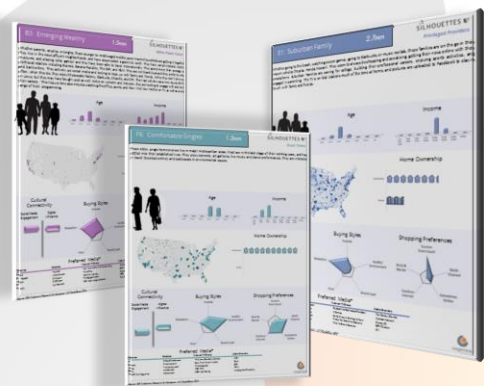




# SILHOUETTES ™

Built with the marketer in mind, Silhouettes<sub>3D</sub>™ is the foundation of marketing strategy and execution. Silhouettes<sub>3D</sub>™ is derived from multiple research and analytical sources, including ConsumerIntelliBase™ (our 120mm household level database), 2010 Census data, self reported information, and a data set of over 50,000 statistically balanced panel respondents.

Robust modeling, clustering, and segmentation methods have been used to understand and define today's American consumer into 58 segments in ways that are important to marketers.



## 58 Silhouettes, 12 Life Drivers

Each of 130 million U.S. households is categorized into one of 58 Silhouettes. The Silhouettes are further grouped into 12 Life Drivers, representing the main aspect of their lives that impact their needs and relevance for marketers. Silhouettes<sub>3D</sub>™ is based on the following foundational components:

- Geography
- Lifestage
- Wealth and Income
- Lifestyle
- Consumer Buying Style (price, brand, impulse)
- Shopping Channel
- Digital Engagement
- Social Influence

Marketers can now efficiently manage marketing communications and allocate marketing resources more effectively:

- Develop market segments
- Target segments with the highest sales potential
- Build a channel strategy to reach target markets
- Version communications based on the consumer purchasing mindset
- Seamlessly execute through integrated online and offline environments





# SILHOUETTES

Silhouettes<sub>3D</sub><sup>TM</sup> is derived from multiple research and analytical sources, including *ConsumerIntelliBase<sup>TM</sup>* (our 130mm household level database), 2010 Census data, and GfK MRI data set:

### ConsumerIntelliBase<sup>TM</sup>:

- 130 million households (name/address)
- Available in offline and real time environments
- Household demographics
- Over 100 specific lifestyle, interest, and activity elements
- Proprietary data elements (segments and models):
  - ✓ Brand loyalty score / Price sensitivity score / Social Influence / Digital Engagement

### 2010 Census Data:

- One of the first to compile for marketers
- Available at the ZIP+4 match level
- Over 800 variables
- 18 Proprietary factor scores

### GfK MRI Data:

- 52,000 respondents
- Over 10,000 purchase, behavioral, and media attributes
- Available for profiling or modeling

## 58 Silhouettes, 12 Life Drivers

		Counts (000's)			Counts (000's)			Counts (000's)
<b>A</b>	<b>Rough Beginnings</b>	<b>18,252.2</b>	<b>E</b>	<b>Privileged Providers</b>	<b>7,036.7</b>	<b>I</b>	<b>Securing The Nest</b>	<b>14,510.7</b>
A1	She's In The Now	5,128.7	E1	Suburban Family	2,674.0	I1	Metro Couples	1,354.7
A2	He's Starting Out	3,127.9	E2	Suburban Bourgeoisie	1,962.7	I2	In The Now	1,264.0
A3	She's Still Here	5,383.2	E3	Executive Families	1,476.7	I3	Settling By The Fire	1,584.2
A4	He's Still Here	1,374.8	E4	Successful Providers	923.4	I4	Metro Nesters	6,792.1
A5	She's Left Behind	2,265.4	<b>F</b>	<b>Good Times</b>	<b>14,952.1</b>	I5	Rural Empty Nesters	3,515.6
A6	He's Settling In	972.1	F1	Midlife Survivor	1,065.4	<b>J</b>	<b>Make It Somehow</b>	<b>6,398.8</b>
<b>B</b>	<b>White Picket Fence</b>	<b>14,153.2</b>	F2	Alone In The City	1,345.3	J1	Retiring Needy	2,825.1
B1	Starting Out Families	4,585.1	F3	Solo In Style	3,712.5	J2	Her Hometown	1,152.5
B2	Americana Families	5,480.8	F4	Emerging Urban Executives	2,595.0	J3	The Retiring	1,249.2
B3	Emerging Wealthy	1,517.5	F5	Cultural Singles	4,355.7	J4	Simple Life Retirees	1,172.0
B4	Young Neighbors	2,569.9	F6	Comfortable Singles	1,215.2	<b>K</b>	<b>Rocky Retirement</b>	<b>13,006.9</b>
<b>C</b>	<b>On Their Way</b>	<b>8,484.9</b>	F7	The Intellectual	663.1	K1	Hanging On	6,283.5
C1	Wall Street Dreaming	1,678.4	<b>G</b>	<b>Power Players</b>	<b>8,198.2</b>	K2	Rustic Retired	2,389.4
C2	Execs On The move	1,020.3	G1	Downtown Success	4,020.3	K3	Settled In Seniors	1,726.7
C3	Successful Social Techies	2,162.1	G2	Power Elite	1,749.4	K4	Living Off The Land	2,607.3
C4	The Culturally Connected	1,239.1	G3	Arrived	2,428.6	<b>L</b>	<b>Golden Sunset</b>	<b>11,756.9</b>
C5	New Luxury	2,385.1	<b>H</b>	<b>Down Home</b>	<b>7,705.0</b>	L1	The Cultural Estate	2,518.1
<b>D</b>	<b>Rustic Life</b>	<b>8,544.2</b>	H1	Rustic Families	1,592.9	L2	Settled In The Suburbs	5,166.9
D1	Outskirts	1,948.5	H2	Small Town Providers	1,403.1	L3	Settled In The Country	1,073.9
D2	She's A Little Bit Country	2,271.4	H3	Neighborly Families	1,501.0	L4	Social Seniors	1,042.2
D3	Country Gals	1,590.9	H4	Established Families	1,914.2	L5	Single Seniors	1,202.8
D4	Growin Up Country	1,175.1	H5	Cultured Elite	1,293.9	L6	Cultured Alone	753.1
D5	NASCAR Country	1,558.3						

