

## CONSUMER RESEARCH INSIGHT

### The young, fun, smart CUV buyer is found

As not much was known about the sport wagon/CUV buyer, personal interviews, ethnographic observations, and focus groups helped the researchers delve into who the CUV buyer really is.

#### PRIMARY TARGET

Our primary target audience consists of 22-28 year old males and females with some college or vocational background. The demographic target is very diverse, but the psychographic profile ties them closely together in terms of past experiences, lifestyle, beliefs, and culture.

#### PSYCOGRAPHICS

Our target audience has a difficult time defining themselves. They are in limbo; they still like to be young and fun, but the time has come for them to embrace some aspects of adult life. They take pride in making adult decisions they never thought they would make; it makes them feel older. At the same time there is a devil inside that reminds them that they promised never to grow up. Many of them have recently graduated or are very close to it. They are constantly struggling with thoughts of marriage, kids, employment, and their future. They are very aware of the uncertainty around them and feel a need for security, but also believe that a total relinquishing of fun and style would be selling out. Also, not having fun in style would put them closer to where they don't want to be—old and out of touch.

This group thinks of themselves as wise. They are in touch with modern technology. They don't just have technology for technology, but they use it to better their lives and enjoy finding the smartest solution to their problems. This target market also sees themselves as wise because they do not follow the crowd. They know what they want and they go for it. In this way, they consider themselves very "real". They do not make buying decisions based on superficial reasons.

#### PURCHASING TRENDS

##### Investing in the future

They are early adopters, not just because they want to be the first, but because they believe they are investing in the future (they would have started buying DVD's a couple of years ago, and would be in the market for a digital camera if they don't already own one). They see their adoption of what is to come as the safest thing to do. They began investing in DVD's years ago, not just because it was cool, but because they didn't want to waste money on VHS that they believed would soon become obsolete.

#### CUVs are the future

They will buy the Matrix because of its utility or functionality. Are audience will also buy a Matrix because they believe that CUV's are the future. They will buy it because it gives them security for whatever may come. They love the versatility and feel of their purchase. It is the perfect balance between responsibility and fun.

They carefully research their purchases, but will overlook flaws in order to fulfill their needs for brand loyalty, social acceptance and style.



25-34 year olds are the most likely group to buy a blender.  
(census.gov 2000)