

U•Konserve Target Analysis

Following are the results of a 2013 demographic analysis of U•Konserve customers:

- 54% are 35-44 years old (compared to 21% of the US) and 25% are 45-54 years old
- 60% are married
- 90% are female
- 60 % have children
- 65% have a college degree (compared to 42% of US)
- Average household income of \$190K (three times more likely to have incomes above \$150K and four times more likely to have incomes above \$250K)
- Twice as likely to have net worth over \$250K, and the average customer has a net worth of well over \$500K
- Lives in major coastal cities and suburbs, and small college towns
- Before kids, worked in professional/technical fields or management but now is more likely to work from home, part-time, and be self-employed
- More likely to be eco-conscious
- More likely to be liberal
- More likely to be health conscious
- More likely to cultural events and travel internationally