

# Merriman Valley, Ohio Target Market Analysis The Appendix

June 21, 2021

Analysis  
prepared by:



**LandUseUSA**  
UrbanStrategies

In collaboration with  
Farr Associates:



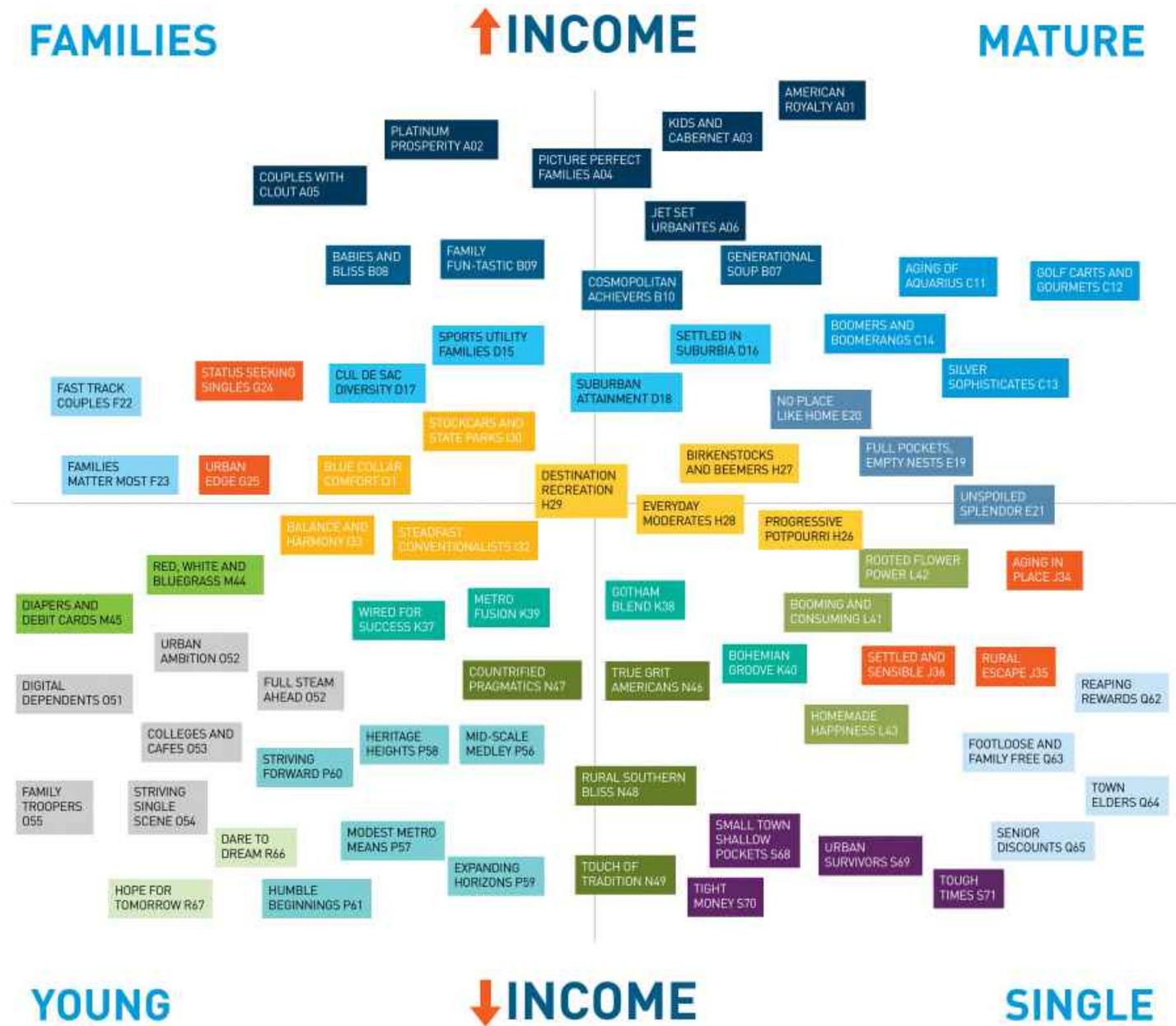
# The Appendix

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# Section I

# 71 Lifestyle Clusters - The Mosaic by Income

Experian Decision Analytics; 2019 - 2020



# 71 Lifestyle Clusters - The Mosaic Experian Decision Analytics; 2019 - 2020

## A POWER ELITE

**American Royalty A01**  
Age: 51-65 years, \$250k  
Single Family, 5+  
Age of children: 13-18  
Tech Use: Below Average  
Prestigious housing; Luxury living;  
Upscale cars; Healthy lifestyles;  
Charitable giving; World travelers

**Couples with Clout A05**  
Age: 36-45, \$175-\$199k  
Single family, 2  
Tech Use: Excellent  
Affluent; Designer-brand  
conscious; Politically conservative;  
Risk takers; Active social lives;  
Highly educated

**Jet Set Urbanites A06**  
Age: 51-65 years, \$250k  
Multi-family, 1  
Tech Use: Excellent  
Upscale urban living; Busy social  
lives; Highly educated; Supporter  
of fine arts; Avid *NY Times* readers;  
Politically liberal

**Kids and Cabernet A03**  
Age: 36-45, \$175-\$199k  
Single family, 5+  
Age of children: 10-12  
Tech Use: Below Average  
Affluent young families;  
Foodies; Politically conservative;  
Saving for college; PTA members;  
Family vacations

**Picture Perfect Families A04**  
Age: 46-50, \$125-149k  
Single family, 5+  
Age of children: 13-18  
Tech Use: Below Average  
Wealthy households; Educated;  
Digitally plugged-in; PTA  
members; Practical priorities;  
Travel enthusiasts

**Platinum Prosperity A02**  
Age: 51-65 years, \$250k  
Single Family, 2  
Tech Use: Below Average  
Luxury products; Empty-nesters;  
Political donor; Country club  
members; Philanthropic;  
Investment-savvy

## B FLOURISHING FAMILIES

**Babies and Bliss B08**  
Age: 35-45, \$100-\$124k  
Single family, 5+  
Age of children: 4-6  
Tech Use: Above Average  
Athletic activities; Engaged  
Parenting; Child oriented  
purchases; Large families; High  
credit awareness; Online shoppers

**Cosmopolitan Achievers B10**  
Age: 51-65, \$75-99k  
Single family, 2  
Age of children: 13-18  
Tech Use: Excellent  
Bilingual; Luxury living; Family  
abroad; Status spenders;  
Economic literature;  
Progressive liberals

**Family Fun-tastic B09**  
Age: 36-45, \$75-99k  
Single Family, 5+  
Age of children: 13-18  
Tech Use: Above Average  
Bargain hunters; Comfortable  
spending; Saving for college;  
Charity donor; Sports fans;  
Active lifestyles

**Generational Soup B07**  
Age: 51-65, \$125-149k  
Single family, 5+  
Age of children: 13-18  
Tech Use: Below Average  
Environmental donor; Outdoor  
hobbies; Fitness club members;  
Rooted in the suburbs;  
Multigenerational households;  
Affluent

## C BOOMING WITH CONFIDENCE

**Aging of Aquarius C11**  
Age: 51-65, \$75-99k  
Single family, 3  
Tech Use: Below Average  
Affluent; College sports fans;  
Upscale housing; Highly educated;  
Philanthropic; Savvy investor

**Boomers and Boomerangs C14**  
Age: 51-65, \$75-99k  
Single family, 5+  
Age of children: 13-18  
Tech Use: Below Average  
Suburbanites; Middle-class  
families; Politically conservative;  
Big spenders; Charitable;  
Multigenerational households

**Golf Carts and Gourmets C12**  
Age: 66-75, \$100-124k  
Single family, 2  
Tech Use: Below Average  
Resort sports; Highly educated;  
Luxury living; Country club  
members; Financially savvy;  
Music lover

**Silver Sophisticates C13**  
Age: 66-75, \$175-199k  
Single family, 2  
Tech Use: Below Average  
Retiring in comfort; Experienced  
travelers; Art connoisseurs;  
Philanthropic; Retirement  
investments; Ecological lifestyles

## D SUBURBAN STYLE

**Cul de Sac Diversity D17**  
Age: 36-45, \$75-99k  
Single family, 2  
Age of children: 13-18  
Tech Use: Below Average  
Bilingual; Career-focused;  
2nd generation success; Saving  
for college; Outdoor activities;  
Professional sports fans

**Settled in Suburbia D16**  
Age: 46-50, \$75-99k  
Single family, 5+  
Age of children: 13-18  
Tech Use: Below Average  
Comfortable lifestyles; Diverse  
investments; Confident consumers;  
Active kids; Movie-goers; Theme  
park vacations

**Sports Utility Families D15**  
Age: 36-45, \$75-99k  
Single family, 5+  
Age of children: 13-18  
Tech Use: Below Average  
Suburb living; Comfortable  
spending; Athletic activities;  
Outdoor leisure; Saving for college;  
Soccer moms/dads

**Suburban Attainment D18**  
Age: 51-65, \$50-75k  
Single family, 3  
Age of children: 13-18  
Tech Use: Below Average  
Racially diverse; Politically liberal;  
Power shoppers; Active lifestyles;  
Jazz listeners; Brick and  
mortar shoppers

## E THRIVING BOOMERS

**Full Pockets, Empty Nests E19**  
Age: 51-65, \$50-74k  
Single family, 1  
Tech Use: Below Average  
Empty nesters; Highly educated;  
City dwellers; Environmental  
advocates; Well-traveled;  
Fitness minded

**No Place Like Home E20**  
Age: 51-65, \$75-99k  
Single family, 5+  
Age of children: 0-3  
Tech Use: Below Average  
Smart shoppers; Contribute to  
charities; Multi-generational  
homes; Tailgaters; Financially  
informed; Conservative values

**Unspoiled Splendor E21**  
Age: 51-65, \$50-74k  
Single family, 2  
Tech Use: Below Average  
Price conscious; Politically  
conservative; Do-it-yourselfers;  
NASCAR fanatics; Outdoor  
enthusiasts; Domestic travelers

## F PROMISING FAMILIES

**Fast Track Couples F22**  
Age: 31-35, \$100-124k  
Single family, 2  
Age of children: 0-3  
Tech Use: Above Average  
Credit aware; Comfortable spender;  
Active lifestyles; Tech savvy; Music  
lovers; Football fans

**Families Matter Most F23**  
Age: 31-35, \$75-99k  
Single family, 5+  
Age of children: 0-3  
Tech Use: Excellent  
Sprawling families; Family  
vacations; PTA parents; Child  
related purchases; Internet active;  
Credit revolver

## G YOUNG CITY SOLOS

**Status Seeking Singles G24**  
Age: 36-45, \$50-74k  
Single family, 1  
Tech Use: Above Average  
Single city dweller; Highly  
educated; Upwardly mobile;  
Professionals; Physically fit;  
Foodies

**Urban Edge G25**  
Age: 25-30, \$50-74k  
Multi-family: 101+, 1  
Tech Use: Above Average  
Progressive views; Urban-  
dwellers; Environmental  
advocates; Ambitious; Highly  
educated; Exercise enthusiasts

## H MIDDLE-CLASS MELTING POT

**Birkenstocks and Beemers H27**  
Age: 46-50, \$50-74k  
Single family, 1  
Age of children: 13-18  
Tech Use: Below Average  
Suburb living; Active investors;  
Comfortable spending; Yogis;  
Charitable giving; Outdoor  
activities

**Destination Recreation H29**  
Age: 46-45, \$50-74k  
Single family, 1  
Age of children: 13-18  
Tech Use: Below Average  
Risk takers; Entrepreneurial spirit;  
Money isn't everything;  
Sports focused; Outdoor  
recreation; Price conscious

**Everyday Moderates H28**  
Age: 51-65, \$50-74k  
Single family, 2  
Age of children: 13-18  
Tech Use: Excellent  
Credit aware; Comfortable  
living; Brand conscious; Fashion  
oriented; Financially alert;  
Middle of the road views

**Progressive Potpourri H26**  
Age: 51-65, \$50-74k  
Single family, 2  
Age of children: 13-18  
Tech Use: Below Average  
Bilingual; Ethnically diverse; Urban  
centric; Status spenders; Family  
abroad; Comfortable lifestyles

## I FAMILY UNION

**Balance and Harmony I33**  
Age: 36-45, \$50-74k  
Single family, 2  
Age of children: 10-12  
Tech Use: Excellent  
Bilingual households; Roots  
abroad; Blue-collar income;  
Athletic fitness; Soccer fans;  
Financially curious

**Blue Collar Comfort I31**  
Age: 36-45, \$50-74k  
Single family, 5+  
Age of children: 13-18  
Tech Use: Excellent  
Multi-generational households;  
Patriotic; Middle class comfort;  
Older homes; Union workers;  
Bargain hunters

**Steadfast Conventionalists I32**  
Age: 51-65, \$50-74k  
Single family, 5+  
Age of children: 10-12  
Tech Use: Excellent  
Ethnically diverse; Foreign  
travelers; Family abroad;  
Limited investments; High school  
educated; Health conscious

**Stock Cars and State Parks I30**  
Age: 46-50, \$50-74k  
Single family, 5+  
Age of children: 13-18  
Tech Use: Below Average  
Country living; Outdoor activities;  
Blue-collar jobs; Family-centric  
activities; Conservative views;  
Motor sports fans

## J AUTUMN YEARS

**Aging in Place J34**  
Age: 66-75, \$50-74k  
Single family, 2  
Tech Use: Very Poor  
Retired; Fine arts appreciation;  
Financially secure; AARP  
members; Avid newspaper reader;  
Republican

**Rural Escape J35**  
Age: 66-75, \$35-49k  
Single family, 2  
Tech Use: Very Poor  
Country living; Modest educations;  
Risk adverse; Outdoor activities;  
Traditional media; Aftermarket  
buyers

**Settled and Sensible J36**  
Age: 51-65, \$50-74k  
Single family, 2  
Tech Use: Very Poor  
Humble living; Modest spending;  
Limited financial savings;  
Retired; Stable lifestyle;  
Limited internet activity

## K SIGNIFICANT SINGLES

**Bohemian Groove K40**  
Age: 51-65, <\$15k  
Single family, 1  
Tech Use: Very Poor  
Apartment dwellers; Single adults;  
Environmentally sympathetic;  
Modest living; Value-conscious  
shoppers; Eclectic interests

**Gotham Blend K38**  
Age: 51-65, \$50-74k  
Multi-family: 2 units, 1  
Tech Use: Excellent  
City lifestyle; Environmental donor;  
Bilingual; Aspirational consumers;  
Culturally diverse Newspaper  
readers

**Metro Fusion K39**  
Age: 36-45, \$50-74k  
Single family, 1  
Tech Use: Excellent  
City apartment living; Family  
abroad; Ethnically diverse; Modest  
investments; Digitally dependent;  
Youthful perseverance

**Wired for Success K37**  
Age: 36-45, \$35-49k  
Multi-family: 101+, 1  
Tech Use: Above Average  
Conspicuous consumption; Status  
seekers; Digital media gurus;  
Value education; Liberal  
household; Active lifestyles

## L BLUE SKY BOOMERS

**Booming and Consuming L41**  
Age: 51-65, \$50-74k  
Single family, 1  
Tech Use: Below Average  
Busy social lives; Diversified  
investments; Home and garden  
enthusiasts; Open-minded;  
Balanced shoppers;  
Disposable income

**Homemade Happiness L43**  
Age: 51-65, \$50-74k  
Single family, 1  
Tech Use: Very Poor  
Humble rural living; Hunting/  
fishing; Blue-collar and  
agricultural jobs; Cash not credit;  
Pragmatic shoppers; Traditional  
family values

**Rooted Flower Power L42**  
Age: 51-65, \$50-74k  
Single family, 1  
Tech Use: Above Average  
Philanthropist; Deeply rooted;  
Single adults; Bargain hunters;  
Liberal; Clubs and volunteering

## M FAMILIES IN MOTION

**Diapers and Debit Cards M45**  
Age: 31-35, \$35-49k  
Single family, 5+  
Age of children: 0-3  
Tech Use: Excellent  
Rural living; Home-based family  
activities; Enjoy bargain hunting;  
Middle of the road politics; Early  
childrearing years; Bowling and  
pool leagues

**Red, White and Bluegrass M44**  
Age: 36-45, \$50-74k  
Single family, 5+  
Age of children: 4-6  
Tech Use: Excellent  
Family-centered activities; Rural  
communities; Working-class  
lifestyles; Racing fan; Modest  
financial investments; Country life

## N PASTORAL PRIDE

**Countrified Pragmatics N47**  
Age: 51-65, \$35-49k  
Single family, 1  
Age of children: 13-18  
Tech Use: Excellent  
Remote rural communities;  
Patriotic; Independent streak;  
Modest housing; Active outdoor  
lifestyles; Risk takers

**Rural Southern Bliss N48**  
Age: 51-65, \$50-74k  
Single family, 5+  
Age of children: 0-3  
Tech Use: Excellent  
Fashionable; Limited discretionary  
spend; Aspirational;  
Multigenerational households;  
Modest educations; Status  
shoppers

**Touch of Tradition N49**  
Age: 36-45, \$35-49k  
Single family, 1  
Age of children: 13-18  
Tech Use: Very Poor  
Frugal; Working-class sensibility;  
Home-based activities; Sports TV;  
Remote settings; Hunting/fishing

**True Grit Americans N46**  
Age: 36-45, \$50-74k  
Single family, 1  
Age of children: 13-18  
Tech Use: Very Poor  
Rural residences; Live within  
means; Outdoor activities;  
After-market buyers; Practical  
priorities; Cowboy values

## O SINGLES

**Colleges and Cafes O53**  
Age: 19-24, <\$15k  
Multi-family: 101+ units, 1  
Tech Use: Very Poor  
University towns; Single adults;  
Risk takers; Active lifestyles;  
Politically disengaged;  
Well-educated

**Digital Dependents O51**  
Age: 25-30, \$35-49k  
Single family, 1  
Age of children: 0-3  
Tech Use: Excellent  
Ambitious; Appearances are  
important; Single adults;  
Outdoor activities; Music lovers;  
Digitally savvy

**Family Troopers O55**  
Age: 25-30, <\$15k  
Multi-family: 5-9 units, 2  
Age of children: 0-3  
Tech Use: Excellent  
Renters; Military base communities;  
Ethnically diverse; Children's  
activities; Limited educations;  
Active social lives

**Full Steam Ahead O50**  
Age: 36-45, <\$15k  
Multi-family: 101+ units, 1  
Age of children: 13-18  
Tech Use: Very Poor  
Busy lives; Television fans; Single  
adults; Informed shopper; Leaning  
liberal; Competitive sports

**Striving Single Scene O54**  
Age: 25-30, <\$15k  
Multi-family: 101+ units, 1  
Tech Use: Excellent  
Career-driven; Urban-centric;  
Digitally dependent; Active social  
lives; Gym memberships; Music fan

**Urban Ambition O52**  
Age: 31-35, <\$15k  
Multi-family: 5-9 units, 1  
Age of children: 13-18  
Tech Use: Very Poor  
Racially diverse; Singles and single  
parents; City apartment renters;  
Music hip; Technology adapting;  
Video games

## P CULTURAL CONNECTIONS

**Expanding Horizons P59**  
Age: 36-45, \$35-49k  
Single family, 5+  
Age of children: 10-12  
Tech Use: Excellent  
Blue-collar jobs; Bilingual;  
Style conscious; Budget  
constraints; Preteens and teens;  
Team sports

**Heritage Heights P58**  
Age: 36-45, <\$15k  
Multi-family: 2 units, 1  
Age of children: 13-18  
Tech Use: Excellent  
Ethnically eclectic; Fashion  
forward; Artistically inclined;  
Bilingual; Single parents;  
Appearances matter

**Humble Beginnings P61**  
Age: 36-45, <\$15k  
Multi-family: 101+ units, 1  
Age of children: 10-12  
Tech Use: Excellent  
Rental housing; Single parents;  
Bilingual; Driven to impress;  
Family abroad; Style on a budget

**Mid-scale Medley P56**  
Age: 36-45, \$50-74k  
Single family, 1  
Age of children: 13-18  
Tech Use: Below Average  
Modest living; Single adults;  
Trendsetters; Cash over credit;  
Outdoor leisure; Family abroad

**Modest Metro Means P57**  
Age: 51-65, <\$15k  
Multi-family: 2 units, 1  
Age of children: 13-18  
Tech Use: Very Poor  
Public transportation; Ethnically  
diverse; Single parents; Rental  
housing; TV watchers;  
Opportunity seekers

**Striving Forward P60**  
Age: 36-45, <\$15k  
Multi-family: 5-9 units, 1  
Age of children: 10-12  
Tech Use: Excellent  
Multi-ethnic; Ambitious;  
Single parents; Family activities;  
Active athletes; Fashionable

## Q GOLDEN YEAR GUARDIANS

**Footloose and Family Free Q63**  
Age: 76+, \$15-24k  
Single family, 1  
Tech Use: Below Average  
Retirees; Epicurean; Healthy living;  
Active social lives; Well-invested;  
Financially secure

**Reaping Rewards Q62**  
Age: 76+, \$35-49k  
Single family, 2  
Tech Use: Very Poor  
Retirees; Established credit;  
Cruise vacations; Daytime  
entertainment; Brand loyal;  
Republican supporter

**Town Elders Q64**  
Age: 76+, \$15-24k  
Single family, 1  
Tech Use: Very Poor  
Spiritual; Cautious money  
managers; Seniors; Home-  
centered activities; Health-related  
purchases; Rural lifestyle

**Senior Discounts Q65**  
Age: 76+, <\$15k  
Multi-family: 101+ units, 1  
Tech Use: Very Poor  
Discount shoppers; Retirement  
residences; TV entertainment;  
Active leisure lives; Active health  
maintenance; Avid newspaper  
readers

## R ASPIRATIONAL FUSION

**Dare to Dream R66**  
Age: 26-30, <\$15k  
Multi-family: 5-9 units, 1  
Age of children: 13-18  
Tech Use: Above Average  
Single parents; Apartment dweller;  
Bilingual; Brand-conscious; Team  
sports; Window-shoppers

**Hope for Tomorrow R67**  
Age: 19-24, <\$15k  
Single family, 1  
Age of children: 13-18  
Tech Use: Excellent  
Single parents; Striving for  
more; City living; Shopping as  
entertainment; Seeking approval;  
Cash not credit

## S ECONOMIC CHALLENGES

**Small Town Shallow Pockets S68**  
Age: 51-65, <\$15k  
Single family, 1  
Tech Use: Very Poor  
Modest spenders; Rural towns;  
Single, empty nesters; Frequent  
movers; Modest educations;  
Status seeking purchases

**Tight Money S70**  
Age: 36-45, <\$15k  
Multi-family: 20-49 units, 1  
Age of children: 13-18  
Tech Use: Excellent  
Rental housing; Rural towns;  
Blue-collar jobs; Simple lifestyles;  
Bargain hunters; Status shoppers

**Tough Times S71**  
Age: 51-65, <\$15k  
Multi-family: 101+ units, 1  
Tech Use: Excellent  
City renters; Ethnically diverse;  
Brand conscious; Aspirational;  
Limited budgets;  
Appearances matter

**Urban Survivors S69**  
Age: 51-65, <\$15k  
Single family, 1  
Age of children: 13-18  
Tech Use: Excellent  
Modest budgets; Racially  
diverse; Entrepreneurial spirit;  
Homeowners; Materialistic  
aspirations; Style on a budget

## 71 Lifestyle Clusters - General Approach Experian Decision Analytics; 2019 - 2020

More than 300 data points have been used to build Mosaic USA. These have been selected as inputs to the classification on the basis of their coverage, quality, consistency and sustainability.

The data variables enable accurate identification and differentiation between a wide range of consumer characteristics and attributes. (See the list below.)

The data variables are updated quarterly to ensure continued accuracy in assignments of the Mosaic codes.

In general, they meet the following criteria:

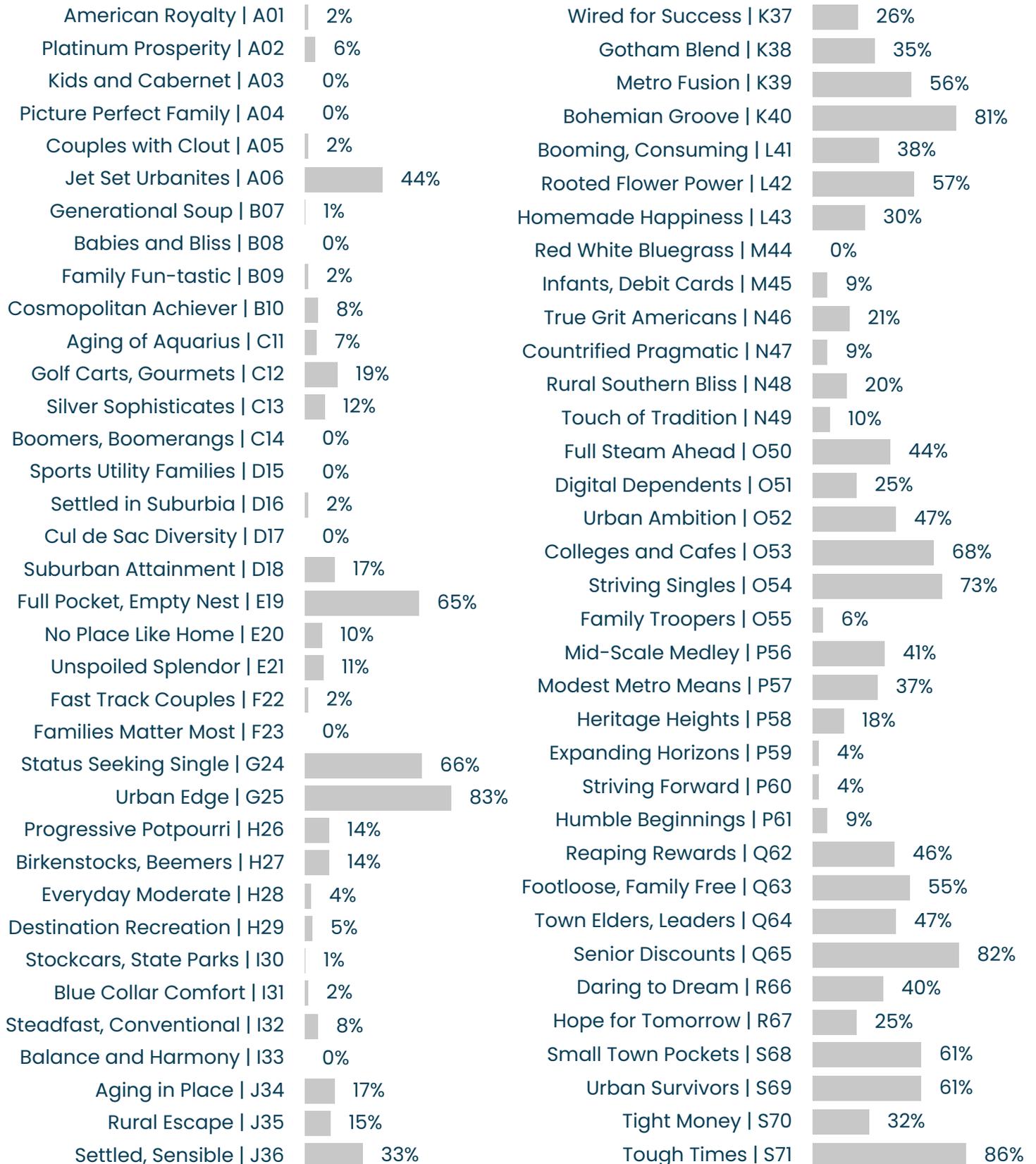
- Allow the identification and description of consumer segments that are not necessarily distinguished solely by the use of census data.
- Ensure accuracy of Mosaic code by either household or neighborhood.
- Are updated regularly to ensure that changes are monitored.
- Improve differentiation and allow for the identification of a wide range of consumer behaviors.

### Characteristics and Attributes

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

# Ohio Mosaic | Singles, No Kids

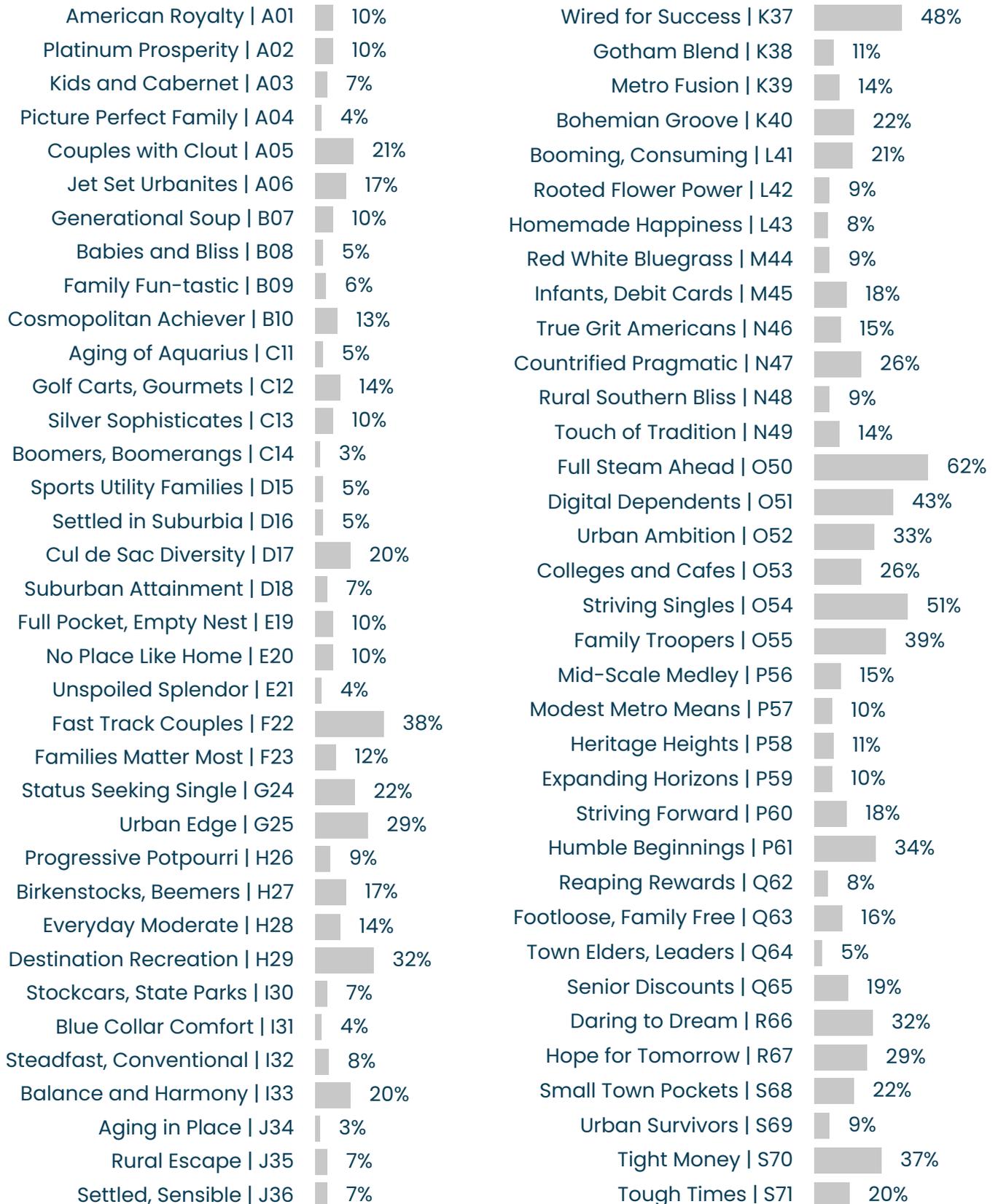
The share of all Ohio householders that are singles without children in 2019.



Underlying Mosaic Lifestyle Clusters provided by Experian Decision Analytics through year-end 2019. Analysis & exhibit prepared by LandUseUSA, 2020 - 2021.

# Ohio Mosaic | Total Movership Rate

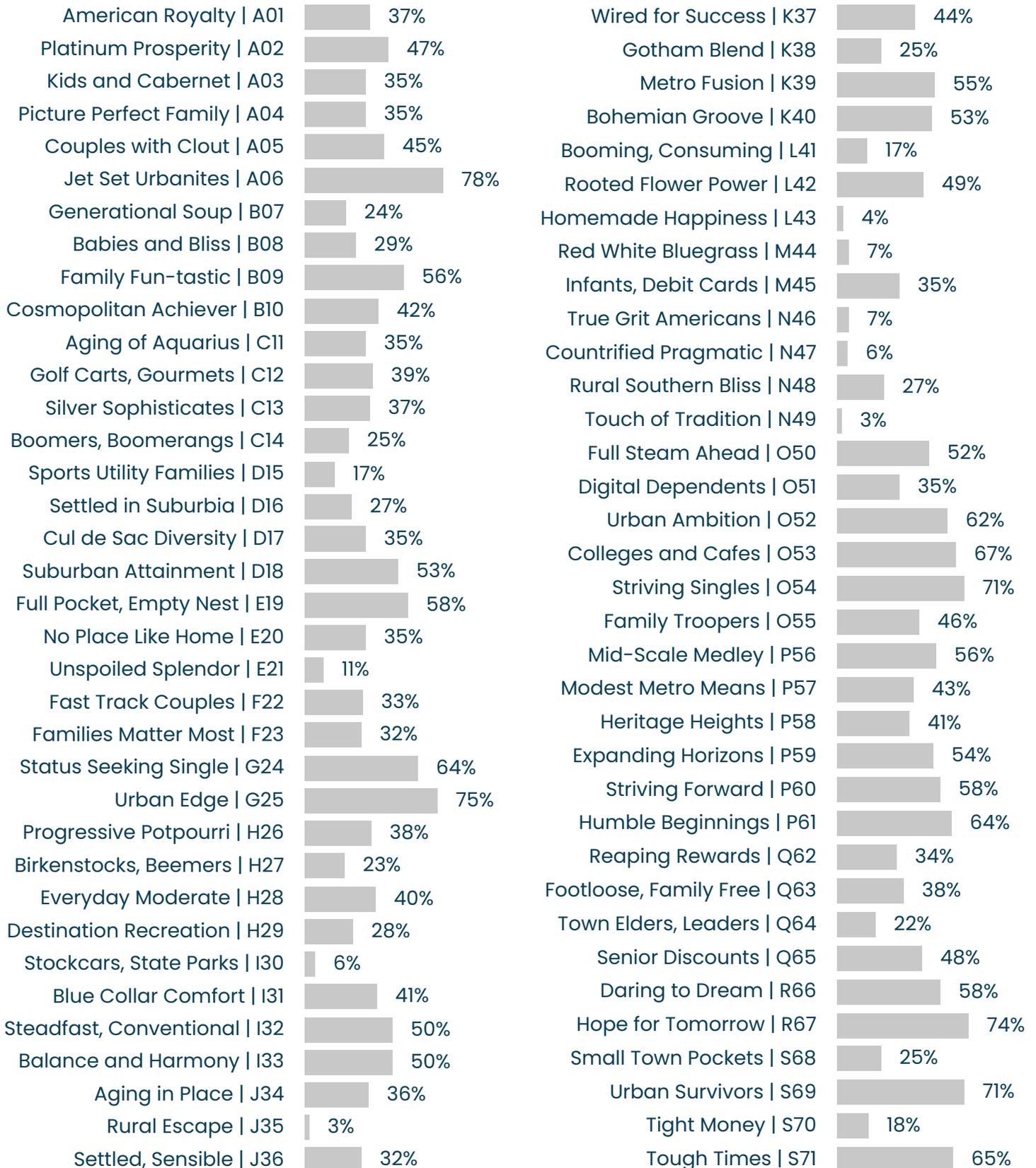
Share of all Ohio households that moved from one address to another in 2019.



Underlying Mosaic Lifestyle Clusters provided by Experian Decision Analytics through year-end 2019. Analysis & exhibit prepared by LandUseUSA, 2020 - 2021.

# Ohio Mosaic | Metro Cities, Urban

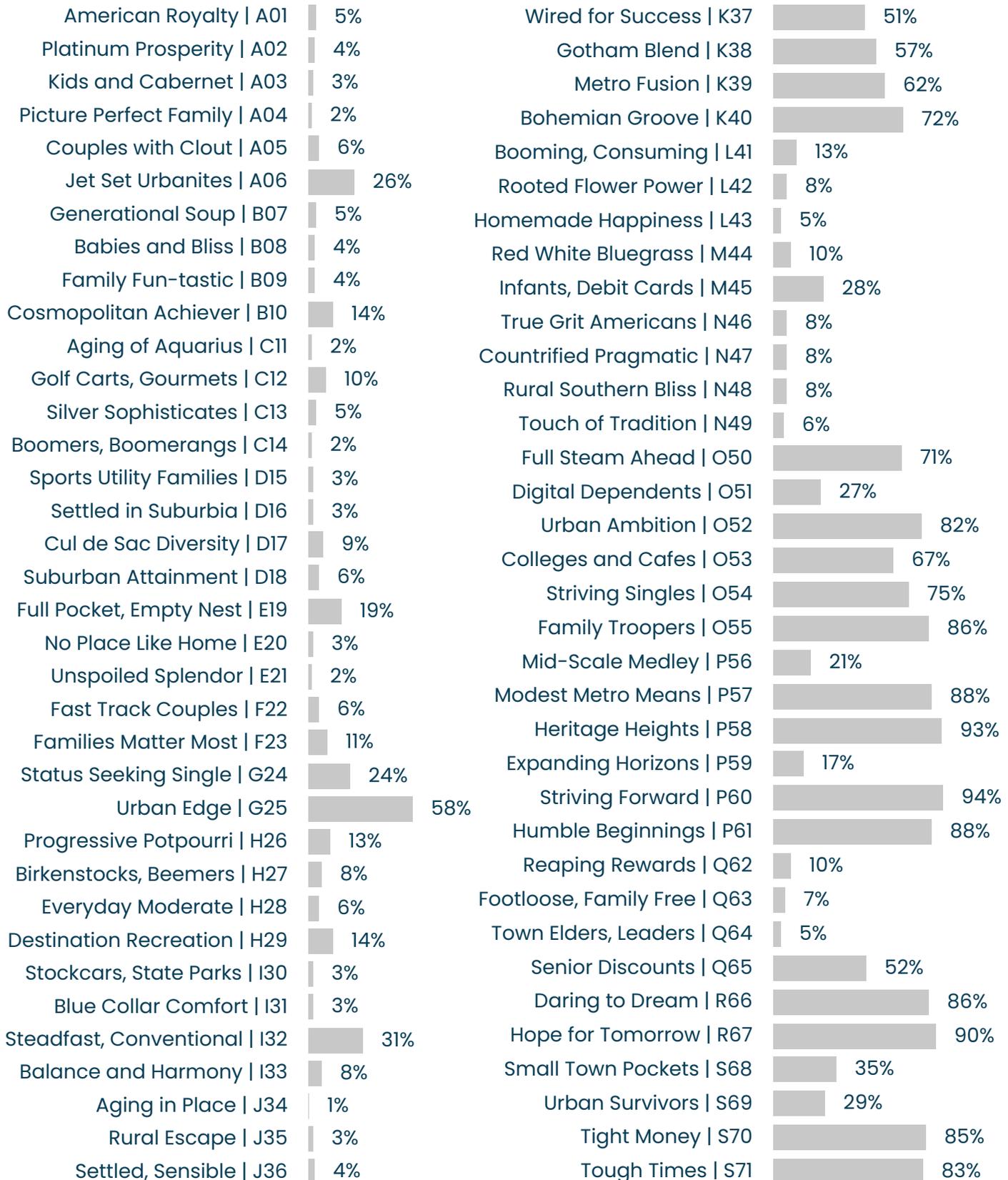
Share of all Ohio households living in a metro cities, excluding suburbs in 2019.



Underlying Mosaic Lifestyle Clusters provided by Experian Decision Analytics through year-end 2019. Analysis & exhibit prepared by LandUseUSA, 2020 - 2021.

# Ohio Mosaic | Home Renters

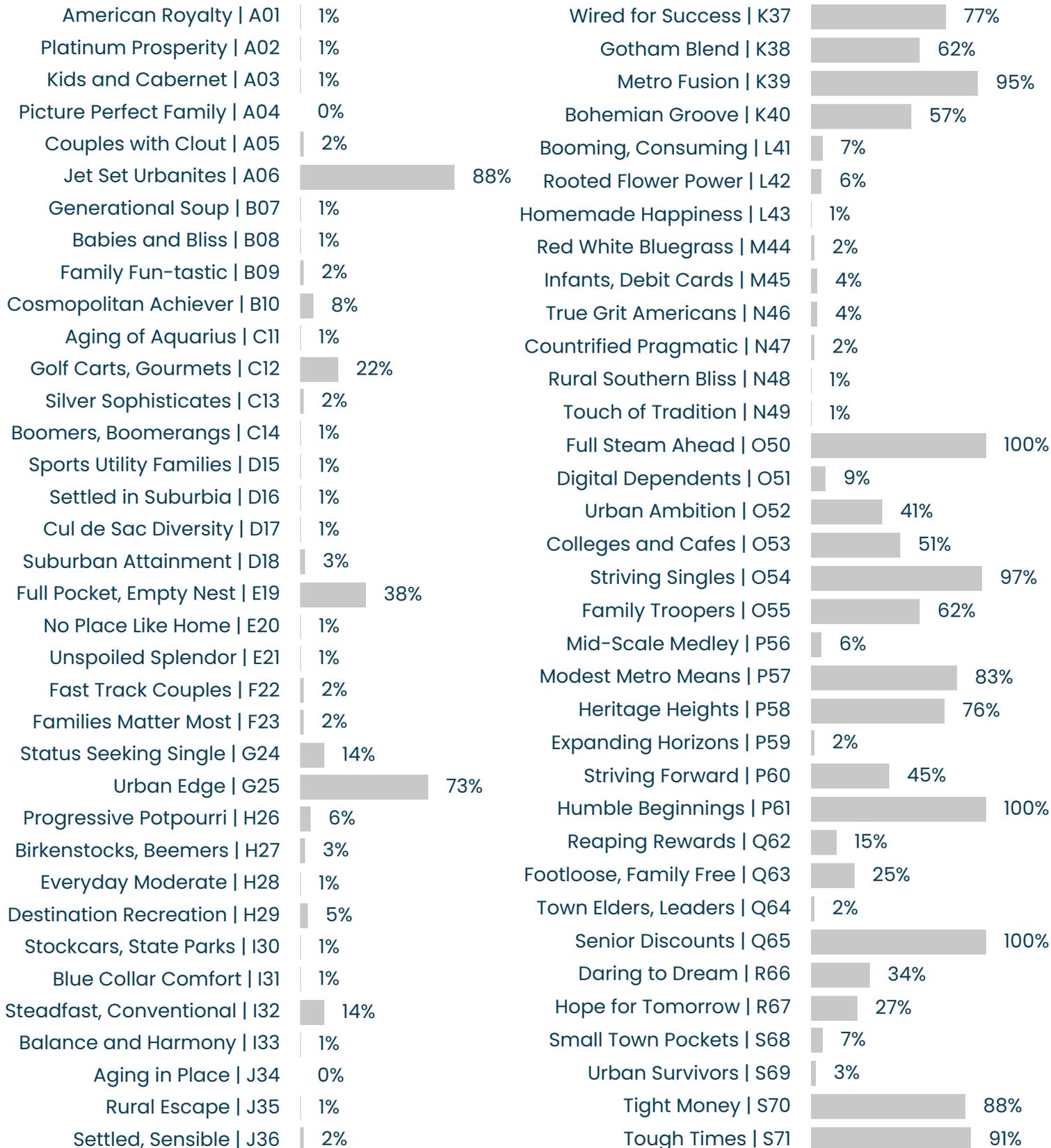
Share of Ohio households that rented their primary residence in 2019.



Underlying Mosaic Lifestyle Clusters provided by Experian Decision Analytics through year-end 2019. Analysis & exhibit prepared by LandUseUSA, 2020 - 2021.

# Ohio Mosaic | Attached Units 3+

Share of all Ohio households living in buildings with three or more units, 2019.



Underlying Mosaic Lifestyle Clusters provided by Experian Decision Analytics through year-end 2019. Analysis & exhibit prepared by LandUseUSA, 2020 - 2021.

# Section J

Existing Households by Lifestyle Cluster  
 The City of Cuyahoga Falls, Ohio | 2020

Cluster	Description	Households (2020)	Share of Total
A01	American Royalty	1	0%
A02	Platinum Prosperity	176	1%
A03	Kids and Cabernet	90	0%
A04	Picture Perfect Families	419	2%
A05	Couples with Clout	74	0%
A06	Jet Set Urbanites	5	0%
B07	Generational Soup	76	0%
B08	Babies and Bliss	163	1%
B09	Family Fun-tastic	1,360	6%
B10	Cosmopolitan Achievers	0	0%
C11	Aging of Aquarius	615	3%
C12	Golf Carts and Gourmets	29	0%
C13	Silver Sophisticates	51	0%
C14	Boomers and Boomerangs	180	1%
D15	Sports Utility Families	149	1%
D16	Settled in Suburbia	99	0%
D17	Cul de Sac Diversity	2	0%
D18	Suburban Attainment	34	0%
E19	Full Pockets, Empty Nests	62	0%
E20	No Place Like Home	2,309	10%
E21	Unspoiled Splendor	97	0%
F22	Fast Track Couples	211	1%
F23	Families Matter Most	438	2%
G24	Status Seeking Singles	352	2%
G25	Urban Edge	9	0%
H26	Progressive Potpourri	2	0%
H27	Birkenstocks and Beemers	38	0%
H28	Everyday Moderates	64	0%
H29	Destination Recreation	109	0%
I30	Stockcars and State Parks	66	0%
I31	Blue Collar Comfort	3,112	14%
I32	Steadfast Conventionalists	0	0%
I33	Balance and Harmony	3	0%
J34	Aging in Place	2,569	11%
J35	Rural Escape	6	0%
J36	Settled and Sensible	270	1%

## Existing Households by Lifestyle Cluster

### The City of Cuyahoga Falls, Ohio | 2020

Cluster	Description	Households (2020)	Share of Total
K37	Wired for Success	107	0%
K38	Gotham Blend	3	0%
K39	Metro Fusion	22	0%
K40	Bohemian Groove	1,194	5%
L41	Booming and Consuming	37	0%
L42	Rooted Flower Power	1,853	8%
L43	Homemade Happiness	0	0%
M44	Red, White and Bluegrass	6	0%
M45	Diapers and Debit Cards	219	1%
N46	True Grit Americans	2	0%
N47	Countrified Pragmatics	1	0%
N48	Rural Southern Bliss	3	0%
N49	Touch of Tradition	0	0%
O50	Full Steam Ahead	241	1%
O51	Digital Dependents	1,886	8%
O52	Urban Ambition	57	0%
O53	Colleges and Cafes	99	0%
O54	Striving Single Scene	722	3%
O55	Family Troopers	302	1%
P56	Mid-scale Medley	390	2%
P57	Modest Metro Means	0	0%
P58	Heritage Heights	0	0%
P59	Expanding Horizons	0	0%
P60	Striving Forward	0	0%
P61	Humble Beginnings	2	0%
Q62	Reaping Rewards	405	2%
Q63	Footloose and Family Free	0	0%
Q64	Town Elders	572	3%
Q65	Senior Discounts	617	3%
R66	Dare to Dream	116	1%
R67	Hope for Tomorrow	8	0%
S68	Small Town Shallow Pockets	9	0%
S69	Urban Survivors	8	0%
S70	Tight Money	2	0%
S71	Tough Times	246	1%
Total Households in the Data Set		22,369	100%
Lifestyle Clusters 1 - 36		12,968	58%
Lifestyle Clusters 37 - 71		9,400	42%

## Existing Households by Lifestyle Cluster The City of Akron, Ohio | 2020

Cluster	Description	Households (2020)	Share of Total
A01	American Royalty	83	0%
A02	Platinum Prosperity	613	1%
A03	Kids and Cabernet	128	0%
A04	Picture Perfect Families	617	1%
A05	Couples with Clout	153	0%
A06	Jet Set Urbanites	7	0%
B07	Generational Soup	105	0%
B08	Babies and Bliss	145	0%
B09	Family Fun-tastic	1,945	2%
B10	Cosmopolitan Achievers	3	0%
C11	Aging of Aquarius	1,091	1%
C12	Golf Carts and Gourmets	181	0%
C13	Silver Sophisticates	504	1%
C14	Boomers and Boomerangs	175	0%
D15	Sports Utility Families	72	0%
D16	Settled in Suburbia	381	0%
D17	Cul de Sac Diversity	13	0%
D18	Suburban Attainment	2,650	3%
E19	Full Pockets, Empty Nests	339	0%
E20	No Place Like Home	1,948	2%
E21	Unspoiled Splendor	79	0%
F22	Fast Track Couples	283	0%
F23	Families Matter Most	317	0%
G24	Status Seeking Singles	722	1%
G25	Urban Edge	48	0%
H26	Progressive Potpourri	2	0%
H27	Birkenstocks and Beemers	24	0%
H28	Everyday Moderates	31	0%
H29	Destination Recreation	90	0%
I30	Stockcars and State Parks	5	0%
I31	Blue Collar Comfort	3,908	5%
I32	Steadfast Conventionalists	3	0%
I33	Balance and Harmony	62	0%
J34	Aging in Place	2,106	3%
J35	Rural Escape	0	0%
J36	Settled and Sensible	11,237	14%

## Existing Households by Lifestyle Cluster The City of Akron, Ohio | 2020

Cluster	Description	Households (2020)	Share of Total
K37	Wired for Success	40	0%
K38	Gotham Blend	18	0%
K39	Metro Fusion	31	0%
K40	Bohemian Groove	1,676	2%
L41	Booming and Consuming	157	0%
L42	Rooted Flower Power	3,363	4%
L43	Homemade Happiness	22	0%
M44	Red, White and Bluegrass	139	0%
M45	Diapers and Debit Cards	5,815	7%
N46	True Grit Americans	36	0%
N47	Countrified Pragmatics	15	0%
N48	Rural Southern Bliss	2,997	4%
N49	Touch of Tradition	4	0%
O50	Full Steam Ahead	128	0%
O51	Digital Dependents	2,670	3%
O52	Urban Ambition	2,043	2%
O53	Colleges and Cafes	1,825	2%
O54	Striving Single Scene	1,878	2%
O55	Family Troopers	1,017	1%
P56	Mid-scale Medley	2,083	3%
P57	Modest Metro Means	165	0%
P58	Heritage Heights	1	0%
P59	Expanding Horizons	195	0%
P60	Striving Forward	24	0%
P61	Humble Beginnings	81	0%
Q62	Reaping Rewards	475	1%
Q63	Footloose and Family Free	0	0%
Q64	Town Elders	2,602	3%
Q65	Senior Discounts	1,471	2%
R66	Dare to Dream	3,646	4%
R67	Hope for Tomorrow	5,382	7%
S68	Small Town Shallow Pockets	1,724	2%
S69	Urban Survivors	8,251	10%
S70	Tight Money	31	0%
S71	Tough Times	2,413	3%
Total Households in the Data Set		82,487	100%
Lifestyle Clusters 1 - 36		18,834	23%
Lifestyle Clusters 37 - 71		63,654	77%

## Existing Households by Lifestyle Cluster Summit County, Ohio | 2020

Cluster	Description	Households (2020)	Share of Total
A01	American Royalty	4,158	2%
A02	Platinum Prosperity	4,451	2%
A03	Kids and Cabernet	4,167	2%
A04	Picture Perfect Families	6,751	3%
A05	Couples with Clout	1,753	1%
A06	Jet Set Urbanites	45	0%
B07	Generational Soup	3,683	2%
B08	Babies and Bliss	3,263	1%
B09	Family Fun-tastic	6,259	3%
B10	Cosmopolitan Achievers	20	0%
C11	Aging of Aquarius	9,423	4%
C12	Golf Carts and Gourmets	471	0%
C13	Silver Sophisticates	4,048	2%
C14	Boomers and Boomerangs	4,909	2%
D15	Sports Utility Families	3,974	2%
D16	Settled in Suburbia	4,673	2%
D17	Cul de Sac Diversity	98	0%
D18	Suburban Attainment	2,929	1%
E19	Full Pockets, Empty Nests	1,275	1%
E20	No Place Like Home	12,674	6%
E21	Unspoiled Splendor	2,946	1%
F22	Fast Track Couples	3,280	1%
F23	Families Matter Most	2,525	1%
G24	Status Seeking Singles	2,023	1%
G25	Urban Edge	223	0%
H26	Progressive Potpourri	23	0%
H27	Birkenstocks and Beemers	775	0%
H28	Everyday Moderates	111	0%
H29	Destination Recreation	746	0%
I30	Stockcars and State Parks	1,331	1%
I31	Blue Collar Comfort	12,253	6%
I32	Steadfast Conventionalists	4	0%
I33	Balance and Harmony	84	0%
J34	Aging in Place	16,271	7%
J35	Rural Escape	31	0%
J36	Settled and Sensible	16,003	7%

## Existing Households by Lifestyle Cluster Summit County, Ohio | 2020

Cluster	Description	Households (2020)	Share of Total
K37	Wired for Success	1,361	1%
K38	Gotham Blend	34	0%
K39	Metro Fusion	91	0%
K40	Bohemian Groove	4,063	2%
L41	Booming and Consuming	553	0%
L42	Rooted Flower Power	6,978	3%
L43	Homemade Happiness	304	0%
M44	Red, White and Bluegrass	977	0%
M45	Diapers and Debit Cards	7,962	4%
N46	True Grit Americans	81	0%
N47	Countrified Pragmatics	242	0%
N48	Rural Southern Bliss	3,230	1%
N49	Touch of Tradition	24	0%
O50	Full Steam Ahead	776	0%
O51	Digital Dependents	7,852	4%
O52	Urban Ambition	2,260	1%
O53	Colleges and Cafes	1,928	1%
O54	Striving Single Scene	3,327	1%
O55	Family Troopers	2,024	1%
P56	Mid-scale Medley	2,785	1%
P57	Modest Metro Means	179	0%
P58	Heritage Heights	1	0%
P59	Expanding Horizons	203	0%
P60	Striving Forward	26	0%
P61	Humble Beginnings	90	0%
Q62	Reaping Rewards	4,050	2%
Q63	Footloose and Family Free	10	0%
Q64	Town Elders	5,618	3%
Q65	Senior Discounts	3,815	2%
R66	Dare to Dream	4,207	2%
R67	Hope for Tomorrow	5,665	3%
S68	Small Town Shallow Pockets	2,392	1%
S69	Urban Survivors	8,398	4%
S70	Tight Money	78	0%
S71	Tough Times	2,833	1%
Total Households in the Data Set		222,069	100%
Lifestyle Clusters 1 - 36		121,649	55%
Lifestyle Clusters 37 - 71		100,420	45%

## Existing Households by Lifestyle Cluster The State of Ohio | 2020

Cluster	Description	Households (2020)	Share of Total
A01	American Royalty	65,589	1%
A02	Platinum Prosperity	74,050	2%
A03	Kids and Cabernet	69,632	1%
A04	Picture Perfect Families	104,210	2%
A05	Couples with Clout	34,847	1%
A06	Jet Set Urbanites	4,168	0%
B07	Generational Soup	57,525	1%
B08	Babies and Bliss	68,093	1%
B09	Family Fun-tastic	88,683	2%
B10	Cosmopolitan Achievers	693	0%
C11	Aging of Aquarius	142,895	3%
C12	Golf Carts and Gourmets	5,932	0%
C13	Silver Sophisticates	62,405	1%
C14	Boomers and Boomerangs	100,766	2%
D15	Sports Utility Families	101,682	2%
D16	Settled in Suburbia	64,758	1%
D17	Cul de Sac Diversity	6,382	0%
D18	Suburban Attainment	87,841	2%
E19	Full Pockets, Empty Nests	31,703	1%
E20	No Place Like Home	188,856	4%
E21	Unspoiled Splendor	149,908	3%
F22	Fast Track Couples	80,388	2%
F23	Families Matter Most	59,345	1%
G24	Status Seeking Singles	54,718	1%
G25	Urban Edge	19,740	0%
H26	Progressive Potpourri	1,325	0%
H27	Birkenstocks and Beemers	14,075	0%
H28	Everyday Moderates	7,530	0%
H29	Destination Recreation	15,666	0%
I30	Stockcars and State Parks	229,577	5%
I31	Blue Collar Comfort	186,328	4%
I32	Steadfast Conventionalists	421	0%
I33	Balance and Harmony	4,306	0%
J34	Aging in Place	256,530	5%
J35	Rural Escape	91,951	2%
J36	Settled and Sensible	198,592	4%

## Existing Households by Lifestyle Cluster

### The State of Ohio | 2020

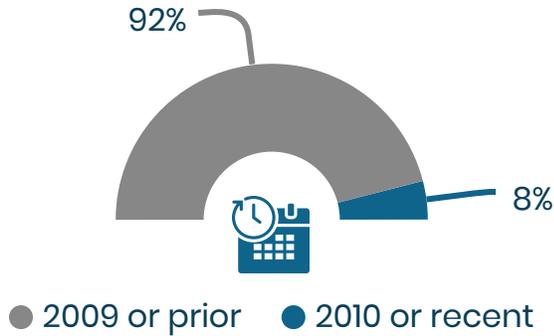
Cluster	Description	Households (2020)	Share of Total
K37	Wired for Success	24,028	1%
K38	Gotham Blend	1,165	0%
K39	Metro Fusion	3,335	0%
K40	Bohemian Groove	82,461	2%
L41	Booming and Consuming	10,114	0%
L42	Rooted Flower Power	114,043	2%
L43	Homemade Happiness	60,911	1%
M44	Red, White and Bluegrass	103,581	2%
M45	Diapers and Debit Cards	153,848	3%
N46	True Grit Americans	42,406	1%
N47	Countrified Pragmatics	32,314	1%
N48	Rural Southern Bliss	41,962	1%
N49	Touch of Tradition	13,540	0%
O50	Full Steam Ahead	17,305	0%
O51	Digital Dependents	166,368	4%
O52	Urban Ambition	77,721	2%
O53	Colleges and Cafes	56,832	1%
O54	Striving Single Scene	85,909	2%
O55	Family Troopers	62,830	1%
P56	Mid-scale Medley	42,169	1%
P57	Modest Metro Means	7,907	0%
P58	Heritage Heights	99	0%
P59	Expanding Horizons	8,178	0%
P60	Striving Forward	2,344	0%
P61	Humble Beginnings	3,887	0%
Q62	Reaping Rewards	66,575	1%
Q63	Footloose and Family Free	2,632	0%
Q64	Town Elders	174,143	4%
Q65	Senior Discounts	74,430	2%
R66	Dare to Dream	84,045	2%
R67	Hope for Tomorrow	76,685	2%
S68	Small Town Shallow Pockets	76,586	2%
S69	Urban Survivors	119,351	3%
S70	Tight Money	9,967	0%
S71	Tough Times	46,356	1%
Total Households in the Data Set		4,677,136	100%
Lifestyle Clusters 1 - 36		2,532,518	54%
Lifestyle Clusters 37 - 71		2,144,618	46%

# Section K

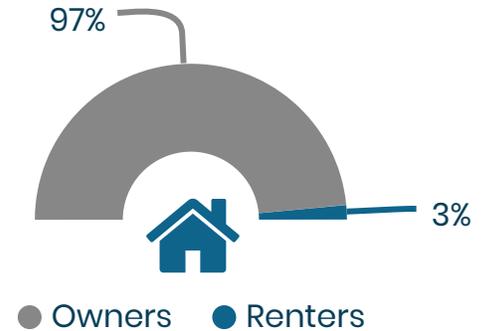
# No Place Like Home | E20

Lifestyles and Housing Preferences | National Averages

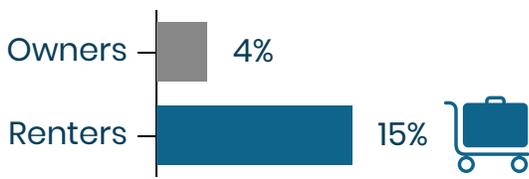
### Units by Decade Built



### Households by Tenure



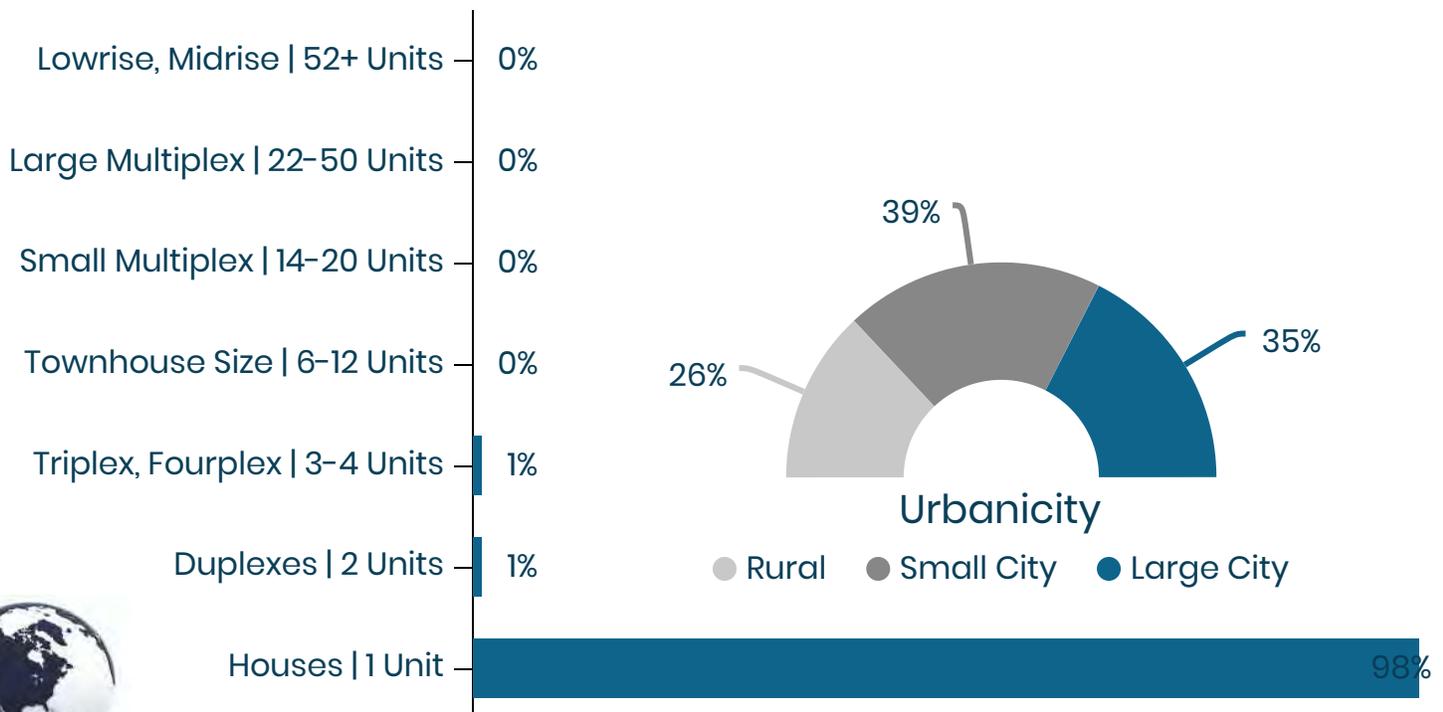
### Share that Moves each Year



### Median Household Income



### Inclination for Units by Building Size and Urbanicity



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## No Place Like Home | E20

Older, moderate-to-better income, multi-generational households in suburban areas

No Place Like Home includes multi-generational households living in exurban comfort. Many households include 50-something adults and their 20-something children or aging parents sharing the family home. The head-of-householders are typically educated, and the households include multiple workers earning good salaries in a mix of good-paying jobs, careers, and professions. Many of these households are located in small cities and villages in the Midwest and Northeastern states. That's fine with these householders, who have typically lived at the same address for more than 15 years and have deep roots in their communities, and value the low cost of living. They are living in communities located in the suburban sprawl of large and small metros, and they tend to have laid-back lifestyles. The baby boomer adults are content with sedentary pursuits like collecting antiques and catching concerts, movies and theatre performances. Their preferred exercise includes jogging and yoga. Meanwhile, their outgoing and active adult children prefer to hit the night spots, take scuba diving trips and roar around on motorcycles. These households have a bi-modal age profile and musical tastes range from country to hip-hop.

No Place Like Home households are not fans of brick-and-mortar shopping excursions. However, they do enjoy purchasing products from television infomercials, catalogs, and websites. They are television fans, favor do-it-yourself programs, and enjoy reading newspapers and magazines that cover cars, sports and women's topics. Their taste in retailers is main-stream and they usually shop places chain department and discount stores and then head to the mall for work attire at national brands and chains. Average adopters when it comes to apparel and electronics, these traditionalists aren't influenced by media depictions of brands and they rely heavily on coupons. They are also okay with buying used cars and trucks to get around and are fairly split between purchasing domestic and foreign vehicles.

The majority of these households have a matter-of-fact approach to life. They work hard, volunteer with community organizations and when it comes to charitable giving, they like to spread the wealth around, donating money to a wide range of causes, especially religious and environmental programs, political organizations and the arts.

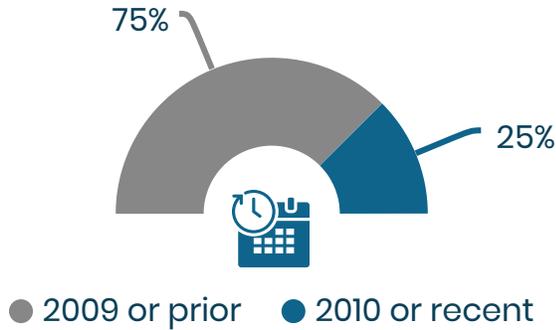
Although they do participate in main-stream media and popular culture, they prefer learning about brand messages through direct mail campaigns and their social media channels. They tend to resonate with brands that use messages and images that portray values core to the American dream, including honesty, loyalty, and pride. They are also more likely to try a brand that entices them with a coupon or deal.

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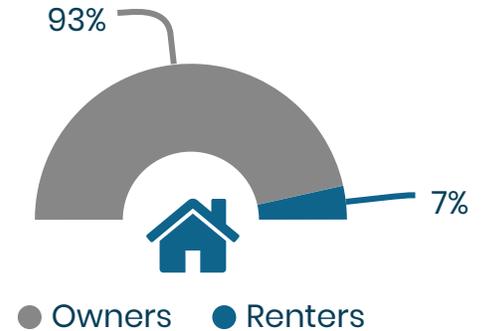
# Fast Track Couples | F22

Lifestyles and Housing Preferences | National Averages

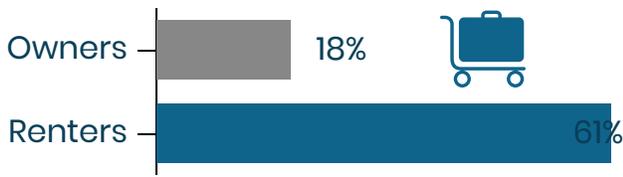
### Units by Decade Built



### Households by Tenure



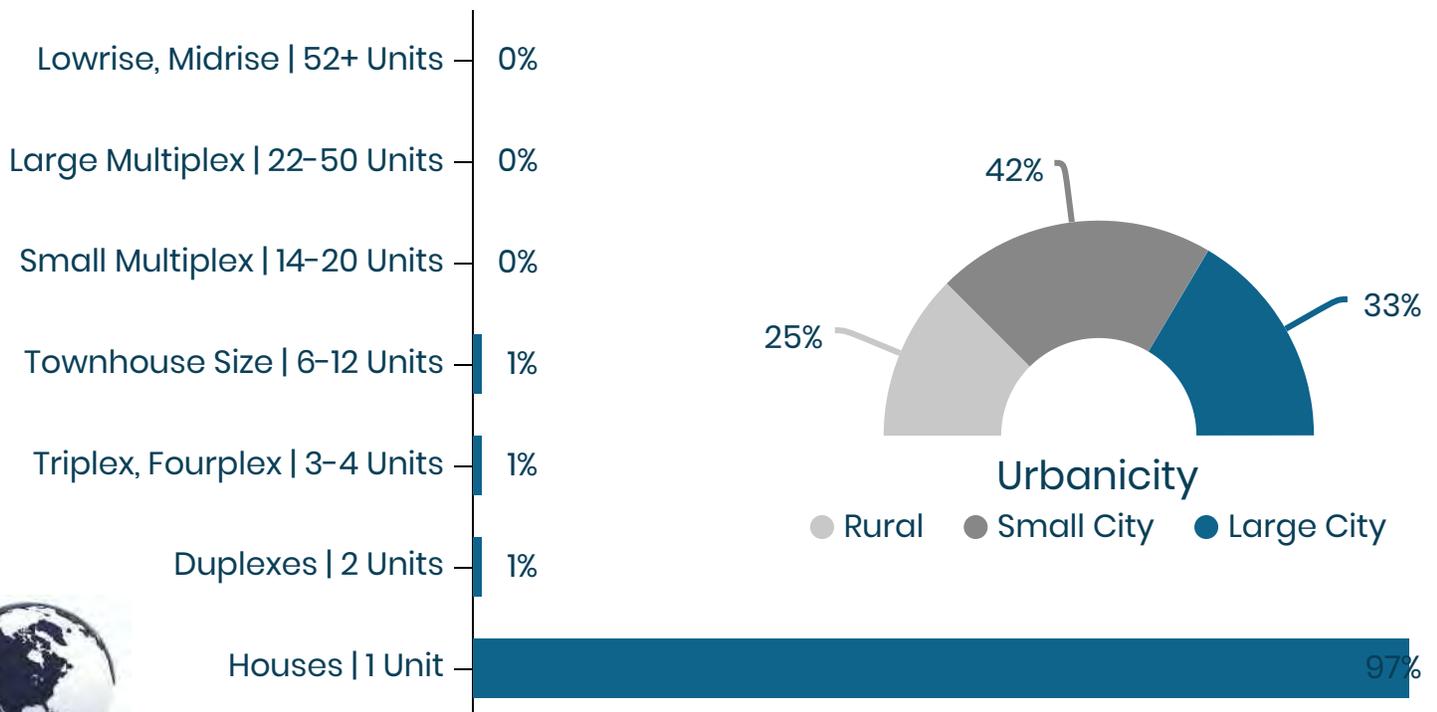
### Share that Moves each Year



### Median Household Income



### Inclination for Units by Building Size and Urbanicity



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## Fast Track Couples | F22

Young and active upper-income suburban couples, highly mobile with big aspirations

Fast Track Couples households include young couples and families already on the road to upward mobility. Although ninety% are under the age of 35, most are married, work at good jobs and own their homes. About 65% have children and most have at least some college education that has helped them secure good-paying jobs in sales, white-collar professions and technology. With most of them still paying off mortgages on their first homes, it's common for both partners to work. That's typical in the new subdivisions where many live. In the fast-growing sprawl of mid-sized cities in the West and South, these young couples live comfortably in homes valued a bit above the national average, though they have yet to sink deep roots, including most have lived at the same address for fewer than three years.

In many ways, Fast Track Couples lead mobile lifestyles. They enjoy athletic activities and it's hard to find a sport or ballgame that they wouldn't play. They also keep fit at local gyms by jogging, biking and doing aerobics. They tend to be night owls who enjoy many night life activities, including going to bars, comedy clubs and rock concerts. On weekends, the childless couples may go to a college or pro sports event after a tailgate party; the young families head for zoos and aquariums. Everyone seems to meet afterwards for a meal at a casual restaurant chains.

As shoppers, Fast Track Couples like whatever's new and hot. Status-conscious consumers, they crave electronics and fill their living rooms with the latest equipment, like gaming systems and large-screen televisions. In their driveways are expensive cars, including premium SUVs and CUVs. They like to get the latest designer fashions. However, they can be smart with their money; they shop sales, clip coupons and compare prices online before making a purchase.

Fast Track Couples make a good Omni-channel market. They prefer learning about brands from internet radio streaming apps. They are also receptive to advertisements delivered through addressable television and mobile display. For many, the internet is the first place they go for information, shopping and, increasingly, entertainment. They like to download music, watch television, book airline tickets and hunt for new jobs and cars. They visit most of the popular main-stream and social networking sites.

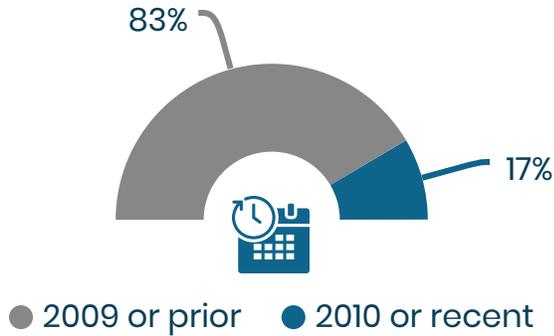
Despite their youth, Fast Track Couples aren't known for their tolerant open-mindedness. They have slightly above average interest in recycling, protecting the environment and supporting equal rights. Most are not particularly involved in politics nor their new communities, and few volunteer for groups other than the PTA or their church organization. Many are simply too busy with work and early childrearing to care.

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# Families Matter Most | F23

Lifestyles and Housing Preferences | National Averages

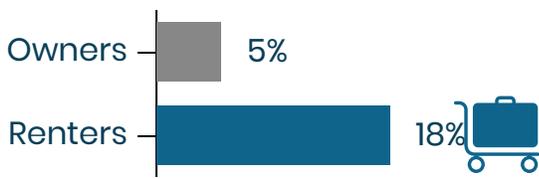
### Units by Decade Built



### Households by Tenure



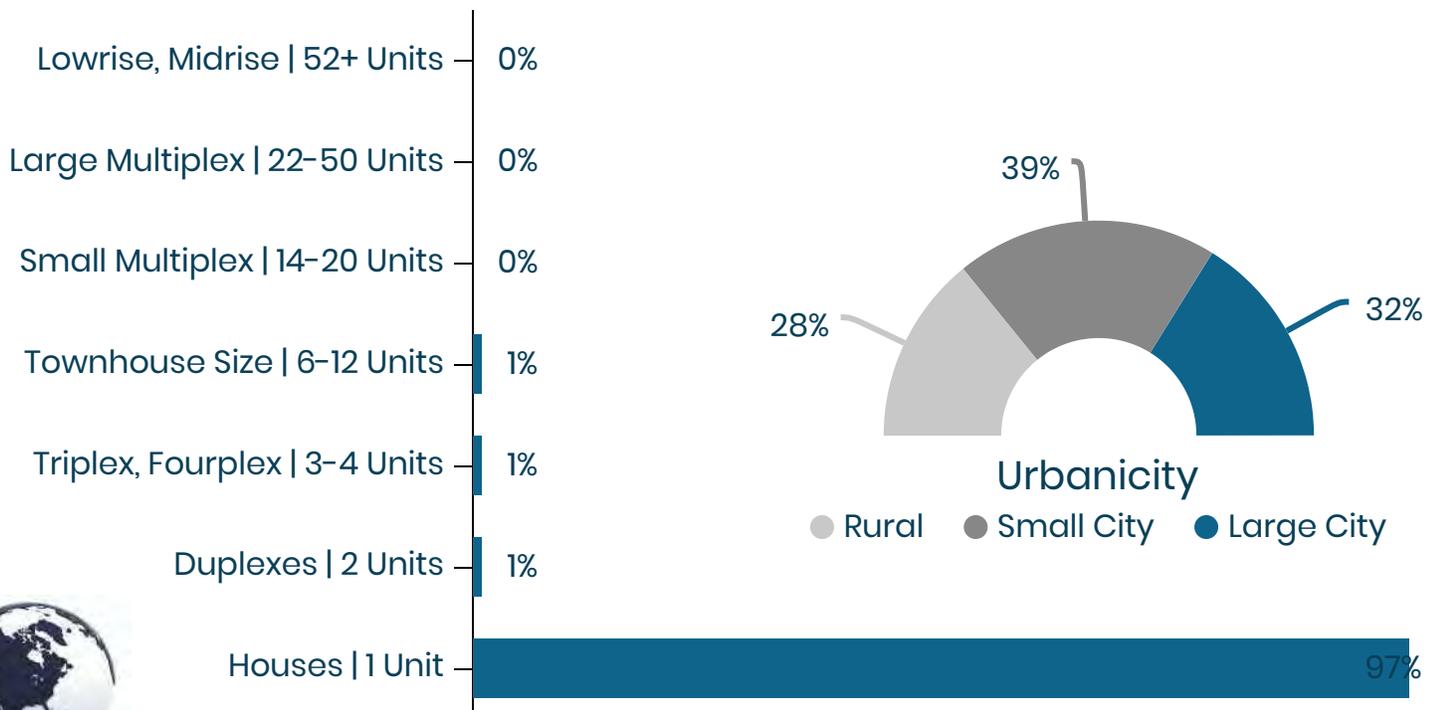
### Share that Moves each Year



### Median Household Income



### Inclination for Units by Building Size and Urbanicity



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## Families Matter Most | F23

Family-focused with moderate-to-better incomes, with active suburban lives

A fast-growing group, the Families Matter Most households reflect the migration of young families to new subdivisions in the West and Midwestern states. More than nine out of ten households have children; and about 65% have several children. These young, moderate-to-better income families have settled in a landscape of recently built subdivisions. The adults have some college education, with only 25% of the head-of-householders having a degree. Most work in a variety of white-collar and military jobs and many have landed management, construction, health care, and education. Their early career successes place them on the first rung of the road to upward mobility.

With their sprawling families and new mortgages, both parents need to work to maintain their newly minted, active lifestyles. They manage financially thanks to credit cards and car and home improvement loans, but their investments, savings, and retirement accounts have low balances. To safeguard their families, they have acquired plenty of health and term life insurance.

Families Matter Most households are focused on the children. Team sports are popular and many of their children participate in Little League teams. On weekends, parents take their children to museums and zoos for the educational stimulation, and pools and bowling alleys for fun. With their solid, moderate-to-better incomes, these households have enough money to buy plenty of toys, games, consumer gadgets and athletic equipment. When they travel during the school breaks, they tend to head for theme parks, beaches and all-inclusive family resorts. They need large cars to shuttle their families, so oversized SUVs and minivans are the vehicles of choice.

When they finally relax at home, these households turn to electronic media for entertainment. They are big television fans and gather around their large screens for favorite sitcoms and animation programs, and often as a family. Their taste in music is remarkably wide, including pop music. Increasingly, both the parents and children are using the internet for entertainment and utilitarian uses. While the children go online to play games and share video files, the adults head to websites for banking, telecommuting and shopping. These households use sponsored sites and links to make their purchase decisions. They are Omni-channel purchasers, taking advantage of online sites for shopping, discounts, and bidding; plus they also frequent conventional brick-and-mortar stores.

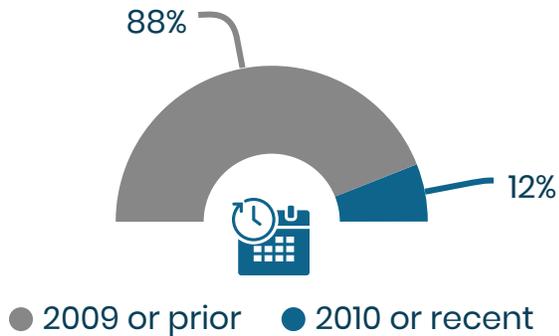
Families Matter Most households tend to be casual about their attitudes, except when it comes to their children. They are big on family values, believing in the sanctity of the evening meal and going to religious services every week. Politically interested, they support the Republican Party slightly more than the Democratic. However, they hardly qualify as activists and get involved in few organizations other than their local church.

These households have adopted attitudes and routines that help them juggle work and child-rearing. As shoppers, they are price-sensitive consumers who look for discount stores that offer durable and comfortable fashion. For meals, they are not too concerned about serving balanced meals or the latest organic offering. The parents here are always last to take care of themselves, whether it's working out or finding time to visit a doctor when sick. In these households, the children always come first. When they want to celebrate soccer victories and good report cards, and will do so by heading to the nearest chain eatery that offers some entertainment for the children.

# Status Seeking Singles | G24

Lifestyles and Housing Preferences | National Averages

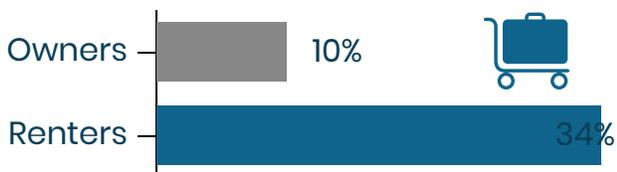
### Units by Decade Built



### Households by Tenure



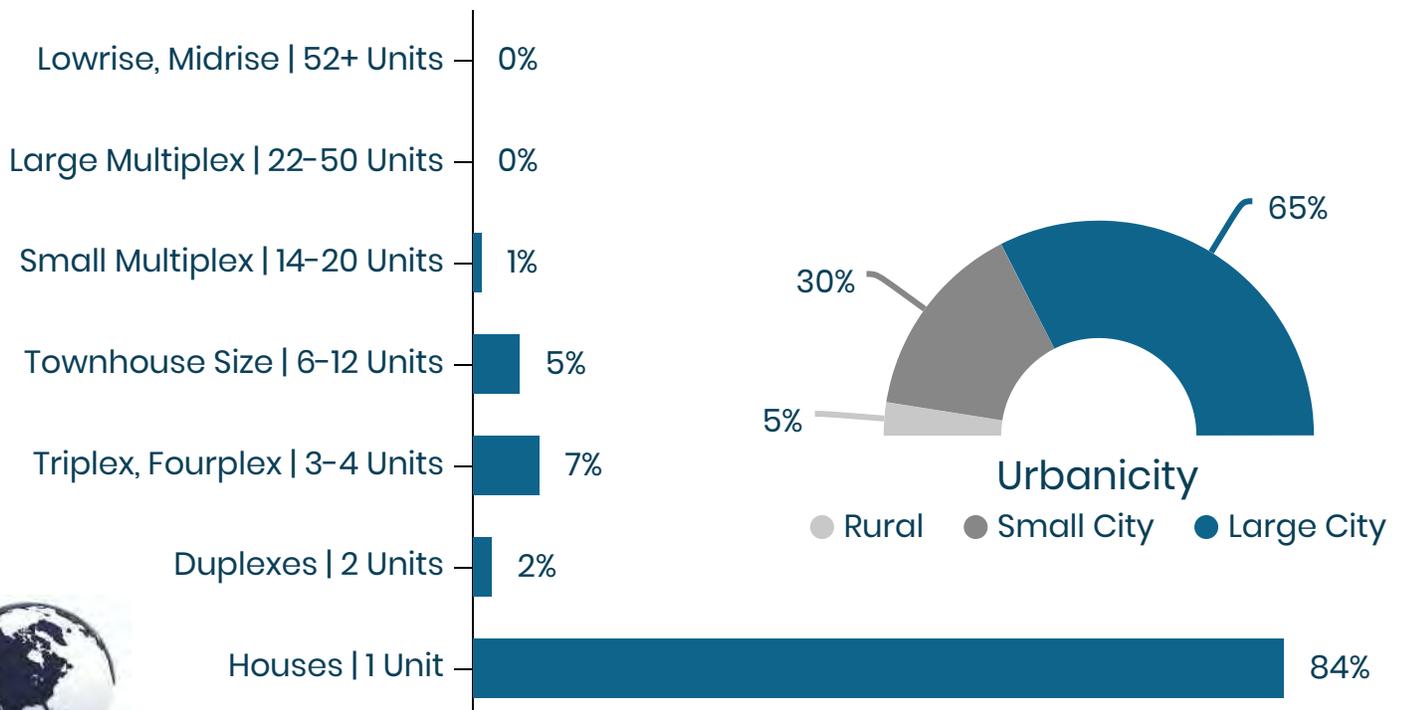
### Share that Moves each Year



### Median Household Income



### Inclination for Units by Building Size and Urbanicity



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## Status Seeking Singles | G24

Young, cutting-edge singles in moderate cities balancing lots of work and leisure

Status Seeking Singles include of younger, moderate-to-better income singles preoccupied with balancing work and leisure lifestyles. Most are in their 30s, unattached and mostly childless. They like the fact that they own well-decorated smaller homes in desirable neighborhoods near nightlife, health clubs and hip restaurants. Most are college-educated and have good-paying white-collar jobs. Many gravitate to the trendy enclaves of cities where upwardly mobile households start climbing the corporate ladder.

Status Seeking Singles like to get out and be seen. Bars, nightclubs, theaters, and rock concert are popular destinations for these night crawlers. This is the audience for that indie, or foreign film that's getting raves from bloggers. However, they also take pride in their appearance and devote many hours each week to working out at their private health club. The hippest carry rolled-up rubber mats to work, ready to duck out at lunch for a yoga class.

Status Seeking Singles can afford their cushy lifestyles, and they spend selectively on goods that reflect their sophisticated status. They are big fans of shopping, but when they frequent the mall they prefer to shop alone. They are willing to pay the mark up for designer fashion and insist on carrying the latest smart phone and smart technology when they are out and about.

Status Seeking Singles tend to be progressive in their values and global in their outlook. Politically, Status Seeking Singles voters are hardcore liberals who favor environmental issues, progressive social issues and the liberal wing of the Democratic Party, although nearly half are still unregistered. They are often online consuming their news content or reading their online subscription to women's or entertainment magazines. On their daily commutes to work, they'll listen to news talk radio stations and rock music. Often, their work life and personal life blur when they are online.

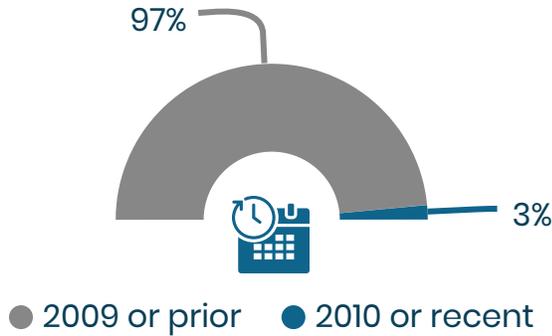
When it comes to preferences for learning about new brands, products and services, this market likely already knows much about products and brands. However, their preference for engaging with brands and their offers is while watching or streaming television, via email or while browsing the web on their phones. They are also quite email receptive, so use subject lines that are especially compelling to reach this attractive, cutting edge, career driven audience.

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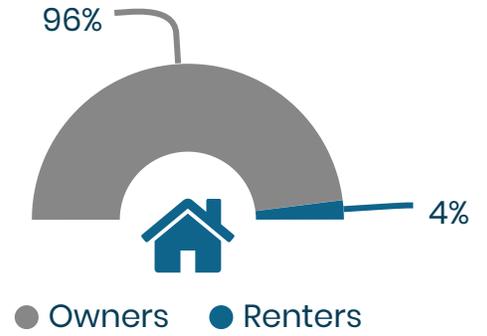
# Settled & Sensible | J36

Lifestyles and Housing Preferences | National Averages

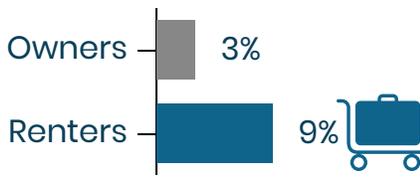
### Units by Decade Built



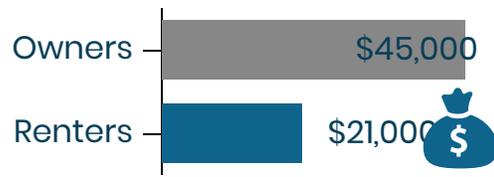
### Households by Tenure



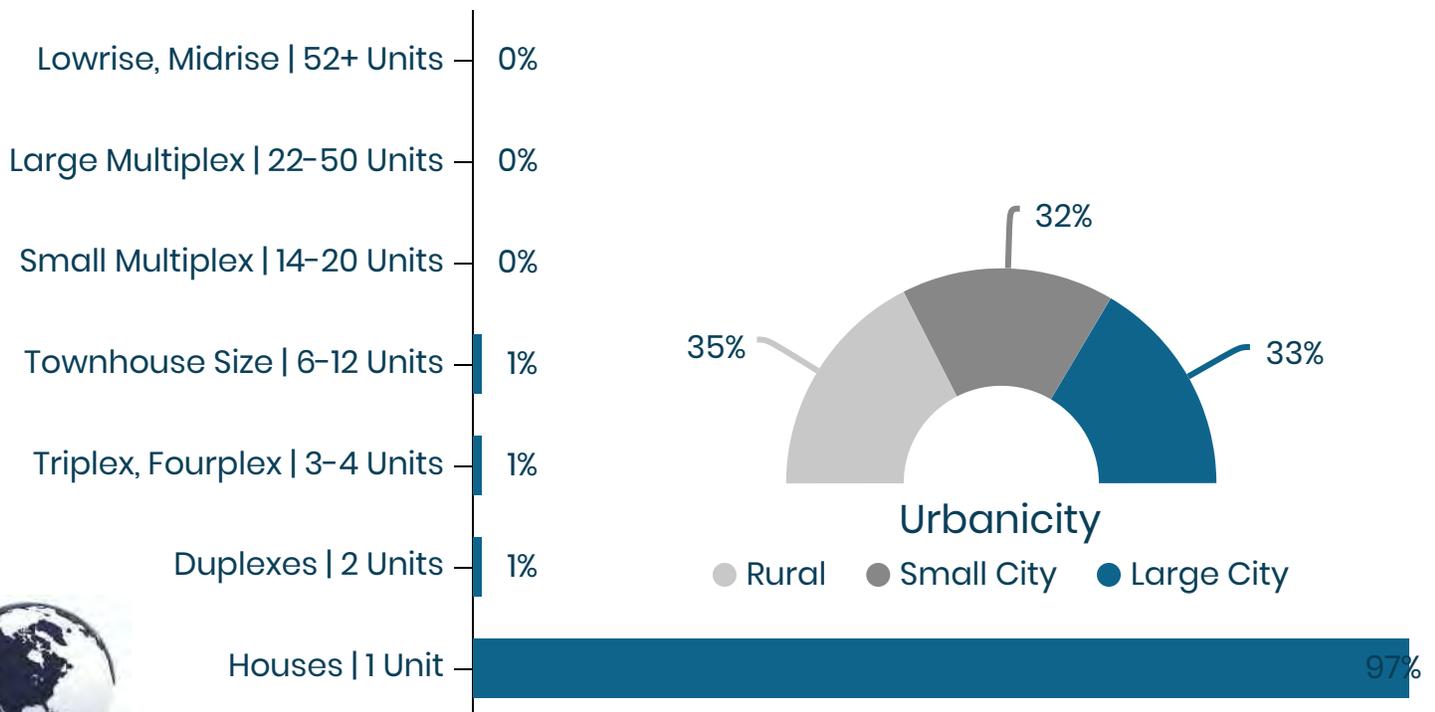
### Share that Moves each Year



### Median Household Income



### Inclination for Units by Building Size and Urbanicity



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## Settled & Sensible | J36

### Older, moderate-income, empty-nesters in suburban and rural neighborhoods

Settled & Sensible households are quietly aging and include empty-nesting couples and singles close to retirement. Many live in older neighborhoods in Northeastern and Midwestern cities that thrived during the heyday of industrial manufacturing.

Today these households and their homes are both getting on in years. About 40% are 65 years old or better, and about 25% are retired. The others have high-school educations and earn decent wages from jobs in retail, manufacturing and the trades. The money goes far in these communities. Many of these households have paid down their mortgages. They have lived at the same house for at least 25 years and have homes that were built in the 1930s, 40s and 50s.

Settled & Sensible households lead unassuming, home-based lifestyles. They like to spend their free time watching television, reading books and newspapers, and managing their extensive collections of coins, figurines and other collectibles. Their idea of a social outing is going to a movie, hitting a casino, or taking in a dance at the union hall or veterans' club.

These households are loyal to favorite brands and comfortable styles and value-conscious as they seek out coupons from the newspaper for weekly deals. They are fond of buying outdoor gear but skittish about consumer electronics. When they need a car, they generally drive one of the older nameplates from Detroit's glory years, including Buick, Plymouth and Oldsmobile. They are far along in building their retirement nest egg, but they are still concerned about going into debt. With many having been proud members of unions, military units or bowling leagues, Settled and Sensible still tend to be team players who want peaceful, hassle-free lives for themselves and their friends. They also tend to vote Democratic.

To preserve their mellow lifestyles, these consumers turn to old-fashioned media. They still get a daily newspaper and read most of the pages every day. When they turn on the radio in their family room, they like to listen to country or golden oldies. However, they mostly look to their television sets for entertainment and catch the morning game shows and afternoon soaps.

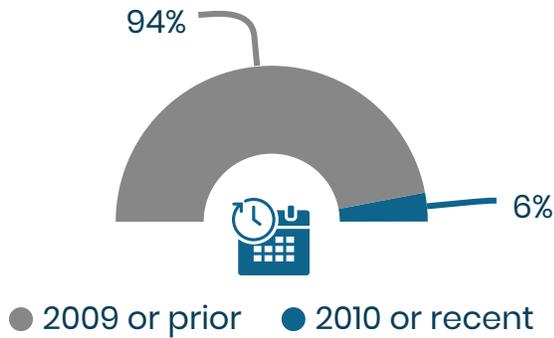
Settled and Sensible are direct mail receptive and resonate with the "Buy American" persona that attracts them to brands that portray core American values like honor, dignity and home-grown values. They often judge brands by their customer service and look for brands to educate them about the potentially important product and services they need to purchase.

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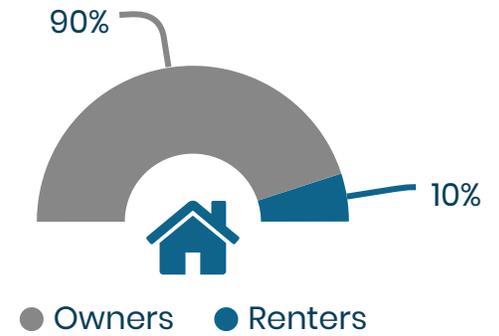
# Rooted Flower Power | L42

Lifestyles and Housing Preferences | National Averages

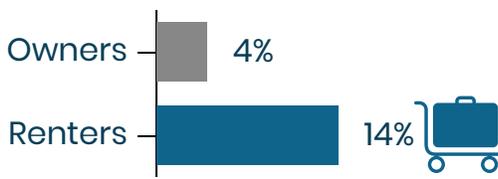
### Units by Decade Built



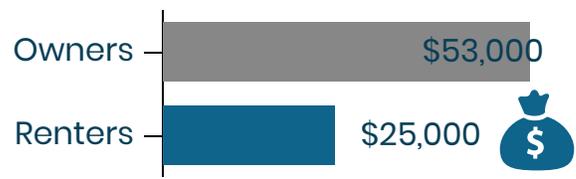
### Households by Tenure



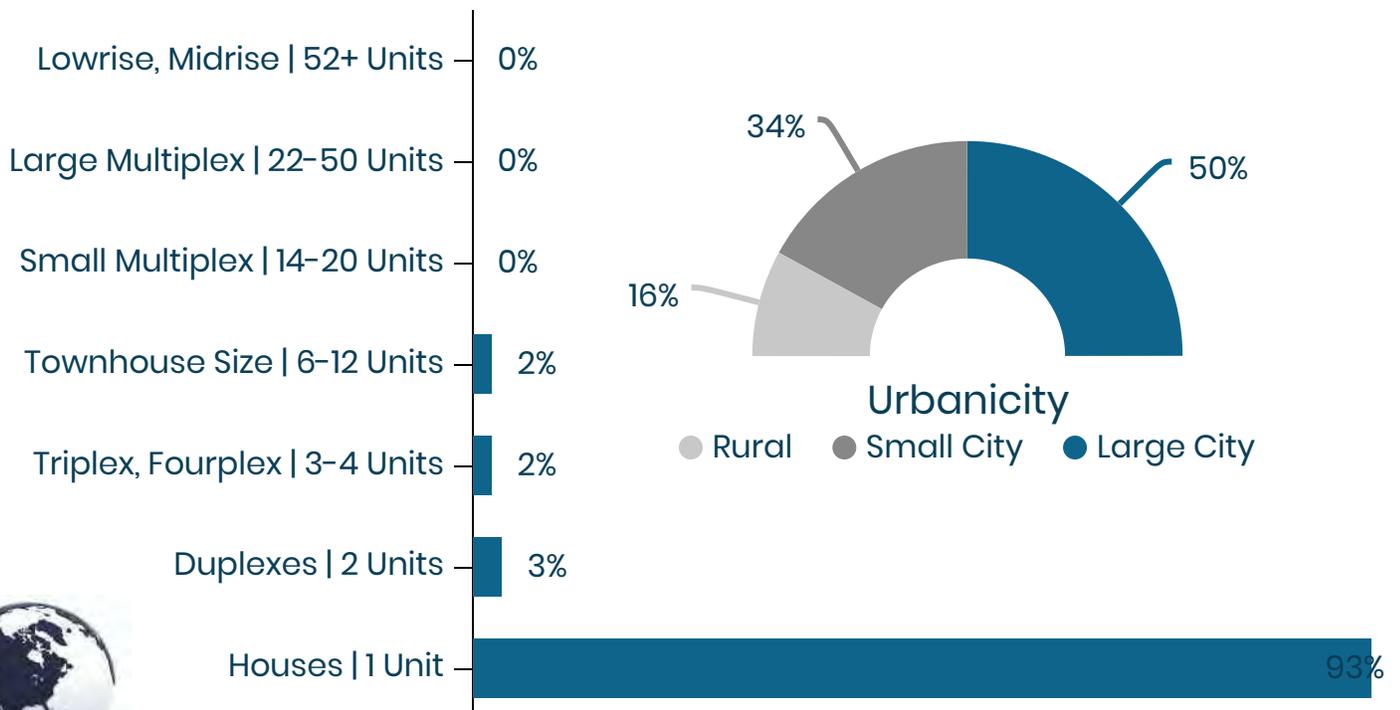
### Share that Moves each Year



### Median Household Income



### Inclination for Units by Building Size and Urbanicity



## Rooted Flower Power | L42

### Moderate boomer singles and couples rooted in suburbia, approaching retirement

Found in older, inner-ring suburbs, Rooted Flower Power are singles and couples in their 50s and 60s whose children have flown the coop. Many have good educations and well-paying jobs that support relaxed, middle-income lifestyles. In their established neighborhoods, built before 1970 to accommodate the postwar baby boom, they typically live in compact houses that now have stagnant values. Nevertheless, these baby boomers have done a lot of living and are now entertaining thoughts of retirement. More than 50% are divorced, widowed or have never been married. With their mid-level jobs, low expenses and dwindling mortgages, they have the discretionary income to enjoy plenty of home-based leisure activities. With many of these households in the workforce and with stable lifestyles, they are not even considering retiring to an assisted-living community. The vast majority have lived at the same address for more than a decade.

In their quiet neighborhoods, Rooted Flower Power spend their free time around the house reading books and magazines and pursuing traditional hobbies like bird-watching and shopping at antique stores. They spend enough time in their gardens to consider joining a garden club, but they've given up their health club memberships and aerobic sports, although they will take a yoga class to stay flexible. These older suburbanites don't want the hassle of driving to downtown nightlife, so they don't really go to bars and nightclubs. However, they do try to go out to dinner at least one night a week, typically to a casual dining restaurant like Red Lobster or Olive Garden. They will also go on the occasional gambling junket to a casino or take in a play or musical. Eclectic in their musical tastes, they appreciate everything from classical to country music.

Rooted Flower Power households are careful money managers both in their investment strategy as well as bargain hunting at the mall. They tend to have lots of conservative cash deposits and annuities. They are not materialistic and like to buy functional clothes and tried-and-true styles at national brands, chains, and discount stores. They still enjoy driving to stores, but will also shop at home through catalogs. They rarely buy the latest consumer gadget or fancy sports car. They like the appeal of foreign cars and gravitate to mid-range sedans and subcompacts.

Describing themselves as informed consumers, Rooted Flower Power households make an attractive media audience. They subscribe to a daily newspaper to keep up with local events and enjoy reading a number of magazines on health, home economics, music, and mainstream publications. As commuters they tend to listen to the radio every day, tuning in to news talk programs and stations that play a variety of music. They are still not entirely comfortable with the internet, often going online and doing little more than sending email or checking out a news site. To wind down at night, they still prefer watching television; they catch the nightly newscasts after dinner and the range of sitcoms and dramas into the night.

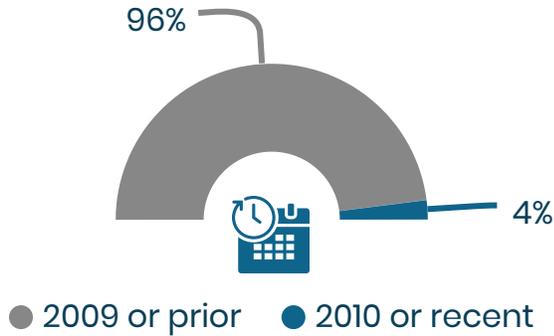
In addition to their fondness for media, Rooted Flower Power households are a good audience for marketers. Almost 35% say they learn about products and services by scrolling through their email and about 25% say that television is where they prefer learning about brands.

Politically, Rooted Flower Power households tend to be left-of-center Democrats. Firm in their faith and civic activism, they belong to a variety of local groups and volunteer for community causes.

# Infants & Debit Cards | M45

Lifestyles and Housing Preferences | National Averages

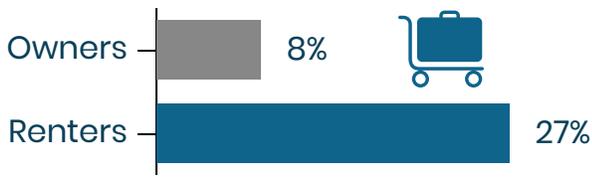
### Units by Decade Built



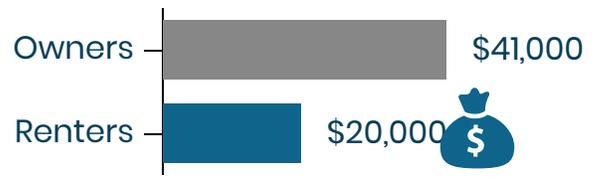
### Households by Tenure



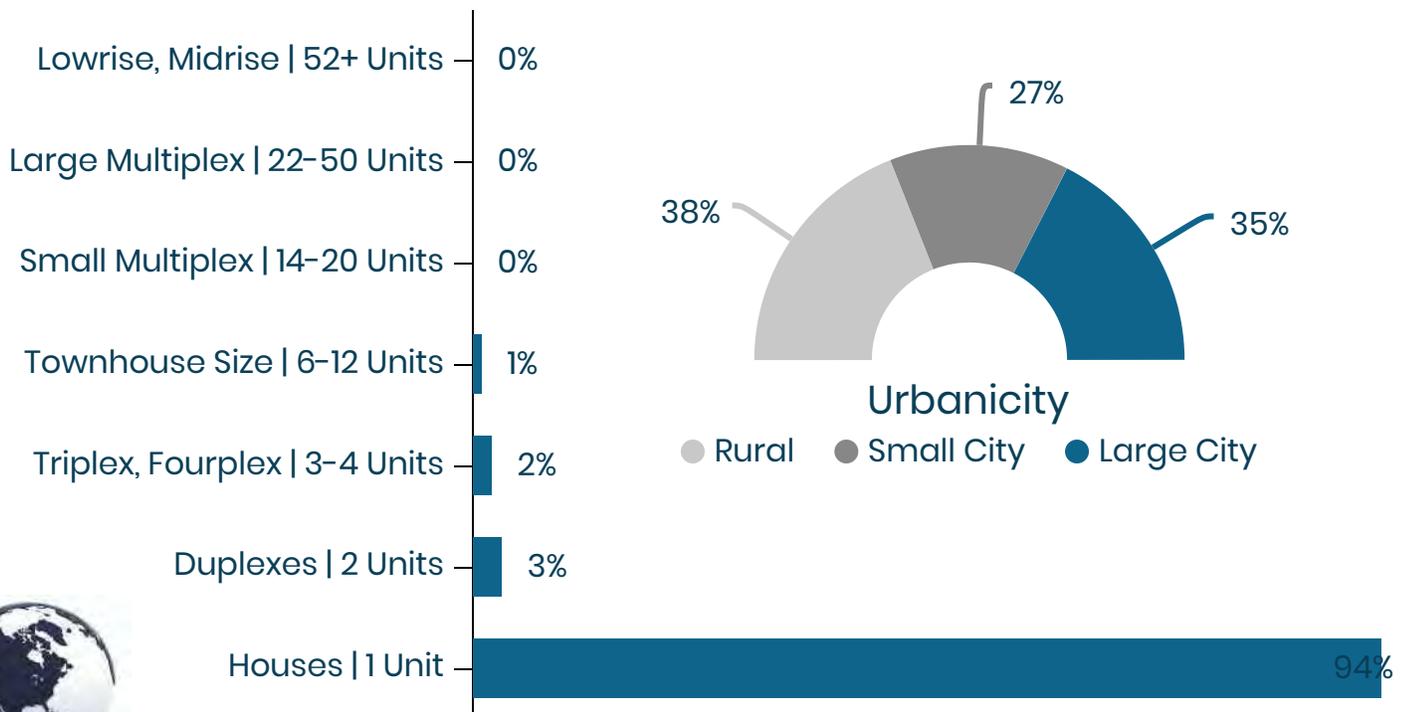
### Share that Moves each Year



### Median Household Income



### Inclination for Units by Building Size and Urbanicity



## Infants & Debit Cards | M45

Young working couples and single parents with children, renting houses in small cities

Infants & Debit Cards are young families and single-parent households just starting out or trying to start over after a divorce. Most of the adults are under 35 years and raising young children on low-to-middle incomes. With slightly below average educations and entry-level salaries from blue-collar, sales and service-sector jobs, Infants & Debit Cards tend to live in older city neighborhoods where housing is affordable and public transportation is nearby. Many of these households live a transitional lifestyle, and their high mobility is one indicator that they are seeking to change their circumstances for the better. Nearly half have lived at the same residence for fewer than five years.

These young households pursue budget-minded, child-centered activities. Most households like going to zoos and bowling alleys, buying lots of toys and sports gear, and spending their weekends at ball fields, where they watch and participate in baseball and soccer games. There's not a lot of discretionary cash to pursue travel or cultural activities. Few have started saving for the future, and about 35% own any investments. At night, these households tend to stick around the house to watch television, play games or do small home improvement projects. To celebrate a birthday, they'll typically spring for tickets to a country music concert.

Infants & Debit Card households see shopping as a leisure sport, but their shallow pockets mean that it's an infrequent exercise. They look for sales and typically shop at discount department stores. Although they like to keep up with technological trends, they are somewhat slow to adopt newer devices. Older CD and DVD players are stacked alongside their video game systems. They are also less likely than average to head off to work carrying a smartphone or other digital device.

However, these households do enjoy having electronic media around the house. They are music fans who tune into radio stations that play a range of alternative rock, even hip-hop. They are also a strong market for television entertainment, keeping their screens warm during prime time by tuning in comedy shows and music television. Fans of the internet, they go online to look for work, play a game or check out a friend's social media activities. Because they are relative newcomers in their neighborhoods, they have little interaction with their neighbors but maintain virtual communities online.

Being more connected online than in the real world is appropriate for this transient lifestyle; these households have little time, or interest, in putting down roots. These young families live hectic lives where meals often involve fast food, takeout or frozen dinners. They are mostly apathetic on hot-button political issues. They vote Democratic, if they are registered to vote at all, but they are hardly community activists.

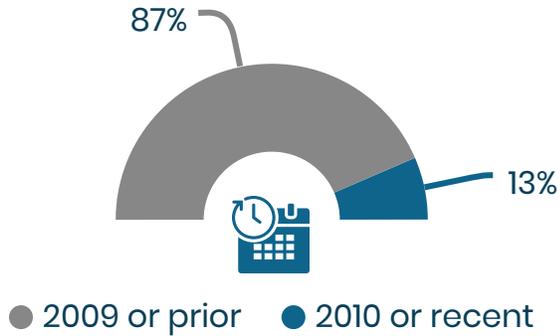
They are receptive to learning about brands via their radios and social media. Use messages that encourage this market to buy now as they tend to be more impulsive. Coupon and discount deals draw them in as well, especially if brands are positioned as the preferred choice among consumers.

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# Digital Dependents | O51

Lifestyles and Housing Preferences | National Averages

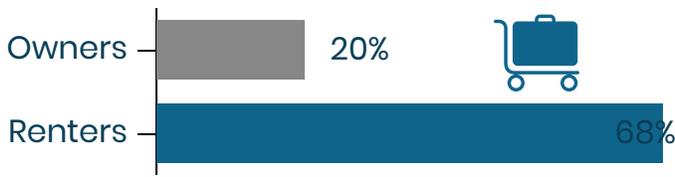
### Units by Decade Built



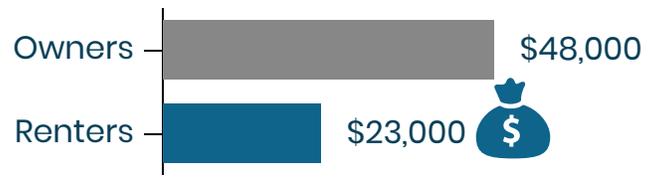
### Households by Tenure



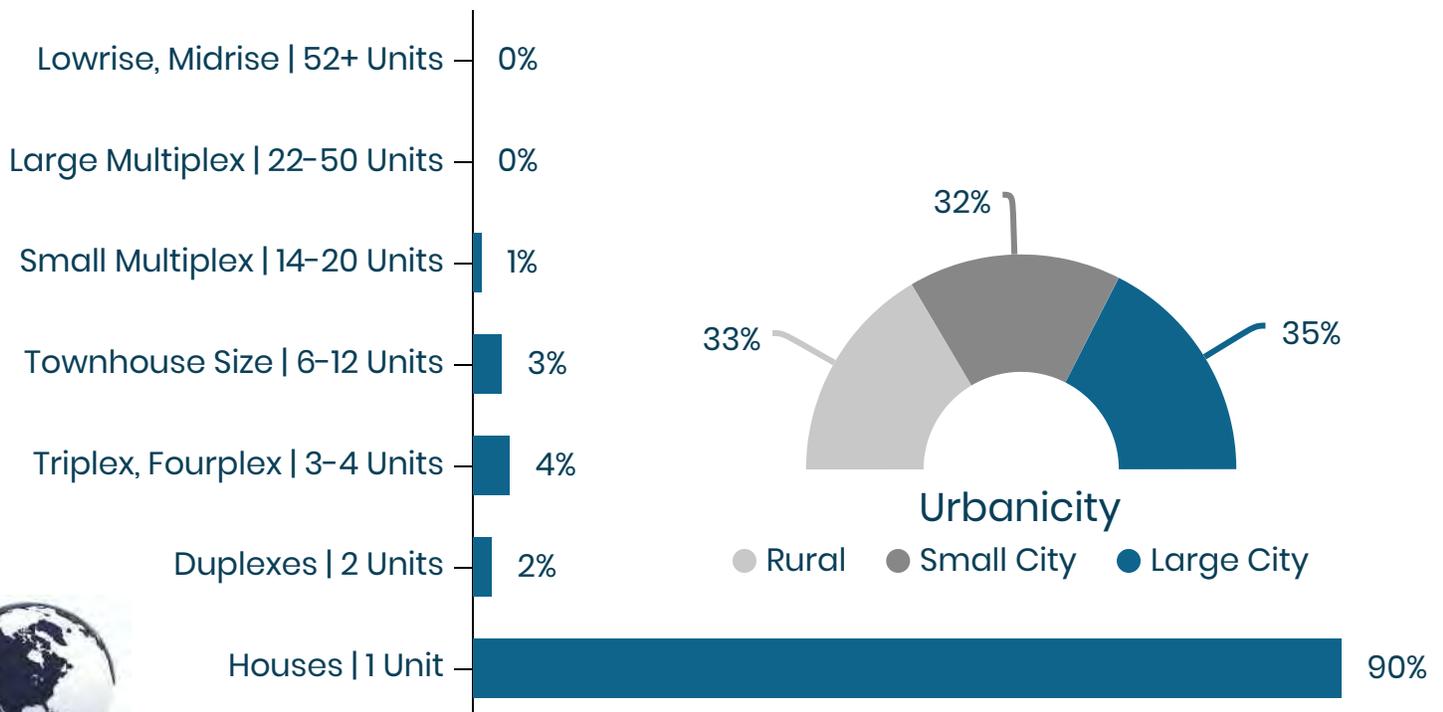
### Share that Moves each Year



### Median Household Income



### Inclination for Units by Building Size and Urbanicity



# Digital Dependents | O51

## Mix of Generation X and Generation Y households living digital-driven, urban lifestyles

With the first wave of digitally focused consumers are now in their twenties and early thirties, and many have begun to leave the nest and start independent lives and families. That's the story of Digital Dependents households, with nine out of ten under 35 years old. They include a mix of married couples and singles, some having children, with a majority having gone to college. Many hold jobs in blue-collar sales and entry-level positions, providing modest incomes that let them live in primarily single family homes. Most have settled in second-tier cities and suburbs across the country, but they show little intention to stay for any length of time. These households are newer homeowners and renters with more than 65% having lived at the same address for fewer than three years.

Having grown up with ubiquitous telecommunications, these individuals revel in multitasking lifestyles that allow them to bounce between cell phones, other hand-held devices, laptops, and video games. They are into athletics, whether it's playing basketball, working out by lifting weights or taking a yoga class. They have active social lives, going out to bars, theaters, cinemas, and billiard halls. If they stay in, it's typically to go online or play a video game. There's not a gaming console sold in America that they don't own at greater than the national average.

In the marketplace, Digital Dependent households have champagne tastes on moderate budgets. They follow the fashion magazines to check out the latest styles, but they typically go to discount clothiers or the clearance racks in more upscale shops. Over 50% are getting by without a car. Those who can afford a car tend to buy or lease inexpensive subcompacts, and they like imports for the cachet of a foreign brand. Where they won't compromise is on electronics. As the first generation born into the digital media age, these households are early tech adopters who want the latest wireless devices that will support their lifestyle of constant motion. While they have little interest in buying through catalogues, and automatically choose online sites to buy consumer electronics, toys, and books. When it comes to electronics, their friends come to them for advice on what's hot and what's not.

With so much of their free time spent online, Digital Dependents have drastically cut back on more traditional media. It's hard to find a member who subscribes to a newspaper or more than a couple of magazines. They will listen to the radio, mostly through internet apps, and seek out steaming sites for hip-hop, rhythm and blues, and pop music. They will also watch late-night television programs for comedy, music, and movies, but usually after a workout or social outing.

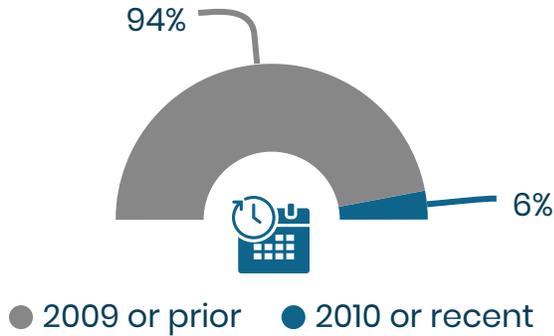
Advertisers will have a hard time connecting with them through traditional media. Instead, use mobile and online video and display to reach this market. Addressable television is another viable option as Digital Dependents are receptive to learning about brands in this channel.

With the world handed to them on a digital device, Digital Dependents have developed progressive attitudes and a global conscious. They tend to be liberals who support the Democratic agenda. They are constantly striving for more out of life, including better careers, the latest fashions, and the newest gaming consoles. These unattached individuals are still looking to find the perfect mate, and they place a lot of stock in their appearance.

# Mid-Scale Medley | P56

Lifestyles and Housing Preferences | National Averages

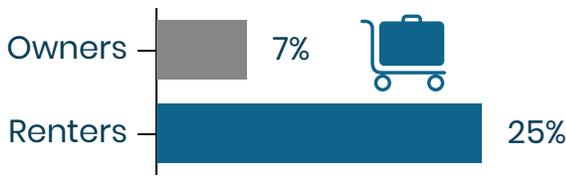
### Units by Decade Built



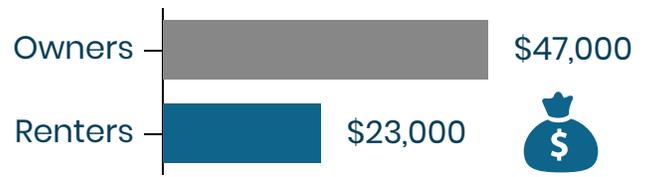
### Households by Tenure



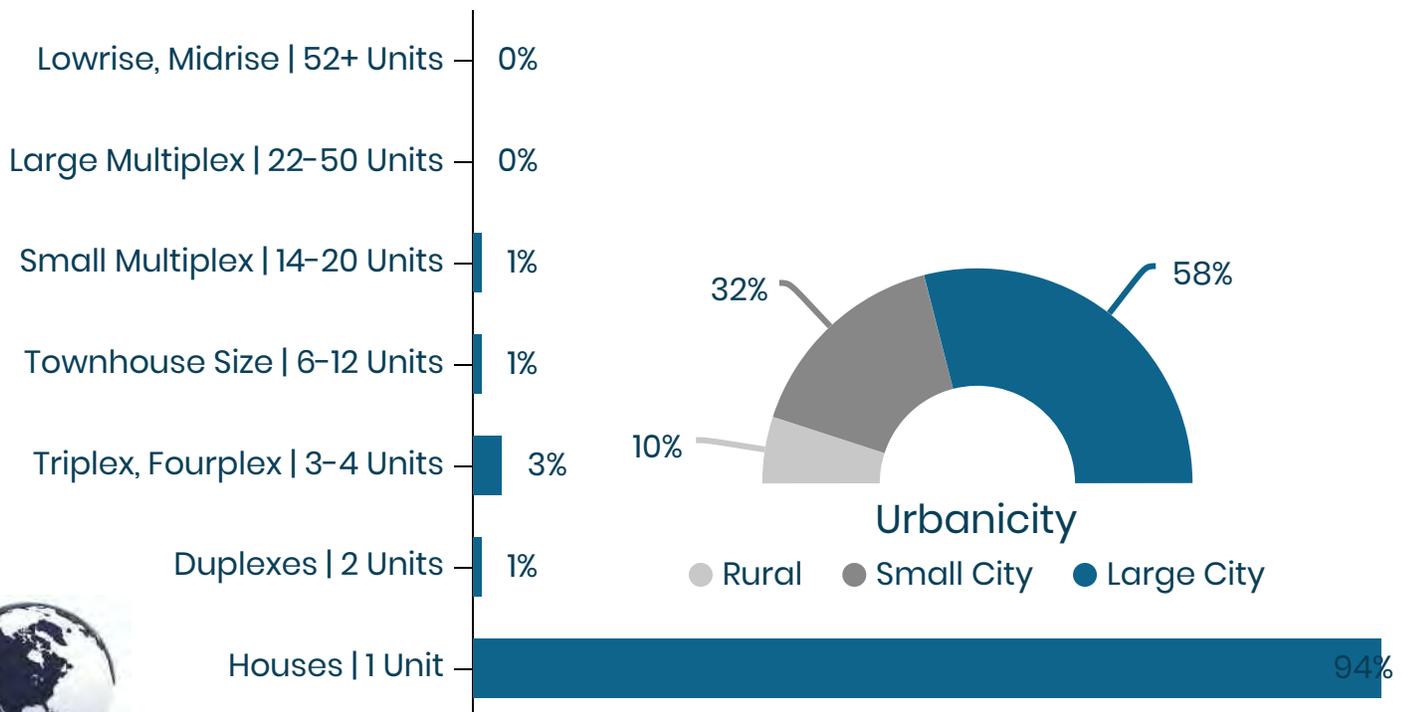
### Share that Moves each Year



### Median Household Income



### Inclination for Units by Building Size and Urbanicity



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## Moderate Medley, Singles | P56

Mid-aged, middle income, single adults and families living in urban areas

Moderate Medley households are both singles and divorcees living in older, city neighborhoods that have been bypassed for gentrification. These blue-collar laborers often live in worn houses and funky apartments. Most are mid-aged and a little over half are childless. Their educational profile is a mix of some high school, some with diplomas and many who have taken some college classes but never graduated. The majority work at lower-echelon or manual-labor jobs in transportation, food services and construction. Despite their low incomes, many have managed to buy their homes, which typically were built more than a half-century ago.

Moderate Medley singles lead unpretentious lifestyles and are happy to take advantage of nearby city amenities, spending their free time playing pool, going to movies or catching a meal at a fast food joints. On weekends, they like to go to the lake or play a musical instrument. Because they work long hours, they don't spend a lot of time at home, but when they do, they enjoy playing video games and listening to music. Always in search of opportunities to make extra money, they like to gamble by playing bingo, buying lottery tickets, and taking buses to the casinos.

Most prefer to shop at nearby stores, typically buying what they need at the moment and ignoring the designer fashion of high-end boutiques. They shop dollar and value stores, plus discount department stores. With fewer than half owning cars, they rely on public transit to get to their jobs and downtown entertainment. They have a moderate tendency to travel domestically, taking vacations by plane or rental car.

Moderate Medley households regard media as entertainment rather than a vital source of news. They are more likely than average households to watch a wide variety of television programming. They don't read magazines religiously but enjoy content that fuels their aspirations for the home, cars, and travel that they can rarely afford. They use the internet for entertainment, including gaming and downloading music. They rarely bank online; in fact, they rarely set foot inside a real-world bank either. These risk-averse households have few investments and tend to survive by using plastic, including both credit and debit cards are popular among these households, whereas saving for the future is not.

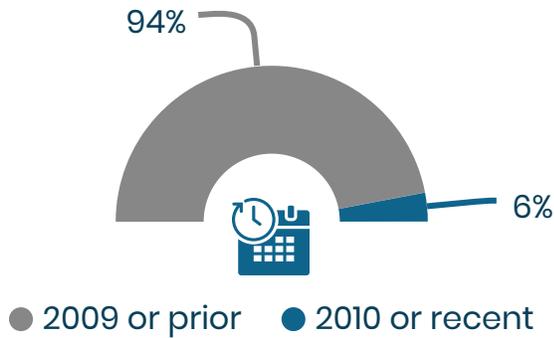
Recognizing that they have a long way to go in fulfilling their dreams, they say that they want to advance on the job and make more money. Politically, they tend to lean Democrat. To resonate with Moderate Medley, brands should use messages that emanate a trendy and elite image - plus a coupon.

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# Small Towns, Shallow Pockets | S68

Lifestyles and Housing Preferences | National Averages

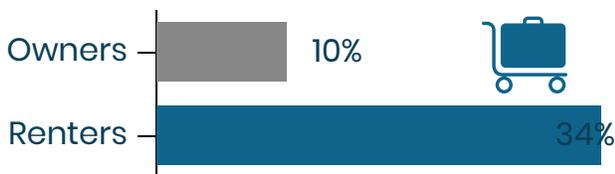
### Units by Decade Built



### Households by Tenure



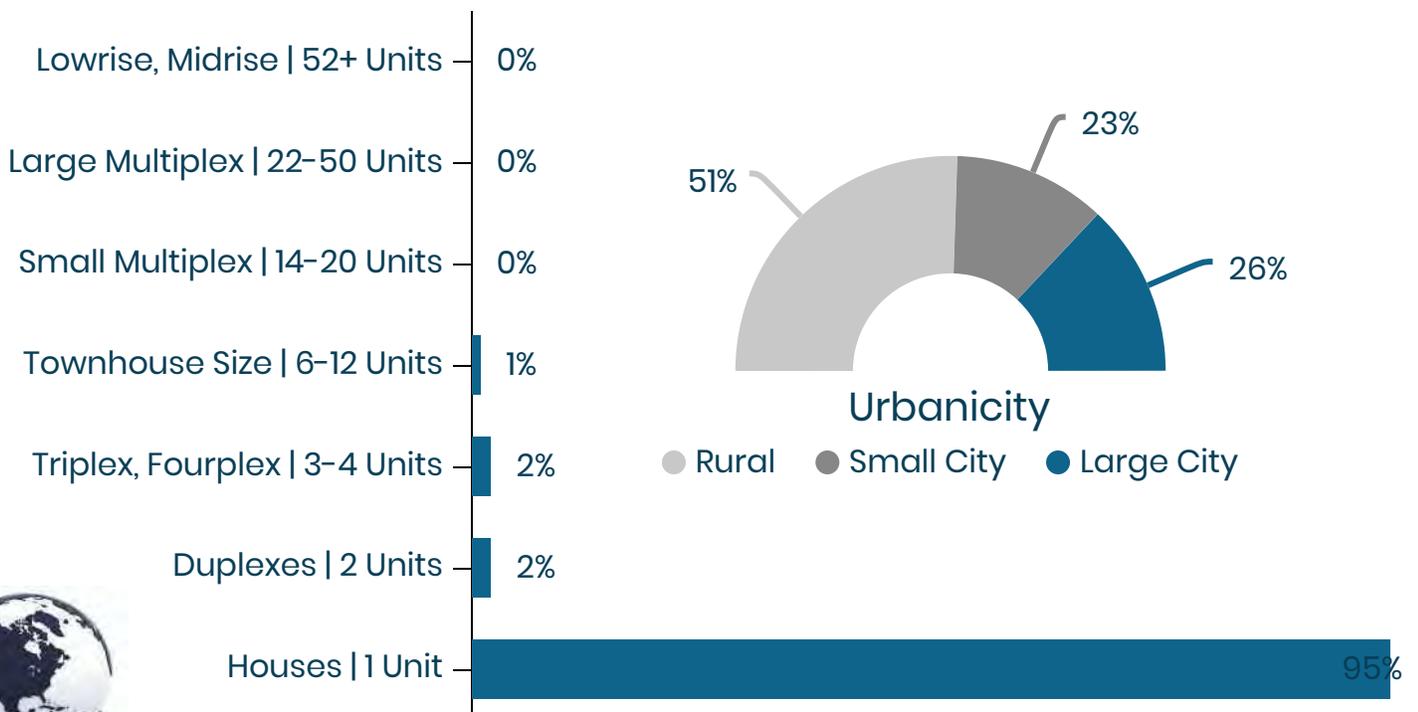
### Share that Moves each Year



### Median Household Income



### Inclination for Units by Building Size and Urbanicity



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## Small Towns & Shallow Pockets | S68

Older, low-income singles and empty-nesters living in modest, exurban small towns

Small Towns & Shallow Pocket households are older, unmarried empty-nesters in second-tier cities and exurban villages. Their lifestyle is pure small-town America, including bluegrass, fast cars and full churches are all touchstones for these households. Most residents are over 50 years old and include a mix of single, divorced and widowed individuals living in moderate neighborhoods. Less than 10% have a college degree, and the majority work in service-sector and blue-collar jobs. Nearly 15% are already retired.

Their neighborhoods, often found in cities and villages that have seen better days, are quietly aging. The housing stock is a mix of bungalows, cottages and ranch houses typically built in the first half of the 20th century. Most houses are small and their lots modest. Home values are only one-third of the national average and yards are rarely landscaped. In these areas, status is a new truck or a sporty car out front.

Among these households, lifestyles tend to be typical of those living in modest small villages. Fishing and cooking for fun are popular leisure activities, and everyone likes to play bingo at the local community centers and club halls. They enjoy gathering with friends for a game of cards or to shoot pool. Many can afford to travel, though it's often by train to see children and grandchildren in cities across the US. Collecting coins and porcelain figurines are among their favorite hobbies; they also enjoy going to an antiques show or flea markets on the weekends.

In their communities far from downtown stores, Small Towns & Shallow Pocket households care more about convenience than style. They tend to dress conservatively, always on the lookout for bargains at dollar stores and big-box discount stores. They are not interested in electronic gadgets. It would be very unusual to see these consumers carrying hand-held electronic devices like smart phones.

These older households tend to gather around the television at night to watch sitcoms, game shows, newscasts, and movies. Many have old-fashioned media habits that mean reading a newspaper from cover to cover in the morning and leafing through their copy of conventional and steadfast journals and magazines over a cup of coffee later in the day. They also listen to radio stations that play gospel or bluegrass music. Slowly, these older households are getting into the internet. Initially they just sought out listings online or in the yellow pages, but now they are beginning to frequent social media sites to follow their favorite baseball team or racing driver. Among these households, car racing rules as the favorite spectator sport.

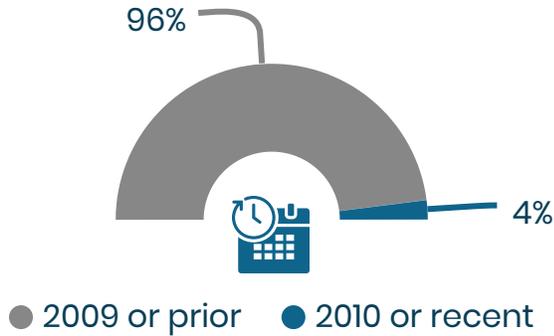
By heritage and inclination, Small Towns & Shallow Pocket households are conservative in their views. Many describe themselves as moderate Democrats. Faith plays an important role among these households; being active in the local church is a given. These older singles are very active church goers. Although many have only lived at the same address for five years, they are still active in their communities.

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# Urban Survivors | S69

Lifestyles and Housing Preferences | National Averages

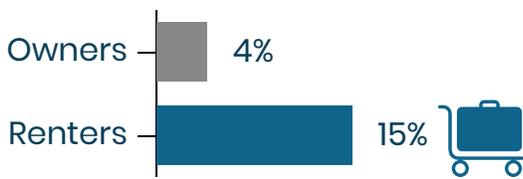
### Units by Decade Built



### Households by Tenure



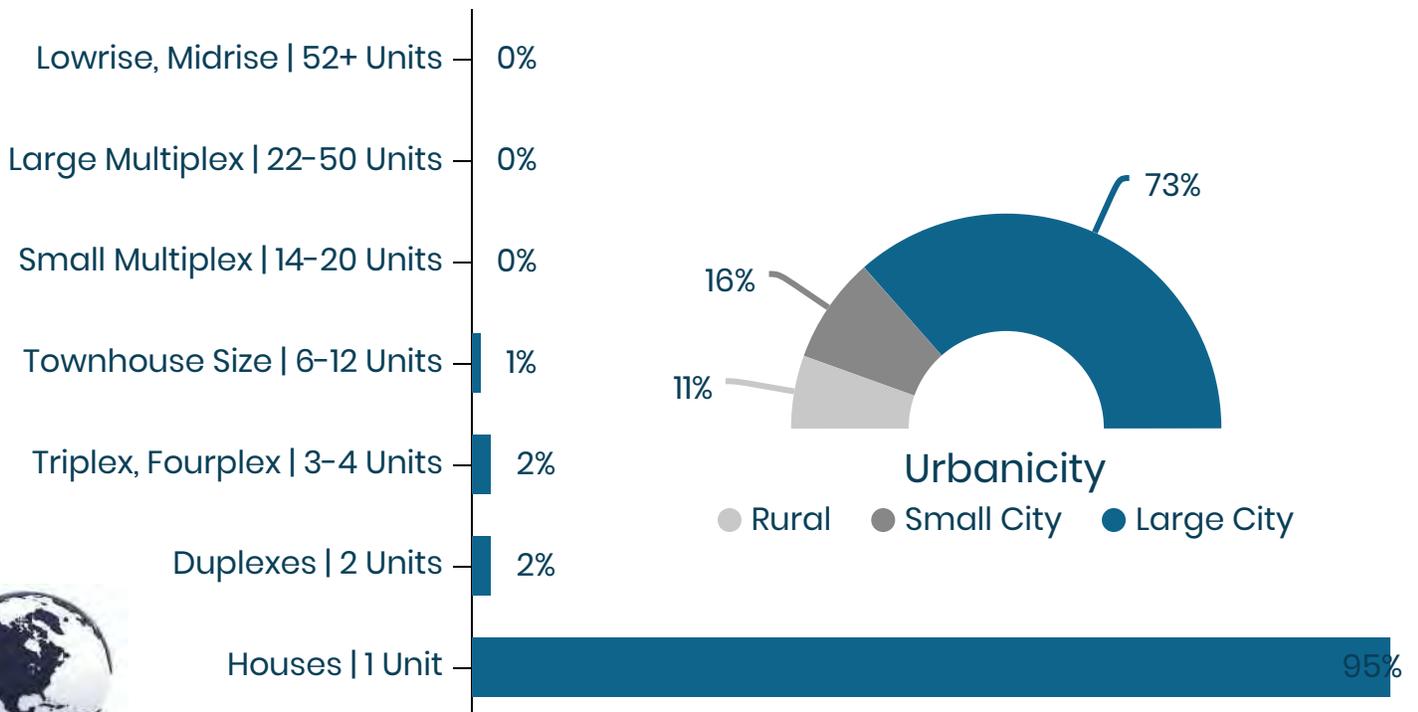
### Share that Moves each Year



### Median Household Income



### Inclination for Units by Building Size and Urbanicity



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## Urban Survivors | S69

Middle aged, older singles and single parents established in modest urban settings

Centered in moderate neighborhoods in large and second-tier cities, Urban Survivors are older, lower-income households living in aging houses. Most of the householders are over 50 years old and either widowed or divorced. More than 25% did not graduate from high school, and only a select few have earned a bachelor's degree. Many get by on minimum wages from jobs as blue-collar or service sector workers. With household incomes half the national average, these households can only afford modest lifestyles in often old housing.

Urban Survivors are mostly found in the South and Midwest states, typically in older sections of big cities that have struggled with unemployment and poverty for years. These householders own their homes, but their aging bungalows and craftsman-style houses are often in need of repair. Most of the housing stock was built before 1960, and today the structures are valued at less than one-third of the national average.

With their modest budgets, the Urban Survivor households can't afford luxurious lifestyles. They'll occasionally go out to a bar, club or cinema. Most evenings, however, are spent at home, where they cook, do crafts or watch television. Having had few dealings with banks or brokerage houses, they look to collect valuables as a source of wealth, whether it's coins, comics or sports memorabilia. They are fond of the daily lottery and gambling at casino tables and bingo halls in hopes of quick winnings. These households make a mixed market for sports and athletic activities. The younger household members enjoy aerobic sports like football and swimming. The older household members prefer fishing. Everyone seems to enjoy armchair sports; they watch basketball and motorsports on their older televisions.

In the marketplace, Urban Survivors can be hard to pin down. Some enjoy shopping while others rarely venture into malls and stores. Many care about convenience above all and prefer local stores to national chains. They also like stores that carry a wide selection, and many admit that they have a tendency to buy products on the spur of the moment. Yet most are price sensitive and end up at discount department stores and discount chain stores. Nearly 70% are unmarried and many say they want to look attractive. About 25% report that they spend a lot of money on cosmetics, and double the national average.

These urban households are an important media audience. They are fans of the range of traditional media, including television, radio, newspapers and magazines. They tune in to television networks that offer movies, documentaries and history programs. Their taste in music swings from rhythm and blues to hip-hop and reggae. They read magazines that cover music, business, and ethnic issues; and they enjoy leafing through the home and food sections of the daily newspapers. Although they are not hyperactive internet users, they do go online to play games, look for better jobs and participate in social networking websites.

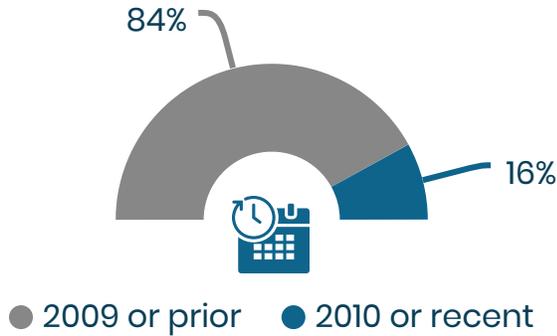
Politically, these households are some of the most Democratic voters in the nation; they align themselves with the party at nearly twice the national average, but the older populace includes both social liberals and conservatives. Many residents are active in the community and are willing to volunteer for groups to better their neighborhoods. Mostly, though, they want to land a more lucrative job to improve their standard of living and upgrade their home. Money, they say, is the best measure of success.

# Section L

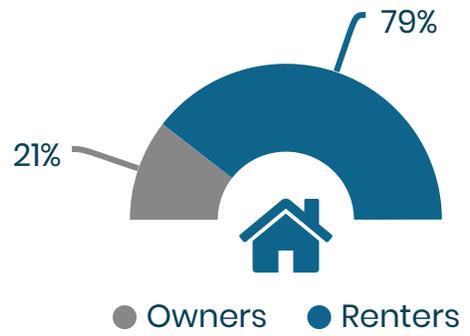
# Wired for Success | K37

Lifestyles and Housing Preferences | National Averages

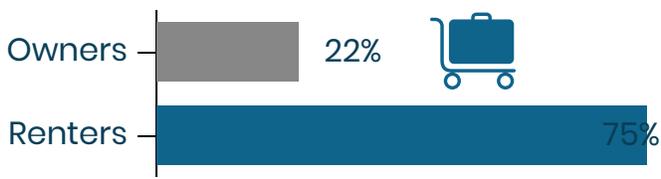
### Units by Decade Built



### Households by Tenure



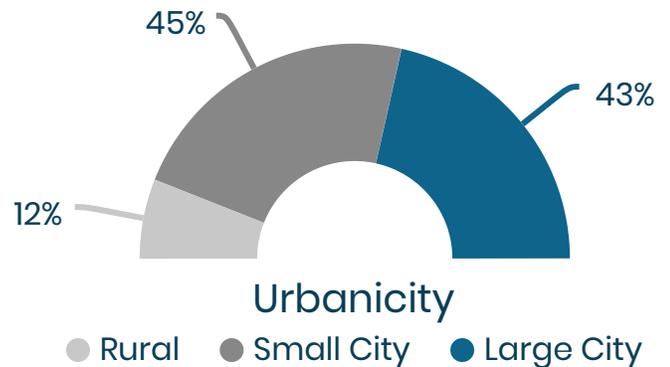
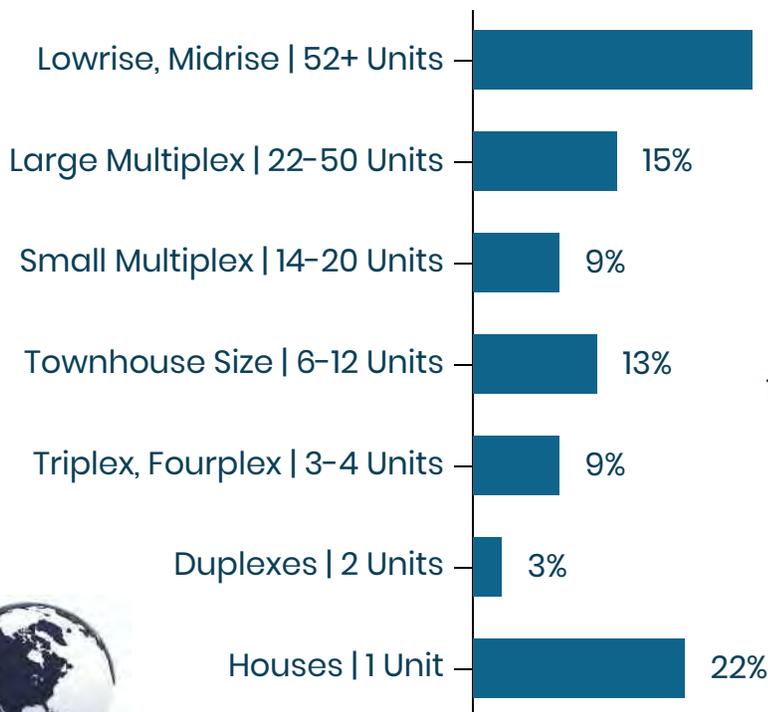
### Share that Moves each Year



### Median Household Income



### Inclination for Units by Building Size and Urbanicity



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## Wired for Success | K37

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

Wired for Success are young singles, couples and divorced individuals living in for-lease apartments. These households are relatively young, and 65% are between 25 and 45 years old. They tend to be college educated, childless and hold well-paying entry-level jobs in sales and the service sector. Many of these households live in relatively new apartments or homes valued at more than the national average, which is one indicator of their upward mobility. With many considering their current lifestyle only a stepping stone on their way to better housing and career advancement, almost half of these mobile households have lived at the same residence for one year or less.

Wired for Success know how to have a good time. With most adults unattached, they like to go to meet markets like bars, nightclubs and rock concerts. They often go to beaches and like travelling abroad, whether that's to islands, taking cruises or flying to all-inclusive resorts. They are avid fitness fanatics, doing cardio workouts at health clubs, mountain biking and joining weekend teams that play baseball, soccer and football. When they finally put their feet up, they like to cook gourmet meals and listen to a wide range of music, ranging from alternative to reggae and hip-hop.

Without children, these households have plenty of discretionary income and are big spenders on the latest fashions and consumer electronics. Fans of conspicuous consumption, they like to buy designer fashion at department stores such as Nordstrom and Macy's. They look for new product ideas in magazines and online, planning out their shopping trips online before making a purchase.

Wired for Success make a great target for media. They like reading magazines that cover women's trends and

entertainment. They are solid radio consumers, listening to broadband, satellite, and internet radio stations on app through hand-held devices. They not only watch late-night television, including comedy shows, sitcoms, newscasts and sports. They are also receptive to learning about brands while streaming television. They are receptive to brand messages delivered through mobile display, mobile video and email as well.

Wired for Success households go online from their cell phones, digital devices and laptops for all manner of activities, including getting news, banking, downloading music and connecting with other singles. The only popular web-surfing activity they don't do is visit car shopping sites, because many don't see the need for a car in their urban jungle.

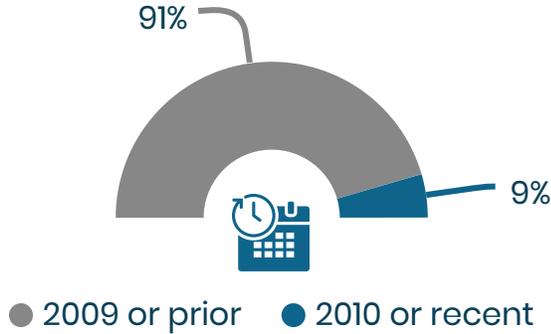
Befitting a young, urban populace, these households are progressive in their politics and liberal in their social ideals. As hardcore Democrats, they are concerned about the environment, advocating recycling and demanding that companies act ethically. Reaching these consumers using messaging will require immediate action, as they tend to be impulsive in their shopping habits. They also seek variety and novelty in the brands they buy; all while checking online to confirm that they received the best deal possible.

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# Bohemian Groove | K40

Lifestyles and Housing Preferences | National Averages

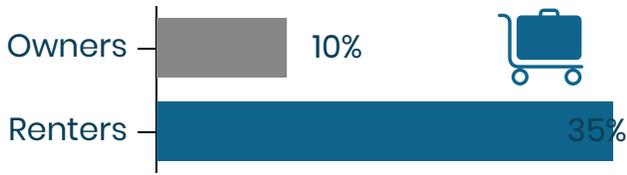
Units by Decade Built



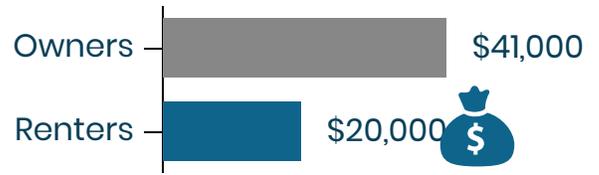
Households by Tenure



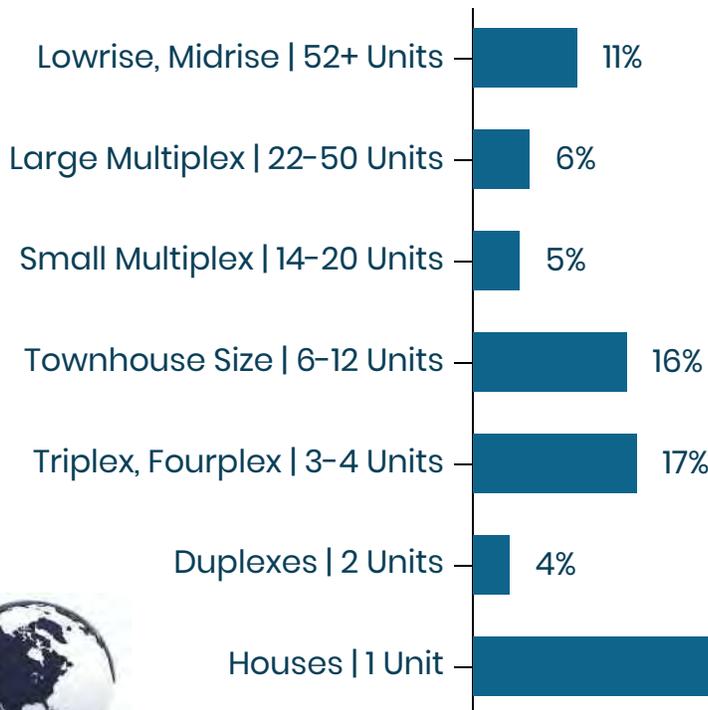
Share that Moves each Year



Median Household Income



Inclination for Units by Building Size and Urbanicity



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## Bohemian Groove | K40

Maturing, unattached individuals enjoying settled urban lives, sometimes starting over

Bohemian Groove households are older adults living on their own. While the majority has never-married, over 30% have been married and are now starting over as divorced or widowed individuals. As part of the growing wave of older singles, over half are over the ages of 50. Many have settled in second-tier cities and have chosen to rent affordable apartments. With their average educations, they typically hold down modestly-paying jobs in the service sector. Although their neighborhoods are transient, where sixty% have lived at their residence for fewer than five years, they've managed to sink down roots quickly. They already have a large circle of friends and are active in community groups.

With most adults over 50 years old, these singles lead laid-back lifestyles. They are not quite done with the bar-hopping and club scene but they are done with trolling health clubs for jogging partners. Nor are they interested in taking singles' cruises or Caribbean getaways. Many spend a lot of free time in their apartments enjoying music, cooking, making crafts and painting. If they go out to eat, it's usually to a casual dining or bistro restaurant.

In the marketplace, their low incomes and few income-producing assets make them value-conscious shoppers. They shop at discount department stores known for their wide selections and low prices. They drive small and mid-sized economy cars, typically buying used models made in the US or internationally. They also make a strong market for craft and hobby stores. They are adept adopters for most technology products and they have little interest in conspicuous consumption, which is reflected in their traditional tastes.

Nevertheless, Bohemian Groove households value their individuality and will express it both in the shopping mall and inside the election booth. They tend to be Democrats, although 60% aren't registered with any party and they often have mixed views on hot-button social issues. Many serve as influencers, particularly in the area of health and nutrition. They often prefer alternative medicine to traditional doctors. They consider themselves healthy and try to exercise regularly.

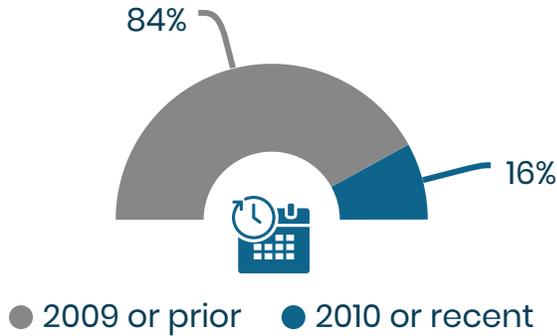
Bohemian Groove households are also an eclectic media market. Many are information hounds who read a daily newspaper and many are receptive to learning about brands while streaming movies and television shows online. They also tend to be more open to mobile display advertisements and are more apt to pay attention to online video ads. They are variety-driven and quick to try products when incentivized. Messages can be used that positions brands as cutting edge and iconic to engage these consumers.

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# Full Steam Ahead | O50

## Lifestyles and Housing Preferences | National Averages

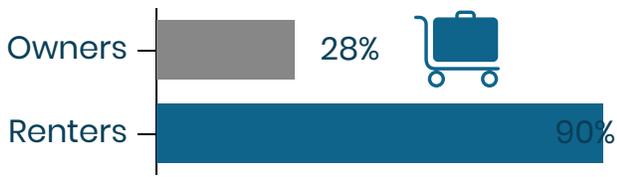
### Units by Decade Built



### Households by Tenure



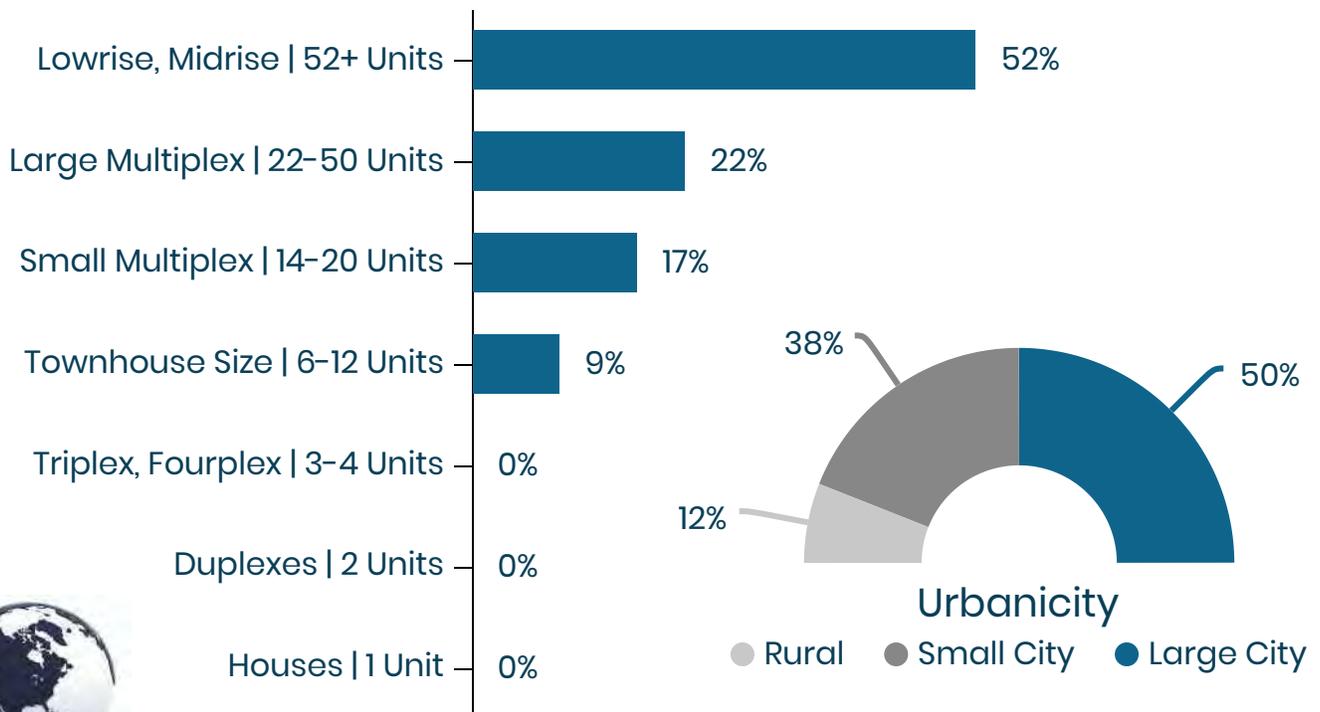
### Share that Moves each Year



### Median Household Income



### Inclination for Units by Building Size and Urbanicity



## Full Steam Ahead, Singles | O50

Younger and mid-aged singles, ambitious and gravitating toward second-tier cities

After they finished college, America's singles used to gravitate to funky apartments in dicey neighborhoods of major metropolises. Today, Full Steam Ahead have taken a detour to second-tier cities and their suburbs in the West and South where they find cheaper housing, less crime and fewer of the hassles associated with dense, urban living. These singles are relatively young, unattached and well-educated. Predominantly transient, they've settled in high-rise and garden-style apartments near jobs, bars, health clubs and music stores. Many work in blue-collar and entry-level positions in various industries where they earn modest incomes but gain plenty of experience at the start of their careers. Without mortgages or children to raise these households have the freedom to spend their first paychecks on nightlife, new technology and faster online services, so they can find even better jobs and apartments. About 90% of these mobile singles have lived at the same address for less than five years.

Over 75% of the head-of-householders are unmarried and are pursuing young and active lifestyles. A disproportionate number spend their leisure time engaged in aerobic sports like jogging, swimming and lifting weights. These educated households like nightlife and go to plays, movies and adult education classes. They also have a creative streak, with many playing musical instruments, painting and taking their photography seriously. They also enjoy cooking on their own and experimenting with different ingredients for fun. Self-described early adopters, they like to try new foods, experiment with new clothing styles and pick up the latest consumer electronics, and will pay almost any cost.

For many Full Steam Ahead households, shopping is done primarily online. They'll often go online to plan a shopping excursion with a friend, ever in search of the latest trends and newest products. They'll browse a lot to make sure they get good value, but they are not so price-conscious that they won't splurge on the perfect pair of boots or sunglasses. These shoppers can usually be found in upscale mall retailers and hip boutiques. Although they have their favorite stores and labels, they are always up to try a hot new store.

Full Steam Ahead households are online all day with their mobile devices and are too progressive for most traditional media sources. They only sit still for a video game or to surf the web; and newspapers and magazines are relics from the last century. However, they do make an exception for gaming magazines. They have only average consumption patterns for broadcast television and radio programming, but they are streaming their favorite shows at a rate nearly double the average. They like reality television shows targeted to their young-and-single demographic, now preoccupied with social outings, working, eating, and dieting. These party creatures like a wide range of music on their favorite internet radio apps, and they listen to everything from classical music to hip-hop. Full Steam Ahead households are Millennials raised on the internet, and it's their chief source of entertainment. They go online to play games, share tracks and check out social media profiles of new friends and acquaintances.

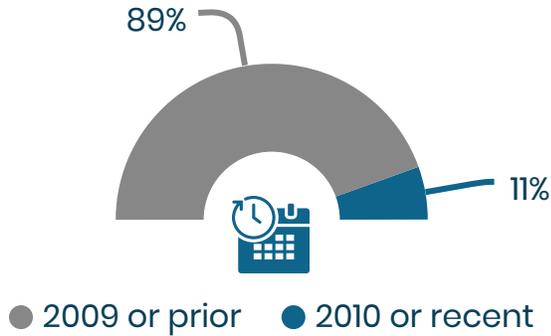
Although these households have progressive attitudes about society, only half have taken the time to voice that opinion at the voting booth. Few would dispute that they are lefties and pro-environment and pro-Democratic Party to support progressive social issues. Again, some are too preoccupied or just not interested to actually register to vote. However, those who are engaged are active in their communities and will volunteer for good causes. They worry about the future and they want to make their lives better.

These households can be reached digitally with online video ads, radio, and mobile displays. The most effective messages exemplify the variety of novelty options for these eclectic households; and will resonate with their desire to move upward in status both at work and socially. Again, these households are price-conscious given their entry-level incomes so price competitively and offer savings earning deals.

# Urban Ambitions | O52

Lifestyles and Housing Preferences | National Averages

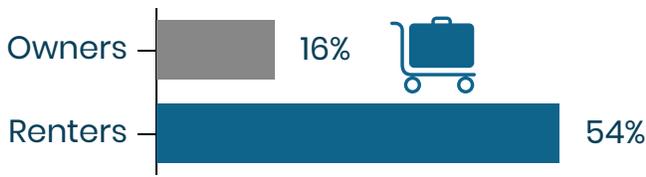
### Units by Decade Built



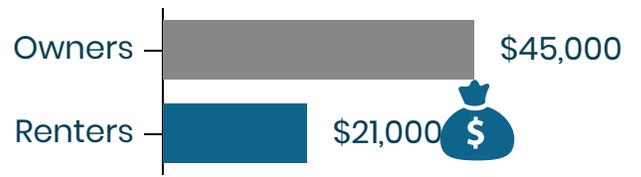
### Households by Tenure



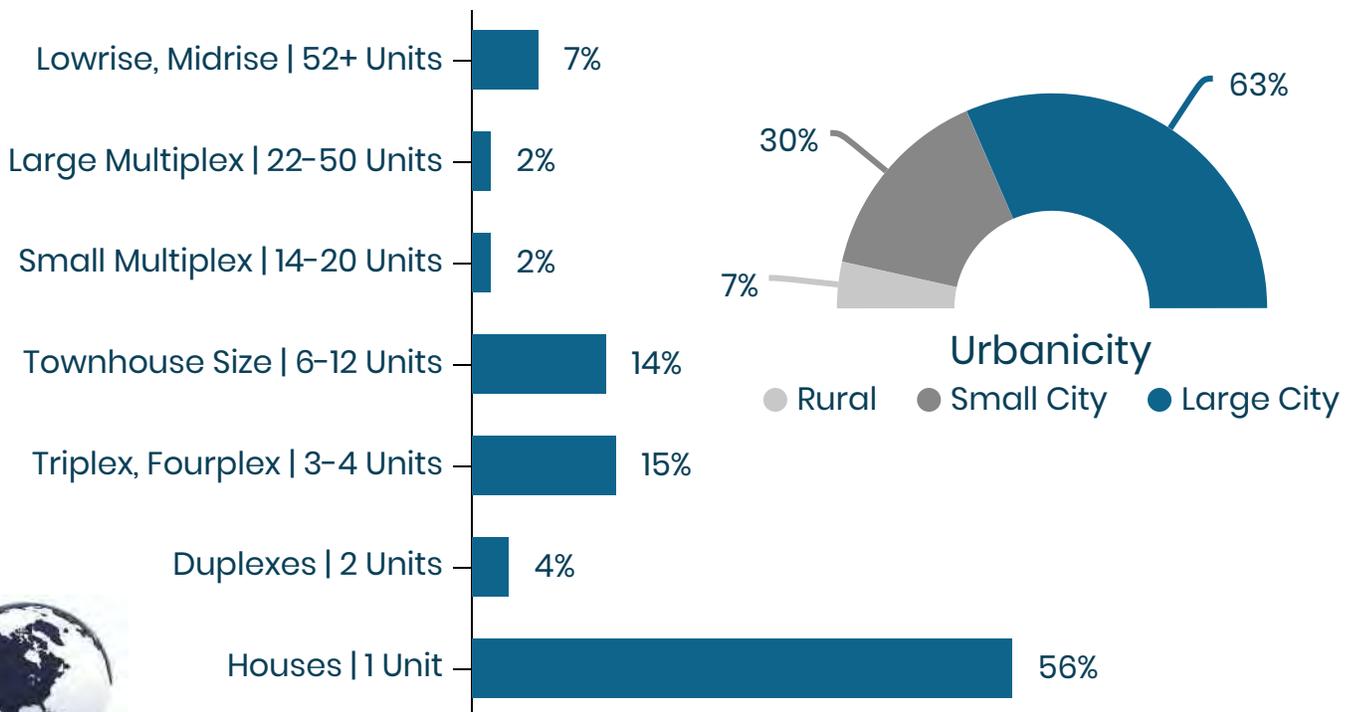
### Share that Moves each Year



### Median Household Income



### Inclination for Units by Building Size and Urbanicity



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## Urban Ambition, Singles | O52

### Generation Y singles and single-families in urban fringes of mid-sized cities

Young singles and single parents are prevalent among the Urban Ambition households. They include apartment-dwellers in urban fringe neighborhoods. Many are under 35 years old, half have children and many have some college education while earning low wages from first-time jobs. Their neighborhoods are characterized by low-rise apartments, rental houses, secondhand stores and funky cafes. These are transient households with young adults, and many are not long removed from living at their parents' homes. Nearly 75% have lived at the same address for fewer than five years, and they are always on the hunt for a better job and larger apartment near reliable transportation.

With their tight budgets, these households can't afford the trendiest fashions, status cars, or yuppie values. They do relatively little traveling and eating at casual-dining restaurants. However, they will shop the clearance racks at value-oriented chain stores, and they spend their nights at home listening to music and watching movies on pay cable channels. They will occasionally splurge on the latest consumer electronics and cell phones, but only if they can get internet access at a bargain price.

There's a lot of pride in these households, with residents vying to create better lives for themselves and their children. They go to colleges and technical schools to improve their employment chances. In their apartments, they lean toward media and radio stations with rhythm and blues and hip-hop music. With many households leery of the high cost of city cinemas, they opt to pay for cable television channels to watch movies and adult sitcoms. They pick up a variety of magazines to stay current with the latest news, literature and pop culture, fitness, fashion, and music.

Online, Urban Ambition households are looking for a job, learning about an illness and seeking entertainment, and streaming music. Although these households like ads that help them keep up with music and fashion trends, they don't rely on them to make purchase decisions. They prefer learning about brands from mobile and online display and video ads. Resonating message themes include those that exemplify a cutting edge status, offer novelty and a variety of styles and are priced right.

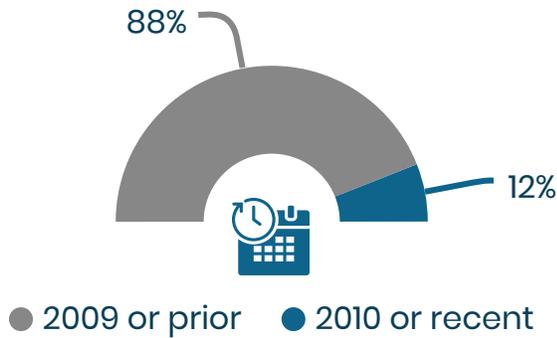
Like other young households, Urban Ambition households are liberal but politically disengaged. They tend to vote Democratic and believe personal achievement is important. They talk of wanting to advance in their careers as soon as possible, and not just to gain the respect of friends and relatives. They see insufficient funds as one of their biggest challenges, and success can be measured in cash.

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# College & University Affiliations | O53

Lifestyles and Housing Preferences | National Averages

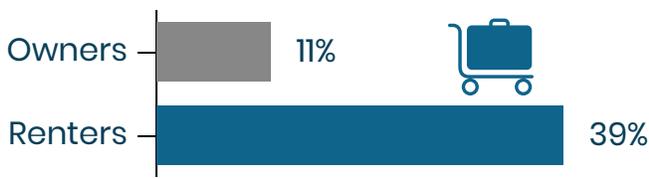
### Units by Decade Built



### Households by Tenure



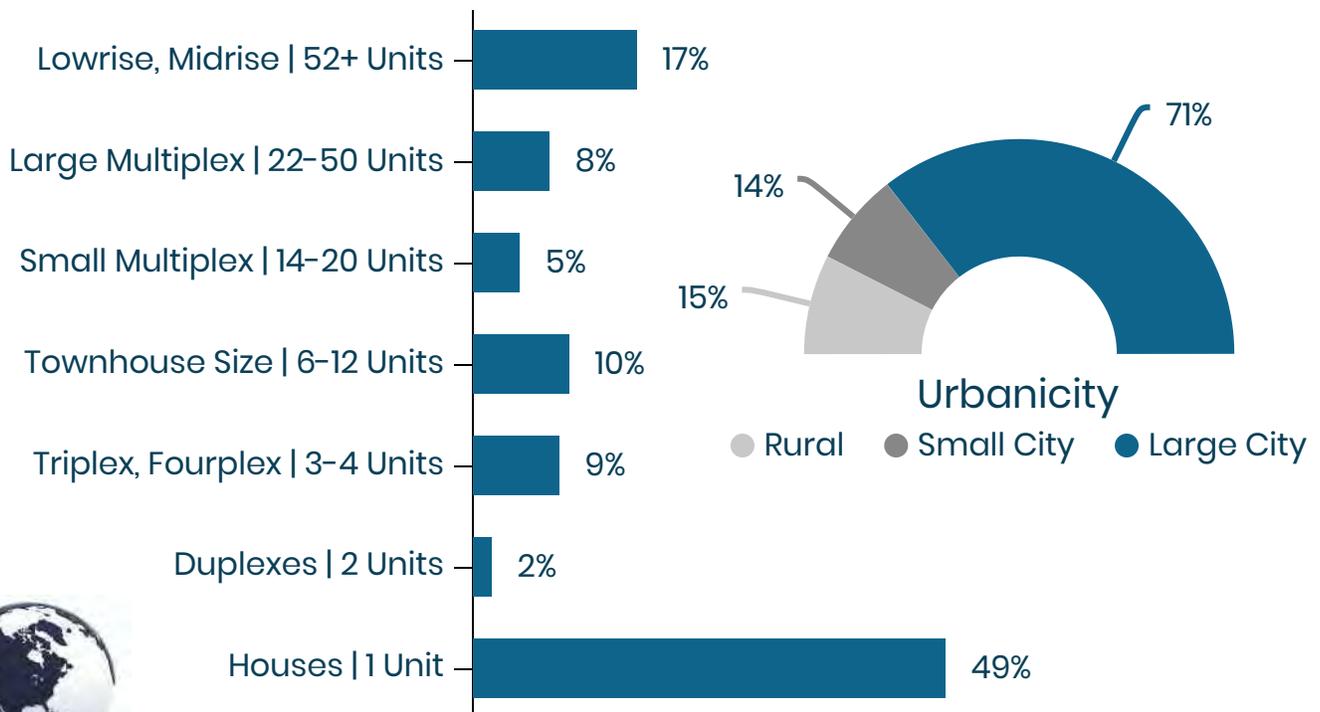
### Share that Moves each Year



### Median Household Income



### Inclination for Units by Building Size and Urbanicity



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## University & College Affiliates | O53

Recent graduates, entrenched alumni, junior faculty, and campus staff in college towns

University & College Affiliates (“Colleges and Cafes”) live almost exclusively in university towns, but these residents aren’t all college alumni who can’t bear to leave their old stomping grounds. Some of these young singles are also support staffers who work on campus or in entry-level jobs close to schools. They tend to be Millennials under the age of 35 years with college degrees. Although they have mixed employment, most of these households have moderate incomes and pay modest rents in older, low-rise apartment buildings. The transient nature of campus communities is reflected in the fact that a majority of residents have been at the same address for fewer than five years. Some stick around for the lively street scene filled with funky clothing boutiques, raucous pizza joints and used bookstores. Others are considering applying for an advanced degree.

The diverse University & College Affiliate households have wide-ranging lifestyles. They live for the journey and are enthusiastic about trying new things. There are households that are into foreign films and classical music concerts and those that visit state fairs and go target shooting. All of these young households are into working out and enjoying weekend games of pickup football and basketball. Most of the residents don’t earn much money. Nearly 75% don’t own cars, but they enjoy shopping for designer fashion or the latest consumer electronics. Many shop at discount clothiers and get by on fast food and supermarket takeout. With many of these young households lacking advanced cooking skills, they admit that their favorite cuisine is often fast food although they like the trend of healthier fast food options.

When it comes to media, University & College Affiliate households have varied preferences. They listen to a variety of musical genres, from traditional country and album-oriented rock to hip-hop and rhythm and blues. They are often too busy to sit down and watch television, but they do like keeping up with the latest entertainment news and watch animated shows and Millennial-targeted reality shows. They like reading magazines, and their favorite publications run the gamut from travel to sports. Not surprisingly, they have deep connection with digital media. Because so many go online through their cell phones, these households tend to use the internet to email or instant messaging friends, rather than an entertainment channel for downloading music and gaming.

These households are receptive to brands engaging them when they go to stream their favorite television shows. They are also open to learning about brands via online display and video. This is also an email-receptive market that uses coupons or brand announcements in their e-inbox to inform their online and offline shopping.

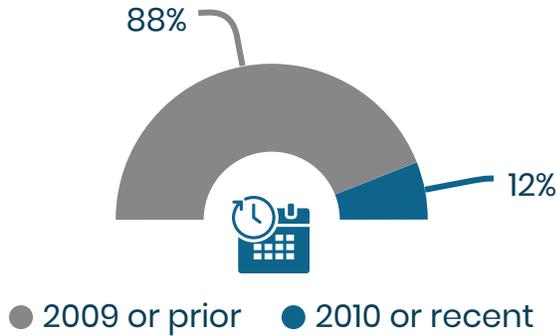
For political analysts, they households can be difficult to read. These households tend to have little participation in the electoral process; half have failed to register to vote. They tend to be liberal in their outlook, though their positions are all over the ideological map. Considering their limited budgets, they are unexpectedly generous with charitable donations of time as well as money. They give to religious organizations and are also likely to volunteer and give to social welfare causes.

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# Striving Single Scene | O54

Lifestyles and Housing Preferences | National Averages

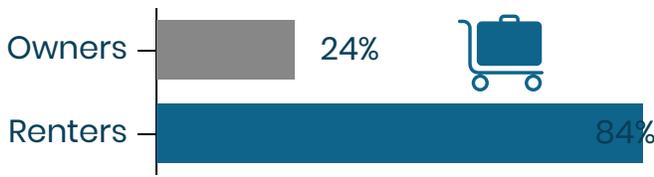
### Units by Decade Built



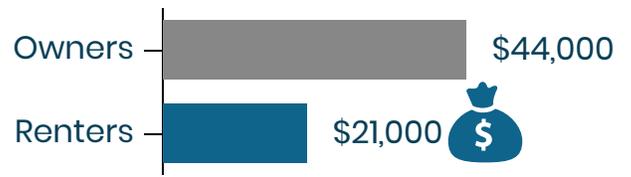
### Households by Tenure



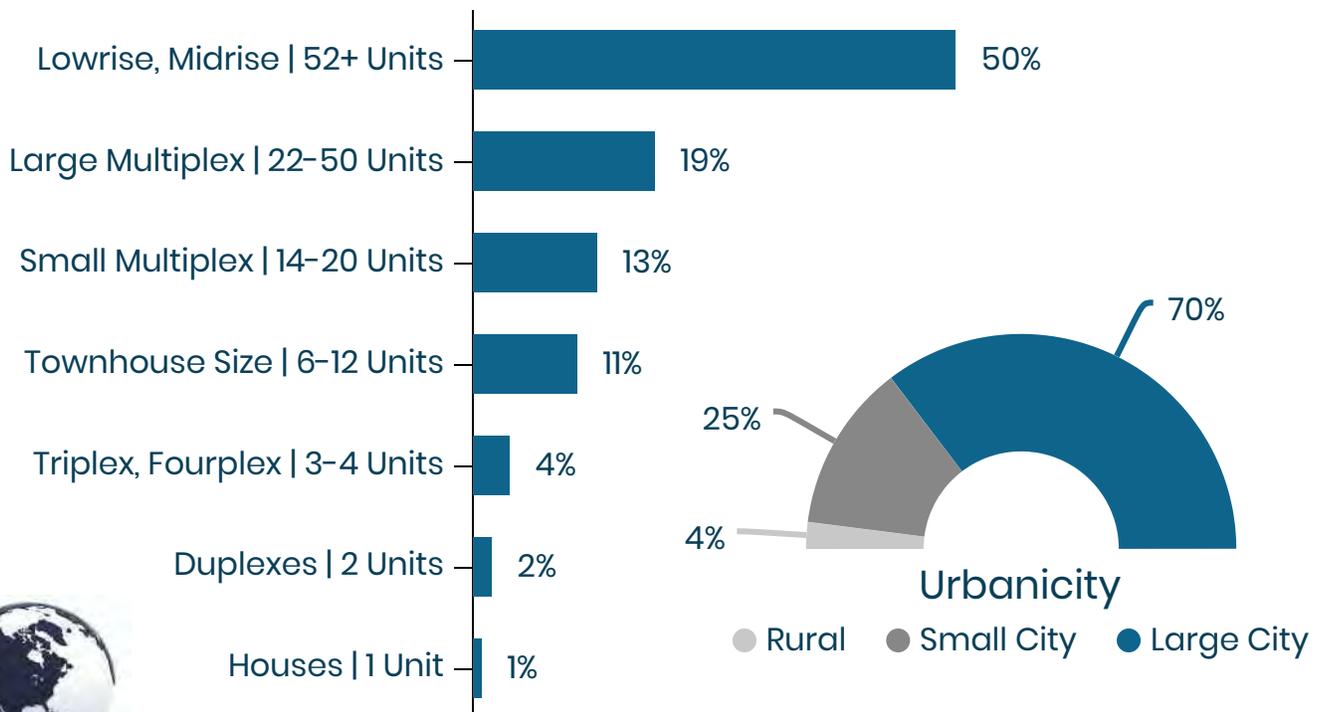
### Share that Moves each Year



### Median Household Income



### Inclination for Units by Building Size and Urbanicity



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## Striving Single Scene | O54

Young singles and city dwellers, well-educated, upwardly mobile, career-driven

Striving Single Scene households have the largest share of singles across the nation, and it represents a way station for young city singles before they marry, settle down, and start families. Found in big cities throughout the South and Midwest, these mobile 20-somethings tend to be educated and employed in entry-level professional jobs. A disproportionate number are renters in older apartment buildings close to the urban action. Without cars, they are happy to walk or take public transportation to bars, health clubs, boutiques and movie theaters.

These young striving singles lead entertainment-intensive leisure lives. They like to go out at night to clubs and concerts. They travel to beaches and they make it a habit to visit a new destination every trip. They like to take adult education courses to make new friends as much as to improve their skills in painting and photography. They try to look their best by working out regularly and taking aerobics and yoga classes. In their apartments, they'll relax with a book, invite friends over for dinner or listen to pop, rhythm and blues, or hip-hop on their favorite radio apps. Having integrated the internet into their lifestyle, they frequently go online to download music, watch videos and play games.

Most of these consumers can't afford high-end stores, but that doesn't stop them from national brand for special sales. They consumers like to stand out and typically buy the latest fashion in season. Self-described early adopters, they enjoy trying out the latest smartphone or health food. That doesn't leave much money for savings, and these households don't often acquire investments, bank cash deposits, and insurance annuities. Instead, many are more concerned with paying down their student and car loans.

With their out-and-about lifestyle, Striving Single Scene households are moderate fans of traditional media, relying on the internet for the information those outlets provide. They've given up on newspapers and magazines, though they do keep up with current affairs and pop culture by visiting various news websites. They put in their ear buds to listen to radio stations on the way to work, and many support public radio. When they are not going out at night, they watch primetime television shows on networks. They turn to the internet to download music, stream videos or keep up their social media conversations with friends.

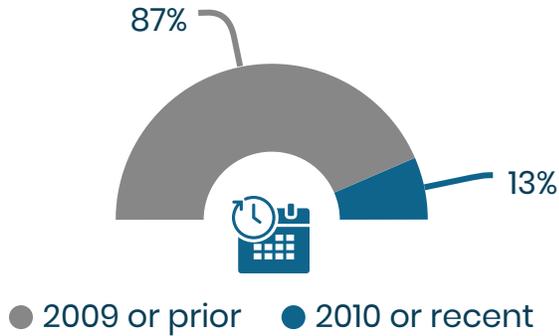
Striving singles are ambitious and spend a lot of time at work and want to advance as quickly as possible. While that doesn't leave them much free time, they still find ways to support liberal causes and tend to lean toward the Democratic Party. They have solid rates for registering to vote, and many are willing to volunteer for a good cause or a worthy protest if the issue moves them.

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# Family Troopers | O55

Lifestyles and Housing Preferences | National Averages

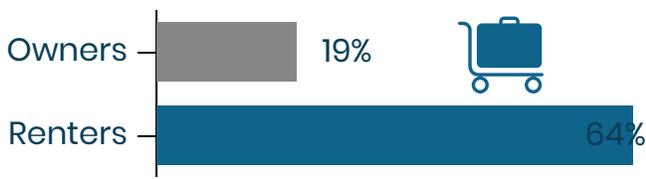
### Units by Decade Built



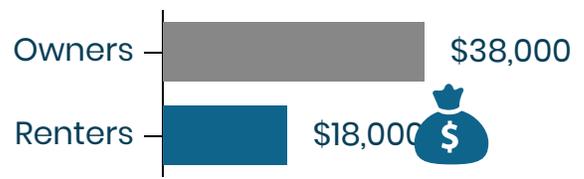
### Households by Tenure



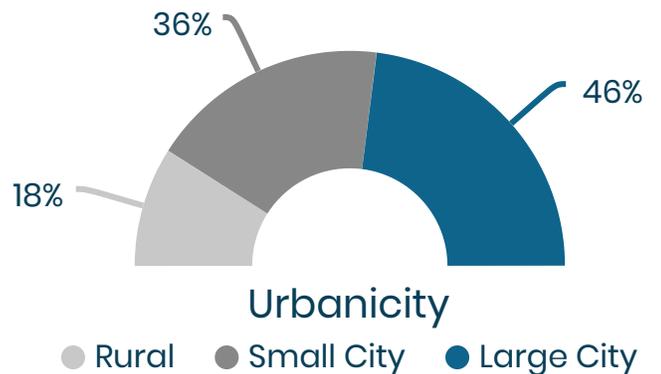
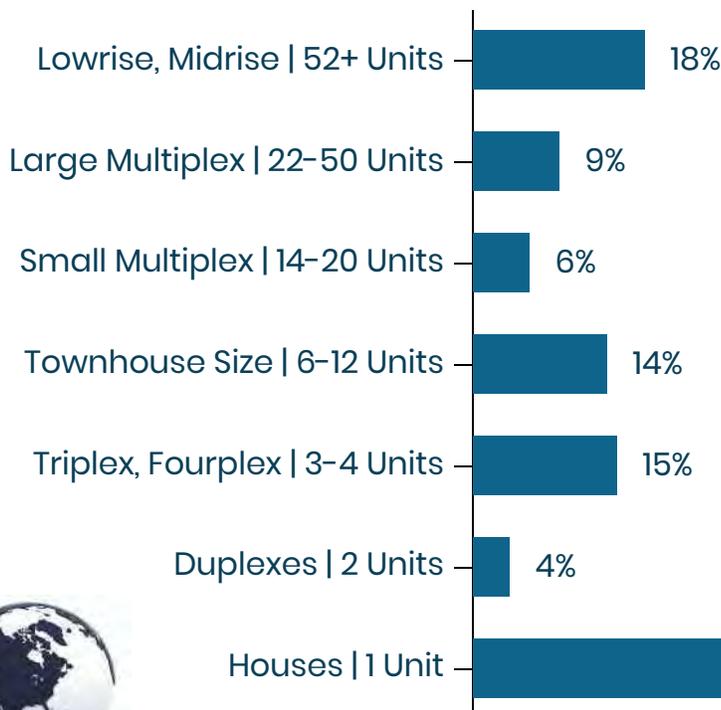
### Share that Moves each Year



### Median Household Income



### Inclination for Units by Building Size and Urbanicity



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## Family Troopers | O55

Young families and single-parents with military affiliations, in many scattered locations

Family Troopers are found concentrated on and around military bases across the country, but they also reside in fringe cities and scattered locations across the nation. They are young families and single-parent households with adults holding ties to the Armed Forces. Some couples are living apart while one is posted at a base or overseas. Others are weekend warriors, dedicating one weekend a month to extended service. Others are career-oriented “lifers” and serving in many supporting roles.

Boasting the highest concentration of Generation Y’s in the nation, they reflect an unusual portrait of America, with some of the nation’s highest mobility rates. Almost half are raising children alone, which is among the highest rate in the nation. They are a lot like other young and moderate households. Educational achievement is below-average and incomes from Uncle Sam and the service industries around the bases are low. Few of these households can scrape together a down payment to buy a small rambler or ranch-style house at the lowest-end of the price spectrum. However, with their routine deployments to other bases and war zones, they are generally not interested in putting down roots when they’ll be gone within a year or two anyway.

A soldier’s paycheck doesn’t allow for a cushy lifestyle. Among Family Trooper households, incomes do not fund much nightlife, dining out, or traveling on exotic vacations. With over 90% of these households including children, many devote their free time to entertaining their youngsters, taking them to zoos and theme parks, and buying them the latest toys and games. These households enjoy a lot of team sports like baseball and basketball. If they can line up a babysitter, the parents may go to a bar or movie, but white-tablecloth dining or an evening at the theater is generally out of the question. In these households, one weekend night is usually reserved for playing games or cards or watching a movie at home.

Family Troopers like to look sharp and shop for the latest clothing styles whenever they can. However, their thin wallets usually send them to discount department stores. They are more likely to buy toys for their children than for themselves, and they seldom purchase consumer gadgets or cool upgrades for their cars. In fact, they buy no new car makes at high rates. They do appreciate mobile technology and own smartphones and smart devices, which is sensible for households that could be shipped out at a moment’s notice. New features of recent technology help hold them together.

Family Troopers like new media. They have only modest interest in magazines, preferring women’s, entertainment or fashion magazines, and aren’t partial to newspapers. They are big fans of television, especially the cartoons, music videos and fare on children-focused networks to watch as a family. They also like radio for the variety of music it offers; rhythm and blues, alternative rock, country, and hip-hop are favorites. However, their main form of entertainment is the internet. They go online for music, games, videos, and viewing social media profiles.

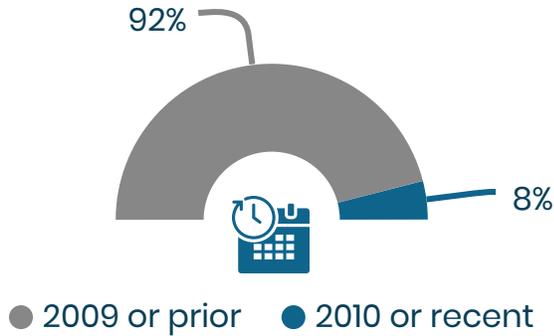
The political values of Family Troopers are still being formed. They are mostly apolitical and for the less than 30% who are registered to vote, they prefer to be called Democrats over Republican. They are into the here-and-now, with little concern about saving for the future, though they are not satisfied with their current standard of living. With their nomadic, high-stress jobs, many simply yearn for a more comfortable lifestyle.

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# Senior Discounts in Towers | Q65

Lifestyles and Housing Preferences | National Averages

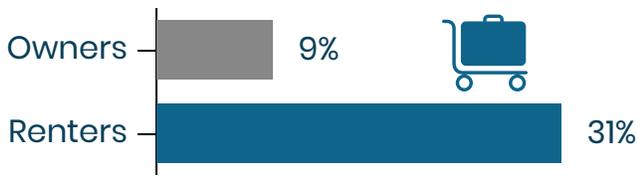
### Units by Decade Built



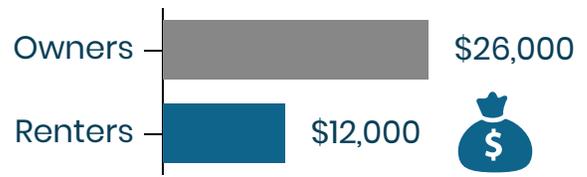
### Households by Tenure



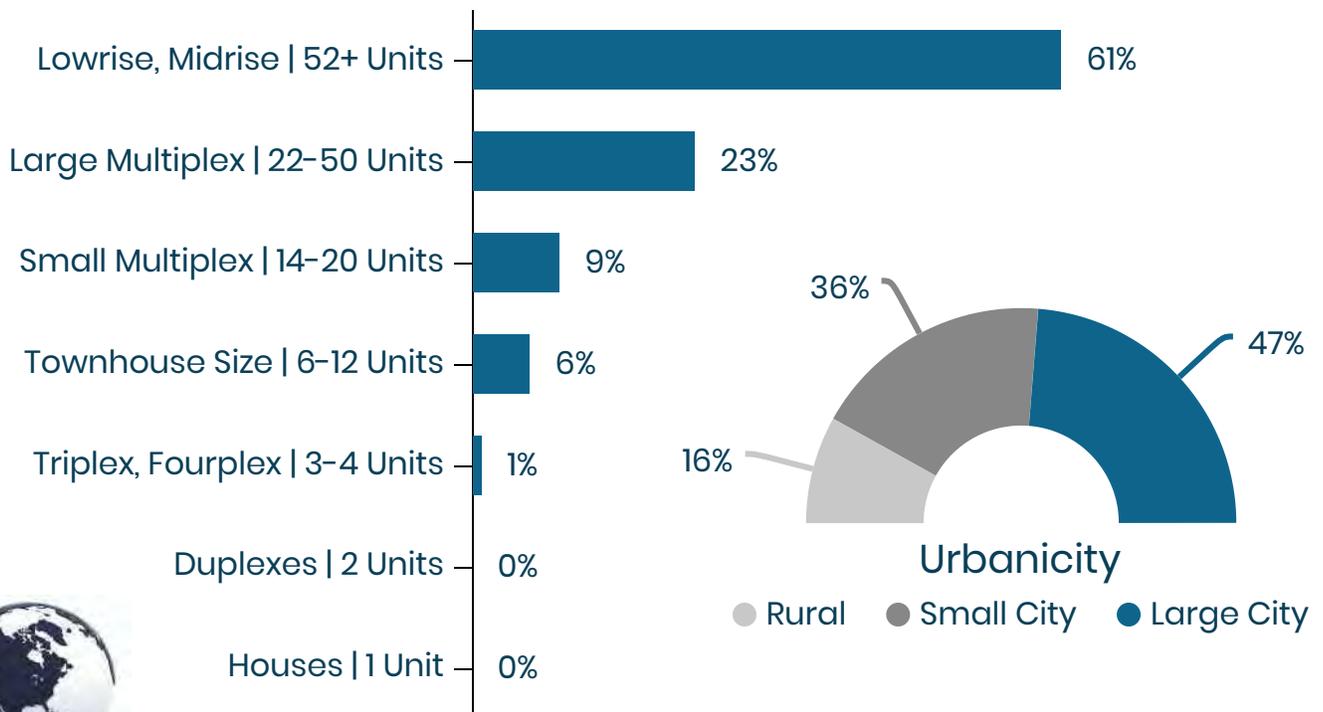
### Share that Moves each Year



### Median Household Income



### Inclination for Units by Building Size and Urbanicity



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## Senior Discounts & Towers | Q65

Retirees settled in metro apartment communities living frugal, sensible lives

Senior Discounts & Towers are mostly seniors and some elderly residents on fixed incomes who have retired to city apartment buildings geared specifically for them. Most of these residents are over 75 years old, and they tend to seek out these apartments when they become widowed or can no longer cope with the maintenance of a home. While a large share has grown children and most are grandparents, their children are typically too far away or incapable of supporting them in their own homes. Still, despite modest incomes, these elderly residents express satisfaction with their life, have a circle of close friends and enjoy both hobbies and entertainment. They look for opportunities to improve their social life.

Senior Discounts & Towers are found all around the country, typically in metro communities that permit large, multi-unit apartment buildings. Many have moved in within the last seven years. Given their sometimes-dicey neighborhoods, they prefer the security of an apartment building, preferably with a doorman, to being on their own. Some can take advantage of rent-controlled rates and senior discounts to help stretch their budgets.

Many of these households have more active leisure lives. Surveys show that they go out regularly to see plays, attend classical music concerts and gamble at casinos. Their neighborhoods often feature a nearby senior center that offers bingo and exercise programs. At home, they enjoy reading and needlecraft, and some are active collectors of ornaments and porcelain figures. However, most Senior Discounts & Towers wouldn't qualify as sophisticated investors. Few have income-producing assets, and only a small share own stocks or bonds. Many get by on small pensions that supplement their Social Security checks.

As consumers, these older households are more concerned about discounts than designer labels. They tend to shop the same stores and wear the same styles for years. They'll go to both bargain and moderate retailers, though they typically head first to the clearance rack when arriving at a chain or department store. Occasionally, these shoppers will splurge on a high-quality outfit for a special event or when they want to make a statement. Functionality is the most important factor when they consider a purchase.

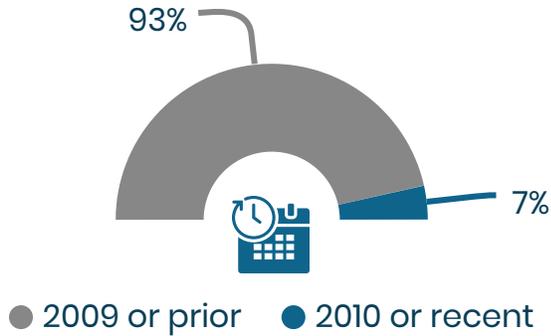
Spending a lot of time in their apartments, Senior Discounts & Towers are a traditional media market. They like to read newspapers and magazines, listen to golden oldies and classical music on the radio and watch a lot of television. Their favorite cable television channels provide mainstream movies and news; and many will verge on obsessive to watch favorite game shows and nightly newscasts. Although they do not often access the internet, they will go online to websites that offer health information, political news and sports standings featuring their favorite teams.

Senior Discounts & Towers are happy with their lives and cherish their families and friends. They like to meet new people, entertain them in their apartments and stay in touch with their far-away families. Faith is important to these seniors, who are active in their churches and synagogues. They are politically active as well, supporting mainly conservative social issues. Monitoring their health is important to these households, who watch their diets, take preventive medicine and listen to their doctors.

# Dare to Dream | R66

## Lifestyles and Housing Preferences | National Averages

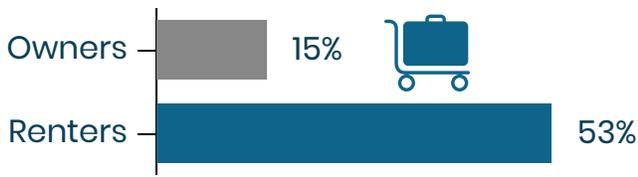
### Units by Decade Built



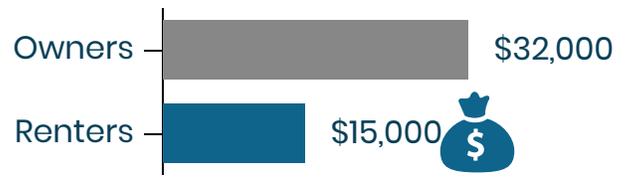
### Households by Tenure



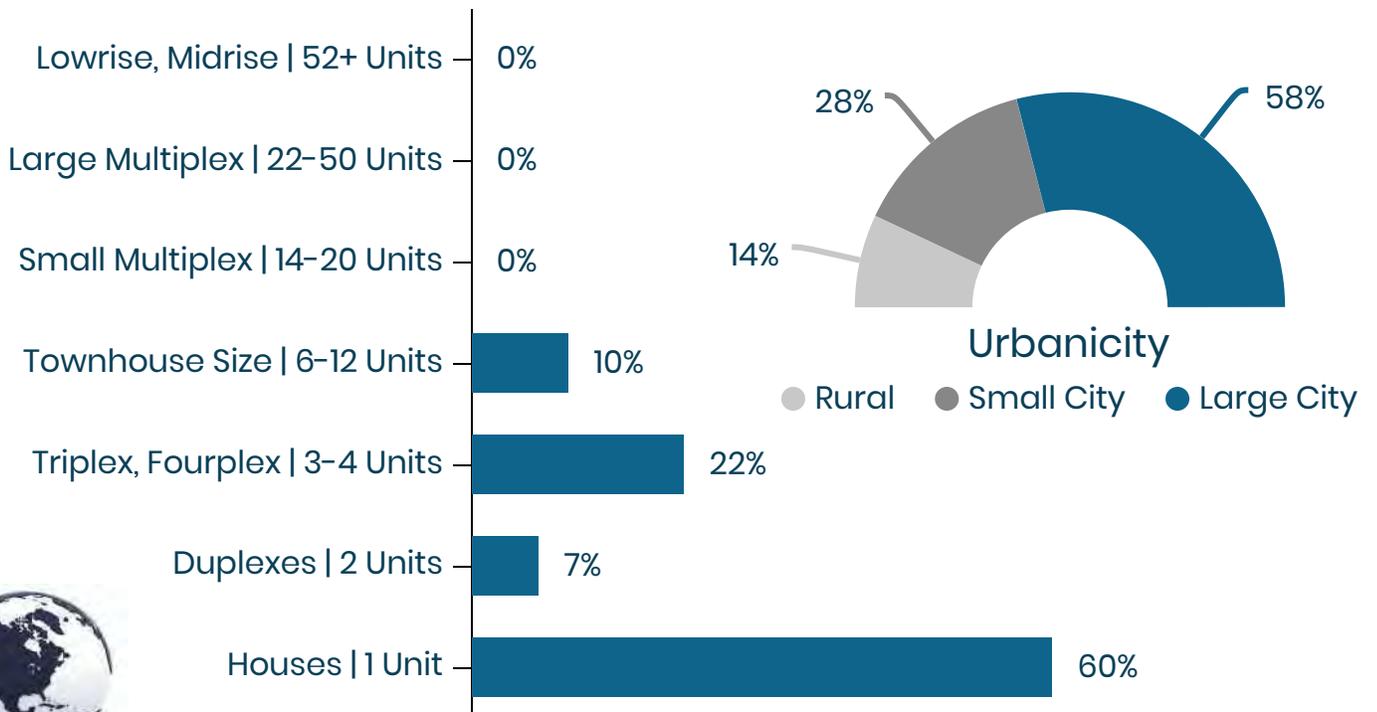
### Share that Moves each Year



### Median Household Income



### Inclination for Units by Building Size and Urbanicity



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## Daring to Dream | R66

### Young singles and single-parents with lower incomes starting out in city apartments

Daring to Dream households are one of the newest demographic trends in American households, including the decline of marriage among lower-income couples. These are singles, cohabitating couples, and single parents of limited means sharing low-rent city apartments. Among of the youngest households in the nation, more than half are under 35 years old. They do not consider marriage as the only path to forming a family.

These young households have low levels of educational attainment, and their rate of high school dropout is twice the national average. They tend to have low-paying entry-level jobs and some manage by sharing apartments to make ends meet. They tend to reside in older transitional neighborhoods scattered across the country; and most are living in buildings built prior to 1940. There are few amenities other than the inexpensive rent to entice these young, mobile singles to sink in roots, including nearly 60% have lived at their address for fewer than three years.

Daring to Dream spend a lot of their free time on the go. They hang out with friends at bars and nightclubs, head to movies and dance performances and catch a meal at casual restaurants. They'll kick back at their apartments to listen to music or throw a dinner party, always on the lookout for a new dish to try or drink to share. There's not a lot of money for travel, except for the virtual kind. These 20- and 30-somethings also enjoy playing video games, computer games and board games. If they want to work out, they'll bypass the health club in favor of a pickup game of soccer or basketball in a nearby park.

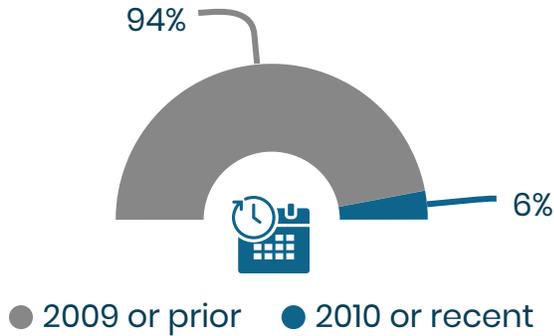
While their budgets may be tight, Daring to Dream households enjoy shopping, particularly for clothes. Although they like designer clothes and to keep up with the latest styles, they typically end up in discount departments stores, looking for chic styles on the clearance racks. Most are getting by without a car, but they will splurge on electronics. These music fans buy the latest devices to listen to their favorite music, including the latest in adult contemporary, pop music, and rhythm and blues. These households are relatively disconnected with traditional media, and a newspaper is rarely delivered to their doorsteps.

With few long-time residents in their neighborhoods, the Daring to Dream households often seem disconnected from their communities. They don't often vote or belong to a place of worship. Many simply want to get ahead, make more money and find a better place to live. They take adult education courses and talk about advancing their careers.

# Hope for Tomorrow | R67

Lifestyles and Housing Preferences | National Averages

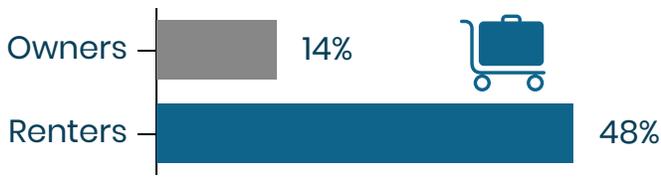
### Units by Decade Built



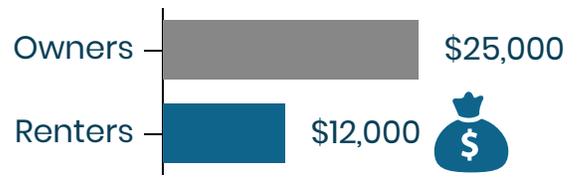
### Households by Tenure



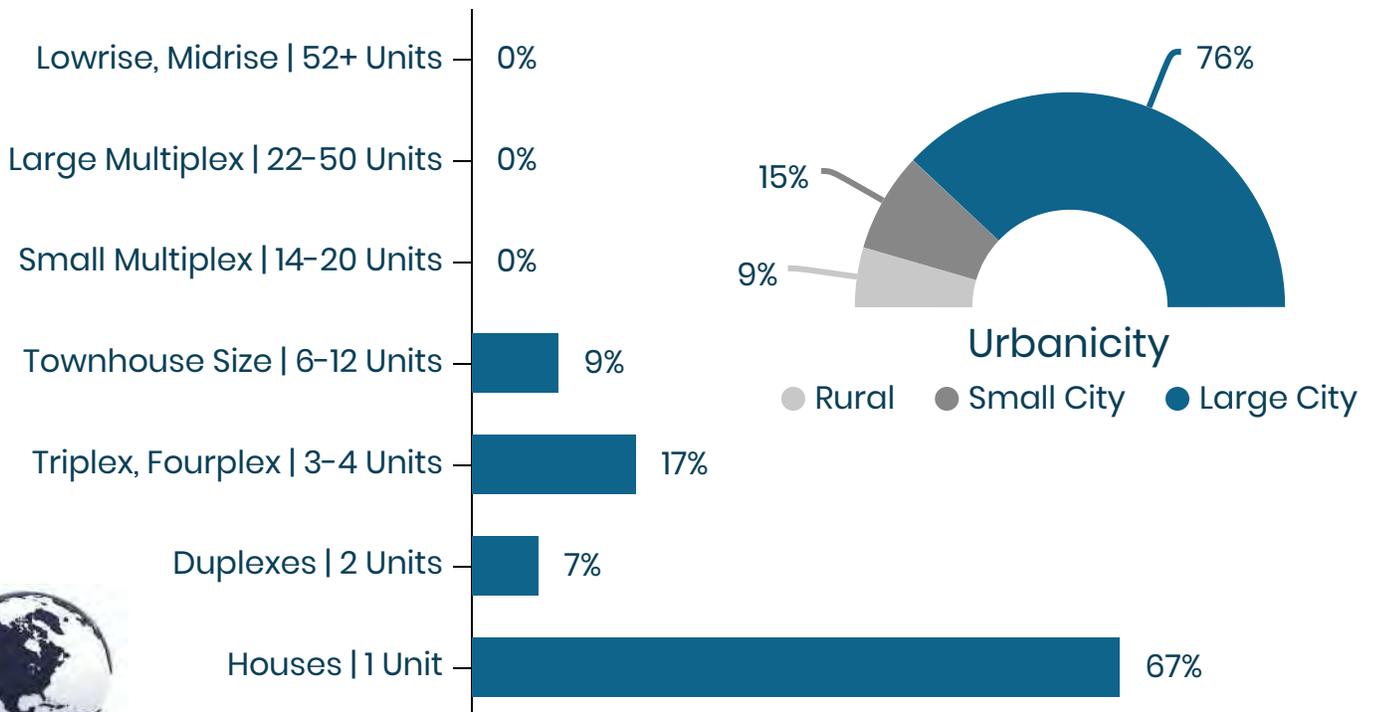
### Share that Moves each Year



### Median Household Income



### Inclination for Units by Building Size and Urbanicity



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## Hoping for Tomorrow | R67

Young, low-income single parents in city apartments, striving for a higher quality of life

Life can be a struggle for Hoping for Tomorrow households, which is a highly transient group of young singles and single parents living in second-tier cities. These households face tough economic challenges. Almost 30% never graduated high school, the average income is one of the lowest in the nation and more than half of household heads are single parents. For these relatively young adults, over 50% are under the age of 35 – but they are aspiring as they mature.

Hoping for Tomorrow households are found throughout the eastern half of the US, especially in second-tier cities in the Midwest and South. More than nine in ten households rent apartments, typically in old buildings and duplexes built in the first half of the last century, many of which are showing their age. However, that's all they can afford because of their low-paying service-sector jobs as restaurant workers and school aides. Few talk of spending their lives in these settings filled with transient residents; nearly 60% have been at the same address for less than 3 years.

Among these financially-challenged households, most lead modest lifestyles. They are young enough to enjoy nightlife, and that usually means heading to a bar or nightclub. If they want to get exercise, they generally go to a park or playground for a pickup game of basketball. However, they are unlikely to splurge on cars, travel packages or season tickets to cultural and professional sports events. Many members spend their evenings at home just to save money. However, to keep their children's entertained, they often go over-budget to get cable channels and new toys. They are exceptionally receptive to online media and they listen to urban radio stations and watch a lot of television. These young parents also loosen their purse strings to buy toys, books and video games. If they can afford it, they'll also get internet access to download music, stream videos and check out social media sites.

As consumers, Hoping for Tomorrow like the latest fashion and hippest styles, but they can only afford the apparel at discount shops and the clearance racks at pricier chains. They splurge at discount stores and moderate chain stores, and say that they look for clothes that can last a long time.

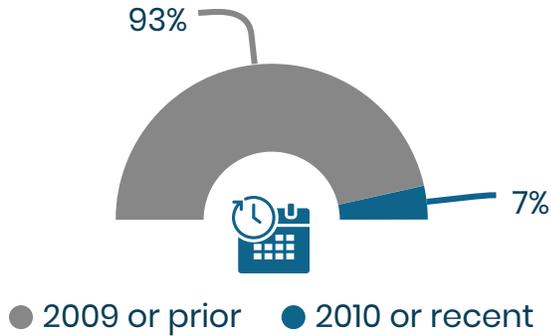
Many Hoping for Tomorrow households are dissatisfied with the limits on their lifestyles. However, they want to get a better job, advance in their careers and be better providers for their children. Some take adult education courses to improve their lives, and they have the support of their church, where they tend to be active members. Although they've only lived in their neighborhoods a short time, they tell researchers that they still want to improve their communities as volunteers.

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# Tough Times | S71

Lifestyles and Housing Preferences | National Averages

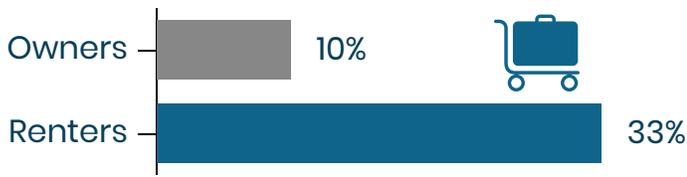
### Units by Decade Built



### Households by Tenure



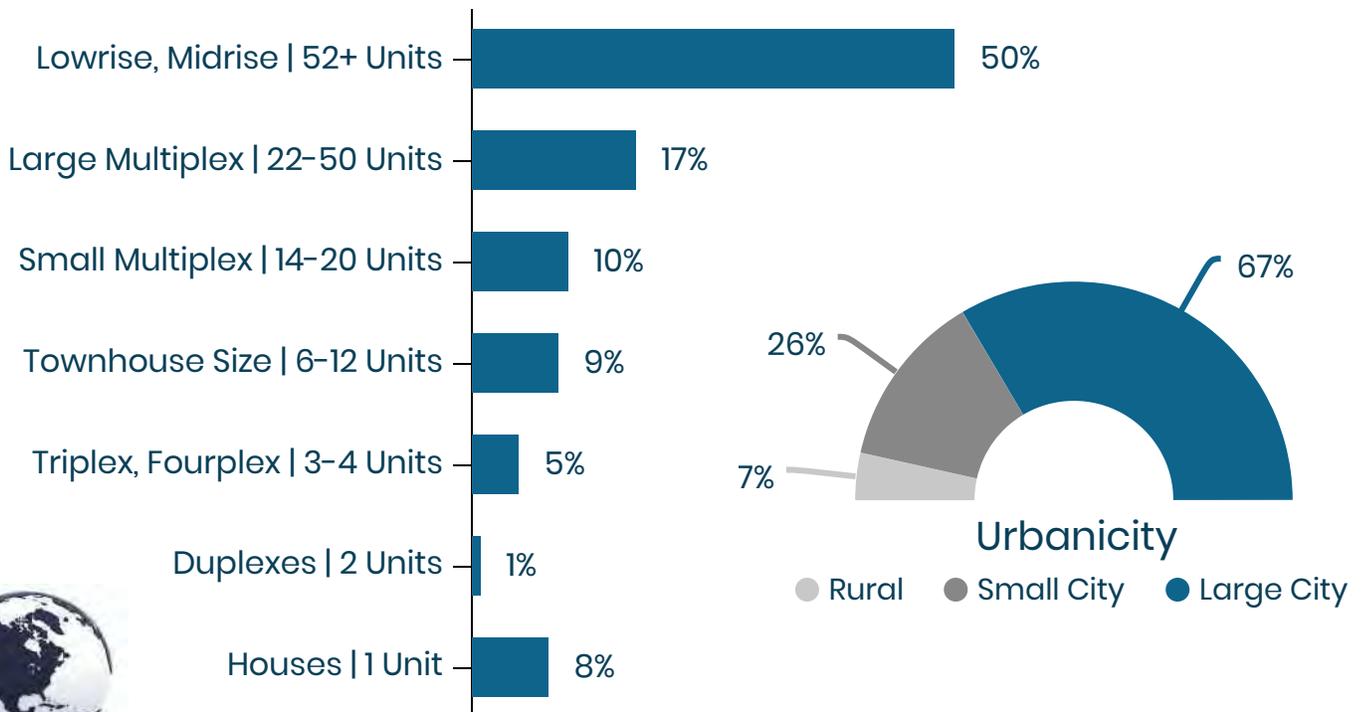
### Share that Moves each Year



### Median Household Income



### Inclination for Units by Building Size and Urbanicity



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# Tough Times | S71

## Older, lower-income singles typically concentrated in inner-city apartments

Tough Times are the most economic-challenged households and are usually found in aging city neighborhoods. Most of the adults are between 50 and 75 years and better; and they are usually living on their own as single, divorced, or widowed individuals. They have below-average educational achievement, and a high school diploma is the only degree achieved by 85% of these householders. They are just getting by on minimum wages, usually as service-sector workers. Fifteen% of the households include a retiree, increasing the number of residents getting by on fixed incomes. In Tough Times, a majority of householders report incomes that fall below the poverty line.

The neighborhoods of Tough Times are typically filled with urban and city apartment complexes. Many of these complexes were built in the urban renewal of the 1960s to 1980s, when tenement row houses in downtowns were bulldozed to create new housing for the poor and disadvantaged. Today, however, these buildings are often aging and the communities are not conducive for raising a young family. The majority of these households have lived at the same address for fewer than five years, and they will move if and when they can.

While Tough Times may be financially-challenged, these unattached singles still take advantage of city amenities. They regularly go out to local establishments and casinos. Many are culturally diverse households that enjoy listening to jazz music. They are unlikely to engage in outdoor sports like fishing and hunting, and prefer billiards halls and hanging out at local joints.

In the marketplace, these households struggle to improve on their low budgets. They often juggle credit cards to stay afloat, rarely paying off their balances each month. Because 75% do not own a car, they tend to shop at local stores within walking distance of their home. They enjoy shopping and keeping up with the latest styles, but are more likely to pick up necessities at dollar, value, and discount stores. With money tight, they rarely eat out, not even at fast food restaurants. Many would prefer to buy fresh foods at neighborhood markets for home cooking, but often settle for whatever they can afford at local markets and delis.

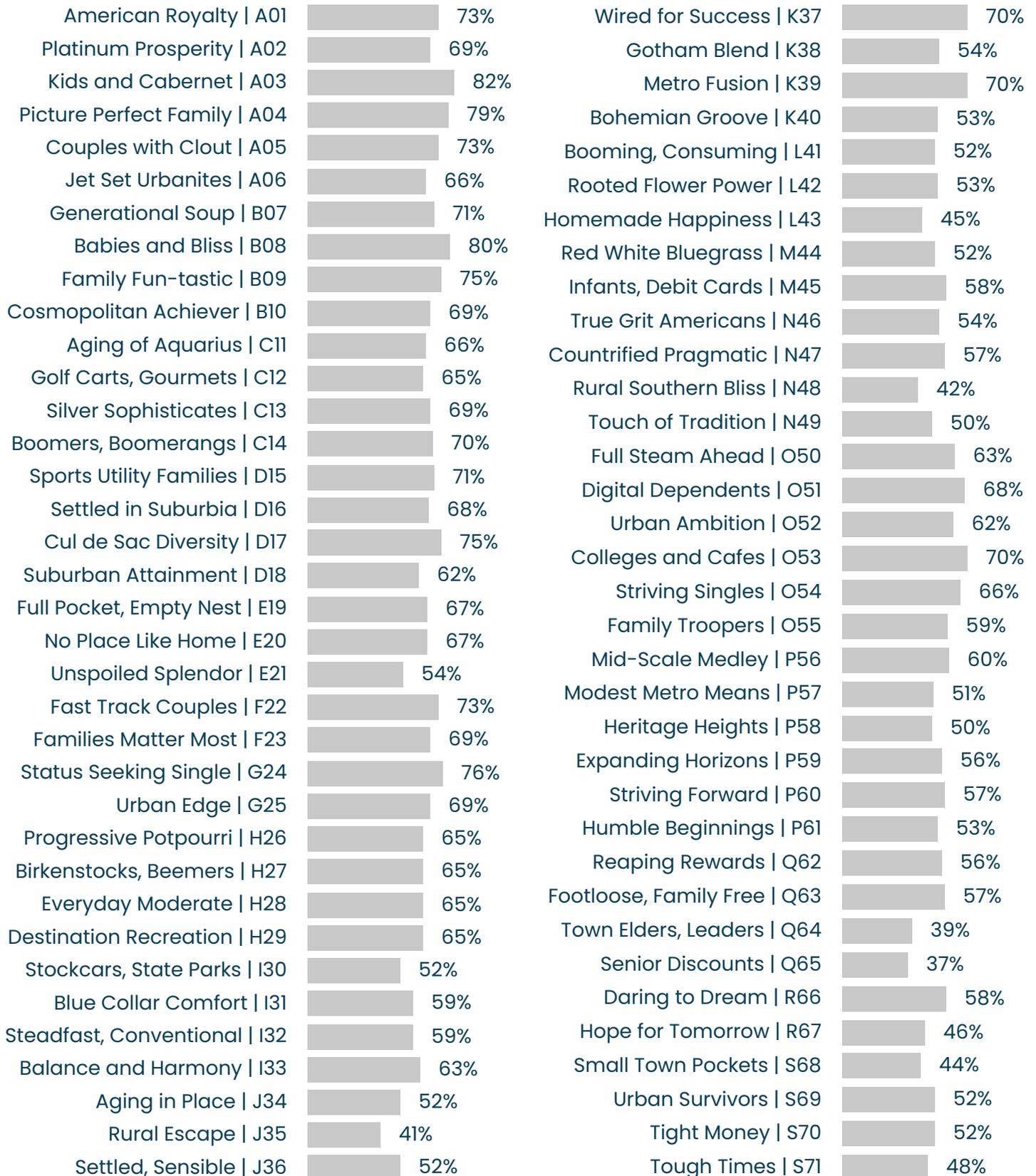
Limited means in Tough Times results in a selective media market. They are not big radio listeners due to their lack of cars to make a drive-time audience. Few afford to have a newspaper delivered to their apartments. However, they enjoy television, especially news programs, movies, dramas and sitcoms. While few go online, their interests are similarly eclectic in the digital world, including social networking, health, fantasy sports.

Tough Times households refuse to be defined by their economic circumstances. They are constantly looking for better jobs and they are trying to pursue meaningful lives that don't require a lot of money. Politically, they tend to be moderates who support the Democratic Party.

# Section M

# Ohio Mosaic | Theaters, Cinemas

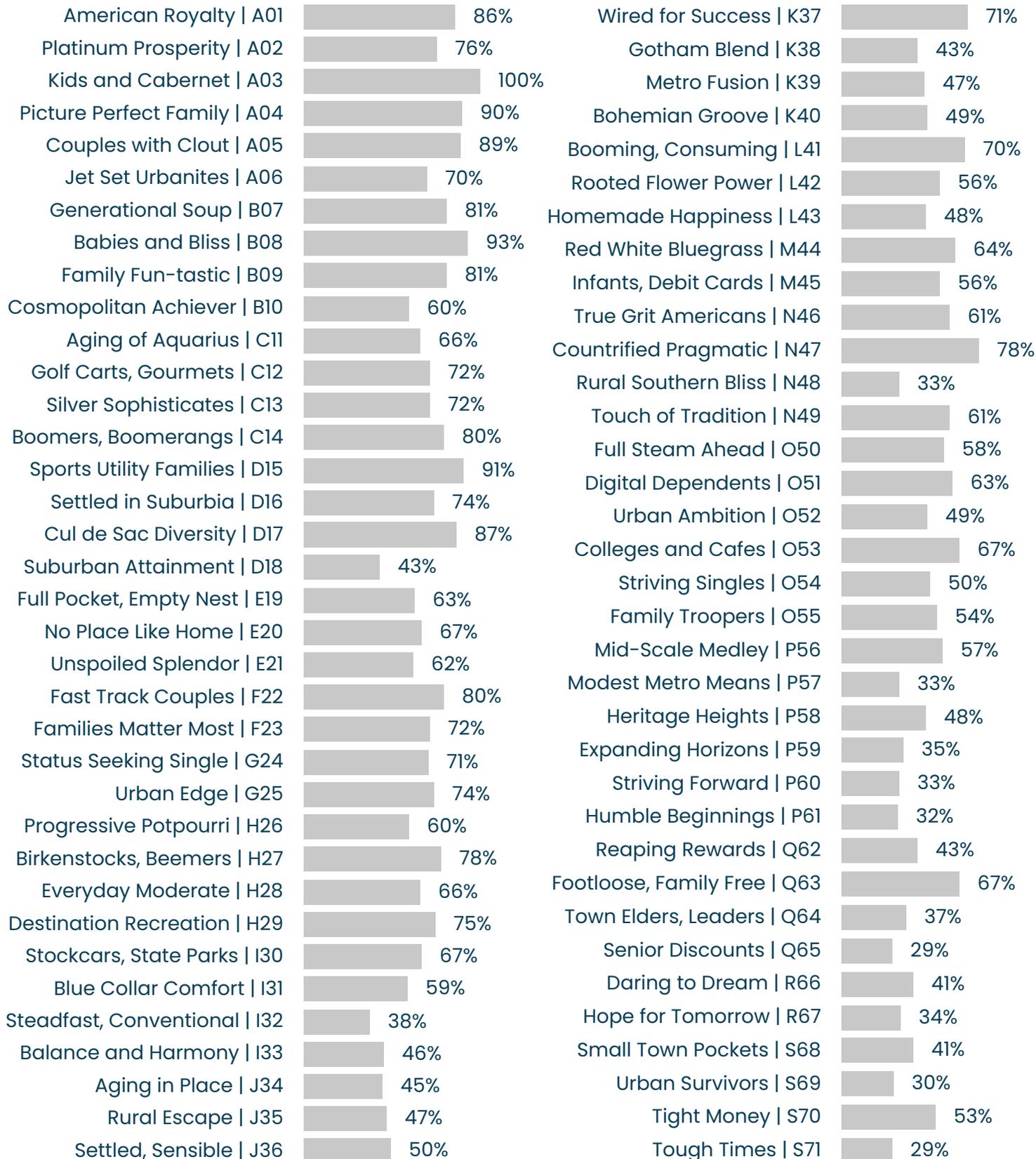
Share of households that routinely goes to either movie theaters or cinemas.



Underlying Mosaic Lifestyle Clusters provided by Experian Decision Analytics through year-end 2019. Analysis & exhibit prepared by LandUseUSA, 2020 - 2021. Blue indicates the top target markets in the selected geography or study area.

# Ohio Mosaic | Beach, Boat, Fish

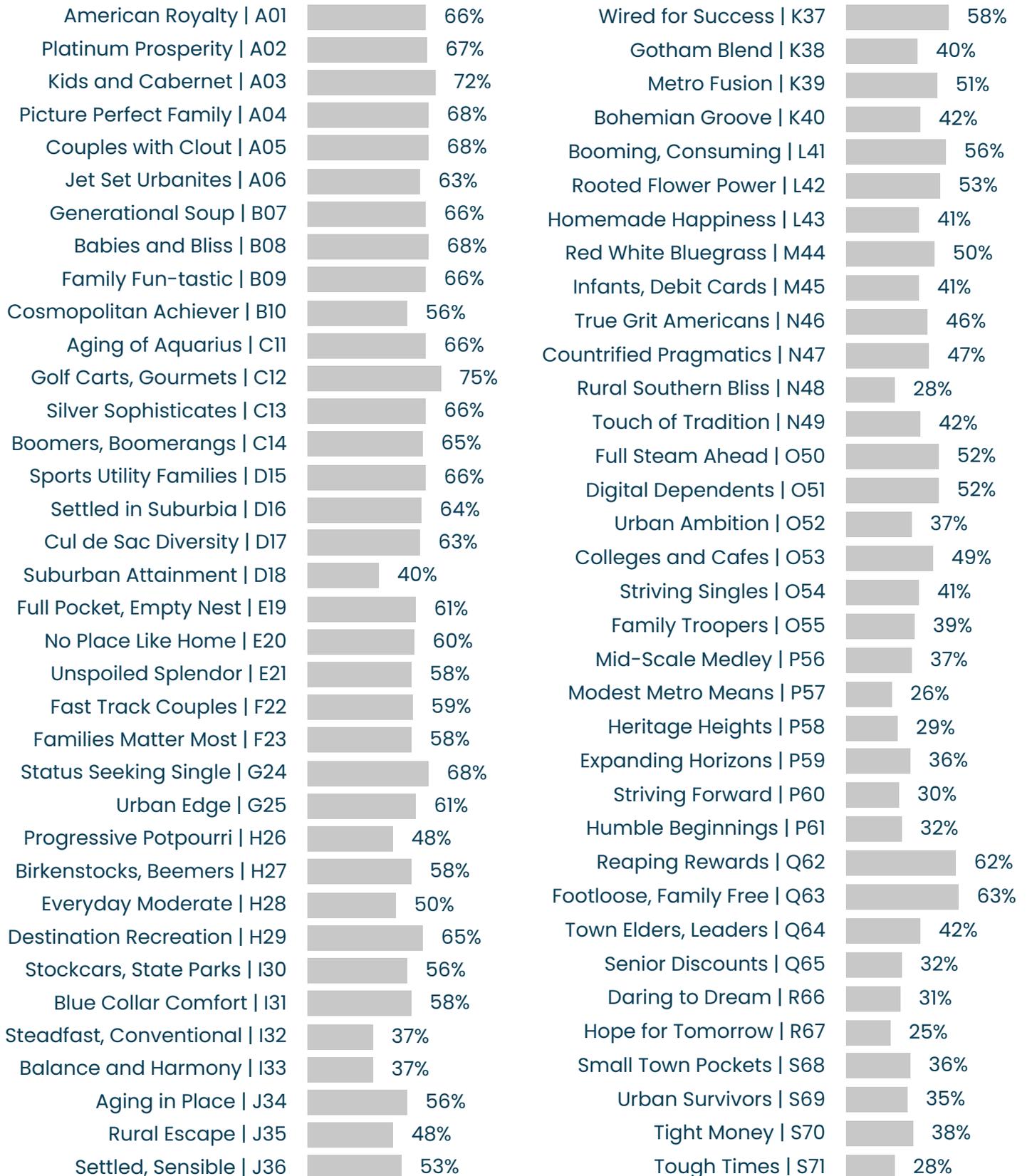
Share of households into beaches, swimming, surfing, water skiing, fishing, rowing.



Underlying Mosaic Lifestyle Clusters provided by Experian Decision Analytics through year-end 2019. Analysis & exhibit prepared by LandUseUSA, 2020 - 2021. Blue indicates the top target markets in the selected geography or study area.

# Ohio Mosaic | Restaurants, Eateries

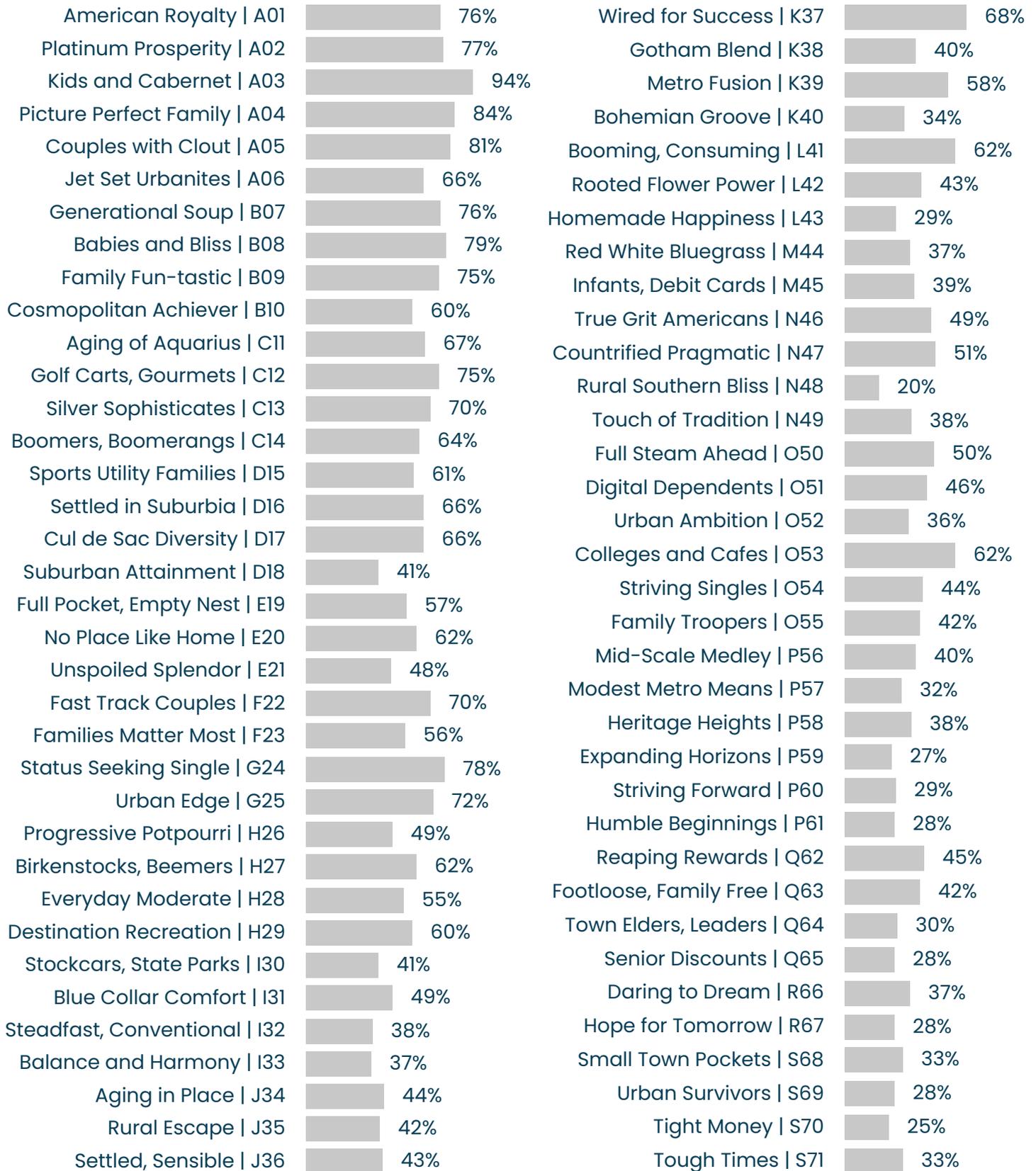
Share of households that dine out at restaurants at least twice a week, 2020.



Underlying Mosaic Lifestyle Clusters provided by Experian Decision Analytics through year-end 2019. Analysis & exhibit prepared by LandUseUSA, 2020 - 2021. Blue indicates the top target markets in the selected geography or study area.

# Ohio Mosaic | Walk, Jog, Bike, Climb

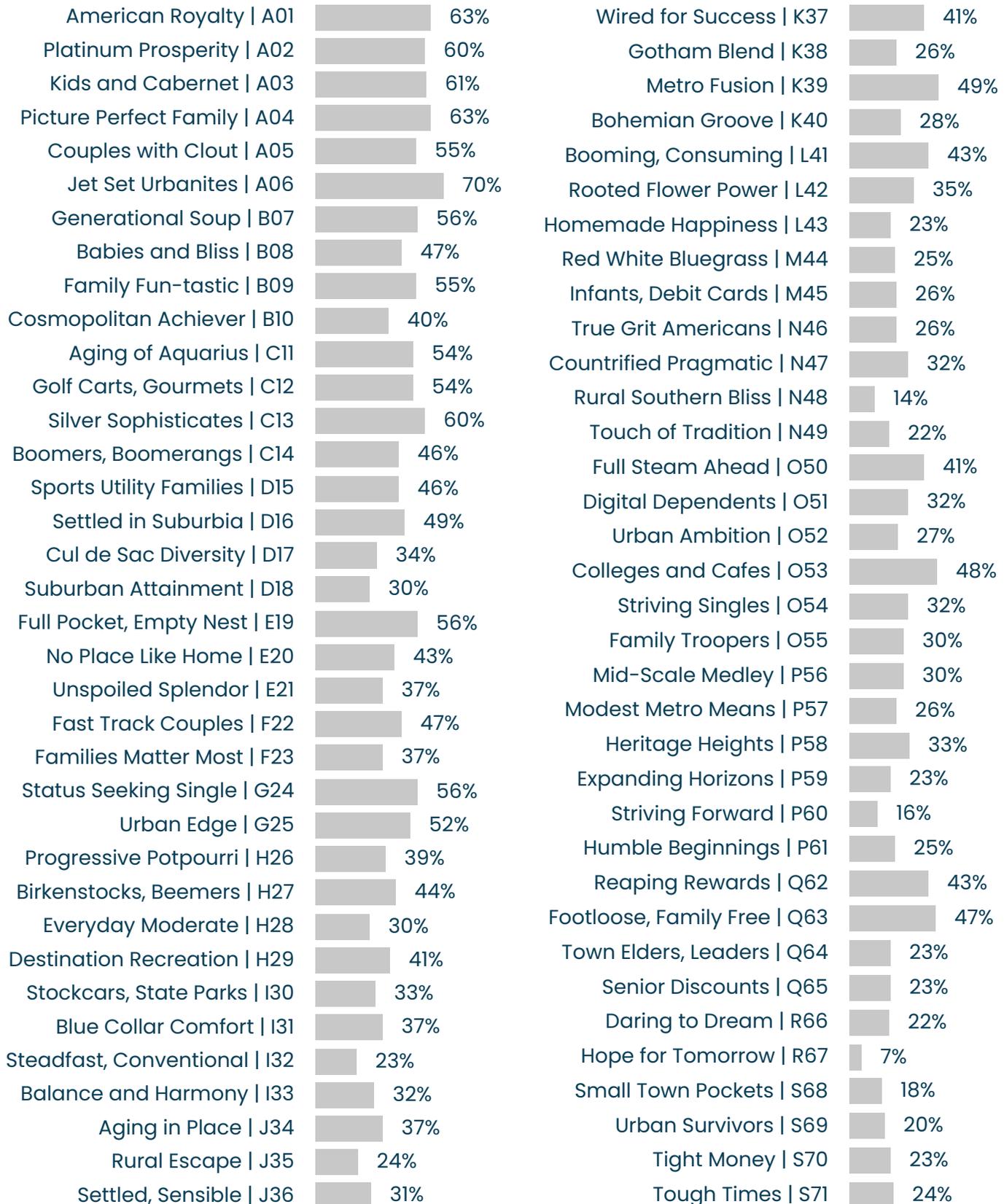
Share of households into walking, jogging, bicycling, and/or climbing in 2020.



Underlying Mosaic Lifestyle Clusters provided by Experian Decision Analytics through year-end 2019. Analysis & exhibit prepared by LandUseUSA, 2020 - 2021. Blue indicates the top target markets in the selected geography or study area.

# Ohio Mosaic | Performing Arts

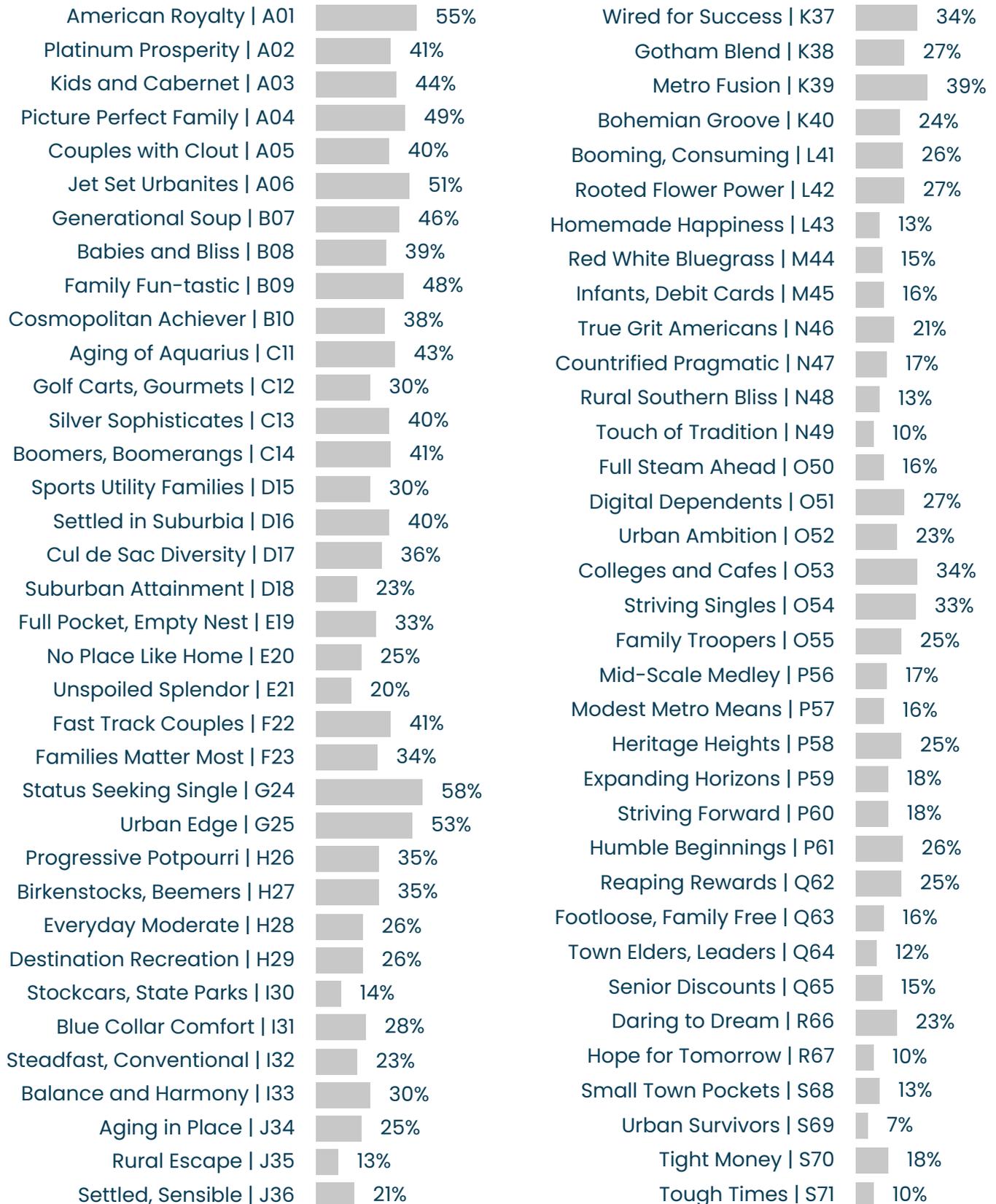
Share of households that routinely attend live theatre, music, or concert events, 2020.



Underlying Mosaic Lifestyle Clusters provided by Experian Decision Analytics through year-end 2019. Analysis & exhibit prepared by LandUseUSA, 2020 - 2021. Blue indicates the top target markets in the selected geography or study area.

# Ohio Mosaic | Fitness Ctrs, YMCA

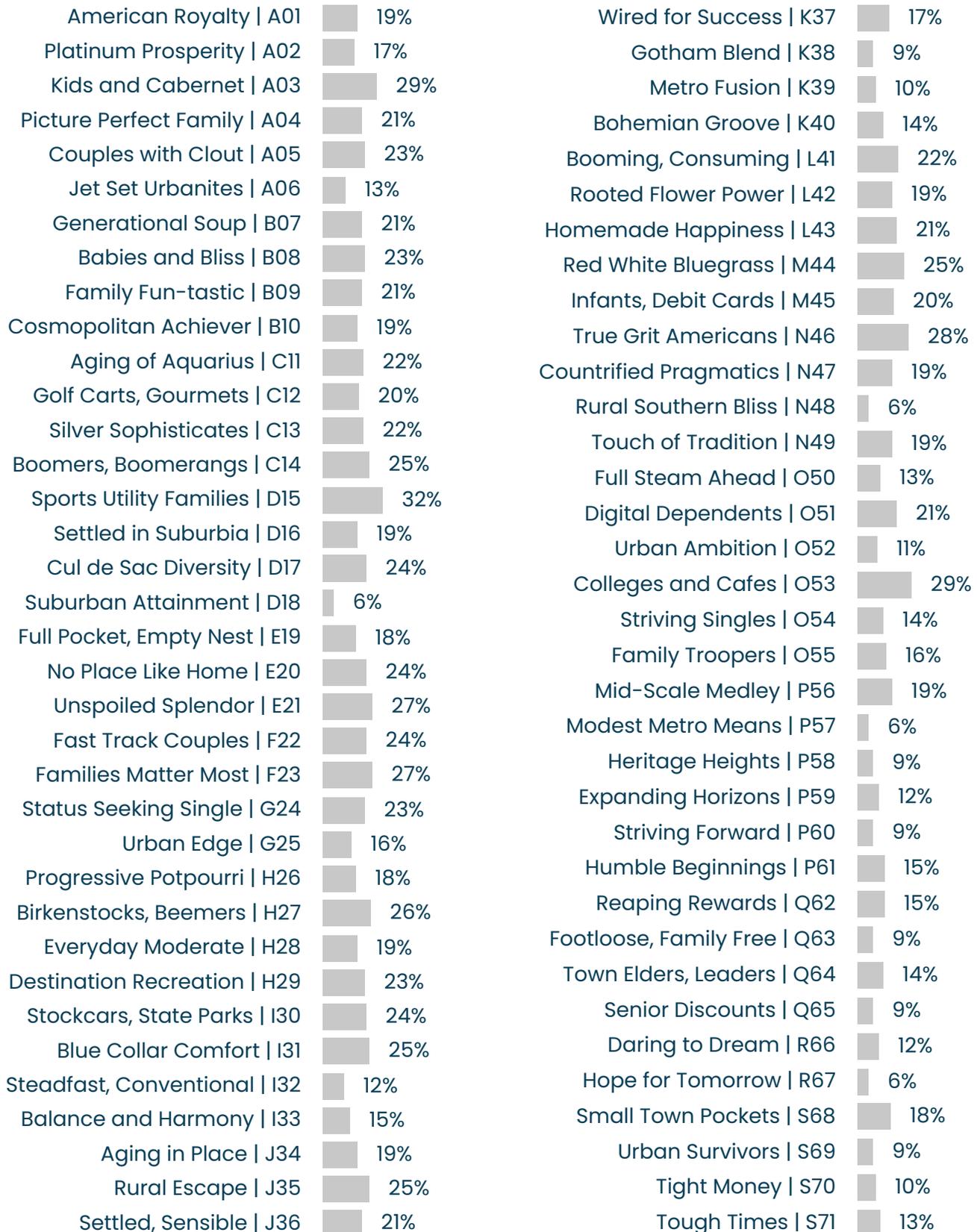
Share of households with fitness programs at private clubs, centers, YMCA in 2020.



Underlying Mosaic Lifestyle Clusters provided by Experian Decision Analytics through year-end 2019. Analysis & exhibit prepared by LandUseUSA, 2020 - 2021. Blue indicates the top target markets in the selected geography or study area.

# Ohio Mosaic | Camping, Birds, Horses

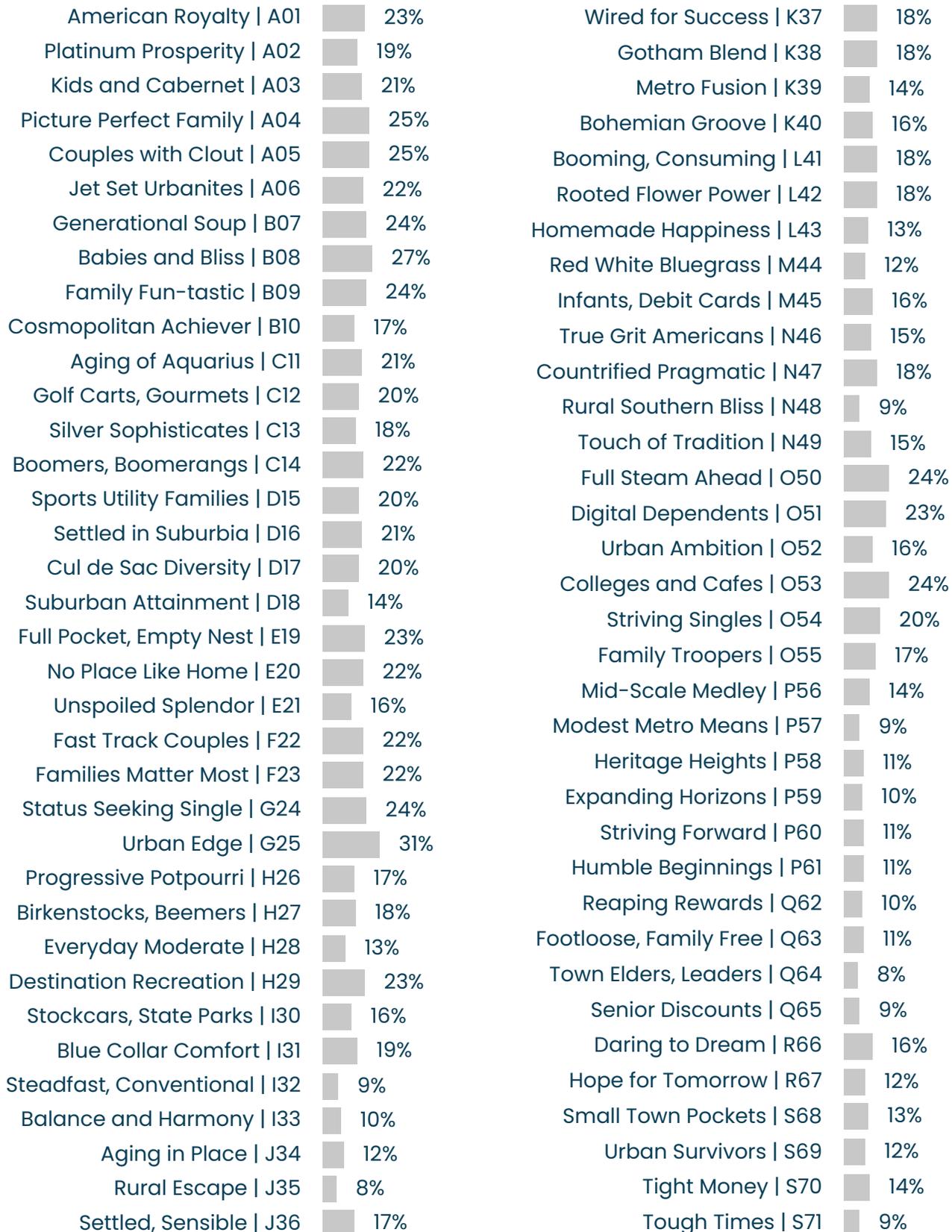
Share of households into camping, bird watching, and/or horseback riding in 2020.



Underlying Mosaic Lifestyle Clusters provided by Experian Decision Analytics through year-end 2019. Analysis & exhibit prepared by LandUseUSA, 2020 - 2021. Blue indicates the top target markets in the selected geography or study area.

# Ohio Mosaic | Night Clubs, Bars

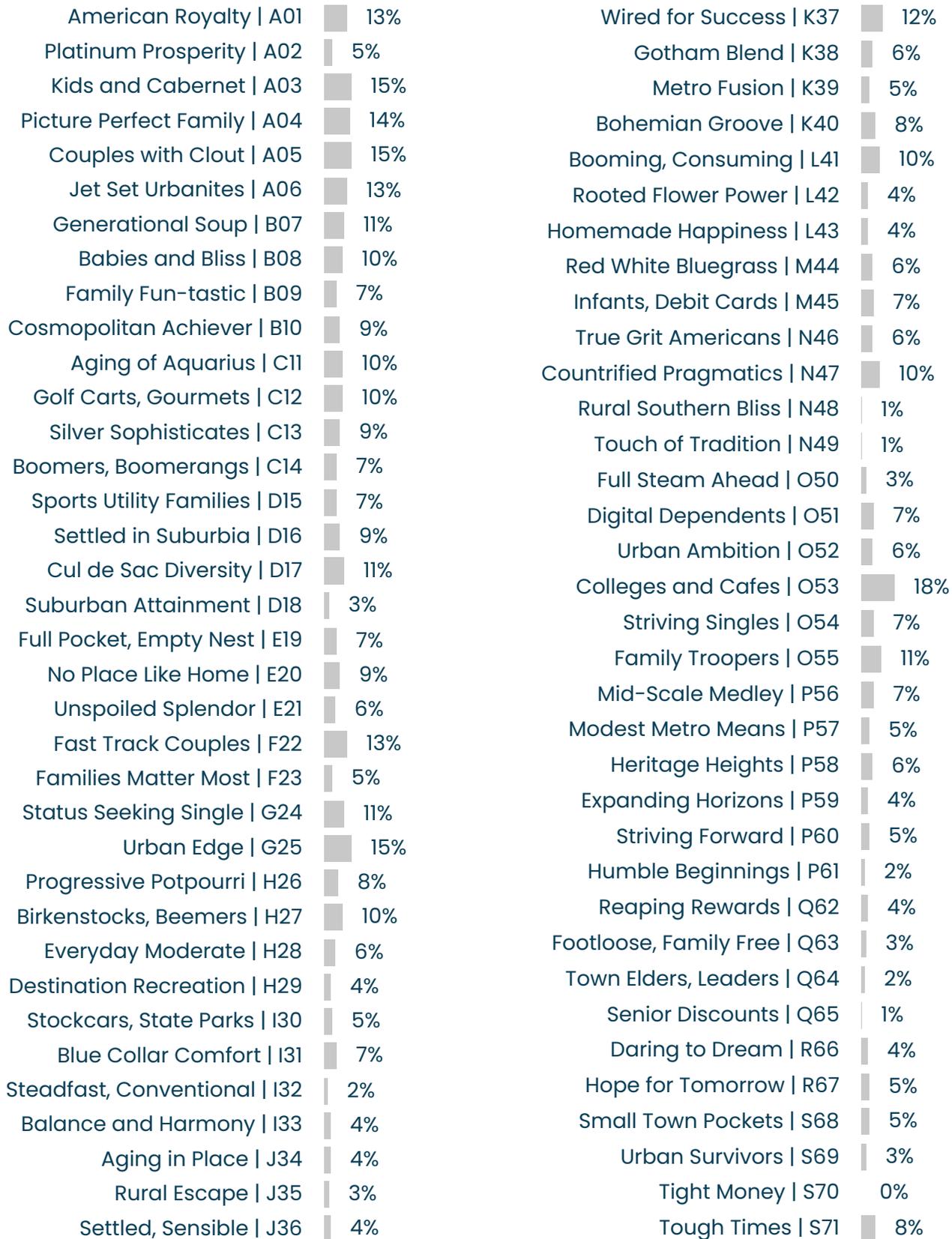
Share of households that routinely visit night clubs, bars, and/or dance halls.



Underlying Mosaic Lifestyle Clusters provided by Experian Decision Analytics through year-end 2019. Analysis & exhibit prepared by LandUseUSA, 2020 - 2021. Blue indicates the top target markets in the selected geography or study area.

# Ohio Mosaic | Skiing, Winter Sports

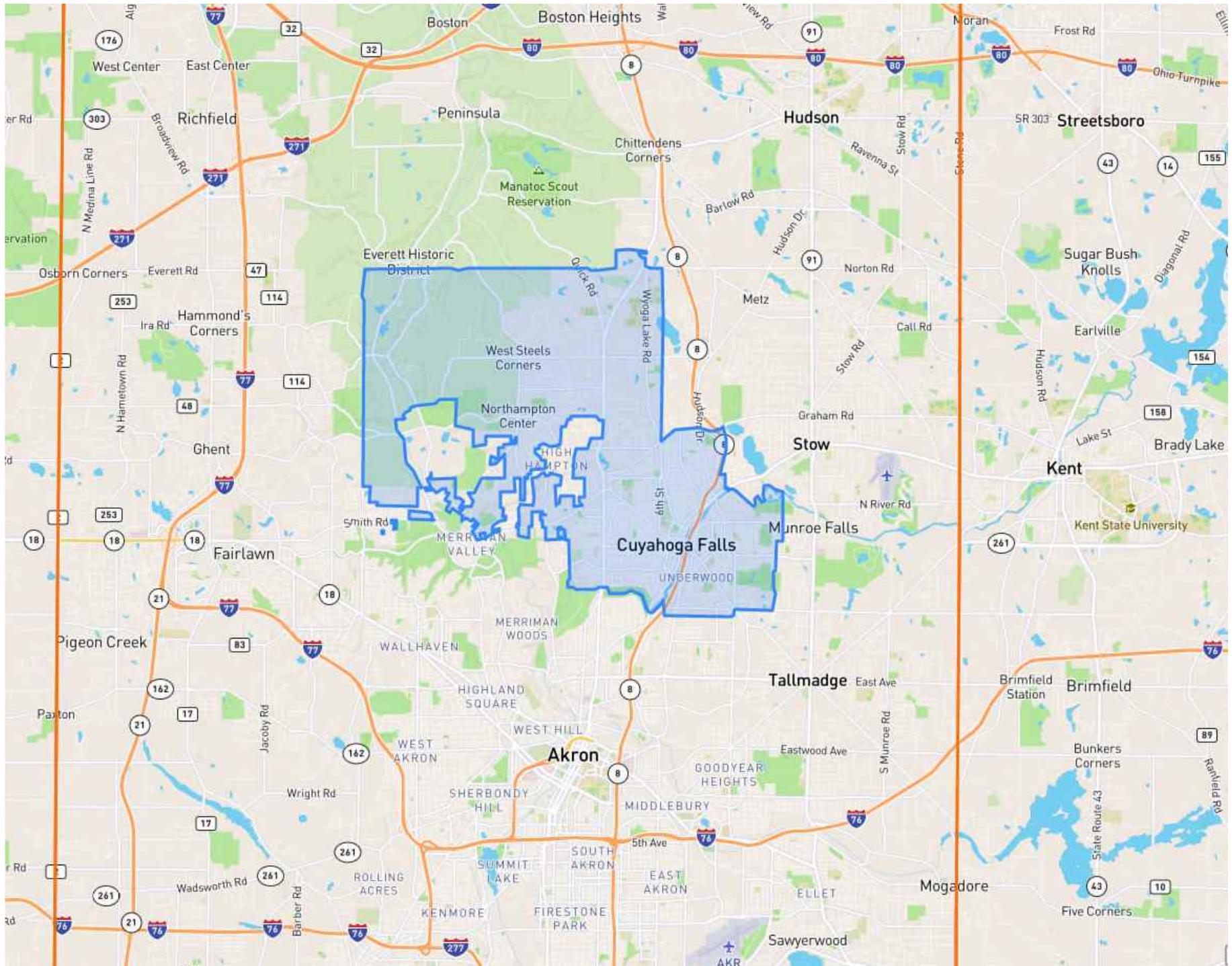
Share of households into skiing, snowboarding, motorcycling, and winter sports.

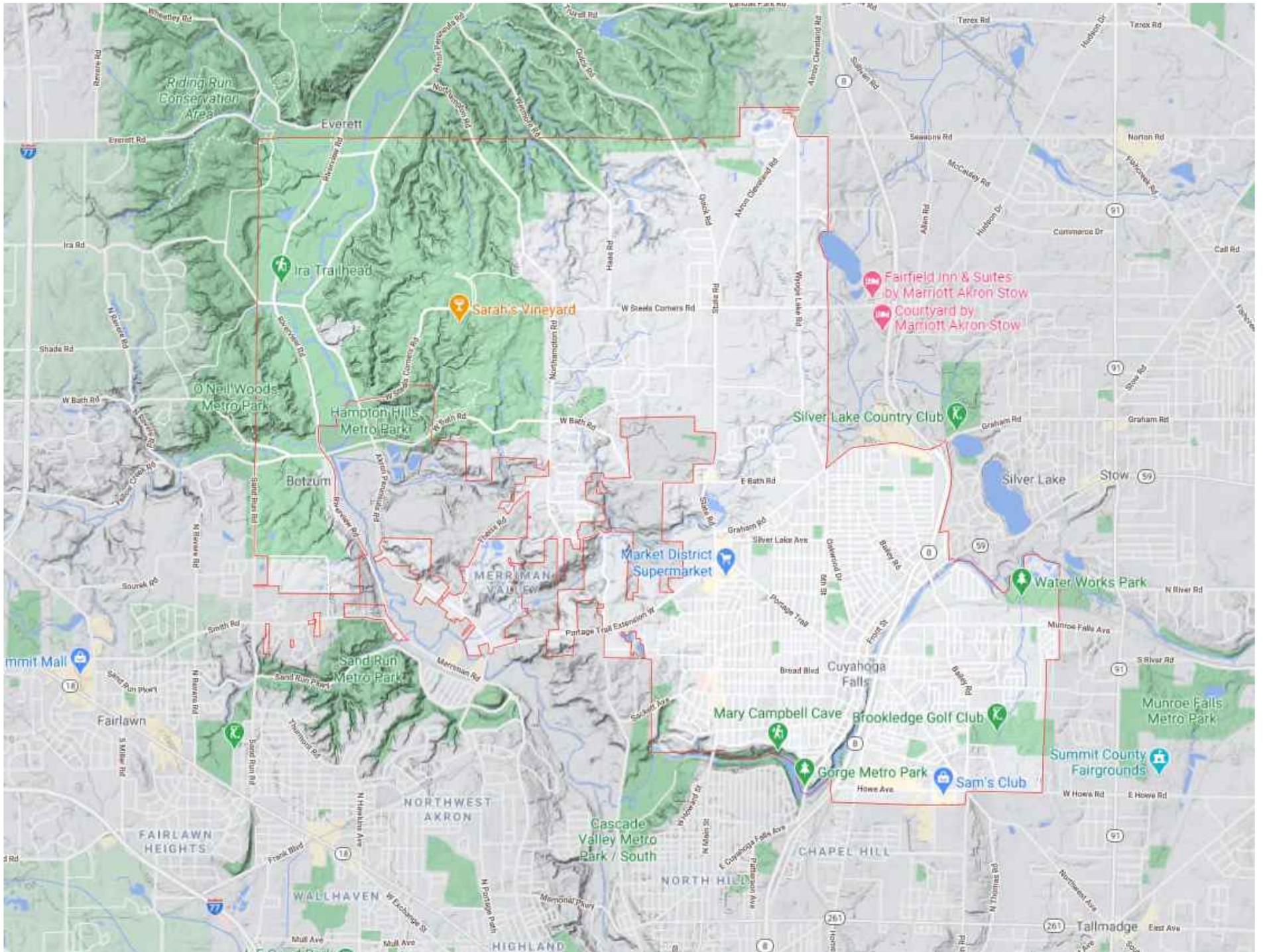


Underlying Mosaic Lifestyle Clusters provided by Experian Decision Analytics through year-end 2019. Analysis & exhibit prepared by LandUseUSA, 2020 - 2021. Blue indicates the top target markets in the selected geography or study area.

# Section N







Riding Run Conservation Area

Everett

Ira Trailhead

Sarah's Vineyard

Neil Woods Metro Park

Hampton Hills Metro Park

Botzum

Market District Supermarket

Silver Lake Country Club

Silver Lake

Water Works Park

Sand Run Metro Park

Mary Campbell Cave

Brookledge Golf Club

Gorge Metro Park

Summit County Fairgrounds

NORTHWEST AKRON

Cascade Valley Metro Park / South

CHAPEL HILL

NORTH HILLS

WALLHAVEN

HIGHLAND

Tallmadge

## Residential Market Parameters The City of Cuyahoga Falls, Ohio

	2000 Census	2000 Share	2010 Census	2010 Share	2020 Estimates	2020 Share	2025 Projections	2025 Share
Marital Status								
Married, Spouse Present	21,812	54%	19,356	47%	18,619	45%	18,278	44%
Married, Spouse Absent	902	2%	1,241	3%	1,157	3%	1,161	3%
Divorced	4,550	11%	5,810	14%	6,063	15%	6,014	15%
Widowed	3,258	8%	3,381	8%	2,835	7%	2,789	7%
Never Married	<u>9,932</u>	<u>25%</u>	<u>11,408</u>	<u>28%</u>	<u>13,019</u>	<u>31%</u>	<u>12,944</u>	<u>31%</u>
Total Population Ages 15+	40,473	100%	41,196	100%	41,692	100%	41,186	100%
Married, Spouse Present	21,812	54%	19,356	47%	18,619	45%	18,278	44%
Single for Any Reason	<u>18,661</u>	<u>46%</u>	<u>21,840</u>	<u>53%</u>	<u>23,073</u>	<u>55%</u>	<u>22,908</u>	<u>56%</u>
Total Population Ages 15+	40,473	100%	41,196	100%	41,692	100%	41,186	100%

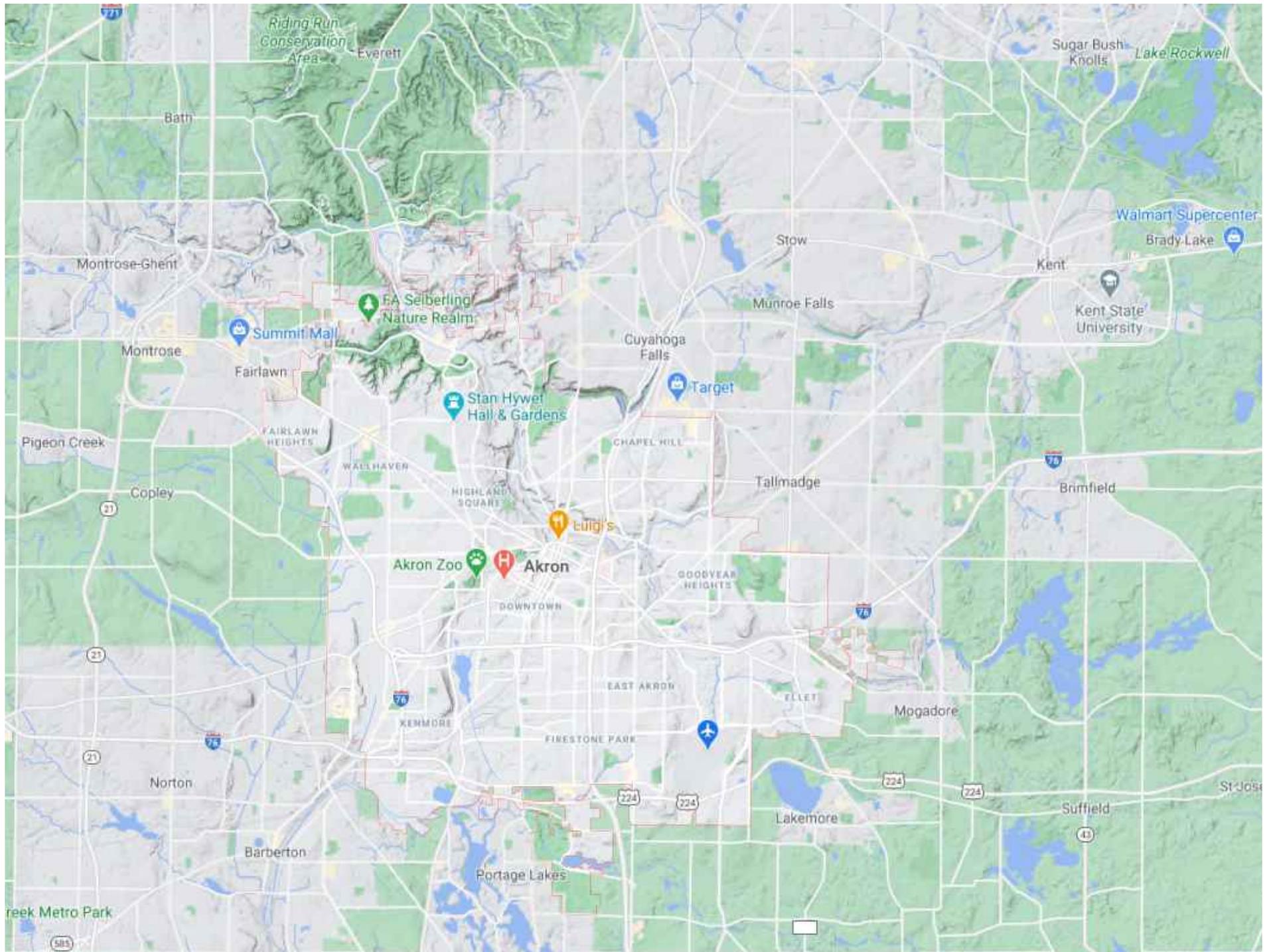
Source: Underlying data provided by the 2000 and 2010 US Census and American Community Survey through 2019. Analysis, projections, and exhibit prepared by LandUseUSA | Urban Strategies; 2021.

## Residential Market Parameters The City of Cuyahoga Falls, Ohio

	2000 Census	2000 Share	2010 Census	2010 Share	2020 Estimates	2020 Share	2025 Projections	2025 Share
Households by Income								
\$0 - \$15,000	3,066	14%	2,992	13%	2,283	10%	1,883	8%
\$15,000 - \$24,999	2,580	12%	2,169	10%	2,093	9%	1,853	8%
\$25,000 - \$34,999	2,916	13%	2,925	13%	2,081	9%	1,876	8%
\$35,000 - \$49,999	4,281	20%	3,908	18%	3,338	15%	2,986	13%
\$50,000 - \$74,999	5,104	23%	4,664	21%	5,098	23%	4,681	21%
\$75,000 - \$99,999	2,232	10%	2,738	12%	3,366	15%	3,759	17%
\$100,000 - \$149,999	1,224	6%	2,085	9%	2,888	13%	3,734	17%
\$150,000 +	<u>464</u>	<u>2%</u>	<u>796</u>	<u>4%</u>	<u>1,224</u>	<u>5%</u>	<u>1,618</u>	<u>7%</u>
Total Households	21,833	100%	22,277	100%	22,369	100%	22,389	100%
Average Hhld Income	\$51,105	.	\$59,336	.	\$68,674	.	\$77,674	.
Median Hhld Income	\$42,934	.	\$46,707	.	\$56,099	.	\$63,701	.
	2000 Census	2000 Share	2010 Census	2010 Share	2020 Estimates	2020 Share	2025 Projections	2025 Share
Housing Units								
Owner Occupied Units	.	.	14,119	63%	13,835	62%	13,821	62%
Renter Occupied Units	.	.	<u>8,158</u>	<u>37%</u>	<u>8,533</u>	<u>38%</u>	<u>8,568</u>	<u>38%</u>
Total Occupied Units	22,943	100%	22,277	100%	22,369	100%	22,389	100%
Total Occupied Units	21,833	95%	22,277	93%	22,369	93%	22,389	93%
Total Vacant Units	<u>1,110</u>	<u>5%</u>	<u>1,638</u>	<u>7%</u>	<u>1,664</u>	<u>7%</u>	<u>1,718</u>	<u>7%</u>
Total Housing Units	22,943	100%	23,915	100%	24,033	100%	24,107	100%

Source: Underlying data provided by the 2000 and 2010 US Census and American Community Survey through 2019. Analysis, projections, and exhibit prepared by LandUseUSA | Urban Strategies; 2021.





## Residential Market Parameters The City of Akron, Ohio

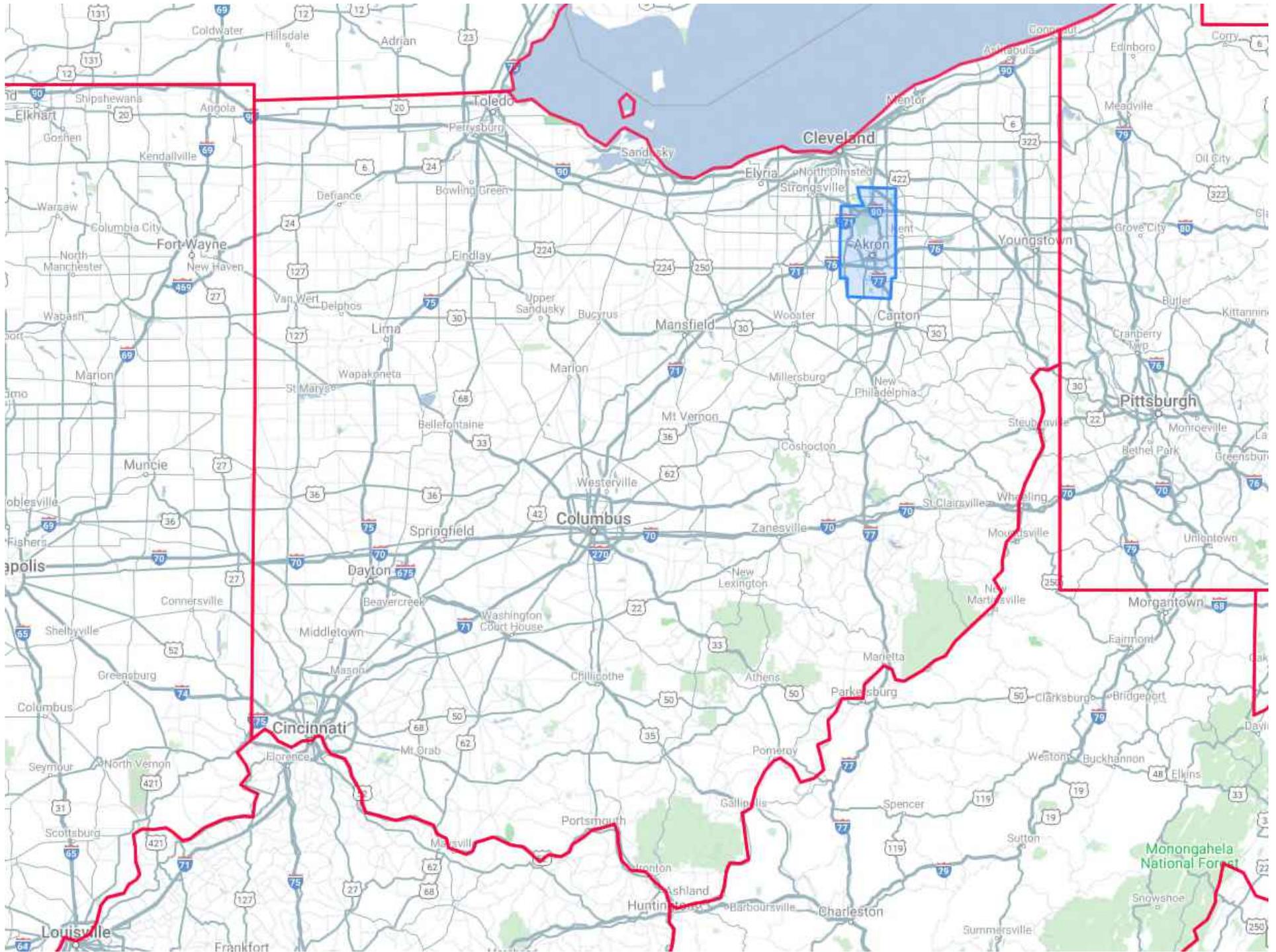
	2000 Census	2000 Share	2010 Census	2010 Share	2020 Estimates	2020 Share	2025 Projections	2025 Share
Marital Status								
Married, Spouse Present	70,075	41%	53,680	33%	49,366	31%	47,781	31%
Married, Spouse Absent	6,950	4%	7,366	5%	7,457	5%	7,380	5%
Divorced	23,524	14%	23,132	14%	23,098	14%	22,457	14%
Widowed	13,809	8%	11,199	7%	10,017	6%	9,704	6%
Never Married	<u>56,150</u>	<u>33%</u>	<u>66,128</u>	<u>41%</u>	<u>70,166</u>	<u>44%</u>	<u>68,842</u>	<u>44%</u>
Total Population Ages 15+	170,733	100%	161,504	100%	160,103	100%	156,165	100%
Married, Spouse Present	70,075	41%	53,680	33%	49,366	31%	47,781	31%
Single for Any Reason	<u>100,658</u>	<u>59%</u>	<u>107,824</u>	<u>67%</u>	<u>110,737</u>	<u>69%</u>	<u>108,384</u>	<u>69%</u>
Total Population Ages 15+	170,733	100%	161,504	100%	160,103	100%	156,165	100%

Source: Underlying data provided by the 2000 and 2010 US Census and American Community Survey through 2019. Analysis, projections, and exhibit prepared by LandUseUSA | Urban Strategies; 2021.

## Residential Market Parameters The City of Akron, Ohio

	2000	2000	2010	2010	2020	2020	2025	2025
	Census	Share	Census	Share	Estimates	Share	Projections	Share
Households by Income								
\$0 - \$15,000	19,775	22%	18,316	22%	15,037	18%	12,849	16%
\$15,000 - \$24,999	15,134	17%	12,441	15%	11,708	14%	10,692	13%
\$25,000 - \$34,999	14,182	16%	11,917	14%	10,187	12%	9,349	12%
\$35,000 - \$49,999	15,195	17%	13,307	16%	12,067	15%	11,321	14%
\$50,000 - \$74,999	15,866	18%	13,756	16%	15,447	19%	14,430	18%
\$75,000 - \$99,999	5,746	6%	6,912	8%	8,794	11%	10,160	13%
\$100,000 - \$149,999	2,964	3%	4,848	6%	6,037	7%	8,180	10%
\$150,000 +	<u>1,473</u>	<u>2%</u>	<u>2,238</u>	<u>3%</u>	<u>3,211</u>	<u>4%</u>	<u>4,212</u>	<u>5%</u>
Total Households	90,258	100%	83,735	100%	82,487	100%	81,193	100%
Average Hhld Income	\$41,641	.	\$47,779	.	\$54,614	.	\$62,352	.
Median Hhld Income	\$32,169	.	\$34,294	.	\$39,551	.	\$44,325	.
	2000	2000	2010	2010	2020	2020	2025	2025
	Census	Share	Census	Share	Estimates	Share	Projections	Share
Housing Units								
Owner Occupied Units	.	.	45,772	55%	42,323	51%	41,545	51%
Renter Occupied Units	.	.	<u>37,963</u>	<u>45%</u>	<u>40,164</u>	<u>49%</u>	<u>39,647</u>	<u>49%</u>
Total Occupied Units	97,422	100%	83,735	100%	82,487	100%	81,193	100%
Total Occupied Units	90,258	93%	83,735	87%	82,487	87%	81,193	87%
Total Vacant Units	<u>7,164</u>	<u>7%</u>	<u>12,596</u>	<u>13%</u>	<u>12,314</u>	<u>13%</u>	<u>12,643</u>	<u>13%</u>
Total Housing Units	97,422	100%	96,331	100%	94,802	100%	93,835	100%

Source: Underlying data provided by the 2000 and 2010 US Census and American Community Survey through 2019. Analysis, projections, and exhibit prepared by LandUseUSA | Urban Strategies; 2021.





## Residential Market Parameters Summit County, Ohio

	2000 Census	2000 Share	2010 Census	2010 Share	2020 Estimates	2020 Share	2025 Projections	2025 Share
Marital Status								
Married, Spouse Present	224,541	52%	203,843	46%	198,842	44%	195,900	44%
Married, Spouse Absent	12,955	3%	14,334	3%	14,979	3%	15,021	3%
Divorced	48,021	11%	53,434	12%	55,970	12%	55,608	13%
Widowed	31,694	7%	31,708	7%	29,130	7%	28,863	7%
Never Married	<u>111,619</u>	<u>26%</u>	<u>137,856</u>	<u>31%</u>	<u>149,047</u>	<u>33%</u>	<u>148,723</u>	<u>33%</u>
Total Population Ages 15+	429,159	100%	441,175	100%	447,968	100%	444,115	100%
Married, Spouse Present	224,541	52%	203,843	46%	198,842	44%	195,900	44%
Single for Any Reason	<u>204,618</u>	<u>48%</u>	<u>237,332</u>	<u>54%</u>	<u>249,126</u>	<u>56%</u>	<u>248,215</u>	<u>56%</u>
Total Population Ages 15+	429,159	100%	441,175	100%	447,968	100%	444,115	100%

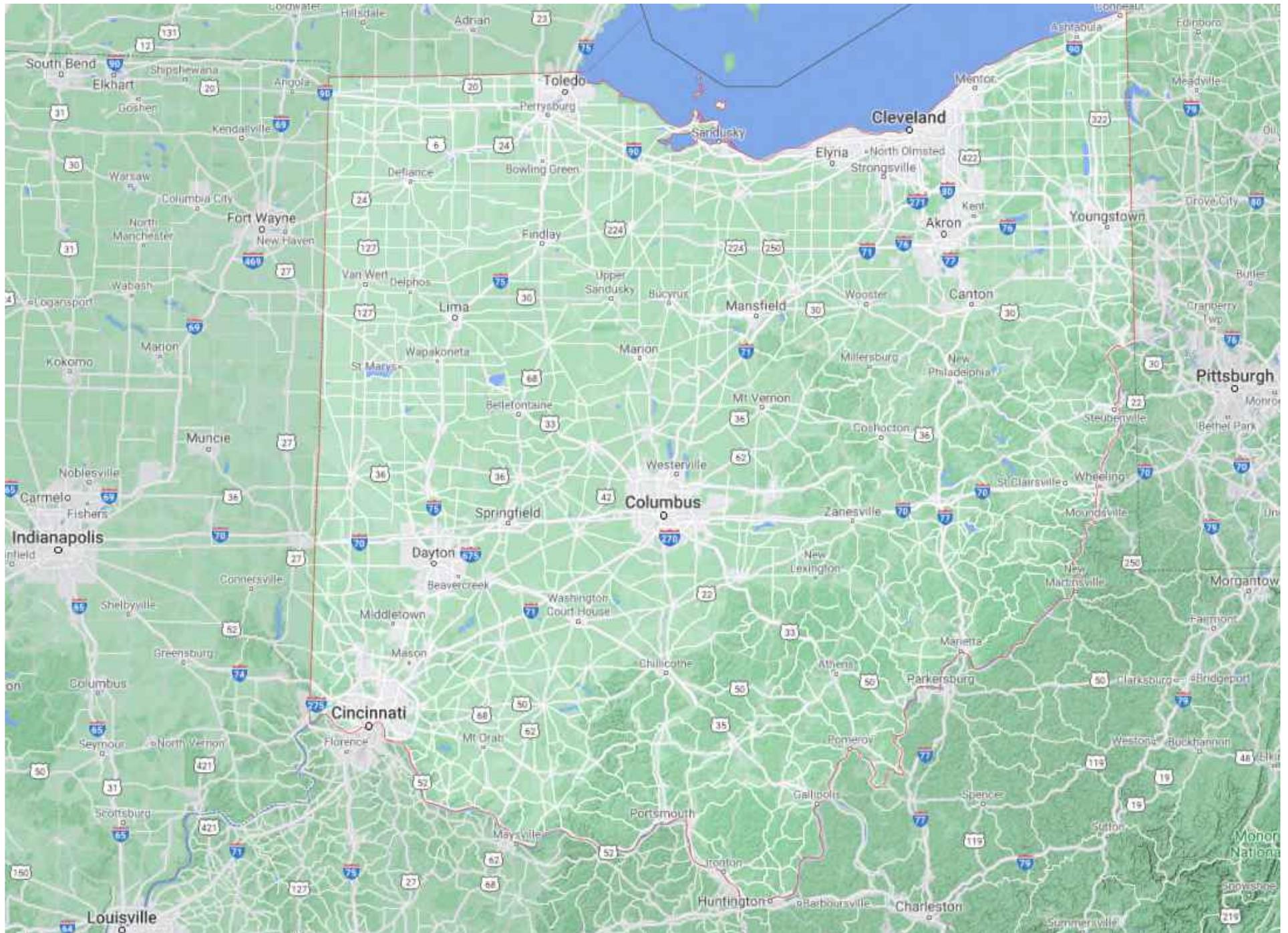
Source: Underlying data provided by the 2000 and 2010 US Census and American Community Survey through 2019. Analysis, projections, and exhibit prepared by LandUseUSA | Urban Strategies; 2021.

## Residential Market Parameters Summit County, Ohio

	2000 Census	2000 Share	2010 Census	2010 Share	2020 Estimates	2020 Share	2025 Projections	2025 Share
Households by Income								
\$0 - \$15,000	32,779	15%	31,540	14%	24,758	11%	20,700	9%
\$15,000 - \$24,999	27,964	13%	24,630	11%	21,740	10%	19,308	9%
\$25,000 - \$34,999	28,748	13%	26,239	12%	20,624	9%	18,401	8%
\$35,000 - \$49,999	36,206	17%	32,926	15%	28,057	13%	25,404	11%
\$50,000 - \$74,999	44,604	20%	41,336	19%	42,435	19%	38,340	17%
\$75,000 - \$99,999	22,847	10%	26,924	12%	31,141	14%	33,840	15%
\$100,000 - \$149,999	15,628	7%	24,938	11%	31,533	14%	38,368	17%
\$150,000 +	<u>9,059</u>	<u>4%</u>	<u>14,248</u>	<u>6%</u>	<u>21,782</u>	<u>10%</u>	<u>26,604</u>	<u>12%</u>
Total Households	217,738	100%	222,780	100%	222,069	100%	220,964	100%
Average Hhld Income	\$55,856	.	\$67,602	.	\$80,400	.	\$90,741	.
Median Hhld Income	\$42,632	.	\$47,966	.	\$58,832	.	\$67,494	.
	2000 Census	2000 Share	2010 Census	2010 Share	2020 Estimates	2020 Share	2025 Projections	2025 Share
Housing Units								
Owner Occupied Units	.	.	151,134	68%	147,213	66%	146,565	66%
Renter Occupied Units	.	.	<u>71,647</u>	<u>32%</u>	<u>74,857</u>	<u>34%</u>	<u>74,400</u>	<u>34%</u>
Total Occupied Units	230,830	100%	222,780	100%	222,069	100%	220,964	100%
Total Occupied Units	217,738	94%	222,780	91%	222,069	91%	220,964	91%
Total Vacant Units	<u>13,092</u>	<u>6%</u>	<u>22,328</u>	<u>9%</u>	<u>22,311</u>	<u>9%</u>	<u>22,989</u>	<u>9%</u>
Total Housing Units	230,830	100%	245,108	100%	244,380	100%	243,953	100%

Source: Underlying data provided by the 2000 and 2010 US Census and American Community Survey through 2019. Analysis, projections, and exhibit prepared by LandUseUSA | Urban Strategies; 2021.





## Residential Market Parameters The State of Ohio

	2000 Census	2000 Share	2010 Census	2010 Share	2020 Estimates	2020 Share	2025 Projections	2025 Share
Marital Status								
Married, Spouse Present	4,694,995	52%	4,393,225	47%	4,370,014	46%	4,379,719	45%
Married, Spouse Absent	320,227	4%	333,148	4%	345,650	4%	351,688	4%
Divorced	951,722	11%	1,105,309	12%	1,176,573	12%	1,189,623	12%
Widowed	637,216	7%	617,298	7%	615,656	6%	618,696	6%
Never Married	<u>2,348,715</u>	<u>26%</u>	<u>2,844,083</u>	<u>31%</u>	<u>3,080,623</u>	<u>32%</u>	<u>3,122,508</u>	<u>32%</u>
Total Population Ages 15+	8,957,058	100%	9,293,063	100%	9,588,517	100%	9,662,235	100%
Married, Spouse Present	4,694,995	52%	4,393,225	47%	4,370,014	46%	4,379,719	45%
Single for Any Reason	<u>4,262,063</u>	<u>48%</u>	<u>4,899,838</u>	<u>53%</u>	<u>5,218,503</u>	<u>54%</u>	<u>5,282,516</u>	<u>55%</u>
Total Population Ages 15+	8,957,058	100%	9,293,063	100%	9,588,517	100%	9,662,235	100%

Source: Underlying data provided by the 2000 and 2010 US Census and American Community Survey through 2019. Analysis, projections, and exhibit prepared by LandUseUSA | Urban Strategies; 2021.

## Residential Market Parameters The State of Ohio

	2000 Census	2000 Share	2010 Census	2010 Share	2020 Estimates	2020 Share	2025 Projections	2025 Share
Households by Income								
\$0 - \$15,000	692,088	16%	657,914	14%	547,781	12%	467,019	10%
\$15,000 - \$24,999	594,180	13%	551,883	12%	460,912	10%	414,326	9%
\$25,000 - \$34,999	603,006	14%	551,998	12%	452,798	10%	408,857	9%
\$35,000 - \$49,999	771,169	17%	684,961	15%	612,796	13%	559,659	12%
\$50,000 - \$74,999	905,323	20%	872,766	19%	887,933	19%	842,126	18%
\$75,000 - \$99,999	444,602	10%	549,654	12%	625,038	13%	679,429	14%
\$100,000 - \$149,999	289,074	7%	489,207	11%	655,709	14%	802,411	17%
\$150,000 +	<u>147,318</u>	<u>3%</u>	<u>245,052</u>	<u>5%</u>	<u>434,169</u>	<u>9%</u>	<u>547,240</u>	<u>12%</u>
Total Households	4,445,831	100%	4,603,435	100%	4,677,136	100%	4,721,067	100%
Average Hhld Income	\$52,846	.	\$63,908	.	\$78,094	.	\$88,454	.
Median Hhld Income	\$41,066	.	\$46,454	.	\$56,942	.	\$65,167	.
	2000 Census	2000 Share	2010 Census	2010 Share	2020 Estimates	2020 Share	2025 Projections	2025 Share
Housing Units								
Owner Occupied Units	.	.	3,111,054	68%	3,093,699	66%	3,122,739	66%
Renter Occupied Units	.	.	<u>1,492,381</u>	<u>32%</u>	<u>1,583,438</u>	<u>34%</u>	<u>1,598,329</u>	<u>34%</u>
Total Occupied Units	4,783,127	100%	4,603,435	100%	4,677,136	100%	4,721,067	100%
Total Occupied Units	4,445,831	93%	4,603,435	90%	4,677,136	90%	4,721,067	89%
Total Vacant Units	<u>337,296</u>	<u>7%</u>	<u>524,073</u>	<u>10%</u>	<u>546,239</u>	<u>10%</u>	<u>566,822</u>	<u>11%</u>
Total Housing Units	4,783,127	100%	5,127,507	100%	5,223,375	100%	5,287,889	100%

Source: Underlying data provided by the 2000 and 2010 US Census and American Community Survey through 2019. Analysis, projections, and exhibit prepared by LandUseUSA | Urban Strategies; 2021.