

Connex Digital Clusters

Digital Cluster: 1 - Ape for Apps



1 | APE FOR APPS

Cluster Description: Young, single and enjoying unencumbered lives in large-scale suburbs, "Ape for Apps" are avid advocates of all things digital. Whether they're on the clock at their jobs in the armed forces or off the clock enjoying a beer or two with friends, "Ape for Apps" are glued to their cell phones, which are an extension of their personality and key source of entertainment. Armed with a robust library of iPhone and Android apps these millennials can tweet, like, post and blog anytime, anywhere. But wait—there's more! Apps like YouTube, Spotify and IMDb put their fave videos, music and celebrity news in the palm of their hands. Aside from their smartphones, these singletons use their video game consoles or even a library computer to connect to the internet. From chatting with friends to posting blogs to meeting new people on Instagram and Facebook, going online is a favorite pastime for "Ape for Apps".

General Demographic Description: Young Single No Kids

Predominant Age Range: 25 - 34
Household Income (\$k): 40.00
Population Density/Square Mile: 1228
Presence of Children: Unlikely to have children in the household

Digital Cluster: 2 - Downtown Digitals



2 | DOWNTOWN DIGITALS

Cluster Description: "Downtown Digitals" are hip young urbanites making a name for themselves in the big city. Dedicated to the pursuit of digital happiness, these single lawyers, educators and artists would feel disconnected without the internet, which is at the core of almost everything they do. From chatting with friends on Google Hangouts to accessing the day's news on NYTimes.com to networking with professional peers on LinkedIn, the internet drives their daily routine. Likewise, these millennial men and women are avid online shoppers who love scoring deals on sites like LivingSocial and Groupon. As active social media users, these young adults use Instagram, Pinterest, Facebook and Tumblr to post blog entries, review products and meet people who share similar interests in things such as sports and cooking. With hectic careers and active social lives, "Downtown Digitals" like the convenience of using one mobile device for everything from making calls and texting to accessing the internet.

General Demographic Description: Young Single No Kids

Predominant Age Range: 25 - 34
Household Income (\$k): 67.00
Population Density/Square Mile: 15157
Presence of Children: Unlikely to have children in the household

Digital Cluster: 3 - Game On!



3 | GAME ON!

Cluster Description: Young, single and free from the responsibilities of children, "Game On!" are die hard fans of almost any kind of game. Good thing the internet offers these plugged-in players endless ways to feed their need. From accessing the latest sports news, videos, analysis and scores on websites like WWE.com, SportingNews.com and NBCSports.com to honing their skills with live gaming action on YouTube to downloading video games from Facebook, the internet is ground control for these adrenaline junkies. In addition to playing games, these millennials use social media sites like Twitter and Instagram to meet new friends and people who share similar interests. Like most of their peers, these men and women are rarely apart from their cell phones, which they see as an extension of their personality. In addition to its communication functionality, "Game On!" also want to use their phones to stream live TV and other video content. In fact, many of these singles indicated that they'd be willing to pay a monthly subscription fee for streaming services.

General Demographic Description: Young Single No Kids

Predominant Age Range: 18 - 34
Household Income (\$k): 22.00
Population Density/Square Mile: 761
Presence of Children: Unlikely to have children in the household

Digital Cluster: 4 - Me, Myselfie and I



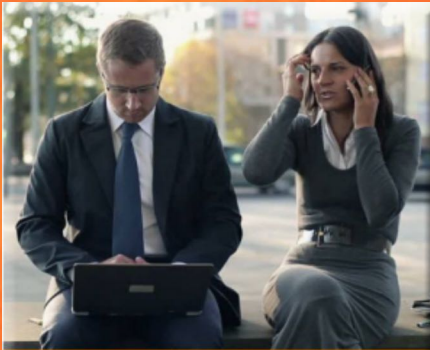
4 | ME, MYSELFIE AND I

Cluster Description: "Me, Myselfie and I" are city-based thirtysomethings devoted to all things digital. Like most of their contemporaries, these singletons spend much of their lives online doing everything from streaming their fave TV shows to posting sassy selfies to Instagram to gambling and dating (which occasionally collide). When they want to sound off they tweet the Twitterverse and when they want to learn something new, say like a new recipe to wow their friends, Pinterest never lets them down. With busy work schedules and active social lives, these men and women depend on their smartphones to stay connected. As their go-to entertainment and communication device, "Me, Myselfie and I" consider their smartphones to be an extension of their personalities, which they enjoy customizing to reflect their personal tastes and unique style.

General Demographic Description: Younger Middle-Age Single No Kids

Predominant Age Range: 25 - 44
Household Income (\$k): 49.00
Population Density/Square Mile: 7808
Presence of Children: Unlikely to have children in the household

Connex Digital Clusters



5 | UPWARDLY MOBILES

Digital Cluster: 5 - Upwardly Mobiles

Cluster Description: "Upwardly Mobiles" are established professionals enjoying the spoils of thriving careers in posh suburban surroundings. With extensive LinkedIn networks and numerous Twitter and Instagram followers, these doctors, computer developers and sales managers are always on top of the latest trends. Their generous salaries allow these digital devotees to invest in high-end gadgets and electronics, including the very latest smartphone, which they carry wherever they go to manage every aspect of their busy lives. These men and women are avid online shoppers with LivingSocial.com and Groupon being among their top online shopping destinations. They also frequently purchase new tracks for their iPods and MP3 players, which already house a playlist for every occasion. When they want to get away, "Upwardly Mobiles" book luxury vacations to exotic locales using Expedia, TripAdvisor and Travelocity.

General Demographic Description: Younger Middle-Age Single No Kids

Predominant Age Range: 35 - 54
Household Income (\$k): 140.00
Population Density/Square Mile: 867
Presence of Children: .35x as likely as the national average to have children in the household



6 | BUFFERING IN THE BACKWOODS

Digital Cluster: 6 - Buffering in the Backwoods

Cluster Description: Single without children at home, "Buffering in the Backwoods" enjoy a carefree country lifestyle, largely free from the digital trappings enjoyed by most of their contemporaries. With physically demanding jobs in construction, material moving and installation, this group likes to relax when they knock off for the day. For them, this is far more likely to involve tuning in the game on the radio and relaxing with a couple of cold ones versus hopping online to surf the net. In fact, many of these men and women are still using an antiquated dial-up modem to connect to the internet. When they do venture online, these folks typically frequent entertainment sites like WWE.com and NASCAR.com or resource sites like Bing Maps and weatherbug.com. As for social media, they tend to favor YouTube and Facebook where they can play games, find people who share similar interests and review products and services. You definitely won't catch this group tweeting or posting to Instagram though. "Buffering in the Backwoods" tend to be more open to new experiences when it comes to their cell phones. For instance, they would use text messaging more often if they knew how to do it. They'd also be open to using the internet on their phones more often if it were just a tad less expensive!

General Demographic Description: Younger Middle-Age Single No Kids

Predominant Age Range: 45 - 54
Household Income (\$k): 50.00
Population Density/Square Mile: 417
Presence of Children: .19x as likely as the national average to have children in the household



7 | WEBSESSION

Digital Cluster: 7 - Websession

Cluster Description: "Websession" are middle-aged single suburbanites who live life online. With jobs in healthcare support and material moving, this group's below average incomes are just enough to cover necessities such as food & beverages, healthcare expenses and utilities. As such, many of these folks don't have the luxury of a home PC and instead must access the internet at their local library. This however doesn't stop them from clocking hours of time online each and every week though. Some of that time is devoted to online job boards like CareerBuilder and Monster. Meeting new people and updating their profile pages are also popular activities for this group. Instagram and YouTube tend to be their preferred social media destinations, which they use to play games, find people who share similar interests and update their profiles. When they're on the go, these singletons rely on their smartphones to stay connected. In addition to surfing the net, "Websession" are interested in streaming live TV to their phones, a privilege for which they'd be willing to pay a monthly subscription fee.

General Demographic Description: Younger Middle-Age Single No Kids

Predominant Age Range: 45 - 54
Household Income (\$k): 30.00
Population Density/Square Mile: 650
Presence of Children: Unlikely to have children in the household



8 | MOBILE MAMAS

Digital Cluster: 8 - Mobile Mamas

Cluster Description: As single working moms, "Mobile Mamas" live life in the fast lane swiftly maneuvering the demands of work and home with few pit stops in between. Thank goodness for their mobile phones! Not only do these digital wonders keep them connected to their schedule and their kids' schedules, they're also their go-to entertainment source. In addition to enjoying sites such as Pandora.com and MTV.com, these moms are huge DisneyXD.com fans, which happily occupies the kids while they get dinner on the table and tackle other household chores. Despite their hectic schedules, "Mobile Mamas" are very socially active--on Instagram, Facebook and YouTube that is--where they play games, post videos and meet new people who share similar interests.

General Demographic Description: Younger Middle-Age Single With Kids

Predominant Age Range: 25 - 44
Household Income (\$k): 48.00
Population Density/Square Mile: 2227
Presence of Children: 2.09x more likely than the national average to have children in the household; index high for children between the ages of 0 - 15

Connex Digital Clusters



9 | SOCIAL BUTTERFLIES

Digital Cluster: 9 - Social Butterflies

Cluster Description: Whether they're reconnecting with old friends, inviting people to an event or just keeping in touch with family, "Social Butterflies" reign supreme on the social networking scene. As single parents raising toddlers, tweens and teens, these men and women count on Instagram for photodocumenting the fam's wacky escapades, Pinterest for recipe and decorating ideas, LinkedIn to give them an edge at work and Facebook for sharing adorable anecdotes about the kids. Thanks to their trusty smartphones, which they carry everywhere they go, these moms and dads never miss an opportunity to post, pin, tweet or like—even on the run! Aside from social networking, "Social Butterflies" are also savvy cybershoppers. These 'passionate deal seekers' think the internet is a great way to buy everything from clothes to toys to downloadable music. They're particularly fond of the good deals they've scored on sites like LivingSocial.com and Groupon.

General Demographic Description: Younger Middle-Age Single With Kids

Predominant Age Range: 35 - 54
Household Income (\$k): 94.00
Population Density/Square Mile: 602
Presence of Children: 2.03x more likely than the national average to have children in the household; index high for children between the ages of 3 - 18



10 | SWIPERS WHO DIAPER

Digital Cluster: 10 - Swipers Who Diaper

Cluster Description: Social servants by day, world's greatest mommies by night, "Swipers Who Diaper" tackle hectic schedules with a right-to-left swipe. As single suburban moms raising children under the age of five, these women stay connected thanks to their smartphones, which they enjoy customizing to reflect their unique style. In addition to keeping them organized and connected to their peeps, these moms use their phones access the internet, watch video clips and save money. Yep, these mommies enjoy receiving coupons on their cell phones based on their location! When they manage to carve out some me time, "Swipers Who Diaper" enjoy spending time on Instagram and Pinterest where they post family pictures & videos, find information about products and services and IM their friends.

General Demographic Description: Younger Middle-Age Single With Kids

Predominant Age Range: 35 - 54
Household Income (\$k): 50.00
Population Density/Square Mile: 799
Presence of Children: 2.11x as likely as the national average to have children in the household; Index high for children between the ages of 0 - 5



11 | REAL-TIME RIGORS

Digital Cluster: 11 - Real-Time Rigors

Cluster Description: "Real-Time Rigors" are middle-aged single moms struggling to make ends meet in the nation's urban centers. These moms work round the clock with day shifts devoted to their jobs in healthcare support and maintenance and night shifts devoted to caring for young children. When they manage some free time, one of their favorite activities is going online where they enjoy meeting new people, hunting for online bargains and visiting entertainment sites such as MTV.com and Univision.com. To ensure friends and family are in the know on their comings and goings, these moms keep their Instagram and Facebook profiles updated with sentimental photos, funny videos and personal anecdotes. With their chaotic schedules, "Real-Time Rigors" rely on their cell phones to stay in touch—especially where the kids are concerned. And with super tight budgets, these moms would be willing to receive advertisements on their phones in exchange for lower monthly bills or additional services.

General Demographic Description: Younger Middle-Age Single With Kids

Predominant Age Range: 35 - 44
Household Income (\$k): 31.00
Population Density/Square Mile: 3171
Presence of Children: 2.09x more likely than the national average to have children in the household; index high for children between the ages of 0 - 10



12 | FACEBOOK FAMILIES

Digital Cluster: 12 - Facebook Families

Cluster Description: "Facebook Families" don't just like Facebook—they love it! From instant messaging to playing games, Facebook serves as the central command center where these suburban families communicate with family and friends, invite people to events and publish blogs. Between active careers in the armed forces and the non-stop activities of their tweens and teens, these moms and dads are constantly on the go. Thanks to the trusty Facebook app on their smartphones though, these couples can connect, comment, "like" and post anytime, anywhere. These 'active quality seekers' also give a great big thumbs up to the coupons and other valuable offers they find on the popular social media site. In addition, "Facebook Families" count on their favorite social platform to find out more about the products they're interested in purchasing, like the sports equipment they recently bought online.

General Demographic Description: Younger Middle-Age Married With Kids

Predominant Age Range: 35 - 44
Household Income (\$k): 90.00
Population Density/Square Mile: 500
Presence of Children: 2.06x more likely than the national average to have children in the household

Connex Digital Clusters



13 | SOCIAL CHIMERS

Digital Cluster: 13 - Social Chimers

Cluster Description: Whether they're posting, reviewing, chatting or debuting, you can find "Social Chimers" online almost all of the time. These highly social families live life to the fullest in their little slice of suburbia and revel in sharing the details of their charmed existence with their faithful followers on Pinterest, Twitter and YouTube. When it comes to their careers, Mom and Dad swear by LinkedIn where they can network with fellow healthcare, engineering and managerial professionals, as well as stay abreast of industry trends and advancements. Since these folks would feel disconnected without the internet, they arm themselves with an assortment of web-enabled devices including MP3 players, iPads and of course their smartphones to ensure uninterrupted online access at all times. As you probably guessed, "Social Chimers" carry their phones wherever they go so they never miss an opportunity to chime in on their fave social platform!

General Demographic Description: Younger Middle-Age Married With Kids

Predominant Age Range: 35 - 54
Household Income (\$k): 164.00
Population Density/Square Mile: 670
Presence of Children: 1.91x more likely than the national average to have children in the household



14 | PARENTAL CONTROLS

Digital Cluster: 14 - Parental Controls

Cluster Description: With toddlers, teens and tweens in between, "Parental Controls" are married couples trying to navigate the twists and turns of child rearing in the digital age. Like most of their peers, these middle-aged couples think the internet is a good thing, but worry about too much technology--especially when it comes to protecting their kids. As far as they're concerned, people put too much private information about their lives on the internet and they don't want to see their children do the same. As a result, these parents closely monitor their children's online activity and restrict access to inappropriate websites. When it comes to social media, mom and dad love the wide range of craft and DIY projects their kids can access on Pinterest. However, they keep a closer eye on the games their kids play on YouTube to ensure they contain age appropriate content. "Parental Controls" insist their kids unplug a couple hours each day to enjoy the great outdoors, whether that involves playing with the dog out back or taking an off-road adventure on the ATV.

General Demographic Description: Younger Middle-Age Married With Kids

Predominant Age Range: 35 - 54
Household Income (\$k): 94.00
Population Density/Square Mile: 334
Presence of Children: 2.05x more likely than the national average to have children in the household



15 | AMERICAN STREAMERS

Digital Cluster: 15 - American Streamers

Cluster Description: Married with 2.5 kids and a dog, "American Streamers" are living ordinary average lives in small town suburbia. As is typical for most modern families, these folks wholeheartedly embrace a digital lifestyle. Going online is one of their favorite pastimes where they do everything from bargain hunting on eBay to posting selfies on Instagram to streaming music and video content from sites like Pandora, DisneyXD and Univision. These plugged-in peeps are so keen to stream in fact that they'd be willing to pay a monthly subscription to stream live TV to their cell phones! In addition to their favorite programs, "American Streamers" use YouTube to stream video games so they can test their skills against a world of gamers.

General Demographic Description: Younger Middle-Age Married With Kids

Predominant Age Range: 35 - 54
Household Income (\$k): 58.00
Population Density/Square Mile: 528
Presence of Children: 1.98x more likely than the national average to have children in the household



16 | PASSIVE ABOUT PIXELS

Digital Cluster: 16 - Passive About Pixels

Cluster Description: If asked for the one word that best describes their digital attitude, "Passive About Pixels" would enthusiastically reply 'meh'. As blasphemous as it may sound to millennials, these middle-aged singletons can live quite happily outside the digital bubble. With marginal interest in the internet, many of these men and women still use outdated dial-up modems for their infrequent visits to sites like WhitePages.com, MapQuest or NBCNews.com. Don't expect to find them on Facebook or Instagram either, since unlike the misguided masses they have no intention of publicizing the private details of their lives alongside an out-of-focus selfie. When it comes to their cells, the majority of "Passive About Pixels" subscribe to a 'mobile if I must' approach. While they agree that cell phones make sense for safety, they prefer the simplicity of their landline phones which don't require an advanced degree to operate unlike most cell phones these days!

General Demographic Description: Older Middle-Age Single No Kids

Predominant Age Range: 55 - 64
Household Income (\$k): 74.00
Population Density/Square Mile: 429
Presence of Children: .05x as likely as the national average to have children in the household

Connex Digital Clusters

Digital Cluster: 17 - Shopping Cart Savvy

Cluster Description: Single without any children at home, "Shopping Cart Savvy" enjoy the laid back lifestyle of their southern suburban homes. For the most part, the internet has little impact on the daily lives of these men and women and think people entrust it with too much of their private information. These singles do have one guilty pleasure though. Online shopping! Yep, these folks think the internet is awesome not only for gathering information about products and services, but for buying them as well. Spending in excess of \$800 annually, these 'active quality seekers' purchase everything from household necessities to big ticket splurges on sites like Amazon, Overstock and EBay. Oh and that cruise they're taking this Spring? "Shopping Cart Savvy" booked their dream voyage on Travelocity and then visited CheapTickets.com to purchase affordable airline tickets to their port of departure.

General Demographic Description: Older Middle-Age Single No Kids

Predominant Age Range: 45 - 64
Household Income (\$k): 90.00
Population Density/Square Mile: 652
Presence of Children: .05x as likely as the national average to have children in the household

Digital Cluster: 18 - Suburban Surfers

Cluster Description: Despite their landlocked locales, "Suburban Surfers" know they need only to access their online oasis to enjoy epic waves night or day. Single and free from the responsibilities of children, these middle-agers consider the internet their go-to source for meeting new people, finding local information, researching products and services and of course, entertainment. When they get a moment or two, these suburbanites may paddle out to NASCAR.com to find out what time the race starts Saturday, or CBSNews.com to catch up on the day's headlines. When they aren't tied to a schedule, "Suburban Surfers" enjoy reading about industry trends on LinkedIn, checking out trailers for new movies and TV shows on YouTube or catching up with friends on Facebook.

General Demographic Description: Older Middle-Age Single No Kids

Predominant Age Range: 45 - 54
Household Income (\$k): 73.00
Population Density/Square Mile: 786
Presence of Children: Unlikely to have children in the household

Digital Cluster: 19 - Offline Realities

Cluster Description: "Offline Realities" are single suburban parents struggling to make ends meet. By day these sole providers work hard for the money as construction workers, maintenance professionals and material movers. By night these single parents work hard for their honeys getting dinner on the table, helping with homework and doing a load or two of laundry. With so much on their plate, these moms and dads have little time for digital distractions. On the rare occasion they get a moment to themselves, these singles enjoy spending time online where they can lose themselves in a steamy novella on Univision.com, look for brand savings on Coupons.com or even browse new job opportunities on CareerBuilder.com. "Offline Realities" are also big fans of DisneyChannel.com, which keeps the kids occupied long enough for them to get some housework done.

General Demographic Description: Older Middle-Age Single With Kids

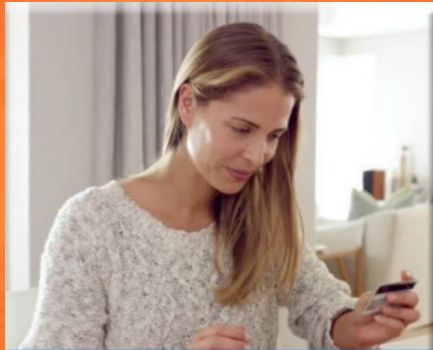
Predominant Age Range: 45 - 64
Household Income (\$k): 38.00
Population Density/Square Mile: 645
Presence of Children: 2.07x more likely than the national average to have children in the household

Digital Cluster: 20 - E-Comm Couples

Cluster Description: From groceries and housewares to clothes and cosmetics, "E-Comm Couples" ditched the mall and now favor the internet for purchases large and small. Despite their close proximity to a variety of brick & mortar retailers, these urban professionals prefer to browse the cyber aisles of Amazon, Overstock and LivingSocial.com where they're always first in line and parking is never a problem. With annual purchases easily exceeding \$800, these middle-aged couples pride themselves in being 'active quality seekers' who read reviews and compare prices across multiple website before making a purchase. They also use the internet to gather information about products and services they want to learn more about. As recent empty nesters, "E-Comm Couples" have been bitten by the travel bug, which resulted in several foreign trips over the last year. Not surprisingly, Travelocity, Orbitz and Hotels.com are some of their favorite online shopping destinations!

General Demographic Description: Older Middle-Age Married No Kids

Predominant Age Range: 55 - 64
Household Income (\$k): 114.00
Population Density/Square Mile: 4737
Presence of Children: Unlikely to have children in the household



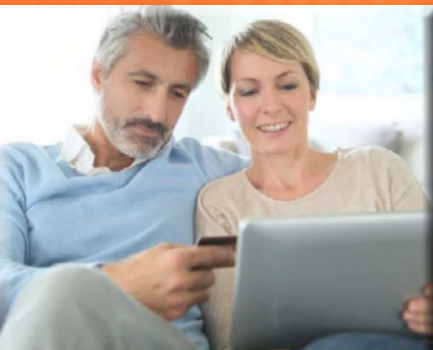
17 | SHOPPING CART SAVVY



18 | SUBURBAN SURFERS



19 | OFFLINE REALITIES



20 | E-COMM COUPLES

Connex Digital Clusters

Digital Cluster: 21 - Off The Grid



21 | OFF THE GRID

Cluster Description: More likely to go off-road than online, "Off The Grid" are middle-aged married couples enjoying the slow pace of life in the country. With ATVs to ride and gardens to tend, the internet has little impact on the daily lives of these farmers, production specialists and construction workers. These couples think people put way too much private information about their lives online and they aren't interested in joining that particular club. When they do visit the world wide web, these folks typically stick to entertainment websites like NASCAR or resource sites like weatherbug.com. These men and women are also less than social when it comes to social media, which they use very infrequently to play games, find local information or to catch up on news and other current events. When it comes to cell phones, "Off The Grid" bought one primarily for safety purposes, but otherwise think they're way too complicated. As far as these country couples are concerned, their landline phone has always served them well and they see no reason to replace it.

General Demographic Description: Older Middle-Age Married No Kids

Predominant Age Range: 55 - 74
Household Income (\$k): 58.00
Population Density/Square Mile: 189
Presence of Children: .63x as likely as the national average to have children in the household

Digital Cluster: 22 - Plugged-In Parents



22 | PLUGGED-IN PARENTS

Cluster Description: "Plugged-In Parents" are middle-aged married couples challenged with raising children in a 24/7 digital world. With kids who log hours of internet activity each week, these busy healthcare techs and fire fighters closely monitor their online activities. Although they think the internet is a good thing, in a world where trolling and cyber bullying are on the rise, these parents worry about too much technology. Not to mention that they don't want to see their kids posting excessive private information about their lives online, which they think too many people do nowadays. However, these moms and dads are all in when it comes to getting homework help using search engines like Ask.com or watching last night's game highlights on NBA.com or even playing games on social media. When some offline family time's in order, "Plugged-In Parents" unplug with a day of coasters and funnel cakes at the local theme park.

General Demographic Description: Older Middle-Age Married With Kids

Predominant Age Range: 45 - 64
Household Income (\$k): 81.00
Population Density/Square Mile: 851
Presence of Children: 1.95x more likely than the national average to have children in the household

Digital Cluster: 23 - Bundled in the Burbs



23 | BUNDLED IN THE BURBS

Cluster Description: Like most of the families living in the newly constructed neighborhoods that are the hallmark of upper middle class suburbia, "Bundled in the Burbs" are diehard devotees of the digital services and devices that help them through their busy day. Look into the windows of these homes and you'll find mom watching the Food Network on her tablet as she prepares dinner, while dad catches the game on ESPN and the kids post selfies to Instagram and tweet funny memes. To ensure everyone can simultaneously enjoy their favorite digital pastime, these families rely on bundled packages from Verizon FiOS and AT&T U-verse to provide them with high-speed internet, premium cable television complete with DVR and digital home phone service. "Bundled in the Burbs" also enjoy bundled smartphone services courtesy of a family wireless plan that lets them call, text, stream and socialize near or far from their bundled retreats.

General Demographic Description: Older Middle-Age Married With Kids

Predominant Age Range: 45 - 64
Household Income (\$k): 172.00
Population Density/Square Mile: 1417
Presence of Children: 2.09x more likely than the national average to have children in the household

Digital Cluster: 24 - Digitally Remastered



24 | DIGITALLY REMASTERED

Cluster Description: With their enviable incomes, "Digitally Remastered" families enjoy a lavish suburban lifestyle complete with luxury cars, exotic foreign travel and of course, the latest digital accoutrements. PCs and laptops are so yesterday for the children of these doctors, lawyers and financial analysts, who instead use their iPads to post, tweet and stream YouTube videos. When mom and dad want to access their beloved wsj.com or invite a colleague to join their LinkedIn network, they use their E-readers. Mom and dad also enjoy the most recent release of their smartphone, despite not knowing how to use all its features--they can always ask their kids for help, since they too got upgrades. In addition to their devices, "Digitally Remastered" upgraded their shopping experience by taking it online where they can buy whatever their hearts desire and have it delivered straight to their door. Spending in excess of \$800 annually, these 'active quality seekers' buy everything from housewares and apparel to plane tickets for their next trip abroad.

General Demographic Description: Older Middle-Age Married With Kids

Predominant Age Range: 55 - 64
Household Income (\$k): 409.00
Population Density/Square Mile: 755
Presence of Children: 1.90x more likely than the national average to have children in the household

Connex Digital Clusters

Digital Cluster: 25 - Small Town Satellites



25 | SMALL TOWN SATELLITES

Cluster Description: "Small Town Satellites" love the easy going pace life in the country offers, but living in rural America isn't without its complications--especially when it comes to their digital connections. Thanks to their sweet satellite dish though, these families can connect to all their favorite cyber destinations including NASCAR, NBCNews and Yahoo! Movies regardless of their rural surroundings. Since these home-based business owners and installation repair specialists have some debt, they also enjoy searching for deals on sites like Coupons.com and Overstock.com. In fact, as 'active quality seekers,' these folks read reviews and compare prices across multiple websites before making an online purchase. In addition to shopping and surfing, "Small Town Satellites" are social gamers who visit social networking sites such as YouTube when they're in the mood for a little friendly competition.

General Demographic Description: Older Middle-Age Married With Kids

Predominant Age Range: 55 - 64
Household Income (\$k): 89.00
Population Density/Square Mile: 399
Presence of Children: 2.08x more likely than the national average to have children in the household

Digital Cluster: 26 - High Speed Homes



26 | HIGH SPEED HOMES

Cluster Description: With a teen who's a gamer and another who blogs, a mom who cybershops till she drops and an app-happy dad, "High Speed Homes" have almost as much traffic as the city streets outside their urban homes. Like many contemporary families, going online is a favorite pastime for these urbanites, who use E-readers, iPads and even their television to connect to their favorite medium. Night and day, these homes hum with an endless stream of digital activity that includes everything from networking with colleagues on LinkedIn to researching homework assignments on About.com to posting videos to Instagram. Not ones for being tied down, "High Speed Homes" like the convenience of using one mobile device for everything. And since streaming is among their favorite activities, these families expect the quality of video on their phones to equal that on their TVs.

General Demographic Description: Older Middle-Age Married With Kids

Predominant Age Range: 45 - 64
Household Income (\$k): 98.00
Population Density/Square Mile: 6742
Presence of Children: 1.91x more likely than the national average to have children in the household

Digital Cluster: 27 - Digital Dinosaurs



27 | DIGITAL DINOSAURS

Cluster Description: Downloads and hashtags and texts oh my! "Digital Dinosaurs" are single suburban seniors who refuse to succumb to the charms of digital technology. The internet has little impact on the lives of these retirees who'd much rather spend their time puttering in the garden and participating in collector's clubs. When they do venture online (courtesy of a dial-up modem) it's typically to play a game on social media or to check their email on AOL Mail. These folks have even less love for cell phones, which they think are way too complicated. In fact, 14 percent of "Digital Dinosaurs" threw in the towel and don't even own a cell phone. Those that do own one have it only for emergencies, since they use their landline phones almost exclusively to make and receive calls.

General Demographic Description: Mature Single No Kids

Predominant Age Range: 65 - 75+
Household Income (\$k): 32.00
Population Density/Square Mile: 752
Presence of Children: .06x as likely as the national average to have children in the household

Digital Cluster: 28 - Cell Conscious



28 | CELL CONSCIOUS

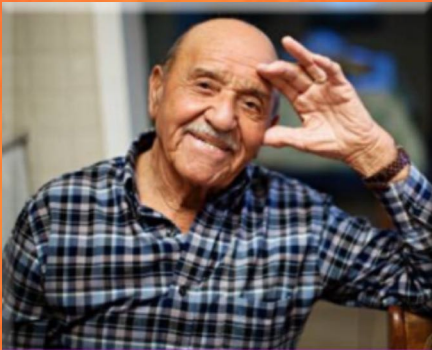
Cluster Description: Single without any children at home, "Cell Conscious" are urban seniors struggling to navigate the wonderful world of wireless. Retired from careers in social science and the arts, this largely female set thinks cell phones are just too complicated these days. Although there are some features on their phones they would like to use, they don't know how and are reluctant to learn. In fact, more than half of these women can be characterized as either 'mobile minimalists' or 'mobile if I must'. While 'mobile minimalists' consider their cell phones to be an efficient replacement for their landline phones, they have no interest in using them for anything other than making and receiving calls. 'Mobile if I must' meanwhile prefer the simplicity of their landline phones and have cell phones primarily for safety. Then there's the 18 percent of "Cell Conscious" who don't even own a cell phone and *gasp* really don't want one.

General Demographic Description: Mature Single No Kids

Predominant Age Range: 55 - 75+
Household Income (\$k): 52.00
Population Density/Square Mile: 21577
Presence of Children: Unlikely to have children in the household

Connex Digital Clusters

Digital Cluster: 29 - Social Lites



29 | SOCIAL LITES

Cluster Description: Single without any children at home, "Social Lites" are suburban retirees living largely offline lives. If asked, these seniors would tell you the internet has little impact on their lives. As far as they're concerned, newspapers keep them informed, TV entertains them and radio relaxes them. Why in heaven's name would they want to go online? Certainly not to join the throngs of people putting too much private information about their lives on sites like Facebook, Instagram and Twitter. Despite their distaste for pinning, blogging and posting however, "Social Lites" do enjoy getting social, especially if it involves watching the game on TV with some friends or comparing notes with fellow connoisseurs at collector's club gatherings.

General Demographic Description: Mature Single No Kids

Predominant Age Range: 65 - 75+
Household Income (\$k): 21.00
Population Density/Square Mile: 920
Presence of Children: .06x as likely as the national average to have children in the household

Digital Cluster: 30 - Unplugged



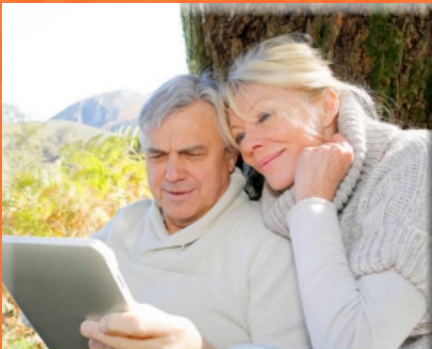
30 | UNPLUGGED

Cluster Description: Single with no children left at home, "Unplugged" enjoy a peaceful existence free from the digital distractions that seem to dominate the lives of almost everyone else. For decades, these folks worked at jobs in production, installation and farming. Now retired, and largely widowed, these seniors enjoy more relaxing pursuits like watching their favorite TV shows or leisurely perusing the newspaper with their morning coffee. The internet however has little impact on their lives, since few of them consider going online to be relaxing or enjoyable. Why do they need Facebook friends or Twitter followers? They've been social for years thanks to their trusty landlines, which lets them chat with friends close to home, as well as those faraway courtesy of their domestic long distance calling plan. From where they're sitting, people already put too much private information about their lives on the internet without them adding to it. Furthermore, nearly a quarter of "Unplugged" also find cell phones unnecessary. Those that do own one got it primarily for safety purposes and don't intend on using it otherwise, since cell phones are just too complicated these days.

General Demographic Description: Mature Single No Kids

Predominant Age Range: 65 - 75+
Household Income (\$k): 38.00
Population Density/Square Mile: 180
Presence of Children: .07x as likely as the national average to have children in the household

Digital Cluster: 31 - Retirement Reboot



31 | RETIREMENT REBOOT

Cluster Description: Free from the responsibilities of hectic careers and full-time parenting, "Retirement Reboot" couples are enjoying every minute of their 2.0 lifestyle. In V1.0 these lawyers, doctors and financial analysts used the internet as a tool for marketing, research or interoffice communication. Nowadays though, it's their all-access pass to shopping and entertainment excitement. Using their high-speed fiber optic connections, these carefree couples look up show times on sites like PBS.com, manage their enviable investment portfolios or make travel plans--most recently for the European vacation they're taking in the fall. Preferring to spend time socializing as opposed to social networking, these twosomes have little interest in Facebook friends or a Pinterest posse. On the rare occasion they use social networking it's probably to find local information or catch up on the day's headlines. "Retirement Reboot" have the same nonchalant attitude about their cell phones. Although most of them own one, they much prefer their landline, which remains blessedly free from the confusing array of features that riddle their cell phones.

General Demographic Description: Mature Single No Kids

Predominant Age Range: 65 - 75+
Household Income (\$k): 124.00
Population Density/Square Mile: 775
Presence of Children: .34x as likely as the national average to have children in the household

Digital Cluster: 32 - Dreaming of Analog



32 | DREAMING OF ANALOG

Cluster Description: "Dreaming of Analog" are married couples living out their golden years in suburban comfort thanks to the retirement real estate they invested in a few years back. For the most part, the internet has little impact on these retirees with the possible exception of managing their financial portfolios. Although they enjoy a healthy fixed income, these couples tend to be 'active quality seekers' who read product reviews and compare prices across multiple websites prior to making purchases, which in their case often exceed \$800 annually. As for social networking, these couples think people put too much private information about their lives online and have little interest in doing the same by creating their own Facebook or Instagram profile. "Dreaming of Analog" do own cell phones, but much prefer their landline phones for making and receiving calls. Not to mention they find cell phones to be a bit annoying, especially in the hands of people who carry on loud conversations in public places!

General Demographic Description: Mature Married No Kids

Predominant Age Range: 65 - 75+
Household Income (\$k): 91.00
Population Density/Square Mile: 489
Presence of Children: Unlikely to have children in the household

Connex Digital Clusters



33 | TIMED OUT

Digital Cluster: 33 - Timed Out

Cluster Description: Retired from jobs in production and social services, "Timed Out" now enjoy quiet lives in modest suburban neighborhoods. The internet has little impact on the lives of these couples who'd much rather spend their free time watching TV or reading the newspaper. Not surprisingly, these folks never got around to replacing their dial-up modem, since it's fine as paint for visiting AOL, NASCAR.com and playing the occasional game on social media. With family living not so close to home any longer, "Timed Out" frequently make domestic long distance calls to stay in touch. Despite having cell phones, these couples overwhelmingly prefer the simplicity of their landline phones, which don't require a degree in rocket science to operate!

General Demographic Description: Mature Married No Kids

Predominant Age Range: 65 - 75+
Household Income (\$k): 46.00
Population Density/Square Mile: 636
Presence of Children: Unlikely to have children in the household



34 | DIGITAL DETOURS

Digital Cluster: 34 - Digital Detours

Cluster Description: "Digital Detours" are senior couples whose children have recently returned to the nest. To help support their larger households, these nearly or newly retired men and women have recently launch home-based businesses. The internet has helped them grow their business, in addition to providing them with a main source of entertainment. Dad enjoys seeing how his fave drivers are faring on NASCAR.com, while mom enjoys looking for deals on Coupons.com--products she's also been known to review on social media once she's had a chance to try them. Their son begins each day checking the latest job postings on CareerBuilder.com and the grandkids just love watching videos and gaming. "Digital Detours" have similarly varying behaviors when it comes to their cell phones. The grandkids are obsessed with them and are constantly texting their friends. Conversely, their grandparents prefer the simplicity of their landlines for making and receiving calls and avoid texting altogether since typing messages is real hassle.

General Demographic Description: Mature Married With Kids

Predominant Age Range: 55 - 74
Household Income (\$k): 76.00
Population Density/Square Mile: 501
Presence of Children: 2.12x more likely than the national average to have children in the household



35 | DIGITAL DISTRACTIONS

Digital Cluster: 35 - Digital Distractions

Cluster Description: Located in the sleepy suburbs that dot the outskirts of mid-size cities, "Digital Distractions" are blue collar families living a modest, no frills lifestyle. These folks work hard as installation technicians, production specialists and construction workers, so when they're off the clock they want to relax. The internet is a main source of entertainment for these families who frequent sites such as CBS, eHow and Fandango where they watch full episodes of their favorite TV programs, view trailers of upcoming movie and access DIY home & garden projects. They're also fond of the home & garden hacks they find on Pinterest. More than anything though, "Digital Distractions" love playing games. Whether they're downloading video games or participating in live gaming events, these folks are always up for some friendly competition.

General Demographic Description: Mature Married With Kids

Predominant Age Range: 55 - 74
Household Income (\$k): 43.00
Population Density/Square Mile: 55
Presence of Children: 2.13x more likely than the national average to have children in the household