UNDERSTANDING CAÑADA'S LIFESTYLE
AND PSYCHOGRAPHIC RESEARCH

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To understand more deeply the potential target audiences within Cañada College's catchment area and to supplement basic demographic data, Voorhees Group LLC purchased proprietary lifestyle research from ESRI. This research is often called lifestyle, or psychographic research. It permits the College to match the dominant lifestyles in 2-, 5-, and 10-mile radii with the present and future programs and services.

The structure of the categories that drive this research is explained below. Following the structure, those categories that appear most frequently in the college's catchment area are highlighted and more specific detail is provided in subsequent pages. Implications for the College also are offered.

Community Tapestry

ESRI's segmentation system, Community Tapestry, provides a robust, powerful portrait of the 65 U.S. consumer markets. To provide a broader view of these 65 segments, ESRI combined them into 12 LifeMode groups based on lifestyle and lifestage composition. For instance, Group L1, High Society, consists of the seven most affluent segments whereas Group L5, Senior Styles, includes the nine segments with a high presence of seniors.

Cañada's Community Tapestry Profile	
L1 High Society (28.5%)	L7 High Hopes (0.0%)
L2 Upscale Avenues (26.6%)	L8 Global Roots (10.7%)
L3 Metropolis (0.2%)	L9 Family Portrait (3.6%)
L4 Solo Acts (26.5%)	L10 Traditional Living (0.0%)
L5 Senior Styles (0.7%)	L11 Factories and Farms (0.0%)
L6 Scholars and Patriots (2.2%)	L12 American Quilt (0.7%)

Urbanization Groups

Community Tapestry's 65 segments are also organized into 11 Urbanization groups to highlight another dimension of these markets. These 11 groups are based on geographic and physical features such as population density, size of city, location in or outside a metropolitan

area, and whether or not it is part of the economic and social center of a metropolitan area. For example, U1, Principal Urban Centers I, includes eight segments that are mainly in densely settled cities within a major metropolitan area. The "I" or "II" appearing after each group name designates the relative affluence within the group, with "I" being more affluent than "II."

Cañada's Urbanization Profile	
U1 Principal Urban Centers I (36.7%)	U7 Suburban Periphery I (0.6%)
U2 Principal Urban Centers II (4.5%)	U8 Suburban Periphery II (0.0%)
U3 Metro Cities I (51.7%)	U9 Small Towns (0.7%)
U4 Metro Cities II (3.6%)	U10 Rural I (0.0%)
U5 Urban Outskirts I (0.0%)	U11 Rural II (0.0%)
U6 Urban Outskirts II (0.6%)	

DESCRIPTION OF CAÑADA'S COMMUNITY TAPESTRIES

These descriptions were taken directly from the ESRI Community Tapestry Handbook.[1]

High Society (28.5%)

The markets in High Society are affluent and well educated. They represent slightly more than 12 percent of all U.S. households but generate nearly one-quarter of the total U.S. income. Employment in high-paying positions, such as professional or managerial occupations, is common. As a result, the median household income for this group, $97,400, is almost twice that of the national median. Most households are married-couple families residing in affluent neighborhoods where the median home value approaches$346,400. Although this is one of the least ethnically diverse groups in the United States, it is one of the fastest growing, increasing by 2 percent annually. Residents of High Society are affluent and active—financially, civically, and physically. They participate in a wide variety of public activities and sports and travel extensively. They are well connected but not"couched." Try the Internet or radio instead of television to reach these markets.

According to ESRI, the largest market segments within the High Society category in a 10-mile radius of Cañada include two very similar segments, *Top Rung* and *Connoisseurs*. Median home value has topped $1,000,000 for *Top Rung* neighborhoods, the most affluent segment of the Community Tapestry. *Connoisseurs* are slightly less wealthy and their homes

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[1] Retrieved October 14, 2006 at http://www.esri.com/data/resources/literature.html

worth slightly less, but they share many of the lifestyle characteristics of the *Top Rung* segment. The median household income of $179,000 is more than three and one half times the U.S. median. The population is highly educated: more than 70 percent of residents aged 25 years and older hold a bachelor's or graduate degree. These segments are avid readers of newspapers (usually two or more daily), magazines (especially airline, epicurean, business, finance, and fashion), and books (particularly history and biographies). They listen to classical music and jazz as well as all-news, public, sports, all-talk, and news/talk radio. Residents enjoy going to the theater, attending dance performances, visiting museums, watching foreign films on DVD, and playing backgammon. The median age for *Top Rung* residents is 42.3 years and 45.4 for *Connoisseurs*.

Implications for Cañada College. The High Society category is not a *traditional* community college audience, especially since their formal education is a baccalaureate degree or higher. While they may not be attracted to Cañada for a degree, they may be very interested in cultural programming, book discussion groups, and travel-related classes including language instruction. They also are very exercise-oriented and technologically-savvy. These attributes suggest that learning experiences in this vein that are less than a traditional 17-week semester may appeal to this demographic including learning that can be delivered to their desktops, cell phones, and iPods.

Upscale Avenues (26.6%)

Prosperity is the overriding attribute shared by the market segments in Upscale Avenues. Success has been earned from years of hard work. Similar to the High Society segments, many in this group are also well educated with above-average earnings. However, the choice of housing among the segments in Upscale Avenues reveals their distinct preferences. Urban markets such as Urban Chic and Pacific Heights favor townhouses and high-rises, Pleasant-Ville residents prefer single-family homes in suburban neighborhoods, and Green Acres residents opt for open spaces. Some have not settled on a home yet, such as the renters among Enterprising Professionals; others, such as Cozy and Comfortable residents, have been settled for years. The median household income for the group is more than $66,700, and their median net worth exceeds $175,500. Prosperous domesticity also characterizes the lifestyle in Upscale Avenues. They invest in their homes, from landscaping and home remodeling among the homeowners to new furnishings among the renters. Their leisure activities include sports such as golf and bicycling and, of course, domestic vacations. Although they are partial to new cars, they also save and invest their earnings.

According to ESRI, within the Upscale Avenues category the largest market segments in a 10-mile radius of Cañada is the *Urban Chic* segment, a segment that contains upwardly mobile professional couples with a median age of 41.4. They prefer townhouses rather than single-family homes. They spend their money on lifestyle more than ambience by traveling extensively, visiting museums, attending dance performances, shopping at upscale establishments, and doing volunteer work. About half of these households have children. They are avid readers of newspapers and books. TV viewing is not as prevalent in this

market, but they have their favorite cable stations including Bravo and the Independent Film Channel.

Implications for Cañada College. This market segment is perhaps nearer to a *traditional* community college audience than those in the High Society category simply because they are not as wealthy and may be more likely to have children. However, they are also very busy working and commuting to work, suggesting little free time is available for evening classes, especially if those classes are in inconvenient locations. This market segment may also be a prime target for technologically-delivered learning experiences that match their lifestyle interests.

Solo Acts (26.5%)

The Solo Acts summary group features singles who prefer city life. Many are young, startup households located in America's more densely populated neighborhoods; some are well established singles who have eschewed home ownership and child-rearing responsibilities. Second only to High Society, this group tends to be well-educated, working professionals who are either attending college or already hold a degree. Their incomes reflect their employment experience, ranging from a low median of $40,400 among the newest households to approximately $91,000 among established singles. Contrary to modern migration patterns that flow away from the largest cities, Solo Acts' residents are moving into major cities such as New York City; Chicago; Washington, D.C.; Boston; Los Angeles; and San Francisco. With considerable discretionary income and few commitments, their lifestyle is urban, including the best of city life—dining out, attending plays, and visiting museums—and, for a break from constant connectivity, extensive travel domestically and abroad.

According to ESRI, within the Solo Acts category the largest market segments in a 10-mile radius of Cañada include *lattes and laptops* and *trendsetters*. The former group is most often single and highly educated: 37 percent of the residents aged 25 years and older hold a bachelor's degree, and 32 percent have a graduate degree. The percentage enrolled in college or graduate school is twice that of the national level. Two-thirds of employed residents work in professional or management positions, especially in the scientific, technical, finance, insurance, educational services, health care, and information industry sectors. *Trendsetters* have a similar profile. They are educated professionals who have substantive jobs with slightly less household income than the *lattes and laptops* segment. Trendsetters residents are spenders; they purchase items in stores, online, and by phone. They own the latest and greatest laptop computers, cell phones, and MP3 players. They are frequently on the Internet, researching real estate or investment information or making purchases, especially airline tickets. Health-conscious trendsetters residents take vitamins and exercise regularly. They play tennis, volleyball, baseball, and golf and ice skate, snorkel, and practice yoga. Leisure activities include traveling, going to theme parks and the movies, attending rock concerts, watching science fiction or foreign movies on video or DVD, and reading biographies.

Implications for Cañada College. The Solo Acts category lives high and well. They have disposable income although the cost of housing, either ownership or rent, impacts the dollars

they might spend for education. Since they already are well-educated most individuals in this group probably are not interested in earning a traditional 2-year college degree or even attending classes for a traditional semester. They may, however, be interested in short-term classes and learning experiences, especially those that deal with leisure pursuits, travel and health-related topics, including social sports and yoga. Hedonism comes to mind when describing the High Society category. The College may also wish to look learning experiences that appeal to this category delivered via technology to desktops, cell phones, and MP3 players.

Global Roots (10.7%)

The common thread among the markets in Global Roots is ethnic diversity. Las Casas and NeWest Residents represent a strong Hispanic influence in addition to a broad mix of cultural and racial diversity found in Urban Melting Pot and International Marketplace. Typical of new households, Global Roots' households are young with modest incomes and tend to rent in multiunit dwellings. The youth of this group reflects recent immigration trends; half of all households have immigrated to the United States within the past 10 years. The households range from married couples, typically with children, to single parents to individuals who live alone. Because households with children dominate this marketplace, it is not surprising that spending for baby goods, children's apparel, and toys is higher here. Residents of Global Roots are less likely to have home PCs but just as likely to use cell phones. They maintain ties with friends and relatives in their countries of origin with foreign travel.

According to ESRI in the Global Roots category the largest segment in a 10-mile radius of the College is the *International Marketplace* segment. In this segment, home ownership is only 34 percent and the profile is young, with a median age of only 30.4 years. A typical family rents an apartment in an older, multiunit structure. This market has a high proportion of immigrants, many of whom are recent arrivals; one of five households speak a language other than English. Employment is most often in industries such as manufacturing, retail trade, health care, and other services. Median household income is $42,600. College and graduate school enrollment is a bit above the U.S. average, but educational attainment levels are below U.S. levels.

Implications for Cañada College. This segment represents perhaps a more traditional community college market given their relatively lower income levels coupled with younger median age. English as a Second Language instruction is needed in this segment as well as traditional courses and degree programs. This segment is also more likely to have children and require childcare options to attend college.

Family Portrait (3.6%)

Family Portrait is LifeMode's fastest-growing population. The growth is driven primarily by the rapid increase in the Up and Coming Families segment. Youth, family life, and the presence of children are the common characteristics across the five markets in Family Portrait. The group is also ethnically diverse: nearly 30 percent of the residents are of Hispanic descent.

The neighborhoods are predominantly composed of homeowners who live in single-family homes. The majority of households include married couples with children who contribute to the group's large household size averaging more than 3.11 persons per household. Their lifestyle reflects their youth and family orientation—buying infant and children's apparel and toys. Visits to theme parks and zoos are popular. Their vehicle of choice is typically a minivan or a full-size SUV.

DESCRIPTION OF CAÑADA'S URBANIZATION PROFILES

Principal Urban Centers I (36.7%)

Principal Urban Centers I represents the most affluent populations of the country's largest metropolitan areas, those with populations of 2.5 million or more. Residents of the big cities share a lifestyle that favors apartments to single-family homes, public transportation to cars, and cats to dogs. High population density personifies big-city life with its attendant inconveniences such as high rents and higher mortgage payments and opportunities such as high-paying jobs. Households are younger and as likely to be singles as married couples. Professional employment is typical but so is diversity. The Principal Urban Centers I summary group is home to urbanites who embrace the amenities of city living from the Starbucks on the corner to museums, dancing, and dining out. They own the latest in electronics and use the Internet for everything. If they use the Yellow Pages at all, it is to find a taxi or a locksmith. Because going out is more popular than staying in, home improvements or furnishings are not popular here.

Principal Urban Centers II (4.5%)

Principal Urban Centers II represents the aspiring populations of the country's largest cities. This is the youngest (median age of 28.3 years) and most diverse population among the Urbanization groups including many recent arrivals in large "gateway" cities such as New York City, Los Angeles, and Chicago. Although the population density is second only to Principal Urban Centers I, it is still significantly lower. The search for affordable housing has moved these residents away from high-rises and into row houses, duplexes, and relatively lower-density buildings. Their lifestyle is characterized not only by their locale but also by their youth and nascent socioeconomic status. Their median household income is $25,800. They are more likely to use public transportation and less likely to own their homes. Families are also more common in Principal Urban Centers II. Residents are more likely to buy baby goods and groceries than electronic gadgets or to visit a theme park than a museum.

Metro Cities I (51.7%)

Upscale homeowners living in densely populated cities characterize the eight segments in Metro Cities I. Their distinction lies in the single-family homes in metropolitan cities. They embrace city living with the benefits of suburban single-family homes. Metro Cities I and Suburban Periphery I residents have the highest income among the Urbanization groups, but Metro Cities I residents are second to none in wealth. Both their median net worth and median

home value are twice that of the national level. Most householders are older than 35 years. Nearly 60 percent of the households are married couples, both with and without children. These well-educated residents are avid readers, particularly of novels. They are very active in financial investments, health conscious, and enjoy traveling—both domestically and abroad. They are also world-class shoppers, from home furnishings to women's shoes.

Metro Cities II (3.6%)

Metro Cities II segments are found in larger cities and in densely populated neighborhoods, ranking third in population density behind Principal Urban Centers I and II. The eight markets in Metro Cities II are neighborhoods in transition including young, starter households; retirees; single-person households; and families. Most householders rent in multiunit buildings. The young population remains mobile. Many are enrolled in college; most are still trying different jobs. The median household income of this group is $38,800 (below the national median). But household wealth varies from less than $15,000 (Dorms to Diplomas) to $172,000 (Retirement Communities), reflecting the wide range of age and lifestage in Metro Cities II. Consumers in this group share a neighborhood with an emphasis on economy and convenience. Their preferences include compact or subcompact cars, fast food, and convenience stores. With the high concentration of renters, tenant insurance is common while home improvement projects are not.

Urban Outskirts (2.1%)

The segments in Urban Outskirts I reside in higher-density suburban neighborhoods spread across metropolitan areas. Many of these neighborhoods are part of the main hub of social, cultural, and economic activity within the metro area. The proximity of higher-density suburban areas to places of employment and entertainment venues combines the convenience of access with the advantage of affordable suburban living. The median household income of Urban Outskirts I residents is $50,600, on par with the national median, although the population is slightly younger with a median age of 33.8 (compared to the national median of 36.3 years). As in established suburban communities, the housing stock is dominated by single-family dwellings but includes rental apartments to accommodate younger households with growing incomes. "Do-it-yourself" (DIY) projects are popular here, with owners tackling home improvement basics such as patios, fencing, flooring, and lawn care. Residents enjoy an active life that includes a variety of sports from bowling to roller-blading. Televisions are ubiquitous, with as many as four television sets in many homes, but residents are as likely to read a newspaper or listen to the radio.