



Ontario County Nielsen Lifestyle Segmentation Report

■ Outline of Report

Segmentation Overview

1. Total Number of records received for 2014
2. Records coded – domestic and Canadian
3. Breakdown of records by lead source

Top 10 segments

1. Overall
2. Domestic
3. Canadian

TPA Top Segment Summary

1. Nielsen Category
2. Lifestyle components

Profiles of each segment

Surrounding TPA similarities



■ Segmentation Overview

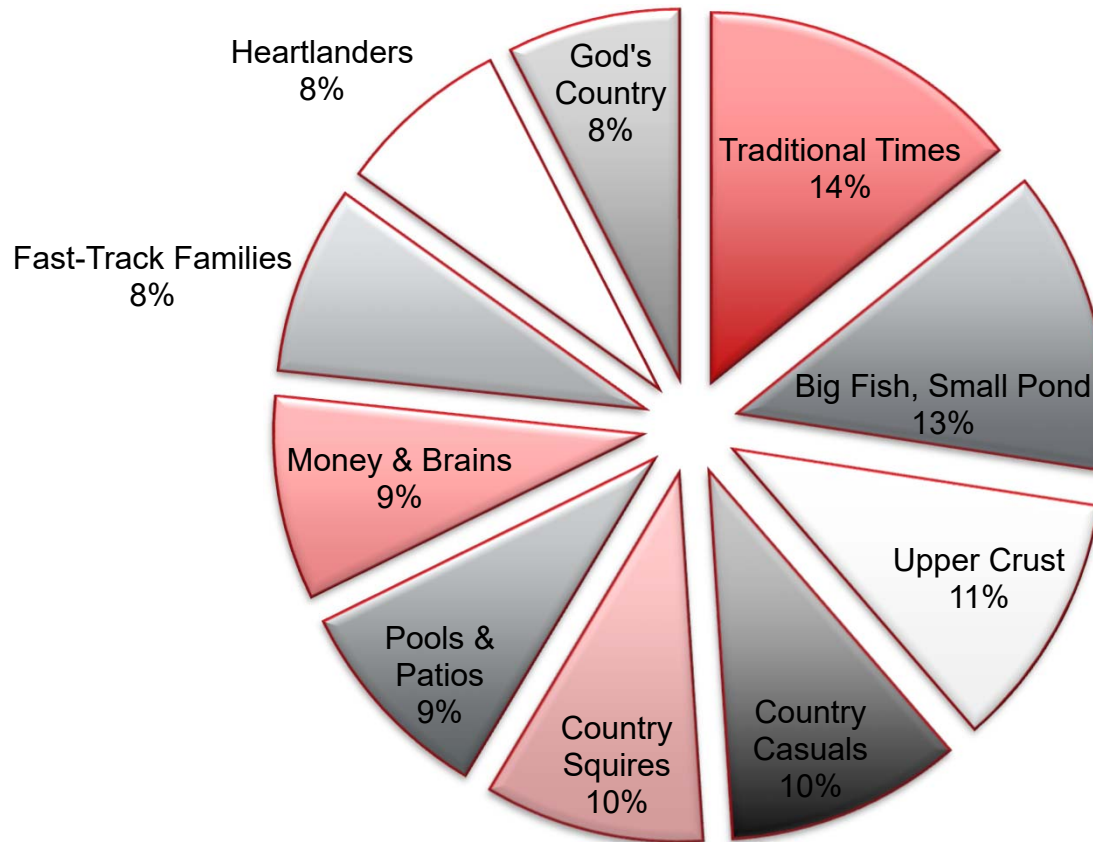
Total number of records coded for 2014 – 1,344

- Records run/coded
 - Domestic – 1,195 (19 records did not have enough data to be coded)
 - Canadian – 122 (8 records did not have enough data to be coded)



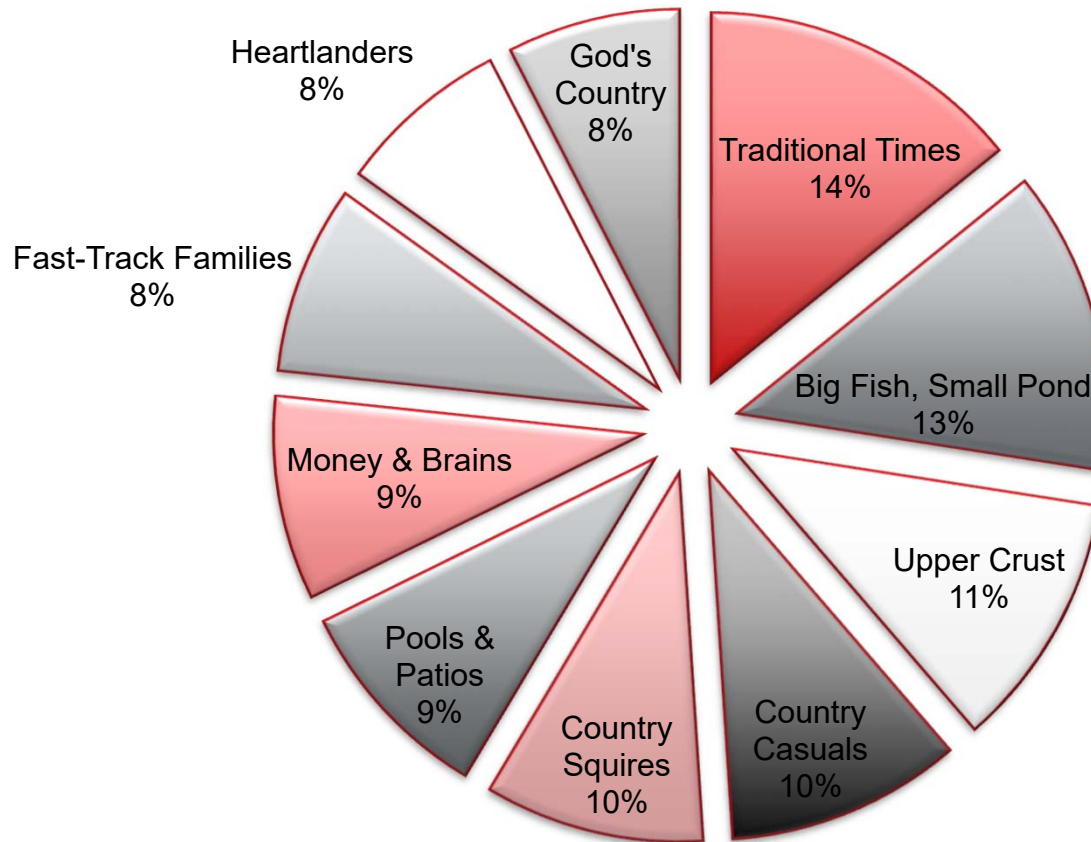
■ Top Segments: Overall

2014 Overall Top 10 Segments



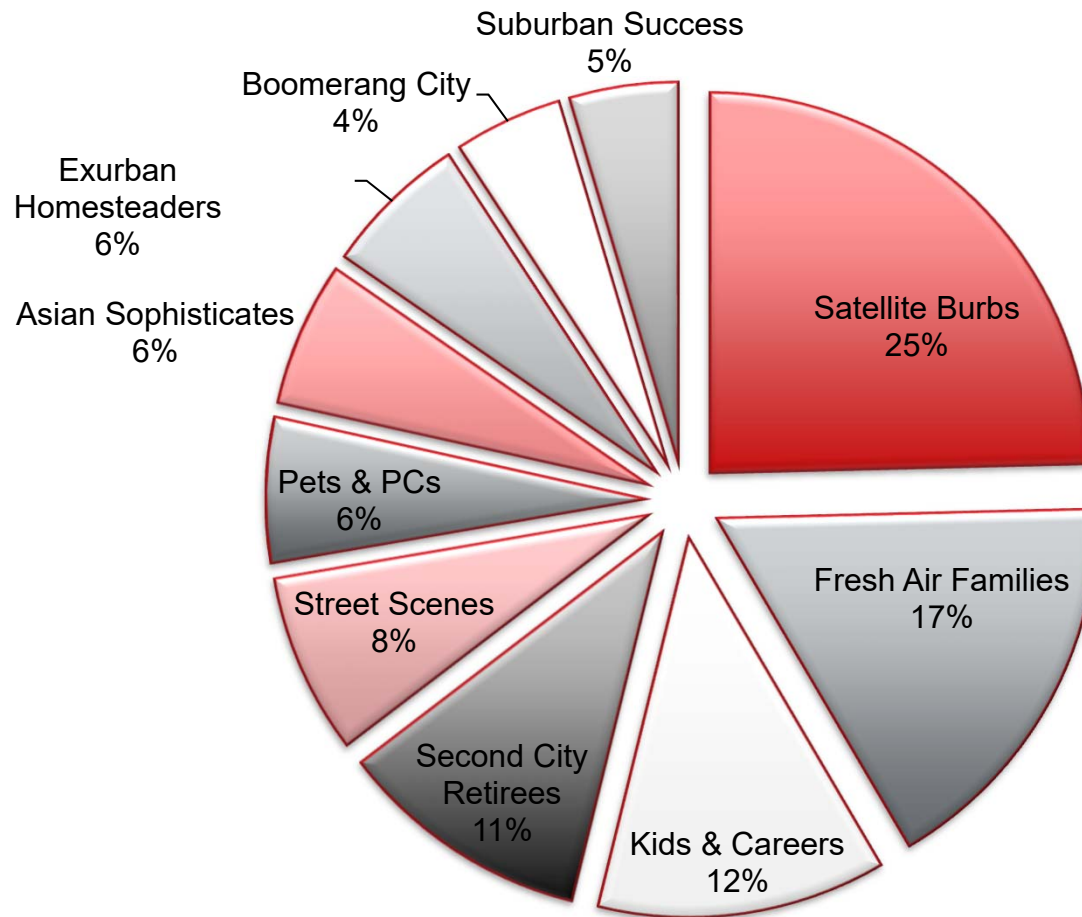
■ Top Segments: Domestic

2014 Domestic Top 10 Segments



■ Top Segments: Canadian

2014 Canadian Top 10 Segments

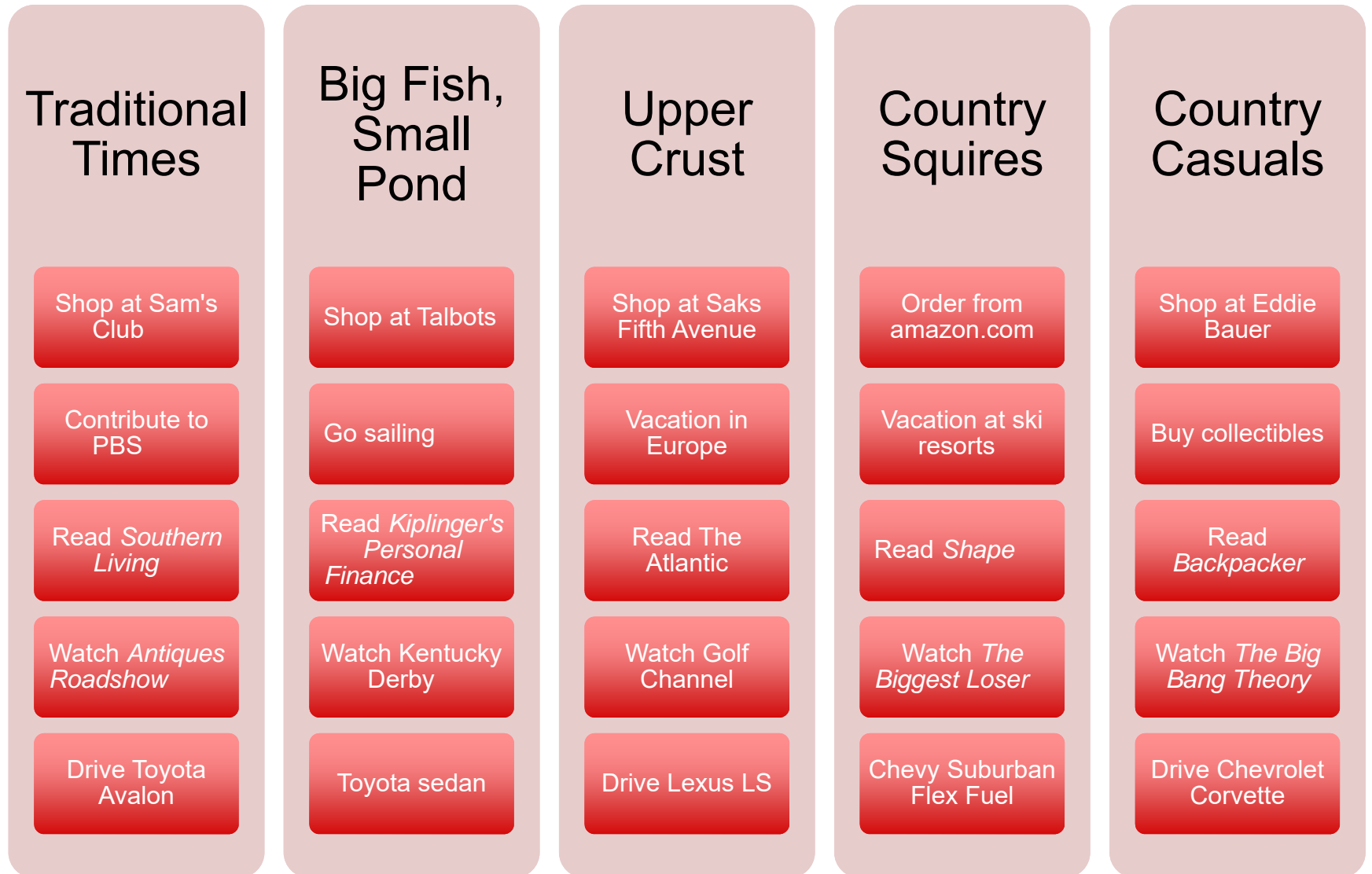


■ Top 5 Domestic Segments: Summary by Category

Life Stage Group	Social Group	Demographic	Urbanicity	Household Income	Age Class	Race & Ethnicity
Conservative Classics	Country Comfort	Upper middle older without kids	Town/Rural	Upper Mid	Older 55+	Mostly White
Affluent Empty Nests	Landed Gentry	Upscale older without kids		Suburban	Upscale	
Accumulated Wealth	Elite Suburbs	Wealthy older without kids	Suburban	Wealthy	Middle Age 35-54	White Mix
Midlife Success		Upscale middle age with kids				



■ Top 5 Domestic Segments: Lifestyles



■ Profile: Traditional Times

Traditional Times is the kind of lifestyle where small-town couples nearing retirement are beginning to enjoy their first empty-nest years. Typically in their fifties and older, these upper-middle-class Americans pursue a kind of granola-and-grits lifestyle. On their coffee tables are magazines with titles like Country Living and Country Home. But they're big travelers, especially in recreational vehicles and campers.

Urbanicity	Town/Rural
Household Income	Upper Mid (Median 57,949)
Age Class	Older
Age	55+
Household Composition	HH w/o Kids
Household Tenure	Homeowners
Household Education	College Graduate
Household Employment	White Collar, Mix
Household Race & Ethnicity Class	Mostly White
Household IPA/Net Worth	High



■ Profile: Big Fish, Small Pond

Older, upper-class, college-educated professionals, the members of Big Fish, Small Pond are often among the leading citizens of their small-town communities. These upscale, empty-nesting couples enjoy the trappings of success, including belonging to country clubs, maintaining large investment portfolios, and spending freely on computer technology.

Urbanicity	Town/Rural
Household Income	Upscale (Median 83,855)
Age Class	Older
Age	55+
Household Composition	HH w/o Kids
Household Tenure	Homeowners
Household Education	Graduate Plus
Household Employment	White Collar, Mix
Household Race & Ethnicity Class	Mostly White
Household IPA/Net Worth	Millionaires



■ Profile: Upper Crust

The nation's most exclusive address, Upper Crust is the wealthiest lifestyle in America—a haven for empty-nesting couples over the age of 55. No segment has a higher concentration of residents earning over \$100,000 a year and possessing a postgraduate degree. And none has a more opulent standard of living.

Urbanicity	Suburban
Household Income	Wealthy
Age Class	110,117
Age	Older
Household Composition	55+
Household Tenure	Homeowners
Household Education	Graduate Plus
Household Employment	Professional
Household Race & Ethnicity Class	White, Asian, Mix
Household IPA/Net Worth	Millionaires



■ Profile: Country Squires

The wealthiest residents in exurban America live in Country Squires, an oasis for affluent Baby Boomers who've fled the city for the charms of small-town living. In their bucolic communities noted for their recently built homes on sprawling properties, the families of executives live in six-figure comfort. Country Squires enjoy country club sports like golf, tennis, and swimming, as well as skiing, boating, and biking.

Urbanicity	Town/Rurual
Household Income	Upscale (Median 104,685)
Age Class	Middle Age
Age	35-54
Household Composition	Household w/ kids
Household Tenure	Mostly Owners
Household Education	Graduate Plus
Household Employment	Management
Household Race & Ethnicity Class	White Mix
Household IPA/Net Worth	High



■ Profile: Country Casuals

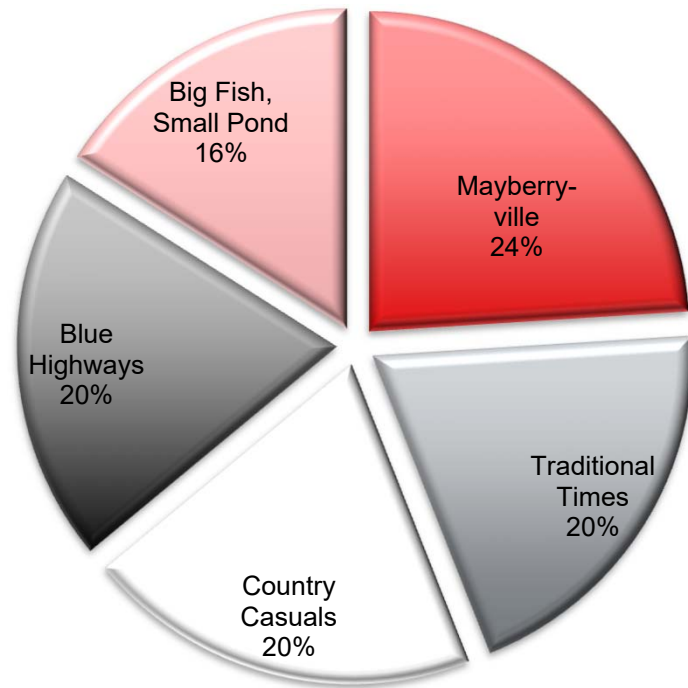
There's a laid-back atmosphere in Country Casuals, a collection of older, upscale households that have started to empty-nest. Most households boast two earners who have well-paying management jobs or own small businesses. Today, these Baby-Boom couples have the disposable income to enjoy traveling, owning timeshares, and going out to eat.

Urbanicity	Town/Rural
Household Income	Upscale (Median 74,208)
Age Class	Older
Age	45-64
Household Composition	HH w/o Kids
Household Tenure	Mostly owners
Household Education	College Graduate
Household Employment	Management
Household Race & Ethnicity Class	Mostly White
Household IPA/Net Worth	High



■ Surrounding Counties' Similarities

Livingston County Top 5 Segments



Yates County's Top 5 Segments

