
TARGET MARKET DESCRIPTIONS

— Appendix Three—

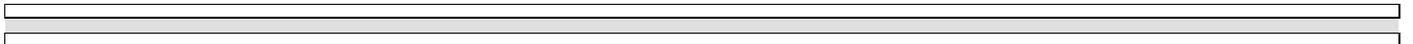
An Analysis of Residential Market Potential

Downtown Las Cruces

The City of Las Cruces
Doña Ana County, New Mexico

February, 2016

Conducted by
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Research & Strategic Analysis

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TARGET MARKET DESCRIPTIONS

The following target market lifestyle and values profiles have been developed by Zimmerman/Volk Associates, Inc., based on the Nielsen Company (formerly Claritas) PRIZM household cluster segmentation, United States Bureau of Census data, and Zimmerman/Volk Associates' lifestyle and housing correlation methodology (residential target market methodology™). The target market lifestyle and values profiles have been devised for use by design, marketing, and merchandising professionals in perfecting the position of newly-created housing within the marketplace.

The names and descriptions of the market groups summarize the propensities of a plurality, and sometimes the majority, of households within each group—as determined through geo-demographic cluster analysis—rather than all households within that group.





EMPTY NESTERS & RETIREES

– Metropolitan Cities –



THE URBAN ESTABLISHMENT

Configuration: Empty-nest couples; older singles (divorced and widowed).
 Typical household size—2 persons.
 Predominant age range of adults—45 to 64.

Characteristics: Affluent, educated and sophisticated older couples.
 Success achieved through intelligence, connections and contacts.
 Nearly 80 percent college educated; 30 percent with advanced degrees.
 High-ranking professionals in medicine, law, business and finance; arts and entertainment.

Housing characteristics: Exclusive urban neighborhoods.
 Elegant mansions, townhouses (the city version) and condominiums (the mid-to high-rise version).
 Nearly a fifth lease large, luxurious apartments.

Consumption patterns: Drive a Jaguar XJL.
 Blue-chip assets.
 Shop at Lord & Taylor and other high-end retailers.
 Read *The New Yorker*.
 Watch *Frontline* on PBS.
 Listen to (and contribute to) NPR.

Icons: The red Cartier box; Italian whites in the undercounter cooler.



“Luxury must be comfortable, otherwise it is not luxury.”

— Coco Chanel



COSMOPOLITAN COUPLES

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

Characteristics: Ethnically-diverse neighborhoods, including white, Asian, African-American, and Latino residents.
 Active social lives; urban nightlife.
 College-educated.
 Public service lawyers, social service administrators, educators.

Housing characteristics: Vibrant urban neighborhoods in high-growth cities.
 Urban townhouses and high-rises; vintage houses on urban lots.
 Mainly homeowners.

Consumption patterns: Still drive the Lincoln Town Car.
 Conservative investments.
 Shop at Trader Joe's.
 Read *Sierra* magazine.
 Watch *60 Minutes*.
 Listen to jazz radio.

Icons: Symphony subscription; Treasury notes.



“Join the United States and join the family—
 But not much in between unless a college.”

– Robert Frost



MULTI-ETHNIC RETIREES

Configuration: Older couples; mostly retired, a few caring for grandchildren.

Typical household size—2 persons.

Predominant age range of adults—55 and up.

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

Over 80 percent graduated high school; a third attended or graduated from college.

Approximately 25 percent have a working spouse.

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

Housing characteristics: Rowhouses, duplexes, mid- and high-rise apartments.

Long-time residents in urban neighborhoods.

Nearly 65 percent own their dwelling units, which they have owned for many years.

Consumption patterns: Drive a Toyota Corolla.

Football fans.

Catalogue shoppers.

Read *Catholic Digest*.

Watch *Law and Order*.

Listen to all-news radio.

Icons: Football memorabilia; the daily paper.



“Before a group can enter the open society,
it must first close ranks.”

– Stokely Carmichael and
Charles Vernon Hamilton





EMPTY NESTERS & RETIREES

– *Small Cities/Satellite Cities* –



COSMOPOLITAN ELITE

Configuration: Empty-nester couples; some with college-aged children.
Average household size—2 persons.
Predominant age range of adults—55 and older.

Characteristics: Upper-middle- to high-income empty-nesters.
The cultural elite of America's smaller cities.
Well educated—Over half attended college or earned a bachelor's degree;
another 28 percent received a graduate degree.
Prominent lawyers, doctors, professors and executives in local management,
finance, and tech companies.

Housing characteristics: Detached houses in wealthy enclaves, often near the country club.
Downtown condominiums as second-homes, future move-down option.
Nearly all are homeowners.

Consumption patterns: Drive a Mercedes.
Civic club activities, *e.g.*—historic preservation, beautification programs.
Shop at Whole Foods.
Read *Condé Nast Traveler*.
Watch *NBC Nightly News*.
Listen to classical music radio.

Icons: Dog-eared passport; the annual cruise.



“Once discover comfort, there is no turning back.”

– Mason Cooley



MIDDLE-CLASS MOVE-DOWNS

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

Average household size—2 persons.

Predominant age range of adults—55 to 64.

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

Some members of this group have already taken early retirements.

95 percent are high school graduates; a third graduated college.

Middle managers; social service workers; librarians; teachers.

Housing characteristics: Mid-sized third-tier cities with lower cost of living.

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

Over 85 percent own their homes.

Consumption patterns: Drive a new Hyundai.

Veterans/fraternal club members.

Shop at Pottery Barn.

Read most sections of the Sunday paper.

Watch *Entertainment Tonight*.

Listen to “oldies” radio.

Icons: Home workshop; upright piano.



“So always look for the silver lining
And try to find the sunny side of life.”

– P.G. Wodehouse





EMPTY NESTERS & RETIREES

– *Metropolitan Suburbs* –



OLD MONEY

Configuration: Empty-nest couples; children away at boarding school or college.
Average household size—2 to 3 persons.
Predominant age range of adults—55 to 74.

Characteristics: Upper crust, wealthy American families—one in 10 is a multi-millionaire.
Heirs to “old money;” accustomed to privilege and luxury.
Highly educated, with college and graduate degrees.
Judges; medical specialists; chief executive officers.

Housing characteristics: Old, exclusive metropolitan suburbs.
Estate homes in high-prestige neighborhoods; secluded older estates.
Urban *pieds-à-terre*; country retreats.

Consumption patterns: Drive luxury imports: Mercedes S550, Lexus LS600.
World travel.
Shop at Neiman Marcus.
He reads *Barron's*; she reads *Wine Spectator*.
Watch *Meet the Press*.
Listen to NPR.

Icons: Threadbare Oriental carpets; chipped Waterford crystal.



“They [the very rich] are different from you and me.”

– F. Scott Fitzgerald



SUBURBAN ESTABLISHMENT

Configuration: Empty-nest couples.
Average household size—2 persons.
Predominant age range of adults—55 to 64.

Characteristics: Upper-middle-income couples in their peak earning years.
Two-thirds attended or graduated from college.
Mostly white-collar managers and professionals, with many years at the same firm.

Housing characteristics: Vintage 1950s and '60s suburban subdivisions.
Many still live in the houses they bought new, 30 or 40 years ago; when they move, they downsize to an apartment in an urban neighborhood or a resort condominium.
Their original detached houses have been upgraded over the years to match their rising income and status.

Consumption patterns: Drive an Infiniti EX.
Bermuda vacations.
Shop at Target.
Read *USA Today*.
Watch *Masterpiece Theater*.
Listen to classic rock radio.

Icons: Safe annuities; backyard pool.



“Just enjoy your ice cream while it’s on your plate.”

– Thornton Wilder



AFFLUENT EMPTY NESTERS

Configuration: Empty-nest couples.
Average household size—2 persons.
Predominant age range of adults—65 and older.

Characteristics: Older established couples, often with two incomes.
Significant financial resources—untapped equity in their homes.
Nearly two-thirds attended or graduated from college.
Small-business owners; corporate officers; sales directors.

Housing characteristics: Eighty-five percent own their homes.
Detached houses with high property values.
High percentage of vacation/weekend homes.
Likely to move to or near downtown or an urban neighborhood when last child has left home.

Consumption patterns: Drive a Cadillac CTS sedan.
All-inclusive foreign travel/cruises.
Shop from Lands End catalogue.
Read *The Atlantic*.
Watch *Washington Week*.
Listen to light classical radio.

Icons: Framed map of Europe; Lord & Taylor charge account.



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

– Variation on Advertisement



MAINSTREAM RETIREES

Configuration: Retired singles and couples.
Average household size—2 persons.
Predominant age range of adults—70 and older.

Characteristics: Middle- to upper-middle-income households.
Prefer to spend their “golden years” with people of all ages.
Two-thirds attended or graduated from college.
Country lawyers, doctors, and shopkeepers.

Housing characteristics: Small suburban towns.
Cottages; townhouses; condominiums.

Consumption patterns: Still drive the Crown Victoria.
Play golf.
Shop at Costco.
Read *Saturday Evening Post*.
Watch *Antiques Roadshow*.
Listen to “nostalgia” radio.

Icons: Charles Schwab account; his ’n her golf clubs.



“And love can come to everyone,
The best things in life are free.”

– Buddy De Sylva



NO-NEST SUBURBANITES

Configuration: Older singles and couples.
Average household size—2 persons.
Predominant age range of adults—45 to 64.

Characteristics: Middle-income Baby Boomers.
Over half attended or graduated from college.
Predominantly white.
Sales and marketing employees, health technicians, teachers, white-collar and clerical employment.

Housing characteristics: Old and new suburbia.
Single-family houses and townhouses.
Three-quarters own their homes.

Consumption patterns: Drive a Mitsubishi Outlander Sport.
Bowling team.
Shop at Sam's Club.
Read motorcycle magazines.
Watch *The Office*.
Listen to news radio.

Icons: Home treadmill; new Harley Davidson.



“You will be safest in the middle.”

– Ovid



MIDDLE-AMERICAN RETIREES

Configuration: Retired couples and singles.
Average household size—1 or 2 persons.
Predominant age range of adults—65 and older.

Characteristics: Middle-income households with middle-class sensibilities.
Family- and community-oriented.
Most are high school graduates; 20 percent graduated from college.
Former secretaries; accountants; small business owners.

Housing characteristics: Older inner-ring suburbs.
Well-kept bungalows, ramblers, colonials.
Nearly 80 percent own their residences and the mortgage is paid off.

Consumption patterns: Drive a Chevrolet Cobalt.
Own an RV.
Shop at Lowe's.
Read *VFW MAGAZINE*.
Watch *The View*.
Listen to AM morning news.

Icons: Walmart credit card; his 'n' hers bowling balls.



“Grow old along with me!
The best is yet to be.”

– Robert Browning





EMPTY NESTERS & RETIREES

– Town & Country/Exurbs –



SMALL-TOWN ESTABLISHMENT

Configuration: Empty-nest couples.
Average household size—2 persons.
Predominant age range of adults—55 to 64.

Characteristics: The leading citizens of small-town communities.
More than half have college or graduate degrees.
Most have annual incomes of \$100,000 or more.
Small-town lawyers, doctors, bankers, chief executives.

Housing characteristics: Large single-family houses on the best street in town.
Second homes in the city.
Tech-enhanced homes.

Consumption patterns: Drive an Audi A6.
Multiple club memberships: the country club; the garden club; Sunday
afternoon at home with the weekend paper.
Shop at Talbots.
Read *Kiplinger's Personal Finance*.
Watch *News Hour*.
Listen to BBC NEWS.

Icons: Blue-chip investment portfolios; Framed advanced degrees.



“The life of the wealthy is one long Sunday.”

– Anton Chekhov



NEW EMPTY NESTERS

Configuration: Empty-nest couples; a small percentage have a youngest child still at home.
Average household size—2 to 3 persons.
Predominant age range of adults—45 to 64.

Characteristics: Middle-aged and upper-middle-class.
Dual-income households.
High disposable income.
Small business owners; local homebuilders.

Housing characteristics: Semi-rural small towns fast becoming middle-class suburbs.
The nicest house in the nicest neighborhood.

Consumption patterns: Drive an old Corvette.
Dining out.
Shop online.
Read *Outdoor Life*.
Watch *CBS Sports*.
Listen to classic rock radio.

Icons: Travel club; Chamber of commerce membership.



“In the small town each citizen had done something
in his own way to build the community”

– Daniel J. Boorstin



RV RETIREES

Configuration: Older couples.
Average household size—2 persons.
Predominant age range of adults—55 and older.

Characteristics: Empty-nest, middle-income households.
Former policemen, firemen, repairmen, technicians.
High-school grads; over half went to college.
Most are retired or nearing retirement.

Housing characteristics: Detached houses in small towns.
Most stay in their homes, but a few choose to retire in resort locations.
Vacation/weekend homes.
More than 20 percent are still living in the same house they bought when they got married.

Consumption patterns: Drive a Toyota Avalon and an RV.
Own a timeshare.
Shop at Sam's Club.
Read *Country Living* Magazine.
Watch *This Old House*.
Listen to "easy listening" radio.

Icons: Winnebago; Cracker Barrel rocking chair.



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

– Robert Louis Stevenson



BLUE-COLLAR EMPTY NESTERS

Configuration: Middle-aged married couples with older children no longer living at home.
Average household size—2 persons.
Predominant age range of adults—45 to 64.

Characteristics: Middle-income, middle-class households.
High-school educated.
“Old-fashioned” outdoor-oriented lifestyles.
Farmers; blue-collar workers, many in the construction industry; machinists.

Housing characteristics: Small towns and villages
Modest detached houses or mobile homes; ranch houses.
Over 80 percent own their homes.

Consumption patterns: Drive a GMC Sierra pickup; hot rod or motorcycle for fun.
Deer hunting; target shooting.
Shop at Tractor Supply Company.
Read *Car Craft*.
Watch *NASCAR*.
Listen to country music radio.

Icons: Camouflage as a fashion statement; handgun.



“Far and away the best prize that life offers
is the chance to work hard at work worth doing.”

– Thomas Jefferson



EXURBAN SUBURBANITES

Configuration: Singles and married couples without children.
Average household size—2 persons.
Predominant age range of adults—45 to 64.

Characteristics: High-school graduates.
Middle-income households.
Employed in manufacturing, construction; waiters and waitresses.

Housing characteristics: Exurban towns that are growing rapidly.
Three-quarters own their homes.
Detached houses; two-family houses; mobile homes.

Consumption patterns: Drive a Dodge Ram pickup.
Fast food and smoking.
Shop at Home Depot.
Read *Four Wheel and Off Road*.
Watch *Everybody Loves Raymond*.
Listen to '50s music.

Icons: Dale Earnhardt, Sr.; Riding lawnmower.



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

– Chinese Proverb





TRADITIONAL & NON-TRADITIONAL FAMILIES

– *Metropolitan Cities* –



FULL-NEST URBANITES

Configuration: Traditional and non-traditional families; some multi-generational households.
Average household size—3 to 4 persons.
Predominant age range of adults—35 to 50.

Characteristics: Ethnically diverse, upper-middle-income.
Many immigrants, second-generation Americans.
Well-educated—two-thirds have attended or graduated from college.
Multi-racial, multi-lingual.
White-collar office and “knowledge” workers; government and arts.

Housing characteristics: Single-family houses, duplexes or apartments in urban neighborhoods.
Relatively settled—nearly two-thirds have lived in the same dwelling for more than five years.
More than half own their homes.

Consumption patterns: Drive a Volkswagen Tiguan.
Family-style restaurants.
Shop at Key Foods.
Read *Ebony*.
Watch *E! Entertainment*.
Listen to urban contemporary radio.

Icons: Green card; transit card.



“America, the land of unlimited possibilities.”

– Ludwig Max Goldberger



MULTI-CULTURAL FAMILIES

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

Average household size—5 persons.

Predominant age range of adults—35 to 54.

Characteristics: Middle-income immigrant Hispanic families.

High-school graduates.

First-generation Americans.

Jobs range widely, from day laborers to management professionals.

Housing characteristics: Older urban rowhouse and bungalow neighborhoods.

Half own, half rent their dwelling units.

Dream of moving to a larger house in a nicer neighborhood.

Consumption patterns: Drive an Acura.

Attend NBA games regularly.

Shop at bodegas; Mexican taquerias; Czech bakeries; German hofbraus;
pizzerias.

Read foreign-language newspapers.

Watch *Noticiero Univision*.

Listen to Latin radio.

Icons: World Cup “futbol” jerseys; Region-free DVD player for movies from home.



“America is God’s crucible, the great melting pot where all
the races are melting and reforming.”

– Israel Zangwill





TRADITIONAL & NON-TRADITIONAL FAMILIES

– *Small Cities/Satellite Cities* –



UNIBOX TRANSFEREES

Configuration: Families with school-age children.
Average household size—4 persons.
Predominant age range of adults—35 to 54.

Characteristics: Upper-middle-income families; both spouses work.
One-third graduated from college.
On the move; frequent transfers for better jobs, better pay.
Computer-savvy, career-oriented middle managers.

Housing characteristics: Single-family detached houses in brand-new subdivisions just outside second- and third-tier cities.
Two-story uniboxes, easy to resell when the next transfer comes.
More than 45 percent moved in the past four years.

Consumption patterns: Drive a Suburban LTZ.
Cleaning service; laundry service.
Shop at Super Target.
Read *Parents* magazine.
Kids watch *The Disney Channel*; parents still watch *Saturday Night Live*.
Listen to '80s pop internet radio.

Icons: National Park annual pass; 529 college savings plans.



“They change their clime, not their disposition.”

– Horace



MULTI-ETHNIC FAMILIES

Configuration: Middle-class families with children.
Average household size—4-plus persons.
Predominant age range of adults—25 to 44.

Characteristics: A large percentage of Spanish-speaking households; many recent immigrants.
More than 90 percent finished high school.
A high percentage are in the Armed Forces.
Construction workers; maintenance workers; government employees.

Housing characteristics: Low-rise apartments in older neighborhoods; rowhouses; cottages.
Less than 35 percent are renters.
Highly mobile: over half have moved within the last four years.

Consumption patterns: Drive a Mazda 5 minivan.
Play soccer (adults as well as kids); attend NHL games.
Buy clothes online.
Read *OK! Weekly*.
Watch soccer on television.
Listen to hip hop.

Icons: World Cup jerseys; Xbox 360.



“In this country ‘American’ means white.
Everyone else has to hyphenate.”

– Toni Morrison





TRADITIONAL & NON-TRADITIONAL FAMILIES

– *Metropolitan Suburbs* –



THE SOCIAL REGISTER

Configuration: Older families with teen-aged children.
Average household size—4 to 5 persons.
Predominant age range of adults—40 to 54.

Characteristics: Very high-income white and Asian families.
Pre-empty nesters; professional parents who had their children in their 30s.
80 percent are college-educated; more than a quarter with advanced degrees.
Prominent professionals and executives in local business, finance, law, and communications industries.

Housing characteristics: Million-dollar homes.
Detached houses in wealthy enclaves, often near the country club; expensive condominiums or exclusive co-ops in the city.
Over 75 percent have owned their residences five years or longer.

Consumption patterns: Mom drives a Range Rover, Dad drives a Mercedes-Benz, and the kids drive a Volkswagen Jetta and a Jeep.
Involvement in civic activities—historic preservation, culture and the arts.
Shop at Nordstrom.
Read the *New York Times*.
Watch *HBO*.
Listen to progressive jazz on vinyl.

Icons: Acoustically-neutral audiophile multi-media room; the genuine club tie.



“Wealth is not without its advantages.”

– John Kenneth Galbraith



NOUVEAU MONEY

Configuration: Families with children.
Average household size—4 to 5 or more persons.
Predominant age range of adults—35 to 54.

Characteristics: Big spenders with high incomes.
Highly mobile; more than half moved within the past four years.
Highly-educated.
Investment analysts; business owners; high-tech careers.

Housing characteristics: New-money subdivisions.
McMansions in the suburbs; penthouses in the city.

Consumption patterns: Drive a Mercedes GL550 SUV.
Disney “platinum package” family vacations.
Shop at Ann Taylor and Ralph Lauren.
Read *Fortune* and *Money* magazines.
Watch *American Idol*.
Listen to classic hits radio.

Icons: The black titanium AmEx Centurion card; outdoor kitchen.



“A sumptuous dwelling the rich man hath.”

– Mary Elizabeth Hewitt



LATE-NEST SUBURBANITES

Configuration: Older families with younger children.
Average household size—3 to 4 persons.
Predominant age range of adults—45 to 60.

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

Housing characteristics: Suburban subdivisions outside fast-growing metro areas.
Detached houses—two-story “colonials.”
Nearly 90 percent own their homes; frequently refinance.

Consumption patterns: Drive a Chrysler Town & Country minivan.
Outdoor activities.
Shop at Kohl’s.
Read *Family Fun* magazine.
Watch awards shows.
Listen to adult contemporary and smooth jazz radio.

Icons: Babolat AeroPro Drive tennis raquets; WebMD.



“Welcome to the great American two-career family
and pass the aspirin, please.”

– Anastasia Toufexis



FULL-NEST SUBURBANITES

Configuration: Families with two or more children.
Average household size—4-plus persons.
Predominant age range of adults—25 to 44.

Characteristics: Upper-middle-income suburban families; many Latinos and Asians.
Significant numbers of stay-at-home Moms.
Well educated—more than two-thirds went to college.
Officers of small corporations; sales managers; communications and technology.

Housing characteristics: New upscale suburban subdivisions.
Over 60 percent have moved within the past four years.
Relatively high property values.

Consumption patterns: Drive family vehicles—minivan for carpooling (*e.g.*—Honda Odyssey) and SUV for show (*e.g.*—Ford Expedition).
Theme parks, water parks, zoos and other family-oriented pursuits.
Shop at Target.
She reads *Glamour*; he reads *Muscle & Fitness*; they read *Parenting*.
Watch *PBS Kids Sprout*.
Listen to “top 40” radio.

Icons: Family YouTube channel; “My child is an honor student at . . .” bumper stickers.



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

– John Milton



BLUE-COLLAR BUTTON-DOWNS

Configuration: Married couples with several children.
Average household size—5-plus persons.
Predominant age range of adults—25 to 44.

Characteristics: Ethnically diverse, middle-class households with working-class values.
Some multi-generational households.
Most are high-school grads; many also attended two-year colleges or technical schools.
Military families, policemen/firemen, technical or sales workers.

Housing characteristics: Older single-family detached houses in post-war subdivisions of capes and ranches.
A significant number live in townhouses, both rental and ownership.
Two-thirds own their homes.

Consumption patterns: Drive a Dodge Grand Caravan minivan.
Do-it-yourself home and auto maintenance.
Shop at gas station convenience stores.
Read *Baby Talk* and *ESPN The Magazine*.
Watch *Animal Planet*.
Listen to soft rock radio.

Icons: Above-ground swimming pool with custom deck; Six-pack of Keystone Light.



“Nice work if you can get it,
And you can get it if you try.”

– Ira Gershwin





TRADITIONAL & NON-TRADITIONAL FAMILIES

– Town & Country/Exurbs –



EX-URBAN ELITE

Configuration: Married couples with children.
Average household size—4 persons.
Predominant age range of adults—35 to 54.

Characteristics: Wealthy families living in private luxury.
Highly-educated; 80 percent went to college.
Former residents of cities or metropolitan suburbs who have “escaped” urban stress.
Executives; professionals; entrepreneurs; freelance consulting businesses.

Housing characteristics: “Retreat” locations—the New England coast; horse farms in Virginia and New Jersey; Monterey County, California.
“Estate” homes—custom if new; restored if old.
Among the highest home values in the nation.

Consumption patterns: Drive a Lexus LX570.
Vacation at ski resorts.
Shop online.
Read *Martha Stewart Living* and *Ski* magazine.
Watch *The Movie Network*.
Listen to satellite radio.

Icons: E*Trade; Rolex chronographs.



“Far from the madding crowd’s ignoble strife,
Their sober wishes never learn’d to stray;
Along the cool sequester’d vale of life
They kept the noiseless tenor of their way.”

– Thomas Gray



FULL-NEST EXURBANITES

Configuration: Married couples with children.
Average household size—4 persons.
Predominant age range of adults—35 to 54.

Characteristics: Upper-middle-income families who relocate frequently.
Family- and outdoor-oriented.
Well educated, with college degrees.
Professional and managerial workers, following high-tech companies.

Housing characteristics: New subdivisions in rural, upscale boomtowns.
Detached houses; farmettes.
Close to corporations located along major highway corridors.

Consumption patterns: Drive a GMC Yukon XL.
Camping in state forests; hiking; backpacking; kayaking; whitewater rafting;
power boating; dirt biking.
Shop at Best Buy.
Read *Country Living*.
Watch *National Geographic Channel*.
Listen to classic rock radio.

Icons: Her horse; his power boat.



“A piece of land not so very large, which would contain a garden,
and near the house a spring of ever-flowing water,
and beyond these a bit of wood.”

– Horace



NEW-TOWN FAMILIES

Configuration: Families with children of all ages.
Average household size—4 persons.
Predominant age range of adults—25 to 44.

Characteristics: Dual-income families.
High-school graduates, half have gone to local universities.
Cost-conscious early adopters.
Local white- and blue-collar occupations.

Housing characteristics: New subdivisions, both infill and greenfields.
New ranches, capes, cottages, bungalows, “colonials.”
Nearly 75 percent own their homes, with high leverage mortgages.

Consumption patterns: Drive a Kia Sedona minivan.
Little League, Pop Warner, traveling soccer team.
Shop at Home Depot.
She reads *Self*; he reads *Car Craft*.
Watch *Nickelodeon*, *Disney Channel*, *Cartoon Network*.
Listen to soft rock.

Icons: PlayStation; camping gear.



“The root of the state is in the family.”

– Mencius



SMALL-TOWN FAMILIES

Configuration: Married couples, with one to three school-aged children.
Average household size—3 to 5 persons.
Predominant age range of adults—35 to 54.

Characteristics: Solid middle-class citizens.
High-school graduates.
Raising kids in an old-fashioned way of life.
Blue-collar and farming-related employment.

Housing characteristics: Rural middle-class towns.
Farmhouses, of the front-porch variety; ranches, ramblers, and mobile homes.
Some own farms
Predominantly homeowners.

Consumption patterns: Drive a Ford F-Series pickup.
Attend Friday night high school football; play beer league softball.
Shop at Food Lion.
Read *American Hunter* and *Guns & Ammo*.
Watch the *Outdoor Channel*.
Listen to country radio.

Icons: Garage full of sports equipment; all terrain vehicles.



“No Farmers, No Food.”

– Bumper Sticker





YOUNGER SINGLES & COUPLES

– *Metropolitan Cities* –



E-TYPES

Configuration: Mostly singles and couples, a few with babies.
Average household size—1 or 2 persons.
Predominant age range of adults—25 to 44.

Characteristics: High-living, high-energy city-dwellers.
More than a quarter hold advanced degrees, some just a few years out of grad school.
Multi-ethnic, with significant numbers of Asians.
e-Businesses, information technologies.

Housing characteristics: Upscale urban neighborhoods, often near universities.
70 percent rent; 30 percent own urban apartments.
Median home value is second highest in the nation.

Consumption patterns: Drive an BMW i3.
World travellers; concert-goers; spa devotees; drink exotic beers and imported red wines.
Shop at Bloomingdale's.
Read *Wired* and *The Economist*.
Watch *IFC*.
Listen to *NPR* podcasts.

Icons: Bandwidth (everything's in the cloud); IPO red herring.



“In the future, everything will be digital”

– Bill Gates



NEW BOHEMIANS

Configuration: Mostly singles; some couples; a few with young children.

Average household size—1 or 2 persons.

Predominant age range of adults—25 to 44.

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

Heart of the real “creative class;” alternative lifestyles: hippies, political leftists, community activists.

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

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

Housing characteristics: In-town and downtown neighborhoods.

Three-quarters owners; funky flats in brownstones, apartment houses, and converted lofts.

Consumption patterns: Transit cards; drive an Audi S4.

Early adopters, poetry readings and gallery openings.

Shop at boutiques.

Read alternative weeklies.

Watch *Tattoos After Dark*.

Listen to jazz.

Icons: Imported non-filter cigarettes; state-of-the-art haircuts.



“Sacred cows make the tastiest hamburger.”

– Abbie Hoffman



URBAN ACHIEVERS

Configuration: Mostly singles, some couples.
Average household size—1.5 persons.
Predominant age range of adults—18 to 34.

Characteristics: College-educated.
One-third are foreign-born.
Ethnically diverse; multi-lingual; many are recent immigrants.
Students; junior administrators; entertainment and media occupations.

Housing characteristics: Diverse urban neighborhoods, often in port cities.
Nearly 80 percent are renters.
Lofts, apartments and townhouses.

Consumption patterns: Transit cards; drive a Toyota Yaris.
Ethnic clubs and restaurants.
Shop at Trader Joe's.
Read comic books, *Elle*, *Blender* and *Spin*; foreign newspapers online.
Watch foreign music and videos online.
Listen to alternative rock radio.

Icons: Skype; credit cards and green cards.



“¿Que pasa, dude?”

– Greeting





YOUNGER SINGLES & COUPLES

– *Small Cities/Satellite Cities* –



THE VIPS

Configuration: Couples and some singles; no children by choice.

Average household size—2 persons.

Predominant age range of adults—30 to 50.

Characteristics: Dual-income, dual-career couples.

Over half have college or post-graduate degrees.

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

White-collar professionals: executive vice presidents; department heads; in tech, business and finance.

Housing characteristics: Upper-middle-class neighborhoods in second-tier cities.

New, upscale condos and townhouses in more urban areas.

Three-quarters are home owners.

Consumption patterns: Drive a BMW M1.

Imported white wine for her; exotic imported beer for him.

Shop at Whole Foods.

Read *Runner's World*.

Watch *The Office*.

Listen to blues records on vinyl.

Icons: Wine cellar; 128-GB Smart Phone.



“Power is the great aphrodisiac.”

– Henry Kissinger



TWENTYSOMETHINGS

Configuration: Mostly singles; couples.
Average household size—1 or 2 persons.
Predominant age ranges—20 to 30.

Characteristics: Middle-income singles and couples.
Recent college graduates who have moved to second- or third-tier cities.
Highly athletic, technologically advanced, active nightlife.
Starter positions in info-tech start-ups, public and private service industries.

Housing characteristics: Fast-growing smaller cities; smaller-city suburbs.
Nearly 45 percent rent lofts and apartments.
The 55 percent who are owners bought starter houses, townhouses, or condominiums.

Consumption patterns: Drive a Nissan Altima Hybrid.
Health clubs and night clubs; back-packing and camping; mountain-biking;
ethnic take-out, fast food, and happy hour grazing.
Shop at Amazon.com.
Read *Bicycling*, *Backpacker* (as well as *Playboy* and *Maxim*).
Watch *South Park*.
Listen to reggae and alternative rock radio.

Icons: txt msg; Craig's List.



“You can’t always get what you want
But if you try sometimes
You just might find
You get what you need.”

– Mick Jagger and Keith Richard



SMALL-CITY SINGLES

Configuration: Singles and couples.

Average household size—1 or 2 persons.

Predominant age ranges—18 to 44.

Characteristics: Students and relatively young working-class households.

Highly mobile—75 percent have moved in the last four years.

Almost a quarter are college graduates.

Housing characteristics: Fast-growing satellite cities and college towns.

Sixty percent are renters in apartment complexes or houses.

Students living off-campus.

Consumption patterns: Drive a Kia Forte.

Competitive activities from volleyball to chess.

Shop at Rent-A-Center.

Read *Seventeen* and *PC Gamer* magazines.

Watch *The Real World*.

Listen to rap.

Icons: Jack-and-Coke at a singles bar; music videos on YouTube.



“Youth is wholly experimental.”

– Robert Louis Stevenson





YOUNGER SINGLES & COUPLES

– *Metropolitan Suburbs* –



THE ENTREPRENEURS

Configuration: Married couples; very few with children.
Average household size—2 persons.
Predominant age range of adults—30 to 50.

Characteristics: Wealthy, dual-income couples.
High percentage of home-based businesses.
Well educated—Nearly 70 percent hold college or advanced degrees.
Business owners, executives and white-collar professionals.

Housing characteristics: High-value condominiums in the city; exclusive townhouses in the suburbs.
Very high property values.
Nearly half have moved within the past four years.

Consumption patterns: Drive a supercharged Range Rover and a BMW M6 convertible.
Tennis players; theatre lovers, museumgoers; online stock traders.
Shop at Restoration Hardware.
Read *Wired* and *Smart Money* magazines.
Watch the *Tonight Show Starring Jimmy Fallon*.
Listen to alternative rock on satellite radio.

Icons: Cloud-connected home office; European ski vacations.



“A creative economy is the fuel of magnificence.”

– Ralph Waldo Emerson



FAST-TRACK PROFESSIONALS

Configuration: Singles and couples.
Average household size—1 or 2 persons.
Predominant age range of adults—25 to 40.

Characteristics: Upper-middle-income households.
Type-A college grads.
Career- and lifestyle-oriented techies.
Employed by software and IT companies, communications firms, law offices.

Housing characteristics: High-value close-in suburbs of large cities; downtowns of small cities.
Upscale condominiums, townhouses, and apartments.
Nearly three quarters own their residences.

Consumption patterns: Drive a BMW X6 crossover SUV
Download everything.
Shop online.
Read *NYTimes.com* daily.
Watch *Saturday Night Live*.
Listen to NPR and jazz radio.

Icons: Podcasts and MP3s; i-Pad.



“Nothing succeeds like success.”

– Alexandre Dumas, père



UPSCALE SUBURBAN COUPLES

Configuration: Married dual-income couples.
Average household size—2 persons.
Predominant age range of adults—25 to 44.

Characteristics: Well-educated suburban couples.
Predominantly white and Asian households.
Management, computer, business and financial specialists.

Housing characteristics: Close-in suburbs.
Detached residences in small new housing developments, many at cluster densities.

Consumption patterns: Drive a Mazda CX-5 crossover SUV.
Exercise at home daily.
Shop at Costco.
He reads *Men's Fitness*; she reads *Prevention*.
Watch *X-Games*.
Listen to alternative rock radio.

Icons: Elliptical trainer; networked smart TVs.



“The home should be the treasure chest of living”

– Le Corbusier



SUBURBAN ACHIEVERS

Configuration: Mostly singles, some couples.
Average household size—1 or 2 persons.
Predominant age range of adults—18 to 34.

Characteristics: Recent college grads.
Over 85 percent have moved in the past four years.
White-collar workers anticipating upward mobility; balancing work and play.
High-tech employment; entertainment, sports and media jobs.

Housing characteristics: Older suburbs near the big city.
One-third own their homes—soft lofts and townhouses.
Two-thirds are renters living in suburban apartment complexes.

Consumption patterns: Drive a Volkswagen GTI.
Softball, racquetball and billiards.
Shop at IKEA.
Read *Rolling Stone*.
Watch *Survivor*.
Listen to hip hop and rap music.

Icons: T-shirt collection; selfies.



“Yo!”

– Greeting





YOUNGER SINGLES & COUPLES

– *Town & Country/Exurbs* –



EX-URBAN POWER COUPLES

Configuration: Older married couples, no children.
Average household size—2 persons.
Predominant age range of adults—35 to 54.

Characteristics: Well-educated upper-income urban-exile couples.
Urban tastes in a rural environment.
High-powered jobs/laid-back leisure.

Housing characteristics: An hour's drive from the closest metro in scenic, formerly rural areas.
Large detached residences in small new housing developments, many at cluster densities.
His and her home offices.

Consumption patterns: Drive an Acura MDX SUV.
Skiing, both cross-country and downhill; diving, both SCUBA and snorkel.
Shop at Brooks Brothers.
Read *House Beautiful*, *Ski* and *Consumer Reports*.
Watch *Cinemax*.
Listen to new age, folk and classic hits on satellite radio.

Icons: Six-burner professional range; “race stock” cross-country skis.



“Knowledge is power”

– Francis Bacon



CROSS-TRAINING COUPLES

Configuration: Married couples, very few children.
Average household size—2 persons.
Predominant age range of adults—25 to 44.

Characteristics: College-educated; 10 percent with advanced degrees.
Active engagement in outdoor activities.
Engineers; high school teachers; physical therapists.

Housing characteristics: New construction in or just outside small towns.
Detached houses and townhouses close to their jobs.
Plenty of storage for their skis, bikes, kayaks.

Consumption patterns: Drive a Volkswagen Jetta SportWagen.
Mountain biking; skiing; canoeing; backpacking; boating.
Shop at L.L. Bean and Sierra Trading Post.
Read *Audubon* and *Outdoor Life*.
Watch *NBC Sports Network*.
Listen to classical radio.

Icons: Carabiners; Everything Gore-Tex.



“Sport is the bloom and glow of a perfect health.”

– Ralph Waldo Emerson



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