



## Entry Level Suburban

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## Simple Life – Affluent, w/o Children

## Simple Life – Moderate Income, Children

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## Feature & Location

## Family Life – Young Children

- Seeking pure basics of home
- Price is key determinant
- Desires home ownership, often credit challenged
- Lower income segments
- High propensity for DIY
- Highest radio usage

- Seeking pure basics of home
- Price is key determinant
- Lower income segments
- Broad age ranges for head of household from 25-64
- High indexing occupation is office/administrative support
- Coupon savvy, uses coupons from various sources

- Wealthiest of the Simple Life segments
- Strong rate of home ownership
- May own a vacation/weekend home
- May own a boat
- Will travel over an hour to shop at favorite store

- Active, laid-back, middle class families
- High rate of home ownership
- Rural home settings
- Reads fishing/hunting/outdoor magazines
- Affinity for the outdoors and recreational activities
- Not traditional career focused

- High rate of home ownership
- Not many college graduates
- Rural home settings
- Reads automotive magazines
- Reads fishing/hunting/outdoor magazines
- Listens to country music radio
- Indexes highly for fraternal order membership (Elks, Masons, etc.)

- Active young professionals: singles and couples, and career-minded, upper-middle class professionals
- Adaptable, will sacrifice bedrooms for features; focused on technology and style
- Values convenience over price
- Often seeks key locations in urban areas
- Highest internet usage at home and work
- Uses public transportation

- Traditional middle to upper-middle class families
- Prefers mid-sized suburban homes
- Reads child/parent magazines
- All purchases are researched through internet
- Purchases are joint decisions



Family Life – School Age Children	Elite	Active Adult Entry Level	Active Adult Feature & Location	Active Adult Elite	Renters Near Term Buyer	Renters
<ul style="list-style-type: none"> <li>Traditional middle to upper class families</li> <li>Prefers mid-sized suburban homes</li> <li>Wants flex spaces for children (homework stations, game room, hang-out spaces)</li> <li>Active in the PTA</li> <li>Highest group for out-of-home ad consumption</li> <li>Heavy use of Pinterest</li> </ul>	<ul style="list-style-type: none"> <li>Affluent families, older couples</li> <li>Privacy, prestige, and features are important</li> <li>Demands high-end finishes, many options</li> <li>Products of various types, location, and size are important</li> <li>May own a vacation/weekend home</li> <li>Member of an art association (museum, symphony, opera, dance)</li> </ul>	<ul style="list-style-type: none"> <li>Semi- to fully retired lower middle class adults</li> <li>Ethnically and racially diverse with strong ties to communities &amp; traditions</li> <li>Likely to move to downsize or relocate closer to family</li> <li>Tend to want to age in place</li> <li>Narrow age range from 55 and up</li> <li>28% married; 42% widowed</li> </ul>	<ul style="list-style-type: none"> <li>Middle class adults nearing, or in retirement</li> <li>Location, features, and community feel are important</li> <li>Interested in remaining active</li> <li>Motivated to downsize and enjoy maintenance-free lifestyle</li> <li>Considers retirement purchase their final home</li> <li>Watches golf</li> </ul>	<ul style="list-style-type: none"> <li>Wealthiest of active adult segments</li> <li>Middle to upper class adults with eye on retirement</li> <li>Community/sense of place is important</li> <li>Very active and social lifestyle</li> <li>Stylish features, new construction, and community feel are important</li> <li>May own a vacation/weekend home</li> </ul>	<ul style="list-style-type: none"> <li>Renting primary residence</li> <li>Current home is a condo/coop/apartment</li> <li>May be in market soon to buy affordable home product</li> <li>Ethnically diverse</li> <li>High usage of public transportation</li> <li>Strong use of career sites</li> </ul>	<ul style="list-style-type: none"> <li>Renting primary residence</li> <li>Current home is a condo/coop/apartment</li> <li>Not a prospective home buyer</li> <li>High percentage segment for not owning/leasing a vehicle</li> <li>High television usage</li> </ul>