

Consumer Demographics

Sophisticated Splendor to Main Street US

Consumers in Milford and its primary trade area are diverse in their tastes but united in their preference to live, work and play in the Souhegan Valley. Thirty-one percent of residents in Milford's primary trade area are professionals in business, management and financial services, and 41.4% are occupied in sales, service and office work. Many are considered affluent with 69.5% earning over \$50,000 annually and 36% earning over \$100,000 annually. Of Milford residents, 41% commute less than 15 minutes to their place of work and businesses located on Milford's Oval see 18,000 vehicles pass their doors on a daily basis. This makes Milford an attractive location to establish a new business.

Profiles of Souhegan Valley Shoppers

Top Tapestry Segments for Milford and the Primary Trade Area

Country Casuals - Upscale Older without Kids

There's a laid-back atmosphere in Country Casuals, a collection of older, upscale households that have started to empty-nest. Most households boast two earners who have well-paying management jobs or own small businesses. Today, these Baby-Boom couples have the disposable income to enjoy traveling, owning timeshares, and going out to eat. Represent 1.53% of U.S. households, with a median income of \$70,171.

How the Souhegan Valley Shops		
	Annual Consumer Spending (Northeast Region)	National Average
Food (eating out)	\$2,824	\$2,694
Apparel	\$2,068	\$1,874
Entertainment	\$2,811	\$2,376
Personal Care	\$609	\$585

Consumer Expenditure Survey by Region 2007, US Bureau of Labor Statistics

Country Squires - Upscale Middle Age with Kids

The wealthiest residents in exurban America live in Country Squires, an oasis for affluent Baby Boomers who've fled the city for the charms of small-town living. In their bucolic communities noted for their recently built homes on sprawling properties, the families of executives live in six-figure comfort. Country Squires enjoy country club sports like golf, tennis, and swimming, as well as skiing, boating, and biking. They represent 1.84% of U. S. households with a median income of \$102,928.

Greenbelt Sports -Upper Mid Older without Kids

A segment of upscale exurban couples, Greenbelt Sports is known for its active lifestyle. Most of these older residents are married, college-educated, and own new homes. And few segments have higher rates for pursuing outdoor activities such as skiing, canoeing, backpacking, boating, and mountain biking. They represent 1.37% of U.S. households with a median income of \$56,402.

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[Souhegan Valley Consumers](#)

SOUHEGAN VALLEY CONSUMERS SOPHISTICATED SPLENDOR TO MAIN STREET



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Kid Country, USA - Lower Mid Younger with Kids

Widely scattered throughout the nation's heartland, Kid Country, USA is a segment dominated by large families living in small towns. Predominantly white, with an above-average concentration of Hispanics, these young, working-class households include homeowners, renters, and military personnel living in base housing; about 16 percent of residents own mobile homes. They represent 1.22% of U.S. households with a median income of \$41,811.

New Homesteaders - Upper Mid Younger with Kids

Young, upper-middle-class families seeking to escape suburban sprawl find refuge in New Homesteaders, a collection of small rustic townships filled with new ranches and Cape Cods. With decent-paying jobs in white and blue-collar industries, these dual-income couples have fashioned comfortable, child-centered lifestyles; their driveways are filled with campers and powerboats, their family rooms with PlayStations. They represent 1.77% of U.S. households with a median income of \$55,553.

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