experian™

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.

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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				

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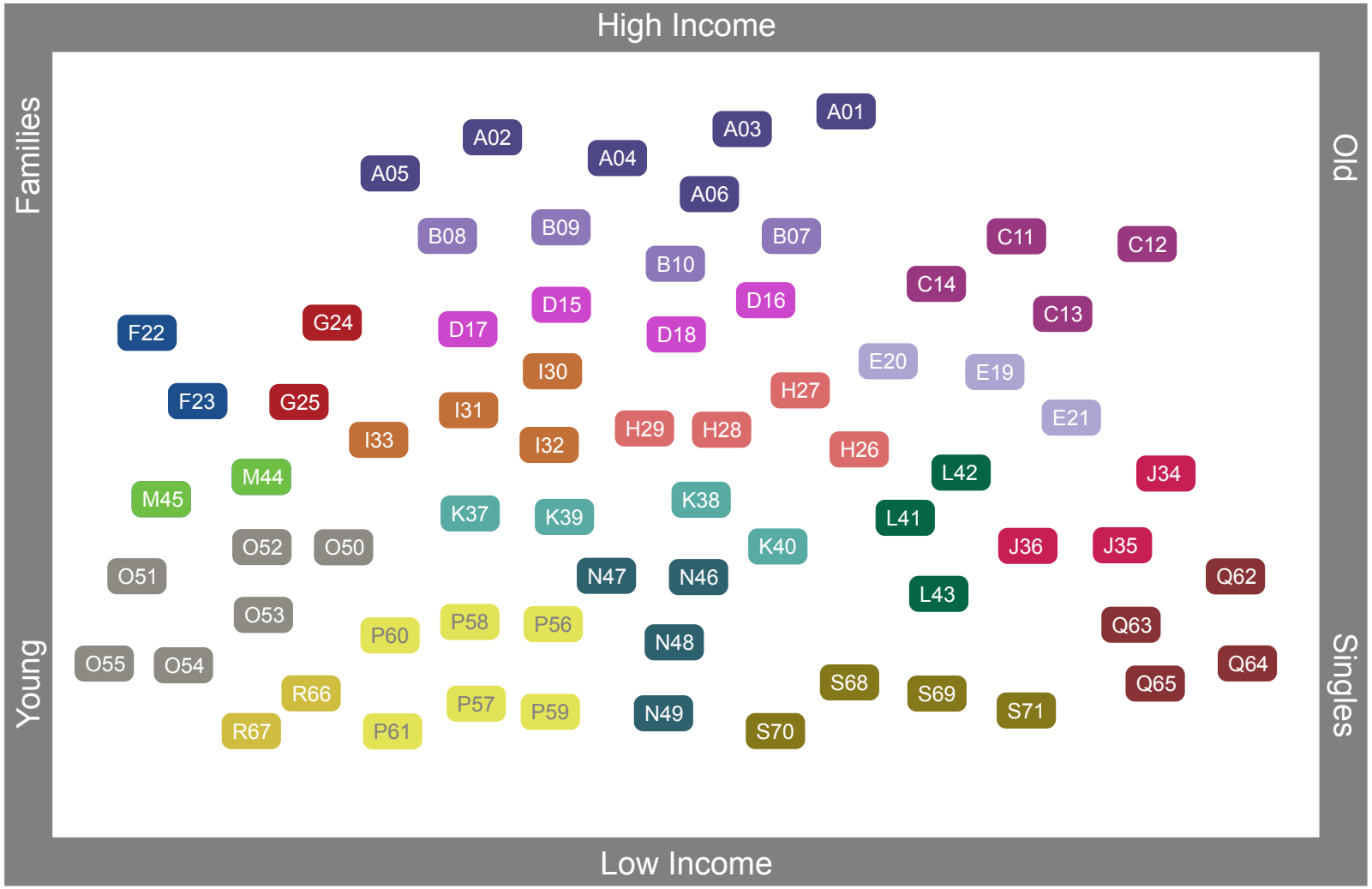
The Mosaic USA family tree illustrates the major demographic and lifestyle polarities between the groups and types, and shows how the Mosaic types relate to each other.



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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

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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

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A Power Elite

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

6.30% | 7.99%

Who we are

Head of household age
51–65
111 | 31.7%

Type of property
Single family
99 | 91.8%

Est. Household income
$250,000+
693 | 37.7%

Household size
2 persons
104 | 29.4%

Home ownership
Homeowner
113 | 92.0%

Age of children
13–18
165 | 21.3%

Channel preference

TV		
108	86	16
137	393	189

Key features

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

Technology adoption

Journeymen

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A Power Elite

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

6.30% | 7.99%

Head of household age

19–24	2.76%
25–30	6.71%
31–35	10.12%
36–45	23.15%
46–50	14.57%
51–65	31.70%
66–75	6.95%
76+	4.03%

Family structure

With kids	
Married	52.00%
Single male	0.24%
Single female	0.40%
Unknown status	0.09%
Without kids	
Married	42.87%
Single male	1.90%
Single female	1.05%
Unknown status	1.44%

Home ownership

Homeowner	91.96%
Renter	4.84%
Unknown	3.20%

Education

Less than high school	1.66%
High school diploma	5.97%
Some college	17.93%
Bachelor's degree	39.74%
Graduate's degree	34.70%

Estimated household income

Less than $15,000	0.06%
$15,000–$24,999	0.10%
$25,000–$34,999	0.23%
$35,000–$49,999	0.46%
$50,000–$74,999	1.29%
$75,000–$99,999	3.02%
$100,000–$124,999	4.58%
$125,000–$149,999	10.00%
$150,000–$174,999	8.26%
$175,000–$199,999	12.27%
$200,000–$249,999	22.03%
$250,000+	37.70%

Age of children

0–3	10.32%
4–6	9.29%
7–9	14.12%
10–12	15.76%
13–18	21.27%

Estimated current house value

Less than $50,000	0.00%
$50,000–$74,999	0.01%
$75,000–$99,999	0.02%
$100,000–$149,999	0.13%
$150,000–$174,999	0.22%
$175,000–$199,999	0.53%
$200,000–$249,999	2.57%
$250,000–$299,999	4.53%
$300,000–$349,999	6.20%
$350,000–$399,999	7.11%
$400,000–$499,999	15.31%
$500,000–$749,999	26.58%
$750,000+	36.79%

Length of residency

1 year or less	12.13%
2–3 years	12.45%
4–5 years	12.75%
6–7 years	10.53%
8–9 years	7.58%
10–14 years	13.43%
15–19 years	12.47%
20–24 years	6.85%
25+ years	11.80%

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B Flourishing Families

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

4.05% | 5.41%

Who we are

Head of household age
36–45
197 | 30.3%

Type of property
Single family
105 | 97.6%

Est. Household income
$125,000–$149,999
270 | 21.9%

Household size
2 persons
109 | 30.9%

Home ownership
Homeowner
112 | 91.6%

Age of children
10–12
262 | 26.4%

Channel preference

TV 127	87	38
136	182	178

Key features

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

Technology adoption

Journeymen

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B Flourishing Families

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

4.05% | 5.41%

Head of household age

19–24	3.28%
25–30	5.41%
31–35	10.05%
36–45	30.31%
46–50	16.49%
51–65	27.31%
66–75	5.00%
76+	2.16%

Family structure

With kids	
Married	67.85%
Single male	0.71%
Single female	0.53%
Unknown status	0.11%
Without kids	
Married	28.01%
Single male	1.58%
Single female	0.56%
Unknown status	0.65%

Home ownership

Homeowner	91.62%
Renter	5.77%
Unknown	2.60%

Education

Less than high school	3.61%
High school diploma	12.76%
Some college	27.81%
Bachelor's degree	37.48%
Graduate's degree	18.34%

Estimated household income

Less than $15,000	0.46%
$15,000–$24,999	0.52%
$25,000–$34,999	0.92%
$35,000–$49,999	2.11%
$50,000–$74,999	8.64%
$75,000–$99,999	15.07%
$100,000–$124,999	16.70%
$125,000–$149,999	270 21.95%
$150,000–$174,999	273 10.02%
$175,000–$199,999	252 9.03%
$200,000–$249,999	202 7.55%
$250,000+	7.03%

Age of children

0–3	16.93%
4–6	215 17.87%
7–9	205 24.20%
10–12	262 26.45%
13–18	218 28.02%

Estimated current house value

Less than $50,000	0.01%
$50,000–$74,999	0.03%
$75,000–$99,999	0.11%
$100,000–$149,999	1.39%
$150,000–$174,999	2.17%
$175,000–$199,999	3.09%
$200,000–$249,999	8.78%
$250,000–$299,999	11.22%
$300,000–$349,999	11.36%
$350,000–$399,999	10.10%
$400,000–$499,999	14.81%
$500,000–$749,999	219 20.92%
$750,000+	215 16.01%

Length of residency

1 year or less	8.80%
2–3 years	8.41%
4–5 years	9.02%
6–7 years	11.16%
8–9 years	8.68%
10–14 years	17.28%
15–19 years	16.29%
20–24 years	7.62%
25+ years	12.74%

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C Booming with Confidence

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

6.18% | 8.63%

Who we are

Head of household age
51–65
195 | 55.6%

Type of property
Single family
105 | 97.1%

Est. Household income
$100,000–$124,999
172 | 16.7%

Household size
5+ persons
173 | 18.2%

Home ownership
Homeowner
116 | 95.1%

Age of children
0–3
65 | 5.6%

Channel preference

TV		
35	124	6
34	176	154

Key features

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

Technology adoption

Apprentices

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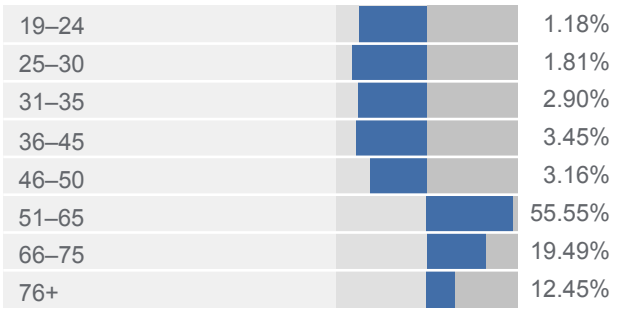
C Booming with Confidence

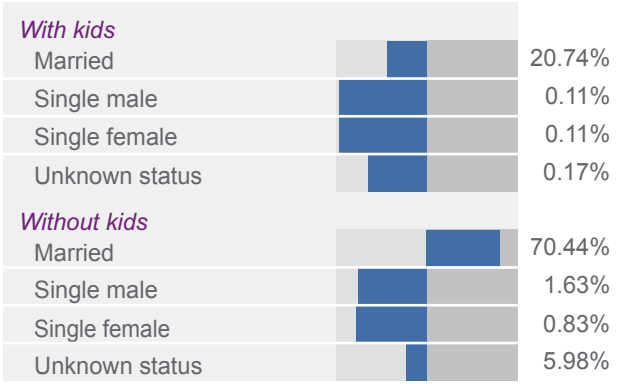
Prosperous, established couples in their peak earning years living in suburban homes

6.18% | 8.63%

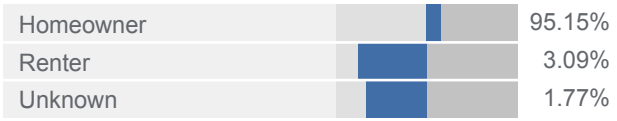
Head of household age



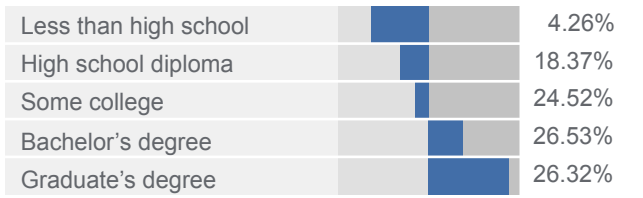
Family structure



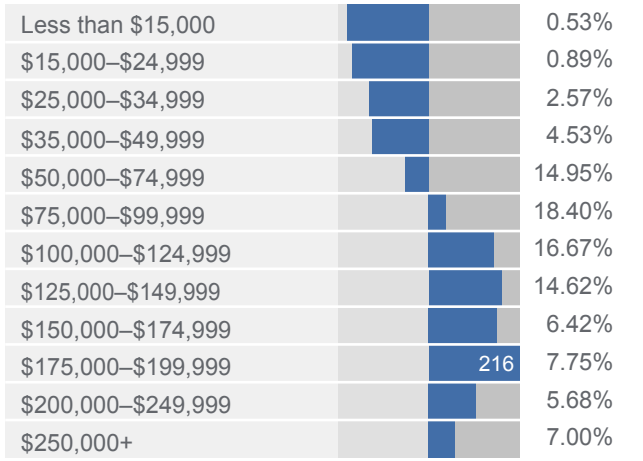
Home ownership



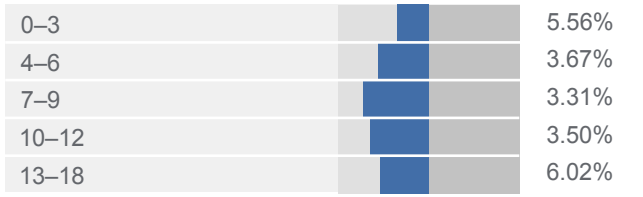
Education



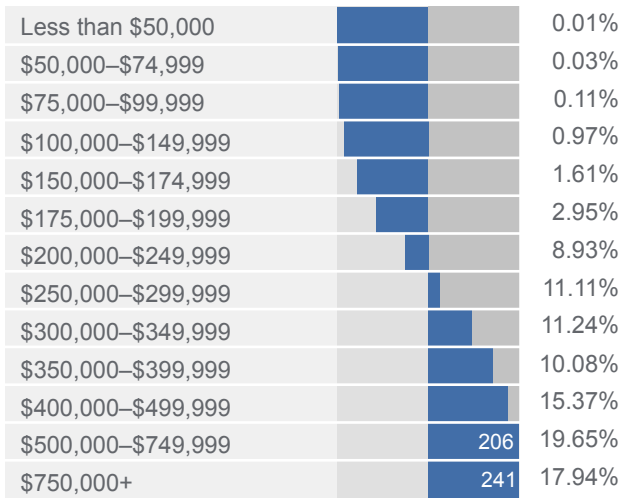
Estimated household income



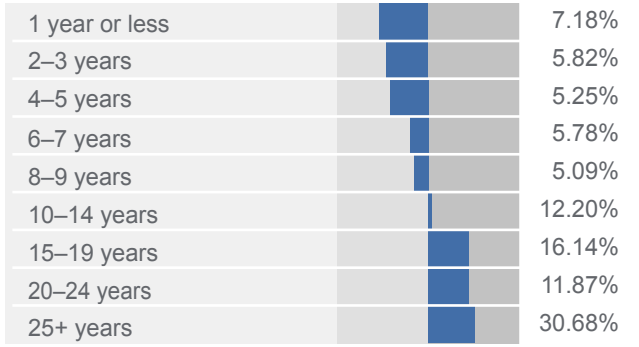
Age of children



Estimated current house value



Length of residency



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D Suburban Style

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

4.11% | 5.42%

Who we are

Head of household age
36–45
244 | 37.6%

Type of property
Single family
106 | 98.5%

Est. Household income
$75,000–$99,999
142 | 22.1%

Household size
2 persons
113 | 32.0%

Home ownership
Homeowner
113 | 92.6%

Age of children
10–12
245 | 24.7%

Channel preference

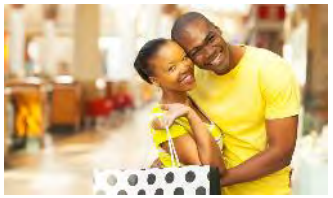
TV		
139	120	73
71	97	162

Key features

- Comfortable lifestyle
- Suburban living
- Politically diverse
- Family-centric activities
- Parents
- Financial investments

Technology adoption

Apprentices



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D Suburban Style

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

4.11% | 5.42%

Head of household age

19–24		2.89%
25–30		2.29%
31–35		5.27%
36–45	244	37.58%
46–50	248	20.47%
51–65		19.78%
66–75		8.11%
76+		3.62%

Family structure

With kids		
Married		69.10%
Single male		1.23%
Single female		1.29%
Unknown status		0.36%
Without kids		
Married		21.88%
Single male		2.97%
Single female		1.87%
Unknown status		1.30%

Home ownership

Homeowner		92.60%
Renter		4.20%
Unknown		3.21%

Education

Less than high school		5.10%
High school diploma		22.29%
Some college		37.49%
Bachelor's degree		23.91%
Graduate's degree		11.21%

Estimated household income

Less than $15,000		1.62%
$15,000–$24,999		1.94%
$25,000–$34,999		3.30%
$35,000–$49,999		7.61%
$50,000–$74,999		20.78%
$75,000–$99,999		22.09%
$100,000–$124,999		14.88%
$125,000–$149,999		15.94%
$150,000–$174,999		4.63%
$175,000–$199,999		3.30%
$200,000–$249,999		2.04%
$250,000+		1.85%

Age of children

0–3		15.67%
4–6		15.78%
7–9		23.23%
10–12	245	24.74%
13–18	202	25.97%

Estimated current house value

Less than $50,000		0.08%
$50,000–$74,999		0.59%
$75,000–$99,999		1.69%
$100,000–$149,999		8.74%
$150,000–$174,999		7.65%
$175,000–$199,999		8.75%
$200,000–$249,999		17.91%
$250,000–$299,999		15.16%
$300,000–$349,999		11.15%
$350,000–$399,999		7.87%
$400,000–$499,999		9.69%
$500,000–$749,999		8.51%
$750,000+		2.21%

Length of residency

1 year or less		7.18%
2–3 years		7.27%
4–5 years		7.68%
6–7 years		8.38%
8–9 years		7.17%
10–14 years		16.71%
15–19 years		14.86%
20–24 years		8.88%
25+ years		21.86%

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E E19 E20 E21

E Thriving Boomers

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

4.68% | 6.50%

Who we are

Head of household age
51–65
229 | 65.2%

Type of property
Single family
99 | 92.2%

Est. Household income
$75,000–$99,999
155 | 24.0%

Household size
5+ persons
165 | 17.4%

Home ownership
Homeowner
114 | 93.4%

Age of children
0–3
40 | 3.5%

Channel preference

TV		
35	87	10
31	68	135

Key features

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

Technology adoption

Apprentices

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E Thriving Boomers

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

4.68% | 6.50%

Head of household age

19–24	3.69%
25–30	6.50%
31–35	6.81%
36–45	4.22%
46–50	2.78%
51–65	65.15% (229)
66–75	7.97%
76+	2.87%

Family structure

With kids	
Married	13.39%
Single male	0.37%
Single female	0.36%
Unknown status	0.14%
Without kids	
Married	67.74%
Single male	6.90%
Single female	3.43%
Unknown status	7.68%

Home ownership

Homeowner	93.45%
Renter	3.77%
Unknown	2.79%

Education

Less than high school	6.01%
High school diploma	31.71%
Some college	30.14%
Bachelor's degree	18.65%
Graduate's degree	13.48%

Estimated household income

Less than $15,000	2.57%
$15,000–$24,999	2.38%
$25,000–$34,999	3.79%
$35,000–$49,999	8.94%
$50,000–$74,999	26.78%
$75,000–$99,999	24.01%
$100,000–$124,999	13.33%
$125,000–$149,999	9.08%
$150,000–$174,999	2.64%
$175,000–$199,999	2.83%
$200,000–$249,999	1.64%
$250,000+	2.00%

Age of children

0–3	3.48%
4–6	2.05%
7–9	2.01%
10–12	1.68%
13–18	2.49%

Estimated current house value

Less than $50,000	0.10%
$50,000–$74,999	0.62%
$75,000–$99,999	1.84%
$100,000–$149,999	12.03%
$150,000–$174,999	10.29%
$175,000–$199,999	10.67%
$200,000–$249,999	19.04%
$250,000–$299,999	13.58%
$300,000–$349,999	9.23%
$350,000–$399,999	6.27%
$400,000–$499,999	7.27%
$500,000–$749,999	6.28%
$750,000+	2.76%

Length of residency

1 year or less	7.43%
2–3 years	6.49%
4–5 years	6.43%
6–7 years	6.16%
8–9 years	5.58%
10–14 years	12.36%
15–19 years	13.83%
20–24 years	12.28%
25+ years	29.44%

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F F22 F23

F Promising Families

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

6.35% | 5.31%

Who we are

Head of household age
31–35
411 | 48.0%

Type of property
Single family
106 | 98.2%

Est. Household income
$100,000–$124,999
222 | 21.4%

Household size
1 person
127 | 43.6%

Home ownership
Homeowner
106 | 86.4%

Age of children
7–9
191 | 22.6%

Channel preference

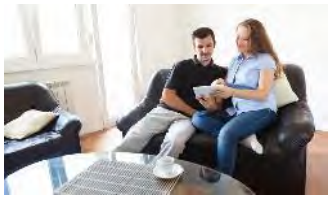
TV 207 | 102 | 188
323 | 71 | 50

Key features

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

Technology adoption

Journeymen



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F F22 F23

F Promising Families

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

6.35% | 5.31%

Head of household age

19–24		8.01%
25–30	311	32.04%
31–35	411	48.04%
36–45		8.97%
46–50		1.71%
51–65		0.92%
66–75		0.19%
76+		0.11%

Family structure

With kids		
Married		70.92%
Single male		1.80%
Single female		1.42%
Unknown status		0.03%
Without kids		
Married		24.40%
Single male		0.94%
Single female		0.47%
Unknown status		0.01%

Home ownership

Homeowner		86.35%
Renter		6.30%
Unknown		7.35%

Education

Less than high school		10.05%
High school diploma		17.11%
Some college		37.76%
Bachelor's degree		18.94%
Graduate's degree		16.14%

Estimated household income

Less than $15,000		1.34%
$15,000–$24,999		1.35%
$25,000–$34,999		1.84%
$35,000–$49,999		5.25%
$50,000–$74,999		18.01%
$75,000–$99,999		24.02%
$100,000–$124,999	222	21.44%
$125,000–$149,999		9.74%
$150,000–$174,999		7.26%
$175,000–$199,999		3.61%
$200,000–$249,999		2.65%
$250,000+		3.49%

Age of children

0–3		14.83%
4–6		13.01%
7–9		22.59%
10–12		12.32%
13–18		12.56%

Estimated current house value

Less than $50,000		0.04%
$50,000–$74,999		0.19%
$75,000–$99,999		0.58%
$100,000–$149,999		5.04%
$150,000–$174,999		5.78%
$175,000–$199,999		7.84%
$200,000–$249,999		17.82%
$250,000–$299,999		16.46%
$300,000–$349,999		12.78%
$350,000–$399,999		9.67%
$400,000–$499,999		11.06%
$500,000–$749,999		9.52%
$750,000+		3.20%

Length of residency

1 year or less	226	35.26%
2–3 years	246	26.28%
4–5 years	208	18.72%
6–7 years		6.12%
8–9 years		3.46%
10–14 years		3.98%
15–19 years		1.90%
20–24 years		1.34%
25+ years		2.94%

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G G24 G25

G Young City Solos

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

3.64% | 2.45%

Who we are

Head of household age
25–30
318 | 32.7%

Type of property
Multi-family: 101+ units
695 | 9.4%

Est. Household income
$75,000–$99,999
137 | 21.2%

Household size
1 person
228 | 78.5%

Home ownership
Renter
208 | 26.8%

Age of children
13–18
31 | 4.0%

Channel preference

TV 155 | 53 | 101
296 | 180 | 35

Key features

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

Technology adoption

Journeymen

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G G24 G25

G Young City Solos

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

3.64% | 2.45%

Head of household age

19–24		6.64%
25–30	318	32.72%
31–35		18.68%
36–45		23.73%
46–50		8.83%
51–65		7.14%
66–75		1.60%
76+		0.66%

Family structure

With kids		
Married		3.01%
Single male		4.01%
Single female	262	8.29%
Unknown status		0.09%
Without kids		
Married		16.91%
Single male	626	40.23%
Single female	706	26.21%
Unknown status		1.25%

Home ownership

Homeowner		59.85%
Renter	208	26.84%
Unknown	249	13.31%

Education

Less than high school	3.32%
High school diploma	10.13%
Some college	29.06%
Bachelor's degree	36.33%
Graduate's degree	21.16%

Estimated household income

Less than $15,000	2.20%
$15,000–$24,999	2.12%
$25,000–$34,999	2.99%
$35,000–$49,999	6.91%
$50,000–$74,999	21.07%
$75,000–$99,999	21.17%
$100,000–$124,999	13.17%
$125,000–$149,999	12.85%
$150,000–$174,999	4.77%
$175,000–$199,999	4.18%
$200,000–$249,999	3.50%
$250,000+	5.07%

Age of children

0–3	2.10%
4–6	1.34%
7–9	1.18%
10–12	1.30%
13–18	3.95%

Estimated current house value

Less than $50,000	0.06%
$50,000–$74,999	0.25%
$75,000–$99,999	0.97%
$100,000–$149,999	6.85%
$150,000–$174,999	6.26%
$175,000–$199,999	7.35%
$200,000–$249,999	14.26%
$250,000–$299,999	12.56%
$300,000–$349,999	10.52%
$350,000–$399,999	7.73%
$400,000–$499,999	10.49%
$500,000–$749,999	12.61%
$750,000+	10.07%

Length of residency

1 year or less	29.09%
2–3 years	20.95%
4–5 years	15.23%
6–7 years	9.15%
8–9 years	6.10%
10–14 years	9.01%
15–19 years	4.31%
20–24 years	1.89%
25+ years	4.26%

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H Bourgeois Melting Pot

Middle-aged, established couples living in suburban homes

3.29% | 3.39%

Who we are

Head of household age
36–45
166 | 25.6%

Type of property
Single family
103 | 95.6%

Est. Household income
$75,000–$99,999
155 | 24.0%

Household size
1 person
110 | 37.8%

Home ownership
Homeowner
104 | 84.8%

Age of children
13–18
76 | 9.8%

Channel preference

TV: 99	128	46
84	54	86

Key features

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

Technology adoption

Journeymen

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H Bourgeois Melting Pot

Middle-aged, established couples living in suburban homes

3.29% | 3.39%

Head of household age

19–24	3.38%
25–30	2.37%
31–35	5.53%
36–45	25.62%
46–50	15.51%
51–65	31.54%
66–75	9.95%
76+	6.09%

Family structure

With kids	
Married	36.96%
Single male	1.53%
Single female	1.71%
Unknown status	0.42%
Without kids	
Married	47.83%
Single male	4.50%
Single female	2.15%
Unknown status	4.89%

Home ownership

Homeowner	84.84%
Renter	9.46%
Unknown	5.70%

Education

Less than high school	10.13%
High school diploma	27.48%
Some college	37.81%
Bachelor's degree	15.94%
Graduate's degree	8.63%

Estimated household income

Less than $15,000	2.91%
$15,000–$24,999	3.13%
$25,000–$34,999	4.52%
$35,000–$49,999	10.68%
$50,000–$74,999	25.71%
$75,000–$99,999	24.04%
$100,000–$124,999	11.96%
$125,000–$149,999	9.87%
$150,000–$174,999	2.93%
$175,000–$199,999	2.22%
$200,000–$249,999	1.05%
$250,000+	1.00%

Age of children

0–3	4.74%
4–6	4.10%
7–9	6.88%
10–12	6.18%
13–18	9.81%

Estimated current house value

Less than $50,000	0.10%
$50,000–$74,999	0.35%
$75,000–$99,999	1.04%
$100,000–$149,999	6.28%
$150,000–$174,999	6.48%
$175,000–$199,999	7.97%
$200,000–$249,999	16.25%
$250,000–$299,999	14.41%
$300,000–$349,999	11.73%
$350,000–$399,999	9.00%
$400,000–$499,999	11.65%
$500,000–$749,999	12.59%
$750,000+	2.15%

Length of residency

1 year or less	14.97%
2–3 years	10.59%
4–5 years	9.57%
6–7 years	8.23%
8–9 years	7.75%
10–14 years	13.90%
15–19 years	12.87%
20–24 years	6.94%
25+ years	15.18%

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I Family Union

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

5.14% | 6.56%

Who we are

Head of household age
36–45
189 | 29.1%

Type of property
Single family
104 | 96.1%

Est. Household income
$50,000–$74,999
146 | 29.7%

Household size
2 persons
106 | 29.8%

Home ownership
Homeowner
106 | 86.9%

Age of children
13–18
256 | 32.9%

Channel preference

TV		
91	69	118
66	22	129

Key features

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

Technology adoption

Wizards

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I Family Union

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

5.14% | 6.56%

Head of household age

19–24	4.37%
25–30	5.10%
31–35	13.07%
36–45	29.06%
46–50	14.99%
51–65	23.69%
66–75	6.74%
76+	2.97%

Family structure

With kids	
Married	79.70%
Single male	2.26%
Single female	1.54%
Unknown status	0.42%
Without kids	
Married	13.67%
Single male	1.24%
Single female	0.54%
Unknown status	0.63%

Home ownership

Homeowner	86.89%
Renter	8.85%
Unknown	4.26%

Education

Less than high school	22.06%
High school diploma	31.40%
Some college	30.03%
Bachelor's degree	11.03%
Graduate's degree	5.48%

Estimated household income

Less than $15,000	3.26%
$15,000–$24,999	3.84%
$25,000–$34,999	6.25%
$35,000–$49,999	14.13%
$50,000–$74,999	29.70%
$75,000–$99,999	21.54%
$100,000–$124,999	9.19%
$125,000–$149,999	7.29%
$150,000–$174,999	1.69%
$175,000–$199,999	1.29%
$200,000–$249,999	0.92%
$250,000+	0.91%

Age of children

0–3	15.78%
4–6	17.53%
7–9	23.22%
10–12	22.97%
13–18	32.90%

Estimated current house value

Less than $50,000	0.31%
$50,000–$74,999	1.56%
$75,000–$99,999	4.24%
$100,000–$149,999	18.80%
$150,000–$174,999	11.74%
$175,000–$199,999	10.67%
$200,000–$249,999	16.05%
$250,000–$299,999	10.58%
$300,000–$349,999	6.68%
$350,000–$399,999	5.08%
$400,000–$499,999	6.83%
$500,000–$749,999	6.34%
$750,000+	1.11%

Length of residency

1 year or less	9.79%
2–3 years	7.73%
4–5 years	7.65%
6–7 years	7.57%
8–9 years	6.81%
10–14 years	15.04%
15–19 years	14.47%
20–24 years	10.40%
25+ years	20.53%

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J J34 J35 J36

J Autumn Years

Established and mature couples living gratified lifestyles in older homes

5.51% | 6.58%

Who we are

Head of household age
66–75
320 | 37.9%

Type of property
Single family
107 | 99.1%

Est. Household income
$35,000–$49,999
179 | 21.1%

Household size
2 persons
123 | 34.9%

Home ownership
Homeowner
117 | 95.7%

Age of children
0–3
28 | 2.4%

Channel preference

TV 19 | 127 | 15
13 | 37 | 60

Key features

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

Technology adoption

Novices

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J J34 J35 J36

J Autumn Years

Established and mature couples living gratified lifestyles in older homes

5.51% | 6.58%

Head of household age

19–24		1.39%
25–30		1.28%
31–35		1.77%
36–45		4.50%
46–50		4.52%
51–65		21.02%
66–75	320	37.89%
76+	290	27.63%

Family structure

With kids		
Married		11.38%
Single male		0.25%
Single female		0.33%
Unknown status		0.71%
Without kids		
Married		67.31%
Single male		3.90%
Single female		1.74%
Unknown status		14.38%

Home ownership

Homeowner		95.67%
Renter		1.97%
Unknown		2.35%

Education

Less than high school		9.59%
High school diploma		45.47%
Some college		23.06%
Bachelor's degree		13.09%
Graduate's degree		8.79%

Estimated household income

Less than $15,000		6.25%
$15,000–$24,999		8.22%
$25,000–$34,999		12.79%
$35,000–$49,999		21.12%
$50,000–$74,999		26.73%
$75,000–$99,999		14.32%
$100,000–$124,999		5.80%
$125,000–$149,999		2.11%
$150,000–$174,999		1.20%
$175,000–$199,999		0.52%
$200,000–$249,999		0.32%
$250,000+		0.62%

Age of children

0–3		2.40%
4–6		1.97%
7–9		2.25%
10–12		1.75%
13–18		2.01%

Estimated current house value

Less than $50,000		2.91%
$50,000–$74,999		6.70%
$75,000–$99,999		8.98%
$100,000–$149,999		18.96%
$150,000–$174,999		10.11%
$175,000–$199,999		9.50%
$200,000–$249,999		14.97%
$250,000–$299,999		9.97%
$300,000–$349,999		6.31%
$350,000–$399,999		3.89%
$400,000–$499,999		4.09%
$500,000–$749,999		3.05%
$750,000+		0.56%

Length of residency

1 year or less		4.83%
2–3 years		3.81%
4–5 years		3.36%
6–7 years		3.57%
8–9 years		3.69%
10–14 years		9.13%
15–19 years		10.60%
20–24 years		12.54%
25+ years	238	48.47%

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K Significant Singles

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

4.83% | 3.75%

Who we are

Head of household age
36–45
134 | 20.7%

Type of property
Multi-family: 20–49 units
1041 | 9.0%

Est. Household income
$50,000–$74,999
119 | 24.1%

Household size
1 person
221 | 76.1%

Home ownership
Renter
454 | 58.6%

Age of children
13–18
54 | 7.0%

Channel preference

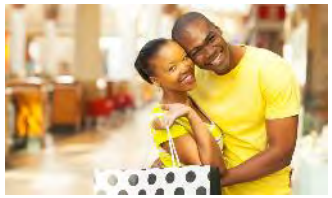
TV		
167	89	90
231	105	34

Key features

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

Technology adoption

Journeymen



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K Significant Singles

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

4.83% | 3.75%

Head of household age

19–24	5.35%
25–30	15.81%
31–35	15.25%
36–45	20.69%
46–50	9.49%
51–65	23.72%
66–75	5.35%
76+	4.35%

Family structure

With kids		
Married		14.45%
Single male	228	6.29%
Single female	293	9.26%
Unknown status		0.78%
Without kids		
Married		20.33%
Single male	396	25.44%
Single female	440	16.32%
Unknown status		7.14%

Home ownership

Homeowner		29.61%
Renter	454	58.59%
Unknown	220	11.80%

Education

Less than high school	11.33%
High school diploma	25.50%
Some college	33.79%
Bachelor's degree	16.81%
Graduate's degree	12.57%

Estimated household income

Less than $15,000	5.40%
$15,000–$24,999	6.09%
$25,000–$34,999	8.19%
$35,000–$49,999	13.41%
$50,000–$74,999	24.07%
$75,000–$99,999	16.57%
$100,000–$124,999	8.72%
$125,000–$149,999	7.78%
$150,000–$174,999	3.15%
$175,000–$199,999	2.76%
$200,000–$249,999	1.58%
$250,000+	2.28%

Age of children

0–3	3.73%
4–6	3.08%
7–9	5.55%
10–12	3.38%
13–18	6.96%

Estimated current house value

Less than $50,000	0.90%
$50,000–$74,999	2.48%
$75,000–$99,999	4.63%
$100,000–$149,999	13.36%
$150,000–$174,999	6.96%
$175,000–$199,999	6.39%
$200,000–$249,999	10.78%
$250,000–$299,999	8.73%
$300,000–$349,999	7.54%
$350,000–$399,999	6.03%
$400,000–$499,999	9.94%
$500,000–$749,999	13.58%
$750,000+	8.69%

Length of residency

1 year or less	226	35.19%
2–3 years		16.25%
4–5 years		12.03%
6–7 years		8.02%
8–9 years		6.37%
10–14 years		9.77%
15–19 years		5.57%
20–24 years		2.58%
25+ years		4.22%

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L L41 L42 L43

L Blue Sky Boomers

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

3.90% | 4.07%

Who we are

Head of household age
51–65
283 | 80.4%

Type of property
Single family
103 | 95.8%

Est. Household income
$50,000–$74,999
150 | 30.4%

Household size
1 person
115 | 39.7%

Home ownership
Homeowner
107 | 87.2%

Age of children
0–3
18 | 1.6%

Channel preference

TV 35 | 110 | 24
19 | 37 | 58

Key features

- Rural lifestyles
- Modest housing
- Outdoor recreation
- Agricultural and blue-collar jobs
- Racing fanatics
- Near retirement

Technology adoption

Novices

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L Blue Sky Boomers

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

3.90% | 4.07%

Head of household age

19–24		0.84%
25–30		0.73%
31–35		1.28%
36–45		2.15%
46–50		1.79%
51–65	283	80.40%
66–75		8.22%
76+		4.59%

Family structure

With kids		
Married		8.89%
Single male		0.34%
Single female		0.63%
Unknown status		0.66%
Without kids		
Married		49.87%
Single male		10.82%
Single female		6.27%
Unknown status	291	22.53%

Home ownership

Homeowner		87.16%
Renter		8.12%
Unknown		4.72%

Education

Less than high school		9.31%
High school diploma		45.35%
Some college		27.51%
Bachelor's degree		11.23%
Graduate's degree		6.61%

Estimated household income

Less than $15,000		7.77%
$15,000–$24,999		7.31%
$25,000–$34,999		9.32%
$35,000–$49,999		17.34%
$50,000–$74,999		30.36%
$75,000–$99,999		15.69%
$100,000–$124,999		5.67%
$125,000–$149,999		3.86%
$150,000–$174,999		0.88%
$175,000–$199,999		0.90%
$200,000–$249,999		0.46%
$250,000+		0.44%

Age of children

0–3		1.58%
4–6		1.22%
7–9		1.48%
10–12		1.16%
13–18		1.86%

Estimated current house value

Less than $50,000		3.61%
$50,000–$74,999		7.90%
$75,000–$99,999	207	11.29%
$100,000–$149,999		25.08%
$150,000–$174,999		10.28%
$175,000–$199,999		8.65%
$200,000–$249,999		11.81%
$250,000–$299,999		7.93%
$300,000–$349,999		4.86%
$350,000–$399,999		3.04%
$400,000–$499,999		3.07%
$500,000–$749,999		2.12%
$750,000+		0.36%

Length of residency

1 year or less		10.58%
2–3 years		8.81%
4–5 years		7.64%
6–7 years		6.46%
8–9 years		6.64%
10–14 years		13.07%
15–19 years		13.12%
20–24 years		11.23%
25+ years		22.46%

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M M44 M45

M Families in Motion

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

2.52% | 2.91%

Who we are

Head of household age
31–35
199 | 23.3%

Type of property
Single family
106 | 98.0%

Est. Household income
$50,000–$74,999
141 | 28.7%

Household size
2 persons
108 | 30.5%

Home ownership
Renter
137 | 17.7%

Age of children
4–6
407 | 33.8%

Channel preference

TV		
50	59	236
63	10	115

Key features

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

Technology adoption

Wizards

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M M44 M45

M Families in Motion

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

2.52% | 2.91%

Head of household age

19–24	227	10.37%
25–30		20.59%
31–35		23.26%
36–45		26.71%
46–50		8.90%
51–65		8.36%
66–75		1.41%
76+		0.41%

Family structure

With kids		
Married	210	77.02%
Single male	218	6.02%
Single female	218	6.89%
Unknown status	209	0.97%
Without kids		
Married		4.85%
Single male		2.80%
Single female		1.32%
Unknown status		0.13%

Home ownership

Homeowner		73.80%
Renter		17.73%
Unknown		8.47%

Education

Less than high school		16.02%
High school diploma		32.24%
Some college		36.39%
Bachelor's degree		10.12%
Graduate's degree		5.23%

Estimated household income

Less than $15,000	204	10.49%
$15,000–$24,999		9.63%
$25,000–$34,999		11.57%
$35,000–$49,999		17.75%
$50,000–$74,999		28.69%
$75,000–$99,999		13.93%
$100,000–$124,999		4.31%
$125,000–$149,999		2.36%
$150,000–$174,999		0.60%
$175,000–$199,999		0.28%
$200,000–$249,999		0.21%
$250,000+		0.18%

Age of children

0–3	383	33.02%
4–6	407	33.76%
7–9	338	39.94%
10–12	303	30.61%
13–18	208	26.77%

Estimated current house value

Less than $50,000	348	8.45%
$50,000–$74,999	399	16.85%
$75,000–$99,999	353	19.25%
$100,000–$149,999	222	29.38%
$150,000–$174,999		8.76%
$175,000–$199,999		5.79%
$200,000–$249,999		6.28%
$250,000–$299,999		2.77%
$300,000–$349,999		1.21%
$350,000–$399,999		0.55%
$400,000–$499,999		0.48%
$500,000–$749,999		0.17%
$750,000+		0.05%

Length of residency

1 year or less		13.50%
2–3 years		10.95%
4–5 years		10.11%
6–7 years		9.39%
8–9 years		8.01%
10–14 years		16.46%
15–19 years		11.67%
20–24 years		7.57%
25+ years		12.34%

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N Pastoral Pride

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

4.07% | 3.92%

Who we are

Head of household age	Type of property
36–45	Single family
138 | 21.3%	106 | 97.8%

Est. Household income	Household size
$50,000–$74,999	1 person
135 | 27.3%	126 | 43.5%

Home ownership	Age of children
Unknown	7–9
195 | 10.4%	108 | 12.8%

Channel preference

TV					
131	69	124	35	13	75

Key features

- Rural living
- Working class sensibility
- Limited investments
- Tech wizards
- Satellite TV
- Blue-collar jobs

Technology adoption

Wizards

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N Pastoral Pride

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

4.07% | 3.92%

Head of household age

19–24	7.72%
25–30	8.82%
31–35	13.72%
36–45	21.32%
46–50	12.77%
51–65	23.31%
66–75	6.56%
76+	5.77%

Family structure

With kids	
Married	43.89%
Single male	2.74%
Single female	3.14%
Unknown status	1.99%
Without kids	
Married	34.29%
Single male	5.41%
Single female	2.65%
Unknown status	5.90%

Home ownership

Homeowner	79.95%
Renter	9.63%
Unknown	10.42%

Education

Less than high school	17.37%
High school diploma	34.23%
Some college	32.96%
Bachelor's degree	9.88%
Graduate's degree	5.57%

Estimated household income

Less than $15,000	11.16%
$15,000–$24,999	9.41%
$25,000–$34,999	12.27%
$35,000–$49,999	18.41%
$50,000–$74,999	27.30%
$75,000–$99,999	12.39%
$100,000–$124,999	4.25%
$125,000–$149,999	2.80%
$150,000–$174,999	0.82%
$175,000–$199,999	0.57%
$200,000–$249,999	0.29%
$250,000+	0.33%

Age of children

0–3	7.46%
4–6	6.85%
7–9	12.77%
10–12	7.85%
13–18	8.78%

Estimated current house value

Less than $50,000	5.59%
$50,000–$74,999	12.48%
$75,000–$99,999	16.01%
$100,000–$149,999	31.16%
$150,000–$174,999	10.77%
$175,000–$199,999	7.38%
$200,000–$249,999	8.42%
$250,000–$299,999	3.96%
$300,000–$349,999	1.84%
$350,000–$399,999	1.01%
$400,000–$499,999	0.78%
$500,000–$749,999	0.43%
$750,000+	0.17%

Length of residency

1 year or less	17.50%
2–3 years	11.56%
4–5 years	9.53%
6–7 years	8.82%
8–9 years	7.82%
10–14 years	12.24%
15–19 years	9.21%
20–24 years	8.14%
25+ years	15.17%

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O Singles and Starters

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

17.78% | 12.10%

Who we are

Head of household age
25–30
455 | 46.8%

Type of property
Single family
90 | 83.4%

Est. Household income
$50,000–$74,999
131 | 26.6%

Household size
1 person
216 | 74.3%

Home ownership
Renter
347 | 44.8%

Age of children
7–9
93 | 11.0%

Channel preference

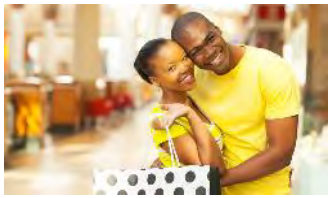
TV 159 | 71 | 304
244 | 27 | 30

Technology adoption

Wizards

Key features

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



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O Singles and Starters

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

17.78% | 12.10%

Head of household age

19–24	291	13.27%
25–30	455	46.83%
31–35	243	28.46%
36–45		5.94%
46–50		2.11%
51–65		2.51%
66–75		0.51%
76+		0.37%

Family structure

With kids		
Married		26.16%
Single male	369	10.21%
Single female	386	12.20%
Unknown status		0.73%
Without kids		
Married		21.50%
Single male	272	17.48%
Single female	289	10.72%
Unknown status		1.01%

Home ownership

Homeowner		41.08%
Renter	347	44.79%
Unknown	264	14.13%

Education

Less than high school	16.59%
High school diploma	23.99%
Some college	39.61%
Bachelor's degree	10.56%
Graduate's degree	9.25%

Estimated household income

Less than $15,000	8.49%
$15,000–$24,999	8.42%
$25,000–$34,999	10.50%
$35,000–$49,999	16.91%
$50,000–$74,999	26.61%
$75,000–$99,999	14.45%
$100,000–$124,999	6.86%
$125,000–$149,999	3.78%
$150,000–$174,999	1.60%
$175,000–$199,999	1.14%
$200,000–$249,999	0.43%
$250,000+	0.83%

Age of children

0–3	7.86%
4–6	6.22%
7–9	11.03%
10–12	3.16%
13–18	5.69%

Estimated current house value

Less than $50,000	1.52%
$50,000–$74,999	4.49%
$75,000–$99,999	8.13%
$100,000–$149,999	22.83%
$150,000–$174,999	12.11%
$175,000–$199,999	10.08%
$200,000–$249,999	14.98%
$250,000–$299,999	9.22%
$300,000–$349,999	5.49%
$350,000–$399,999	3.49%
$400,000–$499,999	3.67%
$500,000–$749,999	2.82%
$750,000+	1.17%

Length of residency

1 year or less	317	49.37%
2–3 years		20.06%
4–5 years		10.97%
6–7 years		5.75%
8–9 years		3.88%
10–14 years		4.23%
15–19 years		1.83%
20–24 years		1.17%
25+ years		2.75%

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P Cultural Connections

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

4.71% | 4.11%

Who we are

Head of household age
36–45
206 | 31.7%

Type of property
Single family
93 | 86.6%

Est. Household income
$25,000–$34,999
229 | 17.1%

Household size
1 person
148 | 51.1%

Home ownership
Renter
252 | 32.5%

Age of children
13–18
311 | 40.0%

Channel preference

TV 150
43
373
118
10
64

Technology adoption

Wizards

Key features

- Older city apartments
- Financially curious
- Single parents
- Ambitious
- Modest educations
- Renters

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P Cultural Connections

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

4.71% | 4.11%

Head of household age

19–24		7.95%
25–30		7.10%
31–35		15.34%
36–45	206	31.74%
46–50		12.66%
51–65		19.82%
66–75		3.56%
76+		1.83%

Family structure

With kids		
Married		50.70%
Single male	488	13.49%
Single female	381	12.03%
Unknown status		0.43%
Without kids		
Married		8.43%
Single male		8.88%
Single female		4.81%
Unknown status		1.25%

Home ownership

Homeowner		60.62%
Renter	252	32.49%
Unknown		6.88%

Education

Less than high school	401	45.85%
High school diploma		23.55%
Some college		21.57%
Bachelor's degree		6.36%
Graduate's degree		2.66%

Estimated household income

Less than $15,000	239	12.32%
$15,000–$24,999	214	11.92%
$25,000–$34,999	229	17.07%
$35,000–$49,999		21.13%
$50,000–$74,999		22.04%
$75,000–$99,999		9.30%
$100,000–$124,999		2.80%
$125,000–$149,999		2.19%
$150,000–$174,999		0.41%
$175,000–$199,999		0.38%
$200,000–$249,999		0.19%
$250,000+		0.26%

Age of children

0–3		7.93%
4–6	202	16.79%
7–9		23.51%
10–12		18.86%
13–18	311	39.98%

Estimated current house value

Less than $50,000		3.99%
$50,000–$74,999	219	9.24%
$75,000–$99,999	237	12.91%
$100,000–$149,999	205	27.18%
$150,000–$174,999		9.72%
$175,000–$199,999		7.32%
$200,000–$249,999		10.27%
$250,000–$299,999		6.91%
$300,000–$349,999		4.23%
$350,000–$399,999		2.46%
$400,000–$499,999		2.86%
$500,000–$749,999		2.06%
$750,000+		0.84%

Length of residency

1 year or less		16.61%
2–3 years		11.94%
4–5 years		10.45%
6–7 years		9.57%
8–9 years		8.36%
10–14 years		14.31%
15–19 years		10.84%
20–24 years		7.29%
25+ years		10.62%

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Q Golden Year Guardians

Retirees living in old homes, settled residences and communities

6.09% | 5.82%

Who we are

Head of household age
76+
583 | 55.5%

Type of property
Single family
96 | 88.6%

Est. Household income
$25,000–$34,999
281 | 21.0%

Household size
2 persons
124 | 35.0%

Home ownership
Homeowner
111 | 91.0%

Age of children
0–3
3 | 0.3%

Channel preference

TV					
39	192	6	9	48	12

Key features

- Retired
- Health-conscious
- Tech novices
- Established credit
- Domestic holidays
- Cautious money managers

Technology adoption

Novices

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Q Golden Year Guardians

Retirees living in old homes, settled residences and communities

6.09% | 5.82%

Head of household age

19–24		0.21%
25–30		0.21%
31–35		0.26%
36–45		0.46%
46–50		0.36%
51–65		4.41%
66–75	326	38.56%
76+	583	55.53%

Family structure

With kids		
Married		1.26%
Single male		0.05%
Single female		0.08%
Unknown status		0.36%
Without kids		
Married		52.99%
Single male		1.47%
Single female		0.76%
Unknown status	555	43.03%

Home ownership

Homeowner		90.96%
Renter		6.24%
Unknown		2.80%

Education

Less than high school		16.71%
High school diploma		42.18%
Some college		19.03%
Bachelor's degree		11.83%
Graduate's degree		10.25%

Estimated household income

Less than $15,000		8.67%
$15,000–$24,999	272	15.19%
$25,000–$34,999	281	20.96%
$35,000–$49,999	209	24.63%
$50,000–$74,999		17.25%
$75,000–$99,999		7.38%
$100,000–$124,999		3.72%
$125,000–$149,999		0.78%
$150,000–$174,999		0.79%
$175,000–$199,999		0.24%
$200,000–$249,999		0.14%
$250,000+		0.25%

Age of children

0–3		0.26%
4–6		0.21%
7–9		0.28%
10–12		0.12%
13–18		0.15%

Estimated current house value

Less than $50,000		2.23%
$50,000–$74,999		5.73%
$75,000–$99,999		8.26%
$100,000–$149,999		20.08%
$150,000–$174,999		9.49%
$175,000–$199,999		8.34%
$200,000–$249,999		13.24%
$250,000–$299,999		9.54%
$300,000–$349,999		6.69%
$350,000–$399,999		4.64%
$400,000–$499,999		5.44%
$500,000–$749,999		4.53%
$750,000+		1.79%

Length of residency

1 year or less		6.37%
2–3 years		6.35%
4–5 years		6.37%
6–7 years		5.22%
8–9 years		5.17%
10–14 years		10.43%
15–19 years		11.73%
20–24 years		10.94%
25+ years		37.42%

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R Aspirational Fusion

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

3.29% | 2.15%

Who we are

Head of household age
19–24
399 | 18.2%

Type of property
Single family
96 | 88.7%

Est. Household income
Less than $15,000
565 | 29.1%

Household size
1 person
251 | 86.4%

Home ownership
Renter
709 | 91.6%

Age of children
7–9
134 | 15.9%

Channel preference

TV 265 | 48 | 672
208 | 8 | 19

Key features

- Single parents
- Apartment living
- Status-conscious
- Budget constraints
- Digital Media
- Tech wizards

Technology adoption

Wizards

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R R66 R67

R Aspirational Fusion

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

3.29% | 2.15%

Head of household age

19–24	399	18.23%
25–30	232	23.92%
31–35		18.45%
36–45		22.08%
46–50		6.34%
51–65		9.47%
66–75		0.72%
76+		0.79%

Family structure

With kids		
Married		4.97%
Single male	961	26.56%
Single female	1074	33.94%
Unknown status		0.20%
Without kids		
Married		0.81%
Single male	306	19.67%
Single female	364	13.52%
Unknown status		0.31%

Home ownership

Homeowner		1.43%
Renter	709	91.60%
Unknown		6.96%

Education

Less than high school	287	32.80%
High school diploma		26.78%
Some college		28.61%
Bachelor's degree		7.04%
Graduate's degree		4.78%

Estimated household income

Less than $15,000	565	29.10%
$15,000–$24,999	420	23.43%
$25,000–$34,999	217	16.22%
$35,000–$49,999		10.72%
$50,000–$74,999		13.73%
$75,000–$99,999		4.28%
$100,000–$124,999		1.19%
$125,000–$149,999		0.82%
$150,000–$174,999		0.23%
$175,000–$199,999		0.19%
$200,000–$249,999		0.07%
$250,000+		0.03%

Age of children

0–3		10.00%
4–6		9.03%
7–9		15.90%
10–12		8.30%
13–18		12.96%

Estimated current house value

Less than $50,000	923	22.44%
$50,000–$74,999	542	22.89%
$75,000–$99,999	308	16.81%
$100,000–$149,999		19.13%
$150,000–$174,999		5.16%
$175,000–$199,999		3.20%
$200,000–$249,999		4.26%
$250,000–$299,999		2.70%
$300,000–$349,999		1.26%
$350,000–$399,999		0.79%
$400,000–$499,999		0.72%
$500,000–$749,999		0.51%
$750,000+		0.12%

Length of residency

1 year or less	285	44.37%
2–3 years		18.66%
4–5 years		13.37%
6–7 years		7.43%
8–9 years		5.48%
10–14 years		6.85%
15–19 years		2.17%
20–24 years		0.97%
25+ years		0.69%

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S Thrifty Habits

Cost-conscious adults living alone in urban areas

3.56% | 2.94%

Who we are

Head of household age
51–65
141 | 40.0%

Type of property
Single family
102 | 94.8%

Est. Household income
Less than $15,000
421 | 21.7%

Household size
1 person
174 | 60.1%

Home ownership
Renter
254 | 32.8%

Age of children
7–9
49 | 5.8%

Channel preference

TV 259 | 72 | 288
64 | 13 | 55

Key features

- Modest spenders
- Limited budgets
- Cable TV
- College sports fans
- Modest educations
- Lottery ticket holders

Technology adoption

Wizards

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S Thrifty Habits

Cost-conscious adults living alone in urban areas

3.56% | 2.94%

Head of household age

19–24		5.92%
25–30		5.24%
31–35		5.61%
36–45		13.77%
46–50		8.07%
51–65		40.04%
66–75		11.39%
76+		9.96%

Family structure

With kids		
Married		10.08%
Single male	283	7.81%
Single female	293	9.27%
Unknown status	359	1.66%
Without kids		
Married		13.33%
Single male	397	25.52%
Single female	415	15.42%
Unknown status	218	16.91%

Home ownership

Homeowner		56.27%
Renter	254	32.81%
Unknown	204	10.93%

Education

Less than high school		22.25%
High school diploma		38.96%
Some college		27.18%
Bachelor's degree		7.64%
Graduate's degree		3.96%

Estimated household income

Less than $15,000	421	21.67%
$15,000–$24,999	347	19.37%
$25,000–$34,999	245	18.32%
$35,000–$49,999		17.71%
$50,000–$74,999		16.73%
$75,000–$99,999		4.56%
$100,000–$124,999		0.73%
$125,000–$149,999		0.64%
$150,000–$174,999		0.13%
$175,000–$199,999		0.10%
$200,000–$249,999		0.03%
$250,000+		0.02%

Age of children

0–3		3.76%
4–6		3.34%
7–9		5.80%
10–12		4.38%
13–18		5.02%

Estimated current house value

Less than $50,000	1161	28.22%
$50,000–$74,999	612	25.84%
$75,000–$99,999	316	17.23%
$100,000–$149,999		17.35%
$150,000–$174,999		3.98%
$175,000–$199,999		2.47%
$200,000–$249,999		2.41%
$250,000–$299,999		1.15%
$300,000–$349,999		0.55%
$350,000–$399,999		0.27%
$400,000–$499,999		0.31%
$500,000–$749,999		0.18%
$750,000+		0.03%

Length of residency

1 year or less		17.43%
2–3 years		10.69%
4–5 years		8.63%
6–7 years		7.25%
8–9 years		7.15%
10–14 years		12.75%
15–19 years		8.10%
20–24 years		7.34%
25+ years		20.65%

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A01 American Royalty

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

2.27% | 3.04%

Who we are

Head of household age
51–65
145 | 41.2%

Type of property
Single family
107 | 98.8%

Est. Household income
$250,000+
740 | 40.3%

Household size
5+ persons
218 | 23.0%

Home ownership
Homeowner
114 | 93.3%

Age of children
13–18
142 | 18.2%

Channel preference

TV 100 | 71 | 3
121 | 475 | 228

Key features

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

Technology adoption

Journeymen

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A01 American Royalty

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

2.27% | 3.04%

Head of household age

19–24	2.88%
25–30	7.18%
31–35	11.46%
36–45	12.78%
46–50	10.53%
51–65	41.20%
66–75	8.81%
76+	5.16%

Family structure

With kids	
Married	49.03%
Single male	0.25%
Single female	0.18%
Unknown status	0.10%
Without kids	
Married	48.78%
Single male	0.74%
Single female	0.27%
Unknown status	0.65%

Home ownership

Homeowner	93.25%
Renter	4.60%
Unknown	2.15%

Education

Less than high school	1.45%
High school diploma	5.89%
Some college	13.43%
Bachelor's degree	31.71%
Graduate's degree	342 47.51%

Estimated household income

Less than $15,000	0.06%
$15,000–$24,999	0.11%
$25,000–$34,999	0.30%
$35,000–$49,999	0.59%
$50,000–$74,999	1.53%
$75,000–$99,999	3.39%
$100,000–$124,999	4.51%
$125,000–$149,999	7.75%
$150,000–$174,999	210 7.71%
$175,000–$199,999	300 10.77%
$200,000–$249,999	614 23.00%
$250,000+	740 40.28%

Age of children

0–3	9.22%
4–6	6.86%
7–9	9.75%
10–12	10.12%
13–18	18.23%

Estimated current house value

Less than $50,000	0.00%
$50,000–$74,999	0.00%
$75,000–$99,999	0.00%
$100,000–$149,999	0.02%
$150,000–$174,999	0.02%
$175,000–$199,999	0.01%
$200,000–$249,999	0.08%
$250,000–$299,999	0.26%
$300,000–$349,999	0.83%
$350,000–$399,999	1.93%
$400,000–$499,999	7.75%
$500,000–$749,999	264 25.18%
$750,000+	860 63.93%

Length of residency

1 year or less	11.65%
2–3 years	8.67%
4–5 years	8.10%
6–7 years	8.29%
8–9 years	6.61%
10–14 years	12.95%
15–19 years	14.41%
20–24 years	10.05%
25+ years	19.26%

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A02 Platinum Prosperity

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

0.83% | 1.20%

Who we are

Head of household age
51–65
196 | 55.9%

Type of property
Single family
106 | 98.7%

Est. Household income
$250,000+
1107 | 60.3%

Household size
5+ persons
179 | 18.9%

Home ownership
Homeowner
115 | 94.1%

Age of children
0–3
23 | 2.0%

Channel preference

TV 46 | 108 | 5
54 | 349 | 171

Key features

- High income
- Empty-nesters
- Political donors
- Masters degrees
- Philanthropic
- Investment-savvy

Technology adoption

Apprentices

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A02 Platinum Prosperity

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

0.83% | 1.20%

Head of household age

19–24		2.30%
25–30		4.53%
31–35		4.97%
36–45		3.66%
46–50		4.26%
51–65		55.86%
66–75		14.85%
76+		9.56%

Family structure

With kids		
Married		10.14%
Single male		0.10%
Single female		0.08%
Unknown status		0.08%
Without kids		
Married	216	84.10%
Single male		2.03%
Single female		0.80%
Unknown status		2.67%

Home ownership

Homeowner		94.09%
Renter		3.39%
Unknown		2.52%

Education

Less than high school		1.92%
High school diploma		6.28%
Some college		17.24%
Bachelor's degree	203	39.05%
Graduate's degree	255	35.51%

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		0.22%
$125,000–$149,999		1.76%
$150,000–$174,999		2.53%
$175,000–$199,999	306	10.98%
$200,000–$249,999	648	24.25%
$250,000+	1107	60.25%

Age of children

0–3		2.02%
4–6		1.29%
7–9		1.35%
10–12		0.79%
13–18		2.24%

Estimated current house value

Less than $50,000		0.00%
$50,000–$74,999		0.01%
$75,000–$99,999		0.01%
$100,000–$149,999		0.08%
$150,000–$174,999		0.07%
$175,000–$199,999		0.26%
$200,000–$249,999		1.83%
$250,000–$299,999		3.86%
$300,000–$349,999		6.65%
$350,000–$399,999		8.17%
$400,000–$499,999	240	19.63%
$500,000–$749,999	339	32.32%
$750,000+	365	27.11%

Length of residency

1 year or less		10.63%
2–3 years		9.95%
4–5 years		10.91%
6–7 years		9.35%
8–9 years		7.27%
10–14 years		12.83%
15–19 years		14.62%
20–24 years		8.95%
25+ years		15.49%

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A03 Kids and Cabernet

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

0.53% | 0.76%

Who we are

Head of household age
36–45
296 | 45.6%

Type of property
Single family
107 | 99.3%

Est. Household income
$250,000+
726 | 39.5%

Household size
2 persons
139 | 39.2%

Home ownership
Homeowner
117 | 95.5%

Age of children
10–12
502 | 50.6%

Channel preference

TV: 140	100	24
199	504	226

Key features

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

Technology adoption

Journeymen

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A03 Kids and Cabernet

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

0.53% | 0.76%

Head of household age

19–24		3.02%
25–30		2.79%
31–35		6.15%
36–45	296	45.59%
46–50	378	31.10%
51–65		10.60%
66–75		0.57%
76+		0.18%

Family structure

With kids		
Married	265	97.28%
Single male		0.13%
Single female		0.07%
Unknown status		0.02%
Without kids		
Married		2.49%
Single male		0.00%
Single female		0.00%
Unknown status		0.00%

Home ownership

Homeowner		95.54%
Renter		2.82%
Unknown		1.64%

Education

Less than high school		0.69%
High school diploma		4.55%
Some college		18.95%
Bachelor's degree	275	52.92%
Graduate's degree		22.90%

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		0.07%
$50,000–$74,999		0.17%
$75,000–$99,999		0.90%
$100,000–$124,999		1.78%
$125,000–$149,999		8.82%
$150,000–$174,999	278	10.17%
$175,000–$199,999	348	12.50%
$200,000–$249,999	697	26.07%
$250,000+	726	39.52%

Age of children

0–3	266	22.90%
4–6	315	26.08%
7–9	363	42.98%
10–12	502	50.64%
13–18	410	52.75%

Estimated current house value

Less than $50,000		0.00%
$50,000–$74,999		0.00%
$75,000–$99,999		0.00%
$100,000–$149,999		0.02%
$150,000–$174,999		0.06%
$175,000–$199,999		0.15%
$200,000–$249,999		0.77%
$250,000–$299,999		2.07%
$300,000–$349,999		5.36%
$350,000–$399,999		8.79%
$400,000–$499,999	278	22.68%
$500,000–$749,999	379	36.21%
$750,000+	321	23.88%

Length of residency

1 year or less		7.02%
2–3 years		10.41%
4–5 years		14.74%
6–7 years	278	20.22%
8–9 years	221	13.43%
10–14 years		18.66%
15–19 years		10.15%
20–24 years		2.51%
25+ years		2.86%

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A04 Picture Perfect Families

Established families on the go, living in wealthy suburbs

0.63% | 1.06%

Who we are

Head of household age
46–50
290 | 23.9%

Type of property
Single family
107 | 99.5%

Est. Household income
$200,000–$249,999
588 | 22.0%

Household size
3 persons
162 | 26.5%

Home ownership
Homeowner
118 | 96.6%

Age of children
13–18
328 | 42.1%

Channel preference

TV 55	105	8
49	315	250

Key features

- Wealthy households
- Well-educated
- Pragmatic mobile users
- Comfortable lifestyles
- Large households
- Bookworms

Technology adoption

Apprentices

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A04 Picture Perfect Families

Established families on the go, living in wealthy suburbs

0.63% | 1.06%

Head of household age

19–24		2.32%
25–30		2.78%
31–35		5.01%
36–45		23.25%
46–50	290	23.91%
51–65		35.55%
66–75		5.21%
76+		1.97%

Family structure

With kids		
Married	246	90.25%
Single male		0.13%
Single female		0.12%
Unknown status		0.10%
Without kids		
Married		9.26%
Single male		0.10%
Single female		0.03%
Unknown status		0.00%

Home ownership

Homeowner		96.61%
Renter		1.97%
Unknown		1.42%

Education

Less than high school		2.75%
High school diploma		7.28%
Some college		25.71%
Bachelor's degree	206	39.57%
Graduate's degree		24.69%

Estimated household income

Less than $15,000		0.00%
$15,000–$24,999		0.01%
$25,000–$34,999		0.00%
$35,000–$49,999		0.04%
$50,000–$74,999		0.56%
$75,000–$99,999		2.36%
$100,000–$124,999		4.99%
$125,000–$149,999	209	16.96%
$150,000–$174,999	261	9.56%
$175,000–$199,999	492	17.65%
$200,000–$249,999	588	22.02%
$250,000+	475	25.86%

Age of children

0–3	274	23.58%
4–6	273	22.64%
7–9	241	28.48%
10–12	333	33.61%
13–18	328	42.12%

Estimated current house value

Less than $50,000		0.00%
$50,000–$74,999		0.01%
$75,000–$99,999		0.06%
$100,000–$149,999		0.45%
$150,000–$174,999		0.73%
$175,000–$199,999		1.72%
$200,000–$249,999		8.25%
$250,000–$299,999		13.42%
$300,000–$349,999		15.23%
$350,000–$399,999	225	13.28%
$400,000–$499,999	236	19.30%
$500,000–$749,999	206	19.63%
$750,000+		7.91%

Length of residency

1 year or less		3.96%
2–3 years		4.87%
4–5 years		5.97%
6–7 years		10.92%
8–9 years		7.67%
10–14 years		21.98%
15–19 years	210	23.30%
20–24 years		9.14%
25+ years		12.20%

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A05 Couples with Clout

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

1.14% | 1.11%

Who we are

Head of household age
36–45
325 | 50.0%

Type of property
Single family
105 | 97.7%

Est. Household income
$250,000+
414 | 22.5%

Household size
2 persons
152 | 42.8%

Home ownership
Homeowner
111 | 90.8%

Age of children
13–18
116 | 14.9%

Channel preference

TV		
200	100	49
234	237	83

Key features

- Affluent
- Highly educated
- Politically conservative
- Tech journeymen
- Saving for college
- Fitness enthusiasts

Technology adoption

Journeymen

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A05 Couples with Clout

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

1.14% | 1.11%

Head of household age

19–24		3.45%
25–30		8.94%
31–35		17.83%
36–45	325	50.02%
46–50		16.28%
51–65		3.09%
66–75		0.23%
76+		0.15%

Family structure

With kids		
Married		54.56%
Single male		0.40%
Single female		0.68%
Unknown status		0.02%
Without kids		
Married		42.90%
Single male		0.82%
Single female		0.55%
Unknown status		0.06%

Home ownership

Homeowner		90.75%
Renter		5.28%
Unknown		3.96%

Education

Less than high school		1.52%
High school diploma		6.20%
Some college		23.69%
Bachelor's degree	252	48.32%
Graduate's degree		20.27%

Estimated household income

Less than $15,000		0.04%
$15,000–$24,999		0.04%
$25,000–$34,999		0.06%
$35,000–$49,999		0.12%
$50,000–$74,999		1.58%
$75,000–$99,999		4.96%
$100,000–$124,999		9.70%
$125,000–$149,999	210	17.03%
$150,000–$174,999	365	13.39%
$175,000–$199,999	360	12.94%
$200,000–$249,999	471	17.63%
$250,000+	414	22.51%

Age of children

0–3		4.68%
4–6		2.81%
7–9		9.36%
10–12		9.67%
13–18		14.87%

Estimated current house value

Less than $50,000		0.01%
$50,000–$74,999		0.01%
$75,000–$99,999		0.03%
$100,000–$149,999		0.11%
$150,000–$174,999		0.33%
$175,000–$199,999		1.07%
$200,000–$249,999		5.02%
$250,000–$299,999		8.69%
$300,000–$349,999		11.08%
$350,000–$399,999		11.65%
$400,000–$499,999	252	20.57%
$500,000–$749,999	266	25.40%
$750,000+	216	16.04%

Length of residency

1 year or less		21.15%
2–3 years	264	28.21%
4–5 years	311	27.99%
6–7 years		9.43%
8–9 years		5.64%
10–14 years		4.26%
15–19 years		1.10%
20–24 years		0.68%
25+ years		1.54%

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A06 Jet Set Urbanites

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

0.90% | 0.82%

Who we are

Head of household age
51–65
101 | 28.7%

Type of property
Multi-family: 101+ units
3449 | 46.8%

Est. Household income
$250,000+
577 | 31.4%

Household size
1 person
161 | 55.3%

Home ownership
Unknown
252 | 13.5%

Age of children
13–18
30 | 3.9%

Channel preference

TV		
112	18	27
227	438	127

Key features

- Upscale urban living
- Multi-family properties
- Highly educated
- Supporter of fine arts
- Environmental advocates
- Politically liberal

Technology adoption

Journeymen

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A06 Jet Set Urbanites

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

0.90% | 0.82%

Head of household age

19–24	1.95%
25–30	17.20%
31–35	12.35%
36–45	15.05%
46–50	8.67%
51–65	28.66%
66–75	10.31%
76+	5.80%

Family structure

With kids	
Married	8.87%
Single male	0.52%
Single female	2.45%
Unknown status	0.34%
Without kids	
Married	51.37%
Single male	15.89%
Single female	9.88%
Unknown status	10.67%

Home ownership

Homeowner	70.12%
Renter	16.40%
Unknown	13.48%

Education

Less than high school	1.95%
High school diploma	5.04%
Some college	11.46%
Bachelor's degree	38.30%
Graduate's degree	43.26%

Estimated household income

Less than $15,000	0.52%
$15,000–$24,999	0.79%
$25,000–$34,999	1.50%
$35,000–$49,999	3.00%
$50,000–$74,999	5.41%
$75,000–$99,999	7.75%
$100,000–$124,999	5.88%
$125,000–$149,999	10.99%
$150,000–$174,999	5.71%
$175,000–$199,999	10.37%
$200,000–$249,999	16.72%
$250,000+	31.37%

Age of children

0–3	2.64%
4–6	2.32%
7–9	1.55%
10–12	1.20%
13–18	3.91%

Estimated current house value

Less than $50,000	0.02%
$50,000–$74,999	0.02%
$75,000–$99,999	0.06%
$100,000–$149,999	0.34%
$150,000–$174,999	0.60%
$175,000–$199,999	0.73%
$200,000–$249,999	2.68%
$250,000–$299,999	4.06%
$300,000–$349,999	4.04%
$350,000–$399,999	4.74%
$400,000–$499,999	10.35%
$500,000–$749,999	21.04%
$750,000+	51.33%

Length of residency

1 year or less	19.37%
2–3 years	15.67%
4–5 years	12.02%
6–7 years	10.09%
8–9 years	8.01%
10–14 years	14.66%
15–19 years	9.45%
20–24 years	4.49%
25+ years	6.23%

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B07 Across the Ages

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

1.49% | 2.12%

Who we are

Head of household age
51–65
143 | 40.6%

Type of property
Single family
107 | 99.5%

Est. Household income
$125,000–$149,999
261 | 21.2%

Household size
5+ persons
213 | 22.4%

Home ownership
Homeowner
115 | 93.7%

Age of children
13–18
198 | 25.4%

Channel preference

TV		
92	105	28
111	220	197

Key features

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

Technology adoption

Journeymen

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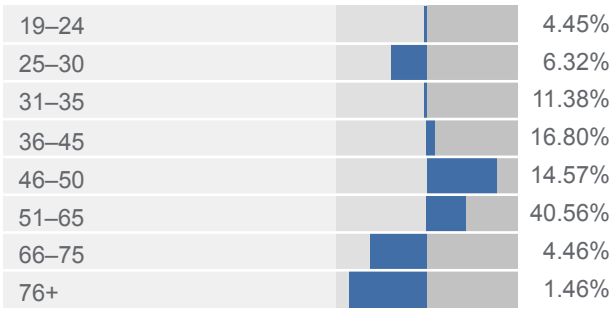
B07 Across the Ages

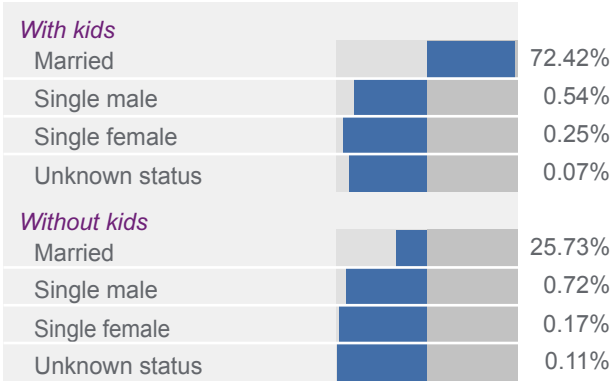
Flourishing couples and multi-generational families living a wide range of lifestyles in suburbia

1.49% | 2.12%

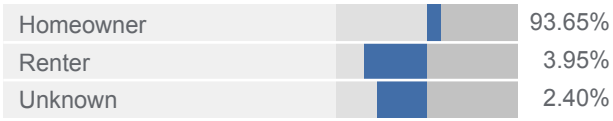
Head of household age



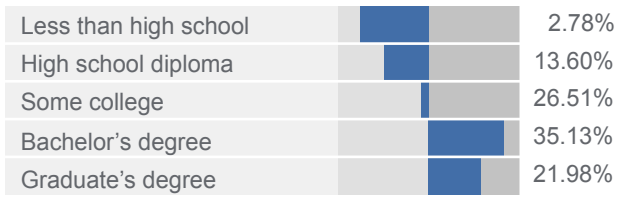
Family structure



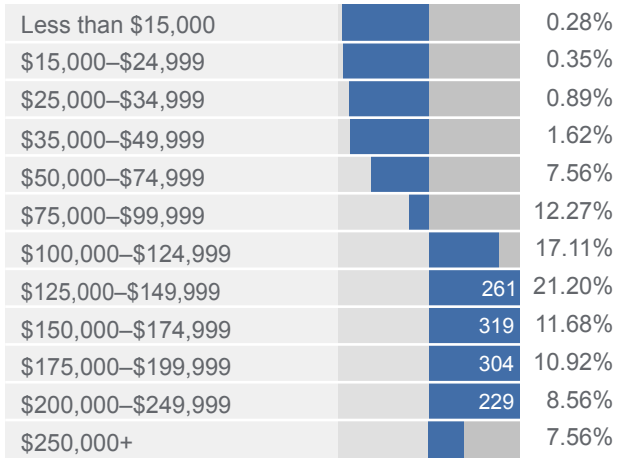
Home ownership



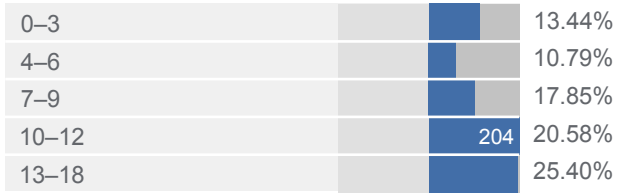
Education



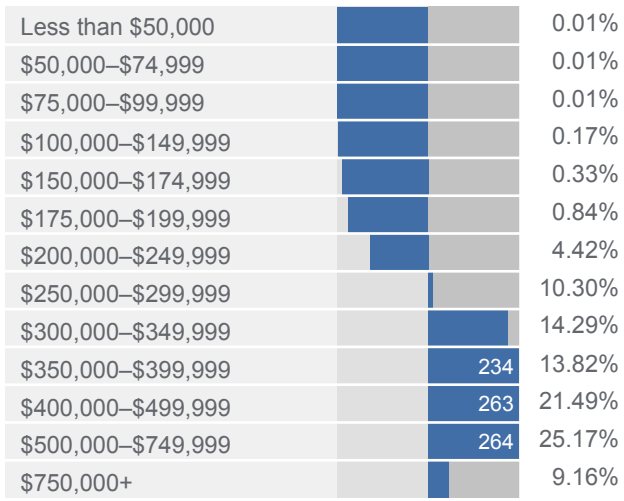
Estimated household income



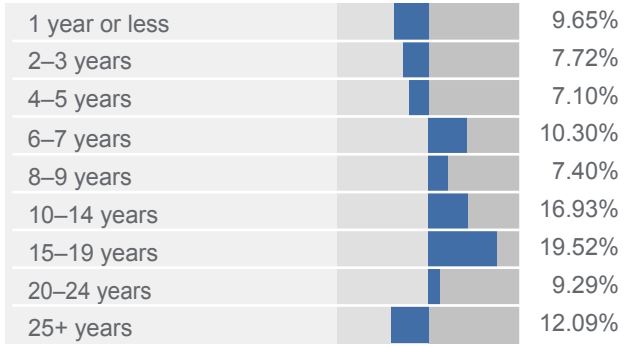
Age of children



Estimated current house value



Length of residency



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B08 Babies and Bliss

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

0.55% | 0.76%

Who we are

Head of household age
36–45
390 | 60.1%

Type of property
Single family
107 | 99.4%

Est. Household income
$125,000–$149,999
364 | 29.6%

Household size
2 persons
163 | 46.0%

Home ownership
Homeowner
115 | 94.1%

Age of children
10–12
704 | 71.0%

Channel preference

TV 139	115	106
245	201	208

Key features

- Large families
- Online shoppers
- High-credit awareness
- Homeowners
- Athletic activities
- Modern housing

Technology adoption

Journeymen

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B08 Babies and Bliss

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

0.55% | 0.76%

Head of household age

19–24		2.87%
25–30		1.83%
31–35		6.78%
36–45	390	60.12%
46–50	281	23.13%
51–65		4.44%
66–75		0.72%
76+		0.12%

Family structure

With kids		
Married	271	99.66%
Single male		0.12%
Single female		0.08%
Unknown status		0.00%
Without kids		
Married		0.14%
Single male		0.00%
Single female		0.00%
Unknown status		0.00%

Home ownership

Homeowner		94.15%
Renter		3.67%
Unknown		2.18%

Education

Less than high school		1.86%
High school diploma		10.09%
Some college		34.95%
Bachelor's degree	230	44.09%
Graduate's degree		9.00%

Estimated household income

Less than $15,000		0.21%
$15,000–$24,999		0.27%
$25,000–$34,999		0.34%
$35,000–$49,999		0.99%
$50,000–$74,999		6.88%
$75,000–$99,999		15.55%
$100,000–$124,999		18.81%
$125,000–$149,999	364	29.56%
$150,000–$174,999	319	11.71%
$175,000–$199,999	207	7.42%
$200,000–$249,999		5.14%
$250,000+		3.12%

Age of children

0–3	418	36.00%
4–6	607	50.30%
7–9	559	66.15%
10–12	704	71.00%
13–18	483	62.11%

Estimated current house value

Less than $50,000		0.00%
$50,000–$74,999		0.05%
$75,000–$99,999		0.08%
$100,000–$149,999		1.19%
$150,000–$174,999		2.56%
$175,000–$199,999		4.57%
$200,000–$249,999		16.63%
$250,000–$299,999		18.86%
$300,000–$349,999	214	16.27%
$350,000–$399,999	222	13.10%
$400,000–$499,999		13.47%
$500,000–$749,999		10.87%
$750,000+		2.36%

Length of residency

1 year or less		3.87%
2–3 years		9.90%
4–5 years		16.08%
6–7 years	227	16.50%
8–9 years	214	13.03%
10–14 years		21.00%
15–19 years		13.55%
20–24 years		3.13%
25+ years		2.95%

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B09 Family Fun-tastic

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

0.60% | 0.87%

Who we are

Head of household age
36–45
260 | 40.0%

Type of property
Single family
107 | 98.8%

Est. Household income
$125,000–$149,999
281 | 22.8%

Household size
2 persons
123 | 34.7%

Home ownership
Homeowner
114 | 93.4%

Age of children
0–3
231 | 19.9%

Channel preference

TV 74	67	24
62	154	188

Key features

- Social media fans
- Comfortable spending
- Saving for college
- Charity donor
- Bachelor degrees
- Active lifestyles

Technology adoption

Apprentices

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B09 Family Fun-tastic

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

0.60% | 0.87%

Head of household age

19–24		2.27%
25–30		3.33%
31–35		6.10%
36–45	260	40.04%
46–50	247	20.32%
51–65		20.38%
66–75		5.66%
76+		1.91%

Family structure

With kids		
Married		64.05%
Single male		0.92%
Single female		0.92%
Unknown status		0.30%
Without kids		
Married		31.64%
Single male		1.45%
Single female		0.48%
Unknown status		0.24%

Home ownership

Homeowner		93.35%
Renter		3.57%
Unknown		3.08%

Education

Less than high school		1.83%
High school diploma		8.16%
Some college		27.90%
Bachelor's degree	224	42.98%
Graduate's degree		19.12%

Estimated household income

Less than $15,000		0.69%
$15,000–$24,999		0.36%
$25,000–$34,999		0.57%
$35,000–$49,999		2.05%
$50,000–$74,999		9.86%
$75,000–$99,999		19.06%
$100,000–$124,999		16.81%
$125,000–$149,999	281	22.83%
$150,000–$174,999		7.00%
$175,000–$199,999		7.02%
$200,000–$249,999		7.42%
$250,000+		6.35%

Age of children

0–3	231	19.86%
4–6	212	17.60%
7–9		18.36%
10–12	203	20.45%
13–18		23.02%

Estimated current house value

Less than $50,000		0.02%
$50,000–$74,999		0.08%
$75,000–$99,999		0.53%
$100,000–$149,999		6.14%
$150,000–$174,999		8.55%
$175,000–$199,999		10.50%
$200,000–$249,999		20.36%
$250,000–$299,999		17.55%
$300,000–$349,999		11.76%
$350,000–$399,999		7.56%
$400,000–$499,999		8.34%
$500,000–$749,999		6.86%
$750,000+		1.73%

Length of residency

1 year or less		5.90%
2–3 years		7.27%
4–5 years		8.40%
6–7 years		10.63%
8–9 years		8.65%
10–14 years		18.02%
15–19 years		16.70%
20–24 years		7.77%
25+ years		16.66%

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B10 Cosmopolitan Achievers

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

1.42% | 1.66%

Who we are

Head of household age
36–45
147 | 22.7%

Type of property
Single family
100 | 92.9%

Est. Household income
$125,000–$149,999
213 | 17.3%

Household size
5+ persons
156 | 16.4%

Home ownership
Homeowner
105 | 86.0%

Age of children
13–18
94 | 12.1%

Channel preference

TV		
204	57	16
146	135	126

Key features

- Bilingual
- Luxury living
- Soccer fans
- Two family properties
- Economic literature
- Progressive liberals

Technology adoption

Journeymen

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B10 Cosmopolitan Achievers

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

1.42% | 1.66%

Head of household age

19–24	2.59%
25–30	7.89%
31–35	12.98%
36–45	22.73%
46–50	12.18%
51–65	28.76%
66–75	8.19%
76+	4.68%

Family structure

With kids	
Married	42.66%
Single male	1.21%
Single female	0.98%
Unknown status	0.10%
Without kids	
Married	47.51%
Single male	3.92%
Single female	1.52%
Unknown status	2.09%

Home ownership

Homeowner	85.96%
Renter	11.17%
Unknown	2.87%

Education

Less than high school	7.12%
High school diploma	16.39%
Some college	24.75%
Bachelor's degree	32.69%
Graduate's degree	19.05%

Estimated household income

Less than $15,000	0.73%
$15,000–$24,999	1.04%
$25,000–$34,999	1.60%
$35,000–$49,999	3.56%
$50,000–$74,999	10.54%
$75,000–$99,999	16.01%
$100,000–$124,999	14.66%
$125,000–$149,999	213 17.30%
$150,000–$174,999	234 8.56%
$175,000–$199,999	245 8.80%
$200,000–$249,999	210 7.85%
$250,000+	9.37%

Age of children

0–3	7.06%
4–6	6.14%
7–9	8.73%
10–12	8.65%
13–18	12.06%

Estimated current house value

Less than $50,000	0.00%
$50,000–$74,999	0.00%
$75,000–$99,999	0.01%
$100,000–$149,999	0.13%
$150,000–$174,999	0.26%
$175,000–$199,999	0.37%
$200,000–$249,999	1.99%
$250,000–$299,999	3.22%
$300,000–$349,999	3.71%
$350,000–$399,999	4.60%
$400,000–$499,999	10.65%
$500,000–$749,999	325 30.99%
$750,000+	593 44.07%

Length of residency

1 year or less	12.82%
2–3 years	9.12%
4–5 years	7.37%
6–7 years	9.13%
8–9 years	7.57%
10–14 years	14.76%
15–19 years	13.36%
20–24 years	8.23%
25+ years	17.64%

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C C11 C12 C13 C14

C11 Sophisticated City Dwellers

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

1.63% | 2.69%

Who we are

Head of household age
51–65
304 | 86.6%

Type of property
Single family
107 | 99.4%

Est. Household income
$125,000–$149,999
230 | 18.7%

Household size
5+ persons
200 | 21.1%

Home ownership
Homeowner
119 | 97.4%

Age of children
0–3
5 | 0.4%

Channel preference

TV 14 | 116 | 2
10 | 145 | 171

Key features

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

Technology adoption

Apprentices

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C11 Sophisticated City Dwellers

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

1.63% | 2.69%

Head of household age

19–24		0.19%
25–30		0.09%
31–35		0.19%
36–45		0.13%
46–50		0.40%
51–65	304	86.60%
66–75		10.19%
76+		2.23%

Family structure

With kids		
Married		1.82%
Single male		0.00%
Single female		0.01%
Unknown status		0.00%
Without kids		
Married	236	92.03%
Single male		1.60%
Single female		0.90%
Unknown status		3.63%

Home ownership

Homeowner		97.43%
Renter		1.29%
Unknown		1.28%

Education

Less than high school		3.99%
High school diploma		17.59%
Some college		24.75%
Bachelor's degree		28.49%
Graduate's degree		25.19%

Estimated household income

Less than $15,000		0.27%
$15,000–$24,999		0.34%
$25,000–$34,999		0.87%
$35,000–$49,999		1.65%
$50,000–$74,999		9.73%
$75,000–$99,999		16.13%
$100,000–$124,999		17.86%
$125,000–$149,999	230	18.66%
$150,000–$174,999		6.29%
$175,000–$199,999	328	11.77%
$200,000–$249,999	202	7.58%
$250,000+		8.85%

Age of children

0–3		0.42%
4–6		0.22%
7–9		0.19%
10–12		0.12%
13–18		0.44%

Estimated current house value

Less than $50,000		0.01%
$50,000–$74,999		0.02%
$75,000–$99,999		0.07%
$100,000–$149,999		0.92%
$150,000–$174,999		1.78%
$175,000–$199,999		3.68%
$200,000–$249,999		12.24%
$250,000–$299,999		15.86%
$300,000–$349,999		15.13%
$350,000–$399,999	202	11.95%
$400,000–$499,999	201	16.38%
$500,000–$749,999		15.80%
$750,000+		6.17%

Length of residency

1 year or less		4.61%
2–3 years		5.38%
4–5 years		5.34%
6–7 years		5.68%
8–9 years		5.18%
10–14 years		13.28%
15–19 years		18.42%
20–24 years		13.44%
25+ years		28.68%

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C C11 C12 C13 C14

C12 Golf Carts and Gourmets

Thriving retirees and empty-nesters in comfortable communities

0.58% | 0.63%

Who we are

Head of household age
76+
390 | 37.2%

Type of property
Multi-family: 101+ units
384 | 5.2%

Est. Household income
$250,000+
278 | 15.1%

Household size
2 persons
127 | 36.0%

Home ownership
Homeowner
108 | 87.9%

Age of children
0–3
15 | 1.3%

Channel preference

TV: 40	186	1
26	224	48

Key features

- Tech novices
- Luxury living
- Highly educated
- Retired
- Financially savvy
- Music lover

Technology adoption

Novices

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C12 Golf Carts and Gourmets

Thriving retirees and empty-nesters in comfortable communities

0.58% | 0.63%

Head of household age

19–24		0.46%
25–30		0.95%
31–35		1.51%
36–45		2.09%
46–50		1.72%
51–65		19.49%
66–75	310	36.61%
76+	390	37.17%

Family structure

With kids		
Married		4.66%
Single male		0.03%
Single female		0.00%
Unknown status		0.17%
Without kids		
Married		76.94%
Single male		0.97%
Single female		0.25%
Unknown status	219	16.98%

Home ownership

Homeowner		87.95%
Renter		9.18%
Unknown		2.87%

Education

Less than high school		4.23%
High school diploma		16.09%
Some college		26.59%
Bachelor's degree		26.33%
Graduate's degree		26.76%

Estimated household income

Less than $15,000		0.29%
$15,000–$24,999		1.18%
$25,000–$34,999		2.75%
$35,000–$49,999		6.07%
$50,000–$74,999		13.77%
$75,000–$99,999		15.89%
$100,000–$124,999		14.79%
$125,000–$149,999		9.74%
$150,000–$174,999	235	8.61%
$175,000–$199,999		6.03%
$200,000–$249,999		5.73%
$250,000+	278	15.14%

Age of children

0–3		1.32%
4–6		0.89%
7–9		0.48%
10–12		0.37%
13–18		0.77%

Estimated current house value

Less than $50,000		0.00%
$50,000–$74,999		0.02%
$75,000–$99,999		0.09%
$100,000–$149,999		0.48%
$150,000–$174,999		0.48%
$175,000–$199,999		0.95%
$200,000–$249,999		3.84%
$250,000–$299,999		6.72%
$300,000–$349,999		8.93%
$350,000–$399,999		10.77%
$400,000–$499,999	217	17.74%
$500,000–$749,999	262	25.04%
$750,000+	336	24.95%

Length of residency

1 year or less		14.33%
2–3 years		10.68%
4–5 years		10.21%
6–7 years		9.51%
8–9 years		8.36%
10–14 years		12.79%
15–19 years		14.23%
20–24 years		7.92%
25+ years		11.97%

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C13 Philanthropic Sophisticates

Mature, upscale couples in suburban homes

2.98% | 3.41%

Who we are

Head of household age
66–75
251 | 29.6%

Type of property
Single family
106 | 98.1%

Est. Household income
$100,000–$124,999
161 | 15.5%

Household size
2 persons
108 | 30.4%

Home ownership
Homeowner
115 | 94.0%

Age of children
13–18
21 | 2.7%

Channel preference

TV		
55	125	3
59	222	113

Key features

- Retiring in comfort
- Experienced travelers
- Art connoisseurs
- Philanthropic
- Quality matters
- Ecological lifestyles

Technology adoption

Apprentices

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C13 Philanthropic Sophisticates

Mature, upscale couples in suburban homes

2.98% | 3.41%

Head of household age

19–24		1.92%
25–30		3.52%
31–35		5.55%
36–45		6.26%
46–50		4.96%
51–65		27.54%
66–75	251	29.64%
76+	216	20.61%

Family structure

With kids		
Married		12.80%
Single male		0.20%
Single female		0.21%
Unknown status		0.33%
Without kids		
Married		74.52%
Single male		2.43%
Single female		1.19%
Unknown status		8.31%

Home ownership

Homeowner		93.98%
Renter		3.87%
Unknown		2.14%

Education

Less than high school		4.15%
High school diploma		13.86%
Some college		20.70%
Bachelor's degree		27.77%
Graduate's degree	241	33.51%

Estimated household income

Less than $15,000		0.48%
$15,000–$24,999		1.20%
$25,000–$34,999		4.07%
$35,000–$49,999		6.50%
$50,000–$74,999		17.15%
$75,000–$99,999		17.49%
$100,000–$124,999		15.53%
$125,000–$149,999		11.86%
$150,000–$174,999		7.27%
$175,000–$199,999		6.17%
$200,000–$249,999		5.93%
$250,000+		6.35%

Age of children

0–3		2.16%
4–6		1.67%
7–9		2.12%
10–12		1.08%
13–18		2.66%

Estimated current house value

Less than $50,000		0.01%
$50,000–$74,999		0.00%
$75,000–$99,999		0.02%
$100,000–$149,999		0.16%
$150,000–$174,999		0.21%
$175,000–$199,999		0.51%
$200,000–$249,999		2.20%
$250,000–$299,999		4.72%
$300,000–$349,999		7.18%
$350,000–$399,999		8.33%
$400,000–$499,999		16.20%
$500,000–$749,999	284	27.11%
$750,000+	449	33.35%

Length of residency

1 year or less		9.76%
2–3 years		6.36%
4–5 years		4.98%
6–7 years		5.55%
8–9 years		4.63%
10–14 years		9.67%
15–19 years		11.27%
20–24 years		9.86%
25+ years		37.91%

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C C11 C12 C13 C14

C14 Boomers and Boomerangs

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

1.00% | 1.91%

Who we are

Head of household age
51–65
281 | 79.8%

Type of property
Single family
107 | 99.4%

Est. Household income
$75,000–$99,999
163 | 25.3%

Household size
5+ persons
314 | 33.2%

Home ownership
Homeowner
119 | 97.0%

Age of children
0–3
274 | 23.6%

Channel preference

TV		
23	107	24
21	104	261

Key features

- Suburbanites
- Middle-class families
- Politically conservative
- Charitable
- Social media fans
- Multi-generational households

Technology adoption

Apprentices

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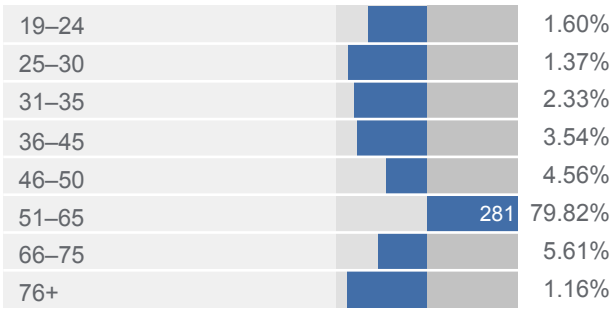
C14 Boomers and Boomerangs

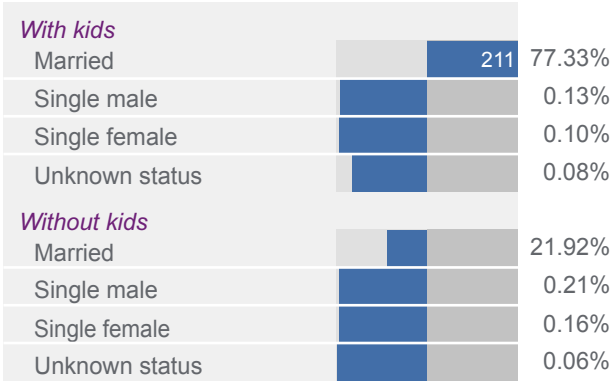
Baby boomer adults and their teenage and young adult children sharing suburban homes

1.00% | 1.91%

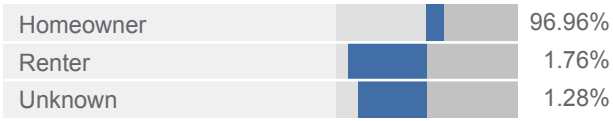
Head of household age



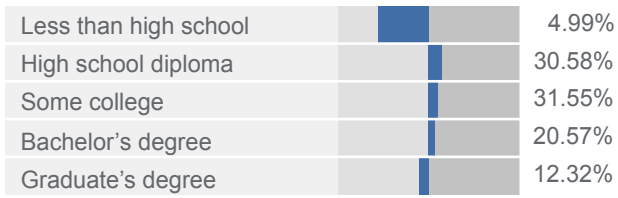
Family structure



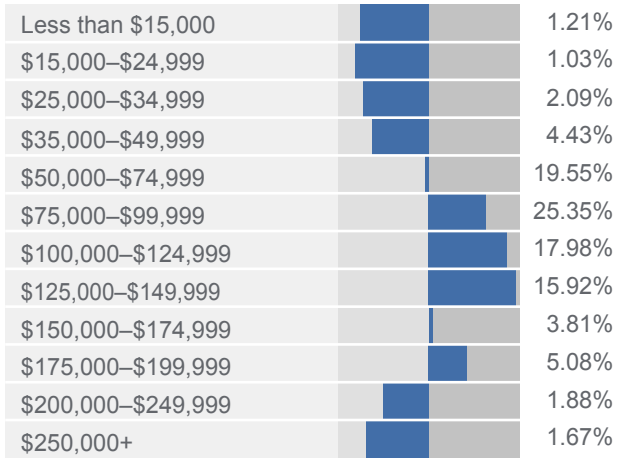
Home ownership



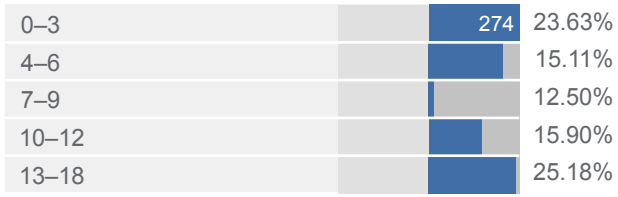
Education



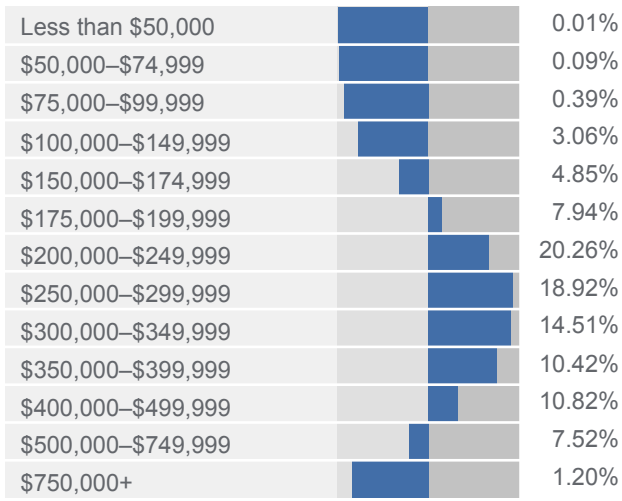
Estimated household income



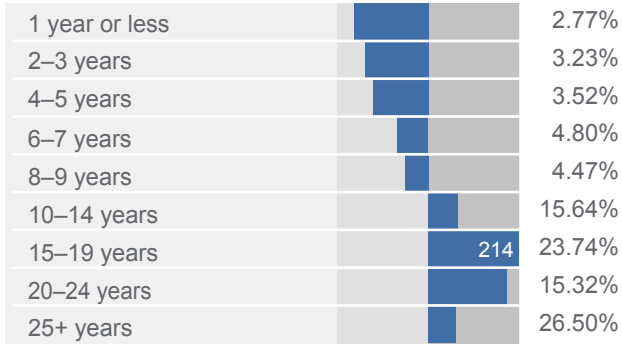
Age of children



Estimated current house value



Length of residency



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D15 Sport Utility Families

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

0.84% | 1.18%

Who we are

Head of household age
36–45
380 | 58.6%

Type of property
Single family
107 | 99.1%

Est. Household income
$125,000–$149,999
316 | 25.6%

Household size
2 persons
139 | 39.2%

Home ownership
Homeowner
116 | 95.0%

Age of children
10–12
429 | 43.3%

Channel preference

TV		
69	101	22
37	86	158

Key features

- Suburb living
- Comfortable spending
- Athletic activities
- Outdoor leisure
- Saving for college
- Parents

Technology adoption

Apprentices

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D15 Sport Utility Families

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

0.84% | 1.18%

Head of household age

19–24		1.66%
25–30		0.48%
31–35		1.68%
36–45	380	58.56%
46–50	363	29.91%
51–65		6.09%
66–75		1.19%
76+		0.44%

Family structure

With kids		
Married	248	90.97%
Single male		0.08%
Single female		0.08%
Unknown status		0.03%
Without kids		
Married		8.79%
Single male		0.04%
Single female		0.01%
Unknown status		0.00%

Home ownership

Homeowner		95.02%
Renter		2.27%
Unknown		2.71%

Education

Less than high school		6.63%
High school diploma		13.27%
Some college		44.38%
Bachelor's degree		25.88%
Graduate's degree		9.83%

Estimated household income

Less than $15,000		0.51%
$15,000–$24,999		0.50%
$25,000–$34,999		0.73%
$35,000–$49,999		1.94%
$50,000–$74,999		12.34%
$75,000–$99,999		22.63%
$100,000–$124,999		18.30%
$125,000–$149,999	316	25.65%
$150,000–$174,999		6.24%
$175,000–$199,999		4.76%
$200,000–$249,999		3.50%
$250,000+		2.90%

Age of children

0–3	235	20.26%
4–6	303	25.10%
7–9	370	43.74%
10–12	429	43.31%
13–18	325	41.77%

Estimated current house value

Less than $50,000		0.05%
$50,000–$74,999		0.26%
$75,000–$99,999		0.75%
$100,000–$149,999		7.21%
$150,000–$174,999		8.37%
$175,000–$199,999		10.60%
$200,000–$249,999		22.37%
$250,000–$299,999		17.69%
$300,000–$349,999		11.96%
$350,000–$399,999		7.51%
$400,000–$499,999		7.38%
$500,000–$749,999		4.54%
$750,000+		1.32%

Length of residency

1 year or less		4.60%
2–3 years		8.62%
4–5 years		10.71%
6–7 years		11.99%
8–9 years		10.18%
10–14 years		21.60%
15–19 years		18.16%
20–24 years		6.71%
25+ years		7.44%

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D16 Settled in Suburbia

Upper middle-class family units living comfortably in established suburbs

1.13% | 1.68%

Who we are

Head of household age
36–45
191 | 29.4%

Type of property
Single family
107 | 98.8%

Est. Household income
$125,000–$149,999
197 | 16.0%

Household size
3 persons
149 | 24.4%

Home ownership
Homeowner
117 | 95.9%

Age of children
0–3
242 | 20.9%

Channel preference

TV: 67	147	6
56	149	187

Key features

- Comfortable lifestyles
- Young children
- Large households
- Do-it-yourselfers
- Tech apprentices
- Theme park vacations

Technology adoption

Apprentices

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D16 Settled in Suburbia

Upper middle-class family units living comfortably in established suburbs

1.13% | 1.68%

Head of household age

19–24	2.26%
25–30	2.62%
31–35	5.94%
36–45	29.42%
46–50	19.04%
51–65	16.92%
66–75	15.77%
76+	8.02%

Family structure

With kids	
Married	72.96%
Single male	0.52%
Single female	0.36%
Unknown status	0.79%
Without kids	
Married	24.07%
Single male	0.78%
Single female	0.18%
Unknown status	0.34%

Home ownership

Homeowner	95.86%
Renter	2.53%
Unknown	1.61%

Education

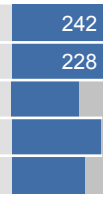
Less than high school	5.10%
High school diploma	23.97%
Some college	29.52%
Bachelor's degree	26.74%
Graduate's degree	14.67%

Estimated household income

Less than $15,000	1.45%
$15,000–$24,999	2.00%
$25,000–$34,999	4.00%
$35,000–$49,999	7.12%
$50,000–$74,999	20.74%
$75,000–$99,999	19.94%
$100,000–$124,999	15.39%
$125,000–$149,999	16.01%
$150,000–$174,999	5.54%
$175,000–$199,999	3.89%
$200,000–$249,999	2.05%
$250,000+	1.87%

Age of children

0–3	20.86%
4–6	18.89%
7–9	20.52%
10–12	19.99%
13–18	23.14%



Estimated current house value

Less than $50,000	0.00%
$50,000–$74,999	0.06%
$75,000–$99,999	0.12%
$100,000–$149,999	1.13%
$150,000–$174,999	2.45%
$175,000–$199,999	4.30%
$200,000–$249,999	13.39%
$250,000–$299,999	16.38%
$300,000–$349,999	14.75%
$350,000–$399,999	11.36%
$400,000–$499,999	15.55%
$500,000–$749,999	15.89%
$750,000+	4.62%

Length of residency

1 year or less	4.76%
2–3 years	4.12%
4–5 years	4.28%
6–7 years	5.57%
8–9 years	4.70%
10–14 years	13.99%
15–19 years	14.81%
20–24 years	10.54%
25+ years	37.23%

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D17 Cul de Sac Diversity

Cultured families settled in new suburban neighborhoods

0.55% | 0.56%

Who we are

Head of household age
36–45
425 | 65.5%

Type of property
Single family
106 | 98.7%

Est. Household income
$75,000–$99,999
169 | 26.2%

Household size
2 persons
130 | 36.8%

Home ownership
Homeowner
105 | 85.7%

Age of children
13–18
299 | 38.5%

Channel preference

TV 174	112	196
165	86	68

Key features

- Bilingual
- Technological journeymen
- Home owners
- Adrenaline sports
- Financially conservative
- Outdoor fitness enthusiasts

Technology adoption

Journeymen

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D17 Cul de Sac Diversity

Cultured families settled in new suburban neighborhoods

0.55% | 0.56%

Head of household age

19–24		2.31%
25–30		1.00%
31–35		3.33%
36–45	425	65.54%
46–50	305	25.15%
51–65		2.14%
66–75		0.43%
76+		0.09%

Family structure

With kids		
Married	249	91.43%
Single male		0.74%
Single female		0.66%
Unknown status		0.03%
Without kids		
Married		7.05%
Single male		0.03%
Single female		0.05%
Unknown status		0.00%

Home ownership

Homeowner		85.73%
Renter		8.43%
Unknown		5.84%

Education

Less than high school		3.96%
High school diploma		16.58%
Some college		46.10%
Bachelor's degree		25.81%
Graduate's degree		7.55%

Estimated household income

Less than $15,000		1.05%
$15,000–$24,999		0.95%
$25,000–$34,999		1.45%
$35,000–$49,999		4.04%
$50,000–$74,999		16.74%
$75,000–$99,999		26.24%
$100,000–$124,999		19.35%
$125,000–$149,999	221	17.93%
$150,000–$174,999		6.08%
$175,000–$199,999		3.49%
$200,000–$249,999		1.62%
$250,000+		1.05%

Age of children

0–3		7.38%
4–6		6.70%
7–9		20.37%
10–12	312	31.51%
13–18	299	38.50%

Estimated current house value

Less than $50,000		0.05%
$50,000–$74,999		0.02%
$75,000–$99,999		0.12%
$100,000–$149,999		1.43%
$150,000–$174,999		3.51%
$175,000–$199,999		7.29%
$200,000–$249,999		18.69%
$250,000–$299,999		18.85%
$300,000–$349,999		14.18%
$350,000–$399,999		11.07%
$400,000–$499,999		12.89%
$500,000–$749,999		10.66%
$750,000+		1.24%

Length of residency

1 year or less		17.83%
2–3 years		15.41%
4–5 years		15.24%
6–7 years	205	14.89%
8–9 years		11.75%
10–14 years		15.44%
15–19 years		6.15%
20–24 years		1.68%
25+ years		1.62%

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D18 Suburban Nightlife

Upper established couples and families living mainly in the metropolitan cities

1.59% | 2.00%

Who we are

Head of household age
51–65
133 | 38.0%

Type of property
Single family
105 | 97.7%

Est. Household income
$50,000–$74,999
139 | 28.1%

Household size
2 persons
102 | 28.7%

Home ownership
Homeowner
111 | 90.3%

Age of children
10–12
135 | 13.6%

Channel preference

TV		
241	112	125
77	62	175

Key features

- Tech-wizards
- Politically liberal
- R&B music
- Status-seekers
- Tech-savvy
- Social media fans

Technology adoption

Wizards

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D18 Suburban Nightlife

Upper established couples and families living mainly in the metropolitan cities

1.59% | 2.00%

Head of household age

19–24	4.50%
25–30	3.71%
31–35	7.85%
36–45	20.60%
46–50	13.51%
51–65	37.95%
66–75	8.73%
76+	3.14%

Family structure

With kids	
Married	42.71%
Single male	2.84%
Single female	3.18%
Unknown status	0.32%
Without kids	
Married	34.17%
Single male	7.97%
Single female	5.29%
Unknown status	3.53%

Home ownership

Homeowner	90.32%
Renter	5.59%
Unknown	4.08%

Education

Less than high school	4.41%
High school diploma	29.06%
Some college	36.83%
Bachelor's degree	19.35%
Graduate's degree	10.35%

Estimated household income

Less than $15,000	2.75%
$15,000–$24,999	3.24%
$25,000–$34,999	5.13%
$35,000–$49,999	13.26%
$50,000–$74,999	28.13%
$75,000–$99,999	22.22%
$100,000–$124,999	10.50%
$125,000–$149,999	8.38%
$150,000–$174,999	2.19%
$175,000–$199,999	1.69%
$200,000–$249,999	1.15%
$250,000+	1.37%

Age of children

0–3	10.66%
4–6	9.57%
7–9	12.23%
10–12	13.64%
13–18	13.13%

Estimated current house value

Less than $50,000	0.18%
$50,000–$74,999	1.48%
$75,000–$99,999	4.29%
$100,000–$149,999	19.10%
$150,000–$174,999	13.19%
$175,000–$199,999	11.92%
$200,000–$249,999	18.55%
$250,000–$299,999	11.05%
$300,000–$349,999	6.34%
$350,000–$399,999	3.91%
$400,000–$499,999	4.99%
$500,000–$749,999	3.97%
$750,000+	1.02%

Length of residency

1 year or less	7.53%
2–3 years	6.36%
4–5 years	6.03%
6–7 years	6.11%
8–9 years	5.70%
10–14 years	16.14%
15–19 years	15.57%
20–24 years	11.38%
25+ years	25.18%

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E19 Consummate Consumers

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

1.07% | 1.03%

Key features

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

Who we are

Head of household age
51–65
186 | 52.9%

Type of property
Multi-family: 20–49 units
804 | 7.0%

Est. Household income
$50,000–$74,999
103 | 20.8%

Household size
1 person
147 | 50.6%

Home ownership
Homeowner
103 | 84.2%

Age of children
13–18
12 | 1.5%

Channel preference

TV		
47	101	8
57	216	81

Technology adoption

Journeymen

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E19 Consummate Consumers

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

1.07% | 1.03%

Head of household age

19–24	1.71%
25–30	2.84%
31–35	2.58%
36–45	6.11%
46–50	4.84%
51–65	52.87%
66–75	19.21%
76+	9.83%

Family structure

With kids	
Married	2.93%
Single male	0.52%
Single female	1.11%
Unknown status	0.42%
Without kids	
Married	33.14%
Single male	359 23.07%
Single female	386 14.31%
Unknown status	316 24.51%

Home ownership

Homeowner	84.25%
Renter	11.13%
Unknown	4.62%

Education

Less than high school	3.75%
High school diploma	15.51%
Some college	21.02%
Bachelor's degree	30.68%
Graduate's degree	209 29.04%

Estimated household income

Less than $15,000	2.47%
$15,000–$24,999	2.93%
$25,000–$34,999	4.62%
$35,000–$49,999	9.79%
$50,000–$74,999	20.81%
$75,000–$99,999	17.79%
$100,000–$124,999	10.94%
$125,000–$149,999	11.82%
$150,000–$174,999	4.18%
$175,000–$199,999	5.89%
$200,000–$249,999	3.52%
$250,000+	5.22%

Age of children

0–3	1.08%
4–6	0.77%
7–9	0.33%
10–12	0.58%
13–18	1.50%

Estimated current house value

Less than $50,000	0.11%
$50,000–$74,999	0.27%
$75,000–$99,999	0.86%
$100,000–$149,999	4.90%
$150,000–$174,999	4.21%
$175,000–$199,999	4.29%
$200,000–$249,999	10.70%
$250,000–$299,999	11.23%
$300,000–$349,999	10.28%
$350,000–$399,999	8.84%
$400,000–$499,999	13.88%
$500,000–$749,999	17.74%
$750,000+	12.69%

Length of residency

1 year or less	9.21%
2–3 years	8.56%
4–5 years	8.23%
6–7 years	7.18%
8–9 years	6.55%
10–14 years	14.80%
15–19 years	13.28%
20–24 years	9.57%
25+ years	22.62%

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E20 No Place Like Home

Older, established multi-generational households in suburban areas

2.11% | 3.28%

Who we are

Head of household age
51–65
173 | 49.2%

Type of property
Single family
107 | 99.1%

Est. Household income
$75,000–$99,999
162 | 25.2%

Household size
5+ persons
231 | 24.4%

Home ownership
Homeowner
115 | 94.2%

Age of children
0–3
75 | 6.5%

Channel preference

TV		
50	88	15
44	44	191

Key features

- Smart shoppers
- Multi-generational homes
- Tech apprentices
- Large households
- Social media fans
- Conservative values

Technology adoption

Apprentices

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E20 No Place Like Home

Older, established multi-generational households in suburban areas

2.11% | 3.28%

Head of household age

19–24	7.16%
25–30	12.75%
31–35	13.44%
36–45	6.77%
46–50	3.92%
51–65	49.25%
66–75	4.89%
76+	1.83%

Family structure

With kids	
Married	24.41%
Single male	0.59%
Single female	0.37%
Unknown status	0.11%
Without kids	
Married	64.31%
Single male	5.57%
Single female	1.71%
Unknown status	2.93%

Home ownership

Homeowner	94.19%
Renter	2.68%
Unknown	3.12%

Education

Less than high school	5.97%
High school diploma	25.54%
Some college	36.14%
Bachelor's degree	19.69%
Graduate's degree	12.68%

Estimated household income

Less than $15,000	2.55%
$15,000–$24,999	2.05%
$25,000–$34,999	3.24%
$35,000–$49,999	8.08%
$50,000–$74,999	25.73%
$75,000–$99,999	25.17%
$100,000–$124,999	15.35%
$125,000–$149,999	9.25%
$150,000–$174,999	2.90%
$175,000–$199,999	2.44%
$200,000–$249,999	1.60%
$250,000+	1.63%

Age of children

0–3	6.49%
4–6	3.75%
7–9	3.67%
10–12	3.11%
13–18	4.28%

Estimated current house value

Less than $50,000	0.06%
$50,000–$74,999	0.53%
$75,000–$99,999	1.58%
$100,000–$149,999	12.52%
$150,000–$174,999	11.42%
$175,000–$199,999	12.02%
$200,000–$249,999	20.68%
$250,000–$299,999	14.33%
$300,000–$349,999	9.28%
$350,000–$399,999	5.99%
$400,000–$499,999	6.33%
$500,000–$749,999	4.45%
$750,000+	0.80%

Length of residency

1 year or less	9.89%
2–3 years	7.83%
4–5 years	7.54%
6–7 years	6.99%
8–9 years	5.37%
10–14 years	10.59%
15–19 years	11.95%
20–24 years	10.73%
25+ years	29.12%

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E E19 E20 E21

E21 Unspoiled Splendor

Comfortably established baby boomer couples in town and country communities

1.50% | 2.19%

Who we are

Head of household age
51–65
321 | 91.3%

Type of property
Single family
106 | 98.7%

Est. Household income
$50,000–$74,999
152 | 30.8%

Household size
2 persons
119 | 33.6%

Home ownership
Homeowner
118 | 96.6%

Age of children
0–3
7 | 0.6%

Channel preference

TV 10 | 80 | 4
4 | 33 | 86

Key features

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

Technology adoption

Apprentices

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E21 Unspoiled Splendor

Comfortably established baby boomer couples in town and country communities

1.50% | 2.19%

Head of household age

19–24		0.06%
25–30		0.02%
31–35		0.10%
36–45		0.08%
46–50		0.40%
51–65	321	91.26%
66–75		6.96%
76+		1.13%

Family structure

With kids		
Married		3.76%
Single male		0.00%
Single female		0.01%
Unknown status		0.05%
Without kids		
Married	225	87.59%
Single male		1.42%
Single female		0.82%
Unknown status		6.34%

Home ownership

Homeowner		96.57%
Renter		1.90%
Unknown		1.54%

Education

Less than high school	7.07%
High school diploma	46.94%
Some college	26.42%
Bachelor's degree	11.96%
Graduate's degree	7.61%

Estimated household income

Less than $15,000	2.65%
$15,000–$24,999	2.57%
$25,000–$34,999	4.12%
$35,000–$49,999	9.68%
$50,000–$74,999	30.80%
$75,000–$99,999	25.28%
$100,000–$124,999	11.78%
$125,000–$149,999	7.64%
$150,000–$174,999	1.62%
$175,000–$199,999	1.98%
$200,000–$249,999	0.85%
$250,000+	1.03%

Age of children

0–3	0.64%
4–6	0.41%
7–9	0.60%
10–12	0.32%
13–18	0.60%

Estimated current house value

Less than $50,000	0.15%
$50,000–$74,999	0.89%
$75,000–$99,999	2.62%
$100,000–$149,999	14.58%
$150,000–$174,999	11.53%
$175,000–$199,999	11.77%
$200,000–$249,999	20.61%
$250,000–$299,999	13.66%
$300,000–$349,999	8.71%
$350,000–$399,999	5.49%
$400,000–$499,999	5.54%
$500,000–$749,999	3.56%
$750,000+	0.89%

Length of residency

1 year or less	3.46%
2–3 years	3.82%
4–5 years	4.19%
6–7 years	4.64%
8–9 years	5.42%
10–14 years	13.57%
15–19 years	16.51%
20–24 years	15.50%
25+ years	32.89%

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F F22 F23

F22 Fast Track Couples

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

5.58% | 4.36%

Who we are

Head of household age
31–35
429 | 50.2%

Type of property
Single family
106 | 98.0%

Est. Household income
$100,000–$124,999
237 | 22.9%

Household size
1 person
140 | 48.4%

Home ownership
Homeowner
106 | 86.8%

Age of children
7–9
145 | 17.1%

Channel preference

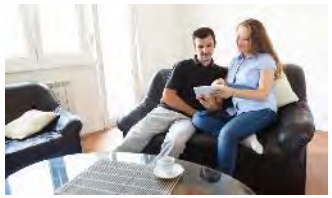
TV 229 | 100 | 179
346 | 77 | 30

Key features

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

Technology adoption

Journeymen



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F F22 F23

F22 Fast Track Couples

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

5.58% | 4.36%

Head of household age

19–24		7.27%
25–30	339	34.89%
31–35	429	50.22%
36–45		5.56%
46–50		1.10%
51–65		0.71%
66–75		0.15%
76+		0.11%

Family structure

With kids		
Married		65.66%
Single male		1.77%
Single female		1.42%
Unknown status		0.04%
Without kids		
Married		29.37%
Single male		1.15%
Single female		0.58%
Unknown status		0.02%

Home ownership

Homeowner		86.83%
Renter		5.66%
Unknown		7.52%

Education

Less than high school		10.47%
High school diploma		17.28%
Some college		35.56%
Bachelor's degree		19.01%
Graduate's degree		17.68%

Estimated household income

Less than $15,000		1.12%
$15,000–$24,999		1.14%
$25,000–$34,999		1.61%
$35,000–$49,999		4.31%
$50,000–$74,999		15.57%
$75,000–$99,999		23.21%
$100,000–$124,999	237	22.90%
$125,000–$149,999		10.50%
$150,000–$174,999	228	8.34%
$175,000–$199,999		4.15%
$200,000–$249,999		3.08%
$250,000+		4.07%

Age of children

0–3		7.56%
4–6		5.56%
7–9		17.15%
10–12		7.23%
13–18		8.75%

Estimated current house value

Less than $50,000		0.04%
$50,000–$74,999		0.13%
$75,000–$99,999		0.26%
$100,000–$149,999		2.78%
$150,000–$174,999		4.25%
$175,000–$199,999		6.66%
$200,000–$249,999		16.97%
$250,000–$299,999		16.96%
$300,000–$349,999		13.81%
$350,000–$399,999		10.71%
$400,000–$499,999		12.53%
$500,000–$749,999		11.06%
$750,000+		3.85%

Length of residency

1 year or less	262	40.84%
2–3 years	262	28.07%
4–5 years	203	18.23%
6–7 years		4.80%
8–9 years		2.33%
10–14 years		2.16%
15–19 years		0.94%
20–24 years		0.75%
25+ years		1.90%

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F F22 F23

F23 Families Matter Most

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

0.78% | 0.95%

Who we are

Head of household age
31–35
328 | 38.3%

Type of property
Single family
107 | 98.8%

Est. Household income
$75,000–$99,999
178 | 27.7%

Household size
2 persons
145 | 41.1%

Home ownership
Homeowner
103 | 84.2%

Age of children
0–3
548 | 47.2%

Channel preference

TV		
106	111	232
222	41	136

Key features

- Sprawling families
- Married with kids
- Family vacations
- Social connectors
- Financially comfortable
- Settled homes

Technology adoption

Wizards

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F F22 F23

F23 Families Matter Most

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

0.78% | 0.95%

Head of household age

19–24	248	11.32%
25–30		19.36%
31–35	328	38.34%
36–45		24.17%
46–50		4.44%
51–65		1.85%
66–75		0.38%
76+		0.13%

Family structure

With kids		
Married	257	94.32%
Single male		1.93%
Single female		1.43%
Unknown status		0.01%
Without kids		
Married		2.29%
Single male		0.00%
Single female		0.02%
Unknown status		0.00%

Home ownership

Homeowner		84.24%
Renter		9.17%
Unknown		6.59%

Education

Less than high school	8.17%
High school diploma	16.36%
Some college	47.57%
Bachelor's degree	18.63%
Graduate's degree	9.28%

Estimated household income

Less than $15,000	2.33%
$15,000–$24,999	2.30%
$25,000–$34,999	2.86%
$35,000–$49,999	9.45%
$50,000–$74,999	28.84%
$75,000–$99,999	27.66%
$100,000–$124,999	14.95%
$125,000–$149,999	6.36%
$150,000–$174,999	2.42%
$175,000–$199,999	1.18%
$200,000–$249,999	0.76%
$250,000+	0.90%

Age of children

0–3	548	47.17%
4–6	557	46.16%
7–9	396	46.80%
10–12	346	34.94%
13–18	230	29.52%

Estimated current house value

Less than $50,000	0.07%
$50,000–$74,999	0.48%
$75,000–$99,999	2.01%
$100,000–$149,999	15.12%
$150,000–$174,999	12.60%
$175,000–$199,999	13.10%
$200,000–$249,999	21.60%
$250,000–$299,999	14.26%
$300,000–$349,999	8.20%
$350,000–$399,999	5.04%
$400,000–$499,999	4.52%
$500,000–$749,999	2.67%
$750,000+	0.33%

Length of residency

1 year or less		10.44%
2–3 years		18.33%
4–5 years	232	20.86%
6–7 years		12.00%
8–9 years		8.50%
10–14 years		12.12%
15–19 years		6.19%
20–24 years		3.95%
25+ years		7.61%

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G G24 G25

G24 Ambitious Singles

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

1.62% | 1.15%

Who we are

Head of household age
25–30
240 | 24.7%

Type of property
Single family
93 | 85.8%

Est. Household income
$75,000–$99,999
146 | 22.6%

Household size
1 person
218 | 75.2%

Home ownership
First-time buyer
279 | 17.8%

Age of children
13–18
38 | 4.9%

Channel preference

TV		
141	72	94
236	137	38

Key features

- Single city-dweller
- Well-educated
- Career-driven
- Professionals
- Physically fit
- Foodies

Technology adoption

Journeymen

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G G24 G25

G24 Ambitious Singles

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

1.62% | 1.15%

Head of household age

19–24	7.74%
25–30	24.75%
31–35	18.80%
36–45	27.92%
46–50	10.57%
51–65	7.51%
66–75	1.87%
76+	0.84%

Family structure

With kids	
Married	3.92%
Single male	5.10%
Single female	9.83%
Unknown status	0.11%
Without kids	
Married	18.27%
Single male	37.51%
Single female	23.88%
Unknown status	1.39%

Home ownership

Homeowner	69.46%
Renter	21.10%
Unknown	9.44%

Education

Less than high school	3.39%
High school diploma	11.07%
Some college	33.41%
Bachelor's degree	34.98%
Graduate's degree	17.15%

Estimated household income

Less than $15,000	2.27%
$15,000–$24,999	1.91%
$25,000–$34,999	2.94%
$35,000–$49,999	7.42%
$50,000–$74,999	22.57%
$75,000–$99,999	22.57%
$100,000–$124,999	13.92%
$125,000–$149,999	12.44%
$150,000–$174,999	4.39%
$175,000–$199,999	3.49%
$200,000–$249,999	2.72%
$250,000+	3.34%

Age of children

0–3	2.35%
4–6	1.57%
7–9	1.46%
10–12	1.74%
13–18	4.93%

Estimated current house value

Less than $50,000	0.04%
$50,000–$74,999	0.30%
$75,000–$99,999	1.10%
$100,000–$149,999	8.41%
$150,000–$174,999	7.75%
$175,000–$199,999	9.04%
$200,000–$249,999	16.88%
$250,000–$299,999	14.16%
$300,000–$349,999	11.17%
$350,000–$399,999	7.81%
$400,000–$499,999	9.58%
$500,000–$749,999	9.30%
$750,000+	4.46%

Length of residency

1 year or less	24.85%
2–3 years	20.08%
4–5 years	15.56%
6–7 years	9.71%
8–9 years	6.64%
10–14 years	10.19%
15–19 years	5.21%
20–24 years	2.32%
25+ years	5.45%

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G25 Urban Edge

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

2.01% | 1.31%

Who we are

Head of household age
25–30
491 | 50.6%

Type of property
Multi-family: 101+ units
2101 | 28.5%

Est. Household income
$125,000–$149,999
169 | 13.8%

Household size
1 person
249 | 85.9%

Home ownership
Renter
307 | 39.7%

Age of children
0–3
18 | 1.5%

Channel preference

TV		
188	9	116
430	277	29

Key features

- Progressive views
- Urban dwellers
- Highly educated
- Ambitious
- Omni-channel engagers
- Health enthusiasts

Technology adoption

Journeymen

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G G24 G25

G25 Urban Edge

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

2.01% | 1.31%

Head of household age

19–24		4.16%
25–30	491	50.59%
31–35		18.41%
36–45		14.33%
46–50		4.93%
51–65		6.33%
66–75		1.01%
76+		0.24%

Family structure

With kids		
Married		0.97%
Single male		1.57%
Single female		4.83%
Unknown status		0.04%
Without kids		
Married		13.86%
Single male	721	46.34%
Single female	847	31.45%
Unknown status		0.94%

Home ownership

Homeowner		38.32%
Renter	307	39.69%
Unknown	411	21.99%

Education

Less than high school		3.15%
High school diploma		8.05%
Some college		19.31%
Bachelor's degree	205	39.35%
Graduate's degree	217	30.14%

Estimated household income

Less than $15,000		2.04%
$15,000–$24,999		2.57%
$25,000–$34,999		3.11%
$35,000–$49,999		5.77%
$50,000–$74,999		17.70%
$75,000–$99,999		18.02%
$100,000–$124,999		11.48%
$125,000–$149,999		13.77%
$150,000–$174,999		5.60%
$175,000–$199,999		5.73%
$200,000–$249,999		5.26%
$250,000+		8.95%

Age of children

0–3		1.54%
4–6		0.82%
7–9		0.54%
10–12		0.32%
13–18		1.76%

Estimated current house value

Less than $50,000		0.11%
$50,000–$74,999		0.15%
$75,000–$99,999		0.69%
$100,000–$149,999		3.35%
$150,000–$174,999		2.92%
$175,000–$199,999		3.58%
$200,000–$249,999		8.41%
$250,000–$299,999		8.97%
$300,000–$349,999		9.08%
$350,000–$399,999		7.55%
$400,000–$499,999		12.53%
$500,000–$749,999	210	20.04%
$750,000+	304	22.63%

Length of residency

1 year or less	247	38.58%
2–3 years	214	22.89%
4–5 years		14.50%
6–7 years		7.92%
8–9 years		4.89%
10–14 years		6.37%
15–19 years		2.30%
20–24 years		0.94%
25+ years		1.61%

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H26 Progressive Assortment

Mature couples with comfortable and active lives in established suburbs

1.50% | 1.76%

Who we are

Head of household age
51–65
143 | 40.7%

Type of property
Single family
101 | 93.6%

Est. Household income
$75,000–$99,999
148 | 23.0%

Household size
3 persons
118 | 19.5%

Home ownership
Homeowner
105 | 85.8%

Age of children
13–18
93 | 12.0%

Channel preference

TV 103 | 112 | 25
71 | 50 | 119

Key features

- Bilingual
- Ethnically diverse
- Urban-centric
- Comfortable spending
- Sports fans
- Comfortable lifestyles

Technology adoption

Wizards

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H26 Progressive Assortment

Mature couples with comfortable and active lives in established suburbs

1.50% | 1.76%

Head of household age

19–24	3.08%
25–30	3.25%
31–35	6.76%
36–45	16.90%
46–50	10.37%
51–65	40.68%
66–75	12.01%
76+	6.95%

Family structure

With kids	
Married	38.12%
Single male	1.95%
Single female	1.80%
Unknown status	0.44%
Without kids	
Married	43.76%
Single male	6.02%
Single female	2.90%
Unknown status	5.01%

Home ownership

Homeowner	85.85%
Renter	10.29%
Unknown	3.87%

Education

Less than high school	13.89%
High school diploma	32.53%
Some college	30.05%
Bachelor's degree	15.49%
Graduate's degree	8.04%

Estimated household income

Less than $15,000	3.08%
$15,000–$24,999	3.55%
$25,000–$34,999	4.81%
$35,000–$49,999	10.63%
$50,000–$74,999	23.74%
$75,000–$99,999	23.01%
$100,000–$124,999	12.23%
$125,000–$149,999	10.41%
$150,000–$174,999	2.94%
$175,000–$199,999	2.74%
$200,000–$249,999	1.36%
$250,000+	1.50%

Age of children

0–3	6.80%
4–6	6.04%
7–9	6.82%
10–12	6.79%
13–18	11.95%

Estimated current house value

Less than $50,000	0.03%
$50,000–$74,999	0.11%
$75,000–$99,999	0.32%
$100,000–$149,999	2.21%
$150,000–$174,999	3.44%
$175,000–$199,999	5.33%
$200,000–$249,999	12.96%
$250,000–$299,999	13.33%
$300,000–$349,999	12.03%
$350,000–$399,999	10.58%
$400,000–$499,999	15.54%
$500,000–$749,999	20.74%
$750,000+	3.38%

Length of residency

1 year or less	8.56%
2–3 years	6.46%
4–5 years	6.23%
6–7 years	6.82%
8–9 years	7.21%
10–14 years	14.48%
15–19 years	16.28%
20–24 years	9.86%
25+ years	24.09%

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H27 Life of Leisure

Upper established couples living leisure lifestyles in small towns and cities

0.87% | 0.72%

Who we are

Head of household age
46–50
246 | 20.3%

Type of property
Single family
105 | 96.9%

Est. Household income
$75,000–$99,999
160 | 24.8%

Household size
1 person
162 | 55.7%

Home ownership
Homeowner
106 | 86.3%

Age of children
7–9
33 | 3.9%

Channel preference

TV 86 | 183 | 14
99 | 87 | 37

Technology adoption

Journeymen

Key features

- Suburb living
- Married no kids
- Comfortable spending
- Charitable donations
- Outdoor activities
- Yogis

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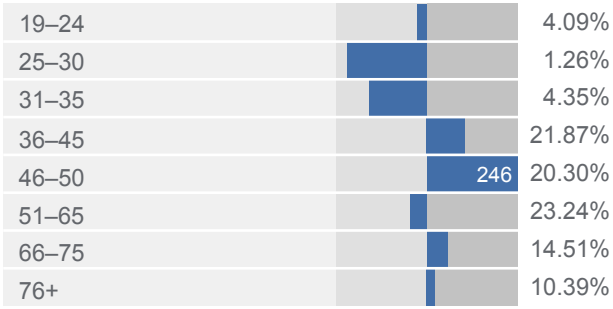
H27 Life of Leisure

Upper established couples living leisure lifestyles in small towns and cities

0.87% | 0.72%

Head of household age



19–24	4.09%
25–30	1.26%
31–35	4.35%
36–45	21.87%
46–50	20.30%
51–65	23.24%
66–75	14.51%
76+	10.39%

Family structure

With kids	
Married	16.38%
Single male	0.48%
Single female	0.81%
Unknown status	0.36%
Without kids	
Married	66.69%
Single male	4.05%
Single female	2.08%
Unknown status	9.16%

Home ownership

Homeowner	86.25%
Renter	7.29%
Unknown	6.45%

Education

Less than high school	7.17%
High school diploma	22.45%
Some college	40.99%
Bachelor's degree	17.07%
Graduate's degree	12.31%

Estimated household income

Less than $15,000	2.48%
$15,000–$24,999	2.65%
$25,000–$34,999	4.21%
$35,000–$49,999	9.02%
$50,000–$74,999	23.76%
$75,000–$99,999	24.77%
$100,000–$124,999	13.60%
$125,000–$149,999	11.05%
$150,000–$174,999	4.42%
$175,000–$199,999	2.54%
$200,000–$249,999	0.85%
$250,000+	0.67%

Age of children

0–3	0.25%
4–6	0.28%
7–9	3.89%
10–12	0.68%
13–18	2.45%

Estimated current house value

Less than $50,000	0.09%
$50,000–$74,999	0.28%
$75,000–$99,999	0.56%
$100,000–$149,999	3.78%
$150,000–$174,999	4.88%
$175,000–$199,999	6.72%
$200,000–$249,999	17.13%
$250,000–$299,999	17.61%
$300,000–$349,999	14.00%
$350,000–$399,999	10.69%
$400,000–$499,999	12.38%
$500,000–$749,999	9.78%
$750,000+	2.10%

Length of residency

1 year or less	21.37%
2–3 years	14.28%
4–5 years	13.14%
6–7 years	10.62%
8–9 years	9.00%
10–14 years	11.95%
15–19 years	8.50%
20–24 years	3.63%
25+ years	7.51%

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H28 Everyday Moderates

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

0.49% | 0.55%

Who we are

Head of household age
51–65
140 | 39.9%

Type of property
Single family
107 | 99.6%

Est. Household income
$50,000–$74,999
156 | 31.7%

Household size
2 persons
117 | 33.1%

Home ownership
Homeowner
107 | 87.1%

Age of children
10–12
148 | 15.0%

Channel preference

TV 93	100	148
99	31	100

Key features

- Credit-aware
- Comfortable living
- Music fans
- Married with kids
- Financially alert
- Average health-consciousness

Technology adoption

Journeymen

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H28 Everyday Moderates

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

0.49% | 0.55%

Head of household age

19–24	4.98%
25–30	2.87%
31–35	7.16%
36–45	24.36%
46–50	14.97%
51–65	39.89%
66–75	4.27%
76+	1.50%

Family structure

With kids	
Married	65.05%
Single male	1.56%
Single female	1.75%
Unknown status	0.46%
Without kids	
Married	27.57%
Single male	1.56%
Single female	0.70%
Unknown status	1.36%

Home ownership

Homeowner	87.08%
Renter	6.48%
Unknown	6.44%

Education

Less than high school	5.72%
High school diploma	26.95%
Some college	46.73%
Bachelor's degree	14.61%
Graduate's degree	5.98%

Estimated household income

Less than $15,000	2.49%
$15,000–$24,999	2.61%
$25,000–$34,999	3.97%
$35,000–$49,999	11.90%
$50,000–$74,999	31.70%
$75,000–$99,999	25.28%
$100,000–$124,999	10.75%
$125,000–$149,999	7.30%
$150,000–$174,999	1.67%
$175,000–$199,999	1.08%
$200,000–$249,999	0.78%
$250,000+	0.48%

Age of children

0–3	7.83%
4–6	6.42%
7–9	12.16%
10–12	14.95%
13–18	16.29%

Estimated current house value

Less than $50,000	0.18%
$50,000–$74,999	0.50%
$75,000–$99,999	1.50%
$100,000–$149,999	12.06%
$150,000–$174,999	13.36%
$175,000–$199,999	14.04%
$200,000–$249,999	22.33%
$250,000–$299,999	14.83%
$300,000–$349,999	9.99%
$350,000–$399,999	5.76%
$400,000–$499,999	4.51%
$500,000–$749,999	0.94%
$750,000+	0.02%

Length of residency

1 year or less	12.60%
2–3 years	8.71%
4–5 years	8.37%
6–7 years	10.53%
8–9 years	8.75%
10–14 years	20.04%
15–19 years	16.37%
20–24 years	6.52%
25+ years	8.11%

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H29 Destination Recreation

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

0.44% | 0.36%

Who we are

Head of household age
36–45
454 | 69.9%

Type of property
Single family
103 | 95.8%

Est. Household income
$50,000–$74,999
145 | 29.4%

Household size
1 person
162 | 55.8%

Home ownership
First-time buyer
229 | 14.6%

Age of children
13–18
58 | 7.5%

Channel preference

TV		
115	120	56
85	34	31

Key features

- Eclectic leisure interests
- Visit theme parks
- Middle-aged
- Sports focused
- Outdoor recreation
- Price-conscious

Technology adoption

Journeymen

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H29 Destination Recreation

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

0.44% | 0.36%

Head of household age

19–24		0.96%
25–30		0.44%
31–35		0.82%
36–45	454	69.94%
46–50	327	26.97%
51–65		0.52%
66–75		0.19%
76+		0.16%

Family structure

With kids		
Married		36.08%
Single male		2.00%
Single female		3.14%
Unknown status		0.46%
Without kids		
Married		53.18%
Single male		3.33%
Single female		1.28%
Unknown status		0.52%

Home ownership

Homeowner		74.86%
Renter		14.70%
Unknown		10.44%

Education

Less than high school		7.22%
High school diploma		18.37%
Some college		50.12%
Bachelor's degree		17.25%
Graduate's degree		7.05%

Estimated household income

Less than $15,000		3.66%
$15,000–$24,999		3.17%
$25,000–$34,999		4.73%
$35,000–$49,999		12.57%
$50,000–$74,999		29.38%
$75,000–$99,999		24.98%
$100,000–$124,999		9.13%
$125,000–$149,999		8.83%
$150,000–$174,999		1.59%
$175,000–$199,999		1.01%
$200,000–$249,999		0.57%
$250,000+		0.38%

Age of children

0–3		1.45%
4–6		1.04%
7–9		6.04%
10–12		3.01%
13–18		7.49%

Estimated current house value

Less than $50,000		0.27%
$50,000–$74,999		1.23%
$75,000–$99,999		4.26%
$100,000–$149,999		19.76%
$150,000–$174,999		12.54%
$175,000–$199,999		12.76%
$200,000–$249,999		19.29%
$250,000–$299,999		11.59%
$300,000–$349,999		8.28%
$350,000–$399,999		3.66%
$400,000–$499,999		4.43%
$500,000–$749,999		1.69%
$750,000+		0.22%

Length of residency

1 year or less		30.75%
2–3 years	206	22.08%
4–5 years		17.25%
6–7 years		5.77%
8–9 years		5.99%
10–14 years		7.13%
15–19 years		3.42%
20–24 years		2.62%
25+ years		5.00%

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I30 Potlucks and the Great Outdoors

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

1.61% | 2.21%

Who we are

Head of household age
36–45
149 | 22.9%

Type of property
Single family
106 | 98.5%

Est. Household income
$50,000–$74,999
144 | 29.2%

Household size
3 persons
138 | 22.7%

Home ownership
Homeowner
115 | 93.6%

Age of children
7–9
186 | 21.9%

Channel preference

TV 25 | 61 | 15
11 | 27 | 131

Key features

- Country living
- Outdoor activities
- Blue-collar jobs
- Non-environmental
- Conservative views
- Motor sports fans

Technology adoption

Apprentices

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I30 Potlucks and the Great Outdoors

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

1.61% | 2.21%

Head of household age

19–24	4.56%
25–30	4.72%
31–35	9.84%
36–45	22.95%
46–50	15.67%
51–65	29.38%
66–75	8.89%
76+	4.00%

Family structure

With kids	
Married	77.60%
Single male	0.48%
Single female	0.33%
Unknown status	0.45%
Without kids	
Married	20.26%
Single male	0.52%
Single female	0.11%
Unknown status	0.26%

Home ownership

Homeowner	93.58%
Renter	3.28%
Unknown	3.14%

Education

Less than high school	10.86%
High school diploma	36.97%
Some college	32.68%
Bachelor's degree	12.73%
Graduate's degree	6.76%

Estimated household income

Less than $15,000	2.71%
$15,000–$24,999	3.19%
$25,000–$34,999	4.59%
$35,000–$49,999	10.71%
$50,000–$74,999	29.16%
$75,000–$99,999	23.30%
$100,000–$124,999	11.43%
$125,000–$149,999	8.70%
$150,000–$174,999	2.03%
$175,000–$199,999	1.72%
$200,000–$249,999	1.15%
$250,000+	1.31%

Age of children

0–3	17.32%
4–6	14.80%
7–9	21.95%
10–12	19.49%
13–18	21.07%

Estimated current house value

Less than $50,000	0.52%
$50,000–$74,999	2.00%
$75,000–$99,999	4.68%
$100,000–$149,999	18.57%
$150,000–$174,999	12.04%
$175,000–$199,999	12.58%
$200,000–$249,999	19.13%
$250,000–$299,999	12.41%
$300,000–$349,999	6.64%
$350,000–$399,999	4.20%
$400,000–$499,999	3.86%
$500,000–$749,999	2.53%
$750,000+	0.84%

Length of residency

1 year or less	6.49%
2–3 years	6.45%
4–5 years	5.50%
6–7 years	6.34%
8–9 years	5.49%
10–14 years	14.96%
15–19 years	15.89%
20–24 years	13.40%
25+ years	25.48%

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I31 Hard Working Values

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

0.83% | 1.25%

Who we are

Head of household age
36–45
228 | 35.1%

Type of property
Single family
107 | 99.1%

Est. Household income
$50,000–$74,999
161 | 32.7%

Household size
3 persons
142 | 23.4%

Home ownership
Homeowner
115 | 94.0%

Age of children
10–12
291 | 29.4%

Channel preference

TV 41 | 105 | 47
42 | 37 | 192

Key features

- Multi-generational households
- Middle class comfort
- Union workers
- Older homes
- Bargain hunters
- Social media fans

Technology adoption

Apprentices

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I31 Hard Working Values

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

0.83% | 1.25%

Head of household age

19–24		2.54%
25–30		1.86%
31–35		4.76%
36–45	228	35.09%
46–50	236	19.43%
51–65		23.76%
66–75		8.97%
76+		3.60%

Family structure

With kids		
Married	223	81.79%
Single male		1.36%
Single female		1.06%
Unknown status		0.78%
Without kids		
Married		13.35%
Single male		1.10%
Single female		0.38%
Unknown status		0.17%

Home ownership

Homeowner		93.96%
Renter		2.96%
Unknown		3.08%

Education

Less than high school		6.14%
High school diploma		34.01%
Some college		37.90%
Bachelor's degree		15.45%
Graduate's degree		6.50%

Estimated household income

Less than $15,000		3.40%
$15,000–$24,999		4.05%
$25,000–$34,999		5.98%
$35,000–$49,999		14.17%
$50,000–$74,999		32.75%
$75,000–$99,999		23.60%
$100,000–$124,999		7.65%
$125,000–$149,999		5.99%
$150,000–$174,999		1.22%
$175,000–$199,999		0.52%
$200,000–$249,999		0.45%
$250,000+		0.22%

Age of children

0–3	290	25.00%
4–6	289	23.95%
7–9	225	26.66%
10–12	291	29.39%
13–18	228	29.35%

Estimated current house value

Less than $50,000		0.29%
$50,000–$74,999		2.54%
$75,000–$99,999		8.72%
$100,000–$149,999	275	36.35%
$150,000–$174,999	224	16.03%
$175,000–$199,999		11.55%
$200,000–$249,999		13.07%
$250,000–$299,999		6.37%
$300,000–$349,999		2.78%
$350,000–$399,999		1.28%
$400,000–$499,999		0.78%
$500,000–$749,999		0.22%
$750,000+		0.01%

Length of residency

1 year or less		3.67%
2–3 years		4.19%
4–5 years		5.02%
6–7 years		6.00%
8–9 years		6.07%
10–14 years		17.02%
15–19 years		16.84%
20–24 years		11.11%
25+ years		30.10%

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I32 Steadfast Conventionalists

Conventional Gen X families living suburban and city lifestyles

1.48% | 1.79%

Who we are

Head of household age
51–65
118 | 33.7%

Type of property
Single family
94 | 86.8%

Est. Household income
$50,000–$74,999
139 | 28.2%

Household size
5+ persons
162 | 17.1%

Home ownership
Renter
179 | 23.2%

Age of children
13–18
265 | 34.1%

Channel preference

TV 162	70	99
97	12	114

Key features

- Luxury homes
- Blue-collar jobs
- School-age children
- Limited investments
- High school educated
- In-store shoppers

Technology adoption

Wizards

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I32 Steadfast Conventionalists

Conventional Gen X families living suburban and city lifestyles

1.48% | 1.79%

Head of household age

19–24	4.55%
25–30	6.19%
31–35	15.04%
36–45	18.98%
46–50	10.34%
51–65	33.70%
66–75	7.55%
76+	3.66%

Family structure

With kids	
Married	67.24%
Single male	5.23%
Single female	3.65%
Unknown status	0.34%
Without kids	
Married	16.23%
Single male	3.34%
Single female	1.76%
Unknown status	2.20%

Home ownership

Homeowner	72.03%
Renter	23.19%
Unknown	4.78%

Education

Less than high school	39.63%
High school diploma	28.58%
Some college	20.74%
Bachelor's degree	7.55%
Graduate's degree	3.50%

Estimated household income

Less than $15,000	3.25%
$15,000–$24,999	4.52%
$25,000–$34,999	8.40%
$35,000–$49,999	16.99%
$50,000–$74,999	28.20%
$75,000–$99,999	18.48%
$100,000–$124,999	7.72%
$125,000–$149,999	6.65%
$150,000–$174,999	1.57%
$175,000–$199,999	1.73%
$200,000–$249,999	1.19%
$250,000+	1.30%

Age of children

0–3	10.66%
4–6	15.16%
7–9	18.70%
10–12	17.96%
13–18	34.10%

Estimated current house value

Less than $50,000	0.05%
$50,000–$74,999	0.31%
$75,000–$99,999	0.74%
$100,000–$149,999	4.61%
$150,000–$174,999	5.34%
$175,000–$199,999	6.02%
$200,000–$249,999	12.34%
$250,000–$299,999	10.13%
$300,000–$349,999	8.82%
$350,000–$399,999	9.20%
$400,000–$499,999	17.92%
$500,000–$749,999	21.07%
$750,000+	3.47%

Length of residency

1 year or less	9.11%
2–3 years	6.81%
4–5 years	8.10%
6–7 years	8.34%
8–9 years	7.70%
10–14 years	14.66%
15–19 years	15.16%
20–24 years	11.27%
25+ years	18.84%

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I33 Balance and Harmony

Established families living lively lifestyles in city neighborhoods

1.22% | 1.31%

Who we are

Head of household age
36–45
275 | 42.4%

Type of property
Single family
107 | 99.1%

Est. Household income
$50,000–$74,999
143 | 29.1%

Household size
2 persons
125 | 35.3%

Home ownership
Homeowner
105 | 85.6%

Age of children
13–18
406 | 52.2%

Channel preference

TV 160	46	352
137	10	79

Key features

- Bilingual households
- Roots abroad
- Blue-collar income
- Married with kids
- Soccer fans
- Financially curious

Technology adoption

Wizards

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I33 Balance and Harmony

Established families living lively lifestyles in city neighborhoods

1.22% | 1.31%

Head of household age

19–24		5.64%
25–30		7.64%
31–35	202	23.65%
36–45	275	42.38%
46–50		14.51%
51–65		5.28%
66–75		0.71%
76+		0.20%

Family structure

With kids		
Married	254	93.34%
Single male		2.67%
Single female		1.59%
Unknown status		0.12%
Without kids		
Married		1.87%
Single male		0.29%
Single female		0.09%
Unknown status		0.02%

Home ownership

Homeowner		85.55%
Renter		7.98%
Unknown		6.47%

Education

Less than high school	311	35.60%
High school diploma		23.70%
Some college		28.14%
Bachelor's degree		7.91%
Graduate's degree		4.64%

Estimated household income

Less than $15,000		3.92%
$15,000–$24,999		3.90%
$25,000–$34,999		6.72%
$35,000–$49,999		16.15%
$50,000–$74,999		29.09%
$75,000–$99,999		20.11%
$100,000–$124,999		8.91%
$125,000–$149,999		7.13%
$150,000–$174,999		1.75%
$175,000–$199,999		0.96%
$200,000–$249,999		0.76%
$250,000+		0.60%

Age of children

0–3		10.00%
4–6	214	17.78%
7–9	223	26.35%
10–12	267	26.96%
13–18	406	52.17%

Estimated current house value

Less than $50,000		0.30%
$50,000–$74,999		1.24%
$75,000–$99,999		2.87%
$100,000–$149,999		16.84%
$150,000–$174,999		13.70%
$175,000–$199,999		11.77%
$200,000–$249,999		18.21%
$250,000–$299,999		12.38%
$300,000–$349,999		8.29%
$350,000–$399,999		5.79%
$400,000–$499,999		5.67%
$500,000–$749,999		2.78%
$750,000+		0.17%

Length of residency

1 year or less		21.08%
2–3 years		13.86%
4–5 years		12.82%
6–7 years		10.07%
8–9 years		8.49%
10–14 years		13.67%
15–19 years		9.47%
20–24 years		4.52%
25+ years		6.01%

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J J34 J35 J36

J34 Suburban Sophisticates

Established sophisticates living comfortable suburban lifestyles

2.24% | 2.90%

Who we are

Head of household age
66–75
412 | 48.7%

Type of property
Single family
108 | 99.7%

Est. Household income
$50,000–$74,999
138 | 28.0%

Household size
2 persons
132 | 37.2%

Home ownership
Homeowner
120 | 98.3%

Age of children
0–3
16 | 1.4%

Channel preference

TV 14 | 173 | 2
12 | 58 | 60

Key features

- Retired
- Financially secure
- AARP members
- Established homes
- Avid newspaper readers
- Republican households

Technology adoption

Novices

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J J34 J35 J36

J34 Suburban Sophisticates

Established sophisticates living comfortable suburban lifestyles

2.24% | 2.90%

Head of household age

19–24		0.28%
25–30		0.16%
31–35		0.23%
36–45		0.70%
46–50		1.40%
51–65		14.45%
66–75	412	48.75%
76+	357	34.04%

Family structure

With kids		
Married		4.78%
Single male		0.03%
Single female		0.06%
Unknown status		0.53%
Without kids		
Married		77.84%
Single male		1.54%
Single female		0.73%
Unknown status		14.49%

Home ownership

Homeowner		98.31%
Renter		0.64%
Unknown		1.05%

Education

Less than high school	6.56%
High school diploma	43.47%
Some college	20.10%
Bachelor's degree	16.87%
Graduate's degree	12.99%

Estimated household income

Less than $15,000	4.51%
$15,000–$24,999	6.25%
$25,000–$34,999	11.11%
$35,000–$49,999	20.37%
$50,000–$74,999	27.98%
$75,000–$99,999	16.39%
$100,000–$124,999	8.03%
$125,000–$149,999	1.85%
$150,000–$174,999	1.74%
$175,000–$199,999	0.59%
$200,000–$249,999	0.37%
$250,000+	0.81%

Age of children

0–3	1.41%
4–6	1.23%
7–9	0.71%
10–12	0.64%
13–18	0.64%

Estimated current house value

Less than $50,000	0.05%
$50,000–$74,999	0.22%
$75,000–$99,999	1.28%
$100,000–$149,999	11.62%
$150,000–$174,999	11.05%
$175,000–$199,999	11.97%
$200,000–$249,999	21.17%
$250,000–$299,999	14.72%
$300,000–$349,999	9.65%
$350,000–$399,999	6.04%
$400,000–$499,999	6.52%
$500,000–$749,999	4.96%
$750,000+	0.74%

Length of residency

1 year or less		2.76%
2–3 years		2.22%
4–5 years		1.88%
6–7 years		2.19%
8–9 years		2.29%
10–14 years		6.99%
15–19 years		9.41%
20–24 years		11.81%
25+ years	297	60.46%

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J J34 J35 J36

J35 Rural Escape

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

1.68% | 1.82%

Who we are

Head of household age
66–75
297 | 35.1%

Type of property
Single family
106 | 98.1%

Est. Household income
$35,000–$49,999
171 | 20.1%

Household size
2 persons
126 | 35.4%

Home ownership
Homeowner
113 | 92.7%

Age of children
7–9
32 | 3.8%

Channel preference

TV 18 | 60 | 8
5 | 15 | 30

Key features

- Country living
- Modest educations
- Risk averse
- Outdoor activities
- Traditional media
- Satellite TV

Technology adoption

Novices

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J J34 J35 J36

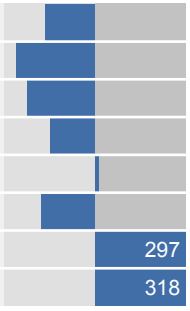
J35 Rural Escape

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

1.68% | 1.82%

Head of household age

19–24	2.07%
25–30	1.45%
31–35	3.08%
36–45	7.87%
46–50	8.56%
51–65	11.59%
66–75	35.06%
76+	30.32%



Family structure

With kids	
Married	16.98%
Single male	0.23%
Single female	0.21%
Unknown status	0.81%
Without kids	
Married	67.95%
Single male	1.17%
Single female	0.52%
Unknown status	12.12%

Home ownership

Homeowner	92.71%
Renter	3.45%
Unknown	3.83%

Education

Less than high school	16.23%
High school diploma	41.30%
Some college	26.94%
Bachelor's degree	9.94%
Graduate's degree	5.58%

Estimated household income

Less than $15,000	7.89%
$15,000–$24,999	9.71%
$25,000–$34,999	13.42%
$35,000–$49,999	20.14%
$50,000–$74,999	24.38%
$75,000–$99,999	12.74%
$100,000–$124,999	5.06%
$125,000–$149,999	3.59%
$150,000–$174,999	1.04%
$175,000–$199,999	0.80%
$200,000–$249,999	0.43%
$250,000+	0.80%

Age of children

0–3	1.66%
4–6	1.35%
7–9	3.80%
10–12	1.35%
13–18	1.67%

Estimated current house value

Less than $50,000	1.26%
$50,000–$74,999	3.59%
$75,000–$99,999	6.99%
$100,000–$149,999	21.95%
$150,000–$174,999	12.62%
$175,000–$199,999	11.23%
$200,000–$249,999	15.43%
$250,000–$299,999	9.91%
$300,000–$349,999	6.10%
$350,000–$399,999	3.67%
$400,000–$499,999	3.79%
$500,000–$749,999	2.65%
$750,000+	0.80%

Length of residency

1 year or less	7.01%
2–3 years	5.76%
4–5 years	4.99%
6–7 years	5.82%
8–9 years	6.05%
10–14 years	12.36%
15–19 years	13.27%
20–24 years	15.31%
25+ years	29.44%

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J J34 J35 J36

J36 Settled and Sensible

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

1.58% | 1.86%

Who we are

Head of household age
51–65
143 | 40.8%

Type of property
Single family
107 | 99.0%

Est. Household income
$35,000–$49,999
198 | 23.3%

Household size
2 persons
107 | 30.2%

Home ownership
Homeowner
114 | 93.6%

Age of children
0–3
55 | 4.8%

Channel preference

TV 27 | 102 | 45
21 | 18 | 85

Key features

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

Technology adoption

Novices

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J J34 J35 J36

J36 Settled and Sensible

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

1.58% | 1.86%

Head of household age

19–24	2.78%
25–30	3.12%
31–35	3.37%
36–45	8.31%
46–50	6.58%
51–65	40.77%
66–75	21.10%
76+	13.98%

Family structure

With kids	
Married	18.24%
Single male	0.65%
Single female	0.91%
Unknown status	0.93%
Without kids	
Married	48.13%
Single male	10.44%
Single female	4.57%
Unknown status	16.13%

Home ownership

Homeowner	93.55%
Renter	3.06%
Unknown	3.39%

Education

Less than high school	9.24%
High school diploma	52.59%
Some college	24.96%
Bachelor's degree	9.10%
Graduate's degree	4.11%

Estimated household income

Less than $15,000	7.92%
$15,000–$24,999	10.42%
$25,000–$34,999	15.22%
$35,000–$49,999	23.29%
$50,000–$74,999	26.53%
$75,000–$99,999	12.00%
$100,000–$124,999	2.51%
$125,000–$149,999	1.30%
$150,000–$174,999	0.37%
$175,000–$199,999	0.15%
$200,000–$249,999	0.14%
$250,000+	0.13%

Age of children

0–3	4.77%
4–6	3.82%
7–9	3.64%
10–12	4.04%
13–18	4.73%

Estimated current house value

Less than $50,000	9.40%
$50,000–$74,999	20.83%
$75,000–$99,999	24.33%
$100,000–$149,999	29.39%
$150,000–$174,999	6.27%
$175,000–$199,999	3.63%
$200,000–$249,999	3.60%
$250,000–$299,999	1.62%
$300,000–$349,999	0.59%
$350,000–$399,999	0.26%
$400,000–$499,999	0.06%
$500,000–$749,999	0.02%
$750,000+	0.01%

Length of residency

1 year or less	6.63%
2–3 years	4.93%
4–5 years	4.59%
6–7 years	4.10%
8–9 years	4.15%
10–14 years	10.12%
15–19 years	10.41%
20–24 years	11.46%
25+ years	43.62%

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K37 Wired for Success

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

1.67% | 1.19%

Who we are

Head of household age
25–30
279 | 28.7%

Type of property
Multi-family: 10–19 units
1659 | 10.8%

Est. Household income
$75,000–$99,999
143 | 22.2%

Household size
1 person
243 | 83.8%

Home ownership
Renter
479 | 61.9%

Age of children
13–18
66 | 8.5%

Channel preference

TV		
196	114	72
317	132	27

Key features

- Conspicuous consumption
- Digital media gurus
- First homes
- Status-seekers
- Liberal household
- Active lifestyles

Technology adoption

Journeymen

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K37 Wired for Success

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

1.67% | 1.19%

Head of household age

19–24		6.00%
25–30	279	28.68%
31–35	223	26.05%
36–45		19.87%
46–50		8.58%
51–65		8.25%
66–75		1.44%
76+		1.12%

Family structure

With kids		
Married		20.37%
Single male	316	8.74%
Single female	338	10.68%
Unknown status	329	1.52%
Without kids		
Married		29.60%
Single male	243	15.63%
Single female	249	9.24%
Unknown status		4.22%

Home ownership

Homeowner		24.59%
Renter	479	61.93%
Unknown	252	13.48%

Education

Less than high school	10.10%
High school diploma	22.02%
Some college	33.21%
Bachelor's degree	17.29%
Graduate's degree	17.37%

Estimated household income

Less than $15,000	2.43%
$15,000–$24,999	3.18%
$25,000–$34,999	4.58%
$35,000–$49,999	8.90%
$50,000–$74,999	21.10%
$75,000–$99,999	22.16%
$100,000–$124,999	12.99%
$125,000–$149,999	10.10%
$150,000–$174,999	5.27%
$175,000–$199,999	3.59%
$200,000–$249,999	2.41%
$250,000+	3.30%

Age of children

0–3	4.16%
4–6	3.30%
7–9	7.89%
10–12	3.89%
13–18	8.53%

Estimated current house value

Less than $50,000	0.34%
$50,000–$74,999	1.09%
$75,000–$99,999	1.87%
$100,000–$149,999	8.17%
$150,000–$174,999	4.76%
$175,000–$199,999	4.87%
$200,000–$249,999	11.33%
$250,000–$299,999	10.36%
$300,000–$349,999	10.16%
$350,000–$399,999	7.30%
$400,000–$499,999	12.16%
$500,000–$749,999	14.72%
$750,000+	12.87%

Length of residency

1 year or less	356	55.48%
2–3 years		18.28%
4–5 years		9.53%
6–7 years		4.99%
8–9 years		3.73%
10–14 years		4.44%
15–19 years		1.95%
20–24 years		0.79%
25+ years		0.81%

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K38 Modern Blend

Comfortably established singles and couples living suburban lifestyles

1.15% | 1.10%

Who we are

Head of household age
31–35
134 | 15.6%

Type of property
Multi-family: 2 units
2400 | 34.5%

Est. Household income
$50,000–$74,999
108 | 22.0%

Household size
1 person
167 | 57.5%

Home ownership
Renter
353 | 45.7%

Age of children
13–18
66 | 8.4%

Channel preference

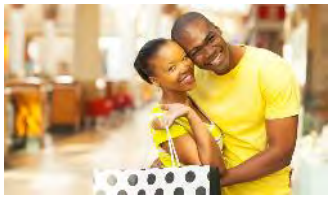
TV		
237	62	64
224	151	64

Key features

- City lifestyle
- Suburban
- High value housing
- Renters
- Culturally diverse
- Luxury lifestyle

Technology adoption

Wizards



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K38 Modern Blend

Comfortably established singles and couples living suburban lifestyles

1.15% | 1.10%

Head of household age

19–24		4.38%
25–30		12.75%
31–35		15.63%
36–45		14.97%
46–50		9.07%
51–65		27.98%
66–75		8.72%
76+		6.51%

Family structure

With kids		
Married		26.08%
Single male		5.04%
Single female		5.90%
Unknown status		0.17%
Without kids		
Married		31.61%
Single male	238	15.28%
Single female	220	8.18%
Unknown status		7.74%

Home ownership

Homeowner		40.88%
Renter	353	45.65%
Unknown	252	13.47%

Education

Less than high school		14.94%
High school diploma		27.72%
Some college		26.40%
Bachelor's degree		19.03%
Graduate's degree		11.92%

Estimated household income

Less than $15,000		3.57%
$15,000–$24,999		4.52%
$25,000–$34,999		6.30%
$35,000–$49,999		11.60%
$50,000–$74,999		21.96%
$75,000–$99,999		16.38%
$100,000–$124,999		10.07%
$125,000–$149,999		11.17%
$150,000–$174,999		3.43%
$175,000–$199,999		4.49%
$200,000–$249,999		2.53%
$250,000+		3.97%

Age of children

0–3		5.96%
4–6		5.18%
7–9		8.00%
10–12		5.18%
13–18		8.43%

Estimated current house value

Less than $50,000		0.03%
$50,000–$74,999		0.20%
$75,000–$99,999		1.18%
$100,000–$149,999		4.26%
$150,000–$174,999		3.31%
$175,000–$199,999		2.94%
$200,000–$249,999		6.10%
$250,000–$299,999		6.53%
$300,000–$349,999		7.40%
$350,000–$399,999		7.20%
$400,000–$499,999		16.35%
$500,000–$749,999	304	29.04%
$750,000+	208	15.46%

Length of residency

1 year or less		15.49%
2–3 years		13.15%
4–5 years		11.43%
6–7 years		10.22%
8–9 years		8.09%
10–14 years		15.83%
15–19 years		10.33%
20–24 years		5.27%
25+ years		10.19%

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K39 Metro Fusion

Middle-aged singles living urban and suburban active lifestyles

0.41% | 0.32%

Who we are

Head of household age
36–45
335 | 51.7%

Type of property
Multi-family: 50–100 units
2844 | 21.5%

Est. Household income
$50,000–$74,999
149 | 30.2%

Household size
1 person
212 | 72.9%

Home ownership
Renter
263 | 33.9%

Age of children
13–18
99 | 12.7%

Channel preference

TV		
177	65	142
177	99	38

Key features

- City apartment living
- Modest investments
- Middle-aged
- Politically disengaged
- Digitally dependent
- Singles

Technology adoption

Journeymen

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K39 Metro Fusion

Middle-aged singles living urban and suburban active lifestyles

0.41% | 0.32%

Head of household age

19–24		1.89%
25–30		4.88%
31–35		5.74%
36–45	335	51.67%
46–50	208	17.14%
51–65		15.68%
66–75		1.63%
76+		1.37%

Family structure

With kids		
Married		5.57%
Single male	422	11.65%
Single female	599	18.94%
Unknown status		0.26%
Without kids		
Married		8.91%
Single male	549	35.30%
Single female	485	17.99%
Unknown status		1.37%

Home ownership

Homeowner		56.56%
Renter	263	33.93%
Unknown		9.51%

Education

Less than high school	7.88%
High school diploma	22.96%
Some college	34.70%
Bachelor's degree	24.16%
Graduate's degree	10.28%

Estimated household income

Less than $15,000	4.97%
$15,000–$24,999	4.20%
$25,000–$34,999	6.43%
$35,000–$49,999	19.28%
$50,000–$74,999	30.25%
$75,000–$99,999	17.99%
$100,000–$124,999	7.03%
$125,000–$149,999	4.11%
$150,000–$174,999	2.23%
$175,000–$199,999	1.80%
$200,000–$249,999	0.94%
$250,000+	0.77%

Age of children

0–3	2.83%
4–6	2.57%
7–9	3.17%
10–12	3.68%
13–18	12.68%

Estimated current house value

Less than $50,000	1.03%
$50,000–$74,999	3.00%
$75,000–$99,999	6.08%
$100,000–$149,999	16.11%
$150,000–$174,999	8.48%
$175,000–$199,999	10.37%
$200,000–$249,999	12.25%
$250,000–$299,999	8.83%
$300,000–$349,999	7.20%
$350,000–$399,999	7.80%
$400,000–$499,999	8.65%
$500,000–$749,999	7.88%
$750,000+	2.31%

Length of residency

1 year or less	16.62%
2–3 years	16.20%
4–5 years	16.88%
6–7 years	11.14%
8–9 years	7.80%
10–14 years	15.08%
15–19 years	9.25%
20–24 years	3.26%
25+ years	3.77%

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K40 Bohemian Groove

Mature, unattached individuals enjoying settled urban lives

1.60% | 1.13%

Who we are

Head of household age
51–65
137 | 38.9%

Type of property
Multi-family: 5–9 units
881 | 7.4%

Est. Household income
$50,000–$74,999
134 | 27.2%

Household size
1 person
239 | 82.2%

Home ownership
Renter
545 | 70.4%

Age of children
13–18
22 | 2.9%

Channel preference

TV 84	89	116
160	45	20

Key features

- Apartment dwellers
- Single adults
- Gourmet cooking
- Modest living
- Value-conscious shoppers
- Eclectic interests

Technology adoption

Wizards

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K40 Bohemian Groove

Mature, unattached individuals enjoying settled urban lives

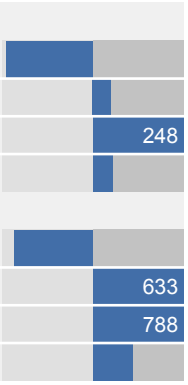
1.60% | 1.13%

Head of household age

19–24	6.20%
25–30	7.11%
31–35	5.90%
36–45	18.17%
46–50	8.90%
51–65	38.90%
66–75	7.92%
76+	6.90%

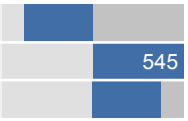
Family structure

With kids	
Married	1.98%
Single male	3.31%
Single female	7.84%
Unknown status	0.56%
Without kids	
Married	5.18%
Single male	40.73%
Single female	29.25%
Unknown status	11.16%



Home ownership

Homeowner	20.23%
Renter	70.40%
Unknown	9.38%



Education

Less than high school	10.85%
High school diploma	28.17%
Some college	39.52%
Bachelor's degree	12.91%
Graduate's degree	8.54%

Estimated household income

Less than $15,000	9.96%
$15,000–$24,999	10.75%
$25,000–$34,999	13.78%
$35,000–$49,999	18.05%
$50,000–$74,999	27.23%
$75,000–$99,999	10.46%
$100,000–$124,999	3.66%
$125,000–$149,999	3.76%
$150,000–$174,999	0.96%
$175,000–$199,999	0.87%
$200,000–$249,999	0.17%
$250,000+	0.35%

Age of children

0–3	1.87%
4–6	1.46%
7–9	1.89%
10–12	1.46%
13–18	2.87%

Estimated current house value

Less than $50,000	2.08%
$50,000–$74,999	5.47%
$75,000–$99,999	9.67%
$100,000–$149,999	24.72%
$150,000–$174,999	11.56%
$175,000–$199,999	9.50%
$200,000–$249,999	13.22%
$250,000–$299,999	8.59%
$300,000–$349,999	4.95%
$350,000–$399,999	3.43%
$400,000–$499,999	3.28%
$500,000–$749,999	2.58%
$750,000+	0.96%

Length of residency

1 year or less	32.56%
2–3 years	16.36%
4–5 years	13.91%
6–7 years	8.86%
8–9 years	7.57%
10–14 years	9.73%
15–19 years	5.05%
20–24 years	2.35%
25+ years	3.62%

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L L41 L42 L43

L41 Booming and Consuming

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

0.83% | 0.73%

Who we are

Head of household age
51–65
184 | 52.4%

Type of property
Single family
99 | 91.9%

Est. Household income
$50,000–$74,999
133 | 27.0%

Household size
1 person
153 | 52.9%

Home ownership
Renter
128 | 16.6%

Age of children
0–3
20 | 1.7%

Channel preference

TV		
53	164	2
26	69	35

Key features

- Rural lifestyles
- Married without kids
- Read newpapers
- Home and garden enthusiasts
- Disposable income
- Trendsetters

Technology adoption

Novices

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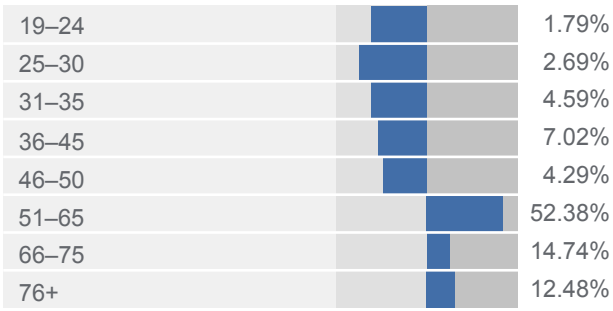
L41 Booming and Consuming

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

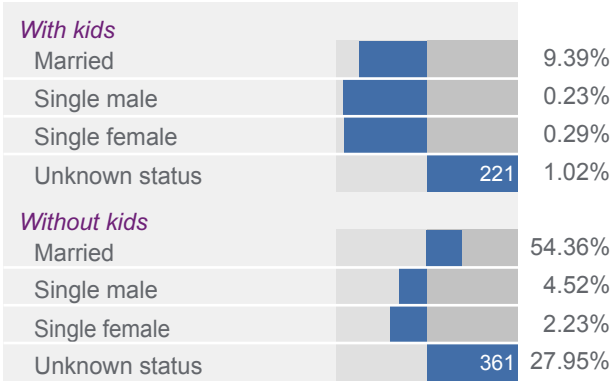
0.83% | 0.73%

Head of household age



19–24	1.79%
25–30	2.69%
31–35	4.59%
36–45	7.02%
46–50	4.29%
51–65	52.38%
66–75	14.74%
76+	12.48%

Family structure

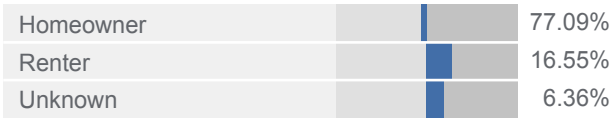


With kids	
Married	9.39%
Single male	0.23%
Single female	0.29%
Unknown status	1.02%
Without kids	
Married	54.36%
Single male	4.52%
Single female	2.23%
Unknown status	27.95%

221

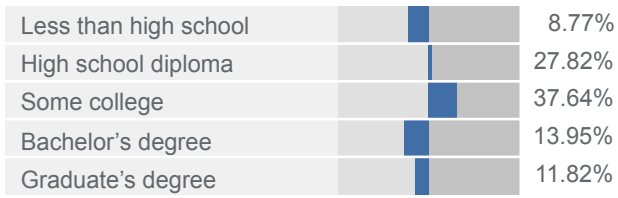
361

Home ownership



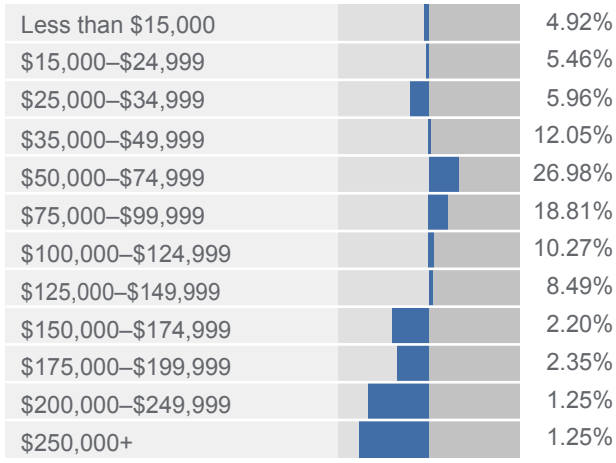
Homeowner	77.09%
Renter	16.55%
Unknown	6.36%

Education



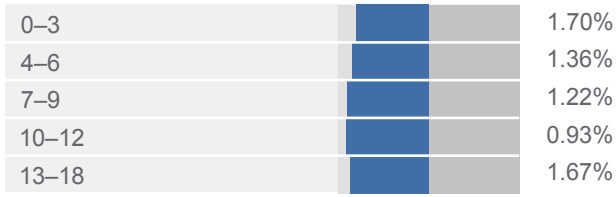
Less than high school	8.77%
High school diploma	27.82%
Some college	37.64%
Bachelor's degree	13.95%
Graduate's degree	11.82%

Estimated household income



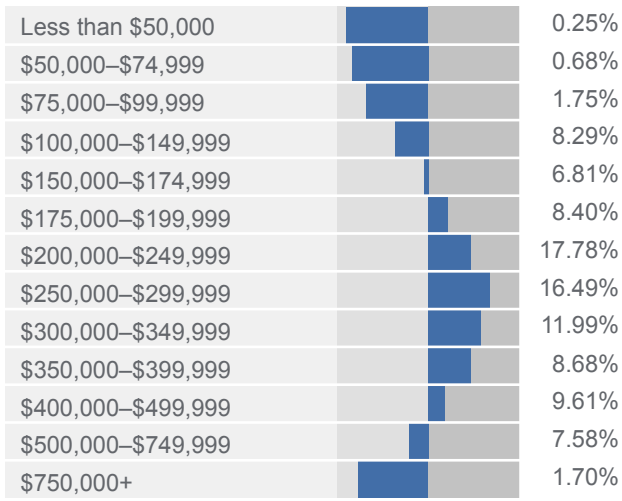
Less than $15,000	4.92%
$15,000–$24,999	5.46%
$25,000–$34,999	5.96%
$35,000–$49,999	12.05%
$50,000–$74,999	26.98%
$75,000–$99,999	18.81%
$100,000–$124,999	10.27%
$125,000–$149,999	8.49%
$150,000–$174,999	2.20%
$175,000–$199,999	2.35%
$200,000–$249,999	1.25%
$250,000+	1.25%

Age of children



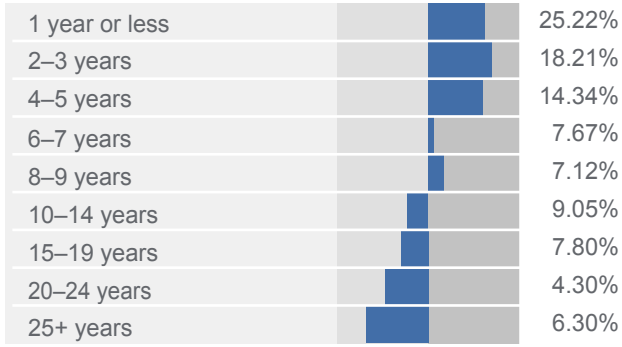
0–3	1.70%
4–6	1.36%
7–9	1.22%
10–12	0.93%
13–18	1.67%

Estimated current house value



Less than $50,000	0.25%
$50,000–$74,999	0.68%
$75,000–$99,999	1.75%
$100,000–$149,999	8.29%
$150,000–$174,999	6.81%
$175,000–$199,999	8.40%
$200,000–$249,999	17.78%
$250,000–$299,999	16.49%
$300,000–$349,999	11.99%
$350,000–$399,999	8.68%
$400,000–$499,999	9.61%
$500,000–$749,999	7.58%
$750,000+	1.70%

Length of residency



1 year or less	25.22%
2–3 years	18.21%
4–5 years	14.34%
6–7 years	7.67%
8–9 years	7.12%
10–14 years	9.05%
15–19 years	7.80%
20–24 years	4.30%
25+ years	6.30%

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L L41 L42 L43

L42 Rooted Flower Power

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

1.49% | 1.60%

Who we are

Head of household age
51–65
301 | 85.6%

Type of property
Single family
103 | 95.3%

Est. Household income
$50,000–$74,999
159 | 32.2%

Household size
1 person
120 | 41.3%

Home ownership
Homeowner
109 | 88.8%

Age of children
13–18
11 | 1.4%

Channel preference

TV 36 | 132 | 33
28 | 51 | 72

Key features

- Nearing retirement
- Deeply rooted
- Single adults
- Liberal
- Bargain hunters
- Cultural arts

Technology adoption

Novices

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L42 Rooted Flower Power

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

1.49% | 1.60%

Head of household age

19–24		0.75%
25–30		0.43%
31–35		0.51%
36–45		1.66%
46–50		1.41%
51–65	301	85.58%
66–75		6.99%
76+		2.67%

Family structure

With kids		
Married		4.00%
Single male		0.53%
Single female		1.09%
Unknown status		0.31%
Without kids		
Married		40.61%
Single male	310	19.96%
Single female	322	11.97%
Unknown status	278	21.55%

Home ownership

Homeowner		88.77%
Renter		6.74%
Unknown		4.49%

Education

Less than high school	7.10%
High school diploma	42.26%
Some college	28.20%
Bachelor's degree	14.53%
Graduate's degree	7.92%

Estimated household income

Less than $15,000	5.17%
$15,000–$24,999	5.15%
$25,000–$34,999	7.97%
$35,000–$49,999	18.03%
$50,000–$74,999	32.17%
$75,000–$99,999	18.64%
$100,000–$124,999	6.06%
$125,000–$149,999	4.01%
$150,000–$174,999	0.90%
$175,000–$199,999	0.95%
$200,000–$249,999	0.46%
$250,000+	0.49%

Age of children

0–3	0.96%
4–6	0.77%
7–9	0.58%
10–12	0.59%
13–18	1.45%

Estimated current house value

Less than $50,000	0.44%
$50,000–$74,999	2.48%
$75,000–$99,999	6.93%
$100,000–$149,999	26.35%
$150,000–$174,999	13.31%
$175,000–$199,999	11.38%
$200,000–$249,999	15.69%
$250,000–$299,999	9.56%
$300,000–$349,999	5.54%
$350,000–$399,999	3.19%
$400,000–$499,999	3.11%
$500,000–$749,999	1.84%
$750,000+	0.18%

Length of residency

1 year or less	7.59%
2–3 years	7.03%
4–5 years	6.59%
6–7 years	5.59%
8–9 years	5.78%
10–14 years	13.26%
15–19 years	13.84%
20–24 years	10.36%
25+ years	29.98%

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L L41 L42 L43

L43 Homemade Happiness

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

1.58% | 1.75%

Who we are

Head of household age
51–65
304 | 86.5%

Type of property
Single family
106 | 97.9%

Est. Household income
$50,000–$74,999
147 | 29.8%

Household size
2 persons
108 | 30.5%

Home ownership
Homeowner
110 | 89.6%

Age of children
0–3
26 | 2.2%

Channel preference

TV 26 | 64 | 24
5 | 8 | 52

Key features

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

Technology adoption

Novices

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L43 Homemade Happiness

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

1.58% | 1.75%

Head of household age

19–24		0.54%
25–30		0.23%
31–35		0.73%
36–45		0.65%
46–50		1.16%
51–65	304	86.48%
66–75		6.83%
76+		3.38%

Family structure

With kids		
Married		14.14%
Single male		0.18%
Single female		0.26%
Unknown status		0.90%
Without kids		
Married		58.30%
Single male		3.29%
Single female		1.61%
Unknown status	275	21.32%

Home ownership

Homeowner		89.63%
Renter		6.08%
Unknown		4.29%

Education

Less than high school		12.00%
High school diploma	211	56.24%
Some college		22.46%
Bachelor's degree		6.37%
Graduate's degree		2.93%

Estimated household income

Less than $15,000	231	11.87%
$15,000–$24,999		10.49%
$25,000–$34,999		12.25%
$35,000–$49,999		18.82%
$50,000–$74,999		29.77%
$75,000–$99,999		11.07%
$100,000–$124,999		3.30%
$125,000–$149,999		1.72%
$150,000–$174,999		0.30%
$175,000–$199,999		0.24%
$200,000–$249,999		0.12%
$250,000+		0.05%

Age of children

0–3		2.21%
4–6		1.66%
7–9		2.59%
10–12		1.90%
13–18		2.41%

Estimated current house value

Less than $50,000	353	8.58%
$50,000–$74,999	403	17.00%
$75,000–$99,999	371	20.22%
$100,000–$149,999	233	30.78%
$150,000–$174,999		8.37%
$175,000–$199,999		5.70%
$200,000–$249,999		4.94%
$250,000–$299,999		2.48%
$300,000–$349,999		1.07%
$350,000–$399,999		0.48%
$400,000–$499,999		0.26%
$500,000–$749,999		0.12%
$750,000+		0.00%

Length of residency

1 year or less		7.71%
2–3 years		6.81%
4–5 years		5.97%
6–7 years		6.91%
8–9 years		7.42%
10–14 years		14.56%
15–19 years		14.57%
20–24 years		15.14%
25+ years		20.92%

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M44 Creative Comfort

Rural families with modest incomes and diverse household dynamics

1.25% | 1.61%

Who we are

Head of household age
36–45
205 | 31.6%

Type of property
Single family
106 | 97.9%

Est. Household income
$50,000–$74,999
155 | 31.5%

Household size
2 persons
119 | 33.5%

Home ownership
Homeowner
102 | 83.6%

Age of children
7–9
432 | 51.1%

Channel preference

TV 33	59	105
39	10	130

Key features

- Large families
- Rural communities
- Working-class lifestyles
- Racing fan
- True browns
- Country life

Technology adoption

Wizards

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M M44 M45

M44 Creative Comfort

Rural families with modest incomes and diverse household dynamics

1.25% | 1.61%

Head of household age

19–24		8.33%
25–30		15.45%
31–35	203	23.76%
36–45	205	31.60%
46–50		11.40%
51–65		7.49%
66–75		1.58%
76+		0.38%

Family structure

With kids		
Married	259	95.07%
Single male		1.49%
Single female		1.48%
Unknown status		0.32%
Without kids		
Married		1.55%
Single male		0.07%
Single female		0.02%
Unknown status		0.01%

Home ownership

Homeowner		83.56%
Renter		9.78%
Unknown		6.66%

Education

Less than high school		16.53%
High school diploma		32.84%
Some college		35.00%
Bachelor's degree		10.17%
Graduate's degree		5.46%

Estimated household income

Less than $15,000		8.15%
$15,000–$24,999		7.01%
$25,000–$34,999		8.54%
$35,000–$49,999		16.21%
$50,000–$74,999		31.49%
$75,000–$99,999		17.57%
$100,000–$124,999		6.01%
$125,000–$149,999		3.30%
$150,000–$174,999		0.86%
$175,000–$199,999		0.39%
$200,000–$249,999		0.23%
$250,000+		0.24%

Age of children

0–3	428	36.87%
4–6	493	40.85%
7–9	432	51.12%
10–12	390	39.37%
13–18	258	33.17%

Estimated current house value

Less than $50,000		4.66%
$50,000–$74,999	278	11.75%
$75,000–$99,999	296	16.16%
$100,000–$149,999	245	32.44%
$150,000–$174,999		11.20%
$175,000–$199,999		7.86%
$200,000–$249,999		8.55%
$250,000–$299,999		3.76%
$300,000–$349,999		1.77%
$350,000–$399,999		0.82%
$400,000–$499,999		0.68%
$500,000–$749,999		0.30%
$750,000+		0.07%

Length of residency

1 year or less		8.99%
2–3 years		8.67%
4–5 years		8.47%
6–7 years		9.87%
8–9 years		8.78%
10–14 years		18.17%
15–19 years		14.54%
20–24 years		9.66%
25+ years		12.86%

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M M44 M45

M45 Growing and Expanding

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

1.28% | 1.30%

Who we are

Head of household age
25–30
259 | 26.6%

Type of property
Single family
106 | 98.1%

Est. Household income
Less than $15,000
257 | 13.2%

Household size
1 person
126 | 43.4%

Home ownership
Renter
209 | 27.1%

Age of children
0–3
331 | 28.5%

Channel preference

TV					
69	60	389	91	10	97

Key features

- Rural living
- Enjoy bargain hunting
- Engage via radio
- Early childrearing years
- Bowling leagues
- Home-based family activities

Technology adoption

Wizards

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M M44 M45

M45 Growing and Expanding

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

1.28% | 1.30%

Head of household age

19–24	280	12.76%
25–30	259	26.61%
31–35		22.67%
36–45		20.98%
46–50		5.97%
51–65		9.38%
66–75		1.20%
76+		0.44%

Family structure

With kids		
Married		55.86%
Single male	410	11.33%
Single female	419	13.23%
Unknown status	374	1.72%
Without kids		
Married		8.73%
Single male		6.00%
Single female		2.85%
Unknown status		0.26%

Home ownership

Homeowner		62.35%
Renter	209	27.06%
Unknown		10.59%

Education

Less than high school		15.43%
High school diploma		31.54%
Some college		38.01%
Bachelor's degree		10.06%
Graduate's degree		4.96%

Estimated household income

Less than $15,000	257	13.25%
$15,000–$24,999	228	12.69%
$25,000–$34,999	203	15.12%
$35,000–$49,999		19.56%
$50,000–$74,999		25.40%
$75,000–$99,999		9.65%
$100,000–$124,999		2.31%
$125,000–$149,999		1.26%
$150,000–$174,999		0.30%
$175,000–$199,999		0.15%
$200,000–$249,999		0.19%
$250,000+		0.11%

Age of children

0–3	331	28.50%
4–6	307	25.44%
7–9	227	26.84%
10–12	202	20.33%
13–18		19.26%

Estimated current house value

Less than $50,000	531	12.89%
$50,000–$74,999	541	22.83%
$75,000–$99,999	419	22.89%
$100,000–$149,999		25.81%
$150,000–$174,999		5.91%
$175,000–$199,999		3.37%
$200,000–$249,999		3.61%
$250,000–$299,999		1.62%
$300,000–$349,999		0.55%
$350,000–$399,999		0.24%
$400,000–$499,999		0.26%
$500,000–$749,999		0.02%
$750,000+		0.02%

Length of residency

1 year or less		18.80%
2–3 years		13.62%
4–5 years		12.04%
6–7 years		8.82%
8–9 years		7.11%
10–14 years		14.45%
15–19 years		8.31%
20–24 years		5.12%
25+ years		11.73%

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N46 True Grit Americans

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

1.10% | 1.04%

Who we are

Head of household age
36–45
133 | 20.4%

Type of property
Single family
106 | 98.0%

Est. Household income
$50,000–$74,999
139 | 28.2%

Household size
1 person
121 | 41.7%

Home ownership
Unknown
176 | 9.4%

Age of children
0–3
95 | 8.1%

Channel preference

TV 51 | 69 | 35
26 | 24 | 67

Key features

- Rural residences
- Live within means
- Basic cell phones
- Lower value housing
- Rodeos
- Blue-collar jobs

Technology adoption

Novices

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N46 True Grit Americans

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

1.10% | 1.04%

Head of household age

19–24	7.75%
25–30	9.17%
31–35	10.87%
36–45	20.43%
46–50	11.13%
51–65	22.64%
66–75	9.15%
76+	8.86%

Family structure

With kids	
Married	34.58%
Single male	1.46%
Single female	2.39%
Unknown status	1.43%
Without kids	
Married	42.30%
Single male	6.25%
Single female	3.20%
Unknown status	8.39%

Home ownership

Homeowner	80.53%
Renter	10.03%
Unknown	9.44%

Education

Less than high school	11.56%
High school diploma	27.36%
Some college	38.02%
Bachelor's degree	14.23%
Graduate's degree	8.83%

Estimated household income

Less than $15,000	7.60%
$15,000–$24,999	6.25%
$25,000–$34,999	9.06%
$35,000–$49,999	15.37%
$50,000–$74,999	28.18%
$75,000–$99,999	16.26%
$100,000–$124,999	7.10%
$125,000–$149,999	5.51%
$150,000–$174,999	1.67%
$175,000–$199,999	1.28%
$200,000–$249,999	0.84%
$250,000+	0.88%

Age of children

0–3	8.14%
4–6	6.97%
7–9	8.68%
10–12	7.35%
13–18	8.56%

Estimated current house value

Less than $50,000	1.34%
$50,000–$74,999	5.47%
$75,000–$99,999	11.99%
$100,000–$149,999	32.07%
$150,000–$174,999	12.99%
$175,000–$199,999	9.48%
$200,000–$249,999	12.25%
$250,000–$299,999	6.66%
$300,000–$349,999	3.08%
$350,000–$399,999	1.94%
$400,000–$499,999	1.49%
$500,000–$749,999	0.86%
$750,000+	0.39%

Length of residency

1 year or less	18.50%
2–3 years	12.56%
4–5 years	10.52%
6–7 years	8.59%
8–9 years	7.93%
10–14 years	11.94%
15–19 years	8.90%
20–24 years	6.39%
25+ years	14.69%

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N47 Countrified Pragmatics

Modest income couples and singles living rural, casual lives

1.08% | 0.81%

Who we are

Head of household age
31–35
193 | 22.6%

Type of property
Single family
104 | 96.9%

Est. Household income
$50,000–$74,999
142 | 28.8%

Household size
1 person
193 | 66.5%

Home ownership
Unknown
236 | 12.6%

Age of children
7–9
114 | 13.4%

Channel preference

TV 54 | 72 | 69
47 | 11 | 15

Technology adoption

Wizards

Key features

- Blue-collar and honest livings
- Politically disengaged
- Farming jobs
- Pickup owners
- Active outdoor lifestyles
- Modest housing

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N47 Countrified Pragmatics

Modest income couples and singles living rural, casual lives

1.08% | 0.81%

Head of household age

19–24	237	10.80%
25–30		14.58%
31–35		22.55%
36–45		17.58%
46–50		10.36%
51–65		18.77%
66–75		2.00%
76+		3.37%

Family structure

With kids		
Married		48.50%
Single male		3.30%
Single female		2.71%
Unknown status	502	2.32%
Without kids		
Married		34.51%
Single male		4.11%
Single female		1.86%
Unknown status		2.69%

Home ownership

Homeowner		75.43%
Renter		11.95%
Unknown	236	12.62%

Education

Less than high school	22.13%
High school diploma	31.70%
Some college	33.90%
Bachelor's degree	7.88%
Graduate's degree	4.40%

Estimated household income

Less than $15,000	9.71%
$15,000–$24,999	8.63%
$25,000–$34,999	10.41%
$35,000–$49,999	17.82%
$50,000–$74,999	28.84%
$75,000–$99,999	14.45%
$100,000–$124,999	5.56%
$125,000–$149,999	2.78%
$150,000–$174,999	0.73%
$175,000–$199,999	0.58%
$200,000–$249,999	0.16%
$250,000+	0.32%

Age of children

0–3	0.89%
4–6	1.00%
7–9	13.43%
10–12	2.03%
13–18	4.26%

Estimated current house value

Less than $50,000		2.37%
$50,000–$74,999		6.78%
$75,000–$99,999		10.81%
$100,000–$149,999	235	31.10%
$150,000–$174,999		13.15%
$175,000–$199,999		10.45%
$200,000–$249,999		12.48%
$250,000–$299,999		5.93%
$300,000–$349,999		3.21%
$350,000–$399,999		1.70%
$400,000–$499,999		1.19%
$500,000–$749,999		0.62%
$750,000+		0.21%

Length of residency

1 year or less	202	31.54%
2–3 years		18.74%
4–5 years		13.55%
6–7 years		9.91%
8–9 years		6.88%
10–14 years		8.12%
15–19 years		4.32%
20–24 years		2.97%
25+ years		3.97%

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N48 Rural Southern Bliss

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

1.47% | 1.68%

Who we are

Head of household age
51–65
113 | 32.0%

Type of property
Single family
106 | 98.4%

Est. Household income
$35,000–$49,999
180 | 21.2%

Household size
5+ persons
135 | 14.2%

Home ownership
Homeowner
101 | 82.3%

Age of children
7–9
130 | 15.4%

Channel preference

TV		
247	72	225
42	11	127

Key features

- Cable TV
- Limited discretionary spend
- Modest housing
- Multi-generational households
- Modest educations
- American cars

Technology adoption

Wizards

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N48 Rural Southern Bliss

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

1.47% | 1.68%

Head of household age

19–24	6.74%
25–30	6.44%
31–35	12.46%
36–45	16.39%
46–50	10.98%
51–65	32.04%
66–75	8.86%
76+	6.09%

Family structure

With kids	
Married	46.85%
Single male	3.15%
Single female	3.86%
Unknown status	1.48%
Without kids	
Married	28.49%
Single male	5.92%
Single female	3.06%
Unknown status	7.21%

Home ownership

Homeowner	82.25%
Renter	8.28%
Unknown	9.47%

Education

Less than high school	15.96%
High school diploma	40.66%
Some college	29.96%
Bachelor's degree	8.81%
Graduate's degree	4.62%

Estimated household income

Less than $15,000	12.41%
$15,000–$24,999	10.99%
$25,000–$34,999	15.11%
$35,000–$49,999	21.20%
$50,000–$74,999	26.01%
$75,000–$99,999	9.66%
$100,000–$124,999	2.34%
$125,000–$149,999	1.38%
$150,000–$174,999	0.46%
$175,000–$199,999	0.26%
$200,000–$249,999	0.10%
$250,000+	0.08%

Age of children

0–3	12.44%
4–6	11.60%
7–9	15.40%
10–12	12.61%
13–18	12.10%

Estimated current house value

Less than $50,000	8.99%
$50,000–$74,999	18.13%
$75,000–$99,999	20.20%
$100,000–$149,999	30.66%
$150,000–$174,999	8.85%
$175,000–$199,999	5.13%
$200,000–$249,999	4.95%
$250,000–$299,999	1.76%
$300,000–$349,999	0.58%
$350,000–$399,999	0.28%
$400,000–$499,999	0.26%
$500,000–$749,999	0.14%
$750,000+	0.06%

Length of residency

1 year or less	9.24%
2–3 years	7.02%
4–5 years	6.66%
6–7 years	7.70%
8–9 years	7.43%
10–14 years	14.16%
15–19 years	12.21%
20–24 years	12.19%
25+ years	23.39%

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N49 Touch of Tradition

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

0.42% | 0.38%

Who we are

Head of household age
36–45
322 | 49.7%

Type of property
Single family
105 | 97.6%

Est. Household income
Less than $15,000
340 | 17.5%

Household size
1 person
145 | 50.1%

Home ownership
Unknown
211 | 11.3%

Age of children
7–9
89 | 10.6%

Channel preference

TV		
47	47	67
6	4	34

Key features

- Frugal-minded
- Farmers and blue-collar jobs
- Politically unaffiliated
- Outdoor leisure
- There's more to life than sports
- Budget trendsetters

Technology adoption

Wizards

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N N46 N47 N48 N49

N49 Touch of Tradition

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

0.42% | 0.38%

Head of household age

19–24		4.61%
25–30		4.40%
31–35		5.50%
36–45	322	49.69%
46–50	343	28.22%
51–65		2.35%
66–75		2.23%
76+		3.00%

Family structure

With kids		
Married		43.44%
Single male		2.80%
Single female		3.03%
Unknown status	947	4.37%
Without kids		
Married		37.67%
Single male		4.49%
Single female		1.64%
Unknown status		2.56%

Home ownership

Homeowner		79.96%
Renter		8.74%
Unknown	211	11.30%

Education

Less than high school	219	25.04%
High school diploma		31.01%
Some college		30.87%
Bachelor's degree		8.59%
Graduate's degree		4.49%

Estimated household income

Less than $15,000	340	17.51%
$15,000–$24,999	220	12.25%
$25,000–$34,999		12.85%
$35,000–$49,999		16.03%
$50,000–$74,999		26.85%
$75,000–$99,999		9.49%
$100,000–$124,999		2.17%
$125,000–$149,999		2.14%
$150,000–$174,999		0.45%
$175,000–$199,999		0.18%
$200,000–$249,999		0.03%
$250,000+		0.06%

Age of children

0–3		1.72%
4–6		1.69%
7–9		10.56%
10–12		3.93%
13–18		6.72%

Estimated current house value

Less than $50,000	384	9.34%
$50,000–$74,999	458	19.36%
$75,000–$99,999	378	20.64%
$100,000–$149,999	236	31.16%
$150,000–$174,999		7.82%
$175,000–$199,999		4.46%
$200,000–$249,999		3.98%
$250,000–$299,999		1.90%
$300,000–$349,999		0.80%
$350,000–$399,999		0.18%
$400,000–$499,999		0.24%
$500,000–$749,999		0.12%
$750,000+		0.00%

Length of residency

1 year or less		15.46%
2–3 years		10.62%
4–5 years		9.28%
6–7 years		11.09%
8–9 years		11.06%
10–14 years		14.75%
15–19 years		9.43%
20–24 years		8.24%
25+ years		10.08%

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O50 Full Steam Ahead

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

0.88% | 0.57%

Who we are

Head of household age
36–45
215 | 33.1%

Type of property
Multi-family: 10–19 units
3686 | 24.0%

Est. Household income
$35,000–$49,999
183 | 21.6%

Household size
1 person
265 | 91.4%

Home ownership
Renter
517 | 66.8%

Age of children
13–18
67 | 8.6%

Channel preference

TV		
150	78	330
295	33	21

Key features

- Spontaneous buyers
- Music enthusiasts
- Single adults
- Savvy researchers
- Compact cars
- Skyscraper apartments

Technology adoption

Wizards

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O50 Full Steam Ahead

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

0.88% | 0.57%

Head of household age

19–24		4.68%
25–30	250	25.71%
31–35		17.27%
36–45	215	33.12%
46–50		8.31%
51–65		8.83%
66–75		1.17%
76+		0.91%

Family structure

With kids		
Married		12.08%
Single male	409	11.30%
Single female	534	16.88%
Unknown status	338	1.56%
Without kids		
Married		10.26%
Single male	402	25.84%
Single female	458	17.01%
Unknown status		5.06%

Home ownership

Homeowner		8.83%
Renter	517	66.75%
Unknown	456	24.42%

Education

Less than high school	17.53%
High school diploma	30.91%
Some college	31.69%
Bachelor's degree	10.65%
Graduate's degree	9.22%

Estimated household income

Less than $15,000	6.49%
$15,000–$24,999	9.48%
$25,000–$34,999	13.77%
$35,000–$49,999	21.56%
$50,000–$74,999	25.19%
$75,000–$99,999	11.17%
$100,000–$124,999	4.42%
$125,000–$149,999	2.73%
$150,000–$174,999	2.34%
$175,000–$199,999	1.04%
$200,000–$249,999	0.00%
$250,000+	1.82%

Age of children

0–3	3.38%
4–6	3.25%
7–9	6.75%
10–12	5.19%
13–18	8.57%

Estimated current house value

Less than $50,000		2.86%
$50,000–$74,999		6.75%
$75,000–$99,999	202	11.04%
$100,000–$149,999	211	27.92%
$150,000–$174,999		11.56%
$175,000–$199,999		8.96%
$200,000–$249,999		11.56%
$250,000–$299,999		7.27%
$300,000–$349,999		4.03%
$350,000–$399,999		1.95%
$400,000–$499,999		1.95%
$500,000–$749,999		1.17%
$750,000+		2.99%

Length of residency

1 year or less	462	71.95%
2–3 years		15.06%
4–5 years		4.55%
6–7 years		2.21%
8–9 years		1.95%
10–14 years		3.12%
15–19 years		0.78%
20–24 years		0.39%
25+ years		0.00%

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O51 Digitally Savvy

Young singles who live digital-driven smaller city lifestyles

7.03% | 5.01%

Who we are

Head of household age
25–30
503 | 51.8%

Type of property
Single family
101 | 93.9%

Est. Household income
$50,000–$74,999
140 | 28.4%

Household size
1 person
202 | 69.8%

Home ownership
First-time buyer
349 | 22.3%

Age of children
7–9
81 | 9.6%

Channel preference

TV		
136	78	208
209	23	30

Key features

- Ambitious
- Video gamers
- Single adults
- Eager to spend
- Music lovers
- Digitally savvy

Technology adoption

Wizards

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O51 Digitally Savvy

Young singles who live digital-driven smaller city lifestyles

7.03% | 5.01%

Head of household age

19–24	257	11.74%
25–30	503	51.77%
31–35	259	30.31%
36–45		3.48%
46–50		0.81%
51–65		1.33%
66–75		0.32%
76+		0.24%

Family structure

With kids		
Married		30.64%
Single male	304	8.41%
Single female	264	8.35%
Unknown status		0.87%
Without kids		
Married		28.77%
Single male	221	14.24%
Single female	209	7.78%
Unknown status		0.93%

Home ownership

Homeowner		54.91%
Renter	232	30.01%
Unknown	282	15.09%

Education

Less than high school	16.66%
High school diploma	24.49%
Some college	41.66%
Bachelor's degree	9.17%
Graduate's degree	8.03%

Estimated household income

Less than $15,000	7.27%
$15,000–$24,999	7.06%
$25,000–$34,999	9.14%
$35,000–$49,999	17.48%
$50,000–$74,999	28.41%
$75,000–$99,999	15.98%
$100,000–$124,999	7.56%
$125,000–$149,999	3.61%
$150,000–$174,999	1.59%
$175,000–$199,999	0.85%
$200,000–$249,999	0.41%
$250,000+	0.64%

Age of children

0–3	5.05%
4–6	3.55%
7–9	9.61%
10–12	1.80%
13–18	4.05%

Estimated current house value

Less than $50,000	1.21%
$50,000–$74,999	3.71%
$75,000–$99,999	7.45%
$100,000–$149,999	23.05%
$150,000–$174,999	12.47%
$175,000–$199,999	10.64%
$200,000–$249,999	15.96%
$250,000–$299,999	9.81%
$300,000–$349,999	5.78%
$350,000–$399,999	3.53%
$400,000–$499,999	3.51%
$500,000–$749,999	2.31%
$750,000+	0.58%

Length of residency

1 year or less	309	48.17%
2–3 years		21.05%
4–5 years		11.20%
6–7 years		5.71%
8–9 years		3.71%
10–14 years		3.80%
15–19 years		1.82%
20–24 years		1.26%
25+ years		3.27%

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O52 Urban Ambition

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

2.03% | 1.37%

Who we are

Head of household age
31–35
258 | 30.2%

Type of property
Multi-family: 3 units
580 | 5.8%

Est. Household income
$25,000–$34,999
200 | 14.9%

Household size
1 person
244 | 84.3%

Home ownership
Renter
649 | 83.8%

Age of children
7–9
100 | 11.8%

Channel preference

TV 298 | 79 | 525
295 | 25 | 30

Key features

- Impulsive recreational shoppers
- Singles and single parents
- City apartment renters
- Office workers
- Technology adapting
- Video game entertainment

Technology adoption

Wizards

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O52 Urban Ambition

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

2.03% | 1.37%

Head of household age

19–24	381	17.40%
25–30		15.53%
31–35	258	30.21%
36–45		19.21%
46–50		10.04%
51–65		6.93%
66–75		0.35%
76+		0.33%

Family structure

With kids		
Married		10.63%
Single male	584	16.14%
Single female	765	24.20%
Unknown status		0.26%
Without kids		
Married		4.78%
Single male	401	25.79%
Single female	480	17.82%
Unknown status		0.38%

Home ownership

Homeowner		5.20%
Renter	649	83.84%
Unknown	205	10.96%

Education

Less than high school	11.30%
High school diploma	24.96%
Some college	42.02%
Bachelor's degree	12.60%
Graduate's degree	9.12%

Estimated household income

Less than $15,000	226	11.67%
$15,000–$24,999	210	11.72%
$25,000–$34,999		14.89%
$35,000–$49,999		15.95%
$50,000–$74,999		23.23%
$75,000–$99,999		11.13%
$100,000–$124,999		4.94%
$125,000–$149,999		3.38%
$150,000–$174,999		1.20%
$175,000–$199,999		1.07%
$200,000–$249,999		0.19%
$250,000+		0.64%

Age of children

0–3	7.78%
4–6	6.83%
7–9	11.82%
10–12	6.53%
13–18	7.47%

Estimated current house value

Less than $50,000		2.88%
$50,000–$74,999		8.04%
$75,000–$99,999	223	12.17%
$100,000–$149,999	203	26.85%
$150,000–$174,999		12.38%
$175,000–$199,999		9.40%
$200,000–$249,999		11.93%
$250,000–$299,999		5.98%
$300,000–$349,999		3.21%
$350,000–$399,999		2.05%
$400,000–$499,999		2.34%
$500,000–$749,999		2.22%
$750,000+		0.57%

Length of residency

1 year or less	288	44.93%
2–3 years		18.08%
4–5 years		13.62%
6–7 years		7.94%
8–9 years		5.65%
10–14 years		6.50%
15–19 years		1.73%
20–24 years		0.95%
25+ years		0.59%

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O53 Colleges and Cafes

Youthful singles and recent college graduates living in college communities

1.16% | 0.80%

Who we are

Head of household age
19–24
753 | 34.4%

Type of property
Single family
78 | 71.9%

Est. Household income
Less than $15,000
264 | 13.6%

Household size
1 person
203 | 70.0%

Home ownership
Renter
398 | 51.5%

Age of children
0–3
44 | 3.8%

Channel preference

TV 166
14
484
253
64
52

Key features

- University towns
- Single adults
- Bike or walk to work
- Active lifestyles
- Politically disengaged
- Well-educated

Technology adoption

Wizards

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O53 Colleges and Cafes

Youthful singles and recent college graduates living in college communities

1.16% | 0.80%

Head of household age

19–24	753	34.38%
25–30		11.00%
31–35		10.44%
36–45		15.13%
46–50		7.41%
51–65		14.26%
66–75		4.32%
76+		3.06%

Family structure

With kids		
Married		8.64%
Single male	239	6.62%
Single female	221	6.98%
Unknown status		0.17%
Without kids		
Married		13.80%
Single male	566	36.37%
Single female	660	24.50%
Unknown status		2.93%

Home ownership

Homeowner		34.84%
Renter	398	51.46%
Unknown	256	13.70%

Education

Less than high school	8.01%
High school diploma	15.99%
Some college	28.79%
Bachelor's degree	23.90%
Graduate's degree	23.30%

Estimated household income

Less than $15,000	264	13.60%
$15,000–$24,999		9.44%
$25,000–$34,999		11.00%
$35,000–$49,999		9.94%
$50,000–$74,999		20.38%
$75,000–$99,999		9.01%
$100,000–$124,999		6.55%
$125,000–$149,999		6.88%
$150,000–$174,999		3.62%
$175,000–$199,999		4.99%
$200,000–$249,999		1.76%
$250,000+		2.83%

Age of children

0–3	3.76%
4–6	3.69%
7–9	4.26%
10–12	2.06%
13–18	4.19%

Estimated current house value

Less than $50,000	0.90%
$50,000–$74,999	3.66%
$75,000–$99,999	6.65%
$100,000–$149,999	18.55%
$150,000–$174,999	9.14%
$175,000–$199,999	8.14%
$200,000–$249,999	13.30%
$250,000–$299,999	9.41%
$300,000–$349,999	5.88%
$350,000–$399,999	4.85%
$400,000–$499,999	6.02%
$500,000–$749,999	8.08%
$750,000+	5.42%

Length of residency

1 year or less	248	38.70%
2–3 years		15.29%
4–5 years		10.17%
6–7 years		6.75%
8–9 years		5.42%
10–14 years		8.14%
15–19 years		4.92%
20–24 years		2.53%
25+ years		8.08%

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O54 Influenced by Influencers

Young singles living in Midwest and Southern city centers

4.67% | 2.87%

Who we are

Head of household age
25–30
648 | 66.7%

Type of property
Multi-family: 101+ units
2125 | 28.8%

Est. Household income
$50,000–$74,999
124 | 25.1%

Household size
1 person
269 | 92.7%

Home ownership
Renter
481 | 62.2%

Age of children
13–18
21 | 2.7%

Channel preference

TV 186
26
448
412
68
11

Key features

- Career-driven
- Metropolitan lifestyles
- Digitally dependent
- Active social lives
- Foodies
- First-time buyers

Technology adoption

Journeymen

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O54 Influenced by Influencers

Young singles living in Midwest and Southern city centers

4.67% | 2.87%

Head of household age

19–24		7.13%
25–30	648	66.68%
31–35		22.87%
36–45		1.99%
46–50		0.57%
51–65		0.51%
66–75		0.16%
76+		0.08%

Family structure

With kids		
Married		1.08%
Single male	251	6.94%
Single female	266	8.40%
Unknown status		0.16%
Without kids		
Married		7.53%
Single male	674	43.35%
Single female	832	30.89%
Unknown status		1.64%

Home ownership

Homeowner		17.30%
Renter	481	62.16%
Unknown	383	20.53%

Education

Less than high school	14.16%
High school diploma	23.39%
Some college	32.00%
Bachelor's degree	14.96%
Graduate's degree	15.50%

Estimated household income

Less than $15,000	8.77%
$15,000–$24,999	7.72%
$25,000–$34,999	11.89%
$35,000–$49,999	18.30%
$50,000–$74,999	25.08%
$75,000–$99,999	12.57%
$100,000–$124,999	5.54%
$125,000–$149,999	5.03%
$150,000–$174,999	1.18%
$175,000–$199,999	1.67%
$200,000–$249,999	0.46%
$250,000+	1.78%

Age of children

0–3	1.51%
4–6	0.89%
7–9	1.59%
10–12	0.48%
13–18	2.66%

Estimated current house value

Less than $50,000	1.72%
$50,000–$74,999	5.01%
$75,000–$99,999	8.10%
$100,000–$149,999	20.16%
$150,000–$174,999	10.93%
$175,000–$199,999	7.48%
$200,000–$249,999	11.98%
$250,000–$299,999	9.04%
$300,000–$349,999	6.32%
$350,000–$399,999	4.57%
$400,000–$499,999	5.33%
$500,000–$749,999	4.95%
$750,000+	4.41%

Length of residency

1 year or less	420	65.45%
2–3 years		17.44%
4–5 years		7.59%
6–7 years		3.98%
8–9 years		2.02%
10–14 years		2.40%
15–19 years		0.57%
20–24 years		0.40%
25+ years		0.16%

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O55 Family Troopers

Families and single parent households living near military bases

2.00% | 1.48%

Who we are

Head of household age
25–30
515 | 53.0%

Type of property
Multi-family: 3 units
523 | 5.2%

Est. Household income
$15,000–$24,999
261 | 14.6%

Household size
1 person
244 | 84.1%

Home ownership
Renter
718 | 92.8%

Age of children
0–3
414 | 35.6%

Channel preference

TV 155 | 76 | 568
321 | 17 | 30

Key features

- Renters
- Military base communities
- Ethnically diverse
- Parents
- Modest educations
- Tech-savvy

Technology adoption

Wizards

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O55 Family Troopers

Families and single parent households living near military bases

2.00% | 1.48%

Head of household age

19–24	305	13.91%
25–30	515	52.98%
31–35	243	28.44%
36–45		3.69%
46–50		0.44%
51–65		0.46%
66–75		0.07%
76+		0.02%

Family structure

With kids		
Married		38.47%
Single male	763	21.10%
Single female	1025	32.40%
Unknown status		0.77%
Without kids		
Married		1.37%
Single male		3.21%
Single female		2.52%
Unknown status		0.16%

Home ownership

Homeowner		2.28%
Renter	718	92.79%
Unknown		4.93%

Education

Less than high school	244	27.89%
High school diploma		23.20%
Some college		34.31%
Bachelor's degree		8.25%
Graduate's degree		6.35%

Estimated household income

Less than $15,000	220	11.33%
$15,000–$24,999	261	14.58%
$25,000–$34,999		14.11%
$35,000–$49,999		15.95%
$50,000–$74,999		21.72%
$75,000–$99,999		11.48%
$100,000–$124,999		5.18%
$125,000–$149,999		3.03%
$150,000–$174,999		1.17%
$175,000–$199,999		0.78%
$200,000–$249,999		0.15%
$250,000+		0.51%

Age of children

0–3	414	35.63%
4–6	367	30.44%
7–9	264	31.23%
10–12		11.63%
13–18		18.23%

Estimated current house value

Less than $50,000	2.35%
$50,000–$74,999	6.22%
$75,000–$99,999	9.29%
$100,000–$149,999	20.46%
$150,000–$174,999	11.72%
$175,000–$199,999	9.71%
$200,000–$249,999	14.46%
$250,000–$299,999	8.69%
$300,000–$349,999	5.20%
$350,000–$399,999	3.50%
$400,000–$499,999	4.02%
$500,000–$749,999	3.07%
$750,000+	1.31%

Length of residency

1 year or less	350	54.59%
2–3 years		20.00%
4–5 years		10.09%
6–7 years		4.89%
8–9 years		3.94%
10–14 years		4.16%
15–19 years		1.24%
20–24 years		0.60%
25+ years		0.47%

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P56 Mid-Scale Medley

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

0.71% | 0.57%

Who we are

Head of household age
36–45
341 | 52.5%

Type of property
Single family
104 | 96.7%

Est. Household income
$50,000–$74,999
149 | 30.1%

Household size
1 person
187 | 64.3%

Home ownership
Renter
162 | 20.9%

Age of children
13–18
78 | 10.0%

Channel preference

TV		
106	77	223
96	19	46

Key features

- Modest living
- Single adults
- Older housing
- Cash over credit
- Hip-hop music
- Basic cell phones

Technology adoption

Wizards

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P56 Mid-Scale Medley

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

0.71% | 0.57%

Head of household age

19–24		4.85%
25–30		2.09%
31–35		2.99%
36–45	341	52.51%
46–50	268	22.09%
51–65		10.60%
66–75		3.16%
76+		1.70%

Family structure

With kids		
Married		12.90%
Single male	486	13.43%
Single female	524	16.57%
Unknown status		0.33%
Without kids		
Married		16.17%
Single male	405	26.06%
Single female	334	12.41%
Unknown status		2.13%

Home ownership

Homeowner		68.58%
Renter		20.93%
Unknown		10.49%

Education

Less than high school	11.72%
High school diploma	24.67%
Some college	43.99%
Bachelor's degree	14.13%
Graduate's degree	5.48%

Estimated household income

Less than $15,000	8.08%
$15,000–$24,999	8.01%
$25,000–$34,999	11.14%
$35,000–$49,999	20.39%
$50,000–$74,999	30.14%
$75,000–$99,999	14.09%
$100,000–$124,999	3.41%
$125,000–$149,999	3.32%
$150,000–$174,999	0.53%
$175,000–$199,999	0.32%
$200,000–$249,999	0.35%
$250,000+	0.21%

Age of children

0–3	2.65%
4–6	2.34%
7–9	4.89%
10–12	5.15%
13–18	10.04%

Estimated current house value

Less than $50,000		1.70%
$50,000–$74,999		7.61%
$75,000–$99,999	264	14.41%
$100,000–$149,999	246	32.48%
$150,000–$174,999		11.78%
$175,000–$199,999		8.54%
$200,000–$249,999		10.39%
$250,000–$299,999		6.89%
$300,000–$349,999		3.53%
$350,000–$399,999		1.27%
$400,000–$499,999		1.02%
$500,000–$749,999		0.33%
$750,000+		0.05%

Length of residency

1 year or less	17.72%
2–3 years	13.02%
4–5 years	11.92%
6–7 years	9.81%
8–9 years	8.01%
10–14 years	15.15%
15–19 years	8.75%
20–24 years	4.82%
25+ years	10.81%

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P57 Modest Metro Means

Middle-aged singles established in inner-city rental communities

0.72% | 0.61%

Who we are

Head of household age
19–24
258 | 11.8%

Type of property
Multi-family: 2 units
2248 | 32.4%

Est. Household income
Less than $15,000
285 | 14.7%

Household size
1 person
192 | 66.3%

Home ownership
Renter
595 | 76.9%

Age of children
7–9
139 | 16.4%

Channel preference

TV		
397	89	264
202	64	68

Key features

- Public transportation
- Wrestling fans
- Single parents
- Rental housing
- TV watchers
- Opportunity seekers

Technology adoption

Wizards

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P57 Modest Metro Means

Middle-aged singles established in inner-city rental communities

0.72% | 0.61%

Head of household age

19–24	258	11.76%
25–30		7.40%
31–35		14.93%
36–45		20.87%
46–50		11.62%
51–65		27.21%
66–75		3.43%
76+		2.77%

Family structure

With kids		
Married		17.44%
Single male	712	19.68%
Single female	539	17.04%
Unknown status		0.40%
Without kids		
Married		2.38%
Single male	376	24.17%
Single female	431	15.98%
Unknown status		2.91%

Home ownership

Homeowner		9.91%
Renter	595	76.88%
Unknown	247	13.21%

Education

Less than high school	10.57%
High school diploma	28.40%
Some college	38.57%
Bachelor's degree	14.40%
Graduate's degree	8.06%

Estimated household income

Less than $15,000	285	14.66%
$15,000–$24,999		10.57%
$25,000–$34,999		11.36%
$35,000–$49,999		11.62%
$50,000–$74,999		22.85%
$75,000–$99,999		11.62%
$100,000–$124,999		5.55%
$125,000–$149,999		5.15%
$150,000–$174,999		1.98%
$175,000–$199,999		2.64%
$200,000–$249,999		0.40%
$250,000+		1.59%

Age of children

0–3	9.11%
4–6	10.04%
7–9	16.38%
10–12	10.30%
13–18	9.64%

Estimated current house value

Less than $50,000	1.98%
$50,000–$74,999	3.83%
$75,000–$99,999	3.83%
$100,000–$149,999	8.98%
$150,000–$174,999	4.62%
$175,000–$199,999	5.02%
$200,000–$249,999	13.47%
$250,000–$299,999	12.15%
$300,000–$349,999	12.29%
$350,000–$399,999	7.79%
$400,000–$499,999	10.70%
$500,000–$749,999	11.89%
$750,000+	3.43%

Length of residency

1 year or less		13.21%
2–3 years		11.89%
4–5 years		14.27%
6–7 years		12.81%
8–9 years	228	13.87%
10–14 years		17.04%
15–19 years		8.06%
20–24 years		3.96%
25+ years		4.89%

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P58 Heritage Heights

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

0.46% | 0.37%

Who we are

Head of household age
36–45
185 | 28.5%

Type of property
Multi-family: 2 units
2341 | 33.7%

Est. Household income
$50,000–$74,999
124 | 25.1%

Household size
1 person
236 | 81.4%

Home ownership
Renter
710 | 91.8%

Age of children
13–18
173 | 22.2%

Channel preference

TV 272	85	236
294	40	16

Key features

- Adrenaline sports
- Fashion forward
- Bilingual
- Single parents
- Novelty seekers
- Multi-family properties

Technology adoption

Wizards

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P58 Heritage Heights

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

0.46% | 0.37%

Head of household age

19–24	225	10.27%
25–30		14.52%
31–35		18.49%
36–45		28.49%
46–50		10.14%
51–65		13.29%
66–75		2.88%
76+		1.92%

Family structure

With kids		
Married		25.62%
Single male	996	27.53%
Single female	776	24.52%
Unknown status		0.41%
Without kids		
Married		3.56%
Single male		11.10%
Single female		6.44%
Unknown status		0.82%

Home ownership

Homeowner		3.84%
Renter	710	91.78%
Unknown		4.38%

Education

Less than high school	341	39.04%
High school diploma		20.27%
Some college		25.62%
Bachelor's degree		10.00%
Graduate's degree		5.07%

Estimated household income

Less than $15,000		7.40%
$15,000–$24,999		8.77%
$25,000–$34,999		13.42%
$35,000–$49,999		16.58%
$50,000–$74,999		25.07%
$75,000–$99,999		13.29%
$100,000–$124,999		5.34%
$125,000–$149,999		5.21%
$150,000–$174,999		1.64%
$175,000–$199,999		1.51%
$200,000–$249,999		0.55%
$250,000+		1.23%

Age of children

0–3		3.97%
4–6		5.07%
7–9		13.70%
10–12		6.16%
13–18		22.19%

Estimated current house value

Less than $50,000		0.41%
$50,000–$74,999		0.55%
$75,000–$99,999		0.82%
$100,000–$149,999		6.03%
$150,000–$174,999		4.66%
$175,000–$199,999		2.74%
$200,000–$249,999		5.62%
$250,000–$299,999		7.81%
$300,000–$349,999		10.82%
$350,000–$399,999		8.90%
$400,000–$499,999	263	21.51%
$500,000–$749,999		18.36%
$750,000+		11.78%

Length of residency

1 year or less		15.21%
2–3 years		17.95%
4–5 years	210	18.90%
6–7 years	215	15.62%
8–9 years		10.96%
10–14 years		11.64%
15–19 years		4.93%
20–24 years		2.33%
25+ years		2.47%

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P59 Expanding Horizons

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

1.29% | 1.51%

Who we are

Head of household age
31–35
163 | 19.1%

Type of property
Single family
105 | 97.6%

Est. Household income
$25,000–$34,999
269 | 20.1%

Household size
5+ persons
144 | 15.2%

Home ownership
Renter
118 | 15.3%

Age of children
13–18
398 | 51.1%

Channel preference

TV 132	23	412
83	2	90

Key features

- Blue-collar jobs
- Bilingual
- Style-conscious
- Budget constraints
- Preteens and teens
- Modest educations

Technology adoption

Wizards

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P59 Expanding Horizons

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

1.29% | 1.51%

Head of household age

19–24		8.88%
25–30		8.38%
31–35		19.06%
36–45		20.75%
46–50		9.19%
51–65		27.13%
66–75		4.41%
76+		2.20%

Family structure

With kids		
Married	209	76.60%
Single male	237	6.55%
Single female		4.70%
Unknown status		0.48%
Without kids		
Married		7.70%
Single male		1.68%
Single female		1.28%
Unknown status		1.01%

Home ownership

Homeowner		78.80%
Renter		15.28%
Unknown		5.93%

Education

Less than high school	507	57.94%
High school diploma		25.25%
Some college		12.59%
Bachelor's degree		3.08%
Graduate's degree		1.14%

Estimated household income

Less than $15,000	263	13.55%
$15,000–$24,999	228	12.71%
$25,000–$34,999	269	20.07%
$35,000–$49,999	207	24.34%
$50,000–$74,999		18.97%
$75,000–$99,999		7.02%
$100,000–$124,999		1.77%
$125,000–$149,999		1.15%
$150,000–$174,999		0.15%
$175,000–$199,999		0.12%
$200,000–$249,999		0.07%
$250,000+		0.08%

Age of children

0–3		11.48%
4–6	279	23.17%
7–9	258	30.47%
10–12	258	25.99%
13–18	398	51.13%

Estimated current house value

Less than $50,000	244	5.92%
$50,000–$74,999	275	11.63%
$75,000–$99,999	270	14.74%
$100,000–$149,999	219	28.92%
$150,000–$174,999		9.60%
$175,000–$199,999		7.14%
$200,000–$249,999		9.89%
$250,000–$299,999		6.20%
$300,000–$349,999		3.05%
$350,000–$399,999		1.60%
$400,000–$499,999		1.11%
$500,000–$749,999		0.17%
$750,000+		0.02%

Length of residency

1 year or less		11.47%
2–3 years		9.14%
4–5 years		7.37%
6–7 years		8.80%
8–9 years		8.36%
10–14 years		15.85%
15–19 years		14.44%
20–24 years		10.54%
25+ years		14.04%

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P60 Striving Forward

Cultured families and single parents earning modest incomes in gateway communities

0.95% | 0.67%

Who we are

Head of household age
36–45
243 | 37.5%

Type of property
Multi-family: 2 units
1006 | 14.5%

Est. Household income
$15,000–$24,999
307 | 17.1%

Household size
1 person
251 | 86.4%

Home ownership
Renter
736 | 95.1%

Age of children
13–18
498 | 64.0%

Channel preference

TV		
206	43	537
228	3	8

Key features

- Risk taker
- Ambitious
- Single parents
- English not first language
- Active athletes
- Fashionable

Technology adoption

Wizards

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P60 Striving Forward

Cultured families and single parents earning modest incomes in gateway communities

0.95% | 0.67%

Head of household age

19–24		8.94%
25–30		10.02%
31–35	204	23.91%
36–45	243	37.52%
46–50		9.49%
51–65		8.45%
66–75		1.33%
76+		0.35%

Family structure

With kids		
Married		35.57%
Single male	1263	34.90%
Single female	841	26.60%
Unknown status		0.21%
Without kids		
Married		0.17%
Single male		0.98%
Single female		1.29%
Unknown status		0.28%

Home ownership

Homeowner		2.30%
Renter	736	95.11%
Unknown		2.58%

Education

Less than high school	635	72.57%
High school diploma		13.82%
Some college		10.33%
Bachelor's degree		1.92%
Graduate's degree		1.36%

Estimated household income

Less than $15,000	299	15.43%
$15,000–$24,999	307	17.10%
$25,000–$34,999	241	18.01%
$35,000–$49,999		13.05%
$50,000–$74,999		18.60%
$75,000–$99,999		8.38%
$100,000–$124,999		4.61%
$125,000–$149,999		2.97%
$150,000–$174,999		0.45%
$175,000–$199,999		0.70%
$200,000–$249,999		0.28%
$250,000+		0.42%

Age of children

0–3		4.57%
4–6	289	23.98%
7–9	308	36.47%
10–12	221	22.30%
13–18	498	64.01%

Estimated current house value

Less than $50,000		1.36%
$50,000–$74,999		4.89%
$75,000–$99,999		7.29%
$100,000–$149,999		19.58%
$150,000–$174,999		9.01%
$175,000–$199,999		7.75%
$200,000–$249,999		12.29%
$250,000–$299,999		8.80%
$300,000–$349,999		6.95%
$350,000–$399,999		5.58%
$400,000–$499,999		7.40%
$500,000–$749,999		6.81%
$750,000+		2.30%

Length of residency

1 year or less	216	33.68%
2–3 years		18.71%
4–5 years		16.96%
6–7 years		10.33%
8–9 years		7.47%
10–14 years		7.29%
15–19 years		3.14%
20–24 years		1.57%
25+ years		0.84%

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P61 Simple Beginnings

Singles and single parent households with modest incomes in city apartments

0.58% | 0.38%

Who we are

Head of household age
36–45
342 | 52.6%

Type of property
Multi-family: 101+ units
2661 | 36.1%

Est. Household income
$25,000–$34,999
282 | 21.1%

Household size
1 person
248 | 85.4%

Home ownership
Renter
580 | 74.9%

Age of children
13–18
359 | 46.2%

Channel preference

TV 185	44	597
230	6	19

Key features

- Rental housing
- Single parents
- Bilingual
- Recreational shoppers
- Novelty seekers
- Style on a budget

Technology adoption

Wizards

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P61 Simple Beginnings

Singles and single parent households with modest incomes in city apartments

0.58% | 0.38%

Head of household age

19–24		5.74%
25–30		4.78%
31–35		12.20%
36–45	342	52.63%
46–50		12.68%
51–65		9.57%
66–75		1.20%
76+		1.20%

Family structure

With kids		
Married		23.44%
Single male	1177	32.54%
Single female	999	31.58%
Unknown status	363	1.67%
Without kids		
Married		0.00%
Single male		5.98%
Single female		4.31%
Unknown status		0.48%

Home ownership

Homeowner		17.22%
Renter	580	74.88%
Unknown		7.89%

Education

Less than high school	467	53.35%
High school diploma		22.73%
Some college		15.55%
Bachelor's degree		5.02%
Graduate's degree		3.35%

Estimated household income

Less than $15,000	339	17.46%
$15,000–$24,999	257	14.35%
$25,000–$34,999	282	21.05%
$35,000–$49,999		18.90%
$50,000–$74,999		17.22%
$75,000–$99,999		5.02%
$100,000–$124,999		2.63%
$125,000–$149,999		1.20%
$150,000–$174,999		0.96%
$175,000–$199,999		0.48%
$200,000–$249,999		0.00%
$250,000+		0.72%

Age of children

0–3		4.55%
4–6		12.44%
7–9		16.75%
10–12		13.40%
13–18	359	46.17%

Estimated current house value

Less than $50,000	305	7.42%
$50,000–$74,999	402	16.99%
$75,000–$99,999	285	15.55%
$100,000–$149,999	201	26.56%
$150,000–$174,999		8.13%
$175,000–$199,999		5.26%
$200,000–$249,999		8.13%
$250,000–$299,999		3.83%
$300,000–$349,999		3.35%
$350,000–$399,999		0.96%
$400,000–$499,999		0.96%
$500,000–$749,999		1.44%
$750,000+		1.44%

Length of residency

1 year or less	269	41.87%
2–3 years	201	21.53%
4–5 years		13.64%
6–7 years		6.94%
8–9 years		4.55%
10–14 years		6.46%
15–19 years		3.35%
20–24 years		0.96%
25+ years		0.72%

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Q62 Enjoying Retirement

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

1.38% | 1.35%

Who we are

Head of household age
76+
644 | 61.4%

Type of property
Single family
95 | 88.5%

Est. Household income
$35,000–$49,999
180 | 21.2%

Household size
2 persons
124 | 35.1%

Home ownership
Homeowner
111 | 90.8%

Age of children
7–9
2 | 0.3%

Channel preference

TV: 15	257	1
13	96	12

Key features

- Retirees
- Established credit
- Cruise vacations
- Brand-loyal
- Traditional engagement
- Republican supporter

Technology adoption

Novices

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Q62 Enjoying Retirement

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

1.38% | 1.35%

Head of household age

19–24		0.26%
25–30		0.18%
31–35		0.40%
36–45		0.42%
46–50		0.25%
51–65		2.56%
66–75	292	34.52%
76+	644	61.41%

Family structure

With kids		
Married		0.92%
Single male		0.03%
Single female		0.05%
Unknown status		0.16%
Without kids		
Married		56.65%
Single male		0.46%
Single female		0.34%
Unknown status	534	41.38%

Home ownership

Homeowner		90.83%
Renter		6.68%
Unknown		2.49%

Education

Less than high school		11.37%
High school diploma		28.92%
Some college		21.60%
Bachelor's degree		18.62%
Graduate's degree		19.49%

Estimated household income

Less than $15,000		4.60%
$15,000–$24,999		7.95%
$25,000–$34,999	206	15.37%
$35,000–$49,999		21.16%
$50,000–$74,999		25.91%
$75,000–$99,999		12.49%
$100,000–$124,999		7.93%
$125,000–$149,999		1.38%
$150,000–$174,999		1.84%
$175,000–$199,999		0.47%
$200,000–$249,999		0.32%
$250,000+		0.59%

Age of children

0–3		0.16%
4–6		0.14%
7–9		0.26%
10–12		0.03%
13–18		0.09%

Estimated current house value

Less than $50,000		0.03%
$50,000–$74,999		0.13%
$75,000–$99,999		0.43%
$100,000–$149,999		3.00%
$150,000–$174,999		3.61%
$175,000–$199,999		5.36%
$200,000–$249,999		15.60%
$250,000–$299,999		15.73%
$300,000–$349,999		13.69%
$350,000–$399,999		10.55%
$400,000–$499,999		13.51%
$500,000–$749,999		12.57%
$750,000+		5.79%

Length of residency

1 year or less		6.56%
2–3 years		8.56%
4–5 years		9.90%
6–7 years		7.49%
8–9 years		6.93%
10–14 years		11.49%
15–19 years		12.24%
20–24 years		8.27%
25+ years		28.54%

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Q63 Footloose and Family Free

Settled couples and widowed individuals living active and comfortable lifestyles

0.41% | 0.38%

Who we are

Head of household age
76+
507 | 48.3%

Type of property
Multi-family: 101+ units
381 | 5.2%

Est. Household income
$35,000–$49,999
177 | 20.9%

Household size
1 person
132 | 45.5%

Home ownership
Homeowner
109 | 89.4%

Age of children
0–3
15 | 1.3%

Channel preference

TV		
42	266	1
7	84	18

Key features

- Retirement communities
- Tech novices
- Avid newspaper readers
- Retired
- Independent politically
- Financially secure

Technology adoption

Novices

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Q63 Footloose and Family Free

Settled couples and widowed individuals living active and comfortable lifestyles

0.41% | 0.38%

Head of household age

19–24		0.23%
25–30		0.76%
31–35		0.82%
36–45		1.83%
46–50		1.71%
51–65		14.83%
66–75	267	31.54%
76+	507	48.28%

Family structure

With kids		
Married		3.06%
Single male		0.13%
Single female		0.13%
Unknown status	237	1.10%
Without kids		
Married		43.03%
Single male		6.29%
Single female		3.24%
Unknown status	555	43.03%

Home ownership

Homeowner		89.38%
Renter		8.56%
Unknown		2.06%

Education

Less than high school		11.54%
High school diploma		37.10%
Some college		26.09%
Bachelor's degree		13.32%
Graduate's degree		11.95%

Estimated household income

Less than $15,000		9.38%
$15,000–$24,999	248	13.86%
$25,000–$34,999		14.93%
$35,000–$49,999		20.87%
$50,000–$74,999		21.27%
$75,000–$99,999		11.18%
$100,000–$124,999		4.13%
$125,000–$149,999		1.76%
$150,000–$174,999		1.07%
$175,000–$199,999		0.61%
$200,000–$249,999		0.36%
$250,000+		0.59%

Age of children

0–3		1.32%
4–6		1.07%
7–9		0.33%
10–12		0.59%
13–18		0.64%

Estimated current house value

Less than $50,000		1.76%
$50,000–$74,999		7.31%
$75,000–$99,999		8.79%
$100,000–$149,999		17.38%
$150,000–$174,999		8.48%
$175,000–$199,999		9.32%
$200,000–$249,999		14.62%
$250,000–$299,999		11.59%
$300,000–$349,999		7.92%
$350,000–$399,999		4.84%
$400,000–$499,999		4.71%
$500,000–$749,999		2.80%
$750,000+		0.46%

Length of residency

1 year or less		15.97%
2–3 years		13.48%
4–5 years		10.75%
6–7 years		9.66%
8–9 years		6.88%
10–14 years		11.64%
15–19 years		14.32%
20–24 years		7.29%
25+ years		10.01%

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Q64 Established in Society

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

2.87% | 2.95%

Who we are

Head of household age
76+
574 | 54.7%

Type of property
Single family
105 | 97.7%

Est. Household income
$25,000–$34,999
327 | 24.4%

Household size
2 persons
129 | 36.5%

Home ownership
Homeowner
115 | 93.6%

Age of children
7–9
2 | 0.3%

Channel preference

TV 49 | 153 | 7
6 | 18 | 11

Key features

- Avid TV watchers
- Rural lifestyle
- Seniors
- Home-centered activities
- Conservative values
- Cautious money managers

Technology adoption

Novices

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Q64 Established in Society

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

2.87% | 2.95%

Head of household age

19–24		0.18%
25–30		0.15%
31–35		0.12%
36–45		0.26%
46–50		0.24%
51–65		2.80%
66–75	352	41.57%
76+	574	54.68%

Family structure

With kids		
Married		1.16%
Single male		0.04%
Single female		0.07%
Unknown status		0.30%
Without kids		
Married		55.26%
Single male		0.90%
Single female		0.40%
Unknown status	540	41.88%

Home ownership

Homeowner		93.58%
Renter		4.01%
Unknown		2.41%

Education

Less than high school		19.84%
High school diploma		49.41%
Some college		16.76%
Bachelor's degree		8.44%
Graduate's degree		5.55%

Estimated household income

Less than $15,000		10.13%
$15,000–$24,999	332	18.50%
$25,000–$34,999	327	24.42%
$35,000–$49,999	228	26.87%
$50,000–$74,999		12.85%
$75,000–$99,999		4.65%
$100,000–$124,999		1.82%
$125,000–$149,999		0.35%
$150,000–$174,999		0.28%
$175,000–$199,999		0.05%
$200,000–$249,999		0.04%
$250,000+		0.05%

Age of children

0–3		0.15%
4–6		0.12%
7–9		0.28%
10–12		0.09%
13–18		0.07%

Estimated current house value

Less than $50,000		2.99%
$50,000–$74,999		7.75%
$75,000–$99,999	213	11.64%
$100,000–$149,999	214	28.35%
$150,000–$174,999		12.35%
$175,000–$199,999		9.70%
$200,000–$249,999		12.24%
$250,000–$299,999		6.64%
$300,000–$349,999		3.43%
$350,000–$399,999		1.89%
$400,000–$499,999		1.87%
$500,000–$749,999		1.07%
$750,000+		0.09%

Length of residency

1 year or less		4.27%
2–3 years		3.85%
4–5 years		3.72%
6–7 years		3.35%
8–9 years		3.91%
10–14 years		9.59%
15–19 years		11.18%
20–24 years		12.97%
25+ years	232	47.16%

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Q65 Mature and Wise

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

1.43% | 1.14%

Who we are

Head of household age
76+
456 | 43.5%

Type of property
Multi-family: 101+ units
2456 | 33.3%

Est. Household income
$15,000–$24,999
336 | 18.7%

Household size
1 person
189 | 65.3%

Home ownership
Renter
207 | 26.7%

Age of children
13–18
5 | 0.6%

Channel preference

TV 44 | 188 | 21
35 | 87 | 13

Key features

- Discount shoppers
- Retirement communities
- TV entertainment
- Tech novices
- Active health maintenance
- Avid newspaper readers

Technology adoption

Novices

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Q65 Mature and Wise

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

1.43% | 1.14%

Head of household age

19–24		0.19%
25–30		0.19%
31–35		0.34%
36–45		0.95%
46–50		0.42%
51–65		18.41%
66–75	305	36.03%
76+	456	43.47%

Family structure

With kids		
Married		1.71%
Single male		0.19%
Single female		0.30%
Unknown status	239	1.10%
Without kids		
Married		20.27%
Single male		6.83%
Single female		3.61%
Unknown status	852	65.98%

Home ownership

Homeowner		63.02%
Renter	207	26.73%
Unknown		10.25%

Education

Less than high school	17.31%
High school diploma	38.57%
Some college	20.99%
Bachelor's degree	11.62%
Graduate's degree	11.50%

Estimated household income

Less than $15,000	256	13.21%
$15,000–$24,999	336	18.72%
$25,000–$34,999	274	20.43%
$35,000–$49,999		23.20%
$50,000–$74,999		14.69%
$75,000–$99,999		5.43%
$100,000–$124,999		1.90%
$125,000–$149,999		1.14%
$150,000–$174,999		0.49%
$175,000–$199,999		0.53%
$200,000–$249,999		0.04%
$250,000+		0.23%

Age of children

0–3	0.42%
4–6	0.30%
7–9	0.46%
10–12	0.34%
13–18	0.65%

Estimated current house value

Less than $50,000	258	6.26%
$50,000–$74,999	259	10.93%
$75,000–$99,999	210	11.47%
$100,000–$149,999		22.02%
$150,000–$174,999		10.14%
$175,000–$199,999		7.56%
$200,000–$249,999		9.76%
$250,000–$299,999		6.11%
$300,000–$349,999		4.21%
$350,000–$399,999		3.76%
$400,000–$499,999		3.53%
$500,000–$749,999		2.89%
$750,000+		1.37%

Length of residency

1 year or less	15.87%
2–3 years	12.91%
4–5 years	11.47%
6–7 years	8.05%
8–9 years	7.74%
10–14 years	12.60%
15–19 years	11.50%
20–24 years	7.33%
25+ years	12.53%

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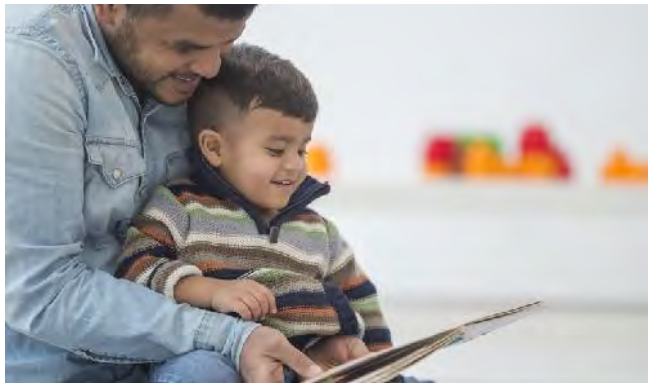
R66 Ambitious Dreamers

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

1.91% | 1.22%



Key features

- Single parents
- Apartment dweller
- Bilingual
- Low value properties
- Team sports
- Sub-prime credit

Who we are

Head of household age
25–30
286 | 29.4%

Type of property
Single family
94 | 87.2%

Est. Household income
Less than $15,000
446 | 23.0%

Household size
1 person
262 | 90.2%

Home ownership
Renter
701 | 90.5%

Age of children
13–18
113 | 14.5%

Channel preference

TV 170 | 36 | 641
201 | 8 | 10

Technology adoption

Wizards

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R R66 R67

R66 Ambitious Dreamers

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

1.91% | 1.22%

Head of household age

19–24	320	14.60%
25–30	286	29.41%
31–35		17.71%
36–45		21.59%
46–50		4.65%
51–65		9.99%
66–75		1.12%
76+		0.94%

Family structure

With kids		
Married		2.88%
Single male	1017	28.11%
Single female	944	29.85%
Unknown status		0.28%
Without kids		
Married		0.80%
Single male	346	22.26%
Single female	412	15.31%
Unknown status		0.49%

Home ownership

Homeowner		2.04%
Renter	701	90.51%
Unknown		7.45%

Education

Less than high school	311	35.52%
High school diploma		24.74%
Some college		27.67%
Bachelor's degree		7.49%
Graduate's degree		4.58%

Estimated household income

Less than $15,000	446	23.00%
$15,000–$24,999	398	22.18%
$25,000–$34,999	235	17.53%
$35,000–$49,999		12.56%
$50,000–$74,999		15.80%
$75,000–$99,999		5.17%
$100,000–$124,999		1.75%
$125,000–$149,999		1.19%
$150,000–$174,999		0.37%
$175,000–$199,999		0.30%
$200,000–$249,999		0.10%
$250,000+		0.03%

Age of children

0–3		4.98%
4–6		5.65%
7–9		12.92%
10–12		6.13%
13–18		14.50%

Estimated current house value

Less than $50,000	594	14.42%
$50,000–$74,999	468	19.74%
$75,000–$99,999	311	16.99%
$100,000–$149,999		23.00%
$150,000–$174,999		6.79%
$175,000–$199,999		4.30%
$200,000–$249,999		6.07%
$250,000–$299,999		3.94%
$300,000–$349,999		1.80%
$350,000–$399,999		1.01%
$400,000–$499,999		1.03%
$500,000–$749,999		0.73%
$750,000+		0.18%

Length of residency

1 year or less	298	46.42%
2–3 years		19.54%
4–5 years		13.43%
6–7 years		7.31%
8–9 years		5.01%
10–14 years		5.50%
15–19 years		1.65%
20–24 years		0.74%
25+ years		0.40%

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R67 Passionate Parents

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

1.38% | 0.93%

Who we are

Head of household age
19–24
505 | 23.0%

Type of property
Single family
98 | 90.7%

Est. Household income
Less than $15,000
722 | 37.2%

Household size
1 person
236 | 81.4%

Home ownership
Renter
720 | 93.0%

Age of children
7–9
168 | 19.9%

Channel preference

TV 390 | 64 | 713
217 | 9 | 32

Key features

- Single parents
- City living
- Cable TV
- Ambitious
- Cash not credit
- Shopping as entertainment

Technology adoption

Wizards

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R R66 R67

R67 Passionate Parents

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

1.38% | 0.93%

Head of household age

19–24	505	23.03%
25–30		16.65%
31–35		19.44%
36–45		22.73%
46–50		8.57%
51–65		8.79%
66–75		0.20%
76+		0.59%

Family structure

With kids		
Married		7.74%
Single male	887	24.51%
Single female	1245	39.36%
Unknown status		0.10%
Without kids		
Married		0.83%
Single male	253	16.25%
Single female	300	11.15%
Unknown status		0.06%

Home ownership

Homeowner		0.63%
Renter	720	93.05%
Unknown		6.32%

Education

Less than high school	255	29.20%
High school diploma		29.47%
Some college		29.85%
Bachelor's degree		6.44%
Graduate's degree		5.04%

Estimated household income

Less than $15,000	722	37.17%
$15,000–$24,999	450	25.08%
$25,000–$34,999		14.48%
$35,000–$49,999		8.27%
$50,000–$74,999		10.97%
$75,000–$99,999		3.09%
$100,000–$124,999		0.45%
$125,000–$149,999		0.33%
$150,000–$174,999		0.04%
$175,000–$199,999		0.06%
$200,000–$249,999		0.02%
$250,000+		0.02%

Age of children

0–3		16.65%
4–6		13.51%
7–9		19.86%
10–12		11.19%
13–18		10.91%

Estimated current house value

Less than $50,000	1361	33.06%
$50,000–$74,999	641	27.07%
$75,000–$99,999	304	16.57%
$100,000–$149,999		14.01%
$150,000–$174,999		2.99%
$175,000–$199,999		1.75%
$200,000–$249,999		1.87%
$250,000–$299,999		1.06%
$300,000–$349,999		0.55%
$350,000–$399,999		0.49%
$400,000–$499,999		0.32%
$500,000–$749,999		0.22%
$750,000+		0.04%

Length of residency

1 year or less	267	41.67%
2–3 years		17.49%
4–5 years		13.30%
6–7 years		7.58%
8–9 years		6.11%
10–14 years		8.63%
15–19 years		2.86%
20–24 years		1.28%
25+ years		1.08%

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S68 Small Town Sophisticates

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

1.21% | 0.92%

Who we are

Head of household age
51–65
139 | 39.6%

Type of property
Single family
104 | 96.7%

Est. Household income
Less than $15,000
402 | 20.7%

Household size
1 person
201 | 69.4%

Home ownership
Renter
296 | 38.3%

Age of children
7–9
31 | 3.7%

Channel preference

TV		
80	54	243
45	6	27

Key features

- Modest spenders
- Rural towns
- Single, empty-nesters
- Modest educations
- Frozen food fans
- Basic cell phones

Technology adoption

Novices

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S68 Small Town Sophisticates

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

1.21% | 0.92%

Head of household age

19–24		5.68%
25–30		6.99%
31–35		5.19%
36–45		14.29%
46–50		7.13%
51–65		39.57%
66–75		10.37%
76+		10.77%

Family structure

With kids		
Married		9.57%
Single male	209	5.77%
Single female	223	7.07%
Unknown status	507	2.34%
Without kids		
Married		16.96%
Single male	377	24.26%
Single female	359	13.32%
Unknown status	267	20.71%

Home ownership

Homeowner		48.77%
Renter	296	38.26%
Unknown	242	12.97%

Education

Less than high school	226	25.79%
High school diploma		36.67%
Some college		26.99%
Bachelor's degree		6.82%
Graduate's degree		3.72%

Estimated household income

Less than $15,000	402	20.71%
$15,000–$24,999	372	20.77%
$25,000–$34,999	256	19.12%
$35,000–$49,999		16.85%
$50,000–$74,999		16.03%
$75,000–$99,999		4.64%
$100,000–$124,999		0.73%
$125,000–$149,999		0.81%
$150,000–$174,999		0.13%
$175,000–$199,999		0.13%
$200,000–$249,999		0.04%
$250,000+		0.02%

Age of children

0–3		2.12%
4–6		1.67%
7–9		3.70%
10–12		2.06%
13–18		3.53%

Estimated current house value

Less than $50,000	967	23.49%
$50,000–$74,999	676	28.53%
$75,000–$99,999	374	20.43%
$100,000–$149,999		17.19%
$150,000–$174,999		3.59%
$175,000–$199,999		2.27%
$200,000–$249,999		2.58%
$250,000–$299,999		1.15%
$300,000–$349,999		0.40%
$350,000–$399,999		0.19%
$400,000–$499,999		0.10%
$500,000–$749,999		0.06%
$750,000+		0.02%

Length of residency

1 year or less		25.97%
2–3 years		14.33%
4–5 years		10.65%
6–7 years		7.90%
8–9 years		7.39%
10–14 years		11.66%
15–19 years		6.90%
20–24 years		4.82%
25+ years		10.37%

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S69 Urban Legacies

Middle-aged, sophisticated singles established in modest urban settings

1.53% | 1.41%

Who we are

Head of household age
51–65
140 | 39.8%

Type of property
Single family
106 | 97.8%

Est. Household income
Less than $15,000
429 | 22.1%

Household size
1 person
152 | 52.6%

Home ownership
Renter
208 | 26.9%

Age of children
7–9
59 | 7.0%

Channel preference

TV 381 | 86 | 320
75 | 17 | 76

Key features

- Modest budgets
- Influenced by celebrities
- Impulse shoppers
- Lower value housing
- Modest educations
- Style on a budget

Technology adoption

Wizards

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S69 Urban Legacies

Middle-aged, sophisticated singles established in modest urban settings

1.53% | 1.41%

Head of household age

19–24		6.28%
25–30		4.25%
31–35		6.01%
36–45		12.98%
46–50		8.81%
51–65		39.83%
66–75		12.22%
76+		9.61%

Family structure

With kids		
Married		10.42%
Single male	330	9.13%
Single female	340	10.75%
Unknown status		0.91%
Without kids		
Married		11.49%
Single male	409	26.28%
Single female	448	16.61%
Unknown status		14.42%

Home ownership

Homeowner		63.46%
Renter	208	26.86%
Unknown		9.68%

Education

Less than high school	19.56%
High school diploma	40.52%
Some college	27.82%
Bachelor's degree	8.05%
Graduate's degree	4.05%

Estimated household income

Less than $15,000	429	22.12%
$15,000–$24,999	330	18.41%
$25,000–$34,999	240	17.91%
$35,000–$49,999		18.53%
$50,000–$74,999		17.17%
$75,000–$99,999		4.52%
$100,000–$124,999		0.66%
$125,000–$149,999		0.48%
$150,000–$174,999		0.12%
$175,000–$199,999		0.05%
$200,000–$249,999		0.02%
$250,000+		0.02%

Age of children

0–3	4.95%
4–6	4.52%
7–9	6.97%
10–12	6.03%
13–18	6.04%

Estimated current house value

Less than $50,000	1334	32.42%
$50,000–$74,999	587	24.77%
$75,000–$99,999	278	15.17%
$100,000–$149,999		17.01%
$150,000–$174,999		4.01%
$175,000–$199,999		2.47%
$200,000–$249,999		1.93%
$250,000–$299,999		0.85%
$300,000–$349,999		0.53%
$350,000–$399,999		0.26%
$400,000–$499,999		0.37%
$500,000–$749,999		0.20%
$750,000+		0.01%

Length of residency

1 year or less	10.63%
2–3 years	8.10%
4–5 years	7.20%
6–7 years	6.81%
8–9 years	7.03%
10–14 years	13.69%
15–19 years	9.11%
20–24 years	9.16%
25+ years	28.28%

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S70 Thrifty Singles

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

0.22% | 0.15%

Who we are

Head of household age
36–45
288 | 44.3%

Type of property
Multi-family: 2 units
1012 | 14.6%

Est. Household income
Less than $15,000
547 | 28.2%

Household size
1 person
272 | 93.9%

Home ownership
Renter
669 | 86.4%

Age of children
7–9
170 | 20.1%

Channel preference

TV		
96	76	276
86	9	13

Key features

- Rental housing
- Rural towns
- Blue-collar jobs
- Trusts medication
- Bargain hunters
- Multi-family properties

Technology adoption

Wizards

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S70 Thrifty Singles

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

0.22% | 0.15%

Head of household age

19–24		2.91%
25–30		5.50%
31–35		7.44%
36–45	288	44.34%
46–50		10.68%
51–65		19.74%
66–75		2.27%
76+		7.12%

Family structure

With kids		
Married		23.30%
Single male	550	15.21%
Single female	502	15.86%
Unknown status	3225	14.89%
Without kids		
Married		5.83%
Single male		9.39%
Single female		4.85%
Unknown status		10.68%

Home ownership

Homeowner		1.94%
Renter	669	86.41%
Unknown	218	11.65%

Education

Less than high school	376	43.04%
High school diploma		32.69%
Some college		14.56%
Bachelor's degree		6.80%
Graduate's degree		2.91%

Estimated household income

Less than $15,000	547	28.16%
$15,000–$24,999	389	21.68%
$25,000–$34,999		14.89%
$35,000–$49,999		11.00%
$50,000–$74,999		14.89%
$75,000–$99,999		5.18%
$100,000–$124,999		1.62%
$125,000–$149,999		1.29%
$150,000–$174,999		0.65%
$175,000–$199,999		0.65%
$200,000–$249,999		0.00%
$250,000+		0.00%

Age of children

0–3		2.27%
4–6		2.91%
7–9		20.06%
10–12		3.88%
13–18		7.77%

Estimated current house value

Less than $50,000	253	6.15%
$50,000–$74,999	268	11.33%
$75,000–$99,999	320	17.48%
$100,000–$149,999	201	26.54%
$150,000–$174,999		9.06%
$175,000–$199,999		4.85%
$200,000–$249,999		11.00%
$250,000–$299,999		6.47%
$300,000–$349,999		1.62%
$350,000–$399,999		1.94%
$400,000–$499,999		1.62%
$500,000–$749,999		1.29%
$750,000+		0.65%

Length of residency

1 year or less	370	57.61%
2–3 years		18.45%
4–5 years		10.03%
6–7 years		4.85%
8–9 years		2.59%
10–14 years		4.21%
15–19 years		0.97%
20–24 years		1.29%
25+ years		0.00%

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S71 Modest Retirees

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

0.61% | 0.45%

Key features

- City renters
- Frozen dinners
- Multi-family properties
- Modest education
- Limited budgets
- Shop to relax

Who we are

Head of household age
51–65
244 | 69.4%

Type of property
Multi-family: 101+ units
1859 | 25.2%

Est. Household income
Less than $15,000
427 | 22.0%

Household size
1 person
233 | 80.3%

Home ownership
Renter
512 | 66.2%

Age of children
13–18
9 | 1.2%

Channel preference

TV 163	38	198
102	43	29

Technology adoption

Wizards

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S71 Modest Retirees

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

0.61% | 0.45%

Head of household age

19–24		1.85%
25–30		0.93%
31–35		0.69%
36–45		5.32%
46–50		2.31%
51–65	244	69.44%
66–75		12.50%
76+		6.94%

Family structure

With kids		
Married		0.00%
Single male		2.55%
Single female		3.24%
Unknown status	301	1.39%
Without kids		
Married		4.17%
Single male	597	38.43%
Single female	748	27.78%
Unknown status	290	22.45%

Home ownership

Homeowner		25.46%
Renter	512	66.20%
Unknown		8.33%

Education

Less than high school		19.21%
High school diploma		40.74%
Some college		21.06%
Bachelor's degree		12.04%
Graduate's degree		6.94%

Estimated household income

Less than $15,000	427	21.99%
$15,000–$24,999	340	18.98%
$25,000–$34,999	236	17.59%
$35,000–$49,999		14.58%
$50,000–$74,999		18.29%
$75,000–$99,999		3.70%
$100,000–$124,999		2.08%
$125,000–$149,999		1.62%
$150,000–$174,999		0.23%
$175,000–$199,999		0.69%
$200,000–$249,999		0.23%
$250,000+		0.00%

Age of children

0–3		0.93%
4–6		0.69%
7–9		0.93%
10–12		0.23%
13–18		1.16%

Estimated current house value

Less than $50,000	419	10.19%
$50,000–$74,999	395	16.67%
$75,000–$99,999	305	16.67%
$100,000–$149,999		24.07%
$150,000–$174,999		6.94%
$175,000–$199,999		4.63%
$200,000–$249,999		7.18%
$250,000–$299,999		6.25%
$300,000–$349,999		3.01%
$350,000–$399,999		0.93%
$400,000–$499,999		1.85%
$500,000–$749,999		1.16%
$750,000+		0.46%

Length of residency

1 year or less		26.85%
2–3 years		12.50%
4–5 years		11.34%
6–7 years		9.49%
8–9 years		9.26%
10–14 years		12.04%
15–19 years		6.48%
20–24 years		5.79%
25+ years		6.25%

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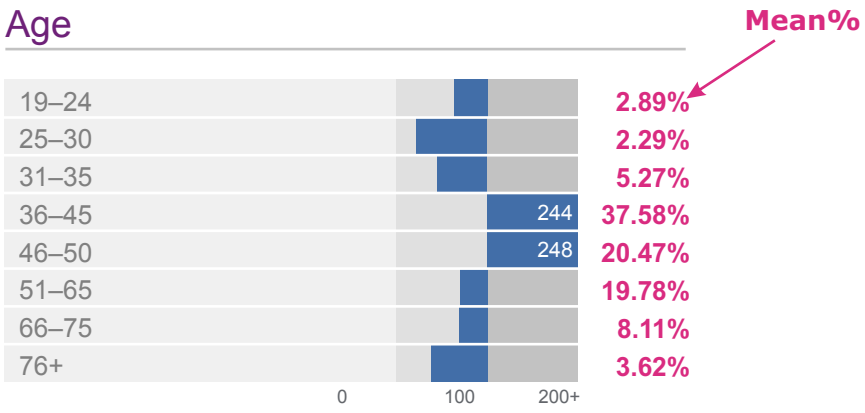
Charts provide details of the key variables used to build and describe the Mosaic groups and types.

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:



This shows that:

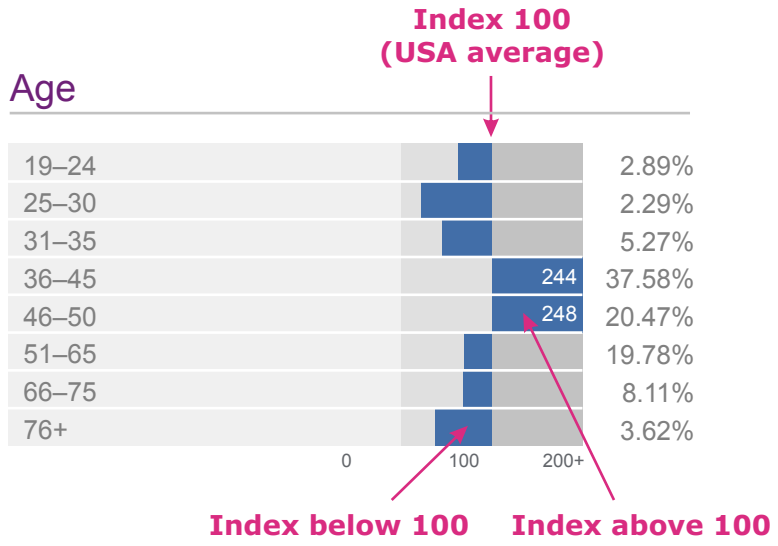
2.89% of Group D are aged 19–24
2.29% of Group D are aged 25–30
5.27% of Group D are aged 31–35
37.58% of Group D are aged 36–45
20.47% of Group D are aged 46–50
19.78% of Group D are aged 51–65
8.11% of Group D are aged 66–75
3.62% of Group D are aged 76+

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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