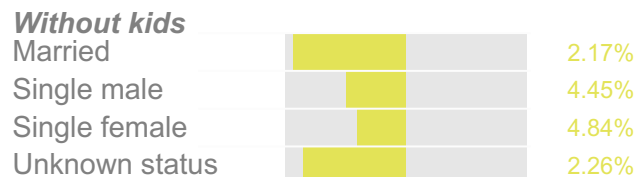
Jorge & Sonia

🏠 0.94% | 0.64% 👤

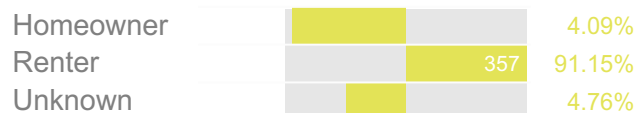
### Age



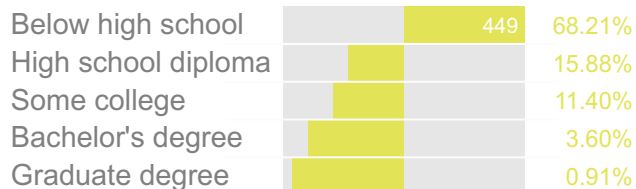
### Family Structure



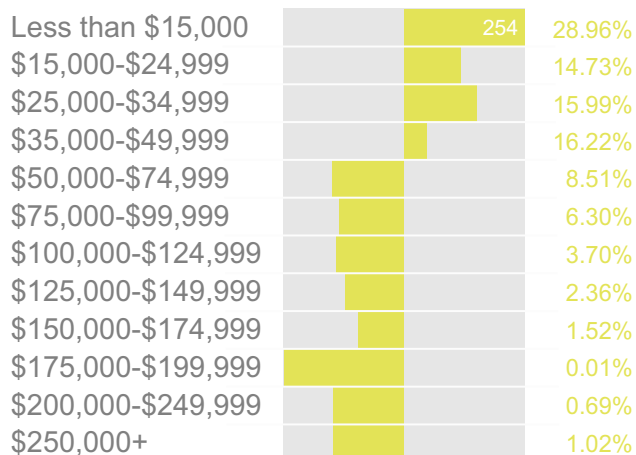
### Home Ownership



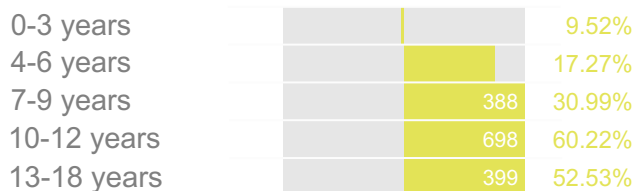
### Education



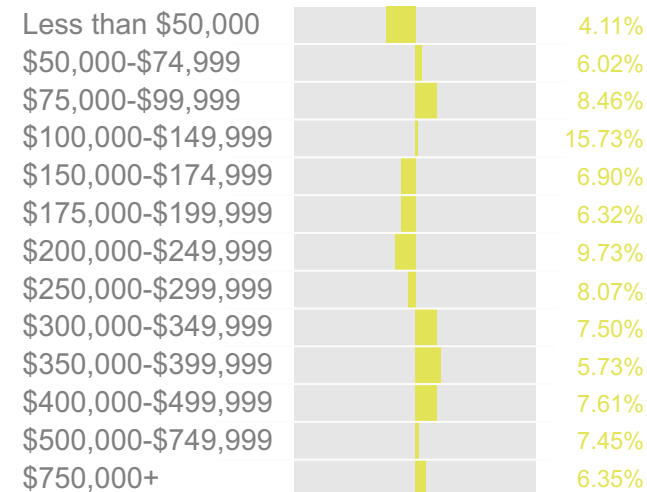
### Income



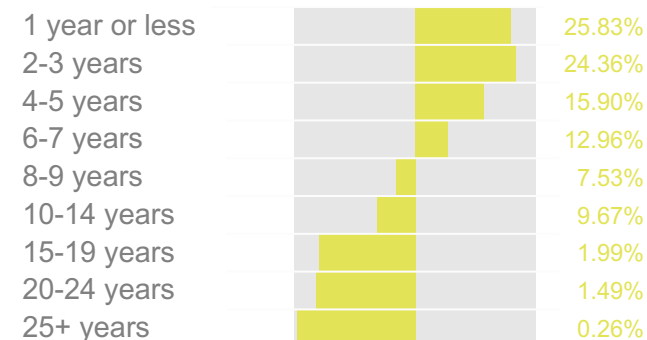
### Presence of Children



### Estimated Current Home Value



### Length of Residence



# P61

## Humble Beginnings

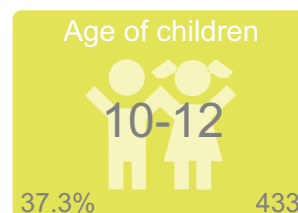
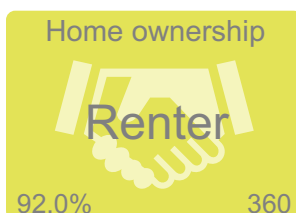
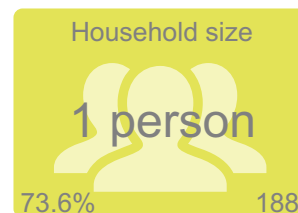
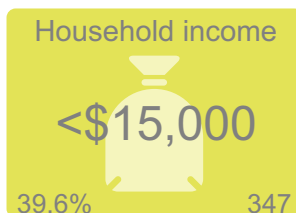
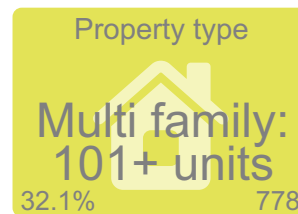
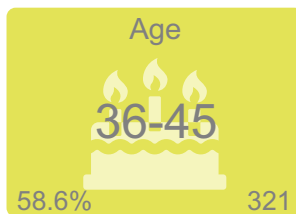
Multi-cultural singles and single-parent households with mid-scale incomes in city apartments

Francisco & Adriana

🏠 0.52% | 0.31% 👤



### Who We Are



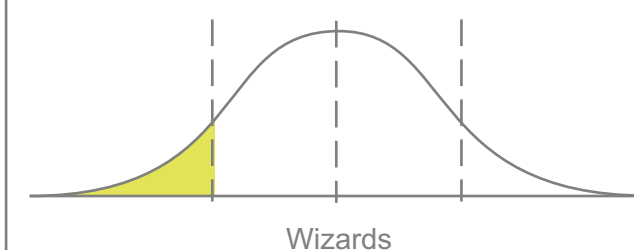
### Channel Preference



### Key Features

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

### Technology Adoption



# P61

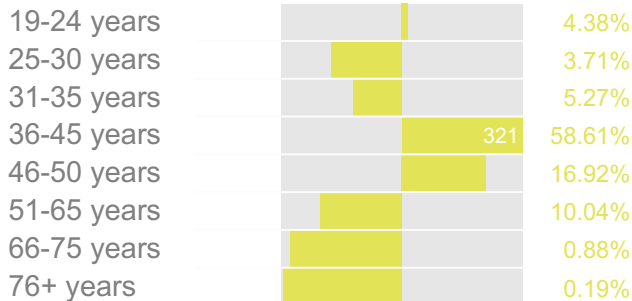
## Humble Beginnings

Multi-cultural singles and single-parent households with mid-scale incomes in city apartments

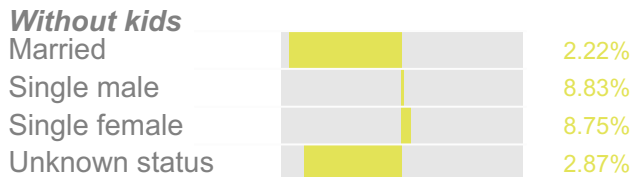
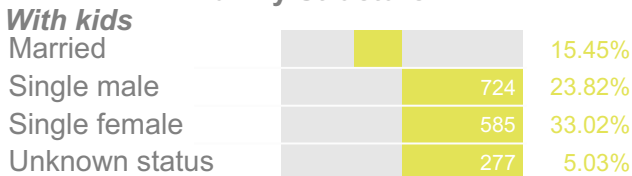
Francisco & Adriana

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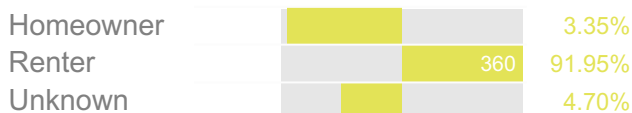
### Age



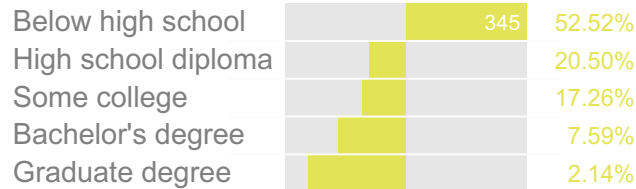
### Family Structure



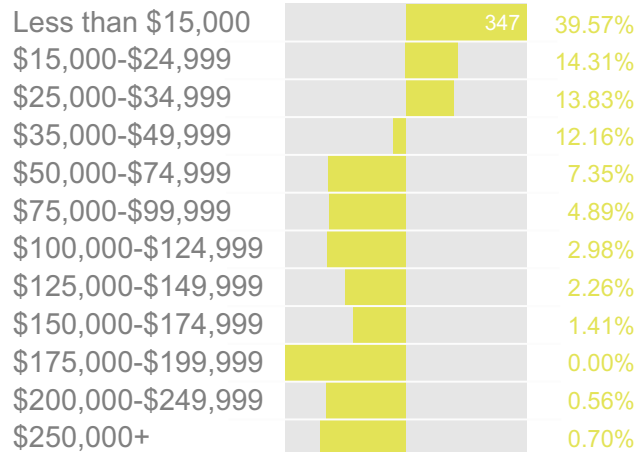
### Home Ownership



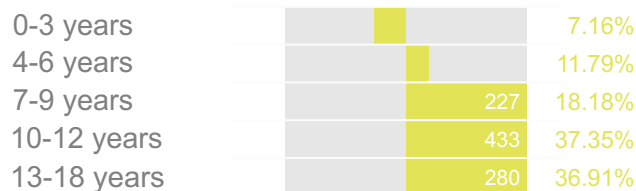
### Education



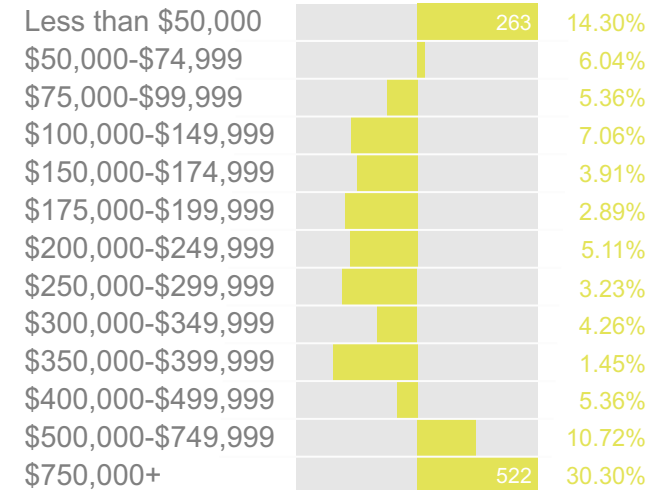
### Income



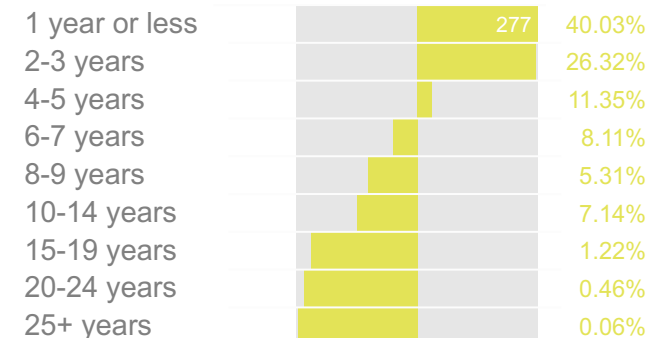
### Presence of Children



### Estimated Current Home Value



### Length of Residence



Q • Q62 • Q63 • Q64 • Q65

# Q62

## Reaping Rewards

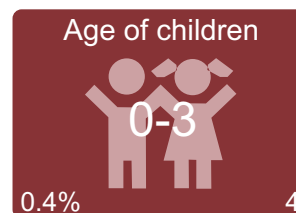
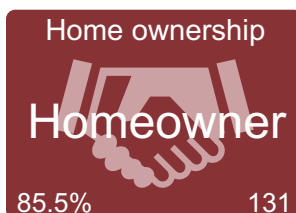
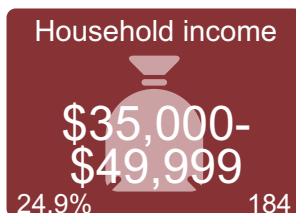
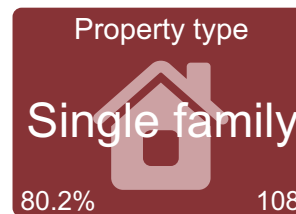
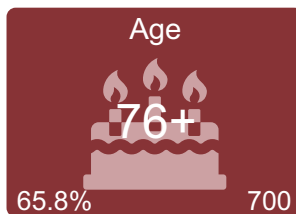
Relaxed, retired couples and widowed individuals in suburban homes living quiet lives

Ray & Shirley

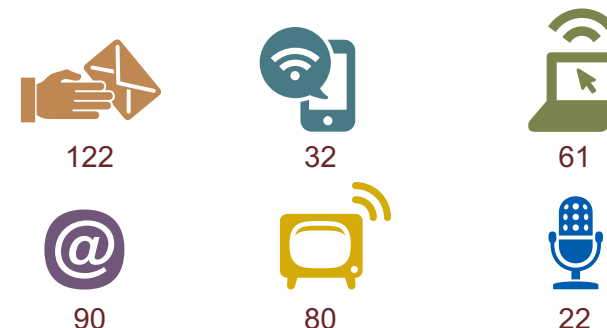
🏠 1.81% | 1.34% 👤



### Who We Are



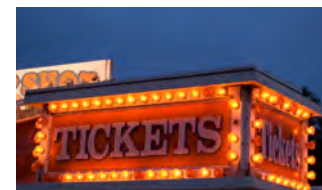
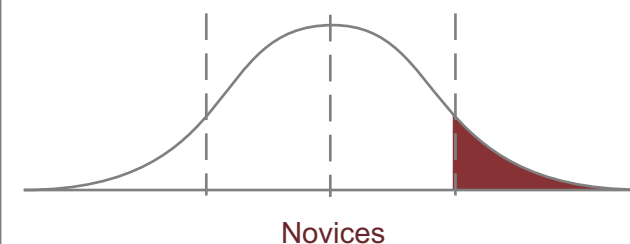
### Channel Preference



### Key Features

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

### Technology Adoption





# Q62

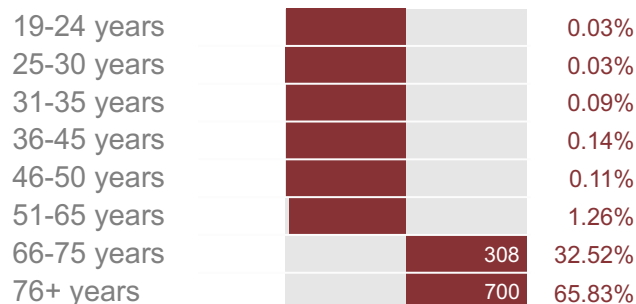
## Reaping Rewards

Relaxed, retired couples and widowed individuals in suburban homes living quiet lives

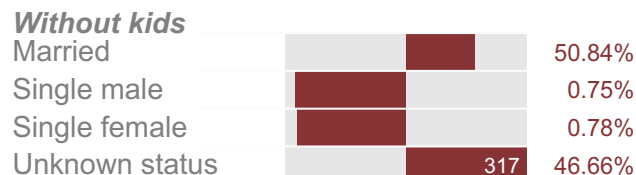
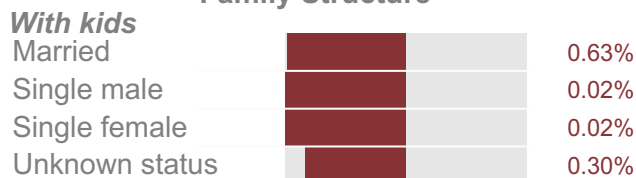
Ray & Shirley

🏠 1.81% | 1.34% 👤

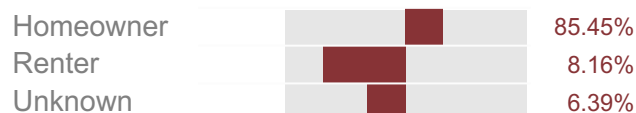
### Age



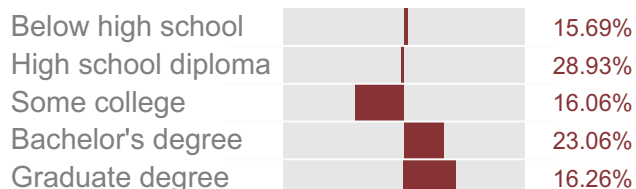
### Family Structure



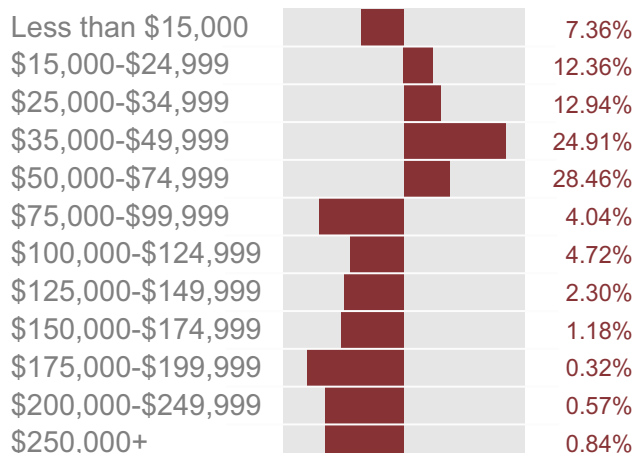
### Home Ownership



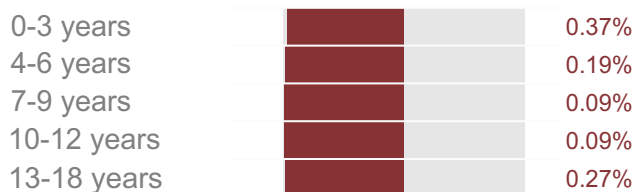
### Education



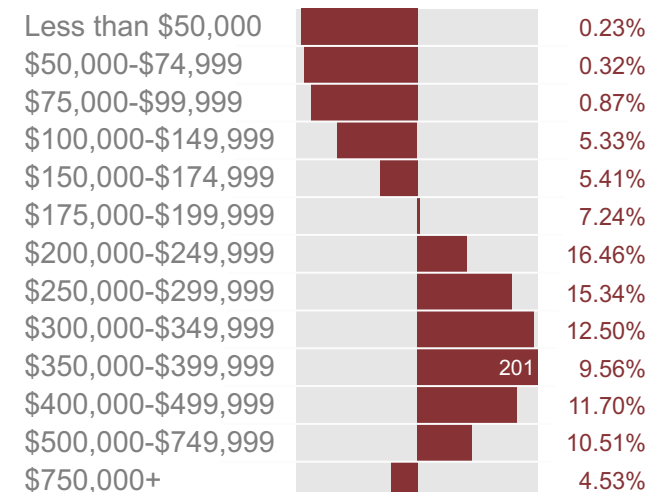
### Income



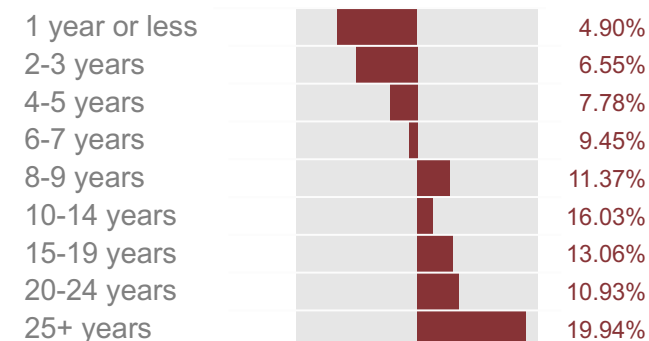
### Presence of Children



### Estimated Current Home Value



### Length of Residence



# Q63

## Footloose and Family Free

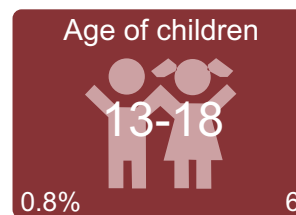
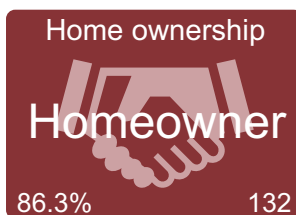
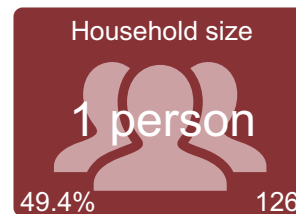
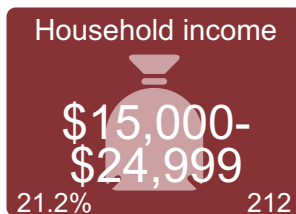
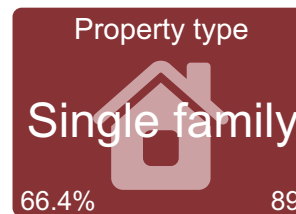
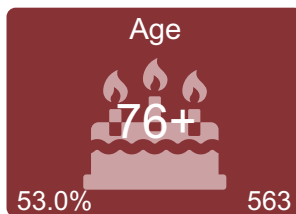
Elderly couples and widowed individuals living active and comfortable lifestyles

Ralph & Marilyn

🏠 0.49% | 0.36% 👤



### Who We Are



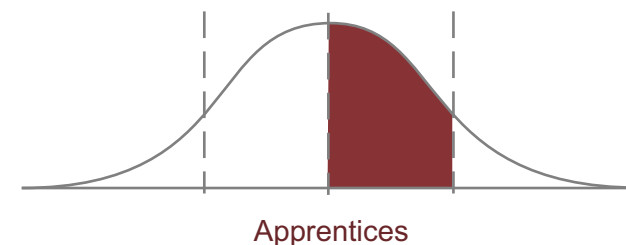
### Channel Preference



### Key Features

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

### Technology Adoption



# Q63

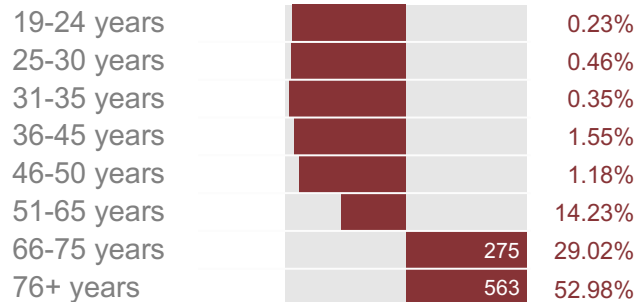
## Footloose and Family Free

Elderly couples and widowed individuals living active and comfortable lifestyles

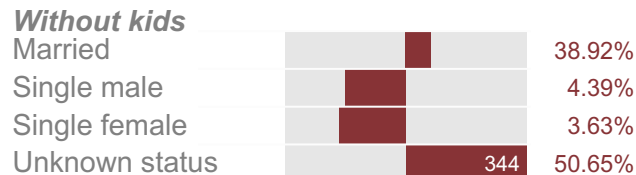
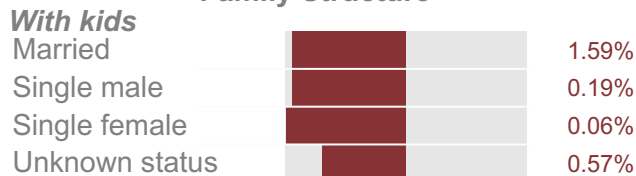
Ralph & Marilyn

🏠 0.49% | 0.36% 👤

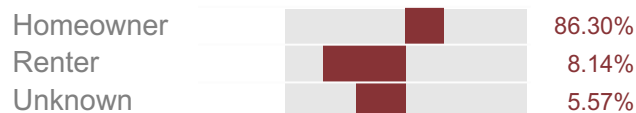
### Age



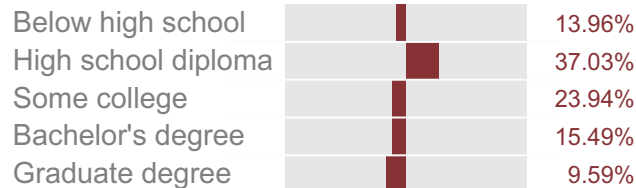
### Family Structure



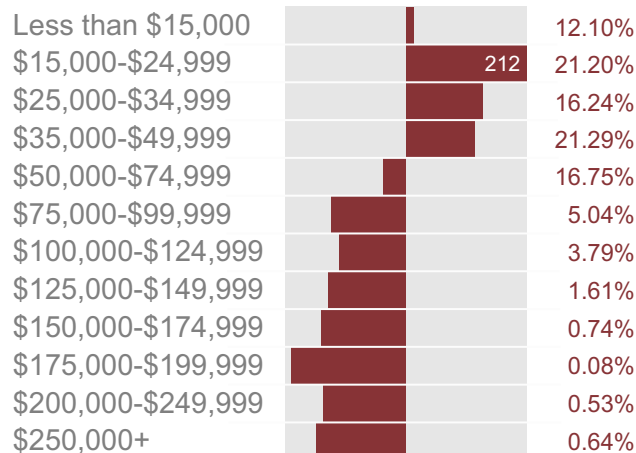
### Home Ownership



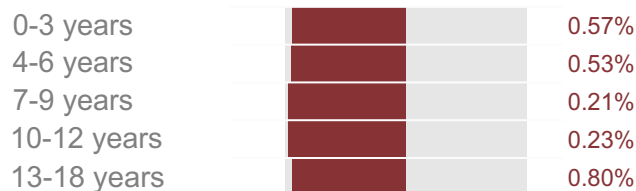
### Education



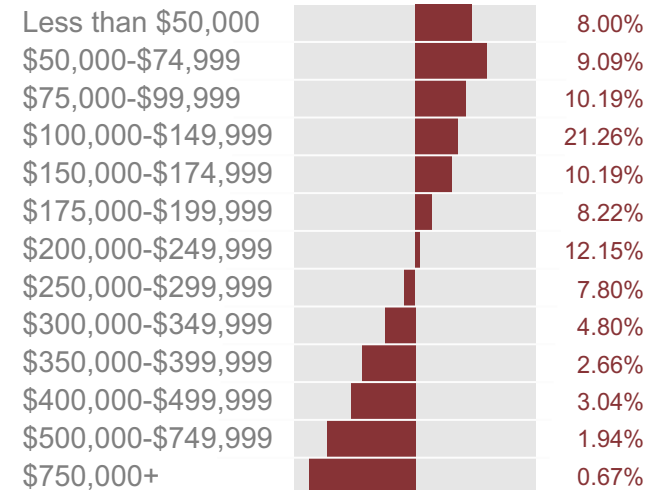
### Income



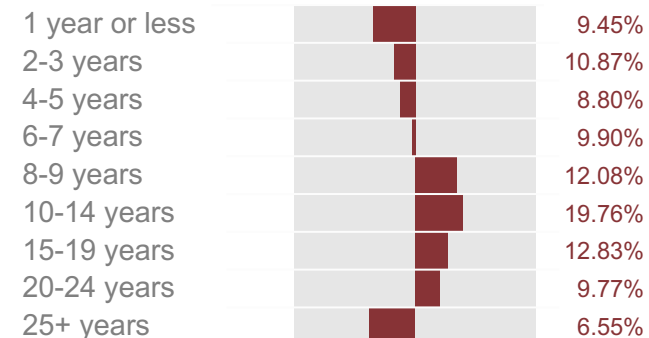
### Presence of Children



### Estimated Current Home Value



### Length of Residence



# Q64

## Town Elders

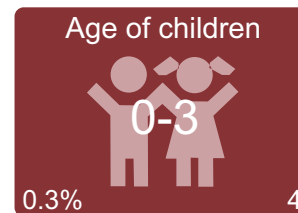
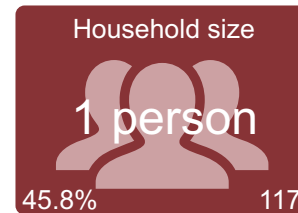
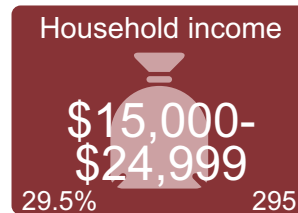
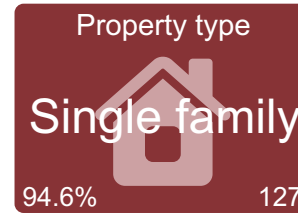
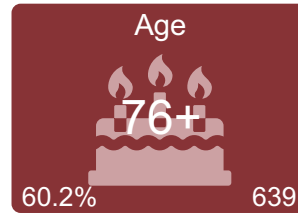
Stable, minimalist seniors living in older residences and leading sedentary lifestyles

Jack & Martha

🏠 4.65% | 3.42% 👤



### Who We Are



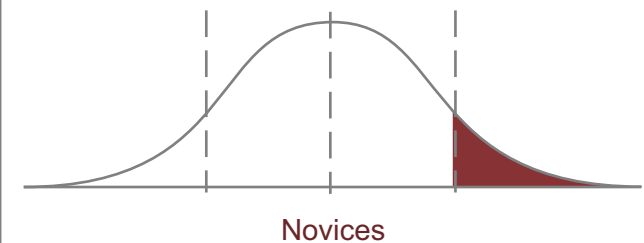
### Channel Preference



### Key Features

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

### Technology Adoption



# Q64

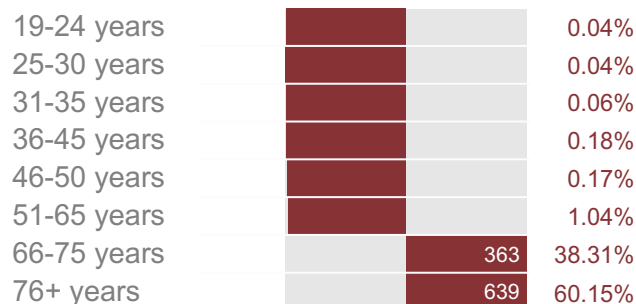
## Town Elders

Stable, minimalist seniors living in older residences and leading sedentary lifestyles

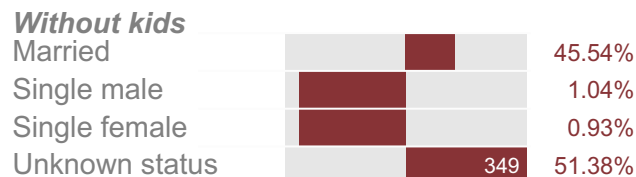
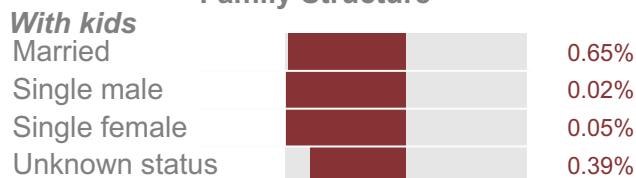
Jack & Martha

🏠 4.65% | 3.42% 👤

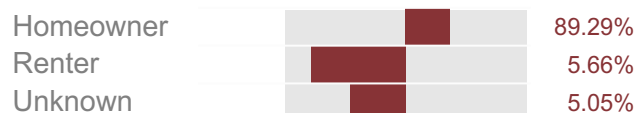
### Age



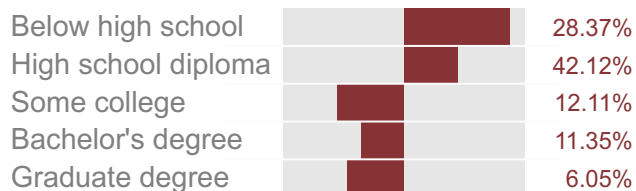
### Family Structure



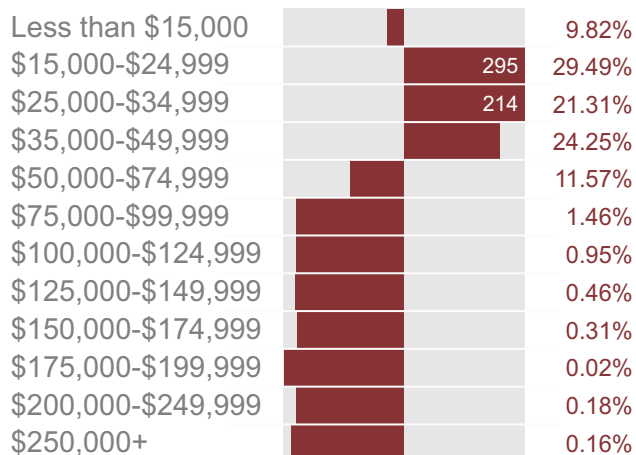
### Home Ownership



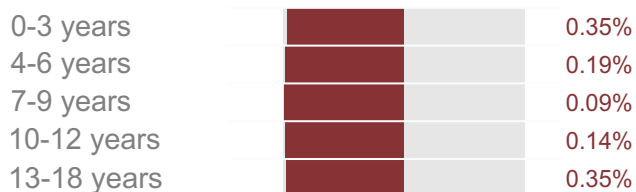
### Education



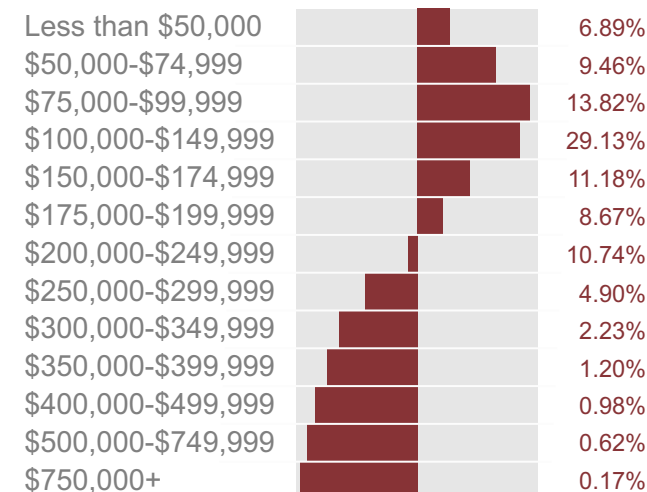
### Income



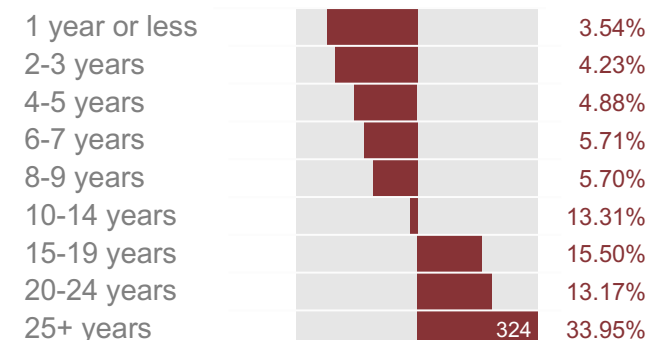
### Presence of Children



### Estimated Current Home Value



### Length of Residence



# Q65

## Senior Discounts

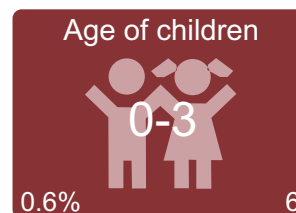
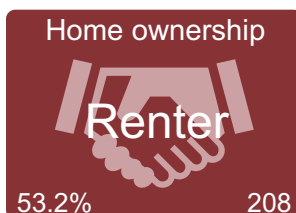
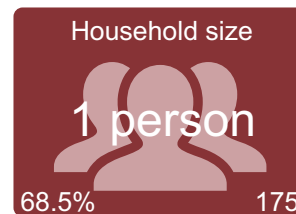
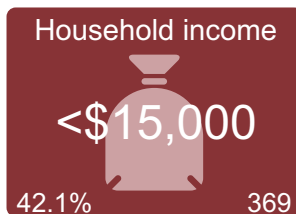
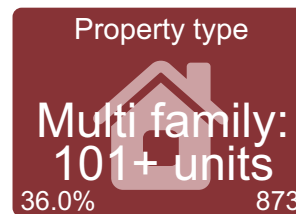
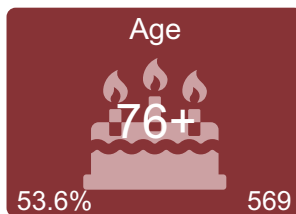
Downscale, settled retirees in metro apartment communities

Harold & Joan

🏠 2.06% | 1.26% 👤



### Who We Are



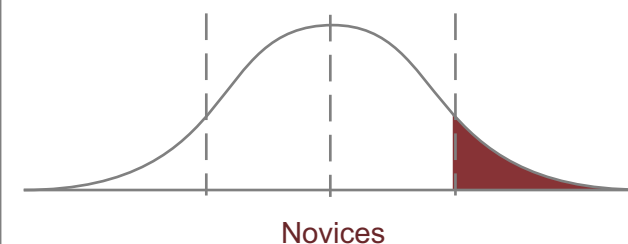
### Channel Preference



### Key Features

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

### Technology Adoption



# Q65

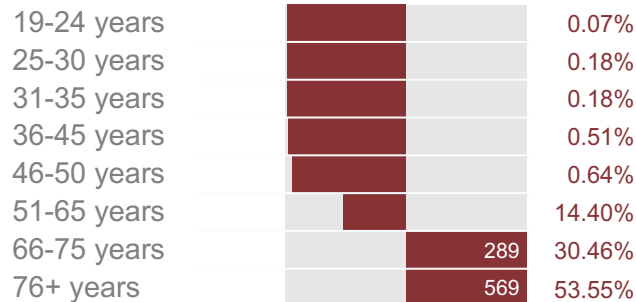
## Senior Discounts

Downscale, settled retirees in metro apartment communities

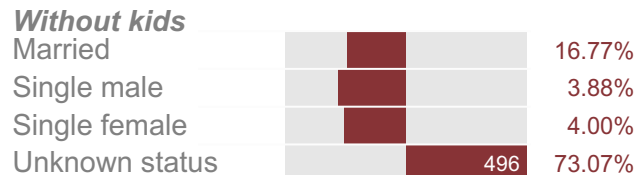
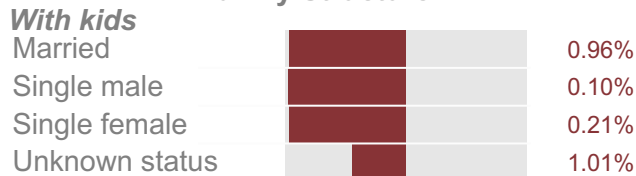
Harold & Joan

🏠 2.06% | 1.26% 👤

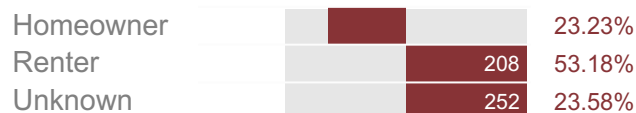
### Age



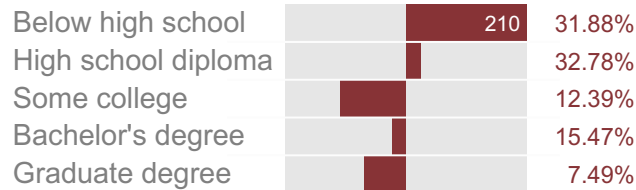
### Family Structure



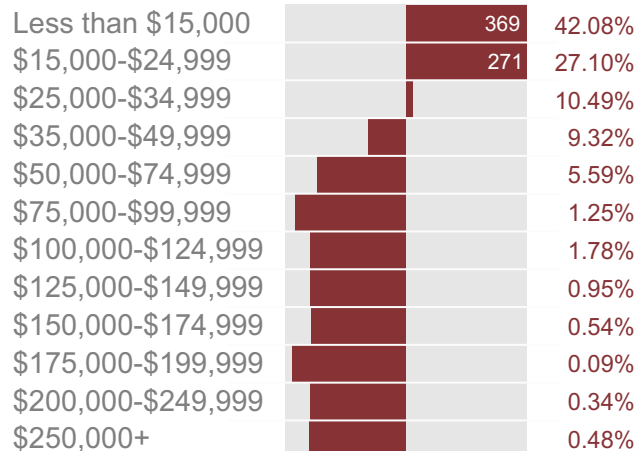
### Home Ownership



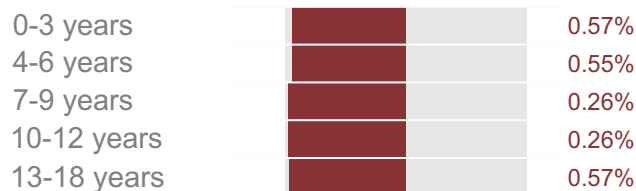
### Education



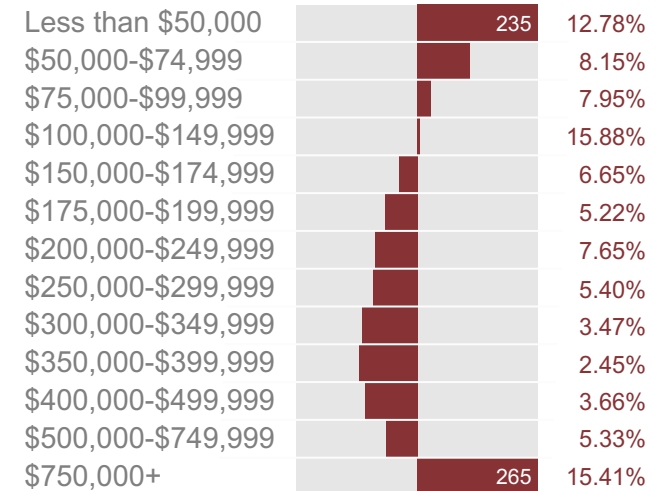
### Income



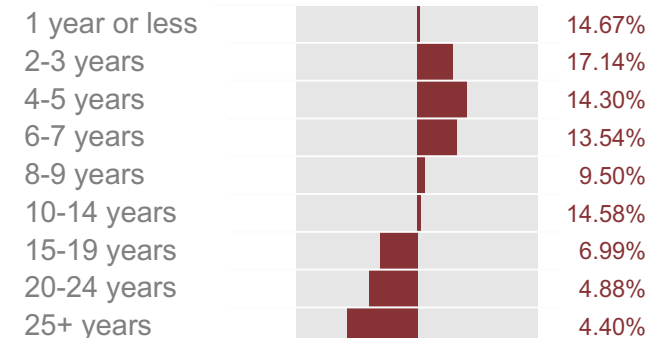
### Presence of Children



### Estimated Current Home Value



### Length of Residence



R • R66 • R67

R66

## Dare to Dream

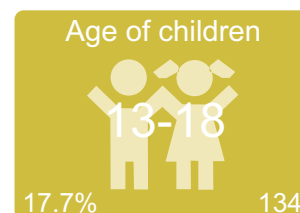
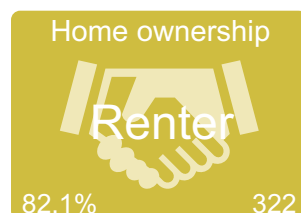
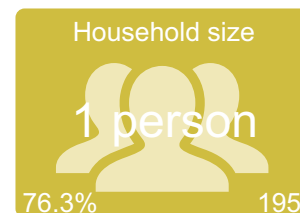
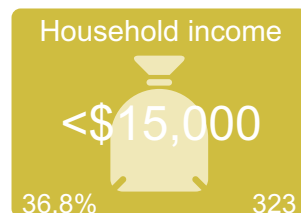
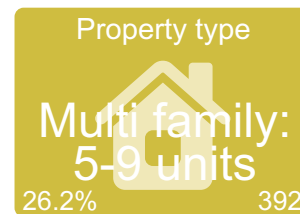
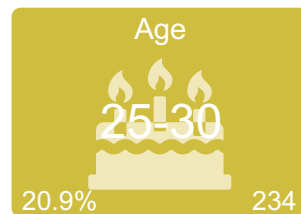
Young singles, couples and single parents with lower incomes starting out in city apartments

Douglas & Amber

🏠 1.68% | 0.93% 👤



### Who We Are



### Channel Preference



### Key Features

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

### Technology Adoption





# R66

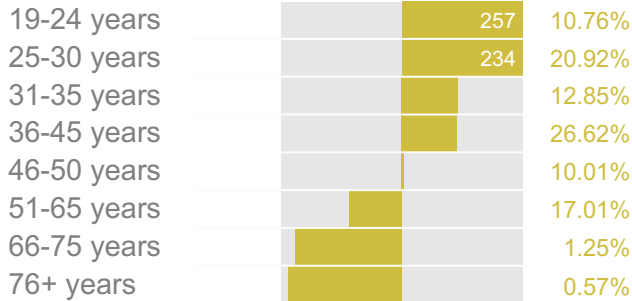
## Dare to Dream

Young singles, couples and single parents with lower incomes starting out in city apartments

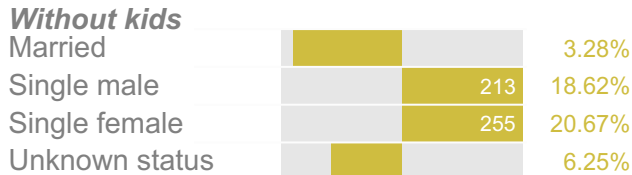
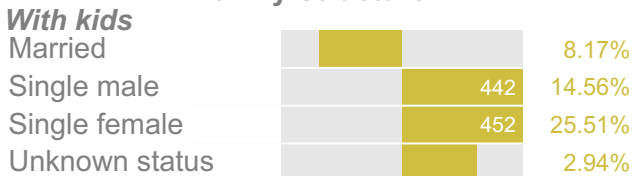
Douglas & Amber

🏠 1.68% | 0.93% 👤

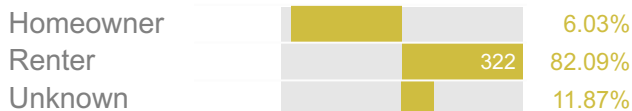
### Age



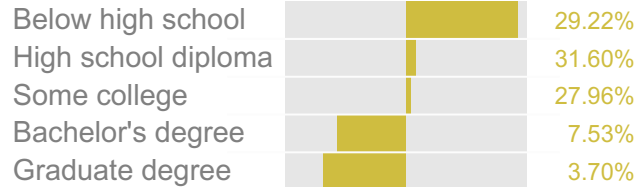
### Family Structure



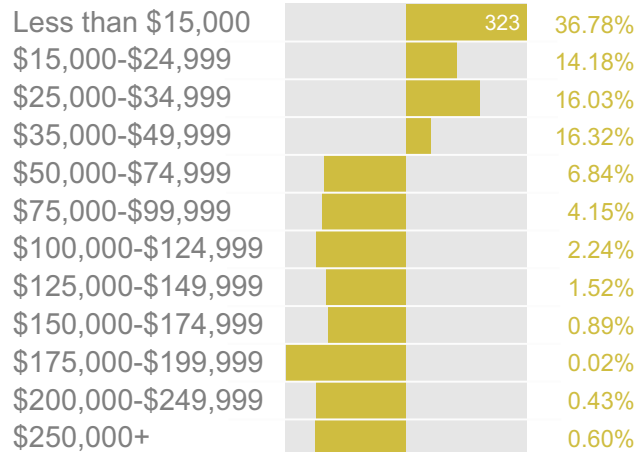
### Home Ownership



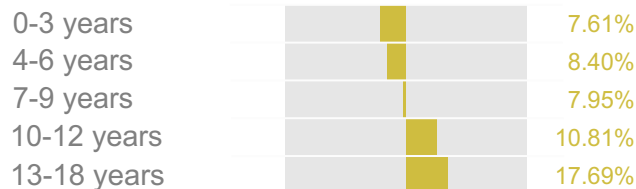
### Education



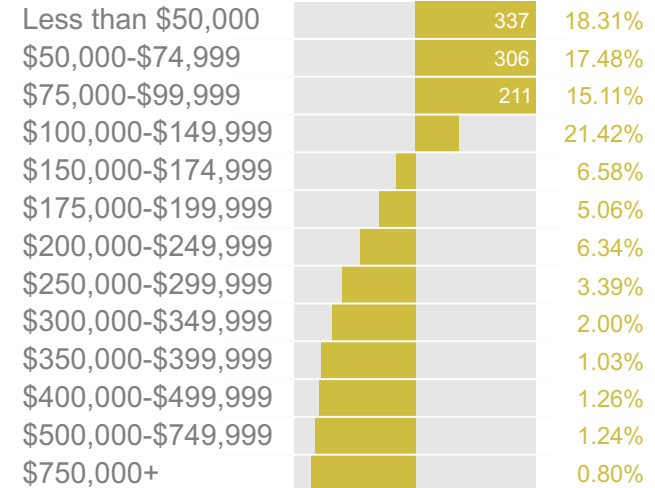
### Income



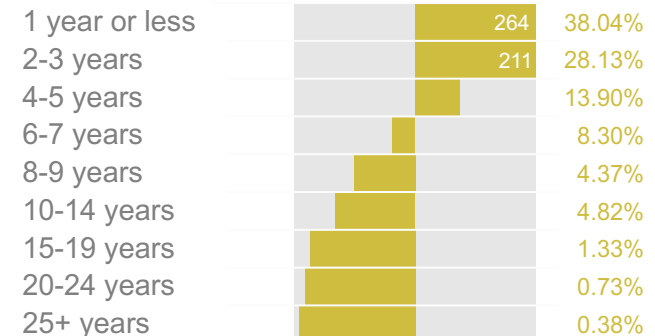
### Presence of Children



### Estimated Current Home Value



### Length of Residence



R • R66 • R67

# R67

## Hope for Tomorrow

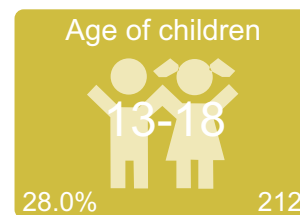
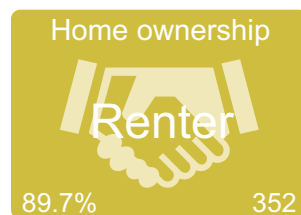
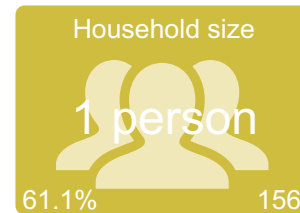
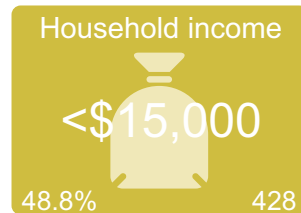
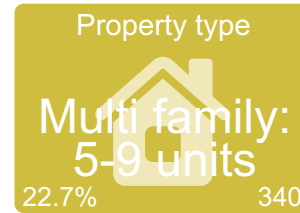
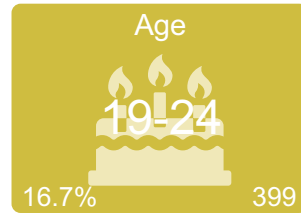
Young, lower-income single parents in second-city apartments

Derrick & Tina

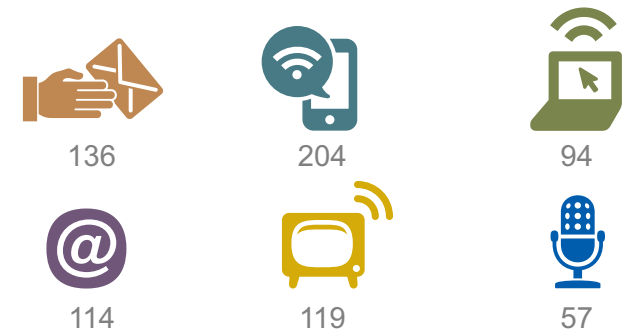
🏠 1.24% | 0.88% 👤



### Who We Are



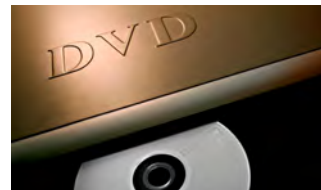
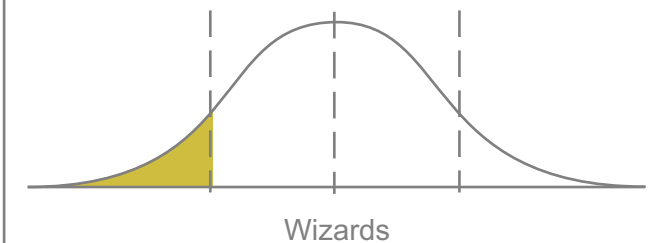
### Channel Preference



### Key Features

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

### Technology Adoption



# R67

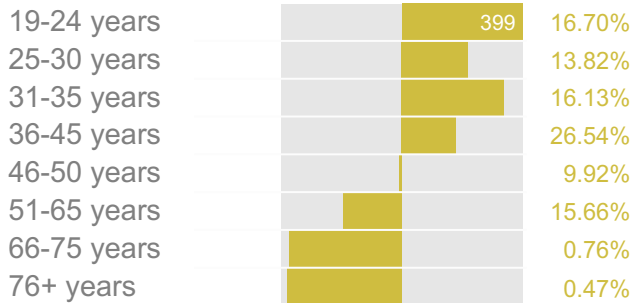
## Hope for Tomorrow

Young, lower-income single parents in second-city apartments

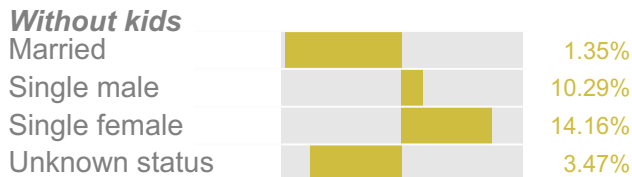
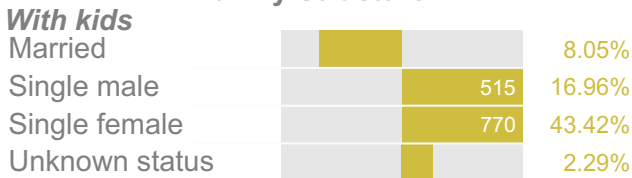
Derrick & Tina

🏠 1.24% | 0.88% 👤

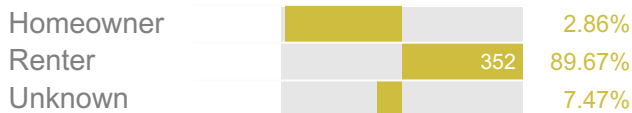
### Age



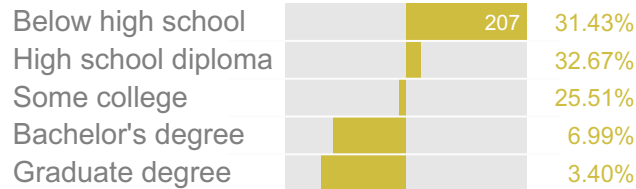
### Family Structure



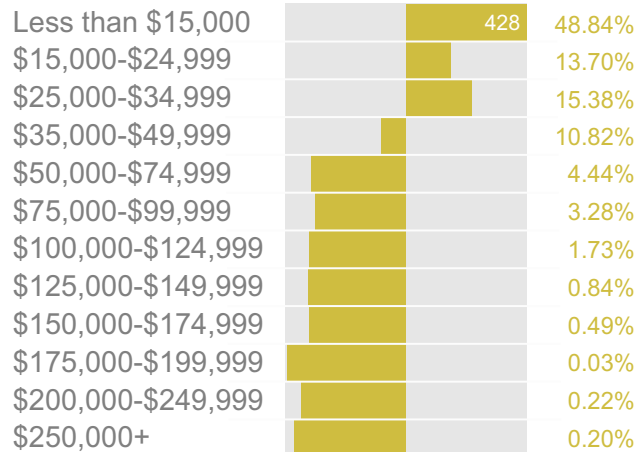
### Home Ownership



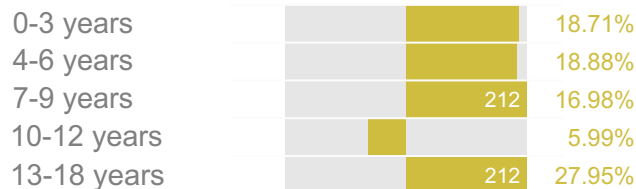
### Education



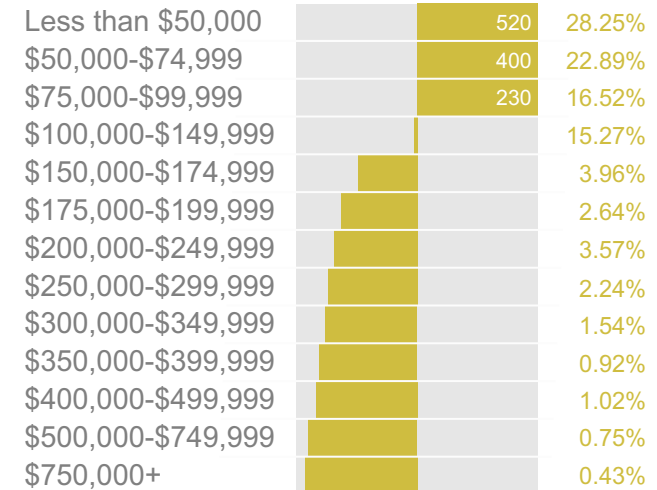
### Income



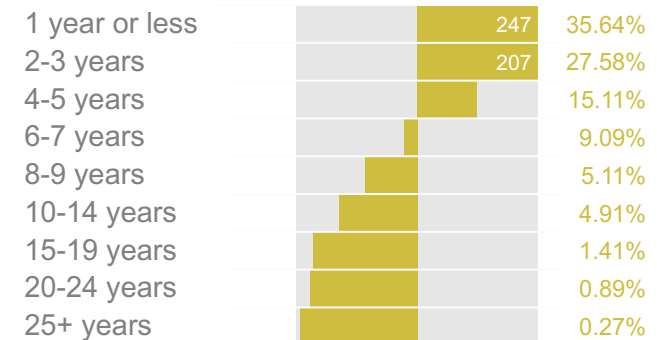
### Presence of Children



### Estimated Current Home Value



### Length of Residence



S • S68 • S69 • S70 • S71

# S68

## Small Town Shallow Pockets

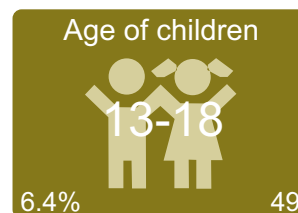
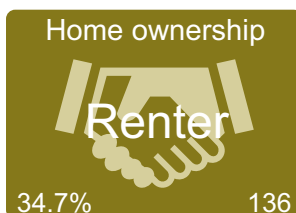
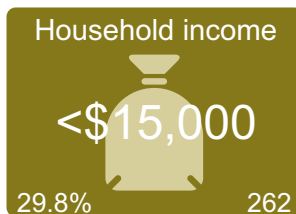
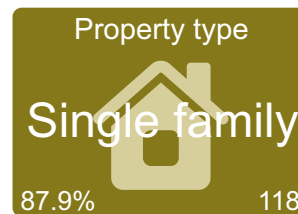
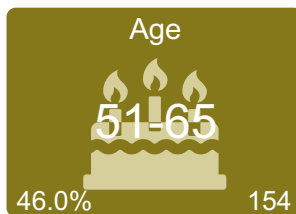
Older, low income singles and empty-nesters living in modest ex-urban small towns

Bill & Kathy

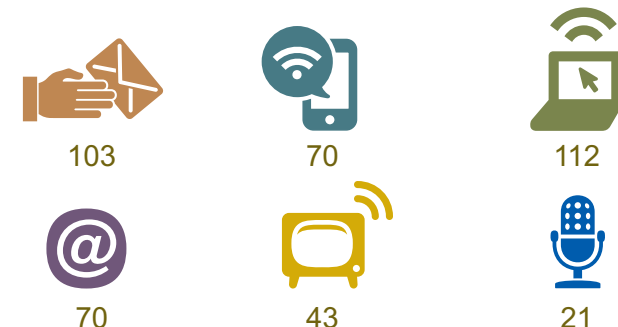
🏠 1.75% | 1.08% 👤



### Who We Are



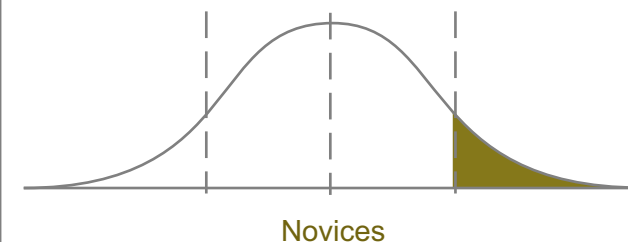
### Channel Preference



### Key Features

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

### Technology Adoption



# S68

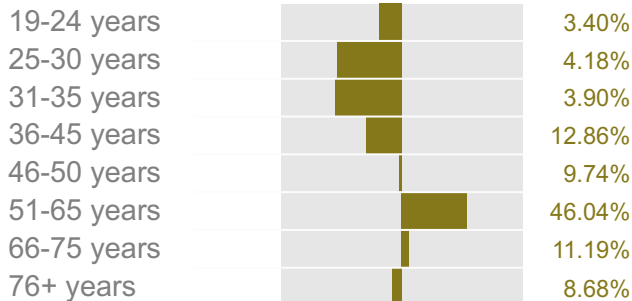
## Small Town Shallow Pockets

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

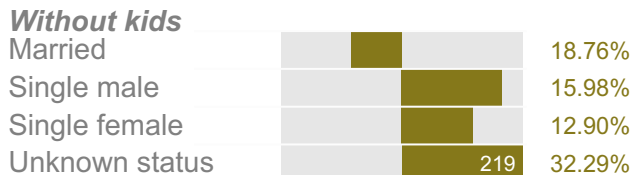
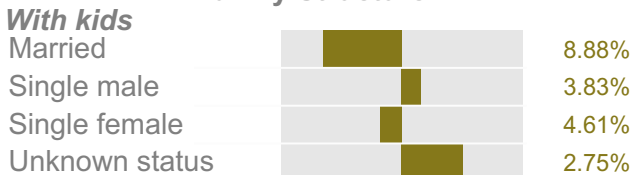
Bill & Kathy

🏠 1.75% | 1.08% 👤

### Age



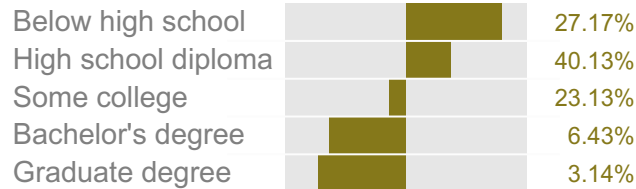
### Family Structure



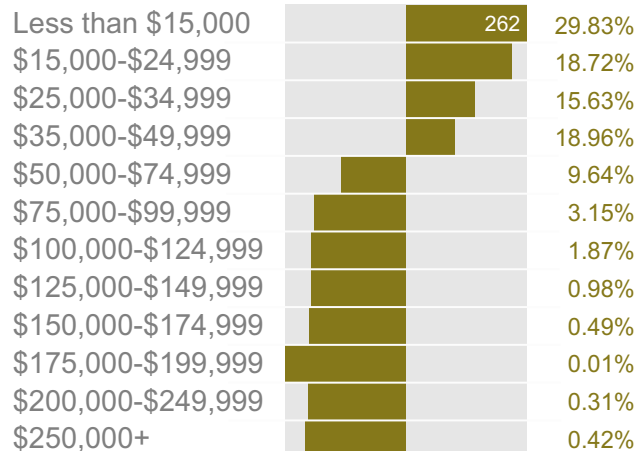
### Home Ownership



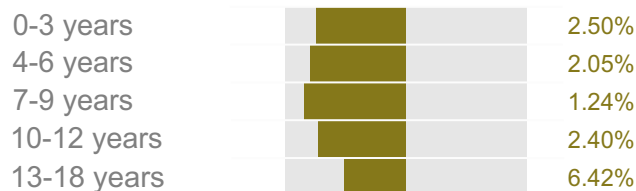
### Education



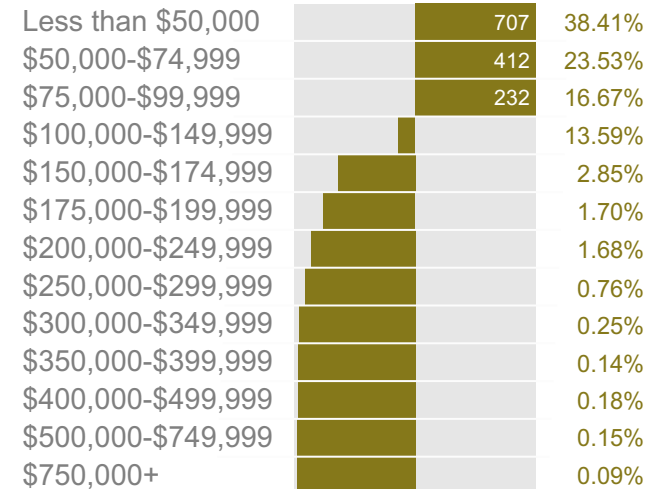
### Income



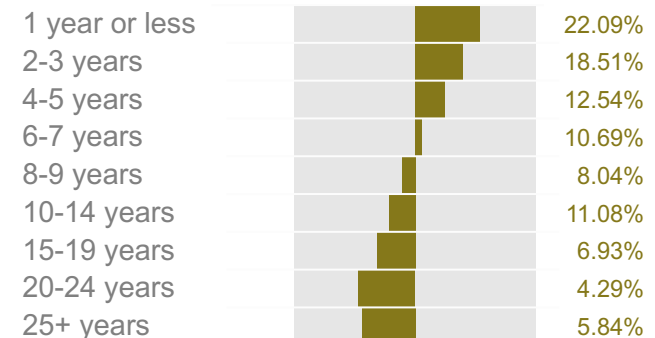
### Presence of Children



### Estimated Current Home Value



### Length of Residence



# S69

## Urban Survivors

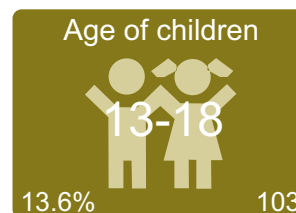
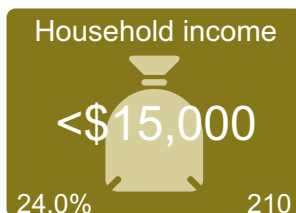
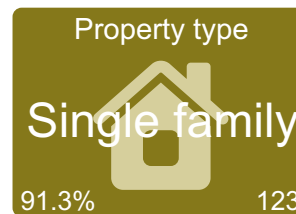
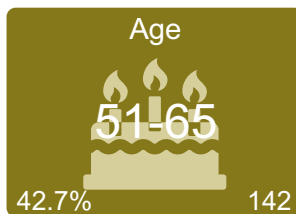
Older, lower income singles and single parents established in modest urban neighborhoods

Henry & Emma

🏠 1.62% | 1.29% 👤



### Who We Are



### Channel Preference



### Key Features

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

### Technology Adoption



# S69

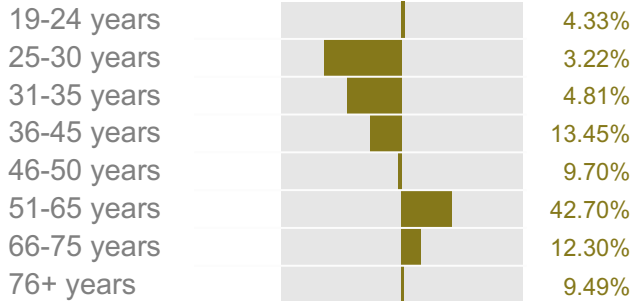
## Urban Survivors

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

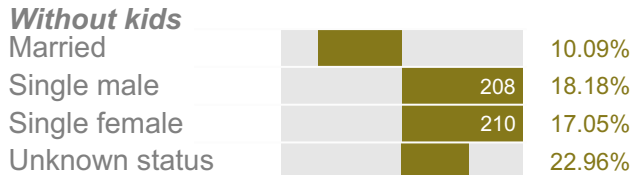
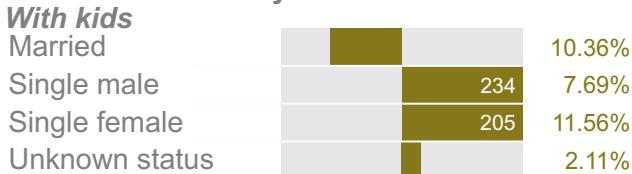
Henry & Emma

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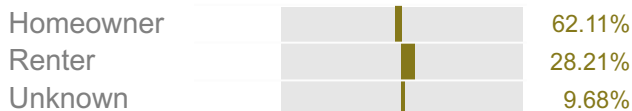
### Age



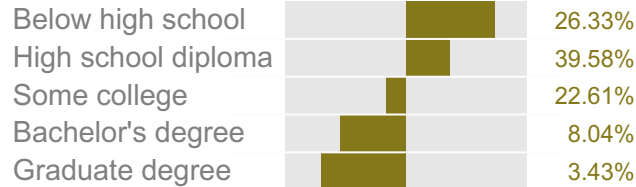
### Family Structure



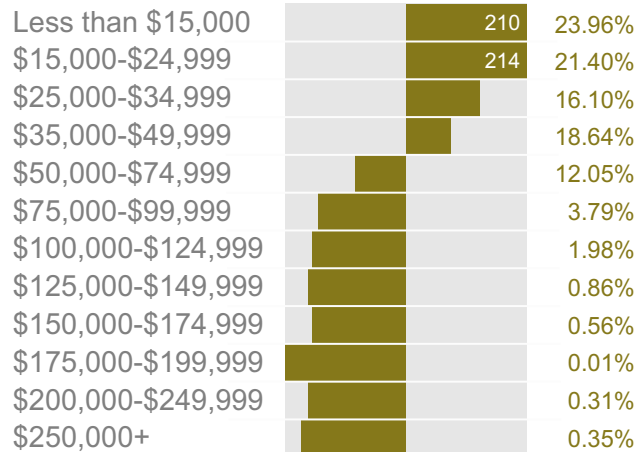
### Home Ownership



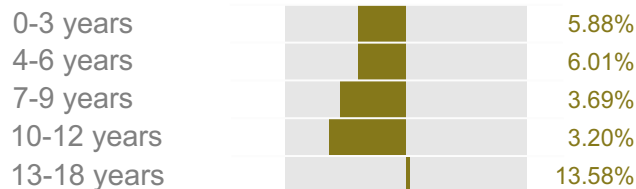
### Education



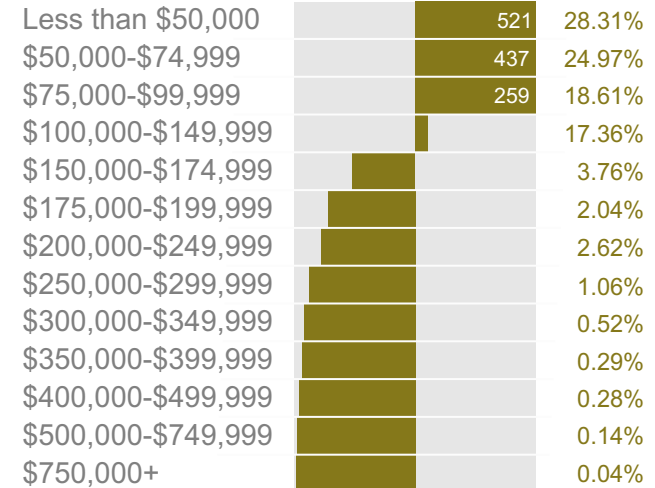
### Income



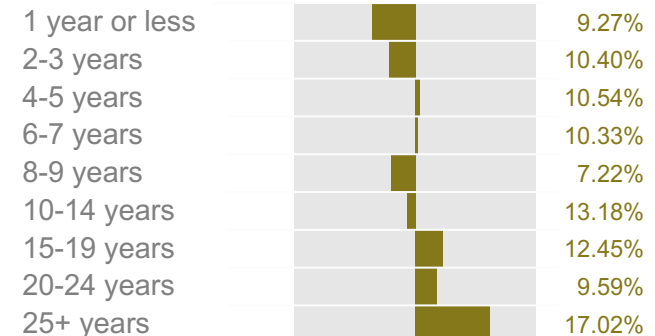
### Presence of Children



### Estimated Current Home Value



### Length of Residence



S • S68 • S69 • S70 • S71

S70

## Tight Money

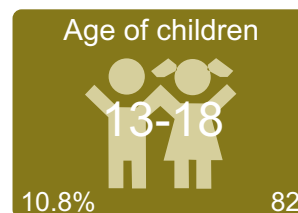
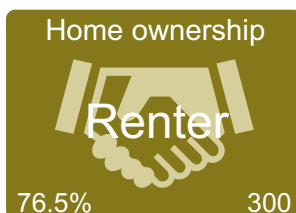
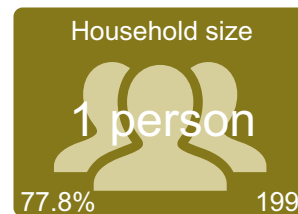
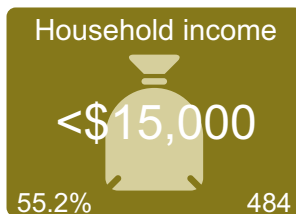
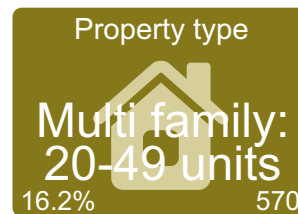
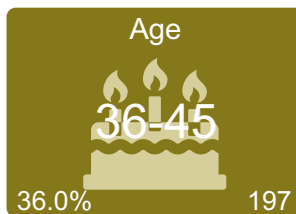
Middle-aged, lower income unattached individuals in transitional small town and ex-urban apartments

Terry & Heather

🏠 0.28% | 0.17% 👤



### Who We Are



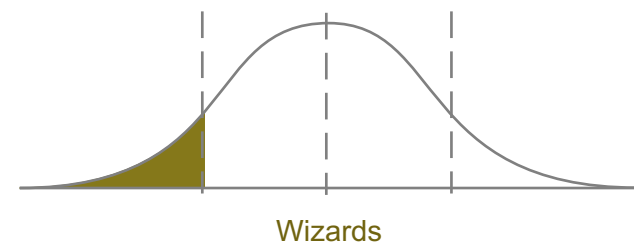
### Channel Preference



### Key Features

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

### Technology Adoption





# S70

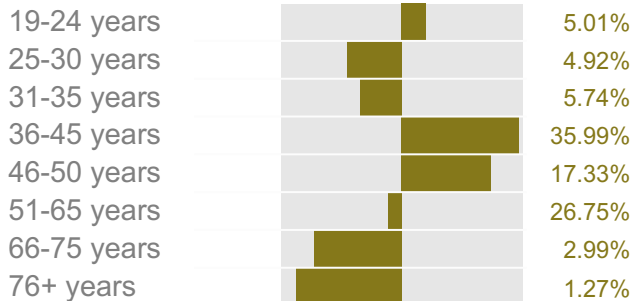
## Tight Money

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

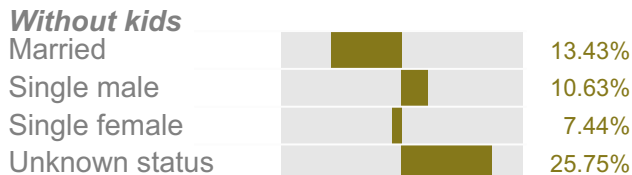
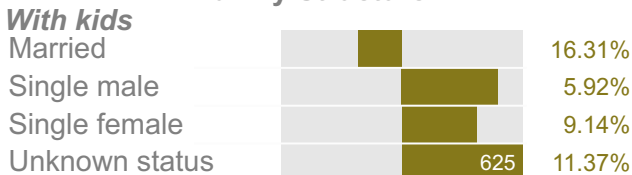
Terry & Heather

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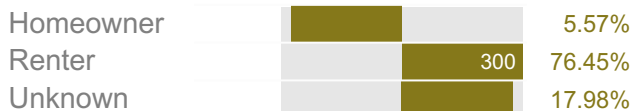
### Age



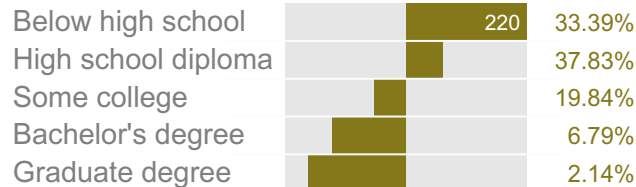
### Family Structure



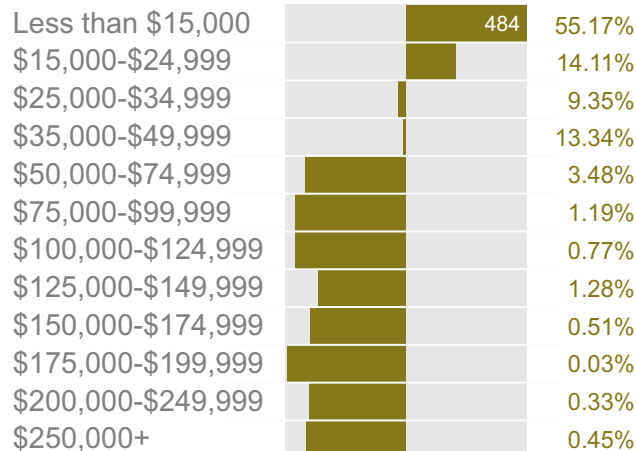
### Home Ownership



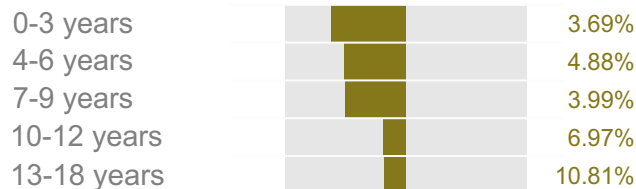
### Education



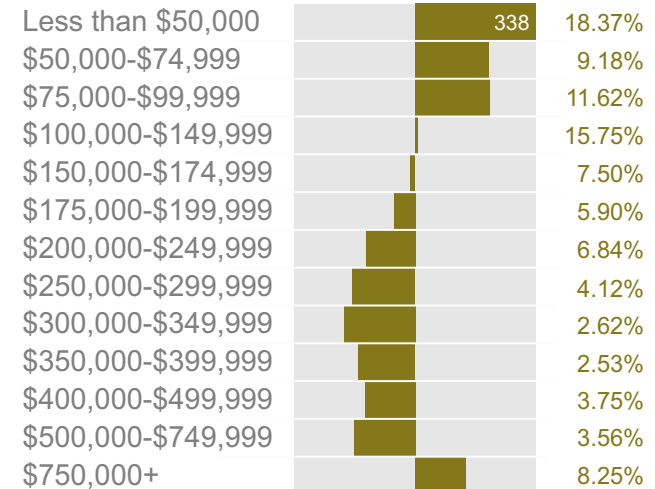
### Income



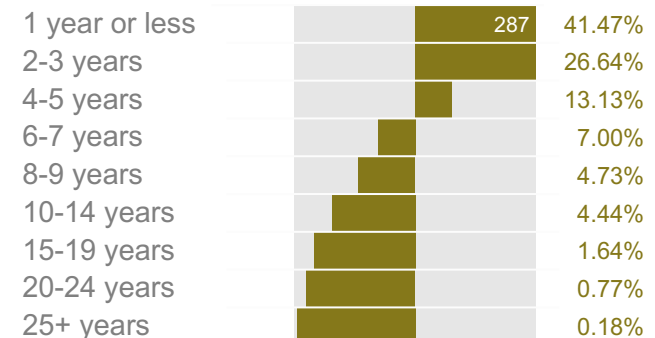
### Presence of Children



### Estimated Current Home Value



### Length of Residence



# S71

## Tough Times

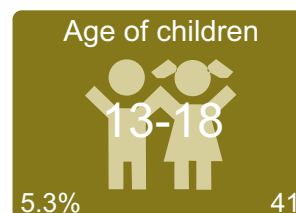
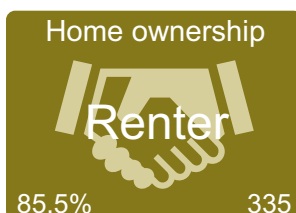
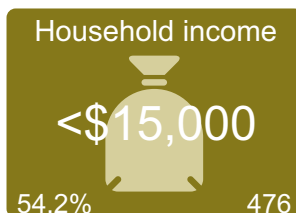
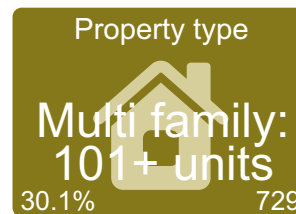
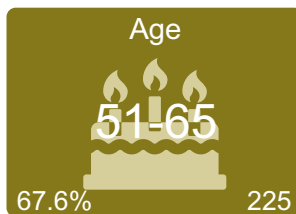
Older, lower income and ethnically-diverse singles typically concentrated in inner-city apartments

Walter & Audrey

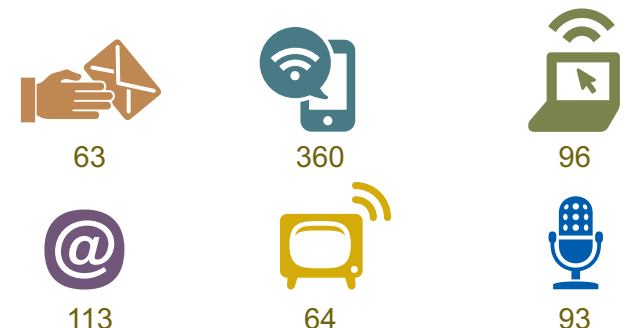
🏠 0.84% | 0.50% 👤



### Who We Are



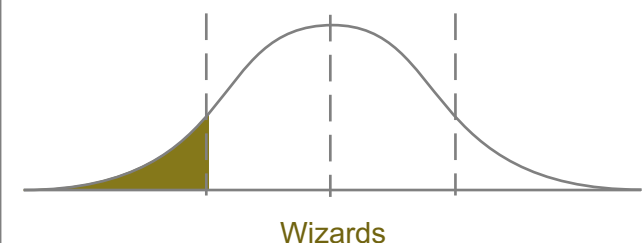
### Channel Preference



### Key Features

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

### Technology Adoption



# S71

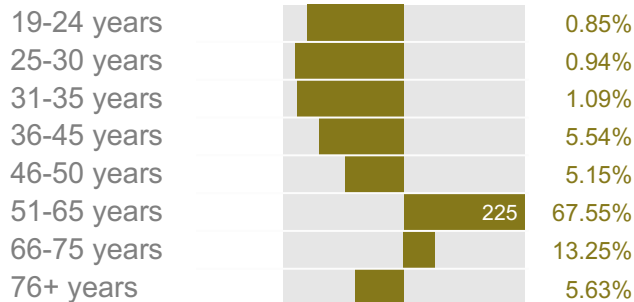
## Tough Times

Older, lower income and ethnically-diverse singles typically concentrated in inner-city apartments

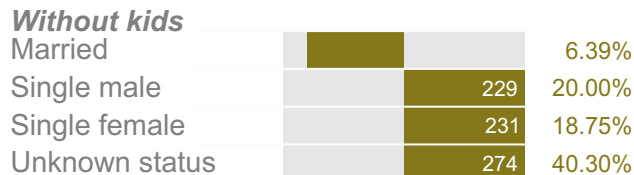
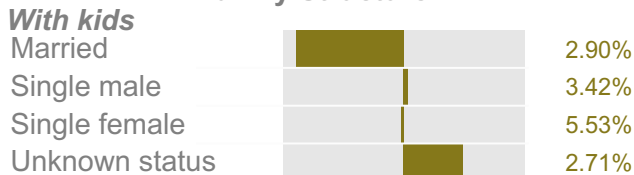
Walter & Audrey

🏠 0.84% | 0.50% 👤

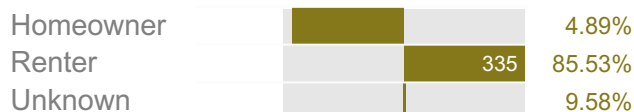
### Age



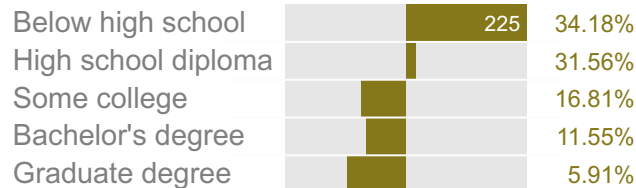
### Family Structure



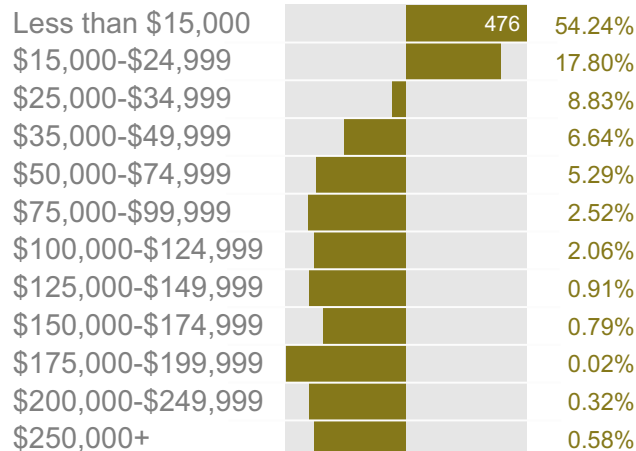
### Home Ownership



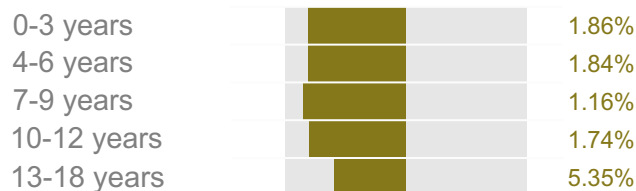
### Education



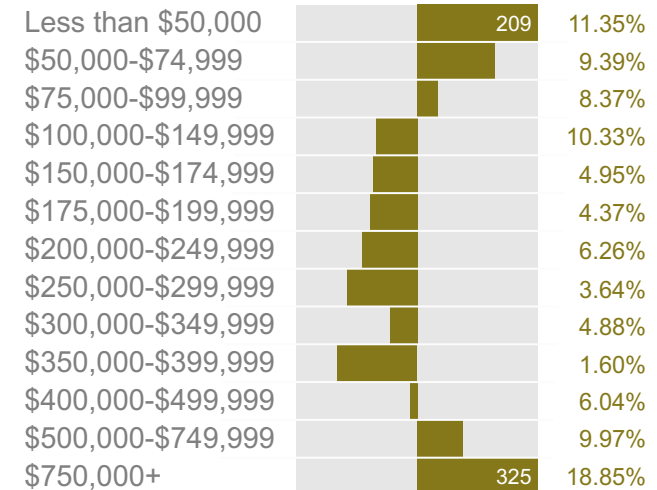
### Income



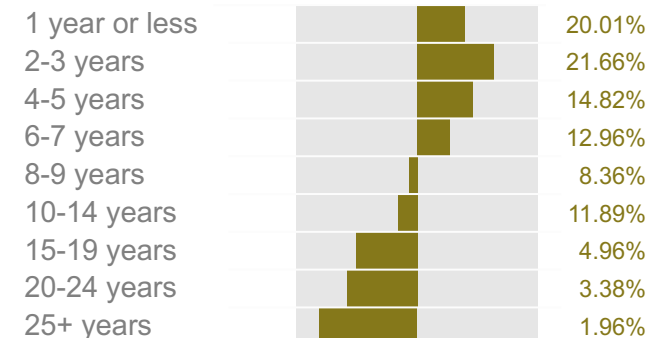
### Presence of Children



### Estimated Current Home Value



### Length of Residence



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