# Obituary Audience Guide

Strategic Backbone:
Target Discovery

We have two core need states on the site:
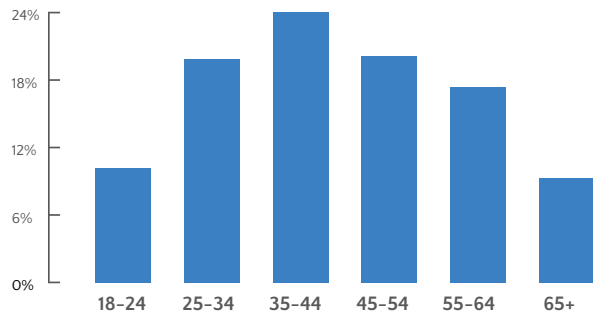**Browsers and Mourners.**

Browsers are users who have a habit of checking obituaries. Browsers are more habitual newspaper users and are dominantly over 65.

Mourners are users in need of information regarding a recent death. Mourners have a peak age of 35-45 and are not returning visitors today.

BROWSER (visited 5x or more) – **45.97%**
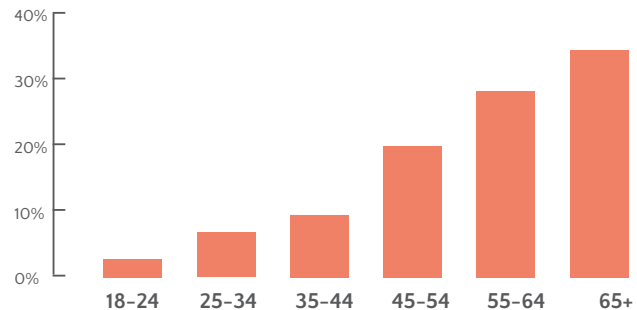
MOURNER (visited 4x or less) – **54.03%**

per·so·na

\pər–so–nä\ *noun*

The aspect of someone's character that is presented to or perceived by others

What is a Persona?

Personas are a representation of the goals and behaviors of a group of users using all available quantitative and qualitative data.

Captured in 1-2 page descriptions, personas include behavior patterns, goals, skills, attitudes and environment, with a few fictional personal details to make a realistic character that is easier to understand.

We've grouped our audience into 10 personas, each representing 10% of our current visitor base. Through these personas, we hope to bring to life the key patterns of the people you'll find on our website.

Persona Family Glue

ROSEMARY MARKS IS 55

Rosemary keeps the family together. It comes so naturally to her, it's like breathing. If a crisis hits, she has just the casserole to cover it. She's active in her church and community. She doesn't want to miss someone's passing, and by reading the obituaries on her local newspaper site, she's able to make sure family and friends can make plans. She's getting ready to downsize a bit and has been traveling a lot more now that the kids are gone and her husband's medical condition is under control.

Age:	54 – 57
Education level:	College
Income:	$150K+
Family:	No kids at home
Favorite websites:	WebMD, Facebook, Pinterest, AOL, Huffington Post Entertainment, Tributes.com, Yahoo Shopping, Bank of America, Legacy.com
Favorite TV:	A&E, HGTV

Persona Young Sympathetic

KAT FOSTER IS 25

Kat's a natural helper, from rescuing a stray cat to being the go-to gal at work. If she just learned of a death, she would be eager to help support the family. She's not a regular to the obituary section, but she's an avid online shopper so she knows how to find what she needs online. Being connected is just a part of her day, from streaming music at work to a daily dose TMZ and Glam. Kat knows what she needs and how to get it for herself and those she cares about.

Age:	18 – 31
Education level:	College
Income:	< $50K
Family:	No kids at home
Favorite websites:	TMZ.com, Glam.com, Twitter, Instagram, Pinterest, Facebook, LinkedIn, Wordpress.com, Blogger, Buzzfeed, iHeart Radio
Favorite TV:	Scandal

Persona Connected Mom

LINDSEY KOVAC IS 36

Lindsey loves to be in the know. She checks the local and celebrity news to get her fill of 'people' stories. Her social life is largely online since the kids were born, though she still gets in the occasional date night with her husband. She works part-time while caring for her growing family, so being able to connect on-the-fly is key. Her boss offered her a full time position, but she's still enjoying the challenge of balancing swimming lessons and soccer practice with meetings and work calls. It's the little victories and family moments that make it all worthwhile.

Age:	32 - 39
Education level:	College
Income:	$50 - $100K
Family:	Kids at home
Favorite websites:	TMZ.com, OMG!, Target, Amazon, eBay, Facebook, Café Mom, The Stir, Apple, Mom.me
Favorite TV:	Modern Family, Orange is the New Black

Persona Experienced Mom

TINA KARAS IS 44

Tina Karas is back to working full time now that her daughter is in college and her son is in high school. It's gone so fast, it seems like it was only yesterday that she met her husband Bob in college. Her perfect Saturday is indulging in a little retail therapy, lunch with her son, and catching an evening show with Bob. It feels like she and Bob are dating again, which has been a nice surprise. She was a runner in high school, and picked it up again this year after a friend who wasn't so active passed away. She's been training for her first half-marathon, hoping to complete it before she turns 45.

Age:	40 – 45
Education level:	College
Income:	$50 – $100K
Family:	Kids at home
Favorite websites:	NBC News, PriceGrabber.com, Pinterest, Huffington Post, Facebook, Coupons.com
Favorite reads:	Real Simple, US News and World Report, Boys in the Boat

Persona Coach Dad

CHUCK BRIGGS IS 49

Chuck Briggs is an awesome dad. To be honest, he would have loved to have had a son, but his four girls are some of the best athletes in town. He started playing ball with them before they could walk, and began coaching them once they hit middle school. Three of them have already made the high-school team, and one is on her way up the ranks. During the day he works for Greenray Industries, helping them to create global navigation systems, and his wife is a nurse at the local school. Mechanicsburg has been a great place to raise their team.

Age:	46 – 49
Education level:	Graduate school
Income:	$100 – $150K
Family:	Kids at home
Favorite websites:	OnlineSentinel, Yahoo Sports, NBC Sports, USA Today Sports
Favorite TV:	ESPN

Persona Cynthia Solo

CYNTHIA MARSHALL IS 53

Cynthia's mother wanted to make sure she had the skills she needed early so that she wouldn't have to be dependent on anyone, which is why Cynthia started working at 16 and has never stopped. She runs the office for the local hospital's urology department. Sometimes, the hospital's older patients don't show up for appointments, and she checks the obituary sites to see what may have happened. When she's not working, Cynthia's on the move. She's been able to take the trips she's always wanted, from New Zealand to New Orleans. Her father died young, which has served as an extra reminder for her to see the sights and make the most of every day.

Age:	50 – 53
Education level:	College
Income:	$50 – $100K
Family:	No kids at home
Favorite websites:	TimesLeader.com, AOL Money & Finance, About.com, Everyday Health, TripAdvisor, CBS News
Favorite TV:	A&E, HGTV

Persona The Historian

ANN BERGIN IS 60

Ann got interested in her family's history just before the 2001 family reunion. She thought she'd build out a little family tree to share, and she got hooked. She always enjoyed school, and this new hobby has been a neat way to keep her mind active and share with the family. Ann still works part time at the local grocery store and enjoys making sure that the books balance. There is something about putting everything in order that is so appealing. She isn't at all jealous of the girls out front talking to the customers every day. It's terrific to be needed and helpful in the quiet space.

Age:	58 – 61
Education level:	No college
Income:	$50 – $100K
Family:	No kids at home
Favorite websites:	Paypal, Ancient Faces.com, QVC, Ancestry, Kohls, JC Penny's, Find A Grave.com, Legacy.com
Favorite TV:	TLC

Persona **Wilson**

CHARLES WILSON IS 65

Charles is accomplished. He's a newshound and sports nut. It's important to be well-informed on all sorts of things, including deaths. When he comes across the news of a death, he never knows exactly what to say. He prefers to make a donation or send flowers. His favorite magazine is U.S. News & World Report, and his favorite site is Weather.com. He's not happy to admit it, but larger print and reading glasses do help when they are within reach.

Age:	62 - 65
Education level:	College
Income:	< $50K (plus retirement portfolio)
Family:	No kids at home
Favorite websites:	Yahoo Finance, WebMD, NFL Internet Group, Facebook
Favorite TV:	Golf Channel, Fox News, ESPN, CNN

Persona **The Veteran**

JOHN PHILLIPS IS 71

John served with the 11th Armored Cavalry Regiment, the "Blackhorse" regiment in Vietnam. He's more familiar with death than he'd like to be. He understands the importance of respect and honor, and is frustrated when others don't. He's a planner, and he doesn't want his family to be burdened with his death. He likes to keep tabs on the guys he served with so he can know if they're doing well. He reads Motor Trend, his local news and the Weekly Standard. He doesn't attend his high-school reunions, but he'd never miss a Blackhorse gathering.

Age:	66 – 71
Education level:	High school
Income:	< $50K
Family:	No kids at home
Favorite websites:	Blackhorse.org, Journal-News.com (Middleton Edition), Cinncinnati.com, Facebook,
Favorite Reads:	Motor Trend, The Weekly Standard, TV Guide, Reader's Digest

Persona Mrs. Peabody

EDITH PEABODY IS 89

Edith has seen an enormous amount of change in her life. She was just 14 as World War II started, and worked in a factory in her teens until she married at 21. She has stayed involved with church and her boys' school well into her 60s, but moved to a place near the kids in North Carolina after her husband retired. Her great-grandkids set her up with an iPad so she can check on the world without getting up from her chair. She recently lost her husband and misses her many friends who have also passed on, but getting out for walks and keeping up with her family and neighbors keeps her going strong.

Age:	77 - 99+
Education level:	High school
Income:	< $50K
Family:	No kids at home
Favorite websites:	PostGazette, ReadingEagle.com
Favorite TV:	MeTV

Sources

Thank you to all of our partners who provided data for this study:

GOOGLE ANALYTICS analyzes visitor traffic to paint a complete picture of an audience and their needs wherever they are.

QUANTCAST is a technology company specialized in real–time advertising and audience measurement.

COMSCORE measures what people do as they navigate the digital world – and turns that information into insights and actions.

ACXIOM harnesses the power of uses data to strengthen connections between people, businesses and their partners.

Legacy.com