

# Socioeconomic Traits - Across All Markets

## EDUCATIONAL INSIGHTS

- degree,
- well educated,
- highly educated,
- knowledge,
- value education

## SOCIAL RESPONSIBILITY INSIGHTS

- socially responsible,
- socially conscious,
- generous supporters,
- support,
- charitable organizations,
- support their causes,
- charity dinners

## ENVIRONMENTAL RESPONSIBILITY INSIGHTS

- environmentally conscious,
- environmentally safe products,
- organic,
- health,
- fitness,
- exercise,
- cook,
- good nutrition,
- fresh,
- healthy eating,
- yoga,
- jog/jogging,
- run/running,
- walk/walking,
- active,
- groceries,
- physical fitness,
- recycle,
- nutritional value

## FINANCIAL INSIGHTS

- financial advice/advisors,
- up-to-date on financial trends,
- little financial responsibility

## TECHNOLOGY INSIGHTS

- Internet,
- laptop,
- Mac,
- newspapers,
- iPad,
- tablet,
- up-to-date on technology,
- social media,
- cellphone,
- mobile phone

## SPENDING INSIGHTS (WHERE THEY SPEND TIME/MONEY)

- arts,
- culture,
- arts/cultural organizations,
- concerts,
- book,
- book club,
- social groups,
- dating,
- travel,
- fine arts,
- art galleries,
- museums,
- painting,
- dining out,
- dinners,
- spas,
- local art

# Neighborhood Strengths\*

## NOUNS

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- Hotels
- Culture
- Proximity
- Diversity
- Retail
- Access
- Phillips
- Bars
- Circle
- Food
- Location
- Metro
- Farmers Market
- City
- Restaurants
- Neighborhood
- Atmosphere
- Architecture
- Embassies

## DESCRIPTORS

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- Established
- Close
- Good
- Walkable
- Commercial
- Residential
- Central
- Beautiful
- Historic
- Easy
- Great
- Mixed

*\*Listed in no particular order*

SOURCE: THE JAVERA GROUP - PERCEPTION SURVEY & INTERVIEWS

# Emotion & Power Words

These are a list of words that will provide pizzazz and allow us to craft a marketing message.

- Authentic
- Backbone
- Courage
- Crave
- Emerging
- Eye-opening
- Fearless
- Full
- Growth
- Genuine
- Insider
- Introducing
- Irresistibly
- Lifetime
- Massive
- Mind-blowing
- Opportunities
- Overcome
- Perspective
- Pioneering
- Popular
- Professional
- Promising
- Rare
- Reclaim
- Remarkable
- Revealing
- Revisited
- Revolutionary
- Selected
- Sensational
- Simplistic
- Soaring
- Surging
- Surprisingly
- Tempting
- Thrilled
- Ultimate
- Unbelievably
- Uncommonly
- Unexpected
- Unlock
- Unparalleled
- Unsurpassed
- Uplifting

## CONNECTING PHRASES

- That will make you
- The most
- What happens when
- When you
- When you see
- Will make you
- You need to know
- You need to
- You see what