

# Life Stage & Financial Data

Engage and segment your audience using key household data



Improve engagement and increase segmentation accuracy with household Life Stage and Financial data.



## Analyze & Gather



These fields are statistically modeled at a household level. Using demographic and consumer behavioral data, it assigns a US household to 1 of the 70 available Life Stage segments and 1 of 54 Financial segments. These roll up into 1 of 12 Life Stage groups and 1 of 13 Financial groups.

Field	Possible Values
Life Stage Segment	<ul style="list-style-type: none"> <li>• Summit Estates</li> <li>• Established Elite</li> <li>• Corporate Connected</li> <li>• Top Professionals</li> <li>• Active &amp; Involved</li> <li>• Casual Comfort</li> <li>• Active Lifestyles</li> <li>• Solid Surroundings</li> <li>• Busy Schedules</li> <li>• Careers &amp; Travel</li> <li>• Schools &amp; Shopping</li> <li>• On the Go</li> <li>• Work &amp; Play</li> <li>• Career Centered</li> <li>• Country Ways</li> <li>• Country Enthusiasts</li> <li>• Firmly Established</li> <li>• Climbing the Ladder</li> <li>• Country Comfort</li> <li>• Carving Out Time</li> <li>• Children First</li> <li>• Comfortable Cornerstones</li> <li>• Good Neighbors</li> <li>• Career Building</li> <li>• Clubs &amp; Causes</li> <li>• Getting Established</li> <li>• Tenured Proprietors</li> <li>• Community Pillars</li> <li>• City Mixers</li> <li>• Out &amp; About</li> <li>• Mid-Americana</li> <li>• Metro Mix</li> <li>• Urban Diversity</li> <li>• Outward Bound</li> <li>• Working &amp; Active</li> <li>• Persistent &amp; Productive</li> <li>• Firm Foundations</li> <li>• Occupational Mix</li> <li>• Setting Goals</li> <li>• Great Outdoors</li> <li>• Rural Adventure</li> <li>• Creative Variety</li> <li>• Work &amp; Causes</li> <li>• Open Houses</li> <li>• Offices &amp; Entertainment</li> <li>• Rural &amp; Active</li> <li>• Rural Parents</li> <li>• Farm &amp; Home</li> <li>• Home &amp; Garden</li> <li>• Rural Community</li> <li>• Role Models</li> <li>• Stylish &amp; Striving</li> <li>• Metro Strivers</li> <li>• Work &amp; Outdoors</li> <li>• Community Life</li> <li>• Metro Active</li> <li>• Collegiate Crowd</li> <li>• Outdoor Fervor</li> <li>• Mobile Mixers</li> <li>• Rural &amp; Mobile</li> <li>• City Life</li> <li>• Movies &amp; Sports</li> <li>• Staying Home</li> <li>• Practical &amp; Careful</li> <li>• Hobbies &amp; Shopping</li> <li>• Helping Hands</li> <li>• First Steps</li> <li>• Staying Healthy</li> <li>• Productive Havens</li> <li>• Favorably Frugal</li> </ul>

**Field****Possible Values****Financial  
Segment**

- Involved Investors
- Active Savers
- Traditional Savers
- Informed Control
- Solid Investments
- Hearth and Home
- Online Financiers
- Investing in Collections
- Adventurous Investors
- Comfortable Borrowers
- Personal Service
- Branded Influence
- Asking Advice
- Value Shoppers
- Brand Variety
- Online Automation
- Online Learners
- Trust Triumphs
- Limited Risk Traditionalists
- Thrill of the Ride
- Learn and Prepare
- Naturally Organized
- Eye on the Economy
- Daily Demands
- Balance Vigilant
- Comfort Zone
- Online Managers
- Quality Conscious
- Traction for Today
- In the Moment
- Collectors Clubs
- Quality over Price
- Studied Purchasers
- Deal Seekers
- Worth the Risk
- Online Influencers
- Sophisticated Environmentalists
- Budget Optimists
- Spontaneous Spenders
- Coupon Cutters
- Fluent Advisors
- Financial Freewheelers
- Real Life Recommendations
- Civic Centered
- Prestige Seekers
- Informed Shoppers
- Technology Trenders
- Future Fundamentals
- Online Leaders
- Online Connectors
- Traditional Moderation
- Work and Save
- Temperate Technology
- Independent Investors

**Field****Possible Values****Life Stage  
& Financial  
Groups****Life Stage Group**

- Starting Out
- Taking Hold
- Settling Down
- Social Connectors
- Busy Households
- Working & Studying
- Career Oriented
- Large Households
- Comfortable Independence
- Rural-Metro Mix
- Affluent Households
- Comfortable Households
- Working Households
- Diverging Paths
- Top Wealth
- Living Well
- Bargain Hunters
- Thrifty and Active
- Solid Prestige
- Community Minded
- Leisure Seekers

**Financial Group**

- Market Watchers
- Conservative Wealth
- Specific Savers
- Tried and True
- Trendy Inclinations
- Current Consumers
- Rural Trust
- City Spotlight
- Career Conscious
- Digital Financiers
- Financial Futures
- Stable Influentials
- Conservatively Rural

Segment Name	Group Name	Income	Net Worth	Home Ownership	Home Market Value
Involved Investors	Market Watchers	\$120,000+	\$1MM+	Owner	\$500,000+
Active Savers	Market Watchers	\$120,000+	\$1MM+	Owner	\$500,000+
Traditional Savers	Market Watchers	\$120,000+	\$500K+	Owner	\$500,000+
Informed Control	Market Watchers	\$120,000+	\$2MM+	Owner	\$500,000+
Personal Service	Market Watchers	\$120,000+	\$500K+	Owner	\$300,000–\$499,999
Solid Investments	Conservative Wealth	\$75,000–\$119,999	\$250K+	Owner	\$300,000–\$499,999
Hearth and Home	Conservative Wealth	\$60,000–\$74,999	\$50K–\$1MM	Owner	\$150,000–\$199,999
Online Financiers	Conservative Wealth	\$75,000–\$119,999	\$100K–\$2MM	Owner	\$200,000–\$299,999
Investing in Collections	Conservative Wealth	\$75,000–\$119,999	\$250K+	Owner	\$300,000–\$499,999
Adventurous Investors	Specific Savers	\$15,000–\$24,999	<\$25K	Owner/Renter	\$125,000–\$149,999
Comfortable Borrowers	Specific Savers	\$25,000–\$34,999	<\$50K	Owner/Renter	\$125,000–\$149,999
Branded Influence	Specific Savers	\$35,000–\$59,999	<\$100K	Owner/Renter	\$150,000–\$199,999

Segment Name	Group Name	Income	Net Worth	Home Ownership	Home Market Value
Asking Advice	Specific Savers	\$25,000–\$34,999	<\$100K	Owner/Renter	\$150,000–\$199,999
Value Shoppers	Tried and True	\$75,000–\$119,999	\$100K–\$2MM	Owner	\$200,000–\$299,999
Online Automation	Tried and True	\$120,000+	\$100K–\$2MM	Owner	\$200,000–\$299,999
Online Learners	Tried and True	\$35,000–\$59,999	\$50K–\$1MM	Owner	\$150,000–\$199,999
Trust Triumphs	Tried and True	\$60,000–\$74,999	\$100K–\$1MM	Owner	\$150,000–\$199,999
Brand Variety	Trendy Inclinations	\$15,000–\$24,999	<\$25K	Owner/Renter	\$100,000–\$124,999
Limited Risk Traditionalists	Trendy Inclinations	\$15,000–\$24,999	<\$25K	Owner/Renter	\$100,000–\$124,999
Thrill of the Ride	Trendy Inclinations	\$35,000–\$59,999	<\$250K	Owner/Renter	\$125,000–\$149,999
Learn and Prepare	Trendy Inclinations	\$35,000–\$59,999	<\$500K	Owner/Renter	\$200,000–\$299,999
Naturally Organized	Trendy Inclinations	\$35,000–\$59,999	<\$1MM	Renter/Owner	\$300,000–\$499,999
Eye on the Economy	Trendy Inclinations	\$25,000–\$34,999	<\$100K	Owner	\$50,000–\$99,999
Daily Demands	Trendy Inclinations	\$35,000–\$59,999	<\$100K	Owner	\$50,000–\$99,999
Balance Vigilant	Current Consumers	\$75,000–\$119,999	\$50K–\$2MM	Owner/Renter	\$300,000–\$499,999
Quality Over Price	Current Consumers	\$75,000–\$119,999	\$100K+	Owner	\$300,000–\$499,999

Segment Name	Group Name	Income	Net Worth	Home Ownership	Home Market Value
Deal Seekers	Current Consumers	\$35,000–\$59,999	<\$500K	Owner	\$150,000–\$199,999
Sophisticated Environmentalists	Current Consumers	\$60,000–\$74,999	<\$500K	Owner	\$150,000–\$199,999
Online Connectors	Current Consumers	\$75,000–\$119,999	\$50K–\$2MM	Owner/Renter	\$300,000–\$499,999
Comfort Zone	Rural Trust	\$35,000–\$59,999	\$10K–\$500K	Owner	\$150,000–\$199,999
Online Managers	Rural Trust	\$35,000–\$59,999	\$10K–\$500K	Owner	\$150,000–\$199,999
Quality Conscious	Rural Trust	\$35,000–\$59,999	\$10K–\$1MM	Owner/Renter	\$300,000–\$499,999
Collectors Clubs	Rural Trust	\$35,000–\$59,999	\$5K–\$250K	Owner	\$125,000–\$149,999
Studied Purchasers	Rural Trust	\$25,000–\$34,999	<\$250K	Owner	\$125,000–\$149,999
Traditional Moderation	Rural Trust	\$35,000–\$59,999	<\$500K	Owner	\$150,000–\$199,999
Traction for Today	City Spotlight	\$35,000–\$59,999	<\$250K	Renter/Owner	\$300,000–\$499,999
In the Moment	City Spotlight	\$25,000–\$34,999	<\$100K	Renter/Owner	\$150,000–\$199,999
Spontaneous Spenders	City Spotlight	\$35,000–\$59,999	<\$250K	Renter/Owner	\$200,000–\$299,999
Technology Trenders	City Spotlight	\$35,000–\$59,999	<\$25K	Renter/Owner	\$200,000–\$299,999
Work and Save	City Spotlight	\$35,000–\$59,999	<\$500K	Owner/Renter	\$200,000–\$299,999
Worth the Risk	Career Conscious	\$15,000–\$24,999	<\$25K	Owner/Renter	\$100,000–\$124,999
Coupon Cutters	Career Conscious	\$15,000–\$24,999	<\$25K	Renter/Owner	\$100,000–\$124,999

Segment Name	Group Name	Income	Net Worth	Home Ownership	Home Market Value
Fluent Advisors	Career Conscious	\$15,000–\$24,999	<\$5K	Renter/Owner	\$100,000–\$124,999
Online Influencers	Digital Financiers	\$75,000–\$119,999	\$25K–\$1MM	Owner/Renter	\$200,000–\$299,999
Informed Shoppers	Digital Financiers	\$75,000–\$119,999	\$50K–\$2MM	Owner	\$300,000–\$499,999
Budget Optimists	Financial Futures	\$35,000–\$59,999	<\$25K	Renter	\$150,000–\$199,999
Financial Freewheelers	Financial Futures	\$25,000–\$34,999	<\$10K	Renter/Owner	\$125,000–\$149,999
Prestige Seekers	Financial Futures	\$15,000–\$24,999	<\$5K	Renter	\$100,000–\$124,999
Future Fundamentals	Financial Futures	\$15,000–\$24,999	<\$10K	Renter/Owner	\$200,000–\$299,999
Real Life Recommendations	Stable Influentials	\$35,000–\$59,999	<\$250K	Owner/Renter	\$100,000–\$124,999
Civic Centered	Stable Influentials	\$60,000–\$74,999	\$10K–\$500K	Owner	\$150,000–\$199,999
Online Leaders	Stable Influentials	\$35,000–\$59,999	<\$500K	Owner/Renter	\$200,000–\$299,999
Temperate Technology	Conservatively Rural	\$35,000–\$59,999	<\$250K	Owner	\$125,000–\$149,999
Independent Investors	Conservatively Rural	\$35,000–\$59,999	\$10K–\$500K	Owner	\$150,000–\$199,999



Group Name	Segment Name	Age	Marital Status	Children	Income	UrbanCity
Affluent Households	Summit Estates	36-65	Married	Children – Age Mix	\$120,000+	City & Surrounds
Top Wealth	Established Elite	46+	Married/Single	No Children	\$120,000+	City & Surrounds
Top Wealth	Corporate Connected	36-75	Married/Single	No Children	\$120,000+	City & Surrounds
Affluent Households	Top Professionals	36-65	Married/Single	Children – Age Mix	\$120,000+	City & Surrounds
Solid Prestige	Active & Involved	46-75	Married/Single	No Children	\$120,000+	City & Surrounds
Career Oriented	Casual Comfort	24-45	Married/Single	No Children	\$120,000+	City & Surrounds
Affluent Households	Active Lifestyles	36-65	Married	Children – Age Mix	\$120,000+	City & Surrounds
Solid Prestige	Solid Surroundings	36-65	Married/Single	No Children	\$60,000-\$74,999	City & Surrounds
Solid Prestige	Busy Schedules	66+	Married/Single	No Children	\$60,000-\$74,999	City & Surrounds
Career Oriented	Careers & Travel	30-45	Single	No Children	\$75,000-\$119,999	City & Surrounds
Large Households	Schools & Shopping	30-55	Married	Children – Age Mix	\$75,000-\$119,999	City & Surrounds
Large Households	On the Go	30-45	Married	Toddlers/Preschool	\$75,000-\$119,999	City & Surrounds
Comfortable Households	Work & Play	36-65	Single	Children – Age Mix	\$75,000-\$119,999	City & Surrounds
Living Well	Career Centered	46-65	Single	No Children	\$75,000-\$119,999	City & Surrounds
Living Well	Country Ways	46-75	Married	No Children	\$75,000-\$119,999	Rural
Diverging Paths	Country Enthusiasts	36-65	Single	No Children	\$60,000-\$74,999	Rural
Comfortable Households	Firmly Established	46-65	Married	School-Age Children	\$60,000-\$74,999	City & Surrounds
Taking Hold	Climbing the Ladder	30-35	Married	No Children	\$60,000-\$74,999	City & Surrounds
Large Households	Country Comfort	36-65	Married	Children – Age Mix	\$60,000-\$74,999	Rural
Career Oriented	Carving Out Time	36-45	Married	No Children	\$60,000-\$74,999	Suburbs & Towns
Taking Hold	Children First	18-29	Married/Single	Children – Age Mix	\$60,000-\$74,999	Suburbs & Towns
Diverging Paths	Comfortable Cornerstones	46-55	Married	No Children	\$60,000-\$74,999	Suburbs & Towns
Living Well	Good Neighbors	56-65	Married	No Children	\$60,000-\$74,999	Suburbs & Towns
Taking Hold	Career Building	18-35	Single	No Children	\$120,000+	City & Surrounds
Community Minded	Clubs & Causes	66-75	Married/Single	No Children	\$60,000-\$74,999	Suburbs & Towns

Group Name	Segment Name	Age	Marital Status	Children	Income	UrbanCity
Career Oriented	Getting Established	30-45	Single	No Children	\$60,000-\$74,999	City & Surrounds
Large Households	Tenured Proprietors	30-45	Married	Children – Age Mix	\$60,000-\$74,999	City & Surrounds
Community Minded	Community Pillars	76+	Married/Single	No Children	\$60,000-\$74,999	City & Surrounds
Comfortable Independence	City Mixers	30-55	Single	No Children	\$60,000-\$74,999	Downtown Metro
Taking Hold	Out & About	18-29	Married	No Children	\$35,000-\$59,999	City & Surrounds
Diverging Paths	Mid-Americana	46-65	Married	No Children	\$35,000-\$59,999	Suburbs & Towns
Diverging Paths	Metro Mix	46-75	Married/Single	No Children	\$35,000-\$59,999	Downtown Metro
Diverging Paths	Urban Diversity	46-75	Single	No Children	\$75,000-\$119,999	Downtown Metro
Settling Down	Outward Bound	30-45	Married	No Children	\$35,000-\$59,999	Rural
Comfortable Independence	Working & Active	36-45	Single	No Children	\$35,000 – \$59,999	City & Surrounds
Community Minded	Persistent & Productive	66+	Married/Single	Children – Age Mix	\$35,000-\$59,999	City & Surrounds
Busy Households	Firm Foundations	30-45	Married	Children – Age Mix	\$35,000-\$59,999	City & Surrounds
Working Households	Occupational Mix	46-65	Married	School-Age Children	\$25,000-\$34,999	City & Surrounds
Starting Out	Setting Goals	18-29	Single/Married	Children – Age Mix	\$15,000-\$24,999	City & Surrounds
Thrifty and Active	Great Outdoors	46-65	Married	No Children	\$25,000-\$34,999	Rural
Settling Down	Rural Adventure	30-45	Single/Married	No Children	\$35,000-\$59,999	Rural
Social Connectors	Creative Variety	24-35	Single	No Children	\$25,000-\$34,999	City & Surrounds
Bargain Hunters	Work & Causes	46-55	Single	No Children	\$25,000-\$34,999	City & Surrounds
Bargain Hunters	Open Houses	56-65	Single	No Children	\$25,000-\$34,999	City & Surrounds
Starting Out	Offices & Entertainment	24-29	Single	No Children	\$25,000-\$34,999	City & Surrounds
Settling Down	Rural & Active	30-45	Married	No Children	\$25,000-\$34,999	City & Surrounds
Rural-Metro Mix	Rural Parents	30-65	Single	Children – Age Mix	\$35,000-\$59,999	Rural
Working Households	Farm & Home	36-65	Married	Children – Age Mix	\$25,000-\$34,999	Rural
Leisure Seekers	Home & Garden	76+	Married	No Children	\$25,000-\$34,999	City & Surrounds
Thrifty and Active	Rural Community	66+	Married	No Children	\$35,000-\$59,999	Rural

Group Name	Segment Name	Age	Marital Status	Children	Income	UrbanCity
Leisure Seekers	Role Models	66-75	Married/Single	No Children	\$25,000-\$34,999	Suburbs & Towns
Social Connectors	Stylish & Striving	36-45	Single	No Children	\$25,000-\$34,999	City & Surrounds
Rural-Metro Mix	Metro Strivers	36-65	Single	School-Age Children	\$25,000-\$34,999	City & Surrounds
Thrifty and Active	Work & Outdoors	46-65	Single	No Children	\$25,000-\$34,999	Rural
Bargain Hunters	Community Life	46-65	Married	No Children	\$15,000-\$24,999	Suburbs & Towns
Comfortable Independence	Metro Active	30-45	Single	No Children	\$15,000-\$24,999	City & Surrounds
Starting Out	Collegiate Crowd	18-23	Single	No Children	\$25,000-\$34,999	Suburbs & Towns
Starting Out	Outdoor Fervor	18-29	Single	No Children	\$15,000-\$24,999	Rural
Social Connectors	Mobile Mixers	30-35	Single	No Children	\$15,000-\$24,999	City & Surrounds
Rural-Metro Mix	Rural & Mobile	30-65	Single	No Children	\$25,000-\$34,999	Rural
Working & Studying	City Life	18-35	Single	No Children	\$15,000-\$24,999	Downtown Metro
Busy Households	Movies & Sports	30-55	Single/Married	Children – Age Mix	\$15,000-\$24,999	City & Surrounds
Bargain Hunters	Staying Home	46-65	Single	No Children	\$15,000-\$24,999	City & Surrounds
Leisure Seekers	Practical & Careful	66+	Single	No Children	\$15,000-\$24,999	Rural
Leisure Seekers	Hobbies & Shopping	66-75	Single	No Children	<\$15,000	Suburbs & Towns
Leisure Seekers	Helping Hands	76+	Single/Married	No Children	<\$15,000	Downtown Metro
Starting Out	First Steps	24-29	Single	No Children	<\$15,000	Suburbs & Towns
Bargain Hunters	Staying Healthy	46-65	Single	No Children	<\$15,000	City & Surrounds
Working & Studying	Productive Havens	24-45	Single	No Children	<\$15,000	City & Surrounds
Working & Studying	Favorably Frugal	36-45	Single	No Children	<\$15,000	City & Surrounds