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Appendix Three

# TARGET MARKET DESCRIPTIONS

MARKET ANALYSIS

Residential Market Potential

Downtown Toledo

City of Toledo  
Lucas County, Ohio

September, 2004

Conducted by  
ZIMMERMAN/VOLK ASSOCIATES, INC.  
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Research & Strategic Analysis

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YOUNGER SINGLES & COUPLES—*Agrarian/Rural*

PC Pioneers

55

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TARGET MARKET DESCRIPTIONS \_\_\_\_\_

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





EMPTY NESTERS & RETIREES

*– Metropolitan Cities –*



THE URBAN ESTABLISHMENT

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

Average household size—2 persons.

Predominant age range of adults—45 to 64.

*Characteristics:* Affluent older couples, secure in their power and position.

Success achieved through intelligence, connections and contacts.

Two-thirds attended or graduated from college, remarkable for their older age cohort.

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

*Housing preferences:* Exclusive urban neighborhoods.

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

Nearly one-quarter lease large, luxurious apartments.

*Consumption patterns:* Chauffeured car.

Investment property.

Espresso maker.

World travel.

Watch *Washington Week In Review*.

Read *The Wall Street Journal*.

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



“Wealth is the parent of luxury and indolence.”

– Plato



ROWHOUSE RETIREES

---

*Configuration:* Empty-nest couples; widows and widowers; children live at home until they get married.

Average household size—2 to 3 persons.

Predominant age range of adults—65 and older.

*Characteristics:* Middle-income households, often immigrant, Latino or Asian.

First-generation Americans.

High-school educated.

A mix of blue- and white-collar workers.

*Housing preferences:* Dense, urban neighborhoods built before World War II.

Rowhouses; duplexes; three-story apartment buildings.

Homes are frequently sold or leased to family members. Low property values.

*Consumption patterns:* Rarely own cars; older Jeep Grand Wagoneer, Buick Century.

Membership in religious organizations; Christmas clubs; unions.

Fans of boxing and bowling.

Caribbean cruises.

Watch *Court TV*.

Read *Entertainment Weekly*.

*Icons:* Lace curtains; lottery tickets.



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

– Robert Frost







EMPTY NESTERS & RETIREES

*– Metropolitan Suburbs –*



THE SOCIAL REGISTER 

---

*Configuration:* Empty-nest couples; families with high school- and college-aged children.  
Average household size—2 to 3 persons.  
Predominant age range of adults—45 to 64.

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

*Housing preferences:* Older metropolitan suburban fringe areas.  
Estate homes in high-prestige neighborhoods; secluded older estates.  
Attached units for resort homes or urban *pieds-à-terre*.

*Consumption patterns:* A collection of thoroughbred automobiles.  
Theater; classical music.  
Tennis; golf.  
Extended visits to Europe.  
Watch *Wall Street Week*.  
Read *Architectural Digest*.

*Icons:* Threadbare Oriental carpets; chipped heirloom Waterford crystal.



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

– F. Scott Fitzgerald



NOUVEAU MONEY 

---

*Configuration:* Empty-nest couples; families with teen-aged children.  
Average household size—2 to 3 persons.  
Predominant age range of adults— 45 to 64.

*Characteristics:* Affluent, family-oriented households.  
Conspicuous displays of wealth.  
Highly educated, with college and graduate degrees.  
Executives, entrepreneurs in technology, consumer services, and  
pharmaceuticals; doctors; lawyers, stockbrokers.

*Housing preferences:* Newer metropolitan suburban fringe areas.  
Expensive new mansions with “power façades” and very high property values.  
Attached units for second homes.

*Consumption patterns:* Expensive automobiles—Mercedes-Benzes and Porsches—and SUVs—Land  
Rovers or Lincoln Navigators.  
Prolific spenders and global travelers.  
Country club membership: golf; tennis.  
Skiing in Aspen.  
Watch *NYPD Blue*.  
Read *Kiplinger’s Personal Finance*.

*Icons:* Housekeeper; Titanium Visa Card.



“That’s it, baby, if you’ve got it, flaunt it.”

– Mel Brooks



POST-WAR SUBURBAN PIONEERS

---

*Configuration:* Empty-nest couples; some singles—widows/widowers, divorcés/divorcées.  
Average household size—2 persons.  
Predominant age range of adults—55 to 64; 65 and older.

*Characteristics:* Upper-middle-income couples whose last children have just left home.  
Parents of the Baby Boom Generation.  
Some college education; high-school graduates.  
Mostly white-collar workers, with jobs they've held for years.

*Housing preferences:* Post World-War II suburban subdivisions.  
Originally, relatively modest detached houses; however, most have been fitted with various additions and improvements.  
Many still live in the houses they bought new, 30 or 40 years ago; when they move, they downsize to an apartment downtown and a resort condominium.

*Consumption patterns:* Foreign cars, *e.g.*—Saabs, Volvos.  
Trips to gambling resorts.  
Low-fat food and diet drinks.  
Theater and museum attendees.  
Watch *Ebert & Roeper and the Movies*.  
Read *Money*.

*Icons:* Suits at work, sweats at home; pasta machines.



“If youth but knew; if old age but could.”

– Henri Estienne



AFFLUENT EMPTY NESTERS 

---

*Configuration:* Married empty-nest couples.  
 Average household size—2 persons.  
 Predominant age range of adults—55 to 64; 65 and older.

*Characteristics:* Older established couples with two incomes.  
 Significant financial resources—untapped equity in their homes.  
 Two-thirds are college educated.  
 Small-business owners; corporate officers; sales directors.

*Housing preferences:* Older suburban neighborhoods.  
 Detached houses with high property values.  
 Likely to move to rentals, townhouses, or small-lot singles when last child has left home.

*Consumption patterns:* Saturns and Suburus.  
 An active life of travel, leisure, and entertainment.  
 Adult education courses.  
 Cruises; travel abroad.  
 Watch *Charlie Rose*.  
 Read *Golf Digest*.

*Icons:* Callaway golf clubs; AAA membership card.



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

– Variation on Advertisement



BLUE-COLLAR BUTTON-DOWNS

---

*Configuration:* Married couples with older children, many of whom have left the nest.  
Average household size—2 to 3 persons.  
Predominant age range of adults—45 to 54; 55 to 64.

*Characteristics:* Middle-class households with working-class values.  
The “white flight” of the post-war years.  
Most are high-school grads; many also attended two-year colleges or technical schools.  
Small contractors, small business owners, technical or sales workers.

*Housing preferences:* Post-war subdivisions of “carpenter capes” and ranches.  
Most live in older single-family detached houses, although some empty-nest couples have “moved down” to new townhouses or condominiums.  
Over 75 percent own their homes.

*Consumption patterns:* American cars, *e.g.*—Ford Tempos, Buick Skylarks.  
Community-oriented activities.  
Do-it-yourself home and auto maintenance.  
Sports fanatics.  
Watch *Providence*.  
Read *Reader’s Digest*.

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



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

– Ira Gershwin



MIDDLE-AMERICAN RETIREES

---

*Configuration:* Retired couples and singles.  
Average household size—1 to 2 persons.  
Predominant age range of adults—55 and older.

*Characteristics:* Middle-income households with middle-class sensibilities.  
Family-, not community-oriented.  
Educated at public universities.  
Former teachers; social workers; small business owners.

*Housing preferences:* Older inner-ring suburbs.  
Well-kept garden apartments, rowhouses, bungalows.  
More than half own their residence and the mortgage is paid off.

*Consumption patterns:* Suzukis and Nissans.  
Clothing from local stores.  
Frequent fast-food restaurants, dollar stores.  
Gossip with friends.  
Watch *NBC Nightly News*.  
Read *Ladies Home Journal*.

*Icons:* Ten-year-old toaster oven; family dinners.



“If I’d known I was going to live this long,  
I’d have taken better care of myself.”

– Eubie Blake





EMPTY NESTERS & RETIREES

– *Small Cities/Edge Cities* –





MIDDLE-CLASS MOVE-DOWNS

---

*Configuration:* Older married couples, widows/widowers, divorcés/divorcées.  
Average household size—2 persons.  
Predominant age range of adults—65 and older; 55 to 64.

*Characteristics:* Older couples in the middle of the socio-economic scale.  
Some members of this group have already retired.  
Most are high school graduates; some attended college.  
Middle managers; professionals; retired military officers.

*Housing preferences:* Mid-scale satellite cities.  
Moderate-value ramblers and ranches; new townhouses as move-down alternatives.  
Two-thirds of these households own their homes.

*Consumption patterns:* Buick Park Avenues, Cadillac DeVilles, Buick LeSabres.  
Resort time-shares.  
College sports fanatics.  
Adult education courses.  
Watch *The Today Show*.  
Read *Newsweek*.

*Icons:* Bloody Marys; local university booster apparel.



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

– P.G. Wodehouse



ACTIVE RETIREES

---

*Configuration:* Empty-nest couples; most are retired.  
Average household size—2 persons.  
Predominant age range of adults—55 and older.

*Characteristics:* Well-to-do couples with pensions and portfolios.  
Lead a busy, leisure-filled retirement.  
Some college educations.  
Before retirement, held white-collar jobs.

*Housing preferences:* Retirement communities, preferably in resort locations.  
Attached or small-lot detached houses.  
Many live in lifestyle-oriented, age-restricted communities.

*Consumption patterns:* Long-lasting, luxury sedans, such as Lincolns, Cadillacs or Mercedes-Benz, which they bought with cash.  
Convenience foods; items for easy entertaining: cocktail snacks and frozen desserts.  
Golf or tennis fanatics.  
Overseas tour packages.  
Watch *60 Minutes*.  
Read *House Beautiful*.

*Icons:* Passports; matching golf outfits.



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

– Thornton Wilder



BLUE-COLLAR RETIREES

---

*Configuration:* Older singles and couples.  
Average household size—2 persons.  
Predominant age range of adults—65 and older.

*Characteristics:* Empty-nest, lower-middle-income households.  
Former policemen, firemen, repairmen, technicians.  
High-school grads.  
Most are retired or nearing retirement.

*Housing preferences:* Bedroom suburbs of industrial cities.  
Most stay in their homes, but a few choose to retire in resort locations.  
More than a quarter are still living in the same house they bought when they got married.

*Consumption patterns:* Buick Century.  
Easy-listening tapes.  
Recreational vehicles; camping equipment.  
Library card.  
Watch *Tonight Show With Jay Leno*.  
Read *Family Handyman*.

*Icons:* Large-screen TV; “collectible” dolls and plates.



“We’re tenting tonight on the old campground,  
Give us a song to cheer  
Our weary hearts, a song of home  
And friends we love so dear.”

– Walter Kittredge





EMPTY NESTERS & RETIREES

*– Town & Country/Exurbs –*



MAINSTREAM RETIREES

---

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

*Characteristics:* Lower-middle-income households.  
Prefer to spend their “golden years” around people of all ages.  
High-school educated.  
Earned their living in blue- and white-collar employment.

*Housing preferences:* Rustic towns and villages.  
Small detached houses and cottages; mobile homes.  
Near water, mountain, desert or other vacation regions.

*Consumption patterns:* Older American-made sedans, *e.g.*—Chrysler New Yorkers, Dodge Diplomats.  
Knitting; sewing; gardening; bingo; cable TV; reading.  
Senior citizen volunteer programs.  
Bowling; golf.  
Watch *Price is Right*.  
Read *Family Circle*.

*Icons:* Cable TV guide; aluminum folding chair.



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

– Buddy De Sylva





TRADITIONAL & NON-TRADITIONAL FAMILIES

*– Metropolitan Cities –*



FULL-NEST URBANITES

---

*Configuration:* Multi-generational households—the “extended family.”  
Average household size—4-plus persons.  
Predominant age range of adults—35 to 54.

*Characteristics:* Ethnically diverse. Upper-middle-class immigrants.  
Well-educated; many pursue adult education.  
Multi-racial, multi-lingual.  
White-collar professionals; government and health workers.

*Housing preferences:* Urban neighborhoods.  
Relatively settled—more than half have lived in the same house for more than six years.  
Nearly three-quarters own their houses.

*Consumption patterns:* Toyotas, Mazdas, Hondas, Nissans.  
Belong to local ethnic organizations.  
Foreign movies.  
Boats and RVs.  
Watch *Showtime*.  
Read *People*.

*Icons:* Neighborhood watch programs; beepers.



“America, the land of unlimited possibilities.”

– Ludwig Max Goldberger



MULTI-CULTURAL FAMILIES 

---

*Configuration:* Families with lots of children; single-parent families.

Average household size—4-plus persons.

Predominant age range of adults—25 to 54.

*Characteristics:* Middle-income immigrant families.

High-school graduates.

Lower-level white-collar and upper-level blue-collar workers.

Jobs range from day laborers to management professionals.

*Housing preferences:* Older urban rowhouse and bungalow neighborhoods.

Two-thirds own their houses.

Dream of moving to larger houses in more affluent neighborhoods.

*Consumption patterns:* Public transportation.

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

Home maintenance.

Foreign-language newspapers.

Watch *Cops*.

Read *Us*.

*Icons:* Gitano jeans; U.S. Savings Bonds.



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

– Israel Zangwill





BLACK URBAN FAMILIES

---

*Configuration:* Working couples with children; single-parent families.

Average household size—4 persons.

Predominant age range of adults—25 to 44.

*Characteristics:* Middle-class African-American households.

40 percent are college-educated.

White-collar, blue-collar, and service employment.

Teachers; craftspeople; health care employees; service workers.

*Housing preferences:* Rowhouses; low-rise apartments in transitional urban neighborhoods.

Mix of long-time residents and newcomers.

More than half own their houses, which they have owned for several years.

*Consumption patterns:* Pontiac LeMans, Plymouth Acclaim, Chevrolet Corsica, Toyota Corolla.

Saving to give their kids a better chance.

Singing in the church choir.

Volunteer and community involvement.

Watch *The Montel Williams Show*.

Read *Essence*.

*Icons:* Photograph of Martin Luther King; Mighty Clouds of Joy gospel tapes.



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

– Stokely Carmichael and  
Charles Vernon Hamilton



LATINO URBAN FAMILIES 

---

*Configuration:* Families with children; single-parent families; extended families.

Average household size—4-plus persons.

Predominant age range of adults—25 to 34.

*Characteristics:* Primarily Spanish-speaking households; many recent immigrants from Latin America and South America.

More than 43 percent did not finish high school.

Blue-collar and service employment.

Manual laborers; maintenance workers; government clerks.

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

Nearly two-thirds are renters.

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

*Consumption patterns:* Ten-year-old Toyota Tercels, Honda Civics, Nissan Sentras.

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

Church activities.

Social clubs.

Watch *All My Children*.

Read *Soap Opera Weekly*.

*Icons:* Our Lady of Guadalupe; Salsa.



“Con pan y vino se anda el camino.

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

– Proverb





TRADITIONAL & NON-TRADITIONAL FAMILIES

*– Metropolitan Suburbs –*



FULL-NEST SUBURBANITES

---

*Configuration:* Families with two or more children.  
Average household size—4-plus persons.  
Predominant age range of adults—35 to 44; 45 to 54.

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

*Housing preferences:* Upscale suburban subdivisions.  
More than half have moved within the past six years.  
Relatively high property values.

*Consumption patterns:* Practical family automobiles—mini-vans for carpooling (*e.g.*—Toyota Sienna) and SUVs for show (*e.g.*—Dodge Grand Caravan).  
Family-oriented activities.  
Spectator and Little League sports.  
Frequent visits to Disney World.  
Watch *The Disney Channel*.  
Read *USA Today*.

*Icons:* Weber barbecue grill; “My child is an honor student at ...” bumper stickers.



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

– John Milton



KIDS 'R' US

---

*Configuration:* Large families with children of all ages.  
Average household size—4-plus persons.  
Predominant age range of adults—25 to 34; 35 to 44.

*Characteristics:* Early child-rearing families concerned with cost and convenience.  
Nearly all have high-school diplomas; significant number of college degrees.  
White-collar employment.  
Technicians, executive trainees, public service employees; accountants.

*Housing preferences:* New subdivisions outside fast-growing metro areas.  
Detached houses—two-stories and split-levels.  
More than 75 percent own their homes, and have just started payments on a mortgage.

*Consumption patterns:* Station wagons, minivans, and pick-up trucks.  
Maternity clothes.  
Kids' toys.  
Bargain shopping at Kmart, Sears and JC Penney.  
Watch *Mad About You* reruns.  
Read *Popular Science*.

*Icons:* Disposable diapers; garage sales.



“There’s always room for one more.”

– Saying





TRADITIONAL & NON-TRADITIONAL FAMILIES

– *Small Cities/Edge Cities* –



COSMOPOLITAN FAMILIES

---

*Configuration:* Older families with teen-aged children.  
Average household size—3-to 4 persons.  
Predominant age range of adults—35 to 54.

*Characteristics:* Upper-middle- to high-income families—oldest of the Baby Boomers.  
Pre-empty nesters; professional parents who had their children in their 30s.  
Well educated—more than two-thirds attended college.  
Prominent professionals and executives in local business, finance, law, and communications industries.

*Housing preferences:* Single-family neighborhoods within smaller cities.  
Detached houses in wealthy enclaves, often near the country club.  
More than 40 percent have moved within the past six years.

*Consumption patterns:* Several automobiles—one for Mom (Chevrolet Suburban), Dad (Mercedes-Benz), and the two teenagers (Volkswagon Jetta and Jeep).  
Family membership at the country club.  
Involvement in civic activities—historic preservation, beautification programs.  
Frequent visits to Europe.  
Watch *Frasier*.  
Read *Bon Appetit*.

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



“Wealth is not without its advantages.”

– John Kenneth Galbraith



UNIBOX TRANSFEREES

---

*Configuration:* Families with pre-school and school-aged children.  
Average household size—4 persons.  
Predominant age range of adults—25 to 34; 35 to 44.

*Characteristics:* Upper-middle-income younger families; both spouses work.  
One-third graduated from college.  
On the move; frequent transfers for better jobs, better pay.  
Career-oriented middle managers; many are computer literate with home offices.

*Housing preferences:* Single-family detached houses in brand-new subdivisions just outside suburban satellite cities.  
Two-story uniboxes, easy to resell when the next transfer comes.  
More than 25 percent move every year.

*Consumption patterns:* New Isuzu Trooper, Mercury Villager.  
Heavy business travel, both spouses.  
Cleaning service; laundry service; 18-hour babysitters.  
Soccer Moms and Dads.  
Watch *Frontline*.  
Read *Fortune*.

*Icons:* Car phones; platinum frequent flyer cards.



“They change their clime, not their disposition.”

– Horace





MAINSTREAM FAMILIES 

---

*Configuration:* Young families with several young children.

Average household size—4-plus persons.

Predominant age range of adults—25 to 34.

*Characteristics:* Middle-income households; early marriage and parenthood.

High-school educated.

Stable, traditional-style families; mothers rarely work.

Skilled craftsmen and union laborers.

*Housing preferences:* Outskirts of smaller cities.

Starter-home neighborhoods of ramblers and ranches.

Nearly 60 percent own their homes.

*Consumption patterns:* Mitsubishi Mirages, Geo Storms.

Pop Tarts, Kool-Aid, and other kid foods, bought in bulk; fast food restaurants.

Clothing from Kmart or Wal-Mart.

Resort campgrounds.

Watch *The Cartoon Network*.

Read *Bride's Magazine*.

*Icons:* Pop-up camper; Beanie Babies.



“It [tradition] cannot be inherited, and if you want it you must obtain it by great labor.”

– T.S. Eliot





TRADITIONAL & NON-TRADITIONAL FAMILIES

*– Town & Country/Exurbs –*



EXURBAN ELITE 

---

*Configuration:* Married couples with children.  
Average household size—3 to 4 persons.  
Predominant age range of adults—35 to 54.

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

*Housing preferences:* “Retreat” locations—the Maine coast; horse farms in Virginia; Taos, New Mexico.  
“Estate” homes—custom if new; restored if old.  
Among the highest home values in the nation.

*Consumption patterns:* Saabs, Audis, Volvos.  
Extensive travel—England in spring, Nantucket in summer, Paris in fall, the Caribbean in winter.  
The children attend boarding school.  
Club sports.  
Watch *The Late Show With David Letterman*.  
Read *Martha Stewart Living*.

*Icons:* Home offices; private stables.



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

– Thomas Gray



FULL-NEST EXURBANITES

---

*Configuration:* Families with children.

Average household size—3 to 4 persons.

Predominant age range of adults—35 to 44; 45 to 54.

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

Family- and outdoor-oriented.

Well educated, with college degrees.

Professional and managerial workers, following high-tech companies.

*Housing preferences:* Rural, upscale boomtowns.

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

Close to corporations located along major highway corridors.

*Consumption patterns:* Minivans (*e.g.*—Plymouth Grand Voyager) and SUVs (*e.g.*—GMC Safari.)

Camping in state forests; hiking; backpacking; canoeing.

Gardens and golf.

Video cameras, VCRs and stereo equipment.

Watch *Home Improvement* reruns.

Read *Golf Magazine*.

*Icons:* Garden tiller; Newcomers Club membership.



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

– Horace



NEW-TOWN FAMILIES 

---

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

*Characteristics:* Young, upper-middle-class town families.  
High-school graduates, two-thirds have gone to local universities.  
Cost-conscious early adopters.  
Local white- and blue-collar occupations.

*Housing preferences:* Upper-middle-class neighborhoods of satellite cities or the metropolitan fringes.  
Detached houses, with multi-family in some areas.  
Nearly 80 percent own their homes, which are mortgaged to the hilt.

*Consumption patterns:* Ford Windstar.  
Fitness freaks.  
Volunteers at schools and sporting clubs.  
Little League baseball; children's soccer and football leagues.  
Watch *Good Morning America*.  
Read *PC Magazine*.

*Icons:* Home treadmill; maxed-out credit cards.



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

– Mencius



PILLARS OF THE COMMUNITY

---

*Configuration:* Families with school-age children and teenagers.

Average household size—3 to 4 persons.

Predominant age range of adults—35 to 54.

*Characteristics:* Well-to-do families with “standing” in the community.

High-school graduates, with some college.

Conservative businesspeople.

Presidents of local banks, mortuaries, department stores; small-business owners;  
local doctors and lawyers.

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

The nicest house on the nicest street in town.

New subdivisions on the edge of town.

*Consumption patterns:* Buy “American”—cars, clothes, cameras.

Belong to the country club.

High volunteerism—garden club, hospital, church activities.

The sons play football; the daughters are cheerleaders.

Watch *The Today Show*.

Read *Country Living*.

*Icons:* Bass-fishing boat; Caribbean cruises.



“Always give your best, never get discouraged, never be petty.”

– Richard M. Nixon



MIDDLE-AMERICAN FAMILIES 

---

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

*Characteristics:* Middle-class, middle-American families living in middle-sized towns.  
Nearly all are high school graduates; a few went to college.  
Worry about maintaining their living standards.  
Small shopkeepers; retail workers; salespersons; nurses.

*Housing preferences:* Mid-sized towns.  
Stable neighborhoods.  
Mostly three-bedroom ramblers, although mobile homes are an affordable alternative for the younger families.

*Consumption patterns:* Ford pick-ups and Pontiac Grand Prix.  
Lots of pets, including dogs, cats, rabbits, parakeets, gerbils.  
Fast food and family barbecues.  
Little League baseball and bowling leagues.  
Watch *America's Most Wanted*.  
Read *Parenting*.

*Icons:* Hummel figurines on the mantel; bowling league trophies in the den.



“You will be safest in the middle.”

– Ovid



YOUNG HOMESTEADERS 

---

*Configuration:* Families with children.  
Average household size—3 to 4 persons.  
Predominant age range of adults—35 to 44.

*Characteristics:* Middle-class families priced out of suburbia.  
Some college educations.  
Paramount concern is a safe place for children.  
Decent jobs in retail, health and the communications industries.

*Housing preferences:* In or near rapidly-growing exurban areas.  
Bungalows, ranches and Cape Cods.  
About 70 percent own their homes.

*Consumption patterns:* Jeep Grand Wagoneers and GMC Sierras.  
Wilderness camping; backpacking.  
Halloween.  
At-home Saturday nights.  
Watch *CBS Evening News*.  
Read *National Geographic*.

*Icons:* Campers; every kind of pet.



“Ah, wilderness were Paradise enow!”

– Omar Khayyám







TRADITIONAL & NON-TRADITIONAL FAMILIES

*– Agrarian/Rural –*



HEARTLAND FAMILIES 

---

*Configuration:* Married couples, most with kids.  
Average household size—3 to 5 persons.  
Predominant age range of adults—35 to 54.

*Characteristics:* Rural, family-oriented households.  
More than half were born and raised in the same place, the rest just arrived from the city.  
High-school graduates.  
Well-paid skilled craftsmen; machinists; builders; farmers.

*Housing preferences:* Quiet towns in scenic settings.  
New ranch-house developments surrounding old town centers.  
Most own their own detached homes, be it two-story, bilevel, ranch, or mobile home.

*Consumption patterns:* Chevrolet Astros and Plymouth Grand Voyagers.  
Hunting; fishing; boating; other outdoor activities.  
Needlepoint and photography.  
Vegetable gardens.  
Watch *Full House* reruns.  
Read *Outdoor Life*.

*Icons:* “His,” “hers,” and “theirs” backpacks and sleeping bags; fly fishing reel.



“His first, best country ever is, at home.”

– Oliver Goldsmith



SMALL-TOWN FAMILIES

---

*Configuration:* Married couples, most with children.  
Average household size—4 persons.  
Predominant age range of adults—35 to 44; 45 to 54.

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

*Housing preferences:* Rural middle-class towns.  
Farmhouses, of the front-porch variety; ranches, ramblers, and mobile homes.  
Predominantly homeowners.

*Consumption patterns:* Dodge, Ford and Chevy pick-up trucks; Chevy Lumina.  
Friday night football at the local high school.  
Boats and campers for fishing and hunting.  
Church suppers.  
Watch *Family Channel*.  
Read *Family Circle*.

*Icons:* American flag; bib overalls.



“No Farmers, No Food.”

– Bumper Sticker



RUSTIC FAMILIES 

---

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

*Characteristics:* Lower-middle-income households.  
High-school educated.  
Respectful children, well-tended gardens, a few cattle for extra money.  
Farmers; blue-collar workers, many in the lumber industry; military recruits.

*Housing preferences:* Rural crossroads villages.  
Modest detached houses or mobile homes; ranch houses on small lots.  
Over 80 percent own their homes.

*Consumption patterns:* Chevrolet, Dodge and Ford 4x4 pickup trucks with CD players and gun racks.  
Guns; woodworking; auto repair; country music; needlepoint.  
Deer hunting; target shooting.  
A week in the woods during deer season.  
Watch *Family Feud*.  
Read *Guns & Ammo*.

*Icons:* Camouflage hunting outfit; professional chain saw.



“When you’re running down our country, man,  
You’re walking on the fightin’ side of me.”

– Merle Haggard





YOUNGER SINGLES & COUPLES

*– Metropolitan Cities –*



URBAN ELITE 

---

*Configuration:* Mostly singles; some couples.

Average household size—1 person.

Predominant age range of adults—35 to 44; 45 to 54.

*Characteristics:* Elite career-oriented urban singles and couples.

Well educated—more than two-thirds are college graduates; many have advanced degrees.

Trend-setters.

Youthful executives and professionals in business, finance, entertainment, and education who have achieved success at an early age.

*Housing preferences:* In-town and downtown big cities—two-thirds live in New York.

Upscale high-rise apartments.

Two-thirds rent their apartments; the rest own coops or condominiums.

*Consumption patterns:* Few own cars; most travel by taxi or train. But if they do, Ferraris, Alfa Romeos, and Porsches.

Empty refrigerators.

Early adopters—the first to own Palm Pilots, cell phones.

Work hard and play hard.

Watch *Late Night with Conan O'Brien*.

Read *The New York Times*.

*Icons:* Conan O'Brien; PC banking.



“The only credential the city asked was the boldness to dream.  
For those who did, it unlocked its gates and its treasures,  
not caring who they were or where they came from.”

– Moss Hart



E-TYPES

---

*Configuration:* Mostly singles, some couples just a few years out of college.  
Average household size—1 to 2 persons.  
Predominant age range of adults—25 to 44.

*Characteristics:* High-living, high-energy city-dwellers.  
Half have college degrees; another quarter attended some college.  
Education, exercise and ecology.  
E-businesses, information technologies.

*Housing preferences:* Upscale urban neighborhoods, often near universities.  
Half rent; half own city townhouses or apartments.  
Median home value is third highest in the nation.

*Consumption patterns:* Audi 90s, BMWs, Volkswagens.  
Everything on-line.  
Frequent movers.  
Travel—Club Med.  
Watch *The Simpsons*.  
Read *Scientific American*.

*Icons:* Bandwidth; Urban Outfitters.



“Are we having fun yet?”  
– Bill Griffith



URBAN ACHIEVERS

---

*Configuration:* Singles, couples.

Average household size—2 persons.

Predominant age range of adults—25 to 34.

*Characteristics:* Well-educated upper-middle-class households.

60 percent college graduates.

Ethnically diverse; many are recent immigrants.

Students; professionals in business, finance, and public service.

*Housing preferences:* Diverse urban neighborhoods.

Half own, half rent townhouses, rowhouses, or apartments.

Housing stock ranges from SROs to ornate \$600,000 townhouses.

*Consumption patterns:* Transit cards.

Ethnic clubs and restaurants.

Imported food, newspapers, videos and CDs.

Travel extensively.

Watch *Seinfeld* reruns.

Read *Esquire*.

*Icons:* Running shoes with business suits; credit cards and green cards.



“¿Qué pasa, dude?”

– Greeting





NEW BOHEMIANS

---

*Configuration:* Mostly singles; very few couples.  
Average household size—1 person.  
Predominant age range of adults—20 to 34.

*Characteristics:* Unconventional, ethnically-diverse, upper-middle-income households.  
“Politically correct” college graduates.  
The social and political *avant-garde*; one-third are gay.  
Executives; students; actors; artists; writers; boutique owners; public-interest advocates.

*Housing preferences:* In-town and downtown urban neighborhoods.  
Three-quarters rent; the rest own flats in brownstones, older apartment houses, and converted lofts.

*Consumption patterns:* Transit cards.  
Trendy nightspots.  
Poetry readings and gallery openings.  
Risk-tolerant urban appreciators.  
Watch *Nightline*.  
Read *Interview*.

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



“Sacred cows make the tastiest hamburger.”

– Abbie Hoffman





YOUNGER SINGLES & COUPLES

*– Metropolitan Suburbs –*



THE VIPS

---

*Configuration:* Couples and some singles.  
Average household size—2 persons.  
Predominant age range of adults—25 to 44.

*Characteristics:* Dual-income, dual-career couples.  
Nearly three-quarters have attended or graduated from college.  
Yesterday: *Fast-Track Professionals*. Tomorrow: *Nouveau Money*.  
White-collar professionals: executive vice presidents; department heads;  
partner.

*Housing preferences:* Upper-middle-class neighborhoods just outside the beltways.  
New single-family detached homes in brand-new subdivisions close to *Nouveau Money* neighborhoods.  
Upscale condos and townhouses in more urban areas.

*Consumption patterns:* New Lexus.  
Downtown commuters.  
Financial planning services.  
Racquetball; squash.  
Watch *News Hour With Jim Lehrer*.  
Read *INC*.

*Icons:* Espresso maker; digital camera.



“Power is the great aphrodisiac.”

– Henry Kissinger



FAST-TRACK PROFESSIONALS

---

*Configuration:* Singles and couples.  
Average household size—1 to 2 persons.  
Predominant age range of adults—25 to 44.

*Characteristics:* Upper-middle-income households—young suburban professionals.  
Type-A college grads.  
Career- and lifestyle-oriented techies.  
Employed by software and IT companies, communications firms.

*Housing preferences:* Upscale inner suburbs of large cities.  
Upscale condominiums, townhouses, and apartments.  
Half own, half rent their residences.

*Consumption patterns:* New foreign cars; sport-utility vehicles with roof racks.  
High-tech electronics.  
Exercise equipment and health clubs.  
Coffee bars, clubs, microbreweries.  
Watch *Saturday Night Live*.  
Read *Vanity Fair*.

*Icons:* REI; Bayliner ski boat.



“Nothing succeeds like success.”

– Alexandre Dumas, père



SUBURBAN ACHIEVERS

---

*Configuration:* Ethnically-mixed married couples, a few children.  
Average household size—2 to 3 persons.  
Predominant age range of adults—25 to 34.

*Characteristics:* Multi-lingual, multi-ethnic households in the heart of suburbia.  
High-school and college graduates.  
First- and second-generation immigrants.  
White-collar workers looking for upward mobility.

*Housing preferences:* Older suburbs near the big city.  
Just over half own their homes—starter single-family, townhouses, or  
condominiums.  
The rest are renters in suburban apartment complexes.

*Consumption patterns:* Used foreign cars.  
Jet skis and snowmobiles.  
Shopping at the malls.  
Commute to downtown.  
Watch *Friends*.  
Read *Time*.

*Icons:* In-line skates; ESL classes.



“What’s up?!?”

– Greeting



GENERATION X

---

*Configuration:* Mostly singles; some couples; single parents with kids.

Average household size—1 to 2 persons.

Predominant age range of adults—22 to 35.

*Characteristics:* Young adults in a state of transition.

Sixty percent went to college.

Many divorcés/divorcées and single-parents.

Students, teachers, hospital workers, white-collar and clerical employment.

*Housing preferences:* Sunbelt Boomtowns.

Apartments, townhouses, and modest single-family houses.

Nearly three-quarters are renters.

*Consumption patterns:* Inexpensive import, such as Hyundai.

Any kind of social situation, including health clubs, evening classes, sports bars, single-parent groups.

Taco Bell and Burger King.

Mountain bikes; beanbag chairs; and milk-crate shelves.

Watch *Saturday Night Live*.

Read *Spin*.

*Icons:* McJobs; disposable lighters.



“Oh well, whatever, never mind.”

– Kurt Cobain





YOUNGER SINGLES & COUPLES

– *Small Cities/Edge Cities* –



TWENTYSOMETHINGS

---

*Configuration:* Mostly singles; couples.

Average household size—1 to 2 persons.

Predominant age ranges—20 to 34.

*Characteristics:* Middle-income singles and couples.

Recent college graduates who have moved to “edge city” areas to start their careers.

Good pay for a first job in a relatively inexpensive area.

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

*Housing preferences:* Fast-growing satellite cities; small-city suburbs.

Sixty percent rent units in apartment complexes, as most of these young people have just moved into the area.

The 40 percent who are owners bought starter houses, townhouses, or condominiums.

*Consumption patterns:* Old Volvos and BMWs.

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

Health clubs and night clubs.

Jeans and t-shirts.

Watch *Comedy Central*.

Read *Rolling Stone*.

*Icons:* Rollerblades; MTV.



“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





UNIVERSITY/COLLEGE AFFILIATES 

---

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

Average household size—1 to 2 persons.

Predominant age ranges—Under 24; 25 to 34.

*Characteristics:* Half are still in college; half out, often college employees.

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

“Trust Fund Babies,” who get by on their parents’ largesse.

Recent grads who’ve launched start-up companies, white-collar workers.

*Housing preferences:* College and university towns.

Three-quarters are renters in apartment complexes or houses.

Students often live off-campus.

*Consumption patterns:* Compact imports such as VW, Toyota.

Wine, beer, and CDs.

College sports and skiing.

ATM card.

Watch *Friends*.

Read *Sports Illustrated*.

*Icons:* Birkenstocks; Grateful Dead CDs (same as it ever was).



“Youth is wholly experimental.”

– Robert Louis Stevenson





YOUNGER SINGLES & COUPLES

*– Agrarian/Rural –*



PC PIONEERS

---

*Configuration:* Married couples, a few with one or two children.  
Average household size—2 to 3 persons.  
Predominant age range of adults—35 to 54.

*Characteristics:* Well-educated urban-exile couples.  
Citified rustics with New Age values.  
Home-based businesses; or work-at-home, connected to the office via computer modem.

*Housing preferences:* An hour's drive from the closest metro in scenic rural areas.  
Detached residences in small new housing developments, many at cluster densities.  
Wood-burning stoves.

*Consumption patterns:* Pick-up trucks and Jeeps.  
Home recycling center, composter.  
Home office.  
Organic food.  
Watch *NBC Nightly News*.  
Read *Country Living*.

*Icons:* Personal website; satellite dish.



“:-)”

– Cyberspace Smile



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