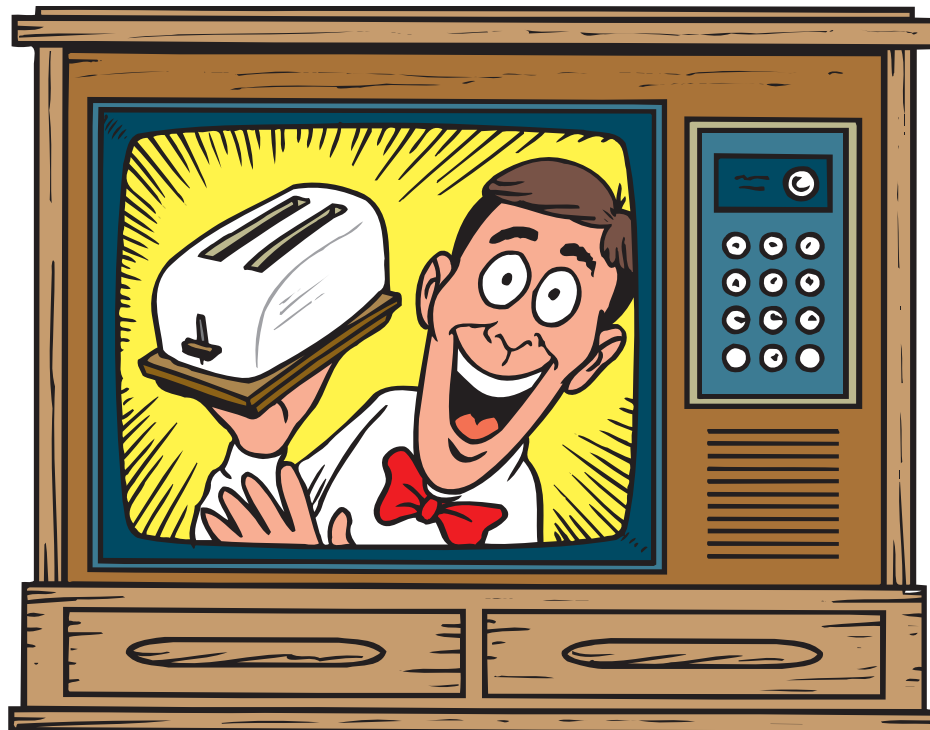
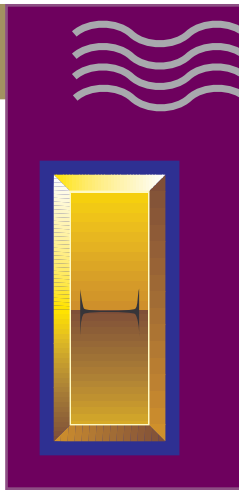




## **Improving Media Management through Market Segmentation**





# Group 1

**18% of the Adult Population**

## Keywords

finest  
dependable  
assurance  
experienced  
tested  
guarantee  
responsive  
commitment  
performance  
potent  
fast/quick natural  
fresh  
blend  
delicate  
warm  
soothing  
imported  
unique  
quality  
rarely seen  
coveted  
exquisite  
reflection  
rewarding  
custom  
luxurious  
uncommon  
distinctive  
elegant  
exclusive

## Values and Lifestyles...

Group 1 members are young, educated and affluent. Most work as managers and professionals. They are well organized and generally get along well with others. In their decision making, they tend to take a conservative approach. They seek a lot of information before making decisions, and take calculated risks.

Group 1 members like to balance the demands of their jobs with a dedication to their homes and families, as well as to their personal development. They like to spend time with their families relaxing or working on projects around the house. And, just as importantly, they like to have time to spend on themselves, whether that means curling up in a comfortable chair at home to read a new novel, or taking time to go to their aerobics class.

Group 1 members are a sophisticated group. They feel that their preferences reflect a refined taste in tune with current trends and fashion. On occasion they also like to attend artistic or cultural events.

Their political views are generally liberal. They express a distrust of public officials and feel that political decisions are primarily affected by the interests of large corporations and the wealthy. In their personal lives, they are accepting of new lifestyle and new roles for men and women.

As consumers, Group 1 members seek merchandise that is unique and reflects their sophistication. They are not content to buy what everyone else has. This group is more concerned about the quality and style of merchandise than its price.

## Demographics...

Group 1 members are well educated and affluent. Over three-quarters (81 %) have graduated from college. Their average income is \$68,500. Most are employed full time (76%). Only 11% are employed part-time; 7% are homemakers and 5% are retired. Among those employed, most are professionals (44%) or managers (30%), and 6% are in professional sales. About 69% of Group 1 households have more than one wage earner.

Group 1 is composed of 53% men and 48% women. Their average is 40 years old with over half (53%) being under 40. Almost three-quarters (74%) are married, 19% are single, 5% are divorced and 2% are widowed. About 79% own or are buying their own home and 49% have dependent children living with them.

## Images that Attract...

Life at the top • Rational ads • Family scenes where the parents' lifestyle is similar to theirs  
• Scenes depicting artistic and cultural events • Fashionable surroundings, fashionable vacation resorts • Romantic husband-wife scenes in a sophisticated setting • Families playing sports together • Serene scenes of nature, northeast countryside



## Group 2

**14% of the Adult Population**

### Keywords

performance  
planning  
productivity  
growth  
efficiency  
speed  
power  
energy  
extraordinary  
originality  
excellence  
optimum  
winning edge  
cutting edge  
competitive  
advantage  
ingenuity  
bold  
sleek  
sharp  
strategic  
daring  
automated  
integrated  
technology  
science  
breakthrough  
clear  
precise  
recognition  
international  
distinguished  
luxurious  
exclusive  
imported

### Values and Lifestyles...

Group 2 members perceive themselves as go-getters. Most are found in professional and managerial positions and earn high income. However, they are not content to stay where they are. They want to rise higher, earn higher incomes and enjoy more privileges. Group 2 members like others to see them as leaders. They want their opinions to be sought after and taken seriously. They try to keep abreast of new developments in the marketplace or in their profession. This is also a very social group. Though their families are important to them, they feel a strong need to be out doing things that are exciting and new. Even though they have less leisure time than most other groups, they manage to get involved in more activities than most.

Politically, they are a conservative group. They want to curtail government spending in most areas with the exception of military defense. They believe that our economic system allows ample opportunity for people to earn a satisfactory living

Their personal values reflect the prevailing standards of the community. They believe that people have the right to make their own choices as to how they spend their time away from work, but at the same time they disapprove of sexual promiscuity. With regard to women's issues, they are supportive of women's efforts to pursue nontraditional careers, but disapprove of measures that could possibly provide women with preferential treatment in hiring or promotions.

Group 2 members are innovators in their purchases. They like to be one of the first to purchase a new type of appliance or stereophonic equipment. When they shop they are very concerned about quality and styling. What they purchase for themselves and for their homes must reflect their position in life. Since time is a scarce resource, these people want their shopping to be done efficiently. They prefer to shop where the staff is knowledgeable and helpful.

### Demographics...

This is the most affluent group in a market. Their average income is \$77,000. In two-thirds (66%) of these households, the income reported is the result of two or more wage earners. Most Group 2 members who are employed work as managers (34%) or professionals (32%). Only a few work in clerical/sales (12%), or in skilled blue collar occupations (7%). About three-quarters (77%) of group members are employed full time 7% are employed part time, 8% are retired and 6% are homemakers.

The group consists primarily of males (63%). Most have a college education (78%). Their average age is 42. Over three-quarters (79%) are married, 11% are single and 6% are divorced. Most (87%) own their own home. About 48% have dependent children living with them at home.

### Images that Attract...

Images of speed • Images of technology • Competition, great physical effort • Images of success in business and in the professions • Strategic business meeting, creative solutions • Innovations that are exciting • Images of upscale outdoor sports; tennis, racquetball, skiing, golf • Upscale resorts, sophisticated restaurants • Exotic vacation places • Attractive home scenes of families that appear to be successful • People who are intelligent, articulate and witty.



## Group 3

**22% of the Adult Population**

### Keywords

family  
home  
wholesome  
security  
reliable  
caring  
helping  
American  
nationwide  
durable  
tough  
loads of fun  
cozy  
toasty  
home made  
easy care  
quick'n easy  
no fail  
comfort  
spacious  
true  
genuine  
friendly  
good value  
save  
discount  
more  
special  
guarantee

### Values and Lifestyles...

Group 3 members represent what most people consider as the average American. They are not wealthy, but their incomes are high enough to meet most of their needs. These people are happy with their lives. Most have accomplished what they set out to do. They own a home, have

a recent year car, a steady job, and most importantly, they have a sense of belonging to the community.

They are a sociable group of people. They strike conversations with others easily and enjoy the fact that they know a lot of people. At home, they rarely entertain in a formal sense, but they frequently have friends over for coffee or a beer.

Their political views are very conservative. They are very patriotic and believe in a strong military defense. They also believe that our economic system is the best in the world. They feel that those who are unable to provide for themselves have not really tried hard enough.

In their personal values they are traditional. Though they recognize the need for women to work outside the home to help provide for their families, they believe that the primary duties of women are to take care of their husbands and their children.

In their consumer purchases, they prefer to buy conventionally styled merchandise from middle priced department stores. They prefer merchandise that is durable and comfortable. They stay away from the trendy and the exotic. They will buy a product after they have seen it used by their immediate circle of friends. Generally, they wait for the price of a new item to come down before they buy it. Group 3 members are very attentive to sales and will often clip coupons for items they regularly buy.

### Demographics...

Group 3 members consist of 52% women and 48% men. Most (79%) have graduated high school or vocational school. Only 3% do not have a high school diploma and 18% have graduated college. About 58% of group members are employed full time, 18% are employed part time, 9% are retired and 7% are homemakers. Of those employed, the majority are employed as clerks or salespeople (30%), middle-level managers (28%) or skilled blue collar workers (10%). Another 14% and 9% are employed as unskilled/semi-skilled laborers or service workers respectively. Their household income is an average of \$43,500 per year. About 62% of these households have more than one wage earner. The average age is 40 years old. About 58% are married, 31% are single, 7% are divorced and 4% are widowed. Almost three quarters (73%) own their own home and 40% have dependent children living with them.

### Images that Attract...

Traditional family scenes • Images of nice middle class homes • Mothers neutering their children  
Women taking care of the home and their husbands • Fathers as the decision makers in the family • Fathers fixing things around the house • People working hard and taking pride in their work • Plain talk • People being neighborly, caring about each other • Gettogethers, picnics, pot lucks



## Group 4

**17% of the Adult Population**

### Keywords

no nonsense  
no hassle  
tough  
strong  
power  
punch  
durable  
steel  
mighty  
spirit  
long lasting  
craftsman  
performance  
guaranteed  
proven  
independent  
save  
discount  
bargain  
value  
special pride  
home made  
American  
honest  
bottom line  
quick  
easy care  
instant  
big  
magnum  
huge  
winner

### Values and Lifestyles...

Group 4 members have steady jobs and earn a moderate income. Nevertheless, they believe that their earnings are just barely enough to cover their basic needs. They feel life is turning out to be too much work and too little fun. They wish they could change their life situation, but they know that it is not a real possibility.

These people are generally not very outgoing. They are critical of most people, and have few friends they interact with on a frequent basis. They prefer to relax at home rather than go out. Similarly, this group does not participate in a large number of sports activities. They spend most of their time watching their favorite shows on television.

When asked about politics, they express a strong distrust of politicians and government officials. Most Group 4 members are liberals who are opposed to the administration's emphasis on defense spending over educational and social programs.

In their personal values, they tend to be traditional. Though they believe that women should be treated fairly in the work place, the division of labor in their home is along traditional sex role lines. These people also express conservative views with regard to moral issues.

As consumers, they opt for mainstream, traditional merchandise. Since they do not need to project a professional appearance at work, nor do they entertain frequently at home, they are less concerned about styling or elegance than with durability and price. Since they feel that their income is barely adequate to meet most of their needs, they are determined to be smart shoppers.

### Demographics...

Group 4 members have an equal proportion of men and women (51% males, 49% females). Their average age is 40 years old, with 46% under age 35. The majority (81%) have a high school education. About 3% do not have a high school diploma and 16% have college degrees. Their average annual household income is \$42,000, and in 62% of these households there is more than one wage earner. Of those group members who are employed full or part time, about 23% are laborers, 18% are clerks or sales people, 18% are skilled blue collar workers, 17% are in middle-level managerial positions and 14% are in a service occupation. About 10% of group members are homemakers and 9% are retired. A little more than two-thirds (68%) of group members are married, 23% are single, 8% are divorced and 2% are widowed. About 76% own or are buying a home and 47% have dependent children living with them.

### Images that Attract...

People bucking the system. "Take this job and shove it" • Strong independent people • Things that make life easier, more comfortable, more relaxing • People like themselves having fun in settings they patronize • People like themselves with a good sense of humor • Women taking care of their husbands and their families • Men exhibiting skill in fixing things around the house • Football, baseball • Getting a bargain • Straight talk. Presenting factual information about products.



## Group 5

**16% of the Adult Population**

### Keywords

old fashioned  
traditional  
wholesome  
American  
patriotic  
community  
neighborly  
caring  
friendly  
gentle  
sincere  
family  
reputable  
proven  
guarantee  
trustworthy  
leconomical  
bargain  
sale  
special  
coupon  
special rates  
free gift  
plenty  
careful  
secure safe

### Values and Lifestyles...

This is the oldest of the market segments. Many live on a fixed income and find it hard to make ends meet. This group feels out of place in today's society. However, their home, their families and a few close friends give them much satisfaction. Thus, few complain about their life situation. They feel that they have lived a good life and they would not have changed it, even if that had been possible.

Group 5 members have maintained their homes pretty much as they were twenty or thirty years ago. A whole lifetime's experiences are reflected in the furnishings and decorations of the home. Although most group members no longer have children living with them at home, they focus much of their attention on a daily basis on what their children are doing. They are proud of their children's accomplishments and discuss lovingly the new things their grandchildren can do.

I Their political views are very conservative. This is a patriotic group of people who believe that our economic system is the best in the world. Nevertheless, they are concerned about the budget deficit and the fact that such a large proportion of the government's budget seems to go to military and welfare I programs.

I In their personal values, this group is traditional. They are religious and much of their personal morality is I based on biblical teachings. They deplore the morality of youth in the 1980's.

I As consumers, Group 5 members try to buy only what is absolutely necessary. Price is the ultimate I consideration before making a purchase. They carefully look through newspapers and circulars for sales I and specials and diligently clip the coupons they think they might use. They are not concerned about how I much time it takes them to shop. Nevertheless, this group also believes that national brands are superior I in quality to store brands or generics, so they devote much attention to finding their preferred brands on sale.

### Demographics...

This group consists of 69% women and 31% men. Their average age is 61 years old, with 57% over 65. This is the least educated group of consumers. About 41% of the group members have not graduated from high school, while only 1% have a college degree. Their average annual income is \$17,500 and only 18% of these households have more than one wage earner. About 19% of the group members are still employed full time, 8% are employed part time, while 56% are retired and 14% are homemakers. Among those employed, the majority are in service occupations (24%) or are semiskilled or unskilled blue-collar workers (24%). Another 21% are in clerical or retail sales positions, and 14% are skilled blue-collar workers. Over half (58%) of group members are currently married, 27% are widowed, 8% are single, and 8% are divorced. About 67% own their own home and 15% still have dependent children living with them.

### Images that Attract...

Traditional family scenes, Norman Rockwell type of imagery • Children enjoying the company of their grandparents • Adults showing love for their aging parents • People being caring, neighborly • Scenes of religious or spiritual nature • Things that allay their fear of crime • Nostalgic scenes from our country's past • patriotic themes



# Group 6

**14% of the Adult Population**

## Key Words

fun  
adventure  
party  
dream  
magic  
romantic  
sexy  
sensational  
happy  
lively  
lucky  
friendly  
flexible  
no hassle  
free  
easy credit  
clearance  
sale  
save  
liquidation  
half-price  
one day only  
free gift  
best value

## Values and Lifestyles...

Group 6 members have few attachments. They are generally not satisfied with their jobs. Their income is generally low and most feel that it is inadequate to meet many of their needs. They derive most satisfaction in life from their friendships and or from an occasional

romantic interlude. Group 6 members like to go out often. Though their preference would be for a wild night on the town, they find that they can usually afford only a few drinks at the local bar, or a pizza at the local pizza parlor.

Their political views represent a mixture of conservative and liberal ideology. On the one hand, they disapprove of the government's military budget, but on the other hand they are irritated at welfare cheaters who somehow are able to use the system to their advantage.

Like their political views, their personal values represent a mixture of the traditional and the new. Many were brought up with deep religious convictions, but later on in life they drifted away from church teachings. Thus, many hold the ideal of being married with the husband being the primary wage earner and the wife taking care of the home and children, but do not believe this fits their current life situation.

As consumers, they often find that they have to compromise what they want with what they can afford. They want their purchases to be stylish and extravagant, but actually end up buying things that are practical and conventional. Nevertheless, the style of what they buy is often more important than its underlying quality. Because they have to work with a limited budget, Group 6 members are very attentive to information on sales or specials.

## Demographics...

Group 6 members consist of 63% women and 37% men. Their average age is 42 years old. Most (86%) have a high school education, but 11% of group members have not graduated from high school. Their average annual household income is \$20,000. A little over one-third (35%) of these household have more than one wage earner. Although most group members are employed either full time (54%) or part time (9%), about 20% of group members are retired, 10% are homemakers and 4% are unemployed. Among those who are employed, most are clerical or sales workers (30%), 21% are semiskilled or unskilled laborers, 21% are in the service industry, and 16% are in positions of middle-level management. About 44% of group members are married, 30% are single, 15% are divorced and 10% are widowed. Over half (54%) own their own home and 40% have dependent children living with them.

## Images that Attract...

Romance, finding true love • Sex appeal • Parties, groups of people in festive occasions  
• Romantic exciting vacation destinations • People being friendly • Dreams come true, becoming wealthy, owning a nice car • Funny, happy scenes • Weddings • parents with babies • Big sales, clearances, liquidations.