

## CUSTOMER PROFILER REPORT

### Quick facts about your customers

76% of your customers are MALE.

The top 2 age ranges of your customers are: 25-34 and 55-64.

The income range with the largest number of household in your file is:  
\$250000+ and \$175000-199999.

73% of your customer's marital status is: MARRIED.

40% of the households in your file show a presence children.

8% of your customer are located in zip code 60173.

100% of households own their home.

54% of your customers have a college or advanced education level.

60% of your customers are Dream Weavers.



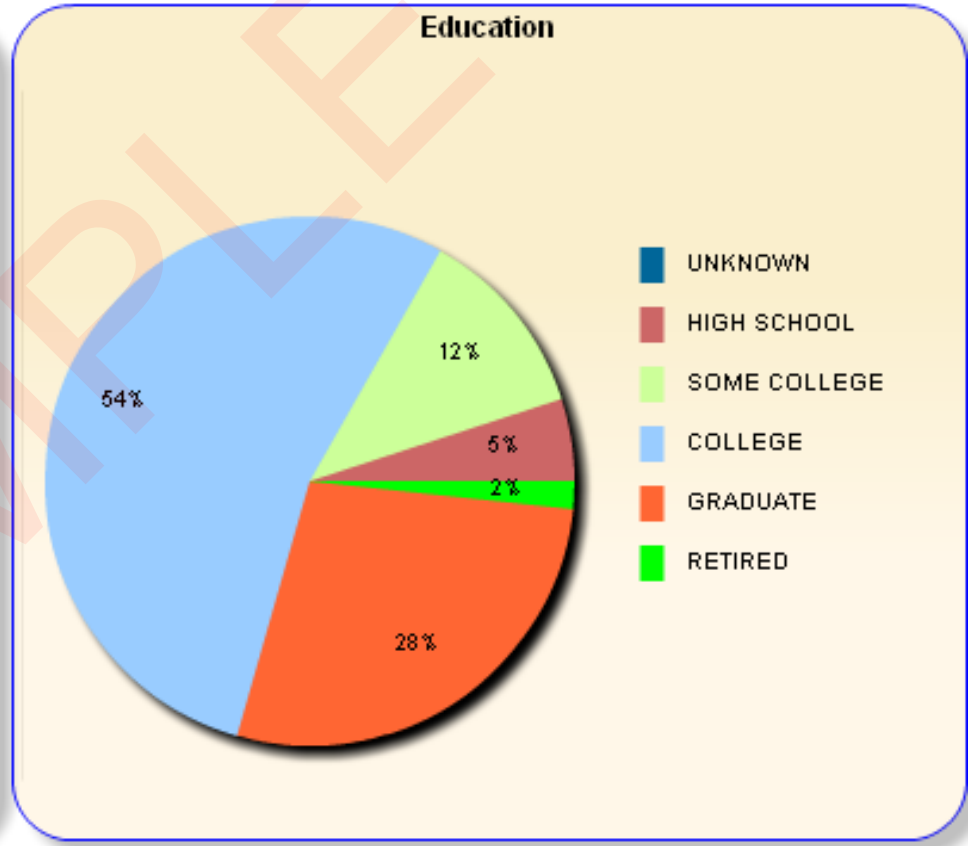
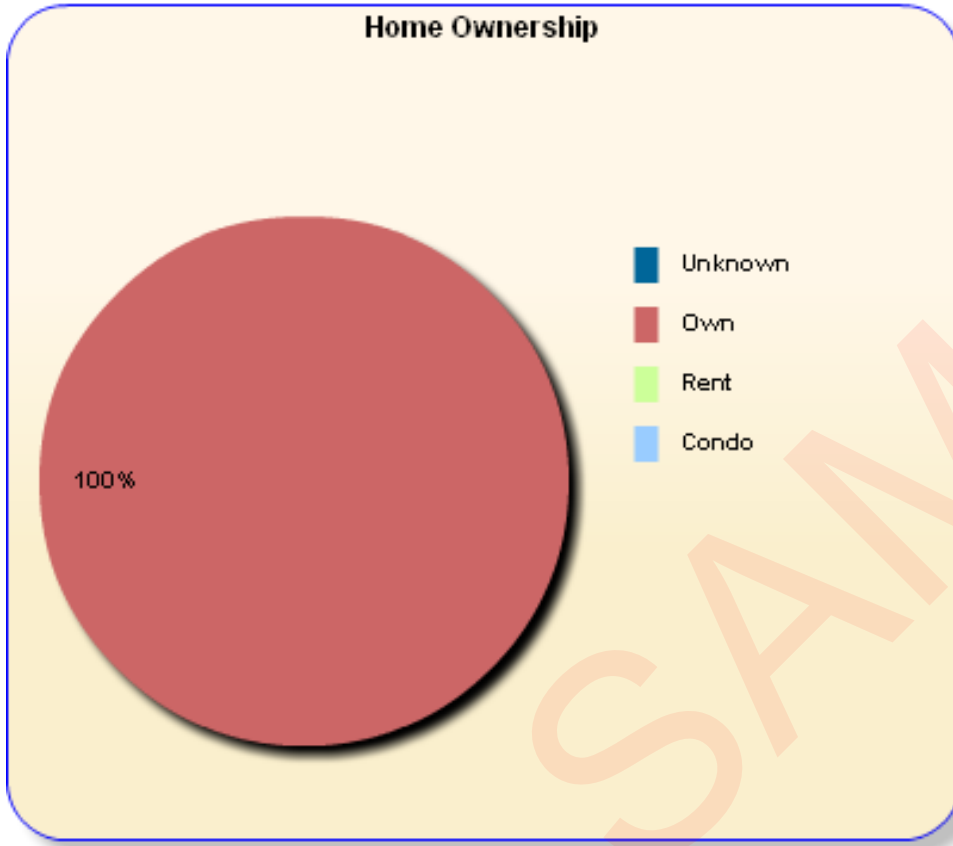
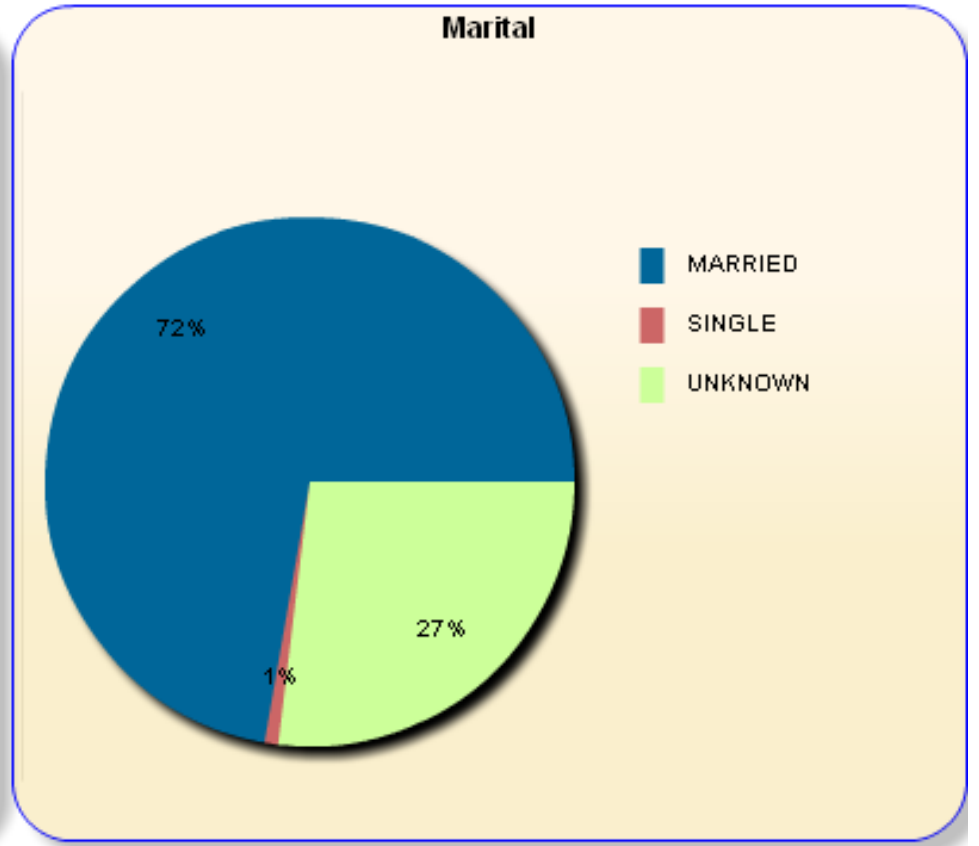
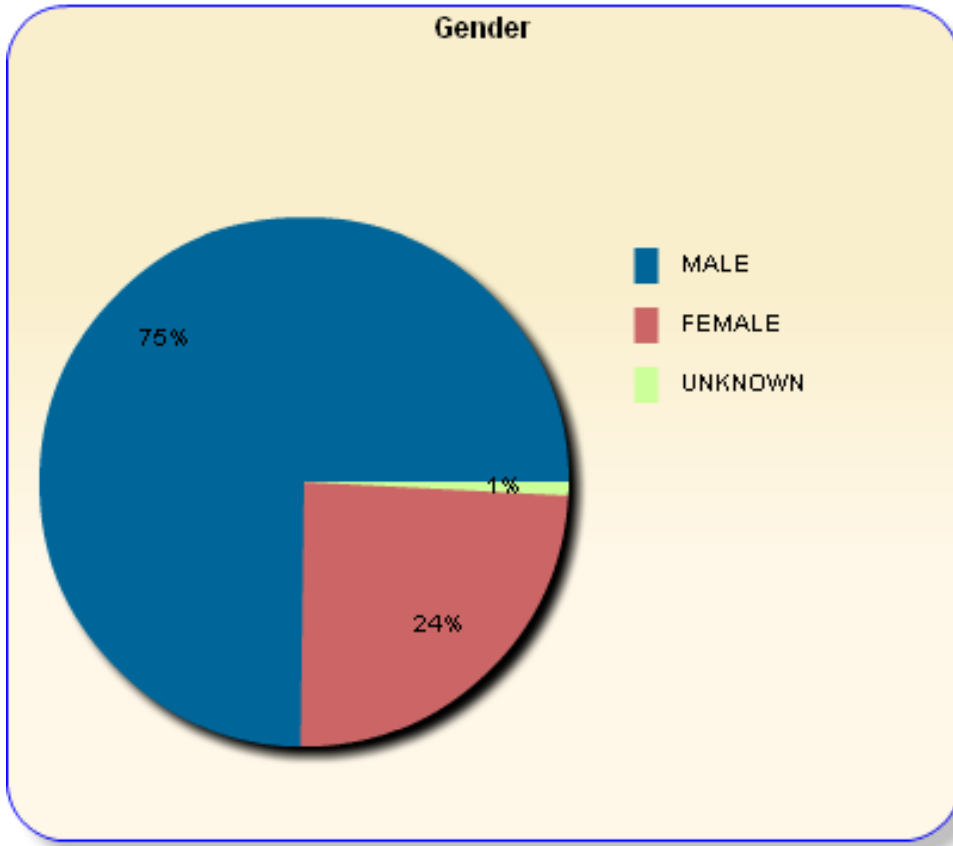
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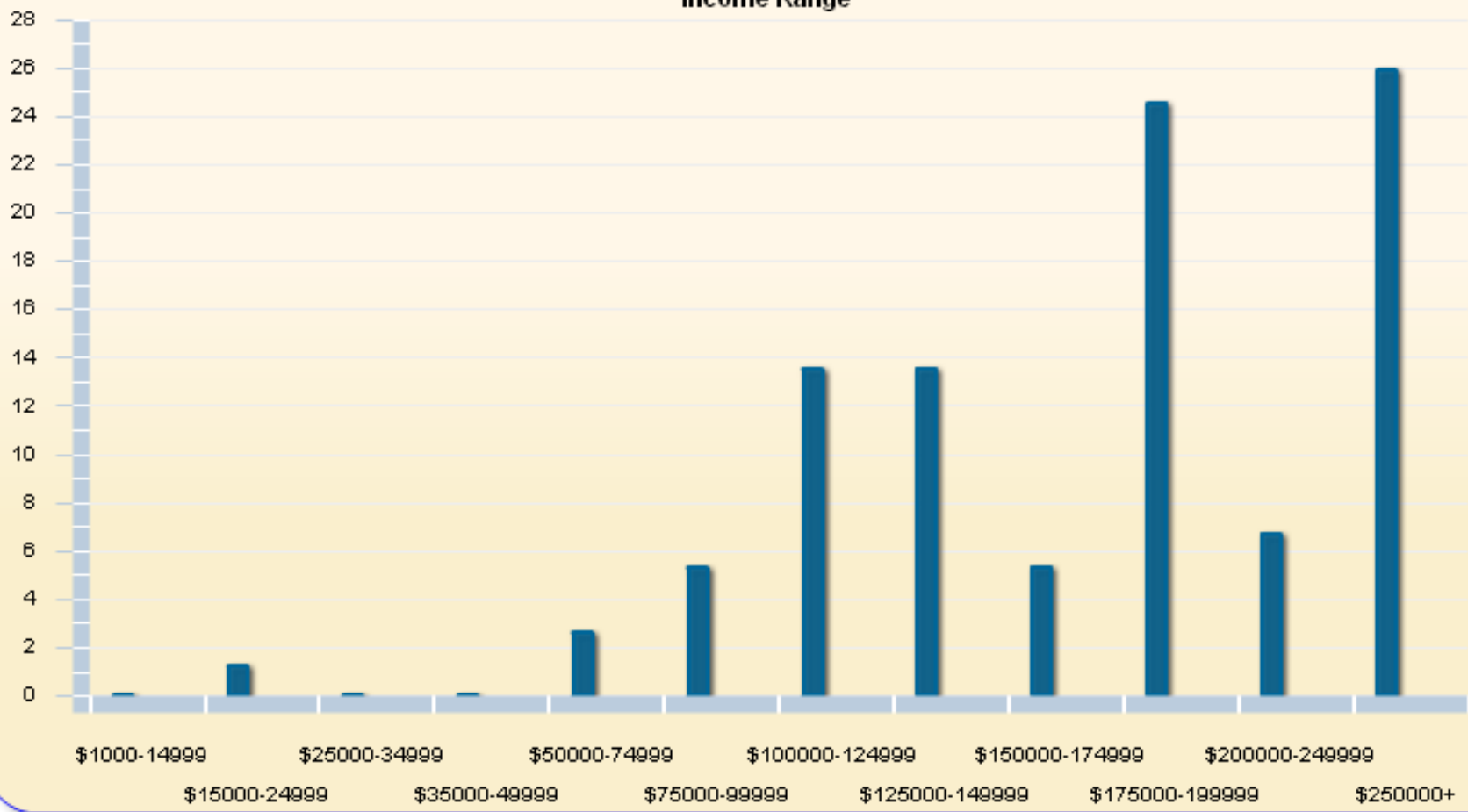
## Basic Demographics

The following graphs illustrate the basic demographic make-up of your customer file. The traits found in your file can be used as easy selectors when building a list of new prospects for marketing campaigns.

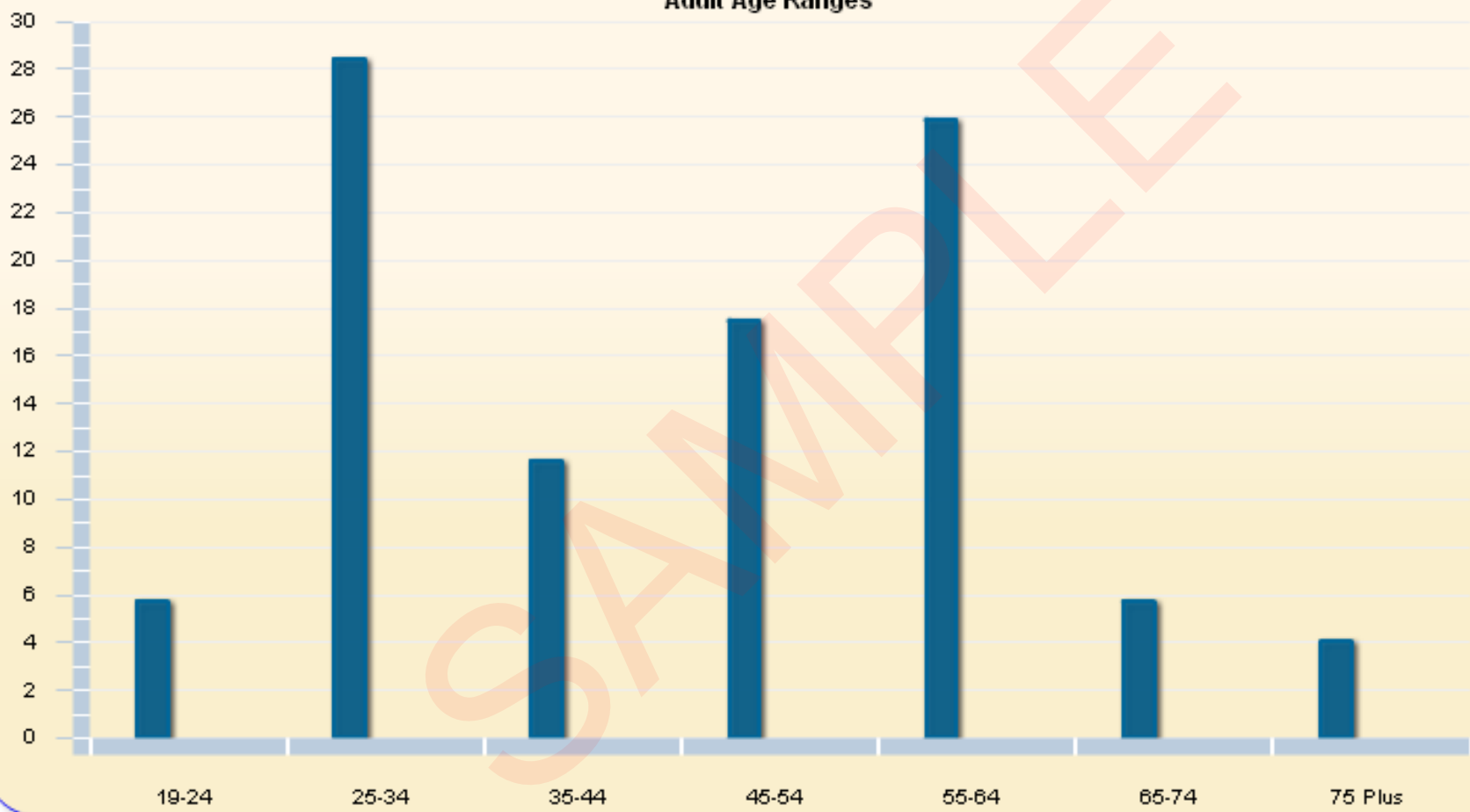


## Basic Demographics

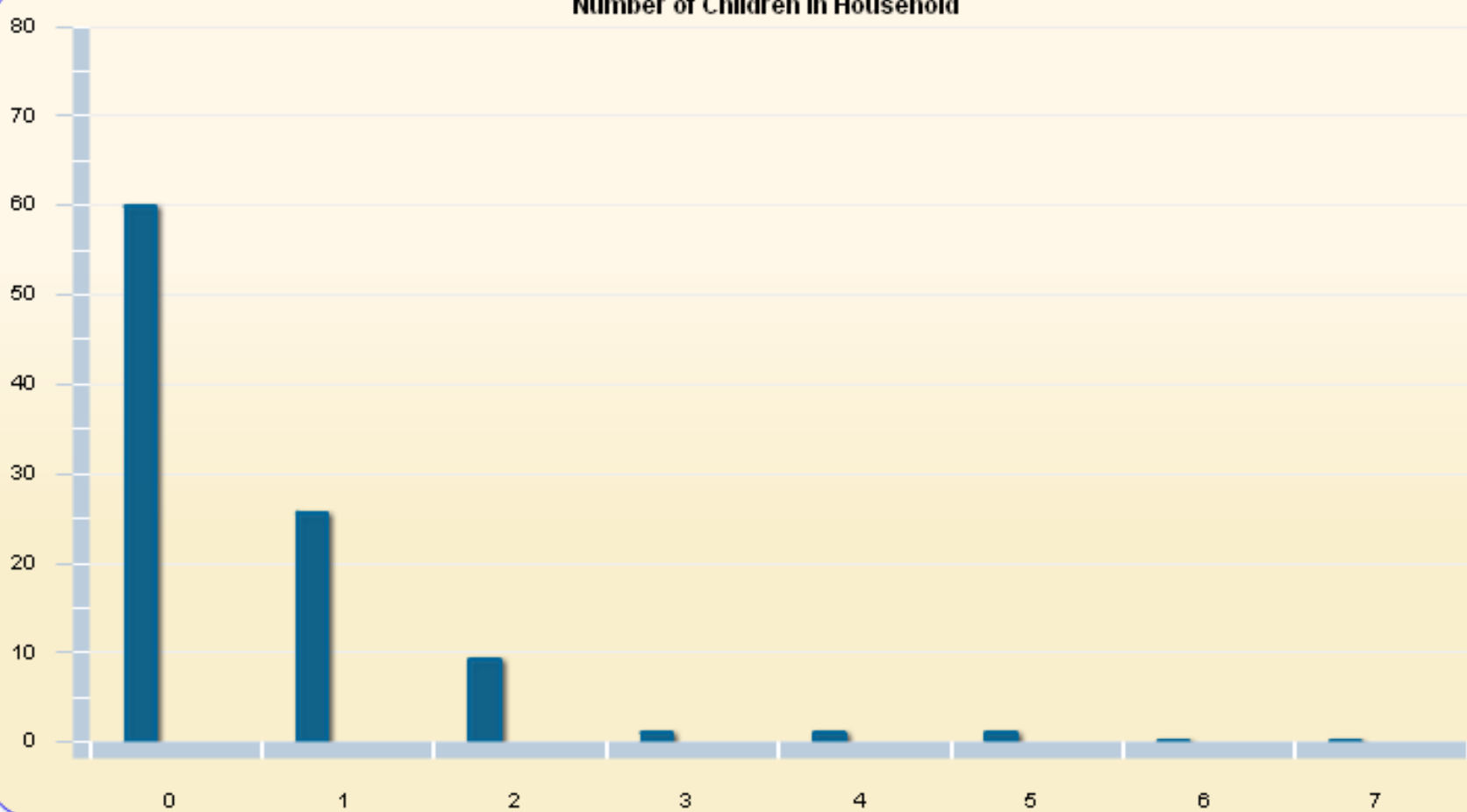
### Income Range



### Adult Age Ranges



### Number of Children in Household



## Where your customers are located

The largest concentration of households in your list is located in 60173.

The top zip codes in your file are:

- 60173
- 60174
- 60175

## Mosaic Segments

Your file has the largest percentage of the following Mosaic Segment: **Dream Weavers**

Members of this cluster work hard to maintain their upper-middle-class status. They have captured the American dream of suburban living with median home values of \$290,000. They live in newer suburban neighborhoods developed since 1980. And they can be predominantly found in large metropolitan areas such as Chicago, Dallas, Denver and Atlanta.



### Key Characteristics

- Frequently belong to churches, synagogues and social clubs
- Tend to be have large families
- Highly philanthropic
- Frequently dual income households
- Value quality over price
- Early technology adopters
- Rely on financial advisors

### How to reach them

- Email responsive
- Focus on media that relates to their home and families
- Read upscale home magazines
- Radio listeners, news and talk stations
- Interest in online news
- Interest in online shopping
- Interest in online travel

### What is Mosaic?

Mosaic Classifies all 113M consumer households into one of lifestyle types, aggregated into over-arching groups. Provides complete understanding of the demographic, socio-economic, lifestyle, behaviors and cultural diversity of all US consumers

## Mosaic Segments

Your file also contains households in the following Mosaic Segments.

**White-collar Suburbia:** Mostly comprising of early and late baby boomers, this cluster works and plays hard. Nearly half the group earns more than \$100,000, but the average household income is \$94,000. Dominantly White, this cluster features an Asian population that's four times the national average.

**Enterprising Couples:** Resoundingly a married couple crowd with slightly over half having no children at home, this highly educated cluster earns a median income slightly under \$80,000, with 52 percent earning more than \$75,000. More than 50 percent claim interest or dividend income. Half are dual-income households with careers in mostly service industries, including finance, health, education, retail and manufacturing. Nearly 40 percent are married couples with children.

**Small-Town Success:** Comprising of mostly early and late boomers, this cluster enjoys suburban family living in metro areas throughout the Midwest and in suburban Texas, Colorado, Utah and Arizona. Though the median household income is \$75,000, about a third bring home more than \$100,000 annually. Predominantly married, nearly 40 percent have children at home. More than 90 percent own single detached homes with a median value of \$175,000. The median age is 39, though a third of the crowd is age 50-plus.

**Urban Commuter Families:** Though the median age for Urban Commuter Families is 40, a fifth of the population are early boomers ages 50 to 64, and nearly a quarter are ages 35 to 49. Only a third of these households have children. The majority are married-couple families. Median home value for these families is \$140,000. Scattered throughout second-tier urban centers in upstate New York, Pennsylvania, New Jersey, Maryland, Texas and Colorado, this conservative crowd commutes to their educational, financial and health services jobs in Subarus, Toyotas, Chryslers and Ford trucks.

## Summary

For over 20 years, Experian has established itself as a leading provider of consumer data and segmentation. Our products help small businesses, like you, to grow by targeting and engaging customers with highly precise marketing. The information contained in this report was compiled using our extensive experience in the analysis of consumers, their characteristics and behaviors. The information in this report provides you with insight into the customers and households within your customer file.

We hope you find this information useful in:

- Understanding the unique characteristics of your customers
- Knowing if you have been successful in reaching your target audience
- Identifying segments within your own customer file for unique marketing opportunities
- Understanding the size of your market
- Identifying the types of prospects you want to target in future marketing campaigns
- Developing the right marketing messages to reach your target audience

In addition, below are customized marketing tips based on the specific demographics of your customer list to help you achieve better results from your marketing. Apply some or all of these tips in the development of your next campaign. If you have any questions over this report, or want more information on our other marketing products, please contact our customer support team at 888 808 8242.

## Marketing Tips

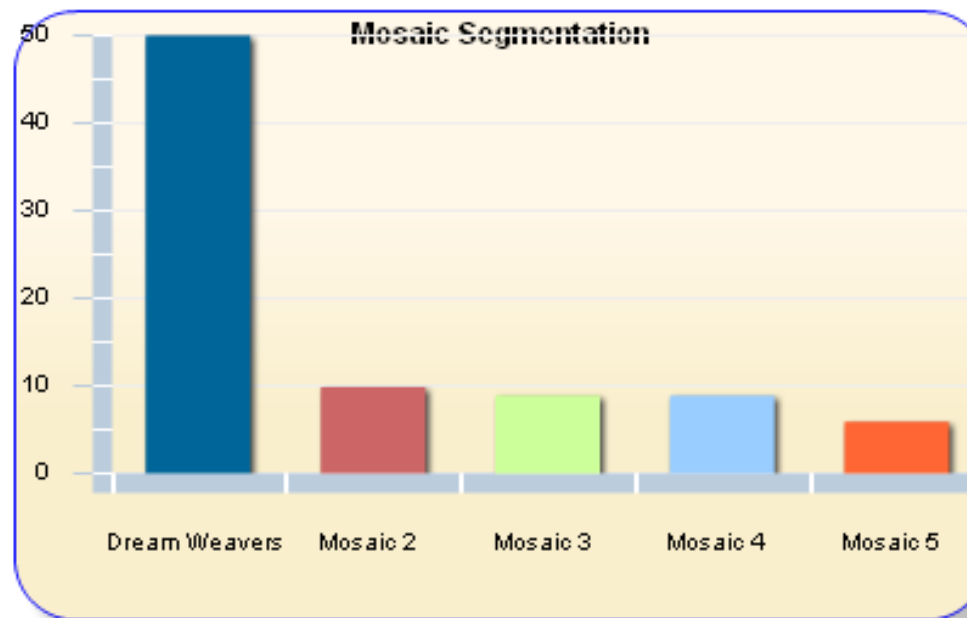
- Your customer file had a majority of **MALE** customers. For general marketing purposes you may concentrate on targeting this gender. Holidays and other gift giving times, offer a great opportunity to market to the opposite gender.
- Based on your top Mosaic Segment of **Dream Weavers** consider the following marketing guidelines:
  - This segment uses the internet extensively and are responsive to email marketing
  - Messages about families resonates well with this group
  - Emphasize product quality in marketing messages over price
- A large portion of your customers have a **PRESENCE OF CHILDREN**. Consider offering family friendly deals in your marketing.
- Most of your current customers are located in **60175**. Experian's clone my customer product can help you find similar customers in other cities.

## Premium Customer Profiler report

Want more insights on your customers?

**With a PREMIUM CUSTOMER PROFILER REPORT you get:**

- Comparison of your customers to local and national averages
- Additional demographic data including
  - Number of adults in each household
  - Number of children
  - Length of time in residence
  - Dwelling type
- Detailed marketing and demographic information on the Top 5 Mosaic Segments in your file



**Plus, get actionable insights into how to best market to your customers.**

[Upgrade Now to a Premium Customer Profiler Report for only \\$49.99](#)



## Clone My Customers

*Looking for prospects that look just like your best customers?*

### Build a list with Clone My Customer

**Experian's clone my customer list application helps you:**

- Get a list of customers with the same characteristics and behaviours as your best customers
- Find like customers in new geographic areas
- Eliminate the guess work in selecting the right prospect lists



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