

Alabama Gulf Coast Convention & Visitors Bureau

**Profiles:
Combined
Spring Visitors
Summer Visitors**

*PRIZM Profile Analysis
November 2011*



Copyright © 2011 The Nielsen Company. All rights reserved. Produced in the U.S.A.
Nielsen and the Nielsen logo are trademarks or registered trademarks of CZT/ACN Trademarks, L.L.C. 10/1609

Alabama Gulf Coast Convention & Visitors Bureau

PRIZM Profile

Overview
Project Goals & Methodology

Customers PRIZM Profile

Understanding Profile Reports
Profile Analysis
Bar Chart, Reports & Game Plan

Core Consumer Group Analysis

Forming Core Consumer Groups
Core Consumer Detail

Media/Lifestyles

Understanding Target Segment Measures
Core Consumer Group Top-Bottom 20
Demographics
Lifestyles
Media Usage

Geosummaries

Interpreting Core Consumer Group Concentration Index

Note: Full Lifestyle/Media lists, Market Potential and Target Concentration reports also provided in Excel Workbooks

Overview

The reports in this analysis help you answer four of the most fundamental marketing questions: Who are the targets that you most want to reach? What are they like? Where do they live? How can you reach them most cost effectively? Answering these questions is an essential step in designing a well-focused target-marketing program that will make the best use of your marketing dollars.

The strategy for identifying your marketing targets is based on two tried and true observations:

- *The best customers for your product are existing customers.* The people who have already used your product or a similar one or other people like your existing customers are most likely your best customers.
- *Birds of a feather flock together.* In choosing a place to live, people tend to seek out neighborhoods compatible with their lifestyles, where they find others in similar circumstances with similar consumer behavior patterns. Once established, the character of a neighborhood tends to persist over time, even though individual residents come and go.

By identifying the types of neighborhoods in which you find your existing customers, you can accurately predict the types of neighborhoods where you will find your customers in the future and develop target-marketing plans that will focus on those areas.

The accompanying reports help you identify your targets (your existing and prospective customers) by determining their PRIZM Segments -- the types of neighborhoods where they live. For convenience, a descriptive narrative of each segment is provided at the end of this analysis.

Project Goals & Methodology

n Nielsen performed an analysis of Alabama Gulf Coast visitors from the client files provided to Nielsen for PRIZM profiling and analysis. This report will examine the lifestyle and profile characteristics of these visitors. The objectives of this study are to determine:

- The consumer market segments that have high potential to be Alabama Gulf Coast visitors.
- A set of target groups for future marketing efforts.
- The lifestyle preferences of these target groups to make it easier to develop practical marketing strategies.
- The geographic areas that contain high concentrations of Alabama Gulf Coast visitors.

PRIZM Profiling

Nielsen received a unit record file of client data and addresses. Nielsen geo-coded the file - a process that assigns each record to a geographic unit based on the street address and ZIP Code information contained in the file. The household level was used for this analysis. Using the geo-coded customer file, each customer record was assigned to one of the sixty-six PRIZM neighborhood lifestyle segments.

The customer records in the file were then summarized by PRIZM Segment to produce the following profile:

- ▶ *Combined Profile (82,960)*
- ▶ *Spring Visitors (20,423)*
- ▶ *Summer Visitors (38,103)*

The number enclosed in parentheses indicates the total count for the profile.

Determining Base Counts

An important step in the analysis is to determine the appropriate base definition for Alabama Gulf Coast visitors so that the profile can be matched to the correct household base. The base definition is important since the measures of penetration and index are calculated using base area segment distributions.

Household counts for ZIP Codes with 3 or more visitors were used as the base for profiling. This base represents (93.3%) of the coded customer records

WHO Are the Core Consumer Groups?

Understanding PRIZM Profile Reports

PRIZM Profile reports let you analyze the PRIZM Segment profile of any group of customers or prospective customers - users of a particular product, households sharing given demographic characteristics or lifestyles, etc. These reports are used to identify groups of PRIZM Segments (neighborhood types) on which to focus a marketing program.

Profile Index Bar Charts graphically display the PRIZM Profile for any group of customers or prospective customers. Each PRIZM bar chart consists of a series of horizontal bars that indicate the index of concentration for a profile in individual PRIZM Segments - the extent to which usage of your product is concentrated in each Segment. Bars to the right of the center axis indicate above average performance while those to the left indicate below average performance. A numeric scale spans the bar chart to show the range of measures represented by the bars. Scale values range from zero to the highest index calculated for the profile.

Segment Profile Report, ranked by Segment – This report shows the sixty-six PRIZM Segments in ascending order. This ranking is useful in understanding the general socioeconomic characteristics of the profile.

Segment Profile Report, quintiles ranked by index – This report shows the same data as the report above, except that Segments are ranked by index of concentration and grouped in quintiles (approximate fifths) of the base count. This format allows you to quickly identify the users of your product. In addition, you can size the market by viewing the quintile subtotals percent composition for both the base and the product. For example, you might find that 50% of your customers come from 20% of the total market.

Contents of a profile report

Most PRIZM Profile reports include these measures for each Segment:

- Count and percent composition (or % down) for the base profile -- the profile of the universe against which the product profile is compared to.
- Count, percent composition (or % down), percent penetration (or % across), and index of concentration for the product profile.

Each **percent composition** (% Comp) shows the share of total customers in a given neighborhood type. A Segment or Segment group with a higher percent composition for your product is contributing more to your business than one with a lower percent composition.

Each **percent penetration** (% Pen) shows the percent of the universe of potential customers (usually total households or total population) that use your product in a given type of neighborhood. A Segment or Segment group with a higher percent penetration for your product is using your product at a higher rate than one with a lower percent penetration.

Each **index of concentration (Index)** shows the extent to which usage of your product is concentrated in a given neighborhood type, in relation to an average of 100. An index of 100 indicates a type of neighborhood that is no more or less likely than average to use your product, while a high index indicates a high usage rate. The higher the index above 100, the better the Segment or Segment group is for your product.

The index of concentration and percent composition are key indicators of Segments that represent the best core consumer groups for marketing your product.

PRIZM Core Consumer Group Finder Reports are useful when identifying custom core groups because they highlight demographic and lifestyle similarities between Segments more comprehensively than a regular sixty-six Segment report. This report is identical to the PRIZM Profile Report, ranked by Segment, except that it includes five additional columns of demographic descriptors that explain the general characteristics of each Segment.

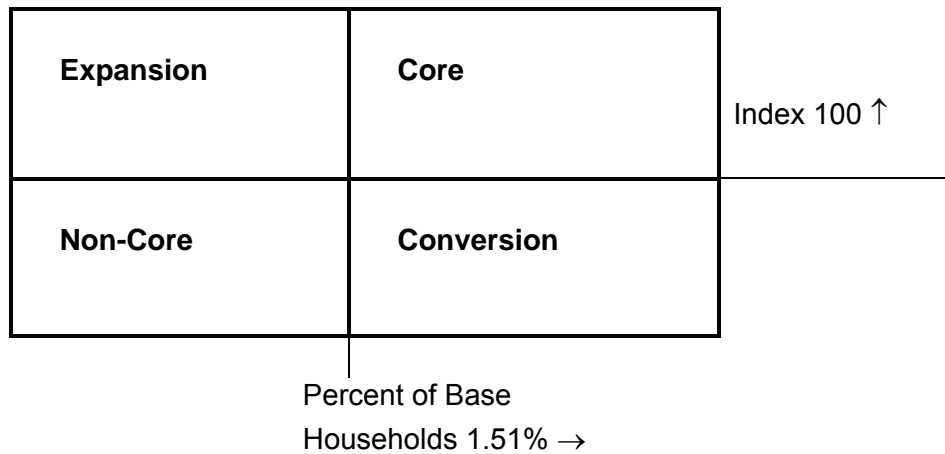
The additional descriptors shown on these reports include:

- Income level - Segment's socio-economic category (Wealthy, Midscale, Downscale, etc.).
- Segment type (density) - Segment's predominant neighborhood type (Suburban, Town, Rural, etc.)
- Segment household composition - Segment's predominant family type(s), (Households with Kids, Family Mix, Mostly w/o Kids, etc.)
- Adult age - Segment's predominant age group(s), (25-44, 35-54, 65+, etc.)
- Education - Segment's average level of education, (High School, College, College Grad+, etc.)

Game Plan

Game Plan Categories Charts are useful in sizing your marketplace. PRIZM Segments are scored according to their cross section of likelihood to be a customer by their likelihood to purchase a product in general. The resulting matrix consists of a grid of four likely scenarios: High penetration of the households using a product coupled by a high propensity to use the product, followed by High/Low, Low/High, and Low/Low combinations. This opportunity information is directional and does not replace the effectiveness of but instead complements the use of core consumer groups. Custom core consumer groups focus more on inherent demographic characteristics as opposed to sales opportunity characteristics.

Game Plan Categories Charts assign PRIZM Segments to one of four categories indicated in the chart below and described on the following page.

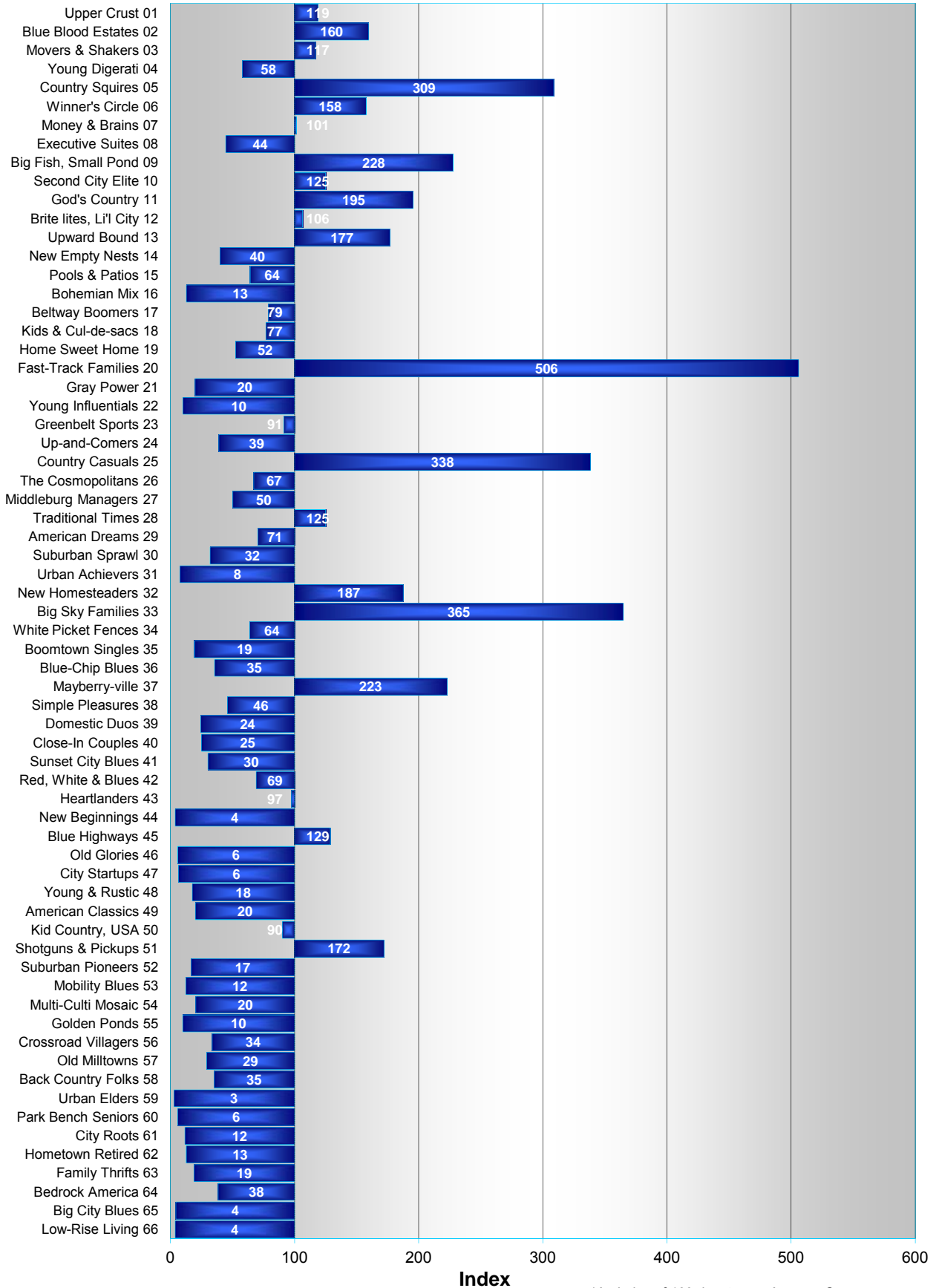


Game Plan Categories:

- **Core.** Core Segments represent those segments that have a high Index value (100 or more) and make up a significant percentage of the customers (1.51% or more). There are a large proportion of customers in these segments and households are more likely than average to be customers.
- **Expansion.** Expansion Segments have high Index values but account for a relatively small proportion of customers. Households in these segments are more likely to be customers, but there are not many of them in either the customer population or the base population.
- **Conversion.** Conversion Segments contain a significant proportion of customers; however, they represent an even larger proportion of the base population. Therefore, indices suggest they are less likely than average to be customers. Since these segments represent a significant portion of total customers, they do have potential. However, because of their under representation with respect to the base population, there are many households that have not been reached yet. Core Consumer Group marketing strategies designed specifically for these segments may attract or convert non-customers into the Core group.
- **Non-Core.** Non-Core Consumer Group Segments account for a small proportion of customer households, and indices suggest they are less likely than average to be customers. These segments may require further analysis for classification due to their small numbers.

Combined Profile

PRIZM Profile Bar Chart



*An Index of 100 denotes an Average Score.

Combined Profile

PRIZM Profile Report

Ranked by Segment

PRIZM Clusters				3up ZIP Base HH		Combined Profile			
Soc Gp	LS Gp	#	Nickname	Count	% Comp	Count	% Comp	% Pen	Index
S1	M1	1	Upper Crust	490,465	1.68	1,659	2.00	0.34	119
S1	F1	2	Blue Blood Estates	365,875	1.25	1,661	2.00	0.45	160
S1	Y1	3	Movers & Shakers	562,188	1.93	1,863	2.25	0.33	117
U1	Y2	4	Young Digerati	283,114	0.97	466	0.56	0.16	58
T1	F1	5	Country Squires	719,023	2.46	6,311	7.61	0.88	309
S1	F1	6	Winner's Circle	464,264	1.59	2,081	2.51	0.45	158
U1	M1	7	Money & Brains	327,087	1.12	943	1.14	0.29	101
S2	Y1	8	Executive Suites	370,835	1.27	469	0.57	0.13	44
T1	M1	9	Big Fish, Small Pond	665,801	2.28	4,310	5.20	0.65	228
C1	M1	10	Second City Elite	456,606	1.56	1,621	1.95	0.36	125
T1	Y1	11	God's Country	499,379	1.71	2,775	3.34	0.56	195
C1	Y1	12	Brite Lites, Li'l City	632,036	2.17	1,910	2.30	0.30	106
C1	F2	13	Upward Bound	677,870	2.32	3,405	4.10	0.50	177
S2	M2	14	New Empty Nests	326,298	1.12	370	0.45	0.11	40
S2	M2	15	Pools & Patios	428,616	1.47	781	0.94	0.18	64
U1	Y2	16	Bohemian Mix	255,771	0.88	92	0.11	0.04	13
S2	F2	17	Beltway Boomers	322,326	1.10	724	0.87	0.22	79
S2	F2	18	Kids & Cul-de-Sacs	614,464	2.11	1,341	1.62	0.22	77
S2	Y1	19	Home Sweet Home	612,615	2.10	914	1.10	0.15	52
T1	F2	20	Fast-Track Families	598,415	2.05	8,609	10.38	1.44	506
S3	M2	21	Gray Power	315,120	1.08	177	0.21	0.06	20
S3	Y2	22	Young Influentials	544,763	1.87	156	0.19	0.03	10
T2	Y2	23	Greenbelt Sports	479,907	1.64	1,247	1.50	0.26	91
C2	Y2	24	Up-and-Comers	473,455	1.62	525	0.63	0.11	39
T1	Y1	25	Country Casuals	507,567	1.74	4,884	5.89	0.96	338
U1	M2	26	The Cosmopolitans	114,275	0.39	218	0.26	0.19	67
C2	M2	27	Middleburg Managers	606,925	2.08	867	1.05	0.14	50
T2	M2	28	Traditional Times	755,070	2.59	2,679	3.23	0.35	125
U1	F2	29	American Dreams	252,222	0.86	506	0.61	0.20	71
S3	Y1	30	Suburban Sprawl	442,455	1.52	401	0.48	0.09	32
U2	Y2	31	Urban Achievers	244,153	0.84	54	0.07	0.02	8
T2	F3	32	New Homesteaders	771,073	2.64	4,108	4.95	0.53	187
T2	F3	33	Big Sky Families	542,358	1.86	5,624	6.78	1.04	365
C2	F3	34	White Picket Fences	400,242	1.37	726	0.88	0.18	64
C2	Y2	35	Boomtown Singles	467,842	1.60	257	0.31	0.05	19
S3	F3	36	Blue-Chip Blues	407,211	1.40	411	0.50	0.10	35
T2	Y1	37	Mayberry-ville	764,660	2.62	4,842	5.84	0.63	223
T3	M3	38	Simple Pleasures	558,624	1.91	729	0.88	0.13	46
S3	M3	39	Domestic Duos	316,626	1.09	219	0.26	0.07	24
U2	M3	40	Close-In Couples	115,895	0.40	82	0.10	0.07	25
C2	M3	41	Sunset City Blues	504,548	1.73	433	0.52	0.09	30
T3	Y3	42	Red, White & Blues	412,456	1.41	809	0.98	0.20	69
T3	M3	43	Heartlanders	546,993	1.87	1,516	1.83	0.28	97
S4	Y3	44	New Beginnings	533,334	1.83	56	0.07	0.01	4
T3	Y3	45	Blue Highways	435,157	1.49	1,593	1.92	0.37	129
S4	M3	46	Old Glories	269,942	0.93	44	0.05	0.02	6
C3	Y3	47	City Startups	447,971	1.54	82	0.10	0.02	6
T4	Y3	48	Young & Rustic	771,107	2.64	385	0.46	0.05	18
S4	M3	49	American Classics	275,061	0.94	156	0.19	0.06	20
T3	F3	50	Kid Country, USA	502,143	1.72	1,284	1.55	0.26	90
T3	F3	51	Shotguns & Pickups	460,295	1.58	2,249	2.71	0.49	172
S4	F3	52	Suburban Pioneers	304,244	1.04	144	0.17	0.05	17
C3	Y3	53	Mobility Blues	450,091	1.54	157	0.19	0.03	12
U2	F3	54	Multi-Culti Mosaic	201,653	0.69	117	0.14	0.06	20
T4	M4	55	Golden Ponds	376,220	1.29	105	0.13	0.03	10
T4	Y3	56	Crossroads Villagers	668,978	2.29	639	0.77	0.10	34

Combined Profile

PRIZM Profile Report

Ranked by Segment

PRIZM Clusters				3up ZIP Base HH		Combined Profile			
Soc Gp	LS Gp	#	Nickname	Count	% Comp	Count	% Comp	% Pen	Index
T4	M4	57	Old Milltowns	558,700	1.91	462	0.56	0.08	29
T4	M4	58	Back Country Folks	554,339	1.90	554	0.67	0.10	35
U3	M4	59	Urban Elders	91,078	0.31	7	0.01	0.01	3
C3	M4	60	Park Bench Seniors	315,648	1.08	53	0.06	0.02	6
U3	M4	61	City Roots	112,659	0.39	37	0.04	0.03	12
C3	M4	62	Hometown Retired	370,428	1.27	133	0.16	0.04	13
C3	F4	63	Family Thrifts	485,933	1.67	260	0.31	0.05	19
T4	F4	64	Bedrock America	593,130	2.03	647	0.78	0.11	38
U3	F4	65	Big City Blues	99,433	0.34	12	0.01	0.01	4
U3	F4	66	Low-Rise Living	83,471	0.29	9	0.01	0.01	4
Total				29,178,503	100.00	82,960	100.00	0.28	100

Combined Profile

PRIZM Profile Report

Ranked by Index

PRIZM Clusters				3up ZIP Base HH		Combined Profile			
Soc Gp	LS Gp	#	Nickname	Count	% Comp	Count	% Comp	% Pen	Index
T1	F2	20	Fast-Track Families	598,415	2.05	8,609	10.38	1.44	506
T2	F3	33	Big Sky Families	542,358	1.86	5,624	6.78	1.04	365
T1	Y1	25	Country Casuuls	507,567	1.74	4,884	5.89	0.96	338
T1	F1	5	Country Squires	719,023	2.46	6,311	7.61	0.88	309
T1	M1	9	Big Fish, Small Pond	665,801	2.28	4,310	5.20	0.65	228
T2	Y1	37	Mayberry-ville	764,660	2.62	4,842	5.84	0.63	223
T1	Y1	11	God's Country	499,379	1.71	2,775	3.34	0.56	195
T2	F3	32	New Homesteaders	771,073	2.64	4,108	4.95	0.53	187
C1	F2	13	Upward Bound	677,870	2.32	3,405	4.10	0.50	177
			Quintile 1	5,746,146	19.69	44,868	54.08	0.78	275
T3	F3	51	Shotguns & Pickups	460,295	1.58	2,249	2.71	0.49	172
S1	F1	2	Blue Blood Estates	365,875	1.25	1,661	2.00	0.45	160
S1	F1	6	Winner's Circle	464,264	1.59	2,081	2.51	0.45	158
T3	Y3	45	Blue Highways	435,157	1.49	1,593	1.92	0.37	129
C1	M1	10	Second City Elite	456,606	1.56	1,621	1.95	0.36	125
T2	M2	28	Traditional Times	755,070	2.59	2,679	3.23	0.35	125
S1	M1	1	Upper Crust	490,465	1.68	1,659	2.00	0.34	119
S1	Y1	3	Movers & Shakers	562,188	1.93	1,863	2.25	0.33	117
C1	Y1	12	Brite Lites, Li'l City	632,036	2.17	1,910	2.30	0.30	106
U1	M1	7	Money & Brains	327,087	1.12	943	1.14	0.29	101
T3	M3	43	Heartlanders	546,993	1.87	1,516	1.83	0.28	97
T2	Y2	23	Greenbelt Sports	479,907	1.64	1,247	1.50	0.26	91
			Quintile 2	5,975,943	20.48	21,022	25.34	0.35	124
T3	F3	50	Kid Country, USA	502,143	1.72	1,284	1.55	0.26	90
S2	F2	17	Beltway Boomers	322,326	1.10	724	0.87	0.22	79
S2	F2	18	Kids & Cul-de-Sacs	614,464	2.11	1,341	1.62	0.22	77
U1	F2	29	American Dreams	252,222	0.86	506	0.61	0.20	71
T3	Y3	42	Red, White & Blues	412,456	1.41	809	0.98	0.20	69
U1	M2	26	The Cosmopolitans	114,275	0.39	218	0.26	0.19	67
S2	M2	15	Pools & Patios	428,616	1.47	781	0.94	0.18	64
C2	F3	34	White Picket Fences	400,242	1.37	726	0.88	0.18	64
U1	Y2	4	Young Digerati	283,114	0.97	466	0.56	0.16	58
S2	Y1	19	Home Sweet Home	612,615	2.10	914	1.10	0.15	52
C2	M2	27	Middleburg Managers	606,925	2.08	867	1.05	0.14	50
T3	M3	38	Simple Pleasures	558,624	1.91	729	0.88	0.13	46
S2	Y1	8	Executive Suites	370,835	1.27	469	0.57	0.13	44
S2	M2	14	New Empty Nests	326,298	1.12	370	0.45	0.11	40
			Quintile 3	5,805,155	19.90	10,204	12.30	0.18	62
C2	Y2	24	Up-and-Comers	473,455	1.62	525	0.63	0.11	39
T4	F4	64	Bedrock America	593,130	2.03	647	0.78	0.11	38
S3	F3	36	Blue-Chip Blues	407,211	1.40	411	0.50	0.10	35
T4	M4	58	Back Country Folks	554,339	1.90	554	0.67	0.10	35
T4	Y3	56	Crossroads Villagers	668,978	2.29	639	0.77	0.10	34
S3	Y1	30	Suburban Sprawl	442,455	1.52	401	0.48	0.09	32
C2	M3	41	Sunset City Blues	504,548	1.73	433	0.52	0.09	30
T4	M4	57	Old Milltowns	558,700	1.91	462	0.56	0.08	29
U2	M3	40	Close-In Couples	115,895	0.40	82	0.10	0.07	25
S3	M3	39	Domestic Duos	316,626	1.09	219	0.26	0.07	24
U2	F3	54	Multi-Culti Mosaic	201,653	0.69	117	0.14	0.06	20
S4	M3	49	American Classics	275,061	0.94	156	0.19	0.06	20
S3	M2	21	Gray Power	315,120	1.08	177	0.21	0.06	20
C2	Y2	35	Boomtown Singles	467,842	1.60	257	0.31	0.05	19
			Quintile 4	5,895,013	20.20	5,080	6.12	0.09	30
C3	F4	63	Family Thrifts	485,933	1.67	260	0.31	0.05	19
T4	Y3	48	Young & Rustic	771,107	2.64	385	0.46	0.05	18
S4	F3	52	Suburban Pioneers	304,244	1.04	144	0.17	0.05	17

Combined Profile

PRIZM Profile Report

Ranked by Index

PRIZM Clusters				3up ZIP Base HH		Combined Profile			
Soc Gp	LS Gp	#	Nickname	Count	% Comp	Count	% Comp	% Pen	Index
U1	Y2	16	Bohemian Mix	255,771	0.88	92	0.11	0.04	13
C3	M4	62	Hometown Retired	370,428	1.27	133	0.16	0.04	13
C3	Y3	53	Mobility Blues	450,091	1.54	157	0.19	0.03	12
U3	M4	61	City Roots	112,659	0.39	37	0.04	0.03	12
S3	Y2	22	Young Influentials	544,763	1.87	156	0.19	0.03	10
T4	M4	55	Golden Ponds	376,220	1.29	105	0.13	0.03	10
U2	Y2	31	Urban Achievers	244,153	0.84	54	0.07	0.02	8
C3	Y3	47	City Startups	447,971	1.54	82	0.10	0.02	6
C3	M4	60	Park Bench Seniors	315,648	1.08	53	0.06	0.02	6
S4	M3	46	Old Glories	269,942	0.93	44	0.05	0.02	6
U3	F4	65	Big City Blues	99,433	0.34	12	0.01	0.01	4
U3	F4	66	Low-Rise Living	83,471	0.29	9	0.01	0.01	4
S4	Y3	44	New Beginnings	533,334	1.83	56	0.07	0.01	4
U3	M4	59	Urban Elders	91,078	0.31	7	0.01	0.01	3
			Quintile 5	5,756,246	19.73	1,786	2.15	0.03	11
Total				29,178,503	100.00	82,960	100.00	0.28	100

Combined Profile

PRIZM Target Finder Report

Ranked by Segment

PRIZM Clusters				3up ZIP Base HH		Combined Profile				Demographic Descriptors				
Lifestage	Social													
Group	Group	#	Nickname	Count	% Comp	Count	% Comp	%Pen	Index	Income Level	Cluster Type	HH Composition	Adult Age	Education
M1	S1	01	Upper Crust	490,465	1.68	1,659	2.00	0.34	119	Wealthy	Suburban	HH w/o Kids	Age 45-64	Grad Plus
F1	S1	02	Blue Blood Estates	365,875	1.25	1,661	2.00	0.45	160	Wealthy	Suburban	HH w/ Kids	Age 45-64	Grad Plus
Y1	S1	03	Movers & Shakers	562,188	1.93	1,863	2.25	0.33	117	Wealthy	Suburban	HH w/o Kids	Age 35-54	Grad Plus
Y2	U1	04	Young Digerati	283,114	0.97	466	0.56	0.16	58	Upscale	Urban	Family Mix	Age 25-44	Grad Plus
F1	T1	05	Country Squires	719,023	2.46	6,311	7.61	0.88	309	Upscale	Town/Rural	HH w/ Kids	Age 35-54	Grad Plus
F1	S1	06	Winner's Circle	464,264	1.59	2,081	2.51	0.45	158	Wealthy	Suburban	HH w/ Kids	Age 35-54	Grad Plus
M1	U1	07	Money & Brains	327,087	1.12	943	1.14	0.29	101	Upscale	Urban	Family Mix	Age 45-64	Grad Plus
Y1	S2	08	Executive Suites	370,835	1.27	469	0.57	0.13	44	Upper-Mid	Suburban	HH w/o Kids	Age <55	College Grad
M1	T1	09	Big Fish, Small Pond	665,801	2.28	4,310	5.20	0.65	228	Upscale	Town/Rural	HH w/o Kids	Age 45-64	Grad Plus
M1	C1	10	Second City Elite	456,606	1.56	1,621	1.95	0.36	125	Upscale	Second City	HH w/o Kids	Age 45-64	Grad Plus
Y1	T1	11	God's Country	499,379	1.71	2,775	3.34	0.56	195	Upscale	Town/Rural	HH w/o Kids	Age 35-54	College Grad
Y1	C1	12	Brite Lites, Li'l City	632,036	2.17	1,910	2.30	0.30	106	Upscale	Second City	HH w/o Kids	Age <55	College Grad
F2	C1	13	Upward Bound	677,870	2.32	3,405	4.10	0.50	177	Upscale	Second City	HH w/ Kids	Age <55	College Grad
M2	S2	14	New Empty Nests	326,298	1.12	370	0.45	0.11	40	Upper-Mid	Suburban	HH w/o Kids	Age 65+	College Grad
M2	S2	15	Pools & Patios	428,616	1.47	781	0.94	0.18	64	Upper-Mid	Suburban	HH w/o Kids	Age 45-64	College Grad
Y2	U1	16	Bohemian Mix	255,771	0.88	92	0.11	0.04	13	Midscale	Urban	Family Mix	Age <55	College Grad
F2	S2	17	Beltway Boomers	322,326	1.10	724	0.87	0.22	79	Upper-Mid	Suburban	HH w/ Kids	Age 45-64	College Grad
F2	S2	18	Kids & Cul-de-Sacs	614,464	2.11	1,341	1.62	0.22	77	Upper-Mid	Suburban	HH w/ Kids	Age 25-44	College Grad
Y1	S2	19	Home Sweet Home	612,615	2.10	914	1.10	0.15	52	Upper-Mid	Suburban	HH w/o Kids	Age <55	College Grad
F2	T1	20	Fast-Track Families	598,415	2.05	8,609	10.38	1.44	506	Upscale	Town/Rural	HH w/ Kids	Age 35-54	College Grad
M2	S3	21	Gray Power	315,120	1.08	177	0.21	0.06	20	Midscale	Suburban	Mostly w/o Kids	Age 65+	College Grad
Y2	S3	22	Young Influentials	544,763	1.87	156	0.19	0.03	10	Midscale	Suburban	HH w/o Kids	Age <35	College Grad
Y2	T2	23	Greenbelt Sports	479,907	1.64	1,247	1.50	0.26	91	Upper-Mid	Town/Rural	HH w/o Kids	Age <55	College Grad
Y2	C2	24	Up-and-Comers	473,455	1.62	525	0.63	0.11	39	Midscale	Second City	HH w/o Kids	Age 25-44	College Grad
Y1	T1	25	Country Casuals	507,567	1.74	4,884	5.89	0.96	338	Upscale	Town/Rural	HH w/o Kids	Age 35-54	College Grad
M2	U1	26	The Cosmopolitans	114,275	0.39	218	0.26	0.19	67	Midscale	Urban	Mostly w/o Kids	Age 55+	Some College
M2	C2	27	Middleburg Managers	606,925	2.08	867	1.05	0.14	50	Midscale	Second City	HH w/o Kids	Age 55+	Some College
M2	T2	28	Traditional Times	755,070	2.59	2,679	3.23	0.35	125	Upper-Mid	Town/Rural	HH w/o Kids	Age 55+	Some College
F2	U1	29	American Dreams	252,222	0.86	506	0.61	0.20	71	Upper-Mid	Urban	Mostly w/ Kids	Age 35-54	Some College
Y1	S3	30	Suburban Sprawl	442,455	1.52	401	0.48	0.09	32	Midscale	Suburban	HH w/o Kids	Age 45-64	College Grad
Y2	U2	31	Urban Achievers	244,153	0.84	54	0.07	0.02	8	Lower-Mid	Urban	Family Mix	Age <35	Some College
F3	T2	32	New Homesteaders	771,073	2.64	4,108	4.95	0.53	187	Upper-Mid	Town	HH w/ Kids	Age 25-44	College Grad
F3	T2	33	Big Sky Families	542,358	1.86	5,624	6.78	1.04	365	Upper-Mid	Rural	HH w/ Kids	Age 25-44	Some College
F3	C2	34	White Picket Fences	400,242	1.37	726	0.88	0.18	64	Midscale	Second City	HH w/ Kids	Age 25-44	Some College
Y2	C2	35	Boomtown Singles	467,842	1.60	257	0.31	0.05	19	Lower-Mid	Second City	HH w/o Kids	Age <35	Some College
F3	S3	36	Blue-Chip Blues	407,211	1.40	411	0.50	0.10	35	Midscale	Suburban	HH w/ Kids	Age 25-44	Some College
Y1	T2	37	Mayberry-ville	764,660	2.62	4,842	5.84	0.63	223	Upper-Mid	Town/Rural	HH w/o Kids	Age <55	H.S. Grad
M3	T3	38	Simple Pleasures	558,624	1.91	729	0.88	0.13	46	Lower-Mid	Town/Rural	Mostly w/o Kids	Age 65+	H.S. Grad
M3	S3	39	Domestic Duos	316,626	1.09	219	0.26	0.07	24	Midscale	Suburban	Mostly w/o Kids	Age 65+	H.S. Grad
M3	U2	40	Close-In Couples	115,895	0.40	82	0.10	0.07	25	Lower-Mid	Urban	Mostly w/o Kids	Age 55+	H.S. Grad
M3	C2	41	Sunset City Blues	504,548	1.73	433	0.52	0.09	30	Lower-Mid	Second City	Mostly w/o Kids	Age 55+	H.S. Grad
Y3	T3	42	Red, White & Blues	412,456	1.41	809	0.98	0.20	69	Lower-Mid	Town	HH w/o Kids	Age <55	Some College
M3	T3	43	Heartlanders	546,993	1.87	1,516	1.83	0.28	97	Lower-Mid	Town/Rural	Mostly w/o Kids	Age 55+	H.S. Grad
Y3	S4	44	New Beginnings	533,334	1.83	56	0.07	0.01	4	Downscale	Suburban	Family Mix	Age <35	Some College

Combined Profile

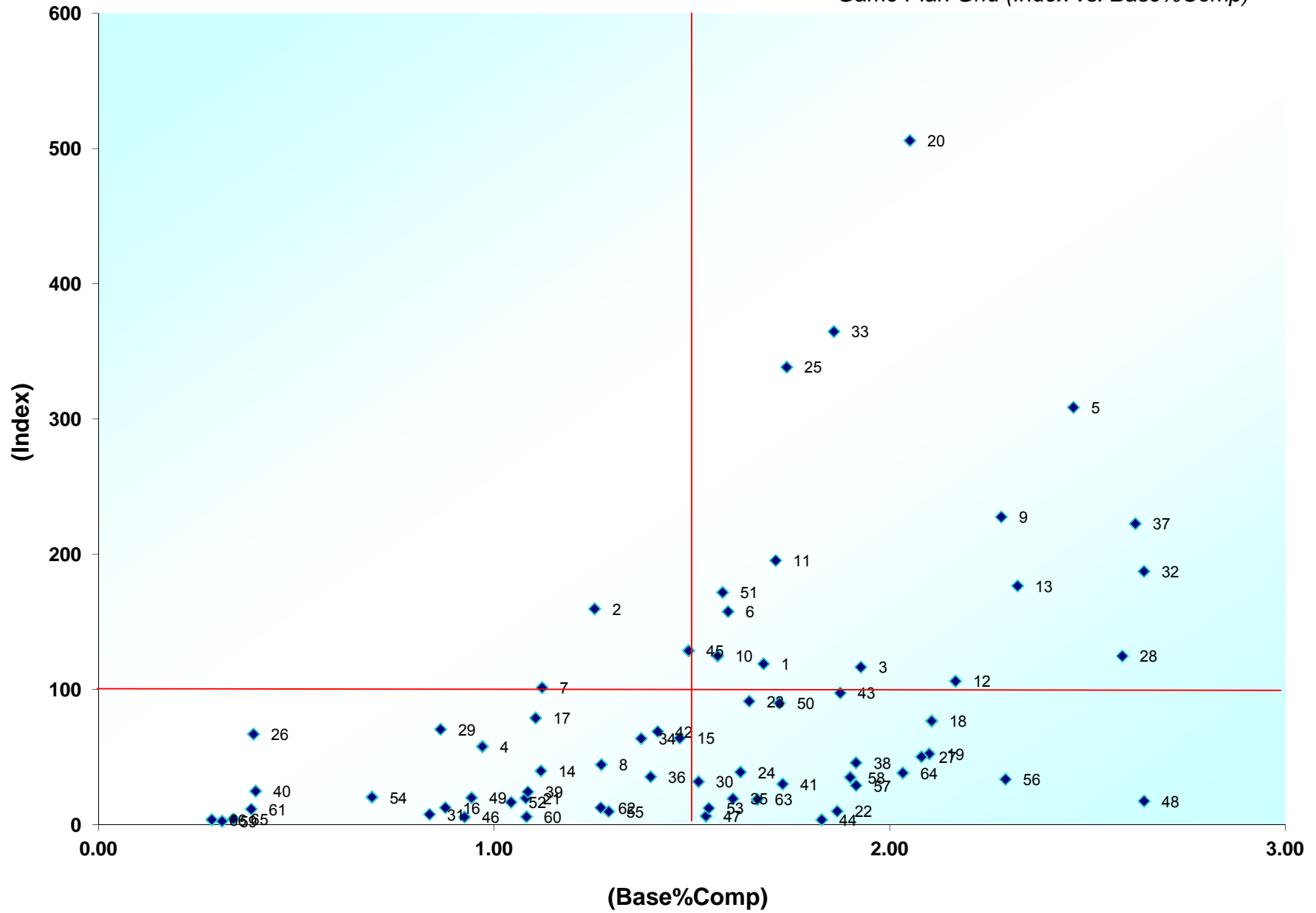
PRIZM Target Finder Report

Ranked by Segment

PRIZM Clusters				3up ZIP Base HH		Combined Profile				Demographic Descriptors				
Lifestage Group	Social Group	#	Nickname	Count	% Comp	Count	% Comp	%Pen	Index	Income Level	Cluster Type	HH Composition	Adult Age	Education
Y3	T3	45	Blue Highways	435,157	1.49	1,593	1.92	0.37	129	Lower-Mid	Rural	HH w/o Kids	Age <55	H.S. Grad
M3	S4	46	Old Glories	269,942	0.93	44	0.05	0.02	6	Downscale	Suburban	Mostly w/o Kids	Age 65+	Some H.S.
Y3	C3	47	City Startups	447,971	1.54	82	0.10	0.02	6	Low Income	Second City	HH w/o Kids	Age <35	Some College
Y3	T4	48	Young & Rustic	771,107	2.64	385	0.46	0.05	18	Lower-Mid	Town/Rural	HH w/o Kids	Age <55	H.S. Grad
M3	S4	49	American Classics	275,061	0.94	156	0.19	0.06	20	Downscale	Suburban	Mostly w/o Kids	Age 65+	H.S. Grad
F3	T3	50	Kid Country, USA	502,143	1.72	1,284	1.55	0.26	90	Lower-Mid	Town	HH w/ Kids	Age 25-44	H.S. Grad
F3	T3	51	Shotguns & Pickups	460,295	1.58	2,249	2.71	0.49	172	Lower-Mid	Rural	HH w/ Kids	Age 25-44	H.S. Grad
F3	S4	52	Suburban Pioneers	304,244	1.04	144	0.17	0.05	17	Downscale	Suburban	Family Mix	Age 35-54	Some College
Y3	C3	53	Mobility Blues	450,091	1.54	157	0.19	0.03	12	Low Income	Second City	HH w/o Kids	Age <35	Some College
F3	U2	54	Multi-Culti Mosaic	201,653	0.69	117	0.14	0.06	20	Lower-Mid	Urban	Mostly w/ Kids	Age 35-54	Some College
M4	T4	55	Golden Ponds	376,220	1.29	105	0.13	0.03	10	Downscale	Town/Rural	Mostly w/o Kids	Age 65+	Some H.S.
Y3	T4	56	Crossroads Villagers	668,978	2.29	639	0.77	0.10	34	Downscale	Town/Rural	HH w/o Kids	Age <55	H.S. Grad
M4	T4	57	Old Milltowns	558,700	1.91	462	0.56	0.08	29	Downscale	Town	Mostly w/o Kids	Age 65+	Some H.S.
M4	T4	58	Back Country Folks	554,339	1.90	554	0.67	0.10	35	Low Income	Rural	Mostly w/o Kids	Age 55+	Some H.S.
M4	U3	59	Urban Elders	91,078	0.31	7	0.01	0.01	3	Downscale	Urban	Mostly w/o Kids	Age 55+	Some H.S.
M4	C3	60	Park Bench Seniors	315,648	1.08	53	0.06	0.02	6	Low Income	Second City	Mostly w/o Kids	Age 55+	Some H.S.
M4	U3	61	City Roots	112,659	0.39	37	0.04	0.03	12	Downscale	Urban	Mostly w/o Kids	Age 65+	Some H.S.
M4	C3	62	Hometown Retired	370,428	1.27	133	0.16	0.04	13	Low Income	Second City	Mostly w/o Kids	Age 65+	Some H.S.
F4	C3	63	Family Thrifts	485,933	1.67	260	0.31	0.05	19	Lower-Mid	Second City	HH w/ Kids	Age 25-44	H.S. Grad
F4	T4	64	Bedrock America	593,130	2.03	647	0.78	0.11	38	Low Income	Town/Rural	HH w/ Kids	Age <35	H.S. Grad
F4	U3	65	Big City Blues	99,433	0.34	12	0.01	0.01	4	Lower-Mid	Urban	Family Mix	Age <55	Some H.S.
F4	U3	66	Low-Rise Living	83,471	0.29	9	0.01	0.01	4	Low Income	Urban	Mostly w/ Kids	Age 25-44	Some H.S.
Total:				29,178,503	100.00	82,960	100.00	0.28	100					

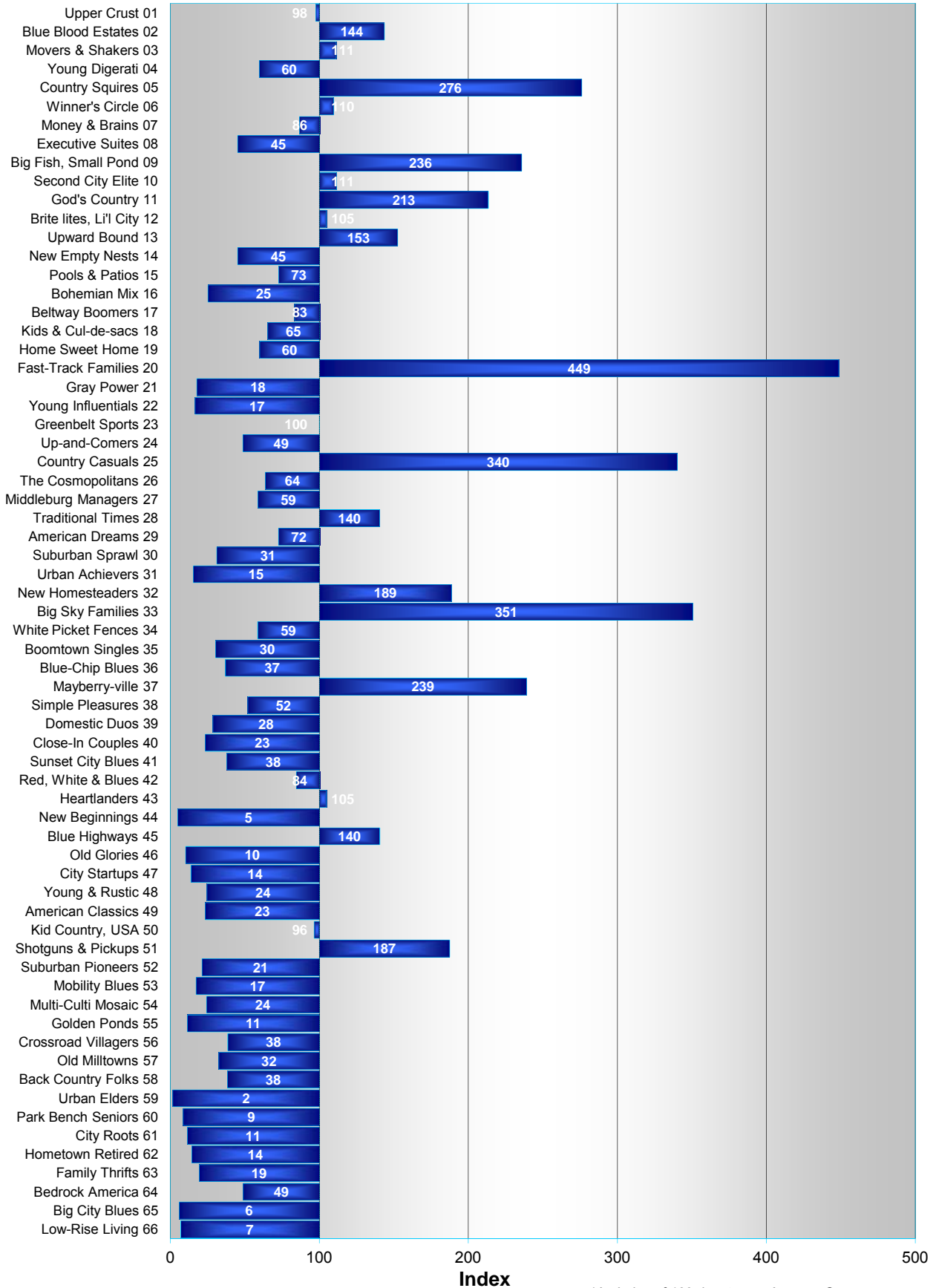
◆ Combined Profile

Game Plan Grid (Index vs. Base%Comp)



Spring Visitors

PRIZM Profile Bar Chart



*An Index of 100 denotes an Average Score.

Spring Visitors

PRIZM Profile Report

Ranked by Segment

PRIZM Clusters				BaseName		Spring Visitors			
Soc Gp	LS Gp	#	Nickname	Count	% Comp	Count	% Comp	% Pen	Index
S1	M1	1	Upper Crust	490,465	1.68	335	1.64	0.07	98
S1	F1	2	Blue Blood Estates	365,875	1.25	368	1.80	0.10	144
S1	Y1	3	Movers & Shakers	562,188	1.93	438	2.14	0.08	111
U1	Y2	4	Young Digerati	283,114	0.97	118	0.58	0.04	60
T1	F1	5	Country Squires	719,023	2.46	1,390	6.80	0.19	276
S1	F1	6	Winner's Circle	464,264	1.59	356	1.74	0.08	110
U1	M1	7	Money & Brains	327,087	1.12	198	0.97	0.06	86
S2	Y1	8	Executive Suites	370,835	1.27	117	0.57	0.03	45
T1	M1	9	Big Fish, Small Pond	665,801	2.28	1,099	5.38	0.17	236
C1	M1	10	Second City Elite	456,606	1.56	356	1.74	0.08	111
T1	Y1	11	God's Country	499,379	1.71	746	3.65	0.15	213
C1	Y1	12	Brite Lites, Li'l City	632,036	2.17	463	2.27	0.07	105
C1	F2	13	Upward Bound	677,870	2.32	724	3.54	0.11	153
S2	M2	14	New Empty Nests	326,298	1.12	103	0.50	0.03	45
S2	M2	15	Pools & Patios	428,616	1.47	218	1.07	0.05	73
U1	Y2	16	Bohemian Mix	255,771	0.88	45	0.22	0.02	25
S2	F2	17	Beltway Boomers	322,326	1.10	188	0.92	0.06	83
S2	F2	18	Kids & Cul-de-Sacs	614,464	2.11	281	1.38	0.05	65
S2	Y1	19	Home Sweet Home	612,615	2.10	257	1.26	0.04	60
T1	F2	20	Fast-Track Families	598,415	2.05	1,880	9.20	0.31	449
S3	M2	21	Gray Power	315,120	1.08	39	0.19	0.01	18
S3	Y2	22	Young Influentials	544,763	1.87	63	0.31	0.01	17
T2	Y2	23	Greenbelt Sports	479,907	1.64	336	1.64	0.07	100
C2	Y2	24	Up-and-Comers	473,455	1.62	161	0.79	0.03	49
T1	Y1	25	Country Casuals	507,567	1.74	1,209	5.92	0.24	340
U1	M2	26	The Cosmopolitans	114,275	0.39	51	0.25	0.04	64
C2	M2	27	Middleburg Managers	606,925	2.08	249	1.22	0.04	59
T2	M2	28	Traditional Times	755,070	2.59	742	3.63	0.10	140
U1	F2	29	American Dreams	252,222	0.86	128	0.63	0.05	72
S3	Y1	30	Suburban Sprawl	442,455	1.52	96	0.47	0.02	31
U2	Y2	31	Urban Achievers	244,153	0.84	26	0.13	0.01	15
T2	F3	32	New Homesteaders	771,073	2.64	1,019	4.99	0.13	189
T2	F3	33	Big Sky Families	542,358	1.86	1,332	6.52	0.25	351
C2	F3	34	White Picket Fences	400,242	1.37	164	0.80	0.04	59
C2	Y2	35	Boomtown Singles	467,842	1.60	99	0.48	0.02	30
S3	F3	36	Blue-Chip Blues	407,211	1.40	105	0.51	0.03	37
T2	Y1	37	Mayberry-ville	764,660	2.62	1,280	6.26	0.17	239
T3	M3	38	Simple Pleasures	558,624	1.91	203	0.99	0.04	52
S3	M3	39	Domestic Duos	316,626	1.09	63	0.31	0.02	28
U2	M3	40	Close-In Couples	115,895	0.40	19	0.09	0.02	23
C2	M3	41	Sunset City Blues	504,548	1.73	134	0.66	0.03	38
T3	Y3	42	Red, White & Blues	412,456	1.41	244	1.19	0.06	84
T3	M3	43	Heartlanders	546,993	1.87	401	1.96	0.07	105
S4	Y3	44	New Beginnings	533,334	1.83	18	0.09	0.00	5
T3	Y3	45	Blue Highways	435,157	1.49	428	2.09	0.10	140
S4	M3	46	Old Glories	269,942	0.93	19	0.09	0.01	10
C3	Y3	47	City Startups	447,971	1.54	43	0.21	0.01	14
T4	Y3	48	Young & Rustic	771,107	2.64	132	0.65	0.02	24
S4	M3	49	American Classics	275,061	0.94	45	0.22	0.02	23
T3	F3	50	Kid Country, USA	502,143	1.72	339	1.66	0.07	96
T3	F3	51	Shotguns & Pickups	460,295	1.58	604	2.96	0.13	187
S4	F3	52	Suburban Pioneers	304,244	1.04	45	0.22	0.01	21
C3	Y3	53	Mobility Blues	450,091	1.54	54	0.26	0.01	17
U2	F3	54	Multi-Culti Mosaic	201,653	0.69	34	0.17	0.02	24
T4	M4	55	Golden Ponds	376,220	1.29	30	0.15	0.01	11
T4	Y3	56	Crossroads Villagers	668,978	2.29	180	0.88	0.03	38

Spring Visitors

PRIZM Profile Report

Ranked by Segment

PRIZM Clusters				BaseName		Spring Visitors			
Soc Gp	LS Gp	#	Nickname	Count	% Comp	Count	% Comp	% Pen	Index
T4	M4	57	Old Milltowns	558,700	1.91	127	0.62	0.02	32
T4	M4	58	Back Country Folks	554,339	1.90	148	0.72	0.03	38
U3	M4	59	Urban Elders	91,078	0.31	1	0.00	0.00	2
C3	M4	60	Park Bench Seniors	315,648	1.08	19	0.09	0.01	9
U3	M4	61	City Roots	112,659	0.39	9	0.04	0.01	11
C3	M4	62	Hometown Retired	370,428	1.27	37	0.18	0.01	14
C3	F4	63	Family Thrifts	485,933	1.67	66	0.32	0.01	19
T4	F4	64	Bedrock America	593,130	2.03	203	0.99	0.03	49
U3	F4	65	Big City Blues	99,433	0.34	4	0.02	0.00	6
U3	F4	66	Low-Rise Living	83,471	0.29	4	0.02	0.00	7
Total				29,178,503	100.00	20,432	100.00	0.07	100

Spring Visitors

PRIZM Profile Report

Ranked by Index

PRIZM Clusters				BaseName		Spring Visitors			
Soc Gp	LS Gp	#	Nickname	Count	% Comp	Count	% Comp	% Pen	Index
T1	F2	20	Fast-Track Families	598,415	2.05	1,880	9.20	0.31	449
T2	F3	33	Big Sky Families	542,358	1.86	1,332	6.52	0.25	351
T1	Y1	25	Country Casuals	507,567	1.74	1,209	5.92	0.24	340
T1	F1	5	Country Squires	719,023	2.46	1,390	6.80	0.19	276
T2	Y1	37	Mayberry-ville	764,660	2.62	1,280	6.26	0.17	239
T1	M1	9	Big Fish, Small Pond	665,801	2.28	1,099	5.38	0.17	236
T1	Y1	11	God's Country	499,379	1.71	746	3.65	0.15	213
T2	F3	32	New Homesteaders	771,073	2.64	1,019	4.99	0.13	189
T3	F3	51	Shotguns & Pickups	460,295	1.58	604	2.96	0.13	187
			Quintile 1	5,528,571	18.95	10,559	51.68	0.19	273
C1	F2	13	Upward Bound	677,870	2.32	724	3.54	0.11	153
S1	F1	2	Blue Blood Estates	365,875	1.25	368	1.80	0.10	144
T3	Y3	45	Blue Highways	435,157	1.49	428	2.09	0.10	140
T2	M2	28	Traditional Times	755,070	2.59	742	3.63	0.10	140
C1	M1	10	Second City Elite	456,606	1.56	356	1.74	0.08	111
S1	Y1	3	Movers & Shakers	562,188	1.93	438	2.14	0.08	111
S1	F1	6	Winner's Circle	464,264	1.59	356	1.74	0.08	110
T3	M3	43	Heartlanders	546,993	1.87	401	1.96	0.07	105
C1	Y1	12	Brite Lites, Li'l City	632,036	2.17	463	2.27	0.07	105
T2	Y2	23	Greenbelt Sports	479,907	1.64	336	1.64	0.07	100
S1	M1	1	Upper Crust	490,465	1.68	335	1.64	0.07	98
			Quintile 2	5,866,431	20.11	4,947	24.21	0.08	120
T3	F3	50	Kid Country, USA	502,143	1.72	339	1.66	0.07	96
U1	M1	7	Money & Brains	327,087	1.12	198	0.97	0.06	86
T3	Y3	42	Red, White & Blues	412,456	1.41	244	1.19	0.06	84
S2	F2	17	Beltway Boomers	322,326	1.10	188	0.92	0.06	83
S2	M2	15	Pools & Patios	428,616	1.47	218	1.07	0.05	73
U1	F2	29	American Dreams	252,222	0.86	128	0.63	0.05	72
S2	F2	18	Kids & Cul-de-Sacs	614,464	2.11	281	1.38	0.05	65
U1	M2	26	The Cosmopolitans	114,275	0.39	51	0.25	0.04	64
S2	Y1	19	Home Sweet Home	612,615	2.10	257	1.26	0.04	60
U1	Y2	4	Young Digerati	283,114	0.97	118	0.58	0.04	60
C2	M2	27	Middleburg Managers	606,925	2.08	249	1.22	0.04	59
C2	F3	34	White Picket Fences	400,242	1.37	164	0.80	0.04	59
T3	M3	38	Simple Pleasures	558,624	1.91	203	0.99	0.04	52
T4	F4	64	Bedrock America	593,130	2.03	203	0.99	0.03	49
			Quintile 3	6,028,239	20.66	2,841	13.90	0.05	67
C2	Y2	24	Up-and-Comers	473,455	1.62	161	0.79	0.03	49
S2	M2	14	New Empty Nests	326,298	1.12	103	0.50	0.03	45
S2	Y1	8	Executive Suites	370,835	1.27	117	0.57	0.03	45
T4	Y3	56	Crossroads Villagers	668,978	2.29	180	0.88	0.03	38
T4	M4	58	Back Country Folks	554,339	1.90	148	0.72	0.03	38
C2	M3	41	Sunset City Blues	504,548	1.73	134	0.66	0.03	38
S3	F3	36	Blue-Chip Blues	407,211	1.40	105	0.51	0.03	37
T4	M4	57	Old Milltowns	558,700	1.91	127	0.62	0.02	32
S3	Y1	30	Suburban Sprawl	442,455	1.52	96	0.47	0.02	31
C2	Y2	35	Boomtown Singles	467,842	1.60	99	0.48	0.02	30
S3	M3	39	Domestic Duos	316,626	1.09	63	0.31	0.02	28
U1	Y2	16	Bohemian Mix	255,771	0.88	45	0.22	0.02	25
T4	Y3	48	Young & Rustic	771,107	2.64	132	0.65	0.02	24
			Quintile 4	6,118,165	20.97	1,510	7.39	0.02	35
U2	F3	54	Multi-Culti Mosaic	201,653	0.69	34	0.17	0.02	24
U2	M3	40	Close-In Couples	115,895	0.40	19	0.09	0.02	23
S4	M3	49	American Classics	275,061	0.94	45	0.22	0.02	23
S4	F3	52	Suburban Pioneers	304,244	1.04	45	0.22	0.01	21
C3	F4	63	Family Thrifts	485,933	1.67	66	0.32	0.01	19

Spring Visitors

PRIZM Profile Report

Ranked by Index

PRIZM Clusters				BaseName		Spring Visitors			
Soc Gp	LS Gp	#	Nickname	Count	% Comp	Count	% Comp	% Pen	Index
S3	M2	21	Gray Power	315,120	1.08	39	0.19	0.01	18
C3	Y3	53	Mobility Blues	450,091	1.54	54	0.26	0.01	17
S3	Y2	22	Young Influentials	544,763	1.87	63	0.31	0.01	17
U2	Y2	31	Urban Achievers	244,153	0.84	26	0.13	0.01	15
C3	M4	62	Hometown Retired	370,428	1.27	37	0.18	0.01	14
C3	Y3	47	City Startups	447,971	1.54	43	0.21	0.01	14
U3	M4	61	City Roots	112,659	0.39	9	0.04	0.01	11
T4	M4	55	Golden Ponds	376,220	1.29	30	0.15	0.01	11
S4	M3	46	Old Glories	269,942	0.93	19	0.09	0.01	10
C3	M4	60	Park Bench Seniors	315,648	1.08	19	0.09	0.01	9
U3	F4	66	Low-Rise Living	83,471	0.29	4	0.02	0.00	7
U3	F4	65	Big City Blues	99,433	0.34	4	0.02	0.00	6
S4	Y3	44	New Beginnings	533,334	1.83	18	0.09	0.00	5
U3	M4	59	Urban Elders	91,078	0.31	1	0.00	0.00	2
			Quintile 5	5,637,097	19.32	575	2.81	0.01	15
Total				29,178,503	100.00	20,432	100.00	0.07	100

Spring Visitors

PRIZM Target Finder Report

Ranked by Segment

PRIZM Clusters				BaseName		Spring Visitors				Demographic Descriptors				
Lifestage	Social													
Group	Group	#	Nickname	Count	% Comp	Count	% Comp	%Pen	Index	Income Level	Cluster Type	HH Composition	Adult Age	Education
M1	S1	01	Upper Crust	490,465	1.68	335	1.64	0.07	98	Wealthy	Suburban	HH w/o Kids	Age 45-64	Grad Plus
F1	S1	02	Blue Blood Estates	365,875	1.25	368	1.80	0.10	144	Wealthy	Suburban	HH w/ Kids	Age 45-64	Grad Plus
Y1	S1	03	Movers & Shakers	562,188	1.93	438	2.14	0.08	111	Wealthy	Suburban	HH w/o Kids	Age 35-54	Grad Plus
Y2	U1	04	Young Digerati	283,114	0.97	118	0.58	0.04	60	Upscale	Urban	Family Mix	Age 25-44	Grad Plus
F1	T1	05	Country Squires	719,023	2.46	1,390	6.80	0.19	276	Upscale	Town/Rural	HH w/ Kids	Age 35-54	Grad Plus
F1	S1	06	Winner's Circle	464,264	1.59	356	1.74	0.08	110	Wealthy	Suburban	HH w/ Kids	Age 35-54	Grad Plus
M1	U1	07	Money & Brains	327,087	1.12	198	0.97	0.06	86	Upscale	Urban	Family Mix	Age 45-64	Grad Plus
Y1	S2	08	Executive Suites	370,835	1.27	117	0.57	0.03	45	Upper-Mid	Suburban	HH w/o Kids	Age <55	College Grad
M1	T1	09	Big Fish, Small Pond	665,801	2.28	1,099	5.38	0.17	236	Upscale	Town/Rural	HH w/o Kids	Age 45-64	Grad Plus
M1	C1	10	Second City Elite	456,606	1.56	356	1.74	0.08	111	Upscale	Second City	HH w/o Kids	Age 45-64	Grad Plus
Y1	T1	11	God's Country	499,379	1.71	746	3.65	0.15	213	Upscale	Town/Rural	HH w/o Kids	Age 35-54	College Grad
Y1	C1	12	Brite Lites, Li'l City	632,036	2.17	463	2.27	0.07	105	Upscale	Second City	HH w/o Kids	Age <55	College Grad
F2	C1	13	Upward Bound	677,870	2.32	724	3.54	0.11	153	Upscale	Second City	HH w/ Kids	Age <55	College Grad
M2	S2	14	New Empty Nests	326,298	1.12	103	0.50	0.03	45	Upper-Mid	Suburban	HH w/o Kids	Age 65+	College Grad
M2	S2	15	Pools & Patios	428,616	1.47	218	1.07	0.05	73	Upper-Mid	Suburban	HH w/o Kids	Age 45-64	College Grad
Y2	U1	16	Bohemian Mix	255,771	0.88	45	0.22	0.02	25	Midscale	Urban	Family Mix	Age <55	College Grad
F2	S2	17	Beltway Boomers	322,326	1.10	188	0.92	0.06	83	Upper-Mid	Suburban	HH w/ Kids	Age 45-64	College Grad
F2	S2	18	Kids & Cul-de-Sacs	614,464	2.11	281	1.38	0.05	65	Upper-Mid	Suburban	HH w/ Kids	Age 25-44	College Grad
Y1	S2	19	Home Sweet Home	612,615	2.10	257	1.26	0.04	60	Upper-Mid	Suburban	HH w/o Kids	Age <55	College Grad
F2	T1	20	Fast-Track Families	598,415	2.05	1,880	9.20	0.31	449	Upscale	Town/Rural	HH w/ Kids	Age 35-54	College Grad
M2	S3	21	Gray Power	315,120	1.08	39	0.19	0.01	18	Midscale	Suburban	Mostly w/o Kids	Age 65+	College Grad
Y2	S3	22	Young Influentials	544,763	1.87	63	0.31	0.01	17	Midscale	Suburban	HH w/o Kids	Age <35	College Grad
Y2	T2	23	Greenbelt Sports	479,907	1.64	336	1.64	0.07	100	Upper-Mid	Town/Rural	HH w/o Kids	Age <55	College Grad
Y2	C2	24	Up-and-Comers	473,455	1.62	161	0.79	0.03	49	Midscale	Second City	HH w/o Kids	Age 25-44	College Grad
Y1	T1	25	Country Casuels	507,567	1.74	1,209	5.92	0.24	340	Upscale	Town/Rural	HH w/o Kids	Age 35-54	College Grad
M2	U1	26	The Cosmopolitans	114,275	0.39	51	0.25	0.04	64	Midscale	Urban	Mostly w/o Kids	Age 55+	Some College
M2	C2	27	Middleburg Managers	606,925	2.08	249	1.22	0.04	59	Midscale	Second City	HH w/o Kids	Age 55+	Some College
M2	T2	28	Traditional Times	755,070	2.59	742	3.63	0.10	140	Upper-Mid	Town/Rural	HH w/o Kids	Age 55+	Some College
F2	U1	29	American Dreams	252,222	0.86	128	0.63	0.05	72	Upper-Mid	Urban	Mostly w/ Kids	Age 35-54	Some College
Y1	S3	30	Suburban Sprawl	442,455	1.52	96	0.47	0.02	31	Midscale	Suburban	HH w/o Kids	Age 45-64	College Grad
Y2	U2	31	Urban Achievers	244,153	0.84	26	0.13	0.01	15	Lower-Mid	Urban	Family Mix	Age <35	Some College
F3	T2	32	New Homesteaders	771,073	2.64	1,019	4.99	0.13	189	Upper-Mid	Town	HH w/ Kids	Age 25-44	College Grad
F3	T2	33	Big Sky Families	542,358	1.86	1,332	6.52	0.25	351	Upper-Mid	Rural	HH w/ Kids	Age 25-44	Some College
F3	C2	34	White Picket Fences	400,242	1.37	164	0.80	0.04	59	Midscale	Second City	HH w/ Kids	Age 25-44	Some College
Y2	C2	35	Boomtown Singles	467,842	1.60	99	0.48	0.02	30	Lower-Mid	Second City	HH w/o Kids	Age <35	Some College
F3	S3	36	Blue-Chip Blues	407,211	1.40	105	0.51	0.03	37	Midscale	Suburban	HH w/ Kids	Age 25-44	Some College
Y1	T2	37	Mayberry-ville	764,660	2.62	1,280	6.26	0.17	239	Upper-Mid	Town/Rural	HH w/o Kids	Age <55	H.S. Grad
M3	T3	38	Simple Pleasures	558,624	1.91	203	0.99	0.04	52	Lower-Mid	Town/Rural	Mostly w/o Kids	Age 65+	H.S. Grad
M3	S3	39	Domestic Duos	316,626	1.09	63	0.31	0.02	28	Midscale	Suburban	Mostly w/o Kids	Age 65+	H.S. Grad
M3	U2	40	Close-In Couples	115,895	0.40	19	0.09	0.02	23	Lower-Mid	Urban	Mostly w/o Kids	Age 55+	H.S. Grad
M3	C2	41	Sunset City Blues	504,548	1.73	134	0.66	0.03	38	Lower-Mid	Second City	Mostly w/o Kids	Age 55+	H.S. Grad
Y3	T3	42	Red, White & Blues	412,456	1.41	244	1.19	0.06	84	Lower-Mid	Town	HH w/o Kids	Age <55	Some College
M3	T3	43	Heartlanders	546,993	1.87	401	1.96	0.07	105	Lower-Mid	Town/Rural	Mostly w/o Kids	Age 55+	H.S. Grad
Y3	S4	44	New Beginnings	533,334	1.83	18	0.09	0.00	5	Downscale	Suburban	Family Mix	Age <35	Some College

Spring Visitors

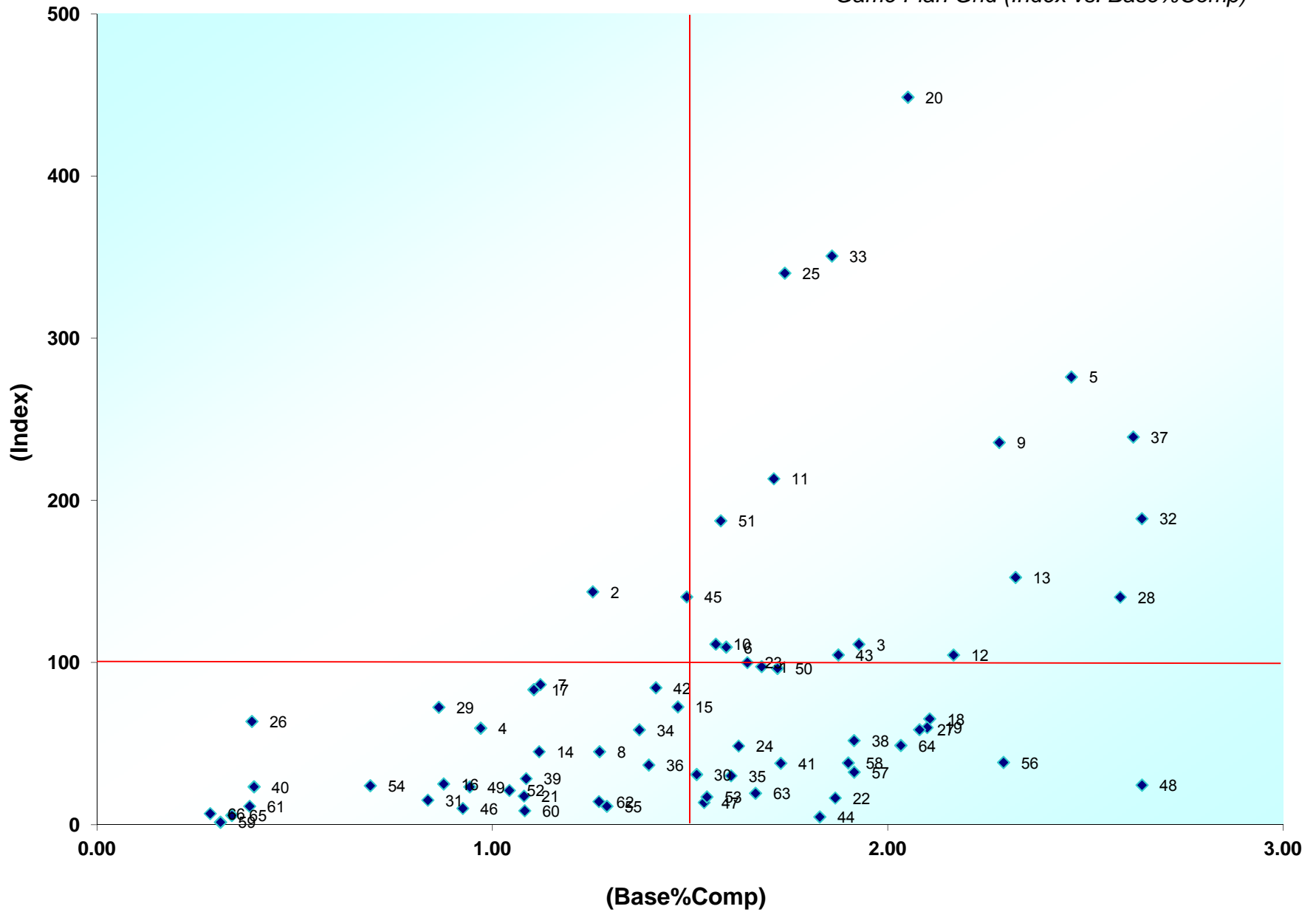
PRIZM Target Finder Report

Ranked by Segment

PRIZM Clusters				BaseName		Spring Visitors				Demographic Descriptors				
Lifestage Group	Social Group	#	Nickname	Count	% Comp	Count	% Comp	%Pen	Index	Income Level	Cluster Type	HH Composition	Adult Age	Education
Y3	T3	45	Blue Highways	435,157	1.49	428	2.09	0.10	140	Lower-Mid	Rural	HH w/o Kids	Age <55	H.S. Grad
M3	S4	46	Old Glories	269,942	0.93	19	0.09	0.01	10	Downscale	Suburban	Mostly w/o Kids	Age 65+	Some H.S.
Y3	C3	47	City Startups	447,971	1.54	43	0.21	0.01	14	Low Income	Second City	HH w/o Kids	Age <35	Some College
Y3	T4	48	Young & Rustic	771,107	2.64	132	0.65	0.02	24	Lower-Mid	Town/Rural	HH w/o Kids	Age <55	H.S. Grad
M3	S4	49	American Classics	275,061	0.94	45	0.22	0.02	23	Downscale	Suburban	Mostly w/o Kids	Age 65+	H.S. Grad
F3	T3	50	Kid Country, USA	502,143	1.72	339	1.66	0.07	96	Lower-Mid	Town	HH w/ Kids	Age 25-44	H.S. Grad
F3	T3	51	Shotguns & Pickups	460,295	1.58	604	2.96	0.13	187	Lower-Mid	Rural	HH w/ Kids	Age 25-44	H.S. Grad
F3	S4	52	Suburban Pioneers	304,244	1.04	45	0.22	0.01	21	Downscale	Suburban	Family Mix	Age 35-54	Some College
Y3	C3	53	Mobility Blues	450,091	1.54	54	0.26	0.01	17	Low Income	Second City	HH w/o Kids	Age <35	Some College
F3	U2	54	Multi-Culti Mosaic	201,653	0.69	34	0.17	0.02	24	Lower-Mid	Urban	Mostly w/ Kids	Age 35-54	Some College
M4	T4	55	Golden Ponds	376,220	1.29	30	0.15	0.01	11	Downscale	Town/Rural	Mostly w/o Kids	Age 65+	Some H.S.
Y3	T4	56	Crossroads Villagers	668,978	2.29	180	0.88	0.03	38	Downscale	Town/Rural	HH w/o Kids	Age <55	H.S. Grad
M4	T4	57	Old Milltowns	558,700	1.91	127	0.62	0.02	32	Downscale	Town	Mostly w/o Kids	Age 65+	Some H.S.
M4	T4	58	Back Country Folks	554,339	1.90	148	0.72	0.03	38	Low Income	Rural	Mostly w/o Kids	Age 55+	Some H.S.
M4	U3	59	Urban Elders	91,078	0.31	1	0.00	0.00	2	Downscale	Urban	Mostly w/o Kids	Age 55+	Some H.S.
M4	C3	60	Park Bench Seniors	315,648	1.08	19	0.09	0.01	9	Low Income	Second City	Mostly w/o Kids	Age 55+	Some H.S.
M4	U3	61	City Roots	112,659	0.39	9	0.04	0.01	11	Downscale	Urban	Mostly w/o Kids	Age 65+	Some H.S.
M4	C3	62	Hometown Retired	370,428	1.27	37	0.18	0.01	14	Low Income	Second City	Mostly w/o Kids	Age 65+	Some H.S.
F4	C3	63	Family Thrifts	485,933	1.67	66	0.32	0.01	19	Lower-Mid	Second City	HH w/ Kids	Age 25-44	H.S. Grad
F4	T4	64	Bedrock America	593,130	2.03	203	0.99	0.03	49	Low Income	Town/Rural	HH w/ Kids	Age <35	H.S. Grad
F4	U3	65	Big City Blues	99,433	0.34	4	0.02	0.00	6	Lower-Mid	Urban	Family Mix	Age <55	Some H.S.
F4	U3	66	Low-Rise Living	83,471	0.29	4	0.02	0.00	7	Low Income	Urban	Mostly w/ Kids	Age 25-44	Some H.S.
Total:				29,178,503	100.00	20,432	100.00	0.07	100					

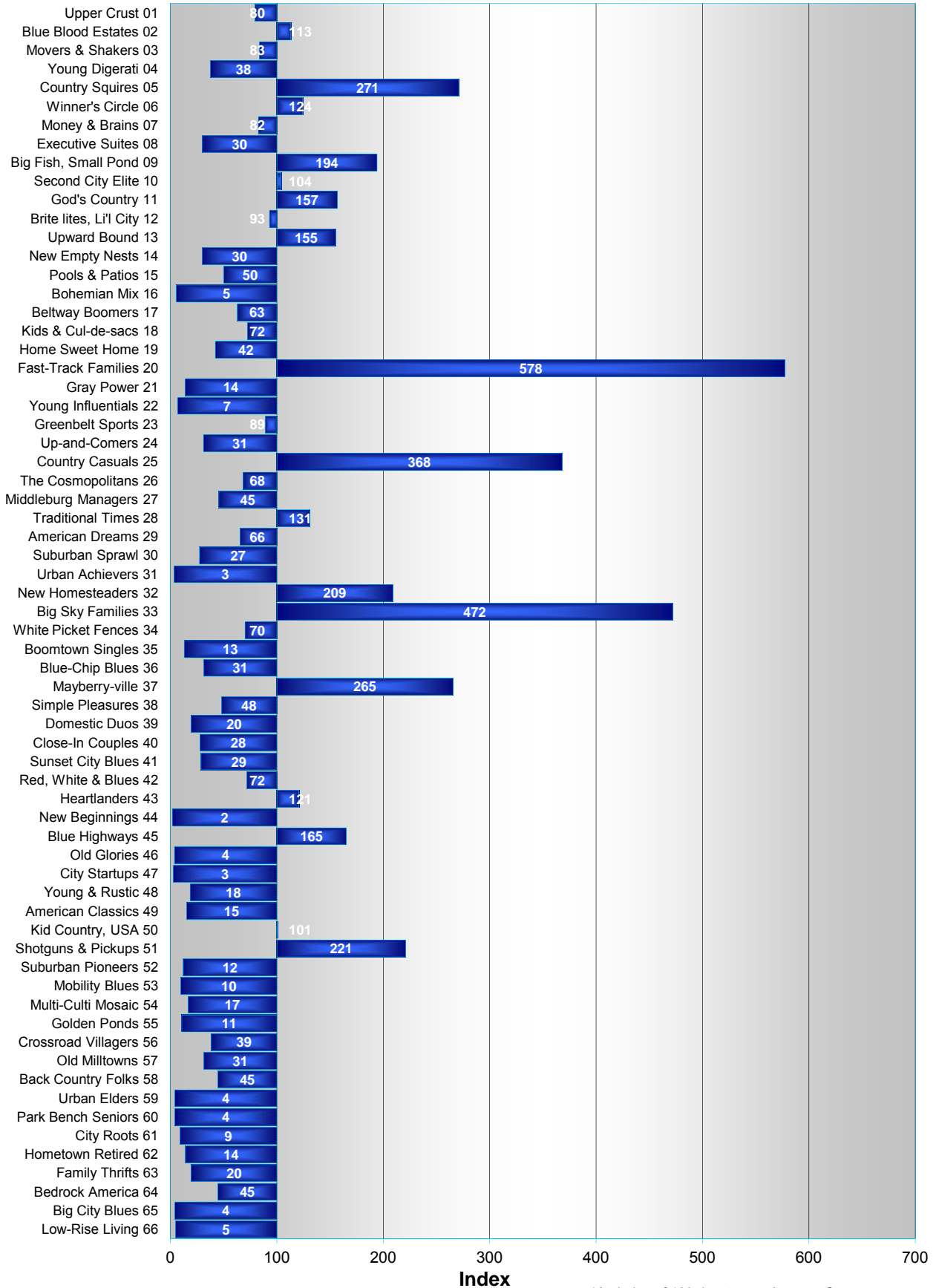
◆ Spring Visitors

Game Plan Grid (Index vs. Base%Comp)



■ Summer Visitors

PRIZM Profile Bar Chart



*An Index of 100 denotes an Average Score.

Summer Visitors

PRIZM Profile Report

Ranked by Segment

PRIZM Clusters				BaseName		Summer Visitors			
Soc Gp	LS Gp	#	Nickname	Count	% Comp	Count	% Comp	% Pen	Index
S1	M1	1	Upper Crust	490,465	1.68	510	1.34	0.10	80
S1	F1	2	Blue Blood Estates	365,875	1.25	540	1.42	0.15	113
S1	Y1	3	Movers & Shakers	562,188	1.93	613	1.61	0.11	83
U1	Y2	4	Young Digerati	283,114	0.97	139	0.36	0.05	38
T1	F1	5	Country Squires	719,023	2.46	2,543	6.67	0.35	271
S1	F1	6	Winner's Circle	464,264	1.59	753	1.98	0.16	124
U1	M1	7	Money & Brains	327,087	1.12	352	0.92	0.11	82
S2	Y1	8	Executive Suites	370,835	1.27	145	0.38	0.04	30
T1	M1	9	Big Fish, Small Pond	665,801	2.28	1,688	4.43	0.25	194
C1	M1	10	Second City Elite	456,606	1.56	619	1.62	0.14	104
T1	Y1	11	God's Country	499,379	1.71	1,022	2.68	0.20	157
C1	Y1	12	Brite Lites, Li'l City	632,036	2.17	768	2.02	0.12	93
C1	F2	13	Upward Bound	677,870	2.32	1,375	3.61	0.20	155
S2	M2	14	New Empty Nests	326,298	1.12	127	0.33	0.04	30
S2	M2	15	Pools & Patios	428,616	1.47	279	0.73	0.07	50
U1	Y2	16	Bohemian Mix	255,771	0.88	18	0.05	0.01	5
S2	F2	17	Beltway Boomers	322,326	1.10	264	0.69	0.08	63
S2	F2	18	Kids & Cul-de-Sacs	614,464	2.11	580	1.52	0.09	72
S2	Y1	19	Home Sweet Home	612,615	2.10	337	0.88	0.06	42
T1	F2	20	Fast-Track Families	598,415	2.05	4,514	11.85	0.75	578
S3	M2	21	Gray Power	315,120	1.08	57	0.15	0.02	14
S3	Y2	22	Young Influentials	544,763	1.87	47	0.12	0.01	7
T2	Y2	23	Greenbelt Sports	479,907	1.64	557	1.46	0.12	89
C2	Y2	24	Up-and-Comers	473,455	1.62	191	0.50	0.04	31
T1	Y1	25	Country Casuals	507,567	1.74	2,439	6.40	0.48	368
U1	M2	26	The Cosmopolitans	114,275	0.39	102	0.27	0.09	68
C2	M2	27	Middleburg Managers	606,925	2.08	360	0.94	0.06	45
T2	M2	28	Traditional Times	755,070	2.59	1,288	3.38	0.17	131
U1	F2	29	American Dreams	252,222	0.86	216	0.57	0.09	66
S3	Y1	30	Suburban Sprawl	442,455	1.52	156	0.41	0.04	27
U2	Y2	31	Urban Achievers	244,153	0.84	10	0.03	0.00	3
T2	F3	32	New Homesteaders	771,073	2.64	2,105	5.52	0.27	209
T2	F3	33	Big Sky Families	542,358	1.86	3,342	8.77	0.62	472
C2	F3	34	White Picket Fences	400,242	1.37	366	0.96	0.09	70
C2	Y2	35	Boomtown Singles	467,842	1.60	78	0.20	0.02	13
S3	F3	36	Blue-Chip Blues	407,211	1.40	167	0.44	0.04	31
T2	Y1	37	Mayberry-ville	764,660	2.62	2,651	6.96	0.35	265
T3	M3	38	Simple Pleasures	558,624	1.91	349	0.92	0.06	48
S3	M3	39	Domestic Duos	316,626	1.09	81	0.21	0.03	20
U2	M3	40	Close-In Couples	115,895	0.40	42	0.11	0.04	28
C2	M3	41	Sunset City Blues	504,548	1.73	189	0.50	0.04	29
T3	Y3	42	Red, White & Blues	412,456	1.41	386	1.01	0.09	72
T3	M3	43	Heartlanders	546,993	1.87	862	2.26	0.16	121
S4	Y3	44	New Beginnings	533,334	1.83	12	0.03	0.00	2
T3	Y3	45	Blue Highways	435,157	1.49	938	2.46	0.22	165
S4	M3	46	Old Glories	269,942	0.93	13	0.03	0.00	4
C3	Y3	47	City Startups	447,971	1.54	15	0.04	0.00	3
T4	Y3	48	Young & Rustic	771,107	2.64	186	0.49	0.02	18
S4	M3	49	American Classics	275,061	0.94	55	0.14	0.02	15
T3	F3	50	Kid Country, USA	502,143	1.72	660	1.73	0.13	101
T3	F3	51	Shotguns & Pickups	460,295	1.58	1,328	3.49	0.29	221
S4	F3	52	Suburban Pioneers	304,244	1.04	47	0.12	0.02	12
C3	Y3	53	Mobility Blues	450,091	1.54	57	0.15	0.01	10
U2	F3	54	Multi-Culti Mosaic	201,653	0.69	44	0.12	0.02	17
T4	M4	55	Golden Ponds	376,220	1.29	52	0.14	0.01	11
T4	Y3	56	Crossroads Villagers	668,978	2.29	337	0.88	0.05	39

Summer Visitors

PRIZM Profile Report

Ranked by Segment

PRIZM Clusters				BaseName		Summer Visitors			
Soc Gp	LS Gp	#	Nickname	Count	% Comp	Count	% Comp	% Pen	Index
T4	M4	57	Old Milltowns	558,700	1.91	227	0.60	0.04	31
T4	M4	58	Back Country Folks	554,339	1.90	323	0.85	0.06	45
U3	M4	59	Urban Elders	91,078	0.31	5	0.01	0.01	4
C3	M4	60	Park Bench Seniors	315,648	1.08	17	0.04	0.01	4
U3	M4	61	City Roots	112,659	0.39	13	0.03	0.01	9
C3	M4	62	Hometown Retired	370,428	1.27	68	0.18	0.02	14
C3	F4	63	Family Thrifts	485,933	1.67	124	0.33	0.03	20
T4	F4	64	Bedrock America	593,130	2.03	345	0.91	0.06	45
U3	F4	65	Big City Blues	99,433	0.34	5	0.01	0.01	4
U3	F4	66	Low-Rise Living	83,471	0.29	5	0.01	0.01	5
Total				29,178,503	100.00	38,103	100.00	0.13	100

Summer Visitors

PRIZM Profile Report

Ranked by Index

PRIZM Clusters				BaseName		Summer Visitors			
Soc Gp	LS Gp	#	Nickname	Count	% Comp	Count	% Comp	% Pen	Index
T1	F2	20	Fast-Track Families	598,415	2.05	4,514	11.85	0.75	578
T2	F3	33	Big Sky Families	542,358	1.86	3,342	8.77	0.62	472
T1	Y1	25	Country Casuals	507,567	1.74	2,439	6.40	0.48	368
T1	F1	5	Country Squires	719,023	2.46	2,543	6.67	0.35	271
T2	Y1	37	Mayberry-ville	764,660	2.62	2,651	6.96	0.35	265
T3	F3	51	Shotguns & Pickups	460,295	1.58	1,328	3.49	0.29	221
T2	F3	32	New Homesteaders	771,073	2.64	2,105	5.52	0.27	209
T1	M1	9	Big Fish, Small Pond	665,801	2.28	1,688	4.43	0.25	194
T3	Y3	45	Blue Highways	435,157	1.49	938	2.46	0.22	165
T1	Y1	11	God's Country	499,379	1.71	1,022	2.68	0.20	157
			Quintile 1	5,963,728	20.44	22,570	59.23	0.38	290
C1	F2	13	Upward Bound	677,870	2.32	1,375	3.61	0.20	155
T2	M2	28	Traditional Times	755,070	2.59	1,288	3.38	0.17	131
S1	F1	6	Winner's Circle	464,264	1.59	753	1.98	0.16	124
T3	M3	43	Heartlanders	546,993	1.87	862	2.26	0.16	121
S1	F1	2	Blue Blood Estates	365,875	1.25	540	1.42	0.15	113
C1	M1	10	Second City Elite	456,606	1.56	619	1.62	0.14	104
T3	F3	50	Kid Country, USA	502,143	1.72	660	1.73	0.13	101
C1	Y1	12	Brite Lites, Li'l City	632,036	2.17	768	2.02	0.12	93
T2	Y2	23	Greenbelt Sports	479,907	1.64	557	1.46	0.12	89
S1	Y1	3	Movers & Shakers	562,188	1.93	613	1.61	0.11	83
U1	M1	7	Money & Brains	327,087	1.12	352	0.92	0.11	82
			Quintile 2	5,770,039	19.77	8,387	22.01	0.15	111
S1	M1	1	Upper Crust	490,465	1.68	510	1.34	0.10	80
S2	F2	18	Kids & Cul-de-Sacs	614,464	2.11	580	1.52	0.09	72
T3	Y3	42	Red, White & Blues	412,456	1.41	386	1.01	0.09	72
C2	F3	34	White Picket Fences	400,242	1.37	366	0.96	0.09	70
U1	M2	26	The Cosmopolitans	114,275	0.39	102	0.27	0.09	68
U1	F2	29	American Dreams	252,222	0.86	216	0.57	0.09	66
S2	F2	17	Beltway Boomers	322,326	1.10	264	0.69	0.08	63
S2	M2	15	Pools & Patios	428,616	1.47	279	0.73	0.07	50
T3	M3	38	Simple Pleasures	558,624	1.91	349	0.92	0.06	48
C2	M2	27	Middleburg Managers	606,925	2.08	360	0.94	0.06	45
T4	M4	58	Back Country Folks	554,339	1.90	323	0.85	0.06	45
T4	F4	64	Bedrock America	593,130	2.03	345	0.91	0.06	45
S2	Y1	19	Home Sweet Home	612,615	2.10	337	0.88	0.06	42
			Quintile 3	5,960,699	20.43	4,417	11.59	0.07	57
T4	Y3	56	Crossroads Villagers	668,978	2.29	337	0.88	0.05	39
U1	Y2	4	Young Digerati	283,114	0.97	139	0.36	0.05	38
S3	F3	36	Blue-Chip Blues	407,211	1.40	167	0.44	0.04	31
T4	M4	57	Old Milltowns	558,700	1.91	227	0.60	0.04	31
C2	Y2	24	Up-and-Comers	473,455	1.62	191	0.50	0.04	31
S2	Y1	8	Executive Suites	370,835	1.27	145	0.38	0.04	30
S2	M2	14	New Empty Nests	326,298	1.12	127	0.33	0.04	30
C2	M3	41	Sunset City Blues	504,548	1.73	189	0.50	0.04	29
U2	M3	40	Close-In Couples	115,895	0.40	42	0.11	0.04	28
S3	Y1	30	Suburban Sprawl	442,455	1.52	156	0.41	0.04	27
S3	M3	39	Domestic Duos	316,626	1.09	81	0.21	0.03	20
C3	F4	63	Family Thrifts	485,933	1.67	124	0.33	0.03	20
T4	Y3	48	Young & Rustic	771,107	2.64	186	0.49	0.02	18
U2	F3	54	Multi-Culti Mosaic	201,653	0.69	44	0.12	0.02	17
			Quintile 4	5,926,808	20.31	2,155	5.66	0.04	28
S4	M3	49	American Classics	275,061	0.94	55	0.14	0.02	15
C3	M4	62	Hometown Retired	370,428	1.27	68	0.18	0.02	14
S3	M2	21	Gray Power	315,120	1.08	57	0.15	0.02	14
C2	Y2	35	Boomtown Singles	467,842	1.60	78	0.20	0.02	13

Summer Visitors

PRIZM Profile Report

Ranked by Index

PRIZM Clusters				BaseName		Summer Visitors			
Soc Gp	LS Gp	#	Nickname	Count	% Comp	Count	% Comp	% Pen	Index
S4	F3	52	Suburban Pioneers	304,244	1.04	47	0.12	0.02	12
T4	M4	55	Golden Ponds	376,220	1.29	52	0.14	0.01	11
C3	Y3	53	Mobility Blues	450,091	1.54	57	0.15	0.01	10
U3	M4	61	City Roots	112,659	0.39	13	0.03	0.01	9
S3	Y2	22	Young Influentials	544,763	1.87	47	0.12	0.01	7
U1	Y2	16	Bohemian Mix	255,771	0.88	18	0.05	0.01	5
U3	F4	66	Low-Rise Living	83,471	0.29	5	0.01	0.01	5
U3	M4	59	Urban Elders	91,078	0.31	5	0.01	0.01	4
C3	M4	60	Park Bench Seniors	315,648	1.08	17	0.04	0.01	4
U3	F4	65	Big City Blues	99,433	0.34	5	0.01	0.01	4
S4	M3	46	Old Glories	269,942	0.93	13	0.03	0.00	4
U2	Y2	31	Urban Achievers	244,153	0.84	10	0.03	0.00	3
C3	Y3	47	City Startups	447,971	1.54	15	0.04	0.00	3
S4	Y3	44	New Beginnings	533,334	1.83	12	0.03	0.00	2
			Quintile 5	5,557,229	19.05	574	1.51	0.01	8
Total				29,178,503	100.00	38,103	100.00	0.13	100

Summer Visitors

PRIZM Target Finder Report

Ranked by Segment

PRIZM Clusters				BaseName		Summer Visitors				Demographic Descriptors				
Lifestage	Social													
Group	Group	#	Nickname	Count	% Comp	Count	% Comp	%Pen	Index	Income Level	Cluster Type	HH Composition	Adult Age	Education
M1	S1	01	Upper Crust	490,465	1.68	510	1.34	0.10	80	Wealthy	Suburban	HH w/o Kids	Age 45-64	Grad Plus
F1	S1	02	Blue Blood Estates	365,875	1.25	540	1.42	0.15	113	Wealthy	Suburban	HH w/ Kids	Age 45-64	Grad Plus
Y1	S1	03	Movers & Shakers	562,188	1.93	613	1.61	0.11	83	Wealthy	Suburban	HH w/o Kids	Age 35-54	Grad Plus
Y2	U1	04	Young Digerati	283,114	0.97	139	0.36	0.05	38	Upscale	Urban	Family Mix	Age 25-44	Grad Plus
F1	T1	05	Country Squires	719,023	2.46	2,543	6.67	0.35	271	Upscale	Town/Rural	HH w/ Kids	Age 35-54	Grad Plus
F1	S1	06	Winner's Circle	464,264	1.59	753	1.98	0.16	124	Wealthy	Suburban	HH w/ Kids	Age 35-54	Grad Plus
M1	U1	07	Money & Brains	327,087	1.12	352	0.92	0.11	82	Upscale	Urban	Family Mix	Age 45-64	Grad Plus
Y1	S2	08	Executive Suites	370,835	1.27	145	0.38	0.04	30	Upper-Mid	Suburban	HH w/o Kids	Age <55	College Grad
M1	T1	09	Big Fish, Small Pond	665,801	2.28	1,688	4.43	0.25	194	Upscale	Town/Rural	HH w/o Kids	Age 45-64	Grad Plus
M1	C1	10	Second City Elite	456,606	1.56	619	1.62	0.14	104	Upscale	Second City	HH w/o Kids	Age 45-64	Grad Plus
Y1	T1	11	God's Country	499,379	1.71	1,022	2.68	0.20	157	Upscale	Town/Rural	HH w/o Kids	Age 35-54	College Grad
Y1	C1	12	Brite Lites, Li'l City	632,036	2.17	768	2.02	0.12	93	Upscale	Second City	HH w/o Kids	Age <55	College Grad
F2	C1	13	Upward Bound	677,870	2.32	1,375	3.61	0.20	155	Upscale	Second City	HH w/ Kids	Age <55	College Grad
M2	S2	14	New Empty Nests	326,298	1.12	127	0.33	0.04	30	Upper-Mid	Suburban	HH w/o Kids	Age 65+	College Grad
M2	S2	15	Pools & Patios	428,616	1.47	279	0.73	0.07	50	Upper-Mid	Suburban	HH w/o Kids	Age 45-64	College Grad
Y2	U1	16	Bohemian Mix	255,771	0.88	18	0.05	0.01	5	Midscale	Urban	Family Mix	Age <55	College Grad
F2	S2	17	Beltway Boomers	322,326	1.10	264	0.69	0.08	63	Upper-Mid	Suburban	HH w/ Kids	Age 45-64	College Grad
F2	S2	18	Kids & Cul-de-Sacs	614,464	2.11	580	1.52	0.09	72	Upper-Mid	Suburban	HH w/ Kids	Age 25-44	College Grad
Y1	S2	19	Home Sweet Home	612,615	2.10	337	0.88	0.06	42	Upper-Mid	Suburban	HH w/o Kids	Age <55	College Grad
F2	T1	20	Fast-Track Families	598,415	2.05	4,514	11.85	0.75	578	Upscale	Town/Rural	HH w/ Kids	Age 35-54	College Grad
M2	S3	21	Gray Power	315,120	1.08	57	0.15	0.02	14	Midscale	Suburban	Mostly w/o Kids	Age 65+	College Grad
Y2	S3	22	Young Influentials	544,763	1.87	47	0.12	0.01	7	Midscale	Suburban	HH w/o Kids	Age <35	College Grad
Y2	T2	23	Greenbelt Sports	479,907	1.64	557	1.46	0.12	89	Upper-Mid	Town/Rural	HH w/o Kids	Age <55	College Grad
Y2	C2	24	Up-and-Comers	473,455	1.62	191	0.50	0.04	31	Midscale	Second City	HH w/o Kids	Age 25-44	College Grad
Y1	T1	25	Country Casuals	507,567	1.74	2,439	6.40	0.48	368	Upscale	Town/Rural	HH w/o Kids	Age 35-54	College Grad
M2	U1	26	The Cosmopolitans	114,275	0.39	102	0.27	0.09	68	Midscale	Urban	Mostly w/o Kids	Age 55+	Some College
M2	C2	27	Middleburg Managers	606,925	2.08	360	0.94	0.06	45	Midscale	Second City	HH w/o Kids	Age 55+	Some College
M2	T2	28	Traditional Times	755,070	2.59	1,288	3.38	0.17	131	Upper-Mid	Town/Rural	HH w/o Kids	Age 55+	Some College
F2	U1	29	American Dreams	252,222	0.86	216	0.57	0.09	66	Upper-Mid	Urban	Mostly w/ Kids	Age 35-54	Some College
Y1	S3	30	Suburban Sprawl	442,455	1.52	156	0.41	0.04	27	Midscale	Suburban	HH w/o Kids	Age 45-64	College Grad
Y2	U2	31	Urban Achievers	244,153	0.84	10	0.03	0.00	3	Lower-Mid	Urban	Family Mix	Age <35	Some College
F3	T2	32	New Homesteaders	771,073	2.64	2,105	5.52	0.27	209	Upper-Mid	Town	HH w/ Kids	Age 25-44	College Grad
F3	T2	33	Big Sky Families	542,358	1.86	3,342	8.77	0.62	472	Upper-Mid	Rural	HH w/ Kids	Age 25-44	Some College
F3	C2	34	White Picket Fences	400,242	1.37	366	0.96	0.09	70	Midscale	Second City	HH w/ Kids	Age 25-44	Some College
Y2	C2	35	Boomtown Singles	467,842	1.60	78	0.20	0.02	13	Lower-Mid	Second City	HH w/o Kids	Age <35	Some College
F3	S3	36	Blue-Chip Blues	407,211	1.40	167	0.44	0.04	31	Midscale	Suburban	HH w/ Kids	Age 25-44	Some College
Y1	T2	37	Mayberry-ville	764,660	2.62	2,651	6.96	0.35	265	Upper-Mid	Town/Rural	HH w/o Kids	Age <55	H.S. Grad
M3	T3	38	Simple Pleasures	558,624	1.91	349	0.92	0.06	48	Lower-Mid	Town/Rural	Mostly w/o Kids	Age 65+	H.S. Grad
M3	S3	39	Domestic Duos	316,626	1.09	81	0.21	0.03	20	Midscale	Suburban	Mostly w/o Kids	Age 65+	H.S. Grad
M3	U2	40	Close-In Couples	115,895	0.40	42	0.11	0.04	28	Lower-Mid	Urban	Mostly w/o Kids	Age 55+	H.S. Grad
M3	C2	41	Sunset City Blues	504,548	1.73	189	0.50	0.04	29	Lower-Mid	Second City	Mostly w/o Kids	Age 55+	H.S. Grad
Y3	T3	42	Red, White & Blues	412,456	1.41	386	1.01	0.09	72	Lower-Mid	Town	HH w/o Kids	Age <55	Some College
M3	T3	43	Heartlanders	546,993	1.87	862	2.26	0.16	121	Lower-Mid	Town/Rural	Mostly w/o Kids	Age 55+	H.S. Grad
Y3	S4	44	New Beginnings	533,334	1.83	12	0.03	0.00	2	Downscale	Suburban	Family Mix	Age <35	Some College

Summer Visitors

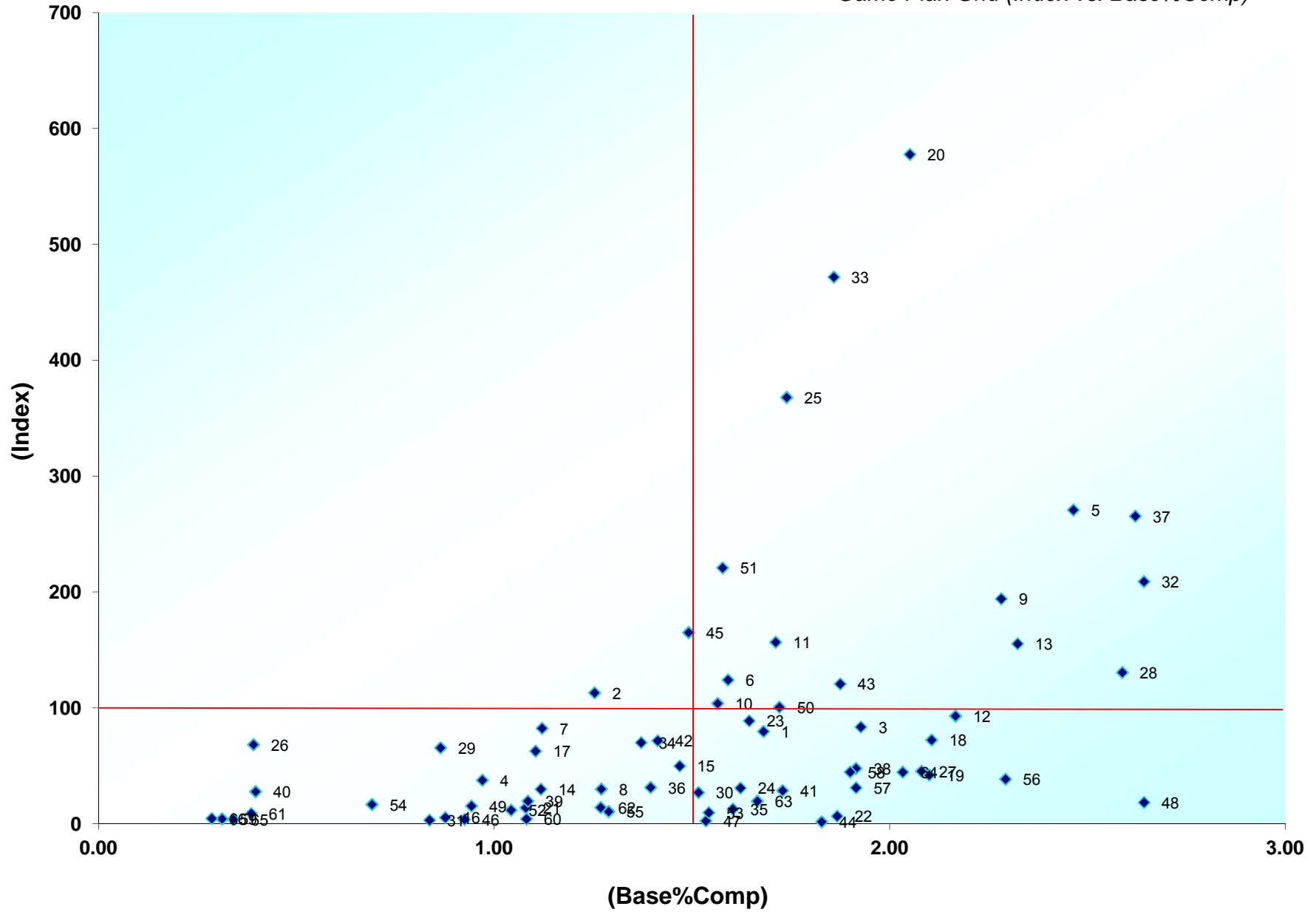
PRIZM Target Finder Report

Ranked by Segment

PRIZM Clusters				BaseName		Summer Visitors				Demographic Descriptors				
Lifestage Group	Social Group	#	Nickname	Count	% Comp	Count	% Comp	%Pen	Index	Income Level	Cluster Type	HH Composition	Adult Age	Education
Y3	T3	45	Blue Highways	435,157	1.49	938	2.46	0.22	165	Lower-Mid	Rural	HH w/o Kids	Age <55	H.S. Grad
M3	S4	46	Old Glories	269,942	0.93	13	0.03	0.00	4	Downscale	Suburban	Mostly w/o Kids	Age 65+	Some H.S.
Y3	C3	47	City Startups	447,971	1.54	15	0.04	0.00	3	Low Income	Second City	HH w/o Kids	Age <35	Some College
Y3	T4	48	Young & Rustic	771,107	2.64	186	0.49	0.02	18	Lower-Mid	Town/Rural	HH w/o Kids	Age <55	H.S. Grad
M3	S4	49	American Classics	275,061	0.94	55	0.14	0.02	15	Downscale	Suburban	Mostly w/o Kids	Age 65+	H.S. Grad
F3	T3	50	Kid Country, USA	502,143	1.72	660	1.73	0.13	101	Lower-Mid	Town	HH w/ Kids	Age 25-44	H.S. Grad
F3	T3	51	Shotguns & Pickups	460,295	1.58	1,328	3.49	0.29	221	Lower-Mid	Rural	HH w/ Kids	Age 25-44	H.S. Grad
F3	S4	52	Suburban Pioneers	304,244	1.04	47	0.12	0.02	12	Downscale	Suburban	Family Mix	Age 35-54	Some College
Y3	C3	53	Mobility Blues	450,091	1.54	57	0.15	0.01	10	Low Income	Second City	HH w/o Kids	Age <35	Some College
F3	U2	54	Multi-Culti Mosaic	201,653	0.69	44	0.12	0.02	17	Lower-Mid	Urban	Mostly w/ Kids	Age 35-54	Some College
M4	T4	55	Golden Ponds	376,220	1.29	52	0.14	0.01	11	Downscale	Town/Rural	Mostly w/o Kids	Age 65+	Some H.S.
Y3	T4	56	Crossroads Villagers	668,978	2.29	337	0.88	0.05	39	Downscale	Town/Rural	HH w/o Kids	Age <55	H.S. Grad
M4	T4	57	Old Milltowns	558,700	1.91	227	0.60	0.04	31	Downscale	Town	Mostly w/o Kids	Age 65+	Some H.S.
M4	T4	58	Back Country Folks	554,339	1.90	323	0.85	0.06	45	Low Income	Rural	Mostly w/o Kids	Age 55+	Some H.S.
M4	U3	59	Urban Elders	91,078	0.31	5	0.01	0.01	4	Downscale	Urban	Mostly w/o Kids	Age 55+	Some H.S.
M4	C3	60	Park Bench Seniors	315,648	1.08	17	0.04	0.01	4	Low Income	Second City	Mostly w/o Kids	Age 55+	Some H.S.
M4	U3	61	City Roots	112,659	0.39	13	0.03	0.01	9	Downscale	Urban	Mostly w/o Kids	Age 65+	Some H.S.
M4	C3	62	Hometown Retired	370,428	1.27	68	0.18	0.02	14	Low Income	Second City	Mostly w/o Kids	Age 65+	Some H.S.
F4	C3	63	Family Thrifts	485,933	1.67	124	0.33	0.03	20	Lower-Mid	Second City	HH w/ Kids	Age 25-44	H.S. Grad
F4	T4	64	Bedrock America	593,130	2.03	345	0.91	0.06	45	Low Income	Town/Rural	HH w/ Kids	Age <35	H.S. Grad
F4	U3	65	Big City Blues	99,433	0.34	5	0.01	0.01	4	Lower-Mid	Urban	Family Mix	Age <55	Some H.S.
F4	U3	66	Low-Rise Living	83,471	0.29	5	0.01	0.01	5	Low Income	Urban	Mostly w/ Kids	Age 25-44	Some H.S.
Total:				29,178,503	100.00	38,103	100.00	0.13	100					

◆ Summer Visitors

Game Plan Grid (Index vs. Base%Comp)





PRIZM Target Group Analysis

Forming Target Groups

Target Group Detail

Target Group Pie Chart

Forming Target Groups

Target groups are a custom grouping of PRIZM Segments that is relevant to a particular product or marketing objective. They are formed by selecting those Segments that indexed average and above (100+) and grouping those with similar demographic and socio-economic characteristics. Target groups allow marketing activities to be more focused and allow the sixty-six segment profile to be greatly simplified by collapsing the segments into fewer groups for use in an actionable targeting strategy.

Classifying customers into target groups will help you:

- Concentrate on those customers who have a known predisposition toward using a product
- Identify areas with high concentrations of the target groups
- Tailor direct marketing programs to reach specific target groups
- Determine what percentages of available marketing resources should be allocated to each target group
- Develop creative messages and marketing strategies that will appeal to each target group
- Target advertising programs to reach the specified target groups

Target Group Summary - *Customers*

Targets account for 74.1% of all *Customers* records and 35.2% of base area households and should be the focus of your targeting strategy. Off-Target households are not the focus of your marketing efforts. However, many will be reached due to unavoidable spillover inherent in any marketing effort. But by focusing your marketing dollars on the highest potential segments, your efficiencies are increased since you are ensuring that the best prospects are being reached with the right message in the right medium.

The recommended Target Groups for Customers are on the following page.

Combined Profiles

Core Consumer Groups

PRIZM Clusters				3Up ZIP Base HHs		Combined Profiles				Demographic Descriptors				
LG	SG	#	Nickname	Count	% Comp	Count	% Comp	%Pen	Index	HH Income	Urbanicity	HH Comp	HH Age Range	HH Education
F1	T1	05	Country Squires	719,023	2.46	6,311	7.61	0.88	309	Upscale	Town/Rural	HH w/ Kids	35-54	Grad Plus
F2	T1	20	Fast-Track Families	598,415	2.05	8,609	10.38	1.44	506	Upscale	Town/Rural	HH w/ Kids	35-54	College Grad
F3	T2	32	New Homesteaders	771,073	2.64	4,108	4.95	0.53	187	Upper-Mid	Town	HH w/ Kids	25-44	College Grad
F3	T2	33	Big Sky Families	542,358	1.86	5,624	6.78	1.04	365	Upper-Mid	Rural	HH w/ Kids	<55	Some College
F3	T3	51	Shotguns & Pickups	460,295	1.58	2,249	2.71	0.49	172	Lower-Mid	Rural	HH w/ Kids	25-44	HS Grad
Rustic Family Life				3,091,164	10.59	26,901	32.43	0.87	306					
M1	T1	09	Big Fish, Small Pond	665,801	2.28	4,310	5.20	0.65	228	Upscale	Town/Rural	HH w/o Kids	45-64	Grad Plus
Y1	T1	11	God's Country	499,379	1.71	2,775	3.34	0.56	195	Upscale	Town/Rural	HH w/o Kids	35-54	Grad Plus
Y1	T1	25	Country Casuals	507,567	1.74	4,884	5.89	0.96	338	Upscale	Town/Rural	HH w/o Kids	45-64	College Grad
M2	T2	28	Traditional Times	755,070	2.59	2,679	3.23	0.35	125	Upper-Mid	Town/Rural	HH w/o Kids	55+	Some College
Y1	T2	37	Mayberry-ville	764,660	2.62	4,842	5.84	0.63	223	Upper-Mid	Town/Rural	HH w/o Kids	45-64	HS Grad
Country Couples				3,192,477	10.94	19,490	23.49	0.61	215					
F1	S1	02	Blue Blood Estates	365,875	1.25	1,661	2.00	0.45	160	Wealthy	Suburban	HH w/ Kids	45-64	Grad Plus
F1	S1	06	Winner's Circle	464,264	1.59	2,081	2.51	0.45	158	Wealthy	Suburban	HH w/ Kids	35-54	Grad Plus
M1	U1	07	Money & Brains	327,087	1.12	943	1.14	0.29	101	Wealthy	Urban	Family Mix	45-64	Grad Plus
F2	C1	13	Upward Bound	677,870	2.32	3,405	4.10	0.50	177	Upscale	Second City	HH w/ Kids	35-54	Grad Plus
Successful Families				1,835,096	6.29	8,090	9.75	0.44	155					
M1	S1	01	Upper Crust	490,465	1.68	1,659	2.00	0.34	119	Wealthy	Suburban	HH w/o Kids	45-64	Grad Plus
Y1	S1	03	Movers & Shakers	562,188	1.93	1,863	2.25	0.33	117	Wealthy	Suburban	HH w/o Kids	35-54	Grad Plus
M1	C1	10	Second City Elite	456,606	1.56	1,621	1.95	0.36	125	Upscale	Second City	HH w/o Kids	45-64	Grad Plus
Y1	C1	12	Brite Lites, Li'l City	632,036	2.17	1,910	2.30	0.30	106	Upscale	Second City	HH w/o Kids	<55	Grad Plus
Wealthy MidLife Metros				2,141,295	7.34	7,053	8.50	0.33	116					
Total Core				10,260,032	35.16	61,534	74.17	0.60	211					

Combined Profiles

Core Consumer Groups

PRIZM Clusters				3Up ZIP Base HHs		Combined Profiles				Demographic Descriptors				
LG	SG	#	Nickname	Count	% Comp	Count	% Comp	%Pen	Index	HH Income	Urbanicity	HH Comp	HH Age Range	HH Education
Non-Core														
Y3	T3	45	Blue Highways	435,157	1.49	1,593	1.92	0.37	129	Lower-Mid	Rural	HH w/o Kids	45-64	HS Grad
M3	T3	43	Heartlanders	546,993	1.87	1,516	1.83	0.28	97	Lower-Mid	Town/Rural	Mostly w/o Kids	45-64	HS Grad
Y2	T2	23	Greenbelt Sports	479,907	1.64	1,247	1.50	0.26	91	Upper-Mid	Town/Rural	HH w/o Kids	<55	College Grad
F3	T3	50	Kid Country, USA	502,143	1.72	1,284	1.55	0.26	90	Lower-Mid	Town	HH w/ Kids	<55	HS Grad
F2	S2	17	Beltway Boomers	322,326	1.10	724	0.87	0.22	79	Upper-Mid	Suburban	HH w/ Kids	45-64	College Grad
F2	S2	18	Kids & Cul-de-Sacs	614,464	2.11	1,341	1.62	0.22	77	Upper-Mid	Suburban	HH w/ Kids	25-44	College Grad
F2	U1	29	American Dreams	252,222	0.86	506	0.61	0.20	71	Upper-Mid	Urban	Family Mix	35-54	College Grad
Y3	T3	42	Red, White & Blues	412,456	1.41	809	0.98	0.20	69	Lower-Mid	Town	HH w/o Kids	45-64	HS Grad
M2	U1	26	The Cosmopolitans	114,275	0.39	218	0.26	0.19	67	Upper-Mid	Urban	Mostly w/o Kids	55+	College Grad
M2	S2	15	Pools & Patios	428,616	1.47	781	0.94	0.18	64	Upper-Mid	Suburban	HH w/o Kids	45-64	College Grad
F3	C2	34	White Picket Fences	400,242	1.37	726	0.88	0.18	64	Upper-Mid	Second City	HH w/ Kids	25-44	Some College
Y2	U1	04	Young Digerati	283,114	0.97	466	0.56	0.16	58	Wealthy	Urban	Family Mix	25-44	Grad Plus
Y1	S2	19	Home Sweet Home	612,615	2.10	914	1.10	0.15	52	Upper-Mid	Suburban	HH w/o Kids	<55	College Grad
M2	C2	27	Middleburg Managers	606,925	2.08	867	1.05	0.14	50	Upper-Mid	Second City	HH w/o Kids	45-64	Some College
M3	T3	38	Simple Pleasures	558,624	1.91	729	0.88	0.13	46	Lower-Mid	Town/Rural	HH w/o Kids	65+	HS Grad
Y1	S2	08	Executive Suites	370,835	1.27	469	0.57	0.13	44	Upper-Mid	Suburban	HH w/o Kids	<55	College Grad
M2	S2	14	New Empty Nests	326,298	1.12	370	0.45	0.11	40	Upper-Mid	Suburban	HH w/o Kids	65+	Grad Plus
Y2	C2	24	Up-and-Comers	473,455	1.62	525	0.63	0.11	39	Upper-Mid	Second City	HH w/o Kids	25-44	College Grad
F4	T4	64	Bedrock America	593,130	2.03	647	0.78	0.11	38	Downscale	Town/Rural	HH w/ Kids	25-44	HS Grad
F3	S3	36	Blue-Chip Blues	407,211	1.40	411	0.50	0.10	35	Midscale	Suburban	HH w/ Kids	25-44	Some College
M4	T4	58	Back Country Folks	554,339	1.90	554	0.67	0.10	35	Downscale	Rural	Mostly w/o Kids	55+	Some HS
Y3	T4	56	Crossroads Villagers	668,978	2.29	639	0.77	0.10	34	Downscale	Town/Rural	HH w/o Kids	45-64	HS Grad
Y1	S3	30	Suburban Sprawl	442,455	1.52	401	0.48	0.09	32	Midscale	Suburban	HH w/o Kids	45-64	College Grad
M3	C2	41	Sunset City Blues	504,548	1.73	433	0.52	0.09	30	Lower-Mid	Second City	Mostly w/o Kids	55+	HS Grad
M4	T4	57	Old Milltowns	558,700	1.91	462	0.56	0.08	29	Downscale	Town	Mostly w/o Kids	65+	HS Grad
M3	U2	40	Close-In Couples	115,895	0.40	82	0.10	0.07	25	Lower-Mid	Urban	Mostly w/o Kids	55+	HS Grad
M3	S3	39	Domestic Duos	316,626	1.09	219	0.26	0.07	24	Midscale	Suburban	Mostly w/o Kids	65+	HS Grad
F3	U2	54	Multi-Culti Mosaic	201,653	0.69	117	0.14	0.06	20	Lower-Mid	Urban	Family Mix	35-54	Some College
M3	S4	49	American Classics	275,061	0.94	156	0.19	0.06	20	Downscale	Suburban	HH w/o Kids	65+	HS Grad
M2	S3	21	Gray Power	315,120	1.08	177	0.21	0.06	20	Midscale	Suburban	HH w/o Kids	65+	College Grad
Y2	C2	35	Boomtown Singles	467,842	1.60	257	0.31	0.05	19	Lower-Mid	Second City	HH w/o Kids	<55	College Grad
F4	C3	63	Family Thrifts	485,933	1.67	260	0.31	0.05	19	Lower-Mid	Second City	HH w/ Kids	25-44	HS Grad
Y3	T4	48	Young & Rustic	771,107	2.64	385	0.46	0.05	18	Lower-Mid	Town/Rural	HH w/o Kids	<55	Some College
F3	S4	52	Suburban Pioneers	304,244	1.04	144	0.17	0.05	17	Downscale	Suburban	Family Mix	<55	Some College
Y2	U1	16	Bohemian Mix	255,771	0.88	92	0.11	0.04	13	Upper-Mid	Urban	Family Mix	<55	College Grad
M4	C3	62	Hometown Retired	370,428	1.27	133	0.16	0.04	13	Downscale	Second City	Mostly w/o Kids	65+	HS Grad

Combined Profiles

Core Consumer Groups

PRIZM Clusters				3Up ZIP Base HHs		Combined Profiles				Demographic Descriptors				
LG	SG	#	Nickname	Count	% Comp	Count	% Comp	%Pen	Index	HH Income	Urbanicity	HH Comp	HH Age Range	HH Education
Y3	C3	53	Mobility Blues	450,091	1.54	157	0.19	0.03	12	Downscale	Second City	HH w/o Kids	<35	Some College
M4	U3	61	City Roots	112,659	0.39	37	0.04	0.03	12	Downscale	Urban	Mostly w/o Kids	65+	Some HS
Y2	S3	22	Young Influentials	544,763	1.87	156	0.19	0.03	10	Midscale	Suburban	HH w/o Kids	<55	College Grad
M4	T4	55	Golden Ponds	376,220	1.29	105	0.13	0.03	10	Downscale	Town/Rural	HH w/o Kids	65+	Some HS
Y2	U2	31	Urban Achievers	244,153	0.84	54	0.07	0.02	8	Lower-Mid	Urban	Family Mix	<35	Some College
Y3	C3	47	City Startups	447,971	1.54	82	0.10	0.02	6	Low Income	Second City	HH w/o Kids	<35	Some College
M4	C3	60	Park Bench Seniors	315,648	1.08	53	0.06	0.02	6	Downscale	Second City	Mostly w/o Kids	55+	HS Grad
M3	S4	46	Old Glories	269,942	0.93	44	0.05	0.02	6	Downscale	Suburban	HH w/o Kids	65+	Some HS
F4	U3	65	Big City Blues	99,433	0.34	12	0.01	0.01	4	Lower-Mid	Urban	Family Mix	<55	HS Grad
F4	U3	66	Low-Rise Living	83,471	0.29	9	0.01	0.01	4	Lower-Mid	Urban	Mostly w/ Kids	<55	Some HS
Y3	S4	44	New Beginnings	533,334	1.83	56	0.07	0.01	4	Low Income	Suburban	Family Mix	<55	Some College
M4	U3	59	Urban Elders	91,078	0.31	7	0.01	0.01	3	Downscale	Urban	Mostly w/o Kids	55+	Some HS
Non-Core				18,918,471	64.84	21,426	25.83	0.11	40					
Total:				29,178,503	100.00	82,960	100.00	0.28	100					

Segments highlighted by Social Group color scheme

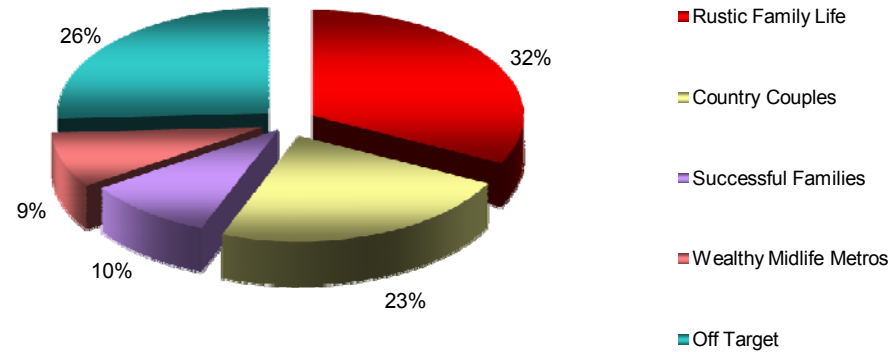
LG = Lifestage Group

SG = Social Group

Alabama Gulf Coast Core Consumer Groups

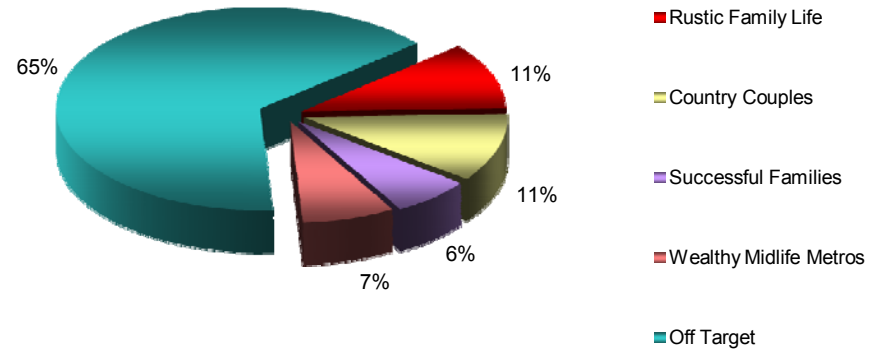
Profile

Percent of Profile	% Down
Rustic Family Life	32.43
Country Couples	23.49
Successful Families	9.75
Wealthy Midlife Metros	8.50
Off Target	25.83
	100.00



Base Area Households

Percent of Base Area Households	% Down
Rustic Family Life	10.59
Country Couples	10.94
Successful Families	6.29
Wealthy Midlife Metros	7.34
Off Target	64.84
	100.00



74.1% of Profile from 35.2% of Base = 211 Overall Index

Core Consumer Group Summary

Since the Combined Profile, the Spring Visitor Profile and the Summer Visitor Profile were very similar, one set of Core Consumer Groups were created.

Using the Core Consumer Group reports from the Profile section and Target Segment Measure reports from the Lifestyle/Media sections, we are able to tell a great deal about the *Alabama Gulf Coast Visitors* Target Groups.

The following pages provide summary descriptions of each of the Core Consumer Groups.

Rustic Family Life

PRIZM Clusters	Social Group	Base Households %Comp	ProfileTitle %Comp	ProfileTitle Index
Country Squires	T1	2.46	7.61	309
Fast-Track Families	T1	2.05	10.38	506
New Homesteaders	T2	2.64	4.95	187
Big Sky Families	T2	1.86	6.78	365
Shotguns & Pickups	T3	1.58	2.71	172
	TOTAL	10.59	32.34	306

1) ***Rustic Family Life*** households tend to be composed of married couples with multiple children. The predominate age of the householder is 35-44. These households index high (184) for having incomes over \$200,000. The householders have Bachelor's Degrees and work in Production, Natural Resources and Construction occupations.

Rustic Family Life households are also...

More Likely to...	Less Likely to...
Use Children's Vitamins	Drink Chivas Regal
Buy Shoes for Child 6-12 Years Old	Drink Sweet Vermouth
Read Parenthood Magazine	Listen to Tropical Radio
Watch Great American Country Channel	Listen to Spanish AC Radio
Watch Charlie Brown TV Specials	Watch Primer Impacto
Watch Walt Disney TV Specials	Watch Despierta America
Own a Horse	Buy from Marie Cllenders
Rent/Buy Family/Kid Video	Travel to Spain/Protugal

Country Couples

PRIZM Clusters	Social Group	Base Households %Comp	ProfileTitle %Comp	ProfileTitle Index
Big Fish, Small Pond	T1	2.28	5.20	228
God's Country	T1	1.71	3.34	195
Country Casuals	T1	1.74	5.89	338
Traditional Times	T2	2.59	3.23	125
Mayberry-ville	T2	2.62	5.84	223
	TOTAL	10.94	23.49	215

2) Country Couples households are a mix of married couples without children and married couples with children. They are a little over twice as likely as the average US household to have an income of \$100,000+. The predominate age of the householder is 55-64. They index slightly above average (110) for having Post Graduate Degrees. They are almost 50% more likely to have a home valued at \$500,000+ than the average US household. These householders as Architects and Engineers as well as work in Management, Business and Financial occupations.

Country Couples are also...

More Likely to...	Less Likely to...
Drink Scotch & Water	Drink Colt 45
Buy Gas Chain Saw	Drink Olde English 800
Listen to XM Radio	Listen to Mexican/Tejano/Ranchera Radio
Watch Outdoor Channel	Watch Galavision
Watch LPGA Tour Championship	Watch Despierta America
Watch British Open	Watch Ultima Hora
Belong to a County Club	Buy from Round Table Pizza
Own a Power Boat	Buy Spanish/Latin Music

Successful Families

PRIZM Clusters	Social Group	Base Households %Comp	ProfileTitle %Comp	ProfileTitle Index
Blue Blood Estates	S1	1.25	2.00	160
Winner's Circle	S1	1.59	2.51	158
Money & Brains	U1	1.12	1.14	101
Upward Bound	C1	2.32	4.10	177
	TOTAL	6.29	9.75	155

3) Successful Families households are over four times as likely as the average US household to have incomes above \$200,000 and slightly under four times as likely to own a home valued over \$500,000. These households tend to be married couple with children households. They index high (267) to be Asian households and also index high (261) for having Post Graduate Degrees. The households tend to work in computer and mathematical occupations.

Successful Families households are also...

More Likely to...	Less Likely to...
Drink French Red Wine	Use Incontinence Product
Drink Clos Du Bois Wine	Use Any Dial-up Modem for Internet Access
Listen to All News Radio	Read Fraternal Magazines
Read Airline Magazines	Be in Top Third for Watching Daytime TV
Watch The Office	Watch Don Francisco Presenta
Watch US Open Men's Tennis Championship	Watch El Grito De Mexico
Buy from Chevy's	Buy from Ponderosa
Business Travel by Airplane	Buy from Ryans

Wealthy Midlife Metros

PRIZM Clusters	Social Group	Base Households %Comp	ProfileTitle %Comp	ProfileTitle Index
Upper Crust	S1	1.68	2.00	119
Movers & Shakers	S1	1.93	2.25	117
Second City Elite	C1	1.56	1.95	125
Brite Lites, Li'l City	C1	2.17	2.30	106
	TOTAL	7.34	8.50	116

4) Wealthy Midlife Metros households are married couple households either without children or older children (18+) who are not living at home. They are almost five times as likely as the average US household to have incomes over \$200,000. The households work in legal occupations as well as being Architects and Engineers. They are three times as likely as the average US household to have a home value of \$500,000+.

Wealthy Midlife Metros households are also...

More Likely to...	Less Likely to...
Buy Men's Sweater	Use Children's Cough Syrup
Buy Cole Haan Shoes	Use Children's Vitamins
Read Airline Magazines	Watch Galavision
Listen to All News Radio	Read Babies Magazine
Watch Masters Golf Tournament	Watch El Grodo y La Flaca
Watch US Open Golf Tournament	Watch Despieta America
Personal Travel by Airplane	Buy from Ponderosa
Business Travel by Airplane	Buy from Ryans

Understanding Target Segment Measures (TSM) Reports

***WHAT are they like?
HOW can I reach them?***

Target Segment Measure Index Reports give you specific, vivid detail about neighborhood lifestyles that can be helpful in tailoring product offerings, creative messages, and advertising to fit the preferences of your targets. The TSM profile ranking reports in this section compare each of your custom target groups to the segment profiles for demographic and lifestyle characteristics.

Each profile ranking report lists a series of PRIZM profiles ranked in order based on a comparison with a custom target group. Depending on the profiles and computations chosen for ranking, the reports help you determine:

- The demographic characteristics that occur at above-average or below-average rates in the types of neighborhoods that have been identified as targets for your product(s) or service(s).
- The product usage or lifestyle behaviors that occur at above-average or below-average rates in the types of neighborhoods that have been identified as targets for your product(s) or service(s).

Note the emphasis on neighborhood lifestyles in this discussion. The distinction between neighborhoods and individual target customers or households is essential to the correct interpretation of profile ranking reports. It is important to remember that the reports indicate the characteristics of the neighborhoods where your targets live, which are usually (but not always) the characteristics of individual target customers or households.

Target Segment Measure Index (TSM) is the aggregated performance rating for measuring the likelihood of finding the demographic or lifestyle characteristic present in your target neighborhoods. The TSM is calculated by using the segment profile for each attribute that appears in the ranking report. The indices for each segment that make up the target group are selected and weight-averaged to produce an overall measure for the group as a whole.

Figure 2 on the next page shows a typical profile ranking report.

Profile Rankings	
Target Segment Measures Index of Simmons	
Ranked in: Descending Order Top/Bottom	
Target Group: Affluent Animal	
Profile	TS
TO	
Buy from	245
Domestic Business Travel by	224
Visit Golf/Tennis	217
Member 2+ Frequent Flyer Programs	213
Travel to	206
Domestic Travel to	203
Any Domestic Travel by Airplane,3+, 1yr	199
Travel to Italy,	197
Cruise on	197
Do	196
Travel to Any Asian Country,3yr	196
Travel to France,	195
Member of Continental Frequent Flyer Program	192
Buy Alternative	192
Stay Hilton on	188
Rent Vehicle from	186
Buy from Chili's Grill &	186
Buy Any Products by Internet Order, 1yr	185
Contribute to	185
Go	184
BOTTO	
Go Power	61
Belong to a Veterans	61
Own	60
Buy from	60
Go Fresh Water	59
Fan of Auto	57
Buy from Godfather's	54
Use Sprint for Domestic Long	54
Buy Gospel	54
Own Fishing	53
Buy from Long John	51
Buy from Pizza	48
Go	48
Buy from Golden	47
Buy from Arthur	42
Buy from	39
800 Number	38
Buy from	38
Buy from	37
Use MCI for Domestic Long	37

Figure 2

Interpreting a TSM

The sample report illustrated in *Figure 2* summarizes the results of ranking behavior profiles against a target group nicknamed *Affluent Animal Advocates* by Target Segment Measure Index (TSM).

In this example, each TSM indicates the concentration of a different consumer behavior in *Affluent Animal Advocates* neighborhoods, compared to the US average of 100.

The high index of 245 indicates that residents of *Affluent Animal Advocates* neighborhoods are nearly two and a half times as likely as the US average to buy from Applebee's.

The low index of 37 indicates that *Affluent Animal Advocates* residents are 63 percent less likely than the US average to use MCI for long distance.

To compute the TSMs, Claritas calculates the equivalent of a target group profile report for each consumer behavior chosen for ranking (*Figure 3* below – counts in 000s).

Target Group Name	Base of Profile (Total Adults)		Profile: Buy from Applebee's			Index
	Count	% Comp	Count	% Comp	% Pen	
Affluent Animal Advocates	25,487	12.84	854	31.51	3.4	245
.						
.						
.						
Total	198,450	100.0	2,710	100.0	1.4	100

Figure 3

Claritas calculates the TSM as follows:

$$\left(\frac{\% \text{ Penetration of Affluent Animal Advocates who Buy from Applebee's (3.351\%)}}{\% \text{ Penetration of total adults who Buy from Applebee's (1.366\%)}} \right) \times 100 = 245$$

The following calculation produces the same index:

$$\left(\frac{\% \text{ Composition of Affluent Animal Advocates who Buy from Applebee's (31.51\%)}}{\% \text{ Composition of total adults who Buy from Applebee's (12.84\%)}} \right) \times 100 = 245$$

Top/Bottom 20 reports for each target group follow this page. The full listings of profiles used in this analysis are provided separately accompanying this report.

Household Demographics

Rustic Family Life

[05,20,32,33,51]

Nielsen Profile Ranking

Target Segment Measures Report

Index - Top/Bottom 20

Ranked in: Descending Order

LifeStyler Attribute Title	Index
TOP	
Household Composition: Married Couple, Children <18	405
Household Composition: Married Couple, Children <18 and 18+	374
Number of Children in Household: 2	363
Presence of Children: 12-17 Years Old	337
Presence of Children: 6-11 Years Old	337
Number of Children in Household: 3	335
Number of Households with Children	327
Presence of Children: 2-5 Years Old	312
Household Size: 5+ people	307
Number of Children in Household: 1	304
Presence of Children: <2 Years Old	296
Number of Children in Household: 4	285
Household Size: 3 or 4 People	248
Number of Children in Household: 5+	238
Householder Age: 35-44	227
Householder Occupation Detail: Production	200
Household Income: \$200,000 or More	184
Householder Occupation Detail: Natural Resources/Construction	178
Householder Occupation: Natural Resources/Construction/Maintenanc	176
Householder Occupation Detail: Management	175
BOTTOM	
Race: Black	48
Tenure: Rents Home	48
Householder Age: 18-24	42
Householder Marital Status: Other	40
Household First Language: Spanish	37
Householder Age: 55-64	31
Household Income: \$20,000-\$29,999	30
Householder Marital Status: Single	27
Employment: Unemployed	26
Household Size: 2 People	9
Householder Age: 65-74	7
Householder Age: 75+	2
Household Composition: 1 Adult, No Children <18	0
Household Composition: Married Couple Only	0
Household Composition: Married Couple, Children 18+	0
Household Composition: Married Couple, Other Adults	0
Household Income: \$10,000-\$19,999	0
Household Income: Under \$10,000	0
Household Size: 1 Person	0
Number of Households without Children	0

Household Demographics

Country Couples

[09,11,25,28,37]

Nielsen Profile Ranking

Target Segment Measures Report

Index - Top/Bottom 20

Ranked in: Descending Order

LifeStyler Attribute Title	Index
TOP	
Household Composition: Married Couple Only	255
Household Composition: Married Couple, Children 18+	245
Household Composition: Married Couple, Other Adults	236
Household Income: \$100,000-\$149,999	217
Household Income: \$200,000 or More	211
Household Income: \$75,000-\$99,999	200
Household Size: 2 People	196
Household Income: \$150,000-\$199,999	195
Householder Occupation Detail: Architect/Engineer	186
Householder Age: 55-64	185
Household Income: \$50,000-\$74,999	178
Householder Occupation Detail: Management	176
Householder Occupation: Management/Business/Financial	164
Home Value: \$150,000-\$199,999	157
Home Value: \$200,000-\$499,999	157
Householder Education: Post Graduate Degree	150
Home Value: \$500,000 or More	148
Householder Marital Status: Married	147
Number of Households without Children	144
Householder Age: 65-74	139
BOTTOM	
Household Size: 5+ people	9
Household First Language: Spanish	8
Household Composition: Married Couple, Children <18	0
Household Composition: Married Couple, Children <18 and 18+	0
Number of Children in Household: 2	0
Presence of Children: 12-17 Years Old	0
Presence of Children: 6-11 Years Old	0
Number of Children in Household: 3	0
Number of Households with Children	0
Presence of Children: 2-5 Years Old	0
Number of Children in Household: 1	0
Presence of Children: <2 Years Old	0
Number of Children in Household: 4	0
Number of Children in Household: 5+	0
Household Composition: 1 Adult, Children <18	0
Household Income: \$40,000-\$49,999	0
Household Income: \$30,000-\$39,999	0
Household Income: \$20,000-\$29,999	0
Household Income: \$10,000-\$19,999	0
Household Income: Under \$10,000	0

Household Demographics

Successful Families

[02,06,07,13]

Nielsen Profile Ranking

Target Segment Measures Report

Index - Top/Bottom 20

Ranked in: Descending Order

LifeStyler Attribute Title	Index
TOP	
Household Income: \$150,000-\$199,999	502
Household Income: \$200,000 or More	468
Household Income: \$100,000-\$149,999	385
Home Value: \$500,000 or More	380
Household Composition: Married Couple, Children <18 and 18+	347
Householder Occupation Detail: Legal	343
Household Composition: Married Couple, Children <18	325
Householder Occupation Detail: Computer/Mathematical	279
Number of Children in Household: 2	275
Presence of Children: 12-17 Years Old	267
Race: Asian	262
Householder Education: Post Graduate Degree	261
Householder Occupation Detail: Management	253
Number of Children in Household: 1	252
Number of Households with Children	250
Householder Occupation: Management/Business/Financial	242
Presence of Children: 6-11 Years Old	242
Household Size: 5+ people	239
Number of Children in Household: 3	222
Presence of Children: 2-5 Years Old	222
BOTTOM	
Householder Age: 65-74	35
Employment: Unemployed	35
Householder Occupation Detail: Personal Care/Service	35
Number of Households without Children	34
Householder Marital Status: Single	26
Householder Occupation Detail: Food Preparation/Serving	22
Household Composition: 1 Adult, No Children <18	21
Household Size: 1 Person	21
Householder Age: 75+	20
Householder Education: Did Not Graduate High School	19
Householder Occupation Detail: Building Grounds Maintenance	17
Home Value: \$50,000-\$99,999	14
Home Value: Less than \$50,000	4
Householder Age: 18-24	2
Household Income: \$50,000-\$74,999	0
Household Income: \$40,000-\$49,999	0
Household Income: \$30,000-\$39,999	0
Household Income: \$20,000-\$29,999	0
Household Income: \$10,000-\$19,999	0
Household Income: Under \$10,000	0

Household Demographics

Wealthy MidLife Metros

[01,03,10,12]

Nielsen Profile Ranking

Target Segment Measures Report

Index - Top/Bottom 20

Ranked in: Descending Order

LifeStyler Attribute Title	Index
TOP	
Household Income: \$150,000-\$199,999	509
Household Income: \$200,000 or More	497
Household Composition: Married Couple, Children 18+	345
Household Income: \$100,000-\$149,999	343
Householder Occupation Detail: Legal	315
Home Value: \$500,000 or More	299
Householder Education: Post Graduate Degree	265
Householder Occupation Detail: Architect/Engineer	239
Householder Occupation Detail: Management	235
Householder Occupation: Management/Business/Financial	234
Householder Occupation Detail: Life/Physical/Social Sciences	232
Householder Occupation Detail: Business/Finance	227
Household Composition: Married Couple, Other Adults	208
Household Composition: Married Couple Only	201
Householder Occupation Detail: Health Practitioner/Technician	195
Householder Occupation Detail: Computer/Mathematical	190
Householder Education: Bachelor's Degree	186
Householder Occupation: Professional	181
Householder Age: 55-64	178
Household Size: 2 People	172
BOTTOM	
Household Composition: Married Couple, Children <18 and 18+	0
Household Composition: Married Couple, Children <18	0
Number of Children in Household: 2	0
Presence of Children: 12-17 Years Old	0
Number of Children in Household: 1	0
Number of Households with Children	0
Presence of Children: 6-11 Years Old	0
Number of Children in Household: 3	0
Presence of Children: 2-5 Years Old	0
Number of Children in Household: 4	0
Presence of Children: <2 Years Old	0
Number of Children in Household: 5+	0
Household Composition: 1 Adult, Children <18	0
Home Value: Less than \$50,000	0
Household Income: \$50,000-\$74,999	0
Household Income: \$40,000-\$49,999	0
Household Income: \$30,000-\$39,999	0
Household Income: \$20,000-\$29,999	0
Household Income: \$10,000-\$19,999	0
Household Income: Under \$10,000	0

Rustic Family Life

[05,20,32,33,51]

MRI Profile Ranking

Target Segment Measures Report

Index - Top/Bottom 20

Ranked in: Descending Order

LifeStyler Attribute Title	Index
TOP	
Own Horse (H)	249
Rent/Buy Family/Kid Video- 1mo (A)	247
Buy from Fast Food Restaurant- Child Decides- 6mo (A)	240
Buy from Family Restaurant- Child Decides- 6mo (A)	233
Buy Water Toys- 1yr (A)	228
Buy Sleeping Bag- 1yr (H)	220
Buy Model Kits- 1yr (A)	219
Go Hunting with Gun- 1yr (A)	219
Visit Any Theme Park/Indoor Water Park- 1yr (A)	219
Buy Tennis Equipment- 1yr (A)	216
Buy Children's Bicycles- 1yr (A)	215
Buy Fishing Equipment- 1yr (A)	215
Buy Tent- 1yr (H)	215
Spend \$200+ on Children's Toys- 1yr (A)	212
Buy Children's Toys for Child 12-17 years old- 1yr (A)	209
Own Roller Blades/In-Line Skates (A)	208
Buy Builder Sets- 1yr (A)	207
Buy Doll Accessories- 1yr (A)	207
Own Elliptical (A)	207
Buy from Sonic Drive-in- 1mo (A)	206
BOTTOM	
Buy from Sizzler Family Steakhouse- 1mo (A)	63
Buy from Sizzler Family Steakhouse- 6mo (A)	62
Go to Horse Racing- Regularly (A)	61
Buy from Round Table Pizza- 6mo (A)	60
Belong to a Veterans Club (A)	59
900 Number Calls- Any- 6mo (A)	58
Buy Any Pre-recorded Tapes- 6mo (A)	58
Cruise on Princess- 3yr (A)	58
Contribute to PBS- 1yr (A)	57
Buy from Houlihan's- 1mo (A)	56
Buy Oldies (50s & 60s) Music- 6mo (A)	56
Buy from HomeTown Buffet- 1mo (A)	53
Buy Spanish/Latin Music- 6mo (A)	52
Gamble at Reno- 1yr (A)	51
Buy from El Pollo Loco- 6mo (A)	49
Buy Light Classical Music- 6mo (A)	46
Attend Classical/Opera performance- 1+ Times/month- 1yr (A)	45
Buy Pre-recorded Tapes (Cassettes) 1 Time- 6mo (A)	45
Travel to Spain/Portugal- 3yr (A)	44
Buy from Marie Callenders- 1mo (A)	40

Country Couples

[09,11,25,28,37]

MRI Profile Ranking

Target Segment Measures Report

Index - Top/Bottom 20

Ranked in: Descending Order

LifeStyler Attribute Title	Index
TOP	
Belong to a Country Club (A)	240
Own Power Boat (H)	230
Own Outboard Motor (H)	225
Own Cross Country Boots/Skis (A)	221
Stay at Radisson on Vacation- 1yr (A)	214
Buy Treadmill- 1yr (A)	213
Own Vacation/Weekend Home (H)	208
Buy from Bob Evan's Farm- 1mo (A)	207
Domestic Travel by Motor Home- 1yr (A)	205
Own Horse (H)	202
Belong to a Civic Club (A)	200
Buy from Bob Evan's Farm- 6mo (A)	199
Own Rifle/Shotgun (A)	197
Buy from Lone Star Steakhouse- 1mo (A)	197
Buy Golf Clubs- 1yr (A)	195
Do Bird Watching- 1yr (A)	193
Domestic Vacation- Play Golf- 1yr (A)	191
Domestic Travel- \$3000+- 1yr (A)	190
Buy from Cracker Barrel- 1mo (A)	190
Travel to Alaska- 3yr (A)	190
BOTTOM	
Visit Disneyland (CA)- 1yr (A)	63
Rent/Buy Family/Kid Video- 1mo (A)	61
Go to Soccer Games- Regularly (A)	61
Buy from Church's Fried Chicken- 1mo (A)	61
Domestic Travel by Bus- 1yr (A)	61
Buy from HomeTown Buffet- 1mo (A)	60
Use Cell Phone Only- no Land Line (H)	59
Buy from Rally's- 1mo (A)	57
Do Karate- 1yr (A)	54
Buy from Del Taco- 1mo (A)	54
Buy from Chuck E Cheese- 6mo (A)	52
Buy from Del Taco- 6mo (A)	52
Buy from Wienerschnitzel- 1mo (A)	50
Buy from Wienerschnitzel- 6mo (A)	48
Make Collect Calls- 1-3 Calls- 6mo (A)	48
Buy from Rally's- 6mo (A)	46
Buy from Chuck E Cheese- 1mo (A)	43
Buy from El Pollo Loco- 6mo (A)	40
Buy Spanish/Latin Music- 6mo (A)	35
Buy from Round Table Pizza- 6mo (A)	31

Successful Families

[02,06,07,13]

MRI Profile Ranking

Target Segment Measures Report

Index - Top/Bottom 20

Ranked in: Descending Order

LifeStyler Attribute Title	Index
TOP	
Buy from Chevy's- 1mo (A)	356
Business Travel by Airplane- 3+- 1yr (A)	346
Buy from Ruth's Chris Steak House- 1mo (A)	344
Buy from Baja Fresh Mexican Grill- 1mo (A)	331
Visit Disneyland (CA)- 1yr (A)	323
Buy from California Pizza Kitchen- 1mo (A)	320
Buy From Ruth's Chris Steak House- 6mo (A)	311
Buy from Chevy's- 6mo (A)	302
Buy from Round Table Pizza- 6mo (A)	298
Buy from Baja Fresh Mexican Grill- 6mo (A)	295
Domestic Travel- \$3000+- 1yr (A)	286
Buy from California Pizza Kitchen- 6mo (A)	283
Attend Classical/Opera performance- 1+ Times/month- 1yr (A)	279
Buy Toys/Games by Internet- 1yr (A)	277
Buy Flowers by Internet- 1yr (A)	276
Buy from Houlihan's- 1mo (A)	276
Domestic Travel on Jet Blue1yr (A)	275
Domestic Vacation- Spa- 1yr (A)	273
Travel to Eastern Europe- 3yr (A)	272
Buy from Benihana- 6mo (A)	272
BOTTOM	
Do Needlepoint- 6mo (A)	61
Buy from Church's Fried Chicken- 1mo (A)	61
Buy from Bob Evan's Farm- 1mo (A)	60
Buy from Krystal's Hamburgers- 1mo (A)	60
Belong to a Veterans Club (A)	59
Buy from Krystal's Hamburgers- 6mo (A)	59
Buy from Golden Corral- 1mo (A)	58
Buy from Rally's- 6mo (A)	58
Make Collect Calls- Local- 6mo (A)	57
Buy from Captain D's- 1mo (A)	53
Buy from Shoney's- 6mo (A)	53
Buy from Rally's- 1mo (A)	51
Buy from Hardee's- 6mo (A)	49
Buy from Hardee's- 1mo (A)	46
Make Collect Calls- 1-3 Calls- 6mo (A)	46
Buy from Shoney's- 1mo (A)	41
Use Cell Phone Only- no Land Line (H)	41
Buy from Ryans- 1mo (A)	29
Buy from Ponderosa- 6mo (A)	28
Buy from Ponderosa- 1mo (A)	12

Wealthy MidLife Metros

[01,03,10,12]

MRI Profile Ranking

Target Segment Measures Report

Index - Top/Bottom 20

Ranked in: Descending Order

LifeStyler Attribute Title	Index
TOP	
Personal Travel by Airplane- 3+- 1yr (A)	341
Business Travel by Airplane- 3+- 1yr (A)	332
Buy from Einstein Brother's Bagel Shop- 1mo (A)	319
Foreign Travel by Railroad- 3yr (A)	306
Travel to Italy- 3yr (A)	305
Attend Classical/Opera performance- 1+ Times/month- 1yr (A)	302
Belong to a Country Club (A)	296
Foreign Travel on Air France- 3yr (A)	295
Buy from Carrabbas Italian Grill- 1mo (A)	288
Travel to France- 3yr (A)	284
Buy from On The Border- 1mo (A)	283
Buy from Bertucci's- 1mo (A)	283
Foreign Travel- \$3000+- 1yr (A)	280
Buy from Ruth's Chris Steak House- 1mo (A)	279
Domestic Vacation- Spa- 1yr (A)	279
Stay at Marriott on Vacation- 1yr (A)	278
Travel to Ireland/United Kingdom- 3yr (A)	277
Travel to Any Western Europe- 3yr (A)	274
Buy from Houlihan's- 1mo (A)	273
Buy from Einstein Brother's Bagel Shop- 6mo (A)	273
BOTTOM	
Buy from Taco Time- 6mo (A)	65
Buy from Captain D's- 6mo (A)	64
Buy from Big Boy- 1mo (A)	63
Buy from Pizza Inn- 6mo (A)	62
Buy Tent- 1yr (H)	61
Buy from Bojangles- 6mo (A)	61
Use Cell Phone Only- no Land Line (H)	61
Rent/Buy Family/Kid Video- 1mo (A)	59
Buy Pre-recorded Tapes (Cassettes) 1 Time- 6mo (A)	57
Buy from Hardee's- 6mo (A)	56
Buy from Ryans- 1mo (A)	52
Buy from Hardee's- 1mo (A)	49
Buy Swing Sets- 1yr (A)	48
Buy from Shoney's- 6mo (A)	48
Buy from Shoney's- 1mo (A)	48
Buy Gospel Music- 6mo (A)	47
Buy from Rally's- 6mo (A)	42
Buy from Rally's- 1mo (A)	38
Buy from Ponderosa- 1mo (A)	25
Buy from Ponderosa- 6mo (A)	24

General Media

Rustic Family Life

[05,20,32,33,51]

MRI Profile Ranking

Target Segment Measures Report

Index - Top/Bottom 20

Ranked in: Descending Order

LifeStyler Attribute Title	Index
TOP	
Read Parenthood Magazines- Net Audience (A)	228
Watch Great American Country Channel- 1wk (A)	212
Watch Nickelodeon- 1wk (A)	205
Watch Outdoor Channel- 1wk (A)	204
Watch Toon Disney Channel- 1wk (A)	204
Watch The Disney Channel- 1wk (A)	203
Sirius Radio- Net Audience (A)	201
Any Satellite Radio- Net Audience (A)	193
Classic Rock Radio- Net Audience (A)	191
Country Radio- Net Audience (A)	191
Watch Country Music TV- 1wk (A)	190
Read Babies Magazines- Net Audience (A)	188
Watch Pay-Per-View Movies- 1yr (A)	187
Watch TeenNick- 1wk (A)	186
Subscribe to Any Satellite Radio Provider (H)	182
XM Radio- Net Audience (A)	181
Any Internet/Satellite Radio- Net Audience (A)	177
Watch Cartoon Network- 1wk (A)	177
Religious Radio- Net Audience (A)	176
Read Fishing/Hunting Magazines- Net Audience (A)	175
BOTTOM	
Watch Sundance Channel- 1wk (A)	72
Avg 1/2 Hr TV Aud- Wkdays 4pm-6pm (E/P) (A)	71
Avg 1/2 Hr TV Aud- Wkdays Noon-4pm (E/P) (A)	71
Radio Quintile 5 (A)	69
Rhythmic Radio- Net Audience (A)	68
TV Daytime Tercile 1 (A)	65
TV Total Quintile 1 (A)	63
Watch Music Choice- 1wk (A)	61
All News Radio- Net Audience (A)	59
Watch Galavision- 1wk (A)	57
Watch Telemundo (A)	54
Jazz Radio- Net Audience (A)	52
Watch TeleFutura (A)	50
Watch Univision (A)	49
Mexican/Tejano/Ranchera Radio- Net Audience (A)	45
Hispanic- Net Audience (A)	42
Radio- Any Hispanic Format- Spanish Language- 1wk (A)	42
Adult Standards Radio- Net Audience (A)	36
Spanish AC Radio- Net Audience (A)	29
Tropical Radio- Net Audience (A)	7

General Media

Country Couples

[09,11,25,28,37]

MRI Profile Ranking

Target Segment Measures Report

Index - Top/Bottom 20

Ranked in: Descending Order

LifeStyler Attribute Title	Index
TOP	
XM Radio- Net Audience (A)	193
Watch Outdoor Channel- 1wk (A)	186
Any Satellite Radio- Net Audience (A)	186
Subscribe to Any Satellite Radio Provider (H)	183
Watch Bloomberg Television- 1wk (A)	183
Use Paper Yellow Pages for Florists- 1yr (A)	182
Sirius Radio- Net Audience (A)	180
Any Internet/Satellite Radio- Net Audience (A)	176
Watch Golf Channel- 1wk (A)	173
Adult Standards Radio- Net Audience (A)	171
Read Fraternal Magazines- Net Audience (A)	169
Citadel Media Information Network- Net Audience (A)	160
Has Satellite Dish (H)	158
Read Boating Magazines- Net Audience (A)	158
Dow Jones Money Report Radio- Net Audience (A)	154
TV Golf- Net Audience (A)	154
Premiere Fox News Radio- Net Audience (A)	154
News/Talk Radio- Net Audience (A)	153
Radio- NASCAR- Net Audience (A)	152
Use Paper Yellow Pages for Home Improvement & Repairs- 1yr (A)	152
BOTTOM	
Watch Nick at Nite- 1wk (A)	55
Watch Nickelodeon- 1wk (A)	54
Read Video Games/PC & Console Magazines- Net Audience (A)	51
Rhythmic Radio- Net Audience (A)	44
Watch Toon Disney Channel- 1wk (A)	43
Watch BET- 1wk (A)	39
Read Parenthood Magazines- Net Audience (A)	38
Read Babies Magazines- Net Audience (A)	37
Urban Contemporary Radio- Net Audience (A)	37
Tropical Radio- Net Audience (A)	33
Watch TeenNick- 1wk (A)	30
Spanish AC Radio- Net Audience (A)	28
Watch TeleFutura (A)	26
Watch Telemundo (A)	25
Watch Univision (A)	25
Watch Centric- 1wk (A)	22
Hispanic- Net Audience (A)	20
Radio- Any Hispanic Format- Spanish Language- 1wk (A)	20
Watch Galavision- 1wk (A)	15
Mexican/Tejano/Ranchera Radio- Net Audience (A)	12

General Media

Successful Families

[02,06,07,13]

MRI Profile Ranking

Target Segment Measures Report

Index - Top/Bottom 20

Ranked in: Descending Order

LifeStyler Attribute Title	Index
TOP	
All News Radio- Net Audience (A)	305
Read Airline Magazines- Net Audience (A)	251
Sports Radio- Net Audience (A)	244
Jack- Net Audience (A)	240
Watched Video-On-Demand- 1yr (A)	224
National Public Radio- Net Audience (A)	223
Citadel Media ESPN Radio- Net Audience (A)	220
XM Radio- Net Audience (A)	218
Alternative Rock Radio- Net Audience (A)	212
Watch Pay-Per-View Movies- 1yr (A)	207
Any Internet Radio- Net Audience (A)	205
Any Satellite Radio- Net Audience (A)	203
Watch Bloomberg Television- 1wk (A)	200
Watch Any Pay-per-View- 1yr (A)	200
Any Internet/Satellite Radio- Net Audience (A)	199
Wall Street Journal Report Radio- Net Audience (A)	196
Jazz Radio- Net Audience (A)	195
Subscribe to Any Satellite Radio Provider (H)	193
Read Business/Finance Magazines- Net Audience (A)	193
Watch Pay-Per-View Sports- 1yr (A)	193
BOTTOM	
Listen Weekend Radio- 7pm-12am- 2.5-4.0 hrs (A)	70
Watch Galavision- 1wk (A)	70
Read Magazines- Quintile 5 (A)	67
Listen Weekday Radio- 12am-6am- 4.5+ hrs (A)	66
Avg 1/2 Hr TV Aud- Wkdays 9am-Noon (E/P) (A)	66
Avg 1/2 Hr TV Aud- Wkdays 9am-Noon (E/P/C/M) (A)	66
Gospel Radio- Net Audience (A)	66
Avg 1/2 Hr TV Aud- Wkdays 9am-4pm (E/P) (A)	64
Adult Standards Radio- Net Audience (A)	63
Listen Weekday Radio- 12am-6am- 1.5-2.0 hrs (A)	63
Avg 1/2 Hr TV Aud- Wkdays Noon-4pm (E/P) (A)	63
Watch Hallmark Channel- 1wk (A)	62
Watch Great American Country Channel- 1wk (A)	61
Listen Weekday Radio- 12:00am-6.00am: 1.5-2.0 hrs (A)	61
Listen Weekend Radio- 10am-3pm- 4.5+ hrs (A)	61
Listen Weekday Radio- 7pm-12am- 2.5-4.0 hrs (A)	61
TV Total Quintile 1 (A)	61
Watch INSP (Inspiration Network)- 1wk (A)	60
TV Daytime Tercile 1 (A)	53
Read Fraternal Magazines- Net Audience (A)	47

General Media

Wealthy MidLife Metros

[01,03,10,12]

MRI Profile Ranking

Target Segment Measures Report

Index - Top/Bottom 20

Ranked in: Descending Order

LifeStyler Attribute Title	Index
TOP	
Read Airline Magazines- Net Audience (A)	271
All News Radio- Net Audience (A)	251
Watch Bloomberg Television- 1wk (A)	235
Sirius Radio- Net Audience (A)	230
Read Travel Magazines- Net Audience (A)	223
National Public Radio- Net Audience (A)	216
Watch Golf Channel- 1wk (A)	214
Watch Sundance Channel- 1wk (A)	212
Any Satellite Radio- Net Audience (A)	207
Wall Street Journal Report Radio- Net Audience (A)	206
Classical Radio- Net Audience (A)	204
Watch Logo- 1wk (A)	204
Watched Video-On-Demand- 1yr (A)	198
Read Business/Finance Magazines- Net Audience (A)	198
Citadel Media Information Network- Net Audience (A)	194
Subscribe to Any Satellite Radio Provider (H)	192
News/Talk Radio- Net Audience (A)	190
XM Radio- Net Audience (A)	189
Any Internet/Satellite Radio- Net Audience (A)	189
Watch BBC America- 1wk (A)	186
BOTTOM	
Tropical Radio- Net Audience (A)	52
Use Paper Yellow Pages for Real Estate- 1yr (A)	52
Watch Nickelodeon- 1wk (A)	50
Listen Weekend Radio- 7pm-12am- 2.5-4.0 hrs (A)	50
Listen Weekday Radio- 7pm-12am- 4.5+ hrs (A)	48
Gospel Radio- Net Audience (A)	48
Spanish AC Radio- Net Audience (A)	47
Watch Centric- 1wk (A)	43
Watch INSP (Inspiration Network)- 1wk (A)	41
Watch Telemundo (A)	40
Watch Univision (A)	39
Read Parenthood Magazines- Net Audience (A)	37
Hispanic- Net Audience (A)	36
Radio- Any Hispanic Format- Spanish Language- 1wk (A)	36
Watch TeleFutura (A)	34
Watch Toon Disney Channel- 1wk (A)	31
Mexican/Tejano/Ranchera Radio- Net Audience (A)	30
Watch TeenNick- 1wk (A)	29
Read Babies Magazines- Net Audience (A)	27
Watch Galavision- 1wk (A)	23

TV Viewership

Rustic Family Life

[05,20,32,33,51]

MRI Profile Ranking

Target Segment Measures Report

Index - Top/Bottom 20

Ranked in: Descending Order

LifeStyler Attribute Title	Index
TOP	
Charlie Brown Specials- 1yr (A)	178
Walt Disney Specials- 1yr (A)	174
The Biggest Loser- 2-4 Times/mo (A)	163
American Idol- 2-4 Times/mo (A)	150
X Games- 1yr (A)	147
Private Practice- 2-4 Times/mo (A)	146
Survivor- 2-4 Times/mo (A)	146
Grey's Anatomy- 2-4 Times/mo (A)	144
NASCAR Daytona 500- 1yr (A)	144
NASCAR Nationwide Series- 1yr (A)	143
The Office- 2-4 Times/mo (A)	143
Extreme Makeover: Home Edition- 2-4 Times/mo (A)	141
Lost- 2-4 Times/mo (A)	141
ABC Sugar Bowl- 1yr (A)	138
Saturday Night Live Specials- 1yr (A)	137
Desperate Housewives- 2-4 Times/mo (A)	136
ABC Annual Country Music Association Awards- 1yr (A)	135
Dick Clark's New Years Eve- 1yr (A)	135
ABC Fiesta Bowl- 1yr (A)	134
House- 2-4 Times/mo (A)	132
BOTTOM	
ABC This Week- 2-4 Times/mo (A)	52
Judge Judy- 3-5 Times/wk- Syndication (A)	51
Latin Grammy- 1yr (A)	51
Judge Joe Brown- 3-5 Times/wk- Syndication (A)	50
The 700 Club- 3-5 Times/wk- Syndication (A)	50
Feliz Ano Nuevo- 1yr (A)	43
Premios Juventud- 1yr (A)	43
Ultima Hora- 3-5 Times/wk (A)	42
Washington Week- 2-4 Times/mo (A)	41
Don Francisco Presenta- 2-4 Times/mo (A)	38
Noticiero Telemundo- 3-5 Times/wk (A)	37
El Gordo y La Flaca- 3-5 Times/wk (A)	36
Live from Lincoln Center- 1yr (A)	36
Masterpiece- 2-4 Times/Mo (A)	36
Sabado Gigante- 2-4 Times/mo (A)	36
Noticiero Univision- 3-5 Times/wk (A)	34
El Grito de Mexico- 1yr (A)	28
Legends of Jazz Specials- 1yr (A)	27
Despierta America- 3-5 Times/wk (A)	23
Primer Impacto- 3-5 Times/wk (A)	21

TV Viewership

Country Couples

[09,11,25,28,37]

MRI Profile Ranking

Target Segment Measures Report

Index - Top/Bottom 20

Ranked in: Descending Order

LifeStyler Attribute Title	Index
TOP	
LPGA Tour Championship (Golf)- 1yr (A)	189
British Open (Golf)- 1yr (A)	187
Masters (Golf)- 1yr (A)	181
PGA Championship- 1yr (A)	172
ABC Annual Country Music Association Awards- 1yr (A)	170
US Open (Golf)- 1yr (A)	170
CBS Sunday Morning- 2-4 Times/mo (A)	168
ABC Fiesta Bowl- 1yr (A)	163
Numb3rs- 2-4 Times/mo (A)	162
Preakness Stakes- 1yr (A)	161
US Women's Open (Golf)- 1yr (A)	161
Kentucky Derby- 1yr (A)	160
Belmont Stakes- 1yr (A)	160
Indianapolis 500- 1yr (A)	158
Academy of Country Music Awards- 1yr (A)	157
ABC Sugar Bowl- 1yr (A)	156
Tournament of Roses Parade- 1yr (A)	155
NASCAR Nationwide Series- 1yr (A)	154
ABC Orange Bowl- 1yr (A)	154
Purina Incredible Dog Challenge- 1yr (A)	154
BOTTOM	
Tyra- 3-5 Times/wk (A)	46
Republica Deportiva- 1yr (A)	42
Futbol Liga Mexicana- 1yr (A)	39
Boxeo Telemundo- 1yr (A)	37
The Jerry Springer Show- 3-5 Times/wk (A)	35
George Lopez: 3-5 Times/wk (A)	34
Maury- 3-5 Times/wk- Syndication (A)	29
Latin Grammy- 1yr (A)	20
Latin Billboard Music Awards- 1yr (A)	18
Premios Juventud- 1yr (A)	16
El Grito de Mexico- 1yr (A)	15
Feliz Ano Nuevo- 1yr (A)	13
Don Francisco Presenta- 2-4 Times/mo (A)	9
Sabado Gigante- 2-4 Times/mo (A)	8
Primer Impacto- 3-5 Times/wk (A)	8
Noticiero Telemundo- 3-5 Times/wk (A)	7
El Gordo y La Flaca- 3-5 Times/wk (A)	7
Noticiero Univision- 3-5 Times/wk (A)	7
Ultima Hora- 3-5 Times/wk (A)	6
Despierta America- 3-5 Times/wk (A)	1

TV Viewership

Successful Families

[02,06,07,13]

MRI Profile Ranking

Target Segment Measures Report

Index - Top/Bottom 20

Ranked in: Descending Order

LifeStyler Attribute Title	Index
TOP	
The Office- 2-4 Times/mo (A)	203
US Open Men's Championship (Tennis)- 1yr (A)	189
US Open Women's Championship (Tennis)- 1yr (A)	179
Frontline- 2-4 Times/mo (A)	179
Saturday Night Live- 2-4 Times/mo (A)	173
US Open (Tennis)- 1yr (A)	171
Saturday Night Live Specials- 1yr (A)	169
Major League Soccer- 1yr (A)	168
Lost- 2-4 Times/mo (A)	167
24- 2-4 Times/mo (A)	166
American Idol- 2-4 Times/mo (A)	159
US Open (Golf)- 1yr (A)	158
Desperate Housewives- 2-4 Times/mo (A)	157
ABC Academy Awards- 1yr (A)	157
Private Practice- 2-4 Times/mo (A)	156
Grey's Anatomy- 2-4 Times/mo (A)	156
NBC NHL Regular Season Games- 1yr (A)	155
Golden Globe Awards- 1yr (A)	153
Boxeo Telemundo- 1yr (A)	149
Seinfeld- 3-5 Times/wk- Syndication (A)	148
BOTTOM	
Premios Juventud- 1yr (A)	59
The Dr Phil Show- 3-5 Times/wk (A)	57
Jack Hanna's Animal Adventures- 2-4 Times/mo (A)	55
Young & Restless- 3-5 Times/wk (A)	55
Judge Judy- 3-5 Times/wk- Syndication (A)	55
Tyra- 3-5 Times/wk (A)	47
Ultima Hora- 3-5 Times/wk (A)	47
Despierta America- 3-5 Times/wk (A)	41
The Jerry Springer Show- 3-5 Times/wk (A)	40
Bold & Beautiful- 3-5 Times/wk (A)	39
Price is Right- 3-5 Times/wk (A)	37
Maury- 3-5 Times/wk- Syndication (A)	37
Judge Joe Brown- 3-5 Times/wk- Syndication (A)	35
As the World Turns- 3-5 Times/wk (A)	32
Primer Impacto- 3-5 Times/wk (A)	32
CrimeTime Saturday- 2-4 Times/mo (A)	31
Sabado Gigante- 2-4 Times/mo (A)	31
Feliz Ano Nuevo- 1yr (A)	30
El Grito de Mexico- 1yr (A)	29
Don Francisco Presenta- 2-4 Times/mo (A)	17

TV Viewership

Wealthy MidLife Metros

[01,03,10,12]

MRI Profile Ranking

Target Segment Measures Report

Index - Top/Bottom 20

Ranked in: Descending Order

LifeStyler Attribute Title	Index
TOP	
Masters (Golf)- 1yr (A)	202
US Open (Golf)- 1yr (A)	199
NBC Meet the Press- 2-4 Times/mo (A)	199
PGA Championship- 1yr (A)	194
US Open Men's Championship (Tennis)- 1yr (A)	193
British Open (Golf)- 1yr (A)	191
US Open (Tennis)- 1yr (A)	186
24- 2-4 Times/mo (A)	181
Globe Trekker- 2-4 Times/mo (A)	178
The Office- 2-4 Times/mo (A)	177
US Women's Open (Golf)- 1yr (A)	173
LPGA Tour Championship (Golf)- 1yr (A)	172
ABC Academy Awards- 1yr (A)	170
Washington Week- 2-4 Times/mo (A)	170
The Big Bang Theory- Times/mo 2-4 (A)	170
Grey's Anatomy- 2-4 Times/mo (A)	169
Tony Awards- 1yr (A)	169
NBC Sunday Today- 2-4 Times/mo (A)	169
Saturday Night Live- 2-4 Times/mo (A)	168
Private Practice- 2-4 Times/mo (A)	168
BOTTOM	
Judge Joe Brown- 3-5 Times/wk- Syndication (A)	38
Feliz Ano Nuevo- 1yr (A)	38
Latin Grammy- 1yr (A)	36
As the World Turns- 3-5 Times/wk (A)	34
The Jerry Springer Show- 3-5 Times/wk (A)	32
Sabado de Futbol- 1yr (A)	30
Republica Deportiva- 1yr (A)	30
The 700 Club- 3-5 Times/wk- Syndication (A)	30
Bold & Beautiful- 3-5 Times/wk (A)	28
El Grito de Mexico- 1yr (A)	28
Ultima Hora- 3-5 Times/wk (A)	26
Futbol Liga Mexicana- 1yr (A)	24
Sabado Gigante- 2-4 Times/mo (A)	23
Noticiero Univision- 3-5 Times/wk (A)	20
Don Francisco Presenta- 2-4 Times/mo (A)	20
Noticiero Telemundo- 3-5 Times/wk (A)	18
Premios Juventud- 1yr (A)	16
Primer Impacto- 3-5 Times/wk (A)	15
Despierta America- 3-5 Times/wk (A)	10
El Gordo y La Flaca- 3-5 Times/wk (A)	1

Product Usage

Rustic Family Life

[05,20,32,33,51]

MRI Profile Ranking

Target Segment Measures Report

Index - Top/Bottom 20

Ranked in: Descending Order

LifeStyler Attribute Title	Index
TOP	
Use Children's Vitamins- 1wk (H)	317
Buy Shoes for Child 6-12 Years Old- 6mo (H)	314
Buy Children's Athletic Shoes- 6mo (H)	311
Buy Children's Casual/Leisure Shoes- 6mo (H)	309
Use Children's Pain Reliever- 1mo (H)	306
Buy Children's Dress Shoes- 6mo (H)	303
Use Children's Vitamins- 6mo (H)	303
Buy Children's Sandals- 6mo (H)	299
Buy Baseball/Softball Shoes- \$50+ 1yr (A)	294
Own Game Boy Advance (H)	293
Use Children's Pain Reliever- 6mo (H)	291
Buy Children's Shoes- 6mo (H)	287
Buy Children's Rain/Snow Boots- 6mo (H)	278
Buy Shoes for Child 0-5 Years Old- 6mo (H)	273
Use Children's Cold Medicine- 6mo (H)	271
Own Nintendo DS (H)	270
Use Children's Cold Medicine- 1mo (H)	270
Use Children's Cough Syrup- 6mo (H)	269
Buy Children's Clothes- 6mos (H)	260
Use Children's Cough Syrup- 1mo (H)	259
BOTTOM	
Drink Calistoga- 6mo (A)	50
Use Incontinence Product- 6mo (A)	50
Drink Mickeys- 6mo (A)	48
Drink Sparkletts Water- 6mo (A)	48
Use Ocean Spray Canned or Jarred Fruit- 1mo (H)	48
Use Denture Cleaner- 1wk (A)	47
Use Dried Figs- 6mo (H)	47
Visit Cardiologist- 1yr (A)	47
Drink Olde English 800- 6mo (A)	46
Use Plain Wheaties- 1wk (H)	46
Drink Colt 45- 6mo (A)	45
Drink E & J- 1mo (A)	45
Drink Brandy- 1mo (A)	44
Use Denture Cleaner- 6mo (A)	43
Drink Manhattan- 1mo (A)	42
Drink Beefeater Gin- 1mo (A)	39
Drink Christian Brothers Brandy- 1mo (A)	36
Visit espanol.yahoo.com- 1mo (A)	33
Drink Sweet Vermouth- 1mo (A)	30
Drink Chivas Regal- 1mo (A)	29

Product Usage

Country Couples

[09,11,25,28,37]

MRI Profile Ranking

Target Segment Measures Report

Index - Top/Bottom 20

Ranked in: Descending Order

LifeStyler Attribute Title	Index
TOP	
Drink Scotch & Water- 1mo (A)	242
Buy Gas Chain Saw- 1yr (H)	225
Own Riding Lawn Mower (H)	219
Buy Golf Shoes- \$50+- 1yr (A)	218
Drink Manhattan- 1mo (A)	207
Own Water Softener (H)	206
Buy Recliner- \$400+- 1yr (H)	206
Buy Boat/Deck Shoes \$50+- 1yr (A)	204
Own Gas Chain Saw (H)	201
Own Heat Pump (H)	200
Own Oral Irrigation Device (A)	200
Own Workbench (portable) (H)	199
Buy Home Furnishings by Mail/Phone (A)	199
Buy Riding Lawn Mower- 1yr (H)	195
Own Hot Tub/Whirlpool Spa (H)	192
Own Stationary Table Saw (H)	192
Property/Garden Maintenance- \$500+- 1yr (H)	189
Buy Sperry Shoes- 1yr (A)	188
Internet Service Provider - Charter (H)	186
Own Electric/Gas Chain Saw (H)	185
BOTTOM	
Visit Univision.com- 1mo (A)	25
Buy Children's Casual/Leisure Shoes- 6mo (H)	24
Buy Children's Sandals- 6mo (H)	24
Use Children's Pain Reliever- 1mo (H)	23
Visit espanol.yahoo.com- 1mo (A)	23
Buy Children's Slippers- 6mo (H)	21
Use Children's Cough Syrup- 6mo (H)	20
Use Children's Cough Syrup- 1mo (H)	20
Buy Children's Leather Shoes- 6mo (H)	20
Drink Malt Liquor- 6mo (A)	20
Buy Shoes for Child 6-12 Years Old- 6mo (H)	19
Buy Children's Athletic Shoes- 6mo (H)	19
Use Children's Cold Medicine- 1mo (H)	19
Use Children's Cold Medicine- 6mo (H)	18
Drink Malt Liquor- 1mo (A)	18
Buy Children's Dress Shoes- 6mo (H)	17
Use Children's Vitamins- 1wk (H)	11
Use Children's Vitamins- 6mo (H)	11
Drink Olde English 800- 6mo (A)	11
Drink Colt 45- 6mo (A)	10

Product Usage

Successful Families

[02,06,07,13]

MRI Profile Ranking

Target Segment Measures Report

Index - Top/Bottom 20

Ranked in: Descending Order

LifeStyler Attribute Title	Index
TOP	
Drink French Red Wine- 1wk (A)	327
Drink Clos Du Bois Wine- 1wk (A)	324
Drink Blackstone Wine- 1wk (A)	323
Dry Cleaning- \$100+- 6mo (A)	322
Obtain Childcare or Parenting Information- 1mo (A)	304
Buy Children's Canvas Shoes- 6mo (H)	298
Buy Women's Skirts- \$100+- 1yr (A)	294
Visit wsj.com- 1mo (A)	290
Drink Sierra Nevada Ale- 1wk (A)	290
Buy Digital (Hard Drive) Camcorder- 1yr (H)	290
Purchased Liquor at Wholesale Membership Club- 6mo (A)	289
Buy UGG Shoes- 1yr (A)	289
Purchased Wine at Wholesale Membership Club- 6mo (A)	284
Buy Cole Haan Shoes- 1yr (A)	284
Visit moviefone.com- 1mo (A)	284
Purchased Beer at Wholesale Membership Club- 6mo (A)	278
Visit disney.com- 1mo (A)	277
Drink Tsingtao Beer- 6mo (A)	275
Drink Ketel One Vodka- 1mo (A)	274
Visit tripadvisor.com- 1mo (A)	273
BOTTOM	
Drink Malt Liquor- 1mo (A)	55
Drink Mickeys- 6mo (A)	54
Use Spam- 6mo (H)	52
Use Spam- 1mo (H)	52
Drink RC Cola- 1wk (A)	51
Use Cigarette Rolling Paper- 6mo (A)	51
Drink Busch Light Beer- 6mo (A)	50
Drink Colt 45- 6mo (A)	50
Use Canned Stews- 6mo (H)	48
Smoke Kool Cigarettes- 1yr (A)	48
Drink Milwaukee's Best Beer- 6mo (A)	46
Use Denture Cleaner- 6mo (A)	43
Drink Natural Ice Beer- 6mo (A)	42
Use Denture Cleaner- 1wk (A)	40
Use Generic Prescript Medicine for Arthritis/R.A.- 1yr (A)	39
Smoke Camel- 1yr (A)	39
Use Canned Stews- 1mo (H)	37
Drink Olde English 800- 6mo (A)	35
Use Any Dial-up Modem for Internet Access from Home (H)	32
Use Incontinence Product- 6mo (A)	31

Product Usage

Wealthy MidLife Metros

[01,03,10,12]

MRI Profile Ranking

Target Segment Measures Report

Index - Top/Bottom 20

Ranked in: Descending Order

LifeStyler Attribute Title	Index
TOP	
Buy Men's Sweater- \$100+- 1yr (A)	359
Buy Cole Haan Shoes- 1yr (A)	354
Drink Robert Mondavi Wine- 1wk (A)	342
Drink Italian Red Wine- 1wk (A)	333
Buy Golf Shoes- \$50+- 1yr (A)	325
Buy Men's Sports Shirt- \$100+- 1yr (A)	309
Drink Kendal-Jackson Wine- 1wk (A)	308
Dry Cleaning- \$100+- 6mo (A)	301
Drink Clos Du Bois Wine- 1wk (A)	298
Drink French Red Wine- 1wk (A)	292
Buy Men's Dress Slacks- \$100+- 1yr (A)	290
Buy Boat/Deck Shoes \$50+- 1yr (A)	289
Shop at Thomasville- 1yr (A)	288
Buy Men's Dress Shirt- \$100+- 1yr (A)	287
Drink Australian White Wine- 1wk (A)	282
Purchased Wine at Wholesale Membership Club- 6mo (A)	281
Buy Men's Casual Slacks- \$100+- 1yr (A)	281
Drink Manhattan- 1mo (A)	280
Drink Woodbridge Wine- 1wk (A)	275
Drink Beefeater Gin- 1mo (A)	275
BOTTOM	
Drink RC Cola- 1wk (A)	28
Use Baby Foods- 1wk (H)	27
Buy Children's Casual/Leisure Shoes- 6mo (H)	25
Heavy User- Frozen Breaded Chicken- 6mo (H)	25
Buy Children's Rain/Snow Boots- 6mo (H)	24
Buy Children's Shoes- 6mo (H)	22
Buy Children's Canvas Shoes- 6mo (H)	21
Buy Shoes for Child 0-5 Years Old- 6mo (H)	21
Buy Children's Athletic Shoes- 6mo (H)	20
Use Children's Pain Reliever- 6mo (H)	19
Buy Shoes for Child 6-12 Years Old- 6mo (H)	18
Use Children's Cold Medicine- 6mo (H)	18
Buy Children's Sandals- 6mo (H)	16
Use Children's Cold Medicine- 1mo (H)	16
Use Children's Pain Reliever- 1mo (H)	15
Buy Children's Dress Shoes- 6mo (H)	14
Use Children's Vitamins- 1wk (H)	13
Use Children's Vitamins- 6mo (H)	13
Use Children's Cough Syrup- 6mo (H)	12
Use Children's Cough Syrup- 1mo (H)	10



GeoSummaries: Maps & Reports

Target Concentration Interpreting Target Concentration Index

*Note: Full list reports provided in Excel Workbook.

Target Concentration

Interpreting a Target Household Map

Where are the targets?

Each color on the Target Concentration map represents one detail-level geography group in your market area. The map displays your geographies in quintiles. On the legend, the quintiles are arranged from highest to lowest target household count.

Interpreting a Target Concentration Report

Each row in the Target Concentration report represents a detail-level geography within your market area. Subtotals are shown for each quintile (approximate fifth) of the total household count for the area reported on. For each geography, the report shows:

- **Detail Market Count and Detail Market Count's % Composition** - The number of households and what percentage this number represents compared to the entire market area's households
- **Target Count and Target Count's % Composition** - The number of households that are part of any segment within the target, and the percentage of households that this represents based on the total number of households within the entire market area
- **Target's % Penetration** - The percentage of households that are part of any segment within the target compared to the total number of households in the detail-level market
- **Detail Market's Index** - The index of the propensity for households in that geography to be part of any segment within the target

Your best prospecting areas are those detail-level areas with the highest propensity for target penetration that also have the highest number of target households (count). A detail-level geography can have a high index but be very small in terms of population and, therefore, not be the best area in which to expend resources.