



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.

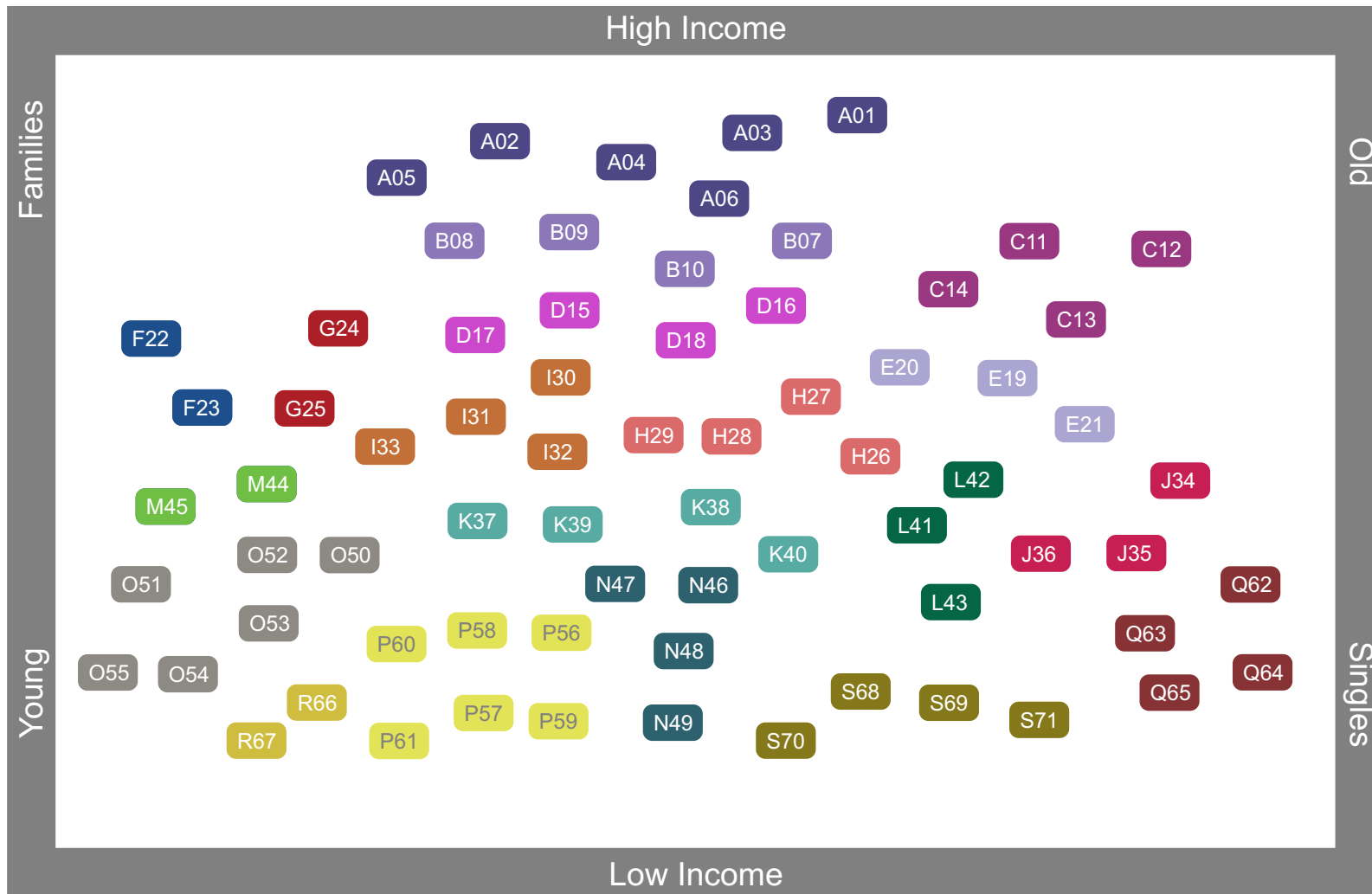
To be included for use, the data variables must enable accurate identification of, and discrimination between, a wide range of consumer characteristics.

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.



A Power Elite	A01	American Royalty
	A02	Platinum Prosperity
	A03	Kids and Cabernet
	A04	Picture Perfect Families
	A05	Couples with Clout
	A06	Jet Set Urbanites
B Flourishing Families	B07	Across the Ages
	B08	Babies and Bliss
	B09	Family Fun-tastic
	B10	Cosmopolitan Achievers
C Booming with Confidence	C11	Sophisticated City Dwellers
	C12	Golf Carts and Gourmets
	C13	Philanthropic Sophisticates
	C14	Boomers and Boomerangs
D Suburban Style	D15	Sport Utility Families
	D16	Settled in Suburbia
	D17	Cul de Sac Diversity
	D18	Suburban Nightlife
E Thriving Boomers	E19	Consummate Consumers
	E20	No Place Like Home
	E21	Unspoiled Splendor

F Promising Families	F22	Fast Track Couples
	F23	Families Matter Most
G Young City Solos	G24	Ambitious Singles
	G25	Urban Edge
H Bourgeois Melting Pot	H26	Progressive Assortment
	H27	Life of Leisure
	H28	Everyday Moderates
	H29	Destination Recreation
I Family Union	I30	Potlucks and the Great Outdoors
	I31	Hard Working Values
	I32	Steadfast Conventionalists
	I33	Balance and Harmony
J Autumn Years	J34	Suburban Sophisticates
	J35	Rural Escape
	J36	Settled and Sensible
K Significant Singles	K37	Wired for Success
	K38	Modern Blend
	K39	Metro Fusion
	K40	Bohemian Groove

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

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

A

Power Elite

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

🏠 7.55% | 9.48% 👤



Who we are

Head of household age

36–45
177 | 31.6%

Type of property

Single family
102 | 91.1%

Est. Household income

\$250,000+
652 | 36.2%

Purchase/lease price

\$75,000+
793 | 42.3%

When purchased

25–36 months ago
174 | 59.3%

Vehicle age

0–5 years
238 | 86.9%

Channel preference



123



83



18



156



381



180

Technology adoption



Journeymen

Key features

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



A

Power Elite

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

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%

Vehicle type owned

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

Flourishing Families

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

🏠 4.68% | 6.31% 👤



Who we are

Head of household age 🎂 36–45 190 33.9%	Type of property 🏠 Single family 106 95.3%
Est. Household income 💰 \$125,000–\$149,999 251 21.4%	Purchase/lease price 🚗 \$50,000–\$75,000 268 46.9%
When purchased 📅 37–48 months ago 164 56.4%	Vehicle age 🚗 0–5 years 202 73.7%

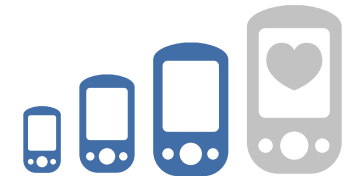
Channel preference

130	84	34
137	175	173

Key features

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

Technology adoption



Journeymen



B

Flourishing Families

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

🏠 4.68% | 6.31% 👤

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%

Family structure

With kids	
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	227	39.46%
\$40,000–\$50,000	257	44.75%
\$50,000–\$75,000	268	46.93%
\$75,000+	215	11.48%

Vehicle type owned

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%

C Booming with Confidence

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

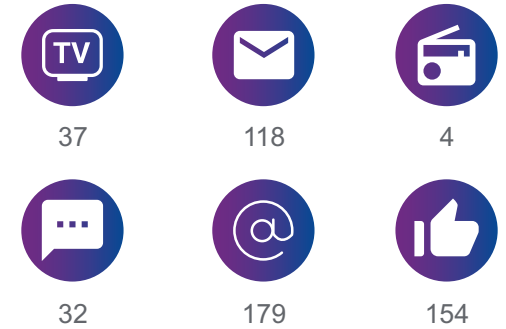
🏠 7.83% | 10.78% 👤



Who we are

Head of household age 🎂 51–65 194 55.8%	Type of property 🏠 Single family 108 96.4%
Est. Household income 💰 \$100,000–\$124,999 169 16.2%	Purchase/lease price 🚗 \$20,000–\$30,000 181 70.9%
When purchased 📅 48+ months ago 183 62.9%	Vehicle age 🚗 11+ years 198 79.6%

Channel preference



Technology adoption



Apprentices

Key features

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

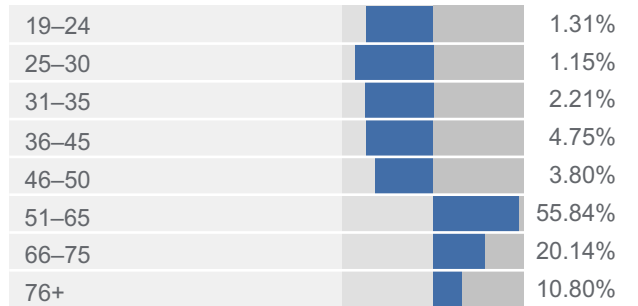


C Booming with Confidence

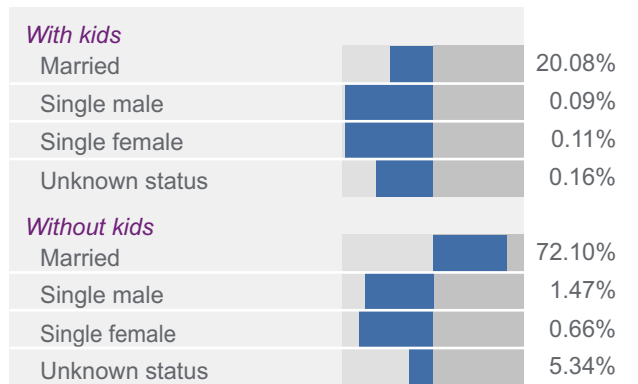
Prosperous, established couples in their peak earning years living in suburban homes

7.83% | 10.78%

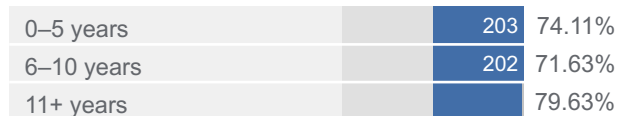
Head of household age



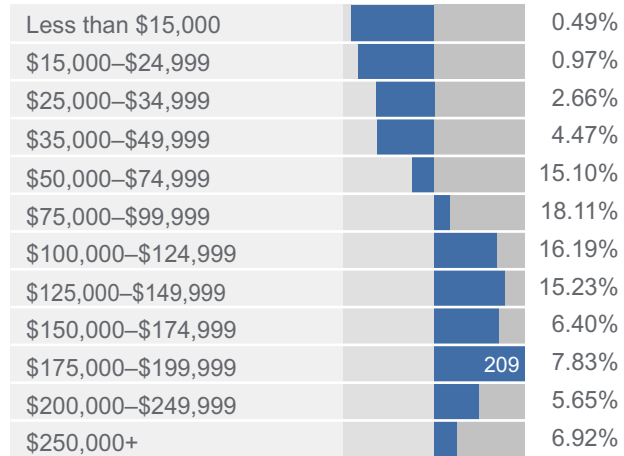
Family structure



Vehicle age



Estimated household income



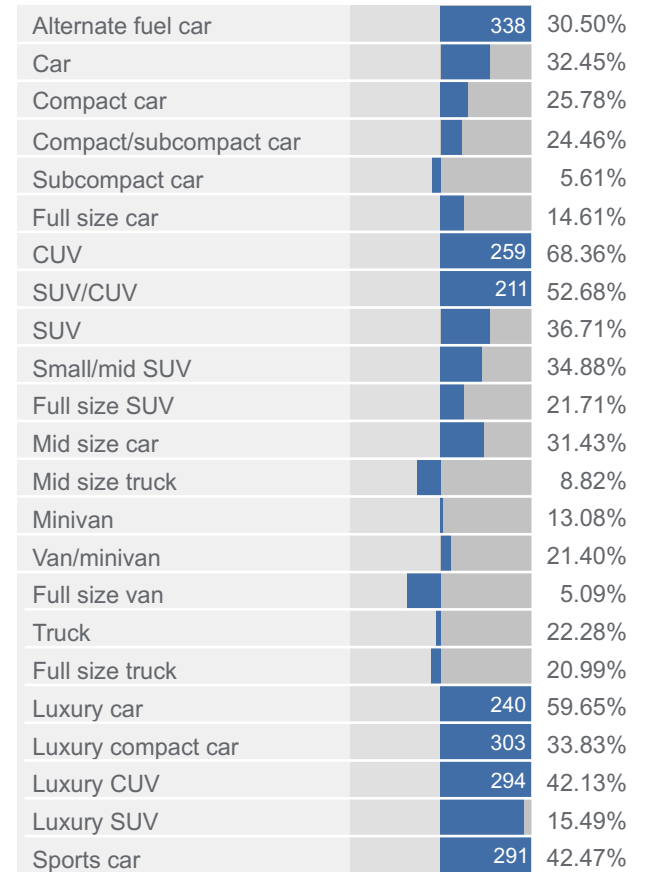
Purchase/lease



Purchase/lease price



Vehicle type owned



D

Suburban Style

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

🏠 5.58% | 7.03% 👤



Who we are

Head of household age 🎂

36–45
226 | 40.4%

Type of property 🏠

Single family
109 | 97.9%

Est. Household income 💰

\$75,000–\$99,999
145 | 22.5%

Purchase/lease price 🚗

\$20,000–\$30,000
150 | 58.6%

When purchased 📅

37–48 months ago
168 | 58.0%

Vehicle age 🚗

11+ years
155 | 62.5%

Channel preference



148



119



81



100



88



148

Technology adoption



Apprentices

Key features

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



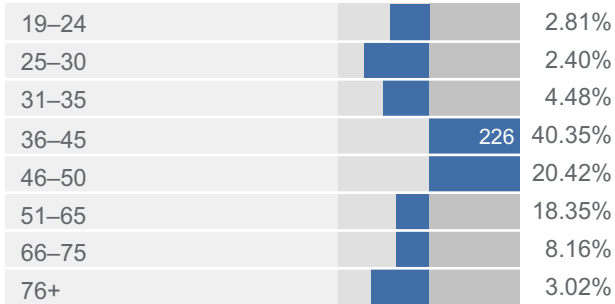
D

Suburban Style

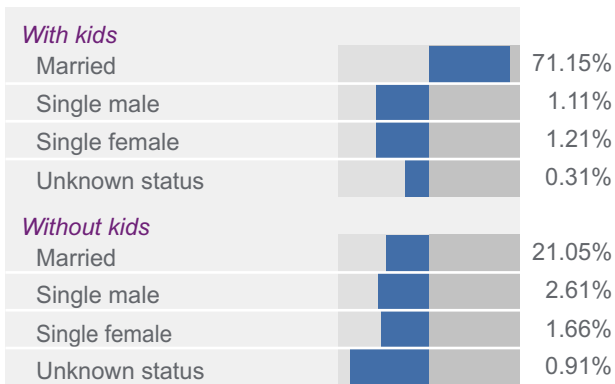
Middle-aged, ethnically-mixed suburban families and couples earning upscale incomes

🏠 5.58% | 7.03% 👤

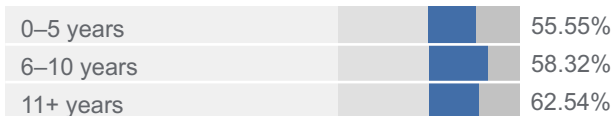
Head of household age



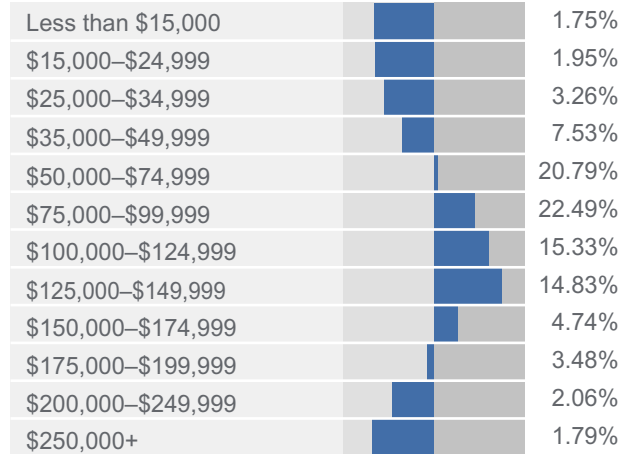
Family structure



Vehicle age



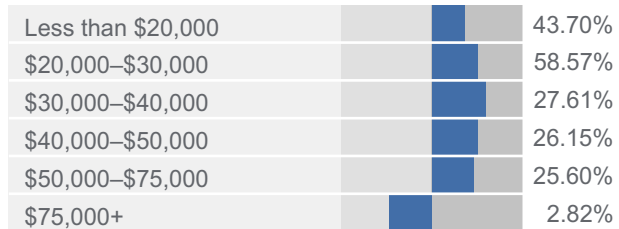
Estimated household income



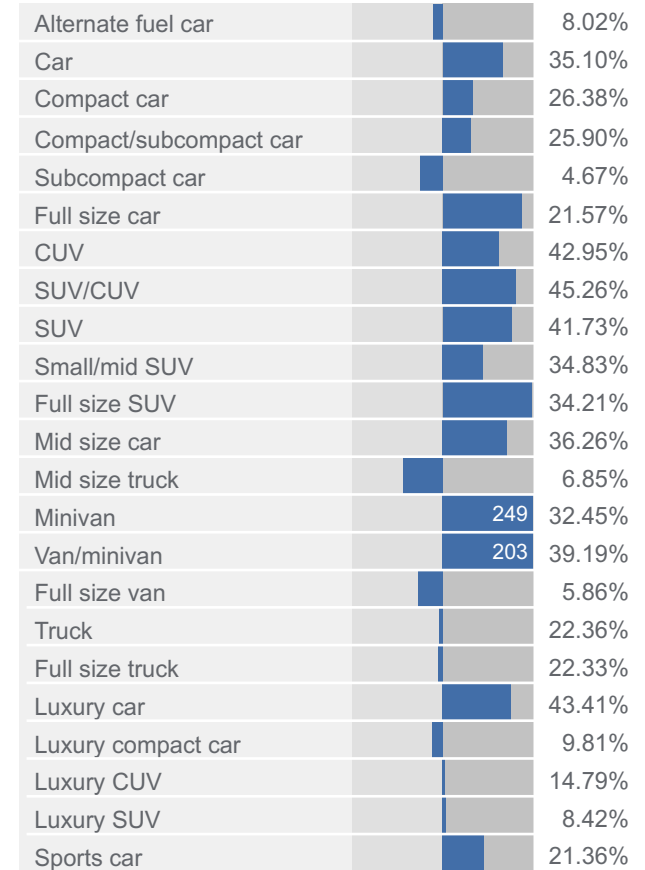
Purchase/lease



Purchase/lease price



Vehicle type owned



E

Thriving Boomers

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

🏠 5.51% | 7.26% 👤



Who we are

Head of household age 🎂

51–65

229 | 65.9%

Type of property 🏠

Single family

100 | 89.8%

Est. Household income 💰

\$75,000–\$99,999

153 | 23.8%

Purchase/lease price 🚗

\$20,000–\$30,000

149 | 58.5%

When purchased 📅

48+ months ago

174 | 59.7%

Vehicle age 🚗

6–10 years

160 | 56.8%

Channel preference



33



86



9



30



69



136

Technology adoption



Apprentices

Key features

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



E

Thriving Boomers

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

🏠 5.51% | 7.26% 👤

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	65.92% (229)
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	
Married	69.18%
Single male	7.12%
Single female	3.44%
Unknown status	7.23%

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%

Vehicle type owned

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	16.81% (208)
Truck	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	29.41% (201)

F Promising Families

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

🏠 3.88% | 3.42% 👤



Who we are

Head of household age 🎂

31–35

551 | 49.7%

Type of property 🏠

Single family

109 | 97.6%

Est. Household income 💰

\$100,000–\$124,999

214 | 20.5%

Purchase/lease price 🚗

\$20,000–\$30,000

116 | 45.6%

When purchased 📅

13–24 months ago

161 | 55.4%

Vehicle age 🚗

11+ years

143 | 57.7%

Channel preference

TV

191

✉️

105

📺

197

💬

293

@

63

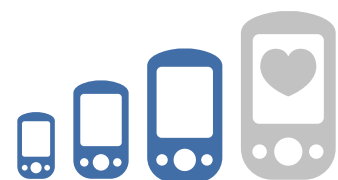
👍

58

Key features

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

Technology adoption



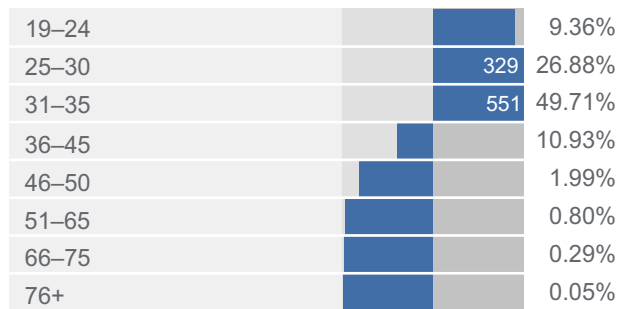
Journeymen



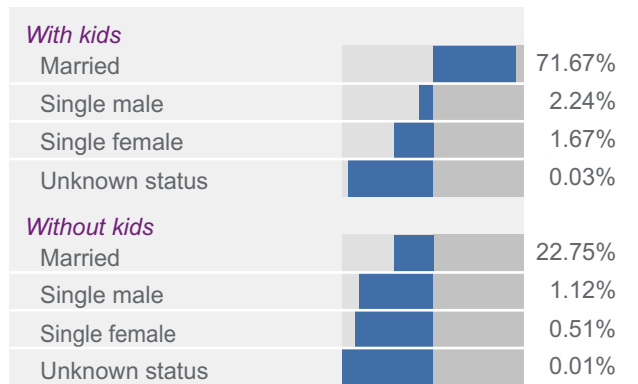
F Promising Families

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

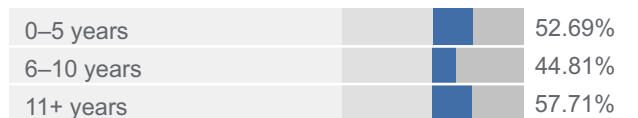
Head of household age



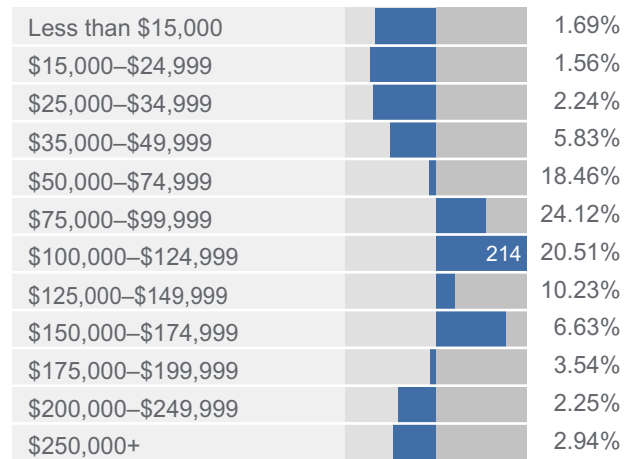
Family structure



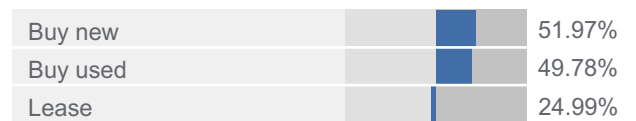
Vehicle age



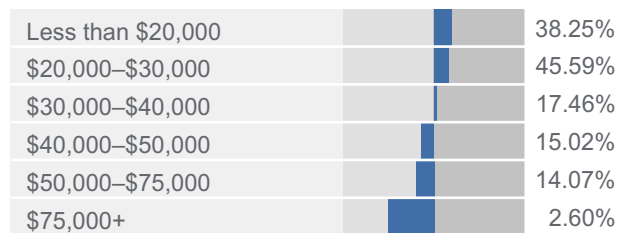
Estimated household income



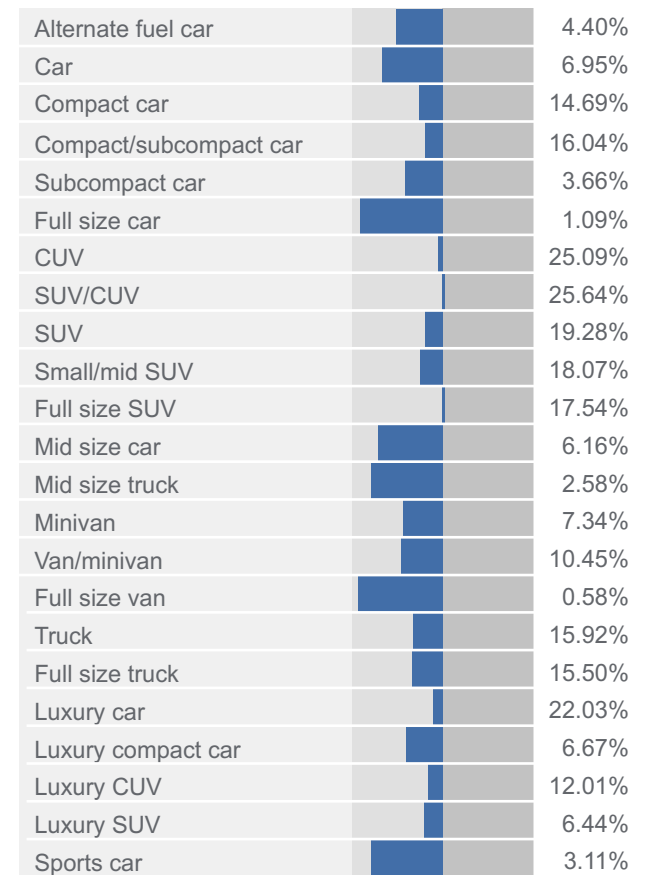
Purchase/lease



Purchase/lease price



Vehicle type owned



G

Young City Solos

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

🏠 2.96% | 1.70% 👤



Who we are

Head of household age

31–35
307 | 27.6%

Type of property

Multi-family:
101+ units
564 | 7.8%

Est. Household income

\$75,000–\$99,999
132 | 20.5%

Purchase/lease price

Less than \$20,000
135 | 43.3%

When purchased

13–24 months ago
35 | 11.8%

Vehicle age

11+ years
84 | 33.9%

Channel preference



152



48



87



297



161



36

Technology adoption



Journeymen

Key features

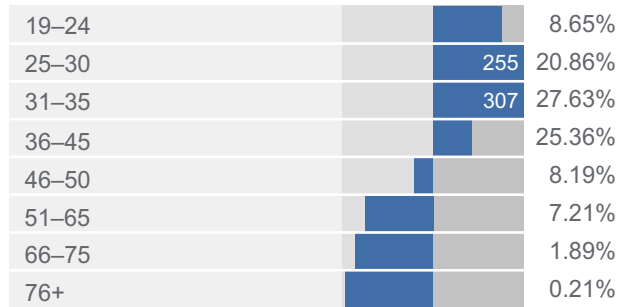
- Singles
- Downtown commuters
- Apartment dwellers
- Active lifestyles
- Own subcompact cars
- In the market to lease luxury vehicles



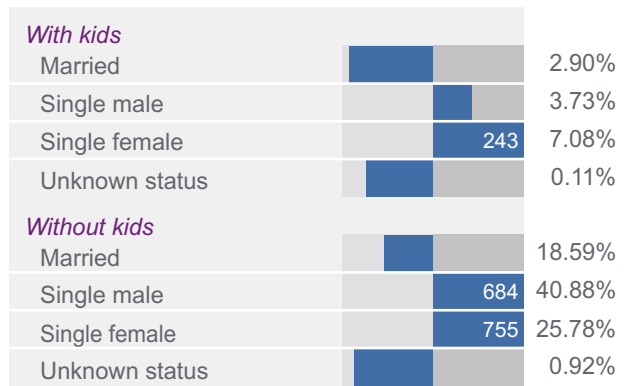
G Young City Solos

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

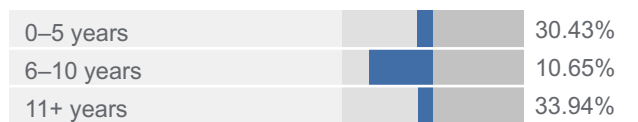
Head of household age



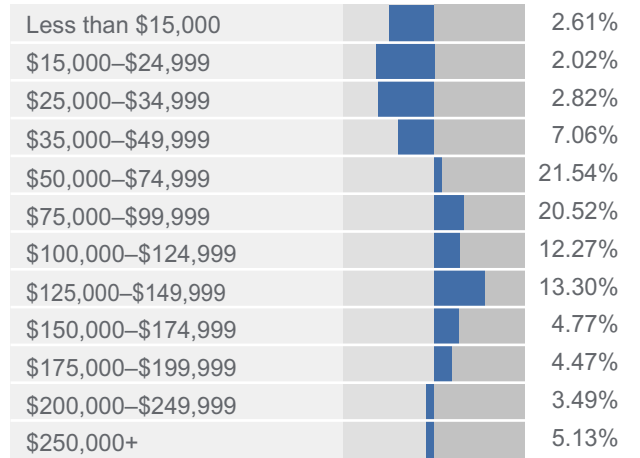
Family structure



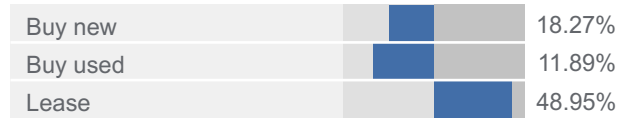
Vehicle age



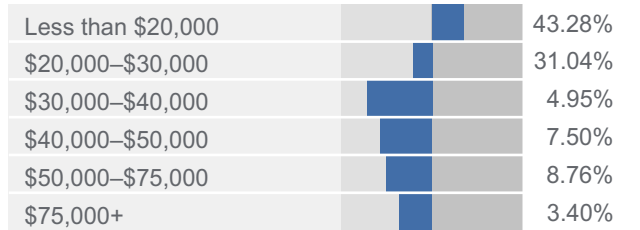
Estimated household income



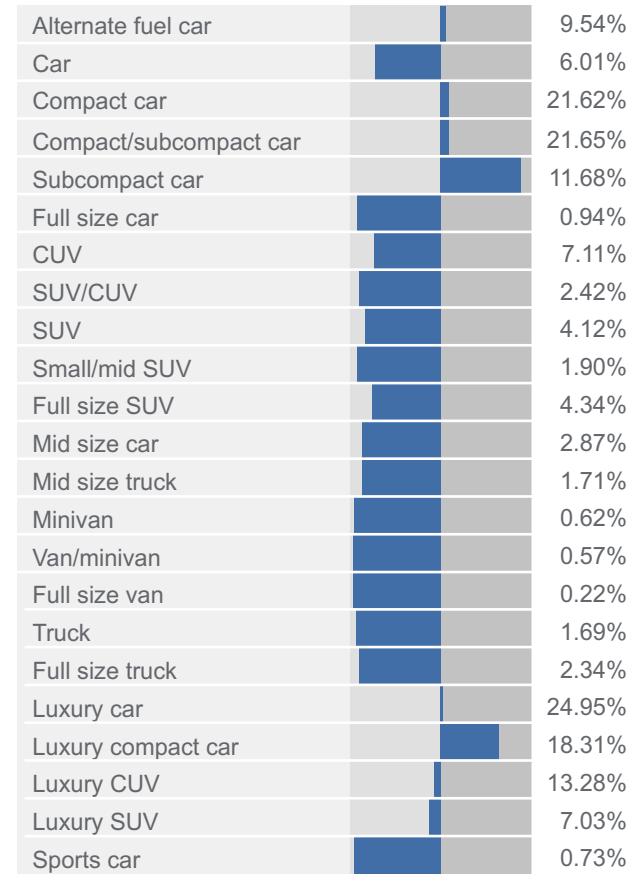
Purchase/lease



Purchase/lease price



Vehicle type owned



H

Bourgeois Melting Pot

Middle-aged, established couples living in suburban homes

🏠 4.61% | 4.25% 👤



Who we are

Head of household age 🎂

36–45
155 | 27.7%

Type of property 🏠

Single family
105 | 93.9%

Est. Household income 💰

\$75,000–\$99,999
149 | 23.2%

Purchase/lease price 🚗

Less than \$20,000
120 | 38.4%

When purchased 📅

25–36 months ago
104 | 35.3%

Vehicle age 🚗

11+ years
99 | 39.7%

Channel preference



107



124



38



92



46



73

Technology adoption



Journeymen

Key features

- Sturdy blue-collar
- Multi-cultural
- Comfortable spending
- Financially informed
- In the market for cheaper vehicles
- Own compact cars

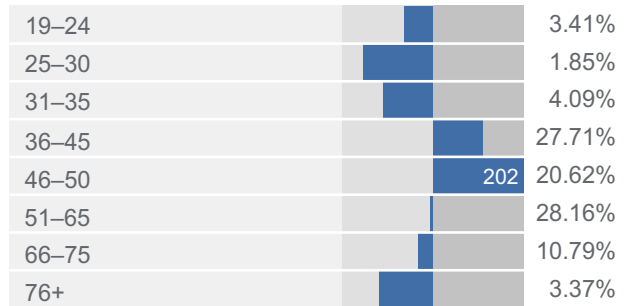


H

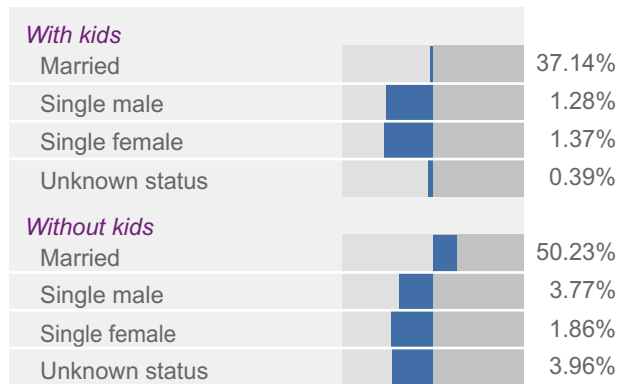
Bourgeois Melting Pot

Middle-aged, established couples living in suburban homes

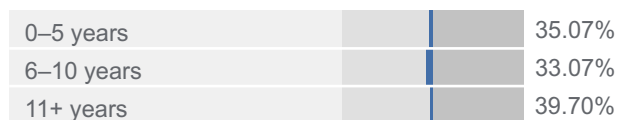
Head of household age



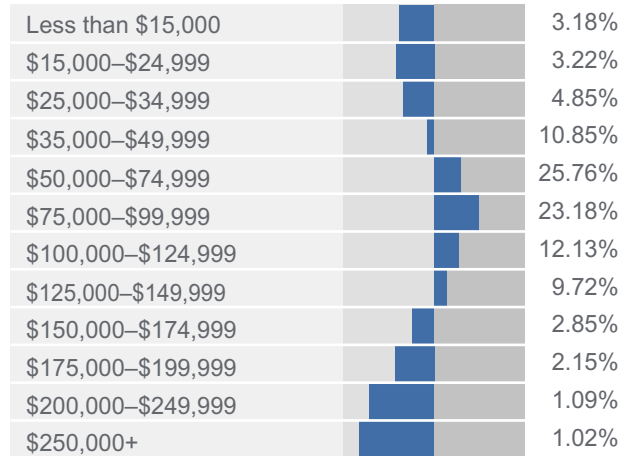
Family structure



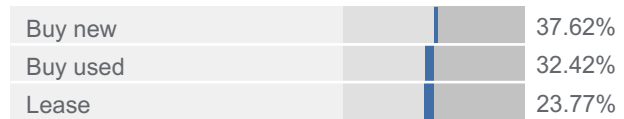
Vehicle age



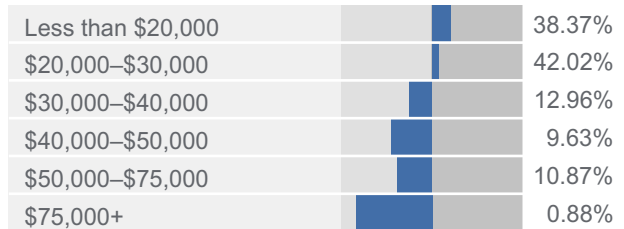
Estimated household income



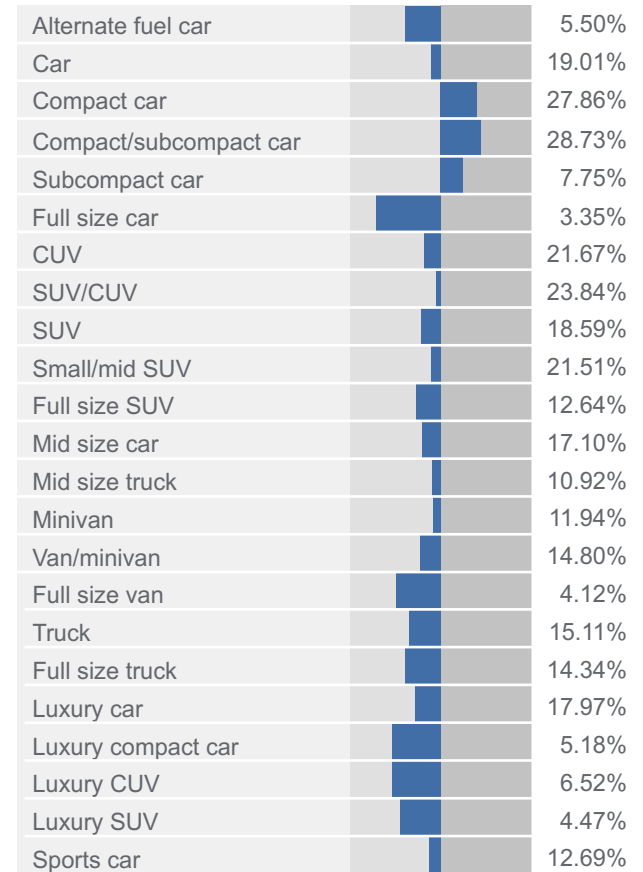
Purchase/lease



Purchase/lease price



Vehicle type owned



Family Union

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

🏠 5.83% | 7.34% 👤



Who we are

Head of household age 🎂

36–45
172 | 30.7%

Type of property 🏠

Single family
104 | 93.3%

Est. Household income 💰

\$50,000–\$74,999
145 | 28.8%

Purchase/lease price 🚗

\$20,000–\$30,000
101 | 39.6%

When purchased 📅

37–48 months ago
158 | 54.6%

Vehicle age 🚗

6–10 years
124 | 43.9%

Channel preference



89



70



124



70



19



122

Technology adoption



Wizards

Key features

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

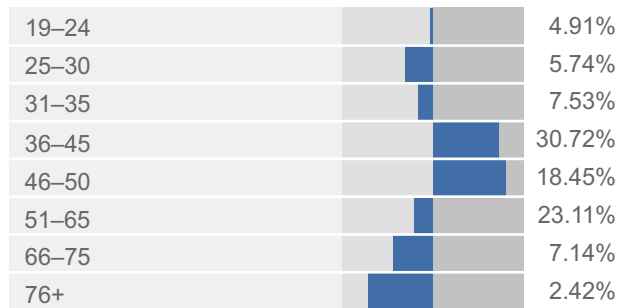


Family Union

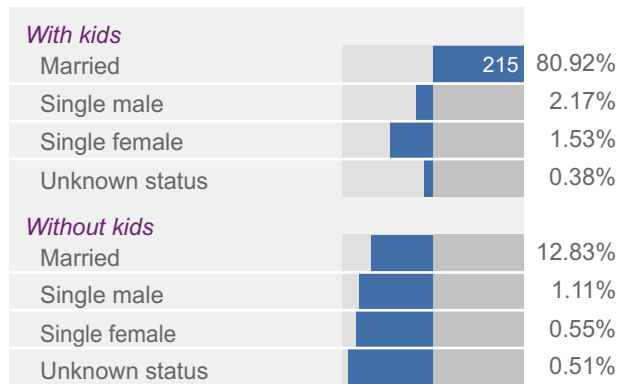
Middle income, middle-aged families living in homes supported by solid blue-collar occupations

🏠 5.83% | 7.34% 👤

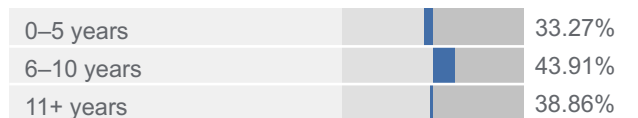
Head of household age



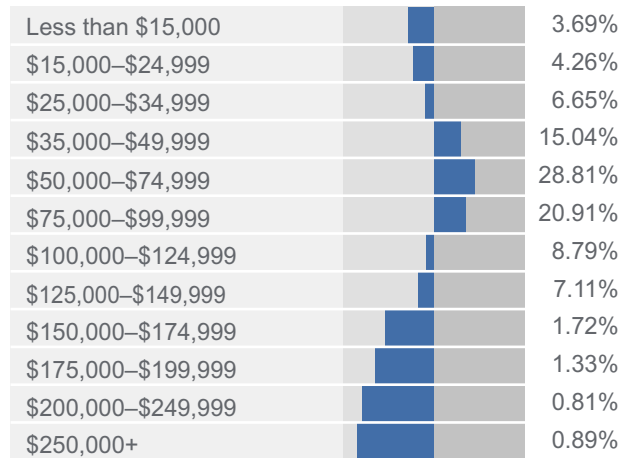
Family structure



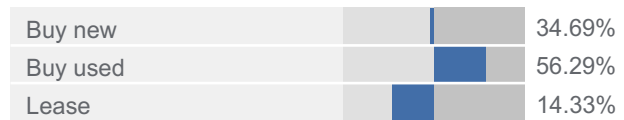
Vehicle age



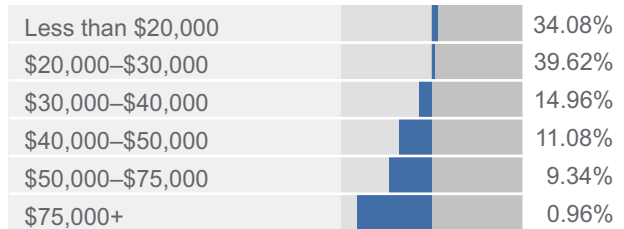
Estimated household income



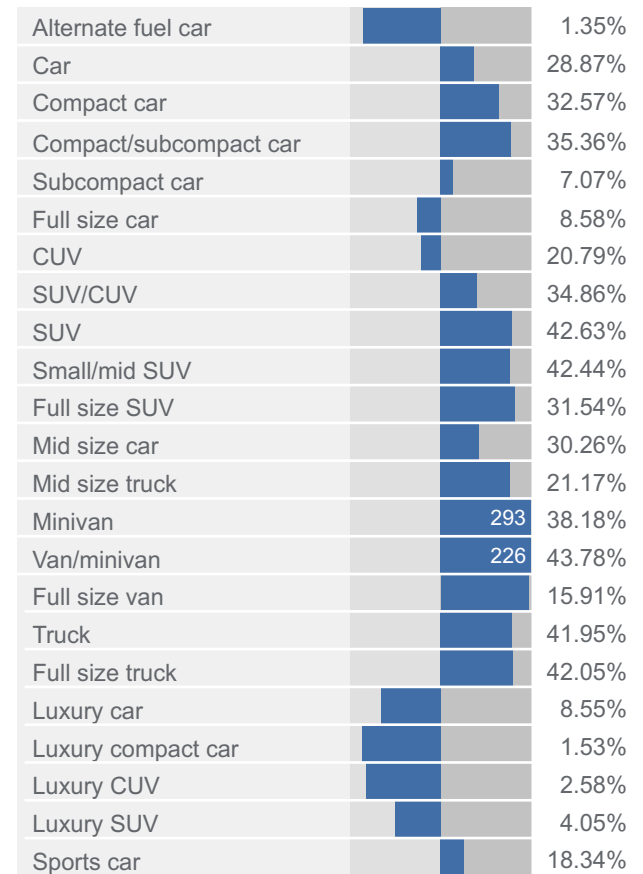
Purchase/lease



Purchase/lease price



Vehicle type owned



J

Autumn Years

Established and mature couples living gratified lifestyles in older homes

🏠 6.98% | 7.91% 👤



Who we are

Head of household age 🎂

66–75

314 | 40.4%

Type of property 🏠

Single family

110 | 98.8%

Est. Household income 💰

\$35,000–\$49,999

178 | 20.7%

Purchase/lease price 🚗

\$20,000–\$30,000

121 | 47.2%

When purchased 📅

48+ months ago

178 | 61.1%

Vehicle age 🚗

6–10 years

114 | 40.2%

Channel preference



16



125



15



11



36



61

Technology adoption



Novices

Key features

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



Autumn Years

Established and mature couples living gratified lifestyles in older homes

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%

Vehicle type owned

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 Significant Singles

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

🏠 4.96% | 3.39% 👤



Who we are

Head of household age 🎂 36–45 130 23.1%	Type of property 🏠 Multi-family: 2 units 938 22.6%
Est. Household income 💰 \$50,000–\$74,999 109 21.6%	Purchase/lease price 🚗 Less than \$20,000 139 44.4%
When purchased 📅 0–6 months ago 53 17.6%	Vehicle age 🚗 0–5 years 63 23.1%

Channel preference

📺 183	✉️ 80	📺 86
💬 235	@ 105	👍 38

Key features

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

Technology adoption



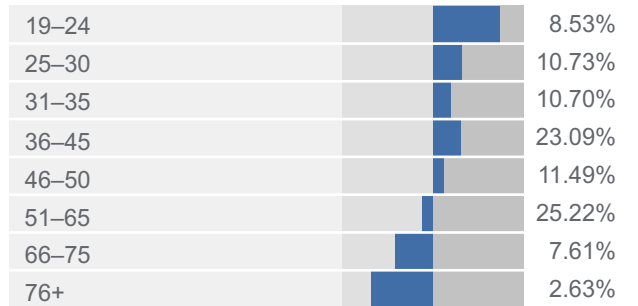
Journeymen



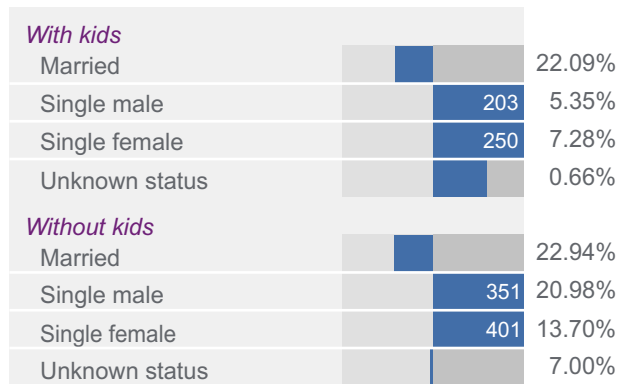
K Significant Singles

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

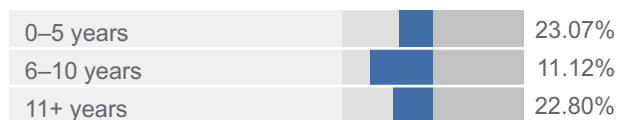
Head of household age



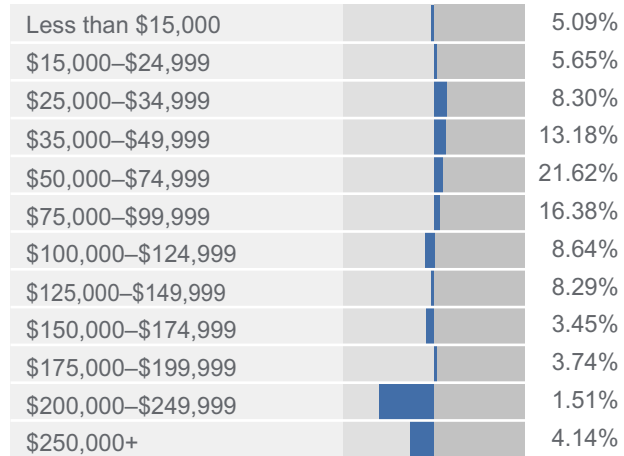
Family structure



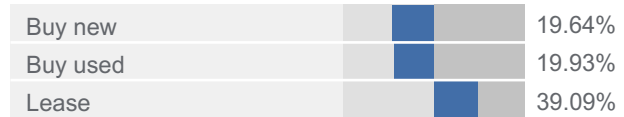
Vehicle age



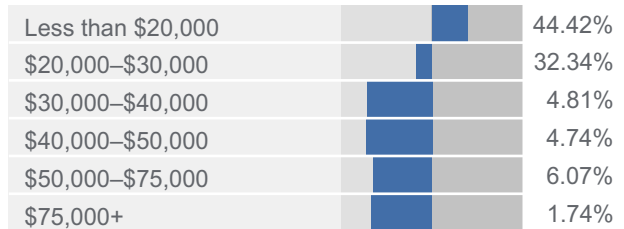
Estimated household income



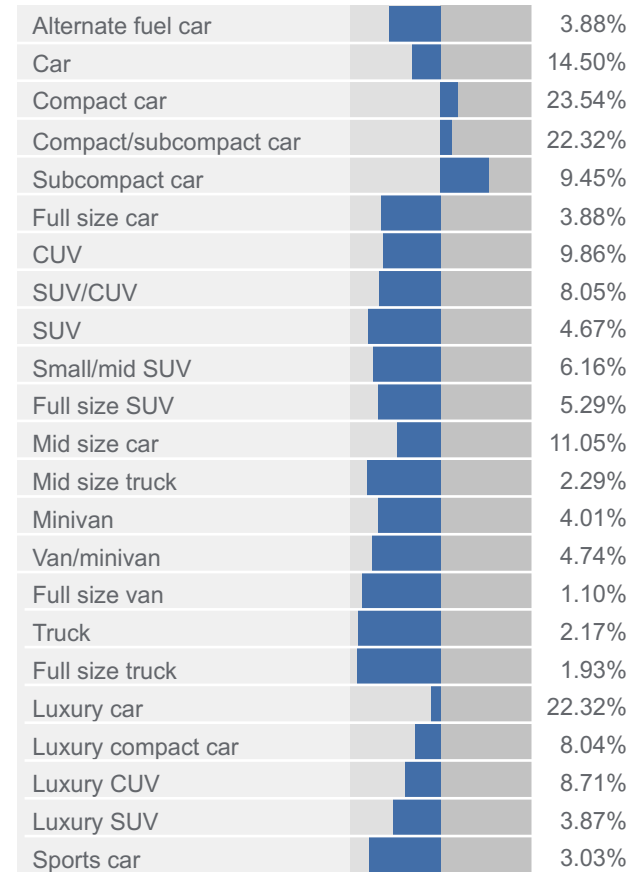
Purchase/lease



Purchase/lease price



Vehicle type owned



L

Blue Sky Boomers

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

🏠 4.70% | 4.50% 👤



Who we are

Head of household age 🎂

51–65
276 | 79.4%

Type of property 🏠

Single family
106 | 94.8%

Est. Household income 💰

\$50,000–\$74,999
149 | 29.6%

Purchase/lease price 🚗

\$20,000–\$30,000
79 | 30.8%

When purchased 📅

48+ months ago
141 | 48.6%

Vehicle age 🚗

6–10 years
81 | 28.6%

Channel preference



33



112



33



22



33



57

Technology adoption



Novices

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



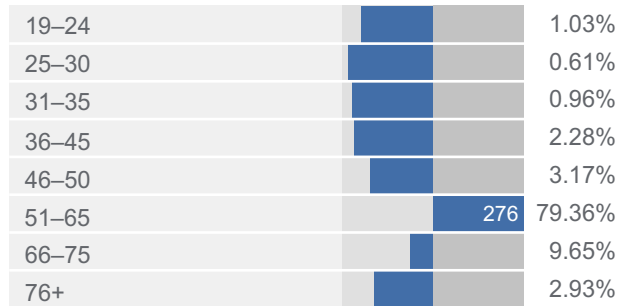


Blue Sky Boomers

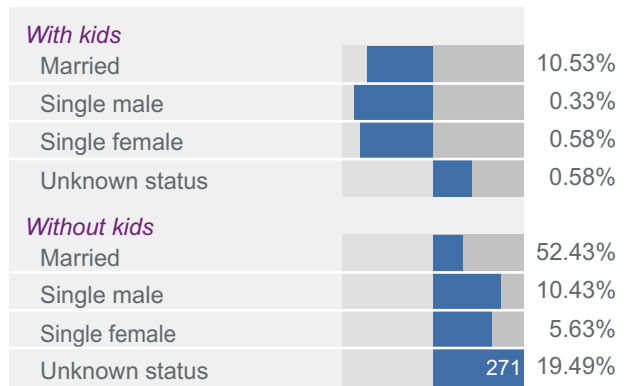
Middle-class baby boomer-aged households living in small towns

🏠 4.70% | 4.50% 👤

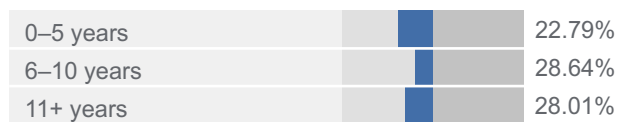
Head of household age



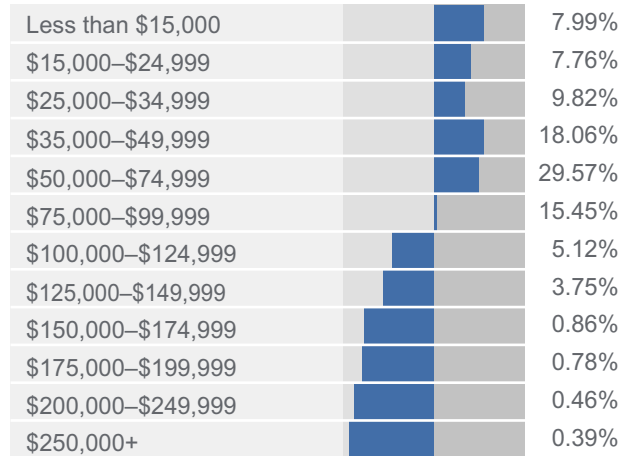
Family structure



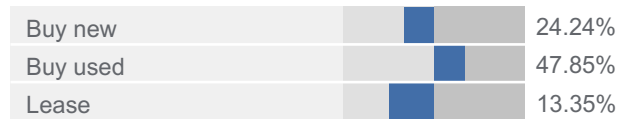
Vehicle age



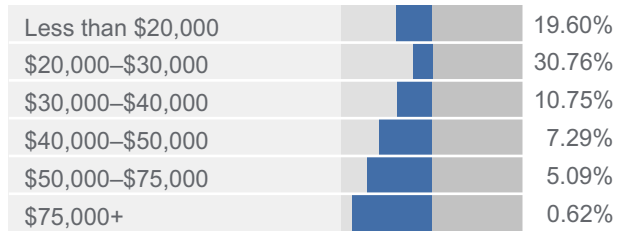
Estimated household income



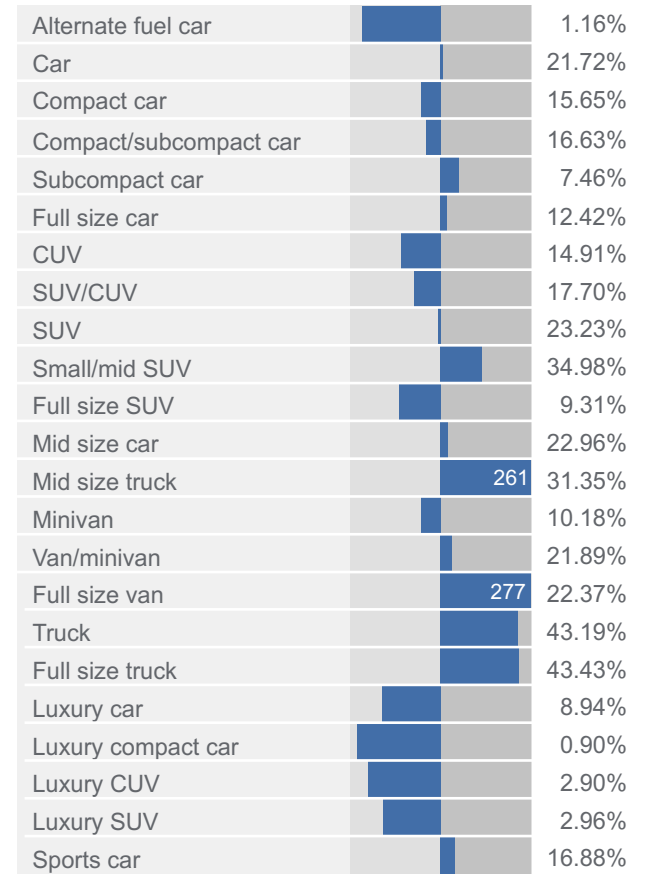
Purchase/lease



Purchase/lease price



Vehicle type owned



M

Families in Motion

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

🏠 2.23% | 2.49% 👤



Who we are

Head of household age 🎂 25–30 250 20.4%	Type of property 🏠 Single family 108 96.9%
Est. Household income 💰 \$50,000–\$74,999 145 28.8%	Purchase/lease price 🚗 \$20,000–\$30,000 61 23.9%
When purchased 📅 7–12 months ago 194 63.0%	Vehicle age 🚗 6–10 years 110 39.0%

Channel preference

44	64	248
58	8	117

Key features

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

Technology adoption



Wizards



Families in Motion

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

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%

Vehicle type owned

Alternate fuel car		0.15%
Car		23.10%
Compact car		15.53%
Compact/subcompact car		18.46%
Subcompact car		5.91%
Full size car		9.48%
CUV		8.96%
SUV/CUV		25.68%
SUV		41.86%
Small/mid SUV		46.54%
Full size SUV		27.41%
Mid size car		26.29%
Mid size truck	207	24.85%
Minivan	300	39.09%
Van/minivan	273	52.79%
Full size van		14.03%
Truck		46.50%
Full size truck	211	49.39%
Luxury car		3.94%
Luxury compact car		0.16%
Luxury CUV		1.12%
Luxury SUV		2.81%
Sports car		9.70%

N

Pastoral Pride

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

🏠 4.63% | 4.03% 👤



Who we are

Head of household age <p>46–50</p> <p>186 19.0%</p>	Type of property <p>Single family</p> <p>109 97.2%</p>
Est. Household income <p>\$50,000–\$74,999</p> <p>132 26.2%</p>	Purchase/lease price <p>Less than \$20,000</p> <p>39 12.5%</p>
When purchased <p>7–12 months ago</p> <p>151 49.0%</p>	Vehicle age <p>6–10 years</p> <p>55 19.5%</p>

Channel preference

123	69	130
33	11	72

Key features

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

Technology adoption



Wizards



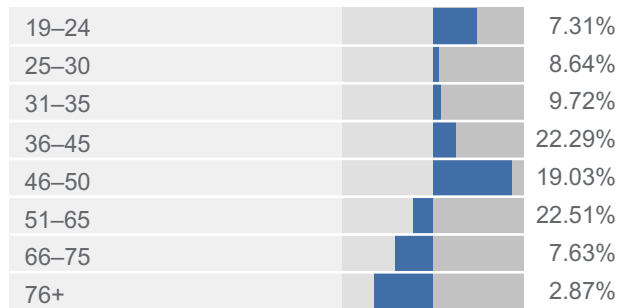
N

Pastoral Pride

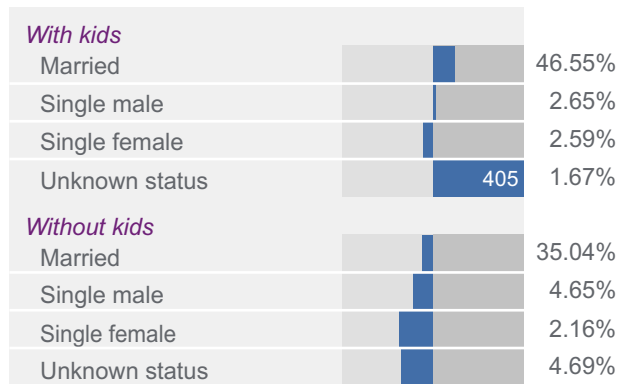
Eclectic mix of lower middle-class consumers who have settled in country and small town areas

🏠 4.63% | 4.03% 👤

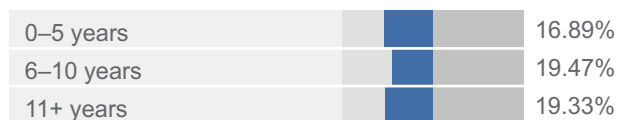
Head of household age



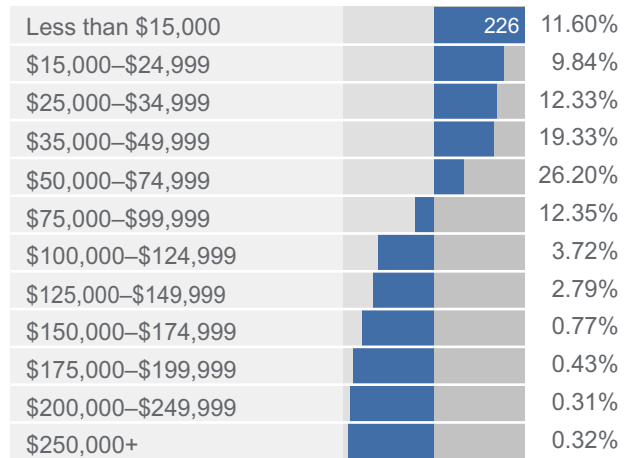
Family structure



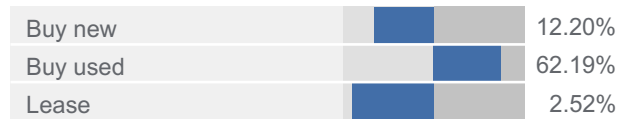
Vehicle age



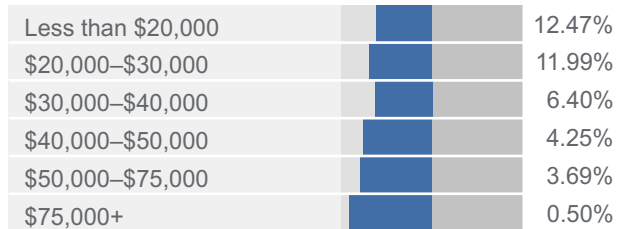
Estimated household income



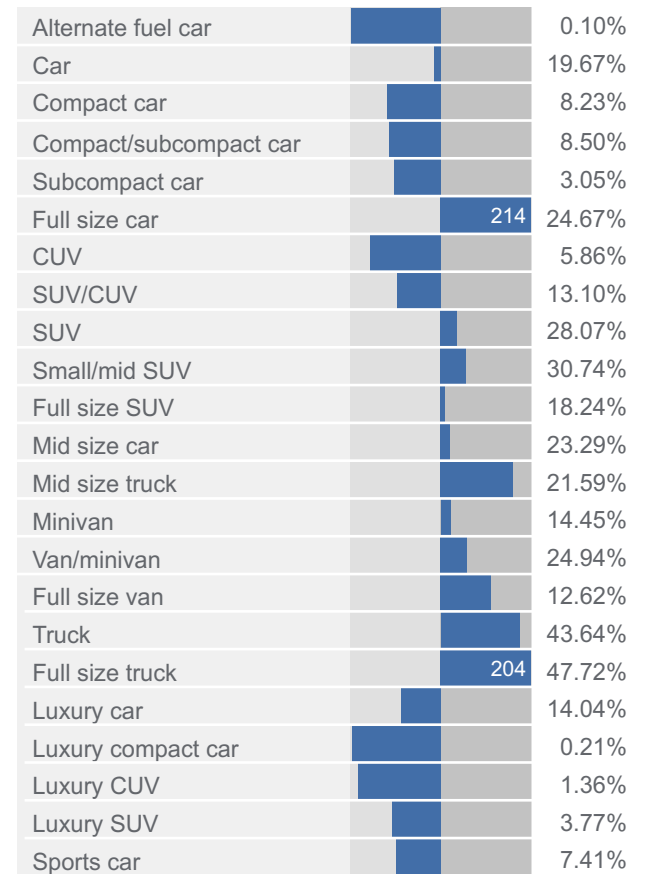
Purchase/lease



Purchase/lease price



Vehicle type owned



O

Singles and Starters

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

🏠 10.72% | 6.46% 👤



Who we are

Head of household age 🎂

25–30
571 | 46.6%

Type of property 🏠

Multi-family:
3 units
291 | 5.3%

Est. Household income 💰

\$50,000–\$74,999
126 | 25.1%

Purchase/lease price 🚗

Less than \$20,000
138 | 44.3%

When purchased 📅

7–12 months ago
91 | 29.6%

Vehicle age 🚗

11+ years
37 | 15.0%

Channel preference



162



73



364



254



23



31

Technology adoption



Wizards

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





Singles and Starters

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

🏠 10.72% | 6.46% 👤

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%

Vehicle type owned

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%
SUV		4.31%
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%

P

Cultural Connections

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

🏠 4.15% | 3.40% 👤



Who we are

Head of household age 🎂

36–45
153 | 27.3%

Type of property 🏠

Multi-family:
2 units
364 | 8.8%

Est. Household income 💰

\$25,000–\$34,999
236 | 17.2%

Purchase/lease price 🚗

Less than \$20,000
100 | 31.9%

When purchased 📅

37–48 months ago
64 | 22.2%

Vehicle age 🚗

0–5 years
22 | 8.1%

Channel preference



155



47



366



138



12



57

Technology adoption



Wizards

Key features

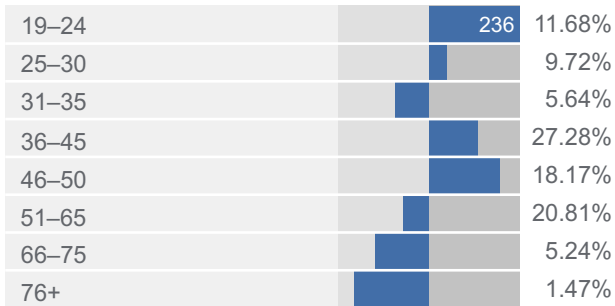
- Older city apartments
- Financially curious
- Single parents
- Ambitious
- Unlikely to have purchased a vehicle recently
- Own subcompact cars



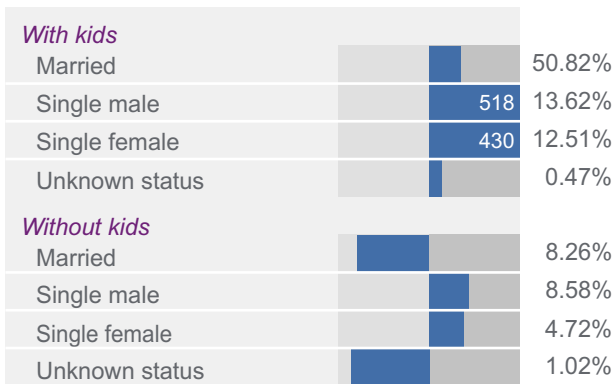
P Cultural Connections

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

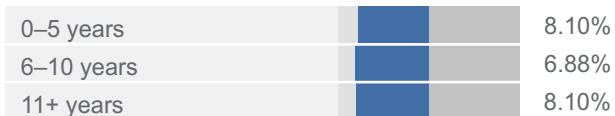
Head of household age



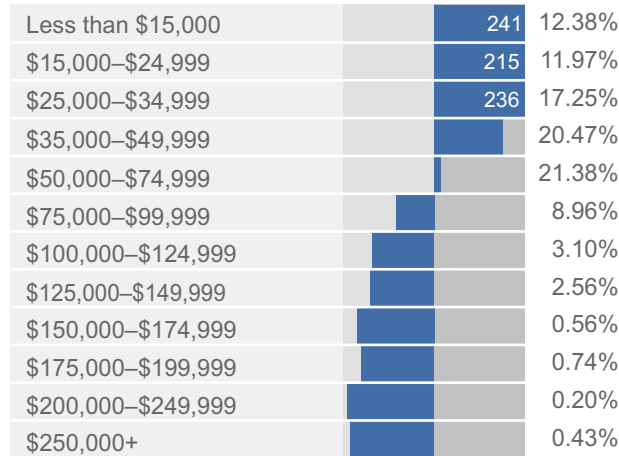
Family structure



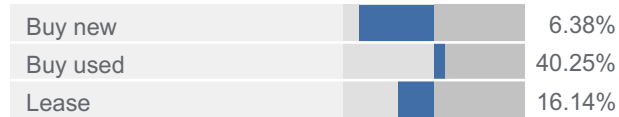
Vehicle age



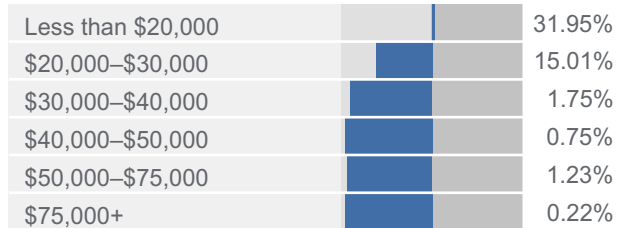
Estimated household income



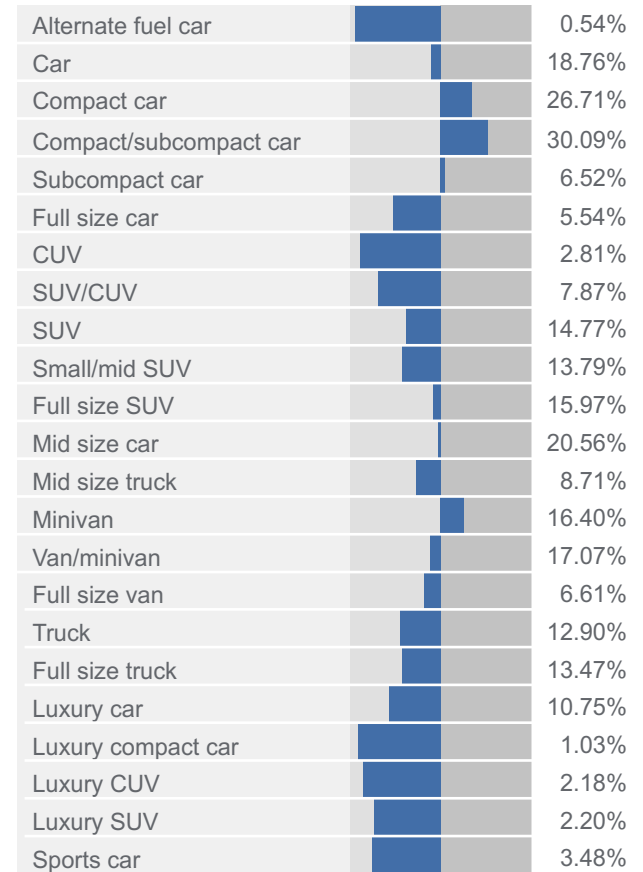
Purchase/lease



Purchase/lease price



Vehicle type owned



Q

Golden Year Guardians

Retirees living in old homes, settled residences and communities

🏠 8.02% | 6.82% 👤



Who we are

Head of household age

76+

639 | 52.6%

Type of property

Single family

97 | 87.1%

Est. Household income

\$25,000–\$34,999

275 | 20.1%

Purchase/lease price

\$20,000–\$30,000

83 | 32.5%

When purchased

48+ months ago

86 | 29.6%

Vehicle age

11+ years

57 | 22.9%

Channel preference



33



195



5



6



50



13

Technology adoption



Novices

Key features

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



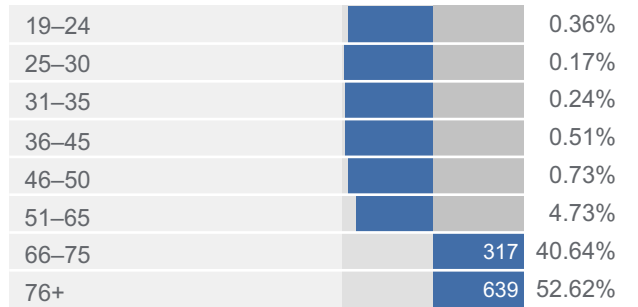
Q

Golden Year Guardians

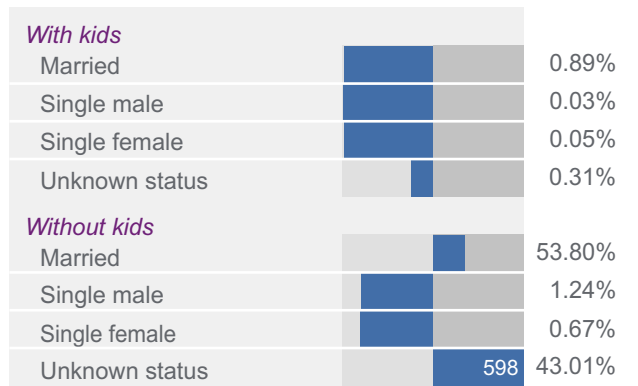
Retirees living in old homes, settled residences and communities

🏠 8.02% | 6.82% 👤

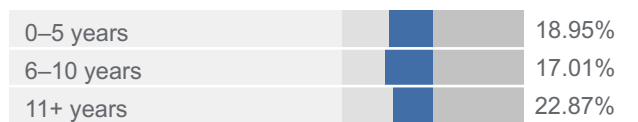
Head of household age



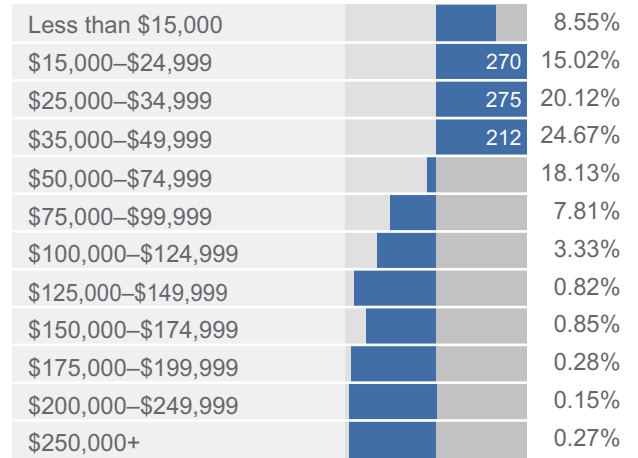
Family structure



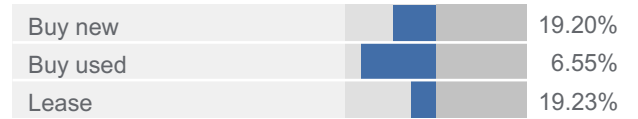
Vehicle age



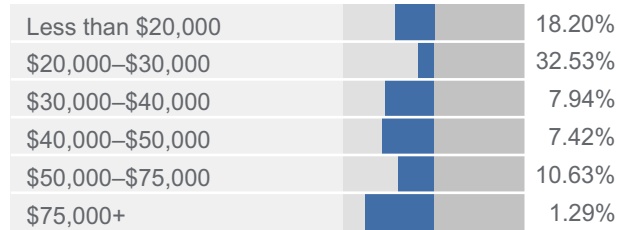
Estimated household income



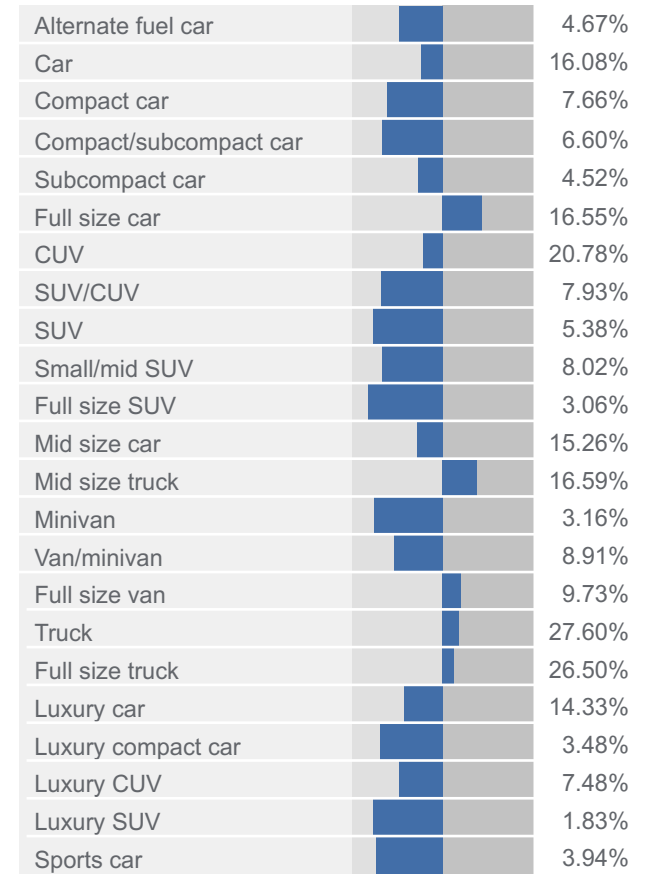
Purchase/lease



Purchase/lease price



Vehicle type owned



R

Aspirational Fusion

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

🏠 1.96% | 1.10% 👤



Who we are

Head of household age

25–30
363 | 29.6%

Type of property

Multi-family:
3 units
703 | 12.9%

Est. Household income

Less than \$15,000
605 | 31.1%

Purchase/lease price

Less than \$20,000
88 | 28.1%

When purchased

7–12 months ago
78 | 25.4%

Vehicle age

0–5 years
6 | 2.1%

Channel preference



263



53



794



219



6



20

Technology adoption



Wizards

Key features

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

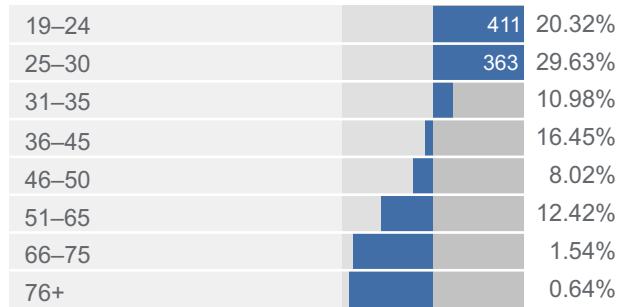


R

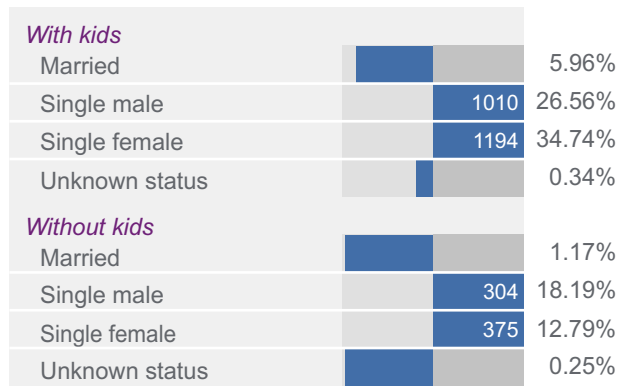
Aspirational Fusion

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

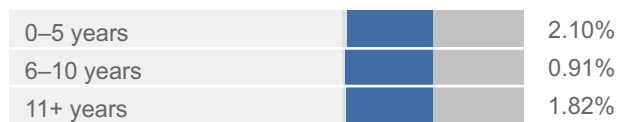
Head of household age



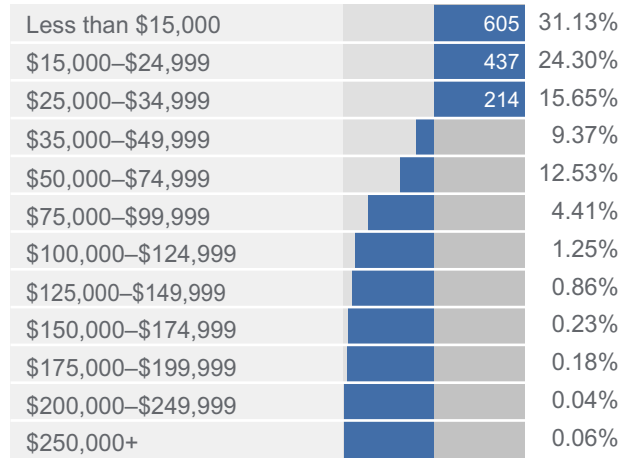
Family structure



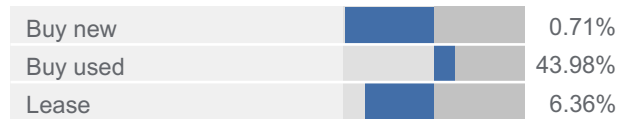
Vehicle age



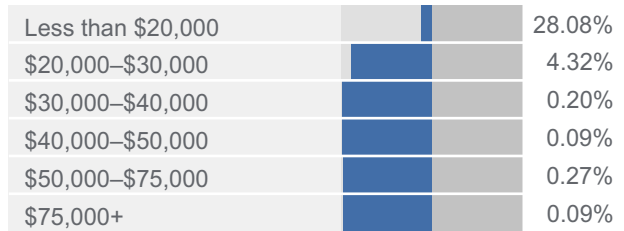
Estimated household income



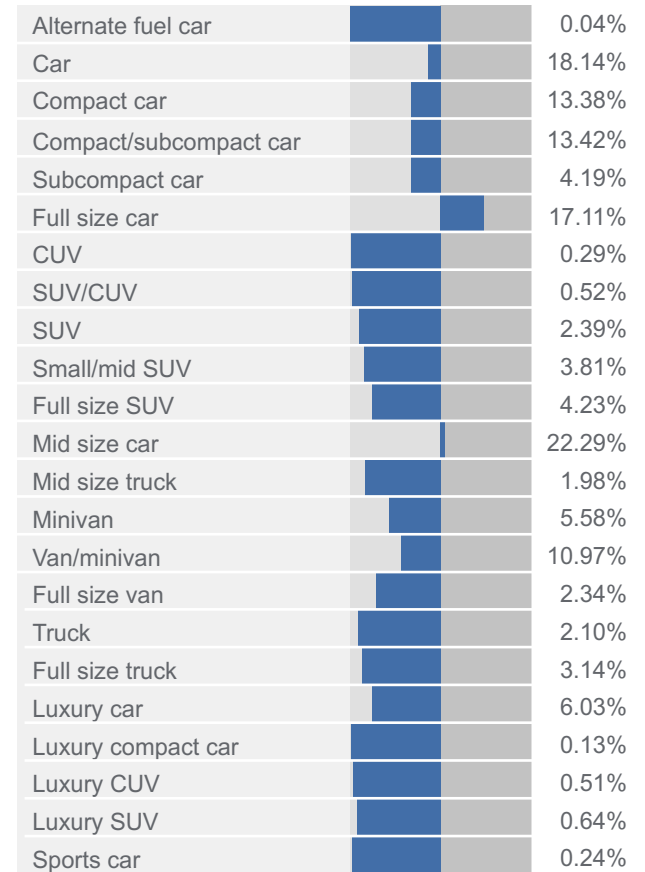
Purchase/lease



Purchase/lease price



Vehicle type owned



S

Thrifty Habits

Cost-conscious adults living alone in urban areas

🏠 3.22% | 2.33% 👤



Who we are

Head of household age

51–65
140 | 40.3%

Type of property

Single family
102 | 91.2%

Est. Household income

Less than \$15,000
432 | 22.2%

Purchase/lease price

Less than \$20,000
64 | 20.4%

When purchased

7–12 months ago
74 | 24.0%

Vehicle age

0–5 years
10 | 3.7%

Channel preference



245



79



315



68



10



50

Technology adoption



Wizards

Key features

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

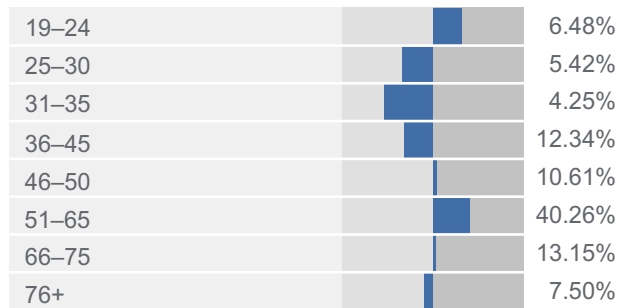


S

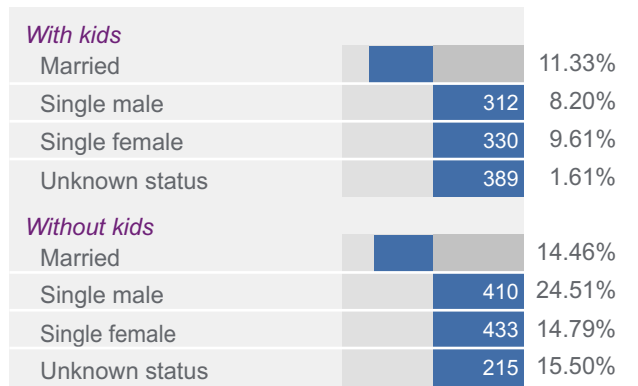
Thrifty Habits

Cost-conscious adults living alone in urban areas

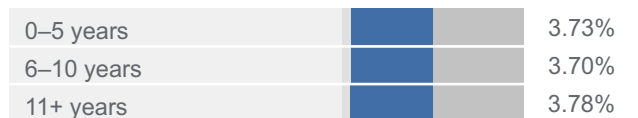
Head of household age



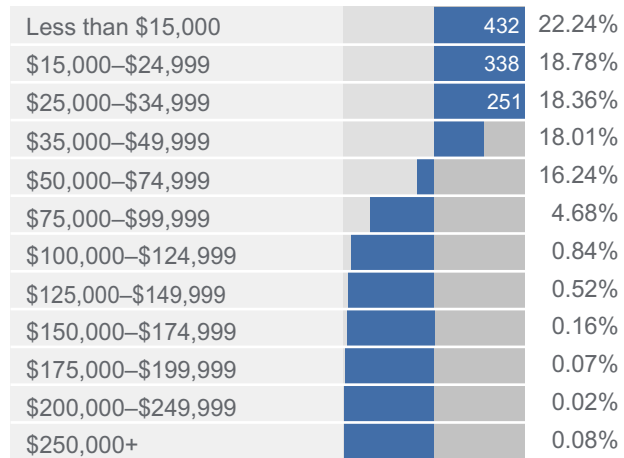
Family structure



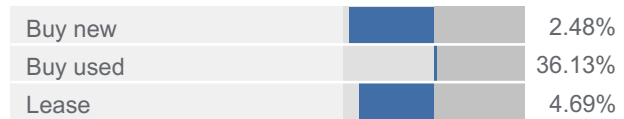
Vehicle age



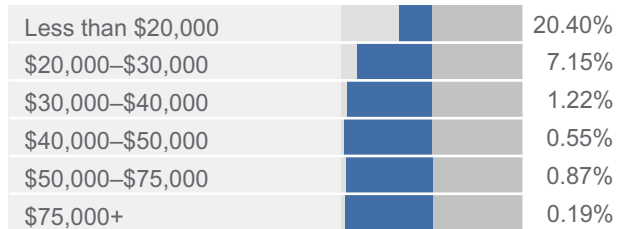
Estimated household income



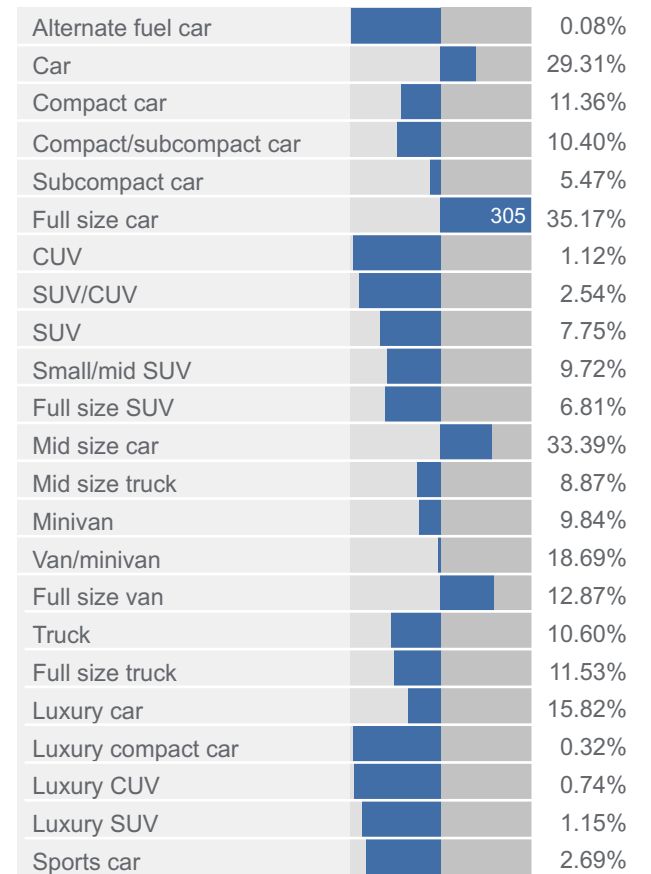
Purchase/lease



Purchase/lease price



Vehicle type owned



A01 American Royalty

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

🏠 2.26% | 3.39% 👤



Who we are

Head of household age 🎂

51–65

147 | 42.3%

Type of property 🏠

Single family

109 | 98.0%

Est. Household income 💰

\$250,000+

728 | 40.4%

Purchase/lease price 🚗

\$75,000+

1231 | 65.7%

When purchased 📅

25–36 months ago

177 | 60.4%

Vehicle age 🚗

0–5 years

254 | 92.5%

Channel preference

📺

98

✉️

68

📺

1

💬

114

@

483

👍

231

Technology adoption



Journeymen

Key features

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



A01 American Royalty

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

🏠 2.26% | 3.39% 👤

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%

Vehicle type owned

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 Platinum Prosperity

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

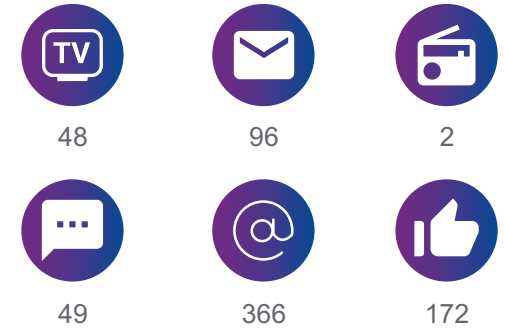
🏠 0.92% | 1.32% 👤



Who we are

Head of household age 🎂 51–65 196 56.5%	Type of property 🏠 Single family 110 98.2%
Est. Household income 💰 \$250,000+ 1098 61.0%	Purchase/lease price 🚗 \$50,000–\$75,000 452 79.1%
When purchased 📅 25–36 months ago 187 63.6%	Vehicle age 🚗 0–5 years 248 90.3%

Channel preference



Key features

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

Technology adoption



Apprentices



A02 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%
Without kids	
Married	215 85.74%
Single male	1.80%
Single female	0.76%
Unknown status	2.35%

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%

Vehicle type owned

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%

A03 Kids and Cabernet

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

🏠 0.83% | 1.08% 👤



Who we are

Head of household age 🎂 36–45 288 51.3%	Type of property 🏠 Single family 111 99.1%
Est. Household income 💰 \$250,000+ 702 39.0%	Purchase/lease price 🚗 \$75,000+ 1013 54.1%
When purchased 📅 25–36 months ago 248 84.3%	Vehicle age 🚗 0–5 years 265 96.8%

Channel preference

161	96	23
214	485	213

Key features

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

Technology adoption

Journeymen



A03 Kids and Cabernet

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

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

<i>With kids</i>		
Married	256	96.09%
Single male		0.11%
Single female		0.01%
Unknown status		0.03%
<i>Without kids</i>		
Married		3.74%
Single male		0.01%
Single female		0.00%
Unknown status		0.00%

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%

Vehicle type owned

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%

A04 Picture Perfect Families

Established families on the go, living in wealthy suburbs

🏠 0.85% | 1.34% 👤



Who we are

Head of household age 🎂 46–50 227 23.3%	Type of property 🏠 Single family 111 99.0%
Est. Household income 💰 \$250,000+ 475 26.4%	Purchase/lease price 🚗 \$40,000–\$50,000 411 71.7%
When purchased 📅 25–36 months ago 238 81.2%	Vehicle age 🚗 6–10 years 255 90.5%

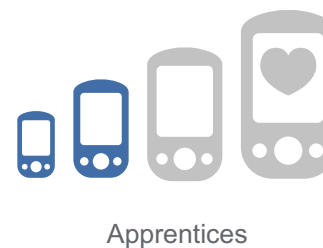
Channel preference

54	105	5
51	333	245

Key features

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

Technology adoption



A04 Picture Perfect Families

Established families on the go, living in wealthy suburbs

Head of household age

19–24	2.11%
25–30	2.54%
31–35	5.00%
36–45	22.90%
46–50	23.28% 227
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%

Vehicle type owned

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%

A05 Couples with Clout

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

🏠 1.71% | 1.58% 👤



Who we are

Head of household age

36–45
338 | 60.2%

Type of property

Single family
109 | 97.2%

Est. Household income

\$250,000+
381 | 21.2%

Purchase/lease price

\$50,000–\$75,000
330 | 57.8%

When purchased

37–48 months ago
165 | 56.9%

Vehicle age

0–5 years
223 | 81.5%

Channel preference



217



97



48



264



215



79

Technology adoption



Journeymen

Key features

- Affluent
- Highly educated
- Politically conservative
- Tech journeymen
- Unlikely to own regular cars
- In the market for minivans



A05 Couples with Clout

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

Head of household age

19–24	2.41%
25–30	3.43%
31–35	13.63%
36–45	60.23% 338
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%
Unknown status	0.05%

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%

Vehicle type owned

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%

A06 Jet Set Urbanites

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

🏠 0.97% | 0.78% 👤



Who we are

Head of household age <p>36–45</p> <p>134 24.0%</p>	Type of property <p>Multi-family: 101+ units</p> <p>3119 43.0%</p>
Est. Household income <p>\$250,000+</p> <p>593 32.9%</p>	Purchase/lease price <p>\$75,000+</p> <p>580 30.9%</p>
When purchased <p>0–6 months ago</p> <p>54 18.0%</p>	Vehicle age <p>0–5 years</p> <p>178 64.8%</p>

Channel preference

121	16	31
267	415	128

Technology adoption



Journeymen

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



A06 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	
Married	55.96%
Single male	247 14.76%
Single female	248 8.48%
Unknown status	8.81%

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%

Vehicle type owned

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%

B07 Across the Ages

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

🏠 1.50% | 2.31% 👤



Who we are

Head of household age

51–65
150 | 43.0%

Type of property

Single family
111 | 99.3%

Est. Household income

\$125,000–\$149,999
256 | 21.9%

Purchase/lease price

\$40,000–\$50,000
345 | 60.2%

When purchased

25–36 months ago
214 | 72.9%

Vehicle age

0–5 years
241 | 88.0%

Channel preference



93



101



18



109



215



202

Technology adoption



Journeymen

Key features

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



B07 Across the Ages

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

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%

Vehicle type owned

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%

B08 Babies and Bliss

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

🏠 0.77% | 0.94% 👤



Who we are

Head of household age 🎂

36–45
351 | 62.5%

Type of property 🏠

Single family
111 | 99.1%

Est. Household income 💰

\$125,000–\$149,999
319 | 27.2%

Purchase/lease price 🚗

\$40,000–\$50,000
291 | 50.7%

When purchased 📅

37–48 months ago
243 | 83.7%

Vehicle age 🚗

6–10 years
241 | 85.5%

Channel preference



132



122



111



253



207



195

Technology adoption



Journeymen

Key features

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



B08 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		
Married		0.13%
Single male		0.00%
Single female		0.00%
Unknown status		0.00%

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%

Vehicle type owned

Alternate fuel car		15.95%
Car		17.58%
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%

B09 Family Fun-tastic

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

🏠 0.82% | 1.10% 👤



Who we are

Head of household age 🎂

36–45

213 | 37.9%

Type of property 🏠

Single family

110 | 98.5%

Est. Household income 💰

\$125,000–\$149,999

263 | 22.5%

Purchase/lease price 🚗

\$20,000–\$30,000

192 | 75.1%

When purchased 📅

48+ months ago

160 | 55.0%

Vehicle age 🚗

11+ years

180 | 72.4%

Channel preference

📺

73

✉️

66

📺

23

💬

61

@

149

👍

182

Key features

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

Technology adoption



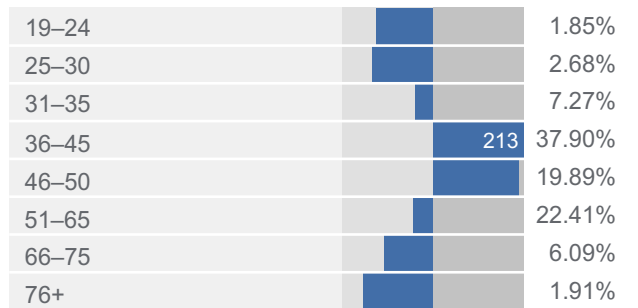
Apprentices



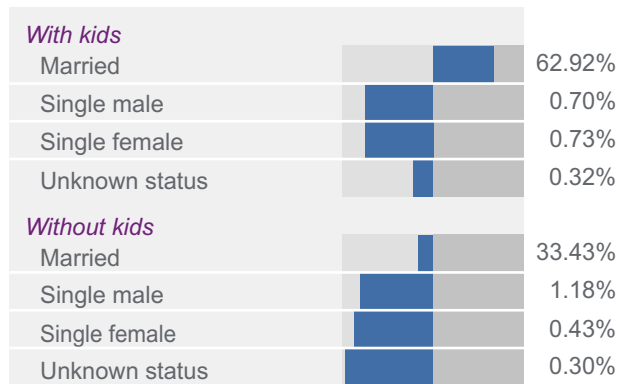
B09 Family Fun-tastic

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

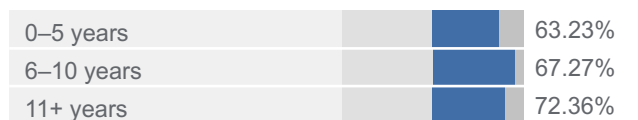
Head of household age



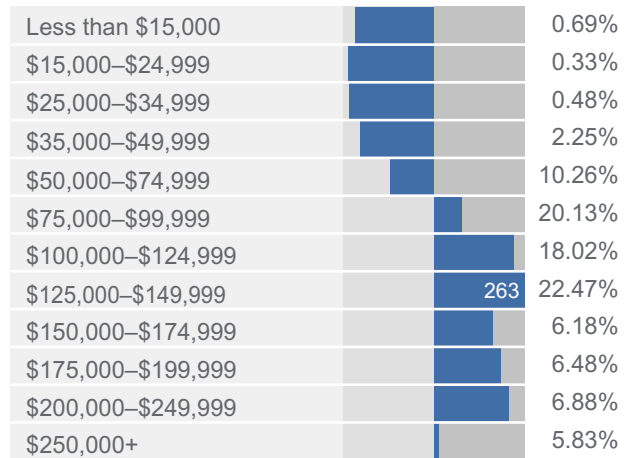
Family structure



Vehicle age



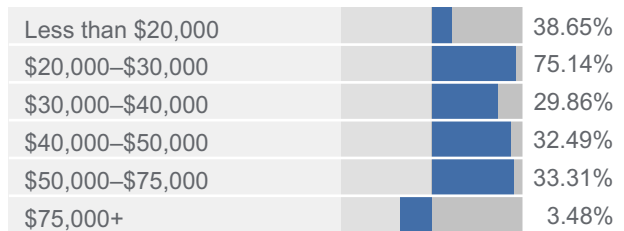
Estimated household income



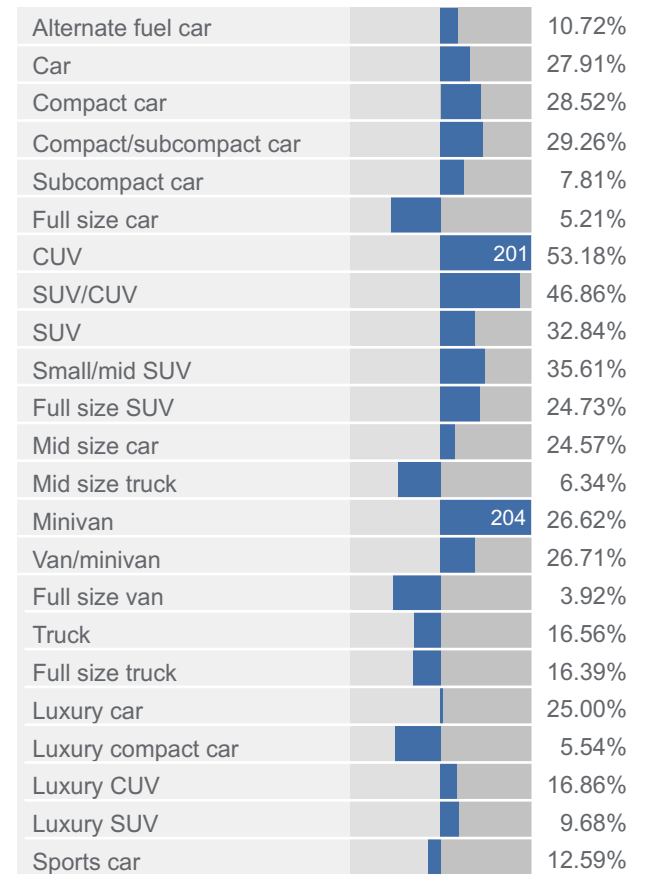
Purchase/lease



Purchase/lease price



Vehicle type owned



B10 Cosmopolitan Achievers

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

🏠 1.59% | 1.95% 👤



Who we are

Head of household age 🎂

36–45

163 | 29.0%

Type of property 🏠

Single family

97 | 86.7%

Est. Household income 💰

\$125,000–\$149,999

197 | 16.8%

Purchase/lease price 🚗

\$50,000–\$75,000

238 | 41.6%

When purchased 📅

48+ months ago

97 | 33.4%

Vehicle age 🚗

0–5 years

152 | 55.5%

Channel preference



203



55



12



145



128



123

Technology adoption



Journeymen

Key features

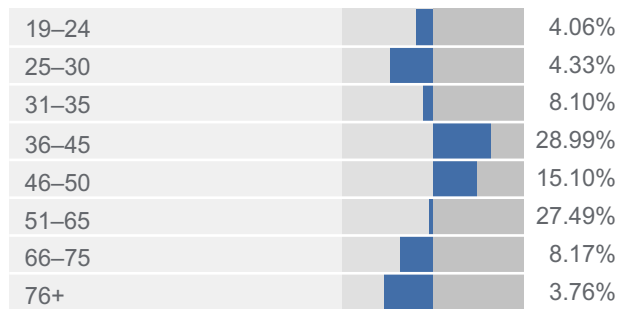
- Bilingual
- Luxury living
- Soccer fans
- Two family properties
- In the market for compact/subcompact cars
- Own alternate fuel cars



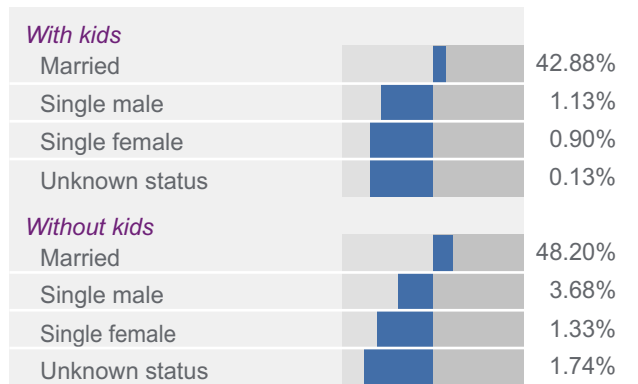
B10 Cosmopolitan Achievers

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

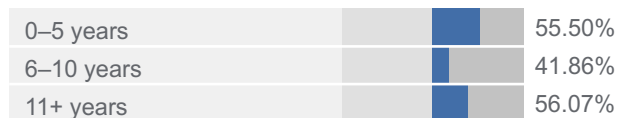
Head of household age



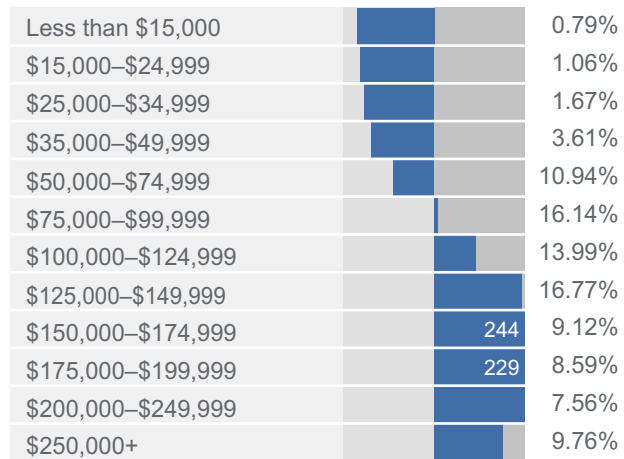
Family structure



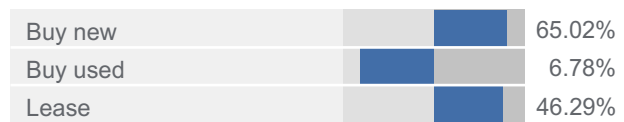
Vehicle age



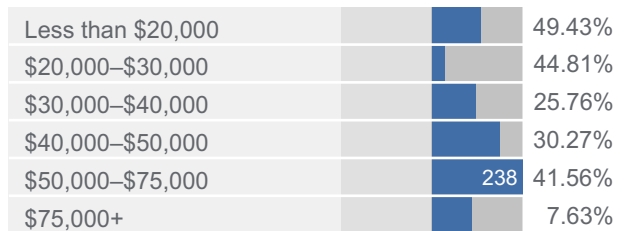
Estimated household income



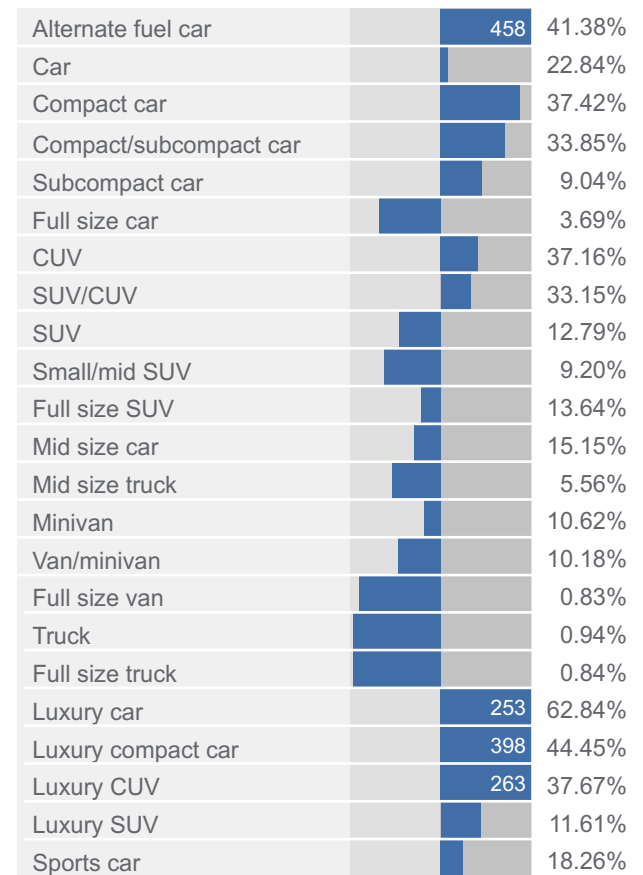
Purchase/lease



Purchase/lease price



Vehicle type owned



C11 Sophisticated City Dwellers

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

🏠 2.27% | 3.49% 👤



Who we are

Head of household age 🎂

51–65
304 | 87.3%

Type of property 🏠

Single family
111 | 99.2%

Est. Household income 💰

\$125,000–\$149,999
231 | 19.7%

Purchase/lease price 🚗

\$20,000–\$30,000
208 | 81.5%

When purchased 📅

48+ months ago
230 | 79.0%

Vehicle age 🚗

6–10 years
231 | 81.7%

Channel preference



16



114



2



12



151



171

Technology adoption



Apprentices

Key features

- Affluent
- Highly educated
- Upscale housing
- Nearing retirement
- Keep vehicles for a few years
- Own sports cars



C11 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		
Married	234	93.17%
Single male		1.48%
Single female		0.80%
Unknown status		2.74%

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%

Vehicle type owned

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%

C12 Golf Carts and Gourmets

Thriving retirees and empty-nesters in comfortable communities

🏠 0.66% | 0.69% 👤



Who we are

Head of household age 🎂

66–75
310 | 39.8%

Type of property 🏠

Multi-family:
101+ units
402 | 5.5%

Est. Household income 💰

\$250,000+
247 | 13.7%

Purchase/lease price 🚗

\$50,000–\$75,000
368 | 64.4%

When purchased 📅

48+ months ago
92 | 31.7%

Vehicle age 🚗

11+ years
195 | 78.6%

Channel preference



35



183



0



19



231



50

Technology adoption



Novices

Key features

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



C12 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	
Married	77.78%
Single male	0.65%
Single female	0.20%
Unknown status	228 16.40%

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%

Vehicle type owned

Alternate fuel car	328 29.58%
Car	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%
Sports car	252 36.83%

C13 Philanthropic Sophisticates

Mature, upscale couples in suburban homes

🏠 3.67% | 4.35% 👤



Who we are

Head of household age 🎂

66–75

234 | 30.0%

Type of property 🏠

Single family

108 | 96.8%

Est. Household income 💰

\$100,000–\$124,999

161 | 15.4%

Purchase/lease price 🚗

\$50,000–\$75,000

314 | 55.0%

When purchased 📅

48+ months ago

140 | 48.0%

Vehicle age 🚗

11+ years

182 | 73.0%

Channel preference



58



116



1



55



223



118

Technology adoption



Apprentices

Key features

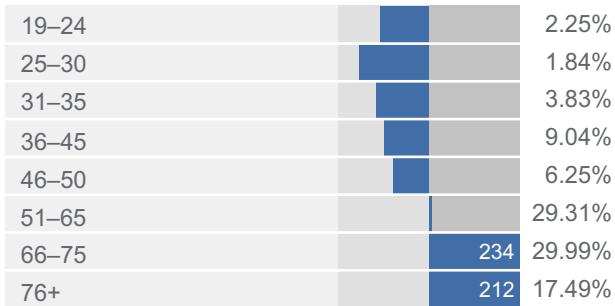
- Retiring in comfort
- Experienced travelers
- Art connoisseurs
- Philanthropic
- Unlikely to buy used vehicles
- In the market for luxury cars and compact cars



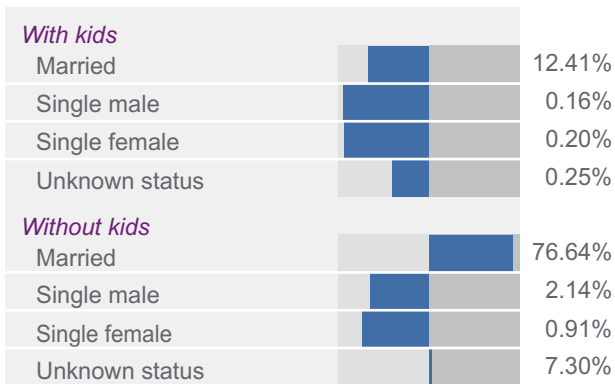
C13 Philanthropic Sophisticates

Mature, upscale couples in suburban homes

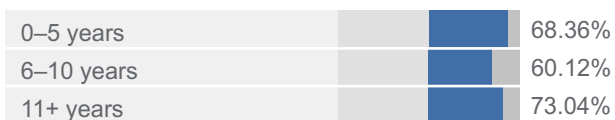
Head of household age



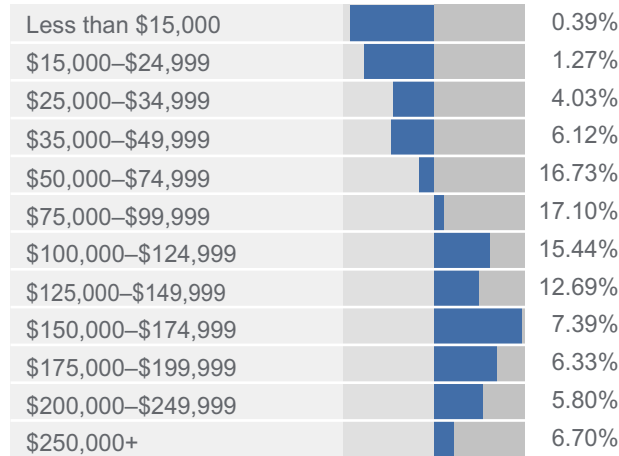
Family structure



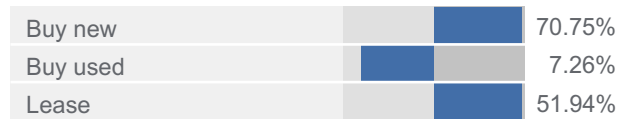
Vehicle age



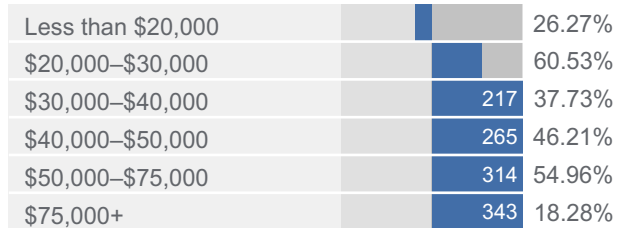
Estimated household income



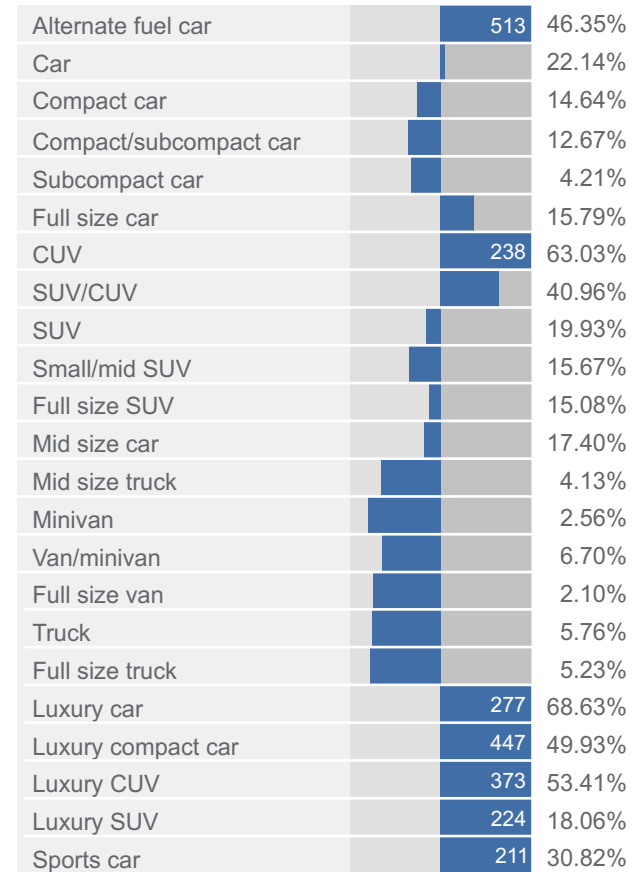
Purchase/lease



Purchase/lease price



Vehicle type owned



C14 Boomers and Boomerangs

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

🏠 1.23% | 2.25% 👤



Who we are

Head of household age 🎂

51–65
284 | 81.6%

Type of property 🏠

Single family
111 | 99.2%

Est. Household income 💰

\$75,000–\$99,999
167 | 25.9%

Purchase/lease price 🚗

\$20,000–\$30,000
208 | 81.5%

When purchased 📅

48+ months ago
244 | 83.8%

Vehicle age 🚗

6–10 years
243 | 86.0%

Channel preference



22



103



17



20



94



261

Technology adoption



Apprentices

Key features

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



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	
Married	21.59%
Single male	0.14%
Single female	0.03%
Unknown status	0.07%

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	208 81.54%
\$30,000–\$40,000	237 41.26%
\$40,000–\$50,000	222 38.65%
\$50,000–\$75,000	28.23%
\$75,000+	3.44%

Vehicle type owned

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%

D15 Sport Utility Families

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

🏠 1.32% | 1.66% 👤



Who we are

Head of household age 🎂

36–45

318 | 56.8%

Type of property 🏠

Single family

111 | 99.0%

Est. Household income 💰

\$125,000–\$149,999

273 | 23.3%

Purchase/lease price 🚗

\$20,000–\$30,000

157 | 61.4%

When purchased 📅

25–36 months ago

235 | 80.0%

Vehicle age 🚗

6–10 years

214 | 75.8%

Channel preference



76



97



23



45



85



149

Technology adoption



Apprentices

Key features

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



D15 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	
Married	9.72%
Single male	0.01%
Single female	0.00%
Unknown status	0.00%

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%

Vehicle type owned

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%

D16 Settled in Suburbia

Upper middle-class family units living comfortably in established suburbs

🏠 1.58% | 2.32% 👤



Who we are

Head of household age 🎂

36–45
164 | 29.2%

Type of property 🏠

Single family
109 | 97.8%

Est. Household income 💰

\$75,000–\$99,999
138 | 21.4%

Purchase/lease price 🚗

\$20,000–\$30,000
208 | 81.3%

When purchased 📅

48+ months ago
194 | 66.5%

Vehicle age 🚗

6–10 years
198 | 70.3%

Channel preference



72



140



4



66



140



182

Technology adoption



Apprentices

Key features

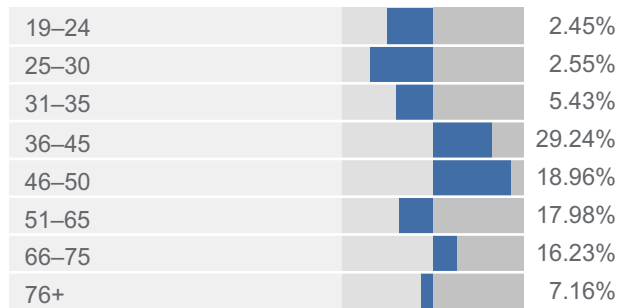
- Comfortable lifestyles
- Young children
- Large households
- Do-it-yourselfers
- Own cars and minivans
- In the market to lease non-luxury vehicles



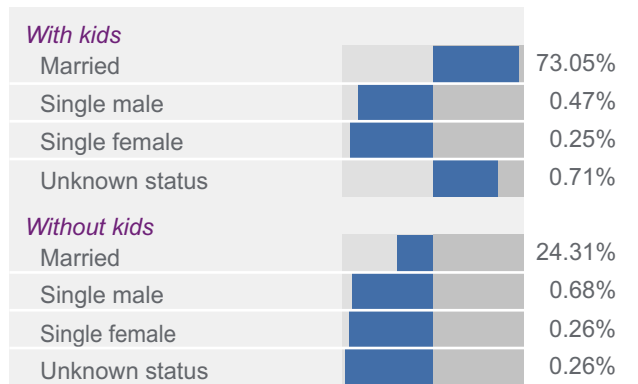
D16 Settled in Suburbia

Upper middle-class family units living comfortably in established suburbs

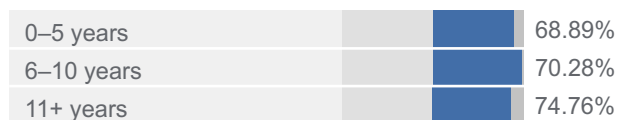
Head of household age



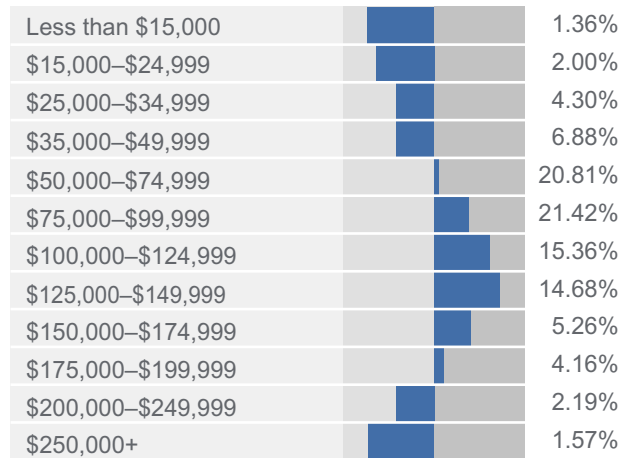
Family structure



Vehicle age



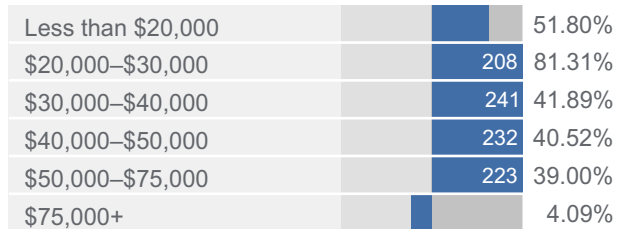
Estimated household income



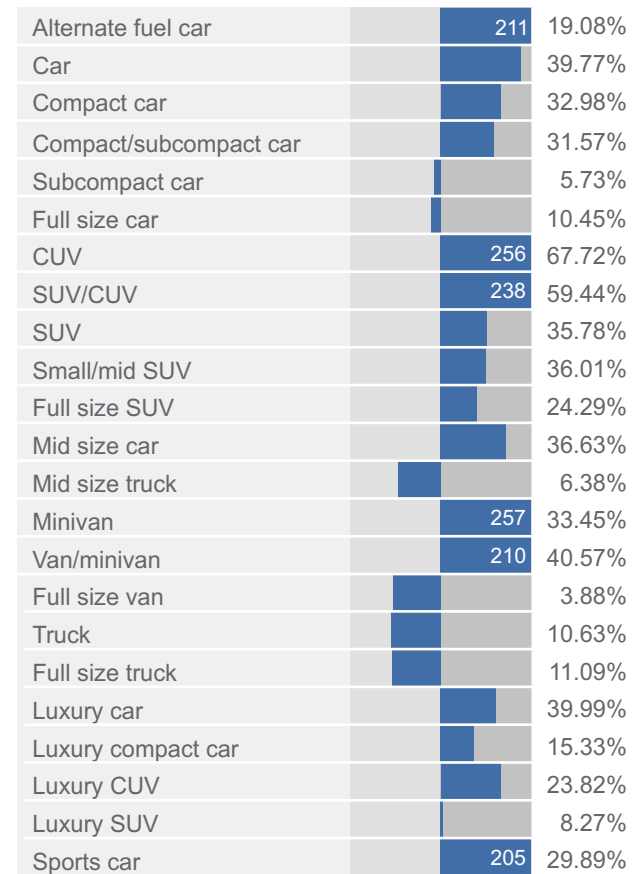
Purchase/lease



Purchase/lease price



Vehicle type owned



D17 Cul de Sac Diversity

Cultured families settled in new suburban neighborhoods

🏠 0.99% | 0.90% 👤



Who we are

Head of household age 🎂

36–45
389 | 69.4%

Type of property 🏠

Single family
110 | 98.4%

Est. Household income 💰

\$100,000–\$124,999
218 | 20.9%

Purchase/lease price 🚗

Less than \$20,000
162 | 51.9%

When purchased 📅

25–36 months ago
151 | 51.4%

Vehicle age 🚗

11+ years
168 | 67.7%

Channel preference



219



105



230



260



65



55

Technology adoption



Journeymen

Key features

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



D17 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%
Single male	0.07%
Single female	0.10%
Unknown status	0.01%

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%

Vehicle type owned

Alternate fuel car	7.36%
Car	8.24%
Compact car	24.32%
Compact/subcompact car	25.11%
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%

D18 Suburban Nightlife

Upper established couples and families living mainly in the metropolitan cities

🏠 1.69% | 2.16% 👤



Who we are

Head of household age 🎂

51–65
129 | 37.0%

Type of property 🏠

Single family
108 | 96.7%

Est. Household income 💰

\$50,000–\$74,999
143 | 28.4%

Purchase/lease price 🚗

Less than \$20,000
142 | 45.6%

When purchased 📅

48+ months ago
147 | 50.4%

Vehicle age 🚗

6–10 years
109 | 38.8%

Channel preference



233



124



112



81



56



169

Technology adoption



Wizards

Key features

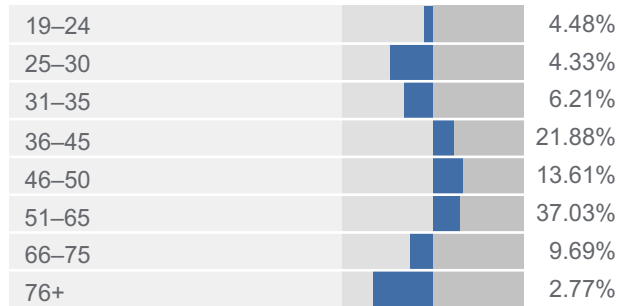
- Tech-wizards
- Politically liberal
- R&B music
- Status-seekers
- Not in the market for expensive vehicles
- Own mid- and full-size cars



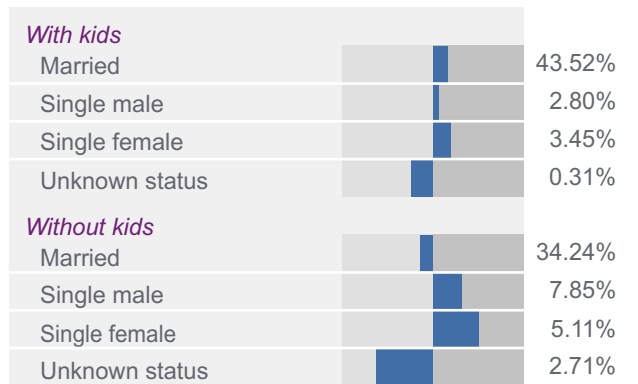
D18 Suburban Nightlife

Upper established couples and families living mainly in the metropolitan cities

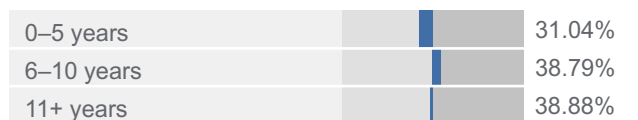
Head of household age



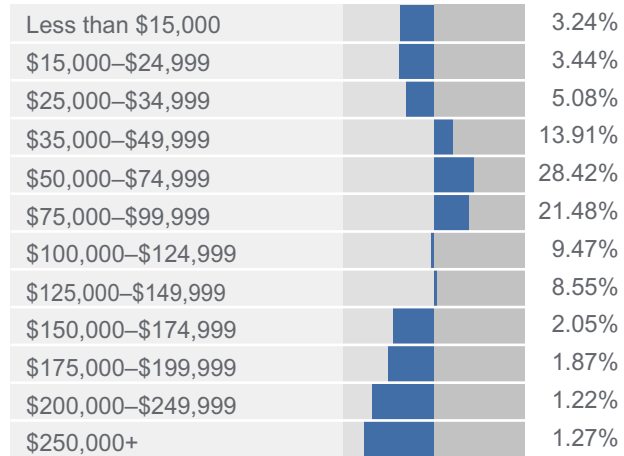
Family structure



Vehicle age



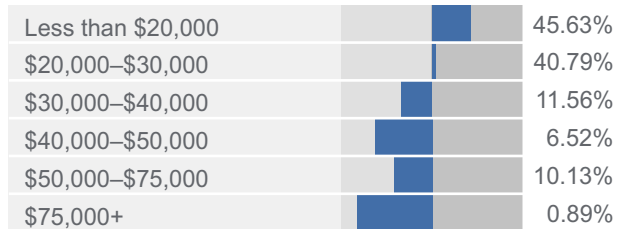
Estimated household income



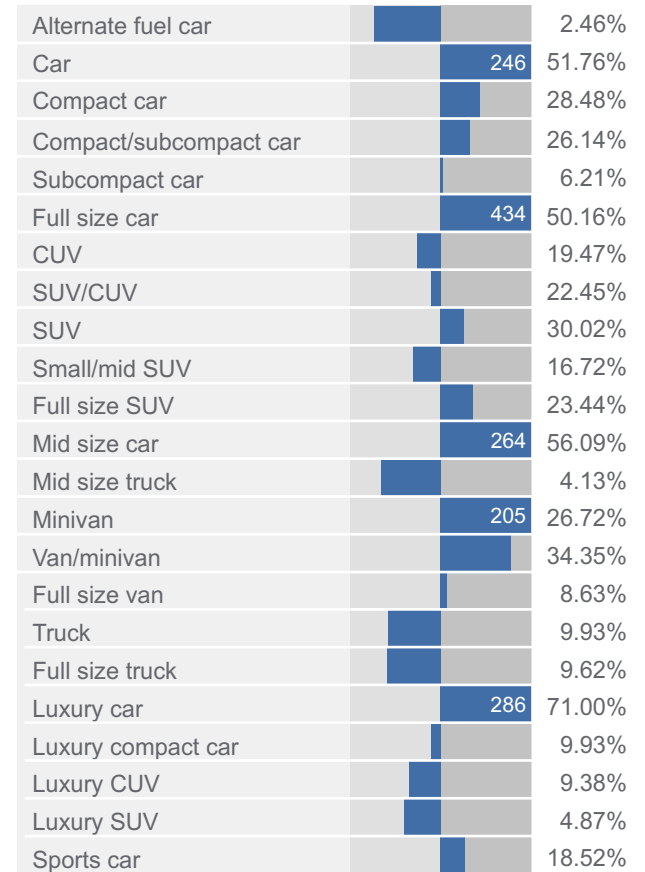
Purchase/lease



Purchase/lease price



Vehicle type owned



E19 Consummate Consumers

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

🏠 1.36% | 1.17% 👤



Who we are

Head of household age 🎂 51–65 180 51.8%	Type of property 🏠 Multi-family: 20–49 units 741 6.4%
Est. Household income 💰 \$50,000–\$74,999 101 20.0%	Purchase/lease price 🚗 \$20,000–\$30,000 126 49.4%
When purchased 📅 48+ months ago 74 25.5%	Vehicle age 🚗 11+ years 103 41.4%

Channel preference



Key features

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

Technology adoption



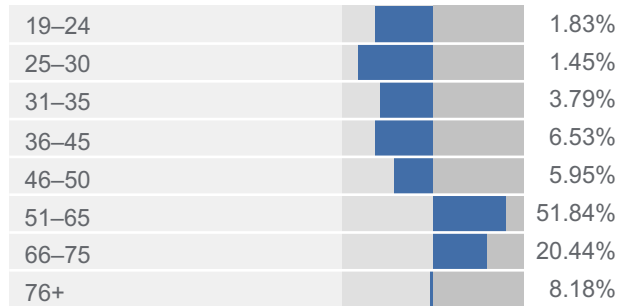
Journeymen



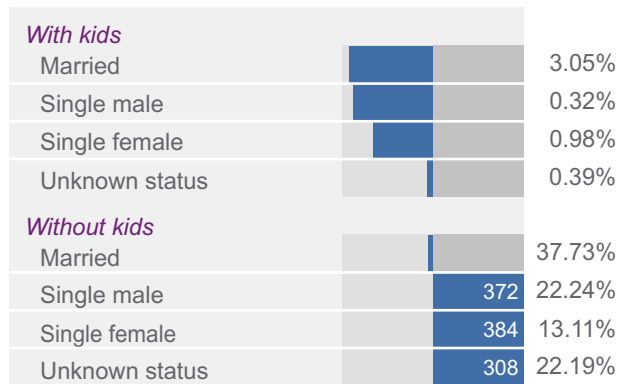
E19 Consummate Consumers

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

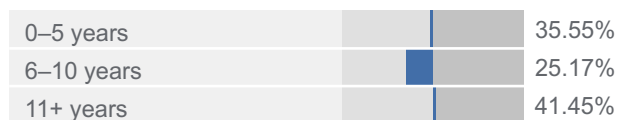
Head of household age



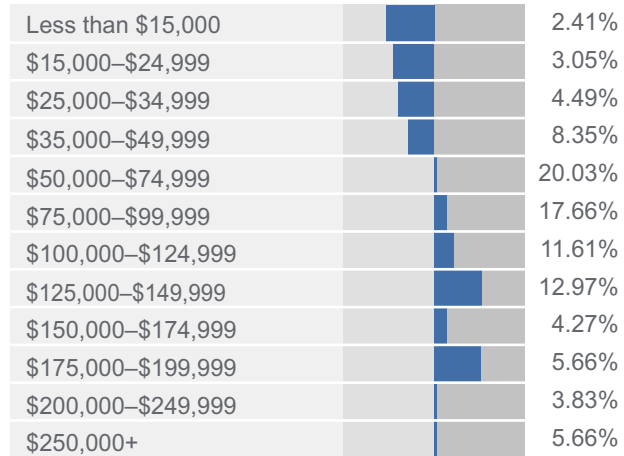
Family structure



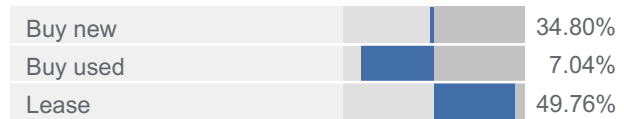
Vehicle age



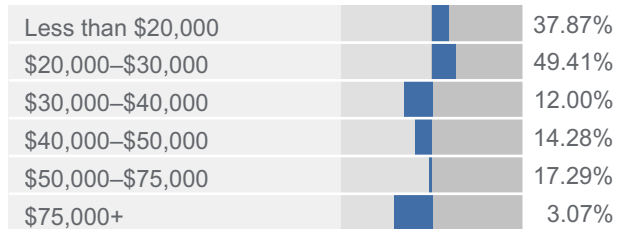
Estimated household income



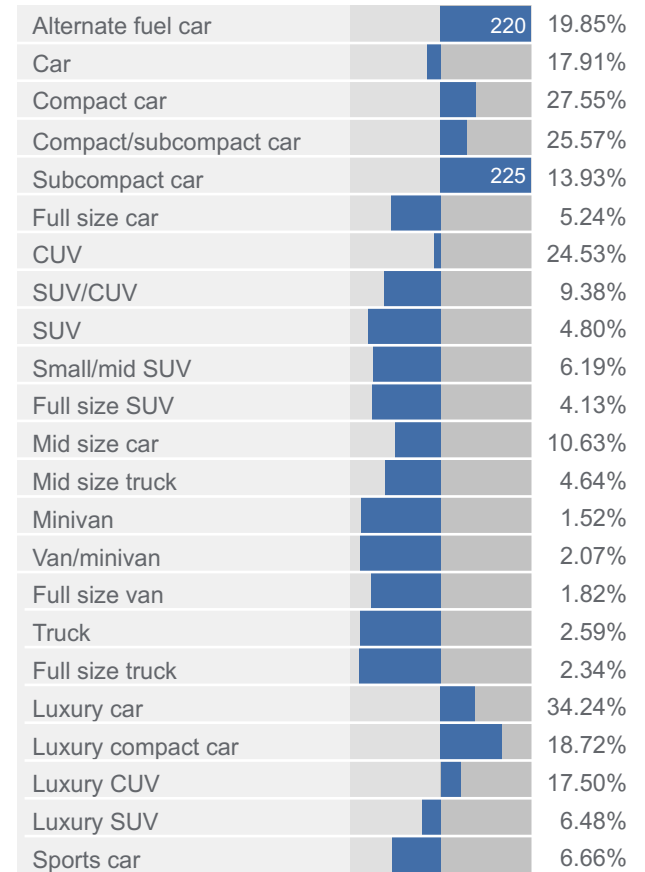
Purchase/lease



Purchase/lease price



Vehicle type owned



E20 No Place Like Home

Older, established multi-generational households in suburban areas

🏠 2.01% | 3.22% 👤



Who we are

Head of household age 🎂 51–65 169 48.6%	Type of property 🏠 Single family 110 98.6%
Est. Household income 💰 \$75,000–\$99,999 160 24.8%	Purchase/lease price 🚗 \$20,000–\$30,000 176 68.8%
When purchased 📅 37–48 months ago 182 62.8%	Vehicle age 🚗 6–10 years 184 65.1%

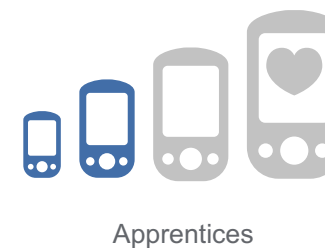
Channel preference



Key features

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

Technology adoption



E20 No Place Like Home

Older, established multi-generational households in suburban areas

🏠 2.01% | 3.22% 👤

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

<i>With kids</i>	
Married	24.19%
Single male	0.62%
Single female	0.29%
Unknown status	0.09%
<i>Without kids</i>	
Married	65.55%
Single male	5.48%
Single female	1.48%
Unknown status	2.29%

Vehicle age

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

Estimated household income

Less than \$15,000	2.31%
\$15,000–\$24,999	2.42%
\$25,000–\$34,999	3.12%
\$35,000–\$49,999	8.16%
\$50,000–\$74,999	26.22%
\$75,000–\$99,999	24.82%
\$100,000–\$124,999	14.65%
\$125,000–\$149,999	9.70%
\$150,000–\$174,999	2.86%
\$175,000–\$199,999	2.61%
\$200,000–\$249,999	1.55%
\$250,000+	1.57%

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%

Vehicle type owned

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%

E21 Unspoiled Splendor

Comfortably established baby boomer couples in town and country communities

🏠 2.13% | 2.87% 👤



Who we are

Head of household age 🎂

51–65

317 | 91.1%

Type of property 🏠

Single family

110 | 98.5%

Est. Household income 💰

\$50,000–\$74,999

153 | 30.4%

Purchase/lease price 🚗

\$20,000–\$30,000

133 | 52.1%

When purchased 📅

48+ months ago

239 | 81.9%

Vehicle age 🚗

6–10 years

187 | 66.3%

Channel preference



11



86



4



5



37



90

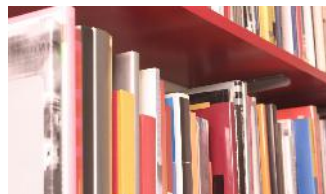
Technology adoption



Apprentices

Key features

- Price-conscious
- Politically conservative
- Do-it-yourselfers
- Racing fanatics
- Own vans and trucks
- Keep vehicles for a few years



E21 Unspoiled Splendor

Comfortably established baby boomer couples in town and country communities

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	91.10% (317)
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	
Married	88.55% (222)
Single male	1.36%
Single female	0.72%
Unknown status	5.02%

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%

Vehicle type owned

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	51.54% (206)
SUV	55.36% (233)
Small/mid SUV	65.99% (275)
Full size SUV	24.08%
Mid size car	37.67%
Mid size truck	40.96% (342)
Minivan	15.96%
Van/minivan	41.81% (216)
Full size van	33.07% (409)
Truck	78.82% (337)
Full size truck	77.93% (333)
Luxury car	17.02%
Luxury compact car	1.21%
Luxury CUV	4.97%
Luxury SUV	5.45%
Sports car	44.14% (302)

F22 Fast Track Couples

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

🏠 3.11% | 2.54% 👤



Who we are

Head of household age 🎂

31–35
586 | 52.8%

Type of property 🏠

Single family
109 | 97.4%

Est. Household income 💰

\$100,000–\$124,999
232 | 22.1%

Purchase/lease price 🚗

\$20,000–\$30,000
116 | 45.5%

When purchased 📅

13–24 months ago
158 | 54.0%

Vehicle age 🚗

11+ years
145 | 58.3%

Channel preference



217



101



188



315



69



37

Technology adoption



Journeymen

Key features

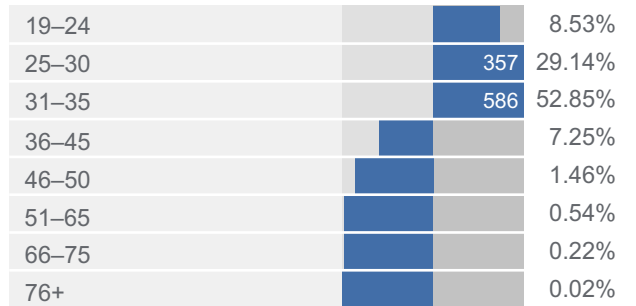
- Credit-aware
- Comfortable spender
- Active lifestyles
- Tech-savvy
- In the market for newer used vehicles
- Unlikely to own regular cars



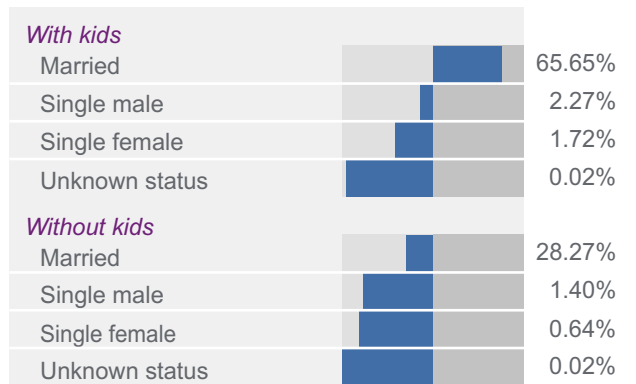
F22 Fast Track Couples

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

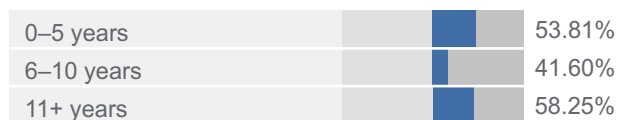
Head of household age



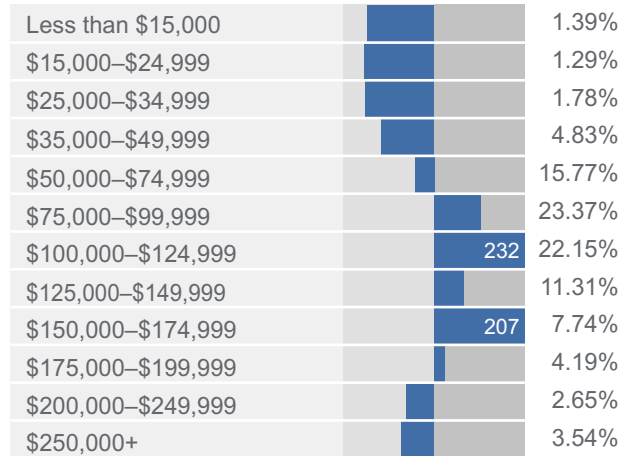
Family structure



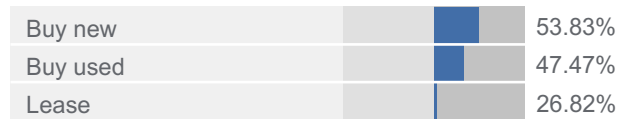
Vehicle age



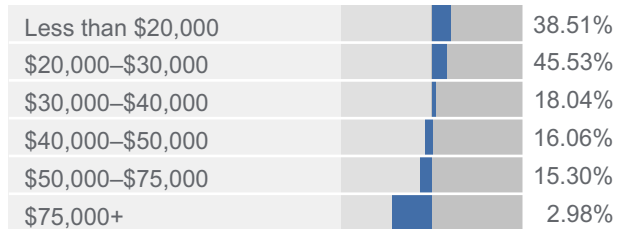
Estimated household income



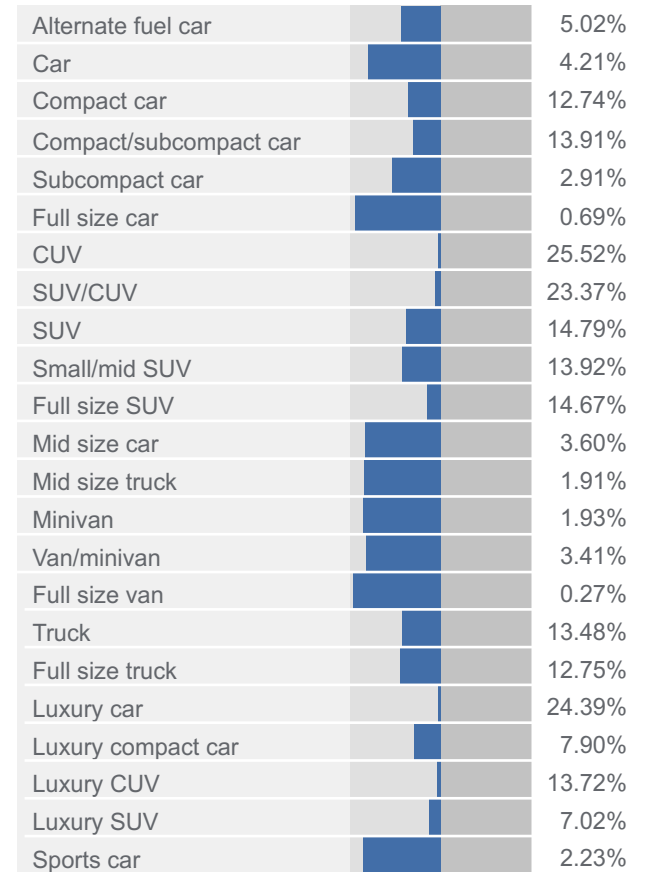
Purchase/lease



Purchase/lease price



Vehicle type owned



F23 Families Matter Most

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

🏠 0.77% | 0.88% 👤



Who we are

Head of household age 🎂 31–35 420 37.8%	Type of property 🏠 Single family 110 98.1%
Est. Household income 💰 \$75,000–\$99,999 174 26.9%	Purchase/lease price 🚗 \$20,000–\$30,000 117 45.8%
When purchased 📅 37–48 months ago 206 71.0%	Vehicle age 🚗 6–10 years 166 58.7%

Channel preference

93	122	234
210	40	138

Key features

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

Technology adoption



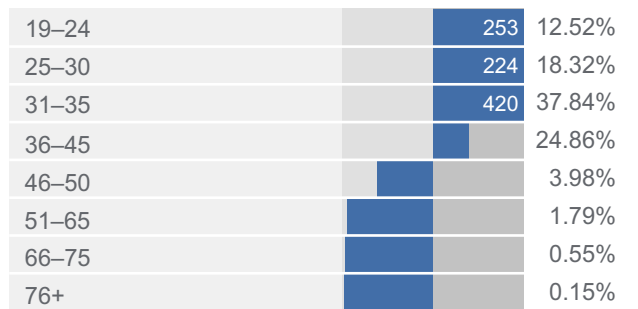
Wizards



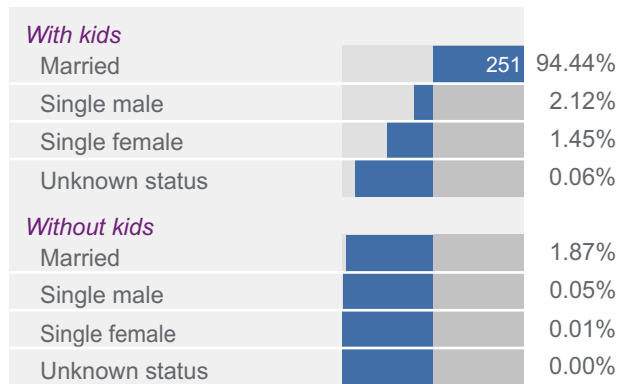
F23 Families Matter Most

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

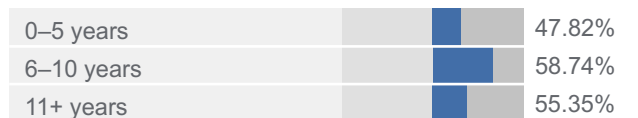
Head of household age



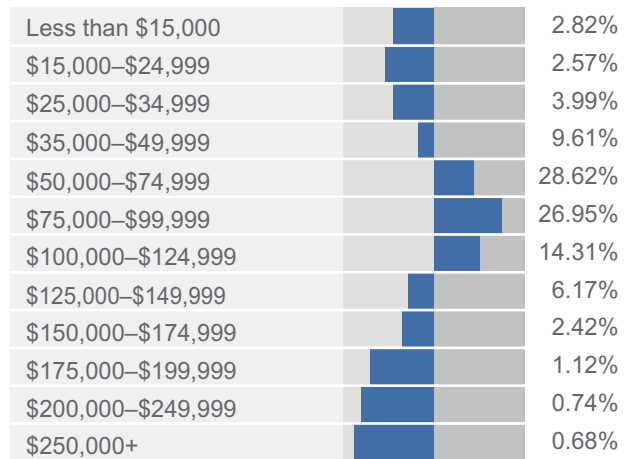
Family structure



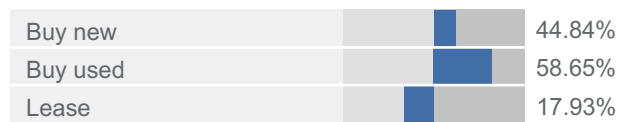
Vehicle age



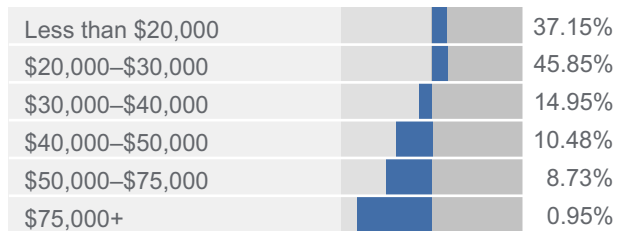
Estimated household income



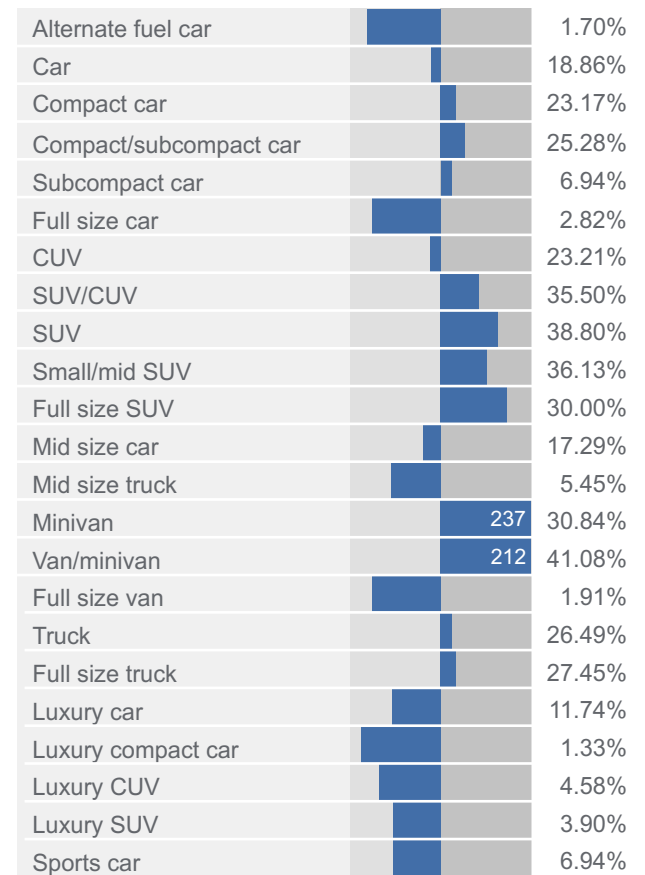
Purchase/lease



Purchase/lease price



Vehicle type owned



G24 Ambitious Singles

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

🏠 1.29% | 0.81% 👤



Who we are

Head of household age

31–35
273 | 24.6%

Type of property

Multi-family:
5–9 units
281 | 5.8%

Est. Household income

\$75,000–\$99,999
144 | 22.4%

Purchase/lease price

Less than \$20,000
128 | 41.0%

When purchased

7–12 months ago
53 | 17.1%

Vehicle age

11+ years
80 | 32.0%

Channel preference



136



69



82



231



120



40

Technology adoption



Journeymen

Key features

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



G24 Ambitious Singles

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

🏠 1.29% | 0.81% 👤

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		
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%

Vehicle type owned

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%

G25 Urban Edge

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

🏠 1.66% | 0.89% 👤



Who we are

Head of household age 🎂

31–35
375 | 33.8%

Type of property 🏠

Multi-family:
101+ units
1561 | 21.5%

Est. Household income 💰

\$125,000–\$149,999
173 | 14.8%

Purchase/lease price 🚗

Less than \$20,000
141 | 45.1%

When purchased 📅

13–24 months ago
21 | 7.2%

Vehicle age 🚗

11+ years
88 | 35.5%

Channel preference



185



8



98



430



244



28

Technology adoption



Journeymen

Key features

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

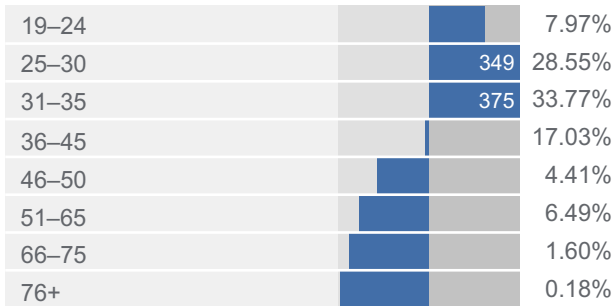


G25 Urban Edge

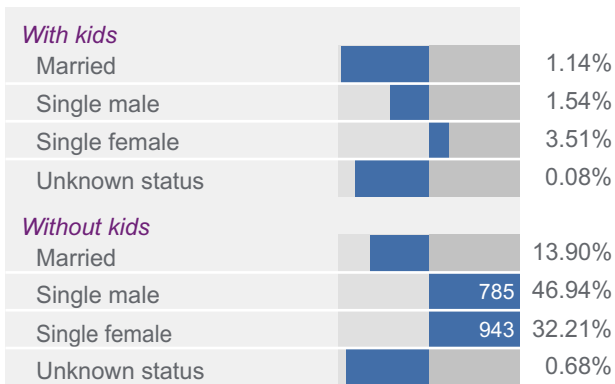
Lively, up-and-coming singles living big city lifestyles located within top MSA markets

🏠 1.66% | 0.89% 👤

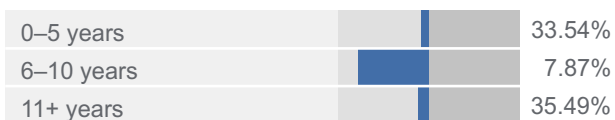
Head of household age



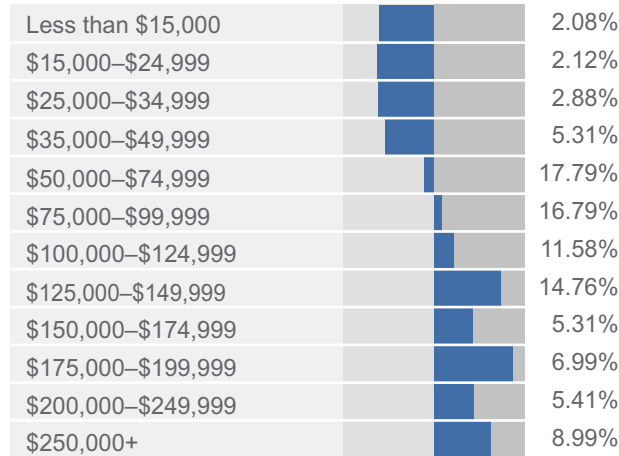
Family structure



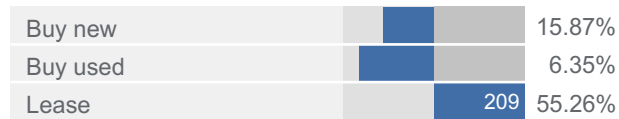
Vehicle age



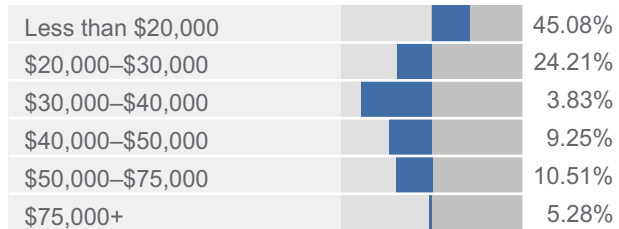
Estimated household income



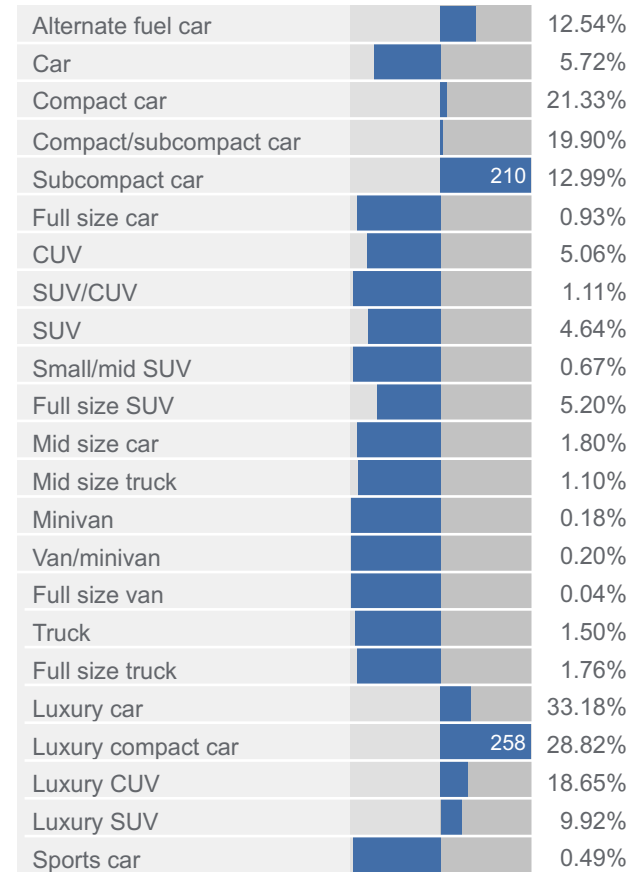
Purchase/lease



Purchase/lease price



Vehicle type owned



H26 Progressive Assortment

Mature couples with comfortable and active lives in established suburbs

Home 1.85% | 2.11% Profile



Who we are

Head of household age <p>51–65</p> <p>137 39.5%</p>	Type of property <p>Single family</p> <p>102 91.3%</p>
Est. Household income <p>\$75,000–\$99,999</p> <p>144 22.4%</p>	Purchase/lease price <p>Less than \$20,000</p> <p>149 47.7%</p>
When purchased <p>48+ months ago</p> <p>116 39.9%</p>	Vehicle age <p>11+ years</p> <p>88 35.5%</p>

Channel preference

98	110	21
73	39	112

Key features

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

Technology adoption



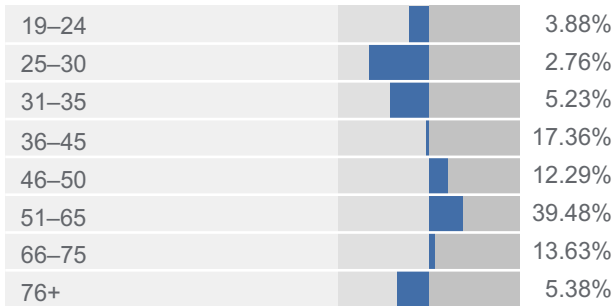
Wizards



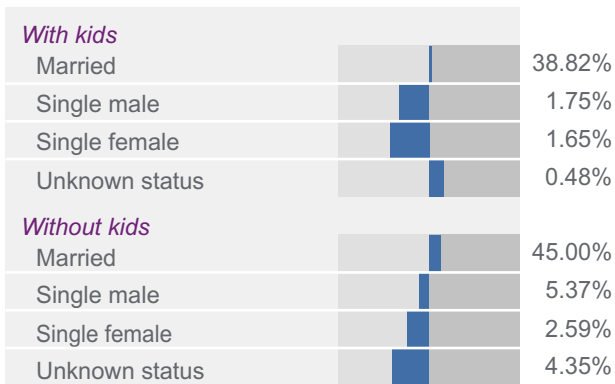
H26 Progressive Assortment

Mature couples with comfortable and active lives in established suburbs

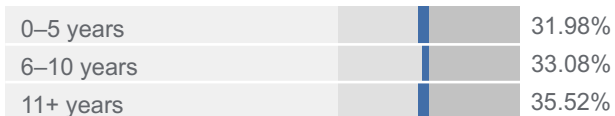
Head of household age



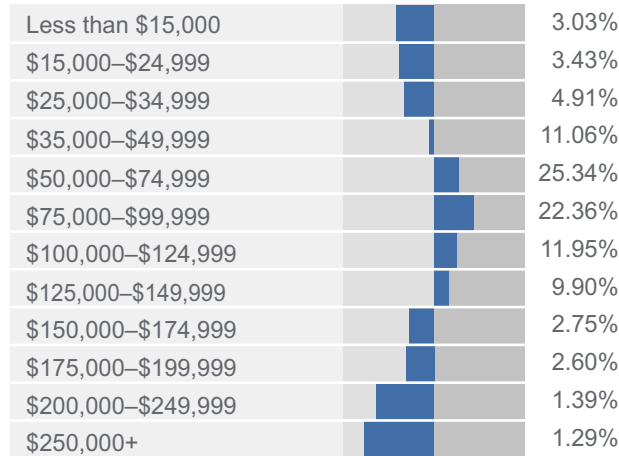
Family structure



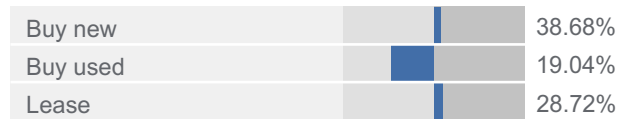
Vehicle age



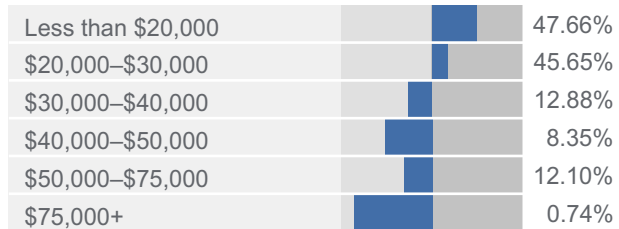
Estimated household income



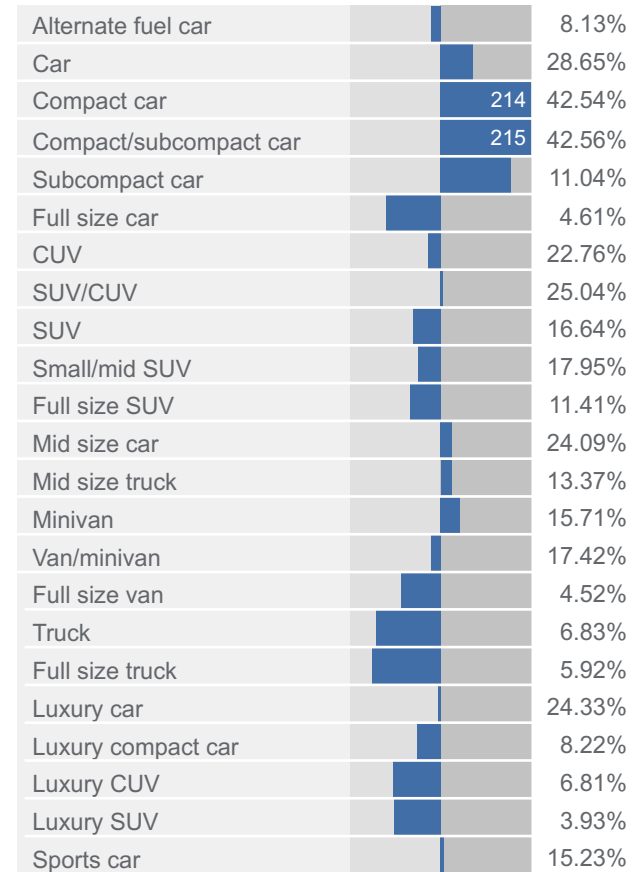
Purchase/lease



Purchase/lease price



Vehicle type owned



H27 Life of Leisure

Upper established couples living leisure lifestyles in small towns and cities

🏠 1.54% | 1.12% 👤



Who we are

Head of household age 🎂 46–50 244 25.0%	Type of property 🏠 Single family 107 95.7%
Est. Household income 💰 \$75,000–\$99,999 163 25.3%	Purchase/lease price 🚗 \$20,000–\$30,000 99 39.0%
When purchased 📅 25–36 months ago 104 35.4%	Vehicle age 🚗 11+ years 112 44.9%

Channel preference

107	168	12
101	81	33

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

Technology adoption



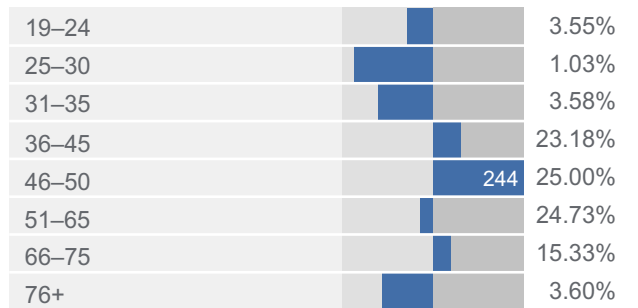
Journeymen



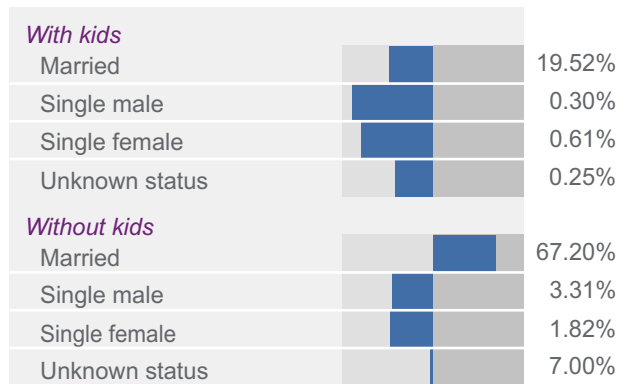
H27 Life of Leisure

Upper established couples living leisure lifestyles in small towns and cities

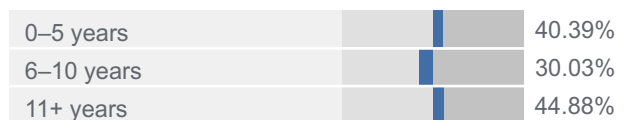
Head of household age



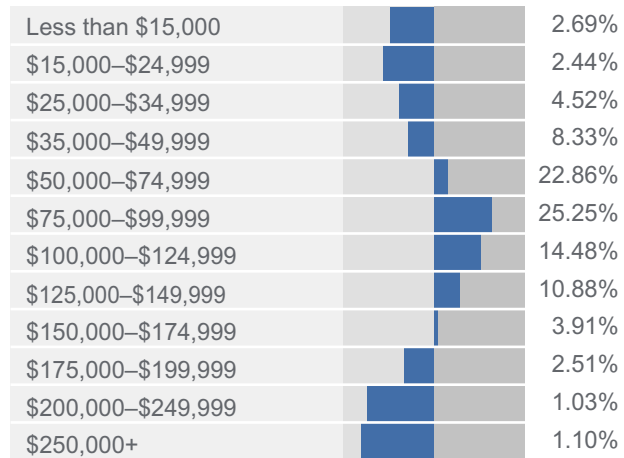
Family structure



Vehicle age



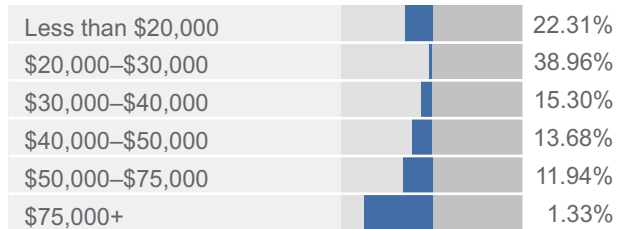
Estimated household income



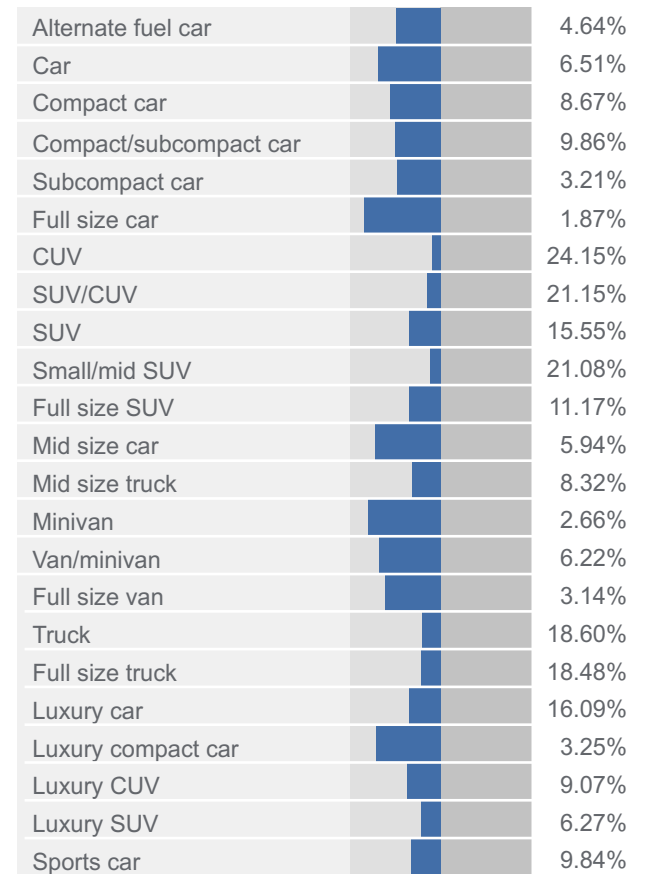
Purchase/lease



Purchase/lease price



Vehicle type owned



H28 Everyday Moderates

Families of all shapes and sizes living in metro-suburban settings

🏠 0.40% | 0.44% 👤



Who we are

Head of household age 🎂 51–65 135 38.8%	Type of property 🏠 Single family 111 99.3%
Est. Household income 💰 \$50,000–\$74,999 151 30.1%	Purchase/lease price 🚗 Less than \$20,000 154 49.2%
When purchased 📅 25–36 months ago 154 52.5%	Vehicle age 🚦 6–10 years 132 46.6%

Channel preference

<p>97</p>	<p>99</p>	<p>156</p>
<p>102</p>	<p>22</p>	<p>103</p>

Key features

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

Technology adoption

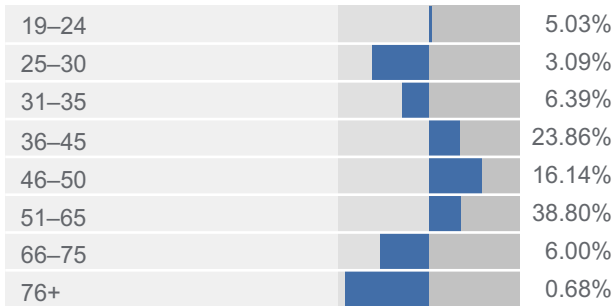
Journeymen



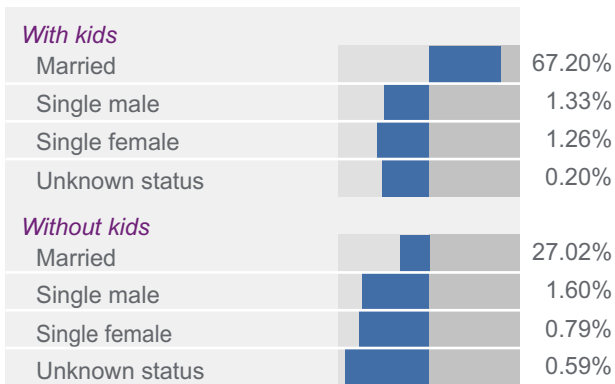
H28 Everyday Moderates

Families of all shapes and sizes living in metro-suburban settings

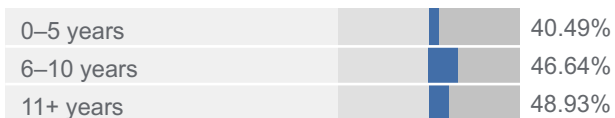
Head of household age



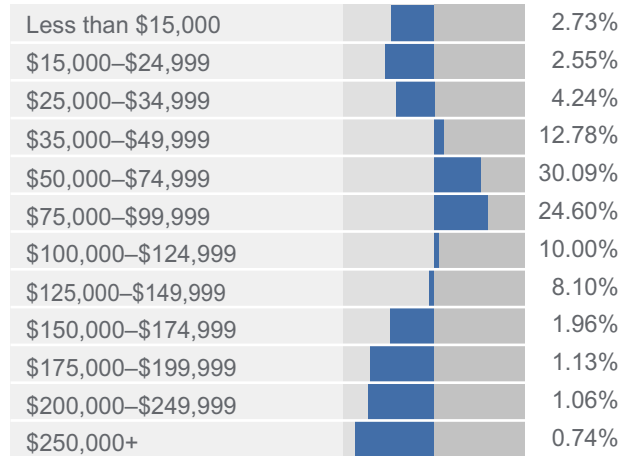
Family structure



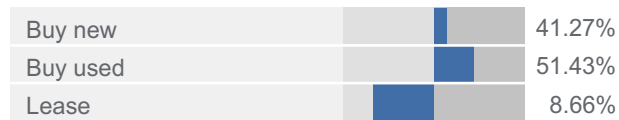
Vehicle age



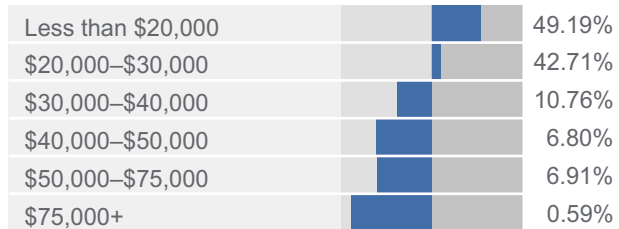
Estimated household income



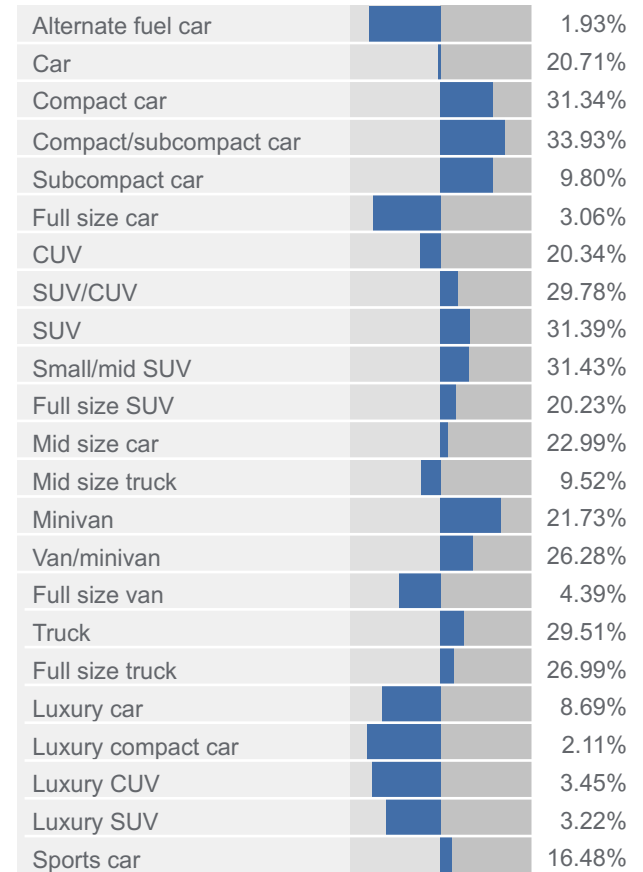
Purchase/lease



Purchase/lease price



Vehicle type owned



H29 Destination Recreation

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

🏠 0.81% | 0.58% 👤



Who we are

Head of household age

36–45
341 | 60.8%

Type of property

Single family
105 | 93.8%

Est. Household income

\$50,000–\$74,999
143 | 28.5%

Purchase/lease price

\$20,000–\$30,000
86 | 33.6%

When purchased

0–6 months ago
138 | 45.9%

Vehicle age

11+ years
83 | 33.2%

Channel preference



135



106



44



119



26



24

Technology adoption



Journeymen

Key features

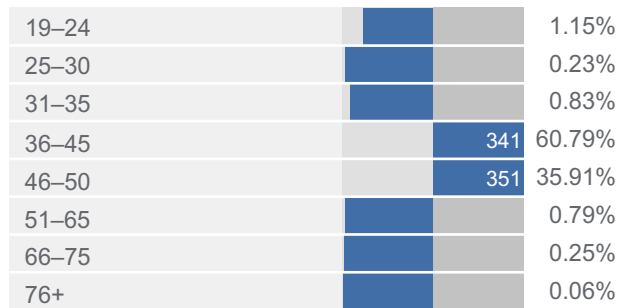
- Eclectic leisure interests
- Visit theme parks
- Middle-aged
- Sports focused
- Likely to be in the market for used vehicles
- Unlikely to own regular cars



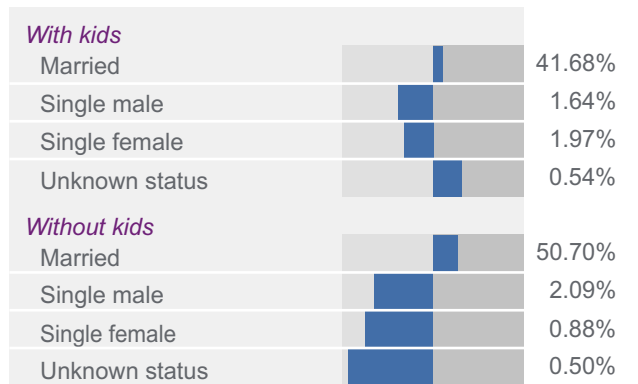
H29 Destination Recreation

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

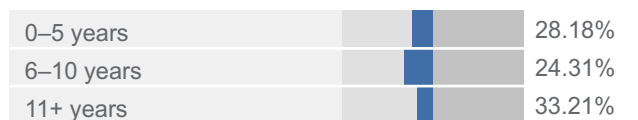
Head of household age



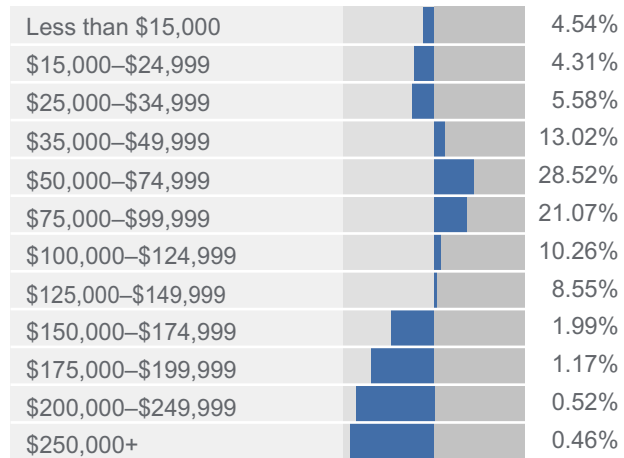
Family structure



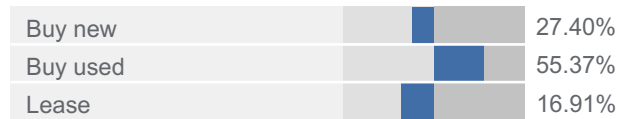
Vehicle age



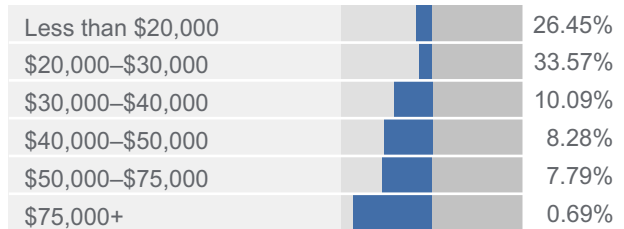
Estimated household income



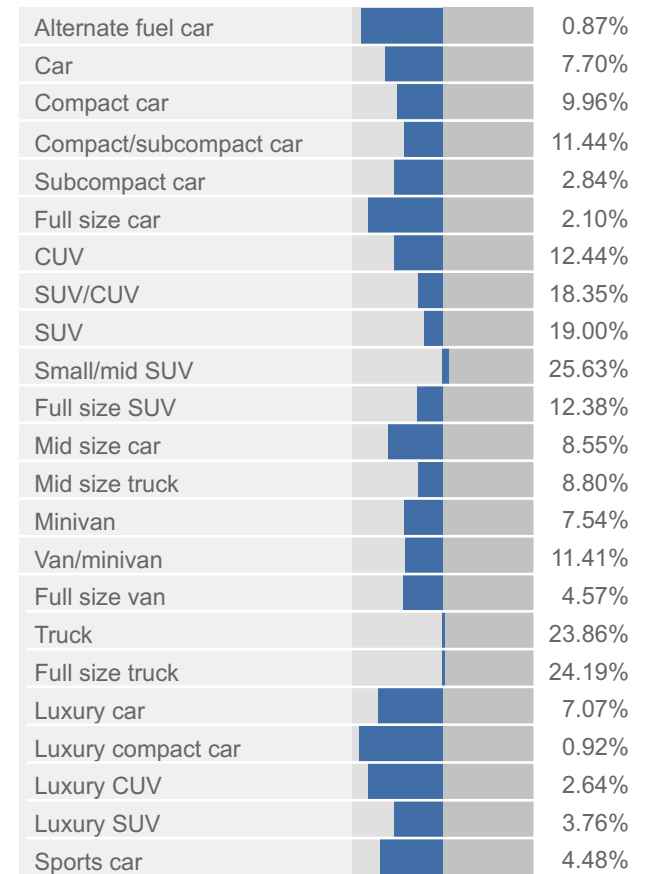
Purchase/lease



Purchase/lease price



Vehicle type owned



130 Potlucks and the Great Outdoors

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

🏠 1.90% | 2.59% 👤



Who we are

Head of household age 🎂 51–65 104 30.0%	Type of property 🏠 Single family 110 98.4%
Est. Household income 💰 \$50,000–\$74,999 141 28.2%	Purchase/lease price 🚗 \$20,000–\$30,000 107 41.7%
When purchased 📅 7–12 months ago 231 75.1%	Vehicle age 🚗 6–10 years 176 62.4%

Channel preference

📺 25	✉️ 60	📺 11
💬 10	@ 27	👍 132

Key features

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

Technology adoption

Apprentices

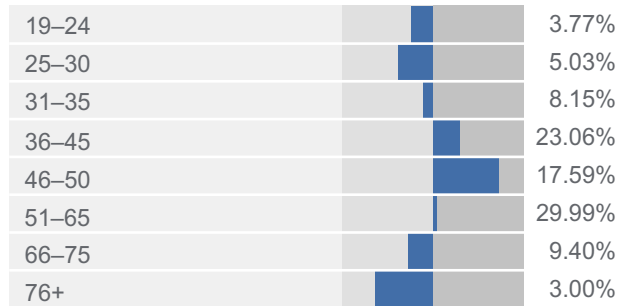


130

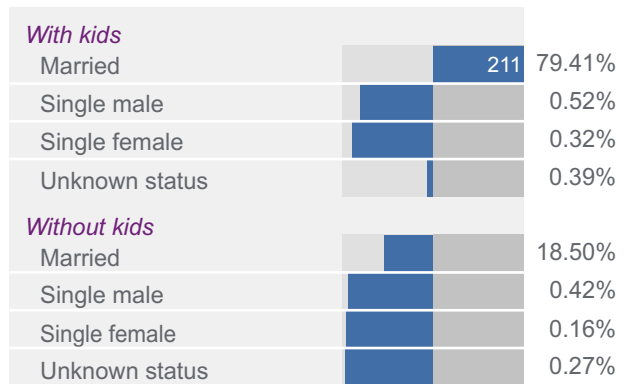
Potlucks and the Great Outdoors

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

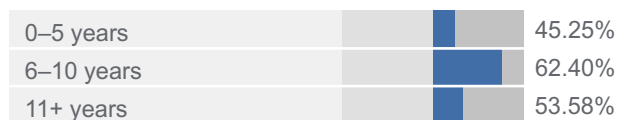
Head of household age



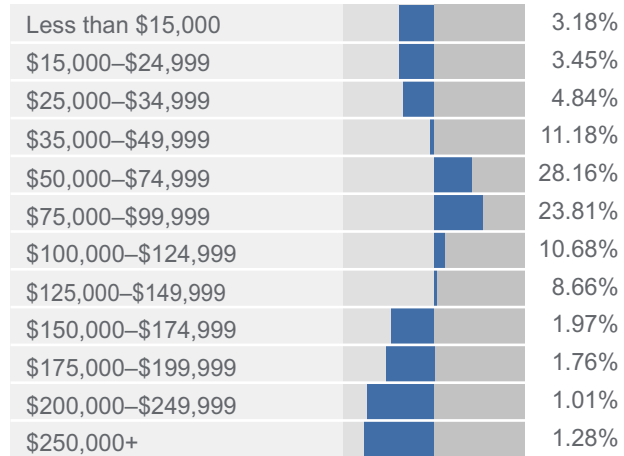
Family structure



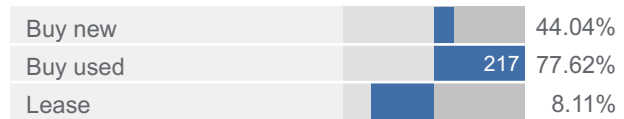
Vehicle age



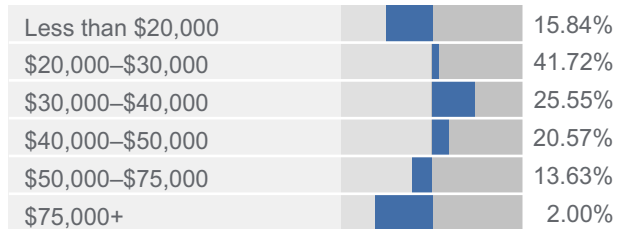
Estimated household income



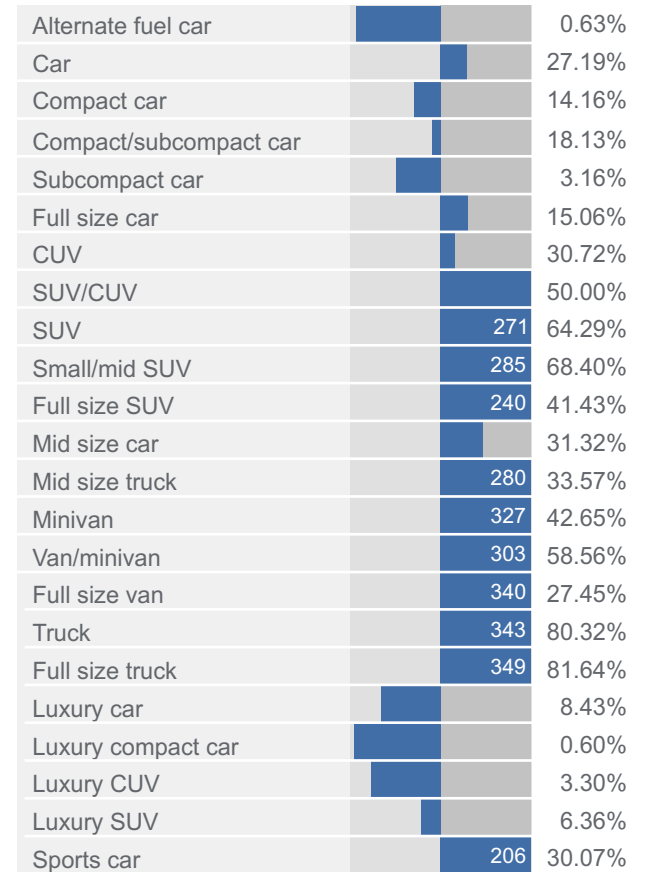
Purchase/lease



Purchase/lease price



Vehicle type owned



131 Hard Working Values

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

🏠 1.01% | 1.42% 👤



Who we are

Head of household age 🎂

36–45

195 | 34.7%

Type of property 🏠

Single family

110 | 98.6%

Est. Household income 💰

\$50,000–\$74,999

164 | 32.6%

Purchase/lease price 🚗

\$20,000–\$30,000

164 | 64.2%

When purchased 📅

48+ months ago

196 | 67.3%

Vehicle age 🚗

6–10 years

165 | 58.4%

Channel preference

TV

41

✉️

110

📺

42

💬

45

@

33

👍

187

Key features

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

Technology adoption



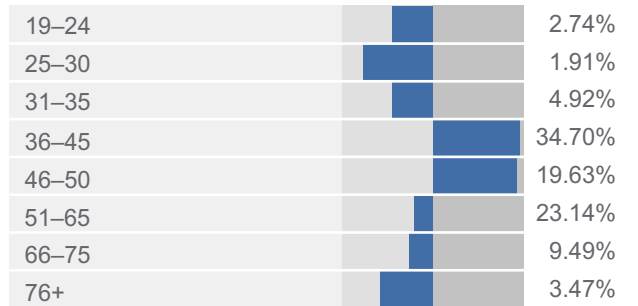
Apprentices



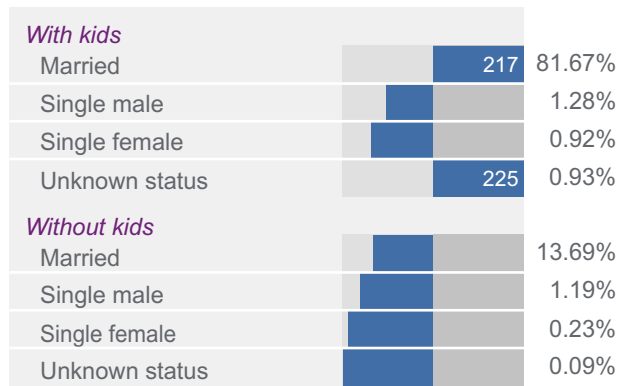
131 Hard Working Values

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

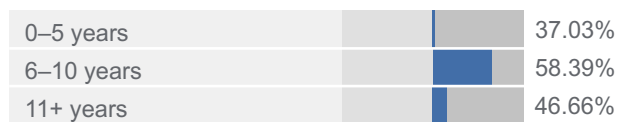
Head of household age



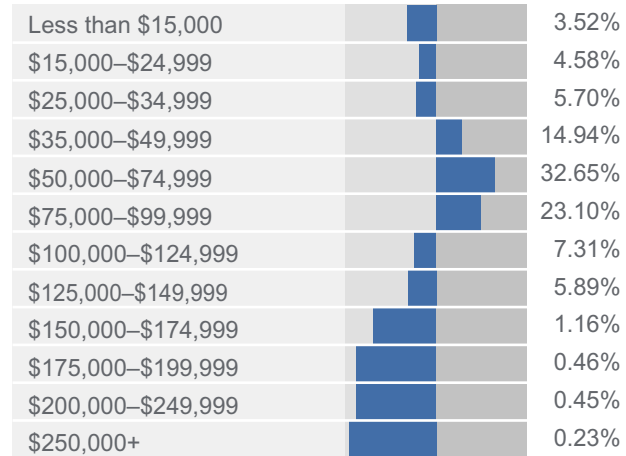
Family structure



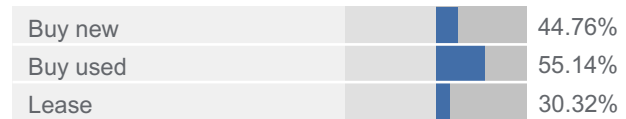
Vehicle age



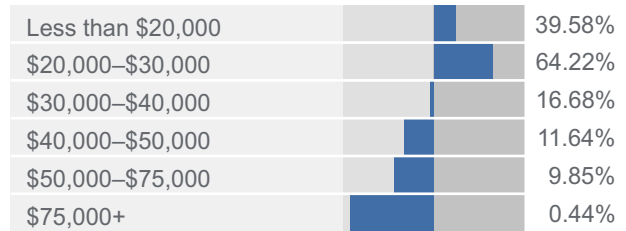
Estimated household income



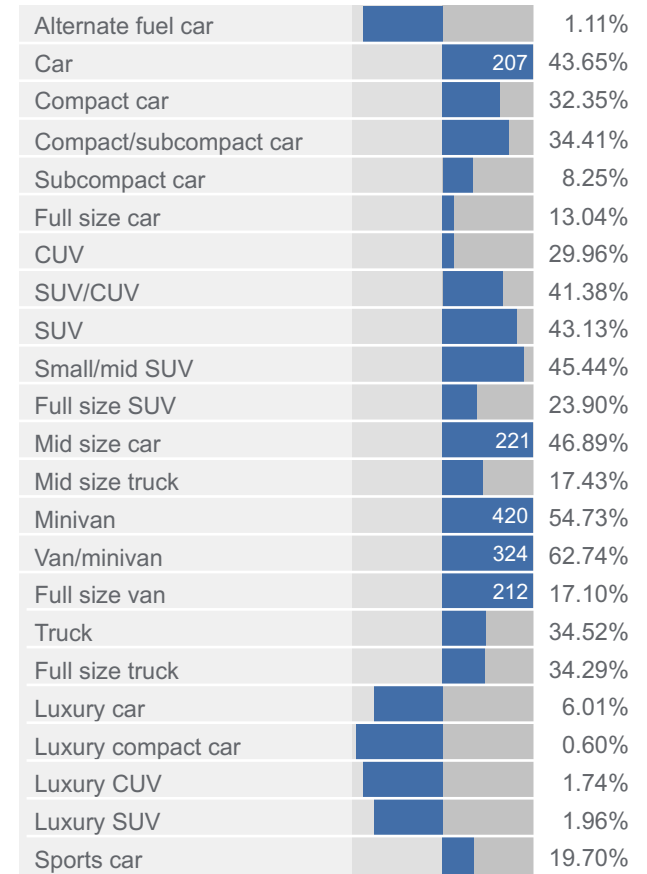
Purchase/lease



Purchase/lease price



Vehicle type owned



132 Steadfast Conventionalists

Conventional Gen X families living suburban and city lifestyles

🏠 1.56% | 1.91% 👤



Who we are

Head of household age 🎂 51–65 116 33.4%	Type of property 🏠 Multi-family: 5–9 units 381 7.8%
Est. Household income 💰 \$50,000–\$74,999 137 27.3%	Purchase/lease price 🚗 Less than \$20,000 143 45.9%
When purchased 📅 37–48 months ago 113 38.9%	Vehicle age 🚗 6–10 years 60 21.2%

Channel preference

📺 131	✉️ 74	📺 93
💬 88	@ 10	👍 111

Key features

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

Technology adoption



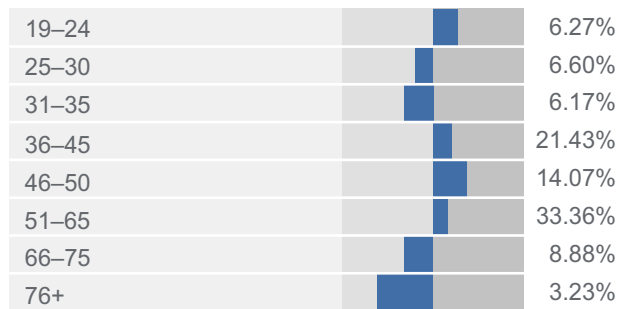
Wizards



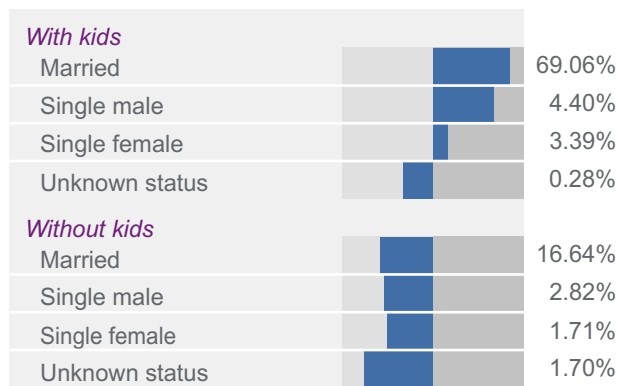
132 Steadfast Conventionalists

Conventional Gen X families living suburban and city lifestyles

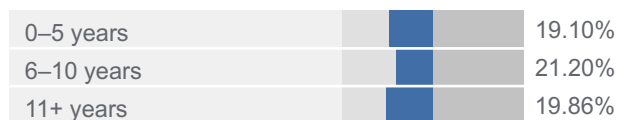
Head of household age



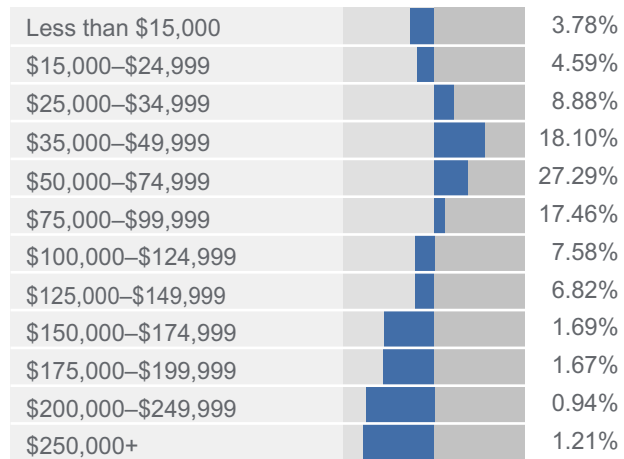
Family structure



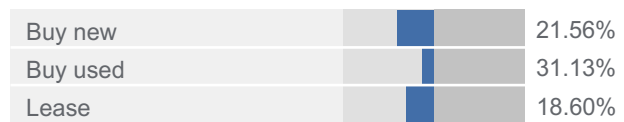
Vehicle age



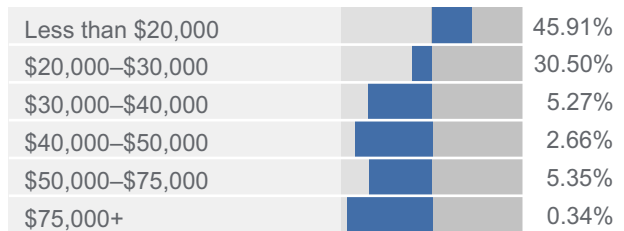
Estimated household income



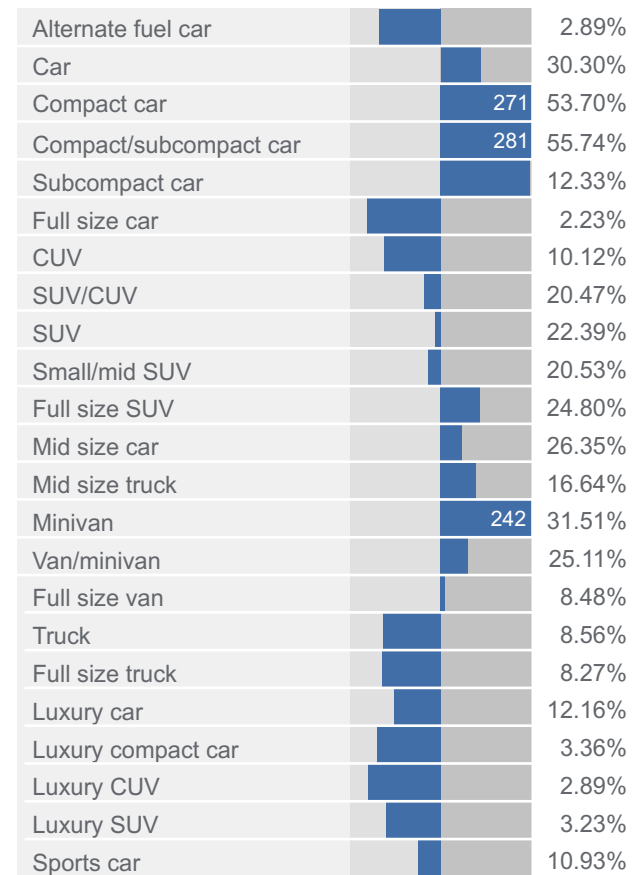
Purchase/lease



Purchase/lease price



Vehicle type owned



133 Balance and Harmony

Established families living lively lifestyles in city neighborhoods

🏠 1.36% | 1.42% 👤



Who we are

Head of household age 🎂 36–45 255 45.4%	Type of property 🏠 Single family 110 98.5%
Est. Household income 💰 \$50,000–\$74,999 141 28.0%	Purchase/lease price 🚗 Less than \$20,000 140 44.9%
When purchased 📅 37–48 months ago 144 49.8%	Vehicle age 🚗 11+ years 77 30.9%

Channel preference

165	49	350
144	7	70

Key features

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

Technology adoption



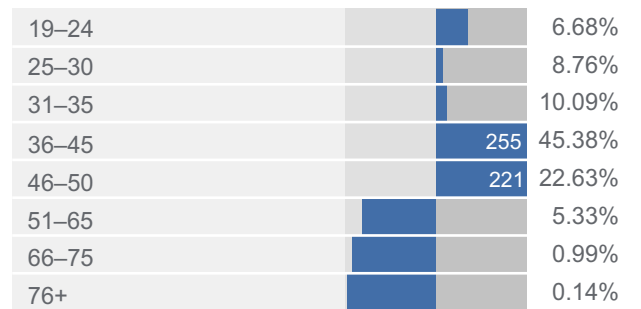
Wizards



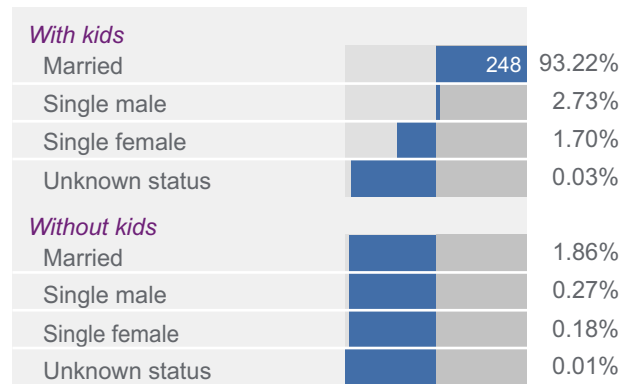
133 Balance and Harmony

Established families living lively lifestyles in city neighborhoods

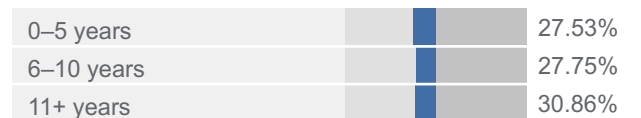
Head of household age



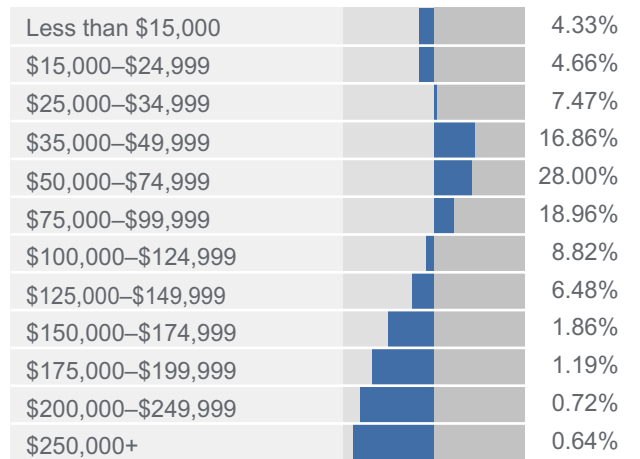
Family structure



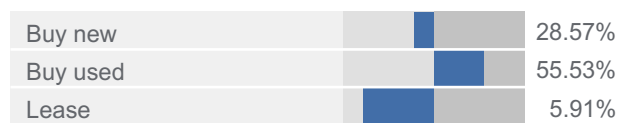
Vehicle age



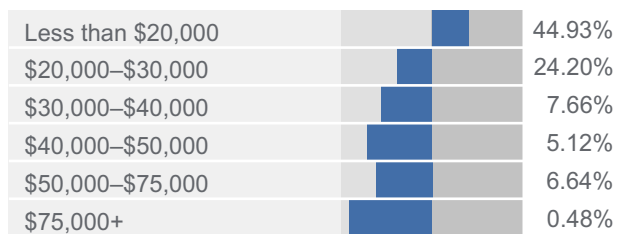
Estimated household income



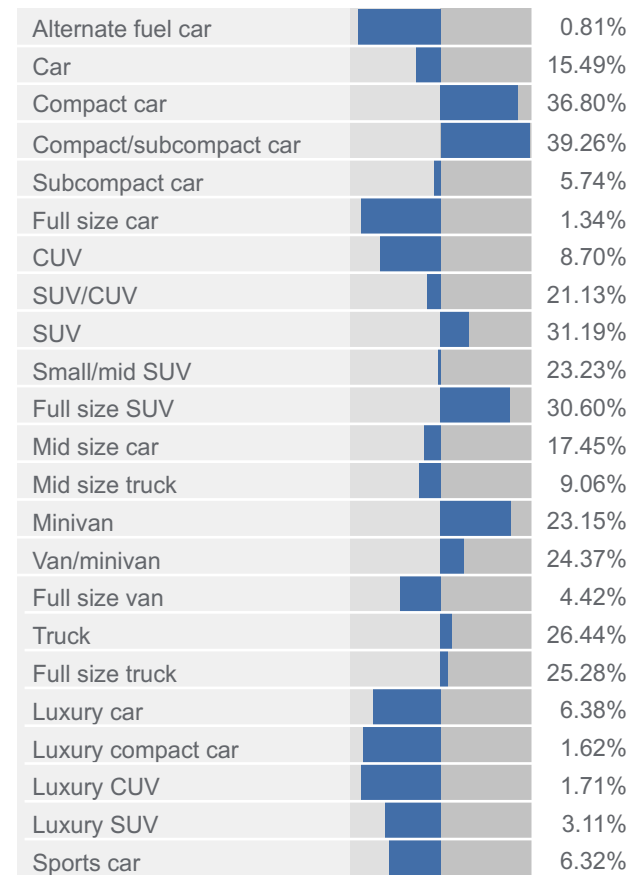
Purchase/lease



Purchase/lease price



Vehicle type owned



J34 Suburban Sophisticates

Established sophisticates living comfortable suburban lifestyles

🏠 3.10% | 3.80% 👤



Who we are

Head of household age

66–75

393 | 50.4%

Type of property

Single family

111 | 99.5%

Est. Household income

\$50,000–\$74,999

141 | 28.1%

Purchase/lease price

\$20,000–\$30,000

170 | 66.8%

When purchased

48+ months ago

198 | 67.8%

Vehicle age

6–10 years

143 | 50.8%

Channel preference



12



169



1



8



56



62

Technology adoption



Novices

Key features

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

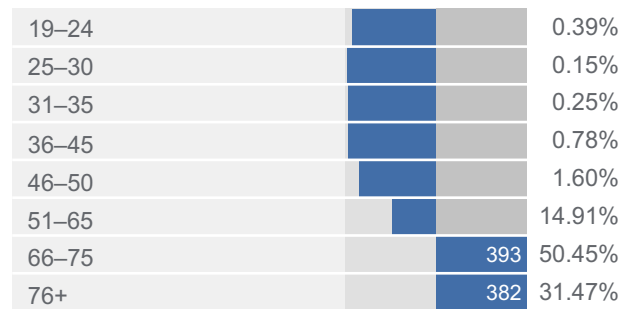


J34 Suburban Sophisticates

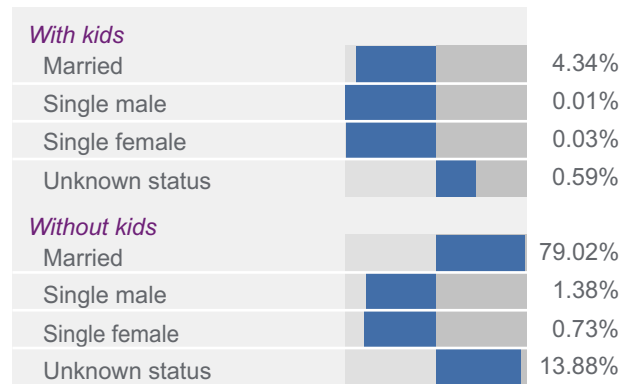
Established sophisticates living comfortable suburban lifestyles

🏠 3.10% | 3.80% 👤

Head of household age



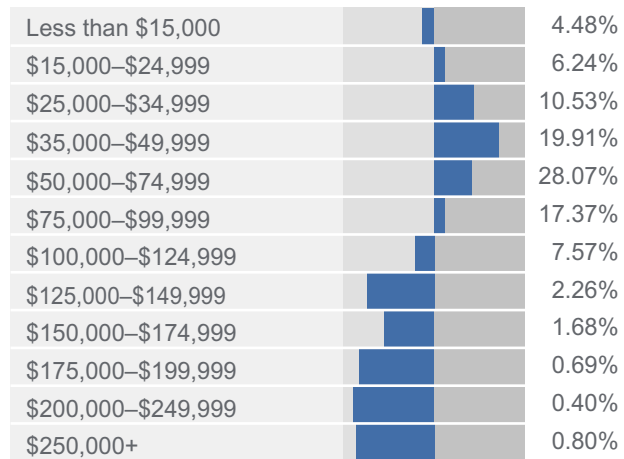
Family structure



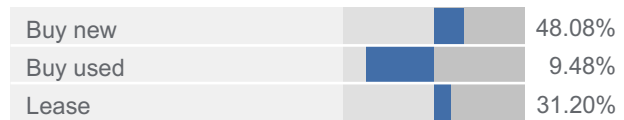
Vehicle age



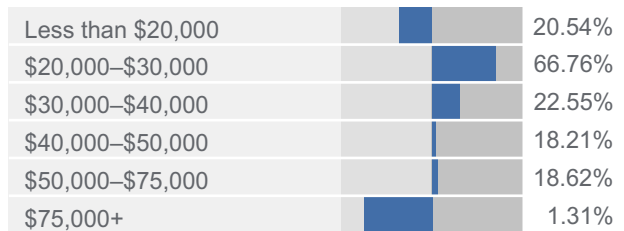
Estimated household income



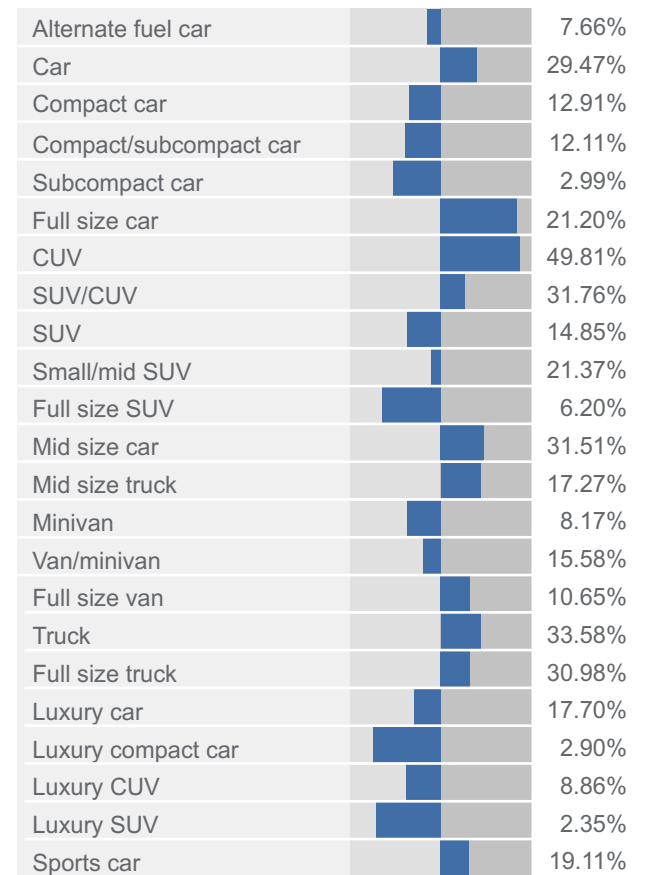
Purchase/lease



Purchase/lease price



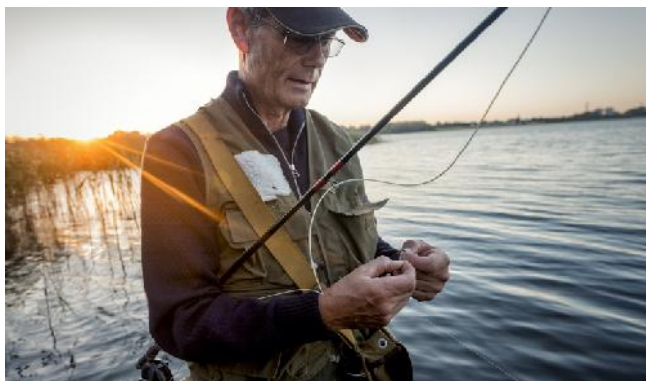
Vehicle type owned



J35 Rural Escape

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

🏠 2.16% | 2.19% 👤



Who we are

Head of household age 🎂

66–75

302 | 38.7%

Type of property 🏠

Single family

109 | 97.9%

Est. Household income 💰

\$35,000–\$49,999

172 | 20.0%

Purchase/lease price 🚗

\$30,000–\$40,000

100 | 17.5%

When purchased 📅

48+ months ago

159 | 54.6%

Vehicle age 🚗

6–10 years

94 | 33.2%

Channel preference



14



60



4



2



19



32

Technology adoption



Novices

Key features

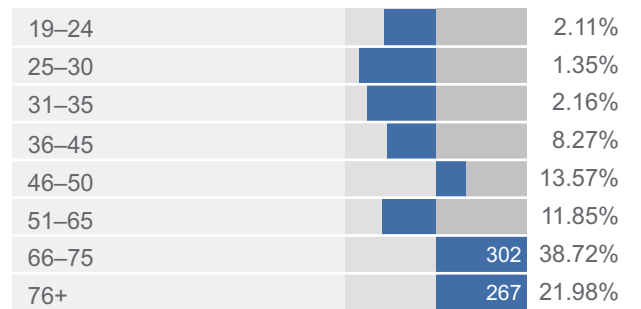
- Country living
- Modest educations
- Risk averse
- Outdoor activities
- Not in the market for cheaper vehicles
- Own trucks



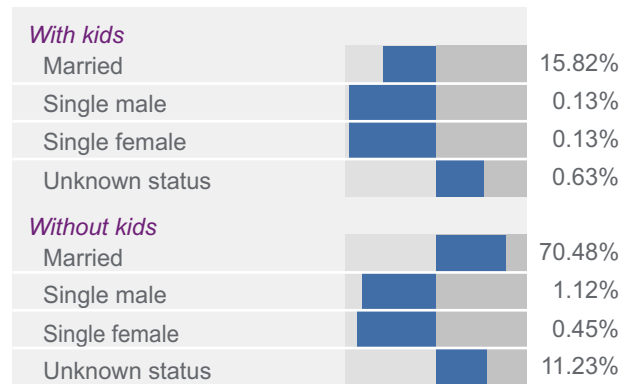
J35 Rural Escape

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

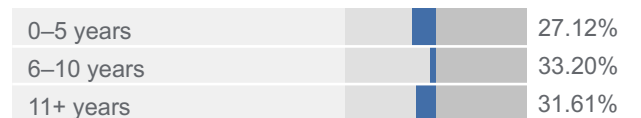
Head of household age



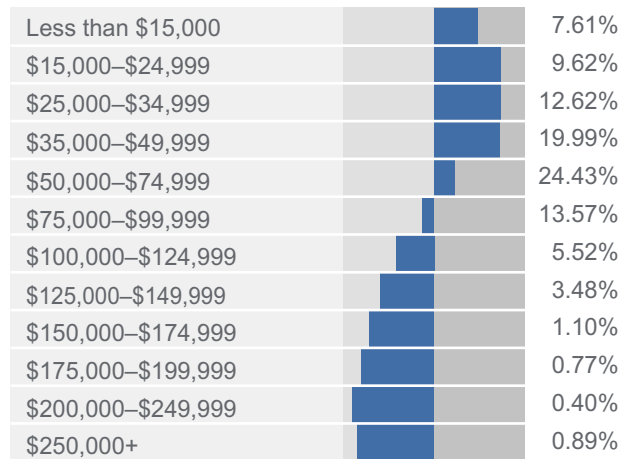
Family structure



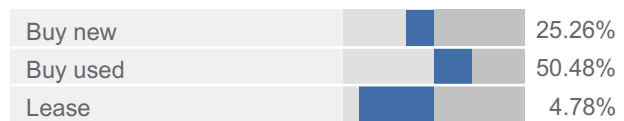
Vehicle age



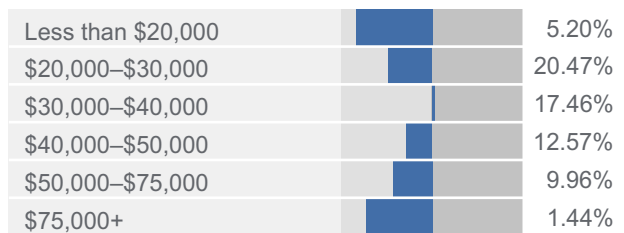
Estimated household income



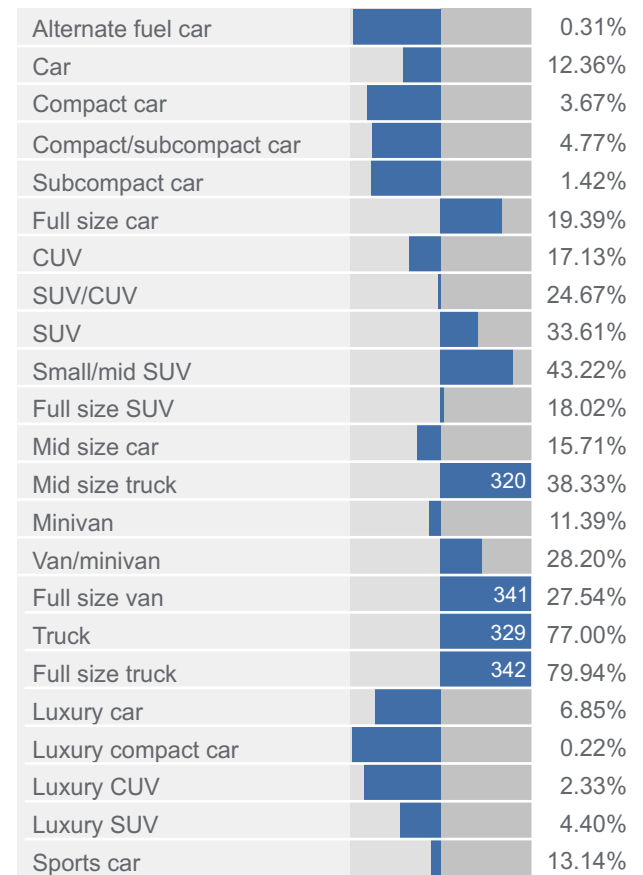
Purchase/lease



Purchase/lease price



Vehicle type owned



J36 Settled and Sensible

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

🏠 1.72% | 1.92% 👤



Who we are

Head of household age 🎂 51–65 139 39.9%	Type of property 🏠 Single family 110 98.1%
Est. Household income 💰 \$35,000–\$49,999 197 22.9%	Purchase/lease price 🚗 \$20,000–\$30,000 117 45.9%
When purchased 📅 48+ months ago 167 57.5%	Vehicle age 🚗 6–10 years 88 31.0%

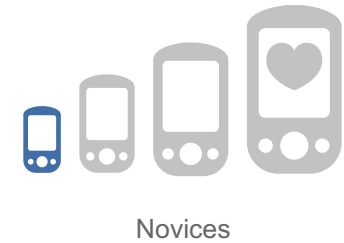
Channel preference

25	99	50
23	14	85

Key features

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

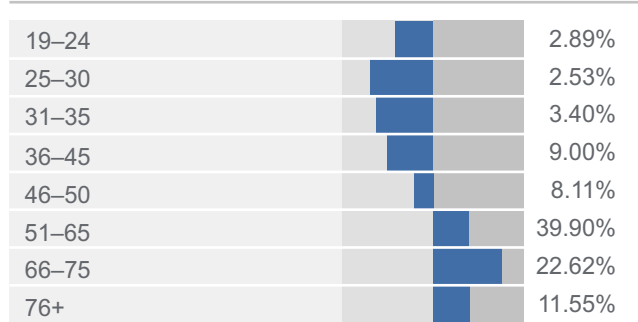
Technology adoption



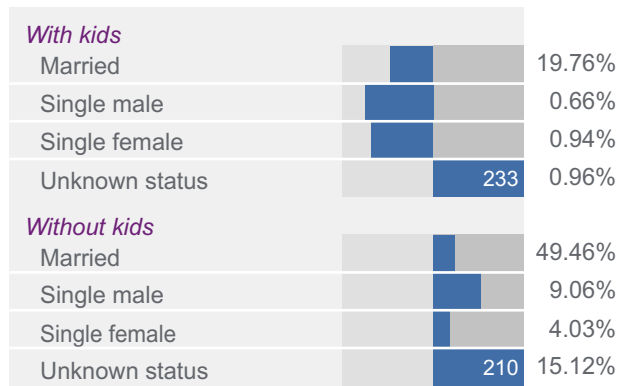
J36 Settled and Sensible

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

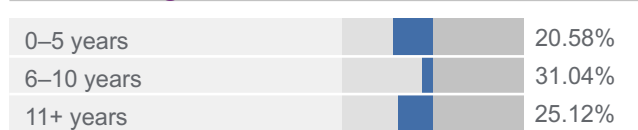
Head of household age



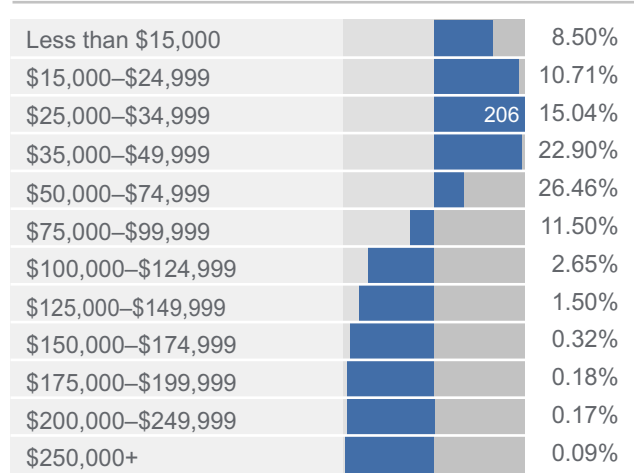
Family structure



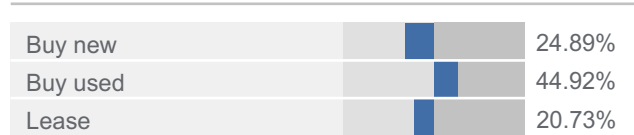
Vehicle age



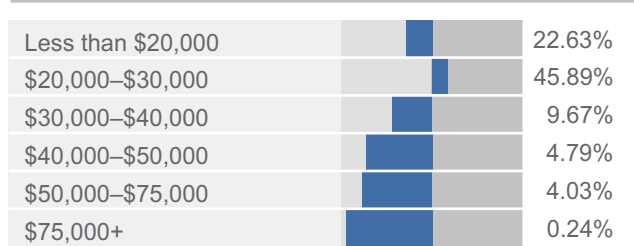
Estimated household income



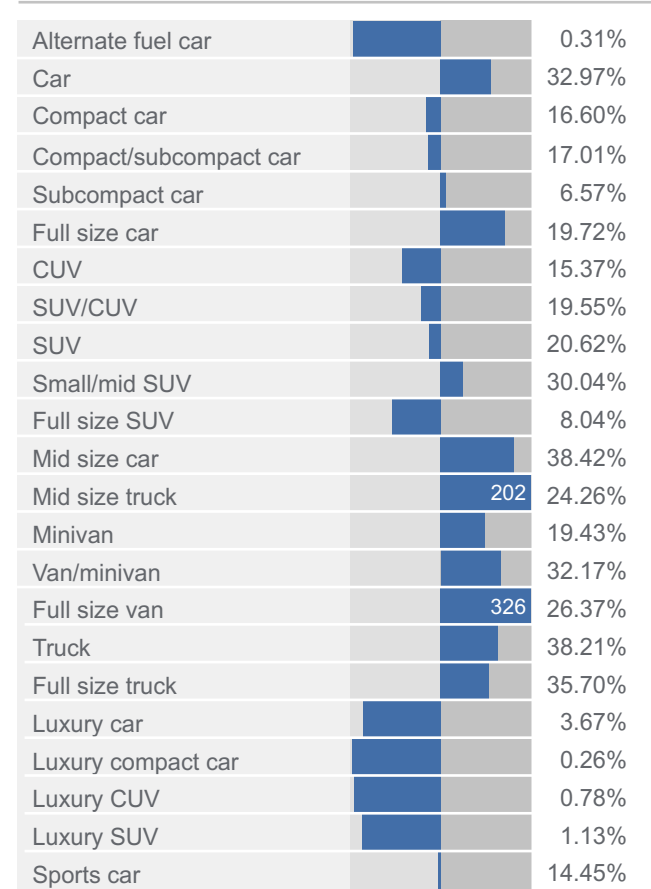
Purchase/lease



Purchase/lease price



Vehicle type owned



K37 Wired for Success

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

🏠 1.46% | 0.88% 👤



Who we are

Head of household age 🎂

25–30
262 | 21.4%

Type of property 🏠

Multi-family:
10–19 units
1651 | 11.2%

Est. Household income 💰

\$75,000–\$99,999
137 | 21.3%

Purchase/lease price 🚗

Less than \$20,000
145 | 46.5%

When purchased 📅

0–6 months ago
92 | 30.6%

Vehicle age 🚗

11+ years
100 | 40.2%

Channel preference



189



117



78



322



118



24

Technology adoption



Journeymen

Key features

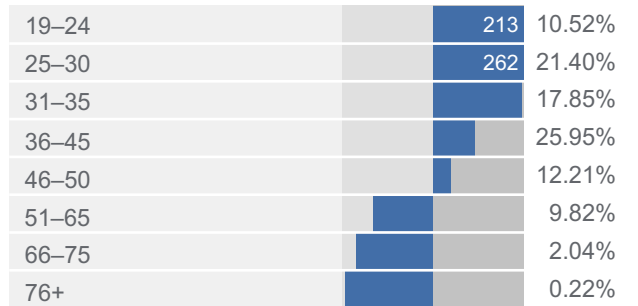
- Conspicuous consumption
- Digital media gurus
- First homes
- Status-seekers
- In the market for compact/subcompact cars
- Don't keep vehicles for a long time



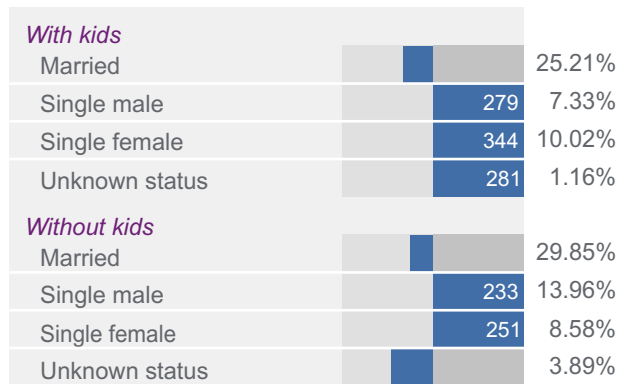
K37 Wired for Success

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

Head of household age



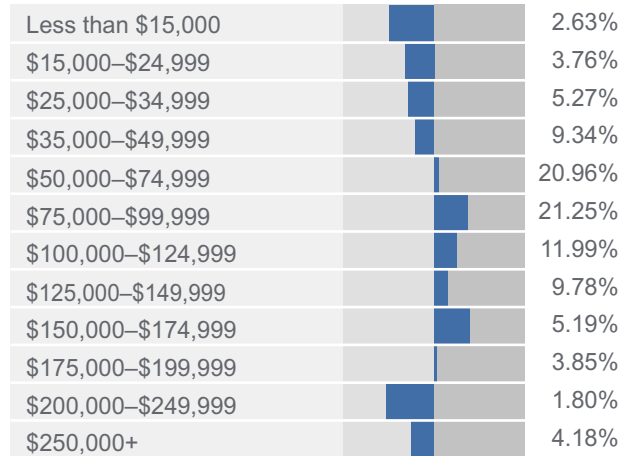
Family structure



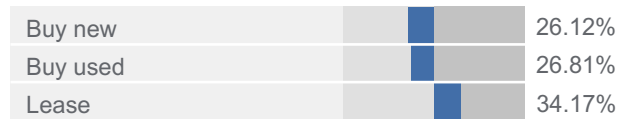
Vehicle age



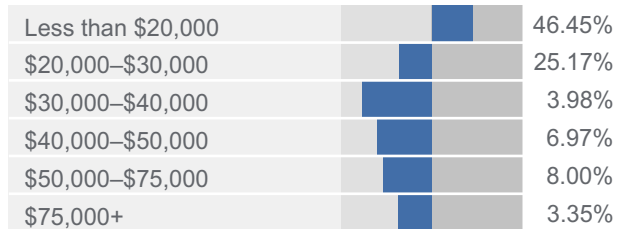
Estimated household income



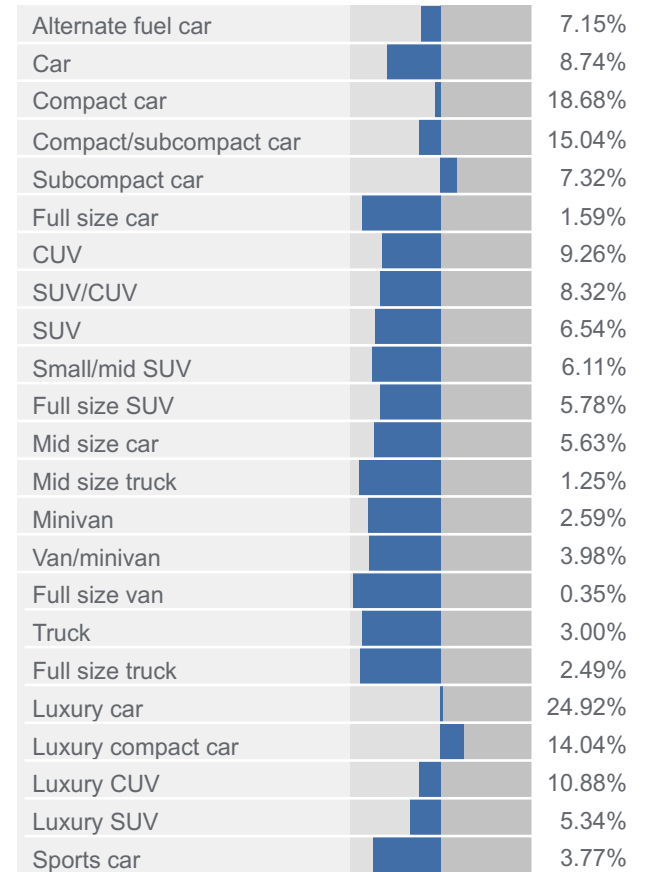
Purchase/lease



Purchase/lease price



Vehicle type owned



K38 Modern Blend

Comfortably established singles and couples living suburban lifestyles

🏠 1.45% | 1.27% 👤



Who we are

Head of household age

36–45
125 | 22.2%

Type of property

Multi-family:
2 units
1911 | 46.0%

Est. Household income

\$75,000–\$99,999
113 | 17.5%

Purchase/lease price

\$20,000–\$30,000
156 | 61.1%

When purchased

37–48 months ago
69 | 23.6%

Vehicle age

0–5 years
87 | 31.7%

Channel preference



247



52



39



222



145



60

Technology adoption



Wizards

Key features

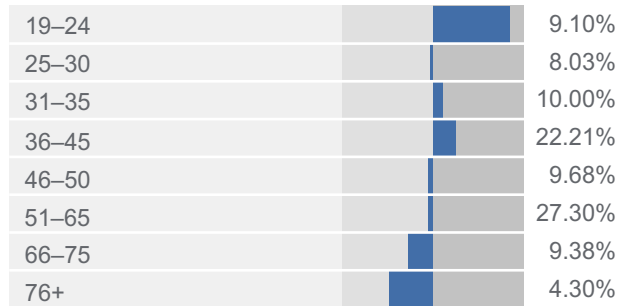
- City lifestyle
- Suburban
- High value housing
- Renters
- Not in the market to buy newer used vehicles
- In the market to lease non-luxury vehicles



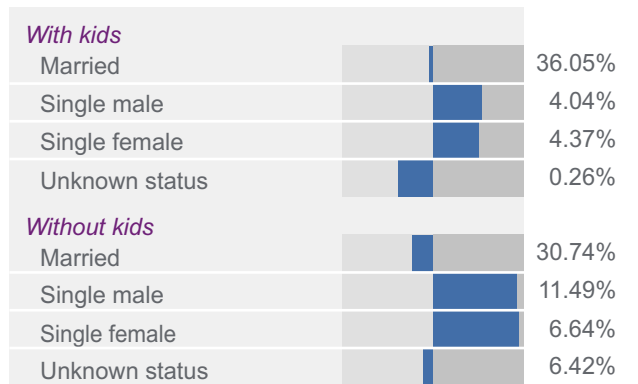
K38 Modern Blend

Comfortably established singles and couples living suburban lifestyles

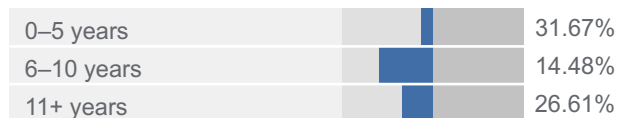
Head of household age



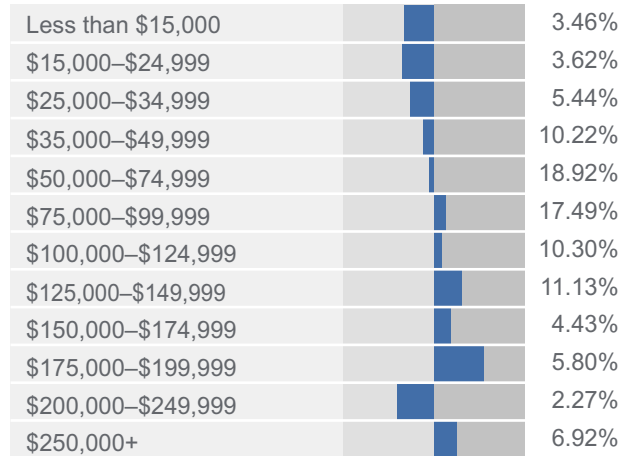
Family structure



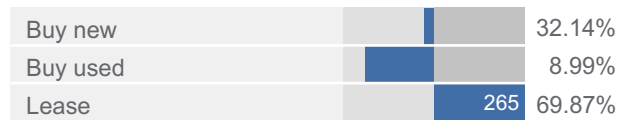
Vehicle age



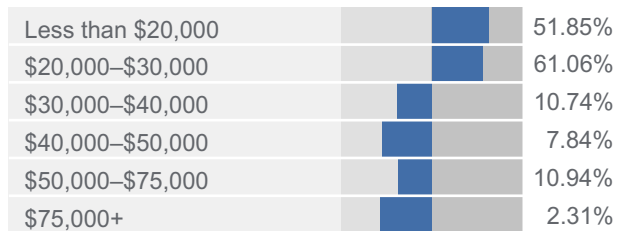
Estimated household income



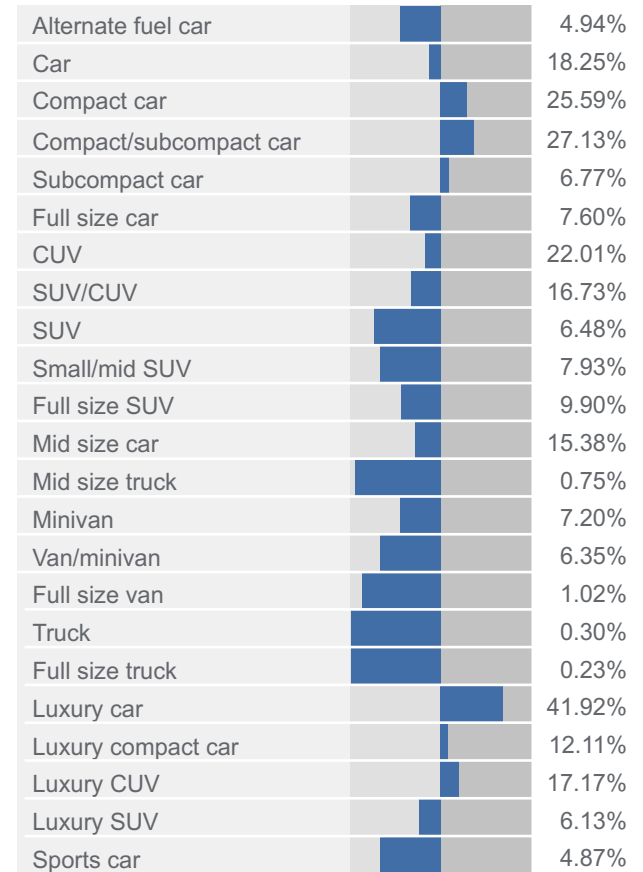
Purchase/lease



Purchase/lease price



Vehicle type owned



K39 Metro Fusion

Middle-aged singles living urban and suburban active lifestyles

🏠 0.43% | 0.29% 👤



Who we are

Head of household age 🎂

36–45

268 | 47.9%

Type of property 🏠

Multi-family:
20–49 units

2688 | 23.2%

Est. Household income 💰

\$50,000–\$74,999

144 | 28.6%

Purchase/lease price 🚗

Less than \$20,000

179 | 57.2%

When purchased 📅

37–48 months ago

24 | 8.3%

Vehicle age 🚗

11+ years

37 | 14.7%

Channel preference

📺

166

✉️

65

📺

114

💬

231

@

88

👍

34

Key features

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

Technology adoption



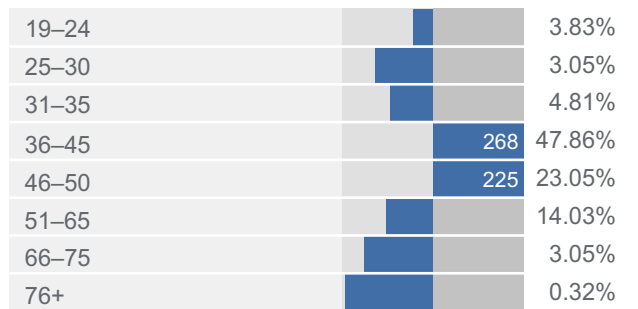
Journeymen



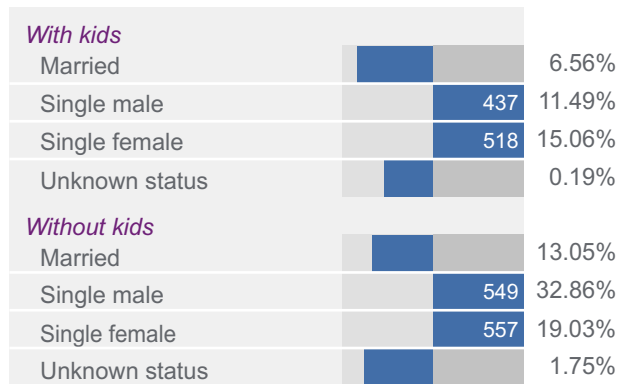
K39 Metro Fusion

Middle-aged singles living urban and suburban active lifestyles

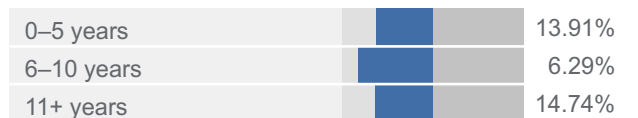
Head of household age



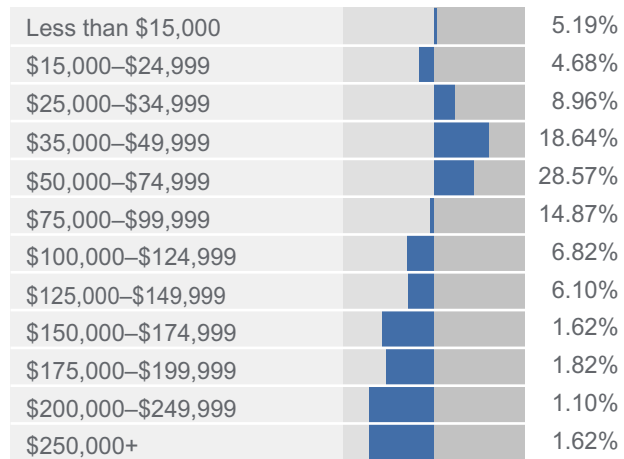
Family structure



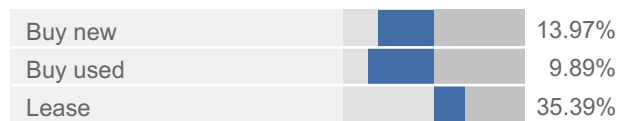
Vehicle age



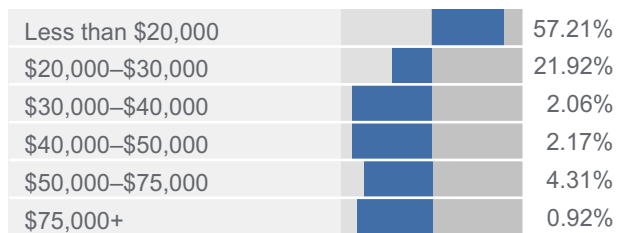
Estimated household income



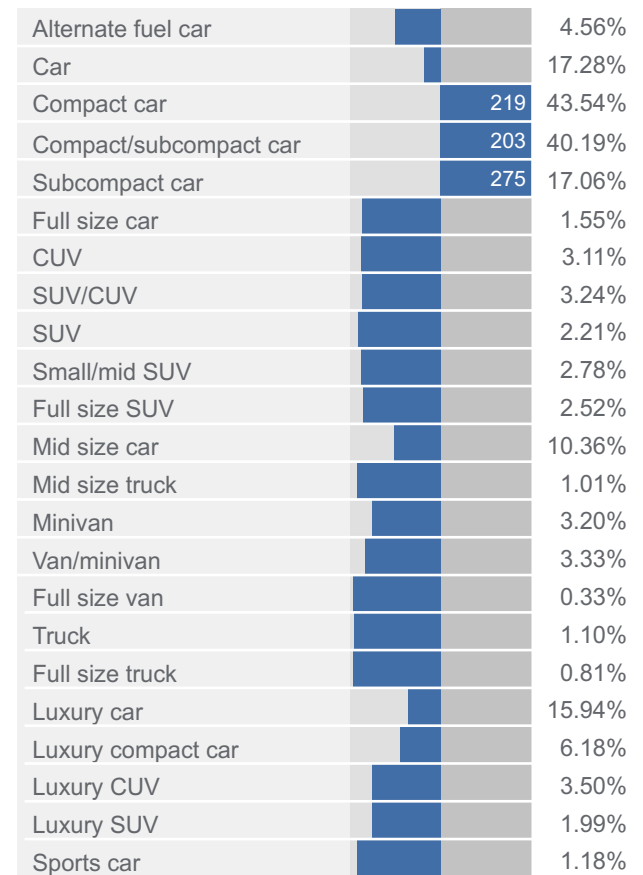
Purchase/lease



Purchase/lease price



Vehicle type owned



K40 Bohemian Groove

Mature, unattached individuals enjoying settled urban lives

🏠 1.62% | 0.95% 👤



Who we are

Head of household age 🎂

51–65

139 | 40.0%

Type of property 🏠

Multi-family:
5–9 units

679 | 13.9%

Est. Household income 💰

\$35,000–\$49,999

171 | 19.9%

Purchase/lease price 🚗

Less than \$20,000

105 | 33.6%

When purchased 📅

0–6 months ago

43 | 14.5%

Vehicle age 🚗

11+ years

21 | 8.5%

Channel preference



85



92



159



173



35



18

Technology adoption



Wizards

Key features

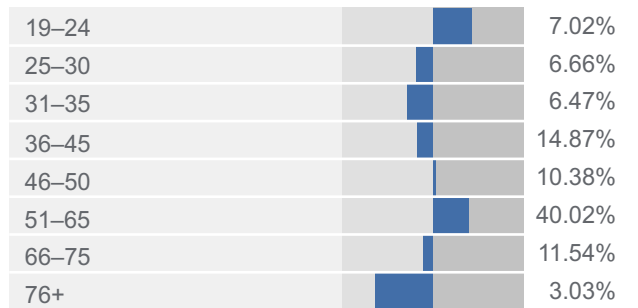
- Apartment dwellers
- Single adults
- Gourmet cooking
- Modest living
- Don't own SUVs
- In the market for subcompact cars



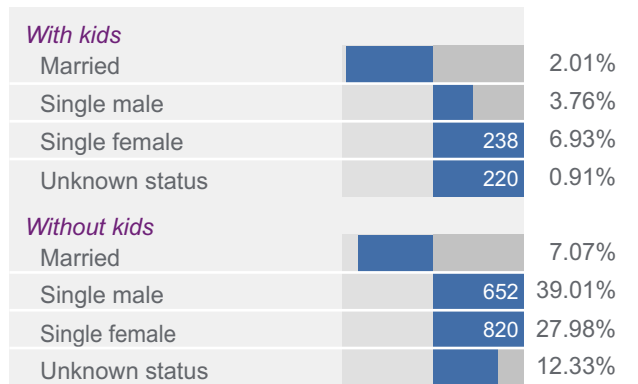
K40 Bohemian Groove

Mature, unattached individuals enjoying settled urban lives

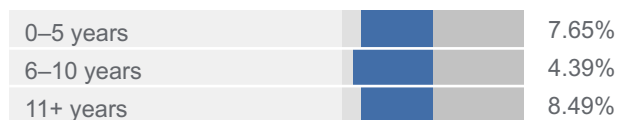
Head of household age



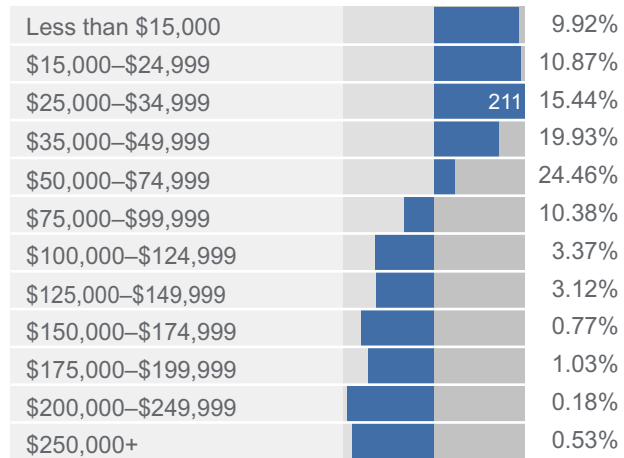
Family structure



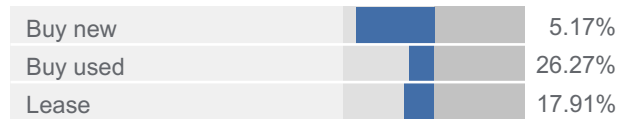
Vehicle age



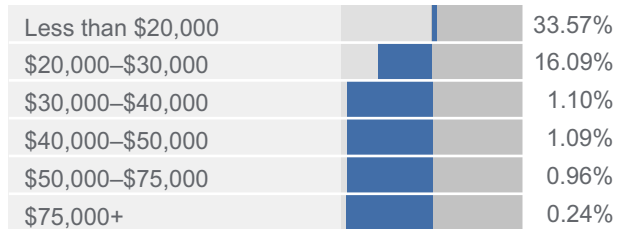
Estimated household income



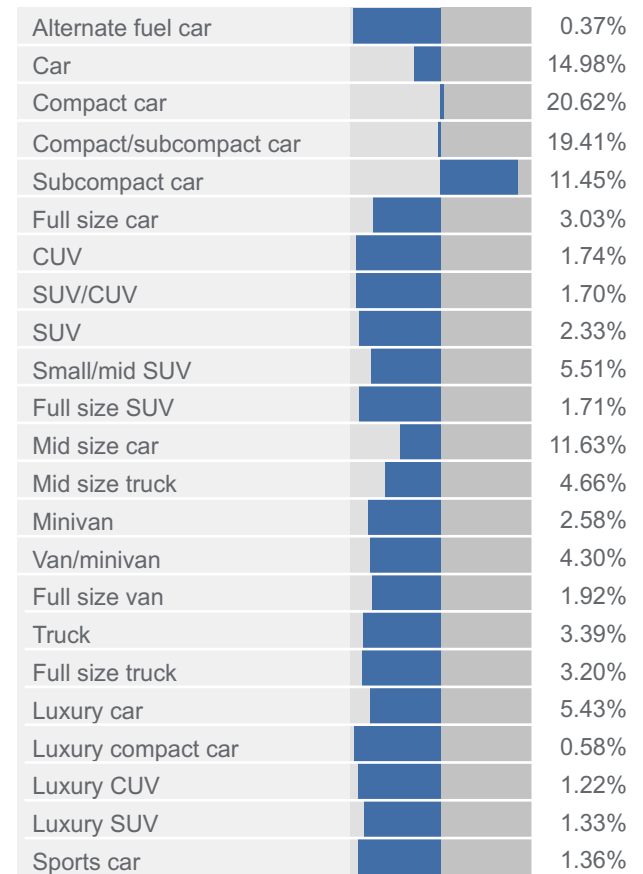
Purchase/lease



Purchase/lease price



Vehicle type owned



L41 Booming and Consuming

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

🏠 1.05% | 0.82% 👤



Who we are

Head of household age 🎂 51–65 177 50.8%	Type of property 🏠 Single family 102 91.1%
Est. Household income 💰 \$50,000–\$74,999 135 26.9%	Purchase/lease price 🚗 \$20,000–\$30,000 92 36.1%
When purchased 📅 7–12 months ago 112 36.4%	Vehicle age 🚗 11+ years 101 40.5%

Channel preference

49	173	1
29	69	37

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

Technology adoption



Novices

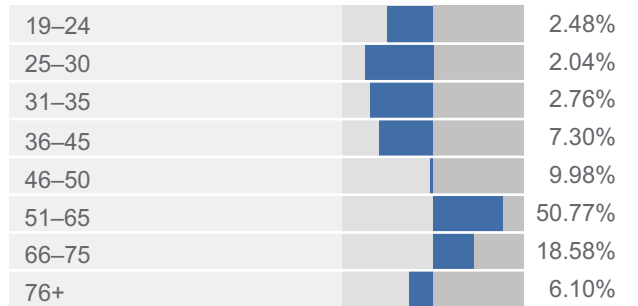


L41 Booming and Consuming

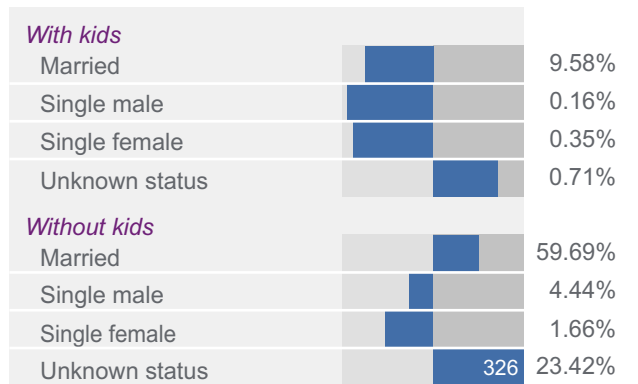
Older empty-nesting couples and singles enjoying relaxed lives in outskirts towns

🏠 1.05% | 0.82% 👤

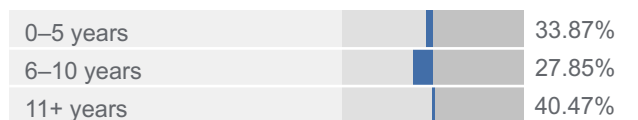
Head of household age



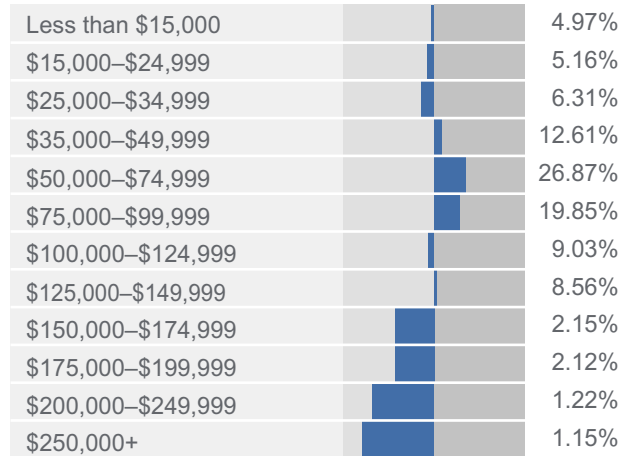
Family structure



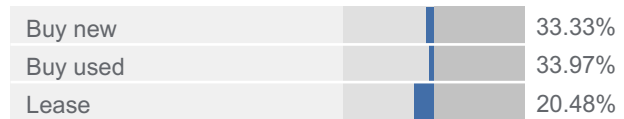
Vehicle age



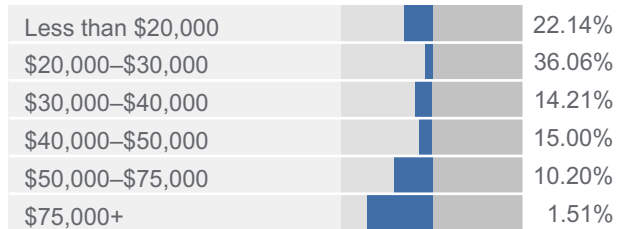
Estimated household income



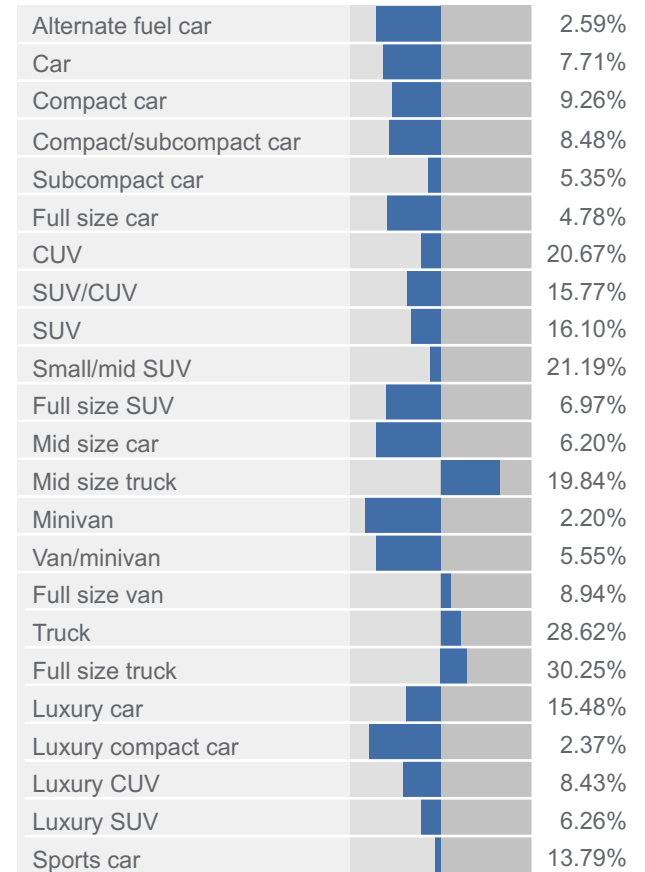
Purchase/lease



Purchase/lease price



Vehicle type owned



L42 Rooted Flower Power

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

🏠 1.75% | 1.71% 👤



Who we are

Head of household age 🎂

51–65

300 | 86.2%

Type of property 🏠

Single family

105 | 94.2%

Est. Household income 💰

\$50,000–\$74,999

163 | 32.4%

Purchase/lease price 🚗

\$20,000–\$30,000

102 | 40.0%

When purchased 📅

48+ months ago

148 | 50.9%

Vehicle age 🚗

6–10 years

73 | 25.8%

Channel preference



34



129



49



35



43



71

Technology adoption



Novices

Key features

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

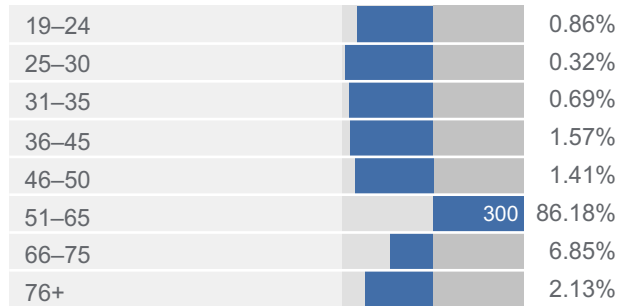


L42 Rooted Flower Power

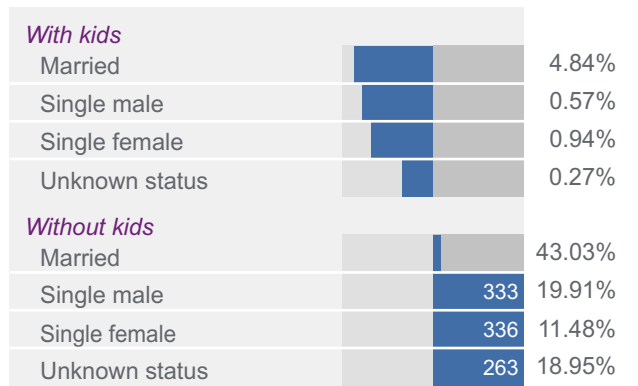
Mid-scale baby boomer singles and couples rooted in established communities and approaching retirement

🏠 1.75% | 1.71% 👤

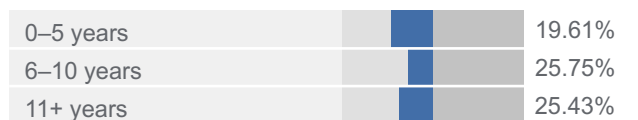
Head of household age



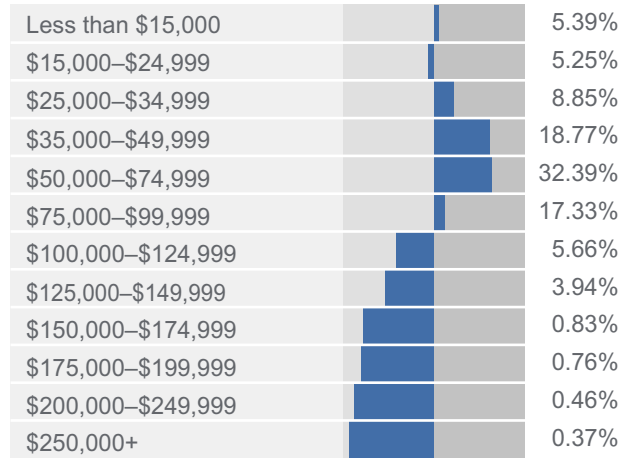
Family structure



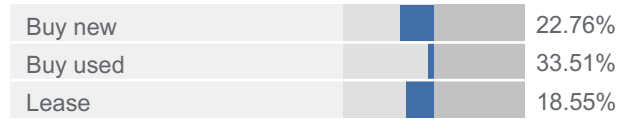
Vehicle age



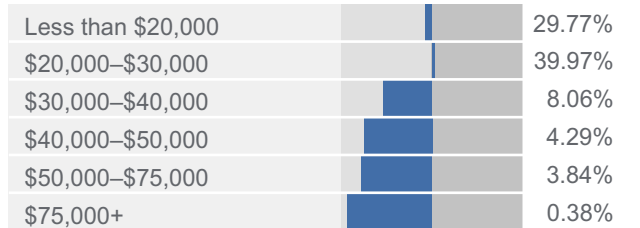
Estimated household income



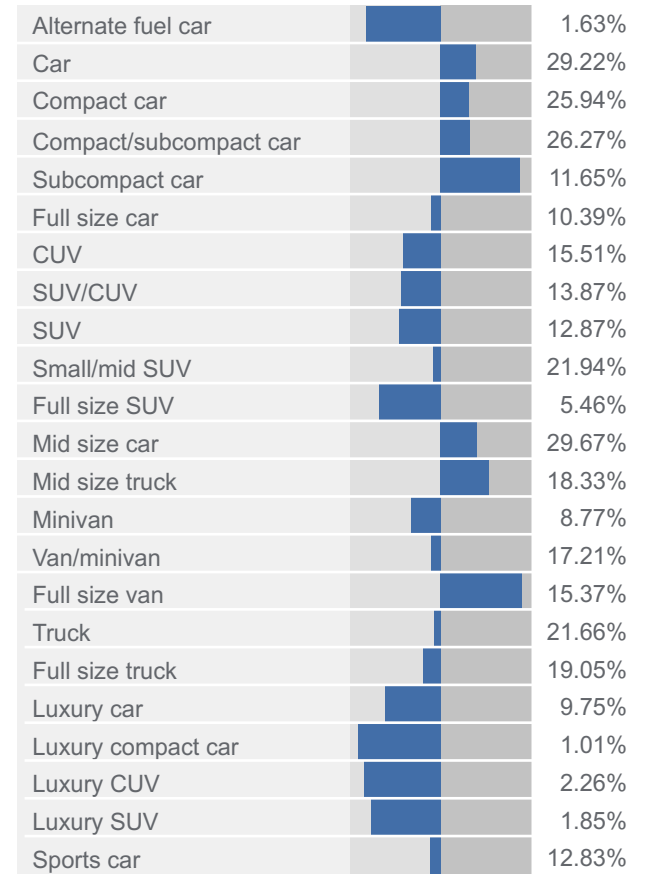
Purchase/lease



Purchase/lease price



Vehicle type owned



L43 Homemade Happiness

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

🏠 1.90% | 1.97% 👤



Who we are

Head of household age 🎂

51–65

295 | 84.7%

Type of property 🏠

Single family

108 | 97.1%

Est. Household income 💰

\$50,000–\$74,999

140 | 27.8%

Purchase/lease price 🚗

\$20,000–\$30,000

51 | 20.0%

When purchased 📅

48+ months ago

163 | 55.9%

Vehicle age 🚗

6–10 years

89 | 31.6%

Channel preference



24



69



31



6



8



52

Technology adoption



Novices

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



L43 Homemade Happiness

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

🏠 1.90% | 1.97% 👤

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	84.70% 295
66–75	8.69%
76+	2.39%

Family structure

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

Vehicle age

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

Estimated household income

Less than \$15,000	12.02% 234
\$15,000–\$24,999	11.51% 207
\$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%

Vehicle type owned

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	52.88% 221
Full size SUV	13.85%
Mid size car	24.07%
Mid size truck	48.26% 402
Minivan	14.93%
Van/minivan	33.26%
Full size van	34.60% 428
Truck	69.20% 296
Full size truck	71.46% 306
Luxury car	5.38%
Luxury compact car	0.16%
Luxury CUV	1.10%
Luxury SUV	2.54%
Sports car	21.92%

M44 Creative Comfort

Rural families with modest incomes and diverse household dynamics

🏠 1.25% | 1.53% 👤



Who we are

Head of household age 🎂 36–45 189 33.7%	Type of property 🏠 Single family 109 97.2%
Est. Household income 💰 \$50,000–\$74,999 161 32.0%	Purchase/lease price 🚗 \$20,000–\$30,000 63 24.8%
When purchased 📅 7–12 months ago 221 71.9%	Vehicle age 🚗 6–10 years 143 50.9%

Channel preference

30	66	109
34	10	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

Technology adoption



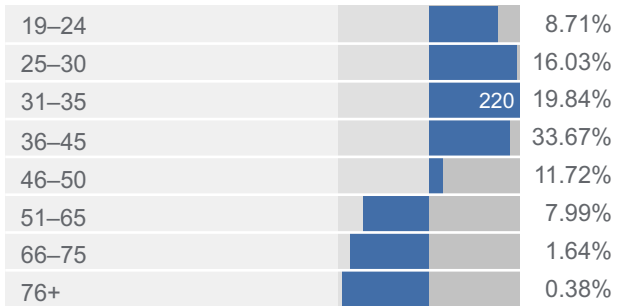
Wizards



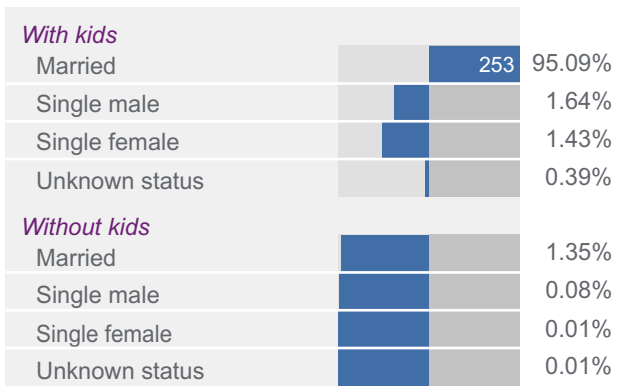
M44 Creative Comfort

Rural families with modest incomes and diverse household dynamics

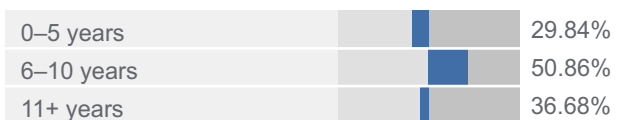
Head of household age



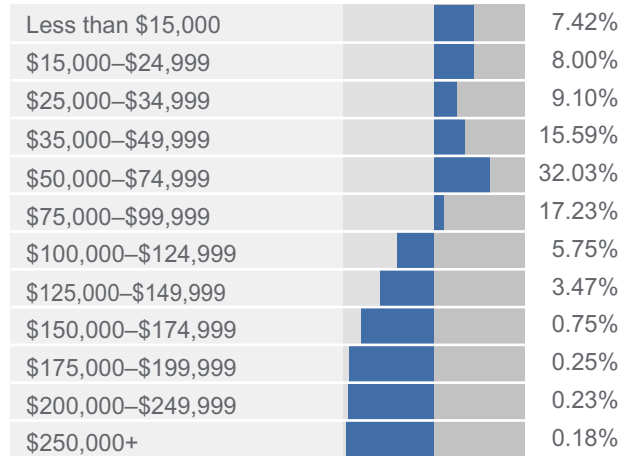
Family structure



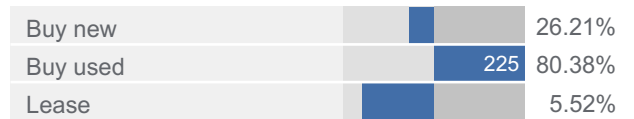
Vehicle age



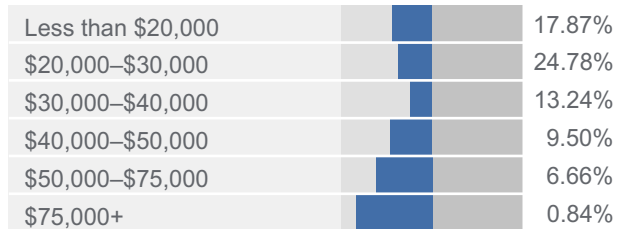
Estimated household income



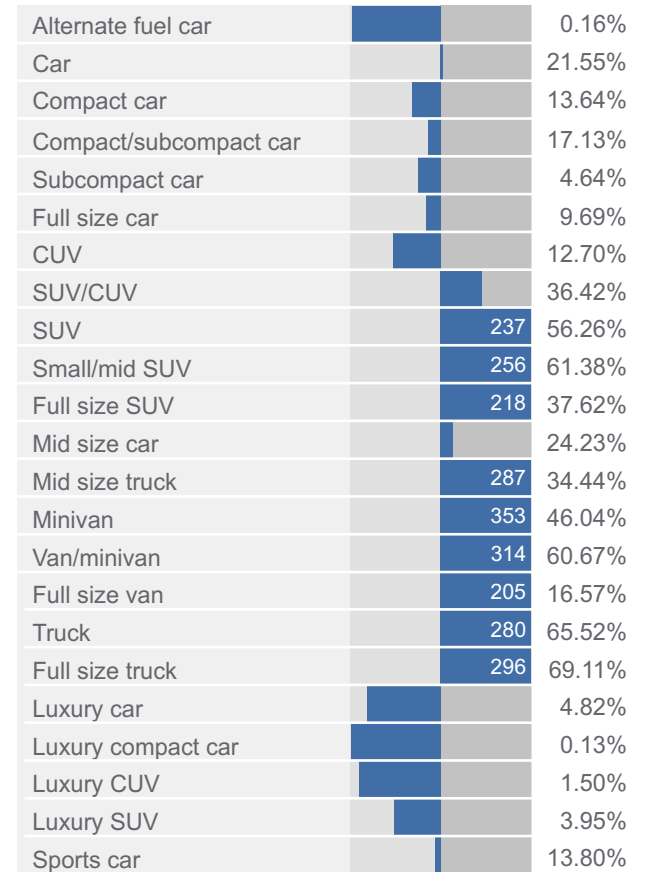
Purchase/lease



Purchase/lease price



Vehicle type owned



M45 Growing and Expanding

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

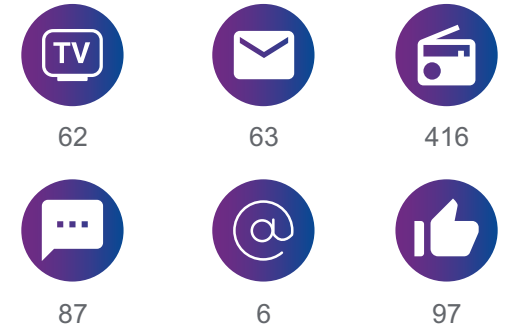
🏠 0.98% | 0.96% 👤



Who we are

Head of household age 🎂 25–30 314 25.7%	Type of property 🏠 Single family 108 96.5%
Est. Household income 💰 Less than \$15,000 268 13.8%	Purchase/lease price 🚗 Less than \$20,000 76 24.4%
When purchased 📅 7–12 months ago 158 51.3%	Vehicle age 🚗 6–10 years 66 23.4%

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

Technology adoption



Wizards



M45 Growing and Expanding

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

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%

Vehicle type owned

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%

N46 True Grit Americans

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

🏠 1.21% | 1.05% 👤



Who we are

Head of household age 🎂

36–45

124 | 22.1%

Type of property 🏠

Single family

108 | 97.1%

Est. Household income 💰

\$50,000–\$74,999

139 | 27.6%

Purchase/lease price 🚗

\$20,000–\$30,000

45 | 17.7%

When purchased 📅

7–12 months ago

142 | 46.3%

Vehicle age 🚗

11+ years

69 | 27.7%

Channel preference

📺

54

✉️

64

📺

41

💬

24

@

22

👍

65

Technology adoption



Novices

Key features

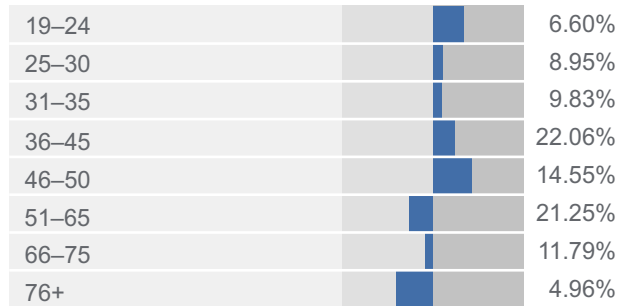
- Rural residences
- Live within means
- Basic cell phones
- Lower value housing
- Not in the market for cheaper vehicles
- Own trucks



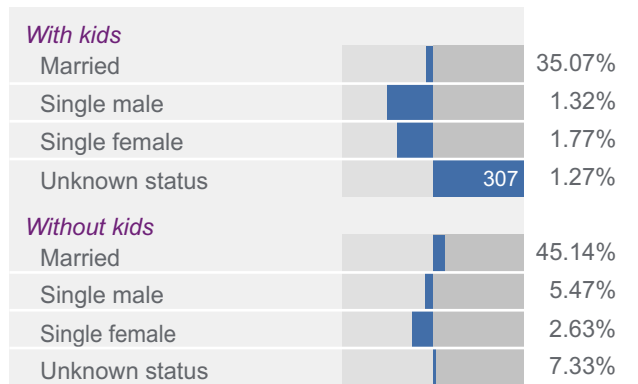
N46 True Grit Americans

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

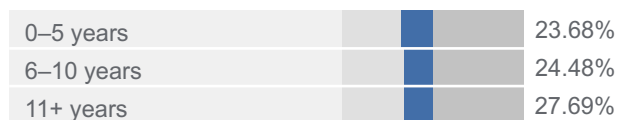
Head of household age



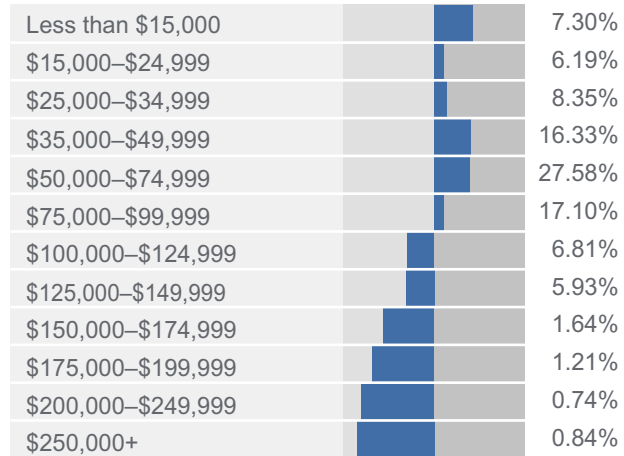
Family structure



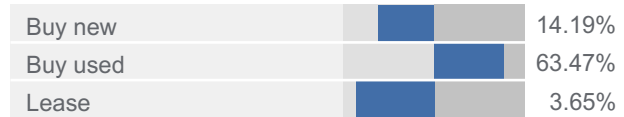
Vehicle age



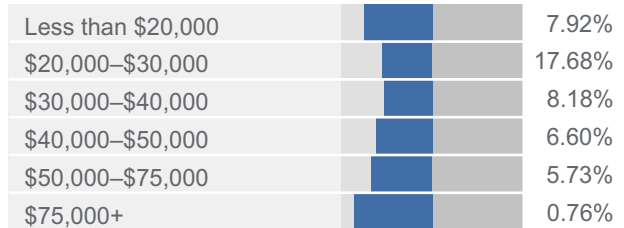
Estimated household income



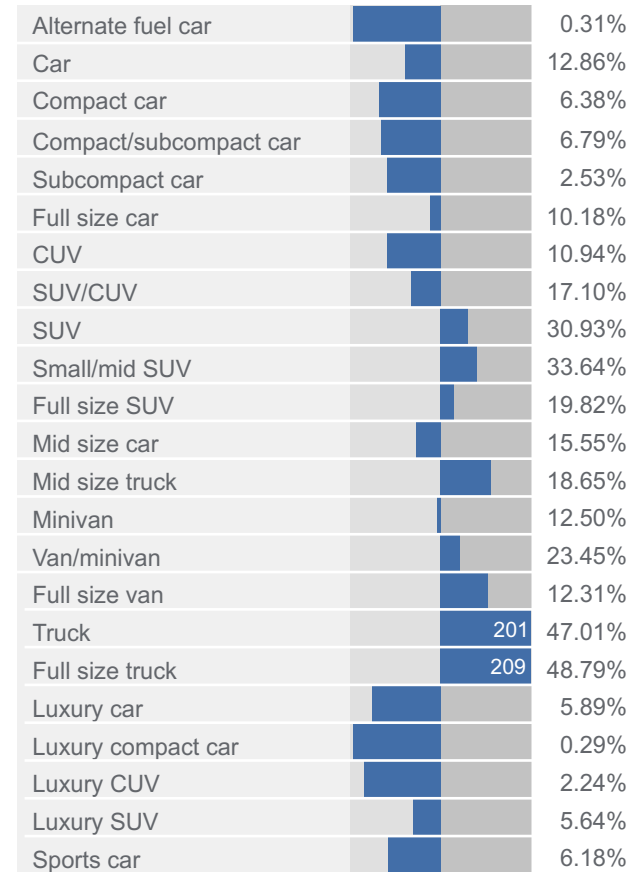
Purchase/lease



Purchase/lease price



Vehicle type owned



N47 Countrified Pragmatics

Modest income couples and singles living rural, casual lives

🏠 1.15% | 0.75% 👤



Who we are

Head of household age 🎂 46–50 178 18.2%	Type of property 🏠 Single family 107 95.7%
Est. Household income 💰 \$50,000–\$74,999 142 28.3%	Purchase/lease price 🚗 Less than \$20,000 32 10.2%
When purchased 📅 7–12 months ago 169 54.9%	Vehicle age 🚗 11+ years 48 19.4%

Channel preference



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

Technology adoption



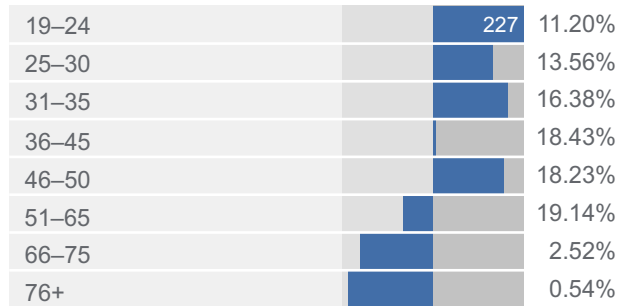
Wizards



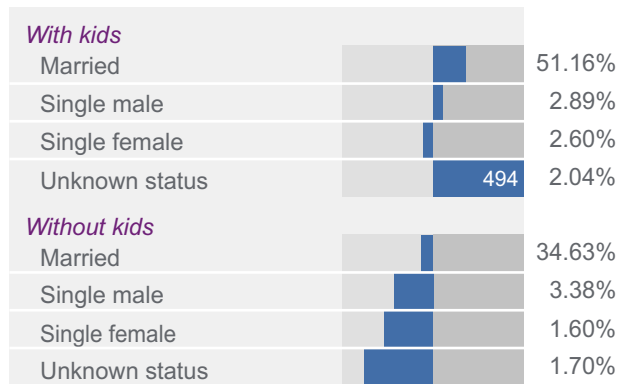
N47 Countrified Pragmatics

Modest income couples and singles living rural, casual lives

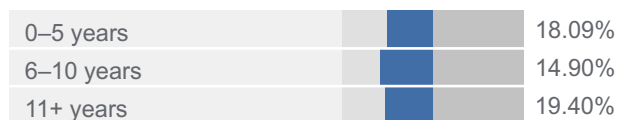
Head of household age



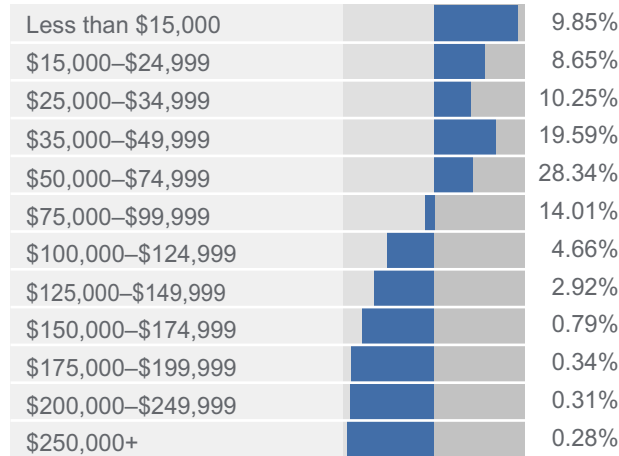
Family structure



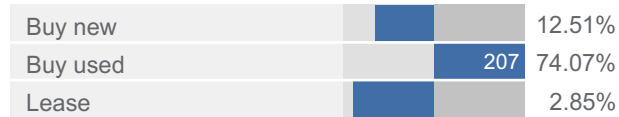
Vehicle age



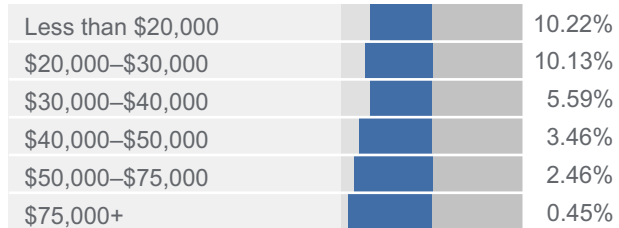
Estimated household income



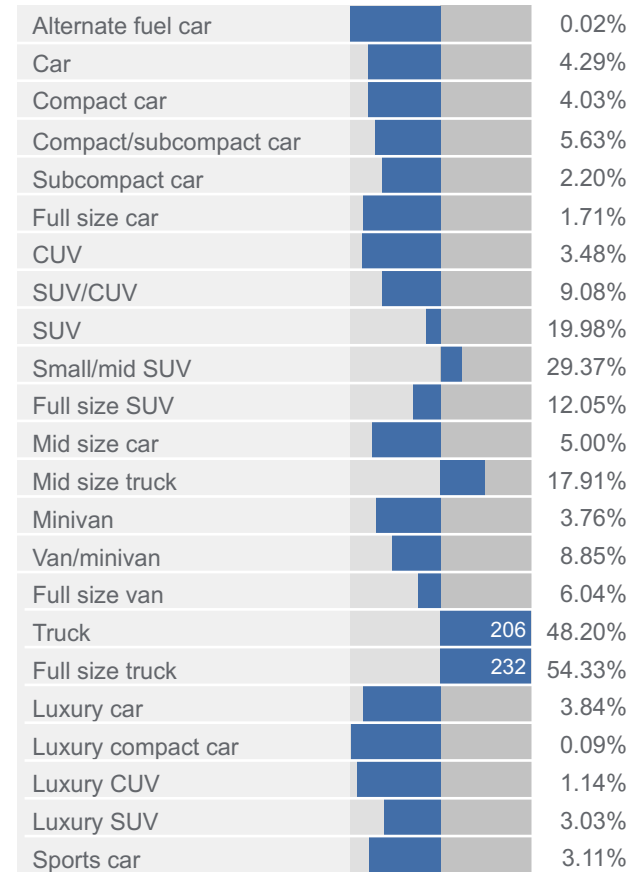
Purchase/lease



Purchase/lease price



Vehicle type owned



N48 Rural Southern Bliss

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

🏠 1.49% | 1.66% 👤



Who we are

Head of household age 🎂

51–65

116 | 33.4%

Type of property 🏠

Single family

110 | 98.2%

Est. Household income 💰

\$35,000–\$49,999

182 | 21.2%

Purchase/lease price 🚗

Less than \$20,000

60 | 19.3%

When purchased 📅

7–12 months ago

140 | 45.5%

Vehicle age 🚗

6–10 years

57 | 20.1%

Channel preference

📺

236

✉️

77

📺

238

💬

40

@

11

👍

125

Key features

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

Technology adoption



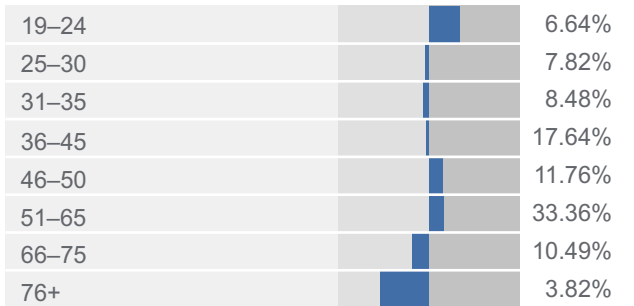
Wizards



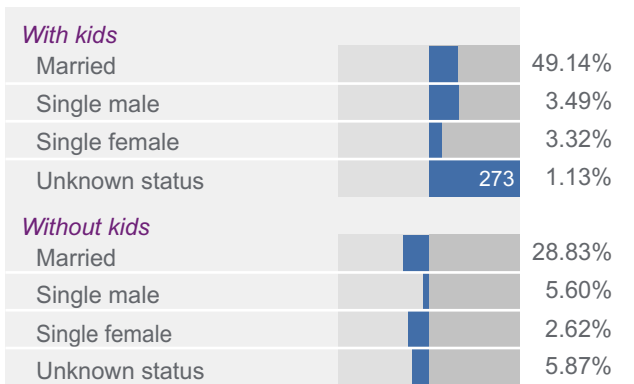
N48 Rural Southern Bliss

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

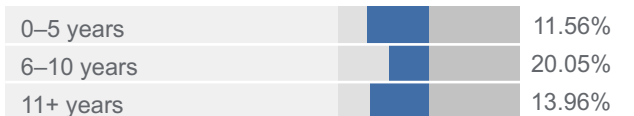
Head of household age



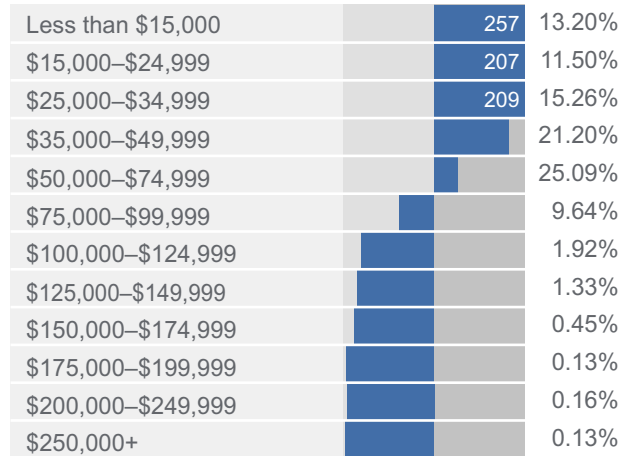
Family structure



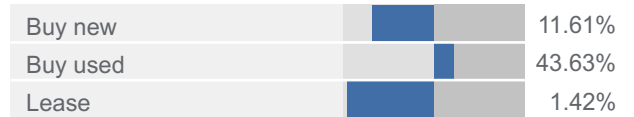
Vehicle age



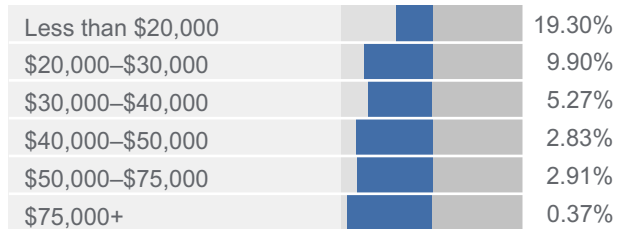
Estimated household income



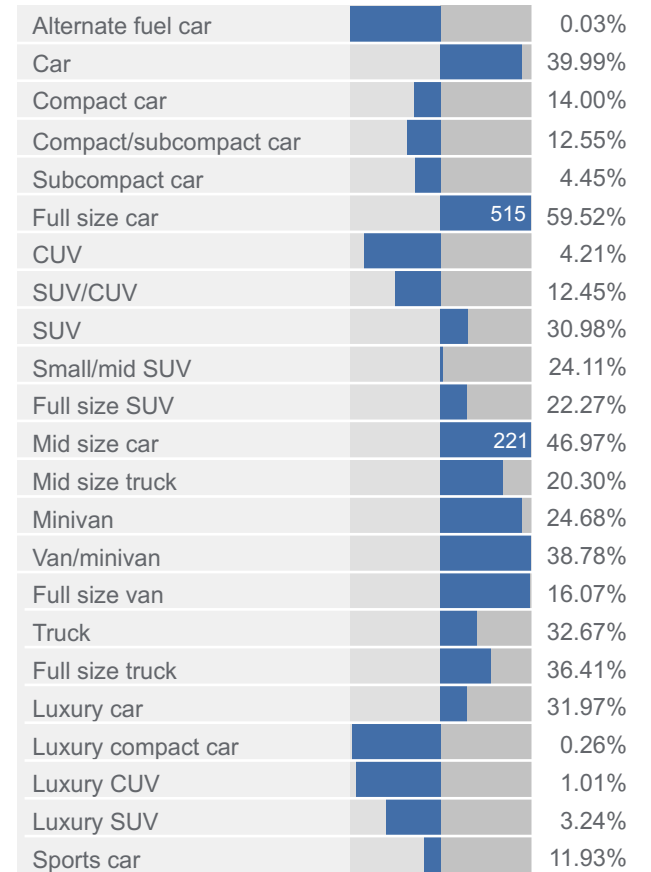
Purchase/lease



Purchase/lease price



Vehicle type owned



N49 Touch of Tradition

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

🏠 0.78% | 0.57% 👤



Who we are

Head of household age 🎂

46–50

436 | 44.6%

Type of property 🏠

Single family

109 | 97.2%

Est. Household income 💰

Less than \$15,000

320 | 16.4%

Purchase/lease price 🚗

\$30,000–\$40,000

41 | 7.2%

When purchased 📅

7–12 months ago

164 | 53.2%

Vehicle age 🚗

6–10 years

44 | 15.6%

Channel preference

📺

43

✉️

44

📺

64

💬

7

@

3

👍

29

Key features

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

Technology adoption



Wizards



N49 Touch of Tradition

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

Head of household age

19–24	4.49%
25–30	3.18%
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

<i>With kids</i>	
Married	50.39%
Single male	2.22%
Single female	1.97%
Unknown status	747 3.08%
<i>Without kids</i>	
Married	36.15%
Single male	2.90%
Single female	1.13%
Unknown status	2.16%

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%

Vehicle type owned

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%

O50 Full Steam Ahead

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

🏠 0.63% | 0.33% 👤



Who we are

Head of household age 🎂

25–30
266 | 21.8%

Type of property 🏠

Multi-family:
101+ units
2616 | 36.1%

Est. Household income 💰

\$35,000–\$49,999
163 | 19.0%

Purchase/lease price 🚗

Less than \$20,000
181 | 58.0%

When purchased 📅

0–6 months ago
96 | 32.2%

Vehicle age 🚗

11+ years
36 | 14.4%

Channel preference



164



69



383



324



16



13

Technology adoption



Wizards

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



O50 Full Steam Ahead

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

Head of household age

19–24	300	14.81%
25–30	266	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

<i>With kids</i>		
Married		15.82%
Single male	529	13.92%
Single female	540	15.70%
Unknown status	736	3.04%
<i>Without kids</i>		
Married		11.01%
Single male	379	22.66%
Single female	434	14.81%
Unknown status		3.04%

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%

Vehicle type owned

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%

O51 Digitally Savvy

Young singles who live digital-driven smaller city lifestyles

🏠 3.75% | 2.49% 👤



Who we are

Head of household age 🎂

25–30
621 | 50.7%

Type of property 🏠

Single family
101 | 90.1%

Est. Household income 💰

\$50,000–\$74,999
137 | 27.2%

Purchase/lease price 🚗

Less than \$20,000
103 | 33.1%

When purchased 📅

7–12 months ago
142 | 46.3%

Vehicle age 🚗

11+ years
50 | 20.2%

Channel preference



134



82



221



209



19



33

Technology adoption



Wizards

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



O51 Digitally Savvy

Young singles who live digital-driven smaller city lifestyles

🏠 3.75% | 2.49% 👤

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		
Married		30.27%
Single male	352	9.25%
Single female	287	8.34%
Unknown status		0.56%
Without kids		
Married		28.56%
Single male	243	14.56%
Single female	228	7.78%
Unknown status		0.69%

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%

Vehicle type owned

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%

O52 Urban Ambition

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

🏠 1.14% | 0.67% 👤



Who we are

Head of household age 🎂

25–30
356 | 29.1%

Type of property 🏠

Multi-family:
3 units
614 | 11.3%

Est. Household income 💰

Less than \$15,000
267 | 13.7%

Purchase/lease price 🚗

Less than \$20,000
136 | 43.5%

When purchased 📅

7–12 months ago
69 | 22.6%

Vehicle age 🚗

0–5 years
14 | 5.2%

Channel preference



292



87



586



301



18



30

Technology adoption



Wizards

Key features

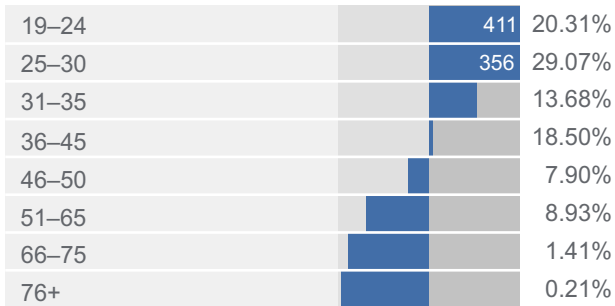
- Impulsive recreational shoppers
- Singles and single parents
- City apartment renters
- Office workers
- Don't keep vehicles for a long time
- Likely to own full-size cars



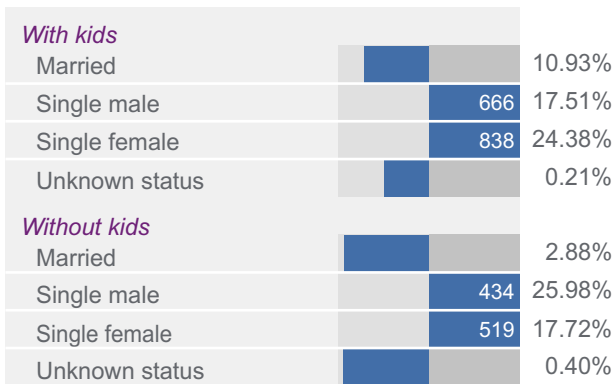
052 Urban Ambition

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

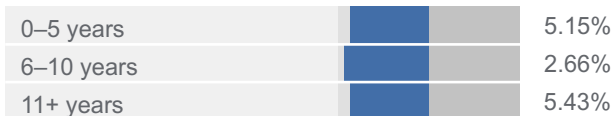
Head of household age



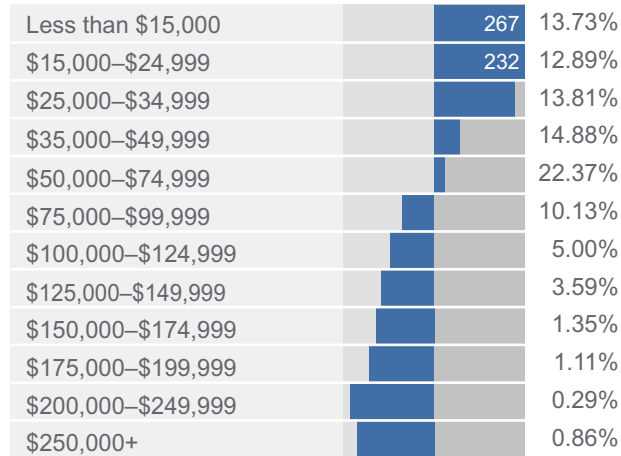
Family structure



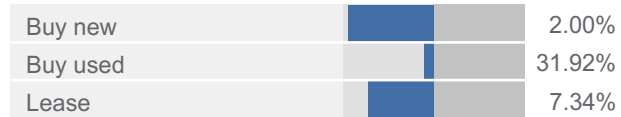
Vehicle age



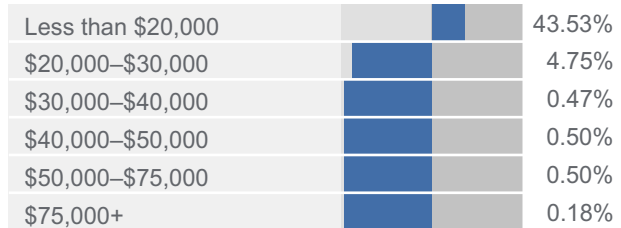
Estimated household income



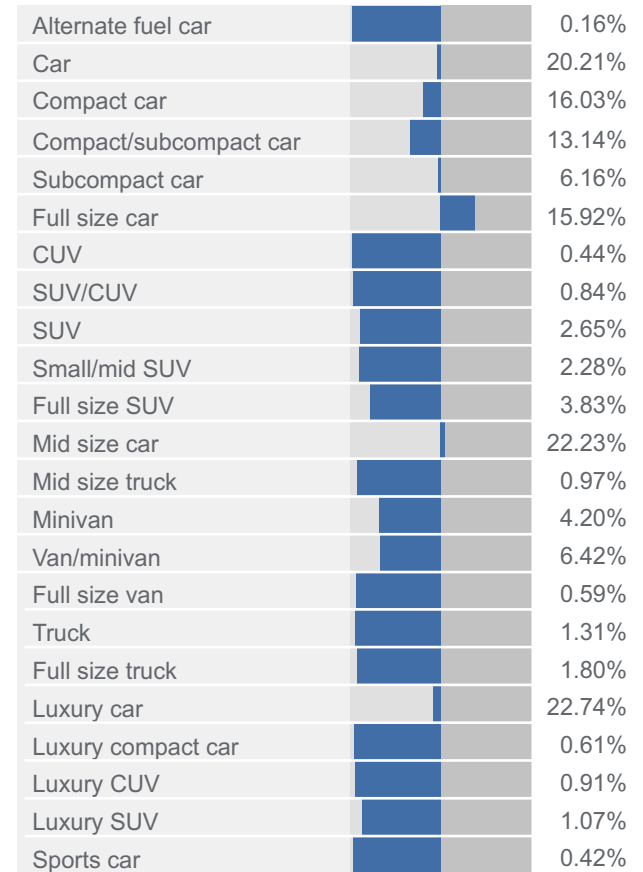
Purchase/lease



Purchase/lease price



Vehicle type owned



O53 Colleges and Cafes

Youthful singles and recent college graduates living in college communities

🏠 0.88% | 0.54% 👤



Who we are

Head of household age

19–24
779 | 38.5%

Type of property

Multi-family:
3 units
575 | 10.6%

Est. Household income

Less than \$15,000
275 | 14.1%

Purchase/lease price

Less than \$20,000
122 | 39.0%

When purchased

7–12 months ago
58 | 18.8%

Vehicle age

0–5 years
33 | 11.9%

Channel preference



171



12



569



247



63



47

Technology adoption



Wizards

Key features

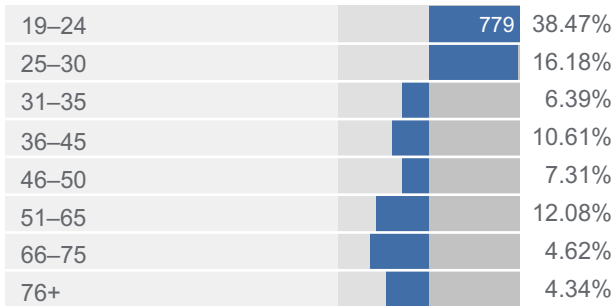
- University towns
- Single adults
- Bike or walk to work
- Active lifestyles
- Unlikely to buy new vehicles
- Own subcompact cars



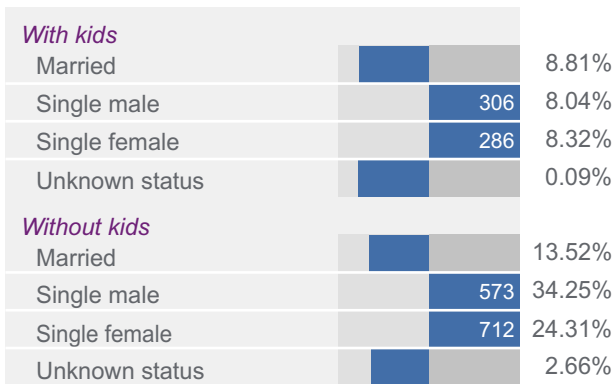
053 Colleges and Cafes

Youthful singles and recent college graduates living in college communities

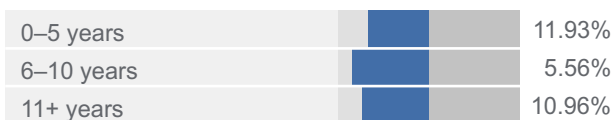
Head of household age



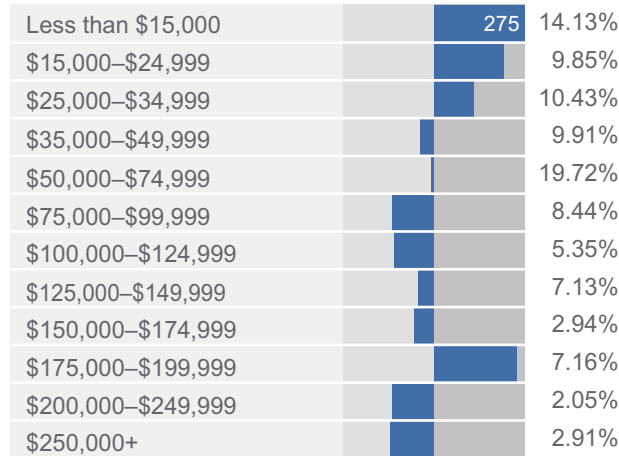
Family structure



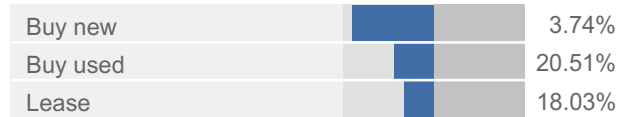
Vehicle age



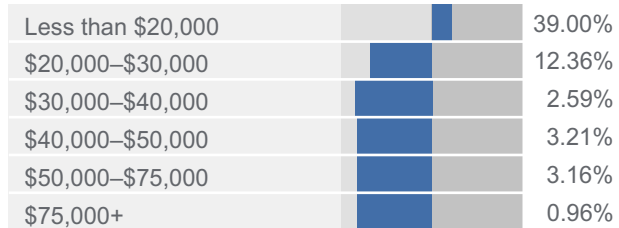
Estimated household income



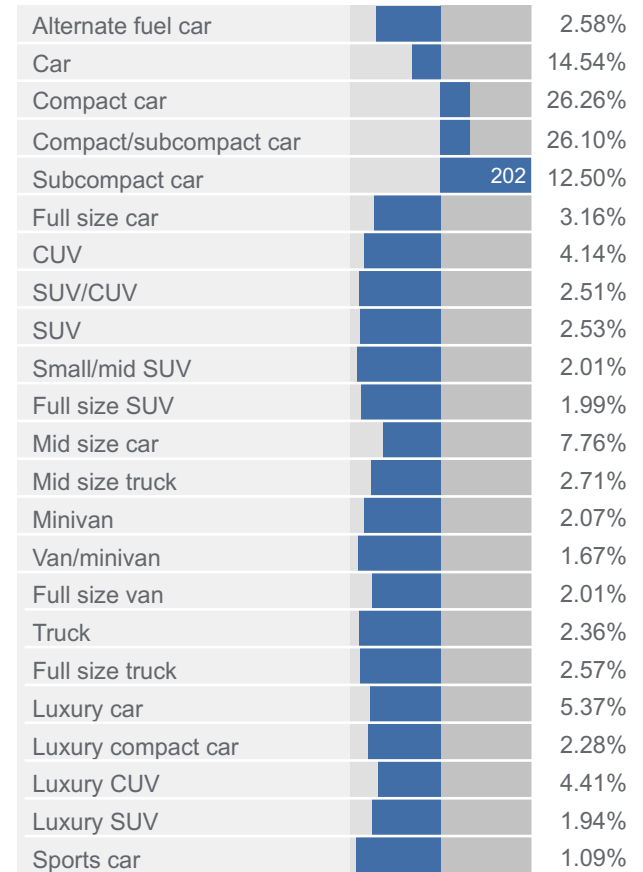
Purchase/lease



Purchase/lease price



Vehicle type owned



O54 Influenced by Influencers

Young singles living in Midwest and Southern city centers

🏠 2.79% | 1.43% 👤



Who we are

Head of household age

25–30

700 | 57.2%

Type of property

Multi-family:
101+ units

1806 | 24.9%

Est. Household income

\$50,000–\$74,999

120 | 23.8%

Purchase/lease price

Less than \$20,000

190 | 61.0%

When purchased

13–24 months ago

56 | 19.0%

Vehicle age

11+ years

36 | 14.3%

Channel preference



194



21



553



431



43



10

Technology adoption



Journeymen

Key features

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



O54 Influenced by Influencers

Young singles living in Midwest and Southern city centers

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		
Married		6.67%
Single male	769	45.99%
Single female	898	30.66%
Unknown status		1.13%

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%

Vehicle type owned

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		0.51%
Small/mid SUV		1.34%
Full size SUV		0.77%
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%

055 Family Troopers

Families and single parent households living near military bases

🏠 1.54% | 1.00% 👤



Who we are

Head of household age 🎂 25–30 693 56.6%	Type of property 🏠 Multi-family: 3 units 622 11.4%
Est. Household income 💰 \$15,000–\$24,999 285 15.8%	Purchase/lease price 🚗 Less than \$20,000 140 45.0%
When purchased 📅 13–24 months ago 96 32.9%	Vehicle age 🚗 11+ years 27 11.0%

Channel preference

📺 159	✉️ 82	📺 675
💬 324	@ 13	👍 27

Key features

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

Technology adoption



Wizards



O55 Family Troopers

Families and single parent households living near military bases

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		
Married		1.95%
Single male		2.80%
Single female		1.99%
Unknown status		0.09%

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%
\$20,000–\$30,000		10.64%
\$30,000–\$40,000		0.83%
\$40,000–\$50,000		0.72%
\$50,000–\$75,000		0.92%
\$75,000+		0.22%

Vehicle type owned

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%

P56 Mid-Scale Medley

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

🏠 0.66% | 0.46% 👤



Who we are

Head of household age 🎂

36–45
256 | 45.7%

Type of property 🏠

Single family
105 | 93.9%

Est. Household income 💰

\$50,000–\$74,999
145 | 29.0%

Purchase/lease price 🚗

Less than \$20,000
82 | 26.3%

When purchased 📅

7–12 months ago
71 | 23.0%

Vehicle age 🚗

11+ years
23 | 9.2%

Channel preference



95



77



229



122



18



41

Technology adoption



Wizards

Key features

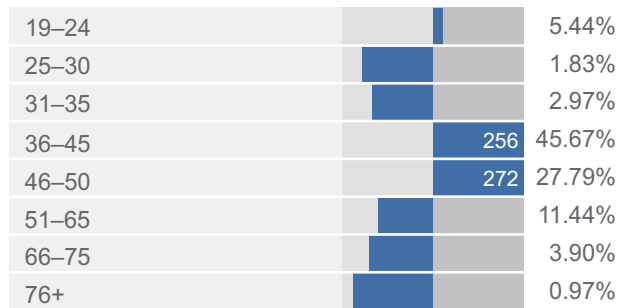
- Modest living
- Single adults
- Older housing
- Cash over credit
- Don't own newer vehicles
- Not in the market for expensive vehicles



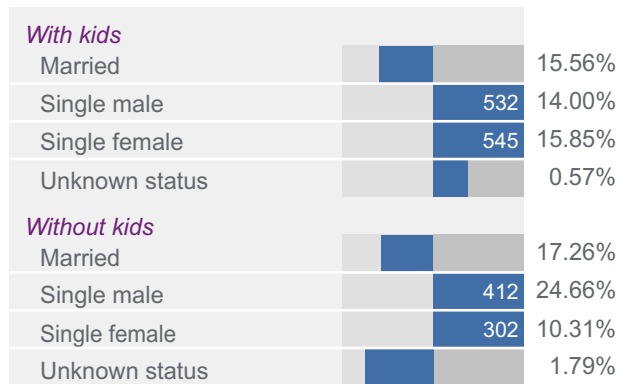
P56 Mid-Scale Medley

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

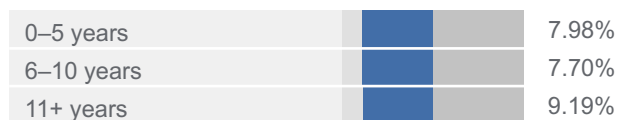
Head of household age



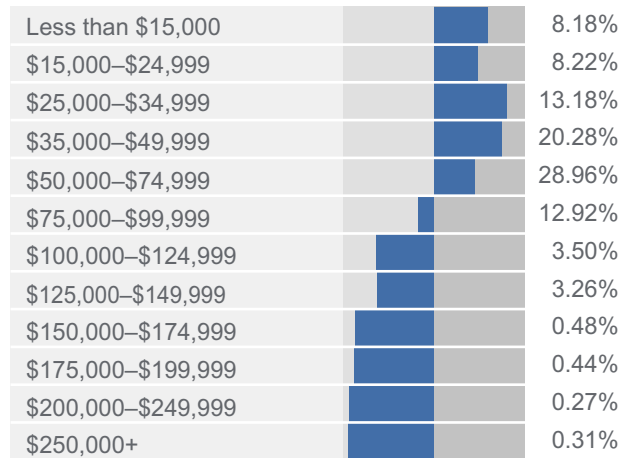
Family structure



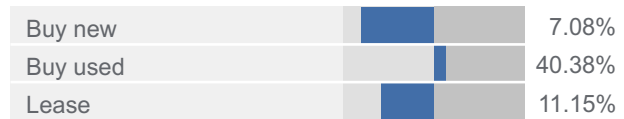
Vehicle age



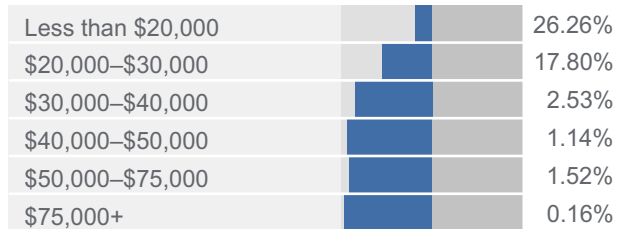
Estimated household income



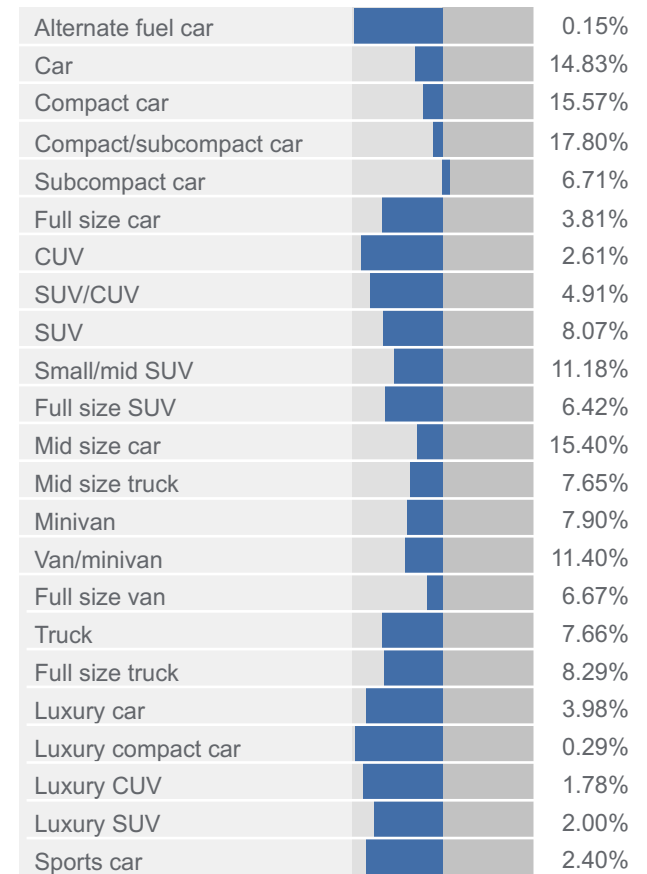
Purchase/lease



Purchase/lease price



Vehicle type owned



P57 Modest Metro Means

Middle-aged singles established in inner-city rental communities

🏠 0.67% | 0.53% 👤



Who we are

Head of household age 🎂

19–24

375 | 18.5%

Type of property 🏠

Multi-family:
2 units

1563 | 37.6%

Est. Household income 💰

\$50,000–\$74,999

127 | 25.3%

Purchase/lease price 🚗

Less than \$20,000

130 | 41.7%

When purchased 📅

37–48 months ago

48 | 16.4%

Vehicle age 🚗

0–5 years

21 | 7.7%

Channel preference

📺

402

✉️

80

📺

189

💬

244

@

60

👍

50

Technology adoption



Wizards

Key features

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



P57 Modest Metro Means

Middle-aged singles established in inner-city rental communities

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%
Unknown status		1.91%

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%

Vehicle type owned

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%

P58 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%	Type of property 🏠 Multi-family: 3 units 1782 32.7%
Est. Household income 💰 \$50,000–\$74,999 129 25.6%	Purchase/lease price 🚗 Less than \$20,000 123 39.4%
When purchased 📅 37–48 months ago 42 14.6%	Vehicle age 🚗 0–5 years 32 11.5%

Channel preference

249	61	174
270	37	13

Key features

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

Technology adoption



Wizards



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

<i>With kids</i>		
Married		40.93%
Single male	858	22.57%
Single female	650	18.90%
Unknown status		0.05%
<i>Without kids</i>		
Married		3.13%
Single male		8.69%
Single female		5.29%
Unknown status		0.43%

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%

Vehicle type owned

Alternate fuel car	217	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%

P59 Expanding Horizons

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

🏠 1.19% | 1.38% 👤



Who we are

Head of household age 🎂 46–50 163 16.7%	Type of property 🏠 Single family 107 96.1%
Est. Household income 💰 \$25,000–\$34,999 285 20.8%	Purchase/lease price 🚗 Less than \$20,000 85 27.3%
When purchased 📅 37–48 months ago 122 42.2%	Vehicle age 🚗 6–10 years 43 15.1%

Channel preference

121	23	448
78	1	85

Key features

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

Technology adoption



Wizards



P59 Expanding Horizons

Middle-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		
Married		7.90%
Single male		1.32%
Single female		1.44%
Unknown status		0.84%

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%

Vehicle type owned

Alternate fuel car		0.08%
Car		24.76%
Compact car		31.05%
Compact/subcompact car		33.82%
Subcompact car		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%

P60 Striving Forward

Cultured families and single parents earning modest incomes in gateway communities

🏠 0.75% | 0.47% 👤



Who we are

Head of household age 🎂

19–24

382 | 18.9%

Type of property 🏠

Multi-family:
5–9 units

1095 | 22.5%

Est. Household income 💰

\$15,000–\$24,999

311 | 17.3%

Purchase/lease price 🚗

Less than \$20,000

80 | 25.7%

When purchased 📅

37–48 months ago

35 | 12.0%

Vehicle age 🚗

0–5 years

11 | 4.2%

Channel preference



185



53



488



236



3



14

Technology adoption



Wizards

Key features

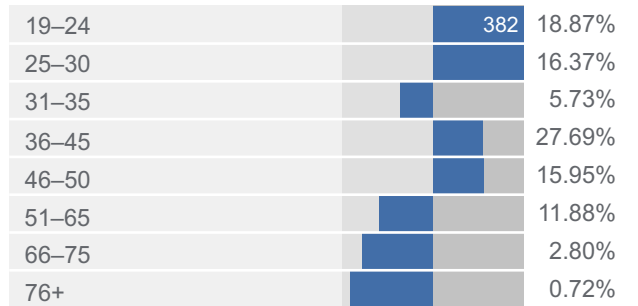
- Risk taker
- Ambitious
- Single parents
- English not first language
- Don't own old vehicles
- Likely to own compact/subcompact cars



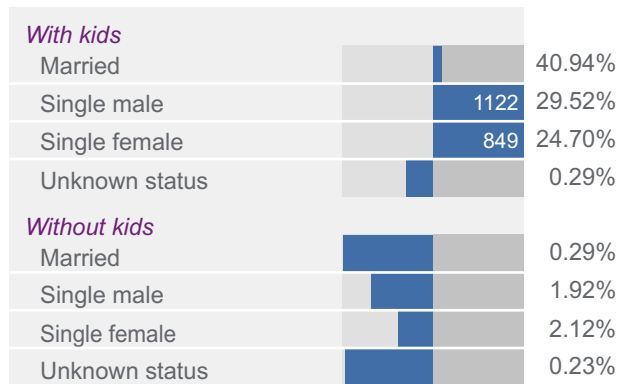
P60 Striving Forward

Cultured families and single parents earning modest incomes in gateway communities

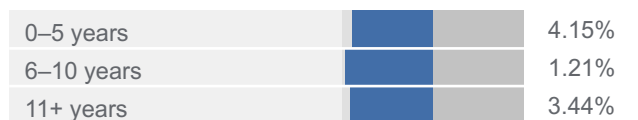
Head of household age



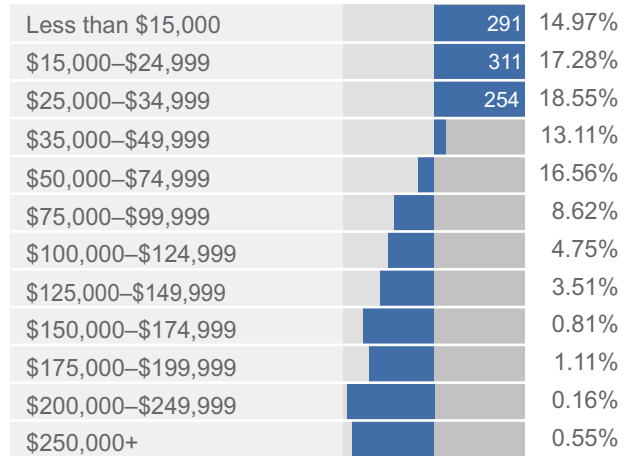
Family structure



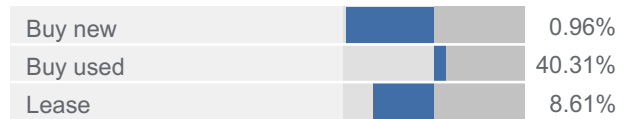
Vehicle age



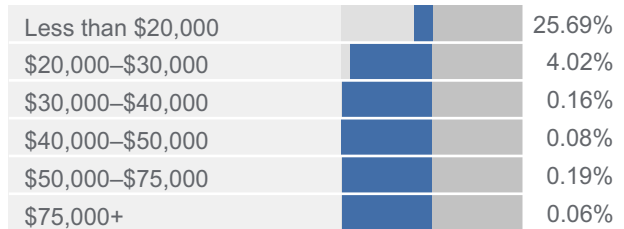
Estimated household income



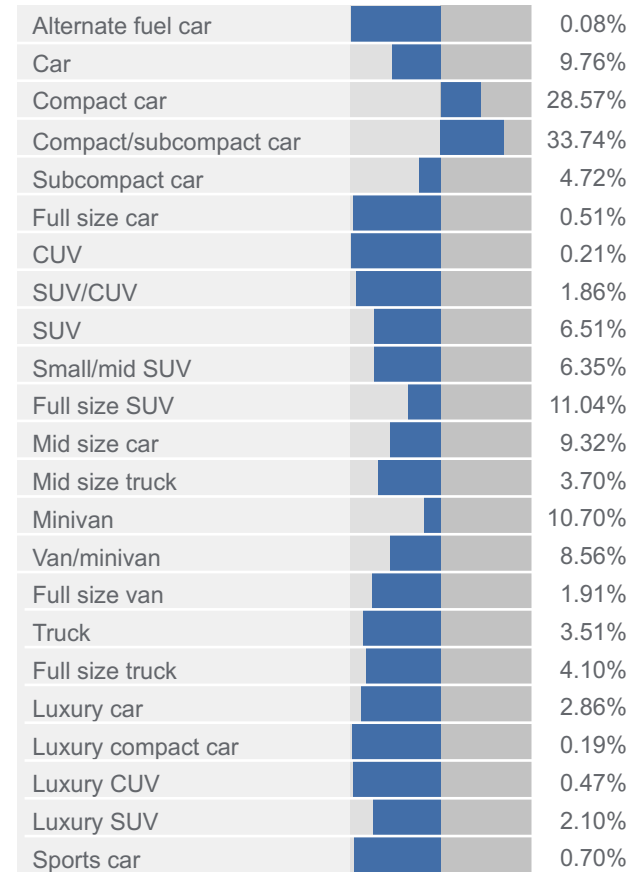
Purchase/lease



Purchase/lease price



Vehicle type owned



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%

Est. Household income 💰

\$15,000–\$24,999

362 | 20.1%

Purchase/lease price 🚗

Less than \$20,000

139 | 44.4%

When purchased 📅

13–24 months ago

32 | 11.1%

Vehicle age 🚗

0–5 years

7 | 2.7%

Channel preference

📺

183

✉️

61

📺

590

💬

274

@

0

👍

11

Technology adoption



Wizards

Key features

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



P61 Simple Beginnings

Singles and single parent households with modest incomes in city apartments

Head of household age

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

Family structure

With kids	
Married	28.67%
Single male	32.17%
Single female	28.88%
Unknown status	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%

Vehicle type owned

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 Enjoying Retirement

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

🏠 1.90% | 1.68% 👤



Who we are

Head of household age 🎂

76+
718 | 59.1%

Type of property 🏠

Single family
97 | 86.7%

Est. Household income 💰

\$35,000–\$49,999
190 | 22.1%

Purchase/lease price 🚗

\$20,000–\$30,000
141 | 55.2%

When purchased 📅

48+ months ago
68 | 23.5%

Vehicle age 🚗

11+ years
108 | 43.4%

Channel preference



11



254



1



9



98



13

Technology adoption



Novices

Key features

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



Q62 Enjoying Retirement

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

🏠 1.90% | 1.68% 👤

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

<i>With kids</i>		
Married		0.56%
Single male		0.00%
Single female		0.01%
Unknown status		0.12%
<i>Without kids</i>		
Married		57.19%
Single male		0.39%
Single female		0.15%
Unknown status	578	41.59%

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%

Vehicle type owned

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 Footloose and Family Free

Settled couples and widowed individuals living active and comfortable lifestyles

🏠 0.43% | 0.37% 👤



Who we are

Head of household age 🎂

76+

578 | 47.6%

Type of property 🏠

Multi-family:
101+ units

417 | 5.8%

Est. Household income 💰

\$35,000–\$49,999

168 | 19.5%

Purchase/lease price 🚗

\$20,000–\$30,000

176 | 68.9%

When purchased 📅

7–12 months ago

54 | 17.5%

Vehicle age 🚗

11+ years

97 | 39.1%

Channel preference



32



260



1



5

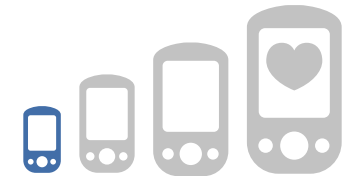


90



17

Technology adoption



Novices

Key features

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

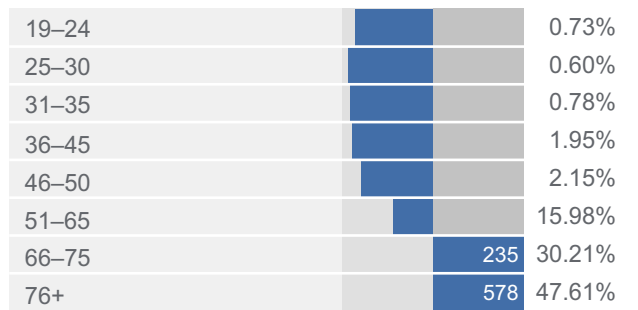


Q63 Footloose and Family Free

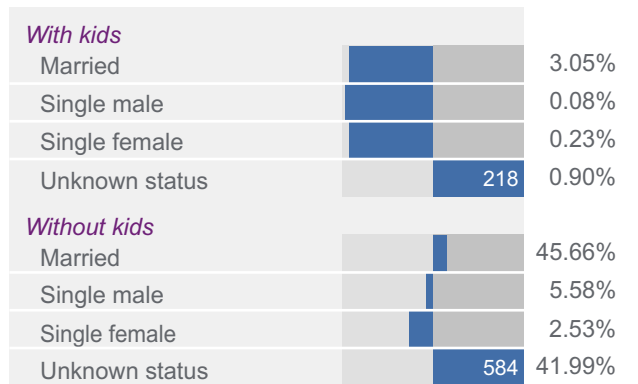
Settled couples and widowed individuals living active and comfortable lifestyles

🏠 0.43% | 0.37% 👤

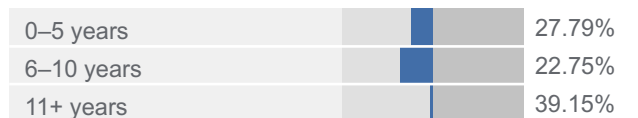
Head of household age



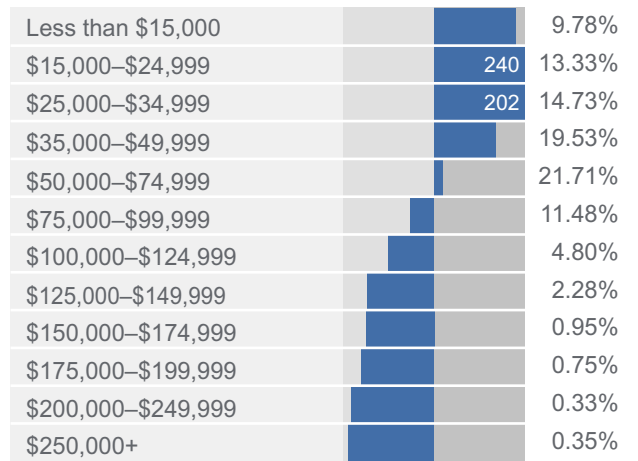
Family structure



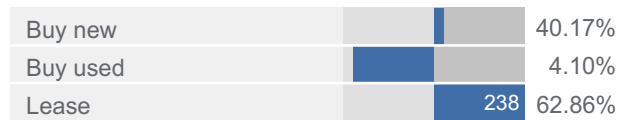
Vehicle age



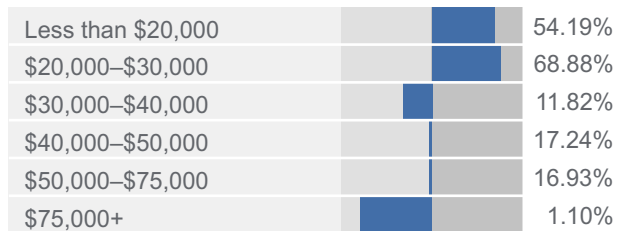
Estimated household income



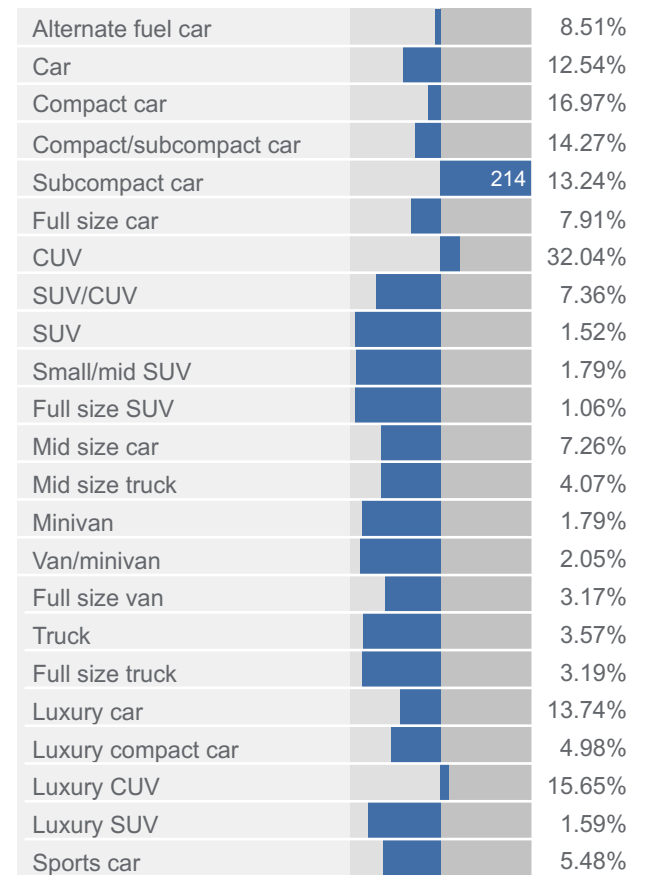
Purchase/lease



Purchase/lease price



Vehicle type owned



Q64 Established in Society

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

🏠 3.85% | 3.56% 👤



Who we are

Head of household age 🎂 76+ 622 51.2%	Type of property 🏠 Single family 108 97.2%
Est. Household income 💰 \$25,000–\$34,999 321 23.5%	Purchase/lease price 🚗 \$20,000–\$30,000 63 24.8%
When purchased 📅 48+ months ago 126 43.3%	Vehicle age 🚗 11+ years 44 17.8%

Channel preference



Key features

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

Technology adoption



Novices



Q64 Established in Society

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

🏠 3.85% | 3.56% 👤

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

<i>With kids</i>		
Married		0.67%
Single male		0.01%
Single female		0.02%
Unknown status		0.26%
<i>Without kids</i>		
Married		56.26%
Single male		0.67%
Single female		0.36%
Unknown status	580	41.75%

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%

Vehicle type owned

Alternate fuel car		0.76%
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%

Q65 Mature and Wise

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

🏠 1.84% | 1.21% 👤



Who we are

Head of household age 🎂 76+ 502 41.3%	Type of property 🏠 Multi-family: 101+ units 2592 35.7%
Est. Household income 💰 \$15,000–\$24,999 365 20.3%	Purchase/lease price 🚗 Less than \$20,000 100 32.2%
When purchased 📅 0–6 months ago 22 7.5%	Vehicle age 🚗 11+ years 22 9.0%

Channel preference

34	186	16
24	80	12

Key features

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

Technology adoption



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	37.87% 295
76+	41.31% 502

Family structure

With kids	
Married	2.03%
Single male	0.37%
Single female	0.33%
Unknown status	1.07% 258
Without kids	
Married	22.02%
Single male	5.63%
Single female	4.10%
Unknown status	64.46% 896

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%

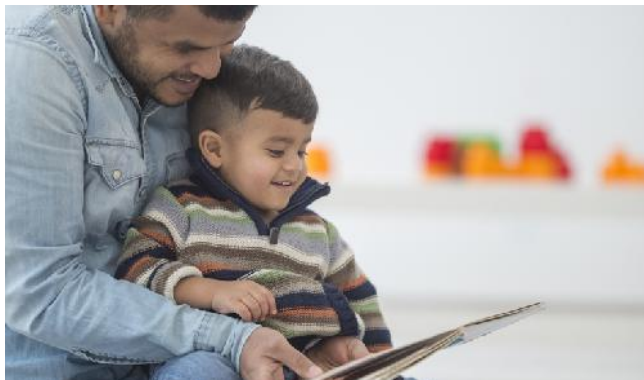
Vehicle type owned

Alternate fuel car	3.13%
Car	20.98%
Compact car	17.44%
Compact/subcompact car	14.00%
Subcompact car	10.71%
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 Ambitious Dreamers

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

🏠 1.16% | 0.62% 👤



Who we are

Head of household age <p>25–30</p> <p>387 31.6%</p>	Type of property <p>Multi-family: 3 units</p> <p>782 14.3%</p>
Est. Household income <p>Less than \$15,000</p> <p>480 24.7%</p>	Purchase/lease price <p>Less than \$20,000</p> <p>91 29.0%</p>
When purchased <p>7–12 months ago</p> <p>71 23.0%</p>	Vehicle age <p>0–5 years</p> <p>8 2.9%</p>

Channel preference

160	39	779
209	6	12

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

Technology adoption



Wizards



R66 Ambitious Dreamers

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

🏠 1.16% | 0.62% 👤

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%

Vehicle type owned

Alternate fuel car		0.05%
Car		11.00%
Compact car		15.84%
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%

R67 Passionate Parents

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

🏠 0.80% | 0.48% 👤



Who we are

Head of household age 🎂 19–24 464 22.9%	Type of property 🏠 Multi-family: 3 units 601 11.0%
Est. Household income 💰 Less than \$15,000 769 39.5%	Purchase/lease price 🚗 Less than \$20,000 83 26.7%
When purchased 📅 7–12 months ago 90 29.2%	Vehicle age 🚗 6–10 years 3 0.9%

Channel preference



Key features

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

Technology adoption



Wizards



R67 Passionate Parents

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

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		
Married		8.51%
Single male	981	25.80%
Single female	1422	41.37%
Unknown status		0.27%
Without kids		
Married		0.55%
Single male	234	13.99%
Single female	276	9.41%
Unknown status		0.08%

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%

Vehicle type owned

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 Small Town Sophisticates

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

🏠 1.07% | 0.71% 👤



Who we are

Head of household age 🎂

51–65
136 | 39.0%

Type of property 🏠

Single family
105 | 94.4%

Est. Household income 💰

Less than \$15,000
425 | 21.9%

Purchase/lease price 🚗

Less than \$20,000
45 | 14.4%

When purchased 📅

7–12 months ago
97 | 31.6%

Vehicle age 🚗

0–5 years
14 | 5.1%

Channel preference



72



55



288



44



6



26

Key features

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

Technology adoption



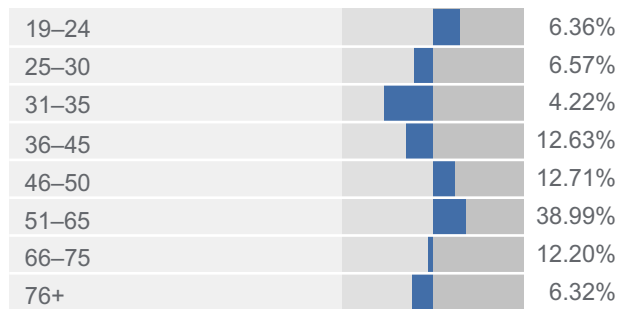
Novices



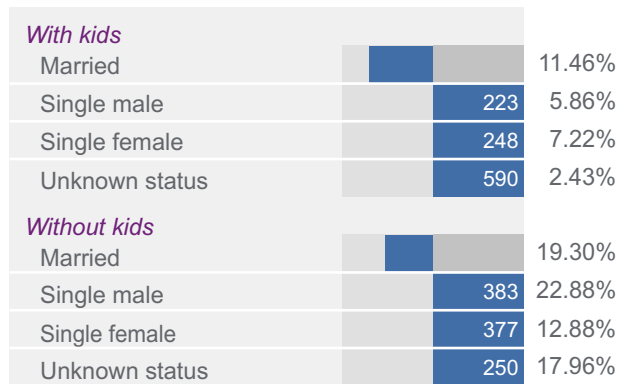
S68 Small Town Sophisticates

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

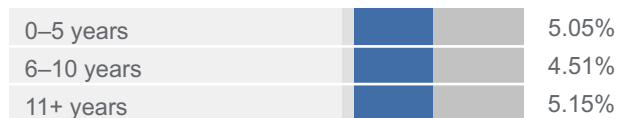
Head of household age



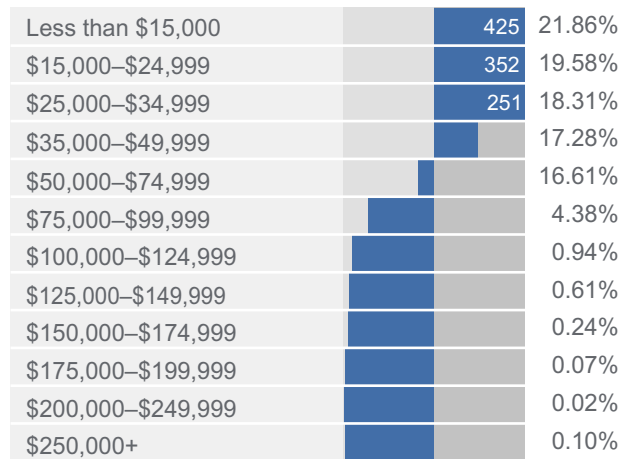
Family structure



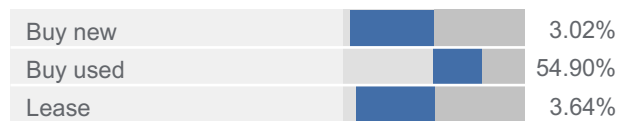
Vehicle age



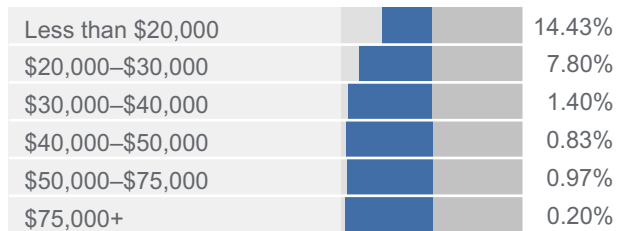
Estimated household income



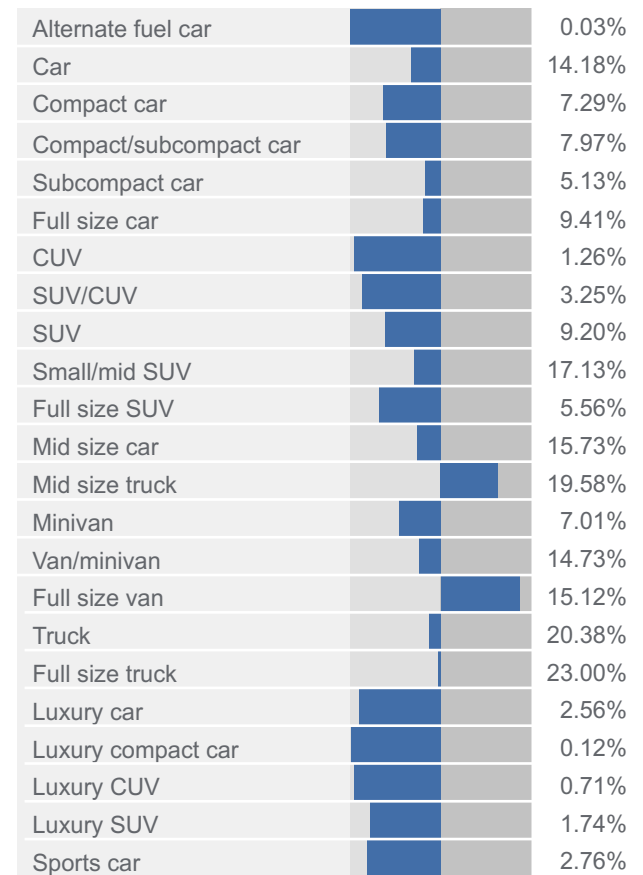
Purchase/lease



Purchase/lease price



Vehicle type owned



S69 Urban Legacies

Middle-aged, sophisticated singles established in modest urban settings

🏠 1.33% | 1.11% 👤



Who we are

Head of household age 🎂

51–65
142 | 40.9%

Type of property 🏠

Single family
107 | 96.0%

Est. Household income 💰

Less than \$15,000
431 | 22.2%

Purchase/lease price 🚗

Less than \$20,000
57 | 18.4%

When purchased 📅

48+ months ago
82 | 28.1%

Vehicle age 🚗

6–10 years
11 | 3.8%

Channel preference



373



97



336



80



13



69

Technology adoption



Wizards

Key features

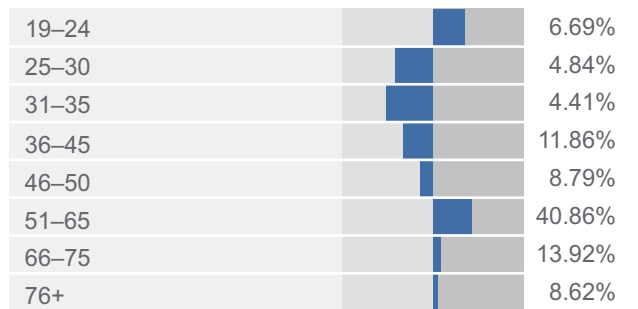
- Modest budgets
- Influenced by celebrities
- Impulse shoppers
- Lower value housing
- Unlikely to own newer vehicles
- Own full- and mid-size cars



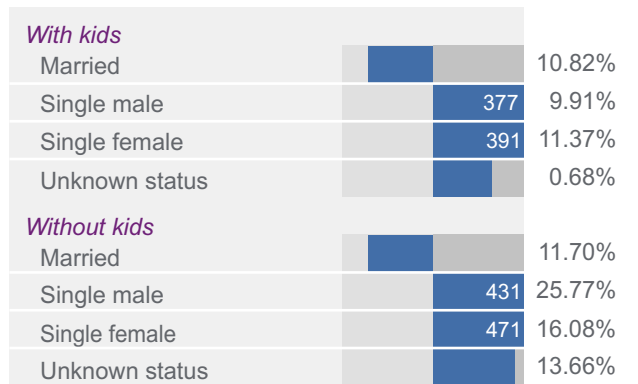
S69 Urban Legacies

Middle-aged, sophisticated singles established in modest urban settings

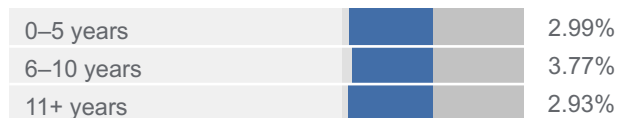
Head of household age



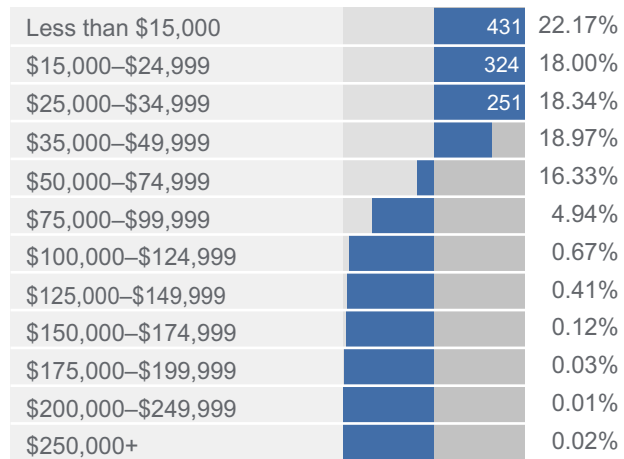
Family structure



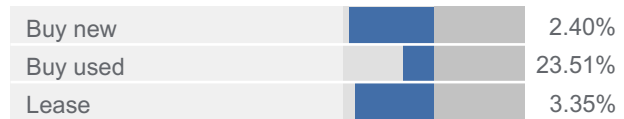
Vehicle age



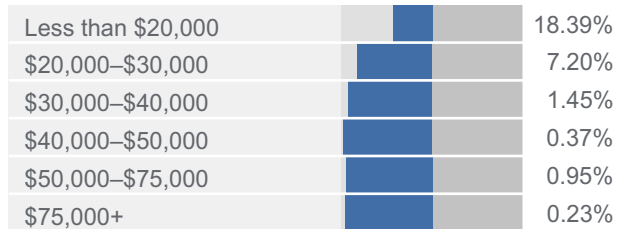
Estimated household income



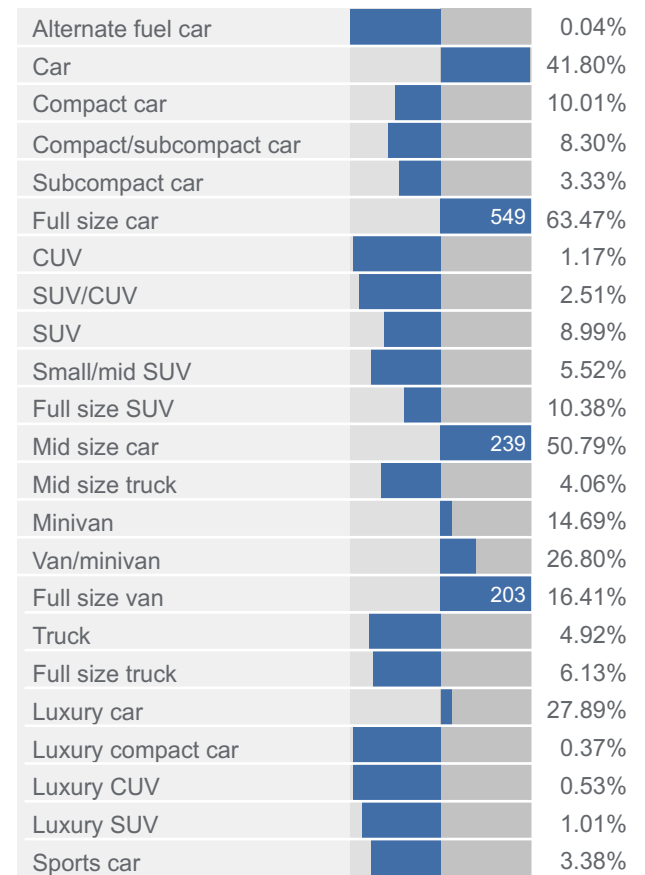
Purchase/lease



Purchase/lease price



Vehicle type owned



S70 Thrifty Singles

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

🏠 0.22% | 0.13% 👤



Who we are

Head of household age 🎂

46–50

248 | 25.4%

Type of property 🏠

Multi-family:
2 units

799 | 19.2%

Est. Household income 💰

Less than \$15,000

497 | 25.6%

Purchase/lease price 🚗

Less than \$20,000

63 | 20.1%

When purchased 📅

0–6 months ago

96 | 31.9%

Vehicle age 🚗

6–10 years

12 | 4.3%

Channel preference

📺

104

✉️

76

📺

311

💬

117

@

4

👍

6

Technology adoption



Wizards

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

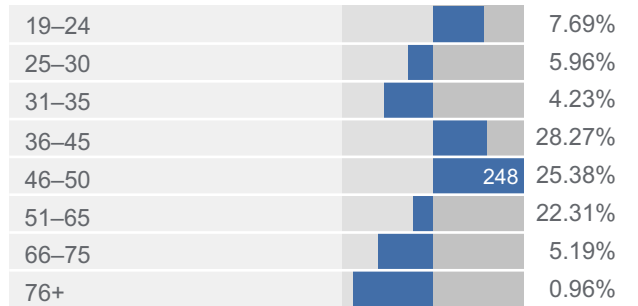


S70 Thrifty Singles

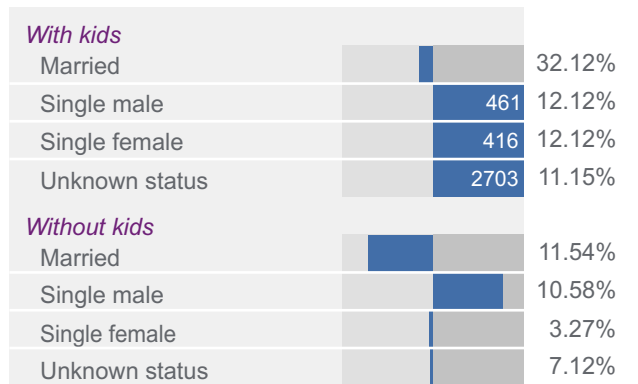
Middle-aged singles with limited income in transitional small town and exurban apartments

🏠 0.22% | 0.13% 👤

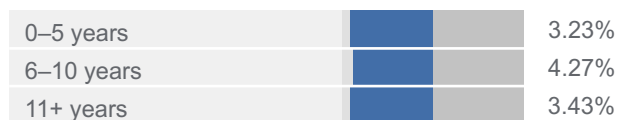
Head of household age



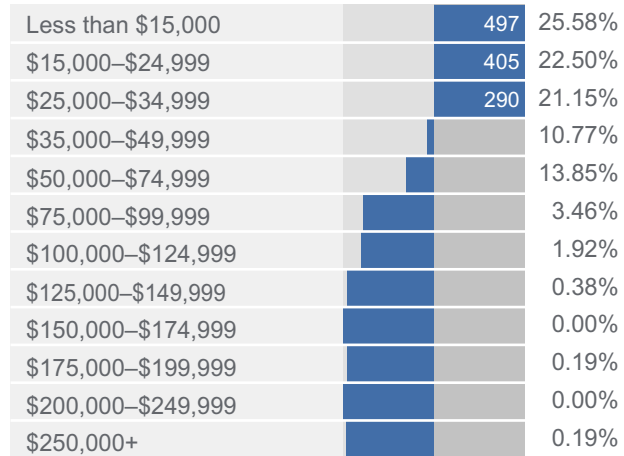
Family structure



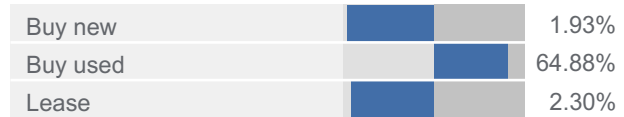
Vehicle age



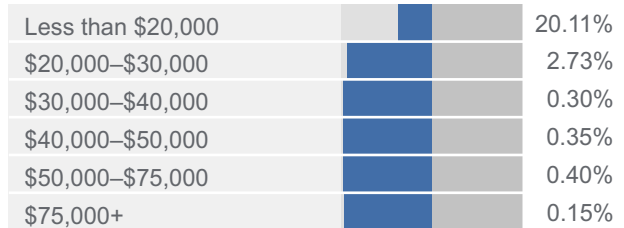
Estimated household income



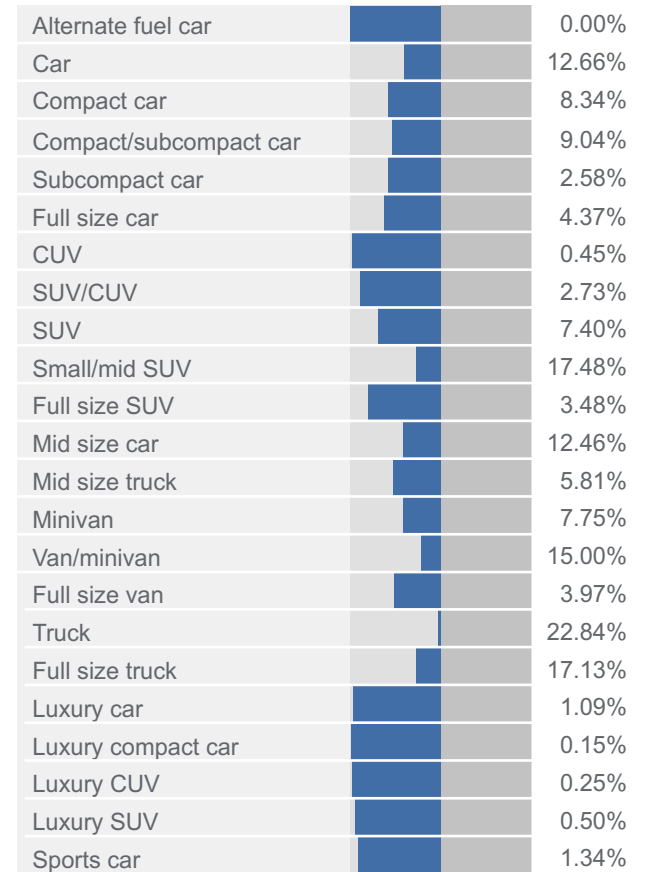
Purchase/lease



Purchase/lease price



Vehicle type owned



S71 Modest Retirees

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

🏠 0.60% | 0.38% 👤



Who we are

Head of household age 🎂 51–65 219 63.1%	Type of property 🏠 Multi-family: 101+ units 1829 25.2%
Est. Household income 💰 Less than \$15,000 505 26.0%	Purchase/lease price 🚗 Less than \$20,000 112 36.0%
When purchased 📅 7–12 months ago 25 8.2%	Vehicle age 🚗 11+ years 9 3.5%

Channel preference

168	55	269
102	29	26

Key features

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

Technology adoption



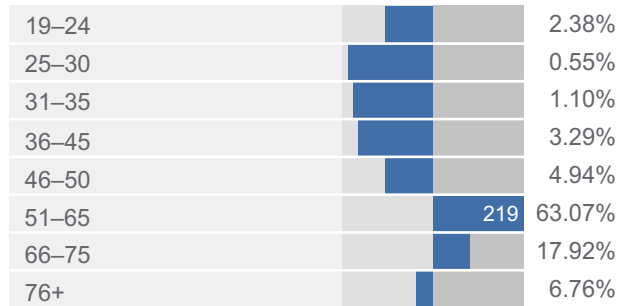
Wizards



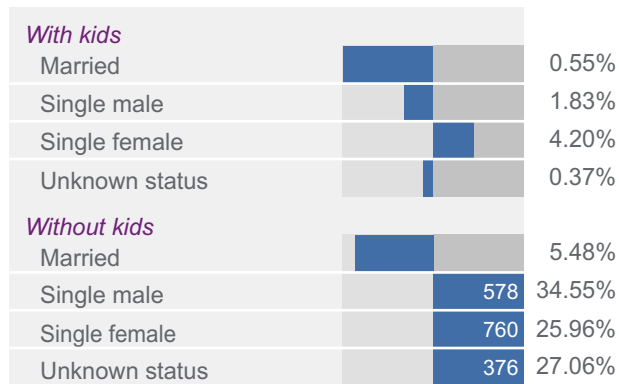
S71 Modest Retirees

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

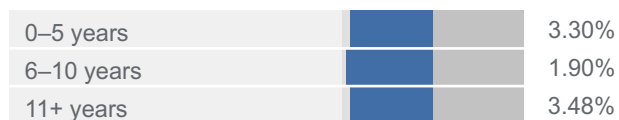
Head of household age



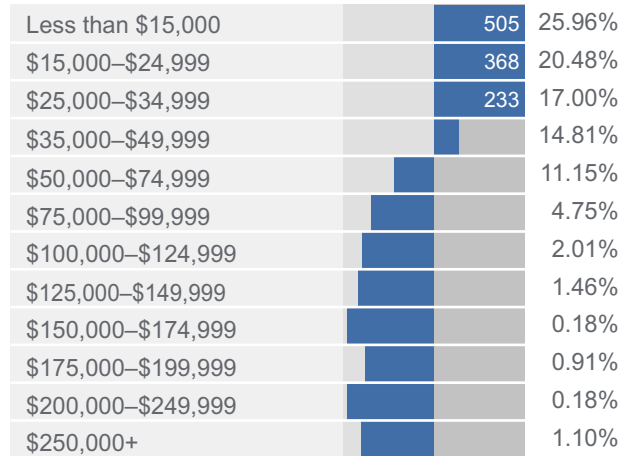
Family structure



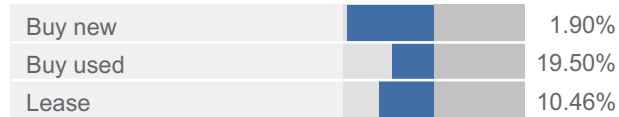
Vehicle age



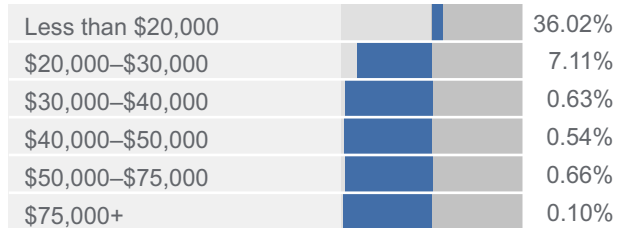
Estimated household income



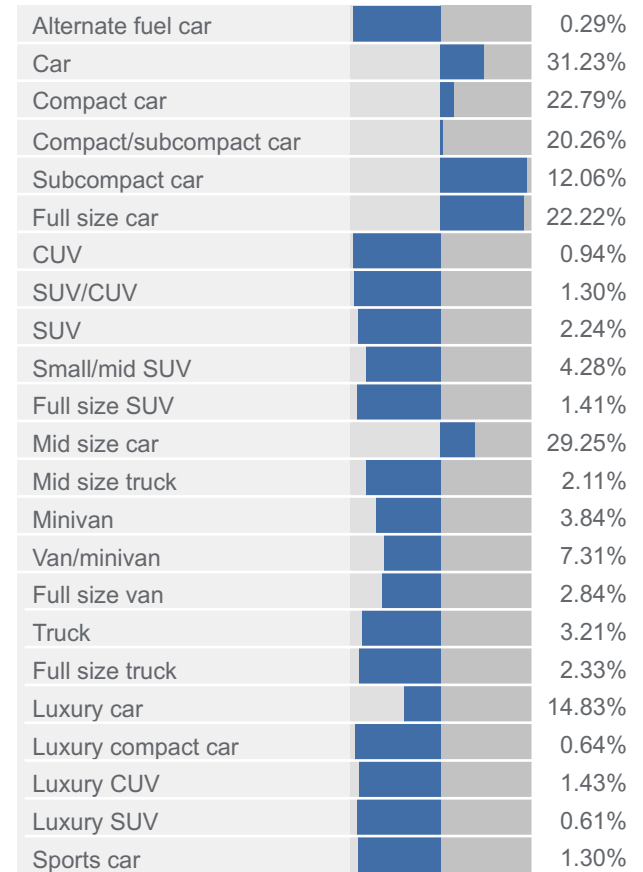
Purchase/lease



Purchase/lease price



Vehicle type owned



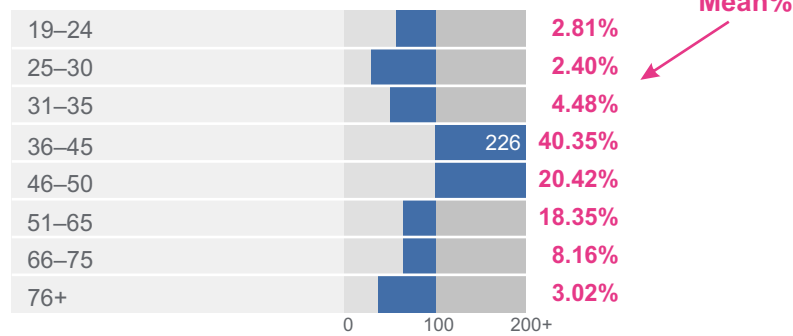
Charts provide details of the key variables used to build and describe the Mosaic groups and types.
 For each group and type, the charts show the **Means** and **Index** for each variable.

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:

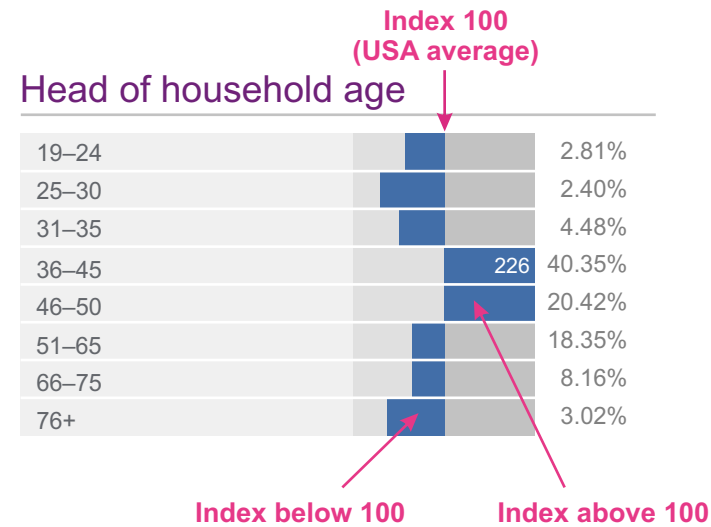
- 2.81% of Group D are aged 19–24
- 2.40% of Group D are aged 25–30
- 4.48% of Group D are aged 31–35
- 40.35% of Group D are aged 36–45
- 20.42% of Group D are aged 46–50
- 18.35% of Group D are aged 51–65
- 8.16% of Group D are aged 66–75
- 3.02% of Group D are aged 76+

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.



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