

Marketing Segmentation Report

Area: Mount Pleasant, South Carolina

Zip Code: 29464

Segmentation Profiles:

24.1% Emerald City

18.7% In Style

18.1% Exurbanites



Note: The segmentation profiles are a set of descriptions to provide an overview of the whole US. Each area in the US has different segmentations and percentages but they categorized into names like “Silver and Gold”, “Exurbanites”, “Set to Impress”. There are 68 different segmentation descriptions throughout the US, but each area will have only three per zip code.

Zip Code Statistics Overview



Segmentation Profiles and Descriptions

24.1% Emerald City

- **Total number of households in US: 1,748,600**
- **Average Household size: 2.06**
- **Median Age: 37.4**
- **Median Household Income: \$59,200**

WHO WE ARE: Emerald City's denizens live in lower-density neighborhoods of urban areas throughout the country. Young and mobile, they are more likely to rent. Well educated and well employed, half have a college degree and a professional occupation. Incomes close to the US median come primarily from wages, investments, and self-employment. This group is highly connected, using the Internet for entertainment and making environmentally friendly purchases. Long hours on the Internet are balanced with time at the gym. Many embrace the "foodie" culture and enjoy cooking adventurous meals using local and organic foods. Music and art are major sources of enjoyment. They travel frequently, both abroad and domestically.

OUR NEIGHBORHOOD:

- There are mostly older, established neighborhoods with homes built before 1960; around 30% built before 1940.
- Just over half of all homes are renter occupied.
- Single-person and nonfamily types make up over half of all households.
- Median home value and average rent are slightly above the US levels; around half of owned homes are worth \$150,000–\$300,000.

SOCIOECONOMIC TRAITS:

- Well educated, these consumers research products carefully before making purchases.
- They buy natural, green, and environmentally friendly products.
- Very conscious of nutrition, they regularly buy and eat organic foods.
- Cell phones and text messaging are a huge part of everyday life.
- They place importance on learning new things to keep life fresh and variable.
- They are interested in the fine arts and especially enjoy listening to music.

MARKET PROFILE (Consumer preferences are estimated from data by GfK MRI)

- Liberal segment that contributes to NPR and PBS.
- Shop at Trader Joe's and Whole Foods.
- Budget time—utilize home cleaning services so there's time for yoga.
- Use the web for professional networking, blogging, making travel plans, shopping, and sports news.
- Read magazines and books on a tablet, sometimes while exercising at home.
- Attend venues like art galleries, museums, and concerts. At home they like to cook and bake.

18.7% In Style

- **Total number of households in US: 2,764,500**
- **Average Household size: 2.35**
- **Median Age: 42.0**
- **Median Household Income: \$73,000**

WHO WE ARE: In Style denizens embrace an urbane lifestyle that includes support of the arts, travel, and extensive reading. They are connected and make full use of the advantages of mobile devices. Professional couples or single households without children, they have the time to focus on their homes and their interests. The population is slightly older and already planning for their retirement.

OUR NEIGHBORHOOD:

- City dwellers of large metropolitan areas.
- Married couples, primarily with no children or single households; average household size at 2.35.
- Home ownership average at 68%; nearly half, 47%, mortgaged.
- Primarily single-family homes, in older neighborhoods (built before 1980), with a mix of town homes and smaller (5 –19 units) apartment buildings.
- Median home value at \$243,900.
- Vacant housing units at 8.6%.

SOCIOECONOMIC TRAITS:

- College educated: 48% are graduates; 77% with some college education.
- Low unemployment is at 3.6%; higher labor force participation rate is at 67% with proportionately more 2-worker households.
- Median household income of \$73,000 reveals an affluent market with income supplemented by investments and a substantial net worth.
- Connected and knowledgeable, they carry smartphones and use many of the features.
- Attentive to price, they use coupons, especially mobile coupons.

MARKET PROFILE (Consumer preferences are estimated from data by GfK MRI)

- Partial to late model SUVs: compact SUVs are gaining popularity.
- Homes integral part of their style; invest in home remodeling/maintenance, DIY or contractors; housekeeping hired.
- Prefer organic foods, including growing their own vegetables.
- Financially active, own a variety of investments often managed by a financial planner.
- Meticulous planners, both well insured and well invested in retirement savings.
- Generous with support of various charities and causes.
- Actively support the arts, theater, concerts, and museums.

18.1% Exurbanites

- **Total number of households in US: 2,398,200**
- **Average Household size: 2.50**
- **Median Age: 51.0**
- **Median Household Income: \$103,400**

WHO WE ARE: Ten years later, Exurbanites residents are now approaching retirement but showing few signs of slowing down. They are active in their communities, generous in their donations, and seasoned travelers. They take advantage of their proximity to large metropolitan centers to support the arts, but prefer a more expansive home style in less crowded neighborhoods. They have cultivated a lifestyle that is both affluent and urbane.

OUR NEIGHBORHOOD: Established neighborhoods (most built between 1970 and 1990) found in the suburban periphery of large metropolitan markets.

- A larger market of empty nesters, married couples with no children; average household size is 2.50.
- Primarily single-family homes with a high median value of \$423,400, most still carrying mortgages.
- Higher vacancy rate at 9%.

SOCIOECONOMIC TRAITS: Residents are college educated; more than half have a bachelor's degree or higher; nearly 81% have some college education.

- This labor force is beginning to retire. 1 in 3 households currently receive Social Security or retirement income. Labor force participation has declined to less than 60%.
- Unemployment remains low at 3.3%; more of the residents prefer self-employment or working from home.
- Consumers are more interested in quality than cost. They take pride in their homes and foster a sense of personal style.
- Exurbanites residents are well connected, using the Internet for everything from shopping to managing their finances.
- Sociable and hardworking, they still find time to stay physically fit.

MARKET PROFILE (Consumer preferences are estimated from data by GfK MRI)

- Exurbanites residents' preferred vehicles are late model luxury cars or SUVs.
- They are active supporters of the arts and public television/radio.
- Attentive to ingredients, they prefer natural or organic products.
- Gardening and home improvement are priorities, but they also use a number of services, from home care and maintenance to personal care.
- Financially active with wide-ranging investments, these investors rely on financial planners, extensive reading, and the Internet to handle their money