

Commissioned: 2005 P2P Mindset	Median Age	Description	P2P Weekly Usage	Rep. % of P2P Community	Channel Preferences
Up & Comers (UC)	26	Young singles and couples without children who have a positive, upwardly mobile perspective and expect to benefit from their own skills and abilities. Up & Comers are gregarious, socially conscious, and lead active lives.	5	20.0%	WEB, P2P
Aspiring Achievers	21	Younger, self driven individuals who are skeptical about institutions and feel the need to look out for themselves. Aspiring Achievers believe that money is the measure of success and will give them the power to control their world.	6	27.0%	WEB, P2P
Teens (T) Echo Boomers	16	Echo Boomers is the label most often used to describe the next youngest age group segment. These individual born between 1977 and 1994 make up 27.5% of the U.S. population. Also known as generation Y or the Millennium Generation, these kids are described as more competent, confident and wary than their parents.	6	26.0%	Videos Games& P2P
Realists (RE)	31	Individuals who are resource-constrained and strive to balance their needs with the needs of their family. The Realist group is ethnically diverse and concentrated in urban areas.	4	7.0%	TV, WEB
New Traditionalists (NT)	41	Innovative American families who are creating a new paradigm for parenting. New Traditionalists are upscale, involved in community and interested in creating the "right" values environment for their children.	4	8.5%	Print, TV & WEB
Family Centereds (FC)	38	Family Focused individuals are not interested in social issues or self-exploration and have few interests or activities outside of the family. The Family Centereds group is skeptical about institutions and view the family as a safe haven in the world.	5	5.0%	TV, WEB & P2P
Individualists (I)	47	Individuals without children who are driven by technology and success at work. Individualists find little time for social interests and prefer to focus on climbing the career ladder.	3	2.5%	P2P, WEB, & Books
Renaissance Masters (RM)	60	Mature financially successful individuals who are vitally connected to the community and to life. Renaissance Masters are upbeat about their future and remain interested in personal development.	1	3.0%	TV, Newspaper, & WEB

Maintainers (M)

65

Mature individuals who use the past as their point of reference. The Maintainers group is sedentary and resource constrained.

0

0.5%

Newspaper,
Radio, & TV