























Cohorts® Brief Descriptions



Married Couples

Cohort Segment Name	Description	Segment Median Age	Segment Median Income	U.S. Households and %
 Alex & Judith	<u>Affluent Empty-Nesters</u> Dual-income, older couples who use their high discretionary incomes to enjoy all aspects of the good life.	62	\$145,000	5,846k 5.1%
 Jeffrey & Ellen	<u>Affluent Couples with Kids</u> Families who, despite having children at home, have sufficient financial resources to own the latest high-tech products and to lead very active recreational and cultural lifestyles.	44	\$142,000	7,023k 6.1%
 Barry & Kathleen	<u>Affluent Professional Couples</u> Educated, dual-income, childless couples who have connoisseur tastes and are focused on their careers, staying fit, and investing.	46	\$132,000	2,557k 2.2%
 Stan & Carole	<u>Upscale Middle-Aged Couples</u> Unburdened by children, these credit-worthy, dual-income couples divide their time between the great outdoors and domestic hobbies.	50	\$76,000	3,488k 3.0%
 Brett & Tracey	<u>Hyperactive Newlyweds</u> Young, dual-income, educated couples whose energies are channeled into active sports, outdoor activities, careers and their home lives.	31	\$66,000	1,652k 1.4%
 Danny & Vickie	<u>Teen-Dominated Families</u> Middle-aged, middle-income families whose teen-dominated households keep busy with outdoor activities, computers, and video games.	42	\$60,000	5,726k 5.0%





Cohort Segment Name	Description	Segment Median Age	Segment Median Income	U.S. Households and %
	<p>Burt & Marilyn</p> <p><u>Mature Couples</u> Comfortable, close-to-retirement homeowners who are active investors and who engage in casino gambling, travel, politics and their grandchildren.</p>	68	\$60,000	10,389k 9.0%
	<p>Todd & Wendy</p> <p><u>Back-to-School Families</u> Families with mid-range incomes, pre-adolescent kids, pets, and lots of video, computer and outdoor activities to keep them occupied.</p>	38	\$58,000	4,466k 3.9%
	<p>Chad & Tammie</p> <p><u>Young Families</u> Up-and-coming young families who curtail their lifestyle expenses through less-costly outdoor activities and working around the house.</p>	32	\$55,000	2,592k 2.2%
	<p>Frank & Shirley</p> <p><u>Older Couples Raising Kids</u> Conservative grandparents and older parents whose home-oriented lifestyles include pets, do-it-yourself workshops, gardening and sweepstakes.</p>	60	\$52,000	1,963k 1.7%
	<p>Ronnie & Debbie</p> <p><u>Working-Class Couples</u> Moderate-income couples with active, traditional interests including fishing, hunting, automotive work and crafts.</p>	49	\$38,000	1,661k 1.4%
	<p>Eric & Rachel</p> <p><u>Young Married Starters</u> Young, childless renters whose lifestyle patterns include outdoor activities like camping, hiking and running, as well as automotive work and video games.</p>	29	\$19,000	430k 0.4%
	<p>Elwood & Willamae</p> <p><u>Modest-Income Grandparents</u> Retired couples with modest incomes who dote on their grandchildren and engage primarily in domestic pursuits.</p>	73	\$20,000	3,840k 3.3%





Single Females

Cohort Segment Name	Description	Segment Median Age	Segment Median Income	U.S. Households and %
 Elizabeth	<u>Savvy Career Women</u> Affluent, working women with sophisticated tastes, very active lifestyles, and good investing habits.	46	\$193,000	657k 0.6%
 Virginia	<u>Upscale Mature Women</u> Older women approaching or enjoying retirement, who travel and have upscale interests, including charitable causes and investments.	61	\$72,000	3,540k 3.1%
 Allison	<u>Educated Working Women</u> Childless, professional women building their careers, developing sophisticated tastes, and staying fit.	32	\$55,000	4,326k 3.8%
 Andrea	<u>Single Moms with Careers</u> Successful, professional single mothers who balance their careers with the demands of raising their children.	40	\$52,000	4,760k 4.1%
 Bernice	<u>Active Grandmothers</u> Home-oriented women who enjoy handicrafts, indoor gardening, and their grandchildren.	63	\$36,000	5,044k 4.4%
 Penny	<u>Working-Class Women</u> Childless female office workers who are concerned with their appearance; enjoy music, pets and handicrafts; and add intrigue to their lives with the prospect of winning the big sweepstakes.	43	\$17,000	1,272k 1.1%
 Denise	<u>Single Moms on a Budget</u> Single mothers with modest incomes who indulge their kids with video games, movies, and music, and who try to find time for themselves.	33	\$17,000	5,269k 4.6%


Cohort Segment Name		Description	Segment Median Age	Segment Median Income	U.S. Households and %
	Megan	<u>Fit & Stylish Students</u> Young, fashion-conscious, career-minded female students who enjoy music, aerobic sports, and the latest in high tech.	26	\$14,000	2,230k 1.9%
	Minnie	<u>Fixed-Income Grandmothers</u> Older single women who spend lots of time on their grandchildren, handicrafts, and religious reading.	73	\$11,000	4,609k 4.0%

Single Males

Cohort Segment Name		Description	Segment Median Age	Segment Median Income	U.S. Households and %
	Jonathan	<u>Elite Single Men</u> High-powered career-driven men with sophisticated tastes, extensive investments, and the means to travel the world.	46	\$201,000	1,103k 1.0%
	Sean	<u>Affluent Guys</u> Affluent, well educated men with investments, upscale interests, and a love of sports.	48	\$97,000	3,051k 2.6%
	Harry	<u>Well-to-Do Gentlemen</u> Mature men who are savvy about their investments, travel, and politics.	60	\$49,000	3,762k 3.3%
	Ryan	<u>Energetic Young Guys</u> Younger, physically active men with strong career drives and interests including electronics and technology.	32	\$48,000	3,462k 3.0%

Cohort Segment Name		Description	Segment Median Age	Segment Median Income	U.S. Households and %
	Randy	<u>Single Dads</u> Single fathers who enjoy outdoor activities, their home workshops, and electronic entertainment with their kids.	38	\$47,000	3,957k 3.4%
	Jerry	<u>Working-Class Guys</u> Blue-collar men who spend their free time in the garage or outdoors.	49	\$19,000	2,273k 2.0%
	Jason	<u>Male Students & Grads</u> Physically active, ambitious young men finishing school or embarking on their first job.	26	\$16,000	1,762k 1.5%
	Elmer	<u>Sedentary Men</u> Aging, sedentary men with fixed incomes and few interests beyond their grandchildren and their coin collections.	72	\$17,000	1,996k 1.7%

Households That Defy Classification

	Omegas	Omegas are people who are impossible to classify distinctly. They may be married or single, homeowners or renters, 18 to 65 years old, have incomes that range from very low to six figures, and enjoy numerous and diverse interests.
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