

# DOWNTOWN LITTLETON

## Audience Analysis & Psychographic Information



### Introduction

The Littleton DDA has pulled data that profiles the multiple audiences surrounding the community, including their demographic data, wants, needs, behaviors and likes and dislikes. As a business owner, utilizing this data can be helpful in attracting engaged audiences that will spend time and money in downtown Littleton.

**Psychographics:** the study and classification of people according to their interests, attitudes, aspirations, opinions and other psychological criteria.

**How to use psychographics:** if we know how and why people make decisions, we know how to prioritize content, activities, and opportunities for them. Additionally, we can ensure that the activities, messages and experiences we offer people align with their beliefs, values and interests, meaning our resources are spent more wisely and our investments are more impactful.

#### 1 Mile Audience

Consummate Consumers – 25.32% | Family Fun-tastic – 20.23% | Influenced by Influencers – 15.54%

#### 2 Mile Audience

Influenced by Influencers – 20.37% | Settled in Suburbia – 14.80% | Suburban Sophisticates – 10.13%

#### 5 Mile Audience

Philanthropic Sophisticates – 20.34% | Influenced by Influencers – 13.30% | Settled in Suburbia – 12.49%

## Conclusions

- Over 60% of the population within one (1) mile of Downtown Littleton is highly educated, technology savvy and connected, and have very active social lives
- 35% of the population within 2 (two) miles of Downtown Littleton are between 20-45 years old, educated and employed, and have active social lives and attend events
- Over 32% of the population with five (5) miles of Downtown Littleton are homeowners, live comfortably in the upper-middle class, and have disposable income

*\*please see Littleton audience demographic personas on the following pages*

## DOWNTOWN LITTLETON PSYCHOGRAPHICS

### Influenced by Influencers

Within 1 mile: 15.54% 2 miles: 20.37% 5 miles: 13.30%

*Young singles living in Midwest and Southern city centers*

- 25-30 years old
- Career-driven
- Metropolitan lifestyles
- Digitally-dependent
- Active social lives
- Foodies
- Educated and employed
- Renters
- First-time home buyers
- Prefer walking, public transportation and ride share
- Prefer to get info via radio, text, and tv

*\*Data provided by Gale Business Insights and summarized by Littleton DDA*



No lifestyle has a higher percentage of singles than Influenced by Influencers—a way station for young city singles before they marry, settle down and have families. Found in big cities throughout the South and Midwest, these mobile 20-somethings tend to be educated and employed in entry-level professional jobs. A disproportionate number are renters in older apartment buildings close to the urban action. Without cars, they're happy to walk or take public transportation to bars, health clubs, boutiques and movie theaters.

## DOWNTOWN LITTLETON PSYCHOGRAPHICS

### Settled in Suburbia

Within 1 mile: 5.52% 2 miles: 14.80% 5 miles: 12.49%

*Upper middle-class family units living comfortably in established suburbs*

- 36-45 years old
- Comfortable lifestyles
- Young children
- Large households
- DIYers
- Tech apprentices
- Theme park vacations
- Homeowners
- Multi-generational households
- Daily commutes to big cities
- Prefer to get info online, email, and social media

*\*Data provided by Gale Business Insights and summarized by Littleton DDA*



Settled in Suburbia appreciate their unpretentious suburban lifestyles that they settled in over a decade ago. Today, they are raising children, many near or in their teens. A high percentage also contains young adults who have moved back and aging seniors sharing the same house. Most households have moderate educations where half have some college or a bachelor's degree. They hold white-collar and blue-collar jobs and earn upper middle-class incomes. They're accustomed to demanding daily commutes that take them to jobs in the nearby big cities located throughout the US, but with highest concentrations in the Northeast.

## DOWNTOWN LITTLETON PSYCHOGRAPHICS

### Consummate Consumers

Within 1 mile: 25.32% 2 miles: 6.99% 5 miles: 3.35%

*Households with high discretionary incomes, living upper-middle class, sophisticated lifestyles*

- 51-65 years old
- Empty nesters
- Highly educated
- City dwellers
- Environmental advocates
- Well-traveled
- Fitness minded
- Homeowners
- Earning high salaries
- Busy social lives
- Prefer to get info via email, online and social media

*\*Data provided by Gale Business Insights and summarized by Littleton DDA*



Consummate Consumers consist of upper-middle-class households on the cusp of retirement or already fully retired. They contain a wide range of family types: singles and couples as well as divorced and widowed individuals, all of whom have a comfortable lifestyle. What they don't have are children still living at home. Over eighty percent are homeowners. Most of these adults are in their 50s, 60s, and 70s, well-educated and earning good salaries at the peak of their white-collar careers. One in five households contains a retiree whose substantial nest egg provides plenty of disposable income to maintain upper middle-class status.

## DOWNTOWN LITTLETON PSYCHOGRAPHICS

### Philanthropic Sophisticates

Within 1 mile: 1.16% 2 miles: 6.61% 5 miles: 20.34%

*Mature upscale couples in suburban homes*

- 66-75 years old
- Retiring in comfort
- Experienced travelers
- Art connoisseurs
- Philanthropic
- Quality matters
- Ecological lifestyles
- Homeowners
- Highly educated
- Luxury of time and money
- Prefer to get info via email, online and social media

*\*Data provided by Gale Business Insights and summarized by Littleton DDA*



Philanthropic Sophisticates are a mix of older and retired couples and singles living in suburban comfort. All but a small percentage of households are empty nests. Members of Philanthropic Sophisticates live in upscale neighborhoods located near big cities and are highly educated. Typically, there is at least one retiree in the household, and those who are still in the workforce have well-paying management, technical and professional jobs. They can afford to buy older, stylish homes worth upwards of half a million dollars.

## DOWNTOWN LITTLETON PSYCHOGRAPHICS

### Family Fun-tastic

Within 1 mile: 20.23% 2 miles: 5.58% 5 miles: 2.78%

*Upscale, middle-aged families with younger children pursuing busy kid-centered lives in satellite cities*

- 36-45 years old
- Social media fans
- Comfortable spending
- Saving for college
- Charity donor
- Bachelor degrees
- Active lifestyles
- Homeowners
- Highly educated
- Travel domestically
- Prefer to get info via social media, email, and online

*\*Data provided by Gale Business Insights and summarized by Littleton DDA*



Family Fun-tastic comprises upscale families living in smaller metropolitan markets and suburbs near the city. Most of the adults are married, middle-aged and highly educated. Their children tend to spread across all age ranges. These households contain multiple earners with professional and technical jobs, which support their comfortable lifestyle. They live in older, single family homes in established neighborhoods, often in Midwestern states, where the parents have watched their children grow up and are now preparing to send them off to college. These families may have lived at the same address for more than a decade but to them, time has flown by.

## DOWNTOWN LITTLETON PSYCHOGRAPHICS

### Suburban Sophisticates

Within 1 mile: 3.93% 2 miles: 10.13% 5 miles: 3.50%

*Established sophisticates living comfortable suburban lives*

- 66-75 years old
- Retired
- Financially secure
- AARP members
- Established homes
- Avid newspaper readers
- Enjoy leisure activities
- Homeowners
- Spend most time at home
- Socialize through groups and clubs
- Prefer to get info via email, online, and social media

*\*Data provided by Gale Business Insights and summarized by Littleton DDA*



The flight to the suburbs in the 1950s and 1960s attracted many World War II veterans with young families. Today, these Suburban Sophisticates seniors are ready to retire but still happy in their modest homes scattered across the country near metros and mid-sized cities. More than four fifths of household heads are over 65 years old, and half are already retired. With their children out of the house, this mix of empty-nesting couples and widowed individuals live comfortably on mid-scale incomes and assets from a lifetime of working at professional and technical jobs.