



Mosaic USA E-Handbook



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.



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.

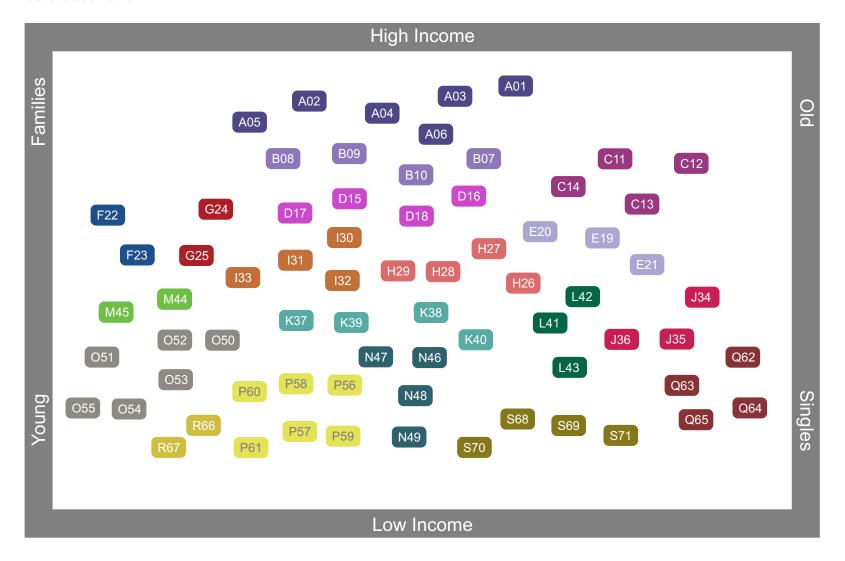
They must also be updateable over time to ensure continuing accuracy in assignments of the Mosaic codes and meet the following criteria:

- 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.

Demographics	Socio-economics	Location	Financial measures	Property characteristics
Age	Education/qualifications	Urbanity/rurality	Income	Tenure
Marital status	Occupation	Means of transport	Credit behaviour	Property value
Household composition	Industry	Travel to work time	Owner of multiple homes	Number of rooms
Length of residency	Hours worked		Social security/assistance	Year built
Presence of children	Home business			Number of dwellings
Number of occupants	Vehicle ownership			Rent amount
Ethnicity				Group quarters
Language ability				



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.





Δ	A01	American Royalty
Power	A02	Platinum Prosperity
Elite	A03	Kids and Cabernet
	A04	Picture Perfect Families
	A05	Couples with Clout
	A06	Jet Set Urbanites
B	В07	Across the Ages
Flourishing	B08	Babies and Bliss
Families	B09	Family Fun-tastic
	B10	Cosmopolitan Achievers
C.	C11	Sophisticated City Dwellers
Booming	C12	Golf Carts and Gourmets
with	C13	Philanthropic Sophisticates
Confidence	C14	Boomers and Boomerangs
<u>ח</u>	D15	Sport Utility Families
Suburban	D16	Settled in Suburbia
Style	D17	Cul de Sac Diversity
	D18	Suburban Nightlife
F	E19	Consummate Consumers
Thriving	E20	No Place Like Home
Boomers	E21	Unspoiled Splendor

F	F22	Fast Track Couples
Promising	F23	Families Matter Most
Families		
G	G24	Ambitious Singles
Young City	G25	Urban Edge
Solos		
Н	H26	Progressive Assortment
Bourgeois	H27	Life of Leisure
Melting Pot	H28	Everyday Moderates
	H29	Destination Recreation
	l30	Potlucks and the Great Outdoors
Family	l31	Hard Working Values
Union	l32	Steadfast Conventionalists
	l33	Balance and Harmony
.1	J34	Suburban Sophisticates
Autumn	J35	Rural Escape
Years	J36	Settled and Sensible
K	K37	Wired for Success
Significant	K38	Modern Blend
Singles	K39	Metro Fusion
	K40	Bohemian Groove



	L41	Booming and Consuming		
Blue Sky	L42	Rooted Flower Power		
Boomers	L43	Homemade Happiness		
NA	M44	Creative Comfort		
Families	M45	Growing and Expanding		
in Motion				
N	N46	True Grit Americans		
Pastoral	N47	Countrified Pragmatics		
Pride	N48	Rural Southern Bliss		
	N49	Touch of Tradition		
\cap	O50	Full Steam Ahead		
Singles	O51	Digital Savvy		
and Starters	O52	Urban Ambition		
	O53	Colleges and Cafes		
	O54	Influenced by Influencers		
	O55	Family Troopers		

	P56	Mid-scale Medley
Р		
Cultural	P57	Modest Metro Means
Connections	P58	Heritage Heights
	P59	Expanding Horizons
	P60	Striving Forward
	P61	Simple Beginnings
\bigcap	Q62	Enjoying Retirement
Golden Year	Q63	Footloose and Family Free
Guardians	Q64	Established in Society
	Q65	Mature and Wise
R	R66	Ambitious Dreamers
Aspirational	R67	Passionate Parents
Fusion		
S	S68	Small Town Sophisticates
Thrifty	S69	Urban Legacies
Habits	S70	Thrifty Singles
	S71	Modest Retirees



A01 A02 A03 A04 A06 A05

Power Elite

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



6 7.55% 9.48% **2**





Who we are

Head of



31

Type of property

Single family









180

Key features

- Wealthy
- Highly educated
- Politically conservative
- Well-invested
- Own luxury vehicles
- Not in the market to buy used vehicles





household age

Est. Household \$

36-45

177 31.6%

income

\$250,000+

652 36.2%

purchased

174 59.3%

25-36 months ago

When

Purchase/ lease price

102 91.1%



\$75,000+

793 42.3%

Vehicle age

0-5 years

238 86.9%

Channel preference











Technology adoption



Journeymen











A01 A02 A03 A04 **A05 A06**

Power Elite

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



6 7.55% 9.48% **1**

Head of household age

19–24		2.71%
25–30		3.29%
31–35		7.82%
36–45		31.62%
46–50		15.62%
51–65		29.11%
66–75		6.83%
76+		2.99%

Family structure

With kids Married		52.76%
Single male		0.25%
Single female		0.27%
Unknown status		0.08%
Without kids Married		42.91%
Single male		1.69%
Single female		0.89%
Unknown status		1.15%

Vehicle age

0–5 years	238	86.93%
6–10 years	214	75.80%
11+ years	221	89.10%

Estimated household income

Less than \$15,000		0.06%
\$15,000-\$24,999		0.11%
\$25,000-\$34,999		0.18%
\$35,000-\$49,999		0.41%
\$50,000-\$74,999		1.34%
\$75,000-\$99,999		3.53%
\$100,000-\$124,999		5.54%
\$125,000-\$149,999		10.76%
\$150,000-\$174,999	235	8.80%
\$175,000-\$199,999	315	11.80%
\$200,000-\$249,999	563	21.31%
\$250,000+	652	36.18%

Purchase/lease

Buy new	232	83.85%
Buy used		21.36%
Lease	228	60.11%

Purchase/lease price

Less than \$20,000		33.26%
\$20,000-\$30,000		69.26%
\$30,000–\$40,000	316	55.01%
\$40,000-\$50,000	407	71.04%
\$50,000-\$75,000	427	74.62%
\$75,000+	793	42.30%

Alternate fuel car		457	41.29%
Car			18.47%
Compact car			15.78%
Compact/subcompact car			13.61%
Subcompact car			3.17%
Full size car			9.24%
CUV		264	69.83%
SUV/CUV		235	58.61%
SUV		225	53.52%
Small/mid SUV			30.25%
Full size SUV	_	299	51.70%
Mid size car			16.55%
Mid size truck			1.54%
Minivan			9.33%
Van/minivan			14.69%
Full size van			0.78%
Truck			11.62%
Full size truck			11.05%
Luxury car		318	78.85%
Luxury compact car		531	59.27%
Luxury CUV		487	69.78%
Luxury SUV		586	47.29%
Sports car		236	34.52%



B

B

B07

B08

B09

B10

Flourishing Families

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



4.68% | 6.31% **1**





Who we are

Head of household age

Est. Household \$

\$125,000-\$149,999

37-48 months ago

36-45

190 | 33.9%

income



Type of property



Single family

106 95.3%

Purchase/ lease price

\$50,000-\$75,000





Channel preference





137

175

173

Key features

- Affluent
- Charitable contributors
- Athletic activities
- Saving for college
- Own alternate fuel cars
- In the market for compact cars

When purchased

164 56.4%

251 21.4%



Vehicle age



0-5 years

268 46.9%

202 73.7%

Technology adoption



Journeymen















B **B07 B08 B09 B10**

B

Flourishing Families

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



4.68% | 6.31% **1**



Head of household age

19–24		3.27%
25–30		3.88%
31–35		7.60%
36–45		33.94%
46–50		16.47%
51–65		27.66%
66–75		5.25%
76+		1.94%
36–45 46–50 51–65 66–75		33.94% 16.47% 27.66% 5.25%

Family structure

With kids		00.220/
Married		66.32%
Single male		0.70%
Single female		0.48%
Unknown status		0.12%
Without kids		
Married		29.73%
Single male		1.50%
Single female		0.54%
Unknown status		0.61%

Vehicle age

0–5 years	202	73.68%
6–10 years		68.94%
11+ years		77.16%

Estimated household income

Less than \$15,000		0.48%
\$15,000-\$24,999		0.55%
\$25,000-\$34,999		0.94%
\$35,000-\$49,999		2.17%
\$50,000-\$74,999		9.14%
\$75,000-\$99,999		15.88%
\$100,000-\$124,999		16.73%
\$125,000-\$149,999	251	21.39%
\$150,000-\$174,999	256	9.60%
\$175,000-\$199,999	238	8.92%
\$200,000-\$249,999		7.17%
\$250,000+		7.02%

Purchase/lease

Buy new	209	75.47%
Buy used		30.37%
Lease		47.88%

Purchase/lease price

Less than \$20,000		48.21%
\$20,000-\$30,000		66.52%
\$30,000–\$40,000	22	39.46%
\$40,000-\$50,000	2	44.75%
\$50,000-\$75,000	26	46.93%
\$75,000+	2	15 11.48%

Alternate fuel car	335	30.28%
Car		25.23%
Compact car		31.72%
Compact/subcompact car		30.56%
Subcompact car		6.18%
Full size car		4.51%
CUV	228	60.33%
SUV/CUV	224	56.03%
SUV		41.51%
Small/mid SUV		34.31%
Full size SUV	220	38.02%
Mid size car		22.70%
Mid size truck		3.84%
Minivan		24.64%
Van/minivan		28.60%
Full size van		1.51%
Truck		11.74%
Full size truck		11.54%
Luxury car	219	54.38%
Luxury compact car	299	33.42%
Luxury CUV	292	41.80%
Luxury SUV	227	18.30%
Sports car		26.95%



C11 C12 C13 C14

Booming with Confidence

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

51-65

194 55.8%

income

169 16.2%

purchased

When



7.83% | 10.78% **1**





Who we are

Head of household age

Est. Household \$

\$100,000-\$124,999



Type of property

Single family

108 96.4%

Purchase/ lease price

\$20,000-\$30,000



Channel preference





118

32

179

154

Key features

- Highly educated
- Affluent
- Upscale housing
- Savvy investors
- Own sports cars
- Often keep vehicles for more than 4 years

31

48+ months ago

183 62.9%

Vehicle age

181 70.9%



11+ years

198 79.6%

Technology adoption



Apprentices















C C11 C12 C13 C14

C

Booming with Confidence

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



Head of household age

19–24		1.31%
25–30		1.15%
31–35		2.21%
36–45		4.75%
46–50		3.80%
51–65		55.84%
66–75		20.14%
76+		10.80%

Family structure

With kids Married		20.08%
Single male		0.09%
Single female		0.11%
Unknown status		0.16%
Without kids Married		72.10%
Single male		1.47%
Single female		0.66%
Unknown status		5.34%

Vehicle age

0–5 years	203	74.11%
6–10 years	202	71.63%
11+ years		79.63%

Estimated household income

Less than \$15,000			0.49%
\$15,000-\$24,999			0.97%
\$25,000-\$34,999			2.66%
\$35,000-\$49,999			4.47%
\$50,000-\$74,999			15.10%
\$75,000-\$99,999			18.11%
\$100,000-\$124,999			16.19%
\$125,000-\$149,999			15.23%
\$150,000-\$174,999			6.40%
\$175,000-\$199,999	20	09	7.83%
\$200,000-\$249,999			5.65%
\$250,000+			6.92%

Purchase/lease

Buy new	209	75.67%
Buy used		23.60%
Lease		46.93%

Purchase/lease price

Less than \$20,000		35.00%
\$20,000-\$30,000		70.85%
\$30,000-\$40,000	242	42.01%
\$40,000-\$50,000	268	46.82%
\$50,000-\$75,000	266	46.52%
\$75,000+	239	12.75%

Alternate fuel car	3	38	30.50%
Car			32.45%
Compact car			25.78%
Compact/subcompact car			24.46%
Subcompact car			5.61%
Full size car			14.61%
CUV	2	259	68.36%
SUV/CUV	1	211	52.68%
SUV			36.71%
Small/mid SUV			34.88%
Full size SUV			21.71%
Mid size car			31.43%
Mid size truck			8.82%
Minivan			13.08%
Van/minivan			21.40%
Full size van			5.09%
Truck			22.28%
Full size truck			20.99%
Luxury car	2	240	59.65%
Luxury compact car	3	803	33.83%
Luxury CUV	2	294	42.13%
Luxury SUV			15.49%
Sports car	2	291	42.47%



D16 D17 D **D15**

Suburban Style

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

36-45

226 40.4%

income

145 22.5%

purchased

168 58.0%

When



5.58% 7.03% **2**





Who we are

Head of household age

Est. Household \$

\$75,000-\$99,999

37-48 months ago



31

D18

Type of property

Single family

109 97.9%

Purchase/ lease price





119



Channel preference



88



Key features

- Comfortable lifestyle
- Suburban living
- Politically diverse
- Family-centric activities
- Own mid-size cars
- In the market for cheaper vehicles









\$20,000-\$30,000

150 58.6%

Vehicle age



155 62.5%

Technology adoption



Apprentices









D **D15 D16 D17 D18**

Suburban Style

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



5.58% 7.03% **1**



Head of household age

19–24		2.81%
25–30		2.40%
31–35		4.48%
36–45	226	40.35%
46–50		20.42%
51–65		18.35%
66–75		8.16%
76+		3.02%

Family structure

With kids Married	71.15%
Single male	1.11%
Single female	1.21%
Unknown status	0.31%
Without kids Married	21.05%
Single male	2.61%
Olligic maic	
Single female	1.66%

Vehicle age

	 _	_
0–5 years		55.55%
6-10 years		58.32%
11+ years		62.54%

Estimated household income

Less than \$15,000		1.75%
\$15,000-\$24,999		1.95%
\$25,000-\$34,999		3.26%
\$35,000-\$49,999		7.53%
\$50,000-\$74,999		20.79%
\$75,000-\$99,999		22.49%
\$100,000-\$124,999		15.33%
\$125,000-\$149,999		14.83%
\$150,000-\$174,999		4.74%
\$175,000-\$199,999		3.48%
\$200,000-\$249,999		2.06%
\$250,000+		1.79%

Purchase/lease

Buy new	58.60%
Buy used	37.16%
Lease	29.68%

Purchase/lease price

Less than \$20,000		43.70%
\$20,000-\$30,000		58.57%
\$30,000-\$40,000		27.61%
\$40,000-\$50,000		26.15%
\$50,000-\$75,000		25.60%
\$75,000+		2.82%
		_

Alternate fuel car			8.02%
Car			35.10%
Compact car			26.38%
Compact/subcompact car			25.90%
Subcompact car			4.67%
Full size car			21.57%
CUV			42.95%
SUV/CUV		7	45.26%
SUV			41.73%
Small/mid SUV			34.83%
Full size SUV			34.21%
Mid size car			36.26%
		_	
Mid size truck		240	6.85%
Minivan		249	32.45%
Van/minivan	_	203	39.19%
Full size van			5.86%
Truck			22.36%
Full size truck			22.33%
Luxury car			43.41%
Luxury compact car			9.81%
Luxury CUV			14.79%
Luxury SUV			8.42%
Sports car			21.36%



F

E19

E20

E21

Thriving Boomers

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



5.51% 7.26% **1**





Who we are

Head of household age

51-65

229 65.9%



31

Type of property



Single family

100 89.8%







30

Channel preference



69



136

Key features

- Middle class
- Suburban
- Politically independent
- Nature enthusiasts
- Not in the market for cheaper vehicles
- Own trucks and SUVs

Est. Household \$ income

\$75,000-\$99,999

153 23.8%

purchased

174 59.7%

48+ months ago

When

Purchase/ lease price

\$20,000-\$30,000

149 58.5%

Technology adoption



Vehicle age

6-10 years

160 56.8%



Apprentices















Ε E19 **E20 E21**



Thriving Boomers

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



6 5.51% 7.26% **1**

Head of household age

19–24		3.42%
25–30	_	5.41%
31–35		6.84%
36–45		4.13%
46–50		3.08%
51–65	229	65.92%
66–75		8.81%
76+		2.39%

Family structure

With kids		
Married		12.28%
Single male		0.32%
Single female		0.32%
Unknown status		0.13%
Without kids		
Without kids Married		69.18%
		69.18% 7.12%
Married		

Vehicle age

0–5 years		50.03%
6–10 years		56.83%
11+ years		58.16%

Estimated household income

Less than \$15,000		2.49%
\$15,000-\$24,999		2.63%
\$25,000-\$34,999		3.62%
\$35,000-\$49,999		8.79%
\$50,000-\$74,999		26.65%
\$75,000-\$99,999		23.80%
\$100,000-\$124,999		12.86%
\$125,000-\$149,999		9.61%
\$150,000-\$174,999		2.63%
\$175,000-\$199,999		2.98%
\$200,000-\$249,999		1.75%
\$250,000+		2.19%

Purchase/lease

Buy new	52.02%
Buy used	45.55%
Lease	30.63%

Purchase/lease price

Less than \$20,000	30.95%
\$20,000-\$30,000	58.46%
\$30,000-\$40,000	25.75%
\$40,000-\$50,000	20.15%
\$50,000–\$75,000	15.06%
\$75,000+	1.88%

Alternate fuel car			6.87%
Car			31.48%
Compact car			26.80%
Compact/subcompact car			27.36%
Subcompact car			9.37%
Full size car			13.03%
CUV			40.14%
SUV/CUV			40.22%
SUV			36.41%
Small/mid SUV			45.40%
Full size SUV			15.79%
Mid size car			33.32%
Mid size truck			23.55%
Minivan			13.99%
Van/minivan			28.13%
Full size van	2	208	16.81%
Truck		J	44.57%
Full size truck			43.29%
Luxury car			21.84%
Luxury compact car			6.31%
Luxury CUV			8.78%
Luxury SUV			5.27%
Sports car	2	201	29.41%



F22 F23

Promising Families

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



3.88% 3.42% **2**





Key features

- Married with kids
- No-worry spenders
- Gamers
- Credit-aware
- Buy vehicles frequently
- In the market for newer used vehicles





Who we are

Head of household age

31-35

551 49.7%

Est. Household \$ income

\$100,000-\$124,999

214 | 20.5%

When purchased

13-24 months ago

161 55.4%

Type of property

Single family

109 97.6%

Purchase/ lease price

\$20,000-\$30,000

116 45.6%

Vehicle age

11+ years

143 57.7%

Channel preference







105







Technology adoption



Journeymen



31









F22 F23

Promising Families

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



3.88% 3.42% **2**

Head of household age

19–24		9.36%
25–30	329	26.88%
31–35	551	49.71%
36–45		10.93%
46–50		1.99%
51–65		0.80%
66–75		0.29%
76+		0.05%

Family structure

With kids Married	71.67%
Single male	2.24%
Single female	1.67%
Unknown status	0.03%
Without kids Married	22.75%
Single male	1.12%
Single male Single female	1.12% 0.51%

Vehicle age

0–5 years		52.69%
6–10 years		44.81%
11+ years		57.71%

Estimated household income

Less than \$15,000		1.69%
\$15,000–\$24,999		1.56%
\$25,000-\$34,999		2.24%
\$35,000-\$49,999		5.83%
\$50,000-\$74,999		18.46%
\$75,000-\$99,999		24.12%
\$100,000-\$124,999	214	20.51%
\$125,000-\$149,999		10.23%
\$150,000-\$174,999		6.63%
\$175,000-\$199,999		3.54%
\$200,000-\$249,999		2.25%
\$250,000+		2.94%

Purchase/lease

Buy new		51.97%
Buy used	_	49.78%
Lease		24.99%

Purchase/lease price

Less than \$20,000	38.25%
\$20,000-\$30,000	45.59%
\$30,000-\$40,000	17.46%
\$40,000-\$50,000	15.02%
\$50,000-\$75,000	14.07%
\$75,000+	2.60%

Alternate fuel car	4.40%
Car	6.95%
Compact car	14.69%
Compact/subcompact car	16.04%
Subcompact car	3.66%
Full size car	1.09%
CUV	25.09%
SUV/CUV	25.64%
SUV	19.28%
Small/mid SUV	18.07%
Full size SUV	17.54%
Mid size car	6.16%
Mid size truck	2.58%
Minivan	7.34%
Van/minivan	10.45%
Full size van	0.58%
Truck	15.92%
Full size truck	15.50%
Luxury car	22.03%
Luxury compact car	6.67%
Luxury CUV	12.01%
Luxury SUV	6.44%
Sports car	3.11%



G

G24

G25

Young City Solos

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







Who we are

Head of household age

31-35

307 27.6%



31

Type of property



Multi-family: 101+ units

564 7.8%













Key features

- Singles
- Downtown commuters
- Apartment dwellers
- Active lifestyles
- Own subcompact cars
- In the market to lease luxury vehicles

Est. Household \$ income

\$75,000-\$99,999

132 | 20.5%

purchased

35 11.8%

13-24 months ago

When

Purchase/ lease price

Less than \$20,000

135 43.3%

Technology adoption







11+ years

Vehicle age

84 | 33.9%



Journeymen















G

G24

G25

Young City Solos

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





Head of household age

19–24		8.65%
25–30	255	20.86%
31–35	307	27.63%
36–45		25.36%
46–50		8.19%
51–65		7.21%
66–75		1.89%
76+		0.21%

Family structure

With kids		
Married		2.90%
Single male		3.73%
Single female	243	7.08%
Unknown status		0.11%
Without kids		
Married		18.59%
Single male	684	40.88%
Single female	755	25.78%
Unknown status		0.92%

Vehicle age

0–5 years		30.43%
6-10 years		10.65%
11+ years		33.94%

Estimated household income

		0.040/
Less than \$15,000		2.61%
\$15,000-\$24,999		2.02%
\$25,000-\$34,999		2.82%
\$35,000-\$49,999		7.06%
\$50,000-\$74,999		21.54%
\$75,000-\$99,999		20.52%
\$100,000-\$124,999		12.27%
\$125,000-\$149,999		13.30%
\$150,000-\$174,999		4.77%
\$175,000-\$199,999		4.47%
\$200,000-\$249,999		3.49%
\$250,000+		5.13%

Purchase/lease

Buy new		18.27%
Buy used		11.89%
Lease		48.95%

Purchase/lease price

Less than \$20,000		43.28%
\$20,000-\$30,000		31.04%
\$30,000-\$40,000		4.95%
\$40,000-\$50,000		7.50%
\$50,000-\$75,000		8.76%
\$75,000+		3.40%

Alternate fuel car		9.54%
Car		6.01%
Compact car		21.62%
Compact/subcompact car		21.65%
Subcompact car	_	11.68%
Full size car		0.94%
CUV		7.11%
SUV/CUV		2.42%
SUV	_	4.12%
Small/mid SUV		1.90%
	_	
Full size SUV	_	4.34%
Mid size car	_	2.87%
Mid size truck		1.71%
Minivan		0.62%
Van/minivan		0.57%
Full size van		0.22%
Truck		1.69%
Full size truck		2.34%
Luxury car		24.95%
Luxury compact car		18.31%
Luxury CUV		13.28%
Luxury SUV		7.03%
Sports car		0.73%



H26 H27 H28 H29

Bourgeois Melting Pot

Middle-aged, established couples living in suburban homes



4.61% 4.25% **1**





Who we are

Head of household age

36-45

155 27.7%



31

property Single family

Type of





Channel preference





Key features

- Sturdy blue-collar
- Multi-cultural
- Comfortable spending



\$75,000-\$99,999

149 23.2%

purchased

104 | 35.3%

25-36 months ago

When

Purchase/ lease price

105 93.9%

Less than \$20,000

120 38.4%

Vehicle age

11+ years

99 | 39.7%

Technology adoption











- Financially informed
- In the market for cheaper vehicles
- Own compact cars















Н **H26 H27 H28 H29**



Bourgeois Melting Pot

Middle-aged, established couples living in suburban homes



4.61% 4.25% **1**



Head of household age

19–24		3.41%
25–30		1.85%
31–35		4.09%
36–45		27.71%
46–50	202	20.62%
51–65		28.16%
66–75		10.79%
76+		3.37%

Family structure

With kids		
Married		37.14%
Single male		1.28%
Single female		1.37%
Unknown status		0.39%
Without kids		
Married		50.23%
Single male		3.77%
Single female		1.86%
Unknown status	_	3.96%

Vehicle age

0–5 years	35.07%
6–10 years	33.07%
11+ years	39.70%

Estimated household income

Less than \$15,000		3.18%
\$15,000-\$24,999		3.22%
\$25,000-\$34,999		4.85%
\$35,000-\$49,999		10.85%
\$50,000-\$74,999		25.76%
\$75,000-\$99,999		23.18%
\$100,000-\$124,999		12.13%
\$125,000-\$149,999		9.72%
\$150,000-\$174,999		2.85%
\$175,000-\$199,999		2.15%
\$200,000-\$249,999		1.09%
\$250,000+		1.02%

Purchase/lease

Buy new		37.62%
Buy used		32.42%
Lease		23.77%

Purchase/lease price

Less than \$20,000	38.37%
\$20,000–\$30,000	42.02%
\$30,000–\$40,000	12.96%
\$40,000–\$50,000	9.63%
\$50,000–\$75,000	10.87%
\$75,000+	0.88%

Alternate fuel car		5.50%
Car	_	19.01%
Compact car		27.86%
Compact/subcompact car	_	28.73%
Subcompact car		7.75%
Full size car		3.35%
CUV		21.67%
SUV/CUV		23.84%
SUV		18.59%
Small/mid SUV		21.51%
Full size SUV		12.64%
Mid size car		17.10%
Mid size truck		10.92%
Minivan		11.94%
Van/minivan		14.80%
Full size van		4.12%
Truck		15.11%
Full size truck		14.34%
Luxury car		17.97%
Luxury compact car		5.18%
Luxury CUV		6.52%
Luxury SUV		4.47%
Sports car		12.69%



130

131

132

133

Family Union

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



5.83% | 7.34% **2**



Who we are

36-45

172 | 30.7%

income

Head of household age

Est. Household \$

\$50,000-\$74,999



Type of property

Single family

Purchase/ lease price

\$20,000-\$30,000





Channel preference



104 93.3%



70

19

122

Key features

- Bilingual
- Married with kids
- Large households
- Financially cautious
- Own compact cars
- In the market to buy older used vehicles

When purchased

145 28.8%



37-48 months ago

158 54.6%

Vehicle age

101 39.6%



6-10 years

124 | 43.9%

Technology adoption



Wizards















130 131 132 133

Family Union

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



5.83% 7.34% **2**

Head of household age

19–24		4.91%
25–30		5.74%
31–35		7.53%
36–45		30.72%
46–50		18.45%
51–65		23.11%
66–75		7.14%
76+		2.42%

Family structure

With kids Married	215	80.92%
Single male		2.17%
Single female		1.53%
Unknown status		0.38%
Without kids Married		12.83%
Single male		1.11%
Single female		0.55%
Unknown status		0.51%

Vehicle age

0–5 years	33.27%
6–10 years	43.91%
11+ years	38.86%

Estimated household income

	_	
Less than \$15,000		3.69%
\$15,000-\$24,999		4.26%
\$25,000-\$34,999		6.65%
\$35,000-\$49,999		15.04%
\$50,000-\$74,999		28.81%
\$75,000-\$99,999		20.91%
\$100,000-\$124,999		8.79%
\$125,000-\$149,999		7.11%
\$150,000-\$174,999		1.72%
\$175,000-\$199,999		1.33%
\$200,000-\$249,999		0.81%
\$250,000+		0.89%

Purchase/lease

Buy new		34.69%
Buy used		56.29%
Lease		14.33%

Purchase/lease price

Less than \$20,000	34.08%
\$20,000-\$30,000	39.62%
\$30,000-\$40,000	14.96%
\$40,000-\$50,000	11.08%
\$50,000-\$75,000	9.34%
\$75,000+	0.96%

Alternate fuel car		1.35%
		28.87%
Car	_	
Compact car	_	32.57%
Compact/subcompact car		35.36%
Subcompact car		7.07%
Full size car		8.58%
CUV		20.79%
SUV/CUV		34.86%
SUV		42.63%
Small/mid SUV		42.44%
Full size SUV		31.54%
Mid size car		30.26%
Mid size truck		21.17%
Minivan	293	38.18%
Van/minivan	226	43.78%
Full size van		15.91%
Truck		41.95%
Full size truck		42.05%
Luxury car		8.55%
Luxury compact car		1.53%
Luxury CUV		2.58%
Luxury SUV		4.05%
Sports car		18.34%



J34

J35

J36

Autumn Years

Established and mature couples living gratified lifestyles in older homes



6.98% 7.91% **1**





Who we are

Head of household age

Est. Household \$

\$35,000-\$49,999

66-75

314 40.4%

income



Type of property



Single family

110 98.8%

Purchase/ lease price

\$20,000-\$30,000





Channel preference







Key features

- Rural living
- Community roots
- Financial savings
- AARP members
- Own trucks and vans
- In the market to lease non-luxury vehicles

When purchased

178 | 20.7%



48+ months ago

178 61.1%



121 47.2%



114 40.2%

Technology adoption



Novices















J34 J35

J36



Autumn Years

Established and mature couples living gratified lifestyles in older homes



6.98% 7.91% **1**

Head of household age

19–24		1.45%
25–30		1.06%
31–35		1.53%
36–45		4.69%
46–50		6.11%
51–65		20.80%
66–75	314	40.36%
76+	291	23.99%

Family structure

With kids Married		11.09%
Single male		0.21%
Single female		0.30%
Unknown status		0.70%
Without kids Married		69.22%
Single male		3.35%
Single female		1.54%
Unknown status		13.59%

Vehicle age

0–5 years		32.40%
6-10 years		40.25%
11+ years		38.67%

Estimated household income

Less than \$15,000		6.27%
\$15,000-\$24,999		8.21%
\$25,000-\$34,999		12.21%
\$35,000-\$49,999		20.72%
\$50,000-\$74,999		26.80%
\$75,000-\$99,999		14.93%
\$100,000-\$124,999		5.79%
\$125,000-\$149,999		2.34%
\$150,000-\$174,999		1.18%
\$175,000-\$199,999		0.57%
\$200,000-\$249,999		0.34%
\$250,000+		0.63%

Purchase/lease

Buy new	35.32%
Buy used	30.82%
Lease	20.63%

Purchase/lease price

Less than \$20,000	16.46%
\$20,000-\$30,000	47.24%
\$30,000-\$40,000	17.60%
\$40,000-\$50,000	12.95%
\$50,000-\$75,000	12.14%
\$75,000+	1.07%

Alternate fuel car		3.49%
Car		25.23%
Compact car		11.10%
Compact/subcompact car		11.19%
Subcompact car		3.46%
Full size car		20.26%
CUV		30.81%
SUV/CUV		26.38%
SUV		22.05%
Small/mid SUV		30.27%
Full size SUV		10.26%
Mid size car		28.57%
Mid size truck	213	25.49%
Minivan		12.13%
Van/minivan		23.79%
Full size van	246	19.92%
Truck	205	47.92%
Full size truck	201	47.03%
Luxury car		10.71%
Luxury compact car		1.39%
Luxury CUV		4.74%
Luxury SUV		2.65%
Sports car		16.07%



K

K37

K38

K39

K40



Significant Singles

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

36-45

130 23.1%



4.96% 3.39% **1**





Who we are

Head of household age



31

Type of property



Multi-family: 2 units

938 22.6%











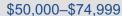




Key features

- Renters
- Multi-family properties
- Quality matters
- Small households
- Own subcompact cars
- In the market to lease non-luxury vehicles

Est. Household \$ income



109 21.6%

purchased

53 | 17.6%

0-6 months ago

When

Purchase/ lease price

Less than \$20,000

139 44.4%

Technology adoption



0-5 years

63 23.1%



Journeymen















K **K37**

K38

K39

K40



Significant Singles

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



4.96% 3.39% **2**

Head of household age

19–24	8.53%
25–30	10.73%
31–35	10.70%
36–45	23.09%
46–50	11.49%
51–65	25.22%
66–75	7.61%
76+	2.63%

Family structure

With kids		
Married		22.09%
Single male	203	5.35%
Single female	250	7.28%
Unknown status		0.66%
Without kids		
Married		22.94%
Single male	351	20.98%
Single female	401	13.70%
Unknown status		7.00%

Vehicle age

0–5 years		23.07%
6-10 years		11.12%
11+ years		22.80%

Estimated household income

Less than \$15,000		5.09%
\$15,000-\$24,999		5.65%
\$25,000-\$34,999		8.30%
\$35,000-\$49,999		13.18%
\$50,000-\$74,999		21.62%
\$75,000-\$99,999		16.38%
\$100,000-\$124,999		8.64%
\$125,000-\$149,999		8.29%
\$150,000-\$174,999		3.45%
\$175,000-\$199,999		3.74%
\$200,000-\$249,999		1.51%
\$250,000+		4.14%

Purchase/lease

Buy new		19.64%
Buy used		19.93%
Lease		39.09%

Purchase/lease price

Less than \$20,000	44.42%
\$20,000-\$30,000	32.34%
\$30,000-\$40,000	4.81%
\$40,000-\$50,000	4.74%
\$50,000-\$75,000	6.07%
\$75,000+	1.74%

Alternate fuel car		3.88%
Car		14.50%
Compact car		23.54%
Compact/subcompact car		22.32%
Subcompact car		9.45%
Full size car		3.88%
CUV		9.86%
SUV/CUV		8.05%
SUV		4.67%
Small/mid SUV		6.16%
Full size SUV		5.29%
Mid size car		11.05%
Mid size truck		2.29%
Minivan		4.01%
Van/minivan		4.74%
Full size van		1.10%
Truck		2.17%
Full size truck		1.93%
Luxury car		22.32%
Luxury compact car		8.04%
Luxury CUV		8.71%
Luxury SUV		3.87%
Sports car		3.03%



L41 L42 **L43**

Blue Sky Boomers

Middle-class baby boomer-aged households living in small towns



4.70% 4.50% **1**





Who we are

Head of household age

51-65

276 79.4%

income

Est. Household \$

\$50,000-\$74,999



Type of property



Single family

106 94.8%

Purchase/ lease price

\$20,000-\$30,000



Channel preference





112







Key features

- Rural lifestyles
- Modest housing
- Outdoor recreation
- Agricultural and blue-collar jobs
- Own trucks and vans
- In the market to buy older used vehicles

When purchased

141 48.6%

48+ months ago

149 29.6%



Vehicle age

79 | 30.8%



6-10 years

81 28.6%

Technology adoption



Novices















L41 **L42 L43**

Blue Sky Boomers

Middle-class baby boomer-aged households living in small towns



4.70% 4.50% **1**

Head of household age

19–24		1.03%
25–30		0.61%
31–35		0.96%
36–45		2.28%
46–50		3.17%
51–65	276	79.36%
66–75		9.65%
76+		2.93%

Family structure

With kids		
Married		10.53%
Single male		0.33%
Single female		0.58%
Unknown status		0.58%
Without kids		
Married		52.43%
Single male		10.43%
Single female		5.63%
Unknown status	2	71 19.49%

Vehicle age

0–5 years		22.79%
6–10 years		28.64%
11+ years		28.01%

Estimated household income

Less than \$15,000		7.99%
\$15,000-\$24,999		7.76%
\$25,000-\$34,999		9.82%
\$35,000-\$49,999		18.06%
\$50,000-\$74,999		29.57%
\$75,000-\$99,999		15.45%
\$100,000-\$124,999		5.12%
\$125,000-\$149,999		3.75%
\$150,000-\$174,999		0.86%
\$175,000-\$199,999		0.78%
\$200,000-\$249,999		0.46%
\$250,000+		0.39%

Purchase/lease

Buy new		24.24%
Buy used		47.85%
Lease		13.35%

Purchase/lease price

Less than \$20,000	19.60%
\$20,000-\$30,000	30.76%
\$30,000-\$40,000	10.75%
\$40,000-\$50,000	7.29%
\$50,000-\$75,000	5.09%
\$75,000+	0.62%

Alternate fuel car		1.16%
Car		21.72%
Compact car		15.65%
Compact/subcompact car		16.63%
Subcompact car		7.46%
Full size car		12.42%
CUV		14.91%
SUV/CUV		17.70%
SUV		23.23%
Small/mid SUV		34.98%
Full size SUV		9.31%
Mid size car		22.96%
Mid size truck	261	31.35%
Minivan		10.18%
Van/minivan		21.89%
Full size van	277	22.37%
Truck		43.19%
Full size truck		43.43%
Luxury car		8.94%
Luxury compact car		0.90%
Luxury CUV		2.90%
Luxury SUV		2.96%
Sports car		16.88%



M44 M45 M

M

Families in Motion

Working-class families with young children, earning moderate incomes in smaller residential communities



2.23% 2.49% **1**





Key features

- Young children
- Hectic households
- Rural lifestyle
- Non-environmental
- Owns vans, minivans, trucks and SUVs
- In the market to buy used vehicles







Who we are

Head of household age

25-30

250 20.4%

Est. Household \$ income

\$50,000-\$74,999

145 28.8%

When 31 purchased

7-12 months ago

194 63.0%

Type of property

Single family

108 96.9%

Purchase/ lease price

\$20,000-\$30,000

61 23.9%

Vehicle age

6-10 years

110 | 39.0%

Channel preference















Technology adoption



Wizards







M

M44

M45



Families in Motion

Working-class families with young children, earning moderate incomes in smaller residential communities



2.23% 2.49% **1**

Head of household age

19–24	229	11.31%
25–30	250	20.41%
31–35	226	20.41%
36–45		27.87%
46–50		9.41%
51–65		8.60%
66–75		1.61%
76+		0.36%

Family structure

With kids		
Married	208	78.19%
Single male	225	5.93%
Single female	241	7.00%
Unknown status	209	0.86%
Without kids		
Married		4.61%
Single male		2.41%
Single female		0.94%
Unknown status		0.07%

Vehicle age

0–5 years		21.67%
6-10 years		38.95%
11+ years		26.72%

Estimated household income

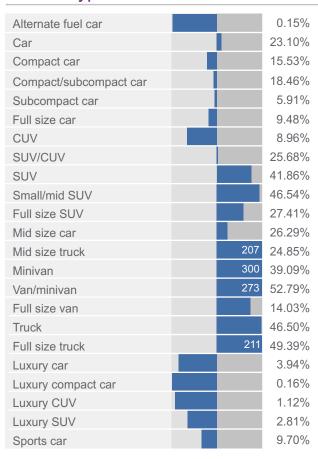
Less than \$15,000		10.30%
\$15,000-\$24,999		10.76%
\$25,000-\$34,999		11.90%
\$35,000-\$49,999		16.91%
\$50,000-\$74,999		28.77%
\$75,000-\$99,999		13.65%
\$100,000-\$124,999		4.12%
\$125,000-\$149,999		2.48%
\$150,000-\$174,999		0.57%
\$175,000-\$199,999		0.23%
\$200,000-\$249,999		0.16%
\$250,000+		0.14%

Purchase/lease

Buy new		18.34%
Buy used	208	74.42%
Lease		6.53%

Purchase/lease price

Less than \$20,000	20.72%
\$20,000-\$30,000	23.93%
\$30,000-\$40,000	8.94%
\$40,000-\$50,000	6.08%
\$50,000-\$75,000	4.48%
\$75,000+	0.59%





N46 N47 N48 N49 N

Pastoral Pride

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



4.63% 4.03% **1**





Who we are

Head of household age

46-50

186 19.0%

income

Est. Household \$

\$50,000-\$74,999

Type of property

Single family

109 97.2%

Purchase/ lease price

Less than \$20,000







Channel preference







Key features

- Rural living
- Working class sensibility
- Limited investments
- Tech wizards
- Own full-size trucks
- In the market to buy older used vehicles

132 26.2%

When

purchased

151 49.0%

7-12 months ago



Vehicle age

39 | 12.5%



6-10 years

55 | 19.5%

Technology adoption



Wizards















N46 N47 N48 N49

Pastoral Pride

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



4.63% 4.03% **1**

Head of household age

19–24	7.31%
25–30	8.64%
31–35	9.72%
36–45	22.29%
46–50	19.03%
51–65	22.51%
66–75	7.63%
76+	2.87%

Family structure

With kids			
Married			46.55%
Single male			2.65%
Single female			2.59%
Unknown status		405	1.67%
Without kids			
Without kids Married			35.04%
			35.04% 4.65%
Married	ı		

Vehicle age

0–5 years		16.89%
6-10 years		19.47%
11+ years		19.33%

Estimated household income

Less than \$15,000	226	11.60%
\$15,000-\$24,999		9.84%
\$25,000-\$34,999		12.33%
\$35,000-\$49,999		19.33%
\$50,000-\$74,999		26.20%
\$75,000-\$99,999		12.35%
\$100,000-\$124,999		3.72%
\$125,000-\$149,999		2.79%
\$150,000-\$174,999		0.77%
\$175,000-\$199,999		0.43%
\$200,000-\$249,999		0.31%
\$250,000+		0.32%

Purchase/lease

Buy new		12.20%
Buy used		62.19%
Lease		2.52%

Purchase/lease price

Less than \$20,000	12.47%
\$20,000-\$30,000	11.99%
\$30,000–\$40,000	6.40%
\$40,000–\$50,000	4.25%
\$50,000-\$75,000	3.69%
\$75,000+	0.50%

Alternate fuel car			0.10%
			19.67%
			8.23%
			8.50%
'			3.05%
Full size car		214	24.67%
CUV			5.86%
SUV/CUV			13.10%
SUV			28.07%
Small/mid SUV			30.74%
Full size SUV			18.24%
Mid size car			23.29%
Mid size truck			21.59%
Minivan			14.45%
Van/minivan			24.94%
Full size van			12.62%
Truck			43.64%
Full size truck		204	47.72%
Luxury car			14.04%
Luxury compact car			0.21%
Luxury CUV			1.36%
Luxury SUV			3.77%
Sports car			7.41%
	CUV SUV/CUV SUV Small/mid SUV Full size SUV Mid size car Mid size truck Minivan Van/minivan Full size van Truck Full size truck Luxury car Luxury compact car Luxury CUV Luxury SUV	Car Compact car Compact/subcompact car Subcompact car Full size car CUV SUV/CUV SUV Small/mid SUV Full size SUV Mid size car Mid size truck Minivan Van/minivan Full size van Truck Full size truck Luxury car Luxury CUV Luxury SUV	Car Compact car Compact/subcompact car Subcompact car Full size car CUV SUV/CUV SUV Small/mid SUV Full size SUV Mid size car Mid size truck Minivan Van/minivan Full size van Truck Full size truck Luxury car Luxury CUV Luxury SUV



0

O50

O51

052

O53

054

O55

Singles and Starters

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







Who we are

Head of household age

25-30

571 46.6%



31

Type of property



Multi-family: 3 units

291 5.3%



Channel preference





254

23

31

Key features

- Rental housing
- Single adults
- Politically disengaged
- Engage via radio
- Don't keep vehicles for a long time
- In the market for subcompact cars

Est. Household \$ income

\$50,000-\$74,999

126 25.1%

purchased

91 29.6%

7-12 months ago

When

Purchase/ lease price

Less than \$20,000

138 44.3%

Technology adoption





11+ years

Vehicle age

37 | 15.0%



Wizards















O O50 O51 O52 O53 O54 O55

0

Singles and Starters

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



Head of household age

19–24	354	17.48%
25–30	571	46.62%
31–35	261	23.53%
36–45		5.87%
46–50		2.45%
51–65		2.89%
66–75		0.80%
76+		0.36%

Family structure

With kids Married		25.25%
Single male	431	11.35%
Single female	437	12.71%
Unknown status		0.54%
Without kids Married		19.74%
Single male	308	18.39%
Single female	329	11.23%
Unknown status		0.80%

Vehicle age

0–5 years		13.71%
6–10 years		8.46%
11+ years		15.00%

Estimated household income

Less than \$15,000		9.62%
\$15,000-\$24,999		9.15%
\$25,000-\$34,999		10.88%
\$35,000-\$49,999		16.60%
\$50,000-\$74,999		25.06%
\$75,000-\$99,999		13.46%
\$100,000-\$124,999		6.41%
\$125,000-\$149,999		4.04%
\$150,000-\$174,999		1.62%
\$175,000-\$199,999		1.66%
\$200,000-\$249,999		0.48%
\$250,000+		1.04%

Purchase/lease

Buy new	7.24%
Buy used	44.68%
Lease	15.58%

Purchase/lease price

Less than \$20,000		44.31%
\$20,000-\$30,000		15.66%
\$30,000-\$40,000		2.26%
\$40,000-\$50,000		1.67%
\$50,000-\$75,000		1.81%
\$75,000+		0.51%

Alternate fuel car		0.77%
Car		11.30%
Compact car		21.09%
Compact/subcompact car		20.24%
Subcompact car	_	8.59%
Full size car		3.45%
CUV		2.57%
SUV/CUV		3.06%
		4.31%
SUV		
Small/mid SUV		6.83%
Full size SUV		3.81%
Mid size car		9.63%
Mid size truck		3.06%
Minivan		2.86%
Van/minivan		4.62%
Full size van		0.86%
Truck		7.46%
Full size truck		7.94%
Luxury car		8.18%
Luxury compact car		1.74%
Luxury CUV		1.95%
Luxury SUV		1.54%
Sports car		0.72%



P56

P57

P58

P59

P60

P61

Cultural Connections

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



4.15% | 3.40% **1**





Who we are

Head of household age

36-45

153 27.3%



31

Type of property



Multi-family: 2 units

364 8.8%















57

Key features

- Older city apartments
- Financially curious
- Single parents
- Ambitious
- Unlikely to have purchased a vehicle recently
- Own subcompact cars

Est. Household \$ income

\$25,000-\$34,999

236 17.2%

purchased

64 22.2%

37-48 months ago

When

Purchase/ lease price

Less than \$20,000

100 31.9%

Technology adoption



0-5 years

22 8.1%



Wizards















P **P56 P57 P58 P59 P60 P61**

Cultural Connections

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



4.15% 3.40% **1**

Head of household age

19–24	236	11.68%
25–30		9.72%
31–35		5.64%
36–45		27.28%
46–50		18.17%
51–65		20.81%
66–75		5.24%
76+		1.47%

Family structure

With kids		E0.000/
Married		50.82%
Single male	518	13.62%
Single female	430	12.51%
Unknown status		0.47%
Without kids		
Without kids Married		8.26%
***************************************		8.26% 8.58%
Married		

Vehicle age

0–5 years		8.10%
6–10 years		6.88%
11+ years		8.10%

Estimated household income

Less than \$15,000	241	12.38%
\$15,000-\$24,999	215	11.97%
\$25,000-\$34,999	236	17.25%
\$35,000-\$49,999		20.47%
\$50,000-\$74,999		21.38%
\$75,000-\$99,999		8.96%
\$100,000-\$124,999		3.10%
\$125,000-\$149,999		2.56%
\$150,000-\$174,999		0.56%
\$175,000-\$199,999		0.74%
\$200,000-\$249,999		0.20%
\$250,000+		0.43%

Purchase/lease

Buy new	6.38%
Buy used	40.25%
Lease	16.14%

Purchase/lease price

Less than \$20,000	31.95%
\$20,000-\$30,000	15.01%
\$30,000-\$40,000	1.75%
\$40,000—\$50,000	0.75%
\$50,000-\$75,000	1.23%
\$75,000+	0.22%

Alternate fuel car		0.54%
Car		18.76%
Compact car		26.71%
Compact/subcompact car		30.09%
Subcompact car		6.52%
Full size car		5.54%
CUV		2.81%
SUV/CUV		7.87%
SUV		14.77%
Small/mid SUV		13.79%
Full size SUV		15.97%
Mid size car		20.56%
Mid size truck		8.71%
Minivan		16.40%
Van/minivan		17.07%
Full size van		6.61%
Truck		12.90%
Full size truck		13.47%
Luxury car		10.75%
Luxury compact car		1.03%
Luxury CUV		2.18%
Luxury SUV		2.20%
Sports car		3.48%



Q

Q62

Q63

Q64

76+

Q65

Golden Year Guardians

Retirees living in old homes, settled residences and communities



8.02% | 6.82% **1**





Who we are

Head of household age



31

Type of property



Single family

97 87.1%



Channel preference















Key features

- Retired
- Health-conscious
- Tech novices
- Established credit
- Likely to own full-size cars
- Not in the market for used vehicles

Est. Household \$ income

\$25,000-\$34,999

275 | 20.1%

purchased

86 | 29.6%

48+ months ago

When

639 52.6%

Purchase/ lease price

\$20,000-\$30,000

83 | 32.5%

Technology adoption



Vehicle age

11+ years

57 22.9%



Novices















Q

Q62

Q63

Q64

Q65



Golden Year Guardians

Retirees living in old homes, settled residences and communities



8.02% | 6.82% **1**

Head of household age

19–24		0.36%
25–30		0.17%
31–35		0.24%
36–45		0.51%
46–50		0.73%
51–65		4.73%
66–75	317	40.64%
76+	639	52.62%

Family structure

With kids		
Married		0.89%
Single male		0.03%
Single female		0.05%
Unknown status		0.31%
Without kids		
Married		53.80%
Single male		1.24%
Single female		0.67%

Vehicle age

0–5 years		18.95%
6–10 years		17.01%
11+ years		22.87%

Estimated household income

Less than \$15,000		8.55%
\$15,000-\$24,999	270	15.02%
\$25,000-\$34,999	275	20.12%
\$35,000-\$49,999	212	24.67%
\$50,000-\$74,999		18.13%
\$75,000-\$99,999		7.81%
\$100,000-\$124,999		3.33%
\$125,000-\$149,999		0.82%
\$150,000-\$174,999		0.85%
\$175,000-\$199,999		0.28%
\$200,000-\$249,999		0.15%
\$250,000+		0.27%

Purchase/lease

Buy new		19.20%
Buy used		6.55%
Lease		19.23%

Purchase/lease price

Less than \$20,000	18.20%)
\$20,000-\$30,000	32.53%)
\$30,000-\$40,000	7.94%)
\$40,000-\$50,000	7.42%)
\$50,000-\$75,000	10.63%)
\$75,000+	1.29%)

Alternate fuel car		4.67%
Car	_	16.08%
Compact car		7.66%
Compact/subcompact car		6.60%
Subcompact car		4.52%
Full size car	_	16.55%
CUV		20.78%
SUV/CUV		7.93%
SUV		5.38%
Small/mid SUV		8.02%
Full size SUV		3.06%
Mid size car		15.26%
Mid size truck		16.59%
Minivan		3.16%
Van/minivan		8.91%
Full size van		9.73%
Truck		27.60%
Full size truck		26.50%
Luxury car		14.33%
Luxury compact car		3.48%
Luxury CUV		7.48%
Luxury SUV		1.83%
Sports car		3.94%



R66 R67 R

Aspirational Fusion

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



1.96% 1.10% **1**



Head of

25-30

363 29.6%

Who we are

household age

31

Type of property

Multi-family: 3 units

703 | 12.9%















Key features

- Single parents
- Apartment living
- Status-conscious
- Budget constraints
- Not in the market for expensive vehicles
- In the market for newer used vehicles

Est. Household \$ income

Less than \$15,000

605 31.1%

purchase<u>d</u>

78 25.4%

7-12 months ago

When

Purchase/ lease price

Less than \$20,000

88 28.1%

Vehicle age

Technology adoption





0-5 years

6 2.1%



Wizards















R

R66

R67

Aspirational Fusion



1.96% 1.10% <u>1</u>

Head of household age

19–24	411	20.32%
25–30	363	29.63%
31–35		10.98%
36–45		16.45%
46–50		8.02%
51–65		12.42%
66–75		1.54%
76+		0.64%

Family structure

With kids	_		
Married			5.96%
Single male		1010	26.56%
Single female		1194	34.74%
Unknown status			0.34%
Without kids			
Married			1.17%
Single male		304	18.19%
Single female		375	12.79%
Unknown status			0.25%

Vehicle age

0–5 years		2.10%
6–10 years		0.91%
11+ years		1.82%

Estimated household income

Less than \$15,000	605	31.13%
\$15,000-\$24,999	437	24.30%
\$25,000-\$34,999	214	15.65%
\$35,000-\$49,999		9.37%
\$50,000-\$74,999		12.53%
\$75,000-\$99,999		4.41%
\$100,000-\$124,999		1.25%
\$125,000-\$149,999		0.86%
\$150,000-\$174,999		0.23%
\$175,000-\$199,999		0.18%
\$200,000-\$249,999		0.04%
\$250,000+		0.06%

Purchase/lease

Buy new		0.71%
Buy used		43.98%
Lease		6.36%

Purchase/lease price

Less than \$20,000		28.08%
\$20,000-\$30,000		4.32%
\$30,000-\$40,000		0.20%
\$40,000-\$50,000		0.09%
\$50,000-\$75,000		0.27%
\$75,000+		0.09%

Alternate fuel car		0.04%
Car		18.14%
		13.38%
Compact car		
Compact/subcompact car		13.42%
Subcompact car		4.19%
Full size car		17.11%
CUV		0.29%
SUV/CUV		0.52%
SUV		2.39%
Small/mid SUV		3.81%
Full size SUV		4.23%
Mid size car		22.29%
Mid size truck		1.98%
Minivan		5.58%
Van/minivan		10.97%
Full size van		2.34%
Truck		2.10%
Full size truck		3.14%
Luxury car		6.03%
Luxury compact car		0.13%
Luxury CUV		0.51%
Luxury SUV		0.64%
Sports car		0.24%



S **S68 S69 S70 S71**

Thrifty Habits

Cost-conscious adults living alone in urban areas



3.22% | 2.33% **2**





Head of

51-65

140 40.3%

Who we are

household age



31

Type of property



Channel preference



Single family

102 91.2%







Key features

- Modest spenders
- Limited budgets
- Cable TV
- College sports fans
- Not in the market for expensive vehicles
- Own full-size cars



Less than \$15,000

432 22.2%

purchased

74 24.0%

7-12 months ago

When

Purchase/ lease price

Less than \$20,000

64 20.4%

Technology adoption







0-5 years

10 3.7%



Wizards















S **S68 S69 S70**

S71

Thrifty Habits

Cost-conscious adults living alone in urban areas





Head of household age

19–24		6.48%
25–30		5.42%
31–35		4.25%
36–45		12.34%
46–50		10.61%
51–65		40.26%
66–75		13.15%
76+		7.50%

Family structure

With kids		
Married		11.33%
Single male	312	8.20%
Single female	330	9.61%
Unknown status	389	1.61%
Without kids		
Without kids Married		14.46%
	410	14.46% 24.51%
Married	410 433	, ,

Vehicle age

0–5 years		3.73%
6–10 years		3.70%
11+ years		3.78%

Estimated household income

Less than \$15,000	432	22.24%
\$15,000-\$24,999	338	18.78%
\$25,000-\$34,999	251	18.36%
\$35,000-\$49,999		18.01%
\$50,000-\$74,999		16.24%
\$75,000-\$99,999		4.68%
\$100,000-\$124,999		0.84%
\$125,000-\$149,999		0.52%
\$150,000-\$174,999		0.16%
\$175,000-\$199,999		0.07%
\$200,000-\$249,999		0.02%
\$250,000+		0.08%

Purchase/lease

Buy new		2.48%
Buy used		36.13%
Lease		4.69%

Purchase/lease price

Less than \$20,000	20.40%
\$20,000-\$30,000	7.15%
\$30,000-\$40,000	1.22%
\$40,000-\$50,000	0.55%
\$50,000-\$75,000	0.87%
\$75,000+	0.19%

Alternate fuel car		0.08%
Car		29.31%
Compact car		11.36%
•		10.40%
Compact/subcompact car		
Subcompact car		5.47%
Full size car	305	35.17%
CUV		1.12%
SUV/CUV		2.54%
SUV		7.75%
Small/mid SUV		9.72%
Full size SUV		6.81%
Mid size car		33.39%
Mid size truck		8.87%
Minivan		9.84%
Van/minivan		18.69%
Full size van		12.87%
Truck		10.60%
Full size truck		11.53%
Luxury car		15.82%
Luxury compact car		0.32%
Luxury CUV		0.74%
Luxury SUV		1.15%
Sports car		2.69%



A01

A02

A03

A04

A05

A06

American Royalty

Affluent, influential and successful couples and families living in prestigious suburbs

51-65



3 2.26% 3.39% **2**





Who we are

Head of household age



31

Type of property



Single family

109 98.0%



Channel preference











483



231

Key features

- Prestigious housing
- Luxury living
- Upscale cars
- Healthy lifestyles
- Not in the market for used vehicles
- Own different types of luxury vehicles

Est. Household \$ income



147 42.3%

728 40.4%

purchased

177 60.4%

25-36 months ago

When

Purchase/ lease price

\$75,000+

1231 65.7%

Technology adoption



0-5 years

254 92.5%



Journeymen















American Royalty

Affluent, influential and successful couples and families living in prestigious suburbs





Head of household age

19–24		3.21%
25–30		3.83%
31–35		5.85%
36–45		19.48%
46–50		11.47%
51–65		42.26%
66–75		9.41%
76+	_	4.49%

Family structure

With kids		
Married		47.65%
Single male		0.31%
Single female		0.09%
Unknown status		0.11%
Without kids		
Married		50.49%
Single male		0.56%
Single female		0.23%
Unknown status		0.57%

Vehicle age

0–5 years	254	92.47%
6–10 years	241	85.40%
11+ years	233	93.71%

Estimated household income

Less than \$15,000		0.06%
\$15,000-\$24,999		0.11%
\$25,000-\$34,999		0.24%
\$35,000-\$49,999		0.47%
\$50,000-\$74,999		1.40%
\$75,000-\$99,999		3.23%
\$100,000-\$124,999		4.47%
\$125,000-\$149,999		7.86%
\$150,000-\$174,999		7.36%
\$175,000-\$199,999	287	10.77%
\$200,000-\$249,999	623	23.59%
\$250,000+	728	40.43%

Purchase/lease

Buy new	257	93.07%
Buy used		12.23%
Lease	247	65.08%

Purchase/lease price

Less than \$20,000		31.12%
\$20,000-\$30,000		69.17%
\$30,000–\$40,000	379	65.85%
\$40,000-\$50,000	488	85.09%
\$50,000-\$75,000	505	88.36%
\$75,000+	1231	65.69%

Alternate fuel car	708	63.90%
Car		24.10%
Compact car		15.29%
Compact/subcompact car		12.14%
Subcompact car		2.84%
Full size car		17.16%
CUV	296	78.18%
SUV/CUV	274	68.55%
SUV	266	63.18%
Small/mid SUV		28.82%
Full size SUV	347	60.04%
Mid size car		20.53%
Mid size truck		0.64%
Minivan		5.01%
Van/minivan		13.79%
Full size van		0.53%
Truck		3.41%
Full size truck		3.23%
Luxury car	377	93.44%
Luxury compact car	777	86.80%
Luxury CUV	613	87.76%
Luxury SUV	779	62.88%
Sports car	379	55.35%



A02

A03

A04

A05

A06

Platinum Prosperity

A01

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







Head of

51-65

household age

Who we are



31

Type of property



Single family

110 98.2%





Channel preference





366

172

Key features

- High income
- Empty-nesters
- Political donors
- Masters degrees
- Looking to purchase/lease expensive vehicles
- Own older vehicles

Est. Household \$ income



196 56.5%

1098 61.0%

purchased

187 63.6%

25-36 months ago

When

Purchase/ lease price

\$50,000-\$75,000

452 79.1%

Technology adoption



Vehicle age

0-5 years

248 90.3%



Apprentices















Platinum Prosperity
Wealthy and established empty-nesting couples residing in lavish suburban homes



Head of household age

19–24		2.71%
25–30		2.73%
31–35		4.44%
36–45		4.16%
46–50		5.35%
51–65		56.48%
66–75		16.54%
76+		7.58%

Family structure

With kids		
Married		9.18%
Single male		0.05%
Single female		0.09%
Unknown status		0.04%
1400 (11)		
Without kids		
Married	215	85.74%
7711704171140	215	85.74% 1.80%
Married	215	

Vehicle age

0–5 years	248	90.28%
6–10 years	232	82.07%
11+ years	231	92.78%

Estimated household income

Less than \$15,000		0.00%
\$15,000–\$24,999		0.00%
\$25,000–\$34,999		0.00%
\$35,000–\$49,999		0.00%
\$50,000–\$74,999		0.00%
\$75,000–\$99,999		0.02%
\$100,000-\$124,999		0.13%
\$125,000–\$149,999		1.50%
\$150,000-\$174,999		2.80%
\$175,000-\$199,999	263	9.87%
\$200,000-\$249,999	653	24.71%
\$250,000+	1098	60.96%

Purchase/lease

Buy new	233	84.28%
Buy used		23.65%
Lease	206	54.48%

Purchase/lease price

Less than \$20,000	29.20%)
\$20,000-\$30,000	204 79.75%)
\$30,000–\$40,000	345 60.07%)
\$40,000-\$50,000	422 73.61%)
\$50,000-\$75,000	452 79.10%)
\$75,000+	767 40.94%)

Alternate fuel car	364	32.88%
Car		21.50%
Compact car		17.28%
Compact/subcompact car		14.65%
Subcompact car		2.17%
Full size car		9.66%
CUV	298	78.78%
SUV/CUV	237	59.31%
SUV	236	56.06%
Small/mid SUV		35.83%
Full size SUV	277	47.83%
Mid size car		23.95%
Mid size truck		2.82%
Minivan		3.63%
Van/minivan		8.23%
Full size van		1.45%
Truck		24.08%
Full size truck		22.02%
Luxury car	333	82.68%
Luxury compact car	433	48.32%
Luxury CUV	495	70.96%
Luxury SUV	570	46.00%
Sports car	284	41.49%



A01

A02

A03

A04

A05

A06

Kids and Cabernet

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



6 0.83% | 1.08% **2**





Who we are

Head of



31

Type of property

Single family

111 99.1%







Channel preference





213

Key features

- Affluent families
- Traditional family roles
- Politically conservative
- Saving for college
- Own SUVs
- In the market for minivans





household age

Est. Household \$

36-45

288 51.3%

income

\$250,000+

702 | 39.0%

purchased

248 84.3%

25-36 months ago

When

Purchase/



\$75,000+

1013 54.1%

Vehicle age

0-5 years

265 96.8%

214 485

Technology adoption



Journeymen











Kids and Cabernet

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



6 0.83% | 1.08% **2**

Head of household age

19–24		2.27%
25–30		2.07%
31–35		4.54%
36–45	288	51.34%
46–50	288	29.46%
51–65		9.50%
66–75		0.62%
76+		0.19%

Family structure

With kids		
Married	256	96.09%
Single male		0.11%
Single female		0.01%
Unknown status		0.03%
Without kids		
Without kids Married		3.74%
		3.74% 0.01%
Married		

Vehicle age

0–5 years	265	96.76%
6–10 years	259	91.88%
11+ years	243	97.92%

Estimated household income

Less than \$15,000		0.02%
\$15,000-\$24,999		0.00%
\$25,000-\$34,999		0.01%
\$35,000-\$49,999		0.06%
\$50,000-\$74,999		0.22%
\$75,000-\$99,999		1.16%
\$100,000-\$124,999		2.45%
\$125,000-\$149,999		8.81%
\$150,000-\$174,999	283	10.59%
\$175,000-\$199,999	318	11.94%
\$200,000-\$249,999	681	25.78%
\$250,000+	702	38.96%

Purchase/lease

Buy new	265	95.70%
Buy used		32.07%
Lease	250	66.09%

Purchase/lease price

Less than \$20,000		37.73%
\$20,000-\$30,000	212	83.22%
\$30,000–\$40,000	411	71.51%
\$40,000–\$50,000	490	85.42%
\$50,000-\$75,000	502	87.80%
\$75,000+	1013	54.05%

Alternate fuel car	543	49.06%
Car		11.81%
Compact car		12.99%
Compact/subcompact car		11.41%
Subcompact car		1.19%
Full size car		1.84%
CUV	339	89.54%
SUV/CUV	333	83.18%
SUV	319	75.92%
Small/mid SUV		44.65%
Full size SUV	474	82.03%
Mid size car		10.79%
Mid size truck		0.28%
Minivan		18.75%
Van/minivan		26.31%
Full size van		0.12%
Truck		10.95%
Full size truck		10.50%
Luxury car	347	86.06%
Luxury compact car	560	62.48%
Luxury CUV	582	83.39%
Luxury SUV	807	65.18%
Sports car	223	32.61%



Picture Perfect Families

Established families on the go, living in wealthy suburbs



6 0.85% 1.34% **1**





Who we are

Head of household age



31

Type of property



Single family

\$40,000-\$50,000

111 99.0%

Purchase/ lease price



Channel preference



105

51



333



245

Key features

- Wealthy households
- Well-educated
- Pragmatic mobile users
- Comfortable lifestyles
- Own older vehicles
- Own SUVs and CUVs











227 23.3%

46-50

475 26.4%

When purchased

25-36 months ago

238 81.2%



411 71.7%

6-10 years

255 90.5%

Technology adoption









Apprentices











Picture Perfect Families

Established families on the go, living in wealthy suburbs



6 0.85% 1.34% **2**

Head of household age

19–24		2.11%
25–30		2.54%
31–35		5.00%
36–45		22.90%
46–50	227	23.28%
51–65		36.58%
66–75		6.05%
76+		1.54%

Family structure

With kids		
Married	239	89.93%
Single male		0.12%
Single female		0.12%
Unknown status		0.15%
Without kids		
Married		9.55%
Single male		0.09%
Single female		0.02%
Unknown status		0.01%

Vehicle age

0–5 years	250	91.27%
6–10 years	255	90.51%
11+ years	235	94.39%

Estimated household income

Less than \$15,000		0.00%
\$15,000-\$24,999		0.00%
\$25,000-\$34,999		0.01%
\$35,000-\$49,999		0.04%
\$50,000-\$74,999		0.49%
\$75,000-\$99,999		2.56%
\$100,000-\$124,999		5.11%
\$125,000-\$149,999	208	17.72%
\$150,000-\$174,999	251	9.41%
\$175,000-\$199,999	466	17.48%
\$200,000-\$249,999	550	20.82%
\$250,000+	475	26.36%

Purchase/lease

Buy new	244	88.24%
Buy used		51.53%
Lease	202	53.31%

Purchase/lease price

Less than \$20,000	42.88%
\$20,000-\$30,000	219 85.62%
\$30,000-\$40,000	353 61.45%
\$40,000-\$50,000	411 71.68%
\$50,000-\$75,000	396 69.20%
\$75,000+	400 21.33%

Alternate fuel car	276	24.94%
Car		32.86%
Compact car		28.27%
Compact/subcompact car		26.41%
Subcompact car		2.79%
Full size car		7.01%
CUV	318	84.04%
SUV/CUV	315	78.59%
SUV	307	72.94%
Small/mid SUV	250	59.93%
Full size SUV	370	63.90%
Mid size car		32.72%
Mid size truck		5.29%
Minivan	281	36.59%
Van/minivan	230	44.44%
Full size van		2.58%
Truck		33.01%
Full size truck		33.91%
Luxury car	258	64.11%
Luxury compact car	227	25.39%
Luxury CUV	375	53.68%
Luxury SUV	450	36.36%
Sports car	284	41.45%



A01 A02 A03 A04 A05

Couples with Clout

Highly-educated mobile couples living life to the fullest in affluent neighborhoods



1.71% 1.58% **1**





Who we are

36-45

338 60.2%

income

\$250,000+

381 21.2%

Head of household age

Est. Household \$



Type of property



A06

Single family

109 97.2%

Purchase/ lease price

\$50,000-\$75,000



Channel preference





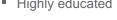




Key features

- Affluent
- Highly educated
- Politically conservative
- Tech journeymen
- Unlikely to own regular cars







In the market for minivans





37-48 months ago

165 56.9%



330 57.8%



223 81.5%

Technology adoption



Journeymen















Couples with Clout

Highly-educated mobile couples living life to the fullest in affluent neighborhoods



1.71% 1.58% **1**

Head of household age

19–24		2.41%
25–30		3.43%
31–35		13.63%
36–45	338	60.23%
46–50		16.84%
51–65		2.89%
66–75		0.54%
76+		0.03%

Family structure

With kids		
Married		55.41%
Single male		0.36%
Single female		0.49%
Unknown status		0.01%
Without kids	_	
Married		42.49%
Single male		0.80%
Single female		0.40%
09.0 .0		

Vehicle age

0–5 years	223	81.51%
6–10 years		61.12%
11+ years	212	85.25%

Estimated household income

Less than \$15,000		0.07%
\$15,000-\$24,999		0.06%
\$25,000-\$34,999		0.06%
\$35,000-\$49,999		0.19%
\$50,000-\$74,999		2.02%
\$75,000-\$99,999		6.26%
\$100,000-\$124,999		11.67%
\$125,000-\$149,999		17.01%
\$150,000-\$174,999	372	13.95%
\$175,000-\$199,999	323	12.12%
\$200,000-\$249,999	407	15.42%
\$250,000+	381	21.16%

Purchase/lease

Buy new	221	79.78%
Buy used		21.51%
Lease	201	53.16%

Purchase/lease price

Less than \$20,000		33.26%
\$20,000-\$30,000		65.18%
\$30,000–\$40,000	234	40.77%
\$40,000–\$50,000	290	50.51%
\$50,000-\$75,000	330	57.80%
\$75,000+	288	15.36%

Alternate fuel car	245	22.13%
Car		3.76%
Compact car		9.66%
Compact/subcompact car		9.61%
Subcompact car		2.11%
Full size car		0.62%
CUV	214	56.61%
SUV/CUV		46.58%
SUV		30.52%
Small/mid SUV		17.92%
Full size SUV	201	34.69%
Mid size car		3.00%
Mid size truck		0.75%
Minivan		2.56%
Van/minivan		2.65%
Full size van		0.15%
Truck		8.79%
Full size truck		7.19%
Luxury car	233	57.88%
Luxury compact car	276	30.76%
Luxury CUV	320	45.75%
Luxury SUV	327	26.40%
Sports car		4.79%



A01 A02 A03

A04

A05

A06

Jet Set Urbanites

Upscale singles and couples living high-rise fashionable lives; city-style



6 0.97% 0.78% **1**





Who we are

Head of household age

36-45

134 24.0%

income

\$250,000+

593 32.9%

Est. Household \$



Type of property



Multi-family: 101+ units

3119 43.0%

Purchase/ lease price

\$75,000+

580 30.9%







16





267

415

128

Key features

- Upscale urban living
- Multi-family properties
- Highly educated
- Supporter of fine arts
- Unlikely to buy used vehicles
- In the market for luxury vehicles

When purchased

54 18.0%

0-6 months ago





Vehicle age

178 64.8%

Technology adoption



Journeymen















Jet Set Urbanites
Upscale singles and couples living high-rise fashionable lives; city-style





Head of household age

19–24	3.37%
25–30	4.85%
31–35	14.13%
36–45	23.96%
46–50	12.00%
51–65	26.89%
66–75	9.91%
76+	4.89%

Family structure

With kids		
Married		9.86%
Single male		0.51%
Single female		1.38%
Unknown status		0.24%
Without kids		
Without kids Married		55.96%
	247	55.96% 14.76%
Married	247 248	

Vehicle age

0–5 years		64.82%
6–10 years		37.27%
11+ years		66.83%

Estimated household income

Less than \$15,000		0.31%
\$15,000-\$24,999		0.80%
\$25,000-\$34,999		1.19%
\$35,000-\$49,999		2.77%
\$50,000-\$74,999		4.64%
\$75,000-\$99,999		8.06%
\$100,000-\$124,999		6.26%
\$125,000-\$149,999		11.36%
\$150,000-\$174,999		5.36%
\$175,000-\$199,999	234	8.78%
\$200,000-\$249,999	464	17.55%
\$250,000+	593	32.91%

Purchase/lease

Buy new	55.	84%
Buy used	2.	61%
Lease	256 67.	68%

Purchase/lease price

Less than \$20,000		30.17%
\$20,000-\$30,000		36.65%
\$30,000-\$40,000		21.75%
\$40,000-\$50,000	272	47.51%
\$50,000-\$75,000	297	51.95%
\$75,000+	580	30.92%

Alternate fuel car		320	28.90%
Car			11.17%
Compact car			13.13%
Compact/subcompact car			10.51%
Subcompact car			8.25%
Full size car			8.28%
CUV			27.27%
SUV/CUV			10.49%
SUV			19.50%
Small/mid SUV			3.15%
Full size SUV			21.08%
Mid size car			4.66%
Mid size truck			0.68%
Minivan			0.85%
Van/minivan			1.12%
Full size van			0.24%
Truck			1.43%
Full size truck			1.35%
Luxury car		296	73.36%
Luxury compact car		620	69.21%
Luxury CUV		412	58.95%
Luxury SUV		406	32.82%
Sports car			8.11%



B

B07

B08

B09

B10

Across the Ages

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



1.50% 2.31% **1**





Who we are

Head of household age

51-65

150 43.0%



31

Type of property



Single family

111 99.3%



Channel preference



101









202

Key features

- Affluent
- Rooted in the suburbs
- Multi-generational households
- Fitness club members
- Own alternate fuel cars
- In the market for compact cars

income

Est. Household \$

\$125,000-\$149,999

25-36 months ago

256 21.9%

purchased

214 72.9%

When

Purchase/ lease price

\$40,000-\$50,000

345 60.2%

Technology adoption





0-5 years

Vehicle age

241 88.0%



Journeymen















B **B07 B08 B09 B10**

Across the Ages

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



1.50% 2.31% **1.50%**



Head of household age

19–24	3.52%
25–30	5.34%
31–35	8.12%
36–45	20.95%
46–50	13.31%
51–65	43.00%
66–75	4.55%
76+	1.20%

Family structure

With kids Married	71.57%
Single male	0.63%
Single female	0.23%
Unknown status	0.08%
Without kids Married	26.79%
Single male	0.50%
Single female	0.16%
Unknown status	0.06%

Vehicle age

0–5 years	241	88.02%
6–10 years	239	84.68%
11+ years	226	90.80%

Estimated household income

Less than \$15,000		0.24%
\$15,000-\$24,999		0.40%
\$25,000-\$34,999		0.81%
\$35,000-\$49,999		1.46%
\$50,000-\$74,999		7.92%
\$75,000-\$99,999		12.51%
\$100,000-\$124,999		17.02%
\$125,000-\$149,999	256	21.87%
\$150,000-\$174,999	296	11.08%
\$175,000-\$199,999	303	11.38%
\$200,000-\$249,999	215	8.16%
\$250,000+		7.15%

Purchase/lease

Buy new	249	90.03%
Buy used		37.28%
Lease	210	55.38%

Purchase/lease price

Less than \$20,000		53.95%
\$20,000-\$30,000		77.26%
\$30,000–\$40,000	312	54.33%
\$40,000–\$50,000	345	60.24%
\$50,000-\$75,000	327	57.19%
\$75,000+	379	20.23%

Alternate fuel car	417	37.60%
Car		29.72%
Compact car		32.74%
Compact/subcompact car		31.45%
Subcompact car		4.97%
Full size car		6.04%
CUV	298	78.89%
SUV/CUV	287	71.63%
SUV	237	56.25%
Small/mid SUV		46.98%
Full size SUV	280	48.44%
Mid size car		30.64%
Mid size truck		2.01%
Minivan		22.58%
Van/minivan		33.47%
Full size van		1.12%
Truck		12.33%
Full size truck		11.65%
Luxury car	280	69.53%
Luxury compact car	431	48.12%
Luxury CUV	425	60.86%
Luxury SUV	329	26.58%
Sports car	317	46.24%



B

B07

B08

B09

B10

Babies and Bliss

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



6 0.77% 0.94% **2**





Who we are

Head of household age

36-45

351 62.5%

income

Est. Household \$

\$125,000-\$149,999

37-48 months ago



Type of property



Single family

111 99.1%

Purchase/ lease price

291 50.7%

\$40,000-\$50,000



Channel preference

122





207



195

Key features

- Large families
- Online shoppers
- High-credit awareness
- Homeowners
- Own minivans and SUVs
- In the market for newer used vehicles

When purchased

243 83.7%

319 27.2%



Vehicle age



6-10 years

241 85.5%

Technology adoption



Journeymen















B **B07 B08 B09 B10**

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





Head of household age

19–24		2.90%
25–30		1.57%
31–35		6.14%
36–45	351	62.51%
46–50	207	21.23%
51–65		4.69%
66–75		0.74%
76+		0.24%

Family structure

With kids		
Married	265	99.76%
Single male		0.09%
Single female		0.01%
Unknown status		0.01%
Without kids		
Without kids Married		0.13%
***************************************		0.13% 0.00%
Married		

Vehicle age

0–5 years	237	86.57%
6–10 years	241	85.53%
11+ years	226	90.79%

Estimated household income

Less than \$15,000		0.21%
\$15,000-\$24,999		0.18%
\$25,000-\$34,999		0.43%
\$35,000-\$49,999		0.98%
\$50,000-\$74,999		7.21%
\$75,000-\$99,999		17.47%
\$100,000-\$124,999	205	19.57%
\$125,000-\$149,999	319	27.25%
\$150,000-\$174,999	296	11.09%
\$175,000-\$199,999		7.37%
\$200,000-\$249,999		4.95%
\$250,000+		3.29%

Purchase/lease

Buy new	232	83.96%
Buy used		54.65%
Lease		39.88%

Purchase/lease price

Less than \$20,000		44.13%
\$20,000-\$30,000		73.64%
\$30,000-\$40,000	246	42.70%
\$40,000–\$50,000	291	50.73%
\$50,000-\$75,000	281	49.12%
\$75,000+		8.49%

Alternate fuel car		15.95%
	_	17.58%
Car		
Compact car		23.06%
Compact/subcompact car		24.41%
Subcompact car		2.07%
Full size car		2.15%
CUV	265	69.99%
SUV/CUV	293	73.18%
SUV	294	69.96%
Small/mid SUV	211	50.70%
Full size SUV	418	72.36%
Mid size car		17.83%
Mid size truck		2.08%
Minivan	392	51.01%
Van/minivan	271	52.40%
Full size van		1.05%
Truck		24.33%
Full size truck		24.87%
Luxury car		38.70%
Luxury compact car		12.69%
Luxury CUV	248	35.46%
Luxury SUV	269	21.76%
Sports car		17.42%



B

B07

B08

B09

B10

Family Fun-tastic

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



6 0.82% 1.10% **1**





Who we are

Head of household age

36-45

213 37.9%



31

Type of property



Single family

110 98.5%





Channel preference







182

Key features

- Social media fans
- Comfortable spending
- Saving for college
- Charity donor
- Own older vehicles
- In the market for non-luxury vehicle leases

Est. Household \$ income

\$125,000-\$149,999

263 22.5%

purchased

160 55.0%

48+ months ago

When

Purchase/ lease price

\$20,000-\$30,000

192 75.1%

Technology adoption



Vehicle age

11+ years

180 72.4%



Apprentices















B **B07 B08 B09 B10**

Family Fun-tastic
Upscale, middle-aged families with younger children pursuing busy, kid-centered lives in satellite cities





Head of household age

19–24		1.85%
25–30		2.68%
31–35		7.27%
36–45	213	37.90%
46–50		19.89%
51–65		22.41%
66–75		6.09%
76+		1.91%

Family structure

With kids	
Married	62.92%
Single male	0.70%
Single female	0.73%
Unknown status	0.32%
Without kids	
Married	33.43%
Single male	1.18%
Single female	0.43%
Unknown status	0.30%

Vehicle age

0–5 years	63.23%
6–10 years	67.27%
11+ years	72.36%

Estimated household income

Less than \$15,000		0.69%
\$15,000-\$24,999		0.33%
\$25,000-\$34,999		0.48%
\$35,000-\$49,999		2.25%
\$50,000-\$74,999		10.26%
\$75,000-\$99,999		20.13%
\$100,000-\$124,999		18.02%
\$125,000-\$149,999	263	22.47%
\$150,000-\$174,999		6.18%
\$175,000-\$199,999		6.48%
\$200,000-\$249,999		6.88%
\$250,000+		5.83%

Purchase/lease

Buy new		60.52%
Buy used		37.77%
Lease		45.22%

Purchase/lease price

Less than \$20,000	38.65%
\$20,000-\$30,000	75.14%
\$30,000-\$40,000	29.86%
\$40,000-\$50,000	32.49%
\$50,000-\$75,000	33.31%
\$75,000+	3.48%

Alternate fuel car			10.72%
Car			27.91%
Compact car		Т	28.52%
Compact/subcompact car			29.26%
' '			7.81%
Subcompact car			5.21%
Full size car	_	204	
CUV		201	53.18%
SUV/CUV			46.86%
SUV			32.84%
Small/mid SUV			35.61%
Full size SUV			24.73%
Mid size car			24.57%
Mid size truck			6.34%
Minivan		204	26.62%
Van/minivan			26.71%
Full size van			3.92%
Truck			16.56%
Full size truck			16.39%
Luxury car			25.00%
Luxury compact car			5.54%
Luxury CUV			16.86%
Luxury SUV			9.68%
Sports car			12.59%



B

B07

B08

B09

B10

Cosmopolitan Achievers

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

36-45

163 29.0%

income



1.59% 1.95% **1**





Who we are

Head of household age

Est. Household \$

\$125,000-\$149,999



Type of property



Single family

97 86.7%

Purchase/ lease price

\$50,000-\$75,000



Channel preference











145

128

123

Key features

- Bilingual
- Luxury living
- Soccer fans
- Two family properties
- In the market for compact/subcompact cars
- Own alternate fuel cars



197 | 16.8%



48+ months ago

97 | 33.4%



238 41.6%



0-5 years

152 55.5%

Technology adoption



Journeymen















B **B07 B08 B09 B10**

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





Head of household age

19–24		4.06%
25–30		4.33%
31–35		8.10%
36–45		28.99%
46–50		15.10%
51–65		27.49%
66–75		8.17%
76+		3.76%

Family structure

With kids Married	42.88%
Single male	1.13%
Single female	0.90%
Unknown status	0.13%
Without kids Married	48.20%
	48.20%
Married	1012070

Vehicle age

0–5 years	55.50%
6–10 years	41.86%
11+ years	56.07%

Estimated household income

Less than \$15,000		0.79%
\$15,000-\$24,999		1.06%
\$25,000-\$34,999		1.67%
\$35,000-\$49,999		3.61%
\$50,000-\$74,999		10.94%
\$75,000-\$99,999		16.14%
\$100,000-\$124,999		13.99%
\$125,000-\$149,999		16.77%
\$150,000-\$174,999	244	9.12%
\$175,000-\$199,999	229	8.59%
\$200,000-\$249,999		7.56%
\$250,000+		9.76%

Purchase/lease

Buy new		65.02%
Buy used		6.78%
Lease		46.29%

Purchase/lease price

Less than \$20,000		49.43%
\$20,000-\$30,000		44.81%
\$30,000-\$40,000		25.76%
\$40,000-\$50,000		30.27%
\$50,000-\$75,000	2	38 41.56%
\$75,000+		7.63%

Alternate fuel car	458	41.38%
Car		22.84%
Compact car		37.42%
Compact/subcompact car		33.85%
Subcompact car		9.04%
Full size car		3.69%
CUV		37.16%
SUV/CUV		33.15%
SUV		12.79%
Small/mid SUV		9.20%
Full size SUV		13.64%
Mid size car		15.15%
Mid size truck		5.56%
Minivan		10.62%
Van/minivan		10.18%
Full size van		0.83%
Truck		0.94%
Full size truck		0.84%
Luxury car	253	62.84%
Luxury compact car	398	44.45%
Luxury CUV	263	37.67%
Luxury SUV		11.61%
Sports car		18.26%



C11 C12 C13 C14

Sophisticated City Dwellers

Wealthy boomer-aged couples living in cities and closed-in suburbs



3.49% 1





Who we are

Head of household age

51-65

304 87.3%

income

231 19.7%

purchased

230 79.0%

48+ months ago

When

Est. Household \$

\$125,000-\$149,999



31

Type of property



Single family

111 99.2%

Purchase/ lease price

208 81.5%



114



Channel preference



151

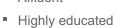


12

171

Key features

- Affluent
- Upscale housing
- Nearing retirement
- Own sports cars





- Keep vehicles for a few years











Vehicle age

\$20,000-\$30,000

6-10 years

231 81.7%

Technology adoption



Apprentices







C C11 C12 C13 C14

Sophisticated City Dwellers

Wealthy boomer-aged couples living in cities and closed-in suburbs



Head of household age

19–24		0.17%
25–30		0.05%
31–35		0.16%
36–45		0.17%
46–50		0.44%
51–65	304	87.32%
66–75		9.61%
76+		2.08%

Family structure

With kids		
Married		1.77%
Single male		0.00%
Single female		0.01%
Unknown status		0.03%
Without kids		
Without kids Married	234	93.17%
	234	93.17% 1.48%
Married	234	

Vehicle age

0–5 years	220	80.19%
6–10 years	231	81.70%
11+ years	214	86.00%

Estimated household income

Less than \$15,000		0.29%
\$15,000-\$24,999		0.36%
\$25,000-\$34,999		0.94%
\$35,000-\$49,999		1.60%
\$50,000-\$74,999		9.65%
\$75,000-\$99,999		15.87%
\$100,000-\$124,999		17.10%
\$125,000-\$149,999	231	19.68%
\$150,000-\$174,999		6.23%
\$175,000-\$199,999	324	12.17%
\$200,000-\$249,999		7.39%
\$250,000+		8.72%

Purchase/lease

Buy new	225 81.34%
Buy used	31.48%
Lease	47.40%

Purchase/lease price

Less than \$20,000		38.98%
\$20,000-\$30,000	208	81.52%
\$30,000-\$40,000	288	50.03%
\$40,000-\$50,000	282	49.25%
\$50,000-\$75,000	235	41.04%
\$75,000+		7.28%

Alternate fuel car	236	21.34%
Car		41.03%
Compact car		33.05%
Compact/subcompact car		31.62%
Subcompact car		6.05%
Full size car		13.86%
CUV	289	76.33%
SUV/CUV	258	64.56%
SUV		44.72%
Small/mid SUV	207	49.63%
Full size SUV		22.14%
Mid size car	205	43.46%
Mid size truck		12.08%
Minivan		9.09%
Van/minivan		21.49%
Full size van		6.81%
Truck		33.64%
Full size truck		30.13%
Luxury car	233	57.85%
Luxury compact car	203	22.64%
Luxury CUV	244	34.92%
Luxury SUV		12.86%
Sports car	351	51.24%



C11 C12 **C13** C14

Golf Carts and Gourmets

Thriving retirees and empty-nesters in comfortable communities







Who we are

Head of household age

66-75



Type of property



Multi-family: 101+ units

402 5.5%



183



Channel preference



231



Key features

- Tech novices
- Luxury living
- Highly educated
- Retired
- Unlikely to buy used vehicles
- Own luxury vehicles



\$250,000+

310 39.8%

247 | 13.7%

Purchase/ lease price

\$50,000-\$75,000

368 64.4%

Technology adoption



Novices

When purchased



48+ months ago

92 31.7%



11+ years

195 78.6%















C11 **C12** C13 C14

Golf Carts and Gourmets Thriving retirees and empty-nesters in comfortable communities





Head of household age

19–24		0.70%
25–30		0.56%
31–35		1.06%
36–45		2.65%
46–50		2.97%
51–65		22.72%
66–75	310	39.78%
76+	359	29.56%

Family structure

With kids		
Married		4.66%
Single male		0.02%
Single female		0.02%
Unknown status		0.27%
Without kids		
Without kids Married		77.78%
***************************************		77.78% 0.65%
Married		

Vehicle age

0–5 years	71.23%
6–10 years	60.42%
11+ years	78.64%

Estimated household income

Less than \$15,000		0.39%
\$15,000-\$24,999		1.45%
\$25,000-\$34,999		2.70%
\$35,000-\$49,999		6.10%
\$50,000-\$74,999		15.13%
\$75,000-\$99,999		14.99%
\$100,000-\$124,999		14.80%
\$125,000-\$149,999		10.07%
\$150,000-\$174,999	204	7.65%
\$175,000-\$199,999		6.38%
\$200,000-\$249,999		6.63%
\$250,000+	247	13.71%

Purchase/lease

Buy new		71.08%
Buy used		4.57%
Lease		41.71%

Purchase/lease price

Less than \$20,000		22.40%
\$20,000-\$30,000		59.61%
\$30,000–\$40,000	203	35.24%
\$40,000-\$50,000	335	58.49%
\$50,000-\$75,000	368	64.37%
\$75,000+	480	25.62%

Alternate fuel car	328	29.58%
Car	0_0	8.56%
Compact car		5.41%
Compact/subcompact car		3.33%
Subcompact car		2.25%
Full size car		17.34%
CUV	221	58.30%
SUV/CUV		27.46%
SUV		23.00%
Small/mid SUV		6.74%
Full size SUV		18.00%
Mid size car		5.45%
Mid size truck		5.07%
Minivan		0.95%
Van/minivan		1.89%
Full size van		2.29%
Truck		12.12%
Full size truck		11.10%
Luxury car	277	68.80%
Luxury compact car	362	40.42%
Luxury CUV	415	59.43%
Luxury SUV	301	24.31%
·	252	36.83%
Sports car		50.05 /0



C11

C12

C13

C14

Philanthropic Sophisticates Mature, upscale couples in suburban homes

3.67% | 4.35% **2**





Who we are

Head of household age

66-75

234 | 30.0%



31

Type of property



Single family

108 96.8%



Channel preference





116





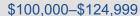


118

Key features

- Retiring in comfort
- Experienced travelers
- Art connoisseurs
- Philanthropic
- Unlikely to buy used vehicles
- In the market for luxury cars and compact cars

Est. Household \$ income



161 15.4%

purchased

140 48.0%

48+ months ago

When

Purchase/ lease price

\$50,000-\$75,000

314 55.0%

Technology adoption





11+ years

182 73.0%



Apprentices















C11 C12 C13 C14

Philanthropic Sophisticates Mature, upscale couples in suburban homes





Head of household age

19–24		2.25%
25–30		1.84%
31–35		3.83%
36–45		9.04%
46–50		6.25%
51–65		29.31%
66–75	234	29.99%
76+	212	17.49%

Family structure

With kids		
Married		12.41%
Single male		0.16%
Single female		0.20%
Unknown status		0.25%
Without kids		
Without kids Married		76.64%
***************************************		76.64% 2.14%
Married		

Vehicle age

0–5 years	68.36%
6–10 years	60.12%
11+ years	73.04%

Estimated household income

Less than \$15,000		0.39%
\$15,000-\$24,999		1.27%
\$25,000-\$34,999		4.03%
\$35,000-\$49,999		6.12%
\$50,000-\$74,999		16.73%
\$75,000-\$99,999		17.10%
\$100,000-\$124,999		15.44%
\$125,000-\$149,999		12.69%
\$150,000-\$174,999		7.39%
\$175,000-\$199,999		6.33%
\$200,000-\$249,999		5.80%
\$250,000+		6.70%

Purchase/lease

Buy new	70.75%
Buy used	7.26%
Lease	51.94%

Purchase/lease price

Less than \$20,000		26.27%
\$20,000-\$30,000		60.53%
\$30,000-\$40,000	217	37.73%
\$40,000-\$50,000	268	46.21%
\$50,000-\$75,000	314	54.96%
\$75,000+	343	18.28%

Alternate fuel car		513	46.35%
Car			22.14%
Compact car			14.64%
Compact/subcompact car			12.67%
Subcompact car			4.21%
Full size car			15.79%
CUV		238	63.03%
SUV/CUV	_		40.96%
SUV			19.93%
Small/mid SUV			15.67%
Full size SUV			15.08%
Mid size car			17.40%
Mid size truck			4.13%
Minivan			2.56%
Van/minivan			6.70%
Full size van			2.10%
Truck			5.76%
Full size truck			5.23%
Luxury car		277	68.63%
Luxury compact car		447	49.93%
Luxury CUV		373	53.41%
Luxury SUV		224	18.06%
Sports car		211	30.82%



C11

C12

C13

C14

Boomers and Boomerangs

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

51-65

284 81.6%



1.23% 2.25% **1**





Who we are

Head of household age



Type of property



Single family

111 99.2%



Channel preference





103





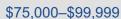


261

Key features

- Suburbanites
- Middle-class families
- Politically conservative
- Charitable
- Keep vehicles for a few years
- Own cars and minivans

Est. Household \$ income



167 25.9%

Purchase/ lease price

\$20,000-\$30,000

208 81.5%

Technology adoption



Apprentices

When purchased



48+ months ago

244 83.8%

Vehicle age



6-10 years

243 86.0%















C11 C12 C13 C14

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





Head of household age

19–24		1.25%
25–30		1.63%
31–35		2.31%
36–45		3.02%
46–50		3.92%
51–65	284	81.62%
66–75		5.23%
76+		1.01%

Family structure

With kids		
Married	207	77.89%
Single male		0.12%
Single female		0.07%
Unknown status		0.09%
Without kids		
Without kids Married		21.59%
		21.59% 0.14%
Married		

Vehicle age

0–5 years	215	78.25%
6–10 years	243	86.04%
11+ years	210	84.35%

Estimated household income

Less than \$15,000		1.12%
\$15,000-\$24,999		1.06%
\$25,000-\$34,999		2.21%
\$35,000-\$49,999		4.61%
\$50,000-\$74,999		20.50%
\$75,000-\$99,999		25.90%
\$100,000-\$124,999		17.08%
\$125,000-\$149,999		16.12%
\$150,000-\$174,999		3.68%
\$175,000-\$199,999		4.62%
\$200,000-\$249,999		1.80%
\$250,000+		1.31%

Purchase/lease

Buy new	224	80.80%
Buy used		61.70%
Lease		35.60%

Purchase/lease price

Less than \$20,000			54.13%
\$20,000-\$30,000	2	80	81.54%
\$30,000-\$40,000	2	37	41.26%
\$40,000–\$50,000	2	22	38.65%
\$50,000-\$75,000			28.23%
\$75,000+			3.44%

Alternate fuel car		10.15%
Car	249	52.50%
Compact car	244	48.38%
Compact/subcompact car	247	49.05%
Subcompact car		9.62%
Full size car		11.90%
CUV	271	71.61%
SUV/CUV	284	70.94%
SUV	286	67.91%
Small/mid SUV	279	66.81%
Full size SUV	219	37.96%
Mid size car	260	55.14%
Mid size truck		15.73%
Minivan	382	49.70%
Van/minivan	331	64.09%
Full size van		10.29%
Truck		45.55%
Full size truck		46.15%
Luxury car		37.85%
Luxury compact car		12.88%
Luxury CUV		20.52%
Luxury SUV		9.99%
Sports car	389	56.83%



D17 D18 D **D15 D16**

Sport Utility Families

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



1.32% 1.66% **1.66%**





Who we are

Head of household age

Est. Household \$

\$125,000-\$149,999

36-45

318 56.8%

income

273 | 23.3%

purchased

235 80.0%

25-36 months ago

When



31

Type of property



Single family

111 99.0%



Channel preference











85



149

Key features

- Suburb living
- Comfortable spending
- Athletic activities
- Outdoor leisure
- In the market for trucks
- Purchase vehicles frequently









Purchase/ lease price

\$20,000-\$30,000

157 61.4%

Vehicle age

6-10 years

214 75.8%

Technology adoption



Apprentices







D **D15 D16 D17 D18**

Sport Utility Families
Upscale, middle-aged couples with school-aged children living active family lifestyles in outlying suburbs





Head of household age

19–24		1.79%
25–30		0.60%
31–35		1.87%
36–45	318	56.78%
46–50	299	30.63%
51–65		6.32%
66–75		1.59%
76+		0.42%

Family structure

With kids		
Married	240	90.11%
Single male		0.09%
Single female		0.04%
Unknown status		0.03%
Without kids		
Without kids Married		9.72%
		9.72% 0.01%
Married		

Vehicle age

0–5 years		70.65%
6–10 years	214	75.82%
11+ years		78.44%

Estimated household income

Less than \$15,000			0.66%
\$15,000-\$24,999			0.48%
\$25,000-\$34,999			0.84%
\$35,000-\$49,999			2.33%
\$50,000-\$74,999			12.97%
\$75,000-\$99,999			23.04%
\$100,000-\$124,999			18.87%
\$125,000-\$149,999		273	23.31%
\$150,000-\$174,999			6.06%
\$175,000-\$199,999			4.75%
\$200,000-\$249,999			3.53%
\$250,000+			3.16%

Purchase/lease

Buy new		66.55%
Buy used		69.81%
Lease		20.79%

Purchase/lease price

Less than \$20,000		27.78%
\$20,000-\$30,000		61.35%
\$30,000-\$40,000	211	36.76%
\$40,000-\$50,000	227	39.61%
\$50,000-\$75,000		32.32%
\$75,000+		4.35%

A14 4 - 4 1		2.020/
Alternate fuel car		2.93%
Car		18.68%
Compact car		16.61%
Compact/subcompact car		19.24%
Subcompact car		1.92%
Full size car		4.58%
CUV		51.31%
SUV/CUV	261	65.07%
SUV	299	70.97%
Small/mid SUV	272	65.16%
Full size SUV	363	62.78%
Mid size car		21.07%
Mid size truck		13.47%
Minivan	367	47.79%
Van/minivan	287	55.54%
Full size van		6.76%
Truck	249	58.14%
Full size truck	252	58.98%
Luxury car		17.46%
Luxury compact car		2.54%
Luxury CUV		11.75%
Luxury SUV		13.61%
Sports car		21.53%



D

D15

D16

D17

D18

Settled in Suburbia

Upper middle-class family units living comfortably in established suburbs



1.58% 2.32% **1**





Who we are

Head of household age

36-45

164 29.2%



31

Type of property



Single family

109 97.8%



Channel preference











182

Key features

- Comfortable lifestyles
- Young children
- Large households
- Do-it-yourselfers
- Own cars and minivans
- In the market to lease non-luxury vehicles

income

Est. Household \$

\$75,000-\$99,999

138 21.4%

purchased

194 66.5%

48+ months ago

When

Purchase/ lease price

\$20,000-\$30,000

208 81.3%

Technology adoption



Vehicle age

6-10 years

198 70.3%



Apprentices















D **D15 D16 D17 D18**

Settled in Suburbia
Upper middle-class family units living comfortably in established suburbs



1.58% 2.32% **1**



Head of household age

19–24		2.45%
25–30		2.55%
31–35		5.43%
36–45		29.24%
46–50		18.96%
51–65		17.98%
66–75		16.23%
76+		7.16%

Family structure

With kids		
Married		73.05%
Single male		0.47%
Single female		0.25%
Unknown status		0.71%
Without kids		
Married		24.31%
Single male		0.68%
Single female		0.26%
Unknown status		0.26%

Vehicle age

0–5 years	68.89%
6–10 years	70.28%
11+ years	74.76%

Estimated household income

Less than \$15,000		1.36%
\$15,000-\$24,999		2.00%
\$25,000-\$34,999		4.30%
\$35,000-\$49,999		6.88%
\$50,000-\$74,999		20.81%
\$75,000-\$99,999		21.42%
\$100,000-\$124,999		15.36%
\$125,000-\$149,999		14.68%
\$150,000-\$174,999		5.26%
\$175,000-\$199,999		4.16%
\$200,000-\$249,999		2.19%
\$250,000+		1.57%

Purchase/lease

Buy new	214	77.33%
Buy used		25.25%
Lease	230	60.62%

Purchase/lease price

Less than \$20,000	51.80%
\$20,000-\$30,000	208 81.31%
\$30,000–\$40,000	241 41.89%
\$40,000–\$50,000	232 40.52%
\$50,000–\$75,000	223 39.00%
\$75,000+	4.09%

Alternate fuel car	211	19.08%
Car		39.77%
Compact car		32.98%
Compact/subcompact car		31.57%
Subcompact car		5.73%
Full size car		10.45%
CUV	256	67.72%
SUV/CUV	238	59.44%
SUV		35.78%
Small/mid SUV		36.01%
Full size SUV		24.29%
Mid size car		36.63%
Mid size truck		6.38%
Minivan	257	33.45%
Van/minivan	210	40.57%
Full size van		3.88%
Truck		10.63%
Full size truck		11.09%
Luxury car		39.99%
Luxury compact car		15.33%
Luxury CUV		23.82%
Luxury SUV		8.27%
Sports car	205	29.89%



D

D15

D16

D17

D18

Cul de Sac Diversity

Cultured families settled in new suburban neighborhoods







Who we are

Head of household age

36-45

389 69.4%

income



Type of property

Single family

110 98.4%

Purchase/ lease price

Less than \$20,000



Channel preference



105



260

65

55

Key features

- Bilingual
- Technological journeymen
- Home owners
- Adrenaline sports
- Unlikely to own full-size cars
- In the market for compact cars

When purchased

218 | 20.9%



25-36 months ago

Est. Household \$

\$100,000-\$124,999

151 51.4%

Vehicle age

162 51.9%



11+ years

168 67.7%

Technology adoption







Journeymen















D **D15 D16 D17 D18**

Cul de Sac Diversity Cultured families settled in new suburban neighborhoods





Head of household age

19–24		1.81%
25–30		1.16%
31–35		3.36%
36–45	389	69.42%
46–50	208	21.31%
51–65		2.11%
66–75		0.78%
76+		0.05%

Family structure

With kids		
Married	243	91.37%
Single male		0.53%
Single female		0.42%
Unknown status		0.00%
Without kids		
Married		7.51%
7777700177700		7.51% 0.07%
Married		, .

Vehicle age

0–5 years		62.	21%
6–10 years		47.	98%
11+ years		67.	70%

Estimated household income

Less than \$15,000		1.23%
\$15,000-\$24,999		1.21%
\$25,000-\$34,999		1.52%
\$35,000-\$49,999		4.28%
\$50,000-\$74,999		17.70%
\$75,000-\$99,999		25.31%
\$100,000-\$124,999	218	20.88%
\$125,000-\$149,999		14.92%
\$150,000-\$174,999		6.83%
\$175,000-\$199,999		3.50%
\$200,000-\$249,999		1.37%
\$250,000+		1.26%

Purchase/lease

Buy new	61.68%
Buy used	34.82%
Lease	21.51%

Purchase/lease price

Less than \$20,000		51.85%
\$20,000-\$30,000		47.20%
\$30,000-\$40,000		19.03%
\$40,000-\$50,000		18.79%
\$50,000-\$75,000		22.94%
\$75,000+		1.97%

Alternate fuel car		7.36%
Car		8.24%
Compact car		24.32%
•		25.11%
Compact/subcompact car	_	
Subcompact car		3.25%
Full size car		0.88%
CUV		31.41%
SUV/CUV		34.04%
SUV		28.33%
Small/mid SUV		19.92%
Full size SUV		29.89%
Mid size car		8.29%
Mid size truck		1.75%
Minivan		13.39%
Van/minivan		14.13%
Full size van		0.57%
Truck		11.89%
Full size truck		9.43%
Luxury car		25.40%
Luxury compact car		11.15%
Luxury CUV		14.43%
Luxury SUV		8.13%
Sports car		7.36%



D

D15

D16

D17

D18

Suburban Nightlife

Upper established couples and families living mainly in the metropolitan cities



1.69% 2.16% **1**





Who we are

Head of household age

51-65

129 37.0%



31

Type of property



Single family

108 96.7%



Channel preference



124







169

Key features

- Tech-wizards
- Politically liberal
- R&B music
- Status-seekers
- Not in the market for expensive vehicles
- Own mid- and full-size cars

Est. Household \$ income

\$50,000-\$74,999

143 28.4%

purchased

147 50.4%

48+ months ago

When

Purchase/ lease price

Less than \$20,000

142 45.6%

Technology adoption



Vehicle age

6-10 years

109 38.8%



Wizards















D **D15 D16 D17 D18**

Suburban Nightlife
Upper established couples and families living mainly in the metropolitan cities



1.69% 2.16% **1**



Head of household age

19–24		4.48%
25–30		4.33%
31–35		6.21%
36–45		21.88%
46–50		13.61%
51–65		37.03%
66–75		9.69%
76+		2.77%

Family structure

With kids	
Married	43.52%
Single male	2.80%
Single female	3.45%
Unknown status	0.31%
Without kids	
Without kids Married	34.24%
	34.24%
Married	

Vehicle age

0–5 years	31.04%
6–10 years	38.79%
11+ years	38.88%

Estimated household income

Less than \$15,000		3.24%
\$15,000-\$24,999		3.44%
\$25,000-\$34,999		5.08%
\$35,000-\$49,999		13.91%
\$50,000-\$74,999		28.42%
\$75,000-\$99,999		21.48%
\$100,000-\$124,999		9.47%
\$125,000-\$149,999		8.55%
\$150,000-\$174,999		2.05%
\$175,000-\$199,999		1.87%
\$200,000-\$249,999		1.22%
\$250,000+		1.27%

Purchase/lease

Buy new	33.52%
Buy used	23.50%
Lease	13.46%

Purchase/lease price

Less than \$20,000	45.63%
\$20,000-\$30,000	40.79%
\$30,000-\$40,000	11.56%
\$40,000-\$50,000	6.52%
\$50,000-\$75,000	10.13%
\$75,000+	0.89%

	2.46%
246	51.76%
	28.48%
	26.14%
	6.21%
434	50.16%
	19.47%
	22.45%
	30.02%
	16.72%
	23.44%
264	56.09%
	4.13%
205	26.72%
	34.35%
	8.63%
	9.93%
	9.62%
286	71.00%
	9.93%
	9.38%
	4.87%
	18.52%
	246 434 264 205



F

E19

E20

E21

Consummate Consumers

Households with high discretionary incomes, living upper-middle class, sophisticated lifestyles



1.36% 1.17% **1**





Who we are

Head of household age

51-65

180 51.8%



31

Type of property



Multi-family: 20-49 units

741 6.4%











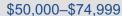




Key features

- Empty-nesters
- Highly educated
- City dwellers
- Environmental advocates
- Not in the market for used vehicles
- Own subcompact cars

Est. Household \$ income



101 20.0%

purchased

74 | 25.5%

48+ months ago

When

Purchase/ lease price

\$20,000-\$30,000

126 49.4%

Technology adoption



Vehicle age

11+ years

103 41.4%



Journeymen















Ε **E19 E20 E21**

Consummate Consumers

Households with high discretionary incomes, living upper-middle class, sophisticated lifestyles





Head of household age

19–24		1.83%
25–30		1.45%
31–35		3.79%
36–45		6.53%
46–50		5.95%
51–65		51.84%
66–75		20.44%
76+		8.18%

Family structure

With kids		
Married		3.05%
Single male		0.32%
Single female		0.98%
Unknown status		0.39%
Without kids		
Without kids Married		37.73%
***************************************	372	37.73% 22.24%
Married	372 384	

Vehicle age

0–5 years		35.55%
6–10 years		25.17%
11+ years		41.45%

Estimated household income

Less than \$15,000		2.41%
\$15,000-\$24,999		3.05%
\$25,000-\$34,999		4.49%
\$35,000-\$49,999		8.35%
\$50,000-\$74,999		20.03%
\$75,000-\$99,999		17.66%
\$100,000-\$124,999		11.61%
\$125,000-\$149,999		12.97%
\$150,000-\$174,999		4.27%
\$175,000-\$199,999		5.66%
\$200,000-\$249,999		3.83%
\$250,000+		5.66%

Purchase/lease

Buy new		34.80%
Buy used		7.04%
Lease		49.76%

Purchase/lease price

Less than \$20,000	37.87%
\$20,000-\$30,000	49.41%
\$30,000-\$40,000	12.00%
\$40,000-\$50,000	14.28%
\$50,000-\$75,000	17.29%
\$75,000+	3.07%

Alternate fuel car	220	19.85%
Car		17.91%
Compact car		27.55%
Compact/subcompact car		25.57%
Subcompact car	225	13.93%
Full size car		5.24%
CUV		24.53%
SUV/CUV		9.38%
SUV		4.80%
Small/mid SUV		6.19%
Full size SUV		4.13%
Mid size car		10.63%
Mid size truck		4.64%
Minivan		1.52%
Van/minivan		2.07%
Full size van		1.82%
Truck		2.59%
Full size truck		2.34%
Luxury car		34.24%
Luxury compact car		18.72%
Luxury CUV		17.50%
Luxury SUV		6.48%
Sports car		6.66%



E19

E20

E21

No Place Like Home

Older, established multi-generational households in suburban areas



3.22% 2.01% 3.22%





Who we are

Head of household age

Est. Household \$

\$75,000-\$99,999

51-65

169 48.6%

income



Type of property

Single family

110 98.6%

Purchase/ lease price

\$20,000-\$30,000







Channel preference





203

Key features

- Smart shoppers
- Multi-generational homes
- Tech apprentices
- Large households
- In the market to lease non-luxury vehicles
- Own compact/subcompact cars

When purchased

160 24.8%



37-48 months ago

182 62.8%

Vehicle age

176 68.8%



6-10 years

184 65.1%

39

Technology adoption



Apprentices















E19 **E20 E21**

No Place Like Home
Older, established multi-generational households in suburban areas



Head of household age

		_
19–24		7.35%
25–30		12.40%
31–35		14.75%
36–45		6.82%
46–50		4.22%
51–65		48.62%
66–75		4.85%
76+		0.99%

Family structure

With kids		
Married		24.19%
Single male		0.62%
Single female		0.29%
Unknown status		0.09%
Without kids		
Without kids Married		65.55%
		65.55% 5.48%
Married		

Vehicle age

0–5 years		56.05%
6-10 years		65.08%
11+ years		64.58%

Estimated household income

Less than \$15,000		2.3	1%
\$15,000-\$24,999		2.4	2%
\$25,000-\$34,999		3.1	2%
\$35,000-\$49,999		8.1	6%
\$50,000-\$74,999		26.2	2%
\$75,000-\$99,999		24.8	2%
\$100,000-\$124,999		14.6	5%
\$125,000-\$149,999		9.7	0%
\$150,000-\$174,999		2.8	6%
\$175,000-\$199,999		2.6	1%
\$200,000-\$249,999		1.5	5%
\$250,000+		1.5	7%

Purchase/lease

Buy new	60.33%
Buy used	55.02%
Lease	34.12%

Purchase/lease price

Less than \$20,000	40.78%
\$20,000-\$30,000	68.77%
\$30,000-\$40,000	26.52%
\$40,000—\$50,000	19.75%
\$50,000-\$75,000	14.22%
\$75,000+	1.36%

Alternate fuel car		4.81%
Car		38.71%
Compact car		36.07%
Compact/subcompact car		36.34%
Subcompact car		11.27%
Full size car		10.05%
CUV		45.29%
SUV/CUV		46.39%
SUV		36.26%
Small/mid SUV		47.79%
Full size SUV		14.60%
Mid size car		41.35%
Mid size truck		18.10%
Minivan		18.78%
Van/minivan		29.72%
Full size van		10.32%
Truck		36.36%
Full size truck		34.21%
Luxury car		19.61%
Luxury compact car		4.32%
Luxury CUV		7.58%
Luxury SUV		4.48%
Sports car		28.34%



E19

E20

E21

Unspoiled Splendor







Head of household age

51-65

317 91.1%

income

153 | 30.4%

purchased

239 81.9%

48+ months ago

When



31

Type of property





Channel preference







Key features

- Price-conscious
- Politically conservative
- Do-it-yourselfers
- Racing fanatics
- Own vans and trucks



Keep vehicles for a few years

Who we are

Est. Household \$

\$50,000-\$74,999



Single family

110 98.5%



\$20,000-\$30,000

133 52.1%

Vehicle age



6-10 years

187 | 66.3%

Technology adoption



Apprentices















E19 E20 E21

Unspoiled Splendor
Comfortably established baby boomer couples in town and country communities



3 2.13% 2.87% **2**



Head of household age

19–24		0.06%
25–30		0.01%
31–35		0.02%
36–45		0.10%
46–50		0.47%
51–65	317	91.10%
66–75		7.24%
76+		1.00%

Family structure

With kids		
Married		4.30%
Single male		0.00%
Single female		0.01%
Unknown status		0.03%
Without kids		
Without kids Married	222	88.55%
	222	88.55% 1.36%
Married	222	

Vehicle age

0–5 years	51.79%
6–10 years	66.27%
11+ years	60.79%

Estimated household income

Less than \$15,000		2.71%
\$15,000-\$24,999		2.66%
\$25,000-\$34,999		3.70%
\$35,000-\$49,999		9.67%
\$50,000-\$74,999		30.36%
\$75,000-\$99,999		25.77%
\$100,000-\$124,999		11.61%
\$125,000-\$149,999		7.84%
\$150,000-\$174,999		1.58%
\$175,000-\$199,999		2.03%
\$200,000-\$249,999		0.94%
\$250,000+		1.12%

Purchase/lease

Buy new		55.03%
Buy used		60.79%
Lease		15.42%

Purchase/lease price

Less than \$20,000		15.67%
\$20,000-\$30,000		52.13%
\$30,000-\$40,000		33.04%
\$40,000-\$50,000		24.08%
\$50,000-\$75,000		14.68%
\$75,000+		1.76%

• •		
Alternate fuel car		1.50%
Car		31.35%
Compact car		15.82%
Compact/subcompact car		18.22%
Subcompact car		4.50%
Full size car		21.03%
CUV		43.58%
SUV/CUV	206	51.54%
SUV	233	55.36%
Small/mid SUV	275	65.99%
Full size SUV		24.08%
Mid size car		37.67%
Mid size truck	342	40.96%
Minivan		15.96%
Van/minivan	216	41.81%
Full size van	409	33.07%
Truck	337	78.82%
Full size truck	333	77.93%
Luxury car		17.02%
Luxury compact car		1.21%
Luxury CUV		4.97%
Luxury SUV		5.45%
Sports car	302	44.14%



F22 F23

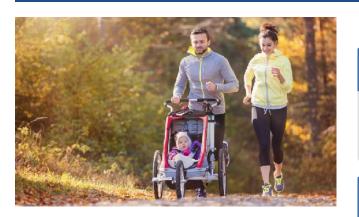
Fast Track Couples

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



3.11% | 2.54% **2**





Who we are

Head of household age

31-35

586 52.8%

income



Type of property

Single family

109 97.4%

Purchase/ lease price

\$20,000-\$30,000





101



Channel preference



69



315

Technology adoption

Key features

- Credit-aware
- Comfortable spender
- Active lifestyles
- Tech-savvv
- In the market for newer used vehicles
- Unlikely to own regular cars



232 22.1%



13-24 months ago

Est. Household \$

\$100,000-\$124,999

158 54.0%

Vehicle age

116 45.5%



11+ years

145 58.3%



Journeymen















F22 F23

F22 Fast Track Couples

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



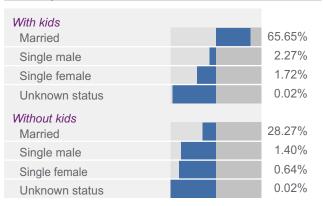
3.11% | 2.54% **2**



Head of household age

19–24		8.53%
25–30	357	29.14%
31–35	586	52.85%
36–45		7.25%
46–50		1.46%
51–65		0.54%
66–75		0.22%
76+		0.02%

Family structure



Vehicle age

0–5 years		53.81%
6-10 years		41.60%
11+ years		58.25%

Estimated household income

Less than \$15,000		1.39%
\$15,000-\$24,999		1.29%
\$25,000-\$34,999		1.78%
\$35,000-\$49,999		4.83%
\$50,000-\$74,999		15.77%
\$75,000-\$99,999		23.37%
\$100,000-\$124,999	232	22.15%
\$125,000-\$149,999		11.31%
\$150,000-\$174,999	207	7.74%
\$175,000-\$199,999		4.19%
\$200,000-\$249,999		2.65%
\$250,000+		3.54%

Purchase/lease

Buy new		53.83%
Buy used		47.47%
Lease		26.82%

Purchase/lease price

Less than \$20,000	38.51%
\$20,000-\$30,000	45.53%
\$30,000-\$40,000	18.04%
\$40,000-\$50,000	16.06%
\$50,000-\$75,000	15.30%
\$75,000+	2.98%

• •		
Altawasta final and		5.02%
Alternate fuel car	_	
Car	_	4.21%
Compact car		12.74%
Compact/subcompact car		13.91%
Subcompact car		2.91%
Full size car		0.69%
CUV		25.52%
SUV/CUV		23.37%
SUV		14.79%
Small/mid SUV		13.92%
Full size SUV		14.67%
Mid size car		3.60%
Mid size truck		1.91%
Minivan		1.93%
Van/minivan		3.41%
Full size van		0.27%
Truck		13.48%
Full size truck		12.75%
Luxury car		24.39%
Luxury compact car		7.90%
Luxury CUV		13.72%
Luxury SUV		7.02%
Sports car		2.23%



F22 F23

Families Matter Most

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







Key features

- Sprawling families
- Married with kids
- Family vacations
- Social connectors
- Own vans and minivans
- In the market for used vehicles





Who we are

Head of household age

31-35

420 37.8%

Est. Household \$ income

\$75,000-\$99,999

174 26.9%

When purchased

37-48 months ago

31

206 71.0%

Single family

Type of

property

110 98.1%

Purchase/ lease price

\$20,000-\$30,000

117 | 45.8%

Vehicle age

6-10 years

166 58.7%

Channel preference













138

Technology adoption



Wizards











F F22 F23

Families Matter Most

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



Head of household age

19–24	253	12.52%
25–30	224	18.32%
31–35	420	37.84%
36–45		24.86%
46–50		3.98%
51–65		1.79%
66–75		0.55%
76+		0.15%

Family structure

With kids Married	251	94.44%
Single male	231	2.12%
Single female		1.45%
Unknown status		0.06%
Without kids Married		1.87%
		1.87% 0.05%
Married		

Vehicle age

0–5 years		47.82%
6-10 years		58.74%
11+ years		55.35%

Estimated household income

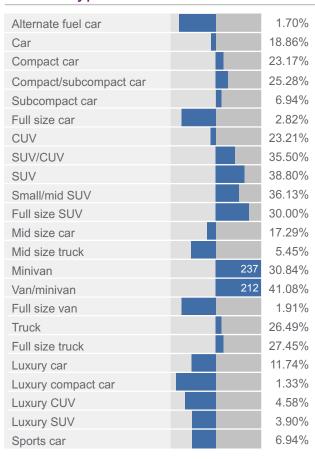
Less than \$15,000			2.82%
\$15,000-\$24,999			2.57%
\$25,000-\$34,999			3.99%
\$35,000-\$49,999			9.61%
\$50,000-\$74,999			28.62%
\$75,000-\$99,999			26.95%
\$100,000-\$124,999			14.31%
\$125,000-\$149,999			6.17%
\$150,000-\$174,999			2.42%
\$175,000-\$199,999			1.12%
\$200,000-\$249,999			0.74%
\$250,000+			0.68%

Purchase/lease

Buy new		44.84%
Buy used		58.65%
Lease		17.93%

Purchase/lease price

Less than \$20,000	37.15%
\$20,000-\$30,000	45.85%
\$30,000-\$40,000	14.95%
\$40,000-\$50,000	10.48%
\$50,000-\$75,000	8.73%
\$75,000+	0.95%





G24

G25

Ambitious Singles

Youthful, cutting-edge singles living in mid-scale metro areas balancing work and leisure lifestyles



1.29% 0.81% **1**





Who we are

Head of household age

31-35

273 | 24.6%



31

Type of property



Multi-family: 5-9 units

281 5.8%

Channel preference













Key features

- Single city-dweller
- Well-educated
- Career-driven
- Professionals
- Likely to own subcompact cars
- Not in the market to buy older used vehicles

Est. Household \$ income

\$75,000-\$99,999

144 22.4%

purchased

53 | 17.1%

7-12 months ago

When

Purchase/ lease price

Less than \$20,000

128 41.0%

Technology adoption





11+ years

80 32.0%



Journeymen















G25

Ambitious Singles

Youthful, cutting-edge singles living in mid-scale metro areas balancing work and leisure lifestyles





Head of household age

19–24		9.00%
25–30	208	17.03%
31–35	273	24.58%
36–45		29.51%
46–50		10.07%
51–65		7.57%
66–75		2.03%
76+		0.22%

Family structure

With kids		3.77%
Married		3.77%
Single male		4.83%
Single female	304	8.86%
Unknown status		0.13%
Without kids		
Married		20.93%
Single male	633	37.86%
Single female	661	22.58%
Unknown status		1.04%

Vehicle age

0–5 years		26.54%
6-10 years		14.12%
11+ years		32.01%

Estimated household income

Less than \$15,000		2.88%
\$15,000-\$24,999		1.97%
\$25,000-\$34,999		2.80%
\$35,000-\$49,999		7.93%
\$50,000-\$74,999		23.41%
\$75,000-\$99,999		22.37%
\$100,000-\$124,999		12.62%
\$125,000-\$149,999		12.58%
\$150,000-\$174,999		4.50%
\$175,000-\$199,999		3.21%
\$200,000-\$249,999		2.53%
\$250,000+		3.21%

Purchase/lease

Buy new		21.32%
Buy used		18.96%
Lease		40.90%

Purchase/lease price

Less than \$20,000		41.03%
\$20,000-\$30,000		39.56%
\$30,000-\$40,000		6.33%
\$40,000-\$50,000		5.33%
\$50,000-\$75,000		6.59%
\$75,000+		1.06%

Alternate fuel car	5.81%
Car	6.36%
Compact car	21.98%
Compact/subcompact car	23.82%
Subcompact car	10.04%
Full size car	0.94%
CUV	9.67%
SUV/CUV	4.06%
SUV	3.47%
Small/mid SUV	3.43%
Full size SUV	3.27%
Mid size car	4.21%
Mid size truck	2.47%
Minivan	1.18%
Van/minivan	1.03%
Full size van	0.44%
Truck	1.94%
Full size truck	3.07%
Luxury car	14.69%
Luxury compact car	5.19%
Luxury CUV	6.57%
Luxury SUV	3.43%
Sports car	1.04%



G24

G25

Urban EdgeLively, up-and-coming singles living big city lifestyles located within top MSA markets

31-35

375 33.8%

income

173 | 14.8%

purchased

21 7.2%

13-24 months ago

When



1.66% 0.89% **1**





Who we are

Head of household age



31

Type of property





Channel preference



430

Technology adoption

244

Key features

- Progressive views
- Urban dwellers
- Highly educated
- Ambitious
- In the market to lease luxury vehicles
- Own subcompact cars





\$125,000-\$149,999



Multi-family: 101+ units

1561 21.5%

Est. Household \$ Purchase/ lease price



Less than \$20,000

141 45.1%

Vehicle age



11+ years

88 35.5%





Journeymen











G25

Urban Edge
Lively, up-and-coming singles living big city lifestyles located within top MSA markets



1.66% 0.89% **1**

Head of household age

19–24		7.97%
25–30	349	28.55%
31–35	375	33.77%
36–45		17.03%
46–50		4.41%
51–65		6.49%
66–75		1.60%
76+		0.18%

Family structure

With kids Married Single male		1.14% 1.54%
Single female		3.51%
Unknown status		0.08%
Without kids Married		13.90%
Single male	785	46.94%
Single female	943	32.21%
Unknown status		0.68%

Vehicle age

0–5 years		33.54%
6–10 years		7.87%
11+ years		35.49%

Estimated household income

Less than \$15,000		2.08%
\$15,000-\$24,999		2.12%
\$25,000-\$34,999		2.88%
\$35,000-\$49,999		5.31%
\$50,000-\$74,999		17.79%
\$75,000-\$99,999		16.79%
\$100,000-\$124,999		11.58%
\$125,000-\$149,999		14.76%
\$150,000-\$174,999		5.31%
\$175,000-\$199,999		6.99%
\$200,000-\$249,999		5.41%
\$250,000+		8.99%

Purchase/lease

Buy new		15.87%
Buy used		6.35%
Lease	209	55.26%

Purchase/lease price

Less than \$20,000	45.08%	
\$20,000-\$30,000	24.21%	
\$30,000-\$40,000	3.83%	
\$40,000-\$50,000	9.25%	
\$50,000-\$75,000	10.51%	
\$75,000+	5.28%	

Alternate fuel car			12.54%
Car		_	5.72%
			21.33%
Compact car			
Compact/subcompact ca	ar		19.90%
Subcompact car		210	12.99%
Full size car			0.93%
CUV			5.06%
SUV/CUV			1.11%
SUV			4.64%
Small/mid SUV			0.67%
Full size SUV			5.20%
Mid size car			1.80%
Mid size truck			1.10%
Minivan			0.18%
Van/minivan			0.20%
Full size van			0.04%
Truck			1.50%
Full size truck			1.76%
Luxury car			33.18%
Luxury compact car		258	28.82%
Luxury CUV			18.65%
Luxury SUV			9.92%
Sports car			0.49%



H26

H27

H28

H29

Progressive Assortment Mature couples with comfortable and active lives in established suburbs



1.85% 2.11% **1**





Who we are

Head of household age

51-65

137 | 39.5%

income

Est. Household \$

\$75,000-\$99,999



Type of property



Single family

102 91.3%

Purchase/ lease price

Less than \$20,000



Channel preference



110







73

112

Key features

- Bilingual
- Ethnically diverse
- Urban-centric
- Comfortable spending
- In the market for cheaper vehicles
- Own compact/subcompact cars

144 22.4% When

purchase<u>d</u>

116 39.9%

48+ months ago



Vehicle age



149 47.7%

88 35.5%

Technology adoption



Wizards















Progressive Assortment Mature couples with comfortable and active lives in established suburbs



1.85% 2.11% **1**



Head of household age

19–24		3.88%
25–30		2.76%
31–35		5.23%
36–45		17.36%
46–50		12.29%
51–65		39.48%
66–75		13.63%
76+		5.38%

Family structure

With kids Married	38.82%
Single male	1.75%
Single female	1.65%
Unknown status	0.48%
Without kids Married	45.00%
Single male	5.37%
Single female	2.59%
Unknown status	4.35%

Vehicle age

0–5 years	31.98%
6–10 years	33.08%
11+ years	35.52%

Estimated household income

Less than \$15,000		3.03%
\$15,000-\$24,999		3.43%
\$25,000-\$34,999		4.91%
\$35,000-\$49,999		11.06%
\$50,000-\$74,999		25.34%
\$75,000-\$99,999		22.36%
\$100,000-\$124,999		11.95%
\$125,000-\$149,999		9.90%
\$150,000-\$174,999		2.75%
\$175,000-\$199,999		2.60%
\$200,000-\$249,999		1.39%
\$250,000+		1.29%

Purchase/lease

Buy new		38.68%
Buy used		19.04%
Lease		28.72%

Purchase/lease price

Less than \$20,000	47.66%
\$20,000-\$30,000	45.65%
\$30,000-\$40,000	12.88%
\$40,000-\$50,000	8.35%
\$50,000-\$75,000	12.10%
\$75,000+	0.74%

Alternate fuel car		8.13%
Car		28.65%
Compact car	214	42.54%
Compact/subcompact car	215	42.56%
Subcompact car		11.04%
Full size car		4.61%
CUV		22.76%
SUV/CUV		25.04%
SUV		16.64%
Small/mid SUV		17.95%
Full size SUV		11.41%
Mid size car		24.09%
Mid size truck		13.37%
Minivan		15.71%
Van/minivan		17.42%
Full size van		4.52%
Truck		6.83%
Full size truck		5.92%
Luxury car		24.33%
Luxury compact car		8.22%
Luxury CUV		6.81%
Luxury SUV		3.93%
Sports car		15.23%



Life of Leisure

Upper established couples living leisure lifestyles in small towns and cities



1.54% 1.12% **1.12**





Who we are

Head of household age

46-50

244 25.0%

income



31

Type of property



Single family

107 95.7%



Channel preference





168







Key features

- Suburb living
- Married no kids
- Comfortable spending
- Charitable donations
- Unlikely to be in the market for cheaper vehicles
- Unlikely to own regular cars

\$75,000-\$99,999

Est. Household \$

163 25.3%

purchased

104 35.4%

25-36 months ago

When

Purchase/ lease price

\$20,000-\$30,000

99 | 39.0%

Vehicle age

Technology adoption





11+ years

112 44.9%



Journeymen















Life of Leisure
Upper established couples living leisure lifestyles in small towns and cities





Head of household age

19–24		3.55%
25–30		1.03%
31–35		3.58%
36–45		23.18%
46–50	244	25.00%
51–65		24.73%
66–75		15.33%
76+		3.60%

Family structure

With kids		
Married		19.52%
Single male		0.30%
Single female		0.61%
Unknown status		0.25%
Without kids		
Without kids Married		67.20%
		67.20% 3.31%
Married		

Vehicle age

0–5 years		40.39%
6-10 years		30.03%
11+ years		44.88%

Estimated household income

Less than \$15,000		2.69%
\$15,000-\$24,999		2.44%
\$25,000-\$34,999		4.52%
\$35,000-\$49,999		8.33%
\$50,000-\$74,999		22.86%
\$75,000-\$99,999		25.25%
\$100,000-\$124,999		14.48%
\$125,000-\$149,999		10.88%
\$150,000-\$174,999		3.91%
\$175,000-\$199,999		2.51%
\$200,000-\$249,999		1.03%
\$250,000+		1.10%

Purchase/lease

Buy new	40.98%
Buy used	30.52%
Lease	25.87%

Purchase/lease price

Less than \$20,000	22.31%
\$20,000-\$30,000	38.96%
\$30,000-\$40,000	15.30%
\$40,000–\$50,000	13.68%
\$50,000–\$75,000	11.94%
\$75,000+	1.33%

Alternate f	uel car		4.64%
Car	401 041		6.51%
Compact	ear		8.67%
	subcompact car		9.86%
Subcompa	ict car		3.21%
Full size ca			1.87%
CUV			24.15%
SUV/CUV			21.15%
SUV			15.55%
Small/mid	SUV		21.08%
Full size S	UV		11.17%
Mid size ca	ar		5.94%
Mid size tr	uck		8.32%
Minivan			2.66%
Van/miniva	an		6.22%
Full size va	an		3.14%
Truck			18.60%
Full size tr	uck		18.48%
Luxury car			16.09%
Luxury cor	·		3.25%
Luxury CU			9.07%
Luxury SU	V		6.27%
Sports car			9.84%



H26 H27

H28

H29

Everyday ModeratesFamilies of all shapes and sizes living in metro-suburban settings







Who we are

Head of household age

51-65

135 38.8%

income



Type of property



Single family

111 99.3%

Purchase/ lease price

Less than \$20,000





Channel preference





102

22

103

Key features

- Credit-aware
- Comfortable living
- Music fans
- Married with kids
- Unlikely to be in the market for luxury vehicles
- Own compact/subcompact cars

When purchased

151 30.1%



25-36 months ago

Est. Household \$

\$50,000-\$74,999

154 52.5%

Vehicle age

154 49.2%



6-10 years

132 46.6%

Technology adoption



Journeymen















Everyday ModeratesFamilies of all shapes and sizes living in metro-suburban settings





Head of household age

19–24		5.03%
25–30		3.09%
31–35		6.39%
36–45		23.86%
46–50		16.14%
51–65		38.80%
66–75		6.00%
76+		0.68%

Family structure

With kids Married	67.20%
Single male	1.33%
Single female	1.26%
Unknown status	0.20%
Without kids Married	27.02%
***************************************	27.02%
Married	

Vehicle age

0–5 years	40.49%
6–10 years	46.64%
11+ years	48.93%

Estimated household income

Less than \$15,000		2.73%
\$15,000-\$24,999		2.55%
\$25,000-\$34,999		4.24%
\$35,000-\$49,999		12.78%
\$50,000-\$74,999		30.09%
\$75,000-\$99,999		24.60%
\$100,000-\$124,999		10.00%
\$125,000-\$149,999		8.10%
\$150,000-\$174,999		1.96%
\$175,000-\$199,999		1.13%
\$200,000-\$249,999		1.06%
\$250,000+		0.74%

Purchase/lease

Buy new		41.27%
Buy used		51.43%
Lease		8.66%

Purchase/lease price

Less than \$20,000	49.19%
\$20,000-\$30,000	42.71%
\$30,000-\$40,000	10.76%
\$40,000-\$50,000	6.80%
\$50,000-\$75,000	6.91%
\$75,000+	0.59%

Alternate fuel car		1.93%
Car		20.71%
Compact car		31.34%
Compact/subcompact car		33.93%
Subcompact car		9.80%
Full size car		3.06%
CUV		20.34%
SUV/CUV		29.78%
SUV		31.39%
Small/mid SUV		31.43%
Full size SUV		20.23%
Mid size car		22.99%
Mid size truck		9.52%
Minivan		21.73%
Van/minivan		26.28%
Full size van		4.39%
Truck		29.51%
Full size truck		26.99%
Luxury car		8.69%
Luxury compact car		2.11%
Luxury CUV		3.45%
Luxury SUV		3.22%
Sports car		16.48%



H26 H27

H28

H29

Destination Recreation

Middle-aged, midscale couples enjoying active lifestyles in the suburbs







Who we are

Head of household age

36 - 45

341 60.8%



31

Type of property



Single family

105 93.8%



Channel preference



106



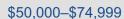




Key features

- Eclectic leisure interests
- Visit theme parks
- Middle-aged
- Sports focused
- Likely to be in the market for used vehicles
- Unlikely to own regular cars

Est. Household \$ income



143 28.5%

purchased

138 45.9%

0-6 months ago

When

Purchase/ lease price

\$20,000-\$30,000

86 | 33.6%

Technology adoption



Vehicle age

11+ years

83 | 33.2%



Journeymen















Destination Recreation

Middle-aged, midscale couples enjoying active lifestyles in the suburbs



Head of household age

19–24		1.15%
25–30		0.23%
31–35		0.83%
36–45	341	60.79%
46–50	351	35.91%
51–65		0.79%
66–75		0.25%
76+		0.06%

Family structure

With kids		
Married		41.68%
Single male		1.64%
Single female		1.97%
Unknown status		0.54%
Without kids		
Married		50.70%
Single male		2.09%
Single female		0.88%
Unknown status		0.50%

Vehicle age

0–5 years		28.18%
6-10 years		24.31%
11+ years		33.21%

Estimated household income

	4.54%
	4.54%
	4.31%
	5.58%
	13.02%
	28.52%
	21.07%
	10.26%
	8.55%
	1.99%
	1.17%
	0.52%
	0.46%
•	

Purchase/lease

Buy new		27.40%
Buy used		55.37%
Lease		16.91%

Purchase/lease price

Less than \$20,000		26.45%
\$20,000-\$30,000		33.57%
\$30,000-\$40,000		10.09%
\$40,000-\$50,000		8.28%
\$50,000-\$75,000		7.79%
\$75,000+		0.69%

Alternate fuel car		0.87%
Car		7.70%
Compact car	_	9.96%
	_	11.44%
Compact/subcompact car	_	
Subcompact car	_	2.84%
Full size car	_	2.10%
CUV	_	12.44%
SUV/CUV		18.35%
SUV		19.00%
Small/mid SUV		25.63%
Full size SUV	_	12.38%
Mid size car		8.55%
Mid size truck		8.80%
Minivan		7.54%
Van/minivan		11.41%
Full size van		4.57%
Truck		23.86%
Full size truck		24.19%
Luxury car		7.07%
Luxury compact car		0.92%
Luxury CUV		2.64%
Luxury SUV		3.76%
Sports car		4.48%



131

132

133

130

Potlucks and the Great Outdoors

Comfortably established, middle-income couples with children living in suburbia



1.90% 2.59% **1.90%**





Key features

- Country living
- Outdoor activities
- Blue-collar jobs
- Non-environmental
- In the market for used vehicles
- Own trucks





Who we are

Head of household age

51-65

104 | 30.0%

Est. Household \$ income

\$50,000-\$74,999

141 28.2%

When purchase<u>d</u>

7-12 months ago

231 75.1%

Type of property

Single family

110 98.4%

Purchase/ lease price

\$20,000-\$30,000

107 41.7%

Vehicle age

6-10 years

176 62.4%

Channel preference







27



132

10

Technology adoption



Apprentices



31









131

132

133

Potlucks and the Great Outdoors

Comfortably established, middle-income couples with children living in suburbia





Head of household age

19–24		3.77%
25–30		5.03%
31–35		8.15%
36–45		23.06%
46–50		17.59%
51–65		29.99%
66–75		9.40%
76+		3.00%

Family structure

With kids		
Married	211	79.41%
Single male		0.52%
Single female		0.32%
Unknown status		0.39%
Without kids		
Without kids Married		18.50%
***************************************		18.50% 0.42%
Married		

Vehicle age

0–5 years		45.25%
6–10 years		62.40%
11+ years		53.58%

Estimated household income

Less than \$15,000		3.18%
\$15,000-\$24,999		3.45%
\$25,000-\$34,999		4.84%
\$35,000-\$49,999		11.18%
\$50,000-\$74,999		28.16%
\$75,000-\$99,999		23.81%
\$100,000-\$124,999		10.68%
\$125,000-\$149,999		8.66%
\$150,000-\$174,999		1.97%
\$175,000-\$199,999		1.76%
\$200,000-\$249,999		1.01%
\$250,000+		1.28%

Purchase/lease

Buy new		44.04%
Buy used	217	77.62%
Lease		8.11%

Purchase/lease price

Less than \$20,000	15.84%
\$20,000-\$30,000	41.72%
\$30,000-\$40,000	25.55%
\$40,000-\$50,000	20.57%
\$50,000-\$75,000	13.63%
\$75,000+	2.00%

Alternate fuel car		0.63%
Car	_	27.19%
	_	14.16%
Compact car		
Compact/subcompact car		18.13%
Subcompact car		3.16%
Full size car		15.06%
CUV		30.72%
SUV/CUV		50.00%
SUV	271	64.29%
Small/mid SUV	285	68.40%
Full size SUV	240	41.43%
Mid size car		31.32%
Mid size truck	280	33.57%
Minivan	327	42.65%
Van/minivan	303	58.56%
Full size van	340	27.45%
Truck	343	80.32%
Full size truck	349	81.64%
Luxury car		8.43%
Luxury compact car		0.60%
Luxury CUV		3.30%
Luxury SUV		6.36%
Sports car	206	30.07%



131

132

133

Hard Working Values

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







Who we are

Head of household age

36-45

195 34.7%



31

Type of property



Single family

110 98.6%







Channel preference

110







187

Key features

- Multi-generational households
- Middle class comfort
- Union workers
- Older homes
- In the market for older used vehicles
- Own vans and minivans

Est. Household \$ income

\$50,000-\$74,999

164 32.6%

purchased

196 67.3%

48+ months ago

When

Purchase/ lease price

\$20,000-\$30,000

164 64.2%

Technology adoption



Vehicle age

6-10 years

165 58.4%



Apprentices















Hard Working Values

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



1.01% 1.42% **1.42%**

Head of household age

19–24	2.74%
25–30	1.91%
31–35	4.92%
36–45	34.70%
46–50	19.63%
51–65	23.14%
66–75	9.49%
76+	3.47%

Family structure

With kids	247	81.67%
Married	217	01.07%
Single male		1.28%
Single female		0.92%
Unknown status	225	0.93%
Without kids		
Married		13.69%
Single male		1.19%
Single female		0.23%
Unknown status		0.09%

Vehicle age

0–5 years		37.03%
6-10 years		58.39%
11+ years		46.66%

Estimated household income

Less than \$15,000	3.52%
\$15,000-\$24,999	4.58%
\$25,000-\$34,999	5.70%
\$35,000-\$49,999	14.94%
\$50,000-\$74,999	32.65%
\$75,000-\$99,999	23.10%
\$100,000-\$124,999	7.31%
\$125,000–\$149,999	5.89%
\$150,000–\$174,999	1.16%
\$175,000–\$199,999	0.46%
\$200,000-\$249,999	0.45%
\$250,000+	0.23%

Purchase/lease

Buy new	44.76%
Buy used	55.14%
Lease	30.32%

Purchase/lease price

Less than \$20,000		39.58%
\$20,000-\$30,000		64.22%
\$30,000-\$40,000		16.68%
\$40,000-\$50,000		11.64%
\$50,000-\$75,000		9.85%
\$75,000+		0.44%

Alternate fuel car			1.11%
Car		207	43.65%
Compact car			32.35%
Compact/subcompact car			34.41%
Subcompact car			8.25%
Full size car			13.04%
CUV			29.96%
SUV/CUV			41.38%
SUV			43.13%
Small/mid SUV			45.44%
Full size SUV			23.90%
Mid size car		221	46.89%
Mid size truck			17.43%
Minivan		420	54.73%
Van/minivan		324	62.74%
Full size van		212	17.10%
Truck			34.52%
Full size truck			34.29%
Luxury car			6.01%
Luxury compact car			0.60%
Luxury CUV			1.74%
Luxury SUV			1.96%
Sports car			19.70%



131

132

133

Steadfast Conventionalists

Conventional Gen X families living suburban and city lifestyles



1.56% 1.91% **1.91%**





Who we are

Head of household age

51-65

116 | 33.4%

income

Est. Household \$

\$50,000-\$74,999

37-48 months ago



Type of property



Multi-family: 5-9 units

381 7.8%

Purchase/ lease price



Channel preference



10





111

Key features

- Blue-collar jobs
- School-age children
- Limited investments
- Buy vehicles infrequently
- Own compact/subcompact cars

Luxury homes



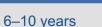
137 27.3%



113 38.9%



143 45.9%



Less than \$20,000

60 21.2%

Technology adoption



Wizards















131

132

133

Steadfast Conventionalists

Conventional Gen X families living suburban and city lifestyles



Head of household age

19–24	6.27%
25–30	6.60%
31–35	6.17%
36–45	21.43%
46–50	14.07%
51–65	33.36%
66–75	8.88%
76+	3.23%

Family structure

With kids	
Married	69.06%
Single male	4.40%
Single female	3.39%
Unknown status	0.28%
Without kids	40.040/
Without kids Married	16.64%
***************************************	16.64%
Married	

Vehicle age

0–5 years		19.10%
6-10 years		21.20%
11+ years		19.86%

Estimated household income

Less than \$15,000	3.78%
\$15,000-\$24,999	4.59%
\$25,000-\$34,999	8.88%
\$35,000-\$49,999	18.10%
\$50,000-\$74,999	27.29%
\$75,000-\$99,999	17.46%
\$100,000-\$124,999	7.58%
\$125,000-\$149,999	6.82%
\$150,000-\$174,999	1.69%
\$175,000-\$199,999	1.67%
\$200,000-\$249,999	0.94%
\$250,000+	1.21%

Purchase/lease

Buy new	21.56%
Buy used	31.13%
Lease	18.60%

Purchase/lease price

Less than \$20,000		45.91%
\$20,000-\$30,000		30.50%
\$30,000-\$40,000		5.27%
\$40,000-\$50,000		2.66%
\$50,000-\$75,000		5.35%
\$75,000+		0.34%

Alternate fuel car			2.89%
Car			30.30%
Compact car		271	53.70%
Compact car			
Compact/subcompact car		281	55.74%
Subcompact car			12.33%
Full size car			2.23%
CUV			10.12%
SUV/CUV			20.47%
SUV			22.39%
Small/mid SUV			20.53%
Full size SUV			24.80%
Mid size car			26.35%
Mid size truck			16.64%
Minivan		242	31.51%
Van/minivan			25.11%
Full size van			8.48%
Truck			8.56%
Full size truck			8.27%
Luxury car			12.16%
Luxury compact car			3.36%
Luxury CUV			2.89%
Luxury SUV			3.23%
Sports car			10.93%



130

131

132

133

Balance and Harmony

Established families living lively lifestyles in city neighborhoods







Who we are

Head of household age

36 - 45

255 45.4%



Type of property



Single family

110 98.5%







Channel preference







Key features

- Bilingual households
- Roots abroad
- Blue-collar income
- Married with kids
- Not in the market for luxury vehicles
- Own compact/subcompact cars

Est. Household \$ income

\$50,000-\$74,999

141 28.0%

Purchase/ lease price

Less than \$20,000

140 44.9%

Technology adoption



Wizards

When purchased



37-48 months ago

144 49.8%

Vehicle age



77 | 30.9%















130 131 132 133

Balance and Harmony

Established families living lively lifestyles in city neighborhoods



1.36% 1.42% **1.42%**

Head of household age

19–24		6.68%
25–30		8.76%
31–35		10.09%
36–45	255	45.38%
46–50	221	22.63%
51–65		5.33%
66–75		0.99%
76+		0.14%

Family structure

With kids		
Married	248	93.22%
Single male		2.73%
Single female		1.70%
Unknown status		0.03%
Without kids		
Without kids Married		1.86%
		1.86% 0.27%
Married		

Vehicle age

0–5 years		27.53%
6–10 years		27.75%
11+ years		30.86%

Estimated household income

Less than \$15,000		4.33%
\$15,000-\$24,999		4.66%
\$25,000-\$34,999		7.47%
\$35,000-\$49,999		16.86%
\$50,000-\$74,999		28.00%
\$75,000-\$99,999		18.96%
\$100,000-\$124,999		8.82%
\$125,000-\$149,999		6.48%
\$150,000-\$174,999		1.86%
\$175,000-\$199,999		1.19%
\$200,000-\$249,999		0.72%
\$250,000+		0.64%

Purchase/lease

Buy new		28.57%
Buy used		55.53%
Lease		5.91%

Purchase/lease price

Less than \$20,000	44.93%
\$20,000-\$30,000	24.20%
\$30,000-\$40,000	7.66%
\$40,000-\$50,000	5.12%
\$50,000-\$75,000	6.64%
\$75,000+	0.48%

Alternate fuel car		0.81%
Car		15.49%
Compact car		36.80%
Compact/subcompact car		39.26%
Subcompact car		5.74%
Full size car		1.34%
CUV		8.70%
SUV/CUV		21.13%
SUV		31.19%
Small/mid SUV		23.23%
Full size SUV		30.60%
Mid size car		17.45%
Mid size truck		9.06%
Minivan		23.15%
Van/minivan		24.37%
Full size van		4.42%
Truck		26.44%
Full size truck		25.28%
Luxury car		6.38%
Luxury compact car		1.62%
Luxury CUV		1.71%
Luxury SUV		3.11%
Sports car		6.32%



J35

J36

Suburban Sophisticates

Established sophisticates living comfortable suburban lifestyles



3.10% | 3.80% **1**





Who we are

Head of household age

Est. Household \$

\$50,000-\$74,999

66-75

393 50.4%

income



Type of property

Single family

111 99.5%

Purchase/ lease price

\$20,000-\$30,000





169







Key features

- Retired
- Financially secure
- AARP members
- Established homes
- In the market to lease non-luxury vehicles
- Keep vehicles for a few years



141 28.1%



48+ months ago

198 67.8%



170 66.8%



6-10 years

143 50.8%

Channel preference







56

Technology adoption



Novices















J35

J36



Suburban Sophisticates Established sophisticates living comfortable suburban lifestyles



3.10% 3.80% **1**



Head of household age

19–24		0.39%
25–30		0.15%
31–35		0.25%
36–45		0.78%
46–50		1.60%
51–65		14.91%
66–75	393	50.45%
76+	382	31.47%

Family structure

With kids		
Married		4.34%
Single male		0.01%
Single female		0.03%
Unknown status		0.59%
Without kids		
Married		79.02%
Single male		1.38%
Single female		0.73%
Unknown status		13.88%

Vehicle age

0–5 years		43.32%
6–10 years		50.80%
11+ years		51.89%

Estimated household income

Less than \$15,000		4.48%
\$15,000-\$24,999		6.24%
\$25,000-\$34,999		10.53%
\$35,000-\$49,999		19.91%
\$50,000-\$74,999		28.07%
\$75,000-\$99,999		17.37%
\$100,000-\$124,999		7.57%
\$125,000-\$149,999		2.26%
\$150,000-\$174,999		1.68%
\$175,000-\$199,999		0.69%
\$200,000-\$249,999		0.40%
\$250,000+		0.80%

Purchase/lease

Buy new		48.08%
Buy used		9.48%
Lease		31.20%

Purchase/lease price

Less than \$20,000		20.54%
\$20,000-\$30,000		66.76%
\$30,000-\$40,000		22.55%
\$40,000-\$50,000		18.21%
\$50,000-\$75,000		18.62%
\$75,000+		1.31%

Alternate fuel car		7.66%
Car		29.47%
Compact car		12.91%
Compact/subcompact car		12.11%
Subcompact car		2.99%
Full size car		21.20%
CUV		49.81%
SUV/CUV		31.76%
SUV		14.85%
Small/mid SUV		21.37%
Full size SUV		6.20%
Mid size car		31.51%
Mid size truck		17.27%
Minivan		8.17%
Van/minivan		15.58%
Full size van		10.65%
Truck		33.58%
Full size truck	_	30.98%
Luxury car		17.70%
Luxury compact car		2.90%
Luxury CUV		8.86%
Luxury SUV		2.35%
Sports car		19.11%



J35

J36

Rural Escape

Sophisticated, established couples and singles living comfortable lives in rural towns

66-75

302 38.7%



3 2.16% 2.19% **2**





Who we are

Head of household age



31

Type of property



Single family

109 97.9%



Channel preference





19

Key features

- Country living
- Modest educations
- Risk averse
- Outdoor activities
- Not in the market for cheaper vehicles
- Own trucks



\$35,000-\$49,999

172 | 20.0%

purchased

159 54.6%

48+ months ago

When

Purchase/ lease price

\$30,000-\$40,000

100 17.5%

Technology adoption



Vehicle age

6-10 years

94 | 33.2%



Novices















J J34 J35 J36

125 Rural Escape

Sophisticated, established couples and singles living comfortable lives in rural towns



Head of household age

19–24		2.11%
25–30		1.35%
31–35		2.16%
36–45		8.27%
46–50		13.57%
51–65		11.85%
66–75	302	38.72%
76+	267	21.98%

Family structure

With kids Married		15.82%
Single male		0.13%
Single female		0.13%
Unknown status		0.63%
Without kids Married		70.48%
Single male		1.12%
Single female		0.45%
Unknown status		11.23%

Vehicle age

0–5 years		27.12%
6–10 years		33.20%
11+ years		31.61%

Estimated household income

Less than \$15,000		7.61%
\$15,000-\$24,999		9.62%
\$25,000-\$34,999		12.62%
\$35,000-\$49,999		19.99%
\$50,000-\$74,999		24.43%
\$75,000-\$99,999		13.57%
\$100,000-\$124,999		5.52%
\$125,000-\$149,999		3.48%
\$150,000-\$174,999		1.10%
\$175,000-\$199,999		0.77%
\$200,000-\$249,999		0.40%
\$250,000+		0.89%

Purchase/lease

Buy new		25.26%
Buy used		50.48%
Lease		4.78%

Purchase/lease price

Less than \$20,000		5.20%
\$20,000-\$30,000		20.47%
\$30,000-\$40,000		17.46%
\$40,000-\$50,000		12.57%
\$50,000-\$75,000		9.96%
\$75,000+		1.44%

Alternate fuel car		0.31%
Car		12.36%
Compact car		3.67%
Compact/subcompact car		4.77%
Subcompact car		1.42%
Full size car		19.39%
CUV		17.13%
SUV/CUV		24.67%
SUV		33.61%
Small/mid SUV		43.22%
Full size SUV		18.02%
Mid size car		15.71%
Mid size truck	320	38.33%
Minivan		11.39%
Van/minivan		28.20%
Full size van	341	27.54%
Truck	329	77.00%
Full size truck	342	79.94%
Luxury car		6.85%
Luxury compact car		0.22%
Luxury CUV		2.33%
Luxury SUV		4.40%
Sports car		13.14%



J35

J36

Settled and Sensible

Mature, established couples with adult children and singles in suburban and rural neighborhoods



1.72% 1.92% **1.92%**



Key features

- Humble living
- Stable lifestyle
- Limited financial savings
- Modest spending
- Don't own luxury vehicles
- Own full-size vans





Who we are

Head of household age



139 39.9%

Est. Household \$ income

\$35,000-\$49,999

197 | 22.9%

When purchased

48+ months ago

31

167 57.5%

Purchase/ lease price

110 98.1%

Type of

property

Single family

\$20,000-\$30,000

117 | 45.9%

Vehicle age

6-10 years

88 31.0%

Channel preference







23



14

Technology adoption



Novices











J35

J36

Settled and Sensible

Mature, established couples with adult children and singles in suburban and rural neighborhoods



1.72% 1.92% **1**

Head of household age

19–24		2.89%
25–30		2.53%
31–35		3.40%
36–45		9.00%
46–50		8.11%
51–65		39.90%
66–75		22.62%
76+		11.55%

Family structure

With kids		19.76%
Married		19.70%
Single male		0.66%
Single female		0.94%
Unknown status	233	0.96%
Without kids		
Without kids Married		49.46%
		49.46% 9.06%
Married		

Vehicle age

0–5 years		20.58%
6-10 years		31.04%
11+ years		25.12%

Estimated household income

Less than \$15,000		8.50%
\$15,000-\$24,999		10.71%
\$25,000-\$34,999	206	15.04%
\$35,000-\$49,999		22.90%
\$50,000-\$74,999		26.46%
\$75,000-\$99,999		11.50%
\$100,000-\$124,999		2.65%
\$125,000-\$149,999		1.50%
\$150,000-\$174,999		0.32%
\$175,000-\$199,999		0.18%
\$200,000-\$249,999		0.17%
\$250,000+		0.09%

Purchase/lease

Buy new	24.89%
Buy used	44.92%
Lease	20.73%

Purchase/lease price

Less than \$20,000		22.63%
\$20,000-\$30,000		45.89%
\$30,000-\$40,000		9.67%
\$40,000-\$50,000		4.79%
\$50,000-\$75,000		4.03%
\$75,000+		0.24%

Alternate fuel car			0.31%
Car			32.97%
Compact car			16.60%
Compact/subcompact car			17.01%
Subcompact car			6.57%
Full size car			19.72%
CUV			15.37%
SUV/CUV			19.55%
SUV			20.62%
Small/mid SUV			30.04%
Full size SUV			8.04%
Mid size car			38.42%
Mid size truck		202	24.26%
Minivan			19.43%
Van/minivan			32.17%
Full size van		326	26.37%
Truck		▂	38.21%
Full size truck			35.70%
Luxury car			3.67%
Luxury compact car			0.26%
Luxury CUV			0.78%
Luxury SUV			1.13%
Sports car			14.45%



K37

K38

K39

K40

Wired for Success

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



1.46% 0.88% **1**





Who we are

Head of household age

25-30

262 21.4%



31

Type of property



Multi-family: 10-19 units

1651 11.2%









117



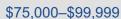




Key features

- Conspicuous consumption
- Digital media gurus
- First homes
- Status-seekers
- In the market for compact/subcompact cars
- Don't keep vehicles for a long time

Est. Household \$ income



137 21.3%

purchased

92 | 30.6%

0-6 months ago

When

Purchase/ lease price

Less than \$20,000

145 46.5%

Technology adoption





11+ years

100 40.2%



Journeymen















K37

K38

K39

K40

Wired for Success

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



1.46% 0.88% **1.46%**



Head of household age

19–24	213	10.52%
25–30	262	21.40%
31–35		17.85%
36–45		25.95%
46–50		12.21%
51–65		9.82%
66–75		2.04%
76+		0.22%

Family structure

With kids		0= 040/
Married		25.21%
Single male	279	7.33%
Single female	344	10.02%
Unknown status	281	1.16%
Without kids		
Without kids Married		29.85%
***************************************	233	29.85% 13.96%
Married	233 251	

Vehicle age

0–5 years		36.95%
6–10 years		17.88%
11+ years		40.22%

Estimated household income

Less than \$15,000	2.63%
\$15,000-\$24,999	3.76%
\$25,000-\$34,999	5.27%
\$35,000-\$49,999	9.34%
\$50,000-\$74,999	20.96%
\$75,000-\$99,999	21.25%
\$100,000-\$124,999	11.99%
\$125,000-\$149,999	9.78%
\$150,000-\$174,999	5.19%
\$175,000-\$199,999	3.85%
\$200,000-\$249,999	1.80%
\$250,000+	4.18%

Purchase/lease

Buy new		26.12%
Buy used		26.81%
Lease		34.17%

Purchase/lease price

Less than \$20,000	46.45%
\$20,000-\$30,000	25.17%
\$30,000-\$40,000	3.98%
\$40,000-\$50,000	6.97%
\$50,000-\$75,000	8.00%
\$75,000+	3.35%

Alternate fuel car			7.15%
Car	_		8.74%
Compact car	_		18.68%
			15.04%
Compact/subcompact car			
Subcompact car			7.32%
Full size car			1.59%
CUV			9.26%
SUV/CUV			8.32%
SUV			6.54%
Small/mid SUV			6.11%
Full size SUV			5.78%
Mid size car			5.63%
Mid size truck			1.25%
Minivan			2.59%
Van/minivan			3.98%
Full size van			0.35%
Truck			3.00%
Full size truck			2.49%
Luxury car		_	24.92%
Luxury compact car			14.04%
Luxury CUV			10.88%
Luxury SUV			5.34%
Sports car			3.77%



K38

K39

K40

Modern Blend

Comfortably established singles and couples living suburban lifestyles







Who we are

Head of household age

36-45

125 22.2%



31

Type of property



Multi-family: 2 units

1911 46.0%











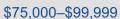




Key features

- City lifestyle
- Suburban
- High value housing
- Renters
- Not in the market to buy newer used vehicles
- In the market to lease non-luxury vehicles

Est. Household \$ income



37-48 months ago

113 17.5%

purchased

69 23.6%

When

Purchase/ lease price

\$20,000-\$30,000

156 61.1%

Technology adoption



Vehicle age

0-5 years

87 31.7%



Wizards















K37 K38 K39 K40

Modern Blend Comfortably established singles and couples living suburban lifestyles



1.45% 1.27% **1**



Head of household age

19-24 9.10% 25-30 8.03% 31-35 10.00% 36-45 22.21% 46-50 9.68% 51-65 27.30% 66-75 9.38% 76+ 4.30%		
31–35 10.00% 36–45 22.21% 46–50 9.68% 51–65 27.30% 66–75 9.38%	19–24	9.10%
36-45 22.21% 46-50 9.68% 51-65 27.30% 66-75 9.38%	25–30	8.03%
46-50 9.68% 51-65 27.30% 66-75 9.38%	31–35	10.00%
51–65 27.30% 66–75 9.38%	36–45	22.21%
66–75 9.38%	46–50	9.68%
4 000/	51–65	27.30%
76+ 4.30%	66–75	9.38%
	76+	4.30%

Family structure

With kids	
Married	36.05%
Single male	4.04%
Single female	4.37%
Unknown status	0.26%
Without kids	
Without kids Married	30.74%
	30.74%
Married	

Vehicle age

0–5 years		31.67%
0-5 years		01.07 /0
6-10 years		14.48%
11+ years		26.61%

Estimated household income

Less than \$15,000	3.46%
\$15,000–\$24,999	3.62%
\$25,000–\$34,999	5.44%
\$35,000–\$49,999	10.22%
\$50,000-\$74,999	18.92%
\$75,000–\$99,999	17.49%
\$100,000–\$124,999	10.30%
\$125,000–\$149,999	11.13%
\$150,000–\$174,999	4.43%
\$175,000–\$199,999	5.80%
\$200,000–\$249,999	2.27%
\$250,000+	6.92%

Purchase/lease

Buy new		32.14%
Buy used		8.99%
Lease	265	69.87%

Purchase/lease price

Less than \$20,000		51.85%
\$20,000-\$30,000		61.06%
\$30,000-\$40,000		10.74%
\$40,000-\$50,000		7.84%
\$50,000-\$75,000		10.94%
\$75,000+		2.31%

Alternate fuel car			4.94%
Car			18.25%
Compact car	-		25.59%
•		_	27.13%
Compact/subcompact car		_	
Subcompact car			6.77%
Full size car			7.60%
CUV			22.01%
SUV/CUV			16.73%
SUV			6.48%
Small/mid SUV			7.93%
Full size SUV			9.90%
Mid size car			15.38%
Mid size truck			0.75%
Minivan			7.20%
Van/minivan			6.35%
Full size van			1.02%
Truck			0.30%
Full size truck			0.23%
Luxury car			41.92%
Luxury compact car			12.11%
Luxury CUV			17.17%
Luxury SUV			6.13%
Sports car			4.87%



K37

K38

K39

K40

Metro Fusion

Middle-aged singles living urban and suburban active lifestyles



6 0.43% 0.29% **2**





Key features

- City apartment living
- Modest investments
- Middle-aged
- Politically disengaged
- In the market to buy/lease cheaper vehicles
- Own subcompact cars





Who we are

Head of household age

36 - 45

268 47.9%

Est. Household \$ income

\$50,000-\$74,999

144 28.6%

When purchased

37-48 months ago

31

24 8.3%

Multi-family: 20-49 units

Type of

property

2688 23.2%

Purchase/ lease price

Less than \$20,000

179 57.2%

Vehicle age

11+ years

37 | 14.7%

Channel preference













Technology adoption



Journeymen













K **K37 K38 K39** K40

Metro Fusion

Middle-aged singles living urban and suburban active lifestyles



6 0.43% 0.29% **2**



Head of household age

19–24		3.83%
25–30		3.05%
31–35		4.81%
36–45	268	47.86%
46–50	225	23.05%
51–65		14.03%
66–75		3.05%
76+		0.32%

Family structure

With kids		0.500/
Married		6.56%
Single male	437	11.49%
Single female	518	15.06%
Unknown status		0.19%
Without kids		
VIIIIOUL MUO		
Married		13.05%
7777700777700	549	13.05% 32.86%
Married	549 557	

Vehicle age

0–5 years		13.91%
6-10 years		6.29%
11+ years		14.74%

Estimated household income

Less than \$15,000	5.19%
\$15,000-\$24,999	4.68%
\$25,000-\$34,999	8.96%
\$35,000-\$49,999	18.64%
\$50,000-\$74,999	28.57%
\$75,000-\$99,999	14.87%
\$100,000-\$124,999	6.82%
\$125,000-\$149,999	6.10%
\$150,000-\$174,999	1.62%
\$175,000-\$199,999	1.82%
\$200,000-\$249,999	1.10%
\$250,000+	1.62%

Purchase/lease

Buy new		13.97%
Buy used		9.89%
Lease		35.39%

Purchase/lease price

Less than \$20,000		57.21%
\$20,000-\$30,000		21.92%
\$30,000-\$40,000		2.06%
\$40,000-\$50,000		2.17%
\$50,000-\$75,000		4.31%
\$75,000+		0.92%

Alternate fuel car		4.56%
Car		17.28%
Compact car	219	43.54%
Compact/subcompact car	203	40.19%
Subcompact car	275	17.06%
Full size car		1.55%
CUV		3.11%
SUV/CUV		3.24%
SUV		2.21%
Small/mid SUV		2.78%
Full size SUV		2.52%
Mid size car		10.36%
Mid size truck		1.01%
Minivan		3.20%
Van/minivan		3.33%
Full size van		0.33%
Truck		1.10%
Full size truck		0.81%
Luxury car		15.94%
Luxury compact car		6.18%
Luxury CUV		3.50%
Luxury SUV		1.99%
Sports car		1.18%



K37

K38

K39

K40

Bohemian Groove

Mature, unattached individuals enjoying settled urban lives



1.62% 0.95% **1**





Who we are

household age



31

Type of property



Multi-family: 5-9 units

679 | 13.9%















18

Key features

- Apartment dwellers
- Single adults
- Gourmet cooking
- In the market for subcompact cars





- Modest living
- Don't own SUVs





Head of

51-65

139 40.0%

Est. Household \$ income

\$35,000-\$49,999

171 19.9%

When purchased

0-6 months ago

43 | 14.5%

Purchase/ lease price

Less than \$20,000

105 | 33.6%

Vehicle age

11+ years

21 8.5%

Technology adoption





Wizards











K **K37 K38**

K39

K40

Bohemian Groove

Mature, unattached individuals enjoying settled urban lives



1.62% 0.95% **1**



Head of household age

19–24	7.02%
25–30	6.66%
31–35	6.47%
36–45	14.87%
46–50	10.38%
51–65	40.02%
66–75	11.54%
76+	3.03%

Family structure

With kids		
Married		2.01%
Single male		3.76%
Single female	238	6.93%
Unknown status	220	0.91%
Without kids		
Without kids Married		7.07%
	652	
Married	652 820	39.01%

Vehicle age

0–5 years		7.65%
6–10 years		4.39%
11+ years		8.49%

Estimated household income

Less than \$15,000		9.92%
\$15,000-\$24,999		10.87%
\$25,000-\$34,999	211	15.44%
\$35,000-\$49,999		19.93%
\$50,000-\$74,999		24.46%
\$75,000-\$99,999		10.38%
\$100,000-\$124,999		3.37%
\$125,000-\$149,999		3.12%
\$150,000-\$174,999		0.77%
\$175,000-\$199,999		1.03%
\$200,000-\$249,999		0.18%
\$250,000+		0.53%

Purchase/lease

Buy new		5.17%
Buy used		26.27%
Lease		17.91%

Purchase/lease price

Less than \$20,000	33.57	′%
\$20,000-\$30,000	16.09)%
\$30,000-\$40,000	1.10)%
\$40,000-\$50,000	1.09)%
\$50,000-\$75,000	0.96	3%
\$75,000+	0.24	! %

Alternate fuel car		0.37%
Car		14.98%
Compact car		20.62%
Compact/subcompact car		19.41%
Subcompact car		11.45%
Full size car		3.03%
CUV		1.74%
SUV/CUV		1.70%
SUV		2.33%
Small/mid SUV		5.51%
Full size SUV		1.71%
Mid size car		11.63%
Mid size truck		4.66%
Minivan		2.58%
Van/minivan		4.30%
Full size van		1.92%
Truck		3.39%
Full size truck		3.20%
Luxury car		5.43%
Luxury compact car		0.58%
Luxury CUV		1.22%
Luxury SUV		1.33%
Sports car		1.36%



L41 **L42 L43**

Booming and Consuming

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



1.05% 0.82% **1.05%**





51-65

Head of

177 50.8%

income

Who we are

household age

Est. Household \$

\$50,000-\$74,999

Type of property

Single family

102 91.1%

Purchase/ lease price

\$20,000-\$30,000











Key features

- Rural lifestyles
- Married without kids
- Read newspapers
- Home and garden enthusiasts
- Likely to own mid- and full-size trucks
- Unlikely to own regular cars

When purchased

135 26.9%

7-12 months ago

31

112 36.4%

Vehicle age

92 | 36.1%

11+ years

101 40.5%

Channel preference











Technology adoption



Novices

















L41 L42 **L43**

Booming and Consuming

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



1.05% 0.82% **1**

Head of household age

19–24		2.48%
25–30		2.04%
31–35		2.76%
36–45		7.30%
46–50		9.98%
51–65		50.77%
66–75		18.58%
76+		6.10%

Family structure

With kids		
Married		9.58%
Single male		0.16%
Single female		0.35%
Unknown status		0.71%
Without kids		
Married		59.69%
Single male		4.44%
Single female		1.66%
Unknown status	326	23.42%

Vehicle age

0–5 years		33.87%
6–10 years		27.85%
11+ years		40.47%

Estimated household income

Less than \$15,000	4.97%
\$15,000-\$24,999	5.16%
\$25,000-\$34,999	6.31%
\$35,000-\$49,999	12.61%
\$50,000-\$74,999	26.87%
\$75,000-\$99,999	19.85%
\$100,000-\$124,999	9.03%
\$125,000-\$149,999	8.56%
\$150,000-\$174,999	2.15%
\$175,000-\$199,999	2.12%
\$200,000-\$249,999	1.22%
\$250,000+	1.15%

Purchase/lease

Buy new	33.33%
Buy used	33.97%
Lease	20.48%

Purchase/lease price

Less than \$20,000	22.14%
\$20,000-\$30,000	36.06%
\$30,000-\$40,000	14.21%
\$40,000-\$50,000	15.00%
\$50,000-\$75,000	10.20%
\$75,000+	1.51%

Alternate fuel car	2.59%
Car	7.71%
Compact car	9.26%
Compact/subcompact car	8.48%
Subcompact car	5.35%
Full size car	4.78%
CUV	20.67%
SUV/CUV	15.77%
SUV	16.10%
Small/mid SUV	21.19%
Full size SUV	6.97%
Mid size car	6.20%
Mid size truck	19.84%
Minivan	2.20%
Van/minivan	5.55%
Full size van	8.94%
Truck	28.62%
Full size truck	30.25%
Luxury car	15.48%
Luxury compact car	2.37%
Luxury CUV	8.43%
Luxury SUV	6.26%
Sports car	13.79%



L41

L42

L43

Rooted Flower Power

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



1.75% 1.71% **1.71%**





Who we are

Head of household age

Est. Household \$

\$50,000-\$74,999

51-65

300 86.2%

income



Type of property

Single family

105 94.2%

Purchase/ lease price

\$20,000-\$30,000







Channel preference



35



Key features

- Nearing retirement
- Deeply rooted
- Single adults
- Liberal
- Unlikely to buy more expensive vehicles
- Likely to own subcompact cars and full-size vans

When purchased

163 32.4%



48+ months ago

148 50.9%

Vehicle age

102 40.0%



6-10 years

73 | 25.8%

Technology adoption



Novices















L41 L42 **L43**

Rooted Flower Power

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



1.75% 1.71% **1.71%**

Head of household age

19–24		0.86%
25–30		0.32%
04.05		0.000/
31–35		0.69%
00.45		1.57%
36–45		1.57%
40. =0		1.41%
46–50		1.4170
- /	200	86.18%
51–65	300	00.10%
		C 0E0/
66–75		6.85%
		0.400/
76+		2.13%

Family structure

With kids		4.040/
Married		4.84%
Single male		0.57%
Single female		0.94%
Unknown status		0.27%
Without kids	_	
Married		43.03%
Mairioa		43.03%
Single male	333	19.91%
	333	.0.0070

Vehicle age

0–5 years		19.61%
6–10 years		25.75%
11+ years		25.43%

Estimated household income

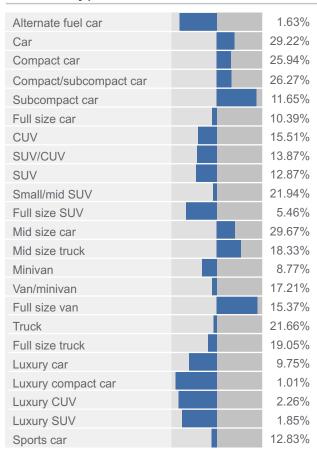
Less than \$15,000		5.39%
\$15,000-\$24,999		5.25%
\$25,000-\$34,999		8.85%
\$35,000-\$49,999		18.77%
\$50,000-\$74,999		32.39%
\$75,000-\$99,999		17.33%
\$100,000-\$124,999		5.66%
\$125,000-\$149,999		3.94%
\$150,000-\$174,999		0.83%
\$175,000-\$199,999		0.76%
\$200,000-\$249,999		0.46%
\$250,000+		0.37%

Purchase/lease

Buy new	22.76%
Buy used	33.51%
Lease	18.55%

Purchase/lease price

Less than \$20,000		29.77%
\$20,000-\$30,000		39.97%
\$30,000-\$40,000		8.06%
\$40,000-\$50,000		4.29%
\$50,000-\$75,000		3.84%
\$75,000+		0.38%





L41

L42

L43

Homemade Happiness

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

51-65

295 84.7%



1.90% 1.97% **1**





Who we are

Head of household age



Type of property



Single family

108 97.1%



Channel preference











Key features

- Humble rural living
- Blue-collar and agricultural jobs
- Cash not credit
- Hunting and fishing
- In the market to buy used vehicles
- Own vans and trucks



\$50,000-\$74,999

140 27.8%

When

Purchase/ lease price

\$20,000-\$30,000

51 20.0%

Technology adoption



31 purchased

163 55.9%

48+ months ago



6-10 years

89 31.6%



Novices















L41 L42 **L43**

Homemade Happiness

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



1.90% 1.97% **1**

Head of household age

19–24		0.59%
25–30		0.29%
31–35		0.46%
36–45		0.84%
46–50		2.04%
51–65	295	84.70%
66–75		8.69%
76+		2.39%

Family structure

With kids		
Married		16.88%
Single male		0.15%
Single female		0.31%
Unknown status	207	0.86%
Without kids		
Married		59.06%
Single male		3.14%
Single female		1.26%
Unknown status	255	18.34%

Vehicle age

0–5 years		20.92%
6-10 years		31.62%
11+ years		24.98%

Estimated household income

Less than \$15,000		234	12.02%
\$15,000-\$24,999		207	11.51%
\$25,000-\$34,999			12.36%
\$35,000-\$49,999			19.68%
\$50,000-\$74,999			27.81%
\$75,000-\$99,999			11.57%
\$100,000-\$124,999			2.86%
\$125,000-\$149,999			1.45%
\$150,000-\$174,999			0.33%
\$175,000-\$199,999			0.21%
\$200,000-\$249,999			0.12%
\$250,000+			0.07%

Purchase/lease

Buy new		20.99%
Buy used		67.70%
Lease		5.09%

Purchase/lease price

Less than \$20,000	9.18%
\$20,000-\$30,000	20.04%
\$30,000-\$40,000	11.71%
\$40,000-\$50,000	6.71%
\$50,000-\$75,000	4.02%
\$75,000+	0.45%

• •		
Alternate fuel car		0.10%
Car		20.93%
Compact car		9.00%
·		
Compact/subcompact car		11.32%
Subcompact car		4.53%
Full size car		17.57%
CUV		11.86%
SUV/CUV		22.04%
SUV		35.79%
Small/mid SUV	221	52.88%
Full size SUV		13.85%
Mid size car		24.07%
Mid size truck	402	48.26%
Minivan		14.93%
Van/minivan		33.26%
Full size van	428	34.60%
Truck	296	69.20%
Full size truck	306	71.46%
Luxury car		5.38%
Luxury compact car		0.16%
Luxury CUV		1.10%
Luxury SUV		2.54%
Sports car		21.92%



M44 M45 M

Creative Comfort

Rural families with modest incomes and diverse household dynamics



1.25% 1.53% **1**





Who we are

Head of household age

Est. Household \$

\$50,000-\$74,999

7-12 months ago

36-45

189 33.7%

income



Type of property



Single family

109 97.2%

Purchase/ lease price

\$20,000-\$30,000



Channel preference











133

Key features

- Large families
- Rural communities
- Working-class lifestyles
- Racing fan
- Own vans, minivans and trucks
- In the market to buy older used vehicles

When purchased

221 71.9%

161 32.0%



Vehicle age

63 24.8%



6-10 years

143 50.9%

Technology adoption



Wizards















M

M44

M45

Creative Comfort
Rural families with modest incomes and diverse household dynamics



1.25% 1.53% **1**

Head of household age

19–24		8.71%
25–30		16.03%
31–35	220	19.84%
36–45		33.67%
46–50		11.72%
51–65		7.99%
66–75		1.64%
76+		0.38%

Family structure

With kids		
Married	253	95.09%
Single male		1.64%
Single female		1.43%
Unknown status		0.39%
Without kids		
Without kids Married		1.35%
***************************************		1.35% 0.08%
Married		

Vehicle age

0–5 years		29.84%
6–10 years		50.86%
11+ years		36.68%

Estimated household income

Less than \$15,000		7.42%
\$15,000-\$24,999		8.00%
\$25,000-\$34,999		9.10%
\$35,000-\$49,999		15.59%
\$50,000-\$74,999		32.03%
\$75,000-\$99,999		17.23%
\$100,000-\$124,999		5.75%
\$125,000-\$149,999		3.47%
\$150,000-\$174,999		0.75%
\$175,000-\$199,999		0.25%
\$200,000-\$249,999		0.23%
\$250,000+		0.18%

Purchase/lease

Buy new		26.21%
Buy used	225	80.38%
Lease		5.52%

Purchase/lease price

Less than \$20,000	17.87%
\$20,000-\$30,000	24.78%
\$30,000-\$40,000	13.24%
\$40,000-\$50,000	9.50%
\$50,000-\$75,000	6.66%
\$75,000+	0.84%

Alternate fuel car		0.16%
Car		21.55%
Compact car		13.64%
Compact/subcompact car		17.13%
Subcompact car		4.64%
Full size car		9.69%
CUV		12.70%
SUV/CUV		36.42%
SUV	237	56.26%
Small/mid SUV	256	61.38%
Full size SUV	218	37.62%
Mid size car		24.23%
Mid size truck	287	34.44%
Minivan	353	46.04%
Van/minivan	314	60.67%
Full size van	205	16.57%
Truck	280	65.52%
Full size truck	296	69.11%
Luxury car		4.82%
Luxury compact car		0.13%
Luxury CUV		1.50%
Luxury SUV		3.95%
Sports car		13.80%



M44 M45 M

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



6 0.98% 0.96% **1**



Who we are

Head of household age

25-30

314 25.7%



Type of property



Single family

108 96.5%





Channel preference







Key features

- Rural living
- Enjoy bargain hunting
- Engage via radio
- Early childrearing years
- Unlikely to own newer vehicles
- In the market to buy older used vehicles

Est. Household \$ income

Less than \$15,000

268 | 13.8%

Purchase/ lease price

Less than \$20,000

76 24.4%

Technology adoption



Wizards

When purchased

31

7-12 months ago

158 51.3%

Vehicle age

6-10 years

66 23.4%















M44

M45

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



6 0.98% 0.96% **2**

Head of household age

19–24	292	14.44%
25–30	314	25.69%
31–35	234	21.10%
36–45		20.88%
46–50		6.63%
51–65		9.34%
66–75		1.58%
76+		0.35%

Family structure

With kids Married		57.80%
Single male	422	11.10%
Single female	472	13.72%
Unknown status	346	1.43%
Without kids Married		8.53%
Single male		5.23%
Single female		2.05%
Unknown status		0.14%

Vehicle age

0–5 years		10.96%
6-10 years		23.35%
11+ years		13.67%

Estimated household income

Less than \$15,000	268	13.79%
\$15,000-\$24,999	254	14.09%
\$25,000-\$34,999	209	15.29%
\$35,000-\$49,999		18.51%
\$50,000-\$74,999		24.83%
\$75,000-\$99,999		9.33%
\$100,000-\$124,999		2.16%
\$125,000-\$149,999		1.28%
\$150,000-\$174,999		0.35%
\$175,000-\$199,999		0.20%
\$200,000-\$249,999		0.07%
\$250,000+		0.11%

Purchase/lease

Buy new		8.27%
Buy used		66.80%
Lease		7.82%

Purchase/lease price

Less than \$20,000		24.45%
\$20,000-\$30,000		22.82%
\$30,000-\$40,000		3.30%
\$40,000-\$50,000		1.59%
\$50,000-\$75,000		1.62%
\$75,000+		0.25%

Alternate fuel car			0.14%
Car			25.14%
Compact car			18.01%
Compact/subcompact car			20.19%
Subcompact car			7.58%
Full size car			9.20%
CUV			4.07%
SUV/CUV			11.60%
SUV			23.00%
Small/mid SUV			27.09%
Full size SUV			14.04%
Mid size car			29.00%
Mid size truck			12.28%
Minivan	:	230	29.97%
Van/minivan	:	220	42.47%
Full size van			10.71%
Truck			21.57%
Full size truck			23.53%
Luxury car			2.78%
Luxury compact car			0.20%
Luxury CUV			0.63%
Luxury SUV			1.32%
Sports car			4.33%



N

N46

N47

N48

N49

True Grit Americans

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

36-45

124 | 22.1%



1.21% 1.05% **1**





Who we are

Head of household age



31

Type of property



Single family

108 97.1%



Channel preference









65

Key features

- Rural residences
- Live within means
- Basic cell phones
- Lower value housing
- Not in the market for cheaper vehicles
- Own trucks

Est. Household \$ income

\$50,000-\$74,999

139 27.6%

purchase<u>d</u>

142 46.3%

7-12 months ago

When

Purchase/ lease price

\$20,000-\$30,000

45 17.7%

Technology adoption



Vehicle age

11+ years

69 27.7%



Novices















N46 N47 N48 N49

True Grit AmericansMiddle-aged, lower middle-class households in town and country communities located in the nation's midsection



1.21% | 1.05% **1**



Head of household age

19–24		6.60%
25–30		8.95%
31–35		9.83%
36–45		22.06%
46–50		14.55%
51–65		21.25%
66–75		11.79%
76+	_	4.96%

Family structure

With kids		35.07%
Married		33.07 %
Single male		1.32%
Single female		1.77%
Unknown status	307	1.27%
Without kids		
Without kids Married		45.14%
7711100111100		45.14% 5.47%
Married		

Vehicle age

0–5 years		23.68%
6–10 years		24.48%
11+ years		27.69%

Estimated household income

Less than \$15,000	7.30%
\$15,000-\$24,999	6.19%
\$25,000-\$34,999	8.35%
\$35,000-\$49,999	16.33%
\$50,000-\$74,999	27.58%
\$75,000-\$99,999	17.10%
\$100,000-\$124,999	6.81%
\$125,000–\$149,999	5.93%
\$150,000-\$174,999	1.64%
\$175,000-\$199,999	1.21%
\$200,000-\$249,999	0.74%
\$250,000+	0.84%

Purchase/lease

Buy new		14.19%
Buy used		63.47%
Lease		3.65%

Purchase/lease price

Less than \$20,000	7.92%
\$20,000-\$30,000	17.68%
\$30,000-\$40,000	8.18%
\$40,000–\$50,000	6.60%
\$50,000-\$75,000	5.73%
\$75,000+	0.76%

Alternate fuel car		0.31%
Car		12.86%
Compact car		6.38%
•		6.79%
Compact/subcompact car		
Subcompact car		2.53%
Full size car		10.18%
CUV		10.94%
SUV/CUV		17.10%
SUV		30.93%
Small/mid SUV		33.64%
Full size SUV		19.82%
Mid size car		15.55%
Mid size truck		18.65%
Minivan		12.50%
Van/minivan		23.45%
Full size van		12.31%
Truck	201	47.01%
Full size truck	209	48.79%
Luxury car		5.89%
Luxury compact car		0.29%
Luxury CUV		2.24%
Luxury SUV		5.64%
Sports car		6.18%



N46

N47

N48

N49

Countrified Pragmatics

Modest income couples and singles living rural, casual lives



1.15% 0.75% **1**





Key features

- Blue-collar and honest livings
- Politically disengaged
- Farming jobs
- Pickup owners
- Unlikely to own alternate fuel vehicles
- In the market to buy older used vehicles





Who we are

Head of household age

46-50

178 18.2%



\$50,000-\$74,999

142 28.3%

When purchased

7-12 months ago

31

169 54.9%

Type of property

Single family

107 95.7%

Purchase/ lease price

Less than \$20,000

32 | 10.2%

Vehicle age

11+ years

48 19.4%

Channel preference















Technology adoption



Wizards











N46 N47 N48 N49

Countrified Pragmatics Modest income couples and singles living rural, casual lives



1.15% 0.75% **1**



Head of household age

19–24	227	11.20%
25–30		13.56%
31–35		16.38%
36–45		18.43%
46–50		18.23%
51–65		19.14%
66–75		2.52%
76+		0.54%

Family structure

With kids			
Married			51.16%
Single male			2.89%
Single female			2.60%
Unknown status		494	2.04%
Without kids	_		
Without kids Married			34.63%
***************************************			34.63% 3.38%
Married	ı		

Vehicle age

0–5 years		18.09%
6-10 years		14.90%
11+ years		19.40%

Estimated household income

Less than \$15,000		9.85%
\$15,000-\$24,999		8.65%
\$25,000-\$34,999		10.25%
\$35,000-\$49,999		19.59%
\$50,000-\$74,999		28.34%
\$75,000-\$99,999		14.01%
\$100,000-\$124,999		4.66%
\$125,000-\$149,999		2.92%
\$150,000-\$174,999		0.79%
\$175,000-\$199,999		0.34%
\$200,000-\$249,999		0.31%
\$250,000+		0.28%

Purchase/lease

Buy new		12.51%
Buy used	207	74.07%
Lease		2.85%

Purchase/lease price

Less than \$20,000		10.22%
\$20,000-\$30,000		10.13%
\$30,000-\$40,000		5.59%
\$40,000-\$50,000		3.46%
\$50,000-\$75,000		2.46%
\$75,000+		0.45%

Alternate fuel car		0.02%
Car		4.29%
Compact car		4.03%
Compact/subcompact car		5.63%
Subcompact car		2.20%
Full size car		1.71%
CUV		3.48%
SUV/CUV		9.08%
SUV		19.98%
Small/mid SUV		29.37%
Full size SUV		12.05%
Mid size car		5.00%
Mid size truck		17.91%
Minivan		3.76%
Van/minivan		8.85%
Full size van		6.04%
Truck	206	48.20%
Full size truck	232	54.33%
Luxury car		3.84%
Luxury compact car		0.09%
Luxury CUV		1.14%
Luxury SUV		3.03%
Sports car		3.11%



N46

N47

N48

N49

Rural Southern Bliss

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



1.49% 1.66% **1**





Who we are

Head of household age

51-65

116 | 33.4%

Type of property

Single family

110 98.2%

Purchase/ lease price

Less than \$20,000

40





Key features

- Cable TV
- Limited discretionary spend
- Modest housing
- Multi-generational households
- Own full- and mid-size cars
- American cars

Est. Household \$ income

\$35,000-\$49,999

182 21.2%

When

31 purchase<u>d</u>

7-12 months ago

140 45.5%

Vehicle age

60 19.3%

6-10 years

57 | 20.1%

Channel preference







Technology adoption



Wizards















N46 N47 N48 N49 N

Rural Southern Bliss Lower to middle-income multi-generational families living in small towns



1.49% 1.66% **1**

Head of household age

19–24		6.64%
25–30		7.82%
31–35		8.48%
36–45		17.64%
46–50		11.76%
51–65		33.36%
66–75		10.49%
76+		3.82%

Family structure

With kids Married	49.14%
Single male	3.49%
Single female	3.32%
Unknown status	273 1.13%
Without kids	
Married	28.83%
	28.83% 5.60%
Married	

Vehicle age

0–5 years		11.56%
6-10 years		20.05%
11+ years		13.96%

Estimated household income

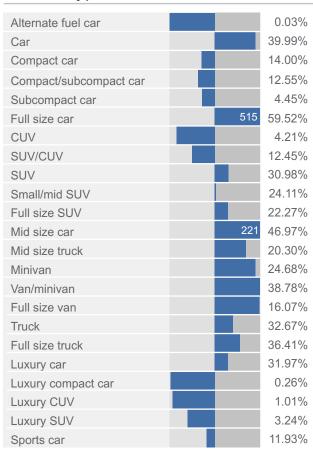
Less than \$15,000	257	13.20%
\$15,000-\$24,999	207	11.50%
\$25,000-\$34,999	209	15.26%
\$35,000-\$49,999		21.20%
\$50,000-\$74,999		25.09%
\$75,000-\$99,999		9.64%
\$100,000-\$124,999		1.92%
\$125,000-\$149,999		1.33%
\$150,000-\$174,999		0.45%
\$175,000-\$199,999		0.13%
\$200,000-\$249,999		0.16%
\$250,000+		0.13%

Purchase/lease

Buy new		11.61%
Buy used		43.63%
Lease		1.42%

Purchase/lease price

Less than \$20,000	19.30%
\$20,000-\$30,000	9.90%
\$30,000–\$40,000	5.27%
\$40,000–\$50,000	2.83%
\$50,000-\$75,000	2.91%
\$75,000+	0.37%





N

N46

N47

N48

N49

Touch of Tradition

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



6 0.78% 0.57% **2**





Who we are

Head of household age

Est. Household \$

Less than \$15,000

46-50

436 44.6%

income



Type of property



Single family

109 97.2%

Purchase/ lease price



Channel preference











Key features

- Frugal-minded
- Farmers and blue-collar jobs
- Politically unaffiliated
- Outdoor leisure
- In the market to buy older used vehicles
- Own trucks



When purchase<u>d</u>

320 16.4%



7-12 months ago

164 53.2%



\$30,000-\$40,000



6-10 years

44 | 15.6%

Technology adoption



Wizards















N46 N47 N48 N49

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





Head of household age

19–24		4.49%
		3.18%
25–30		3.10%
31–35		3.16%
36–45	222	39.55%
46–50	436	44.61%
51–65		2.44%
66–75		1.77%
76+		0.79%

Family structure

With kids			
Married			50.39%
Single male			2.22%
Single female			1.97%
Unknown status		747	3.08%
Without kids			
Without kids Married			36.15%
***************************************			36.15% 2.90%
Married	ī		

Vehicle age

0–5 years		13.69%
6–10 years		15.61%
11+ years		14.93%

Estimated household income

Less than \$15,000	320	16.44%
\$15,000-\$24,999	231	12.81%
\$25,000-\$34,999		13.90%
\$35,000-\$49,999		18.74%
\$50,000-\$74,999		23.90%
\$75,000-\$99,999		9.73%
\$100,000-\$124,999		2.30%
\$125,000-\$149,999		1.61%
\$150,000-\$174,999		0.28%
\$175,000-\$199,999		0.16%
\$200,000-\$249,999		0.06%
\$250,000+		0.06%

Purchase/lease

Buy new		9.83%
Buy used	216	77.29%
Lease		2.36%

Purchase/lease price

Less than \$20,000		8.11%
\$20,000-\$30,000		8.51%
\$30,000-\$40,000		7.20%
\$40,000-\$50,000		4.48%
\$50,000-\$75,000		3.74%
\$75,000+		0.39%

Alternate fuel car		0.02%
Car		9.30%
Compact car		4.75%
Compact/subcompact car		6.86%
Subcompact car		2.01%
Full size car		6.19%
CUV		3.71%
SUV/CUV		14.14%
SUV		30.20%
Small/mid SUV		46.35%
Full size SUV		15.94%
Mid size car		11.55%
Mid size truck	338	40.50%
Minivan		12.10%
Van/minivan		22.50%
Full size van	216	17.43%
Truck	249	58.13%
Full size truck	275	64.30%
Luxury car		2.71%
Luxury compact car		0.15%
Luxury CUV		0.74%
Luxury SUV		2.44%
Sports car		6.34%



0

O50

O51

052

O53

054

O55

Full Steam Ahead

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







Who we are

Head of household age

25-30

266 21.8%



31

Type of property



Multi-family: 101+ units

2616 36.1%















Key features

- Spontaneous buyers
- Music enthusiasts
- Single adults
- Savvy researchers
- Don't keep vehicles for a long time
- In the market for cheaper, subcompact cars

Est. Household \$ income



163 19.0%

purchased

96 | 32.2%

0-6 months ago

When

Purchase/ lease price

Less than \$20,000

181 58.0%

Technology adoption





11+ years

Vehicle age

36 | 14.4%



Wizards















0 **O50 O51 O52 O53 O54 O55**

Full Steam Ahead

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





Head of household age

19–24	30	0 14.81%
25–30	26	6 21.77%
31–35		12.66%
36–45		23.29%
46–50		12.66%
51–65		12.78%
66–75		2.03%
76+		0.00%

Family structure

With kids		
Married		15.82%
Single male	529	13.92%
Single female	540	15.70%
Unknown status	736	3.04%
Without kids		
Without kids Married		11.01%
***************************************	379	11.01% 22.66%
Married	379 434	

Vehicle age

0–5 years		13.46%
6–10 years		4.75%
11+ years		14.37%

Estimated household income

Less than \$15,000		6.96%
\$15,000-\$24,999		8.23%
\$25,000-\$34,999		10.76%
\$35,000-\$49,999		18.99%
\$50,000-\$74,999		22.53%
\$75,000-\$99,999		11.14%
\$100,000-\$124,999		4.81%
\$125,000-\$149,999		2.91%
\$150,000-\$174,999		2.28%
\$175,000-\$199,999		3.29%
\$200,000-\$249,999		0.25%
\$250,000+		7.85%

Purchase/lease

Buy new		6.60%
Buy used		45.64%
Lease		16.23%

Purchase/lease price

Less than \$20,000		57.96%
\$20,000-\$30,000		10.73%
\$30,000-\$40,000		1.06%
\$40,000-\$50,000		1.21%
\$50,000-\$75,000		1.72%
\$75,000+		0.52%

Alternate fuel car		0.44%
Car		10.66%
Compact car	_	24.12%
Compact/subcompact car		20.30%
Subcompact car		9.45%
Full size car		1.21%
CUV		1.56%
SUV/CUV		2.05%
SUV		2.68%
Small/mid SUV		3.53%
Full size SUV		2.33%
Mid size car		8.01%
Mid size truck		0.44%
Minivan		1.59%
Van/minivan		2.40%
Full size van		0.19%
Truck		3.38%
Full size truck		2.54%
Luxury car		7.34%
Luxury compact car		1.72%
Luxury CUV		1.83%
Luxury SUV		1.23%
Sports car		0.52%



0

O50

O51

O52

O53

054

O55

Digitally Savvy

Young singles who live digital-driven smaller city lifestyles



3.75% | 2.49% **2**





Who we are

Head of household age

25-30

621 50.7%



31

Type of property



101 90.1%

Single family



Channel preference











Key features

- Ambitious
- Video gamers
- Single adults
- Eager to spend
- Unlikely to own regular cars
- Likely to be in the market to buy used vehicles

Est. Household \$ income

\$50,000-\$74,999

137 | 27.2%

purchased

142 46.3%

7-12 months ago

When

Purchase/ lease price

Less than \$20,000

103 | 33.1%

Technology adoption







Vehicle age

50 20.2%



Wizards















0 **O50 O51 O52 O53 O54 O55**

Digitally Savvy

Young singles who live digital-driven smaller city lifestyles



3.75% | 2.49% **2**

Head of household age

19–24	296	14.61%
25–30	621	50.73%
31–35	314	28.35%
36–45		3.43%
46–50		1.25%
51–65		1.14%
66–75		0.43%
76+		0.05%

Family structure

With kids		00.070/
Married		30.27%
Single male	352	9.25%
Single female	287	8.34%
Unknown status		0.56%
AACH LIST		
Without kids		
Married		28.56%
***************************************	243	28.56% 14.56%
Married	243 228	

Vehicle age

0–5 years		17.81%
6–10 years		14.41%
11+ years		20.19%

Estimated household income

Less than \$15,000		8.00%
\$15,000–\$24,999		7.24%
\$25,000-\$34,999		9.49%
\$35,000-\$49,999		18.05%
\$50,000-\$74,999		27.22%
\$75,000-\$99,999		15.43%
\$100,000-\$124,999		7.19%
\$125,000-\$149,999		3.99%
\$150,000-\$174,999		1.53%
\$175,000-\$199,999		0.91%
\$200,000-\$249,999		0.39%
\$250,000+		0.56%

Purchase/lease

Buy new		13.27%
Buy used		59.55%
Lease		13.76%

Purchase/lease price

Less than \$20,000		33.13%
\$20,000-\$30,000		23.03%
\$30,000-\$40,000		4.19%
\$40,000-\$50,000		2.36%
\$50,000-\$75,000		2.22%
\$75,000+		0.45%

Alternate fuel car		0.40%
Car		7.12%
Compact car		13.78%
Compact/subcompact car		15.19%
Subcompact car		5.65%
Full size car		1.43%
CUV		4.29%
SUV/CUV		5.47%
SUV		6.99%
Small/mid SUV		12.43%
Full size SUV		5.32%
Mid size car		6.73%
Mid size truck		6.30%
Minivan		2.07%
Van/minivan		4.42%
Full size van		1.36%
Truck		15.19%
Full size truck		16.57%
Luxury car		5.94%
Luxury compact car		0.73%
Luxury CUV		1.79%
Luxury SUV		2.12%
Sports car		1.16%



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Urban Ambition

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



1.14% 0.67% **1.14%**





Who we are

Head of household age

25-30

356 29.1%



31

Type of property



Multi-family: 3 units

614 11.3%















Key features

- Impulsive recreational shoppers
- Singles and single parents
- City apartment renters
- Office workers
- Don-t keep vehicles for a long time
- Likely to own full-size cars

Est. Household \$ income

Less than \$15,000

267 | 13.7%

purchased

69 22.6%

7-12 months ago

When

Purchase/ lease price

Less than \$20,000

136 43.5%

Technology adoption





0-5 years

Vehicle age

14 5.2%

















0 **O50 O51 O52 O53 O54 O55**

Urban Ambition

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



1.14% 0.67% **1.14%**



Head of household age

19–24	411	20.31%
25–30	356	29.07%
31–35		13.68%
36–45		18.50%
46–50		7.90%
51–65		8.93%
66–75		1.41%
76+		0.21%

Family structure

With kids		10.93%
Married		
Single male	666	17.51%
Single female	838	24.38%
Unknown status		0.21%
Without kids		
Married		2.88%
Single male	434	25.98%
Single male Single female	434 519	25.98% 17.72%

Vehicle age

0–5 years		5.15%
6–10 years		2.66%
11+ years		5.43%

Estimated household income

Less than \$15,000	267	13.73%
\$15,000-\$24,999	232	12.89%
\$25,000-\$34,999		13.81%
\$35,000-\$49,999		14.88%
\$50,000-\$74,999		22.37%
\$75,000-\$99,999		10.13%
\$100,000-\$124,999		5.00%
\$125,000-\$149,999		3.59%
\$150,000-\$174,999		1.35%
\$175,000-\$199,999		1.11%
\$200,000-\$249,999		0.29%
\$250,000+		0.86%

Purchase/lease

Buy new		2.00%
Buy used		31.92%
Lease		7.34%

Purchase/lease price

	 _
Less than \$20,000	43.53%
\$20,000-\$30,000	4.75%
\$30,000-\$40,000	0.47%
\$40,000-\$50,000	0.50%
\$50,000-\$75,000	0.50%
\$75,000+	0.18%

• •		
Alternate fuel car		0.16%
Car		20.21%
Compact car		16.03%
Compact/subcompact car		13.14%
		6.16%
Subcompact car		
Full size car	_	15.92%
CUV		0.44%
SUV/CUV		0.84%
SUV		2.65%
Small/mid SUV		2.28%
Full size SUV		3.83%
Mid size car		22.23%
Mid size truck		0.97%
Minivan		4.20%
Van/minivan		6.42%
Full size van		0.59%
Truck		1.31%
Full size truck		1.80%
Luxury car		22.74%
Luxury compact car		0.61%
Luxury CUV		0.91%
Luxury SUV		1.07%
Sports car		0.42%



0

O50

O51

052

O53

054

O55

Colleges and Cafes

Youthful singles and recent college graduates living in college communities







Who we are

Head of household age

19-24

779 38.5%



Type of property



Multi-family: 3 units

575 10.6%



Channel preference







63



Key features

- University towns
- Single adults
- Bike or walk to work
- Active lifestyles
- Unlikely to buy new vehicles
- Own subcompact cars

Est. Household \$ income

Less than \$15,000

275 14.1%

Purchase/ lease price

Less than \$20,000

122 39.0%

Technology adoption



7-12 months ago

58 | 18.8%

31

Vehicle age

0-5 years

33 | 11.9%



















0 **O50 O51 O52 O53 O54 O55**

Colleges and Cafes
Youthful singles and recent college graduates living in college communities



Head of household age

19–24	779	38.47%
25–30		16.18%
31–35		6.39%
36–45		10.61%
46–50		7.31%
51–65		12.08%
66–75		4.62%
76+		4.34%

Family structure

With kids		
Married		8.81%
Single male	306	8.04%
Single female	286	8.32%
Unknown status		0.09%
Without kids		
Married		13.52%
Single male	573	34.25%
Single female	712	24.31%

Vehicle age

0–5 years		11.93%
6–10 years		5.56%
11+ years		10.96%

Estimated household income

Less than \$15,000	275	14.13%
\$15,000-\$24,999		9.85%
\$25,000-\$34,999		10.43%
\$35,000-\$49,999		9.91%
\$50,000-\$74,999		19.72%
\$75,000-\$99,999		8.44%
\$100,000-\$124,999		5.35%
\$125,000-\$149,999		7.13%
\$150,000-\$174,999		2.94%
\$175,000-\$199,999		7.16%
\$200,000-\$249,999		2.05%
\$250,000+		2.91%

Purchase/lease

Buy new		3.74%
Buy used		20.51%
Lease		18.03%

Purchase/lease price

Less than \$20,000		39.00%
\$20,000-\$30,000		12.36%
\$30,000-\$40,000		2.59%
\$40,000-\$50,000		3.21%
\$50,000-\$75,000		3.16%
\$75,000+		0.96%

Alternate fuel car		2.58%
Car		14.54%
Compact car		26.26%
Compact/subcompact car		26.10%
Subcompact car	202	12.50%
Full size car		3.16%
CUV		4.14%
SUV/CUV		2.51%
SUV		2.53%
Small/mid SUV		2.01%
Full size SUV		1.99%
Mid size car		7.76%
Mid size truck		2.71%
Minivan		2.07%
Van/minivan		1.67%
Full size van		2.01%
Truck		2.36%
Full size truck		2.57%
Luxury car		5.37%
Luxury compact car		2.28%
Luxury CUV		4.41%
Luxury SUV		1.94%
Sports car		1.09%



0

O50

O51

052

O53

054

O55

Influenced by Influencers

Young singles living in Midwest and Southern city centers







Who we are

Head of household age

25-30

700 57.2%



31

Type of property



Multi-family: 101+ units

1806 24.9%



Channel preference





21





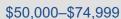




Key features

- Career-driven
- Metropolitan lifestyles
- Digitally dependent
- Active social lives
- In the market for cheaper vehicles
- Own subcompact cars

Est. Household \$ income



120 23.8%

purchased

56 | 19.0%

13-24 months ago

When

Purchase/ lease price

Less than \$20,000

190 61.0%

Technology adoption



11+ years

36 | 14.3%



Journeymen















0 **O50 O51 O52 O53 O54 O55**

Influenced by Influencers Young singles living in Midwest and Southern city centers



2.79% | 1.43% **2**

Head of household age

19–24	343	16.93%
25–30	700	57.19%
31–35	248	22.33%
36–45		1.85%
46–50		0.39%
51–65		1.13%
66–75		0.17%
76+		0.00%

Family structure

With kids		
Married		1.16%
Single male	283	7.44%
Single female	228	6.64%
Unknown status		0.30%
Without kids		
Without kids Married		6.67%
	769	6.67% 45.99%
Married	769 898	

Vehicle age

0–5 years		13.29%
6-10 years		2.70%
11+ years		14.31%

Estimated household income

Less than \$15,000	8.91%
\$15,000-\$24,999	8.83%
\$25,000-\$34,999	12.12%
\$35,000-\$49,999	14.91%
\$50,000-\$74,999	23.82%
\$75,000-\$99,999	12.59%
\$100,000-\$124,999	5.15%
\$125,000-\$149,999	4.54%
\$150,000-\$174,999	1.94%
\$175,000-\$199,999	3.98%
\$200,000-\$249,999	0.50%
\$250,000+	2.71%

Purchase/lease

Buy new		4.78%
Buy used		34.26%
Lease		23.39%

Purchase/lease price

Less than \$20,000		60.97%
\$20,000-\$30,000		13.17%
\$30,000-\$40,000		0.82%
\$40,000-\$50,000		1.17%
\$50,000-\$75,000		1.77%
\$75,000+		0.74%

Alternate fuel car		1.34%
Car		9.39%
Compact car		28.72%
Compact/subcompact car	_	25.53%
Subcompact car	210	12.98%
Full size car		1.65%
CUV		1.01%
SUV/CUV		0.54%
SUV		0.54 %
Small/mid SUV		1.34%
		0.77%
Full size SUV		
Mid size car		5.83%
Mid size truck		0.29%
Minivan		0.23%
Van/minivan		0.35%
Full size van		0.09%
Truck		1.42%
Full size truck		1.02%
Luxury car		8.53%
Luxury compact car		4.18%
Luxury CUV		2.43%
Luxury SUV		1.07%
Sports car		0.14%



0

O50

O51

052

O53

054

O55

Family Troopers

Families and single parent households living near military bases



1.54% 1.00% **1**





Key features

- Renters
- Military base communities
- Ethnically diverse
- Parents
- Don't keep vehicles for a long time
- In the market for subcompact cars





Head of household age

25-30

693 56.6%

Est. Household \$ income

\$15,000-\$24,999

285 15.8%

When purchased

13-24 months ago

31

96 32.9%

Who we are

Type of property

Multi-family: 3 units

622 11.4%

Purchase/ lease price

Less than \$20,000

140 45.0%

Vehicle age

11+ years

27 11.0%

Channel preference













Technology adoption











0 **O50 O51 O52 O53 O54 O55**

Family Troopers

Families and single parent households living near military bases



1.54% 1.00% **1**

Head of household age

19–24	370	18.30%
25–30	693	56.62%
31–35	220	19.80%
36–45		4.04%
46–50		0.51%
51–65		0.58%
66–75		0.15%
76+		0.00%

Family structure

With kids			
Married			39.70%
Single male		800	21.06%
Single female		1085	31.56%
Unknown status		205	0.85%
Without kids			
Without kids Married			1.95%
			1.95% 2.80%
Married	7		

Vehicle age

0–5 years		10.09%
6–10 years		9.40%
11+ years		10.99%

Estimated household income

Less than \$15,000	244	12.53%
\$15,000-\$24,999	285	15.82%
\$25,000-\$34,999	206	15.07%
\$35,000-\$49,999		15.24%
\$50,000-\$74,999		20.33%
\$75,000-\$99,999		9.99%
\$100,000-\$124,999		5.30%
\$125,000-\$149,999		2.67%
\$150,000-\$174,999		1.26%
\$175,000-\$199,999		1.11%
\$200,000-\$249,999		0.19%
\$250,000+		0.51%

Purchase/lease

Buy new		3.88%
Buy used		53.22%
Lease		9.37%

Purchase/lease price

Less than \$20,000 45.00%	0
\$20,000–\$30,000	0
\$30,000–\$40,000	0
\$40,000–\$50,000	0
\$50,000–\$75,000	0
\$75,000+ 0.22%	0

Alternate fuel car		0.32%
Car		18.94%
Compact car		28.82%
Compact/subcompact car		27.98%
Subcompact car		8.39%
Full size car		3.78%
CUV		1.51%
SUV/CUV		3.10%
SUV		6.66%
Small/mid SUV		8.33%
Full size SUV		6.85%
Mid size car		17.40%
Mid size truck		1.41%
Minivan		10.46%
Van/minivan		14.98%
Full size van		0.60%
Truck		5.20%
Full size truck		5.19%
Luxury car		4.13%
Luxury compact car		0.69%
Luxury CUV		0.90%
Luxury SUV		0.92%
Sports car		0.64%



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P56 Mid-Scale Medley

Mature, middle income, single adults and families living in urban areas



1 0.66% 0.46% **1**





Who we are

Head of household age

36-45

256 45.7%



Type of property



Single family

105 93.9%



Channel preference















Key features

- Modest living
- Single adults
- Older housing
- Cash over credit
- Don't own newer vehicles
- Not in the market for expensive vehicles

Est. Household \$ income

\$50,000-\$74,999

145 29.0%

Purchase/ lease price

Less than \$20,000

82 26.3%

Technology adoption



Wizards

When purchased



7-12 months ago

71 23.0%

Vehicle age



23 9.2%















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Mid-Scale Medley

Mature, middle income, single adults and families living in urban areas



1 0.66% 0.46% **1**



Head of household age

19–24		5.44%
25–30		1.83%
31–35		2.97%
36–45	256	45.67%
46–50	272	27.79%
51–65		11.44%
66–75		3.90%
76+		0.97%

Family structure

With kids Married		15.56%
Single male	532	14.00%
Single female	545	15.85%
Unknown status		0.57%
Without kids Married		17.26%
Single male	412	24.66%
	000	40.040/
Single female	302	10.31%

Vehicle age

0–5 years		7.98%
6-10 years		7.70%
11+ years		9.19%

Estimated household income

Less than \$15,000		8.18%
\$15,000-\$24,999		8.22%
\$25,000-\$34,999		13.18%
\$35,000-\$49,999		20.28%
\$50,000-\$74,999		28.96%
\$75,000-\$99,999		12.92%
\$100,000-\$124,999		3.50%
\$125,000-\$149,999		3.26%
\$150,000-\$174,999		0.48%
\$175,000-\$199,999		0.44%
\$200,000-\$249,999		0.27%
\$250,000+		0.31%

Purchase/lease

Buy new	7.08%
Buy used	40.38%
Lease	11.15%

Purchase/lease price

Less than \$20,000	26.26%
\$20,000-\$30,000	17.80%
\$30,000-\$40,000	2.53%
\$40,000-\$50,000	1.14%
\$50,000-\$75,000	1.52%
\$75,000+	0.16%

Alternate fuel car		0.15%
Car		14.83%
Compact car		15.57%
Compact/subcompact car		17.80%
Subcompact car		6.71%
Full size car		3.81%
CUV		2.61%
SUV/CUV		4.91%
SUV		8.07%
Small/mid SUV		11.18%
Full size SUV		6.42%
Mid size car		15.40%
Mid size truck		7.65%
Minivan		7.90%
Van/minivan		11.40%
Full size van		6.67%
Truck		7.66%
Full size truck		8.29%
Luxury car		3.98%
Luxury compact car		0.29%
Luxury CUV		1.78%
Luxury SUV		2.00%
Sports car		2.40%



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Modest Metro Means

Middle-aged singles established in inner-city rental communities







Who we are

Head of household age

19-24

375 18.5%



31

Type of property



Multi-family: 2 units

1563 37.6%















Key features

- Public transportation
- Wrestling fans
- Single parents
- Rental housing
- Don't buy vehicles frequently
- Own full-size cars

Est. Household \$ income

\$50,000-\$74,999

127 | 25.3%

purchased

48 16.4%

37-48 months ago

When

Purchase/ lease price

Less than \$20,000

130 41.7%

Technology adoption



0-5 years

21 7.7%

















P56 P57 P58 P59 P60 P61

Modest Metro Means

Middle-aged singles established in inner-city rental communities



6 0.67% 0.53% **1**

Head of household age

19–24	375	18.53%
25–30		10.99%
31–35		9.35%
36–45		22.80%
46–50		7.87%
51–65		22.53%
66–75		6.07%
76+		1.86%

Family structure

With kids		
Married		19.63%
Single male	709	18.64%
Single female	769	22.36%
Unknown status		0.33%
Without kids		
Married		3.94%
Single male	329	19.68%
Single female	396	13.50%

Vehicle age

0–5 years		7.68%
6–10 years		4.04%
11+ years		7.18%

Estimated household income

Less than \$15,000	226	11.65%
\$15,000-\$24,999		10.11%
\$25,000-\$34,999		8.53%
\$35,000-\$49,999		13.72%
\$50,000-\$74,999		25.31%
\$75,000-\$99,999		13.61%
\$100,000-\$124,999		5.30%
\$125,000-\$149,999		5.25%
\$150,000-\$174,999		1.91%
\$175,000-\$199,999		2.79%
\$200,000-\$249,999		0.60%
\$250,000+		1.20%

Purchase/lease

Buy new		3.16%
Buy used		15.27%
Lease		32.69%

Purchase/lease price

Less than \$20,000		41.69%
\$20,000-\$30,000		25.05%
\$30,000-\$40,000		1.69%
\$40,000-\$50,000		0.54%
\$50,000-\$75,000		1.65%
\$75,000+		0.46%

Alternate fuel car		1.07%
Car		30.05%
Compact car		18.37%
Compact/subcompact car		20.42%
Subcompact car		4.88%
Full size car		20.94%
CUV		5.44%
SUV/CUV		7.02%
SUV		5.16%
Small/mid SUV		6.62%
Full size SUV		8.04%
Mid size car		33.18%
Mid size truck		0.49%
Minivan		13.58%
Van/minivan		14.25%
Full size van		1.12%
Truck		0.28%
Full size truck		0.26%
Luxury car		48.35%
Luxury compact car		4.23%
Luxury CUV		6.12%
Luxury SUV		3.18%
Sports car		2.03%



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Heritage Heights
Singles and families with modest incomes living settled lives in urban apartments



0.50% 0.35%





Who we are

Head of household age

19-24

366 18.1%



31

Type of property



Multi-family: 3 units

1782 | 32.7%













Key features

- Adrenaline sports
- Fashion forward
- Bilingual
- Single parents
- Own compact/subcompact cars
- In the market to lease non-luxury vehicles

Est. Household \$ income

\$50,000-\$74,999

129 25.6%

purchased

42 | 14.6%

37-48 months ago

When

Purchase/ lease price

Less than \$20,000

123 | 39.4%

Technology adoption





0-5 years

Vehicle age

32 11.5%



















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P58 Heritage Heights
Singles and families with modest incomes living settled lives in urban apartments





Head of household age

19–24	366	18.09%
25–30		13.39%
31–35		9.77%
36–45		30.83%
46–50		11.23%
51–65		13.28%
66–75		2.97%
76+		0.43%

Family structure

With kids		
Married		40.93%
Single male	858	22.57%
Single female	650	18.90%
Unknown status		0.05%
Without kids		
Without kids Married		3.13%
	7	3.13% 8.69%
Married	7	

Vehicle age

0–5 years		11.50%
6–10 years		2.53%
11+ years		8.57%

Estimated household income

Less than \$15,000		7.99%
\$15,000-\$24,999		7.67%
\$25,000-\$34,999		12.63%
\$35,000-\$49,999		14.69%
\$50,000-\$74,999		25.65%
\$75,000-\$99,999		11.23%
\$100,000-\$124,999		6.43%
\$125,000-\$149,999		6.43%
\$150,000-\$174,999		1.46%
\$175,000-\$199,999		3.13%
\$200,000-\$249,999		0.49%
\$250,000+		2.21%

Purchase/lease

Buy new		7.61%
Buy used		15.95%
Lease		51.64%

Purchase/lease price

Less than \$20,000		39.36%
\$20,000-\$30,000		35.11%
\$30,000-\$40,000		1.54%
\$40,000-\$50,000		0.71%
\$50,000-\$75,000		1.81%
\$75,000+		0.37%

Alternate fuel car		2.62%
Car		12.03%
Compact car		33.94%
Compact/subcompact car	217	43.06%
Subcompact car		7.42%
Full size car		1.12%
CUV		6.02%
SUV/CUV		7.94%
SUV		3.01%
Small/mid SUV		7.64%
Full size SUV		6.41%
Mid size car		9.64%
Mid size truck		0.83%
Minivan		8.17%
Van/minivan		5.35%
Full size van		1.06%
Truck		0.14%
Full size truck		0.14%
Luxury car		10.66%
Luxury compact car		1.70%
Luxury CUV		5.16%
Luxury SUV		2.78%
Sports car		1.35%



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Expanding Horizons

Middle-aged families earning modest to average incomes from blue-collar jobs



1.19% 1.38% **1**





Who we are

Head of household age

46-50

163 | 16.7%



31

Type of property



Single family

107 96.1%









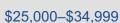




Key features

- Blue-collar jobs
- Bilingual
- Style-conscious
- Budget constraints
- In the market for subcompact cars
- Own full-size vans

Est. Household \$ income



285 | 20.8%

purchased

122 42.2%

37-48 months ago

When

Purchase/ lease price

Less than \$20,000

85 27.3%

Technology adoption





6-10 years

43 | 15.1%



Wizards















P56 P57 P58 P59 P60 P61

Expanding HorizonsMiddle-aged families earning modest to average incomes from blue-collar jobs





Head of household age

19–24	217	10.70%
25–30		11.03%
31–35		5.66%
36–45		18.48%
46–50		16.67%
51–65		28.55%
66–75		6.84%
76+		2.07%

Family structure

With kids			
Married	:	205	77.06%
Single male	:	242	6.37%
Single female			4.60%
Unknown status			0.48%
Without kids			
Without kids Married			7.90%
***************************************			7.90% 1.32%
Married			

Vehicle age

0–5 years		11.34%
6–10 years		15.11%
11+ years		12.60%

Estimated household income

Less than \$15,000	279	14.35%
\$15,000-\$24,999	233	12.98%
\$25,000-\$34,999	285	20.79%
\$35,000-\$49,999	211	24.54%
\$50,000-\$74,999		18.11%
\$75,000-\$99,999		6.25%
\$100,000-\$124,999		1.60%
\$125,000-\$149,999		1.00%
\$150,000-\$174,999		0.20%
\$175,000-\$199,999		0.09%
\$200,000-\$249,999		0.07%
\$250,000+		0.03%

Purchase/lease

Buy new		12.11%
Buy used		63.66%
Lease		1.62%

Purchase/lease price

Less than \$20,000	27.27%
\$20,000-\$30,000	11.15%
\$30,000-\$40,000	2.89%
\$40,000-\$50,000	1.28%
\$50,000-\$75,000	1.57%
\$75,000+	0.20%

Alternate fuel car					0.08%
					24.76%
					31.05%
'				Т	33.82%
'			П		7.81%
Full size car					4.30%
CUV					2.68%
SUV/CUV					15.97%
SUV					37.28%
Small/mid SUV					29.36%
Full size SUV				211	36.48%
Mid size car					30.67%
Mid size truck					22.48%
Minivan				256	33.39%
Van/minivan					35.73%
Full size van				205	16.58%
Truck					36.82%
Full size truck					38.37%
Luxury car					2.23%
Luxury compact car					0.18%
Luxury CUV					0.79%
Luxury SUV					2.21%
Sports car					8.47%
	CUV SUV/CUV SUV Small/mid SUV Full size SUV Mid size car Mid size truck Minivan Van/minivan Full size van Truck Full size truck Luxury car Luxury compact car Luxury CUV Luxury SUV	Car Compact car Compact/subcompact car Subcompact car Full size car CUV SUV/CUV SUV Small/mid SUV Full size SUV Mid size car Mid size truck Minivan Van/minivan Full size van Truck Full size truck Luxury car Luxury CUV Luxury SUV	Car Compact car Compact/subcompact car Subcompact car Full size car CUV SUV/CUV SUV Small/mid SUV Full size SUV Mid size car Mid size truck Minivan Van/minivan Full size van Truck Full size truck Luxury car Luxury CUV Luxury SUV	Car Compact car Compact/subcompact car Subcompact car Full size car CUV SUV/CUV SUV Small/mid SUV Full size SUV Mid size car Mid size truck Minivan Van/minivan Full size van Truck Full size truck Luxury car Luxury CUV Luxury SUV	Car Compact car Compact/subcompact car Subcompact car Full size car CUV SUV/CUV SUV Small/mid SUV Full size SUV Mid size car Mid size truck Minivan Van/minivan Full size van Truck Full size truck Luxury car Luxury CUV Luxury SUV



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Striving Forward

Cultured families and single parents earning modest incomes in gateway communities

19-24

382 18.9%



6 0.75% | 0.47% **2**





Who we are

Head of household age



Type of property



Multi-family: 5-9 units

1095 22.5%



Channel preference



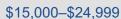
236



Key features

- Risk taker
- Ambitious
- Single parents
- English not first language
- Don't own old vehicles
- Likely to own compact/subcompact cars

Est. Household \$ income



311 17.3%

When

Purchase/ lease price

Less than \$20,000

80 25.7%

Technology adoption



31 purchased

37-48 months ago

35 | 12.0%

Vehicle age

0-5 years

11 4.2%

















P56 P57 P58 P59 P60 P61

Striving Forward
Cultured families and single parents earning modest incomes in gateway communities





Head of household age

19–24	382	18.87%
25–30		16.37%
31–35		5.73%
36–45		27.69%
46–50		15.95%
51–65		11.88%
66–75		2.80%
76+		0.72%

Family structure

With kids Married		40.94%
Single male	1122	29.52%
Single female	849	24.70%
Unknown status		0.29%
Without kids Married		0.29%
Single male		1.92%
Single female		2.12%
Unknown status		0.23%

Vehicle age

0–5 years		4.15%
6–10 years		1.21%
11+ years		3.44%

Estimated household income

	004	44.070/
Less than \$15,000	291	14.97%
\$15,000-\$24,999	311	17.28%
\$25,000-\$34,999	254	18.55%
\$35,000-\$49,999		13.11%
\$50,000-\$74,999		16.56%
\$75,000-\$99,999		8.62%
\$100,000-\$124,999		4.75%
\$125,000-\$149,999		3.51%
\$150,000-\$174,999		0.81%
\$175,000-\$199,999		1.11%
\$200,000-\$249,999		0.16%
\$250,000+		0.55%

Purchase/lease

Buy new		0.96%
Buy used		40.31%
Lease	_	8.61%

Purchase/lease price

Less than \$20,000	25.69%	
\$20,000-\$30,000	4.02%	
\$30,000-\$40,000	0.16%	
\$40,000-\$50,000	0.08%	
\$50,000-\$75,000	0.19%	
\$75,000+	0.06%	

Alternate fuel car		0.08%
Car		9.76%
Compact car		28.57%
·		33.74%
Compact/subcompact car		
Subcompact car		4.72%
Full size car		0.51%
CUV		0.21%
SUV/CUV		1.86%
SUV		6.51%
Small/mid SUV		6.35%
Full size SUV		11.04%
Mid size car		9.32%
Mid size truck		3.70%
Minivan		10.70%
Van/minivan		8.56%
Full size van		1.91%
Truck		3.51%
Full size truck		4.10%
Luxury car		2.86%
Luxury compact car		0.19%
Luxury CUV		0.47%
Luxury SUV		2.10%
Sports car		0.70%



P56

P57

P58

P59

P60

P61

Simple Beginnings

Singles and single parent households with modest incomes in city apartments



0.38% | 0.21% 👤





Who we are

Head of household age

36-45

194 34.6%



Type of property



Multi-family: 50-100 units

3754 28.7%















Key features

- Rental housing
- Single parents
- Bilingual
- Recreational shoppers
- Don't own old vehicles
- In the market for subcompact cars

Est. Household \$ income

\$15,000-\$24,999

362 | 20.1%

Purchase/ lease price

Less than \$20,000

139 44.4%

Technology adoption







Wizards

When purchased

31

13-24 months ago

32 11.1%

Vehicle age

0-5 years

7 2.7%















P56 P57 P58 P59 P60 P61

Simple Beginnings
Singles and single parent households with modest incomes in city apartments



1 0.38% 0.21% **1**



Head of household age

19–24			9.63%
25–30			5.47%
31–35			4.81%
36–45			34.57%
46–50		254	26.04%
51–65			17.29%
66–75			2.19%
76+			0.00%

Family structure

With kids Married		28.67%
Single male	1223	32.17%
Single female	993	28.88%
Unknown status	636	2.63%
Without kids Married		1.53%
Single male		3.28%
Single female		2.41%
Unknown status		0.44%

Vehicle age

0–5 years		2.69%
6-10 years		1.31%
11+ years		2.53%

Estimated household income

Less than \$15,000	289	14.88%
\$15,000-\$24,999	362	20.13%
\$25,000-\$34,999	270	19.69%
\$35,000-\$49,999		18.16%
\$50,000-\$74,999		14.22%
\$75,000-\$99,999		5.69%
\$100,000-\$124,999		3.50%
\$125,000-\$149,999		1.53%
\$150,000-\$174,999		0.44%
\$175,000-\$199,999		0.88%
\$200,000-\$249,999		0.00%
\$250,000+		0.88%

Purchase/lease

Buy new		1.59%
Buy used		42.62%
Lease		8.84%

Purchase/lease price

Less than \$20,000		44.38%
\$20,000-\$30,000		3.22%
\$30,000-\$40,000		0.42%
\$40,000-\$50,000		0.16%
\$50,000-\$75,000		0.44%
\$75,000+		0.11%

Alternate fuel car		0.13%
Car		14.50%
Compact car		33.99%
Compact/subcompact car		32.70%
Subcompact car	_	7.53%
Full size car		2.31%
CUV		0.51%
SUV/CUV		1.18%
SUV		3.02%
Small/mid SUV		4.13%
Full size SUV		3.13%
Mid size car		12.99%
Mid size truck		0.91%
Minivan		4.22%
Van/minivan		4.77%
Full size van		0.78%
Truck		2.89%
Full size truck		1.89%
Luxury car		2.40%
Luxury compact car		0.51%
Luxury CUV		0.49%
Luxury SUV		0.33%
Sports car		0.40%



Q62

Q63

Q64

76+

Q65

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







Who we are

Head of household age

718 59.1%

income

Est. Household \$

\$35,000-\$49,999



Type of property



Single family

97 86.7%

Purchase/ lease price

\$20,000-\$30,000







Channel preference

254





Key features

- Retirees
- Established credit
- Cruise vacations
- Brand-loyal
- Don't own compact/subcompact cars
- Not in the market for used vehicles

When purchased

68 23.5%

48+ months ago

190 22.1%



Vehicle age

141 55.2%



11+ years

108 | 43.4%

Technology adoption



Novices















Q63

Q64

Q65

Enjoying RetirementRelaxed, retired couples and individuals in suburban homes living quiet lives



1.90% | 1.68% **1**

Head of household age

19–24		0.29%
25–30		0.18%
31–35		0.31%
36–45		0.50%
46–50		0.79%
51–65		2.73%
66–75	281	36.13%
76+	718	59.06%

Family structure

With kids Married		0.56%
Single male		0.00%
Single female		0.01%
Unknown status		0.12%
Without kids Married		57.19%
Single male		0.39%
Single female		0.15%

Vehicle age

0–5 years		36.91%
6-10 years		30.90%
11+ years		43.37%

Estimated household income

Less than \$15,000		4.56%
\$15,000-\$24,999		7.60%
\$25,000-\$34,999	201	14.72%
\$35,000-\$49,999		22.06%
\$50,000-\$74,999		26.02%
\$75,000-\$99,999		13.04%
\$100,000-\$124,999		6.86%
\$125,000-\$149,999		1.49%
\$150,000-\$174,999		2.03%
\$175,000-\$199,999		0.59%
\$200,000-\$249,999		0.35%
\$250,000+		0.68%

Purchase/lease

Buy new		35.10%
Buy used		1.93%
Lease		31.77%

Purchase/lease price

Less than \$20,000	17.37%
\$20,000-\$30,000	55.19%
\$30,000-\$40,000	12.95%
\$40,000-\$50,000	15.95%
\$50,000-\$75,000	26.35%
\$75,000+	3.79%

Alternate fuel car		14.12%
Car		9.68%
	_	
Compact car		5.22%
Compact/subcompact car		4.16%
Subcompact car		2.29%
Full size car		8.58%
CUV		45.47%
SUV/CUV		11.64%
SUV		3.98%
Small/mid SUV		4.39%
Full size SUV		3.33%
Mid size car		7.50%
Mid size truck		7.08%
Minivan		1.37%
Van/minivan		3.77%
Full size van		2.48%
Truck		15.66%
Full size truck		14.04%
Luxury car		29.96%
Luxury compact car		10.06%
Luxury CUV		21.32%
Luxury SUV		3.24%
Sports car		4.74%



Q63

Q64

76+

578 47.6%

income

Q65

Footloose and Family Free Settled couples and widowed individuals living active and comfortable lifestyles







Who we are

Head of household age

Est. Household \$

\$35,000-\$49,999



Type of property



Multi-family: 101+ units

417 5.8%

Purchase/ lease price

\$20,000-\$30,000







260







Key features

- Retirement communities
- Tech novices
- Avid newspaper readers
- Retired
- Not in the market for used vehicles
- In the market for subcompact cars

168 19.5% When

purchased



7-12 months ago

54 17.5%



176 68.9%



11+ years

97 | 39.1%

Technology adoption



Novices















Q63

Q64

Q65

Footloose and Family Free Settled couples and widowed individuals living active and comfortable lifestyles



Head of household age

19–24		0.73%
05 00		0.60%
25–30		0.00%
31–35		0.78%
0.00		
36–45		1.95%
40. 50		2.15%
46–50		2.13/0
51–65		15.98%
31-03		
66–75	235	30.21%
		47.040/
76+	578	47.61%

Family structure

With kids		
Married		3.05%
Single male		0.08%
Single female		0.23%
Unknown status	218	0.90%
Without kids		
Without kids Married		45.66%
***************************************		45.66% 5.58%
Married		

Vehicle age

0–5 years		27.79%
6–10 years		22.75%
11+ years		39.15%

Estimated household income

Less than \$15,000		9.78%
\$15,000-\$24,999	240	13.33%
\$25,000-\$34,999	202	14.73%
\$35,000-\$49,999		19.53%
\$50,000-\$74,999		21.71%
\$75,000-\$99,999		11.48%
\$100,000-\$124,999		4.80%
\$125,000-\$149,999		2.28%
\$150,000-\$174,999		0.95%
\$175,000-\$199,999		0.75%
\$200,000-\$249,999		0.33%
\$250,000+		0.35%

Purchase/lease

Buy new		40.17%
Buy used		4.10%
Lease	238	62.86%

Purchase/lease price

Less than \$20,000		54.19%
\$20,000-\$30,000		68.88%
\$30,000-\$40,000		11.82%
\$40,000-\$50,000		17.24%
\$50,000-\$75,000		16.93%
\$75,000+		1.10%

Alternate fuel car			8.51%
Car			12.54%
			16.97%
Compact car	_		
Compact/subcompact car			14.27%
Subcompact car		214	13.24%
Full size car			7.91%
CUV			32.04%
SUV/CUV			7.36%
SUV			1.52%
Small/mid SUV			1.79%
Full size SUV			1.06%
Mid size car			7.26%
Mid size truck			4.07%
Minivan			1.79%
Van/minivan			2.05%
Full size van			3.17%
Truck			3.57%
Full size truck			3.19%
Luxury car			13.74%
Luxury compact car			4.98%
Luxury CUV			15.65%
Luxury SUV			1.59%
Sports car			5.48%



Q62

Q63

Q64

Q65

Established in Society
Stable, sophisticated seniors living in older homes and leading sedentary lifestyles

76+



3.85% 3.56% **1**





Who we are

Head of household age



31

Type of property



Single family

108 97.2%



159



Channel preference





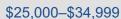
18



Key features

- Avid TV watchers
- Rural lifestyle
- Seniors
- Home-centered activities
- Not in the market for newer used vehicles
- Own full-size cars

Est. Household \$ income



321 23.5%

purchased

126 43.3%

48+ months ago

When

622 51.2%

Purchase/ lease price

\$20,000-\$30,000

63 24.8%

Technology adoption



Vehicle age

11+ years

44 17.8%



Novices















Q63

Q64

Q65

Established in Society
Stable, sophisticated seniors living in older homes and leading sedentary lifestyles



3.85% 3.56% **1**

Head of household age

19–24		0.36%
25–30		0.11%
31–35		0.15%
36–45		0.31%
46–50		0.51%
51–65		2.89%
66–75	347	44.48%
76+	622	51.19%

Family structure

With kids		
Married		0.67%
Single male		0.01%
Single female		0.02%
Unknown status		0.26%
Without kids		
NA 1 I		
Married		56.26%
Single male		56.26% 0.67%

Vehicle age

0–5 years		14.90%
6-10 years		15.11%
11+ years		17.81%

Estimated household income

Less than \$15,000		10.02%
\$15,000-\$24,999	331	18.39%
\$25,000-\$34,999	321	23.47%
\$35,000-\$49,999	231	26.91%
\$50,000-\$74,999		13.92%
\$75,000-\$99,999		5.00%
\$100,000-\$124,999		1.56%
\$125,000-\$149,999		0.30%
\$150,000-\$174,999		0.28%
\$175,000-\$199,999		0.06%
\$200,000-\$249,999		0.03%
\$250,000+		0.05%

Purchase/lease

Buy new		15.09%
Buy used		8.42%
Lease		8.01%

Purchase/lease price

Less than \$20,000	8.85%
\$20,000-\$30,000	24.83%
\$30,000-\$40,000	8.05%
\$40,000-\$50,000	5.03%
\$50,000-\$75,000	6.37%
\$75,000+	0.49%

• •		
Alta was to final age		0.76%
Alternate fuel car		
Car		17.26%
Compact car		3.68%
Compact/subcompact car		3.78%
Subcompact car		1.99%
Full size car	208	24.05%
CUV		15.23%
SUV/CUV		8.71%
SUV		8.00%
Small/mid SUV		12.15%
Full size SUV		4.13%
Mid size car		19.44%
Mid size truck	233	27.89%
Minivan		4.46%
Van/minivan		13.39%
Full size van	208	16.80%
Truck		44.20%
Full size truck		43.80%
Luxury car		9.54%
Luxury compact car		0.39%
Luxury CUV		2.27%
Luxury SUV		1.71%
Sports car		4.28%



Q62

Q63

Q64

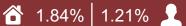
Q65

Mature and Wise

Retirees settled in metro apartment communities living cost-effective, sensible lives

76+







Who we are

Head of household age

502 41.3%

income

Est. Household \$

\$15,000-\$24,999



Type of property



Multi-family: 101+ units

2592 35.7%

Purchase/ lease price

Less than \$20,000



Channel preference









80

Key features

- Discount shoppers
- Retirement communities
- TV entertainment
- Tech novices
- Likely to own subcompact cars
- Not in the market for newer used vehicles

When purchased

365 | 20.3%



0-6 months ago

22 7.5%

Vehicle age

100 32.2%



11+ years

22 9.0%

Technology adoption



Novices















Q63

Q64

Q65

Mature and Wise
Retirees settled in metro apartment communities living cost-effective, sensible lives





Head of household age

19–24		0.23%
25–30		0.13%
31–35		0.17%
36–45		0.60%
46–50		0.80%
51–65		18.89%
66–75	295	37.87%
76+	502	41.31%

Family structure

With kids		
Married		2.03%
Single male		0.37%
Single female		0.33%
Unknown status	258	1.07%
Without kids		
Without kids Married		22.02%
***************************************		22.02% 5.63%
Married		

Vehicle age

0–5 years		7.32%
6–10 years		5.30%
11+ years		8.99%

Estimated household income

Less than \$15,000	233	11.99%
\$15,000-\$24,999	365	20.29%
\$25,000-\$34,999	277	20.22%
\$35,000-\$49,999		21.75%
\$50,000-\$74,999		16.62%
\$75,000-\$99,999		5.23%
\$100,000-\$124,999		1.77%
\$125,000-\$149,999		0.80%
\$150,000-\$174,999		0.70%
\$175,000-\$199,999		0.23%
\$200,000-\$249,999		0.13%
\$250,000+		0.27%

Purchase/lease

Buy new		6.77%
Buy used		7.72%
Lease		20.26%

Purchase/lease price

Less than \$20,000	32.18%
\$20,000-\$30,000	17.34%
\$30,000-\$40,000	1.27%
\$40,000-\$50,000	1.54%
\$50,000-\$75,000	2.60%
\$75,000+	0.61%

Alternate fuel car		3.13%
Car		20.98%
Compact car		17.44%
•		14.00%
Compact/subcompact car		10.71%
Subcompact car		
Full size car		9.06%
CUV		4.98%
SUV/CUV		2.22%
SUV		1.53%
Small/mid SUV		3.47%
Full size SUV		0.72%
Mid size car		15.50%
Mid size truck		2.52%
Minivan		2.27%
Van/minivan		5.30%
Full size van		2.00%
Truck		6.33%
Full size truck		3.84%
Luxury car		9.56%
Luxury compact car		3.61%
Luxury CUV		3.24%
Luxury SUV		0.67%
Sports car		1.84%



R66 R67 R

Ambitious Dreamers
Lively singles and single parents with cost-conscious mindsets starting out in city apartments



1.16% 0.62% **1.16%**





Key features

- Single parents
- Apartment dweller
- Bilingual
- Low value properties
- Unlikely to own alternate fuel vehicles
- Likely to be in the market for subcompact cars





Who we are

Head of household age

25-30

387 31.6%

Est. Household \$ income

Less than \$15,000

480 24.7%

When purchased

7-12 months ago

31

71 23.0%

Type of property

Multi-family: 3 units

782 14.3%

Purchase/ lease price

Less than \$20,000

91 29.0%

Vehicle age

0-5 years

8 2.9%

Channel preference













Technology adoption













R

R66

R67

Ambitious Dreamers
Lively singles and single parents with cost-conscious mindsets starting out in city apartments



1.16% 0.62% **1.16%**



Head of household age

19–24	371	18.35%
25–30	387	31.62%
31–35		10.76%
36–45		15.54%
46–50		7.55%
51–65		13.85%
66–75		1.90%
76+		0.43%

Family structure

With kids		
Married		4.02%
Single male	1031	27.14%
Single female	1020	29.68%
Unknown status		0.39%
Without kids		
Married		1.64%
Single male	358	21.40%
Single female	450	15.38%
Unknown status		0.37%

Vehicle age

0–5 years		2.89%
6–10 years		0.91%
11+ years		2.44%

Estimated household income

Less than \$15,000	480	24.71%
\$15,000-\$24,999	425	23.65%
\$25,000-\$34,999	233	17.00%
\$35,000-\$49,999		11.13%
\$50,000-\$74,999		14.38%
\$75,000-\$99,999		5.41%
\$100,000-\$124,999		1.72%
\$125,000-\$149,999		1.24%
\$150,000-\$174,999		0.32%
\$175,000-\$199,999		0.29%
\$200,000-\$249,999		0.05%
\$250,000+		0.10%

Purchase/lease

Buy new		1.03%
Buy used		47.12%
Lease		8.67%

Purchase/lease price

Less than \$20,000		29.00%
\$20,000-\$30,000		5.92%
\$30,000-\$40,000		0.21%
\$40,000-\$50,000		0.13%
\$50,000-\$75,000		0.29%
\$75,000+		0.09%

• •		
Alternate fuel car		0.05%
Car		11.00%
		15.84%
Compact car		
Compact/subcompact car		16.75%
Subcompact car		5.27%
Full size car		1.96%
CUV		0.40%
SUV/CUV		0.55%
SUV		2.04%
Small/mid SUV		4.50%
Full size SUV		2.69%
Mid size car		10.79%
Mid size truck		2.81%
Minivan		3.14%
Van/minivan		5.70%
Full size van		2.23%
Truck		2.82%
Full size truck		4.12%
Luxury car		1.76%
Luxury compact car		0.16%
Luxury CUV		0.55%
Luxury SUV		0.64%
Sports car		0.25%



R66 R67 R

Passionate Parents







Key features

- Single parents
- City living
- Cable TV
- Ambitious
- In the market for older used vehicles
- Own full- and mid-size cars









Who we are

Head of household age

19-24

464 22.9%

Est. Household \$ income

Less than \$15,000

769 39.5%

When purchased

31

7-12 months ago

90 29.2%

Type of property

Multi-family: 3 units

601 11.0%

Purchase/ lease price



83 26.7%

Vehicle age

6-10 years

3 0.9%

Channel preference





70



231





31

Technology adoption









R

R66

R67

Passionate Parents

Young, single parents with cost-conscious mindsets in second-city apartments



6 0.80% 0.48% **2**



Head of household age

19–24	464	22.90%
25–30	331	27.02%
31–35		11.26%
36–45		17.65%
46–50		8.64%
51–65		10.55%
66–75		1.07%
76+		0.90%

Family structure

With kids		8.51%
Married		0.51%
Single male	981	25.80%
Single female	1422	41.37%
Unknown status		0.27%
Without kids		
Without kids Married		0.55%
***************************************	234	0.55% 13.99%
Married	234 276	

Vehicle age

0–5 years		0.88%
6-10 years		0.90%
11+ years		0.86%

Estimated household income

Less than \$15,000	769	39.53%
\$15,000-\$24,999	453	25.15%
\$25,000-\$34,999		13.89%
\$35,000-\$49,999		7.06%
\$50,000-\$74,999		10.11%
\$75,000-\$99,999		3.09%
\$100,000-\$124,999		0.63%
\$125,000-\$149,999		0.36%
\$150,000-\$174,999		0.11%
\$175,000-\$199,999		0.04%
\$200,000-\$249,999		0.02%
\$250,000+		0.02%

Purchase/lease

Buy new	0.24%
Buy used	39.35%
Lease	2.95%

Purchase/lease price

Less than \$20,000	26.67%
\$20,000-\$30,000	1.85%
\$30,000-\$40,000	0.18%
\$40,000-\$50,000	0.04%
\$50,000-\$75,000	0.23%
\$75,000+	0.07%

Alternate fuel car		0.02%
Car	_	29.10%
Compact car		9.61%
Compact/subcompact car		8.31%
Subcompact car		2.54%
Full size car	350	40.38%
CUV		0.11%
SUV/CUV		0.48%
SUV		2.93%
Small/mid SUV		2.73%
Full size SUV		6.60%
Mid size car		39.97%
Mid size truck		0.72%
Minivan		9.32%
Van/minivan		19.06%
Full size van		2.51%
Truck		1.00%
Full size truck		1.64%
Luxury car		12.58%
Luxury compact car		0.08%
Luxury CUV		0.46%
Luxury SUV		0.64%
Sports car		0.22%



S68

S69

S70

S71

Small Town Sophisticates Sophisticated, down-scale singles and couples living in modest, exurban small towns

51-65

136 | 39.0%

income



1.07% 0.71% **1**





Who we are

Head of household age

Est. Household \$

Less than \$15,000



Type of property



Single family

105 94.4%

Purchase/ lease price

Less than \$20,000







Channel preference









Key features

- Modest spenders
- Rural towns
- Single, empty-nesters
- Modest educations
- Unlikely to own alternate fuel vehicles
- Likely to own mid-size trucks



425 21.9%



7-12 months ago

97 31.6%



45 | 14.4%



0-5 years

14 5.1%

Technology adoption



Novices















S68

S69

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S71

Small Town Sophisticates Sophisticated, down-scale singles and couples living in modest, exurban small towns



1.07% 0.71% **1**

Head of household age

19–24		6.36%
25–30		6.57%
31–35		4.22%
36–45		12.63%
46–50		12.71%
51–65		38.99%
66–75		12.20%
76+		6.32%

Family structure

With kids		11.46%
Married		11.40 /0
Single male	223	5.86%
Single female	248	7.22%
Unknown status	590	2.43%
Without kids		
Married		19.30%
Married Single male	383	19.30% 22.88%
	383 377	

Vehicle age

0–5 years		5.05%
6–10 years		4.51%
11+ years		5.15%

Estimated household income

Less than \$15,000	42	25 21.86%
\$15,000-\$24,999	35	19.58%
\$25,000-\$34,999	25	18.31%
\$35,000-\$49,999		17.28%
\$50,000-\$74,999		16.61%
\$75,000-\$99,999		4.38%
\$100,000-\$124,999		0.94%
\$125,000-\$149,999		0.61%
\$150,000-\$174,999		0.24%
\$175,000-\$199,999		0.07%
\$200,000-\$249,999		0.02%
\$250,000+		0.10%

Purchase/lease

Buy new		3.02%
Buy used		54.90%
Lease		3.64%

Purchase/lease price

	_
Less than \$20,000	14.43%
\$20,000-\$30,000	7.80%
\$30,000-\$40,000	1.40%
\$40,000-\$50,000	0.83%
\$50,000-\$75,000	0.97%
\$75,000+	0.20%

Alternate fuel car		0.03%
Car		14.18%
Compact car		7.29%
Compact/subcompact car		7.97%
Subcompact car		5.13%
Full size car		9.41%
CUV		1.26%
SUV/CUV		3.25%
SUV		9.20%
Small/mid SUV		17.13%
Full size SUV		5.56%
Mid size car		15.73%
Mid size truck		19.58%
Minivan		7.01%
Van/minivan		14.73%
Full size van		15.12%
Truck		20.38%
Full size truck		23.00%
Luxury car		2.56%
Luxury compact car		0.12%
Luxury CUV		0.71%
Luxury SUV		1.74%
Sports car		2.76%



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Urban Legacies

Middle-aged, sophisticated singles established in modest urban settings



1.33% 1.11% **1**





Head of

51-65

142 40.9%

household age

Who we are



Type of property



Single family

107 96.0%



Channel preference









Key features

- Influenced by celebrities
- Impulse shoppers





Lower value housing

Unlikely to own newer vehicles

Own full- and mid-size cars



Less than \$15,000

431 22.2%

Purchase/ lease price

Less than \$20,000

57 18.4%

Technology adoption



Wizards

When purchased



48+ months ago

82 28.1%

Vehicle age



11 3.8%















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Urban Legacies
Middle-aged, sophisticated singles established in modest urban settings





Head of household age

19–24	6.69%
25–30	4.84%
31–35	4.41%
36–45	11.86%
46–50	8.79%
51–65	40.86%
66–75	13.92%
76+	8.62%

Family structure

With kids Married		10.82%
Single male	377	9.91%
Single female	391	11.37%
Unknown status		0.68%
Without kids Married		11.70%
		11.7070
Single male	431	
Single male Single female	431 471	

Vehicle age

0–5 years		2.99%
6–10 years		3.77%
11+ years		2.93%

Estimated household income

Less than \$15,000	431	22.17%
\$15,000-\$24,999	324	18.00%
\$25,000-\$34,999	251	18.34%
\$35,000-\$49,999		18.97%
\$50,000-\$74,999		16.33%
\$75,000-\$99,999		4.94%
\$100,000-\$124,999		0.67%
\$125,000-\$149,999		0.41%
\$150,000-\$174,999		0.12%
\$175,000-\$199,999		0.03%
\$200,000-\$249,999		0.01%
\$250,000+		0.02%

Purchase/lease

Buy new		2.40%
Buy used		23.51%
Lease		3.35%

Purchase/lease price

Less than \$20,000		18.39%
\$20,000-\$30,000		7.20%
\$30,000-\$40,000		1.45%
\$40,000-\$50,000		0.37%
\$50,000-\$75,000		0.95%
\$75,000+		0.23%

Alternate fuel car			0.04%
Car			41.80%
Compact car			10.01%
Compact/subcompact car			8.30%
Subcompact car			3.33%
Full size car		549	63.47%
CUV		343	1.17%
SUV/CUV			2.51%
SUV			8.99%
Small/mid SUV	_		5.52%
Full size SUV			10.38%
Mid size car		239	50.79%
Mid size truck			4.06%
Minivan			14.69%
Van/minivan			26.80%
Full size van		203	16.41%
Truck			4.92%
Full size truck			6.13%
Luxury car			27.89%
Luxury compact car			0.37%
Luxury CUV			0.53%
Luxury SUV			1.01%
Sports car			3.38%



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Thrifty Singles

Middle-aged singles with limited income in transitional small town and exurban apartments

46-50

248 25.4%

income









Who we are

Head of household age

Est. Household \$

Less than \$15,000



Type of property



Multi-family: 2 units

799 19.2%

Purchase/ lease price

Less than \$20,000



Channel preference











Key features

- Rental housing
- Rural towns
- Blue-collar jobs
- Trusts medication
- Unlikely to own alternate fuel vehicles
- In the market to buy older used vehicles

When purchased

497 | 25.6%



0-6 months ago

96 31.9%

Vehicle age

63 | 20.1%



6-10 years

12 4.3%

Technology adoption

















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Thrifty Singles

Middle-aged singles with limited income in transitional small town and exurban apartments





Head of household age

19–24		7.69%
25–30		5.96%
31–35		4.23%
36–45		28.27%
46–50	248	25.38%
51–65		22.31%
66–75		5.19%
76+		0.96%

Family structure

With kids		
Married		32.12%
Single male	461	12.12%
Single female	416	12.12%
Unknown status	2703	11.15%
Without kids		
Without kids Married		11.54%
		11.54% 10.58%
Married		

Vehicle age

0–5 years		3.23%
6–10 years		4.27%
11+ years		3.43%

Estimated household income

Less than \$15,000	497	25.58%
\$15,000-\$24,999	405	22.50%
\$25,000-\$34,999	290	21.15%
\$35,000-\$49,999		10.77%
\$50,000-\$74,999		13.85%
\$75,000-\$99,999		3.46%
\$100,000-\$124,999		1.92%
\$125,000-\$149,999		0.38%
\$150,000-\$174,999		0.00%
\$175,000-\$199,999		0.19%
\$200,000-\$249,999		0.00%
\$250,000+		0.19%

Purchase/lease

Buy new		1.93%
Buy used		64.88%
Lease		2.30%

Purchase/lease price

Less than \$20,000		20.11%
\$20,000-\$30,000		2.73%
\$30,000-\$40,000		0.30%
\$40,000-\$50,000		0.35%
\$50,000-\$75,000		0.40%
\$75,000+		0.15%

• •		
Alternate fuel car		0.00%
Car	_	12.66%
Compact car	_	8.34%
Compact/subcompact car	_	9.04%
	_	2.58%
Subcompact car	_	
Full size car	_	4.37%
CUV		0.45%
SUV/CUV		2.73%
SUV		7.40%
Small/mid SUV		17.48%
Full size SUV		3.48%
Mid size car		12.46%
Mid size truck		5.81%
Minivan		7.75%
Van/minivan		15.00%
Full size van		3.97%
Truck		22.84%
Full size truck		17.13%
Luxury car		1.09%
Luxury compact car		0.15%
Luxury CUV		0.25%
Luxury SUV		0.50%
Sports car		1.34%



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Modest Retirees

Mature singles with limited income typically concentrated in inner-city apartments







Who we are

Head of household age

51-65

219 63.1%



Type of property



Multi-family: 101+ units

1829 25.2%















Key features

- City renters
- Frozen dinners
- Multi-family properties
- Modest education
- Own full-size cars
- In the market for subcompact cars

Est. Household \$ income



505 26.0%

Purchase/ lease price

Less than \$20,000

112 36.0%

Technology adoption





Wizards

When purchased

31

7-12 months ago

25 8.2%

Vehicle age

11+ years

9 3.5%















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Modest Retirees

Mature singles with limited income typically concentrated in inner-city apartments



Head of household age

19–24		2.38%
25–30		0.55%
31–35		1.10%
36–45		3.29%
46–50		4.94%
51–65	219	63.07%
66–75		17.92%
76+		6.76%

Family structure

With kids		0.55%
Married		0.55%
Single male		1.83%
Single female		4.20%
Unknown status		0.37%
Without kids		
Married		5.48%
Single male	578	34.55%
Single female	760	25.96%
Unknown status	376	27.06%

Vehicle age

0–5 years		3.30%
6–10 years		1.90%
11+ years		3.48%

Estimated household income

Less than \$15,000	505	25.96%
\$15,000-\$24,999	368	20.48%
\$25,000-\$34,999	233	17.00%
\$35,000-\$49,999		14.81%
\$50,000-\$74,999		11.15%
\$75,000-\$99,999		4.75%
\$100,000-\$124,999		2.01%
\$125,000-\$149,999		1.46%
\$150,000-\$174,999		0.18%
\$175,000-\$199,999		0.91%
\$200,000-\$249,999		0.18%
\$250,000+		1.10%

Purchase/lease

Buy new		1.90%
Buy used		19.50%
Lease		10.46%

Purchase/lease price

Less than \$20,000	36.02%
\$20,000-\$30,000	7.11%
\$30,000-\$40,000	0.63%
\$40,000-\$50,000	0.54%
\$50,000-\$75,000	0.66%
\$75,000+	0.10%

Alternate fuel car		0.29%
Car	_	31.23%
Compact car	_	22.79%
Compact/subcompact car		20.26%
Subcompact car		12.06%
Full size car		22.22%
CUV		0.94%
SUV/CUV		1.30%
SUV		2.24%
Small/mid SUV		4.28%
		1.41%
Full size SUV	_	
Mid size car	_	29.25%
Mid size truck		2.11%
Minivan		3.84%
Van/minivan		7.31%
Full size van		2.84%
Truck		3.21%
Full size truck		2.33%
Luxury car		14.83%
Luxury compact car		0.64%
Luxury CUV		1.43%
Luxury SUV		0.61%
Sports car		1.30%





Charts provide details of the key variables used to build and describe the Mosaic groups and types.

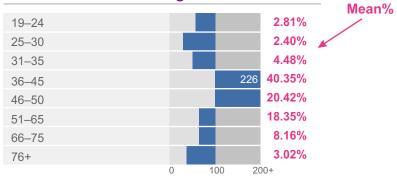
For each group and type, the charts show the **Means** and **Index** for each variable.

Understanding Means and Index

Means show the percentage of this group or type with a particular characteristic.

For example, consider the Age composition of Group D:

Head of household age



This shows that:

2.81% of Group D are aged 19-24

2.40% of Group D are aged 25-30

4.48% of Group D are aged 31–35

40.35% of Group D are aged 36-45

20.42% of Group D are aged 46–50

18.35% of Group D are aged 51-65

8.16% of Group D are aged 66–75

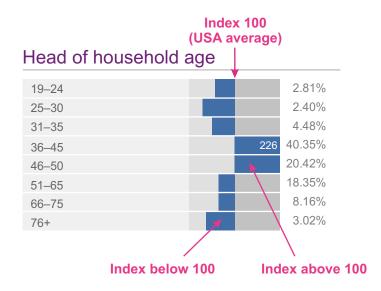
3.02% of Group D are aged 76+

The **Index** provides further insight by comparing the characteristics of a Mosaic group/type with all households in the USA.

An Index of 100 is the average.

An **Index greater than 100** shows that this variable is over-represented when compared with the average.

An **Index less than 100** shows that this variable is under-represented when compared with the average.



The chart shows the Index value from 0 to 200. If the Index value is greater than 200, the bar is shown as 200 along with the exact Index.

