



## Primary Trade Area Analysis by 'Lifestages'

The following analysis characterizes households in Federal Way's primary retail trade area, which extends from Northeast Tacoma along the Dash Point peninsula and Puget Sound waterfront to the north, almost to Saltwater State park, then east to I-5 and Highway 167 to the south (see [map](#), Appendix 1, p. 4). The households are segmented into three major "Lifestages" based on 2010 data from "PRIZM" research by Nielsen Claritas (as provided April 1, 2011), which compare the distribution of Lifestage groups in Federal Way with US averages. The resulting characterizations can help businesses understand the local market area and develop products and services accordingly. For further information, contact Community and Economic Development Director Patrick Doherty, at 253-835-2612 or [Patrick.Doherty@cityoffederalway.com](mailto:Patrick.Doherty@cityoffederalway.com).

Lifestage 1, "Younger and Middle Years," includes heads of households of less than 35 years old without children, and middle age heads of households without children living at home. Lifestage 2, "Family Life," includes heads of households with children living at home. Lifestage 3, "Mature Years," includes heads of households either age 55+ years or age 55-64 without children at home. Underlying these three Lifestages are 11 Lifestage groups as shown in the tables below, and 66 subgroups based on demographic and wealth data, consumer behavior, and geographic data (see definitions in [Appendix 2](#), pp. 5+).

In the tables for the 11 Lifestage groups, the column numbers for the subgroups are added to form a total at the bottom of each group. An "index" score greater than 100 indicates that a particular Federal Way subgroup is higher than the US average. A score of less than 100 indicates that a subgroup in Federal Way is lower than the US average. Lifestage groups with high index scores – with an index of 130 or more – are highlighted in green, and low index scores (70 or lower) are highlighted in red. These cutoff points are meant only as a convenience, and do not necessarily reflect a scientific margin of error.

*Key findings:* For Lifestage 1, Younger and Middle Years, although there are big differences among subgroups, the Federal Way primary retail area households are well above the US average for "Midlife Success," and well below for "Striving Singles." Regarding Lifestage 2, Family Life, the area ranks very high for "Young Accumulators" and quite low for "Sustaining Families." For Lifestage 3, Mature Years, the area ranks somewhat high for "Conservative Classics," somewhat low for "Cautious Couples," and very low for "Sustaining Seniors."

### LIFESTAGE 1: YOUNGER AND MIDDLE YEARS

For the Younger and Middle Years Lifestage, the Federal Way primary retail area households are substantially higher than the US average for the Lifestage group, "Midlife Success," and lower than the US average for "Striving Singles." (Source: Nielsen Claritas, April 2011)

'Midlife Success' Lifestage Group	Sub-group Code	Subgroup Name	Count for Federal Way Retail Area Households	Percent Federal Way	Count for US Base Households	Percent US	Index (100 = US avg)
Y1	3	Movers and Shakers	1,535	2.7%	1,864,599	1.6%	165.7
Y1	8	Executive Suites	1,442	2.5%	1,060,912	0.9%	273.6
Y1	11	God's Country	0	0.0%	1,689,583	1.5%	0.0
Y1	12	Brite Lites, Li'l City	4,769	8.3%	1,836,440	1.6%	522.7
Y1	19	Home Sweet Home	2,621	4.5%	2,120,256	1.8%	248.8
Y1	25	Country Casuals	10	0.0%	1,753,196	1.5%	1.1
Y1	30	Suburban Sprawl	795	1.4%	1,521,596	1.3%	105.2
Y1	3	Mayberry-ville	105	0.2%	2,749,917	2.4%	7.7
<b>Totals for MIDLIFE SUCCESS</b>			11,277	19.5%	14,596,499	12.6%	155.5

**LIFESTAGE 1: YOUNGER AND MIDDLE YEARS – cont'd.**

'Young Achievers' Lifestage Group	Sub-group Code	Subgroup Name	Count for Federal Way Retail Area Households	Percent Federal Way	Count for US Base Households	Percent US	Index (100 = US avg)
Y2	4	Young Digerati	0	0.0%	1,403,157	1.2%	0.0
Y2	16	Bohemian Mix	0	0.0%	2,049,821	1.8%	0.0
Y2	22	Young Influentials	1,559	2.7%	1,701,983	1.5%	184.4
Y2	23	Greenbelt Sports	4	0.0%	1,550,095	1.3%	0.5
Y2	24	Up-and-Comers	3,481	6.0%	1,500,105	1.3%	467.1
Y2	31	Urban Achievers	0	0.0%	1,790,485	1.5%	0.0
Y2	35	Boomtown Singles	1,705	3.0%	1,610,499	1.4%	213.1
<b>Totals for YOUNG ACHIEVERS</b>			6,749	11.7%	11,606,145	10.0%	117.0

'Striving Singles' Lifestage Group	Sub-group Code	Subgroup Name	Count for Federal Way Retail Area Households	Percent Federal Way	Count for US Base Households	Percent US	Index (100 = US avg)
Y3	42	Red, White and Blues	12	0.0%	1,250,143	1.1%	1.9
Y3	44	New Beginnings	1,745	3.0%	1,802,267	1.6%	194.9
Y3	45	Blue Highways	0	0.0%	1,813,275	1.6%	0.0
Y3	47	City Startups	1,614	2.8%	1,488,786	1.3%	218.2
Y3	48	Young and Rustic	94	0.2%	2,201,477	1.9%	8.6
Y3	53	Mobility Blues	252	0.4%	1,501,362	1.3%	33.8
Y3	56	Crossroad Villagers	6	0.0%	2,408,121	2.1%	0.5
<b>Totals for STRIVING SINGLES</b>			3,723	6.5%	12,465,431	10.7%	60.1

**LIFESTAGE 2: FAMILY LIFE**

Compared with US averages for the Family Life Lifestage, Federal Way primary retail trade area households rank high for "Young Accumulators" and low for "Sustaining Families." (Source: Nielsen Claritas, April 2011)

'Accumulated Wealth' Lifestage Group	Sub-group Code	Subgroup Name	Count for Federal Way Retail Area Households	Percent Federal Way	Count for US Base Households	Percent US	Index (100 = US avg)
F1	2	Blue Blood Estates	909	1.6%	1,131,860	1.0%	161.6
F1	5	Country Squires	0	0.0%	2,005,091	1.7%	0.0
F1	6	Winner's Circle	801	1.4%	1,261,540	1.1%	127.8
<b>Totals for ACCUMULATED WEALTH</b>			1,710	3.0%	4,398,491	3.8%	78.2

'Young Accumulators' Lifestage Group	Sub-group Code	Subgroup Name	Count for Federal Way Retail Area Households	Percent Federal Way	Count for US Base Households	Percent US	Index (100 = US avg)
F2	13	Upward Bound	6,861	11.9%	1,957,492	1.7%	705.5
F2	17	Beltway Boomers	1,852	3.2%	1,120,820	1.0%	332.6
F2	18	Kids and Cul-de-Sacs	2,457	4.3%	1,876,131	1.6%	263.6
F2	20	Fast-Track Families	10	0.0%	1,856,956	1.6%	1.1
F2	29	American Dreams	0	0.0%	2,466,519	2.1%	0.0
<b>Totals YOUNG ACCUMULATORS</b>			11,180	5.02%	9,277,918	8.0%	242.5

**LIFESTAGE 2: FAMILY LIFE – cont’d.**

'Mainstream Families' Lifestage Group	Sub-group Code	Subgroup Name	Count for Federal Way Retail Area Households	Percent Federal Way	Count for US Base Households	Percent US	Index (100 = US avg)
F3	32	New Homesteaders	14	0.0%	2,059,595	1.8%	1.4
F3	33	Big Sky Families	0	0.0%	2,137,037	1.8%	0.0
F3	34	White Picket Fences	3,646	6.3%	1,537,841	1.3%	477.2
F3	36	Blue-Chip Blues	992	1.7%	1,448,410	1.2%	137.8
F3	50	Kid Country, USA	19	0.0%	1,469,685	1.3%	2.6
F3	51	Shotguns and Pickups	0	0.0%	1,847,075	1.6%	0.0
F3	52	Suburban Pioneers	413	0.7%	1,219,638	1.1%	68.2
F3	54	Multi-Culti Mosaic	0	0.0%	1,940,720	1.7%	0.0
<b>Totals for MAINSTREAM FAMILIES</b>			5,084	8.8%	13,660,001	11.8%	74.9

'Sustaining Families' Lifestage Group	Sub-group Code	Subgroup Name	Count for Federal Way Retail Area Households	Percent Federal Way	Count for US Base Households	Percent US	Index (100 = US avg)
F4	63	Family Thrifts	1,910	3.3%	2,111,146	1.8%	182.1
F4	64	Bedrock America	23	0.0%	2,160,499	1.9%	2.1
F4	65	Big City Blues	0	0.0%	1,299,134	1.1%	0.0
F4	66	Low-Rise Living	0	0.0%	1,684,347	1.5%	0.0
<b>Totals for SUSTAINING FAMILIES</b>			1,933	3.4%	7,255,126	6.2%	53.6

**LIFESTAGE 3: MATURE YEARS**

The households in Federal Way’s primary retail trade area rank somewhat high for “Conservative Classics,” somewhat low for “Cautious Couples,” and very low for “Sustaining Seniors.” (Source: Nielsen Claritas, April 2011)

'Affluent Empty Nests' Lifestage Group	Sub-group Code	Subgroup Name	Count for Federal Way Retail Area Households	Percent Federal Way	Count for US Base Households	Percent US	Index (100 = US avg)
M1	1	Upper Crust	993	1.7%	1,775,171	1.5%	112.6
M1	7	Brainy Big Money	0	0.0%	2,281,156	2.0%	0.0
M1	9	Big Fish, Small Pond	8	0.0%	2,492,753	2.1%	0.6
M1	10	Second City Elite	3,720	6.4%	1,454,335	1.3%	514.8
<b>Totals for AFFLUENT EMPTY NESTS</b>			4,721	8.2%	8,003,415	6.9%	118.7

'Conservative Classics' Lifestage Group	Sub-group Code	Subgroup Name	Count for Federal Way Retail Area Households	Percent Federal Way	Count for US Base Households	Percent US	Index (100 = US avg)
M2	14	New Empty Nests	1,052	1.8%	1,243,807	1.1%	170.2
M2	15	Pools and Patios	1,814	3.1%	1,524,743	1.3%	239.5
M2	21	Gray Power	863	1.5%	1,078,939	0.9%	161.0
M2	26	The Cosmopolitans	0	0.0%	1,326,394	1.1%	0.0
M2	27	Middleburg Managers	3,587	6.2%	2,270,917	2.0%	317.9
M2	28	Traditional Times	7	0.0%	3,278,185	2.8%	0.4
<b>Totals CONSRV. CLASSICS</b>			7,323	12.7%	10,722,985	9.2%	137.5

**LIFESTAGE 3: MATURE YEARS – cont’d.**

'Cautious Couples' Lifestage Group	Sub-group Code	Subgroup Name	Count for Federal Way Retail Area Households	Percent Federal Way	Count for US Base Households	Percent US	Index (100 = US avg)
M3	38	Simple Pleasures	6	0.0%	2,749,769	2.4%	0.4
M3	39	Domestic Duos	676	1.2%	1,406,256	1.2%	96.8
M3	40	Close-In Couples	0	0.0%	1,324,822	1.1%	0.0
M3	41	Sunset City Blues	1,021	1.8%	2,071,984	1.8%	99.2
M3	43	Heartlanders	2	0.0%	2,291,305	2.0%	0.2
M3	46	Old Glories	1,125	1.9%	1,139,485	1.0%	198.7
M3	49	American Classics	348	0.6%	1,195,760	1.0%	58.6
<b>Totals for CAUTIOUS COUPLES</b>			3,178	5.5%	12,179,381	10.5%	52.5

'Sustaining Seniors' Lifestage Group	Sub-group Code	Subgroup Name	Count for Federal Way Retail Area Households	Percent Federal Way	Count for US Base Households	Percent US	Index (100 = US avg)
M4	55	Golden Ponds	3	0.0%	1,966,235	1.7%	0.3
M4	57	Old Milltowns	10	0.0%	1,834,700	1.6%	1.1
M4	58	Back Country Folks	0	0.0%	2,610,539	2.2%	0.0
M4	59	Urban Elders	0	0.0%	1,531,800	1.3%	0.0
M4	60	Park Bench Seniors	618	1.1%	1,327,760	1.1%	93.7
M4	61	City Roots	0	0.0%	1,315,931	1.1%	0.0
M4	62	Hometown Retired	192	0.3%	1,384,260	1.2%	27.9
<b>Totals for SUSTAINING SENIORS</b>			823	1.4%	11,971,225	10.3%	13.8

<b>GRAND TOTALS</b>			<b>57,701</b>	<b>100.0%</b>	116,136,617	100.0%	100.0
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**Note on Grand Totals:** These are the grand totals from adding the totals for all 11 Lifestage groups.

**APPENDIX 1:**

**Federal Way Primary Trade Area**

As the rough outline map below indicates, Federal Way's primary trade area includes territory from the Port of Tacoma waterways and railroad terminals on the south, along the Dash Point peninsula and Puget Sound waterfront to the north, almost to Saltwater State park, then east to I-5 and Highway 167 to the south.

The "Lifestage" data in this report account for households throughout this area.



## **APPENDIX 2:**

### ***Definitions of Nielsen Claritas PRIZM Lifestyle Segments***

#### **01 Upper Crust: *Wealthy, Older w/o Kids***

The nation's most exclusive address, Upper Crust is the wealthiest lifestyle in America—a haven for empty-nesting couples between the ages of 45 and 64. No segment has a higher concentration of residents earning over \$100,000 a year or possessing a postgraduate degree. And none has a more opulent standard of living. Key factors: Wealthy, Age 45-64

#### **02 Blue Blood Estates: *Wealthy, Older w/ Kids***

Blue Blood Estates is a family portrait of suburban wealth, a place of million-dollar homes and manicured lawns, high-end cars and exclusive private clubs. The nation's second-wealthiest lifestyle is characterized by older married couples with children, college graduates, a significant percentage of Asian Americans, and six-figure incomes earned by business executives, managers, and professionals. Key factors: Wealthy, Age 45-64

#### **03 Movers & Shakers: *Wealthy, Middle Age w/o Kids***

Movers & Shakers is home to America's up-and-coming business class: a wealthy suburban world of dual-income couples who are highly educated, typically between the ages of 35 and 54. Given its high percentage of executives and white-collar professionals, there's a decided business bent to this segment: members of Movers & Shakers rank number one for owning a small business and having a home office. Key factors: Wealthy, Age 35-54

#### **04 Young Digerati: *Upscale, Younger Mix***

Young Digerati are tech-savvy and live in fashionable neighborhoods on the urban fringe. Affluent, highly educated, and ethnically mixed, Young Digerati communities are typically filled with trendy apartments and condos, fitness clubs and clothing boutiques, casual restaurants and all types of bars—from juice to coffee to microbrew. Upscale Age 25-44

#### **05 Country Squires: *Upscale, Middle Age w/ Kids***

The wealthiest residents in exurban America live in Country Squires, an oasis for affluent Baby Boomers who've fled the city for the charms of small-town living. In their bucolic communities noted for their recently built homes on sprawling properties, the families of executives live in six-figure comfort. Country Squires enjoy country club sports like golf, tennis, and swimming as well as skiing, boating, and biking. Upscale Age 35-54

#### **06 Winner's Circle: *Wealthy, Younger w/ Kids***

Among the wealthy suburban lifestyles, Winner's Circle is the youngest, a collection of mostly 25- to 44-year-olds with large families in new-money subdivisions. Surrounding their homes are the signs of upscale living: recreational parks, golf courses, and upscale malls. With an income nearly double the national median, Winner's Circle residents are big spenders who like to travel, ski, go out to eat, shop at clothing boutiques, and take in a show. Wealthy, Age 25-44

#### **07 Brainy Big Money: *Upscale, Older Mix***

The residents of Money & Brains seem to have it all: high incomes, advanced degrees, and sophisticated tastes to match their credentials. Many of these city dwellers are married couples with few children who live in fashionable homes on small, manicured lots. Upscale, Age 45-64

#### **08 Executive Suites: *Upper-Mid, Middle Age w/o Kids***

Executive Suites consists of upper-middle-class singles and couples typically living just beyond the nation's beltways. Filled with significant numbers of Asian Americans and college graduates—both groups are represented at more than twice the national average—this segment is a haven for white-collar professionals drawn to comfortable homes and apartments within a manageable commute to downtown jobs, restaurants, and entertainment. Upper-Mid, Age 35-54

#### **09 Big Fish, Small Pond: *Upscale, Older w/o Kids***

Older, upper classes, college-educated professionals, the members of Big Fish, Small Pond are often among the leading citizens of their small-town communities. These upscale, empty-nesting couples enjoy the trappings of success, including belonging to country clubs, maintaining large investment portfolios, and spending freely on computer technology. Upscale, Age 45-64

#### **10 Second City Elite: *Upscale, Older w/o Kids***

There's money to be found in the nation's smaller cities, and you're most likely to find it in Second City Elite. The residents of these satellite cities tend to be prosperous executives who decorate their homes with

multiple computers, large-screen TV sets, and an impressive collection of wines. With more than half holding college degrees, Second City Elite residents enjoy cultural activities—from reading books to attending theater and dance productions. Upscale, Age 45-64

**11 God's Country: Upscale, Middle Age w/o Kids**

When city dwellers and suburbanites began moving to the country in the 1970s, God's Country emerged as the most affluent of the nation's exurban lifestyles. Today, wealthier communities exist in the hinterlands, but God's Country remains a haven for upscale couples in spacious homes. Typically college-educated Baby Boomers, these Americans try to maintain a balanced lifestyle between high-power jobs and laid-back leisure. Upscale, Age 35-54

**12 Brite Lites, Li'l City: Upscale, Middle Age w/o Kids**

Not all of America's chic sophisticates live in major metros. Brite Lights, Li'l City is a group of well-off, middle-aged couples settled in the nation's satellite cities. Residents of these typical double income, no kids households have college educations, well-paying business and professional careers, and swank homes filled with the latest technology. Upscale, Age 35-54

**13 Upward Bound: Upscale, Middle Age w/ Kids** More than any other segment, Upward Bound appears to be the home of those legendary Soccer Moms and Dads. In these small satellite cities, upper-class families boast dual incomes, college degrees, and new split-levels and colonials. Residents of Upward Bound tend to be kid-obsessed, with heavy purchases of computers, action figures, dolls, board games, bicycles, and camping equipment. Upscale, Age 35-54

**14 New Empty Nests: Upper-Mid, Mature w/o Kids**

With their grown-up children recently out of the house, New Empty Nests is composed of upscale older Americans who pursue active—and activist—lifestyles. Nearly three-quarters of residents are over 65 years old, but they show no interest in a rest-home retirement. This is the top-ranked segment for all-inclusive travel packages; the favorite destination is Italy. Upper-Mid, Age 65+

**15 Pools & Patios: Upper-Mid, Older w/o Kids**

Formed during the postwar Baby Boom, Pools & Patios has evolved from a segment of young suburban families to one for older, empty-nesting couples. In these stable neighborhoods graced with backyard pools and patios—the highest proportion of homes were built in the 1960s—residents work as white-collar managers and professionals, and are now at the top of their careers. Upper-Mid Age, 45-64

**16 Bohemian Mix: Midscale, Younger Mix**

A collection of younger, mobile urbanites, Bohemian Mix represents the nation's most liberal lifestyles. Its residents are an ethnically diverse, progressive mix of young singles, couples, and families ranging from students to professionals. In their row houses and apartments, Bohemian Mixers are the early adopters who are quick to check out the latest movie, nightclub, laptop, and microbrew. Midscale, Age <55 White

**17 Beltway Boomers: Upper-Mid, Older w/ Kids**

The members of the postwar Baby Boom are all grown up. One segment of this huge cohort—college-educated, upper-middle class, and home-owning—is found in Beltway Boomers. Like many of their peers who married late, these Boomers are still raising children in comfortable suburban subdivisions, and they're pursuing kid-centered lifestyles. Upper-Mid, Age 45-64

**18 Kids & Cul-de-Sacs: Upper-Mid, Younger w/ Kids**

Upper-middle class, suburban, married couples with children— that's Kids & Cul-de-Sacs, an enviable lifestyle of large families in recently built subdivisions. With a high rate of Hispanic and Asian Americans, this segment includes for college-educated, white-collar professionals with administrative jobs and upper-middle-class incomes. Their nexus of education, affluence, and children translates into large outlays for child-centered products and services. Upper-Mid, Age 25-44

**19 Home Sweet Home: Upper-Mid, Younger w/o Kids**

Widely scattered across the nation's suburbs, the residents of Home Sweet Home tend to be upper-middle-class married couples living in mid-sized homes with few children. The adults in the segment, mostly between the ages of 25 and 54, have gone to college and hold professional and white-collar jobs. With their upper-middle-class incomes and small families, these folks have fashioned comfortable lifestyles, filling their homes with toys, TV sets, and pets. Upper-Mid, Age <55

**20 Fast-Track Families: Upscale, Middle Age w/ Kids**

With their upscale incomes, numerous children, and spacious homes, Fast-Track Families are in their prime acquisition years. These middle-aged parents have the disposable income and educated sensibility to want the best for their children. They buy the latest technology with impunity: new computers, DVD players, home theater systems, and video games. They take advantage of their rustic locales by camping, boating,

and fishing. Upscale, Age 35-54

**21 Gray Power: Midscale, Mature Mostly w/o Kids**

The steady rise of older, healthier Americans over the past decade has produced one important by-product: middle-class, home-owning suburbanites who are aging in place rather than moving to retirement communities. Gray Power reflects this trend, a segment of older, midscale singles and couples who live in quiet comfort. Midscale, Age 65+

**22 Young Influentials: Midscale, Younger w/o Kids**

Once known as the home of the nation's yuppies, Young Influentials reflects the fading glow of acquisitive yuppiedom. Today, the segment is a common address for younger, middle-class singles and couples who are more preoccupied with balancing work and leisure pursuits. Having recently left college dorms, they now live in apartment complexes surrounded by ball fields, health clubs, and casual-dining restaurants. Midscale, Age <45

**23 Greenbelt Sports: Upper-Mid, Middle Age w/o Kids**

A segment of upper-middle-class exurban couples, Greenbelt Sports is known for its active lifestyle. Most of these middle-age residents are married, college-educated, and own new homes. And few segments have higher rates for pursuing outdoor activities such as skiing, canoeing, backpacking, boating, and mountain biking. Upper-Mid, Age 35-54

**24 Up-and-Comers: Midscale, Younger w/o Kids**

Up-and-Comers is a stopover for younger, midscale singles before they marry, have families, and establish more deskbound lifestyles. Found in second-tier cities, these mobile twentysomethings include a disproportionate number of recent college graduates who are into athletic activities, the latest technology, and nightlife entertainment. Midscale, Age 25-44

**25 Country Casuals: Upscale, Middle Age w/o Kids**

There's a laid-back atmosphere in Country Casuals, a collection of middle-aged, upper-middle-class households that have started to empty-nest. Most households boast two earners who have well-paying blue- or white-collar jobs or own small businesses. Today these Baby-Boom couples have the disposable income to enjoy traveling, owning timeshares, and going out to eat. Upscale Age 35-54

**26 The Cosmopolitans: Midscale, Older Mostly w/o Kids**

Educated, midscale, and ethnically diverse, The Cosmopolitans are urbane couples in America's fast-growing cities. Concentrated in a handful of metros—such as Las Vegas, Miami, and Albuquerque—these households feature older, empty-nesting homeowners. A vibrant social scene surrounds their older homes and apartments, and residents love the nightlife and enjoy leisure-intensive lifestyles. Midscale, Age 55+

**27 Middleburg Managers: Midscale, Older w/o Kids**

Middleburg Managers arose when empty nesters settled in satellite communities that offered a lower cost of living and more relaxed pace. Today, segment residents tend to be middle-class with solid managerial jobs or comfortable retirements. In their older homes, they enjoy reading, playing musical instruments, indoor gardening, and refinishing furniture. Midscale, Age 45-64

**28 Traditional Times: Upper-Mid, Older w/o Kids**

Traditional Times is the kind of lifestyle where small-town couples nearing retirement are beginning to enjoy their first empty-nest years. Typically in their fifties and sixties, these upper-middle-class Americans pursue a kind of granola-and-grits lifestyle. On their coffee tables are magazines with titles ranging from *Country Living* and *Country Home* to *Gourmet* and *Forbes*. But they're big travelers, especially in recreational vehicles and campers. Upper-Mid, Age 55+

**29 American Dreams: Midscale, Middle Age Mix**

American Dreams is a living example of how ethnically diverse the nation has become: more than half the residents are Hispanic, Asian, or African-American. In these multilingual neighborhoods—one in ten speaks a language other than English—middle-aged immigrants and their children live in middle-class comfort. Midscale, Age 35-54

**30 Suburban Sprawl: Midscale, Middle Age w/o Kids**

Suburban Sprawl is an unusual American lifestyle: a collection of midscale, middle-aged singles and couples living in the heart of suburbia. Typically members of the Baby Boom generation, they hold decent jobs, own older homes and condos, and pursue conservative versions of the American Dream. Among their favorite activities are jogging on treadmills, playing trivia games, and renting videos. Midscale, Age 35-54

**31 Urban Achievers: Lower-Mid, Younger Mix**

Concentrated in the nation's port cities, Urban Achievers is often the first stop for up-and-coming



immigrants from Asia, South America, and Europe. These young singles, couples, and families are typically college-educated and ethnically diverse: about a third are foreign-born, and even more speak a language other than English. Lower-Mid, Age <45

**32 New Homesteaders: Upper-Mid, Younger w/ Kids**

Young, upper-middle-class families seeking to escape suburban sprawl find refuge in New Homesteaders, a collection of small rustic townships filled with new ranches and Cape Cods. With decent-paying jobs in white-collar industries, these dual-income couples have fashioned comfortable, child-centered lifestyles; their driveways are filled with campers and powerboats, their family rooms with PlayStations and Game Boys. Upper-Mid, Age 25-44

**33 Big Sky Families: Upper-Mid, Younger w/ Kids**

Scattered in placid towns across the American heartland, Big Sky Families is a segment of younger rural families who have turned high school educations and blue-collar jobs into busy, upper-middle-class lifestyles. Residents enjoy baseball, basketball, and volleyball, as well as fishing, hunting, and horseback riding. To entertain their sprawling families, they buy virtually every piece of sporting equipment on the market. Upper-Mid, Age 25-44

**34 White Picket Fences: Midscale, Younger w/ Kids**

Midpoint on the socioeconomic ladder, residents in White Picket Fences look a lot like the stereotypical American household of a generation ago: young, middle-class, and married with children. But the current version is characterized by modest homes and ethnic diversity—including a disproportionate number of Hispanics and African-Americans. Midscale, Age 25-44

**35 Boomtown Singles: Lower-Mid, Younger w/o Kids**

Affordable housing, abundant entry-level jobs, and a thriving singles scene—all have given rise to the Boomtown Singles segment in fast-growing satellite cities. Younger, single, and working-class, these residents pursue active lifestyles amid sprawling apartment complexes, bars, convenience stores, and laundromats. Lower-Mid, Age <45

**36 Blue-Chip Blues: Midscale, Younger w/ Kids**

Blue-Chip Blues is known as a comfortable lifestyle for ethnically diverse, young, sprawling families with well-paying blue-collar jobs. The segment's aging neighborhoods feature compact, modestly priced homes surrounded by commercial centers that cater to child-filled households. Midscale, Age 25-44

**37 Mayberry-ville: Upper-Mid, Middle Age w/o Kids**

Like the old Andy Griffith Show set in a quaint picturesque berg, Mayberry-ville harks back to an old-fashioned way of life. In these small towns, upper-middle-class couples like to fish and hunt during the day, and stay home and watch TV at night. With lucrative blue-collar jobs and moderately priced housing, residents use their discretionary cash to purchase boats, campers, motorcycles, and pickup trucks. Upper-Mid, Age 35-54

**38 Simple Pleasures: Lower-Mid, Mature Mostly w/o Kids**

With more than two-thirds of its residents over 65 years old, Simple Pleasures is mostly a retirement lifestyle: a neighborhood of lower-middle-class singles and couples living in modestly priced homes. Many are high school-educated seniors who held blue-collar jobs before their retirement. And a disproportionate number served in the military, so no segment has more residents who are members of veterans clubs. Lower-Mid, Age 65+

**39 Domestic Duos: Midscale, Older Mostly w/o Kids**

Domestic Duos represents a middle-class mix of mainly over-55 singles and married couples living in older suburban homes. With their high-school educations and fixed incomes, segment residents maintain an easy-going lifestyle. Residents like to socialize by going bowling, seeing a play, meeting at the local fraternal order, or going out to eat. Midscale, Age 55+

**40 Close-In Couples: Lower-Mid, Older Mostly w/o Kids**

Close-In Couples is a group of predominantly African-American couples living in older homes in the urban neighborhoods of mid-sized metros. High school educated and empty nesting, these mostly older residents typically live in older city neighborhoods, enjoying their retirements. Lower-Mid, Age 55+

**41 Sunset City Blues: Lower-Mid, Mature Mostly w/o Kids**

Scattered throughout the older neighborhoods of small cities, Sunset City Blues is a segment of lower-middle-class singles and couples who have retired or are getting close to it. These empty nesters tend to own their homes but have modest educations and incomes. They maintain a low-key lifestyle filled with newspapers and television by day, and family-style restaurants at night. Lower-Mid, Age 65+

**42 Red, White & Blues: Lower-Mid, Middle Age w/o Kids**

The residents of Red, White & Blues typically live in exurban towns rapidly morphing into bedroom suburbs. Their streets feature new fast-food restaurants, and locals have recently celebrated the arrival of chains like Wal-Mart, Radio Shack, and Payless Shoes. Middle-aged, high school educated, and lower-middle class, these folks tend to have solid, blue-collar jobs in manufacturing, milling, and construction. Lower-Mid Age, 35-54

**43 Heartlanders: Lower-Mid, Older Mostly w/o Kids**

America was once a land of small working-class towns, which can still be found today among Heartlanders. This widespread segment consists of middle-aged couples with working-class jobs living in sturdy, unpretentious homes. In these communities of small families and empty-nesting couples, Heartlanders residents pursue a rustic lifestyle where hunting and fishing remain prime leisure activities along with cooking, sewing, camping, and boating. Lower-Mid, Age 45-64

**44 New Beginnings: Downscale, Younger Mix**

Filled with young, single adults, New Beginnings is a magnet for adults in transition. Many of its residents are twentysomething singles and couples just starting out on their career paths—or starting over after recent divorces or company transfers. Ethnically diverse, New Beginnings households tend to have the modest living standards typical of transient apartment dwellers. Downscale, Age <45

**45 Blue Highways: Lower-Mid, Middle Age w/o Kids**

On maps, blue highways are often two-lane roads that wind through remote stretches of the American landscape. Among lifestyles, Blue Highways is the standout for lower-middle-class residents who live in isolated towns and farmsteads. Here, Boomer men like to hunt and fish; the women enjoy sewing and crafts, and everyone looks forward to going out to a country music concert. Lower-Mid, Age 35-54

**46 Old Glories: Downscale, Mature Mostly w/o Kids**

The residents of Old Glories are the nation's downscale suburban retirees, Americans aging in place in older apartment complexes. Households in this racially-diverse segment often contain widows and widowers living on fixed incomes who tend to lead home-centered lifestyles. They're among the nation's most ardent television fans, watching game shows, soaps, talk shows, and news magazines at high rates. Downscale, Age 65+

**47 City Startups: Low Income, Younger w/o Kids**

In City Startups, young, multi-ethnic singles have settled in neighborhoods filled with cheap apartments and a commercial base of cafés, bars, laundromats, and clubs that cater totwentysomethings. One of the youngest segments in America—with ten times as many college students as the national average — these neighborhoods feature low incomes and high diversity. Low Income, Age <45

**48 Young & Rustic: Lower-Mid, Younger w/o Kids**

Like the soap opera that inspired its nickname, Young & Rustic is composed of young, restless singles. Unlike the glitzy soap denizens, however, these folks tend to be lower income, high school-educated and live in tiny apartments in the nation's exurban towns. With their service industry jobs and modest incomes, these folks still try to fashion fast-paced lifestyles centered on sports, cars, and dating. Lower-Mid, Age <55

**49 American Classics: Downscale, Mature Mostly w/o Kids**

They may be mature, downscale, and retired, but the residents of American Classics are still living the American Dream of home ownership. Few segments rank higher in their percentage of home owners, and that fact alone reflects a more comfortable lifestyle for these predominantly white singles and couples with deep ties to their neighborhoods. Downscale, Age 65+

**50 Kid Country, USA: Lower-Mid, Younger, w/ Kids**

Widely scattered throughout the nation's heartland, Kid Country, USA is a segment dominated by large families living in small towns. These young, working-class households include homeowners, renters, and military personnel living in base housing; about 20 percent of residents own mobile homes. Lower-Mid, Age 25-44

**51 Shotguns & Pickups: Lower-Mid, Younger w/ Kids**

The segment known as Shotguns & Pickups came by its moniker honestly: it scores near the top of all lifestyles for owning hunting rifles and pickup trucks. These Americans tend to be young, lower-middle-class large families—more than half have two or more kids—living in small homes and manufactured housing. Nearly a third of residents live in mobile homes, more than anywhere else in the nation. Lower-Mid, Age 25-44

**52 Suburban Pioneers: *Downscale, Younger Mix***

Suburban Pioneers represents one of the nation's eclectic lifestyles, a mix of young singles, recent divorcees, and single parents who have moved into older, inner-ring suburbs. They live in aging homes and garden-style apartment buildings, where the jobs are blue collar and the money is tight. But what unites these residents — a diverse mix — is a working-class sensibility and an appreciation for their off-the-beaten-track neighborhoods. Downscale, Age <55

**53 Mobility Blues: *Low Income, Younger w/o Kids***

Mobility Blues is a segment of young singles in working-class neighborhoods in America's satellite cities. Ethnically diverse and young, these transient Americans tend to have modest lifestyles due to their lower-income blue-collar jobs. Surveys show they excel in going to movies, playing basketball, and shooting pool. Low Income, Age <55

**54 Multi-Culti Mosaic: *Lower-Mid, Middle Age Mix***

An immigrant gateway community, Multi-Culti Mosaic is the urban home for a mixed populace of middle-aged, ethnically diverse singles and families. With nearly a quarter of the residents foreign born, this segment is a mecca for first-generation Americans who are striving to improve their lower-middle-class status. Lower-Mid Age, 35-54

**55 Golden Ponds: *Downscale, Mature Mostly w/o Kids***

Golden Ponds is mostly a retirement lifestyle, dominated by downscale singles and couples over 65 years old. Found in small bucolic towns around the country, these high school-educated seniors live in small apartments on less than \$30,000 a year; one in five resides in a nursing home. For these elderly residents, daily life is often a succession of sedentary activities such as reading, watching TV, playing bingo, and doing craft projects. Downscale, Age 65+

**56 Crossroads Villagers: *Downscale, Middle Age w/o Kids***

With a population of middle-aged, blue-collar couples and singles, Crossroads Villagers is a classic rural lifestyle. Residents are high school-educated, with downscale incomes and modest housing; one-quarter live in mobile homes. And there's an air of self-reliance in these households as Crossroads Villagers help put food on the table through fishing, gardening, and hunting. Downscale, Age 35-54

**57 Old Milltowns: *Downscale, Mature Mostly w/o Kids***

America's once-thriving mining and manufacturing towns have aged—as have the residents in Old Milltowns communities. Today, the majority of residents are retired singles and couples, living on downscale incomes in pre-1960 homes and apartments. For leisure, they enjoy gardening, sewing, socializing at veterans clubs, or eating out at casual restaurants. Downscale, Age 65+

**58 Back Country Folks: *Low Income, Mature Mostly w/o Kids***

Strewn among remote farm communities across the nation, Back Country Folks are a long way away from economic paradise. The residents tend to be poor, over 65 years old, and living in older, modest-sized homes and manufactured housing. Typically, life in this segment is a throwback to an earlier era when farming dominated the American landscape. Low Income Age 65+

**59 Urban Elders: *Downscale, Older Mostly w/o Kids***

For Urban Elders—a segment located in the downtown neighborhoods of such metros as New York, Chicago, Las Vegas, and Miami—life is often an economic struggle. These communities tend to be downscale, with singles living in older apartment rentals. Downscale, Age 55+

**60 Park Bench Seniors: *Low Income, Older Mostly w/o Kids***

Park Bench Seniors are typically retired singles living in the racially diverse neighborhoods of the nation's satellite cities. With modest educations and incomes, these residents maintain low-key, sedentary lifestyles. Theirs is one of the top-ranked segments for TV viewing, especially daytime soaps and game shows. Low Income, Age 55+

**61 City Roots: *Downscale, Mature Mostly w/o Kids***

Found in urban neighborhoods, City Roots is a segment of downscale retirees, typically living in older homes and duplexes they've owned for years. In these ethnically diverse neighborhoods—more than a third are African-American or Hispanic—residents are often widows or widowers living on fixed incomes and maintaining low-key lifestyles. Downscale, Age 65+

**62 Hometown Retired: *Low Income, Mature Mostly w/o Kids***

With three-quarters of all residents over 65 years old, Hometown Retired is one of the oldest segments. These racially diverse seniors tend to live in aging homes—half were built before 1958—and typically get by on social security and pensions. Because most never made it beyond high school and spent their working lives at blue-collar jobs, their retirements are extremely modest.

Low Income, Age 65+

**63 Family Thrifts *Lower-Mid, Younger w/ Kids***

The small-city cousins of inner-city districts, Family Thrifts contain young, ethnically diverse parents who have lots of children and work entry-level service jobs. In these apartment-filled neighborhoods, visitors find the streets jam-packed with babies and toddlers, tricycles and basketball hoops. Lower-Mid, Age <45

**64 Bedrock America: *Low Income, Younger w/ Kids***

Bedrock America consists of young, economically challenged families in small, isolated towns located throughout the nation's heartland. With modest educations, sprawling families, and blue-collar jobs, many of these residents struggle to make ends meet. One quarter live in mobile homes. One in three haven't finished high school. Rich in scenery, Bedrock America is a haven for fishing, hunting, hiking, and camping. Low Income, Age <45

**65 Big City Blues: *Lower-Mid, Younger Mix***

Big City Blues is the multi-ethnic address for lower-middle-income, many occupying older inner-city apartments. Concentrated in a handful of major metros, these young singles and single-parent families face enormous challenges: low incomes, uncertain jobs, and modest educations. Roughly 40 percent haven't finished high school. Lower-Mid, Age <45

**66 Low-Rise Living: *Low Income, Younger Mix***

The most economically challenged urban segment, Low-Rise Living is known as a transient world for younger, ethnically diverse singles and single parents. Home values are low—about half the national average — and even then less than a quarter of residents can afford to own real estate. Typically, the commercial base of Mom-and-Pop stores is struggling and in need of a renaissance. Low Income. Age <45