**Entry Level Suburban**

* **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**

**Entry Level Urban**

* **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**

**Simple Life – Affluent, w/o Children**

* **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**

**Simple Life – Moderate Income, Children**

* **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**

**Simple Life – Moderate Income, w/o Children**

* **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.)**

**Feature & Location**

* **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**

**Family Life – Young Children**

* **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**

* **Traditional middle to upper class families**
* **Prefers mid-sized suburban homes**
* **Wants flex spaces for children (homework stations, game room, hang-out spaces)**
* **Active in the PTA**
* **Highest group for out-of-home ad consumption**
* **Heavy use of Pinterest**

**Elite Active Adult**

* **Affluent families, older couples**
* **Privacy, prestige, and features are important**
* **Demands high-end finishes, many options**
* **Products of various types, location, and size are important**
* **May own a vacation/weekend home**
* **Member of an art association (museum, symphony, opera, dance)**

**Entry Level Active Adult**

* **Semi- to fully retired lower middle class adults**
* **Ethnically and racially diverse with strong ties to communities & traditions**
* **Likely to move to downsize or relocate closer to family**
* **Tend to want to age in place**
* **Narrow age range from 55 and up**
* **28% married; 42% widowed**

**Feature & Location Active Adult**

* **Middle class adults nearing, or in retirement**
* **Location, features, and community feel are important**
* **Interested in remaining active**
* **Motivated to downsize and enjoy maintenance-free lifestyle**
* **Considers retirement purchase their final home**
* **Watches golf**

**Elite Renters**

* **Wealthiest of active adult segments**
* **Middle to upper class adults with eye on retirement**
* **Community/sense of place is important**
* **Very active and social lifestyle**
* **Stylish features, new construction, and community feel are important**
* **May own a vacation/weekend home**

**Near Term Buyer**

* **Renting primary residence**
* **Current home is a condo/coop/apartment**
* **May be in market soon to buy affordable home product**
* **Ethnically diverse**
* **High usage of public transportation**
* **Strong use of career sites**

**Renters**

* **Renting primary residence**
* **Current home is a condo/coop/apartment**
* **Not a prospective home buyer**
* **High percentage segment for not owning/leasing a vehicle**
* **High television usage**