

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.



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.

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.

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.

Median Age
20s/low 30s

Family Status
Married

Household Income
\$30k - \$50k

Urbanization
Urban

Education
High School

Occupation
Blue Collar

B1

Urban Cliff Climbers

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.

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.

Median Age
20s/low 30s

Family Status
Married

Household Income
\$50k - \$60k

Urbanization
Urban

Education
Some College

Occupation
White Collar

C4

Urban Cliff Dwellers

Gainfully Employed

Consumption Examples

Household

- Space heaters
- Deep fryers
- Separate freezers
- Children's packaged dinners
- Remodel bathrooms

Personal Life

- Men's t-shirts
- Canvas shoes
- Buicks
- Mini vans
- Motorcycles

Leisure Activities

- Trips to North Central U.S.
- Bars & nightclubs
- Collect figurines
- Auto racing: attend
- Boating

Media Selections

- Self-help books
- Women's Entertainment channel
- Classic rock radio
- Country radio
- Sports events: radio

Demographic Overview

True to their Urban Cliff Dwellers category, Gainfully Employed neighborhoods are distinguished by a dominant age range in the 30s. But they are not entirely generationally homogenous, because they are also home to an above-average number of 65-plus-year-olds. This fact speaks to their slightly-less-than-average percent of children in their largely two-adult families. This fact also gives these areas an average income from wages and salaries, as well as a somewhat higher-than-average income from retirement/social security. For those who are still working, their primary occupations are production, repair services, transportation, office administration, and healthcare support. The salary range for Gainfully Employed is \$30,000s to \$40,000s.

Preference Overview

Gainfully Employed neighborhoods are average. This is apparent since among their high-ranking vehicle purchases are motorcycles. Their other vehicle choices, namely domestically made cars and trucks, belie their desire to not quite give up their youthful natures. Also revealing is their above-average attendance at bars, nightclubs, country music performances, and auto races. Yet, afterwards you'll likely find them dining at all-American restaurants and fast food chains grabbing a burger or a stack of pancakes. These segments' highest-ranking line-item is grocery shopping at Giant Eagle, at over three-times-the-national-average. Another dichotomy of this niche is that they are likely to own over four television sets, yet mainly watch sports events, rather than participate in sports. If they have energy for physical activity, it's likely do-it-yourself home improvements, like replacing faucets or carpeting, or playing video games. When they travel, it's likely to be domestically, such as to a national park. Other high-ranking media choices are radio programs, especially classic rock.

Median Age
30s

Family Status
Married

Household Income
\$30k - \$50k

Urbanization
Urban

Education
High School

Occupation
White Collar

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.

Median Age
20s/low 30s

Family Status
Married

Household Income
\$70k - \$90k

Urbanization
Urban

Education
College

Occupation
White Collar

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.