

For customized demographics for your business, please contact Christine Palmer at 707.565.7296 or [cpalmer@sonoma-county.org](mailto:cpalmer@sonoma-county.org)

# Sonoma County Top Consumers

[www.sonoma-county.org/edb](http://www.sonoma-county.org/edb)

Top Consumer Group	Percent of Households	Description
Below is a "Top Ten" list of consumer groups in Sonoma County. It summarizes demographic characteristics and how they spend their leisure time.		
<b>#1 Urban Chic</b> 	14.0%	<ul style="list-style-type: none"> <li>- Well-educated, professional couples with few kids</li> <li>- Median household income of \$87,200</li> <li>- Have active, healthy lifestyle—ski, hike, practice yoga</li> <li>- Travel extensively and visit museums</li> <li>- Buy organic products and enjoy premium food/wine</li> <li>- Do volunteer work</li> <li>- Tech savvy—mostly buy Apple products</li> <li>- Listen to classical music and public radio</li> <li>- Seldom watch TV</li> </ul>
<b>#2 Pleasant-Ville</b> 	9.1%	<ul style="list-style-type: none"> <li>- Mostly families with median income of \$78,000</li> <li>- Settled in home that they have owned for 15+ years</li> <li>- Work in a variety of occupations</li> <li>- Prioritize home improvement projects</li> <li>- Enjoy dining out and games with family/friends</li> <li>- Like domestic travel and taking cruises overseas</li> <li>- Shop warehouse stores for value</li> <li>- Avid sports fans</li> <li>- Read newspapers and listen to talk/sports radio</li> </ul>
<b>#3 Connoisseurs</b> 	6.4%	<ul style="list-style-type: none"> <li>- Wealthy, well-educated married couples</li> <li>- Top consumer group for conspicuous consumption</li> <li>- Median income of \$121,370, plus investments</li> <li>- Employed in management and professional services</li> <li>- Spend on home renovation, landscaping and luxury cars</li> <li>- Like to eat out several times a week</li> <li>- High priority on exercise—golf, tennis, jogging</li> <li>- Read extensively, both books and magazines</li> <li>- Go online for travel planning, investments and to shop</li> <li>- Participate in local civic issues</li> </ul>
<b>#4 International Marketplace</b> 	6.3%	<ul style="list-style-type: none"> <li>- Young families with children</li> <li>- Median household income of \$49,100</li> <li>- Many households have non-native English speakers</li> <li>- Employed in manufacturing, retail and health care</li> <li>- Have higher unemployment compared to other groups</li> <li>- Family is a top priority</li> <li>- Buy household essentials—groceries, diapers and children's clothes</li> <li>- Watch TV and listen to Spanish or contemporary radio</li> </ul>
<b>#5 Wealthy Seaboard Suburbs</b> 	5.6%	<ul style="list-style-type: none"> <li>- Older, established, affluent couples</li> <li>- Median household income of \$96,500</li> <li>- Net worth is four times national average</li> <li>- Many derive income from interest/dividends or rentals</li> <li>- Hire out for property maintenance</li> <li>- Love to shop online from high-end catalogs</li> <li>- Donate to charities and nonprofits</li> <li>- Like fishing, skiing and attending the theater</li> <li>- Read biographies and epicurean/finance magazines</li> </ul>

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<p><b>#6 In Style</b></p> 	5.0%	<ul style="list-style-type: none"> <li>- Mostly professional couples</li> <li>- Median household income of \$70,750</li> <li>- Live in suburbs but prefer city lifestyle</li> <li>- Live in townhouses compared to single-family houses</li> <li>- Use internet daily to bank, shop and make investments</li> <li>- Prioritize healthy diet and exercise</li> <li>- Attend musical performances and gamble at casinos</li> <li>- Take domestic vacations—hike, golf, backpack</li> <li>- Enjoy watching professional sports and golf on TV</li> </ul>
<p><b>#7 City Lights</b></p> 	4.5%	<ul style="list-style-type: none"> <li>- Mix of ethnicities and lifestyles (single, families)</li> <li>- Median household income of \$64,000</li> <li>- Earn living in white collar and service professions</li> <li>- Low rates of home ownership</li> <li>- Likely to eat out, mostly fast food or take-out</li> <li>- Shop at Target, Macys, Costco</li> <li>- Take vitamins and do aerobics to stay fit</li> <li>- Like watching movies, DVDs and subscribe to HBO</li> <li>- Listen to soft, adult contemporary radio</li> </ul>
<p><b>#8 Aspiring Young Families</b></p> 	4.4%	<ul style="list-style-type: none"> <li>- Young married couples and single parents</li> <li>- Median household income of \$52,500</li> <li>- Ethnically diverse—focus on family and home</li> <li>- Spend on children's toys, products and video games</li> <li>- Vacation at theme parks, go bowling, and enjoy biking</li> <li>- Watch TV: news, entertainment, courtroom dramas</li> <li>- Eat out at Chili's, IHOP and Jack in the Box</li> </ul>
<p><b>#9 Urban Villages</b></p> 	4.1%	<ul style="list-style-type: none"> <li>- Multicultural mix of young families, single parents</li> <li>- Median household income of \$62,800</li> <li>- Work in manufacturing, health care, construction</li> <li>- 2/3 are of Hispanic origin, average family size is 4.1</li> <li>- Household needs dominate budget priorities</li> <li>- Leisure time with family—go to movies, Sea World</li> <li>- Eat fast-food at Carl's Jr and Denny's</li> <li>- Enjoy DVDs and watching TV but few sports programs.</li> <li>- Vacation in Hawaii and Mexico</li> </ul>
<p><b>#10 Old and Newcomers</b></p> 	3.7%	<ul style="list-style-type: none"> <li>- Residents are either starting out or retiring</li> <li>- Median household income of \$44,600</li> <li>- More singles and shared households (less families)</li> <li>- Move frequently and often rent apartments</li> <li>- Spend less on groceries and more on leisure pursuits</li> <li>- Drive domestic, subcompact cars</li> <li>- Vacations to visit out-of-town friends and relatives</li> <li>- Read books, newspapers, watch TV and rent DVDs</li> <li>- Exercise by walking, swimming, bowling</li> </ul>