



2011 TRADE AREA PSYCHOGRAPHIC PROFILE

Introduction: Psychographics are a way to measure consumers' beliefs, opinions, and buying habits. Rather than demographics, which use age, income, gender and other quantitative data, psychographics provide a way to understand more qualitative data. Psychographics can be extremely helpful to predict differences in buying patterns and stimulating ideas for communicating with the target group.

Intersection: South Lake Avenue / Del Mar Boulevard

Five Miles

Ten Miles

Fifteen Miles

2011 Estimated Households

191,793

600,952

1,332,559

URBAN UPTOWN The five segments in Urban Uptown are home to **THE NATION'S WEALTHIEST URBAN CONSUMERS**. Members of this social group tend to be midscale to upscale, college educated and ethnically diverse. Residents share an upscale urban perspective that is reflected in their marketplace housing choices. Urban Uptown consumers tend to frequent the arts, shop at exclusive retailers, drive luxury imports, travel abroad, and spend heavily on computer and wireless technology.

MIDTOWN MIX Diversity is the hallmark of Midtown Mix and consists of a mix of singles and couples, homeowners and renters, college alumni and high school graduates. The households are dominated by consumers who **PURSUE ACTIVE SOCIAL LIVES - FREQUENTING BARS, HEALTH CLUBS, AND RESTAURANTS AT HIGH RATES** - listen to progressive music, drive small imports, and acquire the latest consumer electronics.

SECOND CITY SOCIETY Among second-tier cities, this group stands at the top of the heap **CONSISTING OF THE WEALTHIEST FAMILIES WHO LIVE OUTSIDE THE NATION'S METROPOLITAN CORE**. The dominant segments in this group are married couples with college degrees, large homes, and executive jobs. Ethnically, the residents are predominately white with above-average rates of Asian-Americans. In the marketplace, they spend big on digital and wireless technology, business and cultural media, casual-dining restaurants, upscale retailers, foreign travel, and luxury cars.

CITY CENTERS The five segments in the C2 social group consist of a mix of Americans - old and young, homeowners and renters, families and singles—who have settled in the nation's satellite cities. They share: Middle-class status, some college education and a lifestyle heavy on leisure and recreation. They are big fans of home-centered activities: Internet surfing, video renting, TV viewing, and playing games and musical instruments. **THEY GO TO MOVIES, MUSEUMS, AND BOWLING ALLEYS AT HIGH RATES.**

ELITE SUBURBS The most affluent suburban social group, Elite Suburbs is a world of six-figure incomes, post-graduate degrees, single-family homes, and managerial and professional occupations. They are predominantly white with significant concentrations of well-off Asian-Americans. Befitting their lofty salaries, they are big consumers of large homes, expensive clothes, luxury cars, and foreign travel. Despite representing a small portion of the U.S. population, **THEY HOLD A LARGE SHARE OF THE NATION'S PERSONAL NET WORTH.**

THE AFFLUENTIALS The six segments in The Affluentials are one socioeconomic rung down from the Elite Suburbs. Their residents enjoy comfortable, suburban lifestyles. The median income and median home values are well above the U.S. median values, and are mostly singles who tend to have college degrees and white-collar jobs. Asian-Americans make up an important minority in these predominately white segments. **THE AFFLUENTIALS ARE BIG FANS OF HEALTH FOODS, COMPUTER EQUIPMENT, CONSUMER ELECTRONICS, AND THE FULL RANGE OF BIG-BOX RETAILERS.**

MIDDLEBURBS The five segments that comprise Middleburbs share a middle-class, suburban perspective. They include homeowners and renters as well as high school graduates and college alums. **WITH GOOD JOBS AND MONEY, THEY TEND TO HAVE PLENTY OF DISCRETIONARY INCOME TO VISIT NIGHTCLUBS AND CASUAL-DINING RESTAURANTS, SHOP AT MIDSCALE DEPARTMENT STORES, BUY DANCE AND EASY LISTENING CDS BY THE DOZEN, AND TRAVEL ACROSS THE U.S. AND CANADA.**

32%

30%

32%

14%

16%

16%

8%

4%

2%

10%

4%

2%

11%

7%

5%

9%

6%

6%

3%

2%

2%

"South Lake is rated #130 of 800 stores in sales with an average ticket purchase of \$3,000 per transaction."

Frankie Fontaine, Vice President - Macy's Store Manager