

# Fairfax County Public Library

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## CommunityConnect LandScape Resource Manual

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# Introduction and How to Use this Guide

## Welcome

This Resource Manual provides all the information you'll need to get started and to use LandScape.

This CommunityConnect LandScape Resource Manual provides all the information you'll need to get started and to use LandScape.

The LandScape segmentation system is the most advanced, neighborhood-based market segmentation system available in the United States. The data behind it is rock solid. LandScape is comprised of two elements: 15 groups of segments and 72 segments. This CommunityConnect LandScape Resource Manual contains complete overview of the 15 groups and full descriptions for the segments in your library's jurisdiction.

Using LandScape will help you understand your jurisdiction population and answer key questions asked by nearly all organizations:

- Who are our customers
- Where do they live
- What type of lifestyle do they live/aspire to
- What is their purchasing behavior
- In which segments do we have the greatest opportunity
- Which segments are most productive for our library
- Which segments are core to our library
- How do we describe our target population

## Groups and Segments

LandScape is comprised of two elements: groups and segments.

Groups are comprised of segments with shared traits such as income, age, family type, and race/ethnicity. There are 15 groups; the number of segments in each group varies between three and seven. Each group has a full description below.

Segments are the essence of LandScape. Segments describe specific demographic and consumer preferences in neighborhoods throughout the United States. LandScape classifies 72 segments. Each of the 72 segments

is defined at the smallest and most accurate geographic level possible; the census block group. Each segment description includes four elements:

- A high-level one sentence overview
- A narrative of its demographic characteristics
- A narrative of its consumer preferences
- An example list of things consumed by the segment: household items, personal items, leisure activities, and media selections.

# LandScape Groups and Segments Overview

## LandScape’s 15 Groups and 72 Segments

The following is a list of all of the segments in each Group. One, some, or all of these segments may be in your library’s jurisdiction.

### A

#### Crème de la Crème

Urban neighborhoods with residents that measure far above average in all traditional classifications, including income and education.

- A1 Empire Builders
- A2 Grand Masters
- A3 Marquis Class
- A4 The Sweet Life
- A5 Urban Squires
- A6 Regents

### B

#### Urban Cliff Climbers

Urban neighborhoods with residents that represent the definitive “working class,” and are young and in pursuit of their individual American dreams.

- B1 Charmed Life
- B2 Sitting Pretty
- B3 Kindred Spirits
- B4 Middle of the Road
- B5 White-Collar Status
- B6 Blue-Collar Starts

### C

#### Urban Cliff Dwellers

Urban neighborhoods with 30-somethings pursuing a comfortable, classically American, working-class lifestyle.

- C1 Social Whirls
- C2 Managing Business
- C3 Nest Builders
- C4 Gainfully Employed
- C5 Strapped

### D

#### Seasoned Urban Dwellers

Urban neighborhoods predominately home to working-class, mid-to-late-40-somethings, plus a high percent of residents who are 65-plus.

- D1 Gray Eminence
- D2 Fall Years
- D3 Still in the Game

**E****Thriving Alone**

Neighborhoods distinguished by a large number of residents who are flourishing in solitary, highly urban, high-income lifestyles.

- E1 Gurus
- E2 Wizards
- E3 Apprentices

**F****Going it Alone**

Urban neighborhoods that are a testament to the opportunities available to Americans who, even without higher education, enjoy comfortable lives alone.

- F1 Hard Act to Follow
- F2 S\* Seeks S\*
- F3 Solo Acts
- F4 Making Ends Meet

**G****Struggling Alone**

Urban neighborhoods where the single residents with minimal education and many children are struggling alone financially.

- G1 Urban Moms & Dads
- G2 Apron Strings & Hard Hats
- G3 Widows & Widowers

**H****Single in the Suburbs**

Residents of these suburban neighborhoods are among the lower income levels of modern suburbia, but are neither rich, nor poor.

- H1 Educated Earners
- H2 Suburban Singles
- H3 Proud Parent

**I****Married in the Suburbs**

These suburban neighborhoods are home to upper-middle-class residents with high incomes, married-couple households, and white-collar jobs.

- I1 Bonds & Babies
- I2 Great Generations
- I3 Couples with Capital
- I4 Kith & Kin
- I5 Sublime Suburbia

**J****Retired in the Suburbs**

Suburban neighborhoods with a 40-plus demographic, high incomes, few children, and a comfortable standard of living.

- J1 Stocks & Scholars
- J2 Marmalade & Money
- J3 Stately Suburbs

**K****Living With Nature**

Rural areas inhabited by a patchwork of people who have both chosen the rural lifestyle and whose vocations chose it for them.

- K1 Country Villas
- K2 Pastoral Vistas
- K3 Terra Firma
- K4 Stock in Trade
- K5 Rough & Ready
- K6 The Outback
- K7 Cornucopia

**L****Working with Nature**

Rural areas home predominately to 40-plus-year-olds working the land for a living.

- L1 Land Barons
- L2 Fertile Acres
- L3 Breadbasket
- L4 Farmers' Circles
- L5 Crops & Tractors

## M

### African American Gateway

Urban neighborhoods comprised predominantly of African Americans.

- M1 Gentry
- M2 Thriving
- M3 Metro Strivers
- M4 City Core
- M5 Between Jobs

## N

### Hispanic American

Urban neighborhoods that are home mainly to Hispanic Americans.

- N1 Family Coming of Age
- N2 Los Padres
- N3 Young Families
- N4 The Godparents
- N5 The Singles
- N6 Hard Workers

## O

### Specialties

Neighborhoods across the U.S. that are so unique they do not fit into easily definable groups.

- O1 Golden Heritage
- O2 East Meets West
- O3 Group Quarters
- O4 Doublewides
- O5 Centurions
- O6 Legacy Years
- O7 Collegian

# Guide to Viewing Each Group's Overview Page

Each of LandScape's fifteen groups has an introductory section followed by individual pages discussing each segment within the group in more detail. The introductory sections have six main parts:

**1. One sentence description.**

**2. Defining characteristics**

These are the characteristics that are the most important to what makes this group unique.

**3. Segments overview**

A one sentence summary of each segment.

**4. Comparison tables**

An easy-to-use, detailed comparison of each all segments within the group.

**5. Demographic overview**

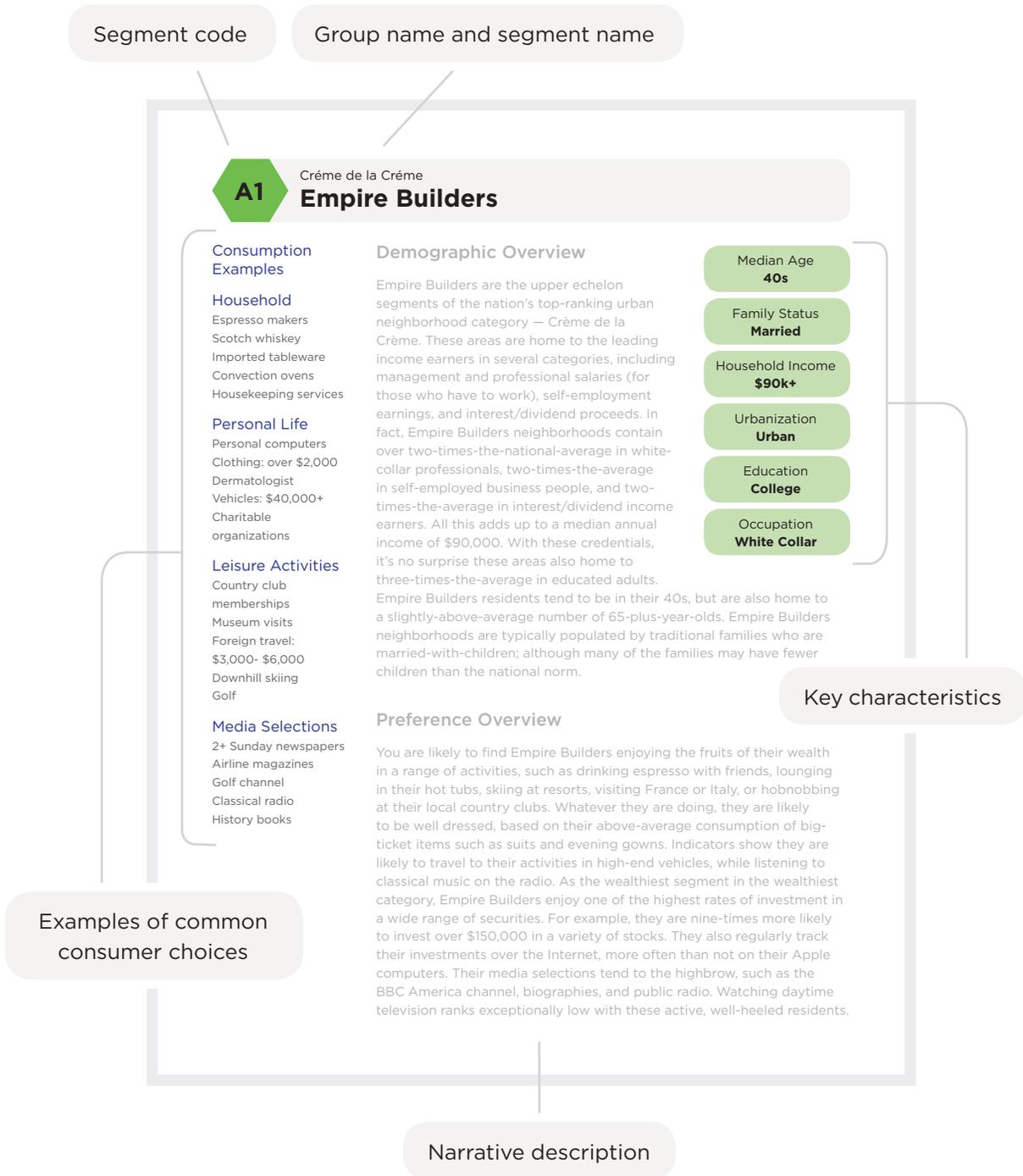
A detailed, narrative-style description of the group's characteristics.

**6. Preference overview**

A detailed, narrative-style description of the group's consumer behavior.

# Guide to Viewing Each Segment's Overview Page

The summary page for each segment matches the following format.



# Crème de la Crème

Urban neighborhoods with residents that measure far above average in all traditional classifications, including income, education, and family status.

## Defining Characteristics



## Segments

The following is a list of all of the segments in this Group. One, some, or all of these segments may be in your library's jurisdiction.

- A1 Empire Builders**  
Empire Builders are the upper echelon in urban neighborhoods with a high percentage of white-collar professionals and high incomes.
- A2 Grand Masters**  
Grand Masters are in their 40s, highly educated with high income to match, living in urban neighborhoods.
- A3 Marquis Class**  
The Marquis Class segment is another high income, urban segment that is a little older than others in the Crème de la Crème segments.
- A4 The Sweet Life**  
The Sweet Life are young, urban families with above average number of children below the age of six.
- A5 Urban Squires**  
Urban Squires are highly educated, 30-somethings living in urban neighborhoods.
- A6 Regents**  
Regents are in their 40s, living in urban neighborhoods and have fewer children than other Crème de la Crème segments.

Crème de la Crème

## Demographic Overview

If you are looking for consumers with high incomes, college educations, and traditional married-with-children families, you're in the right neighborhoods. Crème de la Crème segments are just what the name implies —above average in all traditional classifications: including income, education, and family status. By any measure, this group is the most successful. It's a veritable who's who of the classic American dream.

In this category, you'll find not only 50-something Empire Builders, such as Bill Gates, Michael Dell, and the Walton family, but many other 30- and 40-year-olds who enjoy the best of the "good life" in many of American's top urban neighborhoods. Crème de la Crème are the neighborhoods many Americans drive through, dreaming of the grandeur that lies within, but do not themselves reside. The homes are likely to be filled with the finest furnishings, designer-label clothing, and valuable artwork, while the garages are filled with upscale vehicles.

The median incomes in most Crème de la Crème neighborhood segments range from \$70,000 to \$80,000, with one group rising into the \$90,000 range. Overall, the income for these residents comes from multiple revenue streams, including higher-than-the-national-average employment in upper-level, white-collar management, and professional positions. Every segment also enjoys higher-than-average income from self-employment enterprises and interest/dividend payments. And with two segments being home to a larger percent of retirees than the norm, they also enjoy a comfortable living from higher-than-average rates of retirement investment and social security income.

On average, the inhabitants of the six Crème de la Crème neighborhood segments are in their 40s. However, two segments are younger: The Sweet Life are in the 20- to 30-age range, and Urban Squires have a higher-than-average number of 30-somethings. Also, three segments are home to more 65-plus residents than average: Empire Builders, Marquis Class, and Regents. Crème de la Crème segments are largely home to families who are married with children — most at a higher-than-average percentile.

# A1

Crème de la Crème

## Empire Builders

### Consumption Examples

#### Household

- Espresso makers
- Scotch whiskey
- Imported tableware
- Convection ovens
- Housekeeping services

#### Personal Life

- Personal computers
- Clothing: over \$2,000
- Dermatologist
- Vehicles: \$40,000+
- Charitable organizations

#### Leisure Activities

- Country club memberships
- Museum visits
- Foreign travel: \$3,000- \$6,000
- Downhill skiing
- Golf

#### Media Selections

- 2+ Sunday newspapers
- Airline magazines
- Golf channel
- Classical radio
- History books

### Demographic Overview

Empire Builders are the upper echelon segments of the nation’s top-ranking urban neighborhood category — Crème de la Crème. These areas are home to the leading income earners in several categories, including management and professional salaries (for those who have to work), self-employment earnings, and interest/dividend proceeds. In fact, Empire Builders neighborhoods contain over two-times-the-national-average in white-collar professionals, two-times-the-average in self-employed business people, and two-times-the-average in interest/dividend income earners. All this adds up to a median annual income of \$90,000. With these credentials, it’s no surprise these areas also home to three-times-the-average in educated adults. Empire Builders residents tend to be in their 40s, but are also home to a slightly-above-average number of 65-plus-year-olds. Empire Builders neighborhoods are typically populated by traditional families who are married-with-children; although many of the families may have fewer children than the national norm.

Median Age  
**40s**

Family Status  
**Married**

Household Income  
**\$90k+**

Urbanization  
**Urban**

Education  
**College**

Occupation  
**White Collar**

### Preference Overview

You are likely to find Empire Builders enjoying the fruits of their wealth in a range of activities, such as drinking espresso with friends, lounging in their hot tubs, skiing at resorts, visiting France or Italy, or hobnobbing at their local country clubs. Whatever they are doing, they are likely to be well dressed, based on their above-average consumption of big-ticket items such as suits and evening gowns. Indicators show they are likely to travel to their activities in high-end vehicles, while listening to classical music on the radio. As the wealthiest segment in the wealthiest category, Empire Builders enjoy one of the highest rates of investment in a wide range of securities. For example, they are nine-times more likely to invest over \$150,000 in a variety of stocks. They also regularly track their investments over the Internet, more often than not on their Apple computers. Their media selections tend to the highbrow, such as the BBC America channel, biographies, and public radio. Watching daytime television ranks exceptionally low with these active, well-heeled residents.

## A2

Crème de la Crème

# Grand Masters

## Consumption Examples

### Household

Grocery-club stores  
Hot tubs/whirlpool spas  
Premier domestic beer  
Home improvements  
Pianos

### Personal Life

Imported vehicles  
Point-and-shoot cameras  
Online shopping  
Online investment tracking  
Dermatologist visits

### Leisure Activities

Domestic plane flights  
France trips  
Live theater  
Club exercise programs  
Downhill skiing

### Media Selections

The New York Times website  
Books: biographies  
Epicurean magazine  
All news radio  
Classic movie videos

## Demographic Overview

Grand Masters are highly urban neighborhoods that enjoy the stature of their Crème de la Crème brethren in most measured areas, including education, occupation, and family composition. Grand Masters are home, on average, to 40-something white-collar professionals who are married-with-children, college-educated, and employed overridingly in management and professional positions. Residents in these areas enjoy incomes between \$70,000 and \$80,000. While residents in Grand Masters neighborhoods earn an average level of income from their management and professional positions, they also enjoy a higher-than-average income from self-employment enterprises and interest/dividend income. Households in these area have a slightly higher-than-average percent of families with children; with a modestly higher-than-average number of teens 13-to-17. Also, Grand Masters are home to slightly over two-times-the-national-average in college-educated residents, and nearly twice-the-average number of people in white-collar management positions.

Median Age  
**40s**

Family Status  
**Married**

Household Income  
**\$70k - \$90k**

Urbanization  
**Urban**

Education  
**College**

Occupation  
**White Collar**

## Preference Overview

Grand Masters are big spenders on just about anything their hearts' desire. And their hearts' desire a wide variety of items — including clothing, computers, cameras, home improvement products and services, domestic and international trips, and meals at popular restaurant chains. Yet, they aren't entirely spendthrifts since they rank four-times-the-national-average in grocery and warehouse club memberships. Perhaps they are enjoying a discount on their whole coffee beans, premium domestic beers, organic foods, frozen vegetarian burgers, and wide range of other high-ranking consumable items. They also like variety in media, since they participate heavily in everything from The New York Times website, to biographies, to classical and contemporary radio channels, to classic movie videos. They do not watch daytime programming. They enjoy museums, live theater, and sports such as tennis. No matter what they are doing, consumers in this segment are well dressed, since they spend liberally on clothing, including high-rankings on everything from workout attire, to business suits, to designer jeans.



Crème de la Crème

## Marquis Class

### Consumption Examples

#### Household

- Ground coffee
- Wine
- New roofs
- Exterior light fixtures
- Hardwood floors

#### Personal Life

- Mercedes/BMWs/Volvos
- Women’s parkas
- Golf clothing
- Apple computers
- Podiatrist doctor visits

#### Leisure Activities

- Domestic vacations: \$5,000+
- Foreign trips by plane
- Gambling in Connecticut
- Gambling in Atlantic City
- Knitting

#### Media Selections

- The New York Times website
- Bloomberg TV show
- All new radio
- Classical radio
- Sports radio

### Demographic Overview

While the highly urban Marquis Class share many of “the good life” characteristics with other Crème de la Crème urban segments, they are uniquely home to a larger number of 65-plus-year-old residents than other areas in this upscale category. Marquis Class sectors also have a slightly above-average number of 40-year-olds, and they have lower-than-average percentiles of children and teenagers. Understandably, based on the age demographics, Marquis Class areas show higher-than-average levels of retirement/social security income. However, they also have higher-than-average incomes in other areas, such as interest/dividend income and self-employment earnings. The residents who have to work are typically employed in white-collar management and professional occupations. Overall, this group enjoys an annual income in the \$70,000s and \$80,000s. Also, presumably owing to the age distribution, while these neighborhoods have a near-national-average ratio of married-with-children families, they also show a slight up-tick in the married-with-no-children division. Marquis Class segments also measure twice-the-national-average in college-educated residents.

Median Age  
**40s**

Family Status  
**Married**

Household Income  
**\$70k - \$90k**

Urbanization  
**Urban**

Education  
**College**

Occupation  
**White Collar**

### Preference Overview

There are more than a few clues to the higher-than-average age bracket of this group — and it’s not just the addition of knitting to the list of leisure activities. This segment enjoys both the money to live the good life and the time to participate in a variety of leisure activities, such as eating at restaurants, both fast food establishments and steak houses (in fact, they eat at one chain steak house at a rate four-and-a-half times-the-national-average). They also enjoy traveling to foreign countries and to domestic locations such as Atlantic City for gambling. The Marquis Class also have time to dedicate to investing their wealth, fixing up their homes, and pursuing media — from The New York Times website, to the Bloomsburg TV show, to sports radio. You might find them watching daytime programming during the week. Owing to their advancing age, this group ranks lower on physical activities than other Crème de la Crème segments, yet they are by no means just sitting around the house. They are active and enjoying life —including sailing, ice-skating, and gambling. At home you’re likely to find them cruising around in their high-end vehicles or surfing the Internet on their latest computer purchases.

# A4

Crème de la Crème

## The Sweet Life

### Consumption Examples

#### Household

Grocery/club stores  
Computer Superstores  
Wall shelving units  
Clean air filters  
Energy bars

#### Personal Life

Victoria's Secret mail order  
Acuras  
Internet-based phone calls  
Skin rash remedies  
Business club memberships

#### Leisure Activities

Rock music concerts  
Las Vegas gambling trips  
Snorkeling/diving  
Tennis  
Backgammon

#### Media Selections

The Wall Street Journal website  
CBS sportline.com  
Style magazine  
Golf channel  
Documentary videos

### Demographic Overview

The Sweet Life are the “youngsters” of the urban Crème de la Crème category of neighborhood segments. Not only is the median age range in the 20s and 30s, but also these areas have an above-average number of children below the age of six. These characteristics correlate to the higher-than-average number of married-with-children-under-18 households. Though young, these urban neighborhoods are home to a higher-than-average number of earners in white-collar management and professional occupations. These mostly college-educated residents enjoy incomes in the \$70,000s and \$80,000s, predominantly from salaries and wages. They also earn incomes at a slightly-higher-than-average level from interest/dividends. However, unlike many other Crème de la Crème neighborhoods, that have higher self-employment income levels, the The Sweet Life residents are just at the national average in this income measurement.

### Preference Overview

It's easy to tell that The Sweet Life are the youngsters of the Crème de la Crème category. They have the money to afford to live life at the highest degree of the classic American dream. While they are busy purchasing and using all the accretions of modern luxury living, such as computers, clothing, and cars, they are also spending generously on traveling: from trips abroad to places such as Ireland and Germany, to trips domestically to locations such as Las Vegas. With a lifestyle that is not the least deprived in any category, they also eat out often in common chains restaurants and fast food establishments. Yet they likely also eat at home judging by their highest-ranking item: shopping at King Soopers grocery stores, on which they weigh in at three-times-the-national-average. They also enjoy online shopping at several of the most popular websites. Their media participation is diverse, ranging from The Wall Street Journal website, to Style magazine, to documentary videos. Radio listening ranges widely from all talk, to alternative, to jazz. They almost never watch daytime TV programming. They take part in a fair amount of investment activity and are well insured with healthcare coverage.

Median Age  
**20s/low 30s**

Family Status  
**Married**

Household Income  
**\$70k - \$90k**

Urbanization  
**Urban**

Education  
**College**

Occupation  
**White Collar**



Crème de la Crème

# Urban Squires

## Consumption Examples

### Household

- Central heating with oil
- Attic/house fans
- Dunkin' Donuts ground coffee
- Domestic wines
- Bathroom remodeling: \$3,000+

### Personal Life

- Clothing purchases: \$2,000+
- Barnes&noble.com
- Vehicles: \$30,000 - \$39,999
- Charles Schwab investments
- Union-based health insurance

### Leisure Activities

- Gambling in Atlantic City
- Museums
- Ice skating
- Yoga
- Canoeing/kayaking

### Media Selections

- PBS.org
- Daily newspapers: 2+
- Outdoor recreation magazines
- Tennis TV programs
- All news radio

## Demographic Overview

Urban Squires have the greatest number of national-average measurements than other segments within the Crème de la Crème category. But, however ordinary these Urban Squire residents may appear, they are definitely living very comfortably compared to the nation as a whole, based on a median income range in the \$70,000s and \$80,000s. The residents of these highly urban areas tend to be in their 30s, but weigh in at an average level in all other age categories. Other national-average measurements include married-with-children, income from wages, and social security income. Urban Squires' standout characteristics included a twice-the-national-average level of college-educated residents, a slightly higher level of residents employed in white-collar management and professional jobs, and a higher level of income from interest/dividends.

Median Age  
**30s**

Family Status  
**Married**

Household Income  
**\$70k - \$90k**

Urbanization  
**Urban**

Education  
**College**

Occupation  
**White Collar**

## Preference Overview

With a segment dominated by 30-somethings earning a very good living, it should come as no surprise that Urban Squires show significant spending in all categories. From a wide number of home remodeling projects, to foreign and domestic travel, to eating out at a range of restaurants, this group knows how to enjoy life to the fullest. Despite a fair amount of dining out, this group also ranks high on grocery store shopping. That is most likely where they purchase Chock Full O' Nuts ground coffee, which is their highest-ranking item at three-and-a-half-time-the-national-average. Their leisure activities include museums and live theater. They spend generously on home remodeling projects, such as new bathrooms and kitchens. While they are well insured, they don't need to spend a lot on medical care, since they are still in the prime of their lives. But they also take care of themselves through a wide range of sports activities, from yoga, to ice skating, to kayaking. Urban Squires' media selections range from two daily newspapers per day, to outdoor magazines, to the Bravo channel. They are too busy to sit still for daytime TV programs.

# A6

Crème de la Crème

## Regents

### Consumption Examples

#### Household

Ovenware and bakeware  
Scotch whiskey  
Home remodeling: \$7,500+  
Bathroom or kitchen faucets  
Grocery: Acme

#### Personal Life

Evening dresses  
Flowers mail orders  
Vehicle: \$30,000 - \$39,999  
Auto club memberships  
Computers: \$2,000 - \$2,999

#### Leisure Activities

Foreign Travel: \$1,000 - \$2,999  
Horse races  
Gambling in Atlantic City  
Dance performances  
Saltwater fishing

#### Media Selections

Computer magazines  
Golf channel  
All news radio  
Adult contemporary radio  
Classic movie videos

### Demographic Overview

Regents are highly urban Crème de la Crème neighborhoods with the vast majority of their residents in their 40s, fewer-than-average children under 17 years old, and a higher-than-average number of 65-plus-year-olds. Though they have fewer children, the residents in these areas have a higher-than-national-average quota of married couples. Also higher-than-average are the number of college-educated residents, people employed in white-collar management and professional positions, and income from retirement investments/social security. The combination of income sources puts these neighborhoods solidly in the \$70,000s to \$80,000s median annual income range — making their middle-age years financially secure and materially comfortable.

### Preference Overview

If this category is any indication, 40-somethings, even relatively wealthy ones, aren't spending as much as their other Crème de la Crème brethren in most categories. Perhaps it's a combination of been-there-bought-that and being gainfully employed, and therefore not having the free time required to freely spend as much on computers and home care as others in this category. This group does get out-and-about though, from traveling domestically and internationally, to attending horse races and dance performances, to salt water fishing, to eating at a variety of popular chain restaurants. They spend a fair amount on home remodeling, both inside and outside, which probably speaks to the fact that they've owned their homes for a while. Their top-ranking item is shopping at Acme grocery stores, on which they ranked two-and-a-half-times-the-national-average. They participate in a variety of media, preferring computer and travel magazines, the golf channel, classic and all news radio, and classic movie videos. They are unlikely to read hunting or fishing magazines or listen to country radio stations.

Median Age  
**40s**

Family Status  
**Married**

Household Income  
**\$70k - \$90k**

Urbanization  
**Urban**

Education  
**Some College**

Occupation  
**White Collar**

# Urban Cliff Climbers

Urban neighborhoods with residents that represent the definitive “working class,” and are young and in pursuit of their individual American dreams.

## Defining Characteristics

Median Age  
**20s/low 30s**

Urbanization  
**Urban**

Family Status  
**Married**

## Segments

**The following is a list of all of the segments in this Group. One, some, or all of these segments may be in your library’s jurisdiction.**

**B1** **Charmed Life**

The Charmed Life segment represents young, married families with children, working in white-collar jobs, solidly middle class.

**B2** **Sitting Pretty**

Sitting Pretty are young, married families, some with children, working in white-collar jobs enjoying good income levels.

**B3** **Kindred Spirits**

Kindred Spirits share similarities with other Urban Cliff Climbers—young, married with children. They are middle class, earning a little less than similar segments.

**B4** **Middle of the Road**

Middle of the Road residents are young, married with children, working in blue-collar occupations.

**B5** **White-Collar Status**

The White-Collar Status segment is made up of young people, married with children, working in white-collar occupations with room for advancement.

**B6** **Blue-Collar Starts**

Blue-Collar Starts are young singles, some with children, struggling financially in blue-collar positions.

## Demographic Overview

Good old America — where you don't have to be rich or have a college education to live a relatively good life. This truism fully characterizes residents of neighborhoods in the Urban Cliff Climbers category, which represent the definitive “working class” — where residents are still young and in pursuit of their individual dreams. Most of these citizens enjoy much of what American has to offer in terms of a comfortable middle-class urban lifestyle, without necessarily having college educations, although the majority of people have graduated from high school. While some may have gone to two-year or four-year college, others are just as likely to have attained their ability to earn a good income from on-the-job-training in a wide spectrum of the nation's middle-class, white- and blue-collar occupations.

Urban Cliff Climbers neighborhoods are home to 20- to 30-something residents whose income is generated mainly from wages and salaries. They are employed in a cross-section of America's white- and blue-collar professions, including management, protective services, sales, office administration, construction, maintenance, and healthcare. The income of residents living in these six segments also spans a wide range, from below \$30,000 to the \$60,000s. Some residents in the lower income levels may supplement their salaries with public assistance.

Besides their urban residence, the Urban Cliff Climbers segments share two other main qualities: They are married with some children under 13 years old. But that's where their similarities end. Although they are all in the same stage of life, each neighborhood segment has taken its own approach to life, making different educational and career choices — which also helps explain their diverse income levels.

While differences among the six Urban Cliff Climbers segments are most obvious in the area of income, other variations also occur including: Charmed Life, Sitting Pretty, and Kindred Spirits have more residents with some level of college education, while Blue-Collar Starts contain some residents without high school degrees. Four of the segments are home to a fair share of white-collar workers, but Middle of the Road and Blue-Collar Starts employ more blue-collar workers. Only one segment has any level of income from interest/dividends: Charmed Life. The two segments with median incomes below \$30,000 rely on some public assistance income to get by: White-Collar Status and Blue-Collar Starts.



# Charmed Life

## Consumption Examples

### Household

- Automatic thermostats
- Water softeners
- Fireplaces
- Ceramic tile floors
- Hardwood floors

### Personal Life

- Clothing: \$2,000+
- Volkswagens
- Baby clothing
- Personal computers
- Vacation/weekend homes

### Leisure Activities

- Downhill skiing
- Mountain biking
- Bowling
- Backpacking/hiking
- Flew Delta domestic

### Media Selections

- CNET.com
- FOXnews.com
- Disney.com
- Sports radio
- Alternative radio

## Demographic Overview

Married. 20- to 30-something-years-old. Children of all ages. Some college education. Incomes between \$50,000 and \$60,000. White-collar jobs in management, sales, and personal care industries. Based on these fundamental demographics, it's clear that the residents of Charmed Life neighborhood segments are a cross-section of young, working Americana. It's easy to imagine these neighborhoods filled with middle-class cars, toys, and home furnishings—all of the merchandise that helps keep commerce humming at a pleasant pace across the United States. Positioned at the high-end of the Urban Cliff Climbers category, Charmed Life areas are home to Norman Rockwell-esque family images—hard-working citizens, who are in the full swing of their children-rearing years: housing, schooling, and entertaining children ranging from babies to teenagers.

Median Age  
**20s/low 30s**

Family Status  
**Married**

Household Income  
**\$50k - \$60k**

Urbanization  
**Urban**

Education  
**Some College**

Occupation  
**White Collar**

## Preference Overview

From traveling widely to playing video games at home, this Urban Cliff Climber segment is indeed living a charmed life. They are home to the biggest above-average spenders and most active segments in this category. They have the income and youth to enjoy life to the fullest, including affording many trips domestically and abroad, a wide range of computer equipment. Their above-the-national-average spending in many categories directly reflects these Charmed Life segments' higher-than-average earning capacity. Since they are also relatively young and in the prime of their lives, they are also above-the-national-average in many leisure activities—from flying kites, to visiting museums, to picnicking. Above-average purchases of business clothing speak to their white-collar-job status. Meanwhile above-average purchases of children's items show that there are kids at home. The highest-ranking item of the Charmed Life segment, at two-and-three-quarters-time-the-national-average, is shopping at the Cub Foods grocery store. Their media choices represent a cross-section of culture, including Disney.com, FOX Sports News, and alternative radio. Most daytime TV segments rank low for these active members of society.

## B2

Urban Cliff Climbers

# Sitting Pretty

## Consumption Examples

### Household

Home office furniture  
Cognac  
Nectar juices  
Iced espressos: bottled  
Sports drinks

### Personal Life

Women's suits  
Dress boots  
Discount tires  
Mazda  
Web cams

### Leisure Activities

Mexico vacations  
Softball  
Sports trading card  
collecting  
Las Vegas gambling  
Religious club  
memberships

### Media Selections

ABC.com  
Disney.com  
Oxygen channel  
Religious radio  
Rock radio

## Demographic Overview

Among the Urban Cliff Climbers neighborhoods that are home to the backbone of America's workforce are the Sitting Pretty segments. This group is young (20s to 30s), but enjoying good income levels (between \$50,000 and \$60,000). Their relatively high earnings come from middle-class, white-collar jobs in several occupations, including management, protective services, personal care, sales, office administration, and repair services. Their higher-than-average salaries keep them and their mostly newborn to 13-year-old children very comfortable in their urban abodes, in all probability surrounded by all of the creature comforts required to please all of the senses—from big-screen-high-def TVs to mid-level vehicles. With good college educations and good jobs, the Sitting Pretty residents have earned the comforts they enjoy.

Median Age  
**20s/low 30s**

Family Status  
**Married**

Household Income  
**\$50k - \$60k**

Urbanization  
**Urban**

Education  
**Some College**

Occupation  
**White Collar**

## Preference Overview

Indeed, Middle America never felt so good as it does in the Sitting Pretty neighborhoods. Because these segments enjoy the higher-end of the pay scale in mid-level jobs, they also enjoy above-the-national-average spending in many areas — including dining at family restaurants, computer equipment, and watching or participating in sports. In fact, this segment ranks higher-than-average in several sports activities such as attending pro football and baseball games, watching soccer on TV, and bowling. They strive to be solid citizens, owing to their higher-than-average membership in religious organizations. Top-ranking vehicles are mid-level Mazdas and Nissans. Despite their activity level, they also spend time at home based on above-average purchases of appliances, Internet activity, and the highest-ranking item in this segment: Home office furniture at about two-and-one-quarter-higher-than-the-national-average. When they are ready to relax after a productive day at work, you'll find Sitting Pretty residents or enjoying a wide range of media selections from ABC.com, to the Oxygen channel, to religious radio stations. They rarely read romance novels or science magazines.



# Kindred Spirits

## Consumption Examples

### Household

- Electric clock radios
- Electric toasters
- Garbage disposers
- Bottled iced espresso
- Baby furniture

### Personal Life

- Sports bras
- Dress boots
- Designer jeans
- Sport/utility vehicles
- MS Windows 2000

### Leisure Activities

- Las Vegas gambling
- Mexico vacations
- Video games
- Dancing
- Movies: 2-3 per month

### Media Selections

- Internet chat rooms
- Parenting magazines
- Discovery Times channel
- Military channel
- Classic hits radio

## Demographic Overview

Kindred Spirits are home to people who keep America humming — because they are the ones doing the work, as well as their fair share of the spending. The residents of these Urban Cliff Climber neighborhoods are 20- to 30-years-old, married-with-children of all ages (but slightly more in the younger ranges), earning between \$40,000 and \$50,000, enjoying some years of college education, and employed in a cross-section of the nation’s middle-class occupations. These residents earn an income slightly above the national-average in a wide range of jobs, such as protective services, food preparation, personal care, sales, office administration, construction, and repair services. With kids to raise and relatively good incomes, Kindred Spirits no doubt enjoy a big slice of classic middle-class life.

Median Age  
**20s/low 30s**

Family Status  
**Married**

Household Income  
**\$30k - \$50k**

Urbanization  
**Urban**

Education  
**Some College**

Occupation  
**White Collar**

## Preference Overview

Among their middle-class, above-average purchases and activities, Kindred Spirits enjoy a wide range of goods and services. While their travel is minimal, they actively pursue a wide range of sports watching, attendance, and participation: In particular, tennis, football, and soccer. Computer equipment also ranks high their regular purchases. Eating out tends to lean towards fast food such as burgers and fried chicken. In fact, Kindred Spirits highest-ranking item is Del Taco, on which they rank two-and-a-half-times-the-national-average. They are likely driving to these restaurants in their SUVs. Their high ranking in baby formula, baby furniture, and other children-related items demonstrates that these are young families. Other home purchases range from air filters to new sofas, but overall they don’t spend more than average on household purchases. They read parenting magazines, watch the Discovery Channel and MTV, and listen to classic hits and country radio stations. Understandably, they rarely read travel magazines.

# B4

Urban Cliff Climbers

## Middle of the Road

### Consumption Examples

#### Household

Home improvement: <\$150  
Flavored alcoholic beverages  
TV/VCR combos  
Packaged instant potatoes  
Snack cakes

#### Personal Life

Work boots  
Compact cars  
Baby ointments  
Hair mousse  
Cat treats

#### Leisure Activities

Cracker Barrel  
Applebee's  
Jack in the Box  
Internet: play games  
Video games

#### Media Selections

Internet: music downloads  
Fishing & hunting magazines  
TV Guide channel  
Rock radio  
Family/children videos

### Demographic Overview

If you're looking for higher-than-average earners in the nation's blue-collar occupations, you're in the right neighborhood. Middle of the Road segments are a cross-section of America's heartland, but in an urban setting. Middle of the Road areas are one of two blue-collar segments within the Urban Cliff Climbers category. While lower-than-the-national-average in white-collar workers, these areas have an above-average percent of people employed in construction, repair services, production, and transportation. These jobs give these married-with-children, 20- to 30-year-olds an median annual income between \$40,000 to \$50,000 — a relatively good income level, owing to a strong work ethic.

Median Age  
**20s/low 30s**

Family Status  
**Married**

Household Income  
**\$30k - \$50k**

Urbanization  
**Urban**

Education  
**High School**

Occupation  
**Blue Collar**

### Preference Overview

Consumers living in Middle of the Road segments are likely tired after a hard day of work, since their relatively few above-the-national-average purchases lean towards the sedentary variety. This group watches several television stations, including MTV, Court TV, VH1, and the Cartoon Network. They also listen to radio stations such as current-hits, rock, urban, and adult contemporary. They access music from the Internet, as shown by the fact that the highest-ranking item of this segment is downloadable music at almost one-and-three-quarters-the-national-average. Their grocery store food choices lean towards convenience, such as instant potatoes, ready-to-eat muffins, and packaged pasta salads. They drive compact cars, which they gas-up with gasoline debit cards. Several categories are not a priority for Middle of the Roaders, including computers, clothing, and home improvement. These low-spending, low-activity indicators suggest that residents of these segments will be weak candidates for high-end purchases such as SUVs and big-screen TVs, but great prospects for convenience items, especially those offered at a bargain.



# White-Collar Status

## Consumption Examples

### Household

- Bottled iced espresso
- Packaged children’s dinners
- Lunch combo kits
- Frozen corn on the cob
- Canned meats

### Personal Life

- Sandals
- Baby shampoo
- Cough syrups
- Cold sore remedies
- Dandruff shampoos

### Leisure Activities

- Church’s Fried Chicken
- Sonic Drive-in
- Pizza Hut
- Video games
- Baseball: play

### Media Selections

- Internet: employment searches
- Automotive magazines
- Parenthood magazines
- Black entertainment TV
- Urban radio

## Demographic Overview

The urban White-Collar Status neighborhoods prove that a lack of college education and an income range of less than \$30,000 doesn’t equate to blue-collar occupations. In fact, this segment of Urban Cliff Climbers, which are home to people largely in their 20s and 30s and married-with-young-children, are employed in middle-class, white-collar occupations, probably with a lot of room for advancement. They measure above-average employment in several fields, including healthcare, protective services, food preparation, and grounds maintenance. With only high-school educations supporting them, this group of citizens keeps their heads-above-water, while they work their way up into higher-paying jobs by shopping for high-value with every purchase and making use of a higher-than-average level of public-assistance income.

Median Age  
**20s/low 30s**

Family Status  
**Married**

Household Income  
**\$30k or less**

Urbanization  
**Urban**

Education  
**High School**

Occupation  
**White Collar**

## Preference Overview

With few items scoring higher-than-average in White-Collar Status neighborhoods, this group is likely tired after long working hours. Their high-ranking items provide a clue about their need for convenience after work hours, including their highest-ranking item: visits to the fast food chain Church’s Fried Chicken, clocking in at over two-and-a-quarter-higher-than-the-national-average. Convenience also plays a role at the grocery store for these young families, with high-ranking purchases of packaged children’s dinners, lunch combo kits, canned meats, and bottled iced espresso. For these young families, money and free time are likely limited, as evidenced in low incidences of leisure activities and travel. The majority of this segment’s standout television watching includes daytime TV programming, which speaks to either having parents at home or shift-worker occupations. They rank low on newspapers and novels. The group’s other prominent leisure activities are low-energy choices: video games and horror movies. Targeting consumers in these segments most likely means offering convenience and value for their hard-earned dollars.

# Urban Cliff Dwellers

Urban neighborhoods with 30-somethings pursuing a comfortable, classically American, working-class lifestyle.

## Defining Characteristics



## Segments

The following is a list of all of the segments in this Group. One, some, or all of these segments may be in your library's jurisdiction.

- C1** **Social Whirls**  
Social Whirls residents are families with children who are approaching their teenage years. They enjoy a comfortable income.
- C2** **Managing Business**  
The Managing Business segment encompasses mixed neighborhoods with 30s-something families and other residents 65 and older, most with a comfortable income.
- C3** **Nest Builders**  
Nest Builders are average Americans—traditional families with children, high school education, average income.
- C4** **Gainfully Employed**  
Gainfully Employed are a mixed group of people, some in their 30s and others 65 and older. They have fewer children and an average income.
- C5** **Strapped**  
Strapped residents are struggling financially with less than \$30,000 income, lower education level, and blue-collar jobs.

## Demographic Overview

Urban Cliff Dwellers neighborhoods are a family portrait of 30-somethings in the mature stages of life — including their pursuit of a comfortable, classically American, working-class lifestyle. They are also a study in cause-and-effect dynamics related to educational levels and income earnings. To wit, the Urban Cliff Dwellers with more education earn higher incomes than those with less education.

This group of highly urban neighborhoods is home to residents who have many years of working under their belts, perhaps a decade or more of home mortgage equity, and the creature comforts of middle-class Americana. Not all of the Urban Cliff Dwellers communities have children. Those that do largely have kids who are growing into their teenage years. As a result, it's easy to imagine these areas getting ready to face the added financial burdens of trendy clothing, an additional car, and college savings.

Though they are a collection of neighborhoods housing working-class, 30-year-olds, Urban Cliff Dwellers segments span three income levels, from less-than-\$30,000 up to \$60,000. As a group they have high-school degrees, but no college education; the residents are employed in the nation's middle-class white-collar occupations; and their income is nearly exclusively from wages and salaries. Among the occupations most commonly represented are protective services, office administration, repair services, construction, production, transportation, and healthcare support.

The primary differences among the five Urban Cliff Dwellers neighborhoods are their income levels and number of children. The two highest income earners are Social Whirls and Managing Business: Both enjoy a comfortable median income in the \$50,000s to \$60,000s. Next in line are the Nest Builders and Gainfully Employed, both in the \$30,000 and \$40,000 range. The last segment is the aptly named Strapped, whose residents earn less-than-\$30,000. Strapped is the only segment in this category whose inhabitants rely on some level of public-assistance to make ends meet.

The second big difference among these segments is their household compositions. Social Whirls, Nest Builders, and Strapped have the highest percentage of traditional families with children under 18 years old, which is slightly above the national-average. The remaining two segments, Managing Business and Gainfully Employed, are predominantly married, but are slightly below-the-national-average in children.



# Social Whirls

## Consumption Examples

### Household

- AC units
- Bread making machines
- Baby furniture
- Flavored alcoholic beverages
- Pizza crusts

### Personal Life

- Dress shoes
- Men's sports shirts
- Compact cars
- Camcorders
- Disability insurance

### Leisure Activities

- Trips to Northeast U.S.
- Zoos
- Baking
- Board games
- Bicycling

### Media Selections

- Children's books
- Novels
- Sports magazines
- Classic rock radio
- Drama movie videos

## Demographic Overview

Enjoying their comfortable \$50,000 to \$60,000 median income range, the married-with-children residents of highly urban Social Whirls neighborhoods will have plenty to keep them busy and buying in the coming years — as their children continuing to grow into their teenage years. Although these areas' residents depend on wages to pay their bills, they also enjoy a slightly above-the-national-average income from interest/dividends. This is likely to help them make extra car payments for their teenagers and start college funds. Although their occupation categories span the range of typical middle-class, white-collar jobs, they tip slightly above-average in a few categories, including protective services, office administration, and repair services. The higher salaries of the residents speak to the fact that some households have some level of college education.

Median Age  
**30s**

Family Status  
**Married**

Household Income  
**\$50k - \$70k**

Urbanization  
**Urban**

Education  
**High School**

Occupation  
**White Collar**

## Preference Overview

A comfortable, well-kept home, modest vehicles, and a few traditional leisure activities are the consumption characteristics of Managing Business neighborhoods. Even though these segments are home to a relatively younger demographic, these 30-somethings tend toward traditional lives of moderation in all areas, including traveling, eating out, and grocery purchases. Of all the items measured, these segments have the most above-average rankings in home care. This speaks volumes, declaring that they value home and hearth, and spend their money wisely. As a testament to their hard-working-with-children lifestyles, their food preferences tend toward grab-and-go with several rankings in fast-food restaurants and above-average grocery convenience purchases, including ready-to-eat muffins, energy bars, and bottled coffee drinks. Managing Business segment's highest-ranking category at almost three-and-a-quarter above average is dining at Friendly's, an all-American burger and ice cream restaurant chain. However, this group does find the time and money to travel, even internationally. In media choices, they rank highest for a wide selection of radio formats, from all-news, to jazz, to alternative music.

## C2

Urban Cliff Dwellers

# Managing Business

## Consumption Examples

### Household

Grocery warehouses  
Pasta machines  
Espresso makers  
Imported wines  
Ready-to-eat muffins

### Personal Life

Standard-size cars  
AAA memberships  
Personal computers: \$1,000 - \$1,499  
35mm auto-focus cameras  
L.L. Bean mail order

### Leisure Activities

Country club memberships  
Museum visits  
Foreign travel:  
\$3,000- \$6,000  
Downhill skiing  
Golf

### Media Selections

2+ Sunday newspapers  
Airline magazines  
Golf channel  
Classical radio  
History books

## Demographic Overview

Managing Business neighborhoods are largely 30-somethings, but also have an above-average number of residents over 65-years-old. This demographic measurement no doubt contributes to these areas' slightly below-the-national-average percentage of families with children and slight up-tick in widows and widowers. As a result, it's easy to imagine that the younger residents may help the older ones with small home repairs; while the older residents may water plants when their younger neighbors go on vacations. Naturally, this demographic impacts the areas' higher-than-average level of social-security income. This, combined with an on-average level of salaries from middle-class white-collar jobs, and a slightly higher level of interest/dividend income, puts residents in Managing Business areas at a comfortable \$50,000 and \$60,000 income range. For those still in the workforce, the above-average occupation categories include: office administration, protective services, and repair services. As a group, these Urban Cliff Dwellers have some minimal level of college education.

Median Age  
**30s**

Family Status  
**Married**

Household Income  
**\$50k - \$70k**

Urbanization  
**Urban**

Education  
**High School**

Occupation  
**White Collar**

## Preference Overview

A comfortable, well-kept home, modest vehicles, and a few traditional leisure activities are the consumption characteristics of Managing Business neighborhoods. Even though these segments are home to a relatively younger demographic, these 30-somethings tend toward traditional lives of moderation in all areas, including traveling, eating out, and grocery purchases. Of all the items measured, these segments have the most above-average rankings in home care. This speaks volumes, declaring that they value home and hearth, and spend their money wisely. As a testament to their hard-working-with-children lifestyles, their food preferences tend toward grab-and-go with several rankings in fast-food restaurants and above-average grocery convenience purchases, including ready-to-eat muffins, energy bars, and bottled coffee drinks. Managing Business segment's highest-ranking category at almost three-and-a-quarter above average is dining at Friendly's, an all-American burger and ice cream restaurant chain. However, this group does find the time and money to travel, even internationally. In media choices, they rank highest for a wide selection of radio formats, from all-news, to jazz, to alternative music.

# Seasoned Urban Dwellers

Urban neighborhoods predominately home to working-class, mid-to-late-40-somethings, plus a high percent of residents who are 65-plus.

## Defining Characteristics



## Segments

The following is a list of all of the segments in this Group. One, some, or all of these segments may be in your library's jurisdiction.

- D1** [Gray Eminence](#)  
Gray Eminence segments are solid middle class neighborhoods with an aging population, median age of 40, and fewer children.
- D2** [Fall Years](#)  
Fall Years segment is characterized by residents in their mid-to-late 40s and a growing percentage of 65+, getting by on Social Security and retirement accounts.
- D3** [Still in the Game](#)  
Still in the Game residents are in their 40s or older and struggle financially.

## Demographic Overview

Neighborhoods classified as Seasoned Urban Dwellers rank as predominately home to working-class mid-to-late-40-somethings. But they also have a high percent of residents who are 65-plus, making them a generationally mixed environment. While the majority of these households have the traditional composition of married-couples-with-children, they also have their fair share of single people and a growing number of retirees, who have most likely raised their own families in these same urban stomping grounds.

With their mature years in full swing and a larger number of households without children, citizens in Season Urban Dwellers domains are likely to be focused on planning for retirement, assuming they aren't already there. However, a significantly higher-than-national-average number of residents are already in their retirement years. Plus, this percent is likely to increase as the residents continue to age.

The three urban neighborhood segments in this category demonstrate classic parallels of America's aging middle-class: Namely, those with more education rank higher in middle-class, white-collar occupations; while those with less higher education rank higher in traditional blue-collar, low-paying jobs. This speaks to this category's wide-ranging income levels and sources of income. Seasoned Urban Dwellers earn from below-\$30,000 to the \$60,000s. Plus, they draw income from several sources, including salaries, interest/dividend, social security/retirement accounts, and public assistance.

Of the three segments in the Seasoned Urban Dwellers category, Gray Eminence earn the most (\$50,000s to \$60,000s), Fall Years earn less (\$30,000s to \$40,000s), and Still in the Game earn the least (less than \$30,000). True to their gradually descending income levels, these segments demonstrate an corresponding increased level of public-assistance income: Gray Eminence ranks far below the national-average; Fall Years fall near-average, and Still in the Game ranks significantly above-average. Planning for their impending retirement years may be more difficult for residents of Still in the Game neighborhoods, since they are already relying more on more public-assistance than residents of the two other segments.

# D1

Seasoned Urban Dwellers

## Gray Eminence

### Consumption Examples

#### Household

Electric perk coffee makers  
Bread crumbs and coating mixes  
Pretzels  
Cat treats  
Home insulation

#### Personal Life

Women's skirts  
QVC mail order  
Flowers  
Oldsmobiles  
Baby ointments

#### Leisure Activities

Furniture refinishing  
Fraternal order member  
Atlantic city gambling  
Religious club memberships  
Gardening

#### Media Selections

Romance novels  
Cookbooks  
Game Show Network  
Do-It-Yourself Network  
Sports Radio

### Demographic Overview

The median age of Gray Eminence neighborhoods is 40-years-old, but their residents are aging. In fact, they already house a significantly high number of retirees. While the highly urban Gray Eminence areas are right-on-average with traditional married couples, they have fewer children than average. They also have a high (and likely growing) number of widows and widowers. These middle-class, white-collar neighborhoods in the Seasoned Urban Dwellers category have an average level of college-educated residents. This speaks to their average-level of denizens employed in middle-class management and professional occupations, along with the traditional service-industry occupations. Their working-class status has put them in a comfortable \$50,000s to \$60,000s income range, the sources of which include salaries, interest/dividends, and social security/retirement income. It's easy to picture these residents gracefully living life throughout their advancing years.

### Preference Overview

Growing older in America has rarely looked as good as it does in Gray Eminence neighborhoods. Residents in these segments have lived good lives and are reaping the rewards as they age. They now have both the time and money to enjoy their interests. These citizens' wide-ranging interests include traveling domestically and abroad, belonging to religious and charitable organizations, and gardening and refinishing furniture. They also continue to take good care of their well-equipped homes through improvements such as adding insulation and gutters. They take equally good care of their bodies through regular doctor visits, purchases of health remedies, playing golf, and having sufficient health insurance coverage. But Gray Eminence also enjoy regular indulgences such as coffee, pretzels, and visits to family restaurants, like the Big Boy chain, their highest ranking line-item at three-and-one-quarter-above-the-national-average. These consumers are likely to be moderately tech-savvy, since they rank high in some computer purchases and Internet surfing. They are also likely to watch a variety of TV shows, read widely, listen to all-talk radio, or watch classic movies.

Median Age  
**40s**

Family Status  
**Married**

Household Income  
**\$50k - \$70k**

Urbanization  
**Urban**

Education  
**High School**

Occupation  
**White Collar**

# Thriving Alone

Neighborhoods distinguished by a large number of residents who are flourishing in solitary, highly urban, high-income lifestyles.

## Defining Characteristics



## Segments

The following is a list of all of the segments in this Group. One, some, or all of these segments may be in your library’s jurisdiction.

- E1 Gurus**  
Gurus are 40+, single, college educated, with white-collar careers, \$50,000-\$60,000 in income plus investment income.
- E2 Wizards**  
Wizards are a younger version of Gurus, single, educated with professional careers, living an urban lifestyle.
- E3 Apprentices**  
Apprentices are 20-somethings--single, educated, with professional careers and earning a good income.

## Demographic Overview

One of the unique features of modern American life is the increase in the number of people who are living alone— and liking it. Today living alone no longer carries the stigma it once had in past decades, when a more traditional family-with-children standard ruled society. Today single adults revel in their aloneness: Creating lifestyles of their own design, working long hours at careers they love, enjoying their free-time in pursuit of their specific interests, and making purchases that satisfy their specific preferences. This presents an important phenomenon for retailers.

Granted, not all people who are living alone are doing so by choice. Circumstances such as divorce or the death of a spouse play a role in some people's single status. Yet, today a growing number of people are single-by-choice and many of the people who've become single-by-circumstances are finding that they enjoy it, and so are choosing to stay single. And you'll find a lot of these people living in highly urban, high-income Thriving Alone neighborhoods — which include Gurus, Wizards, and Apprentices.

The three Thriving Alone segments are distinguished by a large number of residents who are flourishing in solitary highly urban lifestyles — enjoying relatively high income levels, college educations, and professional careers in, for example, white-collar management and financial operations. These neighborhoods measure nearly two-times-the-national-average in single households and much lower-than-average levels of households with children. With medium incomes in the \$50,000s and \$60,000s and few dependents, it's easy to imagine these neighborhoods characterized by signs of highly disposable income — such as high-end cars, comfortable dwellings, plush furnishings, and designer-label clothing.

While characterized as a group by their single status, high incomes, educations, and occupations, the three Thriving Alone neighborhood segments differ primarily in age. Gurus are the elders of the group, with a median age range in the 40s and a relatively high percent of people over 65. Wizards are the home bases of the single 30-somethings of this category. Apprentices are the playgrounds of singles in their 20s and low-30s.



# Thriving Alone Gurus

## Consumption Examples

### Household

- Stacked washer/dryers
- Espresso
- Scotch Whiskey
- Energy bars
- House cleaning services

### Personal Life

- Men's sports jackets
- Women's blazers
- Imported vehicles
- Apple computers
- Long-term care insurance

### Leisure Activities

- Foreign vacations
- Museums
- Painting and drawing
- Auto shows
- Weightlifting

### Media Selections

- The New York Times website
- Read online blogs
- BBC America channel
- Public radio
- Foreign videos

## Demographic Overview

Gurus may very well be among the leaders of the going-it-alone-and-loving-it phenomenon that has emerged in America's urban areas over the past few decades. After all, they are the elder statesmen (and women) among the three Thriving Alone segments. Gurus median age is in the 40s, but they are also home to nearly twice-the-national-average of 65-plus residents. Therefore, quite logically, these areas are home to the trailblazers for younger generations of happy singles. Gurus tend to be single widows and widowers, but a higher-than-average number have also never been married. If Gurus did help to make this lifestyle attractive, there are good reasons why: Their median income is in the more-than-comfortable \$50,000s and \$60,000s, they are college educated, and they have white-collar careers predominantly in management professions. What's more, even with a large number of 65-plus residents, Gurus segments are not pulling a correlatively high level of income from retirement/social security. This could mean they like their jobs and so are continuing to work into traditional retirement years. They are earning an above-average level of income from interest/dividends, which makes them smart investors as well as dependent-free consumers. You might expect to find Gurus eating many meals in fine restaurants and splurging on ultra-luxe vacation resorts.

Median Age  
**40s**

Family Status  
**Single**

Household Income  
**\$50k - \$70k**

Urbanization  
**Urban**

Education  
**College**

Occupation  
**White Collar**

## Preference Overview

When it comes to spending, Gurus are the masters of the good life. Among their high-ranking selections are imported vehicles, high-end alcoholic beverages, and an array of computer equipment at home and at work. Computers, most likely Apples, are so central to Gurus' lifestyle that they spend a lot of time online, including making purchases and investing. Gurus rank relatively low on family and fast food restaurants, suggesting they might prefer more high-end dining. Gurus' media choices lean more towards reading and radio than watching television. In fact, Gurus highest-ranking item is The New York Times website at over three-and-a-half-times-the-national-average. Other reading selections are women's fashion, travel, and airline magazines, and Internet, history, and biography books. Radio choices cover a diverse spectrum, including all-news, jazz, classical, and alternative. When they do watch television, selections include BBC America, Bravo, and tennis programs. They also watch foreign videos. Leisure activities for Gurus cover a lot of ground — from museums, to auto shows, to rock music events, to exercising. They also have the time and money to spend on international and domestic travel.

## E2

## Thriving Alone Wizards

### Consumption Examples

#### Household

Espresso makers  
Scotch whiskey  
Imported tableware  
Convection ovens  
Housekeeping services

#### Personal Life

Personal computers  
Clothing: over \$2,000  
Dermatologist  
Vehicles: \$40,000+  
Charitable organizations

#### Leisure Activities

Country club  
memberships  
Museum visits  
Foreign travel:  
\$3,000- \$6,000  
Downhill skiing  
Golf

#### Media Selections

2+ Sunday newspapers  
Airline magazines  
Golf channel  
Classical radio  
History books

### Demographic Overview

What could be better than being in your 30s, having a college degree and a professional career, having no children, and earning in the \$50,000s and \$60,000s? Apparently, the cherry on top of this scenario for residents of the highly urban Wizards neighborhoods is having all that plus being single. These segments, which are in the urban Thriving Alone category, are dominated by 30-something single people, who are alone mainly because they've either never been married or they are divorced. These neighborhoods measure at higher-than-twice-the-national-average in non-family households. Indeed, you won't find many children or people in their retirement years among the Wizards. What you will find is a relatively youthful group that enjoys their relatively high incomes from salaries earned in white-collar management and professional careers. These residents also earn a slightly higher-than-average level of income from interest/dividends and self-employment income — indicating that there are many smart investors and entrepreneurs (and no doubt savvy spenders) among the inhabitants. After a hard-charging 9-to-5 workweek, Wizards likely bust out on the weekends to spend their time reveling in child-free entertainment and spend their money enjoying their independent lives.

Median Age  
**30s**

Family Status  
**Single**

Household Income  
**\$50k - \$70k**

Urbanization  
**Urban**

Education  
**College**

Occupation  
**White Collar**

### Preference Overview

High-end living is alive and well in Wizards neighborhoods. Like their Gurus brethren these residents have sophisticated tastes —from beverages, to media selections, to computer equipment. For example, high-ranking beverages include Scotch whisky, imported wines, and champagne; their preferred computer is Apple; and media selections lean towards PBS television, public radio, airline magazines, and foreign videos. In fact, this segment's highest-ranking item is readership of The New York Times website. But despite a long list of high-ranking computer purchases and online activities, this group also ranks high on activities outside of the home, such as leisure pursuits from museums to movies; sports participation from yoga to backpacking; and traveling from Italy to Hawaii. These on-the-go 30-year-olds will even stop at fast food restaurants occasionally for burritos or donuts. They rank nearly equally on media selections, with a few more high-ranking reading choices, such as women's fashion, airline, and travel magazines. Wizards only high-ranking home-related purchase is for housekeeping services, suggesting they are too busy to fuss with home and hearth.



Thriving Alone

# Apprentices

## Consumption Examples

### Household

- Electric blenders
- Barbeque equipment
- Super premium domestic beer
- Imported wines
- Energy bars

### Personal Life

- Running clothing
- Men's designer jeans
- Victoria's Secret mail order
- Sub-compact cars
- Apple computers

### Leisure Activities

- Foreign plane trips: 3+
- Downhill skiing
- Yoga
- Rock music
- Adult education courses

### Media Selections

- The New York Times website
- MTV.com
- Science fiction books
- Alternative radio
- Foreign videos

## Demographic Overview

Sharing the spotlight in the illustrious emerging single-by-choice-or-circumstances demographic are the residents of the highly urban Apprentices neighborhoods. These areas are home to the youngest residents of the Thriving Alone category. They are dominated by single people in their 20s and low-30s without children, who are living alone primarily because they've never been married. In fact, Apprentices rank at almost three-times-the-national-average in non-family households. Owing to their young age, it's too early to tell if the Apprentices dwellers will remain single; but for now they are living the good life with incomes in the \$50,000s and \$60,000s. You can imagine this group being able to, on a whim, drop off their briefcases in their well-decorated homes and take off for a weekend at the shore or on the slopes. These overridingly college-educated residents generate income from white-collar management and professional occupations. They earn less from interest/dividends than other Thriving Alone sectors, but this will likely change as the residents mature.

Median Age  
**20s/low 30s**

Family Status  
**Single**

Household Income  
**\$50k - \$70k**

Urbanization  
**Urban**

Education  
**College**

Occupation  
**White Collar**

## Preference Overview

There are several clues that these segments are young and have plenty of money, including their top media selections (VH1 television and alternative radio), their leisure activities (rock concerts and playing pool), and their many high-ranking travel excursions (multiple international and domestic trips). Indeed, Apprentices residents clearly have the money and time to enjoy an active life to the fullest. Like their Thriving Alone neighbors, they have a propensity for computers, Internet activity, and traveling. Unlike Gurus and Wizards, they show more activity in video rentals (foreign, classics, and science fiction) and family and fast food dining. In fact, their highest-ranking line item is eating at the Au Bon Pain fast food sandwich chain, ranking nearly four-and-a-quarter-times-the-national-average. However, they must also be planning to cook at home, owing to their many purchases of kitchen tools, like ovenware and blenders. Another distinction of this younger set is their propensity for compact-size vehicles. When on vacation, Apprentices like to fly to Italy, the Northeast U.S., and other foreign and domestic locales.

# Going it Alone

Urban neighborhoods that are a testament to the opportunities available to Americans who, even without higher educations, enjoy comfortable lives alone.

## Defining Characteristics



## Segments

The following is a list of all of the segments in this Group. One, some, or all of these segments may be in your library's jurisdiction.

- F1** **Hard Act to Follow**  
The Hard Act to Follow segment is urban, single, 30-somethings earning \$30,000-\$40,000 and no children.
- F2** **S\* Seeks S\***  
The S\* Seeks S\* is an urban segment characterized by young, single residents earning \$30,000-\$40,000 living in non-family households.
- F3** **Solo Acts**  
Solo Acts are a young, urban and single segment, never married or divorced. Many of the households have children.
- F4** **Making Ends Meet**  
The Making Ends Meet segment has a median age of 40, single due to divorce or widowed, and some children, working hard to make ends meet.

## Demographic Overview

The United States has become known around the globe as a nation with a particularly unique demographic — successful singles. Few other nations have as many single adults and single-parent families with middle-class-income levels who are living alone. Many experts speculate as to why, but certainly reasons contributing to this trend include a combination of a stronger-than-average independent streak and a higher-than-average divorce rate. Both factors presumably contribute to the growth across the country of today's highly urban Going it Alone neighborhoods.

Another factor that may be at play in the rising single status of many urban segments is opportunity. Certainly the U.S. has long been a land of opportunity for those willing to work hard. The Going it Alone segments are a testament to the opportunities available to Americans who, even without higher educations, can attain good white-collar jobs and decent salaries —and who can live comfortable lives even though they are not in traditional two-adult households.

Besides their single-household status, Going it Alone segments share many other characteristics, including the fact that the residents are chiefly employed in white-collar jobs, they have incomes in the \$30,000s to \$40,000s, and they have high-school degrees, but very little college education. Overall, these residents are single for many reasons, including being divorced, widowed, and never married. These residences have fewer children than other segments. As a result, their modest, but comfortable, income in all likelihood stretches further than it would in multi-person households.

The differences among the four Going it Alone segments include: age, children, and the need for public assistance. Two groups have the youngest single residents: S\* Seeks S\* and Solo Acts, who are principally in their 20s and low-30s. Hard Act to Follow dwellers are in their 30s. Making Ends Meet residents are mainly in their 40s; but this segment is also home to a growing number of 65-plus-year-olds. Only Solo Acts and Making Ends Meet segments rank above-average in children, with Solo Acts ranking the highest. With a growing population of retirees, Making Ends Meet is the only segment with a significant level of income from social security and retirement.



Going it Alone

# Hard Act to Follow

## Consumption Examples

### Household

- AC window units
- Imported wines
- Whole coffee beans
- Canned cat food
- Canned dog food

### Personal Life

- Men's dress slacks
- Women's sweaters
- Hondas
- Internet: school or library
- Cholesterol control remedies

### Leisure Activities

- Museums
- Beaches
- Crossword puzzles
- Casino gambling
- Basketball: play

### Media Selections

- E! channel
- Comedy Central channel
- Sci-Fi channel
- Alternative radio
- Mystery books

## Demographic Overview

Hard Act to Follow segments are highly urban areas with a predominantly single population in their 30s and without children. In fact, these Going it Alone areas weight in with a nearly 50-percent-above-average level of singles. The households are single for a variety of reasons, including slightly higher-than-average levels of divorce, widowhood, and non-marriage. This group has some college education and a median annual income level in the \$30,000s and \$40,000s. The source of income for these singles is predominately wages from white-collar jobs in occupations such as office administration, food service, sales, healthcare, and personal care. One might logically expect to find Hard Act to Follow residents willing to explore dating opportunities, but not sitting at home on weekends waiting for the phone to ring. Instead, they're likely enjoying a full life of leisurely mornings over coffee and a good book, and evenings at museums and nightclubs.

## Preference Overview

Hard Act to Follow residents live in the middle ground between the youthful 20s and the mature 30s. They appear to have one foot in each world in many of their purchase choices and lifestyle options. For example, while they rank high on going to nightclubs and casinos, they also rank high on going to museums and domestic trips to visit their relatives and friends. Even though there are few children in the households in these segments, Hard Act to Follow residents have pets as shown by their high-ranking purchase of cat and dog food. They also exhibit other lifestyle dichotomies such as enjoying donuts and baking, but also seeking out diet control products, such as low-carb products. Their activities range from the sedentary (crossword puzzles) to active (playing basketball). They make economical automotive choices, including sub-compact vehicles. True to form, their media choices span the youthful to the mature, ranging from alternative radio (their highest-ranking item at over one-and-three-quarters-times-the-national-average) to the traditional choices such as the E! channel, daytime TV programming, and Internet books.

Median Age  
**30s**

Family Status  
**Mixed Married and Single**

Household Income  
**\$30k - \$50k**

Urbanization  
**Urban**

Education  
**High School**

Occupation  
**White Collar**

## F2

Going it Alone

# S\* Seeks S\*

## Consumption Examples

### Household

Baby furniture & equipment  
Imported beer  
Liver sausage  
Laundries  
Money orders

### Personal Life

Sub-compact cars  
Acne ailments  
Dandruff remedies  
Internet: school or libraries  
Cellular phones

### Leisure Activities

Billiards/pool  
Rock music performances  
Bars/night clubs  
Zoos  
Video games

### Media Selections

Download music online  
Monster.com  
ESPN Classic channel  
Alternative radio  
Videos: horror

## Demographic Overview

S\* Seeks S\* neighborhoods are characterized largely by their 50-percent-higher-than-average level of singles who have never been married. Not only that, but they rank at more than two-times-the-average in non-family households. Some of the households in these highly urban areas have children, but only a few. Owing to their never-married status and relatively young age (20s and 30s), the people in this segment are in the market to change their single status into married-coupled-om. As a result, they may seek out free-time activities with groups of young adults. But they have not put their lives on hold until they find mates. Instead, they're likely to be spending equal amounts of time and money socializing and creating comfortable lifestyles. The residents have an average level of college education and median incomes in the \$30,000s and \$40,000s. In these Going it Alone neighborhoods, income is generated almost exclusively from salaries in white-collar occupations such as food preparation, maintenance, personal care, and healthcare. In fact, they measure at a 50-percent-higher-than-average level of food preparation jobs. Overall, they only show a slightly above-average level of income from public assistance.

Median Age  
**20s/low 30s**

Family Status  
**Mixed Married and Single**

Household Income  
**\$30k - \$50k**

Urbanization  
**Urban**

Education  
**High School**

Occupation  
**White Collar**

## Preference Overview

A youthful perspective on life is evident in S\* Seeks S\* neighborhoods. Perhaps the fact that these young singles haven't yet taken on the responsibilities of married life is why they still feel free to enjoy pursuits such as playing pool and basketball, going to bars and rock performances, and playing video games and musical instruments. Yet, their lifestyle choices also show that they are slowly maturing. For example, they are just as likely to read a video game magazine as they are a men's magazine. While they are more likely to listen to alternative radio stations (their highest-ranking item at almost two-and-one-quarter-times-the-national-average), they are also likely to listen to oldies and variety radio. When they are online this group reads blogs, looks for employment, downloads music, and orders from ebay.com. Their position between youth and adulthood is also reflected in their health-related purchases, which include both acne cream and dandruff shampoo. Automotive purchases lean towards sub-compact models, beverage choices include imported beer, and restaurants tend to be fast food establishments. When they stay home to watch videos, they typically opt for horror flicks.



Going it Alone

# Solo Acts

## Consumption Examples

### Household

- Grocery: Albertson's
- Frozen dinners
- Instant coffee
- Cat treats
- Laundry services

### Personal Life

- Computer software
- Migraine remedies
- Dry eye remedies
- Internist visits
- Cellular phones

### Leisure Activities

- Travel: West
- Travel: Northeast
- Baseball: attend
- Dunkin Donuts
- Jack in the Box

### Media Selections

- Music magazines
- Black Entertainment TV
- ESPNNews channel
- Rock radio
- Family videos

## Demographic Overview

Solo Acts are urban neighborhoods with relatively young single populations, but with an over-50-percent-higher-than-average number of divorced residents. These 20- and 30-year-olds also have more children than other Going it Alone segments. Some of these residents are single due to the death of a spouse or because they've never been married. Whatever the reason, the households tend to be single females or males with some kids to take care of. With only a little college education and incomes in the \$30,000s and \$40,000s, it's not difficult to imagine this group struggling to make ends meet. They may, in fact, rely on family members and friends for a Friday night supper or weekend splurge at a fast food restaurant to ease their struggle — all the while keeping their calendars clear for any dating opportunities. Incomes for this population are generated from a variety of white-collar jobs in food preparation, maintenance, healthcare, office administration, and personal care. They register a slight up-tick on the public assistance income measurement, which helps supplement their single-income households.

Median Age  
**20s/low 30s**

Family Status  
**Mixed Married and Single**

Household Income  
**\$30k - \$50k**

Urbanization  
**Urban**

Education  
**High School**

Occupation  
**White Collar**

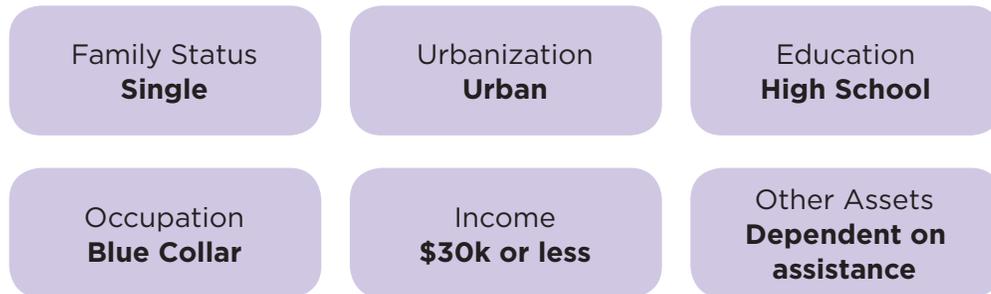
## Preference Overview

Solo Acts' single residents walk the tight wire between spending their money wisely and not going overboard. They rank above-average in a few lifestyle areas, including domestic travel to the West and Northeast U.S. They keep expenses down in other areas such as clothing, automotive, appliance, and fast food purchases. With some children in the single households, it's not surprising that Solo Acts' highest-ranking item is grocery shopping at Albertson's, at one-and-seventy-percent-times-the-national-average. But few purchases at the grocery rank above average, except for convenience foods like vegetarian frozen burgers, frozen main courses, and instant coffee. They also rank above-average in laundromat services. Residents in these segments have the means to have limited computer equipment in their homes and to own a pet, most likely a cat. Media choices for these single-parent households lean towards watching daytime television programs. Their young age is reflected in their choice of magazines (music) and radio stations (rock). To relax after a hard day at work, these residents are likely to watch a family movie online or attend a baseball game.

# Struggling Alone

Urban neighborhoods where the single residents with minimal education and many children are struggling alone financially.

## Defining Characteristics



## Segments

The following is a list of all of the segments in this Group. One, some, or all of these segments may be in your library's jurisdiction.

- G1 Urban Moms & Dads**  
Urban Moms and Dads are in their 20s with children and struggling to make ends meet in low paying, blue-collar jobs.
- G2 Apron Strings & Hard Hats**  
The Apron Strings & Hard Hats segment is made up of singles, many in their 30s, many with children, below average education and earning less than \$30,000.
- G3 Widows & Widowers**  
Widows & Widowers are older than others with an average age in the 40s but many are over 65, and their income is below \$30,000.

Struggling Alone

## Demographic Overview

Unlike any other country around the world, the United States is experiencing the rapid growth of a new demographic — single households. In many instances this phenomenon is a personal preference for single-and-successful Americans, who are either single-by-choice or by circumstances; But either way, are happy with the result. However, not all singles are living on easy street. Some people are more aptly described as “struggling alone” — hence, the name of this neighborhood category.

Residents of the urban Struggling Alone areas are the hardest hit by today’s growing single trend, because they are living on one (low) salary. Contributing to their struggles is the fact that these residents have no higher education, have some children to raise, and are single by circumstances such as divorce and death, rather than by choice. It all adds up to people living on low incomes, with few options for making their lives better. In particular, without partners to help make ends meet the residents of the three Struggling Alone sectors must count every penny and watch every purchase closely — undoubtedly keeping dollar stores and discount merchants in business.

With far below the national-average in college education, but slightly above-average in high-school degrees, members of the Struggling Alone demographic earn below \$30,000. As a result, they rely heavily on public assistance to stretch their wages from jobs in blue-collar occupations, such as food preparation, building maintenance, healthcare, production, and transportation. In fact, all three segments rank at just-under- or well-over-two-times-the-national-average in public-assistance income. The segment with the oldest residents, Solemn Widows and Widowers, is also starting to receive social security checks.

Struggling Alone neighborhoods are home to some children. In fact, as a group these areas measure nearly two-times-the-national-average in single-parent families. The majority of households have either singles-with-no-children, men raising children alone, women raising children alone, or widows and widowers.

The three Struggling Alone segments differ in a few areas, most notably, their ages. Residents of the Urban Moms & Dads segments are in their 20s and low-30s; Apron Strings & Hard Hats residents are in their 30s; and Widows & Widowers’ median age is in the 40s, with a growing number of 65-plus-year-olds in residence.



Struggling Alone

# Urban Moms & Dads

## Consumption Examples

### Household

- Lunch combinations
- Cornish hens
- Frozen hot snacks
- No-bake cakes
- Laundry services

### Personal Life

- Sweatshirts
- Work boots
- Children's shoes
- Acne remedies
- Hair coloring products

### Leisure Activities

- Denny's restaurant
- Domino's Pizza
- Video games
- Pro wrestling
- Basketball: play

### Media Selections

- Video & computer magazines
- MTV2 channel
- Black Entertainment TV
- Variety radio
- Videos: horror

## Demographic Overview

Urban Moms and Dads rank slightly above-the-national-average in single residents. Residents of these highly urban areas are single both because they've never married or they are divorced, ranking at nearly 50-percent-above-average in both categories. What's more, they weight in a two-times-the-average in either male or female single-heads-of-households-with-children. Their children are a mix of ages, but tend to be younger. This group is the youngest of the Struggling Alone segments: The residents are predominantly in their 20s and low-30s. Some residents have high-school degrees, but over two-times-the-average have not completed high school. They also have low-paying jobs in a variety of blue-collar occupations. In fact, they rank at over 50-percent-average for jobs in healthcare, food preparation, building maintenance, and production. Owing to their low incomes and single-householder status, this group relies heavily on public assistance: Urban Moms and Dads measure nearly-two-times-average in supplemental security income and two-and-a-half-times-average in public-assistance income — clearly an economic break they need to keep food on the table and a roof over their heads.

Median Age  
**20s/low 30s**

Family Status  
**Single**

Household Income  
**\$30k or less**

Urbanization  
**Urban**

Education  
**High School**

Occupation  
**Blue Collar**

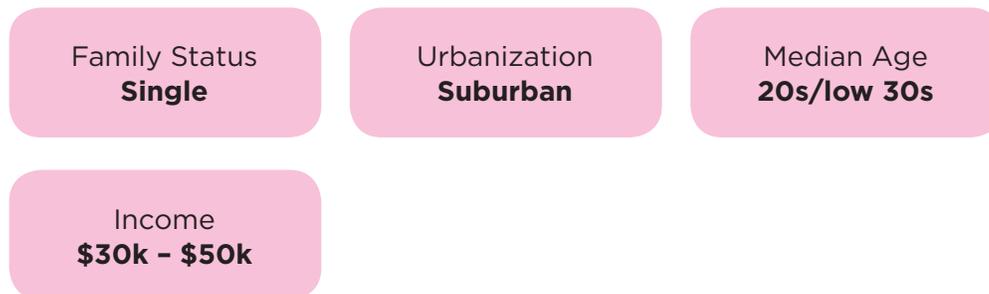
## Preference Overview

Living on a budget doesn't always mean living without a few luxuries. Urban Moms & Dads are examples of this truism. While these largely single-parent homes have relatively low incomes, they still find ways to enjoy comforts, such as video game systems, food home delivery, and premium beer. At the grocery store they enjoy a wide range of high-ranking purchases such as Cornish hens, fruit nectars, and ready-to-drink espresso beverages. They also seek out convenience, including lunch combo kits, frozen hot snacks, and instant breakfasts. These self-reliant residents save money in many ways, like do-it-yourself auto maintenance. While they do not rank highly on automobile, computer, electronic, or travel purchases, they do rank highly on purchases of children's clothing and shoes, baby lotion and shampoo, and baby furniture and equipment. To unwind, these residents play basketball and video games on their gaming systems. When it comes to media, video magazines are their highest-ranking line item at over two-and-one-quarter-times-the-national-average. They also read epicurean magazines, watch a wide range of channels from MTV to Sci-Fi, listen to variety and urban radio, and watch horror movies.

# Single in the Suburbs

Residents of these suburban neighborhoods are among the lower income levels of modern suburbia, but are neither rich, nor poor.

## Defining Characteristics



## Segments

**The following is a list of all of the segments in this Group. One, some, or all of these segments may be in your library's jurisdiction.**

- H1 Educated Earners**  
Educated Earners are educated, young singles, many with children, living in the suburbs, with career advancement opportunities.
- H2 Suburban Singles**  
Suburban Singles are also young singles with children with lower levels of education earning \$30,000-\$40,000 and limited career advancement opportunities.
- H3 Proud Parent**  
The Proud Parent segment is the lowest income group in the suburbs as the young, single parents with limited education struggle to make ends meet.

## Demographic Overview

At first glance, the word “suburb” conjures images of “Leave it to Beaver-type” neighborhoods where everyone has a good income, owns a big house with expansive green yards, and has a couple of new vehicles in the driveway. But in reality the demographics of the suburbs are not all middle-class American Dreamscapes. In fact, the number of low- to middle-income households is on the rise outside of America’s urban areas. Most of these suburbanites are not “poor,” but neither are they well-off, in the traditional sense. The suburbs are defined as areas that are predominantly residential with very little commercial enterprise intermixed. By definition suburbs tend to be on the outskirts of urban areas.

Single in the Suburbs segments constitute a group of neighborhoods that are among the lower income levels of modern suburbia. Their annual incomes range from the low-\$30,000s to the \$40,000s. These neighborhoods are classically suburban in the sense that they are primarily residential, but the homes are likely to include moderately priced dwellings such as duplexes and apartment complexes, along with somewhat modest single-family households. Most of the households in these areas have children, with a much higher-than-average rate of single-parent households. The lowest-income segment in this category, Proud Parent, requires a high level of public-assistance to make ends meet.

Other similarities among Single in the Suburbs segments are their residents’ ages, which are in the 20s and low-30s. Their relatively young ages help to explain their lower incomes. Presumably they could be viewed as “starter suburbanites” who may move up to better suburban environs as they mature. However, this group of neighborhoods is also home to people with lower levels of education. Most have high school, but no college, degrees. This lack of education will keep the residents tied to their lower-income jobs, which include a range of occupations from food service to building maintenance.

The distinctive variations among the three Single in the Suburbs segments occur primarily in the areas of income, level of public assistance, education, and occupation. Two segments have incomes in the \$30,000s and \$40,000s: Educated Earners and Suburban Singles. The income level for the third segment is below \$30,000s, and is supplemented by a high level of public assistance. These three segments have a wide range of educational levels: Educated Earners residents have some level of college education; Suburban Singles segments are average in both high-school and college education; Proud Parent residents have high-school degrees, but are far below-average in college degrees. On the occupation front, there is a correlating steady decline from middle-class white-collar jobs to strictly blue-collar vocations as educational levels drop within these segments.



Single in the Suburbs

# Educated Earners

## Consumption Examples

### Household

- Metal cookware
- Cutlery
- Super premium domestic beer
- Tequila
- Sports drinks

### Personal Life

- Canvas shoes
- Two-door coupe vehicles
- Compact cars
- DVD drives
- Aftershave lotions

### Leisure Activities

- Foreign plane trips
- Domestic travel: Western U.S.
- Movies
- Billiards/pool
- Play musical instruments

### Media Selections

- CNN.com
- ESPN.com
- Video/computer magazines
- Books: 7+
- Downloaded music

## Demographic Overview

Residents of Educated Earners segments are an anomaly: They have a relatively high level of college education (50-percent-above-average) and are employed in a slightly above-average level of professional, white-collar jobs; yet their annual income is only in the \$30,000s and \$40,000s. Contributing to this relatively low-income level could be their young age, which is in the 20s and low-30s. However, they could also be held down by their relatively high rate of single-parent households. This Single in the Suburbs segment has a 50-percent-higher-than-average level of single parents (both male and female) with children, especially kids under six years old. Some of the singles have never been married (50-percent-above-average). Overall, there is a slightly lower divorce rate. One could easily presume that because these suburbanites have a 50-percent-above-average level of college education and an average level of employment in fields such as management, sales, and office support, they may one day work their way into higher income levels. However, reaching that goal may mean moving out of the suburbs and into a city, where there are more job opportunities.

Median Age  
**20s/low 30s**

Family Status  
**Single**

Household Income  
**\$30k - \$50k**

Urbanization  
**Suburban**

Education  
**College**

Occupation  
**White Collar**

## Preference Overview

Whether at home or away, Educated Earners are an active group. At home they are likely to be found online using their well-equipped computers to perform a wide range of activities — from reading news websites and online blogs, to looking for jobs, shopping, or visiting chat rooms, which is their highest ranking line-item at over two-and-a-quarter-times-the-national-average. When away from home you are likely to find Educated

Earners at the movies, attending music performances, and traveling both domestically and internationally. Their leisure pursuits also run the gamut from playing pool, to playing musical instruments, to weightlifting. They also attend college basketball, go to movies, and watch motorcycle racing on TV. And they enjoy eating out at several family and fast food restaurant chains for burgers, Italian, Mexican, and donuts. At home, they enjoy a variety of media, including reading computer and women’s fashion magazines, reading books, listening to alternative radio, and watching a wide range of television, from Discovery Health to VH1. They are likely to drive to and from home, work, and their activities in compact-size vehicles, which they maintain at auto repair chain stores.

## H2

Single in the Suburbs

# Suburban Singles

## Consumption Examples

### Household

Grocery: Kroger  
Sports drinks  
Frozen garlic bread  
Cheese spreads

### Personal Life

Men's dress shirts  
Do-it-yourself auto repairs  
Televisions  
Children's cough syrups  
Barber shops

### Leisure Activities

Board games  
Bars/night clubs  
Tennis: TV  
Pro basketball: TV  
Gymnastics: TV

### Media Selections

Download music online  
Black Entertainment TV  
Contemporary hits radio  
Urban radio  
Videos: drama

## Demographic Overview

Residents of the Suburban Singles neighborhoods have some things going for them and some things working against them. While they do have an average level of high-school education, some college, and a propensity for middle-class, white-collar jobs, they tend to be single-with-children-under-six and earn incomes only in the \$30,000s and \$40,000s. Combined, these factors add up to Single in the Suburbs neighborhoods with hard-working men and women who may be struggling to raise some kids. They rank more-than-75-percent-higher-than-average in single-parent households. The adults are single both because they have never been married and because they are divorced (almost 50-percent-higher-than-average). These factors likely point to their need for public-assistance. Though they are relatively young at 20- and 30-something, their low level of education and single-parent status may limit any career advancement aspirations. Though Suburban Singles rank as a middle-class white-collar sector, they show a particularly high level of employment in the food preparation industry, as well as building maintenance, office administration, healthcare support, and construction.

Median Age  
**20s/low 30s**

Family Status  
**Mixed Married and Single**

Household Income  
**\$30k - \$50k**

Urbanization  
**Suburban**

Education  
**High School**

Occupation  
**White Collar**

## Preference Overview

Tradition rules the lives of Suburban Singles households. Clues to their conventional lifestyle include the lack of computer equipment purchases, a preference for board games for entertainment, and trips to barbershops rather than the more modern "hair salons." One unusual characteristic of these segments, especially considering their tight-belt economic status, is a propensity to travel to foreign locations for vacations at a rate of about once every three years. When closer to home, this group enjoys eating at traditional fast food restaurants, going to bars, and viewing the Internet outside of their homes. While high-ranking grocery purchases are few, shopping at the Kroger grocery chain is Suburban Singles highest-ranking item at nearly two-and-a-quarter-times-the-national-average. Two grocery favorites are frozen garlic bread and cheese spread. Media choices include regular newspapers, Black Entertainment TV and the Lifetime channel, urban and adult contemporary radio stations, and dramatic movies. They are likely to own only one television.

# H3

Single in the Suburbs

## Proud Parent

### Consumption Examples

#### Household

- Flavored alcoholic beverages
- Sports drinks
- Charcoal lighter fluids
- Lunch combo kits
- Frozen pancakes/French toast

#### Personal Life

- Auto repair chain stores
- Children’s cough syrups
- Baby wipes
- Bath/shower products
- Hair conditioning treatments

#### Leisure Activities

- Jack in the Box
- Domino’s Pizza
- Taco Bell
- Dairy Queen
- Fast food visits: 13+

#### Media Selections

- Music magazines
- Parenthood magazines
- Black Entertainment TV
- Urban radio
- Action/adventure videos
- History books

### Demographic Overview

Among Single in the Suburbs segments, Proud Parent are the lowest-income neighborhoods. Their annual incomes are below \$30,000 and are not generated exclusively from salaries: These people also rely on a high level of public-assistance to make ends meet. In fact, they rank at over two-times-the-national-average in supplemental-public-assistance income. Like other segments in the Single in the Suburbs category, these residents are in their 20s and 30s. While relatively young, they may be hope-challenged, because not only are college educations few and far between, but also a large number of residents do not even have high-school degrees. In fact, they rank nearly 50-percent-below-average in this measurement. Residents of these areas are also encumbered by a two-times-or-more-than-average number of single-parent families, particularly of children under six-years-old. The people are single due to both above-average-levels of never-married residents and divorce. Owing to their low education levels, these manual laborers work predominantly in blue-collar jobs. They rank particularly high in food preparation jobs and building maintenance jobs. They’re also employed in healthcare support, construction, and personal care.

### Preference Overview

The lives of the residents of Proud Parent neighborhoods revolve around their blue-collar jobs and their children. Many of their jobs are likely to be shift work on an assembly line or in a restaurant, because they rank high in daytime programming. Either mom is home watching the kids during the day or dad is at home relaxing in front of the TV before his afternoon job starts. Eating revolves around convenient meals, either from a variety of popular fast food restaurants or from packaged food, such as lunch

combo kits, frozen pancakes and French toast, and canned chili. The purchase of charcoal lighter shows they don’t solely subsist on convenience fare however. Their only high-ranking health-related purchase is children’s cough syrup. Reading material also speaks to their young parenthood status, including both music and parenting magazines, along with newspapers. Besides daytime programming, residents in these segments also watch the Black Entertainment TV channel, Spike TV, and the Sci-Fi Channel. Video rentals lean towards action adventures. Urban radio is this group’s highest-ranking item at nearly two-and-a-half-times-the-national-average. If they access the Internet, it is usually at the library or school, since they tend not to own computers.

Median Age  
**20s/low 30s**

Family Status  
**Mixed Married and Single**

Household Income  
**\$30k or less**

Urbanization  
**Suburban**

Education  
**High School**

Occupation  
**Blue Collar**

# Married in the Suburbs

These suburban neighborhoods are home to upper-middle-class residents with high incomes, married-couple households, and white-collar jobs.

## Defining Characteristics

Family Status  
**Married**

Urbanization  
**Suburban**

Median Age  
**30s**

Occupation  
**White Collar**

Income  
**\$50k - \$90k**

## Segments

The following is a list of all of the segments in this Group. One, some, or all of these segments may be in your library's jurisdiction.

- 11** [Bonds & Babies](#)  
The Bonds & Babies segment is made up of well educated, well off, two-parent families with children living in the suburbs.
- 12** [Great Generations](#)  
Great Generations residents are well educated, 30-somethings with children, working in white-collar jobs, earning \$70,000-\$80,000.
- 13** [Couples with Capital](#)  
The Couples with Capital, like others in this group, are in their 30s, married, earning \$70,000-\$80,000, but they have fewer children than other segments in this group.
- 14** [Kith & Kin](#)  
The Kith & Kin segment is made up of 30-something families with children, earning \$50,000-\$60,000, mostly in white-collar positions.
- 15** [Sublime Suburbia](#)  
Sublime Suburbia has married couples without children, in their 30s, with income in the \$50,000-\$60,000 range.

## Demographic Overview

After World War II, moving to the suburbs was a central part of the American Dream of upward mobility. In the decades since then, America's suburbs have come to symbolize the fulfillment of the simple desire of ordinary people to own a piece of land, however humble, where they may live in relative comfort and peace. Neighborhoods within the Married in the Suburbs segments are havens of upper-middle-class values, structure, and consumption. In fact, these 30-something suburbanites are enjoying the fruits of the high-quality suburban lifestyles that were pioneered by their ancestors. The suburbs are defined as areas that are predominantly residential with very little commercial enterprise intermixed. By definition suburbs tend to be on the outskirts of urban areas.

Residents of the Married in the Suburbs neighborhoods earn good incomes by any standard. They rank either in the \$70,000s and \$80,000s or in the \$50,000s and \$60,000s. These high salaries help support the children that most of the married-couple households have under their upper-middle-class roofs. However, not every segment in this category ranks high in the children column: Some sectors are more childless than others.

The Married in the Suburbs segments are populated by well-educated, white-collar workers. Everyone has a high-school degree and the vast majority of residents are college-educated. These industrious people are employed principally in management and professional positions. Scattered throughout the segments are some smart investors, who are reaping the income benefits of their savvy investments. A few members of the community are also enterprising business owners, earning incomes from self-employment ventures.

Among the distinct differences within the five Married in the Suburbs segments, the most pronounced are the presence of children. In fact, when it comes to ranking kids, three segments are definitely the "haves" and two are decidedly the "have-nots." You'll find children in Bonds and Babies, Great Generations, and Kith & Kin. If you're looking for well-off 30-somethings with no children, look at Couples With Capital and Sublime Suburbia. Other differences include college education: Kith & Kin segments have some college under their belts and Sublime Suburbia ranks the lowest with fewer college-degreed residents. Three segments are smart investors, including Bonds & Babies (the smartest), Great Generations, and Couples With Capital. Bonds & Babies are the most entrepreneurial segment in this category.

# 11

Married in the Suburbs

## Bonds & Babies

### Consumption Examples

#### Household

Hardwood floors w/ contractor  
Hot tubs/whirlpools  
Pasta machines  
Cordials and liqueurs  
Home theater systems

#### Personal Life

Running clothing  
Baby furniture and equipment  
BMWs  
Apple software  
35mm auto focus cameras

#### Leisure Activities

Snorkeling/skin diving  
Weightlifting  
Business club memberships  
Live theater  
Video game systems:  
Nintendo

#### Media Selections

CBSsportline.com  
Outdoor recreation books  
Golf Channel  
Public radio  
Family/children videos

### Demographic Overview

If your dream customer is a smart, well-off, white-collar, two-parent family with lots of children under 17-years-old — drive to almost any home in a Bonds & Babies suburban neighborhood. These Married in the Suburbs areas are the epitome of the classic American dream — surrounded by everything from big, green lawns (for their many children to play in) to big, new vehicles (to drive to their white-collar jobs). Plus, with incomes ranked between the \$70,000s and \$80,000s, they have the funds to support these high-end lifestyles. Bonds & Babies areas rank well over two-times-the-average in college education. They have a similarly high ranking of white-collar managerial, professional, and sales jobs. Along with incomes from these positions, they also generate a 75-percent-higher-than-average level of income from interest/dividends. These neighborhoods are also home to a relatively high number of people generating well-above-average in self-employment income. Other above-average rankings of Bonds & Babies include the percent of married households with children. While there are children of all ages in these areas, they show a slightly higher percent of kids six to 17 years old.

Median Age  
**30s**

Family Status  
**Married**

Household Income  
**\$70k - \$90k**

Urbanization  
**Suburban**

Education  
**College**

Occupation  
**White Collar**

### Preference Overview

The phrase “keeping up with the Jones” best captures life in Bonds & Babies neighborhoods. These segments spend so much money in so many categories, the these upper-middle-class residents are certainly a retailer’s dream. Their homes are well maintained, frequently remodeled, and outfitted with all the luxuries, including home theater systems, video gaming, kitchen appliances, and computers. Their highest-ranking line-item is new hardwood floors with a contractor at four-times-the-national-average. Their closets are filled with clothes. Their cupboards are filled with coffee beans, imported wine, salsa, and much more. Their vehicles include BMWs, Acuras, mini-vans, and Jeeps. Their personal lives are filled with domestic and foreign vacations, backpacking, live theater, a variety of sports, and participation in church, business clubs, and charitable organizations. With such busy lives, it’s no surprise that they take their children out to eat out often at popular family and fast food restaurants. They also carefully invest their money. Their media consumption ranges widely, including sports magazines, computer books, home and gardening channels, and public radio.

## Great Generations

### Consumption Examples

#### Household

Hardwood floors  
Housekeeping services  
Home office furniture  
Barbeque equipment  
Whole coffee beans:  
Starbucks

#### Personal Life

Convertibles  
Motorcycles  
Children's clothing: \$400+  
Disposable diapers  
Dermatologist visits

#### Leisure Activities

Domestic trips: Hawaii  
Foreign vacation: \$3,000 - \$5,999  
Las Vegas gambling trips  
Adult education courses  
Furniture refinishing

#### Media Selections

FOXnews.com  
Science fiction books  
Fox Sports Network channel  
Adult contemporary radio  
Family/children videos  
History books

### Demographic Overview

Living happily in the land that previous generations created as an escape from city life — including large rambling homes on an acre or two of land — are the Great Generations suburban segments. They are home to Americans who are able to enjoy all that suburban life has to offer thanks to their college educations (ranking at 75-percent-above-average) and well-paying white-collar careers. The Great Generations good-life in all likelihood includes a never-ending supply of new toys, the latest fashions, and other high-life material possessions. The residents of these Married in the Suburbs segments earn incomes in the \$70,000s and \$80,000s. While a high percent of the income comes from their salaries in management, professional, and sales jobs, they also earn well above-the-national-average in interest/dividend income. Great Generations are also home to a slightly-above-average level of people earning self-employment income. These 30-year-olds are overwhelmingly married and raising a slightly-above-average number of children of all ages, from babies to 17-year-olds — and will no doubt pass on their comfortable-living legacy to their children.

Median Age  
**30s**

Family Status  
**Married**

Household Income  
**\$70k - \$90k**

Urbanization  
**Suburban**

Education  
**College**

Occupation  
**White Collar**

### Preference Overview

From their freshly ground coffee in the morning to their imported wine at night, Great Generations residents live lives surrounded by a wide range of creature comforts and filled with activities that comprise the quintessential “good life.” In fact, they purchase such a variety of items: The only challenge might be pegging them down to a purchasing type. For example, they are just as likely to purchase a Mini-van as they are a motorcycle. They'll buy both whole coffee beans from an upscale coffee shop and ground coffee from a donut shop. They'll purchase rice cakes and frozen waffles. They'll go gambling in Las Vegas or play board games in their living rooms. They'll buy weight management remedies and watch the Food Channel. They'll listen to religious and rock radio stations. They'll go kayaking and power boating. They are computer savvy and their computer systems are well equipped. The highest-ranking item in Great Generations segments is grocery shopping at Ralph's at nearly two-and-a-half-time-the-national-average. Whatever they are doing or buying, children play a big role in their lives, owing to high-rankings of parenting magazines, children's clothing, disposable diapers, family videos, and more. Other media interests include a variety of magazines, books, and news outlets.

# 13

Married in the Suburbs

## Couples with Capital

### Consumption Examples

#### Household

- Hot tubs/whirlpool spas
- Convection ovens
- Barbeque equipment
- Ground coffee: Starbucks
- Imported wines

#### Personal Life

- Men's suits
- Athletic/workout wear
- Jeeps
- Home theater/entertainment systems
- Time share residences

#### Leisure Activities

- Caribbean Islands: visits
- Zoo attendance
- Tennis: play
- Ice hockey: attend
- Downhill skiing: play

#### Media Selections

- Travel magazines
- Women fashion magazines
- Golf Channel
- All-news radio
- Sports radio

### Demographic Overview

When people think of suburbs, they invariably think of kids, bicycles, ice cream trucks, and baseball games. But Couples With Capital neighborhoods defy this stereotypical suburb scenario — simply because they are home to a below-the-national-average level of children. Since these areas also rank below-average in single residences, what you'll find if you knock on most doors are white-collar working couples. Most likely, the doors on which you knock are located in some pretty impressive homes — because people in these areas earn annual incomes in the \$70,000s and \$80,000s. Since residents of these Married in the Suburbs segments aren't spending their money on children, it's logical to assume they are spending it on nice homes, nice vacations, and other luxuries. However, since these 30-somethings are relatively young, the possibility of adding children to their homes is alive and well. But for now they'll continue to spend their days driving to their white-collar management and professional jobs — instead of to soccer games. And they'll continue looking for the wise investments that have them ranking well-above-average in interest/dividend income.

Median Age  
**30s**

Family Status  
**Married**

Household Income  
**\$70k - \$90k**

Urbanization  
**Suburban**

Education  
**College**

Occupation  
**White Collar**

### Preference Overview

Residents in Couples With Capital neighborhoods are showing signs that they are growing up and settling into their 30-something married lives. From their purchases of business suits and evening gowns, to equipping their kitchens with barbeque equipment and convection ovens, to enjoying both nightclubs and picnics, these residents are making the transition to more mature lifestyles. Until they get there, they are still enjoying a life with lots of money and few kids. This life affords these households everything from trips to Las Vegas and the Caribbean, Toyotas and Jeeps, well-equipped computer systems, and frequent meals out of the home. Sports and leisure activities illustrate their youthful side including: board games, the beach, ice hockey, and weight lifting. Media choices also reflect a youthful energy and growing maturity including: sports and women's fashion magazines, science fiction and history novels, the Bravo and Golf Network channels, and rock and all-news radio stations. Their maturity shows itself in their sound investment activities, insurance coverage, and their highest-ranking item: Shopping at the Acme grocery store at two-and-a-half-times-the-national-average.

## Sublime Suburbia

### Consumption Examples

#### Household

Barbeque equipment  
Ground coffee: Starbucks  
Baking chocolate  
Olives  
Kitchen remodels

#### Personal Life

Women's evening dresses  
Men's swimsuits  
SUVs  
Motorcycles  
Veterinarian visits: 3

#### Leisure Activities

Foreign cruise ships  
Country music performances  
Word games  
Adult education courses  
Ice hockey: attends

#### Media Selections

Foxnews.com  
Self-help books  
Speed Channel  
Adult contemporary radio  
Religious radio

### Demographic Overview

Household incomes go farther when there is no children to clothe, house, educate, and entertain. For a glimpse of suburban lifestyles with predominately married 30-year-olds earning \$50,000s and \$60,000s and with no children to support, take a drive through Sublime Suburbia segments. You're likely to find very comfortable homes on average-size lots, because residents in these areas are able to maintain a solid average level of the American dream by working hard and investing moderately. These segments are the most average in the Married in the Suburbs category — including average rankings in married-households, college educations, and employment in jobs such as management, food preparation, personal care, sales, office administration, and the repair industry. These segments are also earning a slightly above-average level of investment income, which speaks to their comfortable lifestyle. They show a slightly above-average level of retirement income, which indicates a patchwork of 65-plus residents among the 30-somethings.

Median Age  
**30s**

Family Status  
**Married**

Household Income  
**\$50k - \$70k**

Urbanization  
**Suburban**

Education  
**High School**

Occupation  
**White Collar**

### Preference Overview

Sublime Suburbia segments prove that being fairly average in America doesn't mean the residents are easy to pigeonhole. The residents in these neighborhoods demographically rank as the most average in the Married in the Suburbs category. Yet their lifestyles speak to a wide range of interests. For example they are equally likely to purchase an SUV as a motorcycle. Similarly, they are just as likely to go bird watching as they are NASCAR watching. They are also home-conscious, yet frequent travelers on both foreign and domestic journeys. Pride in their homes includes frequent remodeling projects, including everything from faucets, to carpeting, to exterior painting. Their cupboards are well stocked with favorites, such as ground coffee, baking chocolate, and olives. Their highest-ranking item is grocery shopping at Fred Meyer at two-times-the-national-average. They also enjoy frequent meals out at family and fast food restaurants. Preferred leisure activities include country music performances, power boating, and attending ice hockey and football games. They spend generously on computer equipment, and often track their many investments online. Their media selections range widely from Foxnews.com, to the Speed Channel and Bravo, to self-help books and mysteries, to all-news and religious radio.

# Retired in the Suburbs

Suburban neighborhoods with a 40-plus demographic, high incomes, few children, and a comfortable standard of living.

## Defining Characteristics



## Segments

The following is a list of all of the segments in this Group. One, some, or all of these segments may be in your library's jurisdiction.

- J1** [Stocks & Scholars](#)  
Stocks & Scholars neighborhoods are home to high-income, well-educated married couples who also enjoy a high level of income from interest/dividends.
- J2** [Marmalade & Money](#)  
Marmalade & Money residents have a median-age in their 40s with few children so they can enjoy the suburban good life with generous annual incomes from white-collar jobs, interest/dividends, and retirement accounts.
- J3** [Stately Suburbs](#)  
Stately Suburbs residents are married couples, with a mixture of retirees and working professionals, who enjoy high-end vehicles, homes, and other comforts of the good life.

## Demographic Overview

Today it's all about the 50- and 60-year-olds. This age group represents the peak of the "baby-boomer" generation — that paragon of many of today's most powerful trends. Who knew that the love children of the 70s would be today's high-income suburbanites? Certainly not them. The Retired in the Suburbs neighborhoods represent the high-end of success in all categories, including education, income levels, and occupations. The suburbs are defined as areas that are predominantly residential with very little commercial enterprise intermixed. By definition suburbs tend to be on the outskirts of urban areas.

While the median age range of Retired in the Suburbs residents is in the 40s, these segments are also aging. All three segments in this category rank high-above-average in 65-plus-year-old residents. In fact, two of the categories weight in at 50-percent-higher-than-the-national-average on this demographic. There is a smattering of children, but they are fewer and more far between than in the average suburban neighborhood.

Residents of these areas enjoy salaries in the \$70,000s and \$80,000s. The fact that the Retired in the Suburbs segments are aging correlates to their higher-than-average level of income from social security and retirement accounts. Also, interest/dividend income ranks very high in this group, owing to intelligent investment strategies.

Also correlating with the aging demographic in these areas is the presence of children. While most of the households are comprised of married-couples, a less-than-average number still have children, especially young kids. Predictably, as the number of 65-plus members of the community increase in some segments, so do the number of widows and widowers.

The Retired in the Suburbs neighborhoods are also home to many college graduates. In fact, one of the three segments ranks at more than two-times-the-average in college-educated residents: Stocks & Scholars. Marmalade & Money weight in at 50-percent-above-average. And Stately Suburbs are right at the national-average. The residents living in Retired in the Suburbs neighborhoods who have to work are predominately employed in managerial and professional positions.



Retired in the Suburbs

# Stocks & Scholars

## Consumption Examples

### Household

- Whole coffee beans:
- Millstone
- Imported wines
- Champagne
- Ceramic tile floors
- Interior painting

### Personal Life

- Golf clothing
- Business suits
- Acuras
- Apple computers
- Vacation homes

### Leisure Activities

- Foreign travel: \$6,000
- Country club memberships
- College football: attend
- Downhill skiing
- Snorkeling

### Media Selections

- USAtoday.com
- Airline magazines
- Golf channels
- Public radio
- Sports radio

## Demographic Overview

As their name implies, Stocks & Scholars are chock-a-block with high-income smarties. You can almost see them searching their Sunday papers, not just for local arts and leisure activities, but also for the next great investment opportunity. This Retired in the Suburbs segment ranks in with one of the highest levels of college-educated residents: Over two-times-the-national-average. This group of neighborhoods also weights in with one of the highest levels of income from interest/dividends. However, the group is also notable for a 50-percent-higher-than-average level of residents with self-employment income. Those who have to work in traditional occupations are largely employed in white-collar management, financial, and other professional positions. Add to this a growing population of seniors drawing retirement income, and it all adds up to a median-income range in the \$70,000s and \$80,000s. Stocks & Scholars neighborhoods are inhabited predominately by married-couples. Those who have children tend to have older kids in the 13- to 17-age range.

## Preference Overview

If one factor defines Stocks & Scholars neighborhoods more than any other, it would be abundance. These well-off, well-rounded, and well-heeled residents enjoy lives of multiple comforts, interests, and participation on many levels — from home care, to leisure activities, to media reading. With few children in the homes, they are free to spend their time and money enjoying pursuits as wide ranging as traveling to foreign and domestic locales, museums, horse racing, dancing, bird watching, and downhill skiing. Home care is also a priority, with projects including ceramic tile floors, and interior and exterior painting. Their closets house both golf clothes and business suits. Their cupboards house both coffee beans and champagne. Along with abundant traveling, they are likely to own vacation homes. These residents are able to drive in style, with high-ranking purchases of high-end vehicles. Their homes feature complete computer systems, from which they make travel plans, read blogs, and track their investments. Owing to their high incomes, these residents' highest-ranking item at almost four-times-the-national-average is investing over \$150,000 in stocks. The residents' favorite media selections include: USAToday.com, airline magazines, newspapers, books, the Golf Channel, and public radio.

Median Age  
**40s**

Family Status  
**Married**

Household Income  
**\$70k - \$90k**

Urbanization  
**Suburban**

Education  
**College**

Occupation  
**White Collar**

# Working with Nature

Rural areas home predominately to 40-plus-year-olds working the land for a living.

## Defining Characteristics

Family Status  
**Married**

Urbanization  
**Rural**

Median Age  
**40s**

## Segments

**The following is a list of all of the segments in this Group. One, some, or all of these segments may be in your library's jurisdiction.**

**L1** **Land Barons**

Land Barons residents have college educations, high income levels, and white-collar jobs without having to work the land; for some, their income is supplemented by interest/dividends.

**L2** **Fertile Acres**

Fertile Acres are home to many successful workers who earn a comfortable living in farming/fishing/forestry industries. They are married, but with few children living at home.

**L3** **Breadbaskets**

Breadbasket residents are married with median age in the 40s, but few households have children; they earn interest/dividend income and those who are not retired work in farming and other blue-collar jobs.

**L4** **Farmers' Circles**

Farmer's Circles residents have a median age range in the 40s, are married with either no children or a few teenagers, and are employed predominantly in the farming, fishing, and forestry industries.

**L5** **Crops & Tractors**

Crops & Tractors segments are home to older residents with a median age in the 40s, few children and they rely on Social Security, farming, and blue-collar jobs for income.

## Demographic Overview

Give me land, lots of land ... don't fence me in. This could be a line from a theme song written about members of Working With Nature communities. The five segments within this category are predominately home to people with lots of land, many who are still working it to earn a living. As the name connotes, Working With Nature segments are rural communities. Rural areas are defined as areas that are lightly populated and far from any type of urban center. However, rural areas may have some local commercial activity, but it's typically on a scale just large enough to serve the population living nearby.

Working With Nature segments share several commonalities, particularly their age range: Residents living in these areas are chiefly in their 40s. However, they are aging, demonstrated by the fact that most sectors have an above-the-national-average level of people 65 and older. These generally married-couples have some children, particular in their teenage years. However, owing to their aging demographic, there is also a growing number of widows and widowers.

Occupationally, the people in this category who have to work show an overwhelming presence in the farming/fishing/forestry sector. Nevertheless, this is not the sum-total of their income-generating activities, because many of the five sectors have high rankings in other occupations, four of which are primarily blue-collar. That being said, many sectors rank highly in self-employment income — no doubt reflecting their occupational dominance in the farming category.

Residents of Working With Nature areas have a strong across-the-board showing in high-school degrees: Most rank well-above-average. However, one sector has a particularly large number of people who have college degrees: The Land Barons. It's no coincidence that this segment also has the lowest number of farmers and the highest number of white-collar management professionals in this category.

Another big area of differentiation among Working With Nature segments is income levels: They range from the Land Barons at the high-end with incomes in the \$70,000s and \$80,000s, down to Crops & Tractors with incomes below \$30,000. Land Barons have the highest level of interest-income in this category, while Crops & Tractors residents rely heavily on public-assistance to pay the bills.



# Land Barons

## Consumption Examples

### Household

- Heat pumps
- Coal or wood stoves
- Convertible sofa beds
- Pianos
- Satellite dishes

### Personal Life

- Neckties
- Flowers by phone
- Compact pick-up trucks
- Stocks
- Financial software

### Leisure Activities

- Foreign travel packages
- Woodworking
- Bird watching
- Canoeing and kayaking
- Bicycling

### Media Selections

- CNN.com
- Cookbooks
- Golf Channel
- News-talk radio
- Sports radio

## Demographic Overview

With their college educations, high-income levels, white-collar jobs, and high level of occupational independence, the Land Barons are truly the kings of the Working With Nature hill in today's rural areas. Though residents of Land Barons segments aren't necessarily working the land, they may have inherited smart land-investments in rural America. In fact, the residents of these areas earn well-over-50-percent-above-average levels of income from self-employment ventures. But since they rank at only slightly above-25-percent-average in the farming, fishing, and forestry occupations, they are presumably not out tilling their soil. Instead, they rank highly in management jobs and other professional positions. Contributing also to their incomes, which are in the \$70,000s and \$80,000s, is a 50-percent-higher-than-average level of interest/dividend income and a 25-percent-above-average level of retirement income. Land Barons are likely to be married and have none or only a couple of children still living in the household. They show only a slight up-tick over average on being the home to 65-plus-year-olds.

Median Age  
**40s**

Family Status  
**Married**

Household Income  
**\$70k - \$90k**

Urbanization  
**Rural**

Education  
**College**

Occupation  
**White Collar**

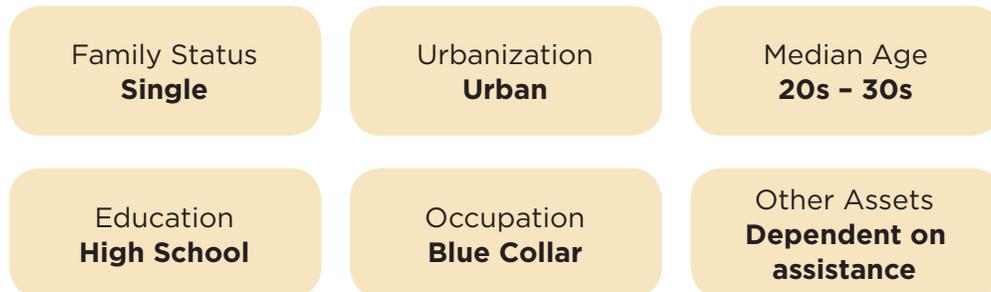
## Preference Overview

Residents of these rural neighborhoods display an interesting blend of country-style living and city-style spending. In fact, they are living the country life on a champagne budget. The countryside of life within Land Barons segments includes coal and wood stoves, convertible sofa beds, sewing machines, and pick-up trucks. Also the residents have a propensity to engage in woodworking and raise horses. Meanwhile, the city-side of these well-off rural landowners includes: neckties, computers, camcorders, pianos, housekeeping services, imported wines, foreign travel excursions, and golf. You are also likely to find them bird watching, attending musical performances, and taking photos. They eat out frequently, more likely at a family than fast food establishment. Their highest-ranking lifestyle item is heat pumps, at over two-and-three-quarters-times-the-national-average. Owing to their well-off status, investment activities are a big part of the Land Barons lifestyle, including stocks, mutual funds, and bonds. Their media choices are diverse and range from travel to home service magazines, golf to country music television, and alternative to sports radio.

# African American Gateway

Urban neighborhoods comprised predominantly of African Americans.

## Defining Characteristics



## Segments

The following is a list of all of the segments in this Group. One, some, or all of these segments may be in your library's jurisdiction.

### **M1** Gentry

Gentry neighborhoods are predominately home to well-off 30-something African Americans in white-collar professions, who are married with some children of all ages.

### **M2** Thriving

Thriving residents, in their 30s, have high-school degrees, are single-parent households with an average number of children under their roofs and earn a comfortable income from jobs in healthcare, protective services, and office administration.

### **M3** Metro Strivers

Metro Strivers neighborhoods are home to striving, predominantly single parents in their 20s to low-30s who work hard at white-collar jobs and spend carefully.

### **M4** City Core

City Core neighborhoods are home to single-parent families working in blue-collar occupations such as healthcare, maintenance, production, and transportation.

### **M5** Between Jobs

Between Jobs neighborhoods are the hardscrabble homes to African-American residents in their 20s and low-30s, single-parent households who rely on blue-collar jobs and public assistance.

## Demographic Overview

According to the 2010 U.S. Census, approximately 37.6 million African Americans live in the U.S. (including blacks and people who are a mix of black and other races). This represents 12.2% of the population: An increase from the historical low of 9.7% in the 1930s. By July 1, 2060, the projected single-race black population of the U.S. is estimated to be 55.3 million. According to this projection, black residents would constitute 14.7% of the nation's total population on that date.

In the years since the Civil Rights Movement, many African Americans have improved their social and economic standing, including the expansion of a vibrant middle-class. However, many remain at an economic, educational, and social disadvantage. Economically, the median-income of black Americans is roughly 62% that of whites. Persistent social problems include inadequate healthcare access; institutional racism and discrimination in housing, policing, criminal justice, and employment; chronic crime; and substance abuse.

Market segmentation analytics bear out these facts. The African American Gateway category is comprised of predominantly black neighborhoods across the U.S. These areas are overwhelmingly in highly urban areas, with residents who are primarily young, poor, single, parents without college educations, and employed in blue-collar jobs — usually with some level of public-assistance sustaining them.

Several trends are found within the five African American Gateway segments (although these events are not unique to black Americans). For example, when the percent of married-couple households is high, so is the percent of income from wages; and as the number of single-parent households increases, so does the percent of income from social services. Similarly, when these residents are married, they have a lower number of children and higher incomes; and as the number of children increases in single-family homes, the median-income range declines.

Another point of differentiation among the five African American Gateway segments is their occupations. One segment shows a high-level of white-collar workers: Metro Strivers. Two segments rank with a mix of white-collar and blue-collar workers: Gentry and Thriving. Two segments are predominately home to blue-collar workers: City Core and Between Jobs. Also, one African American Gateway segment has a higher income level (Gentry), while the other four are lower.



# Thriving

## Consumption Examples

### Household

- Cognac
- Prepared alcoholic drinks
- Cornish hens
- Frozen corn on the cob
- Frozen breakfasts

### Personal Life

- Home permanents
- Dress boots
- DVD drives
- Online: job searches
- Wired money orders

### Leisure Activities

- Atlantic City gambling
- Dancing
- Church board members
- Track and field games: TV
- Basketball: TV

### Media Selections

- Music magazines
- Black Entertainment TV
- Gospel radio
- Urban radio
- Jazz radio

## Demographic Overview

Within occupations such as healthcare, protective services, and office administration, you'll find varying levels of status and income. Residents of Thriving segments are at the higher ends of both scales, estimated chiefly on the neighborhoods' median income range, which is the high-\$30,000s to \$40,000s. They also have the second-lowest-ranking on public-assistance income (in the African American Gateway market category): About 50-percent-below-the-national-average. Overall, these demographic facts put the Thriving residents in a very comfortable consumer category. Residents inhabiting these areas are overwhelmingly in their 30s, have high-school degrees, are single-parent households, and have an average number of children under their roofs. Specifically, Thriving segments have about a 50-percent-higher-than-average percent of single-parent homes, but well-over-two-times-the-national-average are female heads-of-households. These areas also have an over-25-percent-higher-than-average number of divorcees and widows/widowers.

Median Age  
**30s**

Family Status  
**Single**

Household Income  
**\$30k - \$50k**

Urbanization  
**Urban**

Education  
**High School**

Occupation  
**White and Blue Collar**

## Preference Overview

Living well on a medium income is the clear message regarding Thriving residents' lifestyle selections. While they don't range above the national average on a large selection of material objects, such as vehicles, they do enjoy nice clothing, beverages, travel, and entertainment. Among their clothing purchases are dress boots, men's designer jeans, and men's business suits. Beverage selections include: cognac, brandy, gin, and champagne. These residents are likely to travel to the Caribbean Islands and Atlantic City for gambling. Other leisure activities include: dancing, music performance, attending pro basketball games, playing basketball, and watching basketball, weightlifting, and track and field on television. Other media options include: computer books, music and bridal magazines, The New York Times website, Black Entertainment TV, and gospel radio. Health-related purchases include: hair tonic, body powder, wart and corn removers, and home permanents, which are their highest-ranking item at four-and-three-quarters-times-the-national-average. These residents also rank high on church board memberships and adult education courses.

# M4

## City Core

### Consumption Examples

#### Household

- Cognac
- Deviled ham
- Prepared children's dinners
- King-sized candy
- Canned stews

#### Personal Life

- Home permanents
- Gasoline additives
- Baby lotion
- Baby shampoo
- Wired money orders

#### Leisure Activities

- Basketball: TV
- Pro wrestling: TV
- Church's Fried Chicken fast food
- Captain D's fast food
- Popeye's Chicken fast food

#### Media Selections

- Music magazines
- Black Entertainment TV
- Daytime TV
- Gospel radio
- Urban radio
- History books

### Demographic Overview

City Core segments are similar to Metro Strivers segments in many demographics such as age (20-to-low-30-years-old), except for one predominant distinction —they are home to blue-collar workers in occupations such as healthcare, building maintenance, production, and transportation. In these employment fields, they rank at over two-times-the-national-average. However, their median annual income is still the same as residents of Metro Strivers areas: the low-\$30,000s or less. Also, City Core neighborhoods rank at between 50-and-75-percent-above-average in residents who've never been married. In fact, they weigh in at a 50-percent-below-average number of married-couple households, including a 50-percent-higher-than-average percent of single-male parents and a nearly two-times-average number of single-female parent families. Other similarities to their Metro Strivers African American Gateway neighbors include: An above-average level of income from public-assistance (nearly three-times-the-national-average). Though many residents have high-school degrees, a two-times-average level of residents do not have high-school educations.

### Preference Overview

With low incomes, City Core residents have to put their money where it will have the most impact, including their children and their personal appearance. They keep up their physical appearance with purchases of hair conditioning treatments, hair coloring products, athlete's foot remedies, and home permanents, which is these residents' highest-ranking lifestyle item at over-six-and-a-quarter-times-the-national-average. When it comes to their children, they purchase baby lotion, baby shampoo, and prepared children's dinners. Other favorite food items include: grapefruit juice, flavored instant coffee, frozen breakfasts, canned stews, and ice cream bars. These residents also enjoy the occasional meal out of the house, particularly fast food chicken, fish, and donuts. After a hard day at work they are likely to relax in front of the television watching basketball, pro wrestling, and daytime TV programming. Other favorite media choices include: music and parenting magazines, Nick at Night, and gospel and urban radio. Their modest incomes do not afford luxuries such as travel and their work schedules do not allow them much free time for active leisure pursuits. Also, they tend not to own vehicles, computer equipment, or electronics.

Median Age  
**20s/low 30s**

Family Status  
**Single**

Household Income  
**\$30k or less**

Urbanization  
**Urban**

Education  
**High School**

Occupation  
**Blue Collar**

# Hispanic American

Urban neighborhoods that are home mainly to Hispanic Americans.

## Defining Characteristics



## Segments

The following is a list of all of the segments in this Group. One, some, or all of these segments may be in your library's jurisdiction.

- N1 Family Coming of Age**  
Family Coming of Age residents are mainly two parent households with older children, allowing them to be at the peak of purchasing power through blue-collar jobs and public assistance.
- N2 Los Padres**  
Los Padres neighborhoods are home to a young mixture of two parent and single parent households who rely on blue-collar jobs and public assistance and to whom family is important.
- N3 Young Families**  
Young Families neighborhoods are home to many married couples in their 20s to low 30s with young children, as well as single parent households and the wide range of income is reflected in blue-collar jobs and public assistance.
- N4 The Godparents**  
The Godparents residents have a median age range in the 40s, are predominately single parents who rely on blue-collar work and public assistance for income.
- N5 The Singles**  
The Singles residents are predominately single parents who rely on blue-collar jobs and public assistance for income.
- N6 Hard Workers**  
Hard Workers are young, predominantly single parents with young children, who rely on blue-collar jobs and public assistance for income.

Hispanic American

## Demographic Overview

The Census definition of Hispanic is a person of Cuban, Mexican, Puerto Rican, South or Central America, or other Spanish culture or origin, regardless of race. Hispanics are the fast-growing population within the U.S. They have not only increased in numbers to become the largest ethnic minority population in the U.S., but their purchasing power has also increased — representing an estimated \$1 trillion in 2010, a figure expected to increase to \$1.5 trillion by 2015. As a result, marketing to the U.S. Hispanic sector is becoming a priority for many businesses. Yet, understanding the market can be challenging — income levels are difficult to categorize, and the mix of incomes and family compositions is diverse. In fact, the Hispanic markets are one of the most complex demographics to segment into neighborhoods.

The Hispanic American category represents predominantly Hispanic neighborhoods. Since it is the fastest-growing of all categories, the neighborhoods are divided into six relatively small segments. According to the 2000 U.S. Census, 35.5 million residents were Hispanic. By 2010 there were 50.4 million, a 41% increase. Throughout the decade, the Hispanic population grew by 3.5% per annum — faster than any other group. If this growth rate continues, Hispanics will number around 130 million by 2060.

Hispanics tend to cluster geographically by country of origin. Most Latinos of Mexican heritage live in the Southwest. While Cubans tend to reside in Miami. Other less-known Hispanic pockets are the Salvadorans in Washington D.C. and the Hondurans in New Orleans.

Among the six segments, market researchers will find some differentiation. But more similarities. The distinctions are in age and income. The median age of two segments are in the 20s and low-30s, two are in the high-30s, and two are in the 40s. Few of the segments rank high with senior citizens. Further, three segments are home to Hispanics with incomes in the high-\$30,000s and \$40,000, while the other three have median household incomes that are too broad to classify without misleading market researchers.

Among the similarities, across the board you'll find residents who have some high-school education, have little-to-no college education, are blue-collar workers, and rely on some level of public-assistance (slightly above-average to very-high). Also, while many of the residents are married-with-children, the majority of the segments rank higher on single-parent households.



Hispanic American

# Family Coming of Age

## Consumption Examples

### Household

- Scotch whisky
- Nectars
- Deviled ham
- Lunch combo kits
- In-tank toilet bowl cleaners

### Personal Life

- Mufflers
- Honda vehicles
- Baby soap
- Hair coloring products
- Laundry/Laundromat services

### Leisure Activities

- Dancing
- Soccer: TV
- Boxing: TV
- El Pollo Loco fast food
- Whataburger fast food

### Media Selections

- Toon Disney
- Hispanic radio
- Contemporary hits radio
- Oldies radio
- Religious radio

## Demographic Overview

Among the six predominantly Hispanic American segments, two of them share the highest median age range — Family Coming of Age is one. These areas are home to the largest percent of married-with-children families. As a result, with older children under their roofs, these residents may very likely be at the peak of their purchasing years. While the median household income of the areas is too broad to classify without misleading market researchers, one indicator in particular points to the lower-end of the income scale: Residents living in these areas are seeking public-assistance at a rate of over-50-percent-above-average. Bolstering this assumption are the facts that these areas rank as blue-collar and show only some high-school education, but very little higher education. In fact, these highly urban neighborhoods rank at a nearly two-times-average level of residents without high-school degrees. The largely urban Family Coming of Age areas show an average-level of income from wages/salaries, with particularly high standings in building maintenance (over-50-percent-above-average) and transportation (over-25-percent-above-average).

Median Age  
**40s**

Family Status  
**Married**

Household Income  
**NA**

Urbanization  
**Urban**

Education  
**High School**

Occupation  
**Blue Collar**

## Preference Overview

Only a few high-ranking purchases and pastimes of Family Coming of Age neighborhoods provide clues that they are of Hispanic origin, and not just any other American urban dweller. The telltale clues are tequila and their highest-ranking lifestyle item: Hispanic radio, at almost seven-times-the-national-average. Otherwise, purchases are fairly mainstream. For example, at the grocery store they are likely to buy instant coffee, grapefruit juice, deviled ham, infant cereal, liver sausage, and lunch combo kits. Automotive purchases are equally conventional, including Hondas and Nissans. Personal care is a top priority with high-ranking purchases of hair coloring products, hair mousse, and pressed powder. For their children, they buy baby lotion and soap. Favorite leisure activities include: dancing, and watching soccer and boxing on television. Other media choices include: newspapers, Epicurean magazine, MTV2, Toon Disney, and oldies and religious radio. Like many low-income citizens, residents of these neighborhoods are not heavy purchasers of electronics, computers, or travel.

## N2

Hispanic American

# Los Padres

## Consumption Examples

### Household

Flavored instant coffees  
Tequila  
Nectars  
Deviled ham  
Mexican foods

### Personal Life

Oil filters  
Baby lotion  
Children's shoes  
Hair styling gels and lotions  
Telephone calling cards

### Leisure Activities

Mexico visits  
Boxing: TV  
El Pollo Loco fast food  
Whataburger fast food  
Jack in the Box fast food

### Media Selections

Hispanic radio  
Parenthood magazines  
Black Entertainment TV  
Variety radio  
Oldies radio

## Demographic Overview

Family is very important to this demographic. In particular, parents are regarded as the kings and queens of their castles. The aptly named Los Padres (Spanish for “parents”) neighborhoods weigh in with the second-largest percentage of children. In these highly urban Hispanic neighborhoods, the percentage of married-couple households is just below the national-norm; the level of single-female-parent homes is 25-percent-above-average; and (interestingly) the level of single-male-parent homes is more than 50-percent-above-average. The children in the homes span all ages, but show the highest ranking in kids-under-six (nearly 50-percent-above-average). This is obviously because of the residents’ relatively young age: The median age of Los Padres areas is in the 30s. The median household income in these areas is too broad to classify without misleading market researchers. But by looking at other factors, one can assume the income levels are lower-than-average. These residents have two-and-a-half-times-the-average number of people with less-than-high-school educations. They also rank very high in four blue-collar occupations: farming/fishing/forestry (two-and-a-half-times-average), building maintenance (two-times-average), construction (over 50-percent-above-average), and production (over 50-percent-above-average). This group also shows a 50-percent to two-times-average level of income from public assistance.

Median Age  
**30s**

Family Status  
**Married**

Household Income  
**NA**

Urbanization  
**Urban**

Education  
**High School**

Occupation  
**Blue Collar**

## Preference Overview

Los Padres neighborhoods give away their Hispanic lifestyle most predominantly in their highest-ranking lifestyle item: Hispanic radio at over six-and-a-half-times-the-national-average. Other telltale indicators are high rankings for tequila, Mexican food, and trips to Mexico. Common purchases in the homes with children include: many convenience food items such as instant coffee, grapefruit juice, deviled ham, and lunch combo kits. Mainstream eating choices include: occasional visits to Denny’s, IHOP, and Whataburger. These hard-working blue-collar parents keep up appearances with high-ranking purchases of hair styling gels and lotions, hair coloring products, and pressed powder. For their children they are likely to buy baby lotion and shampoo, and children’s shoes. To relax they enjoy watching boxing on TV. Other media selections include: parenthood magazines, Black Entertainment TV, and variety and oldies radio. They are not likely to purchase vehicles, computer equipment, or electronics.



Hispanic American

# The Godparents

## Consumption Examples

### Household

- Grocery: Ralph's
- Instant coffee
- Nectars
- Egg alternatives

### Personal Life

- Men's lightweight jackets
- Women's dresses
- Gasoline: <\$50
- Internet: downloaded music
- Own passports

### Leisure Activities

- Carl's Jr. fast food
- Jack in the Box fast food
- Domino's Pizza

### Media Selections

- Light magazines
- Hispanic radio
- Variety radio
- Alternative radio
- Urban radio

## Demographic Overview

Among the Hispanic American segments, The Godparents is one of two segments with a median age in the 40s. These neighborhoods also show higher percentages of single-parent households than other segments. As a result, these areas have been named The Godparents, a common honorarium bestowed on older singles in the Hispanic culture. The number of single-parent homes ranks high for both males (75-percent-above-average) and females (over 75-percent-above-average). However, these neighborhoods rank at an overall average-level of children in all age groups. The Godparents areas also rate the highest percentage of residents over-65-years-old in this category.

Owing, no doubt, to the older median age, these areas show above-average levels of widows/widowers and divorcees. The Godparents is one of three segments within this category with the highest median-income levels: The high-\$30,000s and \$40,000s. While some of this income is generated by jobs, they also rank high in public-assistance: About two-and-a-half-times-above-average. Those who are employed are primarily blue-collar workers: Presumably, a reflection of a two-times-the-national-average number of people with less-than-high-school educations. The residents' dominant job categories include: building maintenance (two-times-average), food preparation (50-percent-above-average), and personal care and transportation (both 25-percent-above-average).

Median Age  
**40s**

Family Status  
**Single**

Household Income  
**\$30k - \$50k**

Urbanization  
**Urban**

Education  
**High School**

Occupation  
**Blue Collar**

## Preference Overview

Perhaps owing to their older age within Hispanic American segments, and therefore their greater connection to the culture of their countries of origin, The Godparents rank above-average on only a few lifestyle items. This is especially interesting because this group's highest-ranking lifestyle item is shopping at Ralph's grocery store, at four-and-three-quarters-times-average. Yet, their only high-ranking grocery purchases are instant coffee, nectars, and egg alternatives. Purchasing food outside the home is typically fast food burgers or pizza. They are likely to purchase men's lightweight jackets and women's dresses. Like the other neighborhood segments in this category, they rank very highly on Hispanic radio: Nearly equal to their grocery store ranking. Other media choices include: Showtime, Cartoon Network, and alternative and urban radio. When they are on the Internet, they are most likely to download music. They are likely to have passports, which indicates they do travel internationally: Most likely to their home countries.

**N5**

Hispanic American

## The Singles

### Consumption Examples

#### Household

Flavored instant coffees  
Tequila  
Nectars  
Liver sausages  
Cornish hens

#### Personal Life

Did not buy or lease vehicles  
Baby oil  
Children's cough syrups  
Athlete's foot remedies  
Dental rinses

#### Leisure Activities

Popeye's Chicken fast food  
Jack in the Box fast food  
Domino's Pizza

#### Media Selections

Hispanic radio  
Black Entertainment TV  
Variety radio  
Urban radio  
Contemporary hits radio

### Demographic Overview

Among the six primarily Hispanic American neighborhood segments, the The Singles are among three with the highest income-levels: the high-\$30,000s to \$40,000s. However, that doesn't mean they aren't struggling, because other factors speak to the fact that the residents are working hard to make ends meet. For one thing, these highly urban areas are home to predominately single-households, in particular, single-parent families. They rank at two-times-the-national-average for single-male-parent and single-female-parent households. A 50-percent-higher-than-average number of these residents have never been married. There are above-average numbers of children of all ages in the households, with the highest percent in the youngest group (under six-years-old) and fewer in the oldest group (13- to 17-years-old). Another fact pointing to their financial struggle is the high level of income from public-assistance: More than three-times-average. With a two-and-a-half-times-the-average level of residents with less-than-high-school educations, residents of The Singles areas are employed in predominantly blue-collar manual-labor jobs, with higher-than-average rankings in all of these occupations: Building maintenance, food preparation, construction, production, transportation, healthcare support, and farming/fishing/forestry.

Median Age  
**30s**

Family Status  
**Single**

Household Income  
**\$30k - \$50k**

Urbanization  
**Urban**

Education  
**High School**

Occupation  
**Blue Collar**

### Preference Overview

With very few high-ranking lifestyle purchases and pursuits in this segment, it seems clear that these single families are struggling to make ends meet. Among their high-ranking grocery store purchases are instant coffee, grapefruit juice, nectars, liver sausage, Cornish hens, tequila, imported beer, and rum. Their dining out choices tend to be economical fast food restaurants for meals such as fried chicken, burgers, and pizza. There is evidence of children at home in their purchases of baby oil and children's cough syrups. These parents' high-ranking health-related purchases are limited to athlete's foot remedies and dental rinse. Listening to Hispanic radio is this group's highest-ranking lifestyle item at nearly five-times-the-national-average. Other media choices include: Black Entertainment TV, variety radio, urban radio, and contemporary hits radio. Residents of these segments are not likely to purchase vehicles, computer equipment, or electronics. They are also not likely to travel.

# Specialties

Neighborhoods across the U.S. that are so unique they do not fit into easily definable groups.

## Defining Characteristics

Urbanization  
**Urban**

## Segments

**The following is a list of all of the segments in this Group. One, some, or all of these segments may be in your library's jurisdiction.**

**01** **Golden Heritage**

Golden Heritage segments, with a median age of 50s to low 60s, live the good life in appealing climates with comfortable incomes.

**02** **East Meets West**

East Meets West neighborhoods are comprised mainly of hard working Asians and other groups for whom English or Spanish is not the primary language.

**03** **Group Quarters**

Group Quarters is home to people with a median age in the 30s, living predominately in apartments or group housing and tend to be single and transient.

**04** **Doublewides**

Doublewides are areas where mobile homes dictate the lifestyles, residents share a median age in the 30s and tend to have married couple households.

**05** **Centurions**

Centurions neighborhoods are dominated by military personnel in their 20s and low 30s, with an above-average level of children under six-years-old.

**06** **Legacy Years**

Legacy Years are home to older citizens in the 50s and low-60s age range, struggling to make ends meet, and suffering the indignities of old-age and low-income.

**07** **Collegian**

Collegian areas are home to currently enrolled college students in their 20s and low-30s, living in either dorms or off-campus areas dedicated to college students.

Specialties

## Demographic Overview

Diversity and individuality are among the hallmarks of the American lifestyle — cherished as two of the primary essential characteristics of a thriving democracy. As such, there are people across the United States that are so different and unique they do not fit into easily definable groups: for example, military personnel, apartment denizens, and college students. In fact, to aggregate these unique neighborhoods into another segment would be a disservice to market researchers. As such, we have created a category comprised of seven specialty neighborhood types. We've grouped these diverse areas under one heading — Specialties. While grouped together because of their differences, there is one commonality among these unique neighborhood entities: They are all located in highly urban areas.

Among the seven Specialty neighborhood segments are: Golden Heritage and Legacy Years represent households that are fully retired with residents of the former living extremely comfortably lives and in the later living on very tight budgets. East Meets West are areas comprised mainly of Asian citizens, but also containing other groups for whom English or Spanish is not the primary language spoken at home. Group Quarters are inhabited by people living predominately in apartments or other group housing quarters. Doublewides are households living in mobile homes. Centurions are areas with households inhabited primarily by military personnel. Collegians are home to currently enrolled college students living in either dorms or off campus housing areas dedicated to college students.

**Consumption  
Examples****Household**

Imported dinner wines  
Ground coffee  
Egg alternatives  
English muffins  
Carpet cleaning services

**Personal Life**

Vehicles: \$30,000 -  
\$39,999  
Women's pant suits  
Laptop computers  
Combination TV/VCRs  
High cholesterol remedies

**Leisure Activities**

Charitable organizations  
Live theater  
Casino gambling  
Horseracing; TV  
Foreign travel by cruise  
ships

**Media Selections**

Travel magazines  
Business and finance  
magazines  
Sunday newspapers  
Romance books  
Golf channel

**Demographic Overview**

When you think of senior citizens in America there are typically two images that come to mind. One is of well off older citizens living comfortably, usually by the ocean, having the money both for a nice primary residence and for frequent vacations, playing shuffleboard or cards, and basically enjoying their post-working years to the hilt. The other image is less appealing: of older Americans struggling to make ends meet and waiting each month for their social security checks to arrive. Golden Heritage segments are neighborhoods that are home to the former: In other words, the senior citizens living the good life in places like Florida, Arizona, and other appealing climates. The median age of these residents is 50s to low-60s. But they also show a nearly four-times-average number of people over 65-years-old. These seniors are living comfortably on incomes in the median-range of \$50,000s and \$60,000s. Much of their income is from social security and retirement (two-and-a-half-times-above-average). They also have a 75-percent-above-average level of interest/dividend income. Some of these seniors are still working at white-collar jobs like management, professional and sales positions. There are many married-couples, but few children living in Golden Heritage neighborhoods. Obviously due to the residents' advanced years, these neighborhoods have a 50-percent-above-average level of widows and widowers.

**Preference Overview**

Golden Heritage residents are living their golden years very well. These are residents who have lived fruitful lives and now have the time and money to reap the bounty of what they have sown during their working years. They can afford to drive nice vehicles in the \$30,000 to \$39,000 range. Grocery purchases include: ground coffee, egg alternatives, and vegetarian burgers. These seniors also enjoy frequent trips to restaurants for steaks, Italian, and other delicacies. When traveling they like package deals, especially cruises to foreign destinations, which is their highest-ranking lifestyle item at nearly three-and-a-quarter-times-the-national-average. Other leisure pursuits include live theater, casino gambling, and playing golf. They are also active in charitable organizations. Other media choices include: romance novels; golf and travel channels; and news/talk and oldies radio. They own computer equipment, on which they tend to track investments. Healthcare purchases include: sleeping pills, electric shavers, and high-cholesterol remedies.

Median Age  
**50s/low 60s**

Family Status  
**Mixed Married  
and Single**

Household Income  
**\$50k - \$70k**

Urbanization  
**Urban**

Education  
**High School**

Occupation  
**White Collar**

## East Meets West

### Consumption Examples

#### Household

Ground coffee: Starbucks  
 Imported beer/ale  
 Flavored instant coffees  
 DSL Internet connections  
 Mp3 players

#### Personal Life

Toyota vehicles  
 New imported vehicles  
 AAA vehicle insurance  
 Online: auto information  
 Online: employment searches

#### Leisure Activities

Travel: Western U.S.  
 Vacations or honeymoons  
 Foreign travel  
 Casino gambling  
 Movies

#### Media Selections

Books: light reading  
 Magazines: light reading  
 Bravo channel  
 All-news radio  
 Urban radio

### Demographic Overview

When most Americans think of people from the “East” then tend to think of Asians. And while many Asians moved to the United States in the past century, immigration trends of recent decades have brought many other citizens of other Eastern countries to the U.S. shores. You’ll find many of them living together in East Meets West neighborhoods, which are areas comprised mainly of Asians, but also contain other groups for whom English or Spanish is not the primary language spoken at home. Among the shared demographics of these areas are a very interesting correlation to “national-average” measurements. They rank at near-average levels in married-couple-with-children household compositions, and have average standings in all children’s age ranges. Some differences from the average include: Over 25-percent-average number of people with less-than-high-school education; nearly 25-percent-average number of single-males-without-children; and a nearly two-times-average level of public-assistance income. However, the median income range for East Meets West is quite high at \$50,000s and \$60,000s, which speaks to the fact that many residents are hard working citizens. They show average levels of employment in a wide range of occupational categories in which they hold both blue- and white-collar jobs.

Median Age  
**30s**

Family Status  
**Married**

Household Income  
**\$50k - \$70k**

Urbanization  
**Urban**

Education  
**High School**

Occupation  
**White and Blue Collar**

### Preference Overview

If their lifestyle choices are any indication, East Meets West residents are slowly assimilating into Western culture. Their high-ranking purchases and activities are minimal, while their low-ranking items are more extensive. Their higher-ranking choices include only ground coffee and imported beer. Interestingly, they have a very high ranking for shopping at Ralph’s grocery store. Their highest-ranking item is medical insurance through Kaiser Permanente, weighting in at over six-and-a-half-times-the-national-average. They are also likely to have AAA insurance on their imported vehicles, which are typically Toyotas or luxury-size cars. While they are likely to own an average amount of computer equipment at home, they use the Internet in multiple ways, including real estate, auto research, and employment searches. To relax, they like casino gambling, movies, and traveling nationally and internationally. Closer to home, they are likely to eat out at a steak, burger, and pizza restaurants. Media choices include: some books and magazines, the Bravo channel, and all-news and urban radio.

## Demographic Overview

Group Quarters is the name of the neighborhoods identified as home to people living predominately in apartments or other group housing quarters. The residents of these multifamily-rental-housing neighborhoods are different from both homeowners and single-family home renters. It's logical to imagine this group being much more transient than home-owning citizens, and not investing as much in their home purchases. Apartment renters account for 15% of all U.S. households by a narrow definition that restricts the count to residence in structures with at least five apartments. A broader definition of two to four apartments per quarters increases this percentage to 22%. Among the shared demographics of the highly urban Group Quarters residents are a median-age in the 30s, very few children, more singles than married-couples, and a two-times-the-national-average level of people with less-than-high-school educations. Income for these rental-housing residents ranks 50-percent-higher-than-average on public-assistance. However, many of the residents are employed in blue-collar jobs, such as farming/fishing/forestry (nearly four-times-average), protective services (nearly two-and-a-half-times-average), and healthcare support, building maintenance, and transportation (all about 25-percent-above-average). Median incomes for these residents are in the high-\$30,000s and \$40,000s.

Median Age  
**30s**

Family Status  
**Single**

Household Income  
**\$30k - \$50k**

Urbanization  
**Urban**

Education  
**High School**

Occupation  
**Blue Collar**

## Preference Overview

No data is available as the numbers are not statistically significant enough to measure.

# 04

Specialties

## Doublewides

### Consumption Examples

#### Household

- No-bake cakes and pies
- Canned meats
- Personal computers: Gateway
- Dial-up modems
- Satellite dishes

#### Personal Life

- Work boots
- Motor oil
- Denture cleaners
- Heartburn remedies
- Medicare insurance

#### Leisure Activities

- Fishing: TV
- Fishing: freshwater
- NASCAR: TV
- Cracker Barrel family restaurant
- Hardee's fast food

#### Media Selections

- Fishing and hunting magazines
- Automotive magazines
- Speed Channel
- Daytime TV
- Country radio

### Demographic Overview

Doublewides are areas where mobile homes dictate the residents' lifestyles, who share a median age in the 30s. In America there tends to be a particular stigma attached to living in mobile homes and mobile home parks. But many people choose this lifestyle as a preference for several reasons, including mobility and low-cost housing. The median income of residents of Doublewides neighborhoods is a respectable high-\$30,000s and \$40,000s. While residents in Doublewides do have a higher-than-average level of income from public-assistance, many have a higher-than-average representation in manual-labor, blue-collar occupations including: farming/fishing/forestry (nearly three-times-average); construction (75-percent-above-average); repair services (over-50-percent-above-average); transportation (50-percent-above-average); and production (nearly 50-percent-above-average). These occupations are a reflection of the residents' low educational achievements: There is an over-50-percent-average number of people with less-than-high-school educations. However, 25-percent-above-average have high-school degrees. Also these areas have slightly more younger children than older. They tend to have married-couple households, but also have a nearly 50-percent-higher-than-average number of single-fathers.

Median Age  
**30s**

Family Status  
**Married**

Household Income  
**\$30k - \$50k**

Urbanization  
**Urban**

Education  
**High School**

Occupation  
**White and Blue Collar**

### Preference Overview

Residents of Doublewides show a cost-conscious nature in lifestyle pursuits. Their highest-ranking item is shopping at Food Lion grocery stores, at two-and-a-quarter-times-the-national-average. Among their grocery purchases are no-bake cakes and pies, canned meats, and ground coffee. Dining out selections are primarily burger and chicken sandwich restaurants. These residents have personal computers, televisions, and satellite dishes. Their favorite media pastimes include: watching the Speed Channel, the Country Music Channel, and daytime television; reading fishing, hunting, and automotive magazines; and listening to country and classic rock radio stations. They also enjoy watching NASCAR and fishing on television, and going freshwater fishing. They are self-sufficient when it comes to their vehicles, changing their own oil and filters. Their top health-related purchases include: heartburn remedies, diet control products, and denture cleaners. They are likely to have Medicare insurance.

## Demographic Overview

Centurions neighborhoods are classified as highly urban areas with households dominated by military personnel. It would come as no surprise to most people that military personnel living across the country have their own unique demographic and lifestyle segmentation characteristics. Just one example is that this population tends to retire at a considerably younger age than civilian workers. Among the explanations for this pattern is that many military tasks require the physical stamina of youth. Market segmentation bears out this fact, since the population of Centurions segments are in their 20s and low-30s. Other commonalities of the residents include: salary ranges in the high-\$30,000s and \$40,000s, and a two-times-the-national-average percentage of married-couple-with-children households. Their income is generated largely from salaries; this segment has a very low level of income from public-assistance. No doubt owing to their younger age, there is a significantly above-average level of children under six-years-old. This group also has a nearly two-times-the-average number of people with some years of college under their military belts. Their occupational ranking is a mix of white-collar and blue-collar jobs in areas, such as healthcare support, protective services, personal care, and farming.

Median Age  
**20s/low 30s**

Family Status  
**Married**

Household Income  
**\$30k - \$50k**

Urbanization  
**Urban**

Education  
**Some College**

Occupation  
**White and Blue Collar**

## Preference Overview

No data is available as the numbers are not statistically significant enough to measure.

## Consumption Examples

### Household

Cooking and serving tools  
Low-calorie domestic beer  
Sports drinks  
Mp3 players  
Cable television

### Personal Life

Online access: school or library  
Auto repair chain stores  
Athletic/workout clothing  
Complexion care products  
Non-interest checking accounts

### Leisure Activities

Foreign flight travel  
Bars and nightclubs  
Play cards  
Movies  
Music performances

### Media Selections

Online: sports/news information  
Men's magazines  
Women's magazines  
MTV channel  
Vh1 channel

## Demographic Overview

Collegians areas are home to currently enrolled college students living in either dorms or off campus areas dedicated to college students. According to the U.S. Dept. of Labor's Bureau of Labor Statistics, in October 2004, 66.7% of high-school graduates from the class of 2004 were enrolled in colleges or universities across the U.S. This is obviously a huge annual boon to retailers who sell the staples of college life, including low-cost dorm-style furniture, pens and notebooks, and inexpensive home furnishings. Market researchers will find a very homogenous group of young adults within these unique areas. Collegians are home to residents sharing a median-age-range in the 20s and low-30s. They are predominately not married, and have no children. Naturally, they all have high-school degrees. For those students who are working to help pay the ever-increasing cost of higher education, they are employed in a mix of white- and blue-collar occupations, such as protective services (over-two-times-average), personal care (nearly two-times-average), and management and sales (nearly 50-percent-above-average). Through these jobs they generate annual incomes at the low-\$30,000s-or-less range. Residents in these areas generate almost no public-assistance income.

Median Age  
**20s/low 30s**

Family Status  
**Single**

Household Income  
**\$30k or less**

Urbanization  
**Urban**

Education  
**College**

Occupation  
**White and Blue Collar**

## Preference Overview

Lifestyle pursuits of these segments are in line with stereotypes of college-age young adults, starting with their highest-ranking item: Downloading music, at three-and-a-quarter-times-the-national-average. When online they also play games, read sports and news, and watch TV programs. These residents are likely to own laptop computers, DVD drives, and Mp3 players. You'll often find these residents outside of their dorm rooms at bars and nightclubs, musical performances, movies, sports events, and traveling to foreign destinations. When at home they enjoy playing cards, cooking, and watching college football and basketball. Other media choices include: news and entertainment weeklies, MTV, and adult contemporary radio. Physical appearance is important to these dating-age citizens, illustrated by their purchase of complexion care products, eye liner, and razor blades. They typically have non-interest checking accounts and bank by ATM.

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