TARGET MARKET DESCRIPTIONS
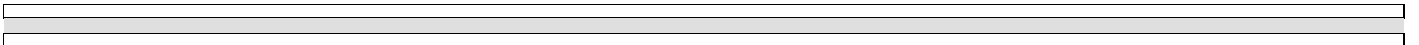## — Appendix Three —

An Analysis of Residential Market Potential

Grant County, Indiana

March, 2024

TABLE OF CONTENTS

TRADITIONAL & NON-TRADITIONAL FAMILIES—*Metropolitan Cities*

TRADITIONAL & NON-TRADITIONAL FAMILIES—*Small Cities/Satellite Cities*

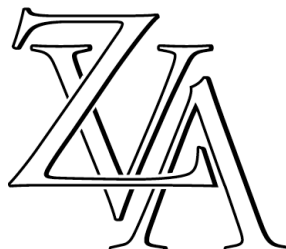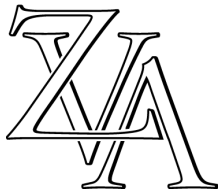TRADITIONAL & NON-TRADITIONAL FAMILIES—*Metropolitan Suburbs*

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, the Claritas, Inc. PRIZM PREMIER household cluster 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 newly-created housing within the marketplace.

❧

❧

EMPTY NESTERS & RETIREES

– Metropolitan Cities –

❧

THE SOCIAL REGISTER

Configuration:	Empty-nest couples.
	Typical household size—2 persons.
	Predominant age range of adults—55 to 74.
Characteristics:	2023 national median household income: $128,500.
	2023 national median home value (for the more than three-quarters who own): $800,800.
	2023 national median net worth: $2,250,000.
	59% are college educated; 23% have advanced degrees.
	An estimated 15% are retired; those still working are CEOs and high-ranking individuals in management, business and finance, and the legal profession.
Housing characteristics:	Exclusive urban neighborhoods, downtowns.
	Elegant mansions on small, manicured lots; townhouses (the city version); apartments and condominiums (the mid- to high-rise version).
	80% have lived in their current dwelling for more than 10 years.
Consumption patterns:	Drives a Mercedes S-Class hybrid.
	Shops at Nordstrom.
	Contributes to PBS.
	Reads *The Atlantic.*
	Does not miss The Kennedy Center Honors.
	Dines at The Capital Grille.
Icons:	The red Cartier box; California whites in the undercounter wine cooler.

❖

"Luxury must be comfortable, otherwise it is not luxury."

— Coco Chanel

❖

Configuration:	Singles and couples.
	Average household size—1 or 2 persons.
	Predominant age range of adults— 45 to 64.
Characteristics:	2023 national median household income: $107,900.
	2023 national median home value (for the nearly one-third who own): $952,600.
	2023 national median net worth: $510,700. Above average technology use.
	74% are college-educated; 18% have advanced degrees. Single-income households.
	White 57%, Latino 17%, Asian 16%, African American 8%.
	More than 90% are still working; many work in arts and entertainment industries and the media, and upper management in business.
Housing characteristics:	Diverse urban neighborhoods.
	Nearly half of the housing stock was built pre-1960.
	Condominiums and apartments; rowhouses and townhouses; and bungalows and other urban houses.
Consumption patterns:	Shops at Bloomingdale's.
	Visits museums.
	Reads *The New Yorker*.
	Owns an Audi.
	Snacks on brie cheese.
Icons:	Theater subscription; Senior transit pass.

❖

"Culture is the habit of being pleased with the best and knowing why."

– Henry Van Dyke

❖

Configuration:	Predominantly married couples; a few with a teen-ager or an older child at home.
	Average household size—2 to 4 persons.
	Predominant age range of adults—45 to 74.
Characteristics:	2023 national median household income: $74,500.
	2023 national median housing value (for the nearly two-thirds who own): $425,200.
	2023 national median net worth: $225,300.
	White 45%, Latino 28%, African American 16%, Asian 12%.
	30% are college graduates; 10% have advanced degrees.
	A quarter are dual-income households.
	More than three-quarters are still working, in offices, as well as sales-related jobs; managers or supervisors in business and finance.
Housing characteristics:	Postwar detached or attached housing stock.
	Urban houses, rowhouses, and condominiums.
	57% have lived in their current dwelling for over 10 years.
Consumption patterns:	Shops at IKEA.
	Buys weekly lottery ticket.
	Owns a Hyundai.
	Watches *Telemundo*.
	Knows the best local taqueria.
Icons:	Costco membership; Well-worn futbol jersey.

❖

"There is communion of more than our bodies when bread is broken and wine drunk."

– M.F.K. Fisher

❖

Configuration:	Middle-aged to older singles and couples.
	Average household size—1 or 2 persons.
	Predominant age range of adults—45 to 64; 25% are over 65.
Characteristics:	2023 national median household income: $66,800.
	2023 national median housing value (for the nearly one-quarter who own): $686,000.
	2023 national median net worth: $164.100. Above average technology use.
	Almost half are college-educated; 19% have advanced degrees.
	White 49%, Latino 20%; African American 17%; Asian 13%.
	30% are retired. Those who are working are employed primarily behind a desk. Some are part-timers in health care support jobs and food service industry jobs.
Housing characteristics:	Ethnically diverse in-town neighborhoods.
	Nearly 30 percent of the housing stock was built pre-1940.
	Urban houses, rowhouses, and condominiums.
Consumption patterns:	Shops at the neighborhood market.
	Uses a laundry service.
	Reads *Popular Photography*.
	Owns a Toyota.
	Snacks on Entenmann's.
Icons:	The Seamless app; Name brand everything.

❖

"Ah, but a man's reach should exceed his grasp,

Or what's a heaven for?"

– Robert Browning

❖

❦

EMPTY NESTERS & RETIREES

– Small Cities/Satellite Cities –

❦

SECOND CITY ESTABLISHMENT

Configuration:	Empty-nest married couples.
	Average household size—2 persons.
	Predominant age range of adults—55 to 74.
Characteristics:	2023 national median household income: $91,800.
	2023 national median home value (for the more than 80 percent who own): $339,300.
	2023 national median net worth: $680,600.
	50% college graduates; 16% have advanced degrees.
	Nearly two-thirds are retired; if not retired, single-income households.
Housing characteristics:	Outer-ring suburbs of smaller cities.
	Over 43% of all dwelling units have been constructed since 1980.
	New single-family houses, relatively-new townhouses, and garden apartments or condominiums.
	More than 73% have lived in their current dwelling for more than 10 years.
Consumption patterns:	Shops at Stein Mart.
	Drives a Lincoln.
	Reads *Birding*.
	Watches MSNBC.
	Takes an annual European vacation.
Icons:	Pin-riddled world map; Rimowa luggage.

❖

"I travel not to go anywhere, but to go."

– Robert Louis Stevenson

❖

BLUE-COLLAR RETIREES

Configuration:	Primarily singles, some married couples.
	Average household size—1 person.
	Predominant age range of adults—55 to 74.
Characteristics:	2023 national median household income: $56,300.
	2023 national median home value (for the two-thirds who own): $180,500.
	2023 national median net worth: $70,500.
	Over 54% attended or graduated from college.
	Two-thirds are retired; those still working are retail clerks or office workers.
	No computer; one mobile phone.
Housing characteristics:	Older suburbs of small to mid-size cities.
	Over 61% live in dwellings built between 1950 and 1980.
	Detached houses and townhouses.
	Just over 55% have lived in their current dwelling for more than 10 years.
Consumption patterns:	Orders from Lands End catalogue.
	Shops at Chico's.
	Still owns the Olds.
	Watches The Hallmark Channel.
	Eats at Bob Evans.
Icons:	Well-used workbench; 24-hour news.

❖

"And love can come to everyone,

The best things in life are free."

– Buddy De Sylva

❖

Configuration:	Older married couples and widows/widowers.
	Average household size—1 to 2 persons.
	Predominant age range of adults— 65 and older.
Characteristics:	2023 national median household income: $54,100.
	2023 national median home value (for the 71 percent who own): $225,100.
	2023 national median net worth: $117,700.
	12% have advanced degrees; nearly 54% have attended or graduated from college.
	84% are retired.
	Rarely uses new technology.
Housing characteristics:	Newer suburbs for retirement
	Just over two-thirds live in post-1970s construction.
	Well-kept bungalows, ranch houses, and older townhouses.
	64% have lived in their current dwelling for more than 10 years.
Consumption patterns:	Shops at T.J. Maxx.
	Sews from patterns.
	Reads *AARP Magazine.*
	Watches Turner Classic Movies.
	Still drives the Buick.
Icons:	Quilting; coupon organizer.

❖

"You will be safest in the middle."

– Ovid

❖

Configuration:	Singles, widows and widowers, and couples.
	Average household size—1 or 2 persons.
	Predominant age ranges—65 and older.
Characteristics:	2023 national median household income: $38,700.
	2023 national median home value (for the more than half who own): $122,800.
	2023 national median net worth: $62,900.
	Approximately 37% have high-school diplomas; 45% have some college.
	More than 72% are retired.
	Below average technology use.
Housing characteristics:	Older suburbs of mid-size cities.
	Over 41% live in dwellings built before 1960.
	Small detached houses, townhouses.
	Nearly 71% have lived in their current dwelling for more than 10 years.
Consumption patterns:	Shops at Big Lots.
	Drives a Kia.
	Reads *Christianity Today*.
	Watches *WGN America*.
	Eats at Golden Corral.

Icons: Night out at a fast-casual restaurant; anniversary trip to the Bahamas.

❖

"Wrinkles should merely indicate where the smiles have been."

– Mark Twain

❖

Configuration:	Mostly singles (widowed/divorced), a few couples.
	Average household size—1 person.
	Predominant age range of adults—55 to 74.
Characteristics:	2023 national median household income: $34,000.
	2023 national median housing value (for the more than one-quarter who own): $169,800.
	2023 national median net worth: $2,300. Conversations on a park bench rather than on a smart phone.
	44 percent attended some high school or have high-school diplomas; 13% have college diplomas and only 7% have advanced degrees.
	70% are now retired; those still working hold low-level office jobs.
Housing characteristics:	First-ring suburbs of small cities.
	25% live in dwellings built before 1950.
	Pre-war and mid-century low- and mid-rise apartment buildings.
Consumption patterns:	Shops at Family Dollar.
	Plays bingo.
	Reads *TV Guide*.
	Watches *Wheel of Fortune*.
	Eats at Church's Chicken.
Icons:	Casinos; rocking chairs.

❖

"Where's the remote?"

– Internet meme

❖

❧

EMPTY NESTERS & RETIREES

– *Metropolitan Suburbs* –

❧

Configuration:	Primarily married couples; some singles (divorced/widowed.)
	Average household size—1 or 2 persons.
	Predominant age range of adults—55 to 74.
Characteristics:	2023 national median household income: $167,700.
	2023 national median housing value (for the nearly 90% who own): $744,000.
	2023 national median net worth: $1,500,000.
	Financial news-related push notifications.
	Well educated—over 70% are college graduates; 32% have advanced degrees.
	Half are in the upper tiers of management, business or finance. One quarter are top executives. Only 17% have retired.
Housing characteristics:	Mansions in the most affluent suburbs; high-value condominiums in the city.
	42% of the housing units were built post-1980.
	For those who rent, typically large expensive apartments.
	Single-family detached houses.
	Over 73% have lived in their dwellings for 10 years or more.
Consumption patterns:	Shops at Nordstrom.
	Attends classical concerts.
	Reads *The Wall Street Journal.*
	Watches Bloomberg Television.
	Stays at Hilton hotels.

Icons: His and Hers BMWs; European ski vacations.

❖

"Wealth is like sea water; the more we drink, the thirstier we become."

– Arthur Schopenhauer

❖

Configuration:	Empty-nest couples; children away at boarding school or college.
	Average household size—2 persons.
	Predominant age range of adults—65 and older.
Characteristics:	2023 national median household income: $165,800.
	2023 national median housing value (for the nearly 90% who own): $919,900.
	2023 national median net worth: $2.1 million. Spare time to explore new technology.
	High levels of education; 75% with college degrees and 34% with graduate degrees.
	57% have retired; those still working are judges; medical specialists; chief executive officers. Upper crust, wealthy American families.
Housing characteristics:	Older, exclusive metropolitan suburbs.
	Over 62% of the housing stock was built pre-1980.
	Estate houses in high-prestige neighborhoods, townhouses in the city, urban *pieds-à-terre*.
	Just under 80% of these households have lived in their dwelling for more than 10 years.
Consumption patterns:	Shops at J. Press.
	Attends the opera.
	Owns classic show cars, but drives a Lexus.
	Watches *PBS Newshour*.
	Eats at Ruth's Chris Steakhouse.

<div align="center">

Icons: Threadbare Oriental carpets; chipped Waterford crystal.

❖

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

– F. Scott Fitzgerald

❖

</div>

AFFLUENT EMPTY NESTERS

Configuration:	Empty-nest couples, very few with children still living at home.
	Average household size—2 persons.
	Predominant age range of adults—55 to 74.
Characteristics:	2023 national median household income: $143,700.
	2023 national median housing value (for the nearly 90% who own): $635,400.
	2023 national median net worth: $1,852,500.
	Two-thirds graduated from college; a quarter hold advanced degrees.
	Prefers travel & activities to technology.
	More than half are retired, but have significant financial resources. Those employed are small-business owners; corporate officers; sales directors.
Housing characteristics:	Older suburbs; likely to move to or near downtown or an urban neighborhood when last child has left home.
	Half of the housing stock was built between 1960 and 1990.
	Single-family detached houses; high percentage of second/vacation homes.
	Nearly 73% have lived in their dwellings for more than 10 years.
Consumption patterns:	Shops at Talbots.
	Drives a Cadillac.
	Belongs to a country club.
	Reads *Architectural Digest*.
	Watches The Golf Channel.
	Owns a vacation home.

Icons: His and Hers Golf Shoes; Columbia Valley reds.

❖

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

– Variation on Advertisement

❖

Configuration:	Mostly older couples.
	Average household size—2 persons.
	Predominant age range of adults—55 to 74.
Characteristics:	2023 national median household income: $110,400.
	2023 national median housing value (for the 84% who own): $404,700.
	2023 national median net worth: $931,800.
	Over 54 percent hold college degrees; 18% have attended graduate school.
	39% are retired. Those still working are professionals, mid-to upper-level management, and business and financial experts.
Housing characteristics:	Established suburbs surrounding smaller cities.
	Single-family neighborhoods built primarily in the 1970s and 1980s.
	Mainly single-family detached houses, some townhouses, very few apartments or condominiums.
	Like other older suburban couples, long-time homeowners; nearly 72% have lived in their dwellings for more than 10 years.
Consumption patterns:	Shops at Whole Foods.
	Depends on an older Volvo.
	Reads *Barron's*.
	Does not miss the Tour de France.
	Eats at Boston Market.
Icons:	Blue-chip stock portfolio; cruise line loyalty club.

❖

"Just enjoy your ice cream while it's on your plate."

– Thornton Wilder

❖

MAINSTREAM EMPTY NESTERS
_____

Configuration:	Dual-income married couples.
	Average household size—2 persons.
	Predominant age range of adults—45 to 74.
Characteristics:	2023 national median household income: $74,700.
	2023 national median housing value (for the two-thirds who own): $241,300.
	2023 national median net worth: $91,400. Wish their kids would take their stuff.
	Follow their children on social media.
	40% are college-educated; 10% have advanced degrees.
	20% are retired; those still working are managers or superiors in business and finance professions, computer or technology related jobs.
Housing characteristics:	Close-in suburbs.
	Detached residences in small postwar suburban detached developments.
	Over 45% have lived in their current dwelling for over 10 years.
	Some live in '70s era apartment properties.
Consumption patterns:	Shops at Dillard's.
	Enjoys karaoke.
	Reads *Sunset*.
	Watches college sports.
	Eats at Logan's Roadhouse.
Icons:	Remodeling to-do list; college football jersey.

❖

"The home should be the treasure chest of living"

– Le Corbusier

❖

Configuration:	Empty-nest couples, few children still at home.
	Average household size—2 persons.
	Predominant age range of adults—55 to 74.
Characteristics:	2023 national median household income: $73,600.
	2023 national median housing value (for the nearly 70 percent who own): $260,800.
	2023 national median net worth: $88,400.
	Just over 37% are college graduates; 22% have attended college, but not graduated.
	40% are retired. Those still working are employed in a variety of professions, ranging from teachers, bank employees to middle management and sales positions.
Housing characteristics:	Older inner-ring suburbs. '50s, '60s, and '70s construction.
	Renters live in suburban mid-sized apartment complexes.
	Owners live in townhouses and duplexes.
	Just over 62% have lived in their dwellings for more than 10 years.
Consumption patterns:	Drives a Kia.
	Belongs to a union.
	Reads *Popular Woodworking*.
	Watches the Home Shopping Network.
	Eats at Longhorn Steakhouse.
Icons:	Home workshop; AARP card.

❖

"If you want something done well, do it yourself."

– Napoleon Bonaparte

❖

❧

EMPTY NESTERS & RETIREES

– Town & Country/Exurbs –

❧

Configuration:	Empty-nest couples.
	Average household size—2 persons.
	Predominant age range of adults—55 to 74.
Characteristics:	2023 national median household income: $127,800.
	2023 national median housing value (for the nearly 88% who own): $543,200.
	2023 national median net worth: $1,091,500.
	54% have college degrees; 24% have advanced degrees.
	57% are retired; those still working are small-town lawyers, doctors, bankers and small-business owners.
Housing characteristics:	Large single-family house owners on the best street in town. The leading citizens of small-town communities.
	About half still live in their updated older houses which were bought after 1970.
Consumption patterns:	Orders from Travelsmith.
	Drives a Lexus.
	Contributes to NPR.
	Reads *The Economist*.
	Never misses The Masters.
	Owns a timeshare.
Icons:	On-line brokerage account; Framed advanced degrees.

❖

"The life of the wealthy is one long Sunday."

– Anton Chekhov

❖

Configuration: A few still have an adult child at home.

Average household size—2 to 4 persons.

Predominant age range of adults—45 to 64.

Characteristics: 2023 national median household income: $102,000.

2023 national median housing value (for the over 86% who own): $314,800.

2023 national median net worth: $472,800.

42% are college graduates; 11% have advanced degrees.

A third are dual-income households. Many occupy important positions in local businesses and the educational and protective governmental services.

Housing characteristics: Suburban houses in a small-town setting.

Nearly half bought single family houses built after 1990.

61% have lived in their current dwelling for over 10 years.

Consumption patterns: Shops at Dick's Sporting Goods.

Owns a GMC.

Reads *Boating*.

Follows NASCAR.

Eats at Panera Bread.

Icons: Bass boat; vintage Chevy Stepside.

❖

"This is a small town, so everyone talks.

Ironic, isn't it—so few people, so many opinions?"

– Katarina Bivald

❖

NEW EMPTY NESTERS

Configuration:	Primarily empty-nest couples.
	Average household size—2 persons.
	Predominant age range of adults—55 to 74.
Characteristics:	2023 national median household income: $107,800.
	2023 national median housing value (for the more than 85% who own): $479,700.
	2023 national median net worth: $716,800. Ready to trade in the big house but can't find a buyer. Can't keep up with the kids on social media.
	More than half have college degrees; 17% have advanced degrees.
	About half are retired; a high percentage of those working are CEOs and upper managers in business and finance.
Housing characteristics:	68 percent live in apartments or townhouses built post-1970.
	64% have lived in their current dwelling for over 10 years.
Consumption patterns:	Orders from L.L. Bean.
	Vacations by motor home.
	Reads *Outdoor Life*.
	Never misses the Kentucky Derby.
	Eats at Cracker Barrel.
Icons:	Gun dog; Maine hunting shoes.

❖

"I do hunt and I do fish, and I don't apologize to anybody for hunting and fishing."

– Norman Schwarzkopf

❖

TRADITIONAL COUPLES

Configuration:	Older couples.
	Average household size—2 persons.
	Predominant age range of adults—55 to 74.
Characteristics:	2023 national median household income: $103,000.
	2023 national median housing value (for the nearly 90% who own): $394,000.
	2023 national median net worth: $760,000. Smart phone still has the same apps and settings their kids set up for them.
	A third have college degrees; a quarter have advanced degrees.
	Two-thirds are retired; the rest are lawyers, local business owners and managers who are nearing retirement in their professions.
Housing characteristics:	Detached houses in small towns.
	More than one-third of them bought between 1990-2009.
	62% have lived in their current dwelling for over 10 years.
	Many have a vacation/weekend house.
Consumption patterns:	Local country club members.
	Reads *Traditional Home*.
	Owns a Lincoln.
	Watches the *Golf Channel*.
	Eats at Bonefish Grill.
Icons:	Matching golf bags; "their booth" at the breakfast place.

❖

"Grow old along with me!

The best is yet to be."

– Robert Browning

❖

RV RETIREES

Configuration:	Most are empty nest couples.
	Average household size—2 persons.
	Predominant age range of adults—55 to 74.
Characteristics:	2023 national median household income: $84,200.
	2023 national median housing value (for the 85% who own): $255,800.
	2023 national median net worth: $350,900. Prefer travel to technology.
	34% have college degrees; 8% have advanced degrees.
	Half are retired; those still working range from maintenance workers to educators, local business owners and professionals.
Housing characteristics:	Older single-family houses with the mortgage paid off.
	14 percent live in pre-war farmhouses.
	Two-thirds have lived in their current dwelling for over 10 years.
Consumption patterns:	Shops at Bass Pro Shops.
	Owns a GMC.
	Owns a farmette.
	Reads *The American Legion Magazine*.
	Watches *The Sportsman's Channel*.
	Eats at Hardee's.
Icons:	Winnebago; Cracker Barrel rocking chair.

❖

"To travel hopefully is a better thing than to arrive."

– Robert Louis Stevenson

❖

Configuration:	Mostly empty-nest couples, and some with older children at home.
	Average household size—2 persons.
	Predominant age range of adults—55 to 74.
Characteristics:	2023 national median household income: $74,300.
	2023 national median housing value (for the more than three-quarters who own): $248,400.
	2023 national median net worth: $84,600.
	37% have college degrees; another 10% also have advanced degrees.
	43% are retired; those still working are unionized on the assembly line, on the construction crew, or working in clerical jobs.
Housing characteristics:	Long-time residents of older stick or brick detached and townhome developments.
	58% have lived in their dwelling for over 10 years.
Consumption patterns:	Shops at Hobby Lobby.
	Belongs to a veterans club.
	Owns a Dodge RAM.
	Watches *The Hallmark Channel*.
	Eats at Cracker Barrel.
Icons:	Signed major league jersey; coin collection.

❖

"If you wish to get rich, save what you get."

– Brigham Young

❖

Configuration:	Two-thirds are married couples, and one-third are widowed or divorced singles.
	Average household size—1 or 2 persons
	Predominant age range of adults—55 to 74.
Characteristics:	2023 national median household income: $65,400.
	2023 national median housing value (for the more than 83 percent who own): $198,500.
	2023 national median net worth: $154,900.
	51% attended college; only 30% finished.
	More than half were born and raised in the same town. One of the least likely households to use new technology; many have never owned a computer.
	56% are retired; Used to driving all over town to construction and maintenance jobs.
Housing characteristics:	Rural environments.
	'90s and '00s developments surrounding old town centers.
	About 80% own detached houses, be it two-story, bi-level, ranch, or mobile home.
	62% have lived in their current dwelling for over 10 years.
Consumption patterns:	Drives a used Oldsmobile.
	Shops at Dollar General.
	Reads *Deer & Deer Hunting*.
	Watches *The Weather Channel*.
	Eat at Bojangle's.

Icons: Well-used vice-grips; needlepoint.

❖

"His first, best country ever is, at home."

–   Oliver Goldsmith

❖

HEARTLAND RETIREES

Configuration:	Singles and couples.
	Average household size—1 or 2 persons
	Predominant age range of adults—65 and older.
Characteristics:	2023 national median household income: $64,100.
	2023 national median housing value (for the more than 83% who own): $242,600.
	2023 national median net worth: $193,800.
	Dislike people fiddling on smartphones all the time: "That's for the coastal elites."
	35% have high school diplomas; 33% have college degrees.
	85% are retired.
Housing characteristics:	Two-thirds live in single-family detached houses built post-1970.
	Over 80% have lived in their current dwelling for over 10 years.
Consumption patterns:	Orders from JC Penney catalogue.
	Owns a working farm.
	Reads *VFW*.
	Never misses the Thanksgiving Day Parade.
	Eats at Applebee's.
Icons:	The pop-up camper; bib overalls.

❖

"The farmer has to be an optimist or he wouldn't still be a farmer."

– Will Rogers

❖

Configuration:	Primarily single-person households; many of them widowers.
	Average household size—1 person.
	Predominant age range of adults—65 and over.
Characteristics:	2023 national median household income: $50,100.
	2023 national median housing value (for the 70% who own): $196,800.
	2023 national median net worth: $41,200.
	Many have never owned a computer.
	A quarter have graduated college; 34% have graduated high school.
	86% are retired.
Housing characteristics:	Just under 58% live in modest detached houses. Some rent apartments in town.
	The majority bought between 1970-2010.
	56% lived in their current dwelling for over 10 years.
Consumption patterns:	Still drives the old Buick.
	Belongs to a Veteran's Club.
	Reads *Grit*.
	Watches *NBC Nightly News*.
	Eats at Shoney's.
Icons:	The trusty Buick; the corner booth at Shoney's.

❖

"Maybe it's a symptom of a small town,

but for some, even after graduation.

high school never really ends."

– Matt Abrams

❖

Configuration:	56% single, half of whom are separated/divorced/widows/widowers.
	Average household size—1 person.
	Predominant age range of adults—55 to 74.
Characteristics:	2023 national median household income: $49,000.
	2023 national median housing value (for the nearly two-thirds who own): $160,800.
	2023 national median net worth: $10,200. Below average technology use.
	22% didn't finish college; 28% graduated, and 7% have advanced degrees.
	59% are retired; and the rest occupy sales, office and clerical positions.
Housing characteristics:	Single-family detached houses; small rental apartments.
	A large portion bought '70s era construction.
	46% have lived in their current dwelling for over 10 years.
Consumption patterns:	Shops at Kmart.
	Uses a prepaid calling card.
	Listens to Golden Oldies.
	Watches the *Home Shopping Network*.
	Eats at Golden Corral.
Icons:	Canasta; scrapbooking.

❖

"If I'd known I was going to live this long,

I'd have taken better care of myself."

– Eubie Blake

❖

Configuration:	Almost half are single-person households.
	Average household size—1 or 2 persons.
	Predominant age range of adults—55 and over.
Characteristics:	2023 national median household income: $45,900.
	2023 national median housing value (for the three-quarters who own): $149,000.
	2023 national median net worth: $12,600. The only screen they'll look at is the TV.
	39% have high school diplomas; 21% did not finish college, and 25% graduated.
	70% are retired; those working have agricultural, construction and maintenance related jobs.
Housing characteristics:	Small farming communities.
	A few own old farmhouses; most need fixing-up.
	Older single-family houses.
	Most own their ranch houses, ramblers or mobile homes.
	57% have lived in their current dwelling for over 10 years.
Consumption patterns:	Drives a GMC pickup.
	Never misses the National Finals Rodeo.
	Shops at Dollar General.
	Listens to Christian radio.
	Eats at Hardee's.
Icons:	John Deere gimme hats; kitchen canning equipment.

❖

"Some folks rail against other folks,

because other folks have what some folks would be glad of."

– Henry Fielding

❖

❦

TRADITIONAL & NON-TRADITIONAL FAMILIES

– Metropolitan Cities –

❦

E-TYPE FAMILIES

Configuration:	Two-thirds are married couples with children.
	Average household size—3 or 4 persons.
	Predominant age range of adults—25 to 54.
Characteristics:	2023 national median household income: $135,800.
	2023 national median housing value (for the 70% who own): $723,500.
	2023 national median net worth: $1,488,300. Part of the tech-savvy knowledge economy.
	Highly educated: 61% graduated from college, a quarter have advanced degrees.
	Multi-ethnic, with significant numbers of Asians and Latinos. Half of the households are dual-income. 13% use public transportation.
	High-living, high-energy city-dwellers. Frequent home re-modelers.
	Jobs require significant networking resources; e-Businesses, information technologies. Top executives, financial analysts; planning and design firm employees.
Housing Characteristics:	Trendy detached and multi-family housing in upscale urban neighborhoods, often near universities. 13% live in post-2000 construction.
	Older classic apartment buildings that have at least been updated post-1985.
Consumption Patterns:	Shops at Bloomingdale's
	Owns a Tesla Model S.
	Reads NYTimes on a smart phone.
	Uses Uber.
	Snacks at Starbucks.
Icons:	Virtual Private Network on every device; Blockchain.

❖

"Innovation distinguishes between a leader and a follower."

– Steve Jobs

❖

Configuration:	Couples and singles with children.
	Average household size—2 to 4 persons.
	Predominant age range of adults—35 to 54.
Characteristics:	2023 national median household income: $66,600.
	2023 national median housing value (for the more than two-thirds who own): $239,700.
	2023 national median net worth: $582,500.
	Middle-income households: White 49%, Latino 26%, African American 20%.
	Over 52% attended college; 7% have advanced degrees.
	Mid-level positions in business, management, and finance, or have their own small businesses.
Housing Characteristics:	Long-time residents of in-town neighborhoods.
	52% have lived in their current dwelling for more than 10 years.
	Nearly half of all housing units were built prior to 1960.
	Owners live in rowhouses and duplexes; renters in apartment buildings.
Consumption Patterns:	Shop at H&M.
	Drives a Nissan.
	Reads the local paper.
	Follows major league soccer.
	Eats at the local pizzeria.
Icons:	The essential DIY toolbox; Chelsea jersey.

❖

"The dictionary is the only place that success comes before work."

– Vince Lombardi

❖

Configuration:	One-third are married couples with children.
	Average household size—2 to 5 persons.
	Predominant age range of adults—25 to 44.
Characteristics:	2023 national median household income: $48,700.
	2023 national median housing value (for the one-third who own): $282,400.
	2023 national median net worth: $199,800.
	A third have high school diplomas; 21% graduated from college; 4% have advanced degrees.
	Half are Latino, 27% are African American, 22% are White.
	Employed in healthcare, retail, sales clerks in small stores, building maintenance and housekeeping crews.
Housing characteristics:	Downtown, in-town neighborhoods in immigrant gateway cities.
	Emerging neighborhoods.
Consumption patterns:	Shops at Footlocker.
	Pre-paid metro PCS mobile.
	Watches Univision.
	Drives a Dodge.
	East at Little Caesar's.
Icons:	American Latino TV; Hip hop for kids.

❖

"Hold fast to dreams for if dreams die,

life is a broken-winged bird that cannot fly."

– Langston Hughes

❖

SINGLE-PARENT FAMILIES

Configuration:	25% are single adult households with children.
	Average household size—2 to 4 persons.
	Predominant age range of adults—25 to 44.
Characteristics:	2023 national median household income: $52,600.
	2023 national median housing value (for the one-third who own): $360,200.
	2023 national median net worth: $25,200.
	30% are high school graduates; 15% have college degrees; 2% have advanced degrees.
	68% are Latino, 18% are white, 14% are African American.
	First-generation Americans.
	Hard-working middle-class families committed to paying the bills (and saving); even the kids contribute.
Housing Characteristics:	In-town neighborhoods in immigrant gateway cities.
	Mid- and high-rise apartments.
Consumption Patterns:	Shops at Ross Dress for Less.
	Avid moviegoers.
	Drives a Nissan.
	Follows Mexican league soccer.
	Eats at Carl's Jr.

Icons: USCIS case status; Liga MX warm-ups.

❖

"Over time, grit is what separates fruitful lives from aimlessness."

– John Ortberg

❖

❦

TRADITIONAL & NON-TRADITIONAL FAMILIES

– Small Cities/Satellite Cities –

❦

Configuration:	Married couples with children, most of them school-age.
	Average household size—2 to 4 persons.
	Predominant age range of adults—25 to 54.
Characteristics:	2023 national median household income: $105,700.
	2023 national median housing value (for the 70% who own): $408,400.
	2023 national median net worth: $448,100. Above-average technology use.
	Upper-middle-income families; both spouses work.
	Well educated: 55% are college graduates, and 18% advanced degrees.
Housing characteristics:	Older updated detached houses inside established neighborhoods in second-tier
Consumption patterns:	Shops at H&M.

Characteristics: Highly mobile salespersons, professionals; architects and engineers, IT specialists and web developers, accountants, financial analysts and day traders, to business executives.

Housing characteristics: Older updated detached houses inside established neighborhoods in second-tier cities. Nearly a quarter live in new construction.

Consumption patterns:
Shops at H&M.

Uses Snapchat.

Reads *Dwell*.

Watches TV on their phones.

Eats at Domino's.

Drives an Audi.

Icons: National Park annual pass; 529 college savings plans.

❖

"They change their clime, not their disposition."

– Horace

❖

Configuration:	Married couples with children.
	Average household size—3 or 4 persons.
	Predominant age ranges—25 to 54.
Characteristics:	2023 national median household income: $80,000.
	2023 national median housing value (for the more than 60% who own): $295,700.
	2023 national median net worth: $33,100.
	Multi-ethnic, multi-racial American families: 42% Latino, 40% White, 16% African American.
	A third graduated college; 8% have advanced degrees
	Many own their own start-up company.
	High percentage of military, former military.
	Jobs include secretaries, office staff, bank tellers, skilled construction workers, mechanics, and electricians.
Housing characteristics:	New mid and high-rise apartments and condominiums.
	Smaller cities and suburbs. Over 35% live in post-2000 construction.
Consumption patterns:	Shops at the commissary.
	Plays basketball and soccer.
	Owns an Acura.
	Annual trip to Mexico.
	Eats at the local deli.
Icons:	Deployment mementos; staycations.

❖

"It's almost worth having been in the army

for the joy that freedom gives you."

– John Dos Passos

❖

Configuration:	Couples with young school-age children.
	Average household size—3 to 5 persons.
	Predominant age range of adults—25 to 44.
Characteristics:	2023 national median household income: $74,200.
	2023 national median housing value (for the more than half who own): $256,400.
	2023 national median net worth: $49,200. Struggling to save for the future.
	37% are college grads, and 9% have advanced degrees.
	Diverse: 57% White, 20% Latino, 17% African American, 6% Asian.
	White-collar professionals and department heads; in tech businesses.
Housing characteristics:	Middle-class neighborhoods in second-tier cities and suburbs.
	New, upscale condos and townhouses in town, 1970s detached houses in edge neighborhoods. Only a quarter have lived in their dwelling for over 10 years.
Consumption patterns:	Drives a Subaru.
	Shops at Sam's Club.
	Reads *Wired*.
	Watches *MTV2*.
	Eat at Joe's Crab Shack.
Icons:	Media credenza; Frequent diner cards.

❖

"It's all fun and games

until you have to wake up

and be a parent at 6 am."

– Greeting card

❖

IN-TOWN FAMILIES

Configuration:	Couples with infants and school-age children; a quarter are families with more than two generations present.
	Typical household size—3 to 5 persons.
	Predominant age range of adults—25 to 54.
Characteristics:	2023 national median household income: $46,500.
	2023 national median housing value (for the 57% who own): $147,400.
	2023 national median net worth: $37,000.
	32% graduated high school, 19% graduated college.
	Multi-generational households.
	51% Latino, 32% White, 22% African American.
	Work in mostly in health care support positions. In one out of four households, another member works part-time.
Housing characteristics:	Affordable detached houses in and around second- and third-tier cities.
	About 15% rent in new construction.
	More than a third have lived in their current dwelling for over 10 years.
Consumption patterns:	Shops at Burlington.
	Drives a Chevrolet.
	Reads *People En Espanol.*
	Watches Telemundo.
	Eats at Whataburger.

Icons: Budget family vacations; El Tri soccer jersey.

❖

"Every house needs a grandmother in it."

– Louisa May Alcott

❖

Configuration:	Older married couples with children. Some grandfamilies.
	Average household size—2 to 4 persons.
	Predominant age range of adults—35 to 44.
Characteristics:	2022 national median household income: $45,800.
	2023 national median housing value (for the 25% who own): $191,200.
	2023 national median net worth: $21,700.
	32% high school graduates; 22% attended some college; 26% graduated.
	Diverse and mixed-race: 40% White, 29% African American, 29% Latino.
	Food service, maintenance and housekeeping, construction and landscaping, and healthcare support services; some office employment.
Housing characteristics:	Second-tier cities, often with military presence.
	Ethnic fare, shops to buy items from back home and traditional garb.
Consumption patterns:	Shops at Uniqlo.
	Owns a Dodge.
	Reads *Spin*.
	Watches *Oxygen*.
	Eats at Krispy Kreme.

Icons: Latin pop, A-pop, J-pop, K-pop; poblanas, saris, kimonos and djellabas.

❖

"The land flourished because it was fed from so many sources –

because it was nourished by so many cultures and traditions and peoples."

– Lyndon B. Johnson

❖

❧

TRADITIONAL & NON-TRADITIONAL FAMILIES

– Metropolitan Suburbs –

❧

Configuration:	Older families with children in school.
	Average household size—3 or 4 persons.
	Predominant age range of adults—35 to 54.
Characteristics:	2023 national median household income: $184,200.
	2023 national median housing value (of the 85% who own): $681,400.
	2023 national median net worth: $1,375,000. Internet of Things.
	Dual-income White 62%, 22% Asian, 8% Latino, 8% African American families.
	73% are college-educated; 43% have undergraduate degrees, 30% have advanced degrees.
	Prominent professionals and executives in business, finance, law, and communications industries.
Housing characteristics:	60% of tech-enhanced estates built since the '90s. 36% are in newer (post 2000) construction. Million-dollar homes.
	Detached houses in wealthy enclaves, often near the country club; expensive condominiums or exclusive co-ops in the city.
	39% have lived in their current dwelling for over 10 years
Consumption patterns:	Shops at Brooks Brothers.
	Reads *Investor's Business Daily*.
	Plays tennis.
	Watches *Saturday Night Live*.
	Uses LinkedIn.
Icons:	Acoustically-neutral audiophile multi-media room; the genuine club tie.

❖

"Wealth is not without its advantages."

– John Kenneth Galbraith

❖

Configuration:	Married couples with mostly older children.
	Average household size—3 or 4 persons.
	Predominant age range of adults—35 to 54.
Characteristics:	2023 national median household income: $136,400.
	2023 national median housing value (for the 80% who own): $490,600.
	2023 national median net worth: $842,500. Posting travels on Instagram.
	67% White, 13% Asian, 10% Latino, and 8% African American dual-income households.
	Big spenders with high incomes. He's a portfolio manager, she's a high school teacher.
	64% have college degrees and 23% have advanced degrees.
	Investment analysts; high-tech careers; successful start-ups, sold for millions.
Housing characteristics:	Two-thirds live in new-money suburban subdivisions built after 1990.
	37% have lived in their current dwelling for over 10 years.
Consumption patterns:	Shops at Ralph Lauren.
	Owns a BMW.
	Uses Yelp.
	Grandes at Starbucks.
	Drinks Perrier.

Icons:	The black titanium AmEx Centurion card; outdoor kitchen.

❖

"A sumptuous dwelling the rich man hath."

– Mary Elizabeth Hewitt

❖

BUTTON-DOWN FAMILIES

Configuration:	Married couples with older children.
	Average household size—3 or 4 persons.
	Predominant age range of adults—35 to 54.
Characteristics:	2023 national median household income: $115,400.
	2023 national median housing value (for the more than 83% who own): $416,800.
	2023 national median net worth: $613,500.
	Computer-savvy and career-oriented; both spouses work full-time.
	62% White, 18% Latino, 10% African American, 10% Asian.
	48% have college degrees; 13% have advanced degrees.
	About half work in the corporate environment. Several are middle managers.
Housing characteristics:	Summer vacation home in a walkable beach town.
	Large older updated houses on small lots to new condominiums.
	51% have lived in their current dwelling for over 10 years.
Consumption patterns:	Shops at Ethan Allen Galleries.
	Belongs to a country club.
	Reads *Money*.
	Watches CNBC.
	Owns a Mazda.
	Eats at Chipotle.
Icons:	Golf cart; Team-specific cycling gear.

❖

"So always look for the silver lining

And try to find the sunny side of life."

– P.G. Wodehouse

❖

Configuration:	Older families.
	Average household size—3 or 4 persons.
	Predominant age range of adults—35 to 54.
Characteristics:	2023 national median household income: $103,400.
	2023 national median housing value (for the nearly 90% who own): $339,200.
	2023 national median net worth: $550,200. Everything is in the Cloud.
	Half have college degrees; 14% have advanced degrees.
	Mid- to upper-level executives in tech, business, education, accounting, financial services, planning and design.
Housing characteristics:	Detached houses in close-in suburban subdivisions.
	Nearly half bought between 1990 and 2009.
	40% have lived in their current dwelling for over 10 years.
Consumption patterns:	Shops at IKEA.
	High-speed internet with mega bandwidth.
	Visit CNET.com.
	Owns a Jeep.
	Watches the Sundance Channel.
	Eats at Five Guys.
Icons:	Fandor and Indieflix subscriptions; Organic LED television.

❖

"Any sufficiently advanced technology

is indistinguishable from magic."

– Arthur C. Clarke

❖

Configuration:	Older married couples with school-age children, some away at college.
	Average household size—2 to 4 persons.
	Predominant age range of adults—35 to 54.
Characteristics:	2023 national median household income: $89,700.
	2022 national median housing value (for the 60% who own): $417,400.
	2023 national median net worth: $138,000.
	Upper-middle-income suburban families; a third are dual-income; some are minivan soccer moms. College tuition sticker shock. Everything Amazon Prime.
	61% have college degrees; 22% have advanced degrees.
	Officers of small corporations; sales managers; communications and technology.
Housing characteristics:	New upscale suburban subdivisions.
	Half live in older houses. Relatively high property values.
	A third have lived in their current dwelling for over 10 years.
Consumption patterns:	Owns an Infiniti.
	Attends children's soccer games.
	Visits Disney.com.
	Watches *The Tennis Channel.*
	Eats at Fuddrucker's.
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

❖

FULL-NEST SUBURBANITES

Configuration:	Married couples with children.
	Average household size—2 to 4 persons.
	Predominant age range of adults—25 to 54.
Characteristics:	2023 national median household income: $84,900.
	2023 national median housing value (for the two-thirds who own): $382,500.
	2023 national median net worth: $165,000. Above-average technology use.
	54% have college degrees, 17% have advanced degrees.
	White 69%, Latino 13%, African American 10%, Asian 7%.
	Business managers, supervisors, and accountants, along with other white-collar jobs.
	Many are employed in the educational system at all levels.
Housing characteristics:	Suburban subdivisions outside fast-growing metro areas.
	Pre-crash detached houses.
	46% have lived in their current dwelling for over 10 years.
Consumption patterns:	Shops at Publix.
	Owns a Volkswagen.
	Weekly Pilates class.
	Reads *Entrepreneur*.
	Watches *The Cooking Channel*.
	Eats at Romano's Macaroni Grill.
Icons:	Babolat AeroPro Drive tennis racquets; WebMD.

❖

"Other things may change us,

but we start and end with the family."

– Anthony Brandt

❖

Configuration:	Family households with above-average number of children.
	Average household size—3 to 5 or more persons.
	Predominant age range of adults—25 to 44.
Characteristics:	2023 national median household income: $77,000.
	2023 national median housing value (for the 68% who own): $255,500.
	2023 national median net worth: $57,800. Weekly grocery deliveries.
	Living the Middle-Class Dream. A third are dual-income, but 56% are single-income.
	White 57%, Latino 21%, African American 18%, Asian 5%
	36% are college-educated; 8% have advanced degrees.
	10% carpool to work. Employment across all job categories.
Housing characteristics:	Detached houses in '90s and '00s subdivisions. 20% live in new construction.
	The quarter-acre lot.
Consumption patterns:	Shops at Burlington.
	Visits Walt Disney World.
	Reads *Sports Illustrated.*
	Watches *Nick Jr.*
	Eats at Wingstop.
	Owns a Hyundai.
Icons:	Amazon Fresh; family Google Calendar.

❖

"These are your peak earning years, my friend.

You've got kids to think about"

– Garth Risk Hallberg

❖

❧

TRADITIONAL & NON-TRADITIONAL FAMILIES

– Town & Country/Exurbs –

❧

Configuration:	Married couples; most with older children, a few away at college.
	Average household size—2 to 4 persons.
	Predominant age range of adults—45 to 64.
Characteristics:	2023 national median household income: $140,200.
	2023 national median housing value (nearly all own): $487,900.
	2023 national median net worth: $750,000. Keeps up with acquaintances online.
	65% graduated college; 23% have advanced degrees.
	Former residents of cities or metropolitan suburbs who have "escaped" urban stress.
	Wealthy families living in private luxury.
	Executives; professionals; entrepreneurs; consulting businesses.
Housing characteristics:	"Retreat" locations—the New England coast; horse farms in Virginia and New Jersey; Monterey County, California.
	Only one-third live in pre-1990 buildings.
	"Estate" houses—custom if new; restored if old.
Consumption patterns:	Shops at Pottery Barn.
	Owns a Steinway baby grand.
	Reads *Forbes*.
	Goes skiing.
	Eats at Bertucci's.
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:	Older married couples with children; mostly school-age.
	Average household size—3 or 4 persons.
	Predominant age range of adults—35 to 54.
Characteristics:	2023 national median household income: $110,200.
	2023 national median housing value (for the more than 85% who own): $396,500.
	2023 national median net worth: $181,800.
	49% have college degrees; 14% have advanced degrees.
	Professionals and tech-related business careers; a high proportion of executives and upper managers.
Housing characteristics:	Cookie-cutter detached houses in exurban subdivisions.
	Half live in units built post-1990.
Consumption patterns:	Shops at Dick's Sporting Goods.
	Reads *Sports Illustrated*.
	Watches ESPN.
	Eats at Texas Roadhouse.
	Drives a Honda.
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

❖

Configuration:	Young, upper middle-class families with babies or school-age children.
	Average household size—3 or 4 persons.
	Predominant age range of adults—25 to 44.
Characteristics:	2023 national median household income: $106,100.
	2023 national median housing value (for the 85% who own): $316,600.
	2023 national median net worth: $372,800. Mobile-friendly.
	Educated townsfolk; typically close to outdoor recreational activities.
	White 74%, African American 11%, Latino 11%, Asian 4%.
	44% have college degrees; 11% have advanced degrees.
	Range of employment from contractors to business executives, with a high percentage of educators.
Housing characteristics:	Detached houses in rural townships, clustered suburban subdivisions near the town center.
	Lake towns, large amounts of preserved land close by.
	43% live in post-2000 construction.
Consumption patterns:	Shops at Old Navy.
	Uses Spotify.
	Drives a Subaru.
	Watches Nickelodeon.
	Eats at Cold Stone Creamery.
Icons:	PlayStation 5; Everything Gore-Tex.

❖

"Welcome to the great American two-career family

and pass the aspirin, please."

– Anastasia Toufexis

❖

RURAL FAMILIES

Configuration:	Married couples with mainly older children.
	Average household size—2 to 4 persons.
	Predominant age range of adults—35 to 54.
Characteristics:	2023 national median household income: $84,600.
	2023 national median housing value (for the more than 80% who own): $243,400.
	2023 national median net worth: $107,300.
	Middle-class dual-income families. Prefer outdoor activities.
	32% college graduates; 7% have advanced degrees.
	Policemen or firefighters, truck drivers, oil riggers, lumberjacks, and craftsmen.
Housing characteristics:	Older detached houses and townhouses usually in subdivisions around main intersections.
	43% have lived in their current dwelling for over 10 years.
Consumption patterns:	Shops at Cabela's.
	Owns a Chevrolet.
	Goes hunting.
	Reads *American Angler*.
	Watches *The Outdoor Channel*.
	Eats at Jimmy John's.
Icons:	Sports equipment wall rack; cowboy boots.

❖

"Sport is the bloom and glow of a perfect health."

– Ralph Waldo Emerson

❖

Configuration:	Middle-class families with babies and younger children.
	Average household size—2 to 4 persons.
	Predominant age range of adults—25 to 54.
Characteristics:	2023 national median household income: $82,100.
	2023 national median housing value (for the more than half who own): $307,600.
	2023 national median net worth: $17,600.
	One-third are dual-income.
	47% college graduates; 14% advanced degrees.
	Home-improvement professionals, maintenance crews, franchise managers, auto salesmen.
Housing characteristics:	Detached houses in and around small towns with about 35% in new construction. Many bought pre-crash.
	41% have lived at the same address for the past one to four years.
Consumption patterns:	Shops at Bass Pro Shops.
	Owns a motorcycle.
	Subscribes to Disney+.
	Watches the DIY Network.
	Eats at Sonic.
Icons:	Minor league baseball; *Pat the Bunny*.

❖

"In the small town each citizen had done something

in his own way to build the community"

– Daniel J. Boorstin

❖

TRADITIONAL FAMILIES

Configuration:	Married couples; children of all ages.
	Average household size—2 to 4 persons.
	Predominant age range of adults—35 to 54.
Characteristics:	2023 national median household income: $79,900.
	2023 national median housing value (for the more than 80% who own): $265,400
	2023 national median net worth: $121,100.
	41% have undergraduate degrees; 11% have advanced degrees.
	Outdoor recreation-oriented family activities.
	A third are dual-income households.
	Middle-income white-collar employment; Management and professionals. Small percentage of military personnel.
Housing characteristics:	Detached houses in small-town neighborhoods.
	25% live in housing constructed after 2000.
	45% have lived in their current dwelling for over 10 years.
Consumption patterns:	Shops at Dillard's.
	Owns a timeshare.
	Visits NFL.com.
	Follows college sports.
	Eats at Zaxby's.
Icons:	Mountain bikes; NCAA basketball bracket family competition.

❖

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

– T.S. Eliot

❖

FOUR-BY-FOUR FAMILIES

Configuration:	Families with school-age children.
	Average household size—3 to 5 or more persons.
	Predominant age range of adults—25 to 54.
Characteristics:	2023 national median household income: $78,400.
	2023 national median housing value (for the 70% who own): $250,800.
	2023 national median net worth: $18,700.
	29% high school graduates; 38% college graduates; 9% advanced degrees.
	White 68%, Latino 17%, African American 12%.
	Middle-class technical school graduates, health-care support workers, unionized plant workers; repairman of everything from plumbing to roofs.
Housing characteristics:	Detached and attached houses in small towns.
	Half are older houses that need constant maintenance and upkeep.
Consumption patterns:	Shops at Academy Sports + Outdoors.
	Visits Disney World.
	Owns a 4WD pickup.
	Watches *Extra*.
	Eats at Krystal.

Icons: His John Deere Gator; her GMC Canyon 4WD pickup.

❖

"A happy family is but an earlier heaven."

– George Bernard Shaw

❖

Configuration:	Married couples with children.
	Average household size—2 to 4 persons.
	Predominant age range of adults—35 to 54.
Characteristics:	2023 national median household income: $65,500.
	2023 national median housing value (for the more than three-quarters who own): $193,600.
	2023 national median net worth: $18,200. Below average technology use.
	37% graduated high school; 39% have college degrees.
	Mostly single-income households.
	Construction and maintenance staff, electricians, truck drivers and delivery staff, and production and assembly workers.
Housing characteristics:	Older townhouses, detached houses and mobile homes in the rural heartlands.
	37% have lived in their current dwelling for over 10 years.
Consumption patterns:	Shops at Walmart.
	Owns a horse.
	Reads *Hunting*.
	Watches *Fox News*.
	Eats at Hardee's.

Icons: NHRA drag races; a six-pack of Mountain Dew.

❖

"Life ain't always beautiful,

but it's a beautiful ride."

– Gary Allen

❖

Configuration: Couples with younger children. Many non-traditional families; only 37% are married.

Average household size—2 to 4 persons.

Predominant age range of adults—25 to 44.

Characteristics: 2023 national median household income: $52,100.

2023 national median housing value (less than 25% own): $192,600.

2023 national median net worth: $10,000. Single-income families.

White 66%, African American 16%, Latino 14%.

31% are high school graduates; 32% college graduates.

Employment in restaurants and the food service industry, as landscapers or building maintenance employees, retail cash register clerks, personal and childcare services and health care support workers. Some students, full- or part-time.

Housing characteristics: Rent older attached and detached houses in small towns.

Most of the housing built post-1970.

Consumption patterns: Owns a Ford.

Follows pro wrestling.

Reads *National Enquirer*.

Shops at Family Dollar.

Eats at Domino's Pizza.

Icons: Diaper hamper; Swing set.

❖

"Perhaps the greatest social service that can be rendered by anybody

to the country and to mankind is to bring up a family."

– George Bernard Shaw

❖

❧

YOUNGER SINGLES & COUPLES

– Metropolitan Cities –

❧

Configuration:	Mostly couples, few with children.
	Typical household size—1 and 2 persons.
	Predominant age range of adults—25 to 44.
Characteristics:	2023 national median household income: $94,400
	2023 national median housing value (for the more than half who own): $555,600
	2023 national median net worth: $375,000.
	Active social lives; many unmarried couples living together. Too busy IRL.
	White 67%, Latino 13%, Asian 10%, African American 9%.
	63% have college degrees; 25% have advanced degrees.
	High-ranking professionals mostly in management, business and finance, as well as high-end law firms, architectural firms, product and apparel design teams, marketing and public relations firms. Above average bicycle commuters.
Housing characteristics:	Vibrant urban neighborhoods in high-growth cities.
	Urban pre-war townhouses and high-rises; vintage houses on urban lots.
Consumption patterns:	Owns a BMW.
	Shops at Crate & Barrel.
	Uses Uber and Lyft.
	Vacations in Europe, Asia, and Africa.
	Plays pickleball.
	Eats at Au Bon Pain.
Icons:	Next week's opening; European activewear

❖

"Wine and cheese are ageless companions,

like aspirin and aches, or June and moon,

or good people and noble ventures."

– M.F.K. Fisher

❖

Configuration:	Primarily singles, some couples.
	Average household size—1 to 2 persons.
	Predominant age range of adults—25 to 34.
Characteristics:	2023 national median household income: $93,600.
	2023 national median housing value (for the 20% who own): $711,700.
	2023 national median net worth: $52,000. Actively cultivating online connections.
	White 61%, Asian 16%, Latino 13%, African American 9%.
	74% graduated from college; 30% hold advanced degrees.
	Tech-savvy executives, students, actors, artists, writers, boutique owners, and public-interest advocates. The social and political *avant-garde*; one-third are gay. Heart of the real "creative class;" alternative lifestyles: hippies, radical leftists, community activists.
Housing characteristics:	In-town and downtown neighborhoods.
	Funky flats in brownstones, apartment houses, and converted lofts in emerging neighborhoods. Over 16% live in new construction/renovation.
Consumption patterns:	Owns a hybrid vehicle.
	Shops at H&M.
	Uses Twitter.
	Goes to music concerts of all kinds.
	Subscribes to Spotify.
	Airline miles cards.
Icons:	Cold brewed, fair-trade coffee, everything urban.

❖

"Sacred cows make the tastiest hamburger."

– Abbie Hoffman

❖

Configuration:	Primarily singles and couples, few children.
	Average household size—1 to 2 persons.
	Predominant age range of adults—35 to 54.
Characteristics:	2023 national median household income: $87,200.
	2023 national median housing value (for the 60% who own): $637,400.
	2023 national median net worth: $355,400.
	47% have college degrees; 17% have advanced degrees. Diverse and successful.
	White 53%, Latino 20%, Asian 15%, African American 11%.
	Job types include business management and finance, accountants and educators.
Housing characteristics:	Multi-lingual urban neighborhoods.
	9% live in new construction.
	45% live in single-family detached houses.
	Relatively settled—78% have lived in the same dwelling for more than five years; 60% over 10 years.
Consumption patterns:	Owns a Volvo.
	Shops at Nordstrom.
	Follows championship tennis.
	Reads *The New York Times.*
	Never misses the Oscars.
	Eats at the Cheesecake Factory.
Icons:	Eurosport on Kodi; Apple watch.

❖

"Neighborhood is a word that has come to sound like a Valentine."

– Jane Jacobs

❖

DOWNTOWN COUPLES

Configuration:	26% are married couples, the rest are singles.
	Average household size—1 or 2 persons.
	Predominant age range of adults—25 to 44.
Characteristics:	2023 national median household income: $42,800.
	2023 national median housing value (for the 45% who own): $178,500.
	2023 national median net worth: $12,600.
	African American 37%, White 33%, Latino 27%.
	26% are college graduates; 33% are high school graduates.
	14% use public transport. Twice as likely to be car-free.
	Employment includes tellers, clerks, and secretaries, sales representatives and telemarketers.
Housing characteristics:	Old buildings in ethnically-diverse urban neighborhoods.
	25% live in prewar houses, townhouses and apartment buildings.
Consumption patterns:	Owns a Kia.
	Follows pro boxing.
	Shops at Burlington.
	Reads *Ebony*.
	Watches BET.
	Eats at White Castle.

Icons: Cricket mobile phone; Manny Pacquiao hoodie

❖

"In this country 'American' means white.

Everyone else has to hyphenate."

– Toni Morrison

❖

Configuration: 41% are single-person households; some married couples.

Average household size—1 or 2 persons.

Predominant age range of adults—25 to 44.

Characteristics: 2023 national median household income: $40,400.

2023 national median housing value (for the 15% who own): $351,500

2023 national median net worth: $34,000. Social networking on Tuloko.

Latinos 33%, African Americans 31%, White 29%, Asian 9%.

29% graduated high school; 22% have college degrees; 7% have advanced degrees.

Primarily blue-collar and service jobs.

Nearly three and a half times as likely to be car-free.

Housing characteristics: High-density apartments or rowhouses in inner-city neighborhoods.

18% have lived in their current dwelling for over 10 years.

Consumption patterns: Owns a Mitsubishi.

Shops at Foot Locker.

Goes to professional basketball games.

Watches *Telemundo*.

Eats at McDonald's.

Icons: Prepaid smartphone; LeBron; Beyoncé.

❖

"Start where you are. Use what you have.

Do what you can."

– Arthur Ashe

❖

❧

YOUNGER SINGLES & COUPLES

– Small Cities/Satellite Cities –

❧

Configuration:	Singles, sometimes with roommates; 39% are married couples.
	Average household size—1 to 2 persons.
	Predominant age range of adults—25 to 44.
Characteristics:	2023 national median household income: $83,000.
	2023 national median housing value (for the 35% who own): $414,000.
	2023 national median net worth: $45,600.
	White 61%, African American 14%, Latino 14%, Asian 10%.
	51% college graduates; 18% have advanced degrees.
	Type-A college grads. Career- and lifestyle-oriented techies.
	More than half of the married couples are working in prominent positions. Many are employed by software and IT companies, communications firms, and some are supervisors or upper managers in business and finance.
Housing characteristics:	Downtowns of small cities; high-value close-in suburbs.
	Only 21% have lived in their current dwelling for over 10 years.
Consumption patterns:	Owns a Volkswagen GTI.
	Shops at The Limited.
	Frequent movie-goers.
	Reads *Rolling Stone*.
	Watches *The Tonight Show*.
	Eats at Panera.
Icons:	The gold Apple Watch; The Alumni Athletic Club.

❖

"Action is the foundational key to all success."

– Pablo Picasso

❖

Configuration:	Mostly singles; a few couples.
	Average household size—1 or 2 persons.
	Predominant age range of adults—25 to 44.
Characteristics:	2023 national median household income: $45,700.
	2023 national median housing value (for the more than half who own): $134,700.
	2023 national median net worth: $1,500.
	White 59%, African American 21%, Latino 17%.
	35% are high school graduates, 27% are college graduates.
	Sales, telemarketing and tele-representation jobs as well as personal and childcare services. Some work as secretaries, tellers or clerks.
Housing characteristics:	Detached and attached houses in diverse second-city neighborhoods.
	20% live in prewar construction.
	A few still live with their parents; some still live in college dormitories.
Consumption patterns:	Owns a Chevrolet.
	Orders online.
	Shops at Sam's Club.
	Watches *MTV*.
	Eats at Papa John's.
Icons:	The *only* nightclub; taco Tuesdays.

❖

"Where there is no struggle, there is no strength."

– Oprah Winfrey

❖

TWENTYSOMETHINGS

Configuration:	18% couples, the rest are singles.
	Average household size—1 person.
	Predominant age range of adults—18 to 34.
Characteristics:	2023 national median household income: $43,100.
	2023 national median housing value (for the few who own): $261,800.
	2023 national median net worth: $13,000.
	White 56%, African American 21%, Latino 14%, Asian 8%.
	Tech-savvy content creators.
	21% still in college; 47% college graduates; 16% advanced degrees.
	Office workers in business and finance, as well as call center reps, secretaries, tellers and clerks; many still looking for a career.
Housing characteristics:	Rental apartments in college towns; some still living in dorms or at home.
	10% live in new construction.
	Only 8% have lived in their current dwelling for over 10 years.
Consumption patterns:	Owns a Pontiac.
	Buys designer shoes.
	Follows pro basketball.
	Instagram and TikTok.
	Gets coffee at Starbucks.
Icons:	Snapchat; Taylor Swift.

❖

"But first, let me take a selfie."

– Instagram caption

❖

Configuration:	Mostly single-person households, a quarter are couples.
	Average household size—1 or 2 persons.
	Predominant age range of adults—18 to 44.
Characteristics:	2023 national median household income: $43,900.
	2023 national median housing value (for the 20% who own): $203,800.
	2023 national median net worth: $11,700.
	White 46%, African American 30%, Latino 20%.
	23% some college; a third college degrees; 8% advanced degrees.
	Transient blue- and white-collar workers seeking upward mobility.
Housing characteristics:	Rental duplexes, triplexes, quadruplexes and apartments in modest close-in neighborhoods.
	Only 18% live in single-family detached houses.
Consumption patterns:	Owns a Dodge.
	Pays with cash.
	Frequent movie-goers.
	Reads *Jet*.
	Never misses the BET Awards.
	Eats at Dunkin.
Icons:	Monster.com; Fandango.

❖

"In America, getting on in the world means getting
out of the world we have known before."

– Ellery Sedgwick

❖

Configuration:	Mostly singles.
	Average household size—1 person.
	Predominant age range of adults—18 to 44.
Characteristics:	2023 national median household income: $27,800.
	2023 national median housing value (for the 20% who own): $125,700
	2023 national median net worth: $5,000.
	African-American 40%, White 35%, Latino 23%.
	35% high school graduates; 21% some college; 21% college degrees.
	Ethnically diverse, and often on the move.
	Entry-level service jobs; 9% are students.
Housing characteristics:	Inner-city neighborhoods of second- and third-tier cities.
	Small garden apartment properties, rowhouses, duplexes and modest single-family houses.
Consumption patterns:	Owns a Mercury.
	Shops at Family Dollar.
	Travels by bus.
	Read *Jet*.
	Watches *BET*.
	Eats at Burger King.
Icons:	Check-cashing store; Online training course.

❖

"If in doubt, just walk until your day becomes interesting."

– Rolf Potts

❖

❦

YOUNGER SINGLES & COUPLES

– Metropolitan Suburbs –

❦

Configuration:	Mostly couples; some are married.
	Average household size—2 persons.
	Predominant age range of adults—25 to 44.
Characteristics:	2023 national median household income: $83,600.
	2023 national median housing value (for the 15% who own): $435,500.
	2023 national median net worth: $3,000.
	62% college degrees; 22% advanced degrees.
	Highest average household technology use; often alone together.
	White 53%, African-American 16%, Asian 16%, Latino 14%.
	Professionals and corporate jobs, from computer and tech, such as statistician, programmer and web developer, to clerks, secretaries and tellers.
Housing characteristics:	Well-located apartments in old and new suburbia.
	40% live in new construction.
Consumption patterns:	Owns an Infiniti.
	Shops at J. Crew.
	Owns an e-reader.
	Reads books on-line.
	Watches *Nick at Nite*.
	Eats at Benihana.

Icons:	iPad Pro, health club to dance club clothes.

❖

"Have nothing in your homes
that you do not know to be useful
or believe to be beautiful."

– William Morris

❖

Configuration:	37% married couples. 30% unmarried couples. 33% single-person households.
	Average household size—2 persons.
	Predominant age range of adults—25 to 44.
Characteristics:	2022 national median household income: $53,500.
	2023 national median housing value (for the 60% who own): $172,000.
	2023 national median net worth: $59,400.
	31% are high-school grads; 22% have some college; 32% have college degrees.
	White 59%, Latino 21%, African American 18%.
	Employed in sales and office jobs as secretaries, tellers and clerks, telemarketing and tele-representation staff, as well as construction/maintenance crew.
Housing characteristics:	Apartments and townhouses in inner-ring suburbs and second cities.
	48% have lived in their current dwelling for over 10 years.
Consumption patterns:	Owns a Toyota.
	Shops at Banana Republic.
	Soccer games (as player and fan).
	Posts on Instagram and TikTok.
	Watches *South Park*.
	Eats at Church's Chicken.
Icons:	LinkedIn; soccer gear.

❖

"The key is not to prioritize what's on your schedule,

but to schedule your priorities."

– Stephen Covey

❖

Configuration:	Young couples; almost a third are married.
	Average household size—2 persons.
	Predominant age range of adults—25 to 44.
Characteristics:	2023 national median household income: $49,500.
	2023 national median housing value (for the 40% who own): $200,100.
	Not much in an investment account. Active social media users.
	White 57%, African American 22%, 16% Latino.
	29% graduated high school; 22% went to some college ; 35% graduated college.
	Employed in food service jobs, healthcare support jobs, and construction and maintenance jobs; 9% are students.
Housing characteristics:	Renters in new suburban townhouses, owners of older detached housing stock. '70s to '90s construction.
Consumption patterns:	Owns a Mazda.
	Shops at Forever 21.
	Plays soccer.
	Reads *Sports Illustrated.*
	Watches *MTV2.*
	Eats at Domino's Pizza.
Icons:	Fan blogs; Pokémon GO.

❖

"Everything not saved will be lost."

– Nintendo quit screen message

❖

❦

YOUNGER SINGLES & COUPLES

– Town & Country/Exurbs –

❦

Configuration: Some singles, but mainly couples.

Average household size—2 persons.

Predominant age range of adults—25 to 44.

Characteristics: 2023 national median household income: $55,000.

2023 national median housing value (for the nearly two-thirds who own): $174,900.

2023 national median net worth: $43,800. Below-average technology use.

White 70%, Latino 17%, African American 12%.

34% high school educated; 19% have college degrees.

Building, landscaping and housekeeping, personal and childcare services, as well as sales and office-related jobs.

Housing characteristics: Single family houses, townhouses, and apartments in and around small towns in the country.

Almost a third live in dwellings built between 1990-2010.

Close to 70% have lived in their current dwelling for over five years.

Consumption patterns: Owns a Jeep.

Shops at a Walmart Supercenter.

Drives a recreational vehicle (RV).

Follows extreme sports.

Never misses the Country Music Awards.

Eats at Little Caesars.

Icons: High School Reunions; Peyton Manning.

❖

"Blame it all on my roots,

I showed up in boots."

– Garth Brooks

❖

BLUE-COLLAR TRADITIONALISTS

Configuration:	Singles and unmarried couples, some married couples.
	Average household size—1 to 2 persons.
	Predominant age range of adults—25 to 44.
Characteristics:	2023 national median household income: $52,200.
	2023 national median housing value (for the more than three-quarters who own): $156,000.
	2023 national median net worth: $12,100.
	Working class whites. Disdainful of tech.
	40% high-school graduates; 21% attended college; 24% have degrees.
	Making the challenging transition from blue-collar, farming, factory, construction and maintenance jobs, to service industry jobs.
Housing characteristics:	Large-lot detached houses outside small towns and rural villages.
	Most own houses built between 1970 and 2000.
Consumption patterns:	Owns a Chevrolet.
	Shops at Save-a-Lot.
	Reads *U.S. News & World Report.*
	Monster truck enthusiasts.
	Watches *Ultimate Fighting Championship.*
	Eats at Ponderosa.

Icons: Job retraining certificate; Monster Jam polo shirt.

❖

"My parents had always preached the virtues of hard work.

But hard work is one thing; economic struggle is another"

– Sargent Shriver

❖

Configuration:	A third are single and the rest are married couples.
	Average household size—2 persons.
	Predominant age range of adults—30 to 44.
Characteristics:	2023 national median household income: $41,100.
	2023 national median home value (for the nearly two-thirds who own): $125,600.
	2023 national median net worth: $500. Rarely checks social media.
	Long for a simple life without the economic woes.
	21% did not finish high school; 38% graduated high school; 21% had some college.
	12% carpool to work.
	Employed in construction and maintenance, sales, office, and telemarketing and tele-representation jobs.
Housing characteristics:	Rural crossroads villages. Areas that haven't seen new development in decades.
	Mobile homes; modest ranch houses on small lots.
Consumption patterns:	Owns a Ford.
	Shops at Dollar General.
	Follows NASCAR and monster trucks.
	Goes on overnight camping trips.
	Watches *CMT*.
	Eats at Hardee's.

Icons: NASCAR bumper stickers; the doublewide.

❖

"Driving a race car
is like dancing with a chainsaw."

– Cale Yarborough

❖

RURAL STRIVERS

Configuration:	Primarily singles, room-mates, and a few married couples.
	Average household size—1 to 2 persons.
	Predominant age range of adults—25 to 44.
Characteristics:	2023 national median household income: $33,200.
	2023 national median home value (for the nearly half who own): $122,600.
	2023 national median net worth: $200.
	White 55%, African American 26%, Latino 18%.
	35% graduated high school; 21% have some college; 22% have college degrees.
	Service workers; some are students renting together.
Housing characteristics:	Small, isolated rural settlements. Older clapboard houses that require constant upkeep, and mobile homes.
	Over two-thirds were built before the 1990s.
Consumption patterns:	Owns a Chrysler.
	Shops at Walmart Neighborhood Market.
	Takes karate or other martial arts.
	Reads *Transworld Motocross*.
	Watches *Tru TV*.
Icons:	Double coupon day; NASCAR on TV.

❖

"Rust never sleeps."

– Neil Young

❖

RIGHTS AND STUDY OWNERSHIP

Zimmerman/Volk Associates, Inc. retains all rights, title, and interest in the ZVA Residential Target Market Methodology™ and the individual target market descriptions contained within this study. The specific findings of the analysis are the property of the client and can be distributed at the client's discretion.

© Zimmerman/Volk Associates, Inc., 2024