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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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 –
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

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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

✓
**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.


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


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

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TRADITIONAL & NON-TRADITIONAL FAMILIES

— Small Cities/Satellite Cities —
UNIBOX TRANSFERREES

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

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** 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 —
**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
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.

cesso

“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
▶
**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 —
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.

“\nIn the future, everything will be digital”
– Bill Gates
\n
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

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**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
**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.
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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