

CLARITAS CONNEXIONS SEGMENT NARRATIVES 2020

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INTRODUCTION TO CLARITAS CONNEXIONS

Claritas has remained at the forefront of segmentation development due to our willingness to adapt our data techniques to keep pace with the geodemographic data available through the U.S. Census Bureau and other sources. Improvements created by Claritas in statistical techniques during the 1990's, combined with new data sources and Census 2010 data, offered Claritas the rare opportunity to build a unique solution for consumer segmentation. The result was Claritas PRIZM, which serves as the basis for Claritas ConneXions, the premier segmentation system for communications marketers.

This document includes a high-level overview of the techniques used to create the ConneXions® segmentation system. More detailed information about model development, segment assignments, and Technodoption can be found in the *Claritas ConneXions Methodology Document*.

Overview

With ConneXions, Claritas has created a seamless transition between household level segmentation and traditional geodemographics by providing the same segments at all levels. Having the ability to downshift from geodemographic to household level detail makes it possible for marketers to move effortlessly from market planning and media strategy to customer acquisition, cross selling, and retention (CACR).

ConneXions classifies every U.S. household into one of 53 consumer segments based on the video, voice, and data purchasing preferences of that household. ConneXions offers a complete set of ancillary databases and links to third-party data. This allows marketers to use data outside of their own customer files to pinpoint products and services that their best customers are most likely to use as well as locate their best customers on the ground. ConneXions enables marketers to create a complete portrait of their customers by answering these important questions:

- Who are my ideal customers?
- What are they like?
- Where can I find them?
- How can I reach them?

ConneXions' external links allow for company-wide integration of a single customer concept. Beyond coding records for analysis, Claritas can also provide estimates of markets and trade areas for location analytics, as well as profile databases for behaviors ranging from leisure time preferences to shopping to eating to favorite magazines and TV shows, all of which can help craft advertising messaging and media strategy.

Components of the ConneXions system can be grouped by the stage of customer analysis, as shown below:

CUSTOMER ANALYSIS STAGE	CONNEXIONS COMPONENT USED
Coding customer records	Household-level coding Geodemographic coding and/or fill in
Comparing coded customer records to trade area(s)	Current-year segment distributions Five-year segment distributions ConneXions Z6 (Delivery Point Code) segment distributions

CUSTOMER ANALYSIS STAGE	CONNEXIONS COMPONENT USED
Determining segment characteristics for demographics, lifestyle, media, and other behaviors	Household Demographic Profiles Neighborhood Demographic Profiles Claritas Consumer Profiles Claritas Technology Behavior Profiles

Model Development

Claritas ConneXions culminated two years of research and development in a groundbreaking methodology that allows marketers to seamlessly shift from ZIP Code level to block group level to ZIP+4 level, all the way down to the individual household level—all with the same set of 53 segments. This single set of segments affords marketers the benefits of household level detail in applications such as direct mail, while at the same time maintaining the broad market linkages, usability, and cost-effectiveness of geodemographics for applications such as market sizing and site selection.

Statistical Techniques

With ConneXions®, Claritas broke with traditional clustering algorithms to embrace a new technology that yields better segmentation results. ConneXions was created by a proprietary method developed by Claritas statisticians called Multivariate Divisive Partitioning (MDP). MDP borrows and extends a tree partitioning method that creates the segments based on demographics that matter most in differentiating household behaviors.

The most common tree partitioning technique, Classification and Regression Trees (CART), involves a more modeling-oriented process than clustering. Described simply, the CART technique requires statisticians to begin with a single behavior of interest they wish to predict. To start the process, all respondent households are grouped into a single segment with regard to the behavior of interest. Predictor variables such as income, age, and presence of children are analyzed to find the variable—and the appropriate value of that variable—that divides the single segment into two segments that have the greatest difference for the behavior of interest. Additional splitting continues until all effective splits have been made, or the size of the segment created by the split falls below a target threshold. Multivariate Divisive Partitioning extended the basic CART process to simultaneously optimize across hundreds of distinct behaviors at once. This advancement allowed Claritas to take full advantage of the nearly 10,000 behaviors and hundreds of demographic predictor variables available at different geographic levels, including the household level. The MDP process was run hundreds of times, with varying sets of behaviors, predictor variables, and a number of other parameters, to ensure that the resulting segments represent behaviorally important groupings.

Data Sources

In developing ConneXions, Claritas assembled a database that included more than 100,000 household records from sources that include the proprietary Claritas Technology Behavior Track survey and GfK Mediamark Research & Intelligence LLC, (MRI) *Survey of the American Consumer*®. Each of these records includes demographic data and nearly 2,000 behavioral measures. The behavioral data included measures of both penetration and volume. For example, data is available not only about whether a household subscribes to an Internet service (penetration) but also about how much the household pays for that subscription (volume). Most important, every record in the file had demographic

data reported by the survey respondents themselves. This database was regarded as an unprecedented benchmark for other data sources, including the compiled list data that would ultimately be used to append Claritas ConneXions to customer records.

Segment Assignments

When implementing ConneXions® on third-party files, segment assignments depend on the compiled list data from the third-party. The unique models built for each partner are designed to produce a distribution of assignments that mirrors the distribution produced by the Claritas MultiSource Aggregation and Distributional Alignment (MADA) process. MADA is a proprietary methodology for assessing national distributions, which begins with the annual Claritas demographic update, and is informed by additional data from the Claritas Technology Track survey; Epsilon™ Data Management, LLC.; Valassis™ Direct Mail, Inc., Infogroup™, Inc.; and TomTom® North America, Inc. This combination of data sources provides Claritas a unique competitive advantage in its segmentation assignment methodology, due to the unparalleled breadth and depth of address-level information. By combining data from multiple vendors with data from the annual Claritas demographic update, Claritas can make ConneXions single assignments at the ZIP+6, ZIP+4, Block Group, and ZIP Code levels, allowing better fill-in for records that do not get a household-level assignment.

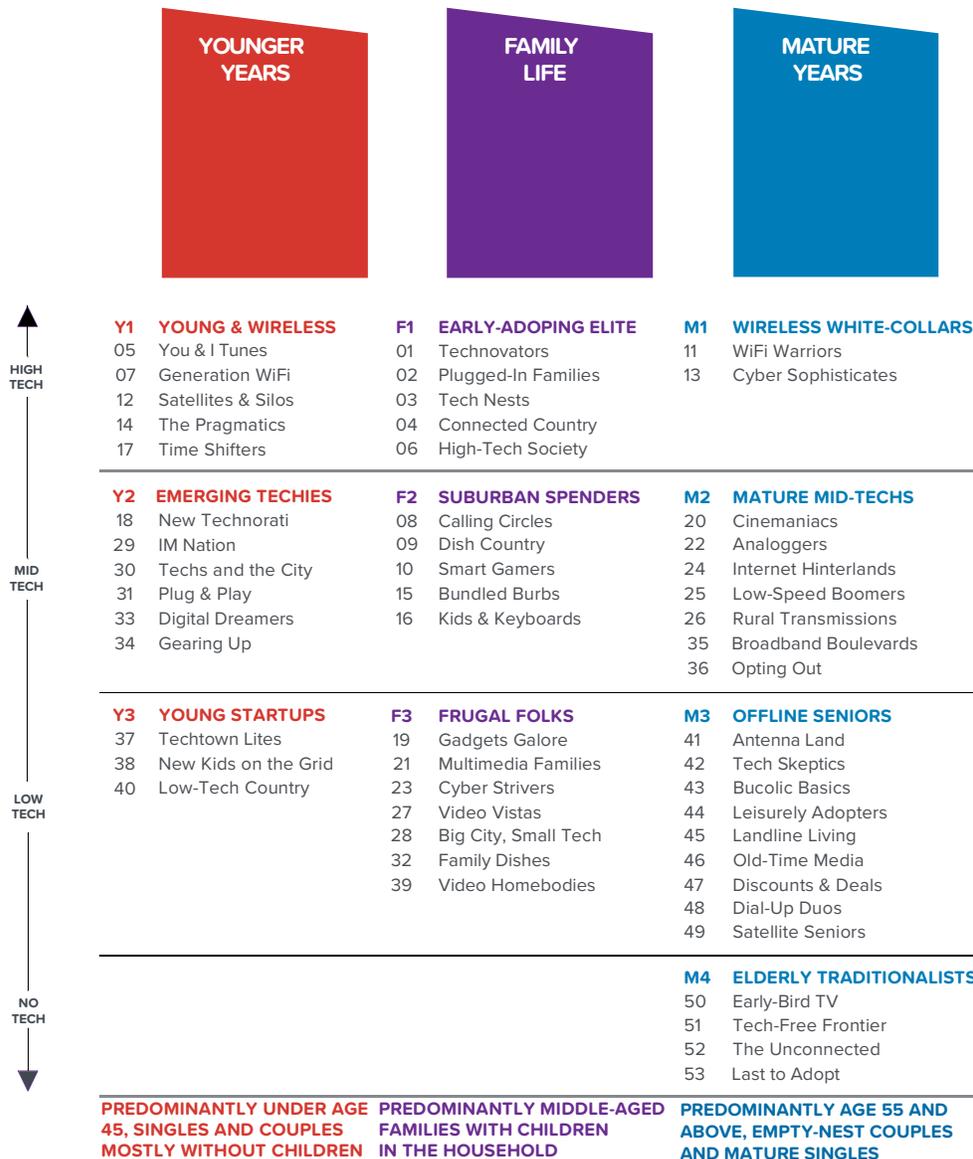
Claritas Technodoption

A distinguishing feature of ConneXions is its use of Technodoption, a proprietary Claritas model that measures the willingness of a household to adopt new technology early in its lifecycle. The four levels of Technodoption are as follows:

- **High Tech**—Segments classified as High Tech are the technology trendsetters. They are the most likely of all ConneXions segments to be the first to try new technology—every new technology.
- **Mid Tech**—Segments classified as Mid Tech are a bit more selective about the new technologies they will try, although it is unclear if savvy or salary is driving the hard choices. They are frequently heavy users of one particular product or service while lagging in other products.
- **Low Tech**—Segments classified as Low Tech are best described as those with big dreams and low budgets. Many of these segments would adopt more technology products if they could afford to.
- **No Tech**—Segments classified as No Tech not only pass on trying new technology, they are also lagging in adopting well-established technology.

CLARITAS CONNEXIONS LIFESTAGE GROUPS

Technodoption is combined with the Claritas Lifestage classifications to form the framework for the Claritas ConneXions group typology, shown on page 4. In this matrix, ConneXions® segments are organized by their predominant Lifestage Group on horizontal axis and technodoption from Higher to Lower on the vertical axis.



Claritas ConneXions Lifestage classifications provide a different way to look at groups of ConneXions® segments. ConneXions Lifestage Groups are based for Technodoption and a combination of householder age and household composition.

Within three Lifestage classes—Younger Years, Family Life, and Mature Years—the 53 segments are further grouped into 10 Lifestage Groups. Each Lifestage Group's combination of the three variables—Technodoption, householder age, and presence of children at home—help paint a more vivid picture of the likely lifestyle of the segments in that group. For example, the three Lifestage Groups that comprise the class Younger Years share the characteristic that the majority of households are young and childless.

What differentiates Y1: Young & Wireless, from Y2: Emerging Elite, is the age at which residents have achieved this level of Technodoption. Similarly, the four groups of segments that make up Family Life have children in common, while segments categorized as Mature Years are mostly empty nesters. The most tech savvy family segments fall into F1: Early-Adopting Elite, which includes Technovators, Plugged-In Families, Tech Nests, Connected Country and High-Tech Society.

Interpreting Claritas ConneXions Demographics

Claritas provides a series of demographic descriptors used to classify the segments across core dimensions. While demographics form the basis for every segment assignment, not every segment falls neatly into only one category for each demographic. Detailed information about the predominant values for each of the demographic descriptors can be found in the *Claritas Segment Descriptors Release Notes*.

YOUNGER YEARS (Y)

Segments in Younger Years (Y) consist of mostly singles and couples who are typically under 45 years old and generally have no children in the household. Residents may feel they are too young to have children and/or are approaching middle age and choose not to have them. At the household level, around age 45 is the cutoff for most segments. Among these younger segments, only those explicit in their definition for lack of children or with low indices for presence of children tend to be included in Younger Years.

Y1: Young & Wireless



The Young & Wireless group consists mostly of young, upscale singles and couples who tend to be technology trendsetters. Most of the households in these five segments love wireless devices and connect to the Internet by smartphone, laptop, and handheld devices. Many gave up their landline telephones long ago, if they ever had them, for smartphones with the most up-to-date technology. They subscribe to digital cable packages with on-demand features, pay-per-view programs, and channels like Cinemax, HBO, Comedy Central, and MTV, but most of their leisure time at home is spent online, downloading music, streaming video, and checking out information about jobs, cars, and apartments. This group finds themselves at the point in their life where they are ready to go back to school and often opt to take college courses online. They do however, also find time to use technology for online dating, fantasy sports, and streaming live sports and TV shows. Serious music fans, they rarely travel without their music players and car radios blaring an eclectic mix ranging from urban contemporary to classical. When it comes to cool technology, like wearable devices, they own them and use them heavily.

- 05 [You & I Tunes](#)
- 07 [Generation WiFi](#)
- 12 [Satellites & Silos](#)
- 14 [The Pragmatics](#)
- 17 [Time Shifters](#)

Y2: Emerging Techies



The six segments that make up Emerging Techies are filled with younger, lower-to middle-class singles and couples who are tech savvy but may lack the income for the latest gear. This group finds themselves at the precipice of life's next big step, as many are looking for a new job, moving, and/or planning on getting married. Concentrated in city apartments, these multi-ethnic households are heavy users of smartphones that allow them to access the Internet, play games, download music and video, and texting friends or using Snapchat. No apartment of Emerging Techies would be complete without a video gaming system connected to the TV. In fact, gaming is the principal use for the TV screen, as these consumers tend not to subscribe to cable, and instead rely on streaming to watch little more than the Independent Film Channel, MTV and BET. They haven't disowned traditional media, listening to alternative rock and urban contemporary radio stations and reading magazines (particularly sports, music, bridal, and men's titles). Residents in these segments tend to have a long list of digital devices they plan to acquire, including tablets and digital cable boxes for on-demand TV, but for now, they are content to wait for their next stage in life and save for the technology they will need when they get there.

- 18 [New Technorati](#)
- 29 [IM Nation](#)
- 30 [Techs and the City](#)

31 [Plug & Play](#)

33 [Digital Dreamers](#)

34 [Gearing Up](#)

Y3: Young Startups



The three segments in Young Startups feature relatively young, blue-collar households with big technology dreams, but few resources for achieving them. Widely scattered throughout the country, they have low rates for high-speed Internet access, digital cable, or satellite TV service. They prefer simplicity in life – opting for cell phone plans that are easy to understand without lengthy contracts. They spend very little time online and forego online shopping for visiting brick and mortar locations like Dollar General. They do not pay bills online, instead choosing to pay in person or over the phone with the help of a service representative. These largely-childless consumers make do with a single TV, prepaid cell phones, and weekly video rentals. Those who can afford basic cable or satellite service sign up for the TV On Demand feature and channels that air movies, professional wrestling matches, soap operas, and other daytime programming. Not yet loyal to their communications companies, some have recently changed providers for better customer service. This group finds value a life spent less connected to a device.

37 [Techtown Lites](#)

38 [New Kids on the Grid](#)

40 [Low-Tech Country](#)

FAMILY LIFE (F)

Family Life (F) is composed of segments that are middle-aged and either defined by presence of children in the household or have high indices for households with children under age 18. They may be married couples or single parents. At the household level, presence of children is the primary driver for many segments in this class. While this class also includes segments where the presence of children is not explicit at the household level, in general they do show high indices for that characteristic.

F1: Early-Adoption Elite



Early-Adopting Elite consists of tech savvy Americans with the greatest likelihood of acquiring new technology. These five segments have the most children, the second highest incomes, and the biggest appetites for the latest models of consumer electronics, such as smartphones and wireless technology. Their tech usage doesn't stop at handhelds either, with even their cars having features like backup cameras. Most of the adults are white-collar workers who own products that make it easier to work outside the office, such as company provided smartphones and laptops. In their

small towns and suburbs, they also have a high rate for telecommuting and outfitting their home offices with a wireless network and the latest office equipment. To occupy their kid filled lives, they buy a lot of handheld gaming devices, video gaming consoles, and computers with software for education, entertainment, and exchanging e-mail. They are likely to own 3D televisions and subscribe to sports packages, so they don't miss a game. No group scores higher for Internet usage, with adults going online to bank, track investments, get news, and research purchases. These segments express a strong preference for parenting and business magazines, followed by cable TV networks that offer children's programs and movies. They have wearable devices to track their fitness to ensure they are in shape to keep pace with their families.

- 01 [Technovators](#)
- 02 [Plugged-In Families](#)
- 03 [Tech Nests](#)
- 04 [Connected Country](#)
- 06 [High-Tech Society](#)

F2: Suburban Spenders



The members of the Suburban Spenders group rank second in adopting new technology. This group is focused on their family, relying on devices to stay connected to their loved ones, share and post pictures of their children, and visit sites that inspire ideas for the perfect party, teacher gift, and holiday celebration. Consisting of midscale to upscale families in the suburban sprawl, these five segments spend heavily to keep their families online, connected, and entertained.

The households here typically own multiple smartphones, TVs, and video gaming systems. They turn their computers into the focus of their family rooms, programming them with kid-oriented software for gaming, education, and e-mail. Most families have connected their TVs to cable—with a fair percentage getting HD channels—to watch everything from Nickelodeon and Disney to VH1 and pay-per-view movies, but they do love to rent movies from kiosks, like Redbox. They still consume a lot of traditional media, listening to radio stations that play pop contemporary hits, and hot AC, as well as reading magazines that cover parenting and sports, but they also download music and own smartphones. Increasingly, they order bundled service packages for phone, Internet, and cable service—because it's convenient. Their busy lifestyles mean they watch videos outside of the home on tablets and smartphones, and view most programming at home on demand, through a digital media player, or streaming.

- 08 [Calling Circles](#)
- 09 [Dish Country](#)
- 10 [Smart Gamers](#)
- 15 [Bundled Burbs](#)
- 16 [Kids & Keyboards](#)

F3: Frugal Folks



With their mostly lower-middle-class incomes from blue-collar and service industry jobs, the seven segments that comprise Frugal Folks boast only moderate technology tendencies. Ethnically diverse and widely scattered throughout the exurban landscape, these Americans spend what they can on technology to keep their children entertained at home, indulging them with handheld gaming devices and gaming consoles. Many are video fans who watch On Demand TV on their 5+ home TVs, rent movies, and use their kids' gaming systems to watch video content.

Always looking for a better deal, they've recently switched to a cheaper satellite plan to watch cartoons, daytime soaps, movies, and music videos. They've also lately acquired cell phones but have signed up for prepaid plans to control their budgets. Modest incomes depress Internet usage here and lead these households on a constant search for cheaper service providers. Fans of traditional media, Frugal Folks segments represent a strong market for magazines, especially parenting titles.

- 19 [Gadgets Galore](#)
- 21 [Multimedia Families](#)
- 23 [Cyber Strivers](#)
- 27 [Video Vistas](#)
- 28 [Big City, Small Tech](#)
- 32 [Family Dishes](#)
- 39 [Video Homebodies](#)

MATURE YEARS (M)

Mature Years (M) includes segments whose residents are primarily empty-nesters or those with children in their late teens, away at college or rebounding back to mom and dad's home. At the household level, the primary driver is age, not necessarily the absence of children. Segments that are uniquely child-centered tend to be younger and are grouped under Family Years while those under age 45 and without children are grouped in Younger Years, leaving the last group of segments for the Mature Years.

M1: Wireless White-Collars



The wealthiest Claritas ConneXions group, Wireless White-Collars, consists of suburban Baby Boom couples who spend freely on technology products to enhance their lifestyles. They fill their homes with multiple screens, phones, home theater systems, and DVD players. But they're also heavy users of wireless devices, laptops, and smartphones. The members of this group rank near the top in many areas of Internet use, going online for both business and pleasure: trading stocks, making travel plans, and buying clothing. Many residents are white-collar executives who

telecommute regularly from home offices outfitted with the latest office technology and software. Their entertainment centers are equally well equipped, containing a high-definition cable connection to watch news, business, arts, and sports programs. These news buffs also subscribe to daily newspapers and magazines covering similar executive interests.

11 [WiFi Warriors](#)

13 [Cyber Sophisticates](#)

M2: Mature Mid-Techs

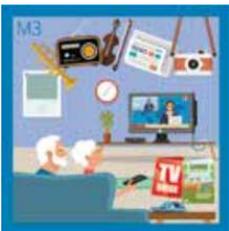


The seven segments in Mature Mid-Techs represent affluent exurban Boomers with moderate technology tastes. Many are empty-nesting couples who have the discretionary cash to outfit their homes with more than five TVs, two laptops, and a mix of landline and cell phones. They buy enhanced satellite service to get premium movie channels as well as history, golf, and business programs. And though it's hard to get high-speed Internet access in their small communities, they're heavy Internet users, relying on DSL connections for online trading, making travel plans, and buying

for business. These educated households are fans of radio, enjoying news/talk, and oldies music stations. But they're more receptive to print media, subscribing to newspapers and travel, finance, and lifestyle magazines, all at above-average rates, which they often access on their tablets and iPads. When available, they buy bundled products, typically involving their Internet service provider.

- 20 [Cinemaniacs](#)
- 22 [Analoggers](#)
- 24 [Internet Hinterlands](#)
- 25 [Low-Speed Boomers](#)
- 26 [Rural Transmissions](#)
- 35 [Broadband Boulevards](#)
- 36 [Opting Out](#)

M3: Offline Seniors



The nine segments of Offline Seniors are late adopters of technology. Concentrated in metro areas, these mature couples and singles have shied away from the latest consumer electronics and wireless technology, ranking low for owning the newest technology. They're still more comfortable with mainstream media, subscribing to cable service for channels like news, movies, and home shopping but have begun to use some newer technology to stay in touch with younger family members. On the radio, they listen to stations that feature news talk, classical music, and adult

standards. They're print media fans who subscribe to a daily paper and pick up money, mature market and weekly digest magazines, but they're only now signing up for inexpensive cell phone plans, mostly to be used in case of an emergency, and definitely without WiFi or App capabilities. Offline Seniors also rank at the bottom for having household members with Internet access. Admittedly slow to change when it comes to technology, they claim that they wouldn't switch their long-distance providers even if offered a 20% discount.

- 41 [Antenna Land](#)
- 42 [Tech Skeptics](#)
- 43 [Bucolic Basics](#)
- 44 [Leisurely Adopters](#)
- 45 [Landline Living](#)

- 46 [Old-Time Media](#)
- 47 [Discounts & Deals](#)
- 48 [Dial-Up Duos](#)
- 49 [Satellite Seniors](#)

M4: Elderly Traditionalists



The downscale seniors in Elderly Traditionalists have mostly missed the revolution in consumer electronics. The four segments in this group rank at the bottom for owning computers, cell phones, and all kinds of wireless gadgets. If they do have a phone, it's almost always a landline. Located in small towns and cities, these retired singles and couples look to television as their chief form of entertainment. They typically watch more than six hours a day on a single TV. Those who can afford it order basic cable service and have high rates for watching daytime soaps, early

evening news, comedies, movies, and religious programming. These elderly Americans also like to read daily newspapers, especially the health, editorial, and TV sections. But they have low rates for consuming other traditional media like radio and magazines. Members of these segments prefer to watch the world go by on their TV screens.

- 50 [Early-Brid TV](#)
- 51 [Tech-Free Frontier](#)
- 52 [The Unconnected](#)
- 53 [Last to Adopt](#)

CONNEXIONS SEGMENT NARRATIVES

Claritas ConneXions Segments are listed in this document in ascending order based on their segment number (01 - 53). Each segment will have an icon for associated Lifestage Group, a descriptive caption, demographic description, a segment narrative, behavioral highlights, Lifestage Group Identification (as shown in the example below).

Segment Number and Segment Name



Segment Descriptive Caption

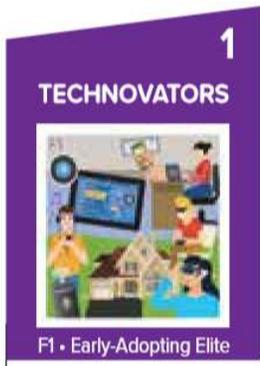
Age Class Income Class Tech-Use Group Household Composition

Paragraph describing the ConneXions® segment. Information may include: Householder (Head-of-Household) demographic characteristics, household characteristics, socio economic data and/or select behaviors.

Owns X Make Vehicle • Shops at X Store • Goes skiing/snowboarding • Flies X Airline • Uses X website • Eats at X Restaurant • Listens to X Radio format

Lifestage Group: Code- Group Name (Predominant Lifestage)

01 Technovators



Wealthy Younger With Kids

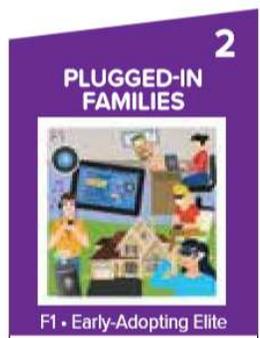
Age 25-44 Wealthy High-Tech With Kids

Rich, educated, and tech-savvy, the members of Technovators lead the nation in acquiring the latest communications and entertainment technology. With their six-figure incomes, these families can afford to equip their homes with wireless computer networks, top of the line televisions, and home theater systems. They indulge their children with a variety of consumer electronic devices. Many of these adults are executives and white-collar telecommuters whose employers provide them with cell phones and laptops. They like to integrate new technology into their cushy lifestyles, and they frequently go online to track their investments, read current affairs, and check email.

Streams video via NHL.TV • Subscribes to Sling TV • Visits Reddit.com • Uses various devices for online Fantasy sports sites and apps • Utilizes Video on Demand to watch children's programs

[Lifestage Group: F1- Early-Adopting Elite \(Family Life\)](#)

02 Plugged-In Families



Upscale Younger With Kids

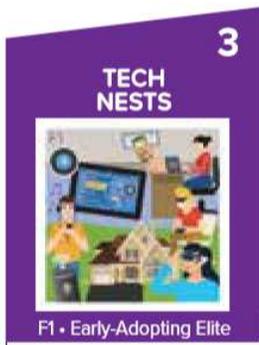
Age 25-44 Upscale High-Tech With Kids

Kids rule in Plugged-In Families, so it's no surprise that the technology and media choices here have a child-friendly skew. Using a variety of new technology is a family affair. As big television and movie fans, they own more than four TV sets, have home theater systems, and consume a variety of streaming video and on-demand services. These households have high rates for owning handheld electronics. To help the family be more connected, they typically own multiple cell phones. The mostly thirty-something parents are educated consumers who use their computers for tracking their finances, trading stocks, and buying merchandise online.

Uses Amazon Music streaming services • Uses portable media player while watching television • Visits meetup.com for social networking • Maintains landline for non-work phone usage • Uses DirecTV NOW for streaming video

[Lifestage Group: F1- Early-Adopting Elite \(Family Life\)](#)

03 Tech Nests



Upper Midscale Younger With Kids

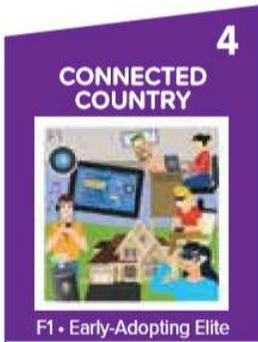
Age 25-44 Upper Midscale High-Tech With Kids

Young, wired families make up Tech Nests, a segment of small-town families with big appetites for consumer electronics. Many of these middle-class twenty-something and thirty-something adults have homes with plenty of technology: streaming video services from satellite companies with DVR services, Sports TV and Premium Channels. They rank highest of the Family Life groups to own top of the line TVs and to have switched subscription TV providers in the past year. They will change Internet providers for a faster connection. Those with a landline phone use it for their home office or business.

Uses portable media to shop while watching TV • Visits Tumblr for social networking • Uses Hulu for streaming services • Uses Spotify for radio streaming services • Watches TV on their Smartphone

[Lifestage Group: F1- Early-Adopting Elite \(Family Life\)](#)

04 Connected Country



Upscale Middle Age With Kids

Age 35-54 Upscale High-Tech With Kids

For the upscale families in Connected Country, satellite dishes and cell phones have brought the world to their rural enclaves. These middle-aged families typically own at least three or more cell phones and five or more TV sets connected to a satellite dish. They particularly enjoy pulling down Children's programming and pay-per-view movies. They also own plenty of mainstream consumer electronics going online for photo processing/sharing, researching upcoming purchases, exchanging email, and getting the latest news. It's not surprising that this segment ranks high for wanting satellite Internet access for work and play.

Has Mobile Phone Primary Use: Child Personal Use Only • Uses Amazon Music for streaming • Purchases vehicles via the internet • Uses Video on Demand to watch children's programs • Watches live sports on Smartphone

[Lifestage Group: F1- Early-Adopting Elite \(Family Life\)](#)

05 You & I Tunes



Upper Midscale Younger Without Kids

Age 25-44 Upper Midscale High-Tech Without Kids

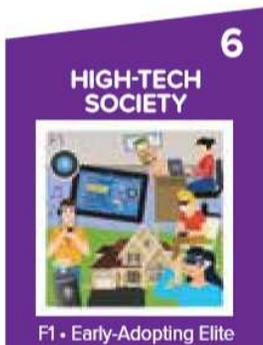
You & I Tunes is a haven for young, upper-middle-class couples into digital music. To hear their favorite bands, they use Internet access for online radio and music downloads. To stay tuned-in with family and friends they enjoy social media. Concentrated in suburban and small-town areas, these are mobile Americans who

live on their cell phones, carry work home on laptops and rely on smartphones to stay current with their email. Many of these consumers have dropped their landline phones altogether and are avid users of their mobile phone connected features. These younger households stream sports via cable TV, have top of the line televisions and a bundled service that includes their mobile phone.

Uses internet to take college courses • Uses Spotify to stream music • Visits Snapchat • Uses a computer to watch movies • Uses Crunchroll.com for streaming video service

[Lifestage Group: Y1- Young & Wireless \(Younger Years\)](#)

06 High-Tech Society



Wealthy Older With Kids

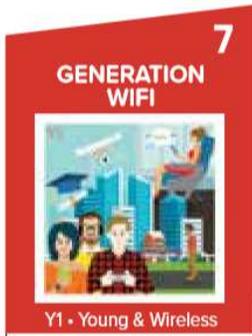
Age 45-64 Wealthy High-Tech With Kids

High-Tech Society represents the most affluent technology-enabled segment in the nation. Nearly all residents earn six-figure incomes, allowing these Baby Boom couples and their children to surround themselves in tech luxury. In small-town and suburban homes, their family rooms are cluttered with electronics. With this segment's high concentration of telecommuters and home-based businesses, many residents hit the road carrying employer-provided cell phones and laptops. Online, they trade stocks, purchase merchandise, and make travel plans. This segment ranks highest in the Family Life groups for spending \$2,500 annually on internet purchases. Offline, they tune their televisions to news, business, and golf programs. With many having multiple landlines to handle business calls and faxes, in addition to their cell phones and cable connections, these Americans have some of the best-equipped home offices in the nation.

Uses an iPad to read the newspaper • Has Mobile Phone Primary Use: Child Personal Use Only • Uses Video on Demand services • Purchases sporting event tickets on the internet • Uses tablet to make travel reservations

[Lifestage Group: F1- Early-Adopting Elite \(Family Life\)](#)

07 Generation WiFi



Upper Midscale Younger Without Kids

Age 25-44 Upper Midscale High-Tech Without Kids

The young singles and couples who make up Generation WiFi are a footloose group. Many of these midscale households have never owned a landline phone and rely on their mobile phones for local, long-distance, and Internet service. They rank high for using their smartphone while watching TV. They fill their metro-area apartments with the latest in consumer electronic enhancements, high-speed Internet access and streaming services. These young consumers watch video on multiple devices and are fans of using Apple phones.

Visits Snapchat • Uses various devices to take online college courses • Utilizes HBO NOW streaming services • Uses Smartphone for dating and personal ads • Watches movies on a computer

[Lifestage Group: Y1- Young & Wireless \(Younger Years\)](#)

08 Calling Circles



Midscale Younger With Kids

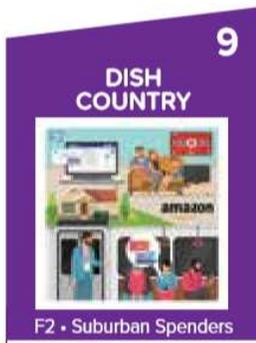
Age 25-44 Midscale High-Tech With Kids

Calling Circles is a diverse segment of households who want technology that is priced beyond what their midscale budgets allow. These young renters own a lot of family-centered consumer electronics like video game consoles and home theater systems. They are big cable TV fans who order on-demand movies and children's programs. As their name implies, they spend heavily for cell phone features like Internet access and unlimited data plans. However, these households admit to a long wish list of new and updated tech products and services they'd still like to acquire: video gaming systems, handheld devices, satellite TV service, and new mobile phone features. Price-sensitive consumers, they will switch TV subscription services in search of the best programming and better price.

Visits CareerBuilder.com • Watches movies on Smartphone • Visited WWE.com • Has Mobile Phone Primary Use: Child Personal Use Only • Views video content on home game console

[Lifestage Group: F2- Suburban Spenders \(Family Life\)](#)

09 Dish Country



Midscale Younger With Kids

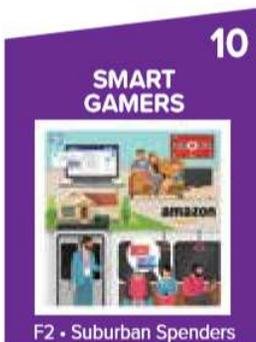
Age 25-44 Midscale High-Tech With Kids

The rural families in Dish Country spend the largest share of their entertainment dollar on a single product: satellite television. In their out-of-the-way communities, these middle-class residents rely on satellite service to provide them with network TV shows, pay-per-view programming, and DVR features. The adults in this segment can afford plenty of consumer electronics for their children, including just about every video game system or handheld game device. They spend a lot of time on their smartphones; going online, downloading music, playing games, shopping, and using social media.

Has mobile phone provider: Straight Talk • Has Mobile Phone Primary Use: Child Personal Use Only • Uses Sling TV for streaming services • Uses tablet for job search • Owns a game console

[Lifestage Group: F2- Suburban Spenders \(Family Life\)](#)

10 Smart Gamers



Wealthy Older With Kids

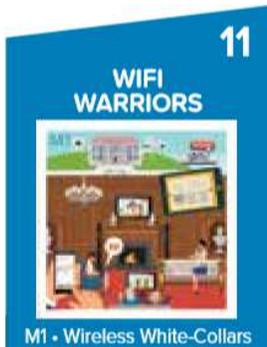
Age 45-64 Wealthy High-Tech With Kids

The Boomer families of Smart Gamers like to work hard and play hard; they excel in both working from home and playing games online. Many of the adults are white-collar management who've wired their homes to accommodate home offices and security systems. They carry a variety of devices like smartphones and tablets to stay in constant contact with their high-power jobs. But they also spend heavily on consumer electronics to satisfy their children's fondness for entertainment and gaming. These households typically own five-plus TV sets along with video game systems and Internet access from Verizon Fios or DSL. With its high concentration of children, this segment scores high for going online to play games, get sports news, and use video on demand for children's programs.

Watch children's programs on demand • Has 5+ TVs in home • Views sports scores and updates on tablet • Visits LivingSocial • Spends \$2,500 or more on online purchases

[Lifestage Group: F2- Suburban Spenders \(Family Life\)](#)

11 WiFi Warriors



Wealthy Middle Age Without Kids

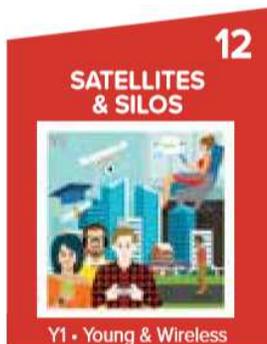
Age 35-54 Wealthy High-Tech Without Kids

WiFi Warriors is a segment of wealthy management who rely on technology for their travel-intensive jobs. They rank at the top for carrying multiple laptops and cell phones, some of which may be paid for by their employers. They own all the equipment necessary for a well-furnished home office. These middle-aged couples have a fondness for decorating their homes with an assortment of laptops and netbooks, TVs, and other gadgets. Fans of traditional media, they like magazines and TV programs that cover golf, tennis, and business. They will read newspapers online using multiple devices. As users of the internet, they typically go online for news, to book travel arrangements, research car purchases, and trade stocks.

Purchases cultural event tickets online • Uses Yelp • Uses TuneIn streaming services • Utilizes Apple Music to stream music • Has a mobile phone primarily for business use

[Lifestage Group: M1- Wireless White-Collars \(Mature Years\)](#)

12 Satellites & Silos



Upper Midscale Middle Age Without Kids

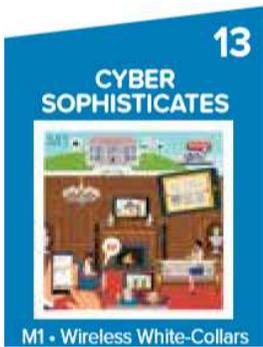
Age <55 Upper Midscale High-Tech Without Kids

The country couples of Satellites & Silos swear by their dishes. Too isolated for cable or DSL services, these middle-aged, upper-middle income, rural residents rely on satellites for most of their entertainment needs. They enjoy shopping for clothes and jewelry but are less likely to visit a conventional mall. They like to shop at Walmart, Sam's Club and Dillard's. When compared to other Younger Years group, they are more likely to listen to satellite radio and have a shared mobile phone plan.

Takes college courses online • Has Satellite Internet connection • Uses tablet to scan QR codes • Uses CBS All Access for streaming • Listens to podcasts on tablet

[Lifestage Group: Y1- Young & Wireless \(Younger Years\)](#)

13 Cyber Sophisticates



Wealthy Middle Age Without Kids

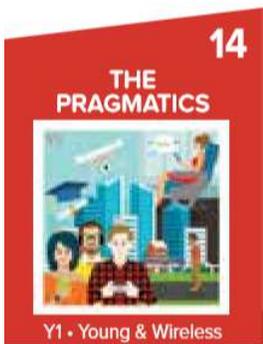
Age 35-54 Wealthy High-Tech Without Kids

One of the wealthier ConneXions segments, Cyber Sophisticates is filled with well-educated Boomer couples who've integrated the Internet into their lives. They rank at the top for using high-speed, wireless Internet access at home. They use the Internet for a range of capital-intensive activities: trading stocks, tracking investments, and booking airline tickets. These metro mix couples travel a lot on business, so it's no surprise that they're the top segment for reading airline magazines. They typically carry cell phones and laptops, with many supplied by their employers. At home, they enjoy relaxing in front of their large-screen TVs wired for digital cable to watch pay-per-view movies and cable networks like CNN, CNBC, ESPN, and the Travel Channel. With many holding jobs as white-collar managers, they embrace smartphone technology to manage emails and support international calls.

Spent \$2,500+ on Internet purchases • Browses PGATour.com • Uses HBO NOW streaming services • Uses Yelp • Owns a wearable device

[Lifestage Group: M1- Wireless White-Collars \(Mature Years\)](#)

14 The Pragmatics



Upscale Middle Age Without Kids

Age 35-54 Upscale High-Tech Without Kids

The upscale metro mixers in The Pragmatics use technology to simplify their lives. These households enjoy using multiple television features through their fiber-optic service. Their mobile phone plans typically have unlimited minute plans with rewards/points programs and early phone upgrade features. They watch most of their TV on their own schedule using DVR and/or TiVo service and have bundled communications plans. They utilize online banking and investing and use tablets to browse the internet and shop.

Uses computer for fantasy sports • Purchases wine online • Uses Yelp • Listens to podcasts via Smartphone • Watches sports live via tablet

[Lifestage Group: Y1- Young & Wireless \(Younger Years\)](#)

15 Bundled Burbs



Upscale Middle Age With Kids

Age 35-54 Upscale High-Tech With Kids

Bundled Burbs is the kind of place where no one needs to argue over who gets to use the household computer, cell phone, or TV set. In this segment of sprawling, upscale families, mixed area homes are cluttered with all manner of consumer electronics: 3-4 TV sets, three or more cell phones, and game consoles. Their kids like to own the latest smartphones and video game systems and their cable TV tastes run toward animation, sports, entertainment specials, and reality programming. They're increasingly going online for their entertainment, especially to download music and listen to streaming audio. Many have added their mobile phone to a service bundle in the last year.

Shopped for games or toys on Amazon • Use portable media player to shop while watching TV • Has Mobile Phone Primary Use: Child Personal Use Only • Visits MeetUp social networking site • Watch children's programs On Demand

[Lifestage Group: F2- Suburban Spenders \(Family Life\)](#)

16 Kids & Keyboards



Upper Midscale Middle Age With Kids

Age 35-54 Upper Midscale High-Tech With Kids

In Kids & Keyboards, parents spend big on technology to entertain and educate their children. These upper-middle-class, middle-aged families fill their suburban and town homes with a wide assortment of electronic devices. They favor TV packages that allow them to watch kid-oriented programming on channels like Nickelodeon and Disney, as well as prime networks for the parents. These households have three or more mobile phones to keep everyone, including their children, connected, and have bundled these with the other services.

Watches video content on portable media player • Uses DIRECTV Now for streaming services • Utilizes Amazon Music to stream tunes • Visits RetailMeNot site • Watches TV on their Smartphone

[Lifestage Group: F2- Suburban Spenders \(Family Life\)](#)

17 Time Shifters



Upper Midscale Younger Without Kids

Age 25-44 Upper Midscale High-Tech Without Kids

The members of Time Shifters are a relatively young and mobile group of childless couples living in urban, second city and suburban communities. Divided between homeowners and apartment-dwellers, these households share a passion for controlling how they consume media and communications, what they get, and when they get it. They are multitaskers who, while watching TV, will browse the internet, play games, post to social media, shop and more. Using a smartphone or computer they go online to download podcasts, access blogs and listen to online music.

Purchases insurance online • Uses Hulu for streaming • Uses Internet/apps for dating/personal ads • Utilizes Google Play to stream music • Uses Yelp

[Lifestage Group: Y1- Young & Wireless \(Younger Years\)](#)

18 New Technorati



Upper Midscale Older Without Kids

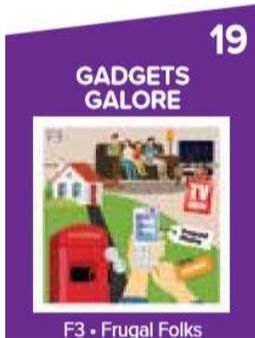
Age 45-64 Upper Midscale Mid-Tech Without Kids

The members of New Technorati are footloose and wireless. These households rarely leave home without their tablets and smartphones. They long ago gave up their landlines for cell phones, and many frequently change handsets in search of the perfect smartphone. Back in their houses and apartments in the metro mix sprawl, they typically enjoy TV through a fiber optic subscription. Those who still have a landline phone need it for their security system. To keep up-to-date with the world around them, they can spend 5 hours or more on social networking sites each day. They rank high for using their tablets while watching TV.

Uses smartphone for dating/personal ads • Uses HBO NOW streaming services • Visits LinkedIn • Uses Yelp • Streams music via Google Play

[Lifestage Group: Y2- Emerging Techies \(Younger Years\)](#)

19 Gadgets Galore



Upscale Older With Kids

Age 45-64 Upscale Mid-Tech With Kids

The upper-middle-class families in Gadgets Galore may not be the first to embrace new technology, but when they do, they can't get enough. Their sprawling homes are outfitted with at least three TV sets connected to cable, laptops and/or desktops and home monitoring systems. Favorite television programming includes golf and premium movie channels, and they never leave home without their cell phones and tablets. Media omnivores who live in both the digital and analog worlds, these consumers enjoy TV and the Internet, as well as newspapers and magazines about parenting. But there's a cost for acquiring all their technology--despite the comfortable incomes, residents carry multiple credit cards in addition to second mortgages and lines of credit.

Has Mobile Phone Primary Use: Child Personal Use Only • Landline needed for security system • Has 5+ TVs • Watch children's programs On Demand • Uses Verizon FIOS for cable/telco

[Lifestage Group: F3- Frugal Folks \(Family Life\)](#)

20 Cinemaniacs



Upscale Older Without Kids

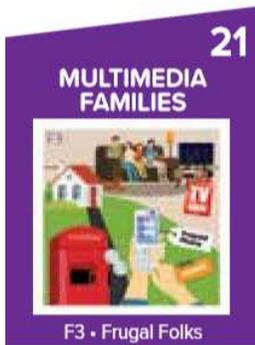
Age 45-64 Upscale Mid-Tech Without Kids

The Boomers of Cinemaniacs spend heavily on film entertainment. Many are upscale singles and couples who subscribe to cable TV to indulge their passion for cinema with the convenience of video on-demand. They are heavy users of established technology, comfortable watching movies on premium movie channels and using their tablets to review movie listings before heading out to the local theater. Now that they've adopted high-speed Internet, they're online to research car purchases and real estate, as well as to shop and make travel reservations. They get their news through Web-surfing, including local news and weather.

Browses AARP.com • Searches internet for automobile information • Uses SiriusXM for streaming • Purchases airline tickets online • Owns 2 mobile phones

[Lifestage Group: M2- Mature Mid-Techs \(Mature Years\)](#)

21 Multimedia Families



Upper Midscale Older With Kids

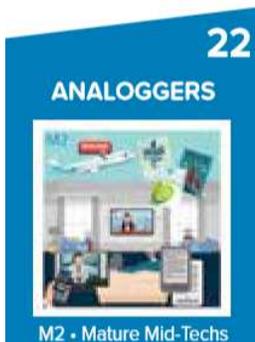
Age 45-64 Upper Midscale Mid-Tech With Kids

The upper-middle-class households of Multimedia Families are all about kids. They enjoy playing games on the Internet and will play games on multiple devices while watching TV. Multiple cell phones keep the family connected. They also spend heavily on movies, often ordering by mail, or choosing on-demand movies and children's programs from their cable provider. These households go online for a variety of personal uses; they enjoy checking out sites that offer information, local radio, media apps for download and jobs listings. With their family's voracious tech tastes, these consumers frequently change ISPs for a faster connection.

Uses Video on Demand to watch children's shows • Uses MetroPCS as a mobile phone provider • Reads newspapers on Samsung Galaxy tablet • Utilizes iHeartRadio for music streaming • Owns a game console

[Lifestage Group: F3- Frugal Folks \(Family Life\)](#)

22 Analoggers



Wealthy Older Without Kids

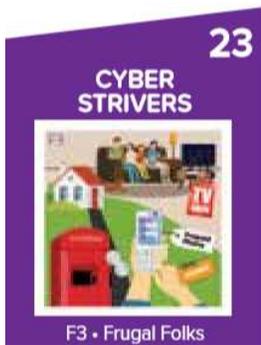
Age 55+ Wealthy Mid-Tech Without Kids

They may be wealthy and well educated, but the exurban couples in Analoggers are not mesmerized by technology; instead, they view it as just another tool to get things done. These older, empty-nesting Boomers are comfortable with traditional landline phones for business use including faxing, and they likely receive both landline and mobile phone services from one provider. Unlike younger consumers, the Internet is not an entertainment destination for Analoggers, so when they adopted high-speed Internet access, it was to complete their work faster, not to watch videos or download music. They use the Web primarily to book travel and airfare and buy event tickets. When it comes to news and entertainment, they use traditional media, listening to all-news radio, reading daily and Sunday newspapers, and subscribing to travel and mature market magazines, but will also read the newspaper on their iPad.

Visits PGATOUR.com • Landline needed for security system and fax • Uses Angieslist.com • Reads newspaper via iPad • Uses internet for restaurant information

[Lifestage Group: M2- Mature Mid-Techs \(Mature Years\)](#)

23 Cyber Strivers



Lower Midscale Middle Age With Kids

Age 35-54 Lower Midscale Mid-Tech With Kids

The working-class families that comprise Cyber Strivers say they'd be early tech adopters, if only they could afford it. Instead, these middle-age, diverse families manage with older, less expensive technology. They're TV fans who enjoy sitcoms, reality shows, soaps, and late-night talk shows. In their metro apartments, they'll stretch their lower-midscale incomes to buy hand-held game systems to keep their children entertained, and they spend heavily on cell phone features like game downloads and streaming video. Their incomes limit their likelihood of signing long-term cell phone contracts, and they rank near the top of the Family Life groups for using prepaid cell phone service.

Has mobile phone providers: MetroPCS and Boost Mobile • Streams music via Google Play • Utilizes CareerBuilder.com • Watches videos on smartphone while watching TV • Watches video content on home game console

[Lifestage Group: F3- Frugal Folks \(Family Life\)](#)

24 Internet Hinterlands



Upscale Older Without Kids

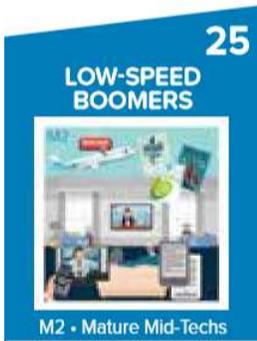
Age 55+ Upscale Mid-Tech Without Kids

Rural and upscale, the members of Internet Hinterlands rely on dish technology to enhance their lives. In their rural communities, satellite service is often all that's available for television programming and Internet access. Consequently, these Boomer couples are willing to pay for premium Internet and movie packages provided by their satellite carriers. They are relatively moderate Internet users who go online using computers or tablets, using a wider variety of apps on the tablet than on the computer. Many households are receptive to older media, reading newspapers, subscribing to outdoor activities and home improvement magazines, and listening to country music on the radio.

Has Satellite Dish TV service • Keeps landline phone due to poor cell service • Listens to satellite radio • Uses tablet to look up financial information • Visits AARP.com

[Lifestage Group: M2- Mature Mid-Techs \(Mature Years\)](#)

25 Low-Speed Boomers



Wealthy Older Without Kids

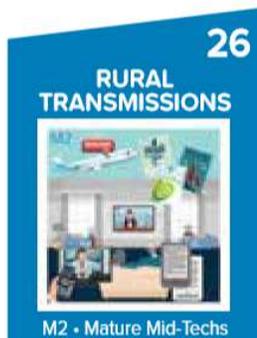
Age 55+ Wealthy Mid-tech Without Kids

Convenience drives the adoption behavior of Low-Speed Boomers. Wealthy and educated, these empty-nesting couples typically acquire technology that saves them time and effort. They rank high for having local phone, long-distance, cell phone, and Internet services bundled, as well as signing-up for auto-pay whenever possible. They tend to have multiple TV sets connected to premium cable service, enjoying channels like Ovation, Nat Geo Wild and the Golf Channel. Without children at home, they rarely buy gaming systems or download games to their computer. They go online using tablets or computers for the latest local and national news, local events and movie listings, to read financial information, check the weather, and shop.

Uses tablet to look up restaurant information • Visits AARP.com • Views tablet for maps and navigation • Has satellite radio • Utilizes iPad to read newspaper

[Lifestage Group: M2- Mature Mid-Techs \(Mature Years\)](#)

26 Rural Transmissions



Midscale Older Mostly Without Kids

Age 45-64 Midscale Mid-Tech Mostly Without Kids

When it comes to technology, the members of Rural Transmissions play only one note: satellite dishes. They rank at the top for having a TV set connected to a satellite dish, in part because it's the only TV service available in their far-flung communities. Many are midscale couples who are divided between customers who order basic service and those who get premium packages. A significant percentage use their satellite's video on-demand features. They're otherwise conservative consumers when it comes to technology. Matching their rural locations, they enjoy hunting, fishing, wildlife, and four-wheeler/ATV magazines. Their limited internet and mobile phone access currently restricts their mobile technology use, but they embrace available technology.

Has Satellite Internet connection • Has TV subscription via DISH Network/EchoStar • Keeps landline due to poor cell service • Has Satellite Dish feature: Broadcast TV • Browses NASCAR.com

[Lifestage Group: M2- Mature Mid-Techs \(Mature Years\)](#)

27 Video Vistas



Lower Midscale Middle Age With Kids

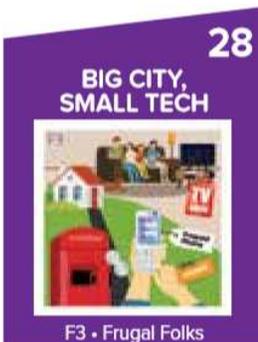
Age 35-54 Lower Midscale Mid-Tech With Kids

The members of Video Vistas love their entertainment on screens. These large, lower-middle-class families like to watch TV programs, play video games, and watch children's programs through video on-demand services. In their suburban and second city houses, they often keep their sets on all day, with stay at home parents watching soap operas and talk shows, the kids catching cartoons after school, and everyone gathering together for comedies and reality shows at night. These households are a growing market for Internet and cell phone services, showing a preference for prepaid plans. But with their youth and modest incomes, they change ISP and cell phone providers over pricing issues.

Uses MetroPCS and Boost Mobile for wireless phone providers • Has Mobile Phone Primary Use: Child Personal Use Only • Watches video content on home game console • Owns portable media game player • Rented Movies/TV shows from Kiosk

[Lifestage Group: F3- Frugal Folks \(Family Life\)](#)

28 Big City, Small Tech



Low Income Younger With Kids

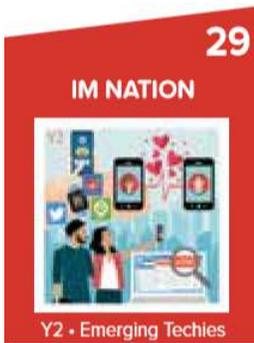
Age 25-44 Low Income Mid-Tech With Kids

With their modest incomes, members of the Big City, Small Tech segment represent only a moderate technology market, with many electronic devices still on a wish list. These young, low-income families rank near the top for wanting the latest video game consoles, cable and satellite television, and video on-demand. With a high concentration of city minorities, these households are big fans of cell phone technology, paying extra for video streaming, custom ring tones, and Internet access, but carrying prepaid cell phones to control their expenses. They rank highest of the Family Life groups to have changed mobile phone providers in the past year.

Uses MetroPCS and Boost Mobile for wireless phone providers • Uses ZTE cellphone • Uses social networking sites 5 or more hours per day • Watches video on smartphone while watching TV • Has never had a traditional landline

[Lifestage Group: F3- Frugal Folks \(Family Life\)](#)

29 IM Nation



Lower Midscale Younger Without Kids

Age 25-44 Lower Midscale Mid-Tech Without Kids

The young singles and couples in IM Nation stay connected to friends and family thanks to cell phones, having recently severed their landline service (if they had it to begin with). In their metro areas and outlying suburbs, these mobile Americans subscribe to a range of smartphone features that allow them to access the Internet, play games and post to social networks. Despite lower-middle-class incomes, they own video game systems and other consumer electronics at high rates. They spend a lot of leisure time on the Internet, playing multi-player games, listening to music and watching streaming video. They think of their wireless phones as lifelines to the world.

Takes college courses online • Uses Snapchat • Uses streaming video provider: Crunchyroll • Uses Spotify for radio streaming services • Spends less than \$100/month on internet purchases

[Lifestage Group: Y2- Emerging Techies \(Younger Years\)](#)

30 Techs and the City



Lower Midscale Younger Without Kids

Age 25-44 Lower Midscale Mid-Tech Without Kids

Concentrated in apartment communities, Techs and the City consists of young, cyberspace-savvy singles who spend much of their free time online. They rank high for households that download video and audio content from the Internet. Many have never owned a landline telephone, preferring their cell phones for their calls, Internet access, and voice mail. And like many young consumers, they love music and listen to their favorite artists on their phones and using online music and radio sites. Although they rarely read newspapers, they do subscribe to magazines that cover sports, technology, pop culture, and of course, music. But with their lower-middle-class income and student loan payments, they can't afford a lot of consumer electronics.

Uses streaming video provider: Crunchyroll • Never had landline • Uses Spotify to stream music • Uses smartphone for dating and personal ads • Visits Snapchat

[Lifestage Group: Y2- Emerging Techies \(Younger Years\)](#)

31 Plug & Play



Upper Midscale Older Without Kids

Age 45-64 Upper Midscale Mid-Tech Without Kids

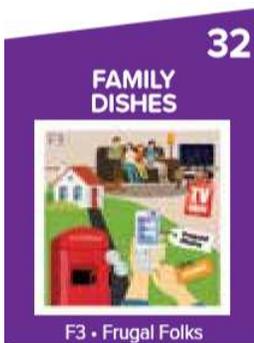
The members of Plug & Play like their technology hassle-free. These upper-midscale households are only moderate technology fans. These childless singles and couples can afford to outfit their urban or suburban homes with large-screen TVs and home theater systems often connected to cable systems that feature cutting-edge content.

Many are white-collar workers who want their entertainment at the ready. Fans of the Internet, they use their tablets to go online for a variety of activities and use video on-demand to watch sports, movies and premium channel programs. Their preferred mobile phone plans are unlimited or 1000+ minutes.

Uses computer for dating and personal ads • Used TuneIn for music streaming • Utilizes CBS All Access for streaming services • Visits Monster.com • Reads newspapers on Samsung Galaxy Tablet

[Lifestage Group: Y2- Emerging Techies \(Younger Years\)](#)

32 Family Dishes



Lower Midscale Middle Age Family Mix

Age 35-54 Lower Midscale Mid-Tech Family Mix

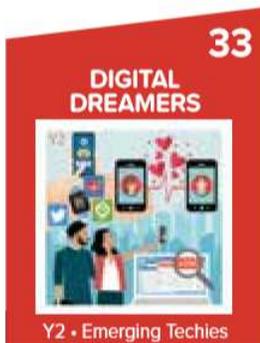
The middle-age, lower-middle-class households in Family Dishes are finding their interest piqued by the latest technology for TV. In their remote communities, they get their TV beamed down by satellite, increasingly with on-demand and interactive TV features. This segment--presumably its children--rank near the top for watching children's programming. Other technology spending is minimal; relatively few families here have high-speed Internet access, and many are cash-and-carry consumers who use prepaid cell phones. They prefer magazines to other media formats, enjoying titles such as American Hunter, Bassmaster and Outdoor Life.

Uses Straight Talk as a wireless carrier • Has prepaid wireless cell phone plan • Visits WWE.com • Has satellite internet connection • Watches video on smartphone while watching TV

Uses Straight Talk as a wireless carrier • Has prepaid wireless cell phone plan • Visits WWE.com • Has satellite internet connection • Watches video on smartphone while watching TV

[Lifestage Group: F3- Frugal Folks \(Family Life\)](#)

33 Digital Dreamers



Lower Midscale Older Without Kids

Age 45-64 Lower Midscale Mid-Tech Without Kids

The lower-middle-class singles and couples in Digital Dreamers are only middling adopters of new technology. These childless households have a long wish list of digital devices and services they plan to acquire, including large-screen TV screens and satellite TV service. They enjoy varied video fare, with a subscription for online movie downloads, on-demand movie access, and video streaming capability on their cell phones. They watch an eclectic mix of TV programs that includes soap operas, religious programming, and music award shows. Marketers can also reach them through magazines like People en Espanol, Essence, and Black Enterprise. They have prepaid cell phones preferring neither a monthly bill nor a lengthy contract.

Uses tablet for dating and personal ads • Has MetroPCS wireless phone service • Visits UFC website • Visits CareerBuilder.com • Uses smartphone to read newspapers

[Lifestage Group: Y2- Emerging Techies \(Younger Years\)](#)

34 Gearing Up



Low Income Younger Without Kids

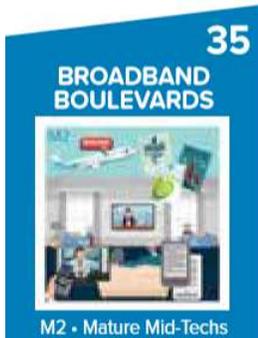
Age 25-44 Low Income Mid-Tech Without Kids

Gearing Up is home to younger and middle-age (most under age 35), mainly singles signing their first telecommunications agreements. Because many still have low incomes, they lack the money for the fanciest gear and must choose their devices carefully. Cell phones are a necessity, so they insist on smartphones that allow them to access the Internet, watching videos and keep up with social networks. Heavily into music, they visit radio.com and use Spotify. While upgrading when possible, they fantasize about tech products they hope to acquire.

Takes college courses online • Uses crunchyroll.com for streaming video • Has never had traditional landline • Uses Spotify for radio streaming services • Uses Virgin Mobile for cell phone service

[Lifestage Group: Y2- Emerging Techies \(Younger Years\)](#)

35 Broadband Boulevards



Upscale Older Without Kids

Age 55+ Upscale Mid-Tech Without Kids

The upper-middle-class empty-nesting couples of Broadband Boulevards are gradually transitioning from old to new technology. In their homes filled with multiple TV sets and landline phones, they've become heavy Internet users who go online to track their investments, get the latest news, and make travel plans. The segment's predominantly white-collar workers typically equip their home offices with printers, scanners, and high-speed Internet access. With their children grown, they are slowly starting to adopt wireless technology, especially cell phones to use when they're not at home. Many subscribe to cable TV services that offer video on-demand. But they're just as happy with traditional media, keeping their radios tuned to news and their coffee tables stacked with Sunset, Woman's World, Kiplinger's Personal Finance and Scientific American. In Broadband Boulevards, these eclectic media fans like to bundle their local and long-distance phone services, and frequently add Internet access.

Visits AARP.com • Uses Angie's List • Search restaurant information on the internet • Has landline for fax machine and security system • Uses XFINITY Voice/Comcast for phone service

[Lifestage Group: M2- Mature Mid-Techs \(Mature Years\)](#)

36 Opting Out



Upper Midscale Older Without Kids

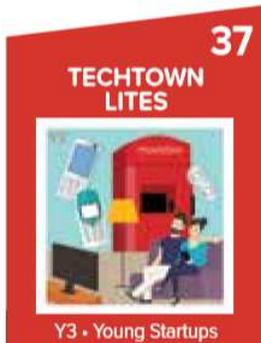
Age 45-64 Upper Midscale Mid-Tech Without Kids

The 45- to 64-year-old couples in Opting Out can afford to buy the latest technology, but they frequently choose not to. These upper-middle-class households' favorite entertainment is television with DVR, broadcast and cable programming, premium sports and movie channels. Many have started using cell phones but show little interest in cutting-edge smartphones. They listen to radio stations that play jazz, soft adult contemporary, and contemporary inspirational formats, and they subscribe to many magazines, enjoying titles like Golf Digest, AARP, and Esquire. Their apparent apathy to technology may have a financial undercurrent--although these households have solid incomes, they're moving towards retirement by investing and saving with financial planners and insurance agents.

Uses Samsung Galaxy tablet to read newspaper • Visits AARP.com • Heavy television watcher • Uses desktop computer to shop while watching TV • Owns 2 mobile phones

[Lifestage Group: M2- Mature Mid-Techs \(Mature Years\)](#)

37 Techtown Lites



Lower Midscale Older Mostly Without Kids

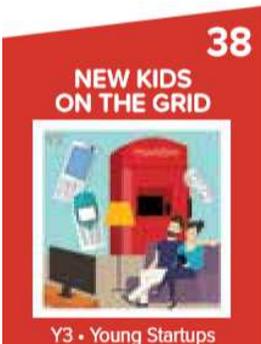
Age 45-64 Lower Midscale Low-Tech Mostly Without Kids

The lower-midscale residents of Techtown Lites are content to live with only basic communication services. They are price conscious when shopping for technology, preferring prepaid cell phones with features they plan to use. Some of these residents do spend their entertainment budgets on cable TV service to get channels that offer home and garden programs, daytime soaps, and reality shows. These households listen to local radio and will use their tablet to access radio via the Internet.

Uses MetroPCS for wireless phone provider • Has prepaid wireless cell phone plan to save money • Watches videos on tablet while watching TV • Owns 1 mobile phone • Visits Facebook 11-25 hours/week

[Lifestage Group: Y3- Young Startups \(Younger Years\)](#)

38 New Kids on the Grid



Downscale Older Mostly Without Kids

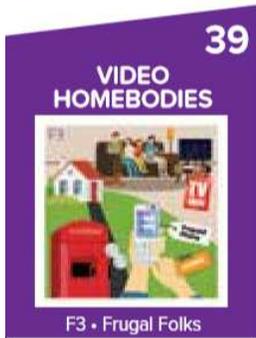
Age 45-64 Downscale Low-Tech Mostly Without Kids

The downscale, largely middle-aged or older households that make up New Kids on the Grid have only modest budgets that they can devote to communications technology. With most living in city apartments, they typically own only one TV and don't yet have cable or satellite service. Having never had landline phone service, they jumped directly to cell phones, though some choose prepaid cell service to control the expense. Those who do have limited cable service enjoy watching comedies and professional wrestling. This group's taste in magazines reflects their diverse households, reading Life & Style Weekly, Essence, and Black Enterprise. Not everyone here owns a computer or has Internet access, which explains the relatively low online behavior.

Uses Boost Mobile for wireless phone service • Never had landline • Does not have TV service • Uses smartphone to watch videos • Has prepaid usage plan for mobile phones

[Lifestage Group: Y3- Young Startups \(Younger Years\)](#)

39 Video Homebodies



Low Income Older Mostly Without Kids

Age 45-64 Low Income Mid-Tech Mostly Without Kids

If it displays video, members of Video Homebodies want it. These 45- to 64-year-old diverse, urban and second city households manage on lower incomes and have little disposable cash for the latest communications and digital media, but they're champs when it comes to video entertainment. Evenly divided among singles, couples, and families, these households watch a variety of TV programs and the few that do have computers use them to watch videos. They also enjoy their game consoles, Spanish Adult Hits on Radio, and score high for reading magazines, especially People en Espanol, Ebony, and Essence. Forget about online usage; many have limited access if they access it at all.

Visits WWE.com • Uses MetroPCS as a mobile phone provider • Never had landline • Watches videos on smartphone while watching TV • Uses computer for dating and personal ads

[Lifestage Group: F3- Frugal Folks \(Family Life\)](#)

40 Low-Tech Country



Downscale Older Mostly Without Kids

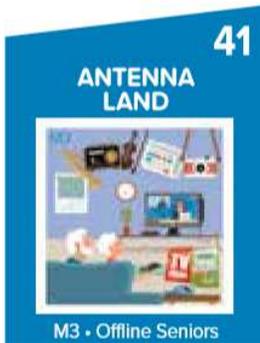
Age 45-64 Downscale Low-Tech Mostly Without Kids

The rural couples and singles in Low-Tech Country enjoy the technology available in their community, although it's not the latest and greatest. Those who can afford a satellite TV service typically have only one TV set hooked up to a dish to watch variety broadcast TV programs and sports. In their tradition-steeped communities, they have low rates for going online, installing wireless networks at home, or owning digital consumer electronics. Instead, they listen to radio stations that offer gospel and country music, and they subscribe to magazines that cater to a rural lifestyle, like Bassmaster, Field & Stream, and Country Living. The households here have recently taken the plunge and acquired a basic cell phone, although many prefer prepaid service to keep expenses in check.

Uses Straight Talk as a wireless carrier • Uses satellite for internet connection • Uses prepaid cell phone service • Keeps landline due to poor cell service • Does not own a computer

[Lifestage Group: Y3- Young Startups \(Younger Years\)](#)

41 Antenna Land



Midscale Older Without Kids

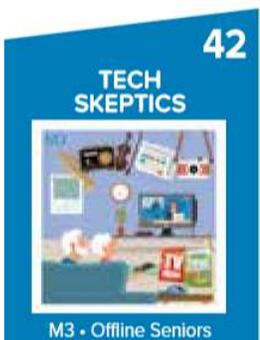
Age 45-64 Midscale Low-Tech Without Kids

The members of Antenna Land see little point in spending money on technology beyond the basics. Approaching retirement, these midscale singles and couples settle for basic cable instead of paying for premium channels. They go online at average rates using their cable Internet service. While they may make long-distance phone calls from home, they use cell phones that are either prepaid or have fewer than 500 anytime minutes. Many are childless homeowners who like to watch daytime TV and broadcast station news programs. Their magazine selections include VFW Magazine, American Legion Magazine, and AARP. One of the largest ConneXions segments, Antenna Land is a strong market for older consumer electronics, like CRT TV's and DVD players.

Uses desktop to browse internet while watching TV • Visits AARP.com • Owns 1 mobile phone • Does not have streaming video services • Uses computer for dating and personal ads

[Lifestage Group: M3- Offline Seniors \(Mature Years\)](#)

42 Tech Skeptics



Upper Midscale Mature Without Kids

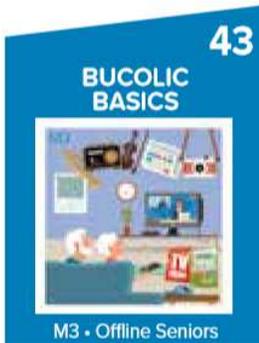
Age 65+ Upper Midscale Low-Tech Without Kids

They may have money and education, but the members of Tech Skeptics are late adopters when it comes to technology. Closer to retirement, these conservative couples are comfortable with their cable or fiber optic TV, landline phone, and Internet access bundles. Many still have multiple fixed-line phone access for fax machines and home security systems. They're fond of television, owning more than three TV sets and subscribing to cable TV packages that offer HD and DVR. These households go online mostly for news, sports, and weather content. They enjoy reading their daily and weekend newspaper and magazines like Smithsonian, Sunset, Consumer Reports, and The New Yorker. Radio is also a go-to media for news, talk, and classical music formats.

Uses Verizon FIOS for cable and TV • Uses AT&T for telephone service • Visits AARP.com • Has landline for fax machine and security system • Does not use a smartphone

[Lifestage Group: M3- Offline Seniors \(Mature Years\)](#)

43 Bucolic Basics



Midscale Mature Without Kids

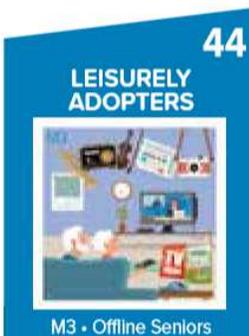
Age 65+ Midscale Low-Tech Without Kids

Bucolic Basics features rural empty-nesters who limit their technology expenditures to satellite TV and basic phone service. These mature, middle-class homeowners tend to have one or two TV sets connected to a satellite dish, in part because it's the only TV service available in their remote communities. They like to watch comedies, game shows, sports, and movies. While they may have internet services from their satellite providers, these households have relatively low interest in the Internet, or other digital technology, for that matter. Few residents have acquired video game consoles or anything with Bluetooth technology. Bucolic Basics prefer traditional media like magazines (particularly hunting and fishing titles) and radio (adult standards and country music).

Has Satellite internet subscription • Subscribes to DISH Network for TV • Has landline due to poor cell service • Uses TracFone • Extremely light internet user

[Lifestage Group: M3- Offline Seniors \(Mature Years\)](#)

44 Leisurely Adopters



Downscale Older Mostly Without Kids

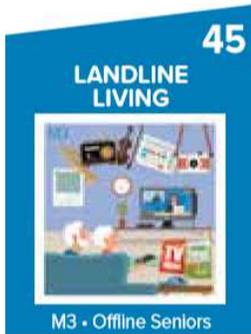
Age 45-64 Downscale Low-Tech Mostly Without Kids

Given their downscale incomes and advancing age, the members of Leisurely Adopters keep their technology spending to a minimum by necessity. These diverse households tend to contain singles in their late forties to early sixties. Fans of traditional media, they watch more than twenty-six hours of TV a week, particularly daytime soaps, game shows, and talk shows. But they're slowly expanding their video options, signing up for cable service and buying movies for home viewing. These households have relatively little interest in digital technology, rarely going online or carrying wireless devices. They are making the technological transition from landline to cell phone service, and those interested in Internet access will use a wireless carrier data plan.

Does not own a computer • Has prepaid cell for no contract • Has 1 mobile phone • Uses Boost Mobile for cell service • Does not have access to the internet

[Lifestage Group: M3- Offline Seniors \(Mature Years\)](#)

45 Landline Living



Lower Midscale Older Mostly Without Kids

Age 45-64 Lower Midscale Low-Tech Mostly Without Kids

The tech revolution never quite made it to Landline Living. In this diverse segment of small-town and second city, working-class households, couples in their late forties through mid-sixties manage well without smartphones, laptops, or the Internet. Instead, these households spend their slim communications budgets on cable subscriptions for TV, landline phone and online access. They spend their leisure time in front of a TV, watching programs on ABC, CBS, NBC, and Telemundo. They are fond of Gospel, Spanish Contemporary Christian, and Urban radio formats. Their low-tech media options include reading House Beautiful, Family Fun, Redbook, Black Enterprise, and Bassmaster Magazines.

Does not access the internet • Does not own a computer • Uses TracFone • Has prepaid cell phone service to save money • Has no streaming video service

[Lifestage Group: M3- Offline Seniors \(Mature Years\)](#)

46 Old-Time Media



Upper Midscale Mature Without Kids

Age 65+ Upper Midscale Low-Tech Without Kids

Tried and true are the hallmarks of technology that appeal to one of the oldest Claritas ConneXions segments: Old-Time Media. Despite their upper-middle-class incomes and well-appointed homes, these aging couples and singles stick to more traditional technology like CRT TVs. They will have cable TV access and some homes have begun to use Fiber Optic TV subscriptions. Old-Time Media households qualify as serious news buffs who read daily and Sunday newspapers from cover to cover. Their favorite radio stations include those featuring adult standards mixed in with all news, news/talk, and business news programming. These consumers have made one concession to new tech products by acquiring either traditional pre-paid or minute-use defined cell phones.

Doesn't use a smartphone • Uses XFINITY Voice/Comcast for phone service • Watches TV using DVR 26+ hours/week • Keeps landline for fax • Reads email on desktop while watching TV

[Lifestage Group: M3- Offline Seniors \(Mature Years\)](#)

47 Discounts & Deals



Lower Midscale Older Without Kids

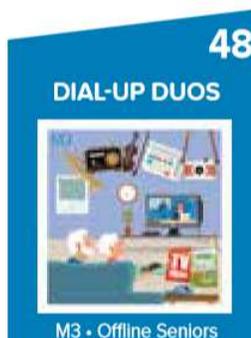
Age 45-64 Lower Midscale Low-Tech Without Kids

The members of Discounts & Deals are always looking for a bargain--especially when it comes to technology services. These older empty-nesting singles and couples are comfortable with slower Internet access and smaller cable TV packages rather than the more expensive enhanced packages. They prefer to carry prepaid cell phones to avoid monthly charges. Their dedication to cut-rate services stems from their downscale budgets and old-fashioned technology tastes. They're keen to find the best cell phone options at the lowest price, preferring minute-based offers that save money and avoid lengthy contracts. When watching TV, they put their deal-seeking know-how to the test by playing along with contestants on The Price is Right.

Does not use a cell phone • Uses tablet to look up medical services • Uses AT&T for telephone service • Has no streaming service provider • Visits AARP.com

[Lifestage Group: M3- Offline Seniors \(Mature Years\)](#)

48 Dial-Up Duos



Midscale Mature Without Kids

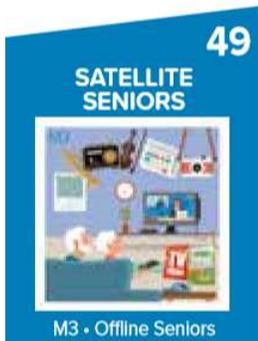
Age 65+ Midscale Low-Tech Without Kids

The midscale retirees in Dial-Up Duos like to keep their communication choices simple. Being primarily 65 years old or older, these mostly childless couples own few wireless products in their suburban homes. Many have a home PC but still find dial-up Internet access sufficient for their relatively rare online surfing. Though they may use cable TV, some have begun switching to fiber optic and satellite services for TV and online. They rank high for acquiring cell phones for an emergency, though not high-end smartphones, and many use these prepaid cells for long-distance calls. These old-media folks enjoy listening to radio (especially news/talk and adult standards) and subscribing to magazines (particularly health and fraternal titles). Few segments have a higher rate for reading newspapers from the headlines, to the op-ed page, to the TV listings, and everything in-between.

Watches TV via DVR 26+ hours/week • Does not own a smartphone • Extremely light internet user • Visits AARP.com • Keeps landline as part of less expensive bundle

[Lifestage Group: M3- Offline Seniors \(Mature Years\)](#)

49 Satellite Seniors



Downscale Older Mostly Without Kids

Age 45-64 Downscale Low-Tech Mostly Without Kids

The rural singles and couples in Satellite Seniors have downscale incomes and proportionately modest technology budgets. These 45- to 64-year-old homeowners typically have satellite TV and Internet on their property because it provides the only service available in their remote areas. And these folks tend to watch TV for more than twenty-six hours per week. They keep up with current events by watching nightly newscasts and early morning news/talk shows. Their limited online activities are centered around social media like Facebook. It would be hard to find a household in this segment that has a piece of cutting-edge consumer electronics, but they've begun to upgrade in small ways. While some residents are switching from landline phones to cell phones, these households don't make changes easily.

Does not own a computer • Does not have access to the internet • Uses DISH Network for TV • Has mobile phone provider: TracFone • Keeps landline due to poor cell service

[Lifestage Group: M3- Offline Seniors \(Mature Years\)](#)

50 Early-Bird TV



Midscale Mature Without Kids

Age 65+ Midscale No-Tech Without Kids

The aging seniors in Early-Bird TV love their televisions--and that's about it among technology options. Most are over 65 years old and have little interest in computers, smartphones, and the Internet. With their midscale incomes, these homeowners typically have one TV set hooked up to cable service. They are likely to watch PBS and other broadcast channels with programs like PBS NewsHour, 60 Minutes, Great Performances and Live from Lincoln Center. Their other viewing includes the Price is Right, Jeopardy and Wheel of Fortune. Beyond TV, they get their news from the daily paper and occasional magazines. If they have a cell phone, it's for an emergency and is rarely used at home.

Uses XFINITY Voice/Comcast for phone service • Do not own a computer • Does not use a cell phone • Keeps landline as part of less expensive bundle • Has no streaming video service

[Lifestage Group: M4- Elderly Traditionalists \(Mature Years\)](#)

51 Tech-Free Frontier



Downscale Mature Without Kids

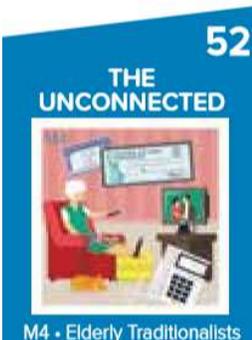
Age 65+ Downscale No-Tech Without Kids

While traditionally tech-free, Tech-Free Frontier households have started to add newly available tech, one step at a time. In their isolated rural homes, these mostly over 65 year-old-singles and couples get by with downscale incomes, an independent spirit, and as little technology as possible. On their single TV set, they enjoy soaps, movies, game shows, comedies, and early evening newscasts. Among their favorites: The Price is Right and CBS Evening News. These households are also selective about other media; they will look at newspapers for TV listings and advertising sections, are uninterested in radio except for country music stations, and subscribe to only a handful of magazines at above-average rates, including Birds & Blooms and fraternal titles.

Does not have internet access • Does not use a cell phone • Does not own a computer • Uses DISH Network for TV • Keeps landline due to poor cell service

[Lifestage Group: M4- Elderly Traditionalists \(Mature Years\)](#)

52 The Unconnected



Downscale Mature Without Kids

Age 65+ Downscale No-Tech Without Kids

Downscale incomes and advanced ages combine to make for low technology usage in The Unconnected. These single retirees have no interest in acquiring smartphones, digital cable, or wireless-connected computers. In their modest homes, they typically own one TV set to watch favorite programs like Inside Edition, The View, The Price is Right, and Let's Make a Deal. Many have cable service, although they save money with the basic package. For those who own a cell phone, it's typically prepaid and offers few features. These households aren't big fans of traditional media and have mostly abstained from computers and other new media as well. Their favorite music, adult standards, reflects their nostalgia for an era where wireless technology meant a ham radio set.

No internet usage during the average week • Has one TV • Has mobile phone with no WiFi or App capabilities • Uses prepaid cell to save money • Does not have a streaming video service provider

[Lifestage Group: M4- Elderly Traditionalists \(Mature Years\)](#)

53 Last to Adopt



Low Income Older Without Kids

Age 55+ Low Income No-Tech Without Kids

In Last to Adopt, low-income, mostly age 55 plus residents get by with little in the way of technology. They tend to have one TV set hooked up to basic cable, which they use to spend several hours a day watching talk shows, soaps, and game shows. They pass on any enhanced features because of costs, and they rate above-average

for consuming no other media. This segment will find value in some newer communication tech if it keeps them in contact with friends and loved ones. In their downscale homes and apartments in cities and towns, they subscribe to a few magazines with entertainment and home/family related titles. They're content to live their lives with limited technology. They lead simple, mostly technology-free lives and only use technology if and when they want or need it.

Does not access the internet in the past 30 days • Has one mobile phone • Has one TV • Reads email while watching TV • Spends less than \$30/month on cell phone bill

[Lifestage Group: M4- Elderly Traditionalists \(Mature Years\)](#)

TECHNICAL SUPPORT

If you require further assistance, please contact the Environics Analytics support team between 9:00 a.m. and 8:00 p.m. (Monday through Friday, EST) at support@environicsanalytics.com or 888.339.3304.