








Life Stage Segment Definitions

Below are detailed definitions of each of the life stage groups included in this research.

Young Adults	Established Adults	New Parents	Established Parents	Other
 <p>6%</p> <p>n=1828</p>	 <p>36%</p> <p>n=8540</p>	 <p>4%</p> <p>n=635</p>	 <p>20%</p> <p>n=3251</p>	 <p>34%</p> <p>n=9341</p>
WHAT DEFINES THEM				
<p>Non-retired, single adults with none of their own child(ren) in their household who do not yet own and are not considering buying a home</p>	<p>Non-retired adults with none of their own child(ren) in their household who are either no longer single OR who own or are considering buying a home</p>	<p>Have young children in their household under the age of 5 (regardless of employment or home ownership status)</p>	<p>Have older children in their household at least 5 years old (regardless of employment or home ownership status)</p>	<p>Remaining respondents</p>
DETAILED DEFINITIONS				
<ul style="list-style-type: none"> (D25 NOT 6) Not retired (D15=2) Single (marital status) (D2 - MAX of D16_2<15) No children in household with at least 15-year gap (D23=2,96) Do not own and are not about to buy a home 	<ul style="list-style-type: none"> (D25 NOT 6) Not retired (D2 - MAX of D16_2<15) No children in household with at least 15-year gap (D15 NOT 2 OR D23=1) Not single (marital status) OR own or about to buy a home 	<ul style="list-style-type: none"> (D2 - D16 series MAX_2=15+) At least one child in the household with a 15-year age gap (D16 series MAX<5) Oldest child aged <5 	<ul style="list-style-type: none"> (D2 - D16 series MAX_2=15+) At least one child in the household with a 15-year age gap (D16 series MAX =5+) Oldest child aged 5+ 	<ul style="list-style-type: none"> Those not included in the other 4 segments



Questionnaire Questions Included in Life Stage Definitions

The following questions were included in the category definition logic shown on the prior page for each life stage group.

BASE: ALL RESPONDENTS

D2. (Q106) Please enter your age below. *Please enter a whole number.*

BASE: ALL RESPONDENTS

D15. (Q135) What is your marital status? *Please select one.*

1. Married
2. Single
3. Divorced
4. Separated
5. Widowed
6. Living with partner

BASE: ALL RESPONDENTS

D16X. Including yourself, how many individuals live in your household?

D16X_1 1. Adults (18+ years old) [] [ADULTS MUST BE 1-10]

D16X_2 2. Children (0-17 years old) [RANGE: 0-10]

[SAME PAGE FOLLOWUP IF THEY SAY AT LEAST 1 CHILD]

D16 SERIES. Please enter the age and gender of each child living in your household.

D16_A. Child 1 [] [RANGE: 0-17]

D16_B. Child 2 [] [RANGE: 0-17]...

BASE: ALL RESPONDENTS

D23. (B2520 (E2100)) Which one of the following best describes your current residence status?
Please select one.

1. Own or about to buy
2. Rent
96. Other

BASE: ALL RESPONDENTS

D25. (q149, e2120) Which one of the following best describes your employment status?
Please select one.

1. Employed full time
2. Employed part time
3. Self-employed
4. Not employed, but looking for work
5. Not employed and not looking for work
6. Retired
7. Student
8. Homemaker