Age Group: The Boomer Generation +, ages 45 to 75

Economics: Mostly middle class, household incomes 60k to 200k; capital assets 100-800k

Cultural Profile: Well educated, active, socially engaged, well traveled, international orientation, cultured, like good food and enjoy the arts, diverse (or appreciative of it), socially progressive, open-minded and curious, disillusioned with suburbia (or never went there) and enjoy urban experiences.

Values Segments: From the Focalyst AARP Profile Research segments, we will attract Experiencers (8%), Independents (11%), Utopian Idealists (15%), plus some of the Virtuous (20%), and a few of the Motivated Accomplishers (6%). We will attract few if any of the Materialist Consumers (9%), or the Traditionalists (17%), nor probably the Balanced Neutrality segment (8%).

Key Motivators: They will be motivated to choose our community because of a life change such as Empty Nest, Death of Spouse, or simply the urge to Downsize or Simplify, or to consciously embrace a lifestyle that is more Urban, more Sustainable, and/or more Culturally and Socially Enriching, than the one where they “raised the kids”.

Our key Positioning Virtues are:

1. University affiliation, which offers:
   High quality medical facilities
   Intergenerational, international, cosmopolitan community
   Access to volunteer opportunities, chance to serve
   Arts, culture, lifelong learning
   Lively and diverse social and intellectual life
   DOWNSIDE: There isn’t one, this is a big national trend and for good reasons.

2. Urban, mixed-use, high-density setting, which offers:
   Walkable mid- and up-scale shopping and food amenities
   Pedestrian-scaled, diverse neighborhood
   Convenient public transit options
   Lively street life, places to meet
   Mixed housing types, sizes, and ages
   DOWNSIDE: Safety from crime, access to nature, places for privacy.

3. Sustainability, which offers:
   LOHAS, chance to give back to the planet for future generations
   Reduced utility costs
Durable, renewable, innovative materials and finishes
Reduced car-dependence
Better air quality
DOWNSIDE: higher initial costs

4. (The Option to) Age-In-Place, which offers:
   A continuum of medical care and administration on site or nearby
   In-home options avoiding the need to move
   Maintaining community ties until the end
   Seamless medical insurance management models
   DOWNSIDE: expensive, the infirm should not dominate overall population

-----