

SWAP HOMETOWNS | MEET MUPPETS | START A WINERY

Spirit

SOUTHWEST AIRLINES

SEPTEMBER 2007



**Classic
Baseball**
Putting the
past into
America's
pastime

My Kind of Town

Feel out of place where you live? Maybe you need a new place. Here's how to find your perfect spot. BY SARAH MAX



In this era of information-at-your-fingertips, homebuyers can learn just about everything they need to know about a city and neighborhood—from house values to school ratings—without actually going anywhere. These cold, harsh statistics tell

you a lot about a place, but they won't clue you in to what you may really want to know: What are the neighbors like?

Enter Claritas, a San Diego-based firm that has studied household behaviors for more than 30 years. Using a combination of Census data and information generated by everything from car warranties to grocery store reward cards, the company has characterized 66 distinct types of U.S. households. These segments include such basic demographics as age and household income, but also capture everything from where people buy their clothes to which magazines they read. "Country Squires," for example, drive Lexus SUVs, read *Architectural Digest*, and buy furniture from Ethan Allen. Members of the "Shotguns and Pickups" segment, meanwhile, drive Dodge Rams, watch auto races, and drink Bud Light.

Naturally, buying patterns and media preferences don't reflect exactly what sort of person you are. But this combination of factors is not far off the mark. "Nine out of 10 people will say, 'That doesn't sound like me, but that's exactly what my neighbors are like,'" says Sandra Hamorsky of Claritas. Though advertisers use this data the most, it's a great way to get an inside look at a potential neighborhood. "There is usually a reason why people live where they live," Hamorsky adds.

Since there's more to choosing a hometown than sharing common interests with your neighbors, we asked Best Places guru Bert Sperling to help us identify top-notch cities across America. The Portland-based consultant has been tracking cities for more than 20 years. For our search, Sperling first looked at cities that are growing

steadily, but not so much as to make a place unlivable. "It should be a place people are moving to, not from," he notes. Next, Sperling ranked cities by such factors as a strong job markets, relatively affordable housing, access to good healthcare, and amenities like museums, parks, and performing arts.

After Sperling handed us his top picks, we asked Claritas to identify ZIPs from his list of vetted cities that draw different demographics of the population. We focused on four segments: one each for singles, couples, parents, and retirees. We followed where the data led, and the following spots made the final cut.

Of course, we wouldn't recommend putting too much stock in these snapshots, or any data for that matter. Rather, consider the Claritas segments another tool to help you house hunt or a fun way to learn about your neighbors.

Skeptical? Curious? Go to Claritas' website, mybestsegments.com. Type in your own ZIP code to find out the most common segments in your own backyard. And for now, check out these four snapshots. Is a move in your future?

The Single Life



On His Own
Logan Barber enjoys the carefree vibe of the Five Points area.

Raleigh, North Carolina 27608

MOST LIKELY TO LIVE NEXT DOOR “Up-and-comers,” mobile 20-somethings who favor smaller cities where the rent won’t break the bank and the workweek won’t encroach on playtime. They ride mountain bikes and read *Maxim* by day and drink Bud Light by night.

“Up-and-comers,” singles looking to make the most of their 20s, love Raleigh. Located within the brainy boundaries of a university nexus called the “Research Triangle,” the mid-sized city draws a young and educated population. To that end, the area has attracted such A-list employers as IBM, GlaxoSmithKline, and Credit Suisse First Boston.

But don’t let all those advanced degrees and dream résumés fool you into thinking Raleigh’s young residents get too caught up in their 16-hour workdays to enjoy the singles scene. After graduation, many migrate to the eclec-

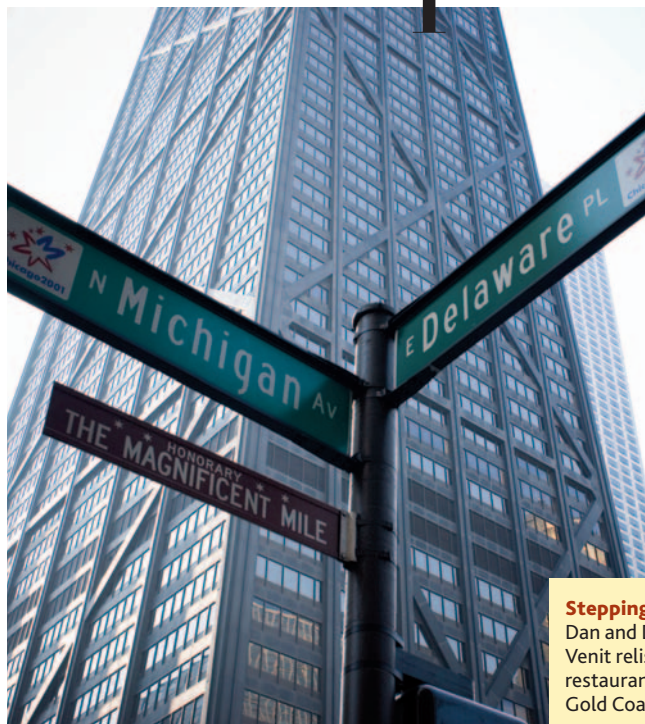
tic neighborhoods near downtown. One such destination is Five Points, a neighborhood with oak-lined streets and a large stock of funky old houses with monthly rents hovering around \$1,000 (house prices start at \$200,000). “Everything is within walking distance,” says Logan Barber, 26, a North Carolina State creative writing major who coaches club volleyball, freelance writes, and occasionally works at a record store.

Five Points has its share of couples and families, says Barber, but many of his neighbors do fit the “Up-and-comers” profile of recent college grads hop-

ing to jump-start their careers while still enjoying their free time. The segment’s median household income runs about \$48,000, and on a typical Saturday Barber and his roommates spend some of their take-home pay out on the town. They might breakfast at Third Place coffee house, catch an independent film at the Rialto Theatre, order in from Lily’s Pizza Parlor, and meet up for drinks later. For the record, he doesn’t like Bud Light or subscribe to *Maxim*. Well, he does flip through the magazine occasionally. “But my roommate is the one who subscribes.”

Alternative Cities **OVERLAND PARK, KANSAS 66204** / This Kansas City satellite city is home to several major corporations, including Sprint–Nextel and Embarq Communications. Add a plethora of parks and a handful of colleges, and you have a hot spot for the up-and-coming crowd. **BOISE, IDAHO 83705** / With top-notch skiing, mountain biking, kayaking, and other adventure sports, Idaho’s capital city attracts young professionals who moonlight as adrenaline junkies. **TACOMA, WASHINGTON 98403** / After getting priced out of Seattle, young hipsters began flocking to nearby Tacoma. Now the city isn’t just an alternative; it’s a destination.

Cosmopolitan Couples



Stepping Out
Dan and Dawn Venit relish the restaurants on the Gold Coast.

Chicago, Illinois 60611

MOST LIKELY TO LIVE NEXT DOOR “Young Digerati,” dual-income couples who live in chic condos in the most fashionable urban areas. Once known as the “Young Literati,” they still read a lot, but prefer to get their news online—or, better yet, from a BlackBerry.

When it comes to glitz, Chicago often trails New York and Los Angeles. But this Midwest metropolis offers everything members of the “Young Digerati” could ever want: superb restaurants, world-class shops, and an international airport that makes jet-setting a cinch. “Chicago is one of the best-kept secrets,” says Best Places’ Sperling.

From their vintage brownstones and midrise condos, residents of the Gold Coast neighborhood enjoy Chicago’s outdoor charm and urban attractions. Lake Michigan lies but a couple blocks away, making it easy to escape to the

beach or get some exercise outside of the gym. Meanwhile, Michigan Avenue’s Magnificent Mile of luxury shopping and fine dining is just steps from their doorman buildings.

“This has long been one of the most sought-after neighborhoods in Chicago,” says Coldwell Banker agent Jill Buckley. It’s still possible to find two-bedroom condos starting in the \$300,000 range—something you can’t say about prime real estate in Manhattan or L.A.—but many condos here now sell for more than \$1,000 a square foot. No matter. The Young Digerati will pay

top dollar to live in the thick of things. An average household income of more than \$80,000 helps.

Dan and Dawn Venit have called their Gold Coast midrise home for a decade. Yet the novelty of living where they do has yet to wear off.

“We try a new restaurant every Friday,” says Dawn, 36. “We walk along Michigan Avenue every week.” They go to the symphony once a month, bike along the scenic lakeshore, see the Cubs whenever they can, and meet up with friends at Melvin B’s. “I’ll never leave this neighborhood.”

Alternative Cities **NEW YORK CITY 10021** / New York’s Upper East Side is home to some of the most expensive real estate in the city and some of the best art, restaurants, and shopping in the world. When novelist Tom Wolfe chose a neighborhood for Sherman McCoy, the super-rich protagonist of *The Bonfire of the Vanities* (Farrar, Straus, and Giroux), this was the one. **DENVER 80209** / This historic part of town is within walking distance of the shops and restaurants on Old South Gaylord Street and the paths and doggy runs in Washington Park. **MANHATTAN BEACH, CALIFORNIA 90266** / This seaside Los Angeles suburb attracts more than its share of well-to-do couples who live for the beach—and cafés and boutiques.

Kids Rule



Family First The Phillips clan makes the most of the town's amenities for kids.

Troutdale, Oregon 97060

MOST LIKELY TO LIVE NEXT DOOR “Kids and Cul-de-sacs,” suburban couples whose lives center largely on their children. They often live in new suburban neighborhoods where they get more yard for their dollar. Nickelodeon plays on the television, and parenting magazines sit on the coffee table.

Troutdale residents Jeff and Sarah Phillips don't take their kids to Chuck E. Cheese, they don't drive a minivan (yet), and they don't watch Nickelodeon. “We don't even have cable,” says Sarah, 24. But true to their town's most predominant segment, “Kids and Cul-de-sacs,” life at the Phillips house revolves around 2-year-old Kalyn and newborn Bryce.

It's easy to see why Troutdale, a small town about 20 minutes east of Portland, would lure the Kids and Cul-de-sacs crowd. It blends the amenities of suburbia—affordable houses with large

yards, and plenty of parks and playgrounds—with the charm of a historic downtown, complete with First Friday Art Walks. “I see a lot of families coming this direction,” says Lyn Stevens, a broker with Re/Max and longtime Troutdale resident. With three-bedroom houses starting around \$250,000, prices in this neck of the woods fall far below many other Portland suburbs. “You can generally get a lot more for your money out here,” adds Stevens.

Yet “out here” isn't exactly the middle of nowhere. With easy access to the major east-west thoroughfare of I-84,

Troutdale residents can drive to the Portland airport in less than 15 minutes, to the Oregon Museum of Science and Industry in 20 minutes, and to downtown Portland in less than 30 minutes. For outdoor adventure, Mt. Hood and the Columbia Gorge lie close at hand.

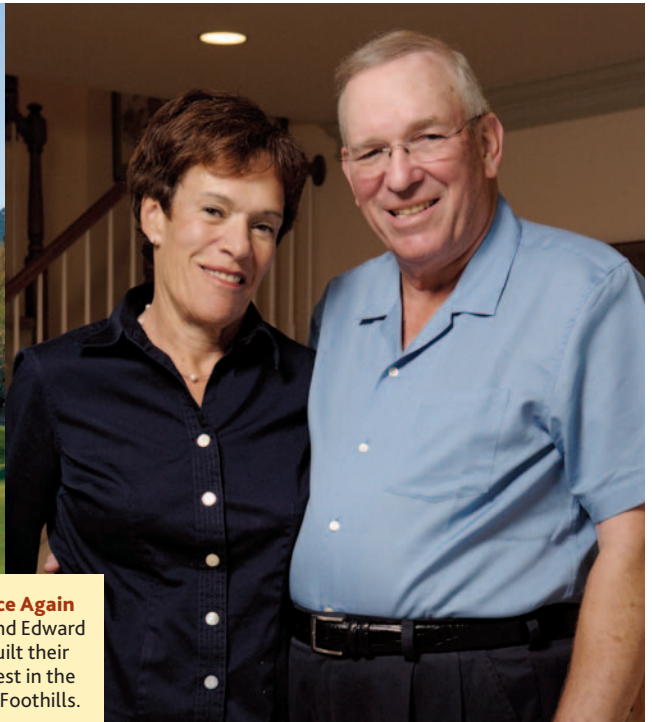
For now, Jeff, a general contractor, and Sarah, a full-time mom, enjoy spending weekends close to home. Two parks are in walking distance from the couple's ranch-style house, and their location at the end of—you guessed it—a cul-de-sac provides an ideal spot for Kalyn to cruise around on her bike.

Alternative Cities **HOWELL, NEW JERSEY 07731** / The family-friendly Monmouth County township has the charm of a small town, yet it's a manageable commute to New York City and a quick trip to Jersey Shore beaches. **OMAHA, NEBRASKA 68136** / Tiburon, a planned community 20 miles southwest of downtown Omaha, boasts a 27-hole golf course, a community pool, and plenty of kid-friendly cul-de-sacs. **PARKER, COLORADO 80135** / There is no shortage of family activities in this Denver suburb. Case in point: The brand new field house sports a climbing wall, indoor playground, and batting cages.

Senior Power



Two Once Again
Arlene and Edward Cohen built their empty nest in the Catalina Foothills.



Tucson, Arizona 85750

MOST LIKELY TO LIVE NEXT DOOR “New Empty Nests,” retired and semi-retired people who aren’t about to while away their days in rocking chairs. They stay active in the outdoors and in their communities.

“This place is like being a freshman in college,” says Arlene Cohen, 66, a retired physical therapist who lives in Tucson’s Catalina Foothills neighborhood with her retired attorney husband, Edward, 68. Clearly, the Cohens aren’t meeting their friends at the bingo table or senior socials. In this part of town, “New Empty Nesters” abound and, according to Claritas, these 60-somethings show no interest in rest-home retirement. They belong to country clubs, volunteer in their communities, and like to get outdoors. Arlene is an avid golfer and hiker.

Indeed, Tucson is an ideal place for outdoor activity. The city basks in 350 days of sunshine a year and boasts one of the lowest rates of air pollution in the country. While Arizona summers can be brutal, Tucson’s elevation of 2,500 feet helps take the edge off July and August heat. People of all ages are moving to Tucson, but the city isn’t busting at the seams. “It’s a very livable city,” notes Sperling. New Empty Nesters living in the Foothills area do shell out a chunk of their average household income of close to \$70,000 for up-close views of the Catalina mountains and easy access

to hiking trails. Townhouses start at \$350,000, and single-family homes start at \$400,000. “What you’re buying is a lifestyle,” says Madeline Friedman, a vice president with Long Realty.

For the Cohens, who retired in 2004 and now split their time between Tucson and White Plains, New York, that lifestyle isn’t just about great golf and good friends. “It was important that we be close to culture,” says Arlene. The University of Arizona nearby fills the bill. “We’re half an hour from theater, art, and music,” she says. “That was a big attraction.”

Alternative Cities **BOCA RATON, FLORIDA 33433** / The well-to-do Miami suburb is the perfect playground for empty nesters who enjoy the amenities of Boca (beach, golf, shopping) and a slice of culture in nearby Miami. **LAKEWAY, TEXAS 78734** / What started as a resort town 25 miles from downtown Austin is now a bustling year-round community with shops, restaurants, and a range of recreational activities. **SAN RAFAEL, CALIFORNIA 94903** / This Marin County town has a lively downtown, complete with restaurants, galleries, and theaters. For a change of scene, residents cross the Golden Gate Bridge and arrive minutes later in San Francisco.

Spot Your Niche

Can you guess how Madison Avenue sees you? In the eyes of Claritas, 66 sorts of people

live in U.S. cities, suburbs, and rural areas.

Over the next three pages, we highlight the Claritas segments that make more than \$40,000 a year—a broad cross section of American life. These mini-profiles describe the lifestyles and buying habits of these groups and the places they tend to cluster. See if you can find your family, your friends, and yourself in the mix.

For a rundown of the most predominant segments in your neighborhood, go to mybestsegments.com and plug in your ZIP code. In the meantime, take a look at this Claritas-eye view of the country.



Suburban



Movers and Shakers

These dual-income couples in their 30s and 40s juggle raising kids with climbing the corporate ladder. When they can read, they reach for *Fortune* and *Inc.* They reward themselves with speedy Porches and lavish trips to the Caribbean.

MEDIAN HOUSEHOLD INCOME \$99,130
HANGOUT Lake County, Illinois (Lake Forest)

Beltway Boomers

These baby boomers held off having kids to get advanced degrees and climb the corporate ladder. Now they're in the thick of raising kids in well-to-do suburbs just off the beltway. They drive minivans, shop at Costco, and listen to books on tape.

MEDIAN HOUSEHOLD INCOME \$72,262
HANGOUT Suffolk County, New York (Huntington)

Blue Blood Estates

Staying true to its "blue blood" name, this ethnically diverse crowd lives a life of exclusivity. These baby boomers pamper their kids with ski vacations, subscribe to *Architectural Digest*, and shop at Talbots.

MEDIAN HOUSEHOLD INCOME: \$115,814
HANGOUT: Bergen County, New Jersey (Englewood)

Upper Crust

These well-off 50- and 60-year-olds are among the most educated segment in the country. The empty nesters have the time—and the income—to travel the world, read *Atlantic Monthly*, and cruise to the country club in their Jaguars.

MEDIAN HOUSEHOLD INCOME: \$110,142
HANGOUT: Marin County, California (Mill Valley)

Winner's Circle

The young, well-to-do parents in this segment live in new-money subdivisions surrounded by golf courses and upscale boutiques. Their plasma televisions are tuned to Nickelodeon, but kids don't keep them from traveling.

MEDIAN HOUSEHOLD INCOME \$102,213
HANGOUT Broomfield County, Colorado (Broomfield)

Executive Suites

Upper-middle-class singles and couples flock to neighborhoods where they can have the best of both worlds: comfortable homes and easy commutes. They listen to National Public Radio and unwind at the end of the day with Comedy Central.

MEDIAN HOUSEHOLD INCOME \$71,804
HANGOUT Fairfax County, Virginia (Fairfax)

Kids and Cul-de-sacs

Life for these upscale multi-ethnic families centers on their children. They live in new subdivisions with excellent schools and nearby parks. They eat at Chuck E. Cheese and watch, what else, the Nickelodeon channel.

MEDIAN HOUSEHOLD INCOME \$70,034
HANGOUT Anoka County, Minnesota (Columbia Heights)

New Empty Nests

Retired from high-powered jobs, these 60- and 70-year-olds tap their large retirement portfolios and have a good time. They lead active lifestyles and keep busy in their communities. They watch PBS, drive Cadillac Sevilles, and vacation on cruise ships.

MEDIAN HOUSEHOLD INCOME \$69,595
HANGOUT Sarasota County, Florida (Sarasota)

Pools and Patios

The kids have grown up, but these couples plan to stay put in their 1960s houses with pools and more than a few patios. The white-collar professionals listen to 1950s music and drive Mercury Mariner SUVs.

MEDIAN HOUSEHOLD INCOME \$69,382
HANGOUT Montgomery County, Pennsylvania (King of Prussia)

Home Sweet Home

Who says the suburbs are just for kids? Not Home Sweet Home. These married couples often don't have kids, but they do have pets and comfy homes with all the niceties. They eat at Quiznos, go mountain biking, and drive Saturn Vue SUVs.

MEDIAN HOUSEHOLD INCOME \$65,625
HANGOUT Dekalb County, Georgia (DeKalb)

Gray Power

These retirees have no plans to move to a retirement community. They are active in their local veteran's club, tune into *Masterpiece Theater*, and motor around in the burbs in their Buick LaCrosse sedans.

MEDIAN HOUSEHOLD INCOME \$51,053
HANGOUT Waukesha County, Wisconsin (Waukesha)

Suburban Sprawl

These modest middle-agers live a quiet suburban life. They like watching movies on video, playing trivia games, and browsing the Home Shopping Network. They eat burgers at Fuddrucker's and tool around in economical Ford Escorts.

MEDIAN HOUSEHOLD INCOME \$49,233
HANGOUT Kent County, Rhode Island (Warwick)

Young Influentials

Twenty years ago, they would have been known as "Yuppies." But these upwardly mobile singles and couples care as much about leisure as they do work. They read *Vibe* magazine, play racquetball, and listen to rap music.

MEDIAN HOUSEHOLD INCOME \$47,717
HANGOUT Washington County, Oregon (Beaverton)

Domestic Duos

These over-55 singles and married couples live a laid-back and often frugal life in suburbia. To pass the time, they bowl, watch the 6 o'clock news, and subscribe to *Reader's Digest*. Every once in a while, they splurge on tickets to the ball game.

MEDIAN HOUSEHOLD INCOME \$48,115
HANGOUT Lake County, Ohio (Concord)

Second City



Upward Bound

These kid-centric families live in the land of Little League and soccer moms. They have traded in their minivans for Toyota Sequoia SUVs, and live in new colonials packed with gadgets, sports gear, and kids toys.

MEDIAN HOUSEHOLD INCOME \$80,345
HANGOUT Ventura County, California (Thousand Oaks)

Up-and-comers

These 20-something singles are done with college life but not quite ready to settle down in their careers or relationships. They spend their leisure time reading *Maxim* magazine, driving Mitsubishi Eclipse Spyders, and drinking Bud Light.

MEDIAN HOUSEHOLD INCOME \$48,620
HANGOUT Manassas City, Virginia

Second City Elite

These culture-savvy middle-aged folks without kids splurge on themselves with multiple computers, large-screen TVs, and an impressive collection of wines. They read *Inc.* magazine, watch *Washington Week*, and drive around town in Toyota Avalons.

MEDIAN HOUSEHOLD INCOME \$74,375
HANGOUT Dallas County, Texas (Dallas)

Brite Lights Li'l City

These double-income, no-kid couples prefer smaller cities that offer lots of amenities and job opportunities. They live in plush condos and high-end houses, watch the Independent Film Channel, and drive Volkswagen Passats.

MEDIAN HOUSEHOLD INCOME \$69,380
HANGOUT Boulder County, Colorado (Boulder)

White Picket Fences

The typical American family is more multi-cultural than it was a generation ago. It lives in modest houses in smaller city centers, eats at Carl's Jr., drives Mitsubishi's Montero Sports, and takes the kids to Six Flags.

MEDIAN HOUSEHOLD INCOME \$49,545
HANGOUT Dorchester County, South Carolina (St. George)

Middleburg Managers

These empty nesters work in managerial jobs and own homes in small, relatively affordable cities. They spend their free time gardening and doing needlepoint. In the garage: Mercury Sable. Favorite restaurant: Chi-Chi's.

MEDIAN HOUSEHOLD INCOME \$49,468
HANGOUT Carson City, Nevada

Blue Chip Blues

Thanks to well-paying blue collar jobs—often at larger, "blue-chip" companies—these young, ethnically diverse families live comfortable lifestyles. They read *Parenting* magazine, eat at Papa John's pizza, and drive Isuzu Ascenders.

MEDIAN HOUSEHOLD INCOME \$49,138
HANGOUT Clayton County, Georgia (Jonesboro)

Urban



The Cosmopolitans

These multi-ethnic 50-somethings have vibrant social lives and love the nightlife. When not going out on the town in their Infinitys, these married couples read *Harper's Bazaar* and travel to South America.

MEDIAN HOUSEHOLD INCOME \$54,229
HANGOUT Broward County, Florida (Fort Lauderdale)

American Dreams

Though many are themselves immigrants or children of immigrants, the people in this segment have adopted a very American way of life that includes watching pro basketball games, going sailing, and taking trips to Disneyland.

MEDIAN HOUSEHOLD INCOME \$52,863
HANGOUT Denver County, Colorado (Denver)

Bohemian Mix

These progressive and eclectic singles and couples live in funky houses and apartments and stay on the cutting edge of anything cool. They drive Mini Coopers (no doubt, the originals), subscribe to *The New Yorker*, and listen to Latin music.

MEDIAN HOUSEHOLD INCOME \$51,588
HANGOUT Queens County, New York (Queens)

Money and Brains

This sophisticated crowd of well-educated and well-paid baby boomers lives in the most fashionable urban neighborhoods. They drive Mercedes, shop at Nordstrom, read *The New York Times*, and regularly travel abroad.

MEDIAN HOUSEHOLD INCOME \$84,506
HANGOUT San Francisco County, California (San Francisco)

God's Country

These urban refugees have fled to the country seeking a more laid-back lifestyle. Though they travel frequently for business, leisure is a top priority. They read *Skiing* magazine, drive Toyota Land Cruisers, and tune into the Outdoor Life Network.

MEDIAN HOUSEHOLD INCOME \$83,827
HANGOUT Teton County, Wyoming (Jackson)

New Homesteaders

These young families have escaped the suburbs and fled to small towns with low housing prices and non-existent commutes. They drive Kia Sedonas on their short errands around town and spend their weekends boating and camping in the wild.

MEDIAN HOUSEHOLD INCOME \$56,184
HANGOUT Lee County, Georgia (Leesburg)

Blue Highways

Members of this segment live in isolated towns and farmsteads. They stay in touch via satellite dish, watching everything from NASCAR to *Friends* reruns. In their driveways: Dodge Rams. On their radios: country music.

MEDIAN HOUSEHOLD INCOME \$42,881
HANGOUT Sequatchie County, Tennessee (Dunlap)

Young Digerati

Once known as the "Young Literati," these highly educated urbanites now keep up with current events online. Without kids, these couples live in the best neighborhoods, eat at the trendiest restaurants, and work out at pricey gyms.

MEDIAN HOUSEHOLD INCOME \$80,782
HANGOUT New York County, New York (Manhattan)

Big Fish, Small Pond

These upscale empty nesters make up the "Who's Who" of their small communities. They spend their free time tweaking their sizeable investment portfolios, socializing at their country clubs, and listening to 1960s music.

MEDIAN HOUSEHOLD INCOME \$82,416
HANGOUT Los Alamos County, New Mexico (Los Alamos)

Big Sky Families

These young parents were likely born and raised in small rural communities, the same places they now raise their kids. Hunting and fishing keep them busy. They watch car racing, drive Dodge Ram pickups, and read *North American Hunter*.

MEDIAN HOUSEHOLD INCOME \$55,473
HANGOUT Teton County, Idaho (Driggs)

Red, White, and Blues

As nearby suburbs grow and spill into their small towns, these young families with blue-collar jobs are now regular customers of recently opened chains, such as Wal-Mart and Payless ShoeSource.

MEDIAN HOUSEHOLD INCOME \$42,809
HANGOUT Dare County, North Carolina (Kitty Hawk)

Town & Rural



Country Squires

City slickers in their former lives, these couples with kids now live the simple life in charming small towns. They're not exactly roughing it. They drive Lexus SUVs, get their shopping fix online, and read *Travel and Leisure*.

MEDIAN HOUSEHOLD INCOME \$102,263
HANGOUT Oldham County, Kentucky (La Grange)

Fast Track Families

These upper-income families accept nothing but the best. While they take to the rustic outdoors in their boats and campers, they keep their comfortable homes well-stocked with the latest computers, video games, and home theater systems.

MEDIAN HOUSEHOLD INCOME \$74,562
HANGOUT Morgan County, Utah (Morgan)

Traditional Times

These 50- and 60-year-olds represent the largest single segment. They're starting to dabble with retirement. For many, that could mean seeing the country in an RV. They have a broad range of interests, from golfing to gourmet cooking.

MEDIAN HOUSEHOLD INCOME \$54,801
HANGOUT Armstrong County, Texas (Claude)

Simple Pleasures

These retired couples enjoy kicking back and relaxing in their golden years, though they are active in their civic clubs and church groups. They shop at J.C. Penney, watch *Wheel of Fortune*, and drive Ford Crown Victoria sedans.

MEDIAN HOUSEHOLD INCOME \$42,732
HANGOUT Clark County, Kansas (Ashland)

Country Casuals

Now that their kids are starting to leave the house, these baby boomers take advantage of newfound freedom by traveling, buying timeshares, and going out to eat. No wonder they love *Food and Wine* magazine. They keep busy by working and volunteering.

MEDIAN HOUSEHOLD INCOME \$71,266
HANGOUT Park County, Colorado (Fairplay)

Mayberry-ville

Like the old *Andy Griffith Show* set in a picturesque berg, Mayberry-ville harks back to an old-fashioned way of life. They like to eat at the Lone Star Steakhouse, read *Bassmaster* magazine, and drive Chevy Silverado trucks.

MEDIAN HOUSEHOLD INCOME \$53,563
HANGOUT Stanley County, South Dakota (Fort Pierre)

Kid Country USA

These large families live in small towns, often in military housing, rental apartments, and mobile homes. They spend a considerable part of their income on their kids, buying swings, bicycles, and *Baby Talk* magazine.

MEDIAN HOUSEHOLD INCOME \$41,834
HANGOUT Sequoyah County, Oklahoma (Sallisaw)

Greenbelt Sports

This sporty crowd of middle-aged couples (some with kids) lives in small towns with easy access to the great outdoors. Let's hope they have a three-car garage; a large share of these couples own motorcycles and ATVs.

MEDIAN HOUSEHOLD INCOME \$57,042
HANGOUTS Mono County, California (Mammoth Lakes)

Heartlanders

These middle-aged parents pay the bills with jobs in manufacturing and agriculture; spend their free time boating and hunting, and vacation by means of motor home. Popular eating spot: Cracker Barrel. On the tube: CBS's *Early Show*.

MEDIAN HOUSEHOLD INCOME \$43,087
HANGOUT Sully County, South Dakota (Onida)

Shotguns and Pickups

This segment is most likely to own rifles and pickups. The heads of these households are often in their 20s and 30s with at least two children. They live in manufactured homes and drive Dodge Rams.

MEDIAN HOUSEHOLD INCOME \$41,673
HANGOUT Menominee County, Wisconsin (Menominee)