Segment C01: Second City Homebodies

Financially conservative, dual working, middle-aged couples and families living in small, satellite cities along the East and West coasts

Demographics

Most likely to be found in a variety of small, satellite cities along both coasts such as Virginia Beach, VA, Ft. Lauderdale, FL, and Portland, OR. Second City Homebodies inhabit a prosperous world where middle-aged couples and families lead flourishing lifestyles. Most of the households are well educated, with an almost an even split between college graduates and those who have completed only some college. Many have achieved wellpaying, white-collar jobs in retail, real estate, education and public administration. With above-average numbers of both whites and Asians, these Baby Boomers have settled into established homes built around 1975. Regardless of the background, the households in this segment typically need two wage earners to meet the needs of their upscale lifestyles.

Lifestyles

Mature and financially secure, members of Second City Homebodies like to relax at home but also enjoy leisurely and outdoor activities. They like to visit museums, attend concerts and dance performances, and prefer to travel abroad for vacations. When it comes to the outdoors and sports, they have an inclination for camping, backpacking, bicycling, golf and tennis. At the supermarket, they stock up on fat-free products, sparkling water and fresh fish. They're the kind of consumers who like to be first on the block to buy new tech gadgets at stores like Best Buy, P.C. Richard and Circuit City. However, they're more likely to go to smaller specialty retailers for the designer fashions they prefer. Financially conservative, they save their money for college and retirements plans, investing in a variety of stocks, corporate bonds and mutual funds.

Media

The residents of Second City Homebodies are eclectic media consumers, demonstrating above-average rates for reading newspapers, watching TV, listening to the radio and going online. Their favorite TV shows tend to be comedy, sports and arts programs on cable channels like ESPN, HBO, Showtime and Bravo. On network TV, they regularly watch "Scrubs," "Will & Grace" and "Seinfeld"—no matter if they are re-runs. Their intellectual interests are wide-ranging as seen in their fondness for newspaper sections that cover science, travel and entertainment. They like to go online to keep up with the latest trends in fashion and technology. Among their favorite Internet activities include surfing newspaper websites, gathering shopping information and listening to online radio stations that play contemporary hits.

Segment C02: Prime Middle America

A mix of young, upper-middle-class couples and families living in both small towns and midsized cities working in well paying white-collar and blue-collar jobs

Demographics

Prime Middle America features a mix of couples and families living in both small towns and mid-sized cities in the South and Northwest. Younger than average and upper-middle-class in status, these predominantly white dual-income households have well-paying blue-collar and white-collar jobs in transportation, manufacturing and public administration. Most of the households own their own homes and are nearly twice as likely to live in mobile homes than the national average.

Lifestyles

Prime Middle America features a small-town, family-centered lifestyle. Households enjoy leisure activities like playing cards and board games as well as outdoor pursuits such as fishing, biking and swimming at a lake. Many are do-it-yourselfers who load up their SUVs and pickup trucks with home improvement supplies from stores such as Lowe's, Home Depot and True Value Hardware. Their incomes afford them a wide range of mortgages, home equity loans and college savings plans. As consumers, they describe themselves as less interested in new fashions than the latest high-tech gadgets.

Media

When the folks in this cluster put down their hammers and saws, they enjoy a variety of media. Prime Middle America residents like to gather round their large-screen TVs to watch reality shows, sports and cable channels such as MTV, FX, Discovery and Country Music Television. They're traditionalists who enjoy reading established magazines such as Woman's World, Field & Stream and Parents. The radio soundtrack usually playing features a mix of country music, classic rock and contemporary hits. The Internet has expanded the entertainment and convenience choices for residents of small towns, and Prime Middle America households are no exception. They like to go online to play games, do their banking and participate in auctions for antiques and collectibles.

Segment C03: Suburban Optimists

A portrait of middle-class diversity containing middle-aged couples and families living in older suburban homes, duplexes and apartments located in coastal states

Demographics

With its concentration of Asian, Hawaiian and white residents, Suburban Optimists presents a portrait of middleclass diversity. Most of the households contain middle-aged couples and families living in older suburban homes, duplexes and apartments located in coastal states and Hawaii. There's an even distribution of residents who have graduated from high school or completed some college, resulting in a job market for both blue-collar and whitecollar positions in transportation, retail, food services and public administration. With their above-average incomes, these households have two or more two cars—typically imported SUVs and mid-sized sedans—which are used for dual commutes to work.

Lifestyles

Regardless of their age, these diverse households enjoy vibrant, on-the-go lifestyles. Suburban Optimists residents have high rates for going to movies, nightclubs, billiards halls and comedy clubs. Sports are mixed between team sports as hockey and softball and individual activities as skateboarding and motorcycling. They consider shopping as another sport, relishing the challenge of finding the latest fashions at bargain prices at stores such as Loehmann's, Target and Marshall's. However, these consumers have a tendency to spend their disposable income on technology products, buying the latest video game players, laptops and home theater systems. They describe themselves as early adopters and influential leaders when it comes to consumer electronics. They like to travel for pleasure mostly to domestic destinations, especially along the Pacific coast. When it comes to their finances they are not big savers and exhibit low rates for owning investment and insurance products.

Media

Suburban Optimists residents have youthful, entertainment-minded media tastes. They frequently watch cable TV networks such as MTV, VH1 and Spike TV. They enjoy watching network dramas, comedies and reality shows like "American Idol," "E.R." and "That '70s Show." They listen to the radio mostly for music rather than news listening to their favorite classic rock, contemporary hits and adult contemporary music stations. This is a strong market for young men's magazines like FHM and Maxim as well as music titles such as Spin and Rolling Stone. They are big fans of the Internet, going online for entertainment like audio streaming and for utilitarian uses like exchanging email, getting local news and finding shopping information.

Segment C04: Family Convenience

Sprawling families living in remote towns and military bases containing dual-income couples working at skilled blue-collar jobs in manufacturing and construction as well as in the military

Demographics

Family Convenience is a collection of sprawling families living in remote towns and military bases primarily in the Midwest and Northern Plains. Most of the households contain dual-income couples working at skilled bluecollar jobs in manufacturing and construction as well as in the military. Service families are six times as likely to live here than the general population. Despite moderate educations, the adults in this segment earn upper-middleclass incomes and have a high rate of home ownership. The vast majority own new single-family homes and have SUVs and pickup trucks in the driveway. With an above-average length of residence, many have achieved a secure lifestyle with room for the kids to grow.

Lifestyles

Life today in Family Convenience looks a lot like it did a half-century ago. Residents enjoy spending their leisure time swimming, fishing, hunting and camping. They are active in their community and belong to civic clubs and parent/teacher associations. To feed their big families, they spend their grocery money on easy-to-prepare foods like toaster pastries, lunch kits, frozen pizza and refrigerated biscuits. Discount department stores like Wal-Mart, Sam's Club and Big Lots are frequent destinations for clothing and housewares. When they take a vacation, parents are content to pile the kids into their domestic SUVs and head to a theme park or campground near a lake or beach. Financially risk-averse, they make a stronger market for insurance rather than investment products.

Media

The members of Family Convenience have traditional media tastes. They like to watch classic sitcoms on TV Land, family-friendly fare on the Disney Channel and cartoons on Nickelodeon. Many listen to radio every day, tuning in country, classic rock and adult contemporary stations. They prefer magazines that cater to their interests in the home, hunting, motor sports and entertainment. When they go online, they seek out websites that follow their leisure interests frequenting sites such as NASCAR.com, Disney.com and eBay.com all at high rates. Although their small towns may have few movie theaters, residents are avid movie goers with their favorite genre being family movies which is not surprising for this Mosaic.

Segment C05: Mid-market Enterprise

Located in small towns throughout New England, these households are mix of middle-aged and middle-income singles and couples with high school degrees and some college education

Demographics

Characterized by middle-aged and middle-income households, Mid-market Enterprise is noteworthy only in its ordinariness. Its mix of singles and couples are about evenly divided between those with high school degrees and others with some college education. There are few minorities. Most Mid-market Enterprise households are located in small towns throughout New England, where residents work in a wide range of blue-collar, whitecollar and administrative jobs. With their solid incomes in rustic settings, they can afford upper-middle-class niceties, including recently built homes and multiple cars with a preference for sport wagons and medium-sized SUVs.

Lifestyles

They may live in small towns, but the residents of Mid-market Enterprise still enjoy plenty of big-city activities. They go to concerts, comedy clubs and nightclubs at above-average rates. They have a cultural streak and show high rates for playing a musical instrument, reading books, painting and drawing. Many of the younger adults engage in aerobic exercise, playing soccer and football as well as going skiing and hiking. They try to stay current with new styles, shopping for clothes at Kohl's, Old Navy and American Eagle Outfitters, or picking up the latest electonics at Best Buy and Circuit City. It's difficult to find a portable device that these consumers don't own. Many will carry digital cameras and camcorders on their regular car trips to beaches, campgrounds and theme parks.

Media

Although primarily middle-aged, Mid-market Enterprise is a haven for youth-oriented media. With children of all ages, these households are watching comedy, reality shows and adult animation on cable channels like Spike TV, MTV and Comedy Central. These folks keep their radios cranked up to stations that play classic rock with a mix of country music and golden oldies. Their favorite magazines include many devoted to music, fashion and design including titles like Spin, Cosmopolitan and Metropolitan Home. They also go online at high rates, enjoying a variety of activities including instant messaging, exchanging email, playing games and researching products before they go shopping.

Segment D01: Nuevo Hispanic Families

Young and lower income Latino family households living, in working-class neighborhoods of large cities

Demographics

Centered in the nation's big cities, Nuevo Hispanic Families is a cluster of young Hispanic family households living in working-class neighborhoods. Nearly eight in ten residents are Hispanic. About two-thirds of the households are under 45 years old and many contain large families with mixed-aged children that have settled into comfortable bungalows and low-rise apartments. Education attainment is low, with one-third having less than a high school education. They earn lower-middle incomes from jobs as construction laborers, retail clerks and food service workers. A fairly mobile group, many express the hope that they'll be trading up soon to better jobs and bigger homes.

Lifestyles

With their modest educations and salaries, households in Nuevo Hispanic Families pursue economical lifestyles. They lack the discretionary income for many leisure activities or vacation travel as they support family members. They're avid fans of outdoor sports, especially soccer, basketball and baseball. As a family, they are frequent shoppers who like to browse stores patronizing retailers that sell athletic attire, such as Nike, Finish Line and Footlocker. These typical bi-lingual consumers claim that they can afford to buy designer clothes, and many like to clothes shop at specialty stores where they can converse with knowledgeable clerks. Nuevo Hispanic Families households want to stand out in a crowd, and many concede that they need more money to look the part. They own relatively few cars or financial investments at above-average rates.

Media

What Nuevo Hispanic Families may lack in money, they more than make up in their passion for various media. They have high rates for watching network and cable television, listening to the radio and reading newspapers and magazines. Their favorite cable channels feature family-friendly fare: Disney, Nickelodeon and Cartoon Network are among the most popular. They tune in to Spanish and Mexican music stations at more than eight times the national average. Their top-rated magazines are all Spanish oriented—Hispanic Magazine, Urban Latino and Latina Style—in addition to several English language titles on fashion and gaming. Their Internet activity is low which can be linked to a low propensity to own desktop and laptops computers.

Segment D02: Working Rural Communities

Middle-class empty-nesting couples, middle-aged families and single seniors living in older, industrial towns skilled in blue-collar construction and manufacturing jobs

Demographics

There's a grittiness to life in Working Rural Communities. In these older, industrial towns, aging residents hold skilled blue-collar jobs in manufacturing and construction. Most households are filled with empty-nesting couples, middle-aged families and single seniors. They reside in 40-year-old homes valued at below-average prices. Their inexpensive housing allows their middle-class incomes to go far in these predominantly Midwestern towns. Many residents drive traditional, American-made cars and trucks, though their typical 10-minute commute to work is one of the shortest in the nation.

Lifestyles

The empty-nesting couples who dominate Working Rural Communities lead serene leisure lives. Many spend their free time enjoying home-based hobbies such as gardening, woodworking and needlework. Their plans for a big night is dining at a local restaurant, going to an antique show or playing bingo. They score low for most outdoor sports other than fishing, hunting or bird-watching. These middle-of-the-road consumers are not big shoppers, tending to make a lot of their purchases—clothes for themselves, toys for their grandchildren—at discount department stores like Wal-Mart and K-Mart. They're financially conservative, investing in government and corporate bonds as well as owning health, life and property insurance. With low rates for traveling long distance, these longtime residents are content to work and play in their hometowns. Many are active in their community as members of civic clubs.

Media

Working Rural Communities is filled with media traditionalists. They read magazines that have been around for decades—among them, Reader's Digest, Ladies' Home Journal and Good Housekeeping. When they turn on the radio, it's often to listen to golden oldies or traditional country music. These households are avid television viewers especially when it comes to nostalgic programming such as old movies and sitcom re-runs on AMC and TV Land as well as the History Channel and the Hallmark Channel. They also enjoy programs such as "Wheel of Fortune," "Antiques Roadshow" and the "CBS Sunday Movie." To get the day's news, they rely on newspapers and have yet to discover the Internet.

Segment D03: Lower-income essentials

Lower-income empty-nesting couples and aging seniors, living in out of the way towns in aging houses and mobile homes

Demographics

Lower-income Essentials is dominated by aging seniors and empty-nesting couples of modest means. Although small in absolute numbers, the Native American population here is three times the national average. Concentrated in out-of-the-way towns in the Prairies, residents make do with humble lifestyles. The educational levels are often low, with one in five residents never completing high school—about 40 percent above the U.S. average. Most workers earn low wages at blue-collar or service industry jobs in manufacturing, retail and health care. With these lower echelon positions, residents live in aging houses and mobile homes valued at well below the national average.

Lifestyles

The demographics of Lower-income Essentials combine to create less-than-luxurious lifestyles. Households pursue outdoor activities like fishing, hunting and gardening. They're active in community affairs, belonging to church groups, veterans clubs and local government associations at high rates. Their isolated towns offer relatively few entertainment options, and most spend their leisure time at home, watching TV or listening to music. Their idea of a night out could consist of playing bingo, a meeting at the American Legion or socializing with family and friends. Residents describe themselves as fashion conscious, but their low incomes limit their tastes to what's available at discount chains like Wal-Mart, K-Mart and Big Lots. Their taste in electronics is similarly driven by their budget, and is reflected in their low rates for buying the latest consumer electronics. Their autos are mostly pick-up trucks and mid-sized sedans, taking out car loans to buy used vehicles.

Media

Lower-income Essentials households are heavy users of traditional media. They listen to the radio every day and are particularly fond of country music and golden oldies stations. They are big watchers of television and enjoy documentaries and family-friendly fare on cable channels like Discovery, TNT, USA and Lifetime. They are likely to watch a variety of network TV shows that include news, reality shows and sitcoms like "The King of Queens" and "According to Jim." Their taste in print media is a variety of outdoor oriented publications as Field & Stream and North American Fisherman, traditional titles like Reader's Digest and Family Circle and for those more mature, AARP. Their online use is one of the lowest in the nation, so communicating with them via the Internet would be a challenge.

Segment D04: Small-city Endeavors

A mix of lower income, young and old, singles, families and single parents living in older homes and small apartments in working-class towns

Demographics

Small-city Endeavors has a split personality, reflecting the cluster's mix of young and old, singles, families and single parent households. In these diverse working-class communities concentrated primarily in the Midwest, newcomers share blocks with longtime residents, drawn to the affordable housing and short commutes to work. Many of the adults never went beyond high school, and the employment base largely consists of low-wage bluecollar jobs in manufacturing, retail and health services. Most households live in older homes and small apartments valued at less than half the national average. One in twenty lives in a nursing home or assisted living facility.

Lifestyles

Given its mix of ages and family types, the Small-city Endeavors cluster is characterized by diverse lifestyles. In these small towns, pastimes like basketball and go-carting coexist with antiquing and board games. Most households enjoy outdoor activities like camping, boating and fishing. With their low incomes, there's not a lot of discretionary spending on travel or cultural activities, and consumers limit their shopping trips to discount stores like Wal-Mart, Payless Shoes and Fashion Bug. They are frequent shoppers at toy, hobby and sporting goods stores. Many are late adopters of technology and typically seek the advice of others when buying electronic products. Financially, they are likely to take out personal and payday loans and they carry a variety of low-value car, life and homeowner's insurance products.

Media

Small-city Endeavors represents a solid audience for a number of media. They're big TV fans—both network and cable—and watch daytime soaps, game shows, evening newscasts and reality programs all at high rates. Their favorite cable channels run the gamut—from CNN and Discovery to the Sci-Fi Channel and ABC Family. The cluster's broad age range is seen in the popularity of magazine titles such as Rolling Stone, Seventeen, Woman's Day and Soap Opera Digest. Folks here love their country music stars, whether they're on radio or television. Internet usage rates are low. However, when they are online, they use the Internet to check sports and likely to explore new and interesting sites that they've never been to before as they search the vast online world.

Segment E01: Ethnic Urban Mix

An ethnic mix of young and diverse city dwellers who are middle-aged singles and families living in older inner-city neighbourhoods

Demographics

Concentrated in older inner-city neighborhoods, Ethnic Urban Mix presents a classic portrait of young and diverse city dwellers. More than half of the households consist of African-Americans, Hispanic and Asian residents. They feature a mix of young and middle-aged singles and families. There's a wide range of educational levels in the segment, with even numbers of high school and college graduates. Residents report middle-class incomes from a variety of blue-collar and service jobs in retail, transportation, food and health care. Many live in cramped apartments more than a half-century old, commuting to work via public transportation and never venturing far from their crowded, downtown neighborhoods.

Lifestyles

The households in Ethnic Urban Mix may not be rich, but they have enough disposable income to fashion active lifestyles. They engage in a variety of athletic activities, including jogging, baseball, soccer and skiing. Many are night owls who frequent nightclubs, concerts, movies, museum exhibitions and dance performances. As consumers, they like to buy the latest fashion and newest mobile electronics, and they make a strong market for laptop computers, PDAs, mini-disc players and digital cameras. They also patronize area restaurants that cater to their decidedly eclectic tastes in health food, vegetarian cuisine, gourmet meals and—because their budgets don't always match their palates—fast food. They support these purchases with heavy use of credit cards, debit cards and ATM machines.

Media

The lively households of Ethnic Urban Mix are often too busy to sit still for traditional media. They exhibit relatively low rates for watching most cable TV channels, though they'll catch late-night network TV shows that offer sitcoms, science fiction and animation. They'll take to the streets with radios tuned to Spanish music, adult contemporary stations or contemporary hit radio. Their readership rates for newspapers are respectable and they'll occasionally sit down with a magazine, as long as the topic is fashion, sports or video gaming. Most prefer to go online to visit magazine websites, download music, instant-message their friends or listen to Internet radio.

Segment E02: Urban Blues

Young Hispanic families, singles, and single parents living in urban areas working in low paying, entry-level blue-collar and service jobs

Demographics

While many residents in this cluster may be singing the Urban Blues, the tune probably has a Latin beat. More than three-quarters of all households in this segment are Hispanic—roughly six times the U.S. average. They tend to be mostly young singles, families and single parents living in urban areas primarily in the Southwest in cities as Houston, TX, San Antonio, TX, Phoenix, AZ and Albuquerque, NM. Their schooling is modest and their unemployment rate is more than twice the national average. Those who do find work typically hold entry-level blue-collar jobs in agriculture, retail and food services. Nearly two-thirds of residents own single-family and mobile homes and the houses are older and valued at less than half the national average.

Lifestyles

The working-class members of Urban Blues make do with low-key lifestyles. They like to spend their free time participating in team sports including soccer, baseball, basketball, volleyball and football. These family-oriented households like to keep busy around the house cooking, listening to Spanish music and entertaining friends. However, without a lot of discretionary income, their activities can be limited and even going to movies or out to dinner can be a challenge for most. Many residents like to shop for new fashion at specialty stores—typically those where clerks speak Spanish—but they also patronize large discount chains such as Ross Dress for Less and Payless Shoes. At the grocery store, they stock up on baby food, energy drinks, meat alternatives and cheese typically paying in cash. With little or no banking services and credit cards, Urban Blues households provide a new market opportunity for financial services and credit cards companies for tapping this underserved and underbanked consumer market.

Media

Urban Blues is dominated by Latin media. Residents tune their radios to stations that play Tejano and ranchera music. They read magazines like Urban Latino and Hispanic Magazine, along with English language titles that reflect their passion for music. They have high rates for watching broadcast television, including English language comedies and cartoons like "George Lopez" and "King of the Hill." Urban Blues households have low Internet usage rates, but those adults who do go online like to download music and games. These consumers are more comfortable with traditional media, which they often enjoy together as a family.

Segment E03: Professional Urbanites

An upper-middle-class retirement oasis in the metropolitan sprawl containing very active empty nesting couples and older singles

Demographics

Professional Urbanites is a haven for aging singles and couples, an upper-middle-class retirement oasis in the metropolitan sprawl. With most residents over the age of 65, these households have already empty-nested, with their children having gone off to college and work. The adults in this cluster boast college degrees with aboveaverage incomes as white-collar professionals and managers in retail, education and health care. And they tend to live in relatively new homes and well-kept apartments, enjoying an upscale lifestyle in the twilight of their careers.

Lifestyles

The financially secure members of Professional Urbanites enjoy cosmopolitan lifestyles. They have high rates for traveling abroad, taking cruises and staying at vacation resorts in the U.S. Their favorite leisure activities include attending live theater and operas, frequenting restaurants and antique shows, and visiting gambling casinos. Their preferred sports are golfing and boating. These well-off, conservative consumers like to drive full-sized luxury cars and hang on to old consumer electronics such as stereos, and favor 35-mm cameras over digital models. When they go shopping, they like to buy clothes at upscale boutique stores like Talbot's and Ann Taylor, and home furnishings from big-box stores like Costco, Home Depot and Bed, Bath & Beyond. Increasingly, they look for products that are environmentally friendly and, in their words, "have stood the test of time"—much like themselves.

Media

Professional Urbanites residents are media traditionalists. They're more likely than average Americans to read newspapers, subscribe to magazines and listen to the radio. They're avid fans of news oriented magazines such as U.S. News & World Report, Newsweek and the New Yorker and turning to cable news networks like CNN, CNBC and Fox News. They're also fans of family-friendly entertainment, and they have high rates for watching the Hallmark Channel, Turner Classic Movies and A&E. Their preferred radio stations go back to an earlier age—big band, easy listening and classical music. They're still relative new comers when it comes to the Internet, and some find computers confusing and will never get used to them. However, they're starting to go online to trade stocks, make travel reservations and seek out medical information.

Segment E04: Suburban Advantage

Empty-nesting couples and retirees living in middle-class homes and condominium developments in dense retirement communities along the Atlantic and Pacific coasts

Demographics

When retirement looms, many Americans downsize their housing, seeking out resort-like communities within short distances to major medical facilities. In Suburban Advantage, empty-nesting couples and retirees have moved to middle-class homes and condo developments in dense retirement communities along the Atlantic and Pacific coasts. Most households have college degrees, and, if they're still in the workforce, hold white collar and managerial jobs in health care, education or financial services earning comfortable incomes. As for the third of residents who are retired, they share a secure standard of living with other seniors and the tourists who visit their vacation communities.

Lifestyles

Suburban Advantage households enjoy comfortable but not lavish lifestyles. They like to spend their leisure time going to movies, concerts, nightclubs and antique shows. They're health-conscious Americans who exercise by golfing, hiking and working out on cardio machines and stationary bicycles. Fairly conservative in their marketplace choices, they like mainstream clothing retailers such as Dillard's and Bealls, and likely to pass by the aisles with the latest consumer electronics. These careful money managers avoid extravagant purchases and invest their money in a variety of stocks, CDs, corporate bonds and fixed-rate annuities for their IRA accounts.

Media

The maturing households in Suburban Advantage represent a strong market for newspapers and magazines like Martha Stewart Living, Ladies' Home Journal, AARP and Sports Illustrated. They like tuning in to the radio for talk shows—especially programs having to do with news, sports and business. In one of their few expressions of being tech savvy, they own satellite radios at high rates. Their taste in television fare runs towards documentaries, reality programs and sports shown on such channels as the History Channel, A&E, ESPN and Court TV. They're only infrequent Web users, turning to the Internet mostly to look up directions on Mapquest or buy books on Amazon. Instead, these inquisitive Americans remain media traditionalists, reading the daily and Sunday newspapers from cover to cover.

Segment E05: American Great Outdoors

Older rural couples and retirees scattered in remote communities around the country living on low wage and Social Security in modest homes, small apartment buildings and mobile homes

Demographics

A rugged blend of rural couples and retirees makes up American Great Outdoors. Scattered in remote communities around the country, this segment is characterized by aging households—about half are over 65— who like an outdoor lifestyle. These singles and couples live in modest homes, small apartment buildings and mobile homes. There's little emphasis on educational achievement, and one in five did not complete high school. Most households get by on Social Security or relatively low wages earned at blue-collar and service industry jobs in retail, health care and food services. Money seems to go further in these isolated communities affording a number of households with full-sized cars and boats.

Lifestyles

As the name suggests, the small-town households in American Great Outdoors spend their leisure time outside, gardening, bird-watching, camping and saltwater fishing. These older Americans also enjoy social activities through their memberships in veterans clubs and fraternal orders. Playing bingo is also a favorite pastime. With only modest incomes, they are very conservative owning few investments and prefer the safety of CDs and money markets. They're more comfortable shopping at discount department stores and at do-it-yourself home improvement chains like Ace Hardware and True Value Hardware. Whether it's clothes or cars, these blue-collar folks are proud of their American roots and buy products with a made-in-the-USA label or brand.

Media

American Great Outdoors households would rather be outside than sitting down with most media. They will come inside to watch TV programs that feature how-to renovations and makeover challenges as well as game shows or classic movies on AMC or the Hallmark Channel. They aren't radio fans, but they'll occasionally tune in stations that offer news or easy listening music. These consumers would rather thumb through magazine pages than click through anything online. Their taste in magazines reflects titles geared to women and older-thanaverage readers including Woman's World, Reader's Digest, Prevention and Good Housekeeping.

Segment E06: Mature America

Home to the Greatest Generation, these senior residents earn modest and fixed incomes and live primarily in city neighborhoods in high-rise apartments, mobile homes and assisted living facilities

Demographics

The oldest lifestyle type in the nation, Mature America is home to the Greatest Generation. More than half the residents are 75 years of age or older and a significant percentage are mostly likely to be widows or widowers. Found mostly in city neighborhoods, they typically live in high-rise apartments and assisted living facilities. Many of these households come from humble origins, and more than half never went beyond high school. While those still working have jobs in retail or health services, earning modest incomes, about half of households are retired and getting by on fixed incomes.

Lifestyles

The seniors in Mature America lead very quiet lifestyles. They tend to stay around the house, reading books or watching movies on television. Their social life revolves around various community groups, and they boast high rates for belonging to fraternal orders, veterans clubs and religious organizations. From their investments, including bonds, tax-shelters and mutual funds, they are able to travel and are likely to take cruises and visit gambling casinos. They admit that they're not very adventurous consumers, and they stick to their favorite brands when it comes to fashion, patronizing mid-market stores such as Dillard's, Bealls and J.C. Penney. They are primarily a one car household and they tend to buy a new car every couple of years. Describing themselves as tech shy, they shun most electronic gadgets. In Mature America, the newest technological device is most likely to be the TV remote.

Media

Mature America makes a strong market for traditional media. These households get their daily news fix from newspapers and all news radio stations. It's hard to find a cable news channel that they don't watch at aboveaverage rates. Since they are likely to spend time at home, their days are likely to be scheduled around TV programs, particularly game shows, newscasts and news magazines like "60 Minutes" and "20/20." These seniors are also fond of women's and home-oriented magazines that have been around for decades including such titles as Family Circle, Reader's Digest and House Beautiful. Mature America is no place for Internet surfers, and residents concede that computers and the Internet leave them challenged and having little or no impact on their lives.

Segment F01: Steadfast Conservatives

Home to high-school educated mature singles and couples living in middle-class urban bluecollar neighborhoods

Demographics

A quietly aging cluster, Steadfast Conservatives is home to mature singles and couples living in midscale urban neighborhoods. Households tend to be white, high school-educated and middle class. Many have begun to emptynest or are already filled with couples and singles aged 65 years or older. The seniority of many residents does have benefits in the workplace. They earn middle class incomes from skilled jobs in manufacturing, retail and health care. Their incomes go far, allowing residents to own older homes and multiple cars and trucks at higher than average rates.

Lifestyles

The residents of Steadfast Conservatives live up to their old fashioned reputation. They think the stock market is too risky, computers and the Internet too confusing and take preventive medicine before any sign of illness. They even regard aerobic exercise as too strenuous, preferring to spend their leisure time fishing, gardening, antiquing or doing needlework or woodworking. For their social life, they attend activities sponsored by fraternal orders, veterans clubs and church groups. As consumers, they're likely to be brand loyal when they shop at favorite stores like J.C. Penney for clothes, Dick's Sporting Goods for outdoor gear and Jo-Ann for needlecrafts. With their middle-class incomes, they make a strong automotive market, especially for American-made pickup trucks and mid-sized sedans. To further protect their established lifestyles, they buy a variety of insurance products— covering health, life, car and home—though primarily low-value policies.

Media

Households in Steadfast Conservatives are fans of traditional media, including print, TV and radio. They like to get their news from a daily paper or the nightly newscasts on network TV. They consider television as a primary source of entertainment in their lives, and they have high rates for watching sitcoms, reality shows, daytime soaps and religious programs. They enjoy reading magazines that appeal to their do-it-yourself sensibilities including popular titles as Family Handyman, Better Homes & Gardens and Country Living. Their radio tastes include a mix of big band, classic rock, country and golden oldies. These households are mostly unenthusiastic about the Internet, but when online they engage in chat forums and visit NASCAR.com.

Segment F02: Moderate Conventionalists

Highly mobile, middle-class singles and childless couples living in modest homes, semidetached houses and apartments scattered throughout second-tier cities

Demographics

With many key demographic measures close to the national average—including age, income and education— members of Moderate Conventionalists epitomize average Americans. Scattered throughout second-tier cities in the Midwest and West Coast, these singles and couples tend to live in modest homes, semi-detached houses and apartments. Most have completed high school or some college and parlayed well-paying blue-collar and whitecollar jobs into middle-class status. These predominantly childless households have low rates of homeownership and above-average rates of mobility. Moving vans are a frequent sight in this cluster, as young singles move into their first apartments and empty-nesting couples leave their homes for smaller retirement rentals.

Lifestyles

Members of Moderate Conventionalists lead active social lives. With the majority of residents unattached, these areas present an active social scene. Their favorite activities include dancing, bar hopping, bowling and playing pool. They're avid exercise buffs who like to play softball, tennis and volleyball. They travel frequently for business and pleasure, though their destinations are frequently to ocean beaches. They're big consumers for products that help them look their best such as cosmetics, toiletries and athletic gear. With their midscale incomes, these childless households have discretionary cash to spend on clothes and the latest tech gear. However, they can't be too extravagant since many are carrying plenty of debt with education and car loans.

Media

Despite all their socializing, Moderate Conventionalists find time to enjoy a variety of media—from newspapers and TV to movies and the Internet. They like to watch reality shows, sitcoms and evening animation such as "CSI," "King of the Hill," "E.R." and "Malcolm in the Middle." They read a lot of gaming, celebrity and sports magazines, such as Entertainment Weekly, Us, Sports Illustrated and GamePro. This is only a moderate market for radio programming, with country music and contemporary hit radio stations faring the best. Many of the young residents would rather spend their free time on the Internet, downloading games, looking for better jobs, surfing to sports websites and participating in chat forums.

Segment F03: Southern Blues

Racially mixed, young and lower-middle-class singles and couples living in older, garden style apartments in satellite cities throughout the South

Demographics

Racially mixed and lower-middle-class, Southern Blues is home to singles, couples and divorced men and women living in satellite cities throughout the South, especially in Florida. With two-thirds of households unmarried and almost half under 40 years old, this cluster reflects a relatively young and unattached populace. A high percentage of residents live in older, garden-style apartments. Most of the households are high school educated and are working at lower-echelon jobs in manufacturing, retail, health care and food services. Although they pay average rents for their apartments, their median household income is lower-middle-class and they've yet to achieve financial security.

Lifestyles

The lifestyle of Southern Blues reflects a young, working-class sensibility. With limited means for expensive leisure activities, residents spend their free time playing sports like basketball, soccer and volleyball. Their lack of discretionary income keeps them close to home, frequenting local establishments to play pool and socialize. Although they like to buy the latest fashion, they're budget-conscious shoppers who frequent discount clothiers like Marshall's and T.J. Maxx. These households travel infrequently and own few investments of any kind. They are mostly independent and would prefer spending times with friends then family.

Media

The members of Southern Blues are dedicated TV fans. They watch primetime sitcoms and daytime soaps on network TV, and they watch a variety of cable channels at high rates, including BET, MTV, Spike TV, Lifetime and Comedy Central. Unlike many other Mosaic segments with young populations, these residents aren't big on the Internet—except when they have a chance to visit online job sites. They do excel in more traditional media patterns, reading newspapers (especially the Sunday classifieds) and listening to radio stations that play Spanish, urban contemporary and top-40 music. They say they like to read magazines to stay informed, but what they're mostly interested in is the latest news in music and pop culture. Among their most read titles include Vibe, Stuff, Esquire and Jet.

Segment F04: Urban Grit

Young, ethnically mixed, working-class singles and single-parent households living in blue-collar neighborhoods in second-tier cities scattered around the country

Demographics

Life can be hard in Urban Grit, a cluster of blue-collar neighborhoods in second-tier cities scattered around the country. In this working-class lifestyle, the population is ethnically mixed—more than half the residents are Hispanic or African American—and predominantly young. Nearly a third of the populace is under 35 years old, and most households contain singles or single-parent families with less than one in five containing married couples with children. Their below-average educations result in low-level jobs in retail, blue-collar trades, health care and food services. With their modest incomes well below the national average, many households live in fixer-upper homes or low-rise rentals in older apartment buildings.

Lifestyles

The young and restless households of Urban Grit lead fairly active, if modest, lifestyles. They participate in team sports and frequently play basketball, soccer, softball and hockey. On weekends, they'll attend a dance performance or take their kids to the zoo. Those with children are also active in PTA groups. Having to watch their budgets, they shop at discount stores such as K-Mart, Payless Shoes and Ross Dress for Less. They like to shop and are willing to go out of their way to find new stores. With their spending patterns influenced by their children, they buy infant toys, electronic dolls and handheld video game devices. Many drive used foreign and domestic compacts, which they take for infrequent long-distance trips. Financially strapped, they have little or no investments and are likely to have personal and payday loans.

Media

Few Mosaic segments have more fans of advertising than Urban Grit. These young, working-class consumers appreciate the entertainment value of TV advertisements and recall commercials while clothes shopping. They're big fans of a variety of TV programs, including soap operas, sitcoms and court shows. They also tune in to radio stations that feature Spanish, Mexican and urban contemporary programming. They describe themselves as newspaper readers, though they typically turn to the classified ads first. They're more likely to spend time reading magazines of various topics such as Parenting, Essence, Vogue and Money. When they go online, which is relatively rarely, it's often at a library to check out job search websites.

Segment F05: Grass-roots Living

Less educated, racially diverse mix of middle-aged couples, families and singles living in lowermiddle- class rural villages and aging industrial towns throughout the Midwest and South

Demographics

Located in rural villages and aging industrial towns throughout the Midwest and South, Grass-roots Living consists of a racially diverse mix of couples, families and divorced men and women living in lower-middle-class circumstances. Educational levels are low, and nearly a quarter of households did not finish high school. Those still in the workforce tend to have low-paying jobs in manufacturing, construction or agriculture. Most residents live in older houses or mobile homes that are worth less than half the general population.

Lifestyles

The members of Grass-roots Living are known for their heartland lifestyles. They like to spend their leisure time out of doors, fishing, hunting and swimming. When they come inside, they enjoy cooking, playing cards and watching TV. In these isolated communities, the closest Wal-Mart often serves as the unofficial town square as well as a primary shopping destination. Traditional in their marketplace preferences, they look for favorite brands and products made in the USA including the pickup trucks and mid-sized sedans they drive. Although these folks tend to be late adopters of technology, they outfit their new vehicles with satellite radio for the improved audio reception and greater station selection.

Media

The middle-aged members of Grass-roots Living have traditional media tastes. They like to sit on their couches watching network TV shows including daytime soaps, reality shows and news programs as well as cable channels like USA, A&E, Country Music Television and The Weather Channel. Many households read traditional magazines such as Ladies' Home Journal, Field & Stream and National Enquirer. In their cars, they typically keep their radios tuned to country, gospel and rhythm and blues stations. They are avid racing and NASCAR fans and will watch a race on TV or in the speedway stands. Even though residents display very low rates for accessing the Internet, those who do go online typically visit network TV and auto racing websites like ABC.com and NASCAR.com.

Segment G01: Hardy Rural Families

Predominantly middle-class, older Americans living rustic lifestyles in older single-family houses and mobile homes located in tiny towns and isolated villages

Demographics

Far beyond the nation's beltways in tiny towns and isolated villages, the households of Hardy Rural Families are thriving. Predominantly white and middle-class, these older Americans have crafted rustic lifestyles in older single-family houses and mobile homes. Most of the households comprise married couples with a single wage earner who are high school educated and have blue-collar jobs in agriculture, construction and transportation. In these tradition-steeped communities, a disproportionate number of households have single wage-earners. To cover the long distances required for even the simplest of errands, these households rely on pickups and SUVs to handle the rough terrain in their rural communities.

Lifestyles

The members of Hardy Rural Families share active outdoor lifestyles. They like to spend their leisure time pursuing activities such as hiking, boating and gardening. Their social lives revolve around fraternal orders, veterans clubs and church groups. They prefer to shop at local stores but, if they can't find what they want, they'll head to discount retail chains like Wal-Mart, Big Lots and Fashion Bug. This is buy-America country where residents look for domestically made pickups and SUVs. They like to take driving trips for short weekend getaways. Many consumers are late adopters of new products, especially consumer electronics: They have relatively low rates for owning computers and digital devices, and their living rooms are likely to be equipped with stereos and TVs hooked up to VCRs. They are not big investors and feel the stock market is too risky. They prefer to pay in cash for things and carry personal loans, car loans and low-to-medium value insurance policies.

Media

In Hardy Rural Families, residents are loyal to traditional media. They listen to country music and classic rock on the radio. They have high rates for reading daily newspapers and magazines that reflect their down-home lifestyles including Country Weekly, Family Handyman and Motor Trend. On television, they tune in to network dramas and daytime soaps as well as cable networks like the Outdoor Channel, Speed Channel and National Geographic Channel. Hardy Rural Families households have low Internet usage rates, but when residents do go online, they're most likely to visit websites of another traditional media—the network TV home pages—to follow the exploits of their favorite programs and stars.

Segment G02: Rural Southern Living

Low income, blue-collar couples and families scattered in sparsely settled mobile home communities across the South

Demographics

Scattered in sparsely settled communities across the South, the households in Rural Southern Living consist of young, predominantly white couples and families with lower-middle-class lifestyles. No segment has more residents living in mobile homes with more than half the households living in manufactured housing. The adults are high school educated and work at blue-collar jobs in manufacturing, construction and transportation. Their low-paying jobs result in household incomes nearly 30 percent below the general population. With their relatively low housing costs, however, these young families have more discretionary cash to stretch their budgets.

Lifestyles

Rural Southern Living households have lifestyles befitting young, exurban households. Their leisure time is dominated by outdoor pursuits that include target shooting, camping and playing softball. They enjoy going to aquariums, state fairs and beaches. When they travel for a vacation, it's usually a long car trip to a state park or national seashore. These price-sensitive consumers believe that clothes at discount stores are just as good as those at higher-end retailers, and their favorite stores include Wal-Mart, Goody's Family Clothing and Belk. They will splurge on consumer electronics such as video game systems, home theater systems and camcorders. They drive pickup trucks and mid-sized sedans probably equipped with satellite radios.

Media

The young households in Rural Southern Living make a strong TV market. They enjoy watching a wide range of programming—primetime sitcoms, comedy shows and crime dramas—and include cable channels such as FX, Comedy Central and Spike TV. They make time to watch network shows like "CSI," "Two and a Half Men" and "King of the Hill." As with many rural Mosaic segments, country music provides the soundtrack to many of their activities. Residents also tune in to religious and contemporary hit stations on the radio. When they sit back to read, it's often hunting, car and baby magazines as well as that bible for couch potatoes, TV Guide.

Segment G03: Coal and Crops

Rural, low-income families and singles living in small, racially mixed hamlets in sparsely populated areas working in mining and farming jobs throughout the Midwest and South

Demographics

Coal and Crops comes by its name honestly. The households of this rural cluster work primarily in the mining and farming industries. Found in sparsely populated areas throughout the Midwest and South, this cluster is characterized by low-income families and single households living in small, racially mixed hamlets. More than one-quarter of the residents never completed high school, the median household incomes are nearly 40 percent below the U.S. average and housing values are depressed by nearly a third of households living in mobile homes. In these hardscrabble areas, people struggle with the effects of an aging workforce and lack of available jobs. Between the retired and the unemployed, more than a quarter of the households have no workers in the family.

Lifestyles

The households in Coal and Crops lead an old-fashioned way of life. They pursue activities that have been popular since the Agrarian Age including gardening, fishing, hunting and horseback riding. With their teenage children, they enjoy outdoor sports such as baseball, football and target shooting. In these conservative and patriotic communities, residents are regular church goers and buy American when it comes to their pickup trucks and full-sized sedans. When they shop, they'll drive an hour to stock up on groceries and clothes at Wal-Mart and home improvement supplies at Lowe's. There's relatively little interest in high-tech gear—the adults admit that computers confuse them—but the kids are big fans of video game consoles and handheld game devices. Most men prefer the gear beneath the hood of a car and enjoy going to auto races and rallies.

Media

Coal and Crops is the kind of cluster where households tend to keep their TV sets on all day. Residents enjoy watching soaps and reality shows on broadcast TV as well as cable channels such as ABC Family, FX, Country Music Television and the Speed Channel. They're also a prime market for magazines, from outdoor titles likes Outside and Guns & Ammo to minority-oriented publications such as Jet and Black Enterprise. On their long road trips, they keep their radios tuned to country music and contemporary Christian stations. Residents in this cluster claim that they like advertising—no matter the platform. These households even claim that well-designed billboards improve the landscape.

Segment G04: Native Americana

Young low-income, blue-collar families living in small towns and isolated communities in the Western states

Demographics

More than half the households in Native Americana are Native American, and primarily consist of young lowincome families living in small towns in the Western states. In these isolated communities, most residents live in low-income housing with one in five owning a mobile home. Their median household income is nearly 40 percent below the U.S. average, with the unemployment rate running high. Few residents have completed college, and those that are in the workforce hold blue-collar jobs in manufacturing and construction, as well as jobs in education, health services, public administration and the entertainment industry.

Lifestyles

The households in Native Americana have modest lifestyles. Their communities feature few entertainment options and many residents spend their time at home, watching TV, reading and gardening. When they go out, it's often to places like state fairs and nearby gambling casinos. With their low incomes, Native Americana households have very few if any investments and are infrequent travelers. Automobile ownership is low with used American and foreign pickup trucks and compacts being the vehicles of choice. They're a solid market for children's toys, board games and consumer electronics, many filling their living rooms with VCRs and video game consoles. Conservative in their political and social outlook, residents here say there is too much sponsorship in arts and sports and that a woman's place should be in the home.

Media

Television is the main source of entertainment in Native Americana, from early news programs at the start of the day to afternoon soaps and evening dramas and comedy shows. The families here have high rates for watching cable channels like Toon Disney, Nickelodeon, Comedy Central and Country Music Television. Their radios are tuned to country and hot adult contemporary music. They are fond of print media, with average rates for reading newspapers and magazines like Country Weekly, Motor Trend and Family Fun. The Internet has made few inroads into these households but they're starting to go online to get information about local news and events.

Segment H01: Young Cosmopolitans

Residents are young, single, college educated and earning upper-middle-class incomes as whitecollar professionals, managers and executives living in luxury apartments and condos in fast growing cities

Demographics

Young Cosmopolitans is a collection of households where many adults are under 35 years old, single and earning above average incomes as white-collar professionals, managers and executives. In their fast-growing cities— including a number of college towns—these upscale young people live in luxury apartments and condos, commuting to work in sporty subcompacts. Nearly half hold college degrees, and they are almost twice as likely as average Americans to have graduate degrees. Many hold fast-track jobs in finance, information services and the arts. If they're married, it's a given that both spouses are working and their dual incomes provide comfortable, upper-middle-class lifestyles.

Lifestyles

Young Cosmopolitans households work hard and play hard. They have prosperous leisure lives, traveling frequently for business and pleasure, and enjoying city-quality amenities such as restaurants, movies, theaters and the night life. They like to stay fit by jogging, lifting weights, doing yoga and working out on cardio machines at health clubs. As consumers, they patronize high-end stores like Bloomingdale's, J. Crew and Victoria's Secret. They're also big purchasers of all kinds of tech gear, including iPods, BlackBerry devices and Xbox consoles. Their desire to stay abreast of the latest styles extends to home design, and they fill their condos and apartments with furnishings from Crate & Barrel, Pottery Barn and Ikea. The members of Young Cosmopolitans like to look good and feel good, whether they're on the town or at home.

Media

Young Cosmopolitans residents are often too busy to stay at home to watch TV or read a magazine. They'd rather go out and get their entertainment on a stage or big screen. When they do relax at home, these households make a strong audience for news, comedy and late-night talk show hosts such as Letterman and Leno. They enjoy catching music videos on MTV and VH1, and they keep their radios tuned to alternative rock and adult contemporary music stations. They're not big fans of magazines, other than youth-oriented fashion and fitness titles such as Elle, Shape and Men's Health. Increasingly, they're spending their free time online, going to news and travel sites and checking out social networking forums in search of a date or a mate.

Segment H02: Minority Metro Communities

Concentrated in inner-ring suburbs, these married couples and single-parent minorities earn above-average incomes from a mix of service industry and white-collar jobs in transportation, health care, education and public administration

Demographics

Minority Metro Communities reflects the nation's growing African-American middle class. With nearly threequarters of the residents African-American and half the households earning more than $50,000, this cluster is a testament to high educational achievement and professional employment among African-Americans. Concentrated in inner-ring suburbs, these households earn above-average incomes from a mix of service industry and white-collar jobs in transportation, health care, education and public administration. Many have settled into older homes and semi-detached houses built in the 1960s. There are more households with single parents than married couple families, and the unemployment rate is high. For many in Minority Metro Communities, middleclass status remains a precarious achievement.

Lifestyles

For those with solid incomes and single-family homes, the households in Minority Metro Communities can afford comfortable leisure lives. They go to movies and comedy clubs, belong to civic groups and fraternal orders, and get exercise at aerobics classes or bowling alleys. They're a strong market for youth-oriented toys, with high rates for purchasing dolls, video games and educational toys. Fashion and budget conscious consumers, they like to wear the latest designer fashions but end up shopping at discount chains such as Marshall's, T.J. Maxx and Value City. They're willing to splurge on consumer electronics including video game systems and handheld game devices, but they're still more likely to own stereos than CD players, and instant cameras over digital models. While many drive mid-sized sedans, they feel that foreign cars are more prestigious than American which is not surprising since they admit that their cars should catch people's attention.

Media

Minority Metro Communities is a strong market for ethnic media. Households have high rates for reading magazines like Black Enterprise, Essence and Jet. They tune in to radio stations that offer Southern gospel and religious programming. They're fans of TV programs that feature minority actors and personalities, including "Girlfriends," "The Bernie Mac Show" and "Judge Joe Brown." Television is a popular form of media in this segment, and families here show high rates for watching cable channels such as ABC Family, TV Land and Comedy Central. Unlike many other TV viewers, however, those in Minority Metro Communities like the commercials and find them especially useful when buying children's clothes and products in the marketplace. They are not big online users but when they go online it's to job search and download music and play games.

Segment H03: Stable Careers

Young and ethnically diverse singles residing in low- and high-rise apartment buildings and living comfortable lifestyles in big-city metropolitan areas

Demographics

Stable Careers is a collection of young and ethnically diverse singles living in big-city metros as Los Angeles, CA, Philadelphia, PA and Miami, FL. A quarter of the households are of Hispanic and Asian and are slightly less affluent than others dominated by Generation Y residents. More than half of households have gone to college and most have landed white-collar jobs in retail, health services and professional offices. Without the financial responsibilities of children, these singles and couples stretch their incomes into comfortable lifestyles. Most of the households live in relatively new apartments—in both low- and high-rise buildings—and pay above-average rents for the in-town real estate.

Lifestyles

The households in Stable Careers enjoy urbane lifestyles. They take advantage of their urban settings to go to bars, restaurants, concerts and comedy clubs. These young singles are body conscious and spend a fair portion of their free time jogging, lifting weights and doing aerobic exercises at nearby health clubs. Often on the go, they rarely set foot inside banks, preferring ATM machines to pick up cash for shopping trips to stores like Target, Old Navy, Gap and Best Buy. Although they're drawn to the clearance racks when shopping for clothes, they're willing to spend extra money for electronic devices such as MP3 players, digital cameras and laptop computers. In Stable Careers, these budget-conscious consumers enjoy traveling as often as they can, but their trips are typically to U.S. cities and staying with friends and family.

Media

The media tastes skew young in Stable Careers. The households make a strong market for a variety of network TV offerings including reality shows, sitcoms, music and late-night programs, including TV shows such as "Saturday Night Live," "American Idol" and "Fear Factor." Most residents prefer compact cars, but they make a point of having high-end radios to play alternative rock, urban contemporary and contemporary hit music. Their taste in magazines reflects their pop sensibilities, with favorite publications such as Rolling Stone, Vanity Fair and Entertainment Weekly. As early tech adopters, the members of Stable Careers are computer literate, and they go online frequently to search for jobs, chat, download music and check out the local personal ads.

Segment H04: Aspiring Hispania

Young, married and single Hispanic households earning lower-middle-class incomes and living in urban gateway communities

Demographics

A cluster of urban gateway communities, Aspiring Hispania is the first stop for many relatively young Hispanics striving for better lives in America. More than half the residents are Hispanic and split fairly evenly between married and single households. Many of these newcomers have large families and feel squeezed between high rents and lower-middle-class incomes. With their modest educations—more than one-quarter have not completed high school—the cluster's residents typically work in low-paying service industries including food services, retail and transportation. Their housing choices are also limited with a majority living in small apartment buildings or semi-detached houses. Reflecting economic challenges combined with ambitions to improve their living conditions and opportunities, two out of three households have multiple workers in the family.

Lifestyles

Aspiring Hispania households tend to have low-key lifestyles. They lack discretionary income to spend on many leisure activities, but they do enjoy playing sports like soccer, baseball and basketball. When they can, they will splurge on their kids, taking them to theme parks and buying an array of games, toys, dolls and action figures. They outfit their homes and apartments with furnishings from Ikea and Levitz Furniture. Even with their limited financial resources, they are also willing to spend money on the latest photography equipment including digital camcorders and cameras to capture their new experiences. Although they may not be able to afford frequent trips home—they're more likely to take domestic car trips than travel abroad—they do send money to relatives at high rates. Aspiring for a better life in America, many would like to own their own business. They want to get to the top in their career give and will give up time with the family in order to do so.

Media

Aspiring Hispania represents one of the few Mosaic segments with above-average usage rates for every kind of media—TV, radio, magazines and movies. They're big fans of television, especially news shows, animation programs and the music videos on MTV, VH1 and E! Entertainment. They listen to a mix of urban contemporary and Mexican and Spanish music on their compact car radios. Their taste in magazines reflects their varied passions for fashions (Vogue), family (Parenting), music (FHM) and their Hispanic heritage (Latin Style). When online they use instant messaging, frequent chat rooms, watch streaming video and visit sports sites.

Segment I01: Industrious Country Living

High school educated, upper-middle-class hard-working couples and families found in industrial remote towns and villages across the country

Demographics

Found in remote towns and villages across the country, Industrious Country Living consists of hard-working couples and families who earn their living from manufacturing, construction, retail and wholesale trades and home businesses. They're predominantly white, high school educated and owners of relatively new homes. They earn respectable incomes with one in three households earning more than $75,000 per year. Befitting its "industrious" descriptor, nearly two-thirds of Country Living households have multiple workers in the family.

Lifestyles

The households in Industrious Country Living enjoy rustic, outdoor and community-centered lifestyles. They like to fly fish in the summer and snowmobile in the winter. These long-time residents are active in their community belonging to fraternal orders, church boards and veterans clubs. They prefer to shop at local stores than national chains and are willing to travel to go to their favorite stores such as Big Lots, Meijer and Menards. They have a passion for collectibles, including coins, commemorative plates, porcelain figurines and toy cars. Financially conservative, they invest in CDs, savings bonds and carry life and health insurance. They prefer to buy American when they can which is prevalent in the autos they buy. Their households are likely to have three or more cars, and dominated by American branded pickup trucks, SUVs and vans. Although many vehicles are bought used, that's not a problem when repairs are needed since these self-reliant households claim that they're good at fixing mechanical things.

Media

The traditionalists of Industrious Country Living have old-fashioned media tastes. They read the daily newspaper as well as hunting, outdoor and homemaking magazines and listen to golden oldies and religious stations on the radio. Being remote as they are, television is a main source of family entertainment. They like to watch crime dramas and family-oriented comedies on network TV. On cable, they typically watch shows on Disney, Country Music Television, Outdoor Channel and Speed Channel. They have little interest in newer media like the Internet. The relatively few households that do have Internet access are just now discovering the wonders of online shopping and auction sites as eBay enabling them to buy and sell collectibles and other items online from the comfort of their home.

Segment I02: America's Farmlands

Remote farming communities scattered across the nation earning middle-class incomes living in older, single-family homes on large plots of land

Demographics

With more than nine times the national average for farmers, America's Farmlands has the highest percentage of farmers in the nation. In these remote communities scattered across the nation, residents are likely to have high school diplomas and middle-class incomes. Many live in older, single-family homes on large plots of land. The population density in this segment is less than one-tenth the national average. Their isolated setting encourages self-reliance and the need to own multiple vehicles for traversing their often unpaved roads. The local populace is also characterized by conservative social and family values with nearly three-quarters of residents are married and many with large families.

Lifestyles

America's Farmlands cultivates down-home lifestyles. In these traditional households, the men are most likely do the work, fish and hunt and the women cook, clean, sew and garden. As a family, Sunday is probably reserved for going to church and spending time together. These outdoor-oriented residents also have high rates for camping, horseback riding and skiing, and they're more likely to take a domestic trip to a national park than a vacation outside of the U.S. Living in rural communities means they have few commercial options and they often must travel more than an hour to go shopping, typically to discount department stores like Wal-Mart, Big Lots and Shopko. At the local grocer, they stock up on frozen products—pizza, orange juice and TV dinners—the things they can't grow in a garden or raise in a pen.

Media

Conservative, hard-working and family-centered, the households in America's Farmlands represent a strong audience for a number of media. They're fans of broadcast news, primetime comedy programs and family cable channels such as Hallmark, TV Land and the Outdoor Channel. They score high for reading venerable magazine titles such as Reader's Digest, Woman's World and Field & Stream. They like to tune in to country and adult contemporary music on the radio. While somewhat geographically isolated, these households have found community on the Internet and go online to exchange email and look up weather reports. However, they're still more comfortable getting their news and information from the daily paper. Reading the Sunday classifieds looking for deals is a weekly ritual.

Segment I03: Comfy Country Living

Older, empty-nesting college-educated couples and retirees reside in quiet small-town communities

Demographics

In Comfy Country Living, empty-nesting couples and retirees reside in quiet exurban communities. These households, predominantly white, married and college educated, are above-average in age with roughly one in four being 65 years or older. They're solidly middle-class from a mix of well-paying white-collar and blue-collar jobs in manufacturing, retail and food services. Many residents are pursuing the good life in relatively new houses and mobile homes worth close to the national median. With their children grown and out of the house, these mature adults have greater discretionary income to enjoy active social lives. Many have at least two cars to access entertainment and cultural amenities outside their small-town communities.

Lifestyles

With households skewing older and middle-class, Comfy Country Living features relaxing lifestyles. Residents have cultured sensibilities and enjoy going to plays, movies and music concerts. At home, they like to read, play a musical instrument, do woodworking and collect stamps. However, they wouldn't consider themselves as homebodies. They enjoy a variety of outdoor sports, such as biking, golfing and hiking. They travel regularly to domestic locations, typically gambling casinos and beachside resorts. These households have enough savings to invest in stocks and municipal bonds, and many like to give back to the community by donating money to political and environmental causes. To maintain their active schedules, these residents typically drive domestic pickup trucks, luxury sedans, and compact cars, with many being equipped with satellite radio.

Media

Comfy Country Living households like to get their news from magazines and their entertainment from television. When it comes to magazines, they're drawn to publications like Time and Newsweek as well as The New Yorker and Consumer Reports. On TV, they watch reality programs, evening newscasts, sitcoms and comedy shows. Their cable channels switch between A&E, FX, History Channel and HGTV. Unlike many of the country and rural Mosaic segments, Comfy Country Living households exhibit higher rates for listening to jazz and classical music on the radio than country. They are also spending their leisure time going online to shop, visit news websites and research health information.

Segment I04: Small-town Connections

Relatively young high-school educated couples and single households living in older houses and mobile homes earning lower-middle-class incomes

Demographics

In Small-town Connections, relatively young couples, single and divorced households enjoy an old-fashioned, conservative way of life that's changed little in decades. Predominantly white and high-school educated residents live in older houses and mobile homes. Many work a mix of blue- and white-collar jobs in manufacturing, retail, education and health services. Their lower-middle-class incomes support even lower housing values. The modest standard of living is due in part to the large number of young residents in the populace—four times the national average. One in ten adults is under 25 years old and, if not going to college, is starting out at a low-paying job.

Lifestyles

The households in Small-town Connections lead unpretentious lifestyles. They have high rates for reading books, listening to music, playing instruments and watching TV. Many also enjoy going out to eat, playing pool or hanging out at local clubs. Though they tend to shop at discount department stores for clothes, they will spend their money on some consumer electronics, buying digital cameras, camcorders and home theater systems at above-average rates. These town residents rarely travel abroad, but they will drive to domestic vacation spots to enjoy outdoor sports like boating in the summer and snowmobiling in the winter. As for their taste in cars, these traditionalists will drive anything—SUVs, compacts, mid-sized sedans or pickup trucks—so long as it's made in the U.S.

Media

The members of Small-town Connections watch a wide range of cable channels—from TNT and HGTV to VH1 and the Food Channel—as well as an array of network shows that includes "Dr. Phil," "Cops" and "King of Queens." Residents seemingly can't resist magazines, reading a variety of titles at high rates, including Good Housekeeping, Woman's Day, Road & Track and American Rifleman. For all this media variety, residents in this Mosaic appear united when it comes to the radio—everyone basically listens to country music. Small-town Connections households are only a moderate audience for the Internet, but they have begun going online for shopping and researching products before they make a purchase.

Segment I05: Hinterland Families

Blue-collar, middle-aged families and couples settled in isolated towns and villages throughout the South

Demographics

Hinterland Families is a collection of families and couples who've settled in isolated towns and villages throughout the South. These mostly middle-aged households are overwhelmingly white, less educated (one-fifth never completed high school) and working-class. They work in a variety of blue-collar jobs in manufacturing, construction, transportation and agriculture. Though most live in inexpensive houses, one-third reside in mobile homes—the third highest rate in the country—reflecting their sparsely developed communities. With less money tied up in mortgages, these residents have a high rate for owning multiple cars to commute to jobs and to the nearest big towns or cities for shopping and entertainment.

Lifestyles

The households of Hinterland Families are characterized by rustic, working-class lifestyles. Residents spend their leisure time participating in outdoors activities such as hunting, fishing, camping and horseback riding. They're active members of their small-town communities who belong to fraternal orders and veterans clubs. Many turn shopping into a major excursion to far-off communities with a Wal-Mart or Sam's Club. These old-fashioned consumers lack the interest to buy the latest consumer electronics, and likely to own 35-mm cameras and VHS camcorders. Any spare time is consumed by their passion for cars and motor sports. Many residents own sporty sedans and pickup trucks and attend auto races at high rates.

Media

The members of Hinterland Families see themselves as traditional Americans. They are religious, conservative and happy to sit in front of a TV set for entertainment. These middle-aged households enjoy a variety of TV programs, from soap operas and newscasts to movies and animation. Their choice of cable channels reflect their heartland values and include Country Music Television, Hallmark Channel and Lifetime. These Americans are big on other traditional media, listening to country music on their radios, subscribing to newspapers for the local news and reading magazines that appeal to country audiences. Their favorite titles include Outdoor Life, Petersen's Hunting and Country Weekly. These households claim that computers confuse them and are more likely not to be online then most other Mosaic segments.

Segment J01: Rugged Rural Style

Rural working-class households of older married couples and retirees residing in aging houses and mobile homes located in the most isolated communities in the Southwest and Western states

Demographics

Rugged Rural Style consists of some of the most isolated communities in America. In these rural working-class households across the Southwest and Western states, predominantly older married couples and retirees live in aging houses and mobile homes. Those still working have blue-collar jobs in construction, manufacturing and agriculture—the cluster has more than four times as many farmers as the general population. The mix of low educational achievement and blue-collar jobs contributes to the segment's low median income. The housing value is similarly low, with most homes built before 1970 and the median home value nearly 40 percent below the U.S. average. In these remote areas, one household in twenty operates a home business to help make ends meet.

Lifestyles

The households in Rugged Rural Style pursue old-fashioned country lifestyles. Hunting, fishing, gardening and needlework are all popular in this segment. For social activities, residents gather at the local church or fraternal order. In these rural outposts, households need to be self-reliant, thus their favorite stores include Ace Hardware and True Value Hardware, where they stock up on supplies for home improvement projects. Many are on tight budgets, rarely buying consumer electronics and avoiding financial investments altogether, saying stocks are too risky. The rest own conservative CDs and low-value insurance policies, for life, health, property and cars. Having a sturdy vehicle to handle the rugged terrain is a necessity in these back-country areas, and households often take out loans to buy full-sized sedans and pickup trucks.

Media

In Rugged Rural Style, television and magazines are important sources of entertainment. With satellite dishes planted alongside their gardens, households here have high rates for watching a variety of TV programs—news, soaps, sports and game shows, especially "Wheel of Fortune" and "The Price is Right." Residents also tune in to cable channels such as Lifetime, TV Land, The Movie Channel and Country Music Television. On the radio, country music is the mainstay with all the other genres having only minor appeal. Many magazines pile up on residents' coffee tables, including titles that have been heartland favorites for generations including Reader's Digest, Good Housekeeping, Country Living and Southern Living. Households are rather detached from the Internet. They've only recently begun to go online and have very low usage rates for almost all online activities.

Segment J02: Latino Nuevo

Primarily young, un-educated, but large-family Hispanic households concentrated in the barrios of border states like Texas and California earning very low incomes as laborers and service workers

Demographics

In Latino Nuevo, the American Dream lives in young, recent immigrants looking for better lives. Concentrated in the barrios of border states as Texas and California, the populace is more than 90 percent Hispanic and more than three-quarters of adults are under the age of 45. These households are filled with child-rearing families—no cluster contains more large families—and they tend to live in old apartments and homes valued at half the national average. With half of the residents never completing high school, the vast majority of adults work as laborers or service workers. Although their incomes are one of the lowest in the country—household income is 40 percent below the U.S. average—many residents may have come from countries where economic conditions are worse. For them, Latino Nuevo holds the promise of opportunity.

Lifestyles

Latino Nuevo households are typically living paycheck to paycheck. Residents are unable to afford many leisure activities, so they gravitate to sports that can be played in public parks including soccer, basketball, baseball and volleyball. They support large families and manage to buy infant toys, dolls, video games and Disney related products. To stretch their budgets, residents frequent stores like Toys R Us, Foot Locker and Ross Dress for Less. They're above-average purchasers of many inexpensive grocery items—such as dry soup, Jell-o, powdered soft drinks—in addition to Mexican food, cheese and fresh chicken. They mostly pay in cash since many don't have bank accounts or the creditworthiness to qualify for credit cards, debit cards and loans. While they're off the radar for many traditional banking services, they are frequent users of money transfer companies using them most likely to send money to support relatives in their home countries.

Media

The households of Latino Nuevo are traditional media fans who seek out Spanish-language formats wherever they can find them. Their favorite radio stations play Tejano, ranchera and other forms of Mexican and Spanish music. Their preferred magazines are targeted to Hispanic readers including Latin Style, Latina Style, Hispanic Magazine, Urban Latino and Hispanic Business. Few can afford cable packages, but many homemakers keep their TV sets on all day, watching a variety of ethnic-oriented sitcoms, talk shows and animation like "The Simpsons." Newspapers are another popular source of information, especially news related to the Hispanic community. A small percentage of households are exploring the Internet to download music, gamble and visit chat rooms.

Segment J03: Struggling City Centers

Young, single and single-parent minority renters living in very low-income city neighborhoods throughout the South

Demographics

Struggling City Centers consists of very low-income households living in city neighborhoods throughout the South. Home to the highest concentration of African-Americans in the nation—nearly 90 percent of all households—the cluster faces hard economic challenges. One-third of households haven't finished high school, with a similar percentage containing single-parent families. One in five adults under 35 years old and the median household income is only half the national average. Most adults work at low-level blue-collar and service industry jobs in manufacturing, health and food services. The unemployment rate is more than twice the national average, with half of the households having no workers present in the family. For these residents, it's a tough road to leave Struggling City Centers.

Lifestyles

For the members of Struggling City Centers, social activities provide some relief from economic burdens. Residents have high rates for belonging to churches, going bowling and frequenting comedy and dance clubs. They play a lot of sports in nearby parks and playgrounds, such as basketball, baseball, football and volleyball. These consumers make a strong market for discount chains like Big Lots, Value City and Payless Shoes as well as drug stores like Rite-Aid and CVS where they buy cosmetics and toiletries at high rates. They spend freely on their kids, buying dolls, action figures and video games. Investments are almost non-existent, but residents do have high rates for taking out auto and home improvement loans. Despite their diminished economic conditions, many say they're working hard for a better life and to provide things for their children that they never had.

Media

The households in Struggling City Centers show above-average rates for consuming most traditional media, but they're especially fond of television. These viewers enjoy programs that feature minority stars, such as "The Parkers," "One on One" and "The Bernie Mac Show." They're willing to pay for cable channel packages that include BET and TNT and even premium networks such as HBO, Showtime and Cinemax. This is a strong market for music and ethnic-targeted media—Essence, Jet and Ebony rank high among magazine titles—and few Mosaic segments score higher when it comes to listening to radio stations that play urban contemporary and Southern gospel music. These households are least likely to be on the Internet, but those who do go online frequent sites for downloading music and games.

Segment J04: College Town Communities

Young, single and college educated households and students living in and around college oriented communities

Demographics

Students are the center of community life in College Town Communities. About one in nine residents lives in a dormitory. In this cluster of towns dominated by college campuses—places like Manhattan, KS (Kansas State), Charlottesville, VA. (University of Virginia) and Boone, NC (Caldwell State)—residents are primarily young, single and college educated. Because of their youth, many of these recent graduates still report entry-level jobs and low-end incomes which are less than half the national average. The highest concentration of workers is employed in education but retailing and food services also account for a major portion of the job base. With housing prices higher than most recent grads can afford, most households live in low- and high-rise apartments.

Lifestyles

The young and unattached members of College Town Communities lead footloose lifestyles. They like to attend the latest movies, plays, concerts and museum exhibitions. Many are body-conscious individuals who pursue a variety of recreational activities, including biking, yoga, swimming and weight lifting. They have high rates for traveling, visiting cities in the U.S. and abroad. Self-described liberals and early adopters, they like to be the first among their friends to buy the latest laptops, MP3 players and wireless email devices. They seek out the latest fashions, though for these price-sensitive shoppers it may mean looking for sales at the Gap, Banana Republic and J. Crew. Perpetually on the go, these consumers favor groceries made for grazing—bagels, yogurt, pizza and pretzels. They like their beer the way they prefer their cars—imported, and preferably sports cars.

Media

When it comes to media, the households in College Town Communities appreciate anything that offers entertainment. They're big movie fans who have high rates for watching comedies, dramas and action films. Most of their favorite network TV shows are sitcoms ("That '70s Show"), reality programs ("American Idol") and comedy shows ("Saturday Night Live"). It's only when they sit down with a magazine that they suddenly turn serious. Besides favorite pop culture magazines like GQ and Esquire, these households also read titles that appeal to their more cerebral side such as Scientific American, Atlantic Monthly and The New Yorker. These young Americans go online for almost anything including email, downloading music, buying tickets to concerts, directions and listening to Internet radio.

Segment J05: Metro Beginnings

Very low income, less educated singles and single-parent Hispanic and minority households living in high-rise apartments in diverse inner-city neighborhoods

Demographics

Married couples with children would feel lonely in Metro Beginnings. No cluster has a higher proportion of oneperson households, and most residents live in high-rise apartments filled with under-45-year-old singles, divorced men and women, and solo-parent families. In their diverse inner-city neighborhoods—Hispanics and African Americans make up more than half the populace—households struggle against high unemployment, low educational levels and annual incomes less than half the national average. About a quarter have gone to college, and one in five holds a college degree indicating a desire for higher learning among these households.

Lifestyles

Their limited finances keep Metro Beginnings households preoccupied with the basic necessities of life. They worry a lot about themselves, feel very alone and claim there is little they can do to change their lives. They rarely go out on the town, except to an occasional dance performance or bingo hall. They try to stay healthy by jogging, doing aerobic exercises or riding a stationary bike in their apartments. Although fond of shopping for designer clothes, these price-sensitive consumers instead patronize discount retailers like Marshall's, T.J. Maxx and BJ's Wholesale Club. Most residents can't afford to own a car or the newest consumer electronics, though they will purchase home and hand-held video game systems and CD players. Without deep pockets, their financial activities are limited mostly to cash transactions. They carry payday loans and utilize cash transfer services for sending money to those in more difficult circumstances.

Media

The members of Metro Beginnings are heavy users of various media. They look to their TV sets for entertainment, watching sitcoms, reality shows and comedy at high rates. Their favorite cable networks include basic package channels like BET, Animal Planet, Spike TV and the Sci-Fi Channel. They tune in to ethnictargeted radio stations that play Spanish, Mexican and urban contemporary music. These households try to stay informed about the latest news in music and current affairs by reading magazines such as Ebony, Essence, Jet and Vibe. In addition, these households are likely to read gaming magazines, collect and read comic books, and belong to a music CD club. Like other economically challenged households, New Beginnings has very low Internet usage rates.

Segment K01: Unattached Multi-cultures

Highly mobile, multi-ethnic singles, single parents and unmarried couples living in low-income downtown urban neighbourhoods

Demographics

Unattached Multi-cultures is filled with multi-ethnic singles, single parents and unmarried couples living in downtown neighborhoods in cities including Boston, MA, Brooklyn, NY and New Haven, CT. Nearly two-thirds of the adults are under 35 years old and more than a third of the residents are minorities. Living in low-income urban areas, these less educated households possess median incomes barely above the poverty line with home values only half the national average. Many can't afford cars and get by on public transportation. Unemployment is almost twice the national average and those adults employed tend to have entry-level jobs in food, retail and education services. Residents of Unattached Multi-cultures are always on the move and display one of the highest mobility rates in the nation.

Lifestyles

Young, inter-city lifestyles are characteristic of Unattached Multi-cultures. These urban households spend their leisure time listening to music, reading, playing cards and shooting pool. They participate in a variety of athletic activities, including swimming, baseball, basketball and jogging. Though they're challenged by low incomes, they will take occasional domestic vacations by bus and train. As shoppers, they tend not to be brand loyal and often switch brands. They enjoy shopping with their children and are drawn to stores that offer sales and coupons. They are frequent visitors to discount stores as Kmart, Target, Fashion Bug and Payless Shoes. When it comes to finances they are not good at saving money and tend to spend without considering the cost. To make ends meet they must supplement their income with personal loans.

Media

With many of their leisure activities taking place in their homes, Unattached Multi-cultures households enjoy a variety of media. They often keep the TV on all day, tuning in talk shows, soaps, movies and courtroom reality programs. They watch a variety of cable channels at high rates, including basic networks like Discovery, ESPN, MTV and Spike TV as well as premium offerings such as HBO and Starz! They'll listen to the radio for Spanish, Mexican and urban contemporary music stations. They have eclectic tastes when it comes to magazines, picking up ethnic-targeted titles as well as car, fashion and parenting publications. These young consumers like to keep up with the latest technology but only a small percentage have Internet access at home. When they go online, it's to check out news and jobs sites as well as to download games and music.

Segment K02: Academic Influences

Multi-ethnic campus communities dominated by young college-educated families and students living in gentrifying neighbourhoods

Demographics

Students help to set the tone of Academic Influences, a cluster of multi-ethnic campus communities where one in five residents lives in a dormitory. Young families also dominate the demographics of this cluster, thanks to recent college graduates who are now married with children. As a group, these well-educated households have above average incomes from white-collar jobs in education and health care. Many have left student housing to buy their first home or condominium reflecting their in-town locations. In these often gentrifying neighborhoods, housing values are nearly 40 percent above the U.S. average.

Lifestyles

The lifestyles of Academic Influences households are heavily influenced by young children. These family households play just about every known sport including basketball, softball, soccer and football. They make frequent trips to theme parks, bowling alleys and movie theaters. The adults describe themselves as smart shoppers who purchase the latest consumer electronics—laptops, PDAs and DVD players—as well as their clothes from retailers such as Target, Old Navy and J.C. Penney. They spend freely on their children, buying video games, infant toys, plush dolls and action figures. Although many are still paying off education loans, they have begun saving for the future by investing in their employer's 401(k) programs.

Media

The residents of Academic Influences spend enough time around their homes and apartments to be a strong media market. They watch broadcast TV, especially shows like Fear Factor, "MADtv" and "The Simpsons," but they're selective in their cable tastes, enjoying Nick at Nite and Oxygen as well as premium channels such as Starz! and HBO. They listen to the radio for the news updates as well as music stations that play modern and alternative rock. Their wide-ranging interests are reflected in their favorite magazines—from Vibe and Sports Illustrated to Men's Health and Cooking Light. Internet savvy, these households go online at healthy rates to check out news websites, participate in auctions and create digital photo albums—no doubt to feature and show off their young children.

Segment K03: African-American Neighborhoods

Young, working-class minority city dwellers and single-parent families with low educational levels living in older homes and low-rise apartments

Demographics

Young, working-class city dwellers make up African-American Neighborhoods. About three-quarters of the households are African-American and one in four adults is under 35 years old. This is an economically challenged area characterized by relatively high unemployment, low educational levels and single-parent families. A majority of residents have completed high school or some college, and most are earning their paychecks through jobs in health care, education and food services. With incomes about one-third below the national average, most of these young households reside low-rise apartments and in older homes with approximately a third owning single-family homes.

Lifestyles

Despite their limited incomes, the households in African-American Neighborhoods pursue an active and comfortable lifestyle. They go to plays, dance performances and comedy clubs at high rates. They enjoy a variety of sports at neighborhood parks and gyms, playing basketball, volleyball, football and baseball. These young consumers like discovering new stores and new styles, shopping for designer bargains at Bloomingdale's, Burlington Coat Factory and Value City. They indulge their children with educational toys, music players and video games and indicate that their kids have an impact on the brands they buy. Many of the parents look to save time by buying convenience foods, filling their shopping carts with microwaveable dinners, packaged muffins and canned spaghetti. Looking to their children's future, many have established 529 college savings plans for their children.

Media

African-American Neighborhoods represents a lucrative media market. It's hard to find a cable TV channel that they don't watch at high rates. Their preferred programming runs the gamut, from soaps and sitcoms to cartoons and judge shows. The residents still prefer ethnic-targeted print media, reading Jet, Ebony and Vibe at high rates. Their taste in music ranges wider, including contemporary hit radio as well as rhythm and blues stations. These enterprising households have truly eclectic usage patterns when it comes to the Internet. They go online to download games, use dating services, send e-greeting cards and search for new jobs.

Segment K04: Urban Diversity

Young and mobile multi-ethnic singles and single-parent families living in inter-city neighborhoods in a mix of rowhouses and high-rise apartment buildings

Demographics

With nearly half of households containing minorities, Urban Diversity is known as a transient world of young, multi-ethnic singles and single-parent families. In these inter-city neighborhoods, residents struggle against challenging economics in a mix of rowhouses and high-rise apartment buildings. Most adults have completed high school or some college, with many working at entry-level jobs in retail, health care and food services. With a high unemployment rate, the median income is a third below the general population, and sometimes it's a stretch for households to make the rent for their less-than-lavish apartments that nevertheless cost more than the U.S. average. Young and mobile, a disproportionate number have lived in their units less than a year and mostly alone.

Lifestyles

Modest incomes haven't kept the young members of Urban Diversity from leading vibrant lifestyles. They have high rates for going to nightclubs, theme parks, comedy clubs and bowling alleys. They enjoy an impressive number of athletic activities, from soccer and basketball to weight lifting and jogging. Residents describe themselves as the first among their friends to try a new store and fashion, but they also frequent retail chains like Old Navy, Marshalls and Mervyn's. With a third of households having children, this is a strong market for kids' products including toys, books, dolls, board games and easy-to-prepare foods such as lunch kits and frozen pizza. They buy consumer electronics for themselves and their kids, including video game devices, MP3 players and digital cameras. They claim they're not good at saving money, but prefer the safety of short-term CDs versus stocks or other investments.

Media

The households of Urban Diversity are omnivorous media fans. They describe themselves as TV addicts, radio lovers, regular movie-goers and Internet surfers. Television is still their entertainment source of choice, and they watch sitcoms, reality shows, evening animation and late-night talk shows all at high rates. On their radios, they gravitate to talk stations, Spanish programming and urban contemporary music. Residents alternate between reading ethnic-targeted magazines and mainstream titles covering music, parenting and popular culture. They pick up a daily newspaper for job and TV listings. These young households typically go online each day for a variety of activities, from finding sports scores and job openings to listening to streaming radio and trying their luck at gambling sites.

Segment K05: New Generation Activists

Less educated, young, low income minority singles and single-parent families concentrated in the nation's inner cities

Demographics

Concentrated in the nation's inner cities, New Generation Activists is often the first home-on-their-own cluster for young singles and single-parent families. More than a third of the households are under 35 years old and nearly nine out of 10 are single. This segment reflects a majority minority populace with high numbers of Hispanics and African Americans. With their modest educations and high unemployment rate, households earn a median income that's about half the national average. Those in the workforce are employed primarily in entrylevel service jobs in retail, manufacturing, food service and health care. Given their low wages, few can afford their own homes or new cars. To get to jobs and entertainment, nearly a third use public transportation or carpool in compact cars with friends.

Lifestyles

Reflecting their largely unmarried status, the members of New Generation Activists like to spend their free time socializing at night and frequent nightclubs, comedy clubs, education courses and health clubs. These Generation Xers and Yers exercise regularly by jogging, taking aerobics classes and playing sports like volleyball, baseball and basketball. They also treat shopping like an indoor sport and enjoy exploring new stores and different brands at popular retailers like Big Lots, Fashion Bug and Burlington Coat Factory. With a third of households containing young children, parents buy a lot of toys, dolls, board games and video game players. Between jobs and kids' activities, these households rarely sit down to a meal, and many survive on easy-to-microwave foods like TV dinners, instant potatoes and frozen foods.

Media

New Generation Activists consists of TV-centric households. They like a variety of cable channels, including TBS, FX, Spike TV and ABC Family. They often watch sitcoms and dramas such as "CSI," "Law & Order" and "My Wife and Kids." The heavy minority presence is reflected in the popularity of ethnic media, such as the high ratings for radio stations that play urban contemporary and ranchera music. Residents describe magazines as a major source of entertainment, alternating between black-oriented publications like Ebony and Jet and mainstream titles like Entertainment Weekly, National Enquirer and Lucky. Unlike other young Americans, however, these households express little interest in high technology and very rarely go online.

Segment K06: Getting By

Very low income minority single and single-parent households located in dense neighborhoods of small cities

Demographics

Getting By stands at the bottom rung of the socioeconomic ladder, a financially challenged cluster of young high school-educated and mainly African-American households where the median income is lowest in the nation. Much of the housing consists of older rowhouses and low-rise apartments worth less than half the national average. Located in the dense neighborhoods of small cities, these single and single-parent minority households struggle with high unemployment and low-paying, entry-level jobs in health care, food services or manufacturing. With less than half of residents in the workforce, few own their own homes. Residents have the fewest cars in the nation, getting around by carpooling and riding public transportation.

Lifestyles

Given the low-income economics, the lifestyle in Getting By can appear very constrained. Most leisure activities are home-based, whether it's listening to music, reading or working out on exercise equipment. When residents go out, it's typically to a movie, church social or civic club for bingo. The young people in this cluster are athletic and spend a lot of time playing sports such as baseball, basketball and football. As consumers, they can't always satisfy their desire to make a fashion statement or be the first to own a high-tech device. Typically, these households shop at discount clothiers, drug stores and sporting goods chains. At the grocery store, they stock up on inexpensive filler foods, like peanut butter, hot dogs, rice and canned macaroni. They like to take their kids shopping and admit it's hard to resist their requests and indulge them with things that they never had.

Media

The households in Getting By indicate high rates for varied media. Their television is probably on all day, watching sitcoms, reality shows, courtroom dramas and talk shows like "Maury" and "Montel." They have high rates for subscribing to cable packages that include premium channels such as Starz! and Showtime. This is one of the top segments for listening to gospel, rhythm and blues and urban contemporary music on the radio. And residents are big fans of mainstream and ethnic-targeted magazines as Vibe, Black Enterprise and Jet. These households have limited access to the Internet but when they go online they are most likely to surf for sports scores, jobs medical information, and download music and streaming videos.

Segment L01: Military Family Life

Young American and ethnically-mixed couples and families who live in small towns on and around military bases and serving in the U.S. armed forces

Demographics

Military Family Life is the lifestyle of young American families who live on and around military bases. In this cluster, nearly eight in ten adults are serving in the U.S. armed forces, and 40 percent live in barracks housing. Most of these households are found in the small towns that grew up around military bases—places like West Point, NY (Army), Newport News, VA (Navy), Barksdale, LA (Air Force), and Camp Pendleton, CA. (Marines). Ethnically mixed and overwhelmingly young, these communities are filled with both couples and families. Reflecting current recruiting patterns, residents here are typically well educated, with two thirds having gone to college. However, the pay continues to lag national norms and median household incomes are almost 20 percent below the U.S. average. To compensate, many residents reside in base housing where soldiers and their families are assigned to old rowhouses and semi-detached houses. Naturally, the higher ranking officers receive the better quarters, though most would agree "better" is relative.

Lifestyles

With the majority of households under 35 years old, Military Family Life is known for its active lifestyles. They exhibit high rates for going to theme parks, beaches, museums and restaurants. The military parents stay fit by jogging, swimming, hiking and doing cardio machines at base health clubs. Many are frequent travelers, taking car trips in the U.S. and to foreign destinations. With relatively little invested in housing, residents tend to buy luxury sedans and high-end SUVs, preferably made in the U.S. Being exposed to high-tech gear while on duty results in healthy purchases of the latest in consumer electronics. They are likely to buy the latest PDAs, cell phones, DVD players and home theater systems all at high rates. Despite their modest paychecks, Military Family Life households make a strong financial market. They carry multiple credit cards, frequently take out car loans and have high levels of life and other insurance product to protect their families.

Media

Military Family Life households are eclectic media consumers. They watch a wide range of TV programming, including movies, soaps, cartoons and talk shows. Their top-rated daily shows include "Dr. Phil," "Ellen," "Live with Regis & Kelly" and "Oprah." This segment also enjoys a variety of cable channels, including Discovery, Disney, MTV and ESPN. Although households have only moderate interest in most magazines, they do enjoy publications that specialize in parenting, hot rods, music and news. They're more passionate about music, with varied tastes that shift between modern rock, Southern gospel and contemporary hit radio stations. They're even bigger fans of the Internet, increasingly going online to bank, make travel arrangements and search for jobs and real estate—no doubt for their eventual return to civilian life.

Segment L02: Major University Towns

Dormitory living students and college educated households located in satellite cities that house sprawling universities

Demographics

Major University Towns is forever young, thanks to the students who arrive each year to this collection of university-filled cities. More than three-quarters of the households consist of students living in dormitories—the highest rate in the nation. Unlike the College Town Communities cluster, which consists of smaller towns and campus communities, this segment is a collection of satellite cities that house sprawling universities and include places like Madison, WI (University of Wisconsin), Baton Rouge, LA (Louisiana State) and Athens, GA (University of Georgia). In this cluster, nearly half the residents hold college diplomas, but many are starting their first jobs (often in retail, education or food services) with an annual income almost 50 percent below the U.S. average. Their typical 10-minute commute to work—most likely by foot, bike or campus bus—is one of the shortest in the nation.

Lifestyles

The households in Major University Towns tend to be young and exuberant consumers. Their favorite activities include bar hopping, eating out, seeing movies and going to comedy clubs. They have a cultural streak as evidenced by their passion for books, plays, museums and music (as both performers and concert-goers). They take care of their bodies as well as their minds, spending free time playing racquetball, lifting weights and jogging. In fact, these households are often on the move, whether it's relocating for work or traveling to both domestic and foreign cities. They're avid users of mobile technology, utilizing wireless phones with text messaging and three-way calling features to keep in constant contact with their friends. Many describe themselves as environmentalists, indicating that they're willing to pay more for ecologically friendly products.

Media

Public broadcasting is big among the students in Major University Towns, but it isn't the only popular media. Households here are twice as likely as average Americans to watch cable channels like MTV, Comedy Central, HBO and E! Entertainment. Magazines are also a main source of their entertainment, with titles including stimulating topics such as Atlantic Monthly, The Economist and New Yorker. They're just as highbrow and wellrounded in their radio choices. Their top-rated stations play classical, jazz and adult alternative music. These young and educated residents are heavily dependent on the Internet and go online to shop, read the news, bank and download music files.

Segment L03: Gray Perspectives

Scattered in small towns across the country, these residents are a reflection of America's prison and institutionalized population, with some military barracks and households who support these facilities

Demographics

Gray Perspectives reflects America's significant prison and institutionalized population. In this cluster, about half the population live in correctional facilities and another quarter live in institutional housing, including a number of military families. They are young and ethnically diverse. Found mostly in small towns and cities scattered around the country, this segment is characterized by low education levels, modest incomes and a significant number of singles. Not all the members of Gray Perspective are institutionalized. Many of the households are couples with children who work at service jobs and employed in farming, public administration and food services that support the institutions and correctional facilities. Their wages are relatively low, but housing costs are even lower, due in part to low values caused by the nearby prisons.

Lifestyles

The members of Gray Perspectives that are not institutionalized tend to lead working-class lifestyles. They spend free time pursuing activities like boating, hunting, fishing and needlework. They also have high rates for playing sports such as baseball, football and basketball. In these out-of-the-way towns, residents buy sturdy Americanmade pickup trucks to travel over the rough terrain. They are not big shoppers but when they do it's often to discount retailers for clothes, children's toys and games. Grocery lists for these households include inexpensive filler foods like TV dinners, pudding, packaged dinner mixes, crackers and colas. They'd rather splurge on consumer electronics, buying desktop PCs, DVD players and camcorders. Though money is tight, households still have charitable hearts and regularly donate money to a variety of religious, political and education groups.

Media

In Gray Perspectives, media preferences often reflect the working lives of its residents. TV shows like "Law & Order," "Cops," "Cold Case" and "America's Most Wanted" are among their top programs. These households aren't only partial to crime shows and courtroom dramas. These avid TV fans also watch CNN, FX, Spike TV and Comedy Central at high rates. They have varied music tastes, listening to Spanish, classic rock and country music stations on the radio. They are not big magazine readers, but they do pick up titles such Muscle & Fitness, Popular Science, Vogue and Parents. With many being computer literate, they're increasingly getting their news from the Internet, as well as going online for sports scores, auctions, online games and email.

Retail Match List

Buxton

These retailers are good matches.

Retailer	Distance	Address	City	State
7 For All Mankind	9.65	112 Bellevue Square	Bellevue	WA
Abercrombie & Fitch	7.64	3000 184th St SW	Lynnwood	WA
Aerosoles	9.64	179 Bellevue Square	Bellevue	WA
Aldo	7.64	3000 184th St SW	Lynnwood	WA
Ann Taylor	5.88	16535 NE 74th St	Redmond	WA
Anytime Fitness	7.21	23445 NE Novelty Hill Rd	Redmond	WA
Arby's	3.87	1027 228th St SE	Bothell	WA
Avenue	7.32	3105 Alderwood Mall Blvd	Lynnwood	WA
Baja Fresh	8.41	2150 148th Ave NE	Redmond	WA
Batteries Plus	7.59	4028 196th St SW	Lynnwood	WA
Bebe	12.51	600 Pine St	Seattle	WA
Best Buy	7.15	19225 Alderwood Mall Pkwy	Lynnwood	WA
Bjs Restaurant	20.62	1159 Southcenter Mall	Tukwila	WA
Brio Tuscan Grill	None know to be in area			
Buca Di Beppo	7.57	4301 Alderwood Mall Blvd	Lynnwood	WA
Buffalo Wild Wings	7.71	18508 33rd Ave W	Lynnwood	WA
Build A Bear	7.64	3000 184th St SW	Lynnwood	WA
Buy Buy Baby	None know to be in area			
Cache	7.64	3000 184th St SW	Lynnwood	WA
Carls Jr	18.11	4525 NE 4th St	Renton	WA
Carter's Childrenswear	21.28	17250 South Center Mall	Tukwila	WA
Charlotte Russe	20.66	621 Southcenter Mall	Tukwila	WA
Charming Charlie	41.36	3500 S Meridian	Puyallup	WA
Chevys Fresh Mex	39.17	3702 S Fifth St	Tacoma	WA
Chick-Fil-A	None know to be in area			
Chilis	None know to be in area			
Cinemark	30.96	2001 S Commons	Federal Way	WA
Cinnabon	9.57	1038 Bellevue Square	Bellevue	WA
Cracker Barrel	None know to be in area			
CVS	8.56	15400 NE 20th St	Bellevue	WA
Del Taco Restaurant	32.44	34528 16th Ave S	Federal Way	WA
Dicks Sporting Goods	17.66	915 North Landing Way	Renton	WA
Dillards	None know to be in area			
Dress Barn	9.32	15600 NE 8th St	Bellevue	WA
El Pollo Loco	None know to be in area			
Famous Daves	11.37	1206 Everett Mall Way	Everett	WA
Forever21	7.64	3000 184th St SW	Lynnwood	WA
Fuddruckers	None know to be in area			
Game Stop Corp	5.85	16475 NE 74th St	Redmond	WA
Golf Etc	None know to be in area			
Golf Smith	None know to be in area			
Great Harvest Bread Co	5.46	17171 Bothell Way NE	Seattle	WA
H & M	8.78	2604 NE University Village	Seattle	WA
Hollister Co	7.64	3000 184th St SW	Lynnwood	WA
Home Goods Inc	7.77	18420 33rd Ave W	Lynnwood	WA
Hooters	7.71	19800 44th Ave W	Lynnwood	WA

Distance is the straight-line mileage from your site to nearest existing retailer location.

Retailers with locations greater than fifty miles from this site are shown "**None known to be in area.**"

Hot Topic	7.64	3000 184th St SW	Lynnwood	WA
IHOP	7.71	4300 196th St SW	Lynnwood	WA
In-N-Out	None know to be in area			
J C Penney	7.69	18601 33rd Ave W	Lynnwood	WA
J Jill	7.64	3000 184th St SW	Lynnwood	WA
Jo-Ann Fabric & Craft	8.54	5824 196th St SW	Lynnwood	WA
Joe's Crab Shack	None know to be in area			
Johnny Carino's	49.94	150 Cascade Mall Dr	Burlington	WA
Johnny Rockets	8.78	2710 NE University Village	Seattle	WA
Jos A Banks	7.64	3000 184th St SW	Lynnwood	WA
Justice	7.64	3000 184th St SW	Lynnwood	WA
Kay Jewelers	8.11	401 NE Northgate Way	Seattle	WA
L A Fitness Sports Clubs	8.17	15024 Main St	Mill Creek	WA
L Occitane	9.65	153 Bellevue Square	Bellevue	WA
Lego Store	9.65	119 Bellevue Square	Bellevue	WA
Lonestar Steakhouse	None know to be in area			
Lowe's	7.14	3100 196th SW	Lynnwood	WA
Maggie Moos	None know to be in area			
Marble Slab Creamery	25.64	23745 225th Way SE	Maple Valley	WA
Marie Calendars	None know to be in area			
Marshalls	7.33	3205 Alderwood Mall Blvd	Lynnwood	WA
Nestle Cafe	None know to be in area			
Noah's Bagels	5.43	320 Parkplace Center	Kirkland	WA
Nothing But Noodles	None know to be in area			
Office Depot	7.35	6005 244th St SW	Mountlake Terrace	WA
Old Navy Clothing Co	7.07	19401 Alderwood Mall Pkwy	Lynnwood	WA
On The Border Mexican Cafe	None know to be in area			
Once Upon A Child	None know to be in area			
Osco Drug	6.22	18001 Bothell Everett Hwy	Bothell	WA
Pacific Sunwear	24.86	461 South Fork Ave SW	North Bend	WA
Papyrus	7.64	3000 184th St SW	Lynnwood	WA
Pearle Vision	7.64	3000 184th St SW	Lynnwood	WA
Peets Coffee And Tea	6.42	17887 Redmond Way	Redmond	WA
Quiksilver	12.79	2030 First Ave	Seattle	WA
Red Lobster Restaurant	7.70	4231 196th SW	Lynnwood	WA
Robecks Juice	None know to be in area			
Rock Bottom Grill	9.52	550 106th Ave NE	Bellevue	WA
Rocky Mountain Choc Factory	12.87	1419 First Ave	Seattle	WA
Romano's Macaroni Grill	7.64	3000 184th St SW	Lynnwood	WA
Ruby Tuesday	None know to be in area			
Rue 21	11.39	1402 SE Everett Mall Way	Everett	WA
Sams Club	8.66	13550 Aurora Ave	Seattle	WA
Sbarro	7.64	3000 184th St SW	Lynnwood	WA
Schlotzsky's Deli	None know to be in area			
Sonic	37.80	5114 6th Ave	Tacoma	WA
Sports Authority	7.71	19800 44th Ave W	Lynnwood	WA
Sun And Ski Sports	None know to be in area			
Sweet Tomatoes	None know to be in area			

Distance is the straight-line mileage from your site to nearest existing retailer location.

Retailers with locations greater than fifty miles from this site are shown **"None known to be in area."**

T G I Friday's	None know to be in area			
Talbots	9.53	2062 Bellevue Square	Bellevue	WA
Teavana	7.51	3000 184th St NW	Lynnwood	WA
Texas Roadhouse	None know to be in area			
The Buckle	7.64	3000 184th St SW	Lynnwood	WA
The Children's Place	20.67	1081 Southcenter Mall	Tukwila	WA
United Artist Cinemas	7.87	3501 184th St SW	Lynnwood	WA
Vera Bradley	9.45	2030 Bellevue Square	Bellevue	WA
Victoria's Secret	7.64	3000 184th St SW	Lynnwood	WA
Walmart	8.01	1400 164th St SW	Lynnwood	WA
Which Wich	9.29	4730 University Way NE	Seattle	WA
Whole Foods Market	9.19	888 116th Ave NE	Bellevue	WA
Wing Stop	None know to be in area			
Z Pizza	11.90	1620 Broadway Ave	Seattle	WA

Retail Match List

Buxton

These retailers match well but their existing locations are in close proximity of your site.

Retailer	Distance	Address	City	State
24 Hour Fitness	5.27	529 Parkplace Center	Kirkland	WA
Ace Hardware	5.87	6613 132nd Ave NE	Kirkland	WA
Aeropostale Inc	5.89	16571 NE 74th St	Redmond	WA
AMC Theaters	0.47	17640 Garden Way NE	Woodinville	WA
American Eagle	5.89	16548 NE 74th St	Redmond	WA
Apple Stores	7.64	3000 184th St SW	Lynnwood	WA
Applebees	3.77	22916 Bothell-Everett Hwy	Bothell	WA
Banana Republic	7.64	3000 184th St SW	Lynnwood	WA
Barnes & Noble	0.62	18025 Garden Way NE	Woodinville	WA
Baskin Robbins	0.51	14027 NE Woodinville Duvall Rd	Woodinville	WA
Bath & Body Works Inc	5.83	16413 NE 74th St	Redmond	WA
Big 5 Sporting Goods	2.89	12520 120th NE	Kirkland	WA
Bonefish	3.86	22616 Bothell Everett Hwy	Bothell	WA
Brighton Collectables	7.33	3225 Alderwood Mall Blvd	Lynnwood	WA
Burger King	2.89	12425 116th Ave NE	Kirkland	WA
California Pizza Kitchen	8.11	401 NE Northgate Way	Seattle	WA
Cheesecake Factory	9.62	401 Bellevue Square	Bellevue	WA
Chicos	5.89	16532 NE 74th St	Redmond	WA
Chipotle	0.37	13780 NE 175th St	Woodinville	WA
Claim Jumper Restaurant	5.97	7210 164th Ave NE	Redmond	WA
Coach	7.64	3000 184th St SW	Lynnwood	WA
Cold Stone	0.58	17848 Garden Way NE	Woodinville	WA
Coldwater Creek	7.64	3000 184th St SW	Lynnwood	WA
Costco	2.10	24008 Snohomish-Woodinville Rd SE	Woodinville	WA
Crate & Barrel	9.61	555 Bellevue Square	Bellevue	WA
Dairy Queen	0.45	17831 131st Ave NE	Woodinville	WA
Dennys	2.97	12106 NE 124th St	Kirkland	WA
Extreme Pita	3.76	22833 Bothell-Everett Hwy	Bothell	WA
Famous Footwear	0.61	17955 Garden Way NE	Woodinville	WA
Five Guys	3.85	1111 228th St SE	Bothell	WA
Fred Meyer Jewelers	3.03	12221 120th Ave NE	Kirkland	WA
Gap	5.85	16428 NE 74th St	Redmond	WA
GNC	0.32	13620 NE 175th St	Woodinville	WA
Gold's Gym	0.96	18600 Woodinville-Snohomish Rd	Woodinville	WA
Great Clips	0.32	13620 NE 175th St	Woodinville	WA
Hallmark	0.60	14130 NE Woodinville Duvall Rd	Woodinville	WA
Home Depot Inc	1.03	18333 120th Ave NE	Bothell	WA
J Crew	8.76	2660 NE University Village	Seattle	WA
Jack In The Box	0.29	17445 131St Ave NE	Woodinville	WA
Jamba Juice	0.37	13804 NE 175th St	Woodinville	WA
Kohls	5.85	17601 NE Union Hill Rd	Redmond	WA
Lane Bryant	6.02	17256 Redmond Way	Redmond	WA
Little Caesars	1.55	14312 124th Ave NE	Kirkland	WA
Maggiano's	9.40	10455 NE 8th St	Bellevue	WA
Massage Envy	0.72	14213 NE Woodinville Duvall Rd	Woodinville	WA
McDonalds	0.48	17450 140th Ave NE	Woodinville	WA

Distance is the straight-line mileage from your site to nearest existing retailer location.

Woodinville, WA

Retailers with locations greater than fifty miles from this site are shown **"None known to be in area."**

Men's Warehouse	7.54	2701 184th St SW	Lynnwood	WA
Michael's	3.95	9755 Juanita Dr NE	Kirkland	WA
Nordstrom	7.06	19500 Alderwood Mall Pkwy	Lynnwood	WA
Office Max	0.52	14049 NE Woodinville Duvall Rd	Woodinville	WA
Olive Garden	3.05	11325 NE 124th St	Kirkland	WA
Original Pancake House	4.97	1904 201St Place SE	Bothell	WA
Origins	9.56	1086 Bellevue Square	Bellevue	WA
Outback Steakhouse	3.86	22606 Bothell Everett Hwy	Bothell	WA
Panera Bread	0.37	13780 NE 175th St	Woodinville	WA
Papa John's Pizza	2.31	18107 Bothell Way NE	Bothell	WA
Papa Murphy's	0.68	14182 NE Woodinville Duvall Rd	Woodinville	WA
Party City	0.63	18027 Garden Way NE	Woodinville	WA
Petco	4.99	12040 NE 85th St	Kirkland	WA
Petsmart	0.58	17845 Garden Way NE	Woodinville	WA
Pizza Hut	2.91	13520 100th Ave NE	Kirkland	WA
Planet Fitness	5.46	17171 Bothell Way NE	Lake Forest Park	WA
Play N Trade	3.03	11308 NE 124th St	Kirkland	WA
Pottery Barn	7.64	3000 184th St SW	Lynnwood	WA
QFC	2.48	18921 Bothell Way NE	Bothell	WA
Quizno	1.02	18404 120th Ave NE	Bothell	WA
Red Robin	0.63	18029 Garden Way NE	Woodinville	WA
Regal Cinemas	5.08	8890 NE 161st Ave	Redmond	WA
REI	5.87	7500 166th Ave NE	Redmond	WA
Restoration Hardware	8.88	4619 26th Ave NE	Seattle	WA
Ross	0.58	17849 Garden Way NE	Woodinville	WA
Round Table Pizza	0.58	17600 140th Ave NE	Woodinville	WA
Safeway	1.43	14444 124th Ave NE	Kirkland	WA
Sephora	7.64	3000 184th St SW	Lynnwood	WA
Shari's	3.65	12207 NE 116th St	Kirkland	WA
Sherwin Williams	2.84	12731 NE 124th St	Kirkland	WA
Sport Clips	0.57	17705 140th Ave NE	Woodinville	WA
Starbucks	0.45	17641 Garden Way Dr	Woodinville	WA
Subway	0.76	14245 NE Woodinville Duvall Rd	Woodinville	WA
T C B Y Yogurt	0.37	13804 NE 175th St	Woodinville	WA
Taco Bell	0.25	13405 NE 175th St	Woodinville	WA
Target	0.56	13950 NE 178th Place	Woodinville	WA
Tj Maxx	0.52	14051 NE 175th St	Woodinville	WA
Trader Joes	2.78	12632 120th Ave NE	Kirkland	WA
Urban Outfitters	7.64	3000 184th St SW	Lynnwood	WA
Wendy's	0.29	13514 NE 175th St	Woodinville	WA
West Elm	12.32	2201 Westlake	Seattle	WA
White House / Black Market	5.83	16417 NE 74th St	Redmond	WA
Williams_Sonoma	7.64	3000 184th St SW	Lynnwood	WA
Wine Styles	3.76	22833 Bothell-Everett Hwy	Bothell	WA
Zumiez	0.57	17705 140th Ave NE	Woodinville	WA

Distance is the straight-line mileage from your site to nearest existing retailer location.

Retailers with locations greater than fifty miles from this site are shown **"None known to be in area."**

Retailer Wish List Response

The following table lists retailers mentioned specifically by Woodinville as "wish list" retailers and their reasons for not being included on the retail match list. Below the table are definitions of the reasons why a retailer would not be considered a match.

Following the wish list of retailers are examples of a good and a bad matching retailer profile, with the actual match reports of the retailers on the list behind that to illustrate the reasons for that retailer not making the list.

Targeted Retailer	Summary of Match Status
Chico's	**On the match list**
Ruth's Chris	Profile Mismatch - dominant segment percentage difference exceeds threshold.
Scotty Brown's	Minimum of 3 locations is required to perform analysis. Please see the benchmark demo.
Jak's Steak House	Match Count - not enough locations in similar geographies to form the basis of a matching profile.
Whole Foods	**On the match list**
Trader Joe's	**On the match list**
Central Market	**On the match list however Central Market does not operate in the State of Washington.**
PCC	Match Count - not enough locations in similar geographies to form the basis of a matching profile.
The Keg	Match Count - not enough locations in similar geographies to form the basis of a matching profile.
REI	On the match list
Coldwater Creek	**On the match list**
Morton's	Profile Mismatch - dominant segment percentage difference exceeds threshold.

Profile Mismatch: The retailer profile does not line up well with the site's trade area profile, and the dominant segment count is too low within the site's trade area as compared to the average location for that retailer

Low Match Count: The retailer does not have a significant number of locations in markets that are similar to the site's trade area

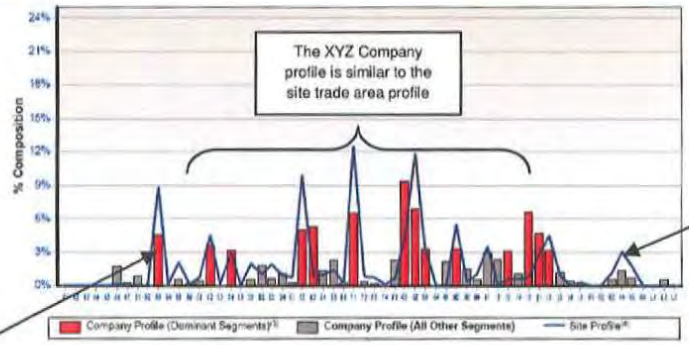
Stretch Match: This retailer falls just outside of our good matching parameters, but can still be considered a viable match if the city chooses to pursue that retailer

Retail Matching Examples

The two example match reports below illustrate a "match" and a "non-match."

Match

Segmentation Profile[1] (10 Minute Drive Time)[2]



Line graph represents the site trade area profile

Bar graph represents the retailer's average trade area profile

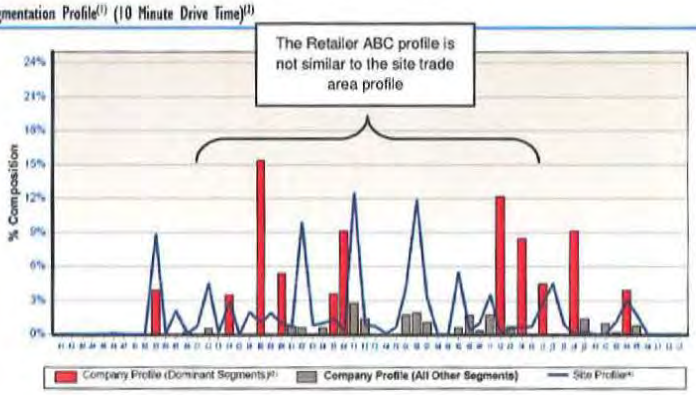
Trade Area Comparison (10 Minute Drive Time)

	XYZ Company Average Trade Area[5]	Your Community, USA Site Trade Area
Total Population	75,996	74,212
Total Households	27,050	26,584
Company Dominant Segment Households	21,790	22,717

There is a greater number of XYZ Company's dominant segment households in the site trade area than the average Retailer ABC retail trade area

Non Match

Segmentation Profile[1] (10 Minute Drive Time)[2]



Trade Area Comparison (10 Minute Drive Time)

	Retailer ABC Average Trade Area[5]	Your Community, USA Site Trade Area
Total Population	81,846	74,212
Total Households	28,082	26,584
Company Dominant Segment Households	22,024	4,717

There are much fewer Retailer ABC dominant segment households in the site trade area than the average Retailer ABC retail trade area

Operational Status of Retailers

Buxton

Retailer	Concept	Website	Preferred Square Footage	Franchise?	Percent Franchise	Operating in WA?	Targeting WA for expansion?
24 Hour Fitness	Health clubs/gyms	www.24hourfitness.com	35,000-55,000 sq. ft.	No	0%	Yes	Yes
7 For All Mankind	Accessories, Apparel - children's, women's, men's, shoes	www.7forallmankind.com	2,500 sq. ft.	No	0%	Yes	Yes
Abercrombie & Fitch	Apparel - children's, women's, men's	www.abercrombie.com	4,000-10,000 sq. ft.	No	0%	Yes	Yes
Ace Hardware	Hardware/home improvement	www.acehardware.com	10,000-20,000 sq. ft.	No	0%	Yes	Yes
Aeropostale Inc	Apparel - women's, men's	www.aeropostale.com	3,500 sq. ft.	No	0%	Yes	Yes
Aerosoles	Shoes	www.aerosoles.com	1,500-2,000 sq. ft.	No	0%	Yes	Yes
Aldo	Shoes	www.aldoshoes.com	500-5,000 sq. ft.	Yes	24%	Yes	No
AMC Theaters	Movie theaters	www.amctheatres.com	50,000-90,000 sq. ft.	No	0%	Yes	Yes
American Eagle	Apparel - women's, men's	www.ae.com	2,500-8,500 sq. ft.	No	0%	Yes	Yes
Ann Taylor	Apparel - women's	www.anntaylor.com	5,000-8,400 sq. ft.	No	0%	Yes	Yes
Anytime Fitness	Health clubs/gyms	www.anytimefitness.com	2,000 - 5,000 sq. ft.	Yes	N/A	Yes	Yes
Apple Stores	Computers/software	www.apple.com/retail	750-6,000 sq. ft.	No	0%	Yes	Yes
Applebees	Restaurants/bars	www.applebees.com	5,300 sq. ft.	Yes	78%	Yes	Yes
Arby's	Fast food	www.arbys.com	750-3,500 sq. ft.	Yes	70%	Yes	Yes
Avenue	Apparel - women's	www.unitedretail.com	5,000 sq. ft.	No	0%	Yes	Yes
Baja Fresh	Fast casual restaurants	www.bajafresh.com	1,500-3,000 sq. ft.	Yes	37%	Yes	Yes
Banana Republic	Apparel - children's, women's, men's	www.gapinc.com	2,750-35,000 sq. ft.	No	0%	Yes	Yes
Barnes & Noble	Book stores	www.barnesandnobleinc.com	2,800-67,500 sq. ft.	No	0%	Yes	Yes
Baskin Robbins	Candy/ice cream/yogurt	www.dunkinbrands.com	1,500-2,200 sq. ft.	Yes	100%	Yes	Yes
Bath & Body Works Inc	Cosmetics/body care/fragrance	www.bathandbodyworks.com	1,700-8,000 sq. ft.	No	0%	Yes	Yes
Batteries Plus	Computers/software, electronics, specialty	www.batteriesplus.com	1,200-1,800 sq. ft.	Yes	96%	Yes	Yes
Bebe	Apparel - women's	www.bebe.com	1,000-5,000 sq. ft.	No	0%	Yes	Yes
Best Buy	Computers/software, electronics, major appliances	www.bestbuy.com	5,000-45,000 sq. ft.	No	0%	Yes	Yes
Big 5 Sporting Goods	Sporting goods/athletic wear	www.big5sportinggoods.com	9,000-15,000 sq. ft.	No	0%	Yes	Yes
Bjs Restaurant	Restaurants/bars	www.bjsbrewhouse.com	7,000-10,000 sq. ft.	Yes	1%	Yes	Yes
Bonefish	Restaurants/bars	www.osirestaurantpartners.com	5,500-7,500 sq. ft.	Yes	14%	Yes	Yes
Brighton Collectables	Accessories, leather/luggage	www.brightoncollectibles.com	1,250-2,500 sq. ft.	No	0%	Yes	Yes
Brio Tuscan Grill	Restaurants/bars	www.bestitalianusa.com	6,000-8,000 sq. ft.	No	0%	No	Yes
Buca Di Beppo	Restaurants/bars	www.bucainc.com	700-7,500 sq. ft.	No	0%	Yes	Yes
Buffalo Wild Wings	Restaurants/bars	www.buffalowildwings.com	5,000-7,000 sq. ft.	Yes	65%	Yes	Yes
Build A Bear	Amusement/play centers, specialty	www.buildabear.com	1,500-3,000 sq. ft.	No	0%	Yes	Yes
Burger King	Fast food	www.bk.com	1,900-4,000 sq. ft.	Yes	86%	Yes	Yes
Buy Buy Baby	Bed and bath linens, baby home decor/lamps/drapes, Apparel - children's	www.bedbathandbeyond.com	5,500-85,000 sq. ft.	No	0%	No	Yes
Cache	Apparel - women's	www.cache.com	1,800-2,000 sq. ft.	No	0%	Yes	Yes
California Pizza Kitchen	Restaurants/bars	www.cpk.com	2,500-7,000 sq. ft.	Yes	19%	Yes	Yes
Carls Jr	Fast food	www.ckr.com	2,000-4,000 sq. ft.	Yes	69%	Yes	Yes
Carter's Childrenswear	Apparel - children's	www.carters.com	4,000-5,000 sq. ft.	No	0%	Yes	Yes
Central Market	Supermarkets	www.centralmarket.com	75,000 sq. ft.	No	0%	No	No
Charlotte Russe	Apparel - women's	www.charlotte-russe.com	6,500-7,000 sq. ft.	No	0%	Yes	Yes
Charming Charlie	Accessories	www.charmingcharlie.com	10,000 sq. ft.	No	0%	Yes	Yes
Cheesecake Factory	Bakeries/bagels/pretzels, restaurants/bars	www.thecheesecakefactory.com	850-21,000 sq. ft.	No	0%	Yes	Yes
Chevys Fresh Mex	Restaurants/bars	www.realmexrestaurants.com	6,500-7,500 sq. ft.	Yes	14%	Yes	Yes
Chick-Fil-A	Fast food	www.chick-fil-a.com	800-5,000 sq. ft.	No	0%	No	Yes
Chicos	Accessories, apparel - women's	www.chicos.com	1,500-4,000 sq. ft.	Yes	1%	Yes	Yes
Chilis	Restaurants/bars	www.brinker.com	5,000-16,000 sq. ft.	Yes	27%	Yes	Yes
Chipotle	Fast casual restaurants	www.chipotle.com	1,200-2,800 sq. ft.	No	0%	Yes	Yes
Cinemark	Movie theaters	www.cinemark.com	10,000-100,000 sq. ft.	No	0%	Yes	Yes

Information is drawn from our best known resources at the time of this study. Information specific to individual retailers is subject to change.

Operational Status of Retailers

Buxton

Retailer	Concept	Website	Preferred Square Footage	Franchise?	Percent Franchise	Operating in WA?	Targeting WA for expansion?
Cinnabon	Bakeries/bagels/pretzels	www.focusbrands.com	500-3,000 sq. ft.	Yes	66%	Yes	Yes
Claim Jumper Restaurant	Restaurants/bars	www.claimjumper.com	8,000-12,000 sq. ft.	No	0%	Yes	Yes
Coach	Accessories, leather/luggage	www.coach.com	2,500-4,200 sq. ft.	No	0%	Yes	Yes
Cold Stone	Candy/ice cream/yogurt	www.coldstonecreamery.com	250-3,000 sq. ft.	Yes	75%	Yes	Yes
Coldwater Creek	Apparel - women's	www.coldwatercreek.com	4,000-6,000 sq. ft.	No	0%	Yes	Yes
Costco	Furniture/beds, warehouses/wholesale clubs	www.costco.com	70,000-205,000 sq. ft.	No	0%	Yes	Yes
Cracker Barrel	Restaurants/bars	www.crackerbarrel.com	9,900 sq. ft.	No	0%	No	Yes
Crate & Barrel	China/glassware, cutlery/kitchenware, furniture/beds, home decor/lamps/drapes	www.crateandbarrel.com	6,000-40,000 sq. ft.	No	0%	Yes	Yes
CVS	Drug stores	www.cvs.com	10,880-19,000 sq. ft.	No	0%	Yes	Yes
Dairy Queen	Candy/ice cream/yogurt, fast food	www.idq.com	500-1,200 sq. ft.	Yes	99%	Yes	Yes
Del Taco Restaurant	Fast food	www.deltaco.com	2,100-2,800 sq. ft.	Yes	36%	Yes	Yes
Dennys	Fast casual restaurants	www.dennys.com	3,200-4,750 sq. ft.	Yes	77%	Yes	Yes
Dicks Sporting Goods	Sporting goods/athletic wear	www.dickssportinggoods.com	50,000-60,000 sq. ft.	No	0%	Yes	Yes
Dillards	Department stores	www.dillards.com	100,000-210,000 sq. ft.	No	0%	No	Yes
Dress Barn	Apparel - women's	www.dressbarn.com	4,000-8,000 sq. ft.	No	0%	Yes	Yes
El Pollo Loco	Fast food	www.elpolloloco.com	2,000-3,200 sq. ft.	Yes	60%	No	Yes
Extreme Pita	Fast food	www.extremepita.com	1,100-1,300 sq. ft.	Yes	91%	Yes	Yes
Famous Daves	Restaurants/bars	www.famousdaves.com	6,000-10,500 sq. ft.	Yes	72%	Yes	Yes
Famous Footwear	Shoes	www.famousfootwear.com	6,000-8,000 sq. ft.	No	0%	Yes	Yes
Five Guys	Restaurants/bars	www.fiveguys.com	2,000-3,000 sq. ft.	Yes	100%	Yes	Yes
Forever21	Accessories, apparel - women's	www.forever21.com	6,000-35,000 sq. ft.	No	0%	Yes	Yes
Fred Meyer Jewelers	Fine jewelry/watches	www.fredmeyerjewelers.com	1,200-1,500 sq. ft.	No	0%	Yes	Yes
Fuddruckers	Fast casual restaurants	www.fuddruckers.com	4,500-7,000 sq. ft.	Yes	62%	No	Yes
Game Stop Corp	Computers/software, toys/games/video games	www.gamestop.com	1,000-2,000 sq. ft.	No	0%	Yes	Yes
Gap	Apparel - children's, women's, men's	www.gapinc.com	2,750-35,000 sq. ft.	No	0%	Yes	Yes
GNC	Nutrition shops/diet centers	www.gnc.com	1,000-1,400 sq. ft.	Yes	29%	Yes	Yes
Gold's Gym	Health clubs/gyms	www.goldsgym.com	18,000-50,000 sq. ft.	No	0%	Yes	Yes
Golf Etc	Sporting goods/athletic wear	www.golfetc.com	2,500-4,000 sq. ft.	Yes	100%	No	No
Golf Smith	Sporting goods/athletic wear	www.golfsmith.com	10,000-60,000 sq. ft.	No	0%	No	Yes
Great Clips	Beauty salons/tanning	www.greatclips.com	900-1,200 sq. ft.	Yes	100%	Yes	Yes
Great Harvest Bread Co	Bakeries/bagels/pretzels	www.greatharvest.com	1,500-2,500 sq. ft.	Yes	100%	Yes	Yes
H & M	Apparel - children's, women's, men's	www.hm.com	8,000-20,000 sq. ft.	No	0%	Yes	No
Hallmark	Cards/stationery	www.hallmark.com	3,200-4,500 sq. ft.	Yes	86%	Yes	Yes
Hollister Co	Apparel - children's, women's, men's	www.abercrombie.com	4,000-10,000 sq. ft.	No	0%	Yes	Yes
Home Depot Inc	Hardware/home improvement	www.homedepot.com	2,400-150,000 sq. ft.	No	0%	Yes	Yes
Home Goods Inc	Bed and bath linens, home decor/lamps/drapes	www.tjx.com	25,000-65,000 sq. ft.	No	0%	Yes	Yes
Hooters	Restaurants/bars	www.hooters.com	4,000-4,500 sq. ft.	Yes	73%	Yes	Yes
Hot Topic	Accessories, Apparel - women's, men's	www.hottopic.com	1,500-2,500 sq. ft.	No	0%	Yes	Yes
IHOP	Restaurants/bars	www.ihop.com	4,020-5,000 sq. ft.	Yes	95%	Yes	Yes
In-N-Out	Fast food	www.in-n-out.com	3,500 sq. ft.	No	0%	No	Yes
J C Penney	Department stores	www.jcpenney.net	115,000 sq. ft.	No	0%	Yes	Yes
J Crew	Apparel - women's, men's, shoes	www.jcrew.com	3,000-5,500 sq. ft.	No	0%	Yes	Yes
J Jill	Apparel - women's, shoes	www.thetalbotsinc.com	2,100-10,000 sq. ft.	No	0%	Yes	Yes
Jack In The Box	Fast food	www.jackinthebox.com	2,000-2,900 sq. ft.	Yes	32%	Yes	Yes
Jamba Juice	Coffee bars/juice bars	www.jambajuice.com	1,200-1,500 sq. ft.	Yes	30%	Yes	Yes
Jo-Ann Fabric & Craft	Fabrics, art supplies/crafts/hobbies	www.joann.com	14,000-35,000 sq. ft.	No	0%	Yes	Yes
Joe's Crab Shack	Restaurants/bars	www.joescrabshack.com	5,000-8,000 sq. ft.	No	0%	Yes	Yes

Information is drawn from our best known resources at the time of this study. Information specific to individual retailers is subject to change.

Operational Status of Retailers

Buxton

Retailer	Concept	Website	Preferred Square Footage	Franchise?	Percent Franchise	Operating in WA?	Targeting WA for expansion?
Johnny Carino's	Restaurants/bars	www.carinos.com	5,800 sq. ft.	No	0%	Yes	Yes
Johnny Rockets	Restaurants/bars	www.johnnyrockets.com	600-2,400 sq. ft.	Yes	66%	Yes	Yes
Jos A Banks	Apparel - men's	www.josbank.com	4,000-4,500 sq. ft.	Yes	2%	Yes	Yes
Justice	Apparel - children's	www.tweenbrands.com	3,500-5,000 sq. ft.	No	0%	Yes	Yes
Kay Jewelers	Fine jewelry/watches	www.signetgroupplc.com	1,200-5,500 sq. ft.	No	0%	Yes	Yes
Kohls	Department stores	www.kohls.com	75,000-133,000 sq. ft.	No	0%	Yes	Yes
L A Fitness Sports Clubs	Health clubs/gyms	www.lafitness.com	30,000-50,000 sq. ft.	No	0%	Yes	Yes
L Occitane	Cosmetics/body care/fragrance	www.occitane.com	800-1,100 sq. ft.	No	0%	Yes	Yes
Lane Bryant	Apparel - women's	www.charmingshoppes.com	3,000-7,000 sq. ft.	No	0%	Yes	Yes
Lego Store	Amusement/play centers	www.lego.com	2,500-5,000 sq. ft.	No	0%	Yes	Yes
Little Caesars	Fast food	www.littlecaesars.com	1,200-1,600 sq. ft.	Yes	87%	Yes	Yes
Lonestar Steakhouse	Restaurants/bars	www.lonestarsteakhouse.com	5,800-16,500 sq. ft.	No	0%	No	Yes
Lowe's	Hardware/home improvement, major appliances	www.lowes.com	100,000-150,000 sq. ft.	No	0%	Yes	Yes
Maggiano's	Restaurants/bars	www.brinker.com	5,000-16,000 sq. ft.	Yes	27%	Yes	Yes
Maggie Moos	Candy/ice cream/yogurt	www.maggiemoos.com	400-12,000 sq. ft.	Yes	60%	Yes	Yes
Marble Slab Creamery	Candy/ice cream/yogurt	www.marbleslab.com	400-12,000 sq. ft.	Yes	60%	Yes	Yes
Marie Calendars	Restaurants/bars	www.perkinsrestaurants.com	4,200-7,100 sq. ft.	Yes	58%	No	Yes
Marshalls	Apparel - children's, women's, men's, bed and bath linens, home decor/lamps/drapes	www.tjx.com	25,000-65,000 sq. ft.	No	0%	Yes	Yes
Massage Envy	Beauty salons/tanning	www.massageenvy.com	2,500-3,500 sq. ft.	Yes	100%	Yes	Yes
McDonalds	Fast food	www.mcdonalds.com	600-5,500 sq. ft.	Yes	76%	Yes	Yes
Men's Warehouse	Apparel - men's	www.menswearhouse.com	1,200-50,000 sq. ft.	No	0%	Yes	Yes
Michael's	Art/collectibles/frames, art supplies/crafts/hobbies	www.michaels.com	5,800-18,200 sq. ft.	No	0%	Yes	Yes
Nestle Cafe	Bakeries/bagels/pretzels	www.nestlecafe.com	500-1,500 sq. ft.	Yes	100%	No	Yes
Noah's Bagels	Bakeries/bagels/pretzels	www.einsteinnoah.com	1,400-2,500 sq. ft.	Yes	34%	Yes	Yes
Nordstrom	Shoes, department stores	www.nordstrom.com	8,000-250,000 sq. ft.	No	0%	Yes	Yes
Nothing But Noodles	Restaurants/bars	www.nothingbutnoodles.com	2,800-3,600 sq. ft.	Yes	N/A	Yes	Yes
Office Depot	Computers/software, electronics, office supplies/furniture	www.officedepot.com	20,000 sq. ft.	No	0%	Yes	Yes
Office Max	Computers/software, electronics, office supplies/furniture	www.officemax.com	3,500-20,000 sq. ft.	No	0%	Yes	Yes
Old Navy Clothing Co	Apparel - children's, women's, men's	www.gapinc.com	2,750-35,000 sq. ft.	No	0%	Yes	Yes
Olive Garden	Restaurants/bars	www.dardenrestaurants.com	5,500-8,600 sq. ft.	No	0%	Yes	Yes
On The Border Mexican Cafe	Restaurants/bars	www.brinker.com	5,000-16,000 sq. ft.	Yes	27%	Yes	Yes
Once Upon A Child	Apparel - children's, musical instruments/supplies, sporting goods/athletic wear, specialty	www.winmarkcorporation.com	2,500-3,500 sq. ft.	Yes	100%	Yes	Yes
Original Pancake House	Restaurants/bars	www.originalpancakehouse.com	3,500-4,000 sq. ft.	Yes	100%	Yes	Yes
Origins	Cosmetics/body care/fragrance	www.origins.com	800-1,100 sq. ft.	No	0%	Yes	Yes
Osco Drug	Convenience stores, supermarkets	www.supervalu.com	2,000-70,000 sq. ft.	No	0%	Yes	Yes
Outback Steakhouse	Restaurants/bars	www.outback.com	5,500-7,500 sq. ft.	Yes	14%	Yes	Yes
Pacific Sunwear	Apparel - women's, men's	www.pacsun.com	3,500-4,500 sq. ft.	No	0%	Yes	Yes
Panera Bread	Bakeries/bagels/pretzels, fast casual restaurants	www.panera.com	4,200-5,000 sq. ft.	Yes	57%	Yes	Yes
Papa John's Pizza	Fast food	www.papajohns.com	1,100-1,500 sq. ft.	Yes	77%	Yes	Yes
Papa Murphy's	Fast food	www.papamurphys.com	1,200-1,800 sq. ft.	Yes	98%	Yes	Yes
Papyrus	Cards/stationery	www.papyrusonline.com	1,000-1,200 sq. ft.	Yes	19%	Yes	Yes
Party City	Paper/party goods	www.partycity.com	12,000-15,000 sq. ft.	Yes	50%	Yes	Yes
Pearle Vision	Fine jewelry/watches, optical/eyewear	www.luxottica.com	150-4,000 sq. ft.	No	0%	Yes	Yes
Peets Coffee And Tea	Coffee bars/juice bars	www.peets.com	1,200-2,000 sq. ft.	No	0%	Yes	Yes
Petco	Pets/animal supplies	www.petco.com	15,000 sq. ft.	No	0%	Yes	Yes
Petsmart	Pets/animal supplies	www.petsmart.com	19,000-27,000 sq. ft.	No	0%	Yes	Yes
Pizza Hut	Fast food	www.yum.com	2,000-3,500 sq. ft.	Yes	69%	Yes	Yes

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Operational Status of Retailers

Buxton

Retailer	Concept	Website	Preferred Square Footage	Franchise?	Percent Franchise	Operating in WA?	Targeting WA for expansion?
Planet Fitness	Health clubs/gyms	www.planetfitness.com	15,000-20,000 sq. ft.	Yes	96%	Yes	Yes
Play N Trade	Toys/games/video games	www.playntrade.com	4,000-5,000 sq. ft.	No	0%	Yes	Yes
Pottery Barn	Bed and bath linens, china/glassware, cutlery/kitchenware, home decor/lamps/drapes	www.williams-sonomainc.com	1,800-20,000 sq. ft.	No	0%	Yes	Yes
QFC	Supermarkets	www.qfconline.com	30,000 sq. ft.	No	0%	Yes	Yes
Quiksilver	Accessories, Apparel - children's, women's, men's	www.quiksilver.com	1,000-3,000 sq. ft.	No	0%	Yes	Yes
Quizno	Fast casual restaurants	www.quiznos.com	1,200-1,600 sq. ft.	Yes	100%	Yes	Yes
Red Lobster Restaurant	Restaurants/bars	www.dardenrestaurants.com	5,500-8,600 sq. ft.	No	0%	Yes	Yes
Red Robin	Restaurants/bars	www.redrobin.com	6,350 sq. ft.	Yes	34%	Yes	Yes
Regal Cinemas	Movie theaters	www.regalcinemas.com	60,000-100,000 sq. ft.	No	0%	Yes	Yes
REI	Sporting goods/athletic wear	www.rei.com	26,000-30,000 sq. ft.	No	0%	Yes	Yes
Restoration Hardware	Furniture/beds, hardware/home improvement, home decor/lamps/drapes	www.restorationhardware.com	10,000-12,000 sq. ft.	No	0%	Yes	Yes
Robecks Juice	Coffee bars/juice bars	www.robeks.com	700-1,200 sq. ft.	Yes	100%	Yes	Yes
Rock Bottom Grill	Restaurants/bars	www.rockbottomrestaurantsinc.com	5,000-10,000 sq. ft.	Yes	26%	Yes	Yes
Rocky Mountain Choc Factory	Candy/ice cream/yogurt	www.rmcf.com	150-1,000 sq. ft.	Yes	98%	Yes	Yes
Romano's Macaroni Grill	Fast casual restaurants, restaurants/bars	www.brinker.com	5,000-16,000 sq. ft.	Yes	27%	Yes	Yes
Ross	Apparel - children's, women's, men's, bed and bath linens, china/glassware, home decor/lamps/drapes	www.rossstores.com	25,000-30,187 sq. ft.	No	0%	Yes	Yes
Round Table Pizza	Restaurants/bars	www.roundtablepizza.com	3,500-4,000 sq. ft.	Yes	75%	Yes	Yes
Ruby Tuesday	Restaurants/bars	www.rubytuesday.com	4,500-5,000 sq. ft.	Yes	19%	Yes	Yes
Rue 21	Apparel - women's, men's	www.rue21.com	4,000-5,000 sq. ft.	No	0%	Yes	Yes
Safeway	Supermarkets	www.safeway.com	46,000-62,000 sq. ft.	No	0%	Yes	Yes
Sams Club	Warehouses/wholesale clubs	www.samsclub.com	110,000-130,000 sq. ft.	No	0%	Yes	Yes
Sbarro	Fast food	www.sbarro.com	300-5,000 sq. ft.	Yes	37%	Yes	Yes
Schlotzsky's Deli	Fast casual restaurants	www.schlotzskys.com	2,400-2,800 sq. ft.	Yes	94%	Yes	Yes
Sephora	Cosmetics/body care/fragrance	www.sephora.com	5,200-5,700 sq. ft.	No	0%	Yes	Yes
Shari's	Restaurants/bars	www.sharis.com	3,500-4,000 sq. ft.	No	0%	Yes	Yes
Sherwin Williams	Wall coverings/paint	www.sherwinwilliams.com	3,000-6,000 sq. ft.	No	0%	Yes	Yes
Sonic	Fast food	www.sonicdrivein.com	1,200-1,500 sq. ft.	Yes	80%	Yes	No
Sport Clips	Beauty salons/tanning	www.sportclips.com	1,000-1,400 sq. ft.	No	0%	Yes	Yes
Sports Authority	Sporting goods/athletic wear	www.thesportsauthority.com	35,000-85,000 sq. ft.	No	0%	Yes	Yes
Starbucks	Coffee bars/juice bars	www.starbucks.com	100-2,000 sq. ft.	No	0%	Yes	Yes
Subway	Fast food	www.subway.com	300-1,500 sq. ft.	Yes	100%	Yes	Yes
Sun And Ski Sports	Sporting goods/athletic wear	www.sunandski.com	20,000 sq. ft.	No	0%	No	Yes
Sweet Tomatoes	Restaurants/bars	www.souplantation.com	7,400 sq. ft.	No	0%	Yes	Yes
T C B Y Yogurt	Bakeries/bagels/pretzels, candy/ice cream/yogurt	www.mrsfields.com	700-1,000 sq. ft.	Yes	100%	Yes	Yes
T G I Friday's	Restaurants/bars	www.crww.com	2,500-7,200 sq. ft.	Yes	48%	Yes	Yes
Taco Bell	Fast food	www.yum.com	2,000-3,500 sq. ft.	Yes	69%	Yes	Yes
Talbots	Apparel - women's, shoes	www.thetalbotsinc.com	2,100-10,000 sq. ft.	No	0%	Yes	Yes
Target	Discount stores, supercenters	www.target.com	123,000-174,000 sq. ft.	No	0%	Yes	Yes
Teavana	Coffee bars/juice bars	www.teavana.com	500-1,200 sq. ft.	No	0%	Yes	Yes
Texas Roadhouse	Restaurants/bars	www.texasroadhouse.com	6,300-7,100 sq. ft.	Yes	22%	Yes	Yes
The Buckle	Accessories, Apparel - children's, women's, men's, shoes	www.buckle.com	4,800 sq. ft.	No	0%	Yes	Yes
The Children's Place	Apparel - children's, toys/games/video games	www.childrensplace.com	4,000-6,500 sq. ft.	No	0%	Yes	Yes
Tj Maxx	Apparel - children's, women's, men's, bed and bath linens, home decor/lamps/drapes	www.tjx.com	25,000-65,000 sq. ft.	No	0%	Yes	Yes
Trader Joes	Supermarkets	www.traderjoes.com	8,000-15,000 sq. ft.	No	0%	Yes	Yes
United Artist Cinemas	Movie theaters	www.regalcinemas.com	60,000-100,000 sq. ft.	No	0%	Yes	Yes
Urban Outfitters	Accessories, Apparel - women's, men's, art/collectibles/frames, home decor/lamps/drapes	www.urbanoutfittersinc.com	2,500-15,000 sq. ft.	No	0%	Yes	Yes
Vera Bradley	Accessories, apparel - specialty, leather/luggage	www.verabradley.com	1,500-2,000 sq. ft.	No	0%	Yes	No

Information is drawn from our best known resources at the time of this study. Information specific to individual retailers is subject to change.

Operational Status of Retailers

Buxton

Retailer	Concept	Website	Preferred Square Footage	Franchise?	Percent Franchise	Operating in WA?	Targeting WA for expansion?
Victoria's Secret	Apparel - women's	www.victoriassecret.com	3,900-4,500 sq. ft.	No	0%	Yes	Yes
Walmart	Supermarkets, discount stores, supercenters	www.walmartstores.com	5,000-233,000 sq. ft.	No	0%	Yes	Yes
Wendy's	Fast food	www.wendys.com	3,000-6,000 sq. ft.	Yes	77%	Yes	Yes
West Elm	Bed and bath linens, china/glassware, cutlery/kitchenware, home decor/lamps/drapes	www.williams-sonomainc.com	1,800-20,000 sq. ft.	No	0%	Yes	Yes
Which Wich	Fast food	www.whichwich.com	500-2,500 sq. ft.	No	0%	Yes	Yes
White House / Black Market	Accessories, apparel - women's	www.chicos.com	1,500-4,000 sq. ft.	Yes	1%	Yes	Yes
Whole Foods Market	Supermarkets	www.wholefoodsmarket.com	18,500-80,000 sq. ft.	No	0%	Yes	Yes
Williams_Sonoma	China/glassware, cutlery/kitchenware	www.williams-sonomainc.com	1,800-20,000 sq. ft.	No	0%	Yes	Yes
Wine Styles	Beer/wine/liquor	www.winestyles.net	1,200-2,000 sq. ft.	Yes	100%	Yes	Yes
Wing Stop	Restaurants/bars	www.wingstop.com	1,250-1,800 sq. ft.	Yes	92%	No	Yes
Z Pizza	Fast food	www.zpizza.com	1,100-1,500 sq. ft.	Yes	100%	Yes	Yes
Zumiez	Apparel - women's, men's, shoes	www.zumiez.com	3,000 sq. ft.	No	0%	Yes	Yes

Information is drawn from our best known resources at the time of this study. Information specific to individual retailers is subject to change.

ATTACHMENT 2

Buxton

Woodinville, WA

Hospitality Analysis

Executive Overview

June 5, 2012

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Executive Overview

The purpose of this analysis is to determine the potential hotel chains that would be a good fit for Woodinville, WA, and to examine the hotel locations across the United States to see which types would be the most like a site in Woodinville, WA.

Analysis Summary:

- To begin the analysis, more than 52,000 hotel locations were filtered by their BUDS (Buxton Urban Density Score) value, which is a measure of the "urbanicity" or density of a given site, with 1 as the most rural and 5 as the most urban. The site is in a BUDS 3 market, and so only BUDS 2, 3 and 4 locations were used in the study.

BUDS	Name
1	Rural
2	In-Town
3	Suburban/Small City
4	Metropolitan
5	High-Rise Living/Urban

- After being filtered by BUDS, many different variable values were collected for the similar BUDS type hotel locations and used to determine which of those hotel locations are most like the site at 14580 NE 145th St in Woodinville, WA. Below is a list of the variables used:

  1) Annual plane passengers within 30 miles
  2) Average Household Income in 10 minutes
  3) Total civilians employed 16yr old and over within 10 minutes
  4) Total households within 10 minutes
  5) Total population within 10 minutes
  6) High hotel room rate within 10 minutes
  7) Low hotel room rate within 10 minutes

- Hotel chains that were found to have multiple matching locations have been collected and listed out in the following pages of this report, showcasing the actual addresses of the locations, the variable values used in determining similarities for each location, and the information about the actual locations themselves such as rooms available, meeting space, room rates (where available), and hotel class.

Matching Variables

The following table highlights the values of the site for the given variables used in location matching, and also includes an average of all 103 matching hotel locations, not just the matching chain locations:

City	BUDS	Annual Plane Passengers in 30 Miles	Average Household Income in 10 Minutes	Total Civilian Employed 16 yrs + in 10 Minutes	Total Households in 10 Minutes	Total Population in 10 Minutes	Average High Room Rate in 10 Minutes	Average Low Room Rate in 10 Minutes
Woodinville, WA	3	10,251,003	107,571	37,607	26,657	67,171	$262	$216
Average Hotel Matches	3	10,679,029	96,832	34,681	27,210	69,660	$245	$169

Matching Hotel Chain Locations

The following table lists the chains that were found to have multiple matching locations to Woodinville based on the variables listed above:

Affiliation	Count
Best Western	3
Comfort Inn	3
Days Inn	3
Hampton Inn	7
Holiday Inn	4
Homewood Suites	4
La Quinta Inn	3
Motel 6	3
Residence Inn	8
Springhill Suites	4

The hotel chains marked in red were found to have several matching locations but already have a presence within 4 miles of the site. Those hotel chains to close in proximity will be excluded throughout the report. A breakdown of the remaining 6 hotel chain locations and variables can be found on the proceeding pages. An analysis of the variables for all matching hotel locations, not just those of chains that have multiple matching sites, can be found on page 10 of this report.

Matching Hotels – Best Western

Addresses

Affiliation	Address	City	State	Zip
Best Western	7299 UNIVERSAL BLVD	ORLANDO	FL	32819
Best Western	3450 WASHINGTON DR	EAGAN	MN	55122
Best Western	726 E MARKET ST	LEESBURG	VA	20176

Hotel Information

Affiliation	Address	City	Meeting Space	Rooms	Class Description	Class Rank	High Rate	Low Rate	Median Rate	Year Built
Best Western	7299 UNIVERSAL BLVD	ORLANDO	3,000	297	Midscale w/ F&B Class	4	$119	$119	$119	1984
Best Western	3450 WASHINGTON DR	EAGAN	1,600	108	Midscale w/ F&B Class	4	$230	$180	$205	1983
Best Western	726 E MARKET ST	LEESBURG	2,982	99	Midscale w/ F&B Class	4	$129	$129	$129	1986

Variable Values

Affiliation	Address	City	BUDS	Annual Plane Passengers in 30 Miles	Average Household Income in 10 Minutes	Total Civilian Employed 16 yrs + in 10 Minutes
Best Western	7299 UNIVERSAL BLVD	ORLANDO	3	10,689,225	79,878	33,703
Best Western	3450 WASHINGTON DR	EAGAN	3	11,555,553	95,858	46,100
Best Western	726 E MARKET ST	LEESBURG	3	11,083,766	130,377	36,745

Affiliation	Address	City	Total Households in 10 Minutes	Total Population in 10 Minutes	Average High Room Rate in 10 minutes	Average Low Room Rate in 10 minutes
Best Western	7299 UNIVERSAL BLVD	ORLANDO	26,168	69,214	$276	$172
Best Western	3450 WASHINGTON DR	EAGAN	32,988	82,146	$190	$156
Best Western	726 E MARKET ST	LEESBURG	23,635	70,392	$256	$157

Matching Hotels – Days Inn

Addresses

Affiliation	Address	City	State	Zip
Days Inn	5858 INTERNATIONAL DR	ORLANDO	FL	32819
Days Inn	2955 EMPIRE LN N	PLYMOUTH	MN	55447
Days Inn	721 E MARKET ST	LEESBURG	VA	20176

Hotel Information

Affiliation	Address	City	Meeting Space	Rooms	Class Description	Class Rank	High Rate	Low Rate	Median Rate	Year Built
Days Inn	5858 INTERNATIONAL DR	ORLANDO	0	251	Economy Class	6	$99	$99	$99	1974
Days Inn	2955 EMPIRE LN N	PLYMOUTH	480	113	Economy Class	6	N/A	N/A	N/A	1977
Days Inn	721 E MARKET ST	LEESBURG	0	80	Economy Class	6	N/A	N/A	N/A	1986

Variable Values

Affiliation	Address	City	BUDS	Annual Plane Passengers in 30 Miles	Average Household Income in 10 Minutes	Total Civilian Employed 16 yrs + in 10 Minutes
Days Inn	5858 INTERNATIONAL DR	ORLANDO	3	10,689,225	75,866	37,947
Days Inn	2955 EMPIRE LN N	PLYMOUTH	3	11,555,553	121,064	45,771
Days Inn	721 E MARKET ST	LEESBURG	3	11,083,766	130,377	36,745

Affiliation	Address	City	Total Households in 10 Minutes	Total Population in 10 Minutes	Average High Room Rate in 10 minutes	Average Low Room Rate in 10 minutes
Days Inn	5858 INTERNATIONAL DR	ORLANDO	31,105	79,685	$281	$171
Days Inn	2955 EMPIRE LN N	PLYMOUTH	32,694	83,000	$202	$161
Days Inn	721 E MARKET ST	LEESBURG	23,635	70,392	$256	$157

Matching Hotels – Hampton Inn

Addresses

Affiliation	Address	City	State	Zip
Hampton Inn	7110 S KIRKMAN RD	ORLANDO	FL	32819
Hampton Inn	25 MIDDLESEX TPKE	BILLERICA	MA	01821
Hampton Inn	434 BOSTON PROVIDENCE TPKE	NORWOOD	MA	02062
Hampton Inn	59 NEWBURY ST	PEABODY	MA	01960
Hampton Inn	16201 SWINGLEY RIDGE RD	CHESTERFIELD	MO	63017
Hampton Inn Suites	7448 INTERNATIONAL DR	ORLANDO	FL	32819
Hampton Inn Suites	1000 STONY HILL RD	YARDLEY	PA	19067

Hotel Information

Affiliation	Address	City	Meeting Space	Rooms	Class Description	Class Rank	High Rate	Low Rate	Median Rate	Year Built
Hampton Inn	7110 S KIRKMAN RD	ORLANDO	414	170	Midscale w/o F&B Class	5	$129	$129	$129	1991
Hampton Inn	25 MIDDLESEX TPKE	BILLERICA	720	128	Midscale w/o F&B Class	5	N/A	N/A	N/A	2002
Hampton Inn	434 BOSTON PROVIDENCE TPKE	NORWOOD	1,096	139	Midscale w/o F&B Class	5	$199	$199	$199	1982
Hampton Inn	59 NEWBURY ST	PEABODY	0	120	Midscale w/o F&B Class	5	N/A	N/A	N/A	1999
Hampton Inn	16201 SWINGLEY RIDGE RD	CHESTERFIELD	450	92	Midscale w/o F&B Class	5	$145	$145	$145	1997
Hampton Inn Suites	7448 INTERNATIONAL DR	ORLANDO	528	108	Midscale w/o F&B Class	5	$139	$129	$134	2003
Hampton Inn Suites	1000 STONY HILL RD	YARDLEY	1,060	137	Midscale w/o F&B Class	5	$229	$209	$219	1999

Variable Values

Affiliation	Address	City	BUDS	Annual Plane Passengers in 30 Miles	Average Household Income in 10 Minutes	Total Civilian Employed 16 yrs + in 10 Minutes
Hampton Inn	7110 S KIRKMAN RD	ORLANDO	3	10,689,225	75,634	38,086
Hampton Inn	25 MIDDLESEX TPKE	BILLERICA	3	12,800,963	100,220	37,853
Hampton Inn	434 BOSTON PROVIDENCE TPKE	NORWOOD	3	11,891,815	109,421	34,797
Hampton Inn	59 NEWBURY ST	PEABODY	4	11,891,815	100,289	33,976
Hampton Inn	16201 SWINGLEY RIDGE RD	CHESTERFIELD	2	11,662,572	132,700	34,170
Hampton Inn Suites	7448 INTERNATIONAL DR	ORLANDO	3	10,689,225	84,074	36,169
Hampton Inn Suites	1000 STONY HILL RD	YARDLEY	3	8,560,007	123,236	43,358

Affiliation	Address	City	Total Households in 10 Minutes	Total Population in 10 Minutes	Average High Room Rate in 10 minutes	Average Low Room Rate in 10 minutes
Hampton Inn	7110 S KIRKMAN RD	ORLANDO	31,291	79,986	$282	$172
Hampton Inn	25 MIDDLESEX TPKE	BILLERICA	26,370	77,594	$204	$151
Hampton Inn	434 BOSTON PROVIDENCE TPKE	NORWOOD	26,655	69,090	$222	$201
Hampton Inn	59 NEWBURY ST	PEABODY	25,565	67,792	$222	$161
Hampton Inn	16201 SWINGLEY RIDGE RD	CHESTERFIELD	29,043	71,949	$211	$158
Hampton Inn Suites	7448 INTERNATIONAL DR	ORLANDO	28,253	73,967	$291	$169
Hampton Inn Suites	1000 STONY HILL RD	YARDLEY	30,402	82,743	$254	$223

Matching Hotels – Holiday Inn

Addresses

Affiliation	Address	City	State	Zip
Holiday Inn	1801 12TH AVE NW	ISSAQUAH	WA	98027
Holiday Inn Express	7276 INTERNATIONAL DR	ORLANDO	FL	32819
Holiday Inn Express	999 BROADWAY	SAUGUS	MA	01906
Holiday Inn Express	20003 ROUTE 19	CRANBERRY TOWNSHIP	PA	16066

Hotel Information

Affiliation	Address	City	Meeting Space	Rooms	Class Description	Class Rank	High Rate	Low Rate	Median Rate	Year Built
Holiday Inn	1801 12TH AVE NW	ISSAQUAH	3,558	100	Midscale w/ F&B Class	4	N/A	N/A	N/A	1974
Holiday Inn Express	7276 INTERNATIONAL DR	ORLANDO	1,850	156	Midscale w/o F&B Class	5	$249	$227	$238	2009
Holiday Inn Express	999 BROADWAY	SAUGUS	750	145	Midscale w/o F&B Class	5	N/A	N/A	N/A	1989
Holiday Inn Express	20003 ROUTE 19	CRANBERRY TOWNSHIP	276	101	Midscale w/o F&B Class	5	$119	$119	$119	1995

Variable Values

Affiliation	Address	City	BUDS	Annual Plane Passengers in 30 Miles	Average Household Income in 10 Minutes	Total Civilian Employed 16 yrs + in 10 Minutes
Holiday Inn	1801 12TH AVE NW	ISSAQUAH	3	10,251,003	126,068	30,509
Holiday Inn Express	7276 INTERNATIONAL DR	ORLANDO	3	10,689,225	84,074	36,169
Holiday Inn Express	999 BROADWAY	SAUGUS	4	11,891,815	95,082	34,548
Holiday Inn Express	20003 ROUTE 19	CRANBERRY TOWNSHIP	2	9,836,058	112,341	27,216

Affiliation	Address	City	Total Households in 10 Minutes	Total Population in 10 Minutes	Average High Room Rate in 10 minutes	Average Low Room Rate in 10 minutes
Holiday Inn	1801 12TH AVE NW	ISSAQUAH	23,543	59,676	$209	$155
Holiday Inn Express	7276 INTERNATIONAL DR	ORLANDO	28,253	73,967	$291	$169
Holiday Inn Express	999 BROADWAY	SAUGUS	26,424	70,106	$224	$162
Holiday Inn Express	20003 ROUTE 19	CRANBERRY TOWNSHIP	18,893	51,819	$213	$182

Matching Hotels – Homewood Suites

Addresses

Affiliation	Address	City	State	Zip
Homewood Suites	5893 AMERICAN WAY	ORLANDO	FL	32819
Homewood Suites	35 MIDDLESEX TPKE	BILLERICA	MA	01821
Homewood Suites	57 NEWBURY ST	PEABODY	MA	01960
Homewood Suites	840 CHESTERFIELD PKWY W	CHESTERFIELD	MO	63017

Hotel Information

Affiliation	Address	City	Meeting Space	Rooms	Class Description	Class Rank	High Rate	Low Rate	Median Rate	Year Built
Homewood Suites	5893 AMERICAN WAY	ORLANDO	702	122	Upscale Class	3	$129	$119	$124	2003
Homewood Suites	35 MIDDLESEX TPKE	BILLERICA	1,752	147	Upscale Class	3	$239	$119	$179	1999
Homewood Suites	57 NEWBURY ST	PEABODY	572	85	Upscale Class	3	$159	$139	$149	1999
Homewood Suites	840 CHESTERFIELD PKWY W	CHESTERFIELD	939	145	Upscale Class	3	$169	$149	$159	2000

Variable Values

Affiliation	Address	City	BUDS	Annual Plane Passengers in 30 Miles	Average Household Income in 10 Minutes	Total Civilian Employed 16 yrs + in 10 Minutes
Homewood Suites	5893 AMERICAN WAY	ORLANDO	3	10,689,225	78,762	32,721
Homewood Suites	35 MIDDLESEX TPKE	BILLERICA	3	12,800,963	100,220	37,853
Homewood Suites	57 NEWBURY ST	PEABODY	4	11,891,815	100,289	33,976
Homewood Suites	840 CHESTERFIELD PKWY W	CHESTERFIELD	2	11,662,572	133,791	32,764

Affiliation	Address	City	Total Households in 10 Minutes	Total Population in 10 Minutes	Average High Room Rate in 10 minutes	Average Low Room Rate in 10 minutes
Homewood Suites	5893 AMERICAN WAY	ORLANDO	25,254	67,471	$278	$170
Homewood Suites	35 MIDDLESEX TPKE	BILLERICA	26,370	77,594	$204	$151
Homewood Suites	57 NEWBURY ST	PEABODY	25,565	67,792	$222	$161
Homewood Suites	840 CHESTERFIELD PKWY W	CHESTERFIELD	27,836	68,882	$211	$158

Matching Hotels – La Quinta Inn

Addresses

Affiliation	Address	City	State	Zip
La Quinta Inn	5825 INTERNATIONAL DR	ORLANDO	FL	32819
La Quinta Inn	8300 JAMAICAN CT	ORLANDO	FL	32819
La Quinta Inn & Suites	8504 UNIVERSAL BLVD	ORLANDO	FL	32819

Hotel Information

Affiliation	Address	City	Meeting Space	Rooms	Class Description	Class Rank	High Rate	Low Rate	Median Rate	Year Built
La Quinta Inn	5825 INTERNATIONAL DR	ORLANDO	294	155	Midscale w/o F&B Class	5	$104	$104	$104	1973
La Quinta Inn	8300 JAMAICAN CT	ORLANDO	0	200	Midscale w/o F&B Class	5	N/A	N/A	N/A	1985
La Quinta Inn & Suites	8504 UNIVERSAL BLVD	ORLANDO	1,130	184	Midscale w/o F&B Class	5	$119	$119	$119	1999

Variable Values

Affiliation	Address	City	BUDS	Annual Plane Passengers in 30 Miles	Average Household Income in 10 Minutes	Total Civilian Employed 16 yrs + in 10 Minutes
La Quinta Inn	5825 INTERNATIONAL DR	ORLANDO	3	10,689,225	75,993	36,754
La Quinta Inn	8300 JAMAICAN CT	ORLANDO	3	10,689,225	87,053	32,789
La Quinta Inn & Suites	8504 UNIVERSAL BLVD	ORLANDO	3	10,689,225	85,615	30,133

Affiliation	Address	City	Total Households in 10 Minutes	Total Population in 10 Minutes	Average High Room Rate in 10 minutes	Average Low Room Rate in 10 minutes
La Quinta Inn	5825 INTERNATIONAL DR	ORLANDO	29,908	76,768	$284	$173
La Quinta Inn	8300 JAMAICAN CT	ORLANDO	25,844	66,531	$290	$168
La Quinta Inn & Suites	8504 UNIVERSAL BLVD	ORLANDO	24,880	58,193	$302	$176

Average Statistics for Matching Locations

This table shows the average information for all 103 matching hotel locations, not just those locations that were part of a multiple matching chain:

Data Set	Class	Meeting Space	Rooms	High Rate	Low Rate	Median Rate	Year Built
Average Hotel Values	4.2	876	136	$185	$154	$169	1992

Based on the hotel classification system in the database (illustrated by the table below), here is the breakdown by percent of matching hotel locations and their class levels:

Class Table

Hotel Class	Rank
Luxury Class	1
Upper Upscale Class	2
Upscale Class	3
Midscale w/ F&B Class	4
Midscale w/o F&B Class	5
Economy Class	6

Class Breakdown by Matching Hotels

Hotel Class	Percent (%)
Upscale Class	38.1
Midscale w/ F&B Class	9.52
Midscale w/o F&B Class	38.1
Economy Class	14.29

CITY OF WOODINVILLE, WA

REPORT TO THE CITY COUNCIL

17301 133rd Avenue NE, Woodinville, WA 98072
WWW.CI.WOODINVILLE.WA.US

To:	Honorable City Council	**Date:** 11/06/2012
From:	Richard A. Leahy, City Manager	
Subject:	Market Demand Study - Addendum	

Previously, the City Council received copies of the Retail Site Assessment and Hospitality Analysis.

Attached is revised or supplemental information to those reports:

Retail Site Assessment: A revised page 3 of the report which includes estimated square footage amounts for the different retail sales leakage estimates (please replace page 3 of your report);

Hospitality Analysis: A supplemental Hospitality Benchmark Analysis.

Attachment 1: Revised Page 3 to the Retail Site Assessment
Attachment 2: Hospitality Benchmark Analysis

While Woodinville has an overall combined surplus within its primary trade area, there are three categories with the projected retail leakage of $173,256,959, as follows:

Retail Category	Potential Demand	Actual Sales	Leakage	Est. $/Sq Ft*	Sq Ft**
Clothing/Clothing Accessories	$71,548,189	$34,326,688	$37,221,501	$500	74,443
General Merchandise	$170,687,581	$62,174,289	$108,513,292	$425	255,325
Foodservice and Drinking	$146,747,799	$119,225,633	$27,522,166	$425	64,758
	$388,983,569	**$215,726,610**	**$173,256,959**		**394,526**

*Industry average range based off BizMiner and Buxton Industry experience

** Sq Ft was determined by dividing the Leakage by Estimated $/Sq Ft

Within Woodinville's secondary trade area, there are six categories with the projected retail leakage of $563,253,886, as follows:

Retail Category	Potential Demand	Actual Sales	Leakage	Est. $/Sq Ft*	Sq Ft**
Vehicle Parts & Dealers	$779,122,532	$522,622,984	$256,499,548	$250	1,025,998
Bldg Material & Garden Equip & Supplies	$476,759,865	$401,649,322	$75,110,543	$350	214,602
Health & Personal Care	$173,219,007	$165,800,763	$7,418,244	$798	9,296
General Merchandise	$506,886,543	$310,709,156	$196,177,387	$425	461,594
Miscellaneous Store Retailers	$112,503,387	$107,616,908	$4,886,479	$500	9,773
Foodservice and Drinking	$434,686,820	$411,525,135	$23,161,685	$425	54,498
	$2,483,178,154	**$1,919,924,268**	**$563,253,886**		**1,775,761**

*Industry average range based off BizMiner and Buxton Industry experience

** Sq Ft was determined by dividing the Leakage by Estimated $/Sq Ft

By overlaying Woodinville's Customer Profile with over 4,500 retail matching profiles in Buxton's proprietary database, we are able to identify major categories of retail that are candidates for location in Woodinville. This matching provides the basis for determining Woodinville's viability to attract retailers and restaurants and forms the basis for Buxton's recommendations and conclusions.

With this analysis and Buxton's recommendations, Woodinville can make a more informed decision about investments in infrastructure and can focus resources on areas of higher retail development potential.

Buxton

Woodinville, WA

Hospitality Benchmark Analysis

Executive Overview

October 30, 2012

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Executive Overview

The purpose of this analysis is to determine the average number of hotels, located within a city comparable to Woodinville, WA

Analysis Summary:

- To begin the analysis, more than 52,000 hotel locations were filtered by their BUDS (Buxton Urban Density Score) value, which is a measure of the "urbanicity" or density of a given site, with 1 as the most rural and 5 as the most urban. The site in Woodinville is in a BUDS 3 market, and so only BUDS 3 locations were used in the study.

BUDS	Name
1	Rural
2	In-Town
3	Suburban/Small City
4	Metropolitan
5	High-Rise Living/Urban

- After being filtered by BUDS, a population range of 25% above and below Woodinville's population was used to determine which US cities fit within those parameters. There were a total of 187 comparable cities. Below were the following results:

Average Count	Median Count	Min Count	Max Count	Standard Deviation Count
3.44	2.0	1	24	4.2

- In addition to those results, each hotel class was broken out by category with the average for both Median Room Rate/Night and Estimated Number of Rooms.

Hotel Class	Median Room Rate/Night	Estimated No. Rooms
Economy Class	$107	75
Midscale w/o F&B Class	$149	90
Midscale w F&B Class	$171	119
Upscale Class	$187	142
Upper Upscale Class	$352	252
Luxury Class	$1,045	213

Power of Consumer Analytics- Business Attraction/Retention

CommunityID®

Buxton®
IDentifying Customers®

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Buxton

Largest Provider & Expert in Retail Business Intelligence Solutions

- 19 Years Experience
- 250 Databases, including Household Data on 133 million households
  - Immense Demographic, Psychographic, Behavioral & Financial data
- International Capabilities - 26 Countries

Unparalleled Customer Insights Drive Better Decisions

- Helping Advance get more dollars out of existing customers
- Efficiently & Effectively find new ones

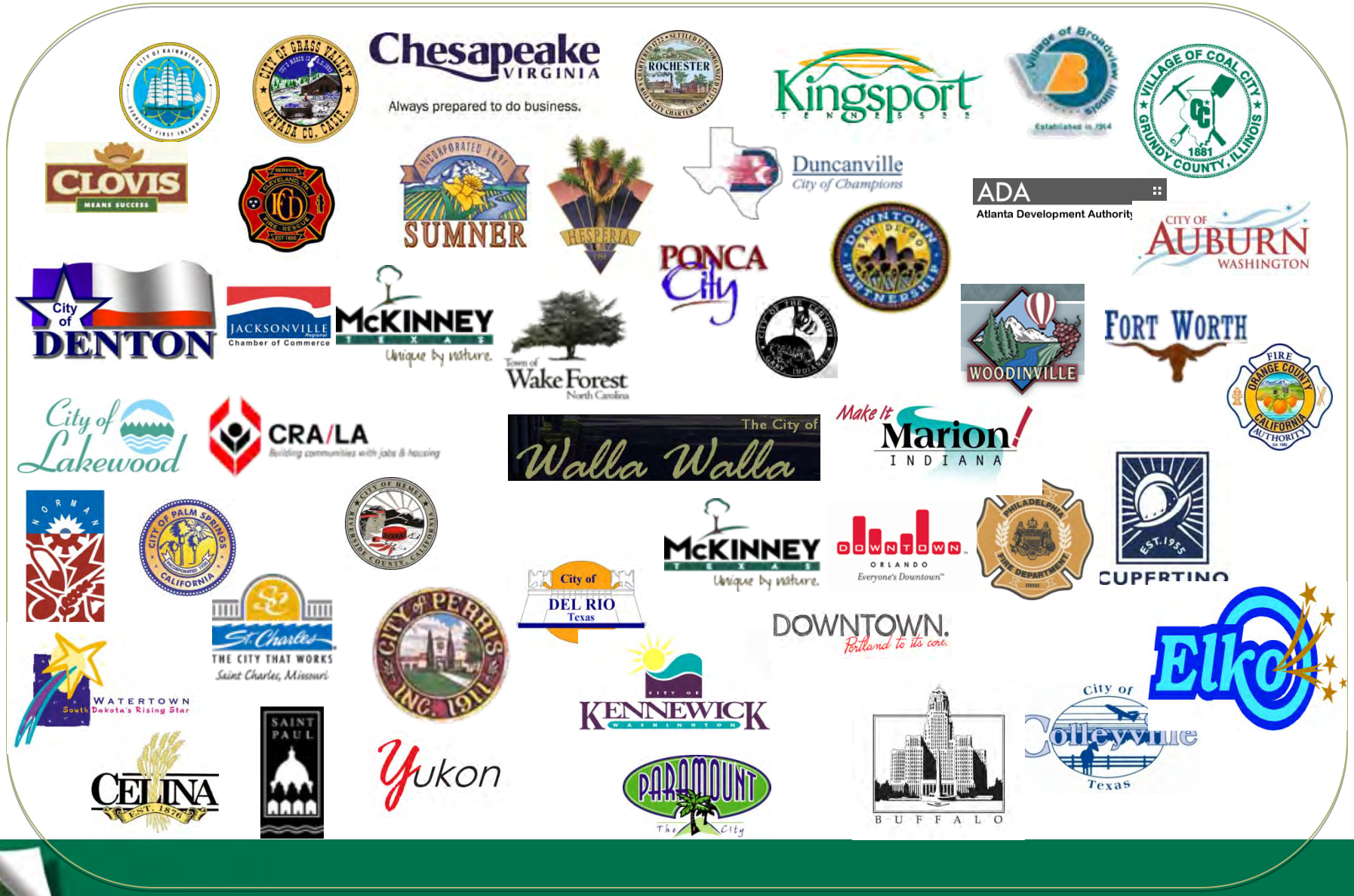
Retail Experience

- Actionable Solutions & First-Class Customer Service

Our Clients

Success is insight.

Clients



Success is insight.

City's Goals

City's Purpose

To identify core consumers the market trade area, understand leakage/surplus, understand complementary retail uses, and become a proactive partner to local businesses

Application

City can now focus resources on helping local business owners make strategic merchandising and complement the current retail climate and recruiting specific retailers that match the market trade area's consumers.

CommunityID®

Key Steps in Strategy Development

Defining Trade Area

Identifying and Profiling Customers

Understanding Retail Potential and Leakage/Surplus

Consumer Propensity Report

Match Retail Concepts

Provide Marketing Material

Buxton's Core Competency

Providing household level insights.

That means we know each of your citizens:

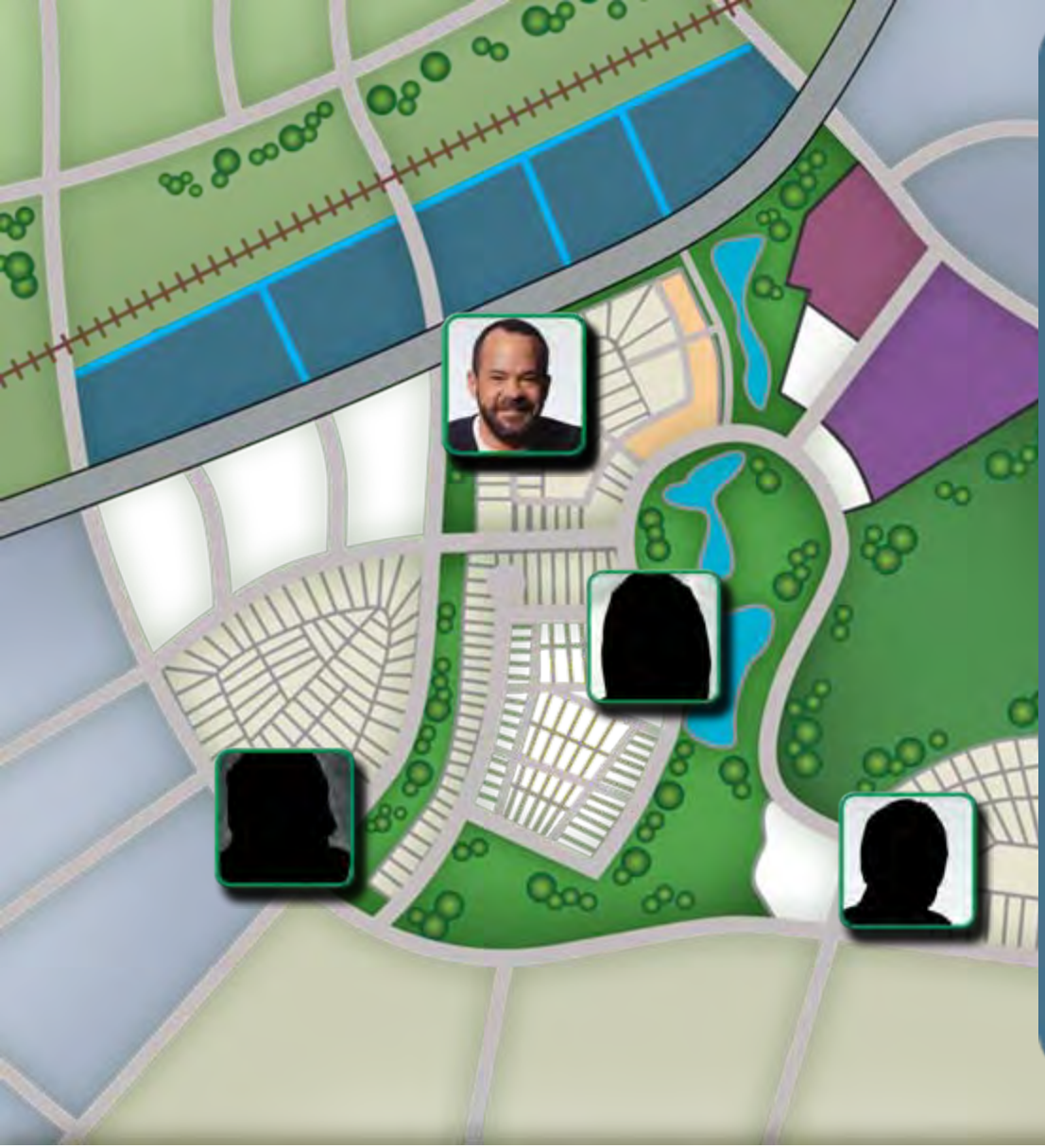
- Life Stage
- Finance
- Attitude
- Behavior

Buxton Empowers Cities With Answers

- Who your citizens/workforce are
- Where they are
- What they require
- How their needs change over time

Demographics

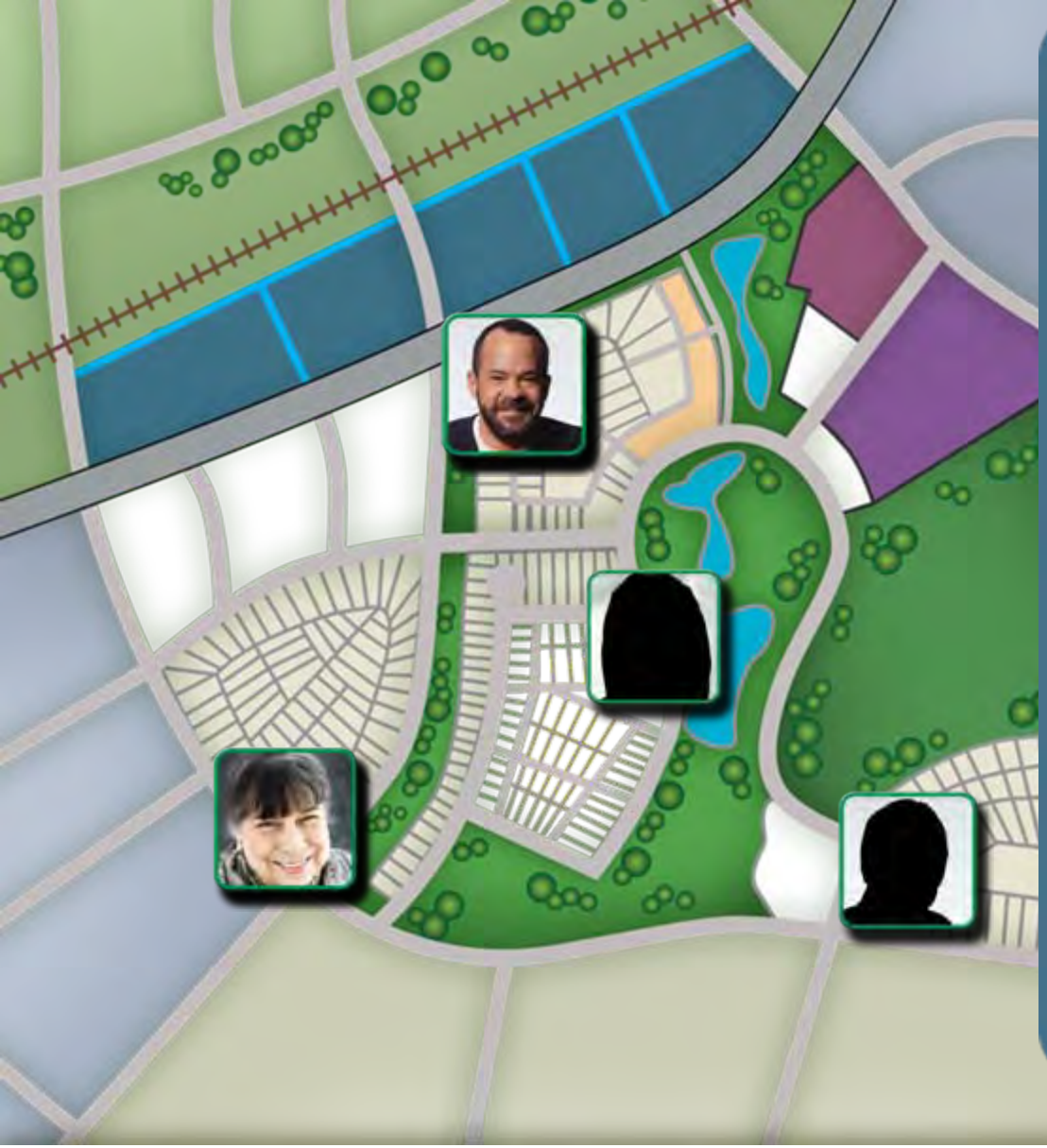
- Age
- Sex
- Race
- Income
- Education



Tom King (37)

- Moved in 6 months ago
- Wife Nora (35)
- Children – (9), (6)

- $95K household income
- Donor private foundations
- Independent conservative
- Company medical plan
- Shops at Barnes & Noble
- Dines at Pei Wei
- 75,000+ variables



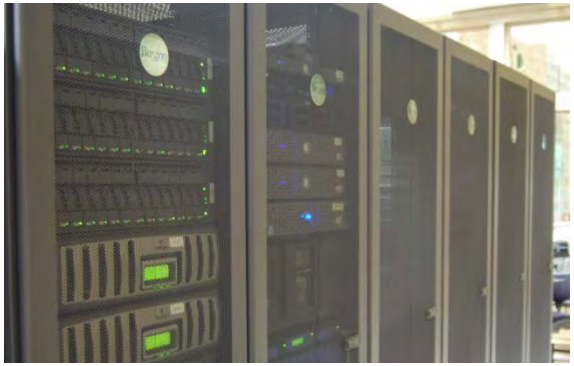
Angela Hernandez(62)

- 35 year resident
- Widowed grandmother

- Fixed income with CD's
- Donor to religious organizations
- Middle of the road democrat
- Medicare
- Shops at Target
- Dines at Wendy's
- 75,000+ Variables

How Does Buxton Know?

- More than 250 data sources
- Maintain data on over 112 million households
  - Up to 7 individuals per household
  - Updated every eight weeks



Information Gathering

- Segmentation
- Credit Cards
- Reward Cards
- Subscriptions
- Mail Order
- Warranty Cards
- Motor Vehicle Information
- Telechecks

Household Level Data

Demographic

Kyle S.
Hannah S.
2651 Whitemarsh Rd

- Married
- Age 36
- Executive Job
- Salary of $100k

Greg J.
Cathy J.
2653 Whitemarsh Rd

- Married
- Age 37
- Executive Job
- Salary of $100k

Success is insight.

Household Level Insights

A	B	C	D	E	F	G	H	I	J	K	L
1-7	1-6	1-5	1-4	1-6	1-5	1-4	1-4	1-5	1-5	1-6	1-3

Psychographic

Kyle S.
Hannah S.

A6

2651 Whitemarsh Rd

Small Town Success

- Shops at Target
- Use a Public Library
- Receptive to Direct Mail
- Eat at Applebee's
- Spend $150+wk at Grocery store
- Liberal political outlook

Greg J.
Cathy J.

B1

2653 Whitemarsh Rd

Status Conscious Consumer

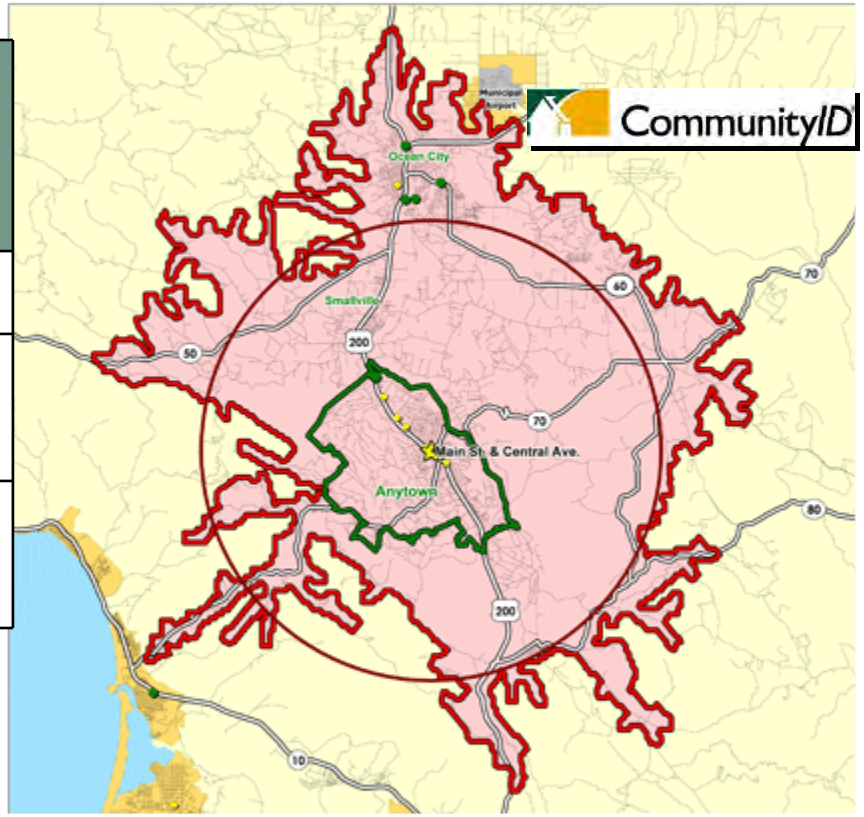
- Shops at CVS
- Visits City Parks
- Eat at PF Chang's
- Spend $250 month on clothing
- Influenced by celebrity endorser
- Conservative political outlook

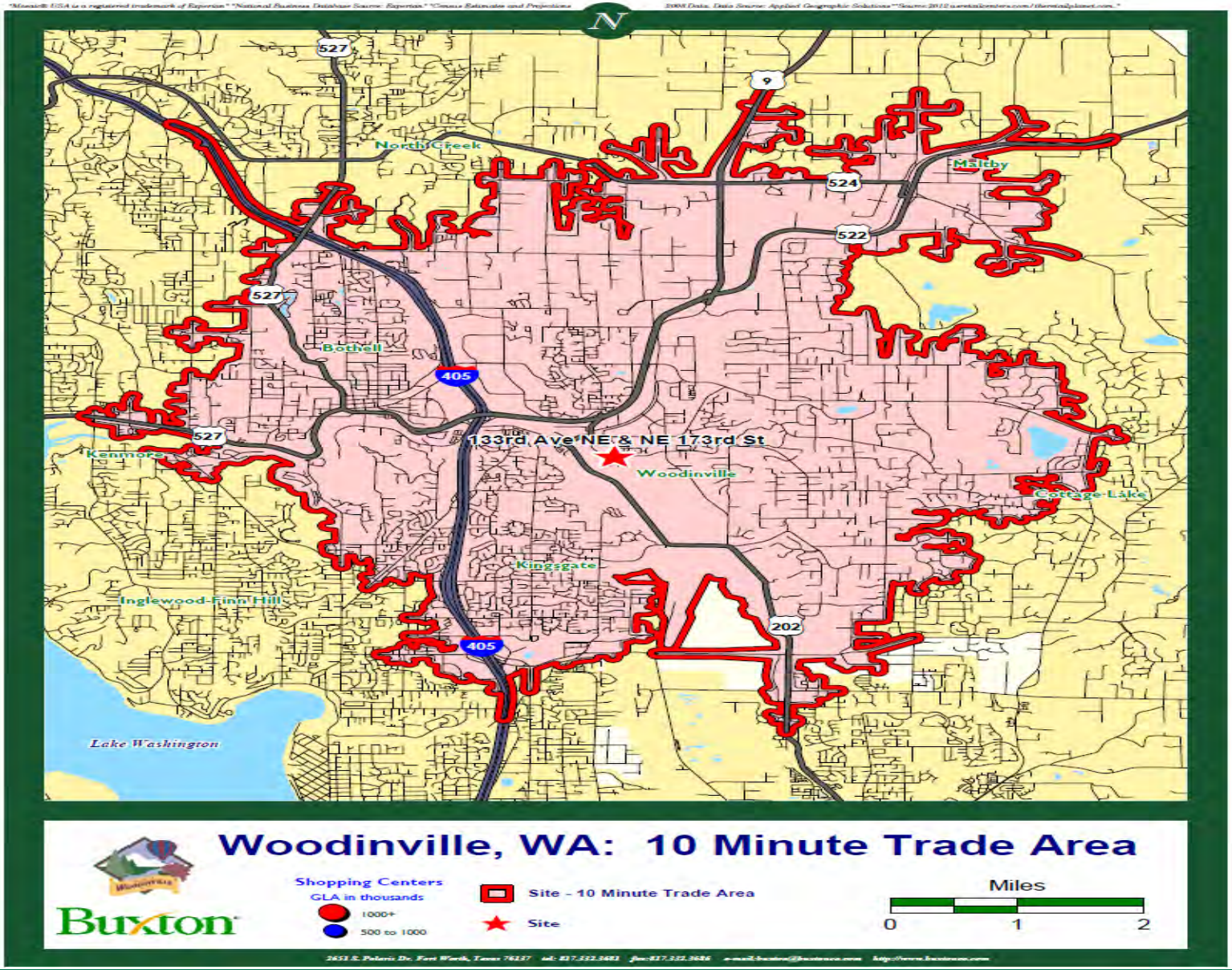
Success is insight.

MOSAIC Segmentation

Define Your Trade Area

	City Limits	8 Mile Ring	15 Min. Drive Time
Population	9,947	15,715	25,583
Retail Potential	$450 million	$750 million	$1 billion
Restaurant Sales	$41 million	$64 million	$100 million





Success is insight.

Identifying and Profiling Customers

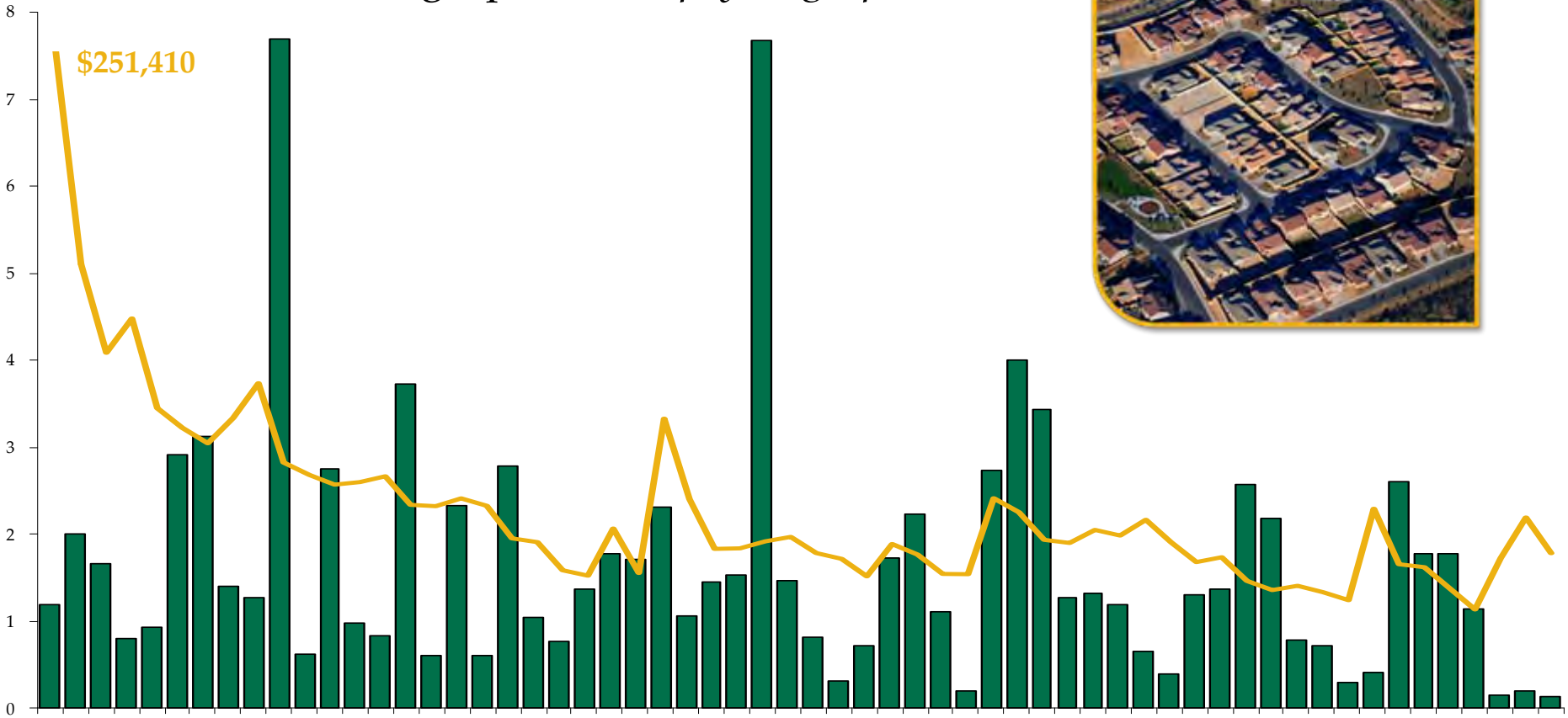
For retailers: It's Customers, Not People

Customers are identified based on psychographic characteristics which include:

- Lifestyles
- Purchase Behavior
- Media Habits

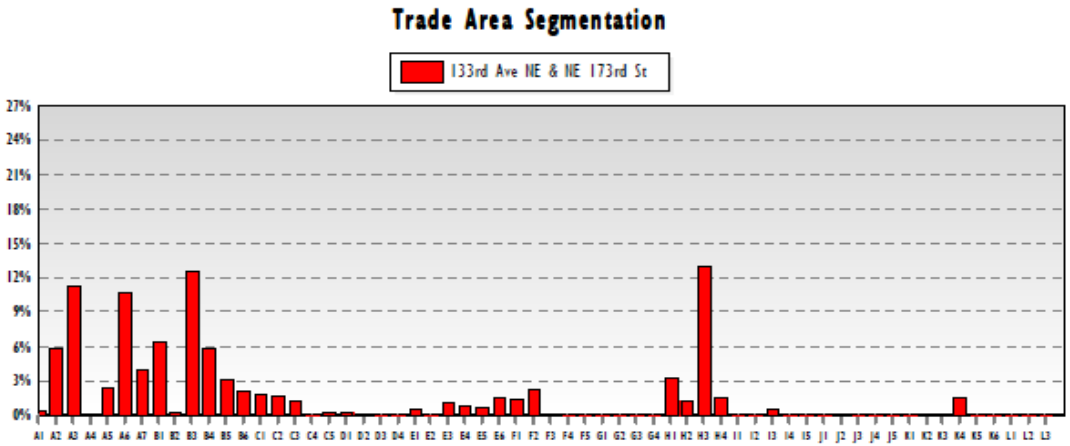
Profile Who Your Customers Are

- All U.S. households are grouped into types based on demographics *and* *psychographics*



Identifying and Profiling Customers…

Trade Area Segmentation – Psychographic profile of customers within the trade area



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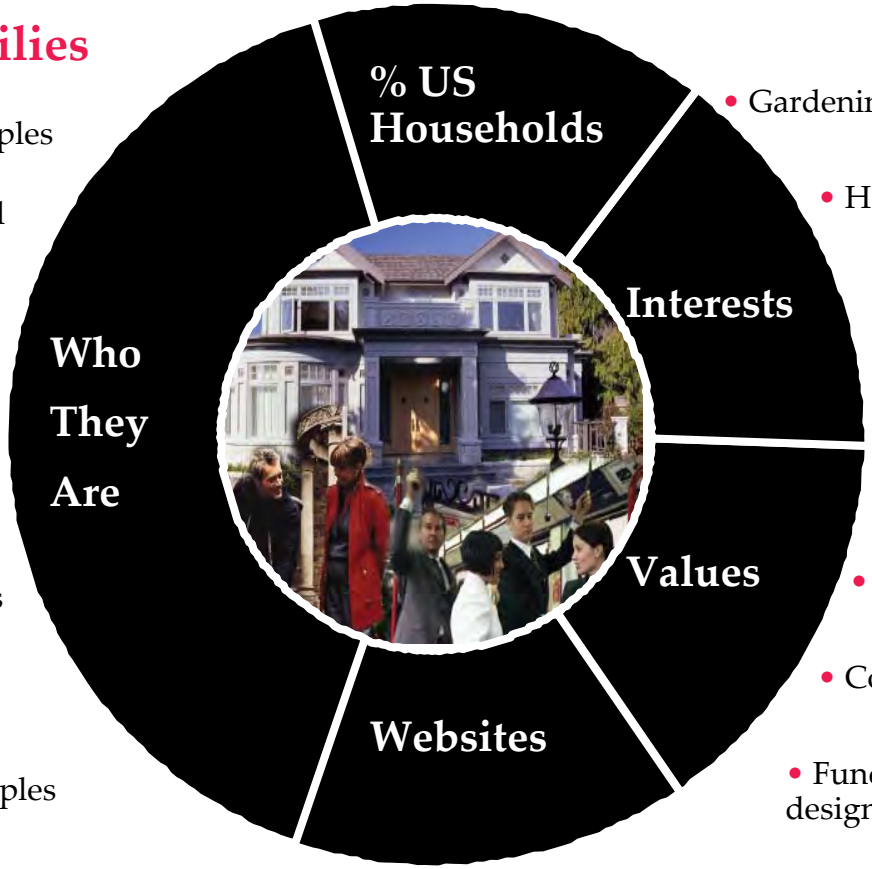
Dominant Segments	Description	Households	% of All Households
A02	DREAM WEAVERS	1,841	5.85%
A03	WHITE-COLLAR SUBURBIA	3,545	11.27%
A06	SMALL-TOWN SUCCESS	3,373	10.73%
A07	NEW SUBURBIA FAMILIES	1,223	3.89%
B01	STATUS-CONSCIOUS CONSUMERS	1,978	6.29%
B03	URBAN COMMUTER FAMILIES	3,972	12.63%
B04	SOLID SUBURBAN LIFE	1,808	5.75%
B05	SECOND-GENERATION	974	3.10%
H01	YOUNG COSMOPOLITANS	1,020	3.24%
H03	STABLE CAREERS	4,078	12.97%

Dominant Segments – Psychographic segments that make up at least 3% of the trade area

Identify & Analyze Your Customers

Segment B03: Urban Commuter Families

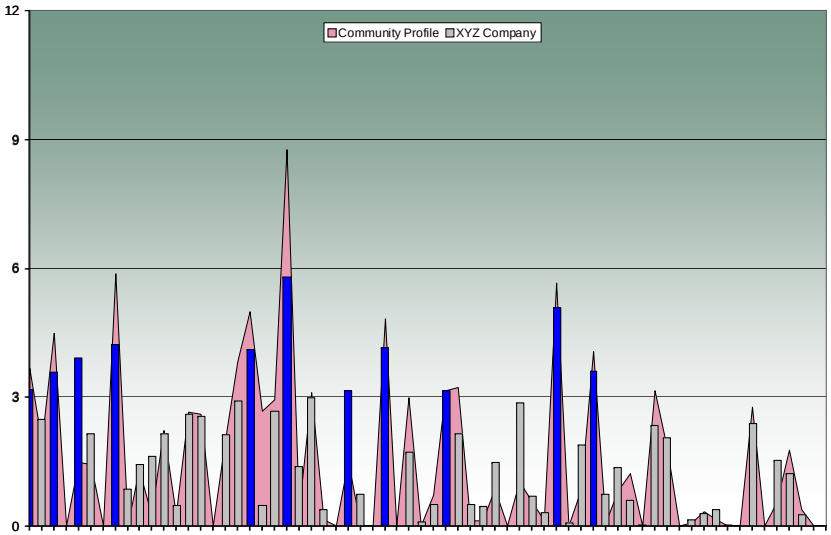
- Baby Boomer families and couples
- College educated
- White-collar jobs
- Upscale incomes
- Luxury cars and homes
- Charitable givers
- Long hours at work
- Dual-income couples
- City neighborhoods on the metropolitan fringe

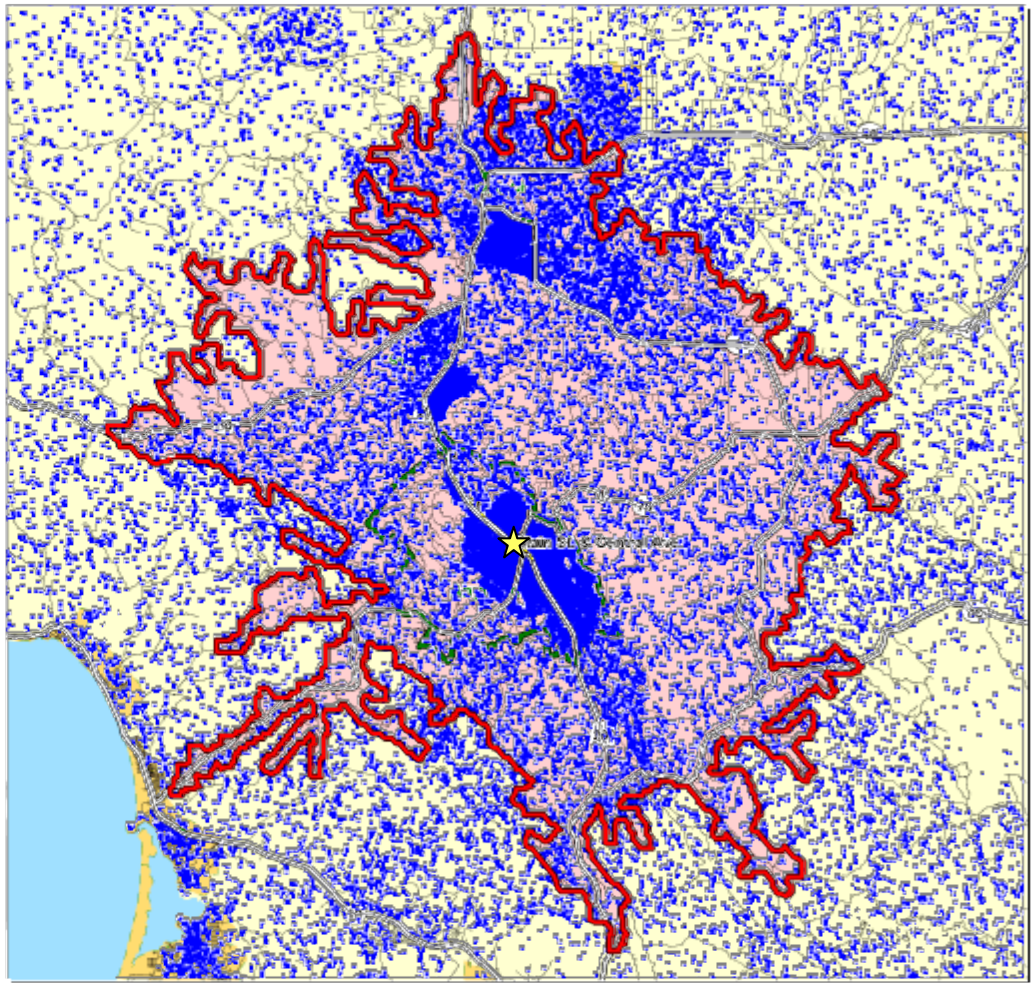


- Gardening, golfing, and bird-watching
- Home improvement projects
- Theater and antique shows
- Brand-loyal shoppers
- Comfortable and serene lifestyles
- Conservative investors
- Functional clothes over expensive designer labels
- www.moneycentral.msn.com, www.drudgereport.com

Click thumbnail image at right to learn more about this household segmentation.

Match Customers to Retailers





- Consumers Present in Trade Area
- Retailer Compared to Trade Area

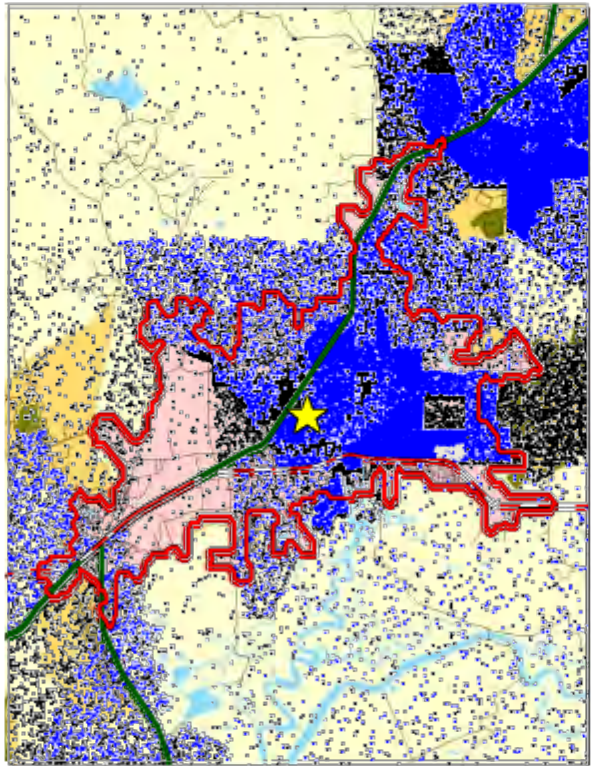
Dominant Segments

Customers, Not People

Trade Area "A"

Total Households: 10,087

Morton's Customers: 8,443



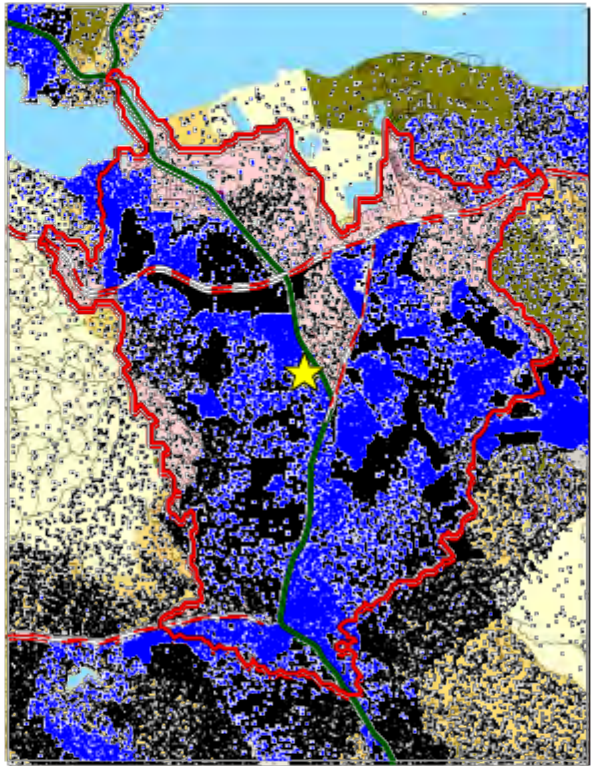
Total households

Customers

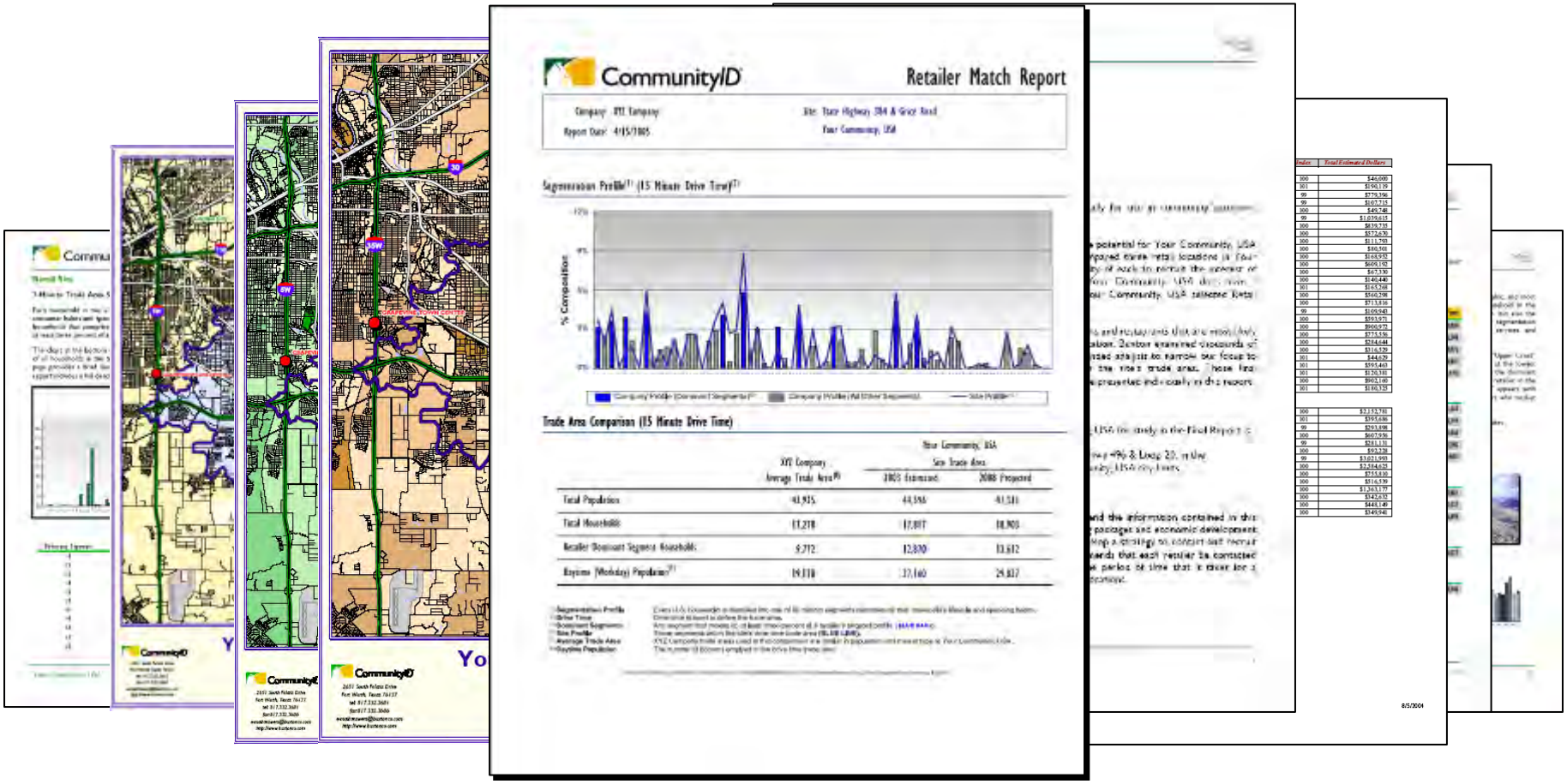
Trade Area "B"

Total Households: 16,540

Morton's Customers:8,940



Tools to Execute Your Strategy



Speak the Retailer's Language

Success is insight.

Retail Match Report

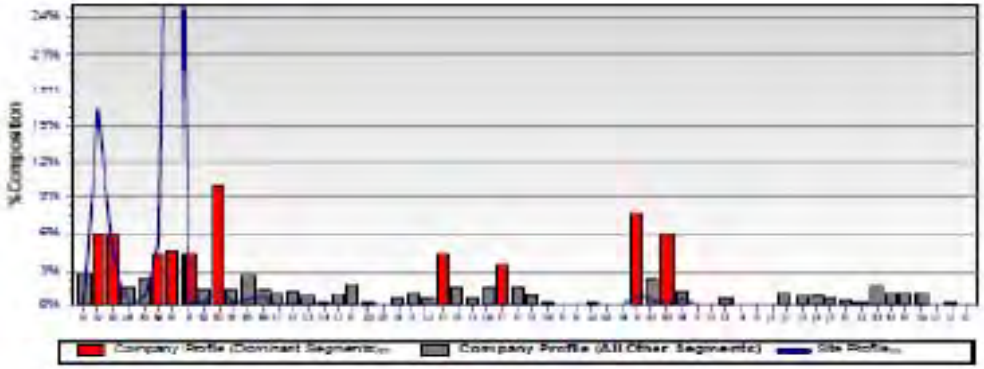
Retailer:	**Brooks Brothers**
Site Address:	Santa Monica, CA Sample Match
Date:	1/9/2011
Match Region:	Western Pacific
Matched Locations:	7
Profile Matched:	Residential
Trade Area:	5 minute drive time

Match Quality	**Strong**
Overall Score	96
Profile	92
Retail Dominant Segment Consumers	+1,213

Trade Area Comparison

Measure	Average Brooks Brothers	Site
Total Households	27,482	29,268
Retail Dominant Segment Consumers	10,914	12,127

Mosaic Profile Comparison



Buxton

Success is insight.

Understanding Retail Potential

Retail Leakage/Surplus Analysis

- How many dollars are leaving
- What stores attract outside dollars
- How strong is our retail sector
- What are our retail opportunities
- What are the opportunities for local retailers

Example of Major Store Type. Buxton analysis details:

- 74 Store Types
- 36 Product Types

Retail Category	Potential Demand	Actual Sales	Leakage	Est. $/Sq Ft*	Sq Ft**
Clothing/Clothing Accessories	$71,548,189	$34,326,688	$37,221,501	$500	74,443
General Merchandise	$170,687,581	$62,174,289	$108,513,292	$425	255,325
Foodservice and Drinking	$146,747,799	$119,225,633	$27,522,166	$425	64,758
	$388,983,569	$215,726,610	$173,256,959		394,526

*Industry average range based off BizMiner and Buxton industry experience

** Sq Ft was determined by dividing the Leakage by Estimated $/Sq Ft

Within Woodinville's secondary trade area, there are six categories with the projected retail leakage of $563,253,886, as follows:

Retail Category	Potential Demand	Actual Sales	Leakage	Est. $/Sq Ft*	Sq Ft**
Vehicle Parts & Dealers	$779,122,532	$522,622,984	$256,499,548	$250	1,025,998
Bldg Material & Garden Equip & Supplies	$476,759,865	$401,649,322	$75,110,543	$350	214,602
Health & Personal Care	$173,219,007	$165,800,763	$7,418,244	$798	9,296
General Merchandise	$506,886,543	$310,709,156	$196,177,387	$425	461,594
Miscellaneous Store Retailers	$112,503,387	$107,616,908	$4,886,479	$500	9,773
Foodservice and Drinking	$434,686,820	$411,525,135	$23,161,685	$425	54,498
	$2,483,178,154	$1,919,924,268	$563,253,886		1,775,761

*Industry average range based off BizMiner and Buxton industry experience

Business Retention

- Allows the City to be a more proactive partner in continued success of local retail businesses
- Clearly highlights what makes the trade area's consumers unique and provides exploitable marketing insights
- Gives existing retailers access to the tools and insights that are used by major retailers market planning and merchandising groups

Tools for Business Retention - Consumer Propensity Reports

CPR Categories		
Apparel	Food: Baking	Home Improvement
Automotive	Food: Condiments	Household Products
Beverages: Alcoholic	Food: Dairy	Lawn and Garden
Beverages: Non-alcoholic	Food: Frozen	Lifestyle Statements
Cable/TV/Radio	Food: General	Medicines/Drugs/Ailments
Cleaning Products	Food: Meat	Pets and Pet Food
Computer/Internet	Food: Snack/Dessert	Print Media
Dining	Health and Beauty	Shopping
Electronics	Hispanic: Spanish Media	Telecom
Entertainment/Leisure	Hispanic: Demographic	Tobacco
Financial Services	Home Furnishings/Appliances	

- Reveals opportunities for local businesses
- Provides targeted opportunities for localized recruitment
- Gives prospects the ability to forecast success in your market
- Further define real opportunities for expansion

Economic Development/Business Retention

Consumer Propensity Reporting

Reports 32 major categories with over 4,800 total line items.

1	CATEGORY	DESCRIPTION	INDEX
2	HEALTH AND BEAUTY AIDS	USE JANE EYE BROW PENCIL	309
3	APPAREL	USE PAMPERS FIRST STEPS DISP DIAPERS/TRAIN PANTS	305
4	FOOD - GENERAL	USE RO-TEL TOMATO PASTE	288
5	FINANCIAL SERVICES	BANKING AND INVESTMENTS - CHECK GUARANTEE CARD FROM DISC BROKERAGE FIRM	267
6	FOOD - GENERAL	USE KOSHERABLES PREPARED LUNCH KITS	260
7	BEVERAGES - ALCOHOLIC DRINKS	DRINK ASPEN EDGE LIGHT LOW CAL BEER	257
8	AUTOMOTIVE	MOST RECENTLY ACQUIRED FOREIGN VEHICLE - JAGUAR	248
9	AUTOMOTIVE	MOST RECENTLY ACQUIRED FOREIGN VEHICLE - MERCEDES BENZ	233
11	HEALTH AND BEAUTY AIDS	USE ALPHA HYDROX FACIAL CLEANSING AND MEDICATED PRODUCTS MOST	221
12	BEVERAGES - ALCOHOLIC DRINKS	DRINK IMPERIAL BLENDED WHISKEY OR RYE	220
13	FINANCIAL SERVICES	BANKING AND INVESTMENTS - INTEREST BEARING CHECKING ACCOUNT(S) FROM DISC BROKERAGE FIRM	220
14	FOOD - GENERAL	USE BEECH-NUT STAGE 1 BABY FOODS, BABY CEREALS/JUICES	218
15	HEALTH AND BEAUTY AIDS	USE SCHICK FX/ DIAMOND/ SPORTS/ TRACK RAZOR BLADES (FOR NON-DISPOSABLE SHAVERS)	215
16	BEVERAGES - ALCOHOLIC DRINKS	DRINK ST IDES MALT LIQUOR	214
20	HEALTH AND BEAUTY AIDS	USE FACT PLUS EASY HOME PREGNANCY TESTS MOST	209
23	LAWN & GARDEN	BOUGHT OTHER LAWN AND GARDEN POWER EQUIPMENT DURING LAST 12 MONTHS	207
27	CABLE/TELEVISION/RADIO	LISTEN TO EDUCATIONAL ON RADIO MON-SUN TOTAL (24 HRS)	203
29	BEVERAGES - ALCOHOLIC DRINKS	DRINK MAGNUM MALT LIQUOR	202
30	BEVERAGES - ALCOHOLIC DRINKS	DRINK OLD GRANDDAD BOURBON WHISKEY	202
32	BEVERAGES - ALCOHOLIC DRINKS	DRINK BV (BEAULIEU VINEYARD) DOMESTIC DINNER WINE	201
33	FINANCIAL SERVICES	BANKING AND INVESTMENTS - SENIOR CITIZENS CLUB FROM SAVINGS BANK	200
34	BEVERAGES - ALCOHOLIC DRINKS	DRINK COCKBURN PORT, SHERRY AND DESSERT WINES	200
35	FOOD - GENERAL	USE EARTHS BEST BABY FOODS/BABY CEREALS/JUICES	200
39	HEALTH AND BEAUTY AIDS	USE NOXZEMA SKIN FITNESS K-3 TRIPLE RAZOR BLADES (FOR NON-DISPOSABLE SHAVERS)	197
42	HEALTH AND BEAUTY AIDS	USE AVEDA HAIR STYLING PRODUCTS	195
43	BEVERAGES - NON-ALCOHOLIC DRINKS	DRINK CALISTOGA SPARKLING WATERS/SELTZERS	195
44	HEALTH AND BEAUTY AIDS	USE CLARINS MOISTURIZERS/CREAMS/LOTIONS	195
45	BEVERAGES - ALCOHOLIC DRINKS	DRINK HURRICANE MALT LIQUOR	194
49	HOME FURNISHINGS & APPLIANCES	BOUGHT ELECTRIC SLICER/SHREDDER (KITCHEN APPLICANCE) DURING LAST 12 MONTHS	191
50	HEALTH AND BEAUTY AIDS	USE BOBBI BROWN LIPSTICK AND LIPGLOSS	190
52	BEVERAGES - NON-ALCOHOLIC DRINKS	DRINK PERRIER SPARKLING WATERS/SELTZERS	189

Output | How To Read

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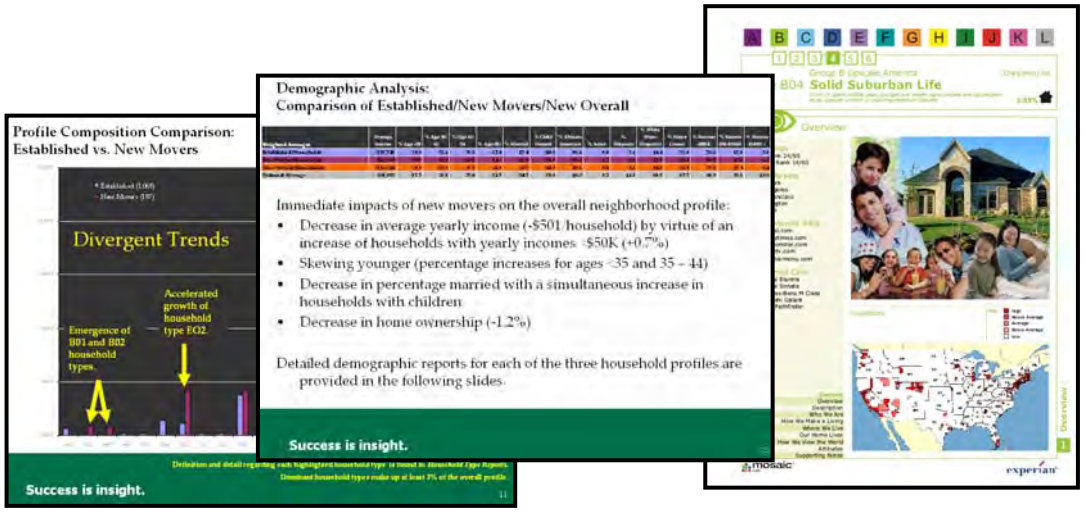
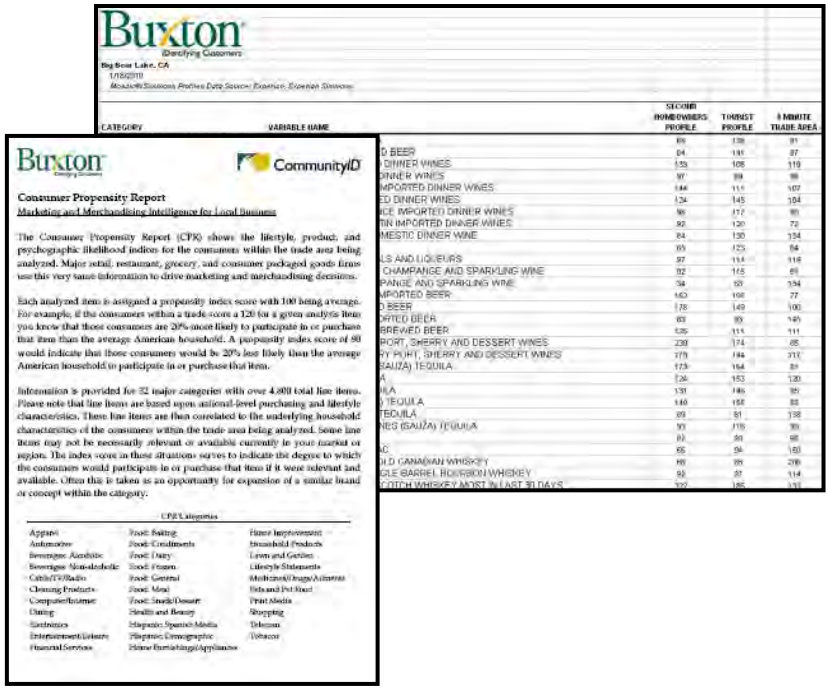
Success is insight.

Deliverables



The Business Retention Package is delivered in a format that can readily be circulated within the business community:

- An electronic presentation with all relevant data clearly communicating core findings.
- A spreadsheet of Consumer Propensity indices for over 4,800 line items by category.



Hospitality

City	BUDS	Annual Plane Passengers in 30 Miles	Average Household Income in 10 Minutes	Total Civilian Employed 16 yrs + in 10 Minutes	Total Households in 10 Minutes	Total Population in 10 Minutes	Average High Room Rate in 10 Minutes	Average Low Room Rate in 10 Minutes
Woodinville, WA	3	10,251,003	107,571	37,607	26,657	67,171	$262	$216
Average Hotel Matches	3	10,679,029	96,832	34,681	27,210	69,660	$245	$169

Matching Hotel Chain Locations

The following table lists the chains that were found to have multiple matching locations to Woodinville based on the variables listed above:

Affiliation	Count
Best Western	3
Comfort Inn	3
Days Inn	3
Hampton Inn	7
Holiday Inn	4
Homewood Suites	4
La Quinta Inn	3
Motel 6	3
Residence Inn	8
Springhill Suites	4

Matching Hotels – Homewood Suites

Addresses

Affiliation	Address	City	State	Zip
Homewood Suites	5893 AMERICAN WAY	ORLANDO	FL	32819
Homewood Suites	35 MIDDLESEX TPKE	BILLERICA	MA	01821
Homewood Suites	57 NEWBURY ST	PEABODY	MA	01960
Homewood Suites	840 CHESTERFIELD PKWY W	CHESTERFIELD	MO	63017

Hotel Information

Affiliation	Address	City	Meeting Space	Rooms	Class Description	Class Rank	High Rate	Low Rate	Median Rate	Year Built
Homewood Suites	5893 AMERICAN WAY	ORLANDO	702	122	Upscale Class	3	$129	$119	$124	2003
Homewood Suites	35 MIDDLESEX TPKE	BILLERICA	1,752	147	Upscale Class	3	$239	$119	$179	1999
Homewood Suites	57 NEWBURY ST	PEABODY	572	85	Upscale Class	3	$159	$139	$149	1999
Homewood Suites	840 CHESTERFIELD PKWY W	CHESTERFIELD	939	145	Upscale Class	3	$169	$149	$159	2000

Variable Values

Affiliation	Address	City	BUDS	Annual Plane Passengers in 30 Miles	Average Household Income in 10 Minutes	Total Civilian Employed 16 yrs + in 10 Minutes
Homewood Suites	5893 AMERICAN WAY	ORLANDO	3	10,689,225	78,762	32,721
Homewood Suites	35 MIDDLESEX TPKE	BILLERICA	3	12,800,963	100,220	37,853
Homewood Suites	57 NEWBURY ST	PEABODY	4	11,891,815	100,289	33,976
Homewood Suites	840 CHESTERFIELD PKWY W	CHESTERFIELD	2	11,662,572	133,791	32,764

Affiliation	Address	City	Total Households in 10 Minutes	Total Population in 10 Minutes	Average High Room Rate in 10 minutes	Average Low Room Rate in 10 minutes
Homewood Suites	5893 AMERICAN WAY	ORLANDO	25,254	67,471	$278	$170
Homewood Suites	35 MIDDLESEX TPKE	BILLERICA	26,370	77,594	$204	$151
Homewood Suites	57 NEWBURY ST	PEABODY	25,565	67,792	$222	$161
Homewood Suites	840 CHESTERFIELD PKWY W	CHESTERFIELD	27,836	68,882	$211	$158

Executing Your Strategy

Marketing is not an option – it's *mandatory*

- Understand customers for local level marketing
- Retail potential (leakage/surplus report)
- Customer profiles and propensity in your trade area
- Target Retail/ Restaurant concepts that fit
- ICSC
- Scout

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