

CONSUMER PROFILES

Country Squires

A small but influential segment in Columbia, they're located in the 65203 zip code—either in Columbia's exurbs in the far south of Columbia or in the Grasslands neighborhood of Old Southwest. They're affluent and often live in recently built homes on sprawling properties. They enjoy country club sports like golf, tennis and swimming as well as skiing, boating and biking. They range in age from 35 to 64 and may have graduate degrees. Median household income is \$100,000+. They're more likely to have broadband Internet access, read USA Today and drive a GMC Denali. They also like to tackle home or garden improvement projects. Favorite activities: University Concert Series and dinner at CC's City Broiler.

Metropolitans

These are the tech-savvy singles and couples living on the urban fringe. They are affluent, highly educated and diverse. The Digerati like fitness clubs, clothing boutiques, causal restaurants and all types of bars—juice, coffee or microbrew. You'll find them close to the action on the edges of downtown, often in Old Southwest, but they want a downtown condo. Zip codes are 65201 and 65203. They range in age from 25 to 44 and may have graduate degrees. Median household income is \$80,000. They're more likely to have cell phones, DVD players, read the Wall Street Journal, listen to National Public Radio and drive a Saab. They are civic-minded and will volunteer for an important cause. Favorite activities: Jazz Series Pub Crawl and a gallery showing at Orr Street Studios.

Second City Elite

These residents, located primarily in the suburbs of south Columbia, are prosperous white collar workers whose \$200,000+ homes are filled with multiple computers, large screen TVs and wine collections. Both couples work in high powered jobs. With more than half holding college degrees, they enjoy cultural activities—from reading books to attending the theater to dance productions. They are 45+ with a median income of \$72,000. Their zip code is 65203. They're more likely to own home exercise equipment, travel domestically by plane, read Travel & Leisure, watch Wall Street Week and drive a Ford Thunderbird or Infiniti. Favorite activities: Gallery Crawl and dinner at Sycamore.

Kids & Cul-de-Sacs

These upscale, suburban, married couples with children are most likely found in south Columbia's newer housing developments, primarily the 65203 zip code. They are college educated professionals with upscale incomes, small families and comfortable lifestyles. They range in age from 25 to 54 and have a mix of high school and college education. With mainly white collar jobs, median household income is \$70,000. They buy children's video games, go to Chuck E. Cheese, read Parenting Magazine, watch Nickelodeon and drive a Honda Odyssey. Favorite activities: Outdoor movie at Flat Branch Park and dinner at Shakespeare's Pizza.

Bohemian Mix

These young and mobile urbanites are a progressive mix of young singles and couples, students and professionals. They prefer eclectic older homes or downtown apartments. They are also early adapters, quick to check out the latest movie, nightclub, laptop or microbrew. East Campus, The Village and NoBo (Old Southwest north of Broadway) are where you'll likely find them—diverse neighborhoods within walking distance of downtown. They're 65201 with a bit of 65203 mixed in. They are younger than 35, single and often renters. Median household income is \$51,000. They shop at Banana Republic, jog, read Vanity Fair, and drive a Jeep or a Subaru. However, you're more likely to find them on foot or on a bike. Favorite activities: Movie at Ragtag and coffee at the Artisan.

Greenbelt Sports

These middle class exurban couples are found north of Broadway as well as north of I-70. They are primarily couples who are college-educated homeowners. About one third have children. They enjoy outdoor activities such as float trips, hiking, and boating. With a median household income of \$56,000, they are a mix of white and blue collar workers with a mix of high school and college education. Ages range from 25 to 54. They are located in the more rural areas in the 65201 and 65202 zip codes. They are more likely to purchase an ATV, buy self-help books, read Self and drive a Ford F-Super Duty or Dodge Ram pickup. Favorite activities: Biking on the MKT and an MU Football Game.

New Homesteaders

These are young, middle class families who own their own homes. They are dual-income couples who have created a comfortable life for themselves and their children. With many of their leisure activities focused on the kids, their driveways filled with campers and powerboats and their family rooms with PlayStations and Game Boys. They range in age from 25 to 44. With a median household income of \$54,000, they have a mix of white collar, blue collar and service jobs. They are located mainly in north Columbia with zip codes of 65201 and 65202. They buy toys by mail and phone, play volleyball, read Woman's World, watch Wonderful World of Disney and drive a Pontiac Montana minivan. Favorite activities: Twilight Festival and ice cream at Cold Stone Creamery.

Young Influentials

These young professionals have recently graduated and are beginning their careers. Their main concern is balancing work and leisure. They are likely renters living in newly developed apartment complexes and look for ball fields, health clubs and casual-dining restaurants. Zip codes are 65201 and 65203. They are younger than 35, have white collar jobs and a median household income of around \$47,000. They are more likely to buy high-end computers, read Rolling Stone, watch That 70s Show and Friends in syndication, and drive a Mazda Protege. Favorite activities: Dinner at Addison's and dancing at the 9th Street Summerfest.

City Startups

These young singles settle in neighborhoods with affordable apartments and a commercial base of cafes, bars, laundromats and clubs that cater to twentysomethings. They are mainly college students who have part time jobs in the service or professional sector. With median household incomes of \$23,000 they are renters located in the 65203 and 65201 zip codes. Laptops and cell phones are a necessity and they use the internet for news, job searches, music and keeping in touch. Convenience dictates their food purchases. They are more likely to order pizza from Papa John's, go to nightclubs, read Rolling Stone, watch Mad TV and drive a Kia Spectra. Favorite activities: Barhopping followed by live music at the Blue Note.