

Sublime Suburbia

Consumption Examples

Household

Barbeque equipment
Ground coffee: Starbucks
Baking chocolate
Olives
Kitchen remodels

Personal Life

Women's evening dresses
Men's swimsuits
SUVs
Motorcycles
Veterinarian visits: 3

Leisure Activities

Foreign cruise ships
Country music performances
Word games
Adult education courses
Ice hockey: attends

Media Selections

Foxnews.com
Self-help books
Speed Channel
Adult contemporary radio
Religious radio

Demographic Overview

Household incomes go farther when there is no children to clothe, house, educate, and entertain. For a glimpse of suburban lifestyles with predominately married 30-year-olds earning \$50,000s and \$60,000s and with no children to support, take a drive through Sublime Suburbia segments. You're likely to find very comfortable homes on average-size lots, because residents in these areas are able to maintain a solid average level of the American dream by working hard and investing moderately. These segments are the most average in the Married in the Suburbs category — including average rankings in married-households, college educations, and employment in jobs such as management, food preparation, personal care, sales, office administration, and the repair industry. These segments are also earning a slightly above-average level of investment income, which speaks to their comfortable lifestyle. They show a slightly above-average level of retirement income, which indicates a patchwork of 65-plus residents among the 30-somethings.

Median Age
30s

Family Status
Married

Household Income
\$50k - \$70k

Urbanization
Suburban

Education
High School

Occupation
White Collar

Preference Overview

Sublime Suburbia segments prove that being fairly average in America doesn't mean the residents are easy to pigeonhole. The residents in these neighborhoods demographically rank as the most average in the Married in the Suburbs category. Yet their lifestyles speak to a wide range of interests. For example they are equally likely to purchase an SUV as a motorcycle. Similarly, they are just as likely to go bird watching as they are NASCAR watching. They are also home-conscious, yet frequent travelers on both foreign and domestic journeys. Pride in their homes includes frequent remodeling projects, including everything from faucets, to carpeting, to exterior painting. Their cupboards are well stocked with favorites, such as ground coffee, baking chocolate, and olives. Their highest-ranking item is grocery shopping at Fred Meyer at two-times-the-national-average. They also enjoy frequent meals out at family and fast food restaurants. Preferred leisure activities include country music performances, power boating, and attending ice hockey and football games. They spend generously on computer equipment, and often track their many investments online. Their media selections range widely from Foxnews.com, to the Speed Channel and Bravo, to self-help books and mysteries, to all-news and religious radio.