

ANALYZE360

Summary Sociometrics Report

TARGET FILE: s/KKGMFSXB5GSS/datasets/appended-Citron-875-list.csv

BASELINE FILE: All_US_Households.baseline.csv

American Lifestyles 2021 segments the US population into 32 sociometric and psychographic clusters to understand housing patterns, buying preferences, disposable income, internet use and online purchasing habits, digital media consumption and travel patterns as they differ across regions, economic means and family styles.



This list shows the top five Lifestyles categories for your data set.



#1
30%

Cluster 6: Active Grandparents (Upper Income-Earning Seniors)

These high net worth urban seniors are continuing their active lifestyle into retirement. Many own their homes outright and have considerable retirement savings. They are heavily invested in family and community, but splurge on automobiles, home furnishings, cruises and domestic travel to warm-weather destinations. They are avid readers and regular shoppers at high end malls and department stores.



#2
17%

Cluster 2: McMansions and Private Schools (High Income Families with Children)

For these upper income suburban American families, their wealth brings exclusivity, status and privilege. Most are two-income households and spend heavily on their oversized homes, decorated with upscale furnishings, high-end appliances and the latest electronics. Activities for the kids are another considerable form of expense, and private schooling is seen as a status symbol and longterm investment. They travel domestically and internationally and spend extra on premium and one-of-a-kind experiences. They are heavy online users and will visit the websites of their favorite luxury brands for exclusive offers.



#3
10%

Cluster 20: Bundles of Joy (Suburban New Parents)

This category represents suburban couples with infants and toddlers at home. A mix of renters and homeowners, they are spending heavily on credit to transition their lifestyle to parenthood. At the same time they are launching and advancing their careers, they are undertaking a range of new purchases in the housing, household furnishings, automotive and child sectors. As mom returns to work, these couples spend heavily on childcare, convenience foods and dining out to manage their busy lives. Travel includes family visits to domestic cities and get-away vacations for tired moms and dads.



#4
8%

Cluster 16: Soccer Camps and SUVs (Middle Income Urban Families)

These urban families with teenage children enjoy an affluent lifestyle that affords them a mix of traditional middle class living with a handful of luxury amenities. Most are homeowners with hefty mortgages but are moderate credit users thanks to the prevalence of two-income households. They invest heavily in financial and retirement products as well as home improvement, clothing and lifestyle brands. When it comes to fashion and digital entertainment, their kids call the shots. With college on the horizon, economizing is still important, so these families still shop online and at discount retailers to save money. They are heavy internet and digital entertainment users. Vacations to sunbelt states and popular resorts are an annual family ritual.

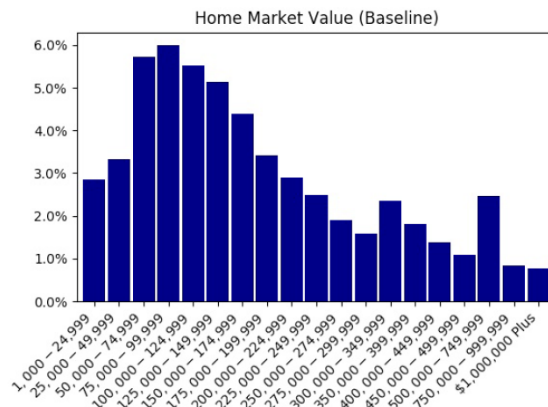
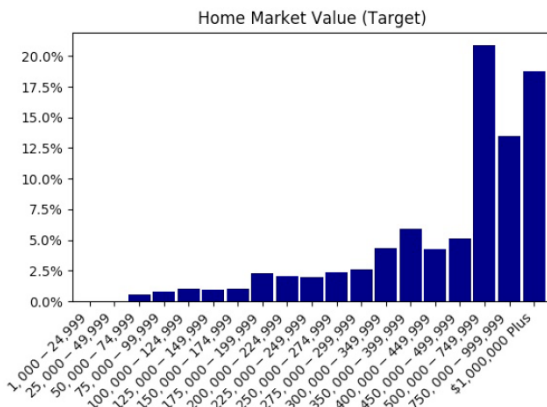
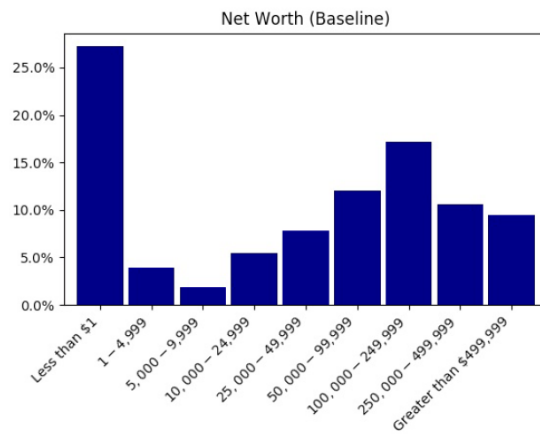
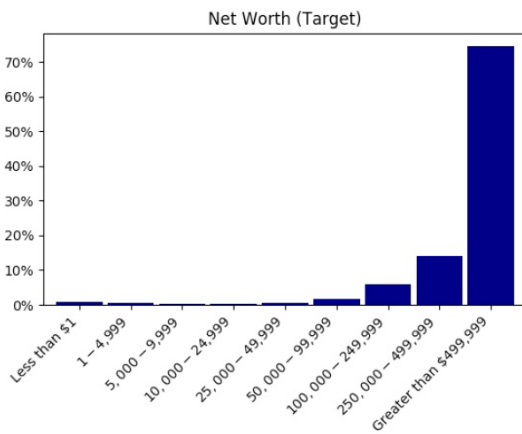
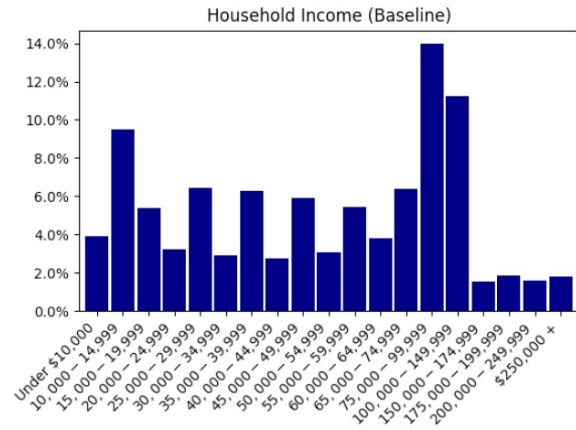
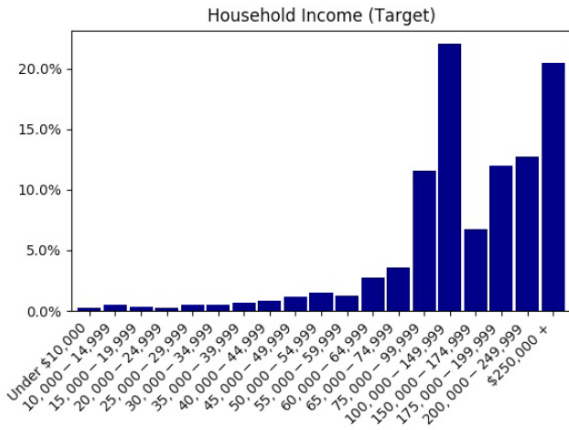


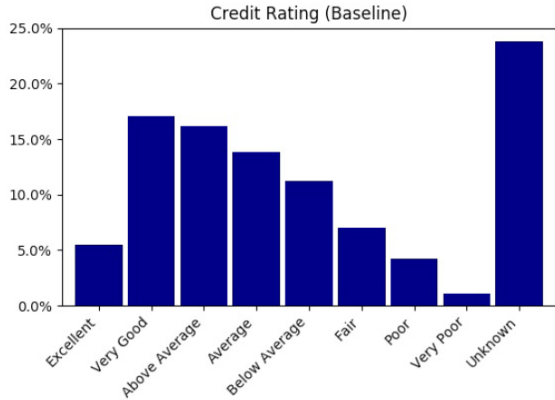
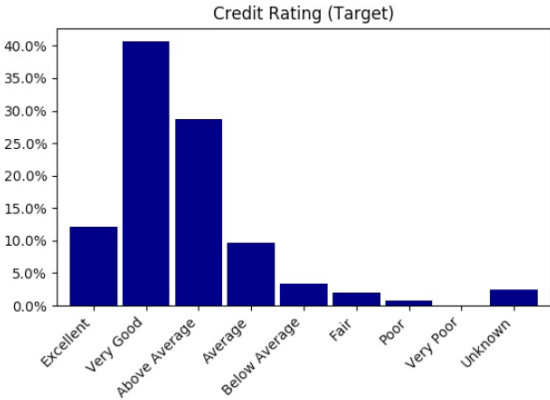
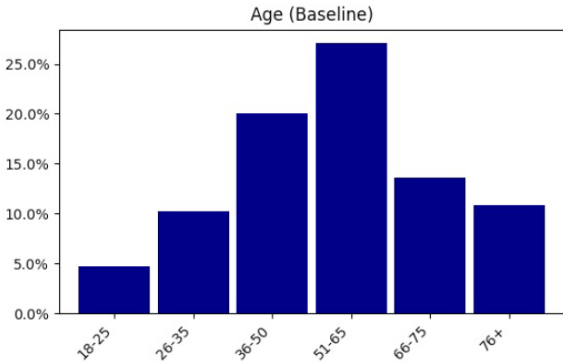
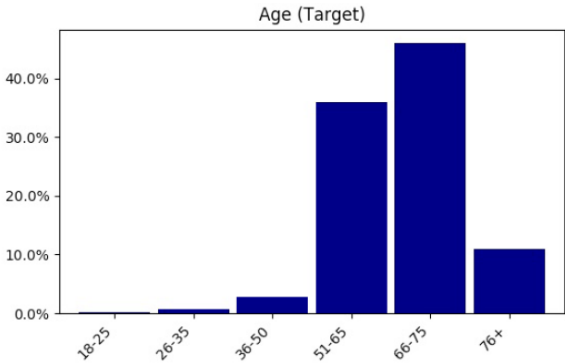
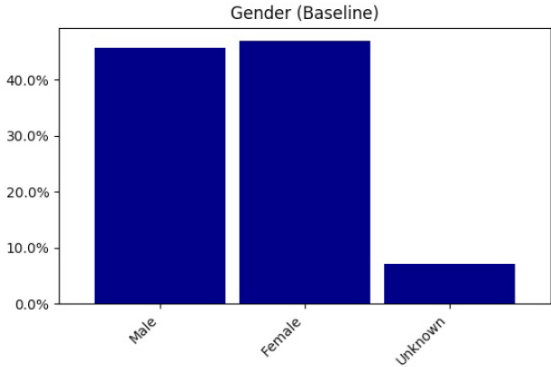
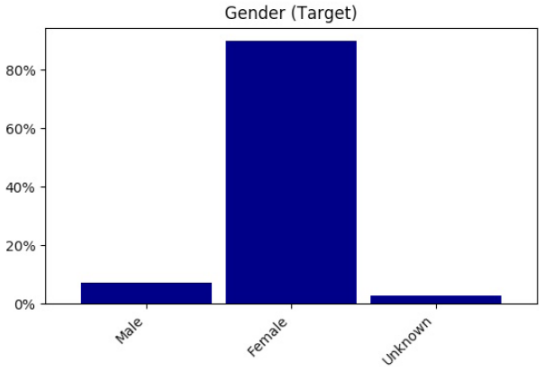
#5
5%

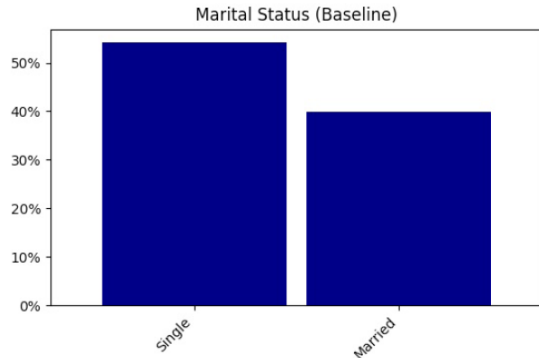
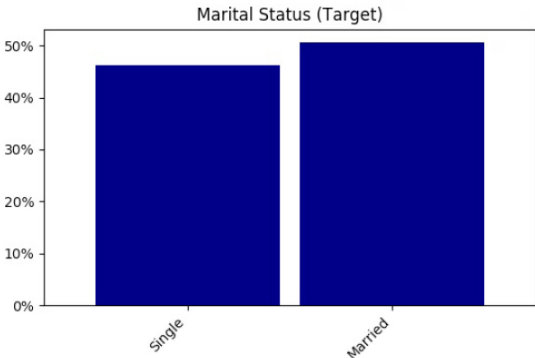
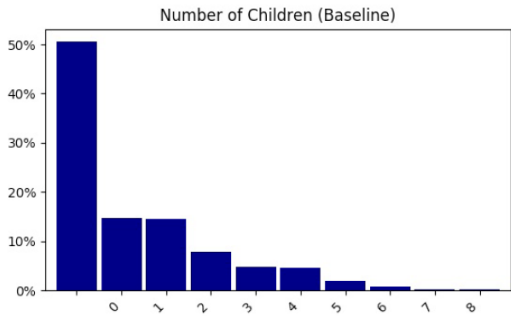
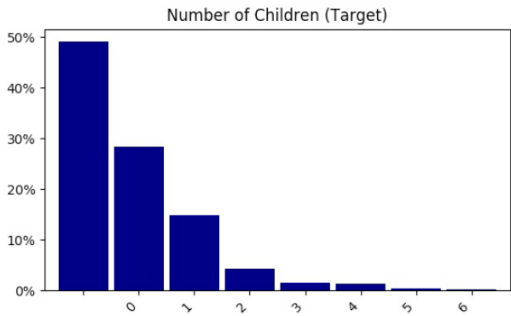
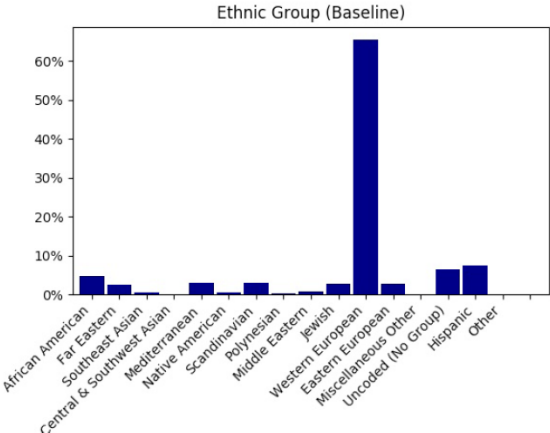
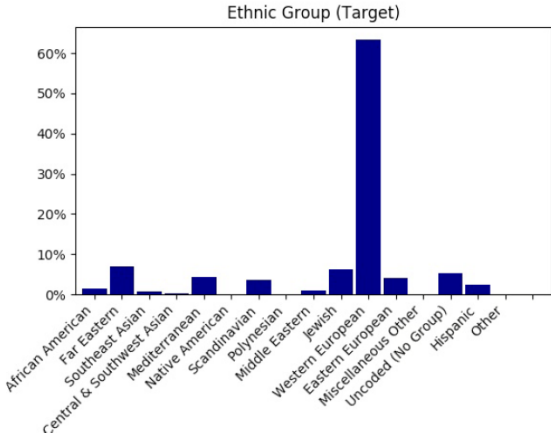
Cluster 4: Bucket Lists and Grandkids (High Net Worth Retirees)

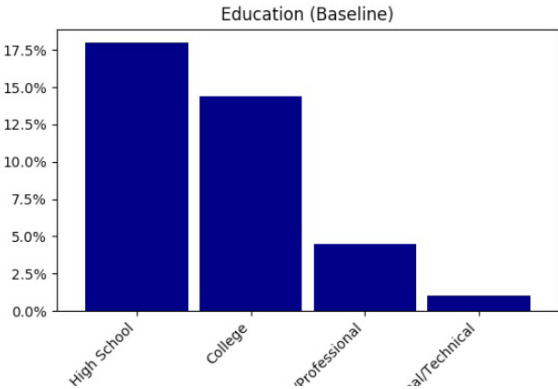
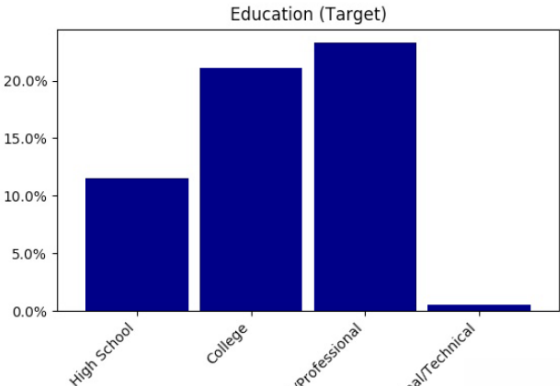
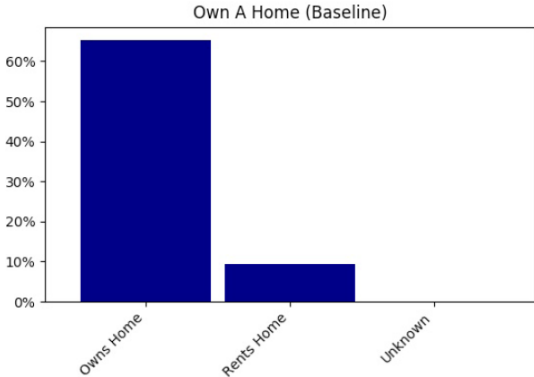
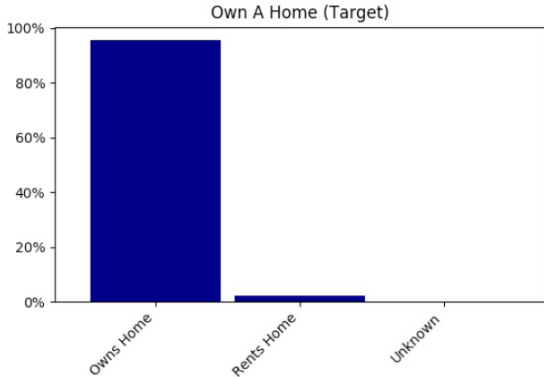
These urban and suburban seniors are living an economical but comfortable retirement thanks to employer benefits and personal savings. As the elders of America's middle class, they are often leaders in the formal and informal social networks of their community, though many have also flocked to high demand sunbelt retirement states. Despite their strong family connections and financial security, they struggle with declining health and changes in the social landscape. They are minimal debt users and low technology users; 45% have no high speed internet.

Summary Sociometrics Report









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Full Sociometrics Report

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analyze360TM
Intelligent Segmentation

1. Have an American express Card

Your audience was significantly more likely than the baseline to Have an American express Card.



38.56%

Target



5.51%

Baseline

2. Buy Women's Apparel

Your audience was significantly more likely than the baseline to Buy Women's Apparel.



71.05%

Target



22.04%

Baseline

3. Buy Jewelry

Your audience was significantly more likely than the baseline to Buy Jewelry.



30.09%

Target



4.81%

Baseline

4. Have an Office in the Home

Your audience was significantly more likely than the baseline to Have an Office in the Home.



50%

Target



13.67%

Baseline

5. Be an Active Investor

Your audience was significantly more likely than the baseline to Be an Active Investor.



21.51%

Target



2.84%

Baseline

6. Have a Visa Card

Your audience was significantly more likely than the baseline to Have a Visa Card.



55.26%

Target



18.5%

Baseline

7. Buy Health and Beauty Items

Your audience was significantly more likely than the baseline to Buy Health and Beauty Items.



44.16%

Target



13.3%

Baseline

8. Be Interested in Cooking

Your audience was significantly more likely than the baseline to Be Interested in Cooking.



57.44%

Target



23.43%

Baseline

9. Be Interested in Home Decorating

Your audience was significantly more likely than the baseline to Be Interested in Home Decorating.



79.98%

Target



41.95%

Baseline

10. Collect Art

Your audience was significantly more likely than the baseline to Collect Art.



30.09%

Target



8.16%

Baseline

11. Have an Interest in the Arts

Your audience was significantly more likely than the baseline to Have an Interest in the Arts.



34.32%

Target



10.38%

Baseline

12. Have a Credit Card (Other or Unknown)

Your audience was significantly more likely than the baseline to Have a Credit Card (Other or Unknown).



84.67%

Target

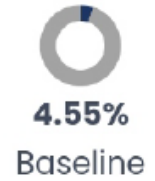


48.72%

Baseline

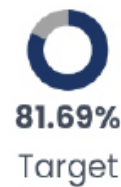
13. Have a Travel or Entertainment Rewards Credit Card

Your audience was significantly more likely than the baseline to Have a Travel or Entertainment Rewards Credit Card.



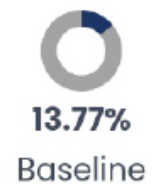
14. Be Interested in Gardening and Home Improvement

Your audience was significantly more likely than the baseline to Be Interested in Gardening and Home Improvement.



15. Buy Children's General Merchandise

Your audience was significantly more likely than the baseline to Buy Children's General Merchandise.



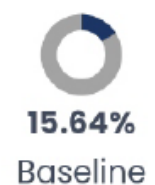
16. Cook at Home

Your audience was significantly more likely than the baseline to Cook at Home.



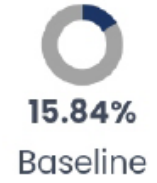
17. Buy Cosmetics

Your audience was significantly more likely than the baseline to Buy Cosmetics.



18. Buy Items Online

Your audience was significantly more likely than the baseline to Buy Items Online.



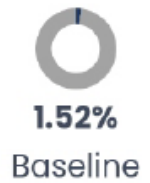
19. Collect Antiques

Your audience was significantly more likely than the baseline to Collect Antiques.



20. Buy Luggage

Your audience was significantly more likely than the baseline to Buy Luggage.



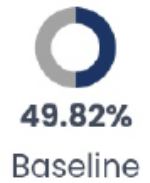
21. Use a Credit Card for Purchases

Your audience was significantly more likely than the baseline to Use a Credit Card for Purchases.



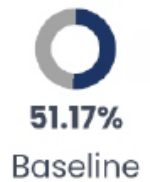
22. Be Interested in Technology

Your audience was significantly more likely than the baseline to Be Interested in Technology.



23. Buy Items Via Mail

Your audience was significantly more likely than the baseline to Buy Items Via Mail.



24. Respond to Offers Via Mail

Your audience was significantly more likely than the baseline to Respond to Offers Via Mail.



83.18%

Target



51.2%

Baseline

25. Have Children's Interests

Your audience was significantly more likely than the baseline to Have Children's Interests.



48.4%

Target



21.64%

Baseline

26. Buy Books

Your audience was significantly more likely than the baseline to Buy Books.



31.12%

Target



10.67%

Baseline

27. Be Interested in Consumer Electronics

Your audience was significantly more likely than the baseline to Be Interested in Consumer Electronics.



68.42%

Target



38.04%

Baseline

28. Read Magazines

Your audience was significantly more likely than the baseline to Read Magazines.



75.51%

Target



44.91%

Baseline

29. Have a Sports or Leisure Interest

Your audience was significantly more likely than the baseline to Have a Sports or Leisure Interest.



38.44%

Target



15.47%

Baseline

30. Be Interested in Reading

Your audience was significantly more likely than the baseline to Be Interested in Reading.



79.06%
Target



48.74%
Baseline

31. Have a Professional Woman in the Household

Your audience was significantly more likely than the baseline to Have a Professional Woman in the Household.



54.58%
Target



28.11%
Baseline

Thank you for your interest in the sample Sociometrics Report!

An actual custom full report will include up to 200 relevant areas of comparison, providing an even more comprehensive understanding of social dynamics, relationships, and insights from the data.

If you're looking for your own custom report with these types of in-depth insights, head over to our website to learn more about the report and to purchase an analysis of your unique data and report of your own. If you are seeking to understand and grow your business, then the Sociometrics Report will be a must have tool.

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