APPENDIX THREE

TARGET MARKET DESCRIPTIONS

An Analysis of Residential Market Potential

The JOSANA Neighborhood

City of Rochester
Monroe County, New York

November, 2010

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Research & Strategic Analysis

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TARGET MARKET DESCRIPTIONS_____

The following target market lifestyle and values profiles have been developed by Zimmerman/Volk Associates, Inc., based on United States Bureau of Census data, Claritas' geo-demographic segmentation, and Zimmerman/Volk Associates' lifestyle and housing correlation methodology. The target market lifestyle and values profiles have been devised for use by design, marketing, and merchandising professionals in perfecting the position of new housing within the marketplace.

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EMPTY NESTERS & RETIREES

– Metropolitan Cities –

❦

THE URBAN ESTABLISHMENT _____

Configuration: Empty-nest couples; older singles (divorced and widowed).

Average household size—2 persons.

Predominant age range of adults—45 to 64.

Characteristics: Affluent, educated and sophisticated older couples.

Success achieved through intelligence, connections and contacts.

Over two-thirds attended or graduated from college or have advanced degrees.

High-ranking professionals in medicine, law, business and finance; arts and entertainment.

Housing preferences: Exclusive urban neighborhoods.

Elegant mansions, townhouses (the city version) and condominiums (the high-rise version).

Nearly a third lease large, luxurious apartments.

Consumption patterns: Chauffeured car; drive a Mercedes.

Investment property.

Undercounter wine cellar.

Watch the *Sundance Channel*.

Read *The Economist*.

Listen to all-news radio.

Icons: Mark Cross appointment book; the blue Tiffany box and the red Cartier box.

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"Luxury must be comfortable, otherwise it is not luxury."

— Coco Chanel

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Configuration:	Empty-nest couples; widows and widowers.
	Average household size—1 and 2 persons.
	Predominant age range of adults—55 and older.

Characteristics:	Multi-ethnic neighborhoods, including white, African-American, Latino and Asian residents.
	Active social life.
	College-educated.
	Public service lawyers, social service administrators, financial analysts.

Housing preferences:	Vibrant urban neighborhoods built before World War II.
	High-rises and rowhouses; detached houses on urban lots.
	More than three-quarters own their homes.

Consumption patterns:	Drive a Lincoln Town Car.
	Play the lottery.
	Avid theater-goers.
	Watch *60 Minutes*.
	Read *The New Yorker*.
	Listen to classical radio stations.

Icons:	Theater tickets; lottery tickets.

❖

"Join the United States and join the family–
But not much in between unless a college."
– Robert Frost

❖

MULTI-ETHNIC RETIREES _____

Configuration: Older couples; mostly retired, some caring for their grandchildren.

Average household size—2 to 3 persons.

Predominant age range of adults—55 and up.

Characteristics: Middle-class African-American, Latino and Asian households.

Nearly 75 percent graduated high school; another 25 percent attended or graduated from college.

Approximately 25 percent have a working spouse.

Social services; health care employees; service workers; administrative support.

Housing preferences: Rowhouses; mid- and high-rise apartments in urban neighborhoods.

Mix of long-time residents and newcomers.

More than 63 percent own their dwelling units, which they have owned for several years.

Consumption patterns: Drive a Toyota Corolla.

Dancing monthly.

Volunteer and community involvement.

Watch *Oprah Winfrey*.

Read *Ebony*.

Listen to jazz radio.

Icons: Collection of classic jazz; framed photograph of Martin Luther King.

❖

"Before a group can enter the open society,
it must first close ranks."
– Stokely Carmichael and
Charles Vernon Hamilton

❖

DOWNTOWN RETIREES _____

Configuration: Singles, mostly widows or widowers.

  Average household size—1 person.

  Predominant age range of adults—65 and over.

Characteristics: Lower-income households from diverse racial backgrounds.

  20 percent went to college; 37 percent are high school graduates; and 43 percent did not finish high school.

  Most are living on fixed incomes, from Social Security and pensions.

  Former service workers, clerks and low-level health-care support jobs.

Housing preferences: Long-time residents of in-town neighborhoods.

  More than 57 percent own their homes.

  Owners live in rowhouses and duplexes; renters in apartment buildings.

Consumption patterns: Drive a Hyundai Accent.

  Trips to casinos.

  Churchgoers.

  Watch game shows.

  Read *TV Guide*.

  Listen to oldies radio.

Icons: Lottery ticket; family Bible.

❖

"I have been young, and now am old."

– Psalms 37:25

❖

MULTI-ETHNIC SENIORS _____

Configuration: Retired singles.

Average household size—1 person.

Predominant age range of adults—65 and over.

Characteristics: Mostly Hispanic and African-American households.

Only 15 percent have some college education; 60 percent are high-school graduates.

Social Security, pensions and some require public assistance.

Retired from social service, health-care support, and maintenance jobs.

Housing preferences: Long-time residents of down-town neighborhoods.

Most are renters.

Apartments in mid- and high-rise buildings.

Consumption patterns: Drive a Toyota Corolla.

Belong to a veterans club.

Politically active.

Watch reruns of the Steve Harvey Show.

Read the neighborhood newspaper.

Listen to urban contemporary radio.

Icons: Collection of old Louis Armstrong records; family photo albums.

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"Few, save for the poor, feel for the poor."

– Letitia Elizabeth Landon

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EMPTY NESTERS & RETIREES

– Small Cities/Satellite Cities –

❦

COSMOPOLITAN ELITE _____

Configuration: Empty-nester couples;, some with college-aged children.

Average household size—2 persons.

Predominant age range of adults—55 to 64.

Characteristics: Upper-middle- to high-income empty-nesters—leading-edge Baby Boomers.

The cultural elite of America's smaller cities.

Well educated—more than 70 percent attended or graduated from college, or received professional degrees.

Prominent lawyers, doctors, professors and executives in local management, finance, and technical companies.

Housing preferences: Detached houses in wealthy enclaves, often near the country club.

Downtown condominiums as second-homes, move-down option.

Nearly all are home-owners.

Consumption patterns: Drive a Lexus.

Country club board member.

Involvement in civic activities—historic preservation, beautification programs.

Watch *Meet the Press*.

Read *Travel & Leisure*.

Listen to talk radio.

Icons: Automated home theatre; symphony subscription tickets.

❖

"Once discover comfort, there is no turning back."

– Mason Cooley

❖

Configuration: Older married couples, widows/widowers, divorcés/divorcées.

Average household size—2 persons.

Predominant age range of adults—55 plus.

Characteristics: Older couples in the middle of the socio-economic scale.

Some members of this group have already taken early retirements.

85 percent are high school graduates; a third of the high school graduates attended or graduated from college.

Middle managers; social service workers; librarians; sales.

Housing preferences: Mid-sized satellite cities.

Moderate-value bungalows and ranches; new townhouses as move-down alternatives.

Nearly three-quarters of these households own their homes.

Consumption patterns: Drive a Toyota Corolla.

Backyard picnics.

Adult education courses.

Watch *Antiques Roadshow*.

Read *AARP The Magazine*.

Listen to soft contemporary radio.

Icons: Weber grill; upright piano.

❖

"So always look for the silver lining
And try to find the sunny side of life."
– P.G. Wodehouse

❖

BLUE-COLLAR RETIREES

Configuration: Older singles and couples.

Average household size—1.5 persons.

Predominant age range of adults—65 and over.

Characteristics: Modest incomes and modest lifestyles.

80 percent are high school graduates; more than 20 percent attended college.

Former nurses, retail and restaurant personnel, maintenance workers.

Most live on social security and small pensions.

Housing preferences: Older neighborhoods.

Nearly 70 percent own their homes.

Small detached houses, duplexes or rowhouses.

Consumption patterns: Drive a Mercury Grand Marquis.

Belong to the Y.

Active members of the Democratic Party.

Watch *People's Court*.

Read *Reader's Digest*.

Listen to all-news radio.

Icons: Framed needlepoint samplers; coin collection.

❖

"You will be safest in the middle."

– Ovid

❖

HOMETOWN RETIREES

Configuration:	Retired widows or widowers, some couples.
	Average household size—1 or 2 persons.
	Predominant age range of adults—70 and over.
Characteristics:	Low-income racially-diverse population.
	A third went to college, a third graduated high
	school, and a third dropped out.
	Former factory workers, clerks, cashiers.
	Most live on social security.
Housing preferences:	Long-time residents of older neighborhoods.
	More than 35 percent are renters.
	Older detached houses or rowhouses.
Consumption patterns:	Drive a Chrysler Sebring.
	Churches, seniors centers, and fraternal organizations.
	Book clubs and music clubs.
	Watch *The Montel Williams Show*.
	Read *Family Circle*.
	Listen to gospel radio.
Icons:	Betty Crocker cookbook; Scrabble.

❖

"If I'd known I was going to live this long,
I'd have taken better care of myself."
– Eubie Blake

❖

SECOND CITY SENIORS _____

Configuration: Retired singles.

Average household size—1 person.

Predominant age range of adults—65 and older.

Characteristics: Low-income seniors of all races.

Fixed incomes.

Low high-school graduation rates.

Former blue-collar employment.

Housing preferences: Older neighborhoods of satellite cities

Well-kept garden apartments; seniors towers.

Almost 70 percent are renters.

Consumption patterns: Drive a Kia Rio.

Belong to a veterans' club.

Play Bingo.

Watch *Who Wants To Be a Millionaire?*

Read *Reader's Digest Large Print Edition*.

Listen to old time radio.

Icons: 20-year-old toaster oven; single-serving frozen dinners.

❖

"It's no disgrace t' be poor, but it might as well be."

– Frank McKinney Hubbard

❖

❦

EMPTY NESTERS & RETIREES

– Metropolitan Suburbs –

❦

OLD MONEY _____

Configuration: Empty-nest couples; children away at boarding school or college.

Average household size—2 to 3 persons.

Predominant age range of adults—45 to 64.

Characteristics: Upper crust, wealthy American families—one in 10 is a multi-millionaire.

Heirs to "old money;" accustomed to privilege and luxury.

Highly educated, with college and graduate degrees.

Judges; medical specialists; chief executive officers.

Housing preferences: Older metropolitan suburbs.

Estate homes in high-prestige neighborhoods; secluded older estates.

Urban *pieds-à-terre*.

Consumption patterns: A collection of expensive automobiles: Lexus, Mercedes, BMW.

Theater; classical music; sailing; tennis.

World travel; extended visits to Europe.

Watch *Golf* channel.

Read *Architectural Digest*.

Listen to *NPR*.

Icons: Threadbare Oriental carpets; chipped heirloom Waterford crystal.

❖

"They [the very rich] are different from you and me."
– F. Scott Fitzgerald

❖

AFFLUENT EMPTY NESTERS _____

Configuration: Empty-nest couples.

Average household size—2 persons.

Predominant age range of adults—55 and older.

Characteristics: Older established couples, often with two incomes.

Significant financial resources—untapped equity in their homes.

Nearly two-thirds attended or graduated from college.

Small-business owners; corporate officers; sales directors.

Housing preferences: Eighty-five percent own their homes.

Detached houses with high property values.

Likely to move to or near downtown or an urban neighborhood when last
child has left home.

Consumption patterns: Drive a Cadillac CTS sedan.

An active life of travel, leisure, and entertainment.

Travel to Italy.

Watch *Charlie Rose*.

Read *Travel & Leisure*.

Listen to Bloomberg radio.

Icons: Well-thumbed Italian phrasebook; AAA membership card.

❖

"We made our money the old-fashioned way; we earned it."

– Variation on Advertisement

❖

SUBURBAN ESTABLISHMENT _____

Configuration: Mature empty-nest couples.

Average household size—2 persons.

Predominant age range of adults—50 and older.

Characteristics: Upper-middle-income couples in their peak earning years.

Parents of the trailing-edge Baby Boomers.

Two-thirds attended or graduated from college.

Mostly white-collar managers and professionals, with many years at the same firm.

Housing preferences: Vintage 1960s suburban subdivisions.

Their original detached houses have been upgraded over the years to match their rising income and status.

Many still live in the houses they bought new, 30 or 40 years ago; when they move, they downsize to an apartment in an urban neighborhood or a resort condominium.

Consumption patterns: Drive a BMW.

Resort cruises.

Theater and museum attendees.

Watch *BBC America*.

Read *Consumer Reports*.

Listen to oldies radio.

Icons: An intown condo; eat at Bertucci's.

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"Just enjoy your ice cream while it's on your plate."

– Thornton Wilder

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Configuration: Retired singles and couples.

Average household size—2 persons.

Predominant age range of adults—65 and older.

Characteristics: Middle- to upper-middle-income households.

Prefer to spend their "golden years" around people of all ages.

Two-thirds attended or graduated from college.

Country lawyers, doctors, and shopkeepers.

Housing preferences: Small suburban towns.

Cottages; townhouses; condominiums.

High percentage of vacation/weekend homes.

Consumption patterns: Drive a Mercury Sable.

Golf; gardening; reading.

Museums of all kinds.

Watch *This Old House.*

Read *House and Garden.*

Listen to soft jazz radio.

Icons: Cable TV guide; his 'n' her golf clubs.

❖

"And love can come to everyone,
The best things in life are free."
– Buddy De Sylva

❖

MIDDLE-AMERICAN RETIREES _____

Configuration: Retired couples and singles.

Average household size—1 to 2 persons.

Predominant age range of adults—60 and older.

Characteristics: Middle-income households with middle-class sensibilities.

Family- and community-oriented.

Most are high school graduates; 15 percent graduated from college.

Former secretaries; accountants; small business owners.

Housing preferences: Older inner-ring suburbs.

Well-kept bungalows, ramblers, colonials.

Nearly 80 percent own their residences and the mortgage is paid off.

Consumption patterns: Drive a Chevy Cobalt.

Bowling.

Membership in a fraternal order.

Watch *ABC Good Morning America*.

Read *Ladies Home Journal*.

Listen to all news radio.

Icons: Frank Sinatra records; his 'n' hers bowling balls.

❖

"If I'd known I was going to live this long,
I'd have taken better care of myself."
– Eubie Blake

❖

SUBURBAN RETIREES _____

Configuration: Older married couples; some singles.

Average household size—1.8 persons.

Predominant age range of adults—60 and over.

Characteristics: Ethnically-mixed lower middle-income households who are
part of close-knit families.

Three-quarters are high school graduates; more than a third of those have
some college education.

Although officially "retired," many hold part-time jobs.

Former service workers, clerks and low-level management jobs.

Housing preferences: Older inner-ring suburbs.

Modest three-bedroom ranch houses with carports; mobile homes.

More than 78 percent own their homes.

Consumption patterns: Drive a Buick LaCrosse.

Belong to AARP.

Flower garden; roses.

Watch the *Home Shopping Network*.

Read AARP, The Magazine.

Listen to Bloomberg network radio.

Icons: Piggybank; bookcase full of family picture albums.

❖

"There is no substitute for hard work."

– Thomas Alva Edison

❖

_____

Configuration: Singles.

Average household size—1 person.

Predominant age range of adults—75 and over.

Characteristics: Racially-diverse lower-income widows and widowers.

One-third graduated from high school; another 25 percent went to community colleges.

Fixed incomes; most rely on Social Security.

Former maintenance and health care employment.

Housing preferences: Older inner-ring suburbs.

More than half are renters.

Mid- and high-rise apartment buildings; rowhouses.

Consumption patterns: Drive a Chrysler Sebring.

Belong to the Elks Club.

Indoor gardening.

Watch daytime soap operas, game shows, and talk shows.

Read *Soap Opera Digest*.

Icons: Romance novels; stack of mail-order catalogues.

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"Power is conferred only on adults. It is denied to youth and seniors."

– Virginia Satir

❖

❦

EMPTY NESTERS & RETIREES

– Town & Country/Exurbs –

❦

SMALL-TOWN ESTABLISHMENT _____

Configuration: Empty-nest couples.

Average household size—2 persons.

Predominant age range of adults—55 to 64.

Characteristics: The leading citizens of small-town communities.

Nearly half have college or graduate degrees.

Most have annual incomes of $100,000 or more.

Small-town lawyers, doctors, bankers, chief executives.

Housing preferences: Affluent rural enclaves.

Large single-family houses in the country; second homes in the city.

High-tech homes.

Consumption patterns: Drive an Audi A6.

Belong to a country club.

Avid theater and museum-goers.

Watch *HBO*.

Read *Barron's*.

Listen to classical radio.

Icons: Investment portfolios; Caribbean cruises.

❖

"The life of the wealthy is one long Sunday."
– Anton Chekhov

❖

Configuration: Empty-nest couples; a small percentage have a youngest child still at home.

Average household size—2 to 3 persons.

Predominant age range of adults—45 to 60.

Characteristics: Middle-aged and upper-middle-class.

Dual-income households.

High disposable income.

Small business owners; local homebuilders.

Housing preferences: Semi-rural small towns fast becoming middle-class suburbs.

The nicest house on the nicest street in town.

A large percentage own timeshares or second homes.

Consumption patterns: Drive a Ford Explorer.

Belong to a civic organization.

Dining out.

Watch *Country Music TV*.

Read *U.SA Today*.

Listen to classic rock radio.

Icons: Travel club; Chamber of commerce membership.

❖

"In the small town each citizen had done something
in his own way to build the community"
– Daniel J. Boorstin

❖

RV Retirees _____

Configuration: Older couples.

Average household size—2 persons.

Predominant age range of adults—55 and older.

Characteristics: Empty-nest, middle-income households.

Former policemen, firemen, repairmen, technicians.

High-school grads; a third went to college.

Most are retired or nearing retirement.

Housing preferences: Detached houses in small towns.

Most stay in their homes, but a few choose to retire in resort locations.

More than 20 percent are still living in the same house they bought when they got married.

Consumption patterns: Drive a Toyota FJ Cruiser.

Easy-listening tapes.

Recreational vehicles; camping equipment.

Watch the *Weather Channel*.

Read *Travel 50 and Beyond*.

Listen to country radio.

Icons: Winnebago; Wal-Mart

❖

"To travel hopefully is a better thing than to arrive."

– Robert Louis Stevenson

❖

BLUE-COLLAR EMPTY NESTERS _____

Configuration: Middle-aged married couples with older children no longer living at home.

Average household size—2 persons.

Predominant age range of adults—45 to 54.

Characteristics: Middle-income, middle-class households.

High-school educated.

"Old-fashioned" outdoor-oriented lifestyles.

Farmers; blue-collar workers, many in the construction industry; machinists.

Housing preferences: Small towns and villages

Modest detached houses or mobile homes; ranch houses.

Over 80 percent own their homes.

Consumption patterns: Drive a Chevrolet, Dodge or Ford 4x4 pickup truck with CD player and gun rack.

Deer hunting; target shooting.

Watch *NASCAR races*.

Read *American Rifleman*.

Icons: Camouflage hunting outfit; professional chain saw.

❖

"When you're running down our country, man,
You're walking on the fightin' side of me."
– Merle Haggard

❖

HEARTLAND EMPTY NESTERS _____

Configuration: Older married couples, a small percentage with adult children living at home.

Average household size—2 persons.

Predominant age range of adults—55 and older.

Characteristics: Working-class households.

More than half were born and raised in the same town; the rest
moved from nearby small towns.

High-school graduates.

Well-paid skilled craftsmen; machinists; farmers.

Housing preferences: Small middle-class towns.

New ranch-house developments surrounding old town centers.

Most own their own detached homes, be it two-story, bi-level, ranch, or
mobile home.

Consumption patterns: Drive a GMC Sierra 2500.

Hunting; fishing; boating; other outdoor activities.

Vegetable gardens.

Watch *NASCAR Winston Cup*.

Read *Hunting* magazine.

Listen to country radio.

Icons: "His" and "hers" backpacks and sleeping bags; fly fishing gear.

❖

"His first, best country ever is, at home."
– Oliver Goldsmith

❖

SMALL-TOWN SENIORS

Configuration: Older couples, some singles.

Average household size—2 persons.

Predominant age range of adults—70 and over.

Characteristics: Lower-middle-class households.

Conservative; usually vote Republican.

Some have limited mobility or chronic health problems.

Former blue-collar workers, retired for years; significant percentage
served in the military.

Housing preferences: Rural small towns.

Mobile homes or older wood-framed houses on acre-plus lots.

Most own their homes, having paid off the mortgage years ago.

Consumption patterns: Drive a Ford Crown Victoria.

Veterans' organizations.

Hunt, fish, and attend tractor pulls.

Watch *Wheel of Fortune*.

Read the daily newspaper.

Listen to the *Rush Limbaugh Show*

Icons: A recliner; false teeth.

❖

"Do not go gentle into that good night,
Old age should burn and rave at close of day;
Rage, rage against the dying of the light."
– Dylan Thomas

❖

Configuration: Predominantly white households headed by seniors.

Average household size—1 to 2 persons.

Predominant age range of adults—60 and over.

Characteristics: Aging farmers and small-town retirees.

Few went to college.

Other family members contribute to the household income.

Farm-related occupations.

Housing preferences: Tiny farm communities.

A few own old farmhouses, most need fixing-up.

Most own their '50s ranch houses (ramblers) or mobile homes.

Consumption patterns: Drive a GMC Sierra 3500 pickup.

Hunting and fishing; sewing and canning vegetables.

Playing cards.

Watch the evening news shows.

Read the *Farmers' Almanac*.

Listen to country radio.

Icons: John Deere gimme hats; farmer tans.

❖

"Some folks rail against other folks,
because other folks have what some folks would be glad of."
– Henry Fielding

❖

RURAL SENIORS _____

Configuration: Older singles, few couples.

Average household size—1.3 persons.

Predominant age range of adults—75 and over.

Characteristics: Many households are below the poverty level.

Former blue-collar employment.

More than 75 percent are high school graduates.

Most have no income other than social security.

Housing preferences: On the outskirts of rural towns.

Many live in seniors facilities, from independent apartments to nursing homes.

Because of affordability, mobile homes and small ranch houses predominate.

Consumption patterns: Ride in a community bus.

Bingo, television, craft projects.

Active in the local churches.

Watch soap operas, talk shows and game shows.

Read *Field & Stream.*

Listen to soft music radio.

Icons: Cane or walker; hand-embroidered aprons.

❖

"Cast me not off in the time of old age; forsake me not when my strength faileth."

– Psalms 71:9

❖

STRUGGLING RETIREES _____

Configuration: Older singles; few couples.

Average household size—1 person.

Predominant age range of adults—65 and over.

Characteristics: Downscale lifestyles.

Former employment in mining and mill work.

High school educations.

Most live on social security, supplemented with small pensions.

Housing preferences: Small manufacturing and mill towns.

Two-thirds own their homes; one-third are renters.

Mobile homes, ranch houses and two-family houses.

Consumption patterns: Drive a Chevy Cobalt.

Fishing, hunting and camping.

Members of veterans' clubs and religious organizations.

Watch the Hallmark Channel.

Read *Quilter's World*.

Icons: TV antennae; plastic lawn chairs in the driveway.

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"Use it up, wear it out;

Make it do, or do without."

– Aphorism

❖

❦

Traditional & Non-Traditional Families

– Metropolitan Cities –

❦

FULL-NEST URBANITES _____

Configuration: Traditional and non-traditional families; multi-generational households.

Average household size—3 to 4 persons.

Predominant age range of adults—35 to 44.

Characteristics: Ethnically diverse, upper-middle-class.

Many immigrants, second-generation Americans.

Well-educated—two-thirds have attended or graduated from college.

Multi-racial, multi-lingual.

White-collar office and "knowledge" workers; government and arts.

Housing preferences: Single-family, duplexes or apartments in urban neighborhoods.

Relatively settled—more than half have lived in the same dwelling for more than five years.

Just under two-thirds own their homes.

Consumption patterns: Drive a Toyota Sienna.

Patrons of the arts.

Watch *24*.

Read *Esquire*.

Listen to urban contemporary radio.

Icons: Kate Spade pocketbook; transit card.

❖

"America, the land of unlimited possibilities."

– Ludwig Max Goldberger

❖

MULTI-CULTURAL FAMILIES _____

Configuration: Families with several children; single-parent families.

Average household size—5 persons.

Predominant age range of adults—25 to 44.

Characteristics: Middle-income immigrant families.

High-school graduates.

First-generation Americans.

Jobs range from day laborers to management professionals.

Housing preferences: Older urban rowhouse and bungalow neighborhoods.

Half own, half rent their dwelling units.

Dream of moving to larger houses in more affluent neighborhoods.

Consumption patterns: Use public transportation.

Bodegas; Czech bakeries; Mexican restaurants; German breweries; pizzerias.

Foreign-language newspapers.

Watch *BET*.

Read *Jet Magazine*.

Listen to contemporary hit radio

Icons: Blue Cult jeans; U.S. Savings Bonds.

❖

"America is God's crucible, the great melting pot where all
the races are melting and reforming."
– Israel Zangwill

❖

INNER-CITY FAMILIES _____

Configuration: Singles and single parents with children.

Average household size—5 persons.

Predominant age range of adults—21-34.

Characteristics: Many recent immigrants.

A third are Hispanic, a third are African-American; the rest multi-ethnic.

More than 37 percent did not finish high school.

Manual laborers; maintenance workers; government clerks.

Housing preferences: High-rise and low-rise apartments in older neighborhoods; rowhouses.

Highly mobile: more than half have moved within the last six years.

Nearly 82 percent are renters.

Consumption patterns: Drive a Nissan Sentra.

Vibrant street life; sitting on the stoop chatting with the neighbors.

Social clubs.

Watch *Belleza y poder* telenove.

Read *Estylo*.

Listen to variety radio.

Icons: Salsa; Café Cubano.

❖

"Con pan y vino se anda el camino.

[With bread and wine you can walk your road.]"

– Proverb

❖

SINGLE-PARENT FAMILIES

Configuration: Single parents with children; multi-generations.

Average household size—5 to 6 persons.

Predominant age range of adults—21-34.

Characteristics: Significant percentage require public assistance to survive.

African-American; Hispanic; immigrant households.

Nearly 60 percent did not finish high school.

High unemployment; those who can find work are employed in
blue-collar or service jobs.

Housing preferences: High-density apartments or rowhouses in inner-city,
often distressed neighborhoods.

More than two-thirds have moved within the past six years.

More than 85 percent are renters.

Consumption patterns: Drive a Hyundai Accent.

Gospel music.

Church groups.

Watch *Oprah*.

Read *Vibe*.

Listen to neo-soul radio.

Icons: DKNY; Destiny's Child CDs.

❖

"Before a group can enter the open society,

it must first close ranks."

– Stokely Carmichael and

Charles Vernon Hamilton

❖

❦

TRADITIONAL & NON-TRADITIONAL FAMILIES

– Small Cities/Satellite Cities –

❦

UNIBOX TRANSFEREES _____

Configuration: Families with school-age children.

Average household size—4 persons.

Predominant age range of adults—35 to 50.

Characteristics: Upper-middle-income families; both spouses work.

One-third graduated from college.

On the move; frequent transfers for better jobs, better pay.

Career-oriented middle managers; many are computer literate with home offices.

Housing preferences: Single-family detached houses in brand-new subdivisions just outside satellite cities.

Two-story uniboxes, easy to resell when the next transfer comes.

Less than half live in the same house for five years or more.

Consumption patterns: Drive a Chevy Suburban.

Cleaning service; laundry service.

Soccer Moms and Dads.

Watch *The Disney Channel*.

Read *Parenting*.

Listen to the radio on the Internet.

Icons: Blackberries; frequent flyer cards.

❖

"They change their clime, not their disposition."

– Horace

❖

MULTI-ETHNIC FAMILIES _____

Configuration: Middle-class families with children.

Average household size—4-plus persons.

Predominant age range of adults—25 to 44.

Characteristics: A large percentage of Spanish-speaking households; many recent immigrants from the Near and Far East.

More than75 percent finished high school.

A high percentage are in the Armed Forces.

Construction workers; maintenance workers; government employees.

Housing preferences: Low-rise apartments in older neighborhoods; rowhouses; cottages.

Just under 35 percent are renters.

Highly mobile: nearly two-thirds have moved within the last five years.

Consumption patterns: Drive a Ford Excursion.

Vibrant street life; sitting on the stoop chatting with the neighbors.

Social clubs.

Watch *El Gordo y La Flaca*.

Read *Vibe*.

Listen to contemporary hit radio.

Icons: Fast-food containers; Home remodeling projects.

❖

"Con pan y vino se anda el camino.

[With bread and wine you can walk your road.]"

– Proverb

❖

IN-TOWN FAMILIES _____

Configuration: One- and two-parent families with several children.

Average household size—5 to 6 persons.

Predominant age range of adults—18 to 40.

Characteristics: Ethnically diverse, white and Latinos, African-Americans.

A few are college-educated; 40 percent graduated from high school;
nearly 20 percent have only a grade-school education.

Multi-generational households.

Wide range of entry-level jobs, including lower-echelon white-collar
salespeople, clerks, and technicians; military service.

Housing preferences: Downtown neighborhoods of small cities and "second cities."

Sixty percent rent apartments in rowhouses, small apartment buildings or
mid-rises; the rest own small detached cottages and bungalows.

The majority have recently moved into the neighborhood.

Consumption patterns: Drive a Kia Spectra.

Used-furniture shops.

Children's movies.

Watch the Cartoon Network.

Read *Parenting* magazine.

Listen to hip hop and R&B radio.

Icons: Basketball sneakers in all sizes; yard-sale toys.

❖

"It's no disgrace t' be poor, but it might as well be."
– Frank McKinney Hubbard

❖

❧

TRADITIONAL & NON-TRADITIONAL FAMILIES

– Metropolitan Suburbs –

❧

Configuration: Older families with teen-aged children.

Average household size—4 to 5 persons.

Predominant age range of adults—35 to 54.

Characteristics: Very high-income families.

Pre-empty nesters; professional parents who had their children in their 30s.

80 percent are college-educated; more than a quarter with advanced degrees.

Prominent professionals and executives in local business, finance, law, and communications industries.

Housing preferences: Million-dollar homes.

Detached houses in wealthy enclaves, often near the country club; expensive apartments in the city.

Nearly 30 percent have moved within the past five years.

Consumption patterns: Mom drives a Range Rover, Dad drives a Mercedes-Benz, and the kids drive a Volkswagen Jetta and a Jeep.

Family membership at the country club.

Involvement in civic activities—historic preservation, culture and the arts.

Watch the *History Channel*.

Read *Fortune*.

Listen to all-news radio.

Icons: Flat-screen TV in the multi-media room; family membership in English Heritage.

❖

"Wealth is not without its advantages."

– John Kenneth Galbraith

❖

NOUVEAU MONEY_____

Configuration: Young families with children.

Average household size—4 to 5 or more persons.

Predominant age range of adults—35 to 54.

Characteristics: Big spenders with high incomes.

Highly mobile; more than half moved within the past five years.

Highly-educated; multiple millionaires.

Investment analysts; business owners; high-tech careers.

Housing preferences: New-money subdivisions.

McMansions in the suburbs; penthouses in the city.

Second homes in resort areas.

Consumption patterns: Drive a BMW X3.

Downhill skiing.

Designer logo clothes.

Watch *Home & Garden TV*.

Read *House & Garden*.

Listen to classic hits radio.

Icons: Tiered-seating home theater; Centurion Black American Express card.

❖

"A sumptuous dwelling the rich man hath."

– Mary Elizabeth Hewitt

❖

LATE-NEST SUBURBANITES_____

Configuration:	Older families with younger children.
	Average household size—3 or 4 persons.
	Predominant age range of adults—40 to 55.

Characteristics:	Middle-aged Baby Boomers who married late; had children even later.
	High percentage of college graduates.
	White-collar employment.
	Technicians; financial specialists; accountants; engineers.

Housing preferences:	Suburban subdivisions outside fast-growing metro areas.
	Detached houses—two-story colonials.
	More than 87 percent own their homes, but have just started payments on a mortgage.

Consumption patterns:	Drive a Chrysler Town & Country minivan.
	Televisions in every room.
	Family vacations.
	Watch *Saturday Night Live*.
	Read *PC World*.
	Listen to soft contemporary radio.

Icons:	Cell phone family plan; Whole Foods.

❖

"Welcome to the great American two-career family
and pass the aspirin, please."
– Anastasia Toufexis

❖

FULL-NEST SUBURBANITES _____

Configuration: Families with two or more children.

Average household size—4-plus persons.

Predominant age range of adults—35 to 44.

Characteristics: Upper-middle-income suburban families.

Significant numbers of stay-at-home Moms.

Well educated—more than two-thirds went to college.

Officers of small corporations; sales managers; communications and technology.

Housing preferences: Upscale suburban subdivisions.

Nearly two-thirds have moved within the past six years.

Relatively high property values.

Consumption patterns: Practical family automobiles—mini-vans for carpooling (*e.g.*—Honda Odyssey) and SUVs for show (*e.g.*—Ford Expedition).

Family-oriented activities.

Frequent visits to Disney World.

Watch *Nickelodeon*.

Read *Parents*.

Listen to alternative rock radio.

Icons: Digital camcorder; "My child is an honor student at . . ." bumper stickers.

❖

"Hail wedded love, mysterious law, true source of human offspring."

– John Milton

❖

_____

Configuration: Married couples with several children.

Average household size—5+ persons.

Predominant age range of adults—25 to 44.

Characteristics: Ethnically diverse, middle-class households with working-class values.

Multi-generational households.

Most are high-school grads; many also attended two-year colleges or
technical schools.

Military families, policemen/firemen, technical or sales workers.

Housing preferences: Older single-family detached houses in post-war subdivisions of "carpenter
capes" and ranches.

A significant number live in townhouses, both rental and ownership.

Two-thirds own their homes.

Consumption patterns: Drive a Ford Focus.

Community-oriented activities.

Do-it-yourself home and auto maintenance.

Watch *Nick at Night.*

Read *Star* Magazine.

Listen to contemporary hit radio.

Icons: Above-ground swimming pool; backyard gas grill.

❖

"Nice work if you can get it,

And you can get it if you try."

– Ira Gershwin

❖

WORKING-CLASS FAMILIES

Configuration: Working-class married couples and single-parent families.

Average household size—5 persons.

Predominant age range of adults—20 to 35.

Characteristics: Incomes well below the national median.

70 percent graduated from high school and some went to college.

Young, ethnically mixed, and often on the move.

Primary employment in construction, transportation and health care support.

Housing preferences: Inner-ring suburbs of major metropolitan areas.

Sixty percent own, forty percent rent; more than half are recent arrivals.

Small apartment buildings, rowhouses, duplexes and modest
single-family houses.

Consumption patterns: Drive a Suzuki Verona.

Dog owners.

Attend professional sports games.

Watch *Entertainment Tonight*.

Read *People* magazine.

Listen to live sports broadcasts.

Icons: RC Cola; Nintendo Game Cube.

❖

"It [tradition] cannot be inherited, and if
you want it you must obtain it by great labor."
– T.S. Eliot

❖

❦

TRADITIONAL & NON-TRADITIONAL FAMILIES

– Town & Country/Exurbs –

❦

Configuration: Married couples with children.

Average household size—4 persons.

Predominant age range of adults—35 to 54.

Characteristics: Wealthy families living in private luxury.

Highly-educated; 80 percent went to college.

Former residents of cities or metropolitan suburbs who have "escaped" urban stress.

Executives; professionals; entrepreneurs; freelance consulting businesses.

Housing preferences: "Retreat" locations—the Maine coast; horse farms in Virginia; Taos, NM.

"Estate" homes—custom if new; restored if old.

Among the highest home values in the nation.

Consumption patterns: Drive a Lexus LX 570.

Country club sports.

The children attend boarding school.

Watch *The Late Show With David Letterman*.

Read *Martha Stewart Living*.

Listen to classic hits radio.

Icons: Ralph Lauren; private stables.

❖

"Far from the madding crowd's ignoble strife,
Their sober wishes never learn'd to stray;
Along the cool sequester'd vale of life
They kept the noiseless tenor of their way."
– Thomas Gray

❖

FULL-NEST EXURBANITES _____

Configuration: Older couples with children.

Average household size—4 persons.

Predominant age range of adults—35 to 54.

Characteristics: Upper-middle-income families who relocate frequently.

Family- and outdoor-oriented.

Well educated, with college degrees.

Professional and managerial workers, following high-tech companies.

Housing preferences: Rural, upscale boomtowns.

Detached houses in new subdivisions, often on recently-developed farmland.

Close to corporations located along major highway corridors.

Consumption patterns: Drive a GMC Yukon.

Camping in state forests; hiking; backpacking; canoeing.

Video cameras, DVDs, flat-screen TVs and TiVo.

Watch the *Outdoor Channel*.

Read *Country Living*.

Listen to country music radio.

Icons: Garden tiller; Newcomers Club membership.

❖

"A piece of land not so very large, which would contain a garden,

and near the house a spring of ever-flowing water,

and beyond these a bit of wood."

– Horace

❖

NEW-TOWN FAMILIES _____

Configuration: Families with children of all ages.

Average household size—4 persons.

Predominant age range of adults—25 to 44.

Characteristics: Dual-income families.

High-school graduates, half have gone to local universities.

Cost-conscious early adopters.

Local white- and blue-collar occupations.

Housing preferences: New subdivisions, both infill and greenfields.

New ranches, capes, cottages, bungalows, colonials.

Nearly 75 percent own their homes, which are mortgaged to the hilt.

Consumption patterns: Drive an Infiniti QX.

Volunteer at schools and sporting clubs.

Little League baseball; children's soccer and football leagues.

Watch *Cartoon Network*.

Read *Redbook*.

Listen to classic rock radio.

Icons: Home fitness equipment; maxed-out credit cards.

❖

"The root of the state is in the family."

– Mencius

❖

SMALL-TOWN FAMILIES _____

Configuration: Married couples, with one to three school-aged children.

Average household size—3-5 persons.

Predominant age range of adults—35 to 44.

Characteristics: Solid middle-class citizens.

High-school graduates.

Raising kids in an old-fashioned way of life.

Blue-collar and farming-related employment.

Housing preferences: Rural middle-class towns.

Farmhouses, of the front-porch variety; ranches, ramblers, and mobile homes.

Predominantly homeowners.

Consumption patterns: Drive a Chevy Silverado.

Friday night football at the local high school.

Boats and campers for fishing and hunting.

Watch the *Outdoor Channel*.

Read *Hunting* magazine.

Listen to country radio.

Icons: American flag; ATVs.

❖

"No Farmers, No Food."

– Bumper Sticker

❖

Configuration: Large families with several young children.

Average household size—5-plus persons.

Predominant age range of adults—20 to 30.

Characteristics: Early child-rearing families concerned with cost and convenience.

High proportion of military personnel.

High-school graduates with conservative values.

Construction, transportation and manufacturing jobs.

Housing preferences: Former exurban towns/now bedroom suburbs.

Older brick houses and double-wides; base housing.

Two-thirds own their homes.

Consumption patterns: Drive a Mazda pickup.

Maternity clothes.

Bargain shopping at Kmart, Sears and Wal-Mart.

Watch *Wonderful World of Disney*.

Read *Baby Talk*.

Listen to kids' pop radio.

Icons: Disposable diapers; garage sales.

❖

"There's always room for one more."

– Saying

❖

RUSTIC FAMILIES _____

Configuration: Married couples with children of all ages.

Average household size—4 persons.

Predominant age range of adults—25 to 34.

Characteristics: Lower-income families.

High school educated.

Respectful children, well-tended gardens, a few cattle for extra money.

Farmers; blue-collar workers, many in the lumber industry; military recruits.

Housing preferences: Rural crossroads villages.

Modest detached houses or mobile homes; ranch houses on small lots.

Just under 80 percent own their homes.

Consumption patterns: Drive a Dodge Ram truck with a gun rack.

Deer hunting; target shooting.

Woodworking; auto repair; country music; needlepoint.

Watch the *Outdoor Channel*.

Read *Guns & Ammo*.

Listen to country radio.

Icons: Camouflage hunting outfit; double-barreled 12-gauge shotgun.

❖

"When you're running down our country, man,
You're walking on the fightin' side of me."

– Merle Haggard

❖

SUBSISTENCE FAMILIES_____

Configuration: Very young married couples and single parents with children.

Average household size—5-plus persons.

Predominant age range of adults—18 to 30.

Characteristics: Significant number of families below the poverty level.

Grade school graduates; 50 percent are high-school drop-outs.

Constant worry over lay-offs.

Farming, logging and mining jobs.

Housing preferences: Small, isolated rural settlements.

Older clapboard houses that require constant upkeep, and mobile homes.

Houses are a quarter-mile apart.

Consumption patterns: Drive a Chevy Silverado.

Fishing, hunting and camping for entertainment.

Shop at Dollar stores.

Watch *America's Most Wanted*.

Read *4-Wheel and Off-Road*.

Listen to continuous country music.

Icons: Lunch boxes; NASCAR tee-shirts.

❖

"When a great many people are unable to find work,

unemployment results."

– Calvin Coolidge

❖

❦

YOUNGER SINGLES & COUPLES

– Metropolitan Cities –

❦

Configuration: Mostly singles, some couples, just a few years out of college.

Average household size—1 to 2 persons.

Predominant age range of adults—25 to 44.

Characteristics: High-living, high-energy city-dwellers.

More than 25 percent hold advanced degrees.

Multi-ethnic, with significant numbers of Asians.

E-businesses, information technologies.

Housing preferences: Upscale urban neighborhoods, often near universities.

60 percent rent; 40 percent own urban apartments.

Median home value is second highest in the nation.

Consumption patterns: Drive convertibles, from Beetle to Mercedes.

Everything on-line.

Concert-goers.

Watch the *Independent Film Channel*.

Read *Wired*.

Listen to *NPR*.

Icons: Bandwidth; IPO red herring.

❖

"In the future, everything will be digital"

– Bill Gates

❖

Configuration: Mostly singles; some couples.

Average household size—1 person.

Predominant age range of adults—25 to 40.

Characteristics: Unconventional, ethnically-diverse, upper-middle-income households.

The heart of the "creative class."

The social and political *avant-garde*; one-third are gay.

Executives; students; actors; artists; writers; boutique owners; public-interest advocates.

Housing preferences: In-town and downtown urban neighborhoods.

Three-quarters rent; the rest own flats in brownstones, apartment houses, and converted lofts.

Consumption patterns: Transit cards; drive a Prius.

Early adaptors.

Poetry readings and gallery openings.

Watch *Family Guy*.

Read the *New York Times*.

Listen to urban contemporary radio.

Icons: Jean-Michèl Basquiat; state-of the-art haircuts.

❖

"Sacred cows make the tastiest hamburger."

– Abbie Hoffman

❖

URBAN ACHIEVERS

Configuration:	Mostly singles, some couples.
	Average household size—1.5 persons.
	Predominant age range of adults—21 to 30.
Characteristics:	College-educated.
	One-third are foreign-born.
	Ethnically diverse; many are recent immigrants.
	Students; junior administrators; entertainment and media occupations.
Housing preferences:	Diverse urban neighborhoods.
	More than 82 percent are renters.
	Lofts, apartments and townhouses.
Consumption patterns:	Transit cards; drive a VW GTI.
	Ethnic clubs and restaurants.
	Imported food, newspapers, videos and CDs.
	Watch *The Simpsons*.
	Read *Blender* magazine.
	Listen to alternative music radio.
Icons:	Running shoes with business suits; credit cards and green cards.

❖

"¿Qué pasa, dude?"

– Greeting

❖

SOUL CITY SINGLES _____

Configuration: Young singles, a few couples.

Average household size—1 person.

Predominant age range of adults—18 to 25.

Characteristics: Ethnically-diverse households.

Three-quarters have college or high school educations;

a quarter are still in school.

Alternative lifestyles: hippies, political leftists, community activists.

Low-paying jobs as waiters or waitresses, bartenders, factory workers on the

night shift, sales clerks in small neighborhood stores.

Housing preferences: Downtown neighborhoods of small cities – the "poor man's Bohemia."

Mid- and high-rise apartments near universities.

Eighty percent are new to the neighborhood.

Consumption patterns: Drive a Suzuki Aerio.

Hip-hop and thrash.

Singles bars; jazz clubs; museums and galleries.

Watch *Late-Night with Conan O'Brien*.

Read music magazines.

Listen to reggaeton/urbano radio.

Icons: Vintage Pumas; graffiti tags.

❖

"Man, if you gotta ask you'll never know."
– Louis Armstrong

❖

❦

YOUNGER SINGLES & COUPLES

– Small Cities/Satellite Cities –

❦

Configuration: Couples and some singles.

Average household size—2 persons.

Predominant age range of adults—25 to 34.

Characteristics: Dual-income, dual-career couples.

Forty percent have college or post-graduate degrees.

Yesterday: *Twentysomethings*. Tomorrow: *Nouveau Money*.

White-collar professionals: executive vice presidents; department heads;
architects and engineers.

Housing preferences: Upper-middle-class neighborhoods in smaller cities.

Upscale condos and townhouses in more urban areas.

Three-quarters own their homes.

Consumption patterns: Drive a BMW 528i.

Downtown commuters.

Gallery-hopping.

Watch the *Daily Show*.

Read *Sailing* magazine.

Listen to alternative rock radio.

Icons: Espresso/cappuccino maker; the I-phone.

❖

"Power is the great aphrodisiac."

– Henry Kissinger

❖

TWENTYSOMETHINGS

Configuration: Mostly singles; couples.

Average household size—1 to 2 persons.

Predominant age ranges—20 to 30.

Characteristics: Middle-income singles and couples.

Recent college graduates who have moved to second- or third-tier cities.

Highly athletic, technologically advanced, active nightlife.

Starter positions in info-tech start-ups, public and private service industries.

Housing preferences: Fast-growing smaller cities; smaller-city suburbs.

Fifty-four percent rent lofts and apartments.

The 46 percent who are owners bought starter houses, townhouses, or
    condominiums.

Consumption patterns: Drive a Jeep Wrangler.

Take-out, fast food, and happy hour grazing.

Health clubs and night clubs; back-packing and camping; mountain-biking.

Watch *MTV*.

Read *Sports Illustrated*.

Listen to contemporary hit radio.

Icons: txt msg; Craig's List.

❖

"You can't always get what you want
But if you try sometimes
You just might find
You get what you need."

– Mick Jagger and Keith Richard

❖

SMALL-CITY SINGLES

Configuration: Mostly singles and some couples (cohabs), few children.

Average household size—1 to 2 persons.

Predominant age ranges—18 to 30.

Characteristics: Students and college graduates; the highly-educated professionals that teach them.

Highly mobile—80 percent have moved in the last five years.

Recent grads who've launched start-up companies; sales and white-collar workers.

Housing preferences: College and university towns.

Sixty percent are renters in apartment complexes or houses.

Students often live off-campus.

Consumption patterns: Drive a Ford Escape.

Alternative music.

ATM card.

Watch *MTV Punk'd*.

Read *Rolling Stone*.

Listen to rock music station.

Icons: Singles bars; Grateful Dead (same as it ever was) CDs or MP3s.

❖

"Youth is wholly experimental."

– Robert Louis Stevenson

❖

Configuration: Singles and unmarried singles with kids.

Average household size—1.3 persons.

Predominant age range of adults—18 to 30.

Characteristics: Ethnically- and racially-diverse.

A third attended college, a third graduated high school, and a third dropped
out of high school.

Transient lifestyles.

Lower-income blue-collar jobs.

Housing preferences: Working-class neighborhoods in small cities.

Older duplexes, rowhouses, and apartments in mid-rise buildings.

Two-thirds have moved in the past five years.

Consumption patterns: Nissan Frontier pick-up truck.

Pool halls and bowling alleys.

Sparsely-furnished homes.

Watch *WWF*.

Read *Muscle & Fitness*.

Listen to classic hits radio.

Icons: Kid Rock; "wife-beater" shirts.

❖

"To travel hopefully is a better thing than to arrive."

– Robert Louis Stevenson

❖

❦

YOUNGER SINGLES & COUPLES

– Metropolitan Suburbs –

❦

THE ENTREPRENEURS _____

Configuration:	Married couples; only a small percentage have children.
	Average household size—2 persons.
	Predominant age range of adults—25 to 44.

Characteristics:	Wealthy, dual-income couples.
	High percentage of home-based businesses.
	Well educated—more than 65 percent hold college or graduate degrees.
	Business owners, executives and white-collar professionals.

Housing preferences:	High-value condominiums in the city; townhouses in the suburbs.
	More than half have moved within the past five years.
	Very high property values.

Consumption patterns:	Drive a BMW750i.
	Theater-lovers, museum-goers.
	Color-coded calendar.
	Watch *The Movie Channel*.
	Read *Forbes Small Business*.
	Listen to alternative rock radio.

Icons:	The wireless home office; scuba gear.

❖

"A creative economy is the fuel of magnificence."

– Ralph Waldo Emerson

❖

Configuration: Singles and couples.

Average household size—1 and 2 persons.

Predominant age range of adults—25 to 34.

Characteristics: Upper-middle-income households.

Type-A college grads.

Career- and lifestyle-oriented techies.

Employed by software and IT companies, communications firms, law offices.

Housing preferences: Inner suburbs of large cities; downtowns of small cities.

Upscale condominiums, townhouses, and apartments.

Sixty percent own their residences.

Consumption patterns: Drive a Volkswagen Tiguan.

Skiing; snowboarding; whitewater rafting.

Exercise equipment and health clubs.

Watch *VH1*.

Read *Wired*.

Listen to rock radio.

Icons: Work week: Burberry; weekends: REI.

❖

"Nothing succeeds like success."

– Alexandre Dumas, père

❖

UPSCALE SUBURBAN COUPLES _____

Configuration: Married dual-income couples.

Average household size—2 persons.

Predominant age range of adults—25 to 44.

Characteristics: Well-educated suburban couples.

Predominantly white and Asian households.

Management, computer, business and financial specialists.

Housing preferences: Close-in suburbs.

Detached residences in small new housing developments, many at cluster densities.

Colonial, Victorian, and Georgian architecture.

Consumption patterns: Drive an Audi A3.

DVD movie collection.

Home recycling center.

Watch *E! Entertainment*.

He: Reads *GQ; She:* Read *Elle*.

Listen to rock radio.

Icons: Labrador Retriever; Plasma TV.

❖

"The home should be the treasure chest of living"

– Le Corbusier

❖

NO-NEST SUBURBANITES

Configuration: Couples and singles.

Average household size—2 persons.

Predominant age range of adults—30 to 45.

Characteristics: Generation X-ers.

Half attended or graduated from college.

Predominantly white.

Teachers, hospital workers, white-collar and clerical employment.

Housing preferences: Old and new suburbia.

Townhouses and single-family houses.

Nearly 70 percent own their homes.

Consumption patterns: Drive a Chevy Impala.

Home-delivery meals.

Huge video collection.

Watch *Entertainment Tonight*.

Read *Entertainment Weekly*.

Listen to classic rock radio.

Icons: Treadmill; Trivial Pursuit.

❖

"You will be safest in the middle."

– Ovid

❖

Configuration: Mostly singles, some couples.

Average household size—1.5 persons.

Predominant age range of adults—21 to 34.

Characteristics: Nearly 90 percent have moved in the past five years.

Recent college grads.

High-tech employment; entertainment, sports and media jobs.

White-collar workers looking for upward mobility.

Housing preferences: Older suburbs near the big city.

One-third own their homes—soft lofts and townhouses.

Two-thirds are renters living in suburban apartment complexes.

Consumption patterns: Drive a Mazda or a Hyundai.

Shopping at the malls.

Commute to downtown.

Watch *That '70s Show*.

Read *Maxim*.

Listen to alternative rock radio.

Icons: Hooters T-shirt; Sony Vaio.

❖

"What's up?!?"
– Greeting

❖

WORKING-CLASS SINGLES_____

Configuration: Ethnically-mixed married couples; singles.

Average household size—1 and 2 persons.

Predominant age range of adults—18 to 34.

Characteristics: Multi-lingual, multi-ethnic households in the heart of suburbia.

High-school and college graduates.

First- and second-generation immigrants; young people in transition.

Blue- and white-collar workers looking for upward mobility.

Housing preferences: Older suburbs within commuting distance of the big city.

Just over 20 percent own their homes—starter single-family, townhouses,
  or condominiums.

The rest are renters in suburban apartment complexes.

Consumption patterns: Drive a Kia Spectra.

Shopping at the malls.

Commute to downtown.

Watch *Fear Factor*.

Read *Essence*.

Listen to urban contemporary radio.

Icons: Internet dating; ESL classes.

❖

"In America, getting on in the world means getting

out of the world we have known before."

– Ellery Sedgwick

❖

❦

YOUNGER SINGLES & COUPLES

– Town & Country/Exurbs –

❦

Configuration: Married couples, no children.

Average household size—2 persons.

Predominant age range of adults—35 to 54.

Characteristics: Well-educated upper-income urban-exile couples.

Urban tastes in a rural environment.

High-powered jobs/laid-back leisure.

Housing preferences: An hour's drive from the closest metro in scenic, formerly rural areas.

Large detached residences in small new housing developments, many at cluster densities.

Home office.

Consumption patterns: Drive a Toyota Land Cruiser.

Caribbean travel.

Chocolate labradors.

Watch *Cinemax*.

Read *The Wall Street Journal* on line.

Listen to the radio on the Internet.

Icons: Six-burner professional range; e-Trade account.

❖

"Knowledge is power"

– Francis Bacon

❖

Configuration: Married couples, very few children.

Average household size—2 persons.

Predominant age range of adults—25 to 44.

Characteristics: College-educated; 10 percent with advanced degrees.

Active engagement in outdoor activities.

Engineers; high school teachers; physical therapists.

Housing preferences: New construction in or just outside small towns.

Detached houses and townhouses close to their jobs.

Plenty of storage for their skis, bikes, kayaks.

Consumption patterns: Drive a Ford F360 Super Duty XLT truck.

Mountain biking; skiing; canoeing; backpacking; boating.

Self-help books.

Watch *Discovery Channel*.

Read *Outdoor Life*.

Listen to classic hits radio.

Icons: Carabiners; Gore-Tex XCR pullover.

❖

"Sport is the bloom and glow of a perfect health."

– Ralph Waldo Emerson

❖

Configuration: Singles and married couples.

Average household size—2 persons.

Predominant age range of adults—20 to 44.

Characteristics: High-school graduates.

Middle-income households.

Employed in manufacturing, construction; waiters and waitresses.

Housing preferences: Exurban towns that are growing rapidly.

Three-quarters own their homes.

Detached houses; duplexes; townhouses.

Consumption patterns: Drive a motorcycle.

Fast food.

NASCAR races.

Watch *The Speed Channel*.

Read *AutoWeek*.

Listen to country music radio.

Icons: Dale Earnhardt; K-Mart.

❖

"A hard-working man and a thrifty woman are the real treasures of any family."

– Chinese Proverb

❖

COUNTRY COUPLES _____

Configuration: Married couples.

Average household size—2 persons.

Predominant age range of adults—25 to 44.

Characteristics: Lower-middle-class rural couples.

High-school graduates.

Comfortable rural lifestyle.

Job base includes forestry, fishing, ranching, mining and agriculture.

Housing preferences: The American heartland; isolated farms and villages.

Brick homes on several acres, with barns and grain silos.

Mobile homes for the 20 percent who rent.

Consumption patterns: Drive a tractor.

Hunting, fishing for him; crafts and needlework for her.

Country music.

Watch Country Music Television.

Read *Farm & Ranch Living*.

Listen to soft rock radio.

Icons: Antlers from a 12-point buck; worn Levis.

❖

"Ah too fortunate farmers, if they knew their own good fortune!"

– Virgil

❖

Configuration: Mostly singles.

Average household size—1 person.

Predominant age range of adults—18 to 25.

Characteristics: Lower-income small-town singles.

High-school graduates, who move frequently.

Fast-paced lifestyle.

Construction workers, waiters and waitresses, medical assistants.

Housing preferences: Exurban towns.

Small garden apartments and townhouses.

More than 45 percent have bought their first house.

Consumption patterns: Harley-Davidson Sportster 1200.

Pick-up basketball.

7-11s.

Watch *WWE Wrestling*.

Read *Easyriders* magazine.

Listen to heavy metal radio.

Icons: Marlon Brando; white tee-shirts.

❖

"Every man loves what he is good at."
                                          – Thomas Shadwell

❖

Rural Singles _____

Configuration: Mostly singles; a few couples.

Average household size—1 to 2 persons.

Predominant age range of adults—35 to 44.

Characteristics: Lower-middle-income blue-collar singles and couples.

High-school graduates; few went on to college.

Self-reliant and cautious.

A variety of blue-collar occupations, none high-paying.

Housing preferences: Small towns and villages.

Mobile homes; small ramblers and cottages.

Most live within 50 miles of where they were born.

Consumption patterns: Drive a Dodge Neon.

Three freezers and two refrigerators stocked with venison and homegrown
    vegetables.

Handguns.

Watch Great American Country TV.

Read *Deer & Deer Hunting Magazine*.

Listen to classic rock radio.

Icons: Bass Pro shop; Stihl chain saw.

❖

"There is a passion for hunting something
deeply implanted in the human breast."
– Charles Dickens

❖

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Research & Strategic Analysis