


Strategic Household Assessment

Flagstaff, AZ
FMPO Boundary

2010





About the Strategic Household Assessment

Success is insight.

Strategic Household Assessment (SHA)

Buxton has produced this initial Strategic Household Assessment (SHA) for the FMPO Boundary. The SHA is designed to provide best of class household level insights to Flagstaff. Buxton conducts the SHA by leveraging extensive household level databases and combining them with Experian's Mosaic household segmentation insights.

Strategic Household Assessment (SHA)

Specifically, this SHA sample analyzes four sets of households within the FMPO Boundary, as well as the student population of Northern Arizona University:

1. Established Households with tenure greater than twelve months.
2. New Mover Households defined as being known to have moved to their current residence between April 2009 and April 2010.
3. New Overall Households where the Established and New Mover households are combined.
4. Second Homeowners are home owners in Flagstaff, but spend the majority of the year at another address elsewhere in the country. These households were suppressed within the Established/New Mover/New Overall analysis.
5. Student Profiles were created for NAU students, based upon their permanent address and their local Flagstaff address. These student addresses were isolated and suppressed within the Established/New Mover/New Overall analysis.

These are but some of the many ways that household level information can be sliced. Buxton can tailor the SHA to fit specific needs and interests of any boundary through ongoing conversations with Buxton regarding Flagstaff's initiatives.

The core data in the SHA is updated every eight weeks and is currently available for households present as of April 2010.



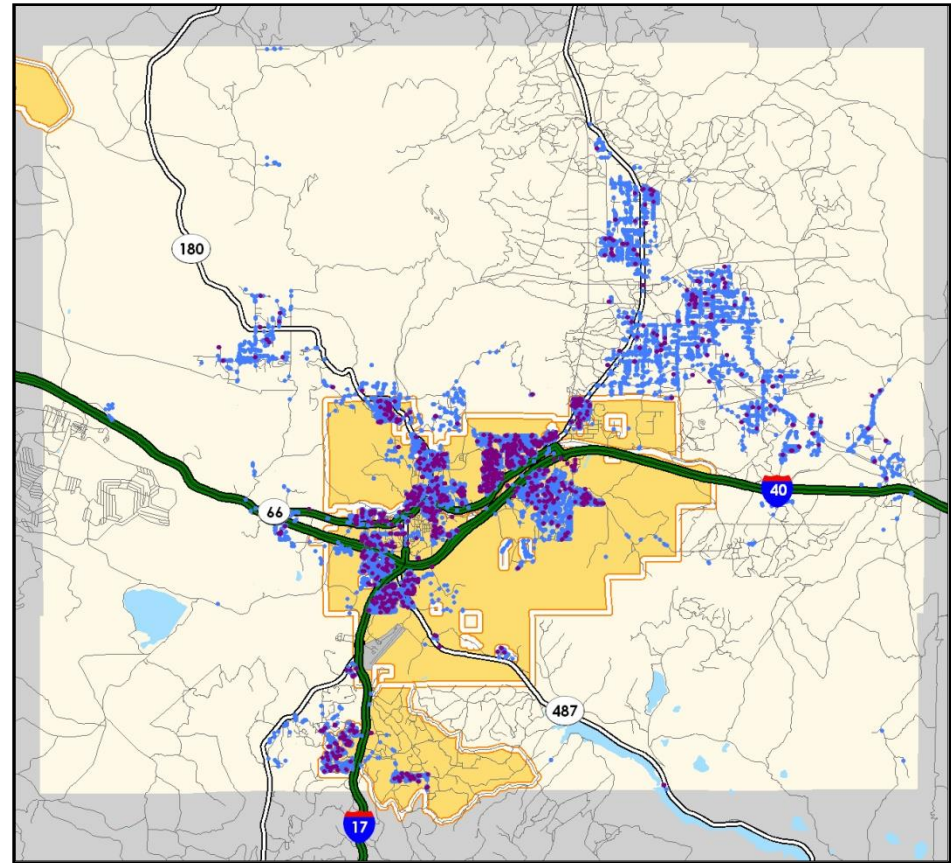
Summary of Findings and Recommendations

Success is insight.

Summary of Findings

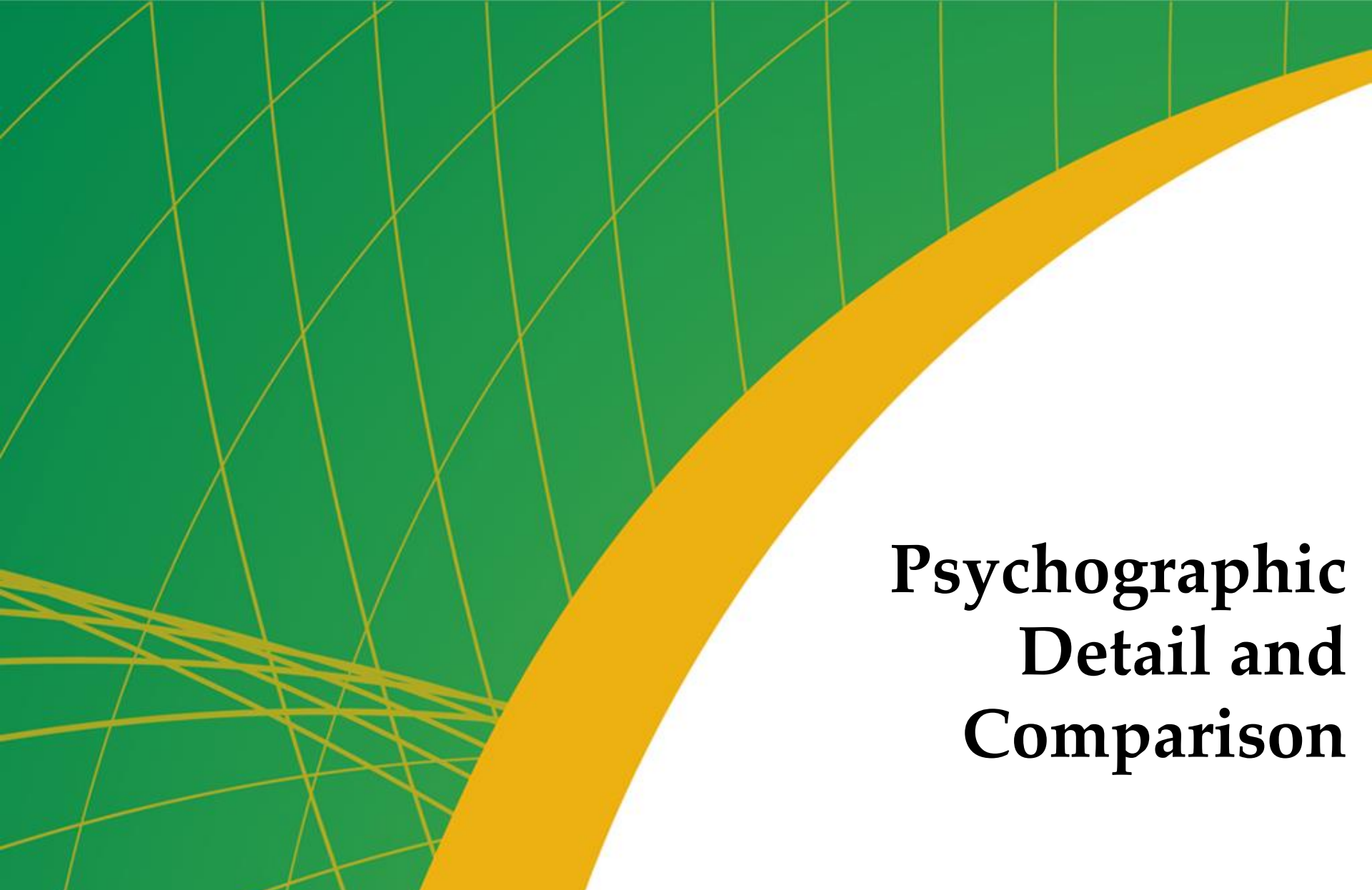
Buxton has effectively tracked the following households known to be present and occupied within the FMPO Boundary area as of April 2010:

- 17,899 established households (with tenure greater than 12 months as of April 2010)
- 1,562 New Mover households (established within the FMPO Boundary between April 2009 and April 2010)
- 4,808 Second Home Owners
- 14,660 student addresses (where permanent address was not within FMPO Boundary)



New Mover Households within the FMPO Boundary = Purple

Established Households within the FMPO Boundary = Blue

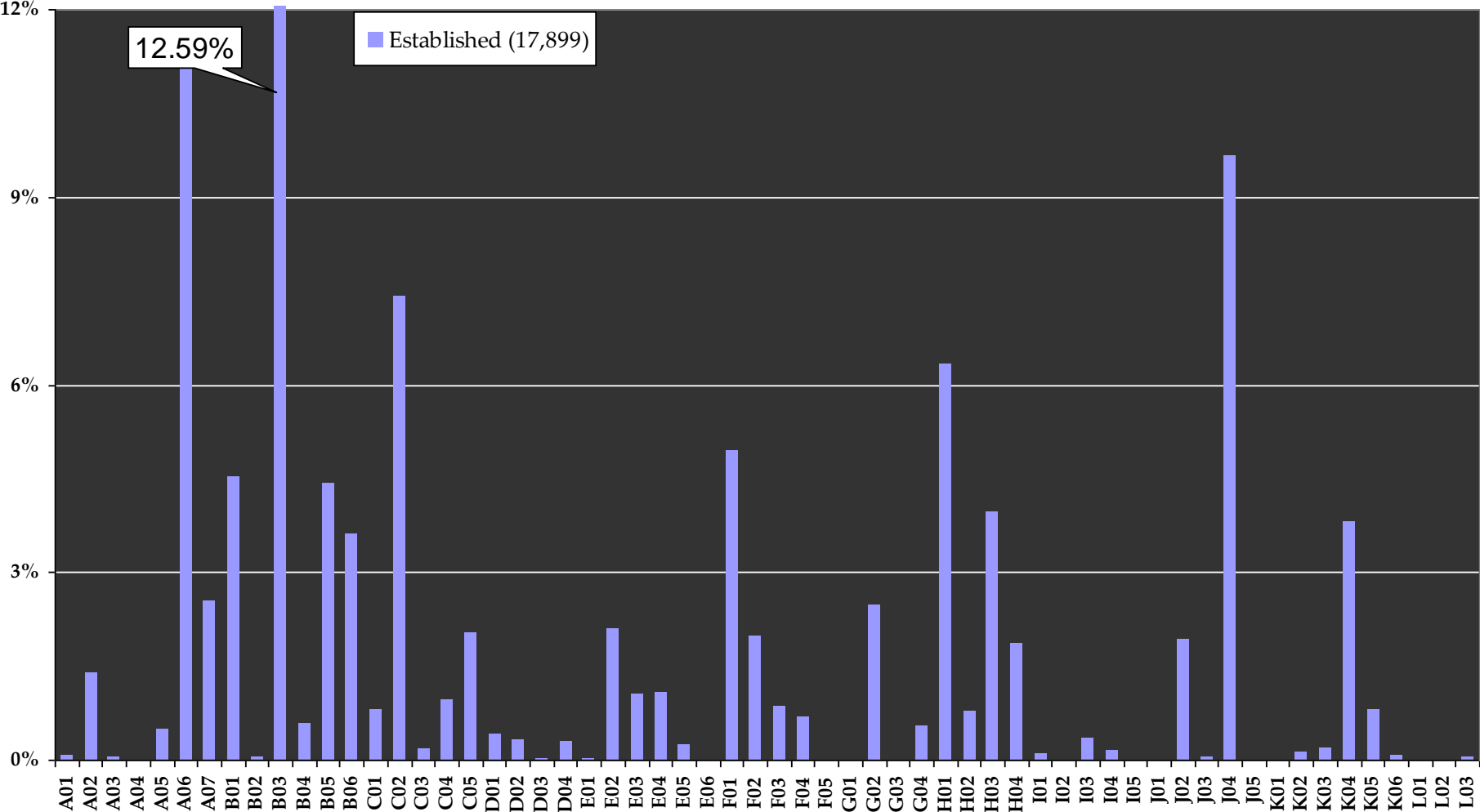


Psychographic Detail and Comparison

[Click thumbnail image at right to learn more about psychographics and household level segmentation.](#)

Success is insight.

Profile Composition: Established Households



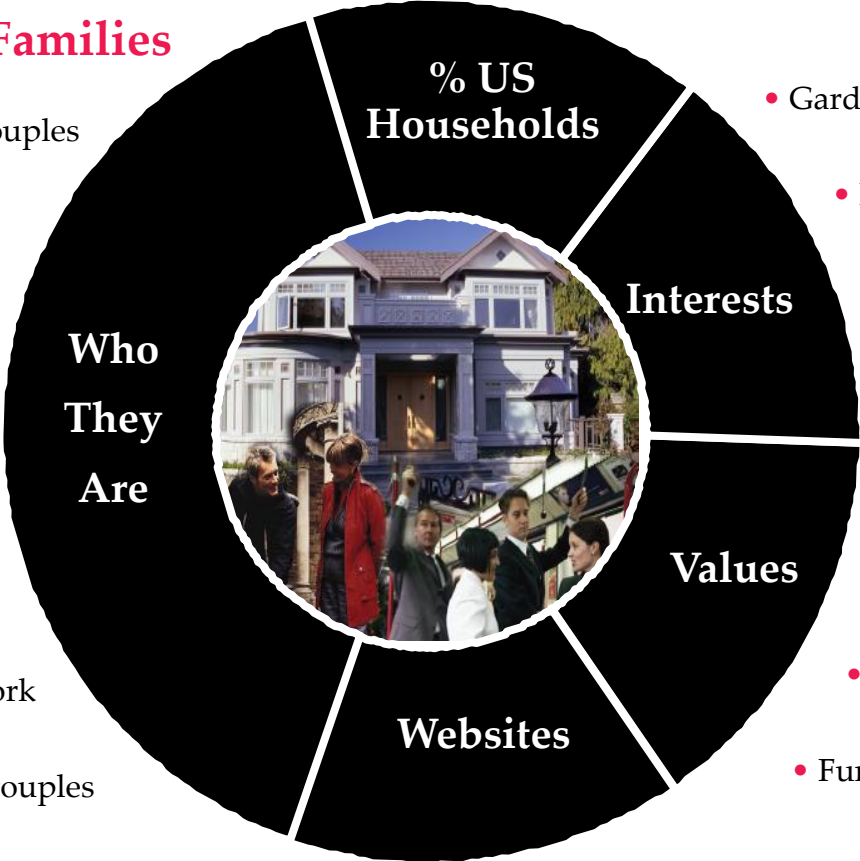
Definition and detail regarding each highlighted household type is found in *Household Type Reports*.

Household Type

6.33%

Segment B03: Urban Commuter Families

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

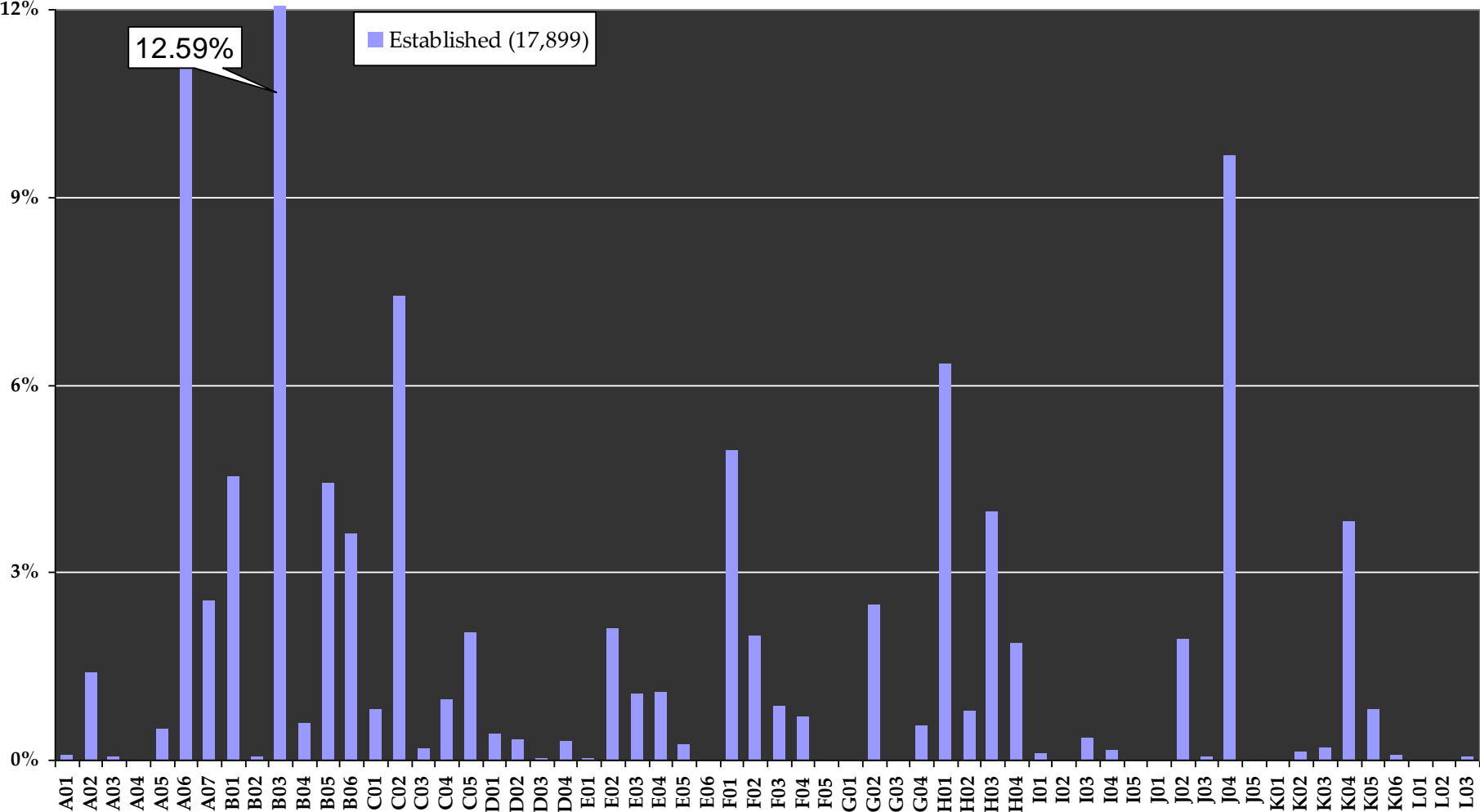


- Gardening, golfing, and bird-watching
- Home improvement projects
- Theater and antique shows
- Brand-loyal shoppers
- Comfortable and serene lifestyles
- Conservative investors
- Functional clothes over expensive designer labels

• www.moneycentral.msn.com, www.drudgereport.com

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

Profile Composition: Established Households



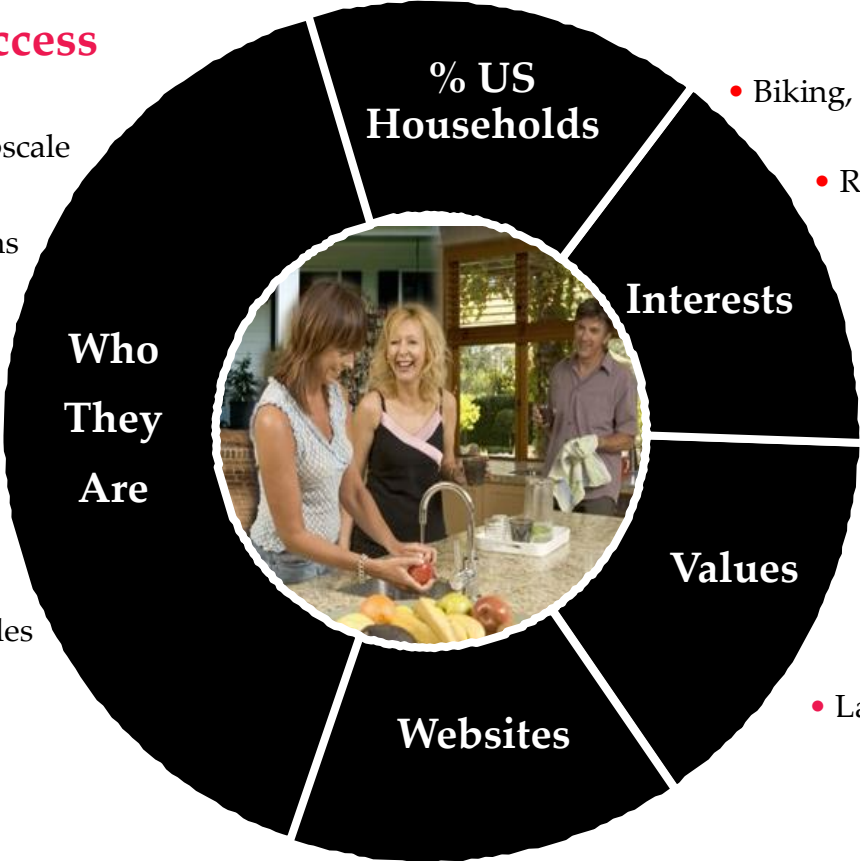
Definition and detail regarding each highlighted household type is found in *Household Type Reports*.

Household Type

Segment A06: Small-town Success

2.38%

- White-collar and upscale
- Live in recent subdivisions
- College educated and white
- Middle aged, working couples
- Eight in ten drive alone to work
- Luxury SUVs and family vehicles

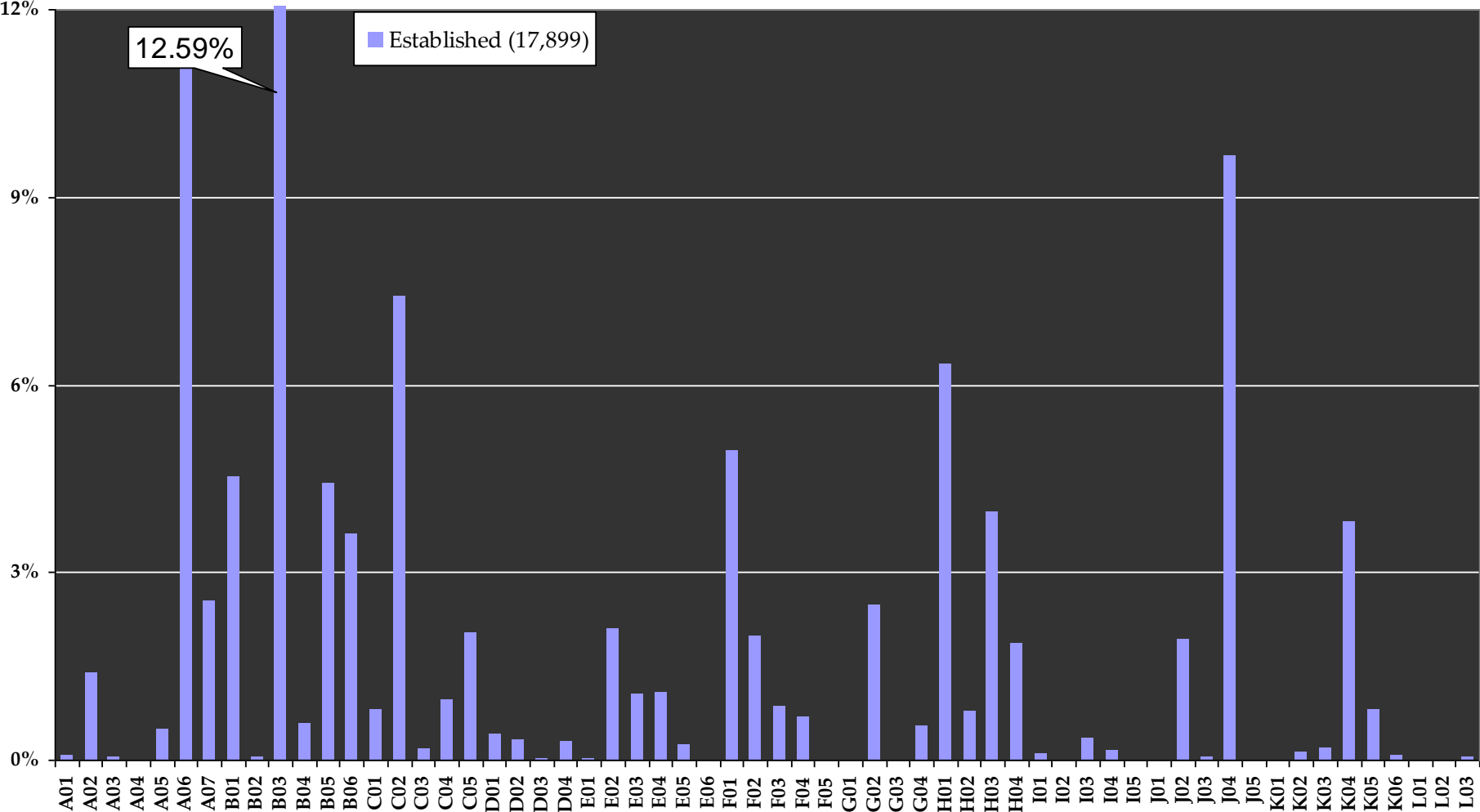


- Biking, swimming, bowling, and jogging
- Read books
- Travel every month of the year
- Thrifty shoppers
- Several insurance services
- Late adopters to consumer electronics

• www.xanga.com, www.espn.com

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

Profile Composition: Established Households



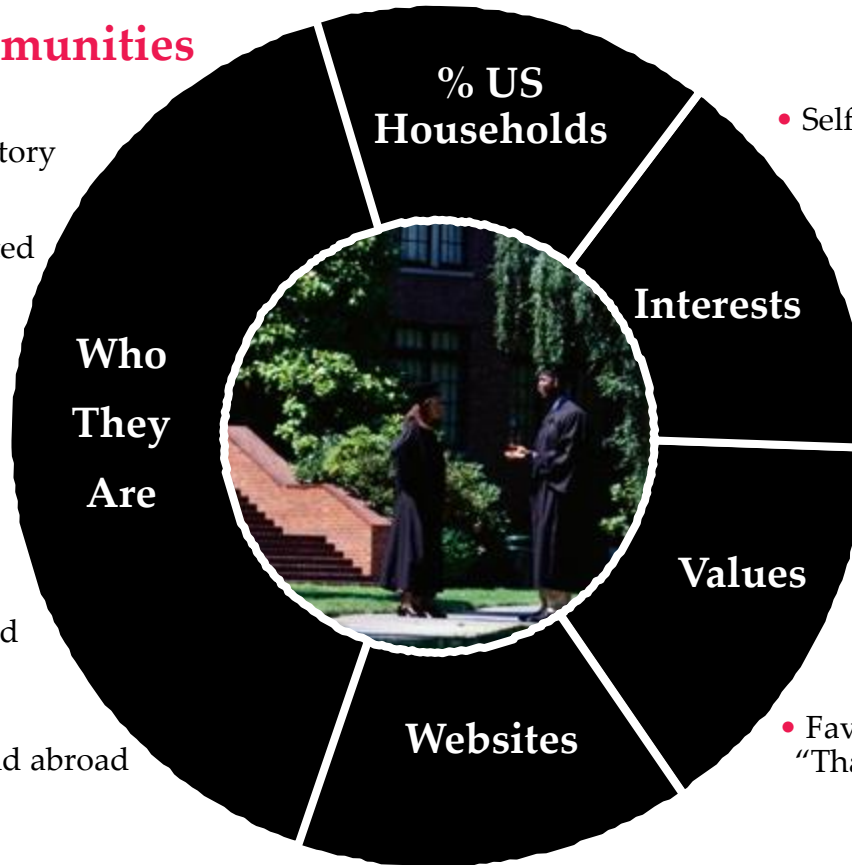
Definition and detail regarding each highlighted household type is found in *Household Type Reports*.

Household Type

Segment J04: College Town Communities

0.98%

- 1/9 residents lives in a dormitory
- Young, single, and college educated
- Entry-level jobs and low incomes
 - Most live in apartments
 - Body-conscious
- Employed in education, retail, and food services
- High rates of travel in U.S. and abroad

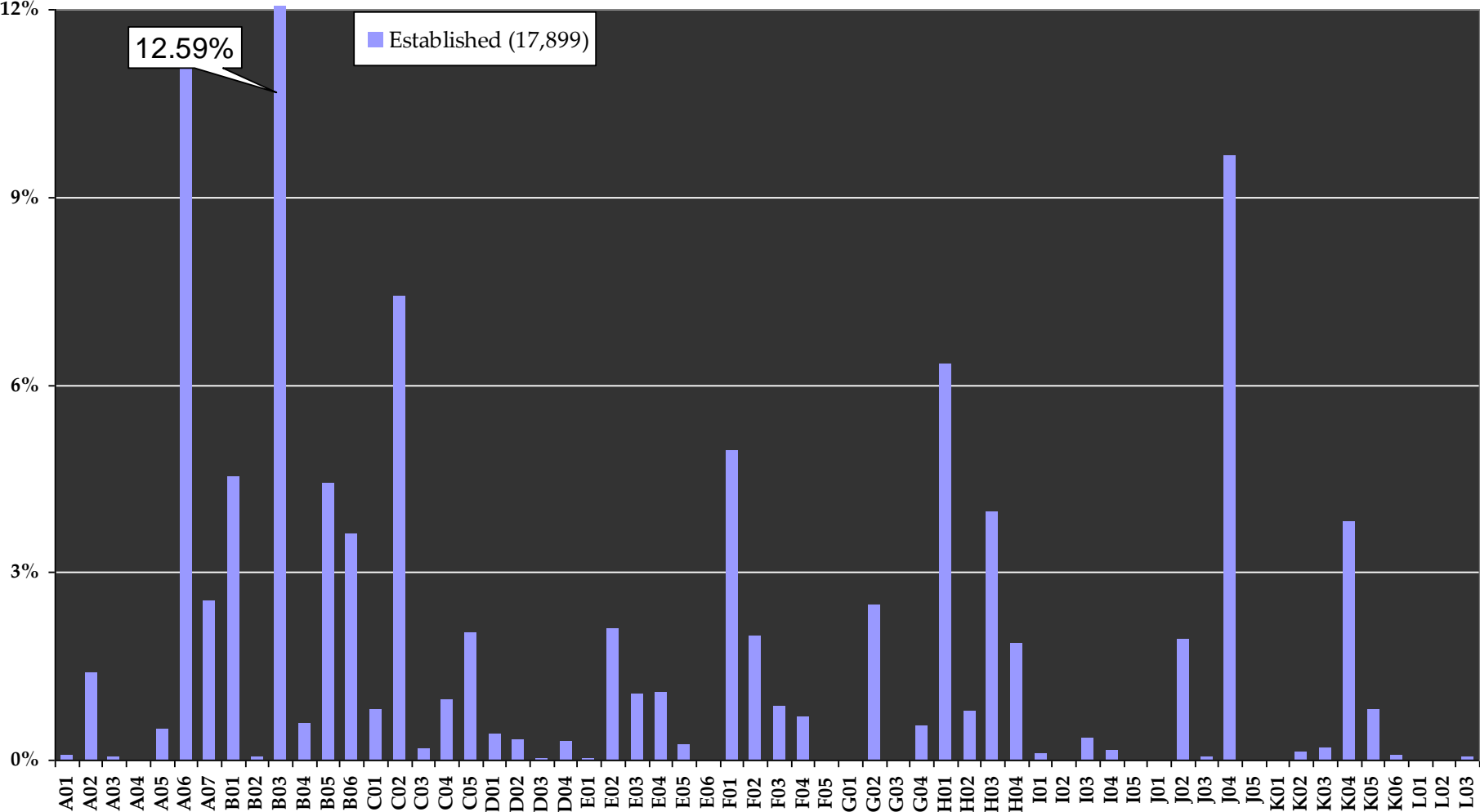


- Self-described liberals and early adopters
- Seek out latest fashions
- Price sensitive shoppers
- Look for sales at GAP, Banana Republic, and J. Crew
- Prefer snack foods and imported beer
- Favorite TV shows are sitcoms (like "That 70's Show") and reality shows (like "American Idol")

• www.etrade.com, www.ask.com

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

Profile Composition: Established Households



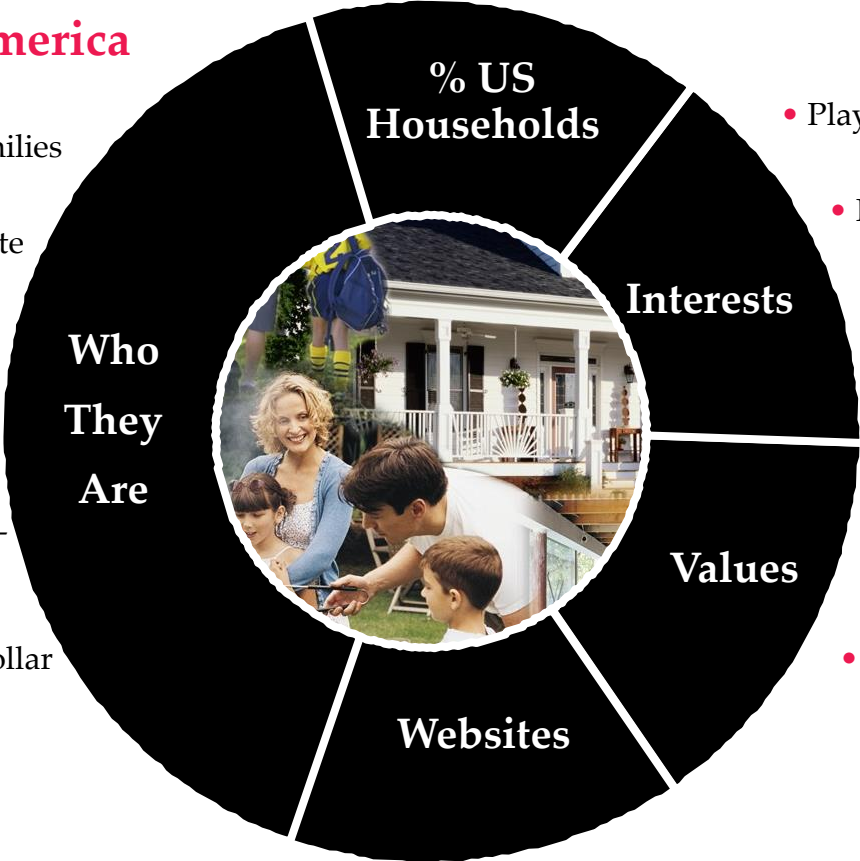
Definition and detail regarding each highlighted household type is found in *Household Type Reports*.

Household Type

Segment C02: Prime Middle America

3.52%

- Who They Are**
- Mix of couples and families
 - Predominantly white
 - Most own their own homes
 - Dual-income households
 - Live in small towns and mid-sized cities
 - Well paying blue- and white-collar jobs



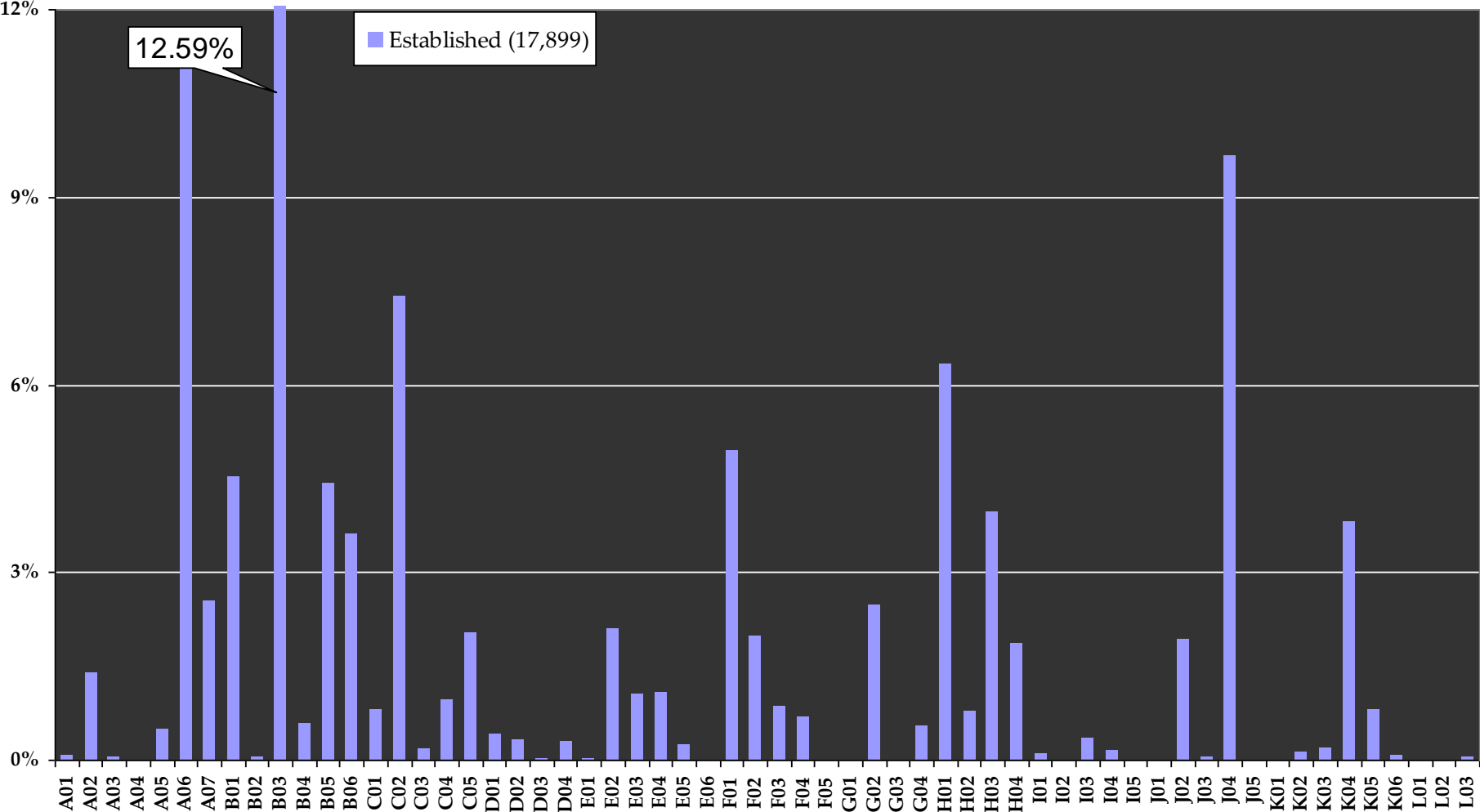
- Play online games
- High-Tech Gadgets
- Home improvement projects
- Family-centered lifestyle
- Read established magazines such as Field and Stream

• www.dogpile.com, www.xanga.com

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



Profile Composition: Established Households

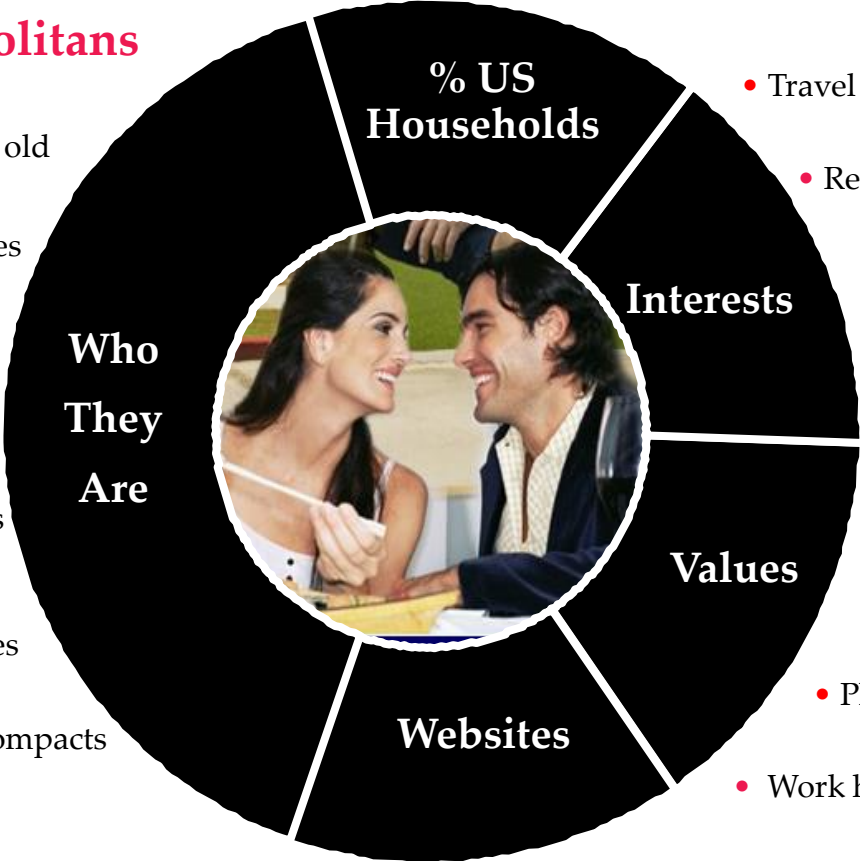


Definition and detail regarding each highlighted household type is found in *Household Type Reports*.

Household Type

Segment H01: Young Cosmopolitans

3.22%



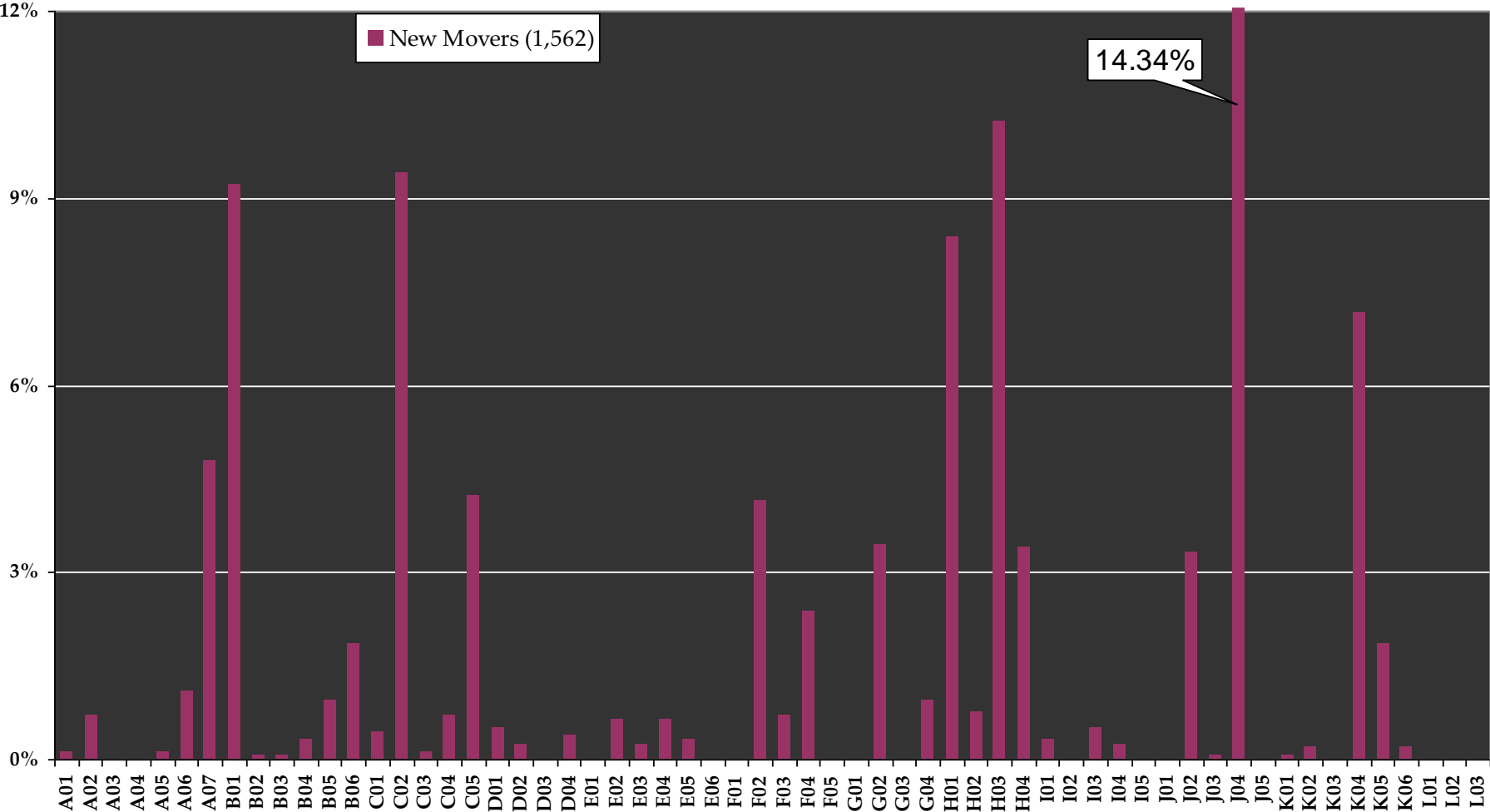
- Adults under 35 years old
- Earn above average incomes
- Upscale young people
- Single
- Luxury apartments and condos
- Twice as likely as average Americans to have graduate degrees
- Commute to work in sporty subcompacts

- Travel frequently for business and pleasure
- Restaurants, movies, and night life
- Exercise at health clubs
- Often too busy to watch T.V.
- Leisure activities
- Physical fitness
- Work hard and play hard

• www.netflix.com, www.netflix.com

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

Profile Composition: New Mover Households



Definition and detail regarding each highlighted household type is found in *Household Type Reports*.

Profile Comparison Matrix: Established/New Mover/New Overall

Mosaic Household Type		Established Overall Profile		New Mover Profile		New Overall Profile		% Difference Composition
		Count	% Composition	Count	% Composition	Count	% Composition	
A01	America's Wealthiest	13	0.07%	2	0.13%	15	0.08%	0.00%
A02	Dream Weavers	249	1.39%	11	0.70%	260	1.34%	-0.06%
A03	White-collar Suburbia	8	0.04%	-	0.00%	8	0.04%	0.00%
A04	Upscale Suburbanites	-	0.00%	-	0.00%	-	0.00%	0.00%
A05	Enterprising Couples	89	0.50%	2	0.13%	91	0.47%	-0.03%
A06	Small-town Success	1,977	11.04%	17	1.09%	1,994	10.24%	-0.80%
A07	New Suburbia Families	454	2.53%	75	4.80%	529	2.72%	0.18%
B01	Status-conscious Consumers	811	4.53%	144	9.22%	955	4.90%	0.38%
B02	Affluent Urban Professionals	9	0.05%	1	0.06%	10	0.05%	0.00%
B03	Urban Commuter Families	2,254	12.59%	1	0.06%	2,255	11.59%	-1.01%
B04	Solid Suburban Life	106	0.59%	5	0.32%	111	0.57%	-0.02%
B05	Second-generation Success	791	4.42%	15	0.96%	806	4.14%	-0.28%
B06	Successful Suburbia	648	3.62%	29	1.86%	677	3.48%	-0.14%
C01	Second City Homebodies	143	0.80%	7	0.45%	150	0.77%	-0.03%
C02	Prime Middle America	1,325	7.40%	147	9.41%	1,472	7.56%	0.16%
C03	Suburban Optimists	30	0.17%	2	0.13%	32	0.16%	0.00%
C04	Family Convenience	172	0.96%	11	0.70%	183	0.94%	-0.02%
C05	Mid-market Enterprise	364	2.03%	66	4.23%	430	2.21%	0.18%
D01	Nuevo Hispanic Families	74	0.41%	8	0.51%	82	0.42%	0.01%
D02	Working Rural Communities	58	0.32%	4	0.26%	62	0.32%	-0.01%
D03	Lower-income Essentials	4	0.02%	-	0.00%	4	0.02%	0.00%
D04	Small-city Endeavors	54	0.30%	6	0.38%	60	0.31%	0.01%
E01	Ethnic Urban Mix	4	0.02%	-	0.00%	4	0.02%	0.00%
E02	Urban Blues	376	2.10%	10	0.64%	386	1.98%	-0.12%
E03	Professional Urbanites	189	1.05%	4	0.26%	193	0.99%	-0.06%
E04	Suburban Advantage	192	1.07%	10	0.64%	202	1.04%	-0.03%
E05	American Great Outdoors	42	0.23%	5	0.32%	47	0.24%	0.01%
E06	Mature America	-	0.00%	-	0.00%	-	0.00%	0.00%
F01	Steadfast Conservatives	884	4.94%	-	0.00%	884	4.54%	-0.40%
F02	Moderate Conventionalists	354	1.98%	65	4.16%	419	2.15%	0.18%

Definition and detail regarding each highlighted household type is found in *Household Type Reports*.

Significant growth household types in green. Significant declining composition households in red.

For this study significant is a % Composition change of 0.25% or more.

Profile Comparison Matrix: Established/New Mover/New Overall (cont.)

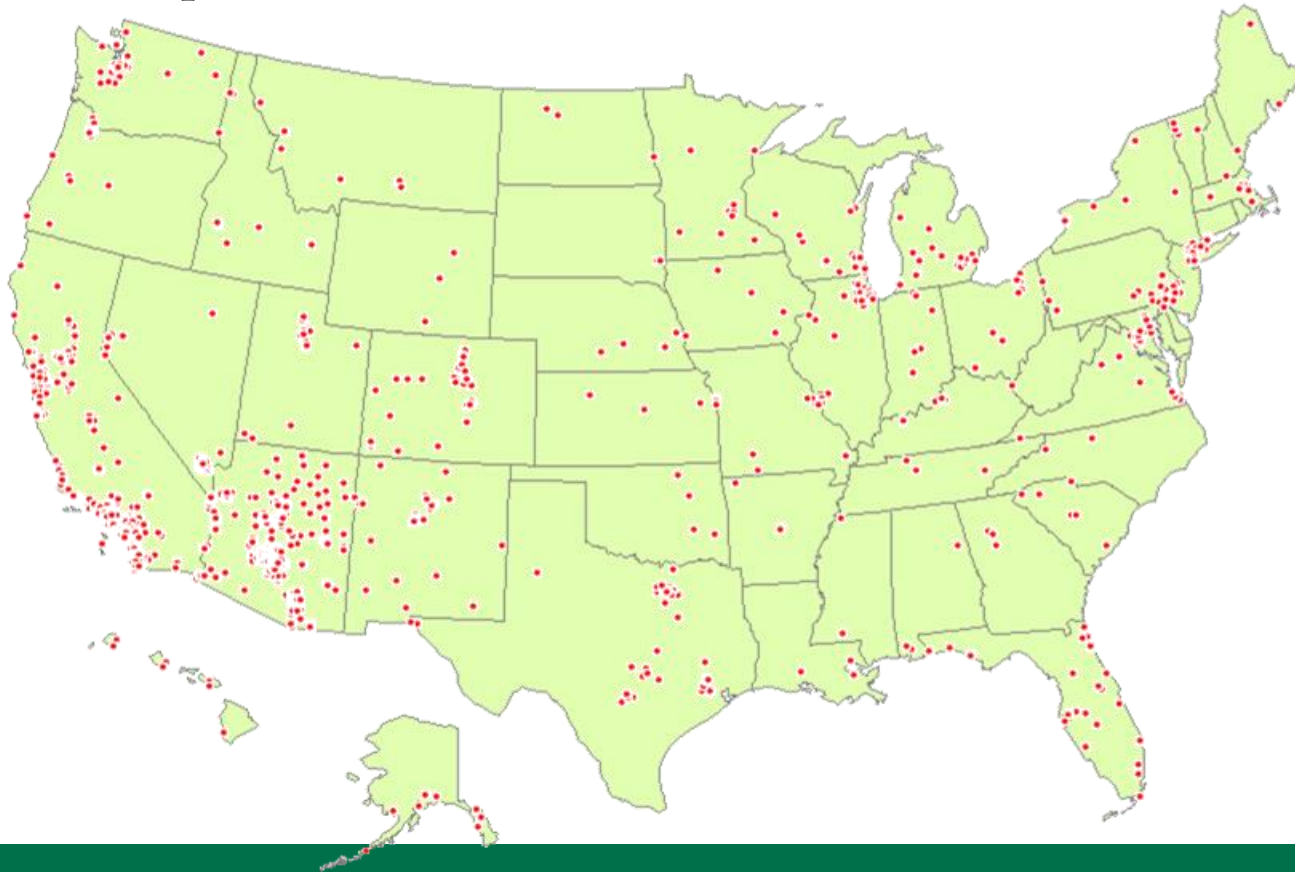
Mosaic Household Type		Established Overall Profile		New Mover Profile		New Overall Profile		% Difference
		Count	% Composition	Count	% Composition	Count	% Composition	Composition
F03	Southern Blues	152	0.85%	11	0.70%	163	0.84%	-0.01%
F04	Urban Grit	123	0.69%	37	2.37%	160	0.82%	0.13%
F05	Grass-roots Living	-	0.00%	-	0.00%	-	0.00%	0.00%
G01	Hardy Rural Families	2	0.01%	-	0.00%	2	0.01%	0.00%
G02	Rural Southern Living	443	2.48%	54	3.46%	497	2.55%	0.08%
G03	Coal and Crops	-	0.00%	-	0.00%	-	0.00%	0.00%
G04	Native Americana	98	0.55%	15	0.96%	113	0.58%	0.03%
H01	Young Cosmopolitans	1,133	6.33%	131	8.39%	1,264	6.50%	0.16%
H02	Minority Metro Communities	139	0.77%	12	0.77%	151	0.77%	0.00%
H03	Stable Careers	708	3.95%	160	10.24%	868	4.46%	0.50%
H04	Aspiring Hispania	331	1.85%	53	3.39%	384	1.97%	0.12%
I01	Industrious Country Living	16	0.09%	5	0.32%	21	0.11%	0.02%
I02	America's Farmlands	-	0.00%	-	0.00%	-	0.00%	0.00%
I03	Comfy Country Living	60	0.34%	8	0.51%	68	0.35%	0.01%
I04	Small-town Connections	27	0.15%	4	0.26%	31	0.16%	0.01%
I05	Hinterland Families	-	0.00%	-	0.00%	-	0.00%	0.00%
J01	Rugged Rural Style	1	0.01%	-	0.00%	1	0.01%	0.00%
J02	Latino Nuevo	344	1.92%	52	3.33%	396	2.04%	0.11%
J03	Struggling City Centers	9	0.05%	1	0.06%	10	0.05%	0.00%
J04	College Town Communities	1,727	9.65%	224	14.34%	1,951	10.02%	0.38%
J05	Metro Beginnings	-	0.00%	-	0.00%	-	0.00%	0.00%
K01	Unattached Multi-cultures	2	0.01%	1	0.06%	3	0.02%	0.00%
K02	Academic Influences	21	0.12%	3	0.19%	24	0.12%	0.01%
K03	African-American Neighborhoods	36	0.20%	-	0.00%	36	0.18%	-0.02%
K04	Urban Diversity	684	3.82%	112	7.17%	796	4.09%	0.27%
K05	New Generation Activists	146	0.82%	29	1.86%	175	0.90%	0.08%
K06	Getting By	13	0.07%	3	0.19%	16	0.08%	0.01%
L01	Military Family Life	-	0.00%	-	0.00%	-	0.00%	0.00%
L02	Major University Towns	1	0.01%	-	0.00%	1	0.01%	0.00%
L03	Gray Perspectives	9	0.05%	-	0.00%	9	0.05%	0.00%
Grand Total		17,899		1,562		19,461		

Definition and detail regarding each highlighted household type is found in *Household Type Reports*.
 Significant growth household types in green. Significant declining composition households in red.

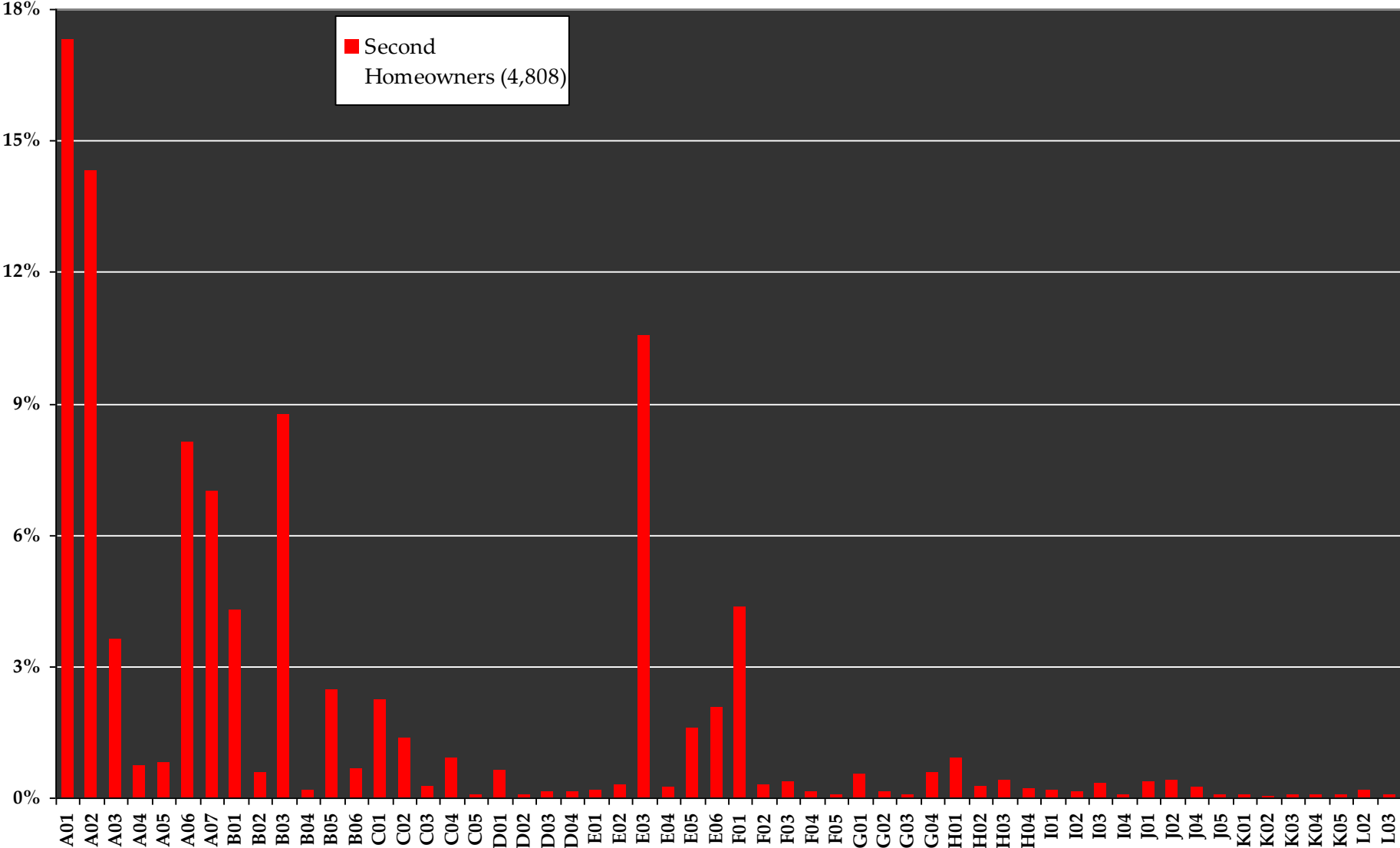
For this study significant is a % Composition change of 0.25% or more.

Second Homeowners

4,808 unique second homeowners were profiled based on their primary residential addresses. The graph on the next slide represents the segmentation profile of these second homeowners.



Profile Composition: Second Homeowners

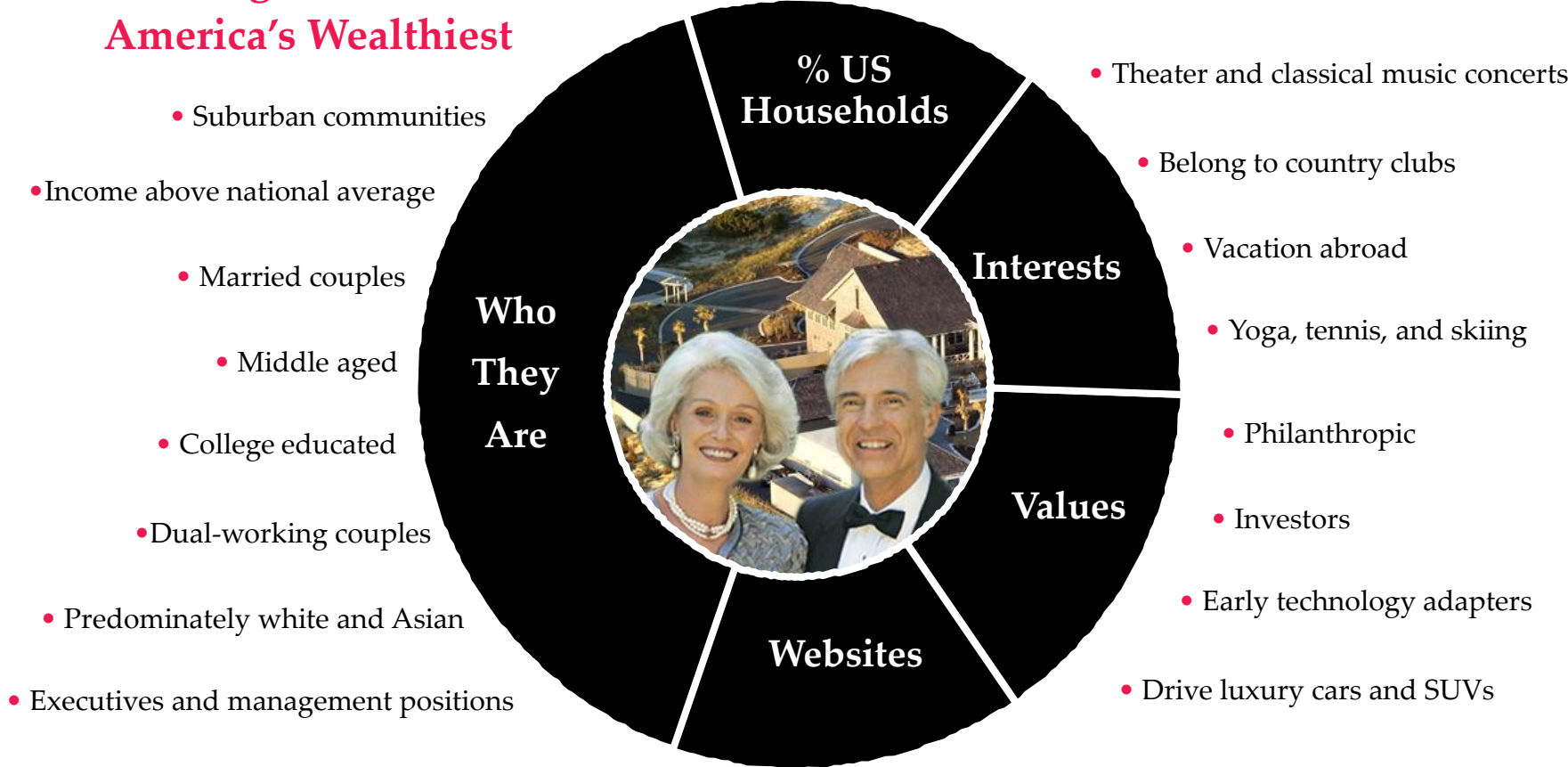


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Household Type

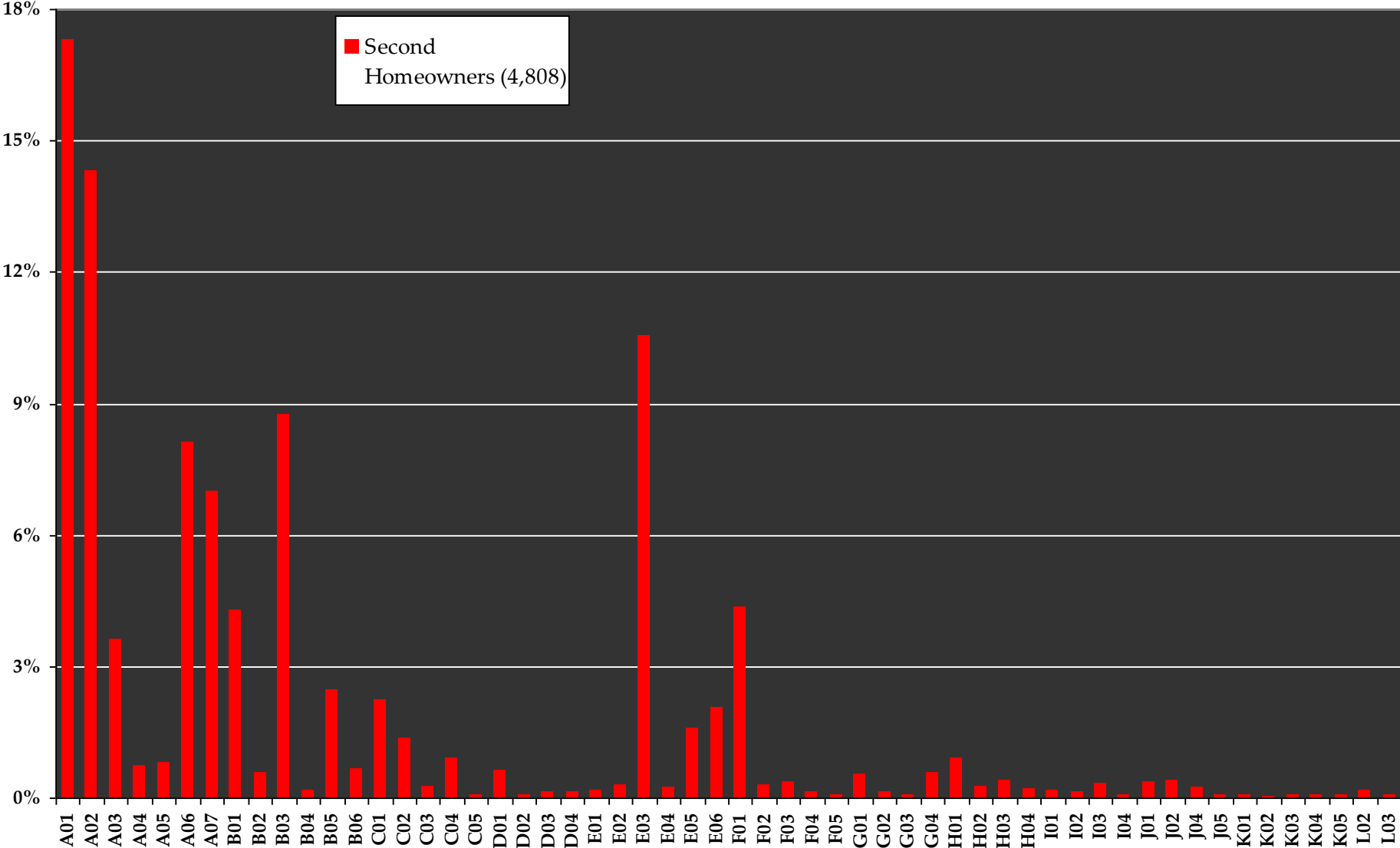
Segment A01: America's Wealthiest

1.14%



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

Profile Composition: Second Homeowners



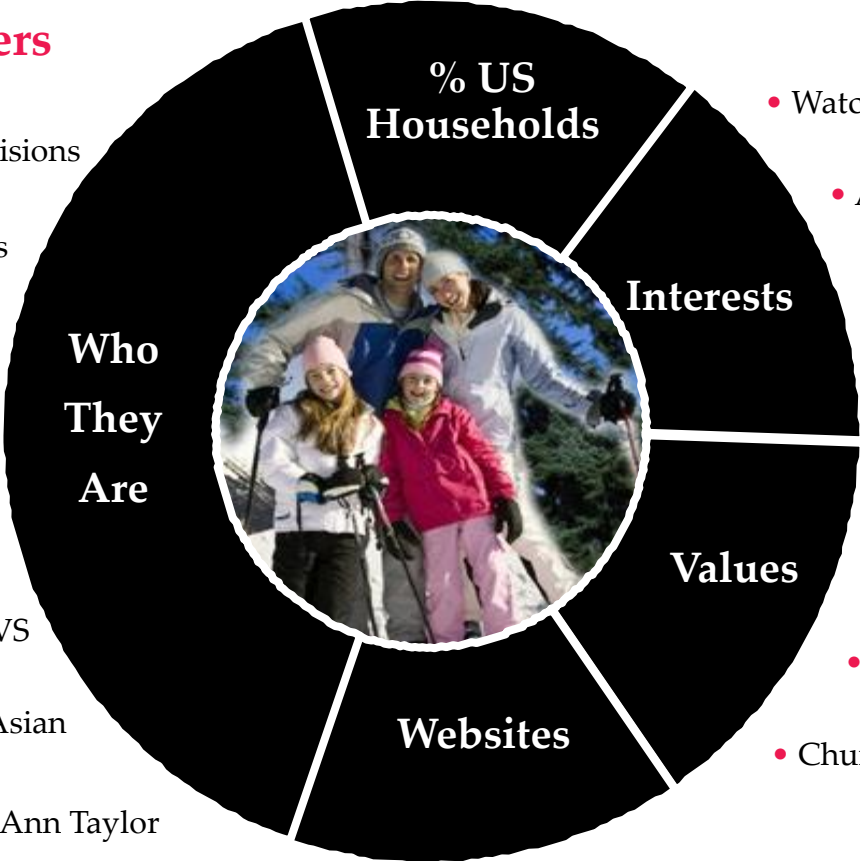
Definition and detail regarding each highlighted household type is found in *Household Type Reports*.

Household Type

Segment A02: Dream Weavers

1.74%

- Who They Are**
- New-money subdivisions
 - High incomes
 - Largest married couple segment
 - School-aged children
 - White-collar professionals
 - Luxury sedans and SUVs
 - Majority white and Asian
 - Shop at Banana Republic and Ann Taylor

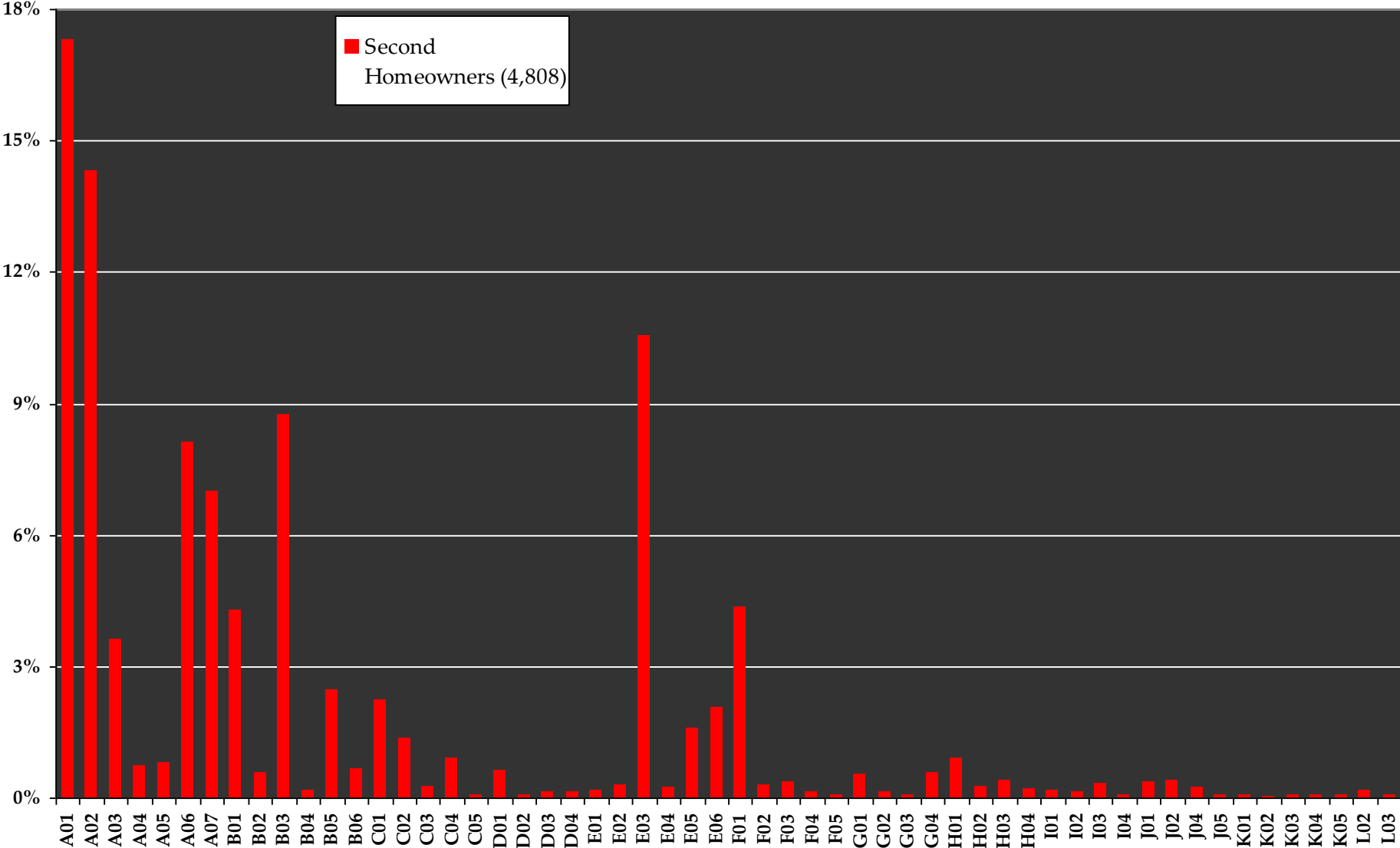


- Watch HGTV, Food Network, and E!
- Art clubs and country clubs
- Swimming and golf
- Charity
- Technologically trendy
- Family-friendly activities
- Churches and synagogues

• www.marketwatch.com, www.etrade.com

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

Profile Composition: Second Homeowners



Definition and detail regarding each highlighted household type is found in *Household Type Reports*.

Household Type

Segment E03:

Professional Urbanities

2.09%

- Upper-middle-class retirement oasis
 - Aging singles and couples
 - Most are over the age of 65
 - Empty-nested
 - College educated
 - Above-average incomes
- White-collar professionals and managers
 - Tend to live in relatively new homes and well-kept apartments



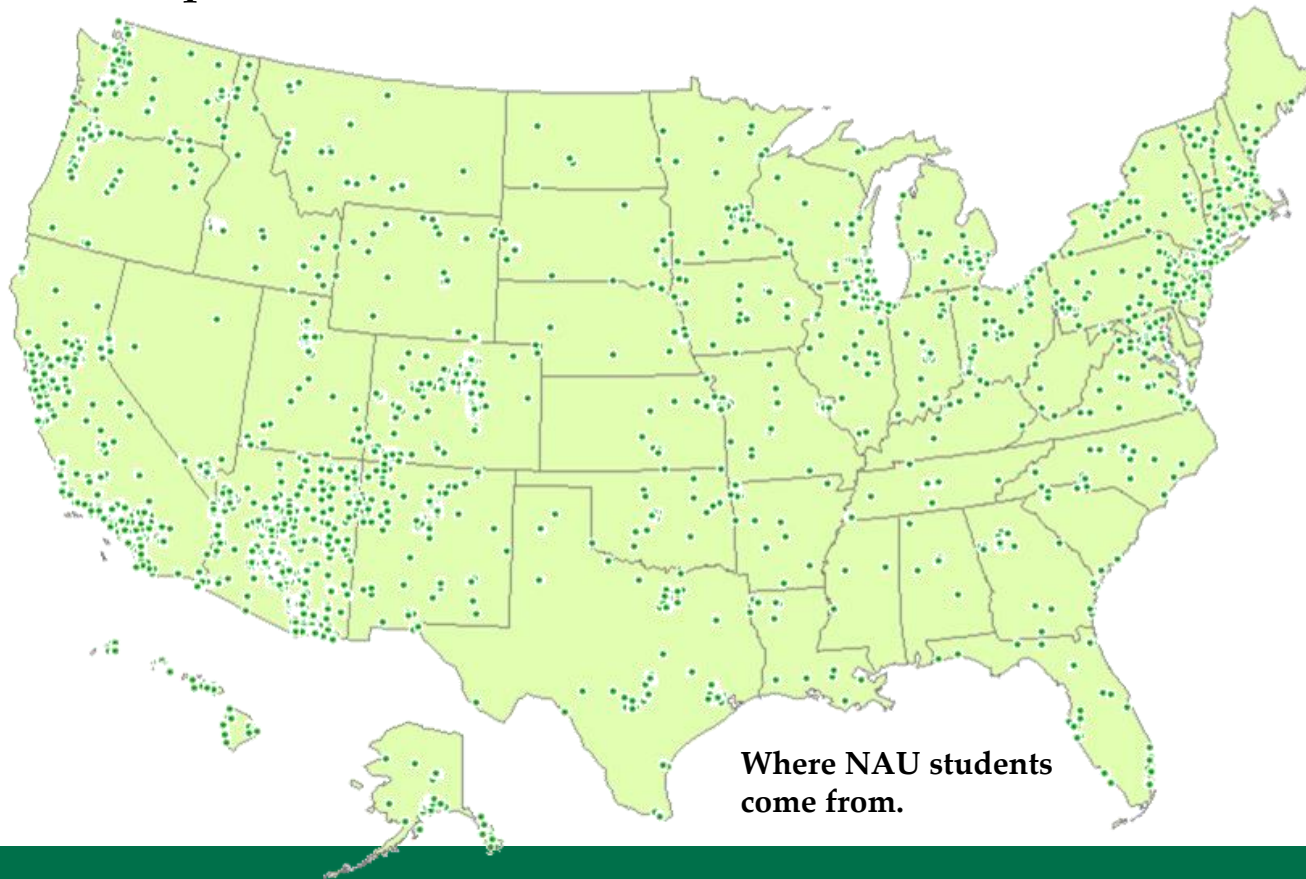
- Cruises and vacation resorts in the U.S.
- Theater, opera, antique shows, casinos
- High travels for traveling abroad
- Cosmopolitan lifestyles
- Media traditionalists
- Environmentally friendly and familiar-brand products
- Well-off, conservative consumers

• www.travelocity.com, www.marketwatch.com

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

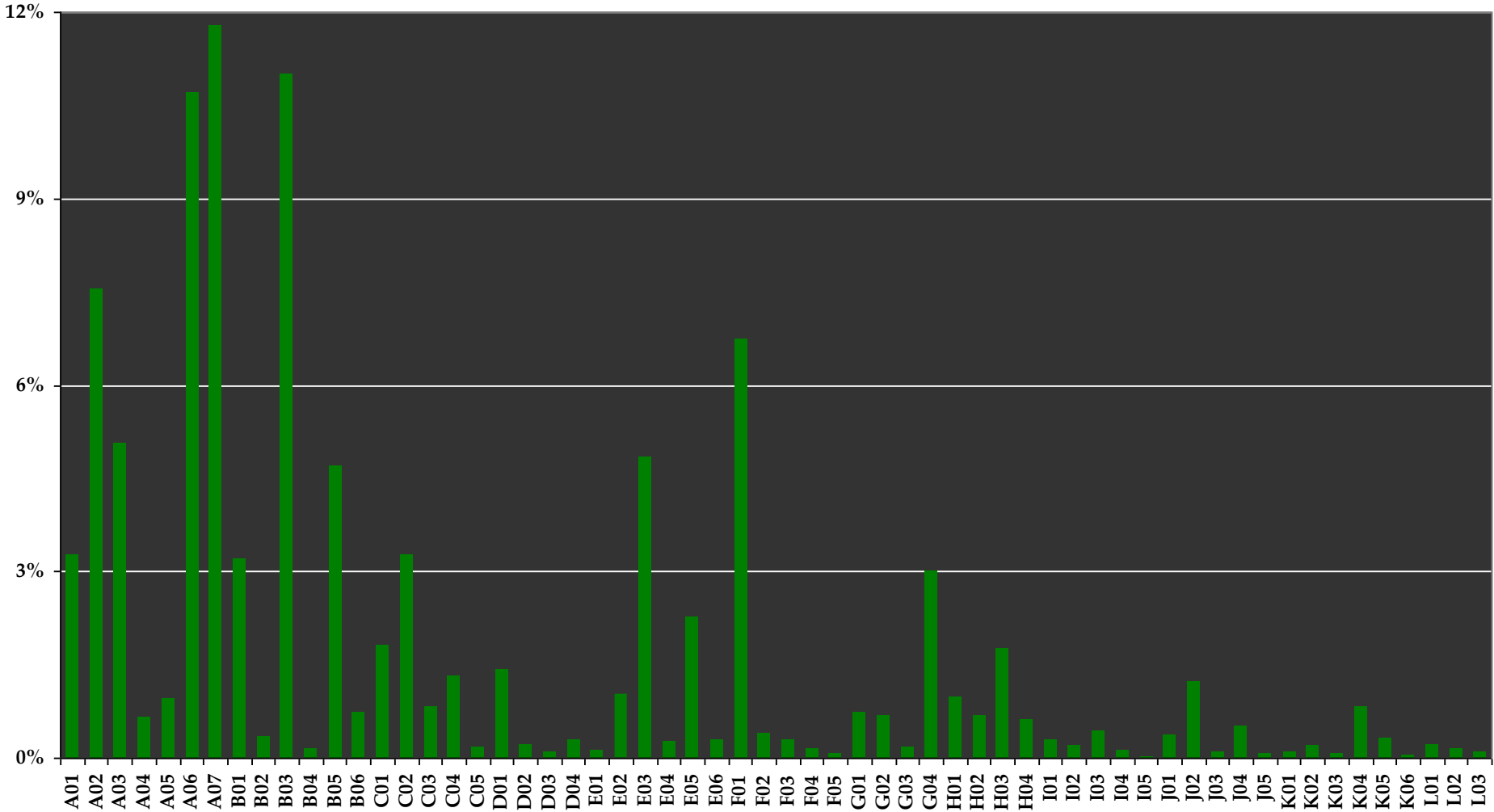
NAU Students

14,660 unique student records were profiled based on their permanent residential addresses. The graph on the next slide represents the segmentation profile of these students.



Where NAU students
come from.

Profile Composition: Permanent Address Student Profile



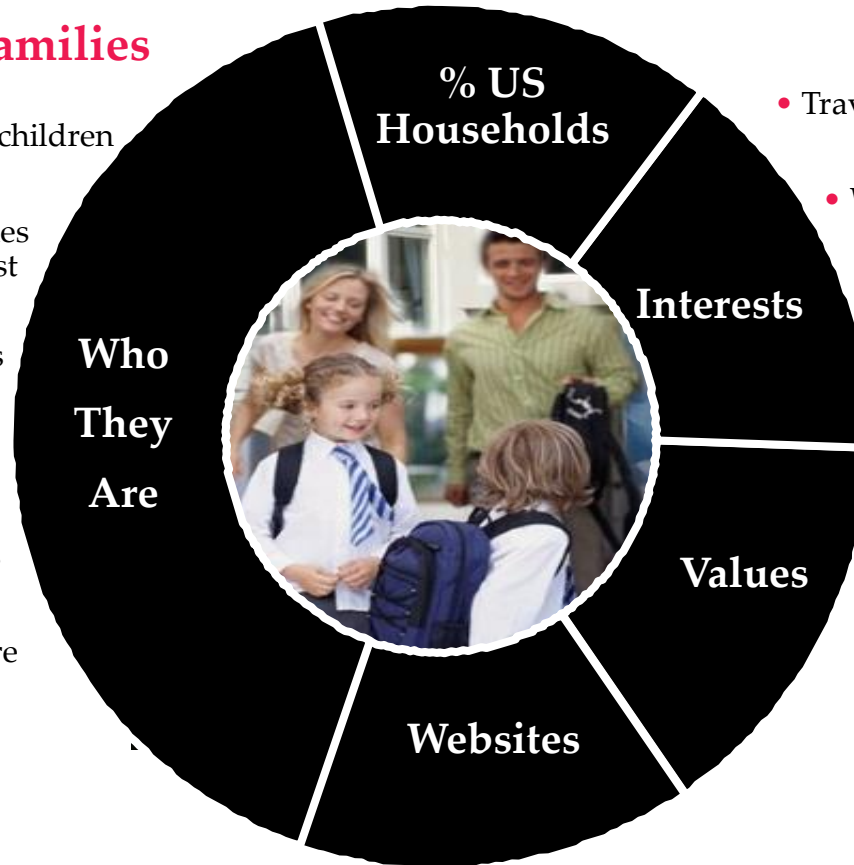
Definition and detail regarding each highlighted household type is found in *Household Type Reports*.

Household Type

Segment A07: New Suburbia Families

2.82%

- Young couples with pre-school children
- Live in fast-growing communities mainly in the West and Southwest
 - Many earn six-figure incomes
 - Most attended college
 - Most have multiple workers
- Segment's population has more than tripled since 1990

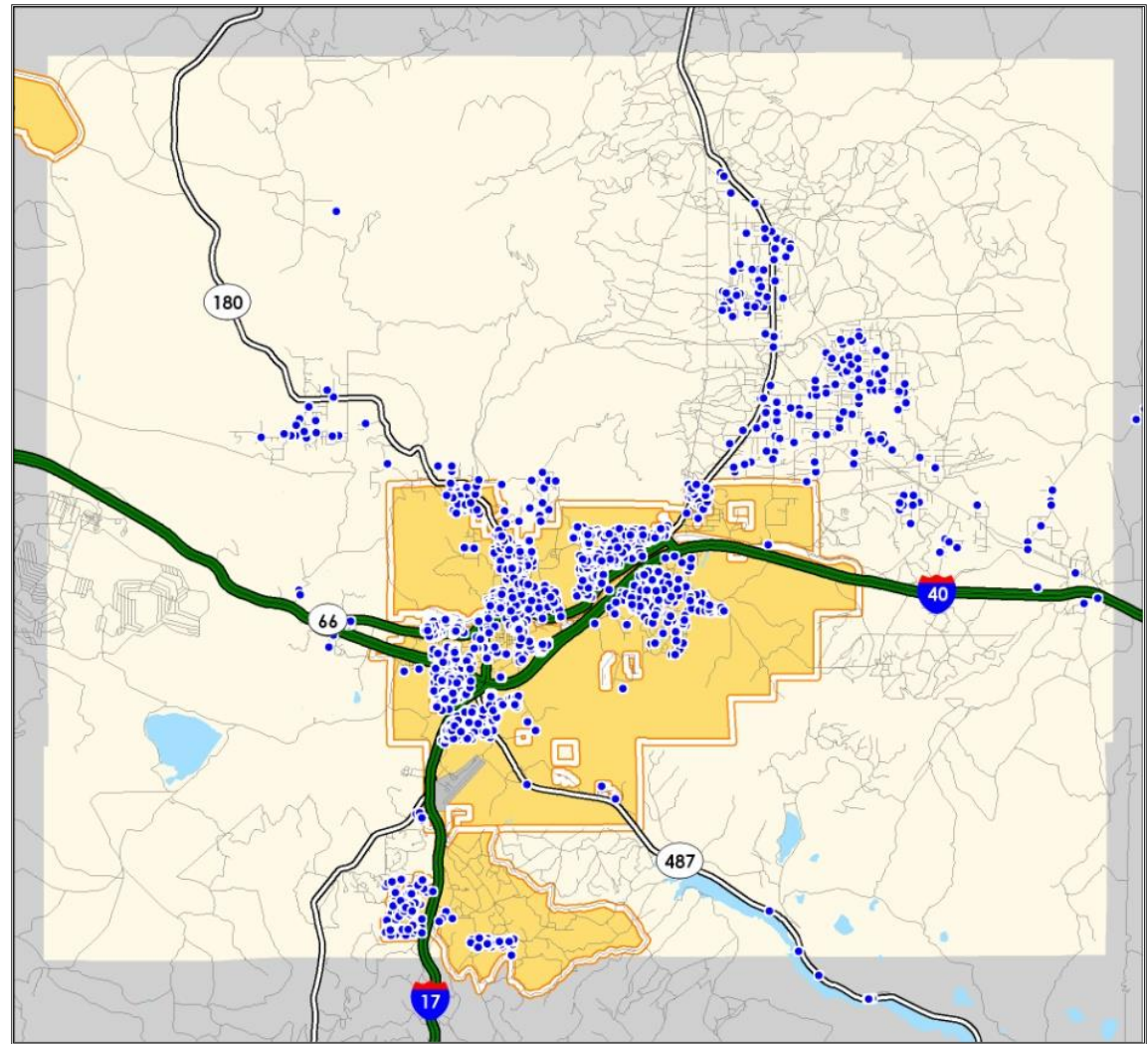


- Travel to kid-friendly destinations
- Watching reality shows
- Team sports
- Arts and crafts
- Children-centered lifestyles

- www.disney.com, www.monster.com

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

NAU Students



Where NAU students reside locally during the school year.



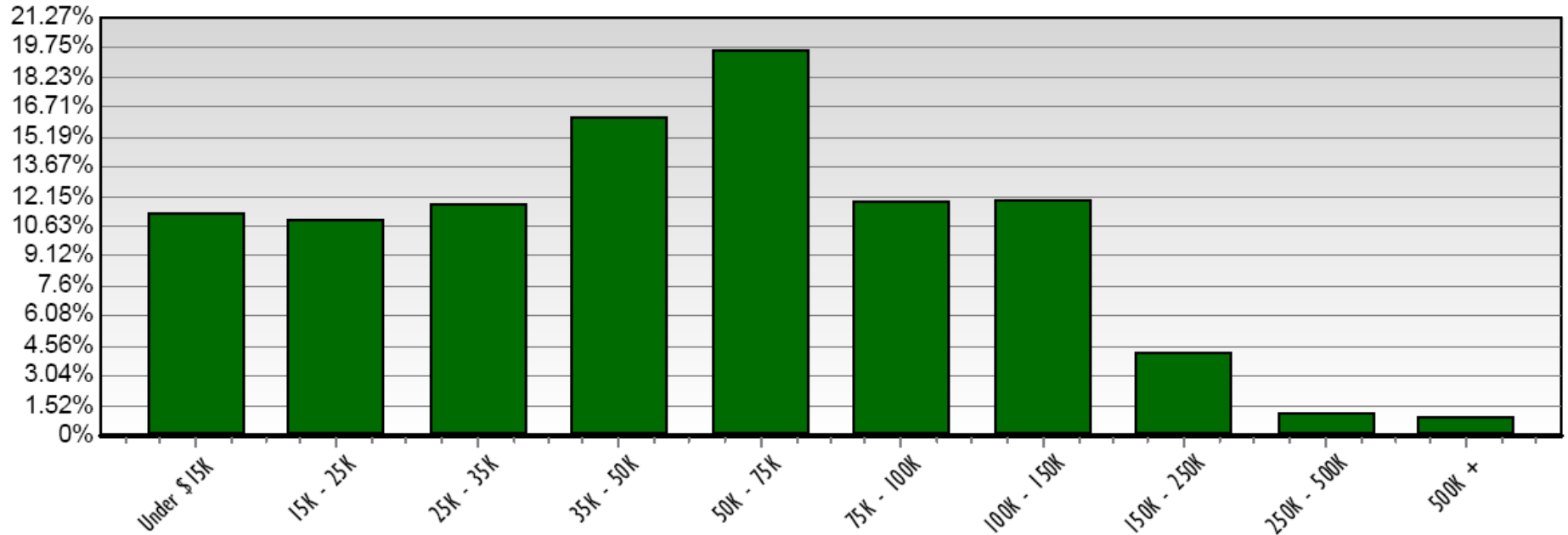
Demographic Detail and Comparison

Success is insight.

Households By Income (Census-Based)

This graphic reflects the census-based income levels for the FMPO study area.

Households By Income (Current)

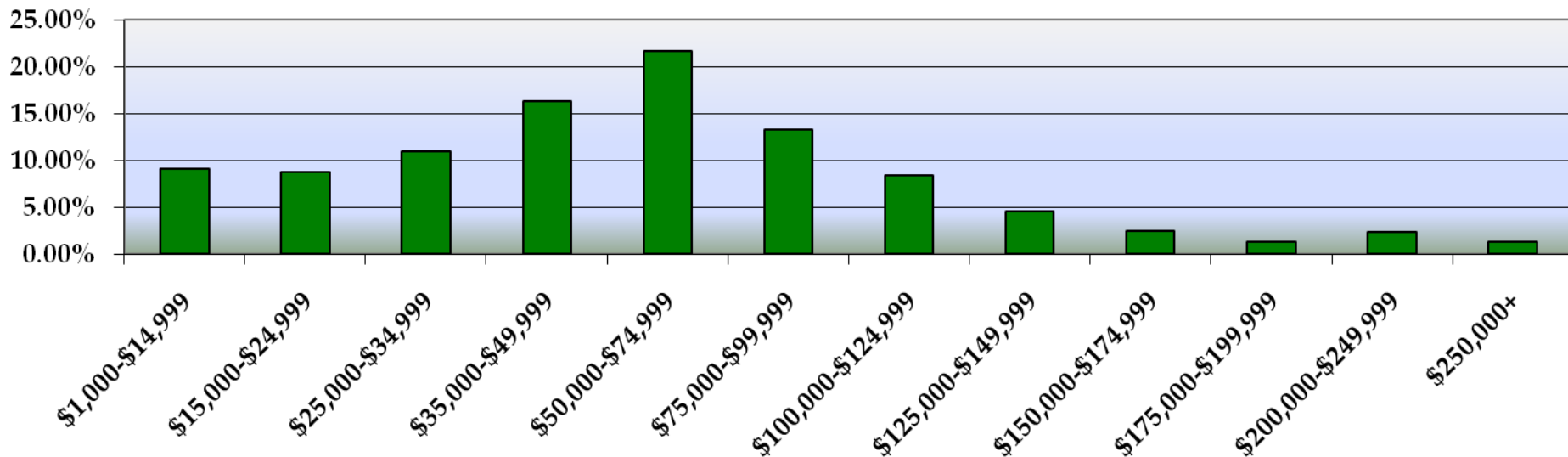


Success is insight.

Households By Income (Experian/Buxton-Based)

This graphic reflects the household level distribution of income for the FMPO study area.

Household Income Distribution



Success is insight.

Demographic Analysis (Weighted Segment Averages): Comparison of Established/New Mover/New Overall

	Average Income	Age				%	% Child Present	Race/Ethnicity				% Home Owner	Income		
		% Age <35	% Age 35-44	% Age 44-54	% Age 55+			% African- American	% Asian	% Hispanic	% White (Non- Hispanic)		% <\$50K	% \$50-\$100K	% \$100K +
Established Households	\$72,153	22.6	27.3	23.4	26.5	57.0	34.7	1.1	3.5	9.9	78.4	68.6	40.3	36.4	23.3
New Mover Households	\$62,715	32.3	35.2	20.6	11.5	40.2	35.2	1.0	4.5	13.3	73.3	46.1	51.6	30.4	18.0
New Overall Households	\$71,461	23.4	27.9	23.2	25.3	55.7	34.7	1.1	3.5	10.0	78.2	67.0	41.1	36.0	22.9
National Average	\$68,982	17.7	26.5	23.8	31.7	54.7	35.0	10.3	3.2	11.3	69.3	67.7	46.9	33.5	19.6

Immediate impacts of new movers on the overall neighborhood profile:

- Slight decrease in average yearly income by virtue of an increase of households with yearly incomes <\$50k (+.8%)
- Skewing younger (percentage increases for ages <35 and 35 – 44)
- Decrease in percentage married
- Decrease in home ownership (-1.6%)

Detailed demographic snapshots for each of the three household profiles are provided in the following slides.

Demographic Analysis (Weighted Segment Averages): Comparison of Overall/Second Homeowners

	Average Income	Age				% Married	% Child Present	Race/Ethnicity					% Home Owner	Income		
		% Age <35	% Age 35-44	% Age 44-54	% Age 55+			% African- American	% Asian	% Hispanic	% White (Non- Hispanic)	% Income <\$50K		% Income \$50-\$100K	% Income \$100K +	
Second Homeowners	\$127,399	9.8	20.8	25.8	43.4	75.4	31.7	0.8	5.0	6.0	80.9	88.9	25.5	29.5	44.9	
National Average	\$68,982	17.7	26.5	23.8	31.7	54.7	35.0	10.3	3.2	11.3	69.3	67.7	46.9	33.5	19.6	

Second Homeowner Characteristics

- Average household income nearly \$56,000 more per year than the Overall Household profile
- Large percentage married (75%) and over the age of 55 (43.4%)
- Less than 10% are under the age of 35 (9.8%)

Detailed demographic reports for each of the household profiles are provided in the following slides.

Demographic Analysis (Weighted Segment Averages): Permanent Student Addresses

	Average Income	Age				%	% Child Present	Race/Ethnicity					% Home Owner	Income		
		% Age <35	% Age 35-44	% Age 44-54	% Age 55+			% African- American	% Asian	% Hispanic	% White (Non- Hispanic)	% Income <\$50K		% Income \$50-\$100K	% Income \$100K +	
Permanent Student Addresses	\$98,402	12.2	24.0	26.1	37.5	76.4	38.5	0.2	4.6	10.0	77.5	90.0	26.9	36.5	36.6	
National Average	\$68,982	17.7	26.5	23.8	31.7	54.7	35.0	10.3	3.2	11.3	69.3	67.7	46.9	33.5	19.6	

Student Characteristics (Permanent Addresses)

- Average household income nearly \$27,000 more per year than the Overall Household profile

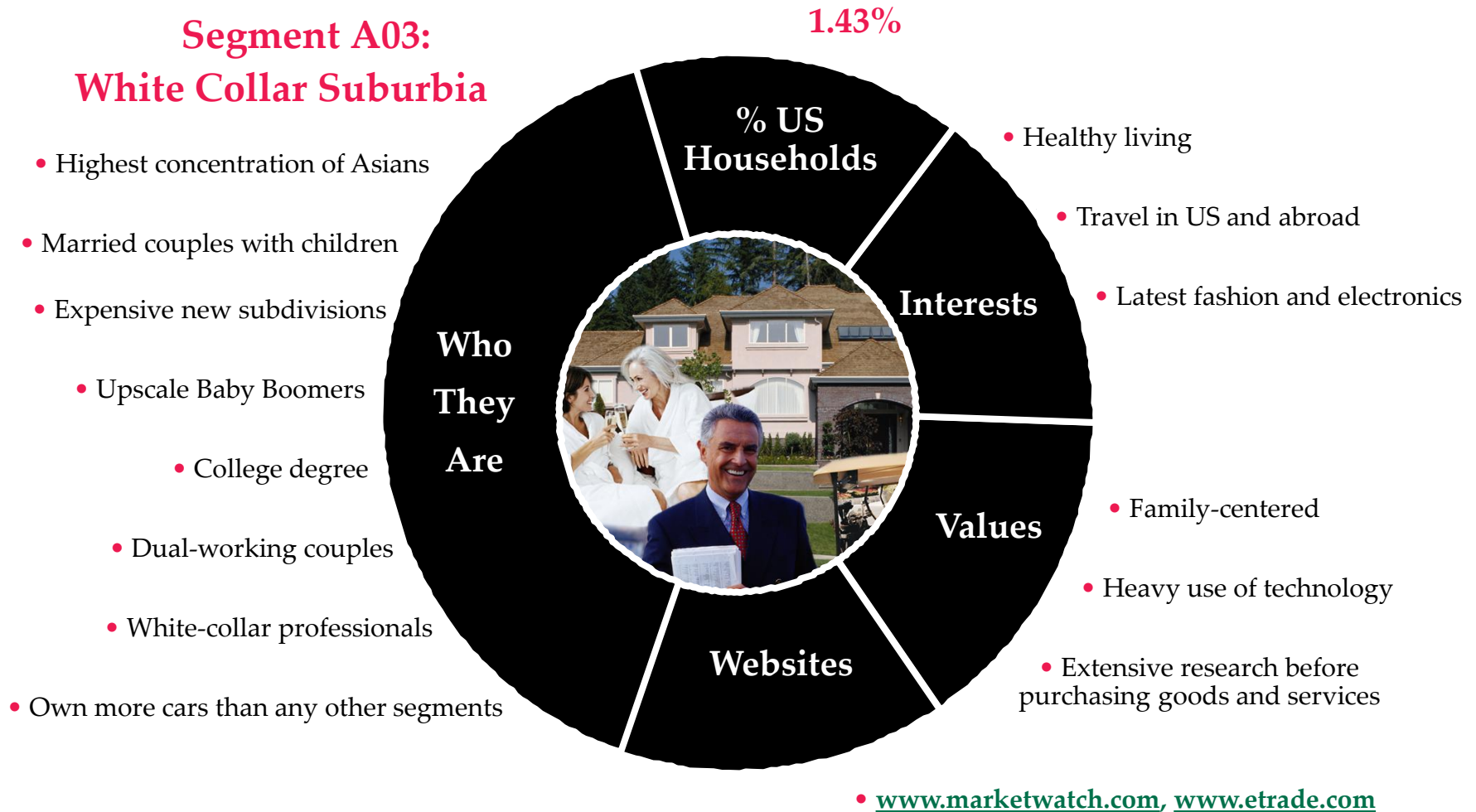
Detailed demographic reports for each of the household profiles are provided in the following slides.



Household Type Overview and Reports

Success is insight.

Household Type



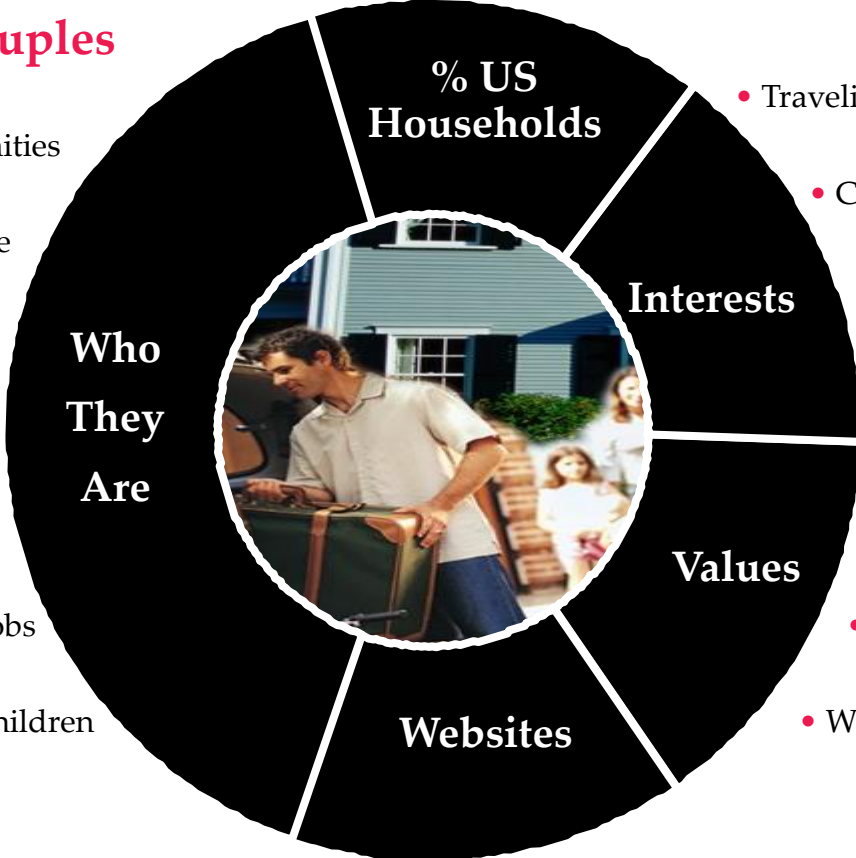
Click thumbnail image at right to learn more about this household segmentation.

Household Type

Segment A05: Enterprising Couples

0.84%

- Who They Are**
- Upper-middle-class communities
 - Baby Boomers, mostly White
 - Mid-sized luxury cars imports
 - High household income
 - Detached homes built after 1990
 - Long commutes to white-collar jobs
 - Married couples, some with children



- Traveling
- Concerts, antique shows, and museums
- Electronic devices and board games
- Conservative spenders
- Active on recent news
- Working out

• moneycentral.msn.com, www.mapquest.com

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

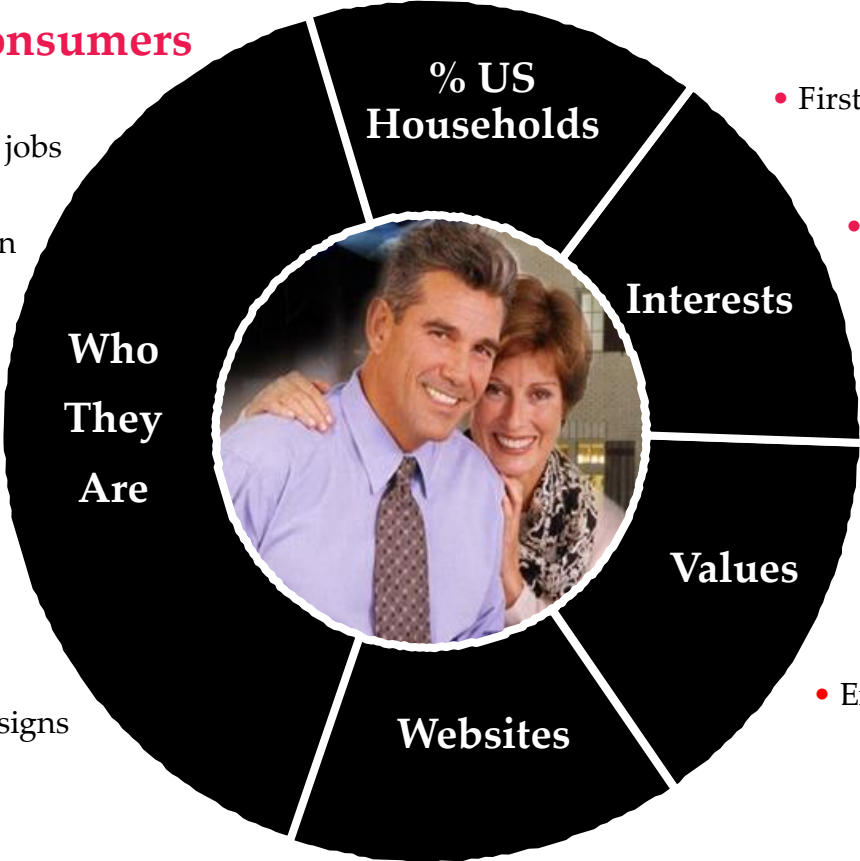
Household Type

Segment B01:

Status-conscious Consumers

- Commute to well-paying city jobs
- Predominantly white and Asian
- Status-conscious consumers
- A haven for big spenders
 - Earn six-figure incomes
 - Drive imported vehicles
- Expensive cars and stylish designs

1.55%



- First to own the latest cell phones, PCs, and DVD players
- Attend hottest night clubs
- News media
- Health-conscious foods
- Environmentally-friendly products

• www.marketwatch.com, www.cnn.com

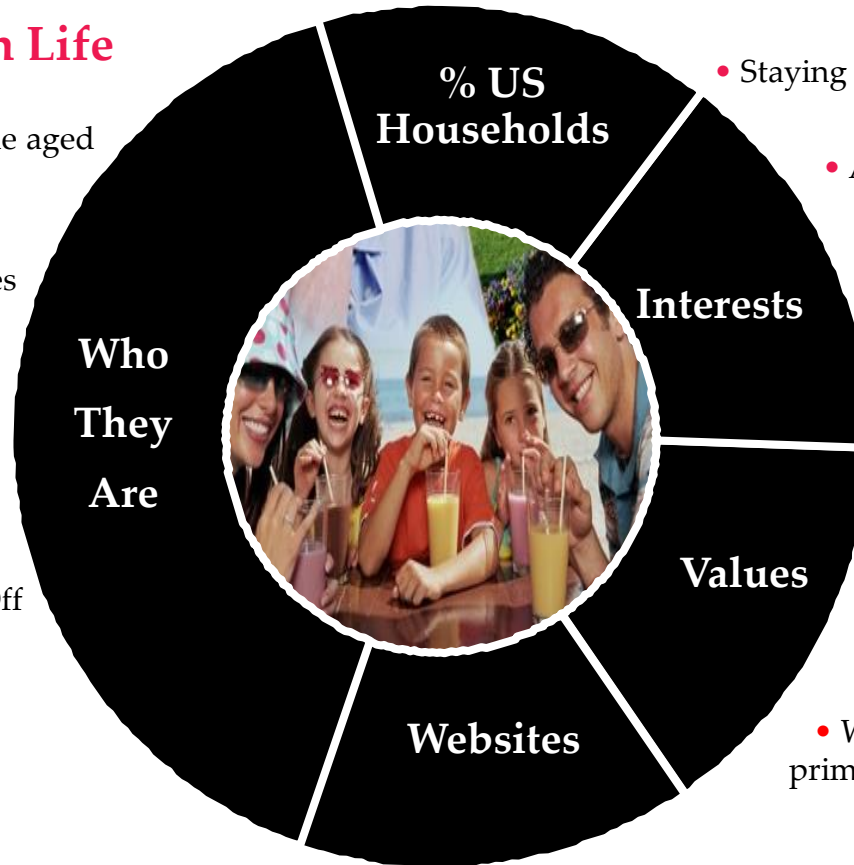
Click thumbnail image at right to learn more about this household segmentation.

Household Type

Segment B04: Solid Suburban Life

0.63%

- Mix of younger and middle aged couples and singles
- Earn upper-middle-class salaries
- Primarily white and Asian
- Live in inner-ring subdivisions developed in the 1970s
- Shop at Nordstrom Rack, Off Fifth, and Marshall's



- Staying in shape without joining a health club
- Adult education courses
- Cruises and vacations
- Night movies
- Relaxed leisure lives
- Smart shoppers
- Watch network reality shows, primetime comedies and late-night talk shows

• www.mtv.com, www.aol.com

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

Household Type

Segment B05:

Second-generation Success

2.40%

- Multi-ethnic households of Asian, Hispanic, and varied European descent

- Mix of blue- and white-collar jobs

- Married couples with children

- Own SUVs or vans

- Upper-middle-class status

- Households with 5+ people

- Single detached house built in the early 1980s in suburban frontier

Who
They
Are



% US
Households

Interests

- Read celebrity publications such as US Weekly and PEOPLE

- All media channels

- Team sports

Values

- Hard work

- Cultural traditions

- Family-centered activities

Websites

- www.neopets.com, www.myspace.com

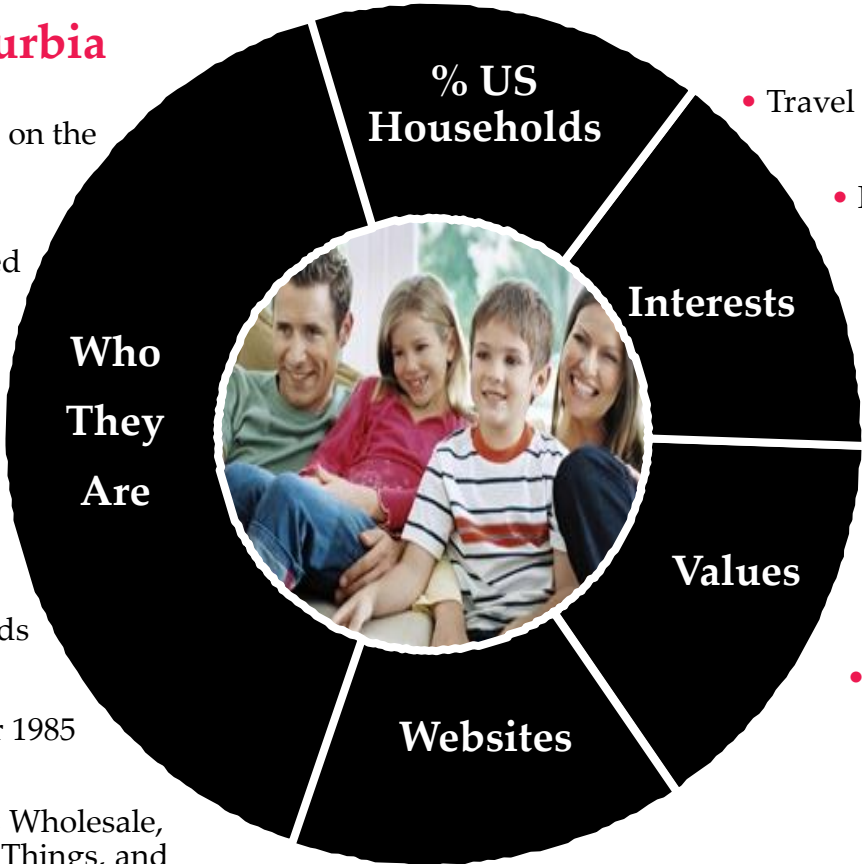
Click thumbnail image at right to learn more about this household segmentation.

Household Type

Segment B06: Successful Suburbia

0.91%

- Primarily in East Coast towns on the metro fringe
- White and college educated
- Multiple works in household
 - Commute to work
 - Middle aged
- Carry a variety of credit cards
- Live in homes built after 1985
 - Shop at Kohl's, BJ's Wholesale, Old Navy, Linens 'N Things, and Best Buy



- Travel frequently for business and pleasure
- Radio programs
- Outdoor activities
- Leisure activities
- Brand loyal customers
- www.ticketmaster.com, www.weather.com

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

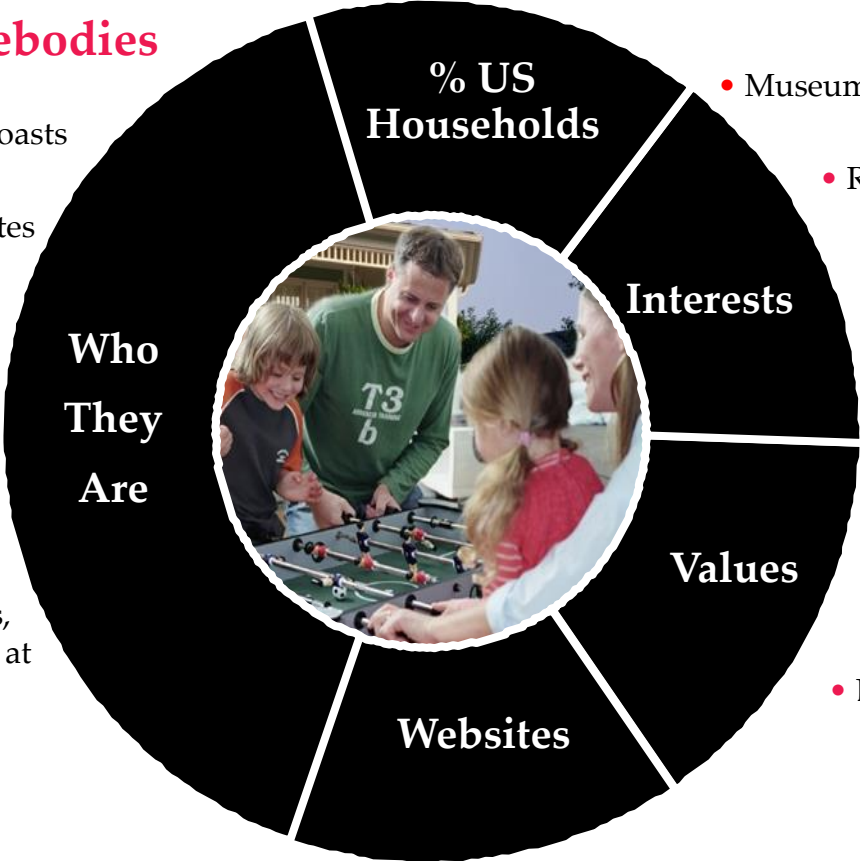
Household Type

Segment C01:

Second City Homebodies

0.74%

- Satellite cities along both coasts
- About half are college graduates
- Mostly white and Asian
- Middle aged
- Mature and financially secure
- Purchase fat-free products, sparkling water and fresh fish at markets



- Museums, concerts, and dance performances
- Read newspapers, watch TV, listen to the radio, and go online
- Travel abroad for vacations
- Relaxation in home
- Leisure and outdoor activities

• www.marketwatch.com, www.cnn.com

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

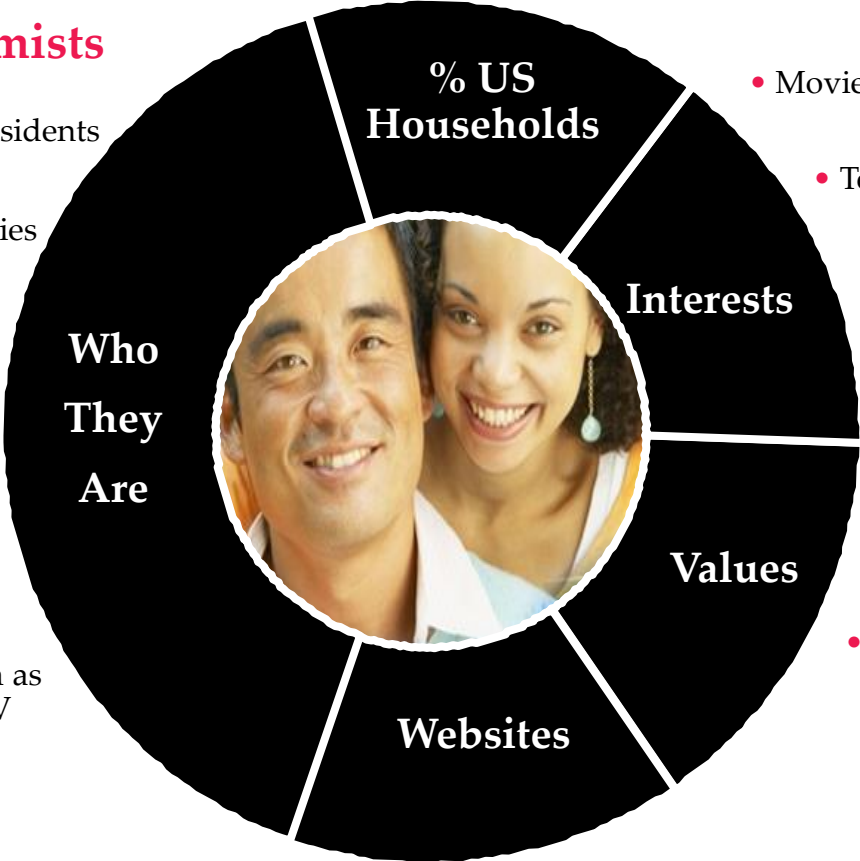
Household Type

Segment C03:

Suburban Optimists

0.61%

- Asian, Hawaiian, and white residents
- Middle aged couples and families
- Both blue- and white-collar jobs
- Live in older suburban homes, duplexes, and apartments near coast
- Drive imported SUVs and sedans
- Watch TV networks such as MTV, VH1, and Spike TV



- Movies, nightclubs, and billiards halls
- Team and individual sports activities
- Latest technology gadgets
- On-the-go lifestyles
- Early adopters

• www.disney.com, www.mtv.com

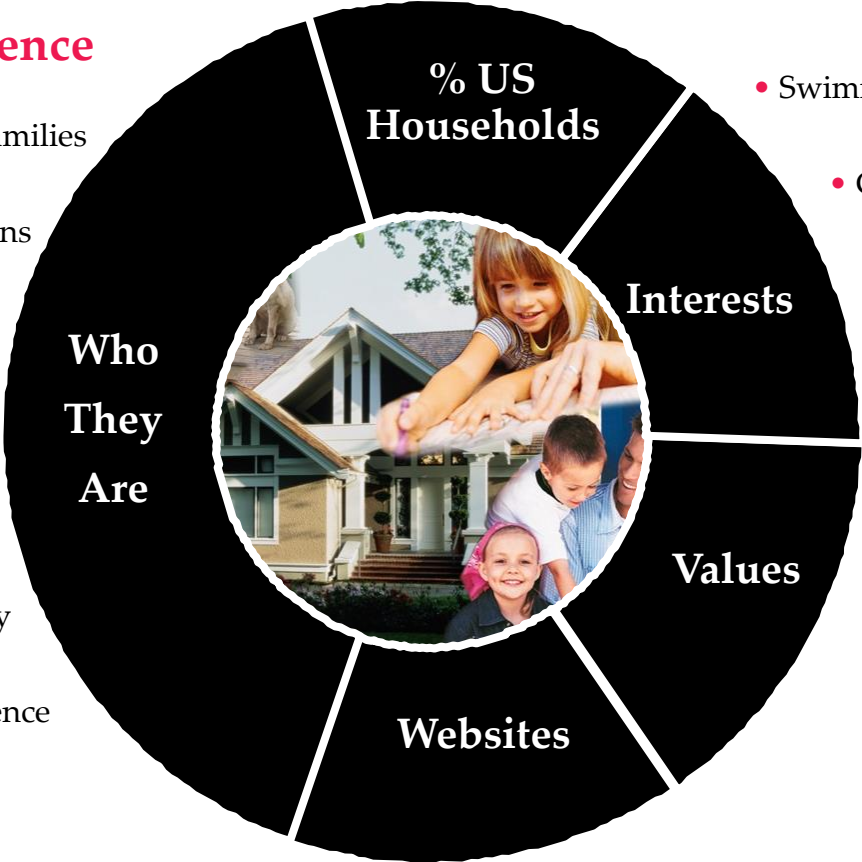
Click thumbnail image at right to learn more about this household segmentation.

Household Type

Segment C04: Family Convenience

1.93%

- High percentage of military families
- Sprawling families in remote towns
- Own new single-family homes
 - Skilled blue-collar jobs
 - Predominantly white
- Active within the community
- Above average length of residence



- Swimming, fishing, hunting, and camping
- Civic clubs and PTA's
- Watch classic TV sitcoms and family-friendly TV
- Family-oriented
- Traditional

• www.nascar.com, www.disney.com

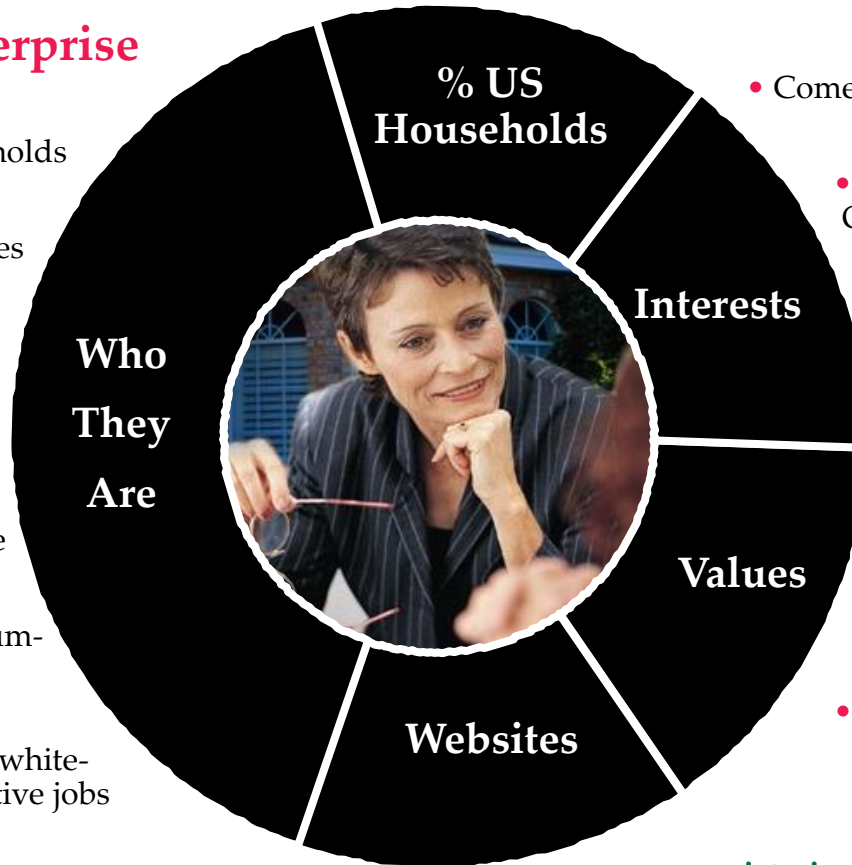
Click thumbnail image at right to learn more about this household segmentation.

Household Type

Segment C05: Mid-market Enterprise

0.84%

- Who They Are**
- Middle aged households
 - Mix of singles and couples
 - Located in small towns
 - Few minorities
 - Middle income
 - Sport wagons and medium-sized SUVs
 - Mix of blue-collar, white-collar, and administrative jobs



- Comedy clubs, concerts, and nightclubs

- Shop at American Eagle Outfitters and Old Navy

- Musical instruments, reading books, painting, and drawing

- Big city activities

- Classic rock, country, and golden oldies

- www.victoriasecret.com, www.monster.com

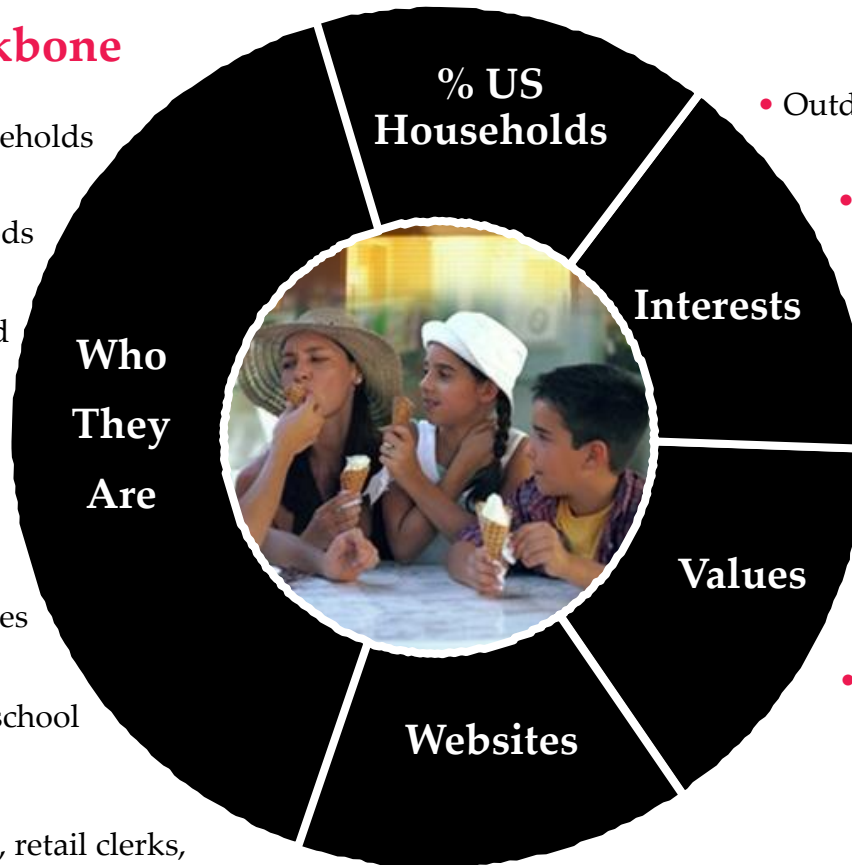
Click thumbnail image at right to learn more about this household segmentation.

Household Type

Segment D01: Blue-collar Backbone

2.73%

- Young Hispanic family households
- Working-class neighborhoods
- Most are under 45 years old
 - 80% are Hispanic
- Internet activity is low
- Live in nation's big cities
- 1/3 have less than a high school education
- Construction laborers, retail clerks, and food service workers



- Outdoor sports like soccer and basketball
- Shop at athletic wear stores
- High rates of watching network and cable television
- Economical lifestyles
- Hispanic media

• www.wwe.com, www.univision.com

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

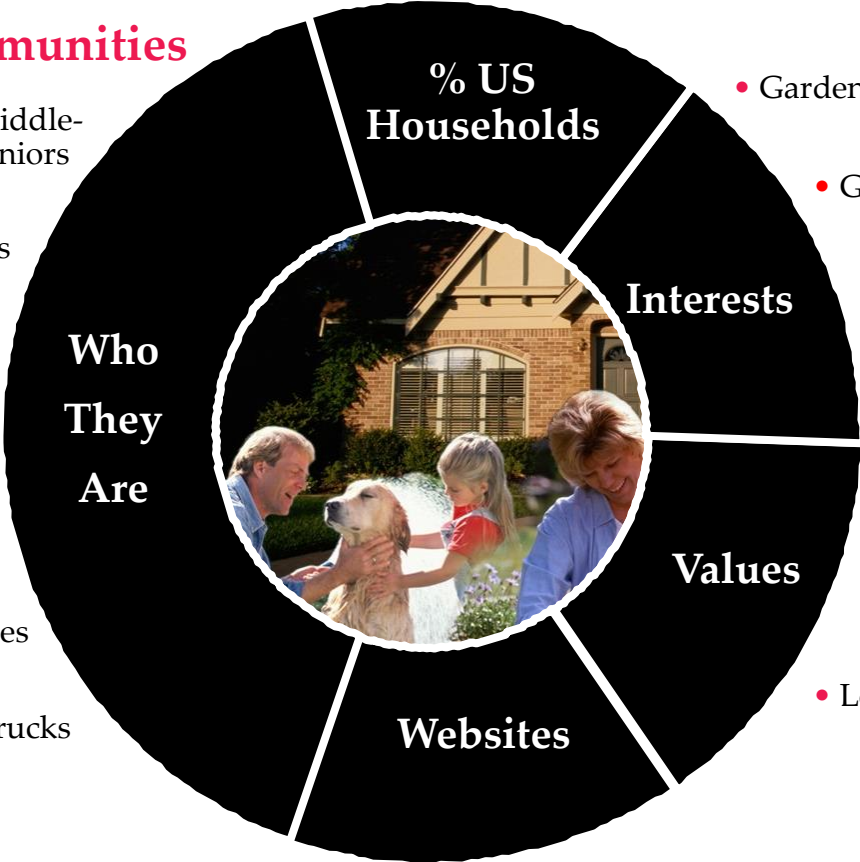
Household Type

Segment D02:

Working Rural Communities

1.06%

- Empty-nesting couples, middle-aged families and single seniors
- Older industrial towns
- Skilled blue-collar jobs
- Middle-class incomes
- Financially conservative
- Shop at discount department stores
- Drive American-made cars and trucks



- Gardening, woodworking, and needle work
- Golden oldies on the radio
- Nostalgic programming on TV
- Conservative
- Lead serene leisure lives

• www.walmart.com, www.ebay.com

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

Household Type

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Who
They
Are

% US
Households

Interests

- Gardening, woodworking, and needle work
- Golden oldies on the radio
- Nostalgic programming on TV

Values

- Conservative
- Lead serene leisure lives

Websites

- www.walmart.com, www.ebay.com



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

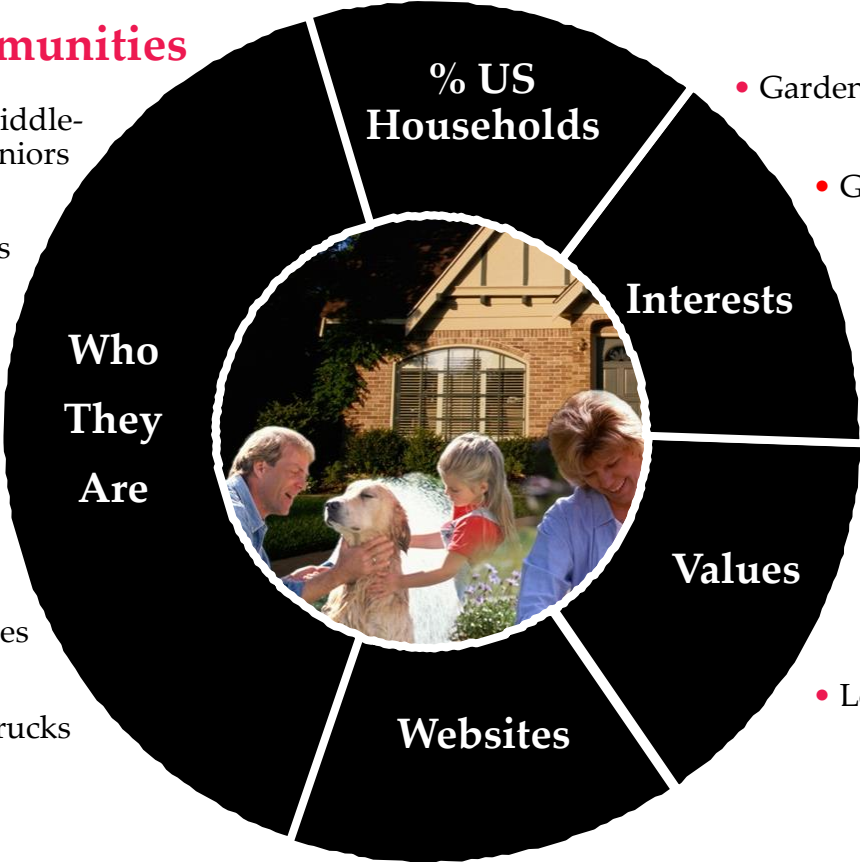
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• www.walmart.com, www.ebay.com

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Who
They
Are

% US
Households

Interests

- Gardening, woodworking, and needle work
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- Nostalgic programming on TV

Values

- Conservative
- Lead serene leisure lives

Websites

- www.walmart.com, www.ebay.com



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

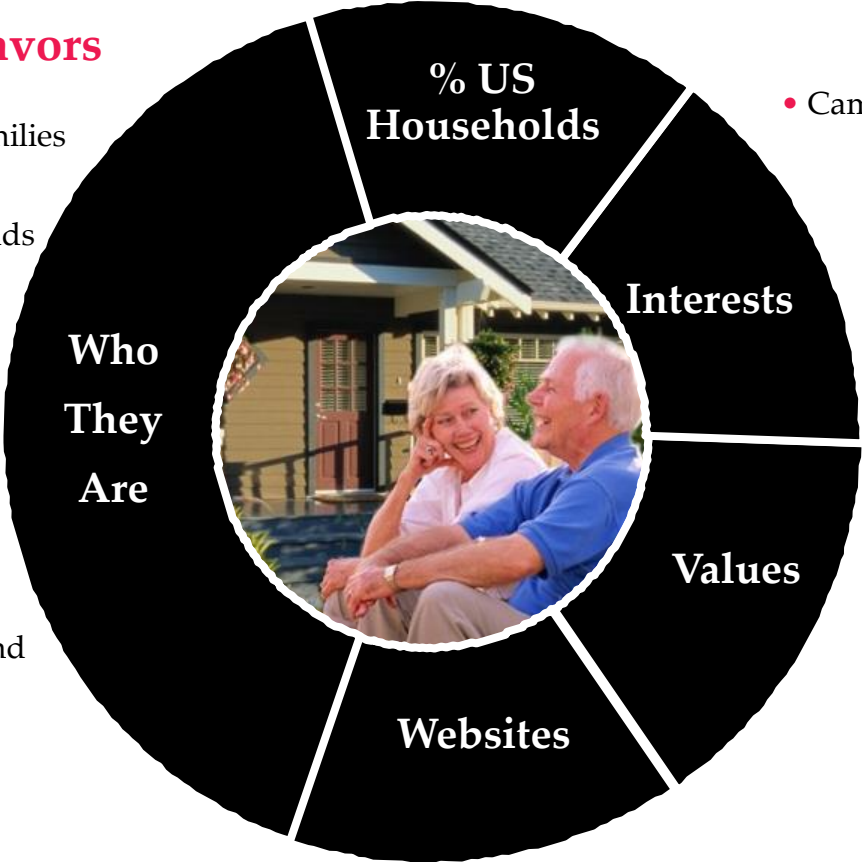
Household Type

Segment D04:

Small-city Endeavors

1.95%

- Mix of young and old families
- Some single-parent households
- High school education levels
- Low-wage, blue-collar jobs
- Live in older homes and small apartments
- Shop at Wal-Mart and Payless Shoes



- Camping, boating, and fishing
- Baseball, antiques, and board games
- Humble lifestyles

• www.wwe.com, geocities.yahoo.com

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

Household Type

Segment E02: Urban Blues

1.74%

- Singles, families, and single parents
- Most households are Hispanic
- Entry-level, blue-collar jobs
- Live in urban areas
- Modest education
- High unemployment levels
- Single family homes and mobile homes

Who
They
Are

- Shop at large discount chains such as Ross and Payless shoes

% US
Households

Interests

- Baseball, football, soccer, volleyball, and basketball
- Cooking, listening to Spanish music, and entertaining friends

Values

- Family-oriented lifestyles

Websites

- www.univision.com, www.myspace.com



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

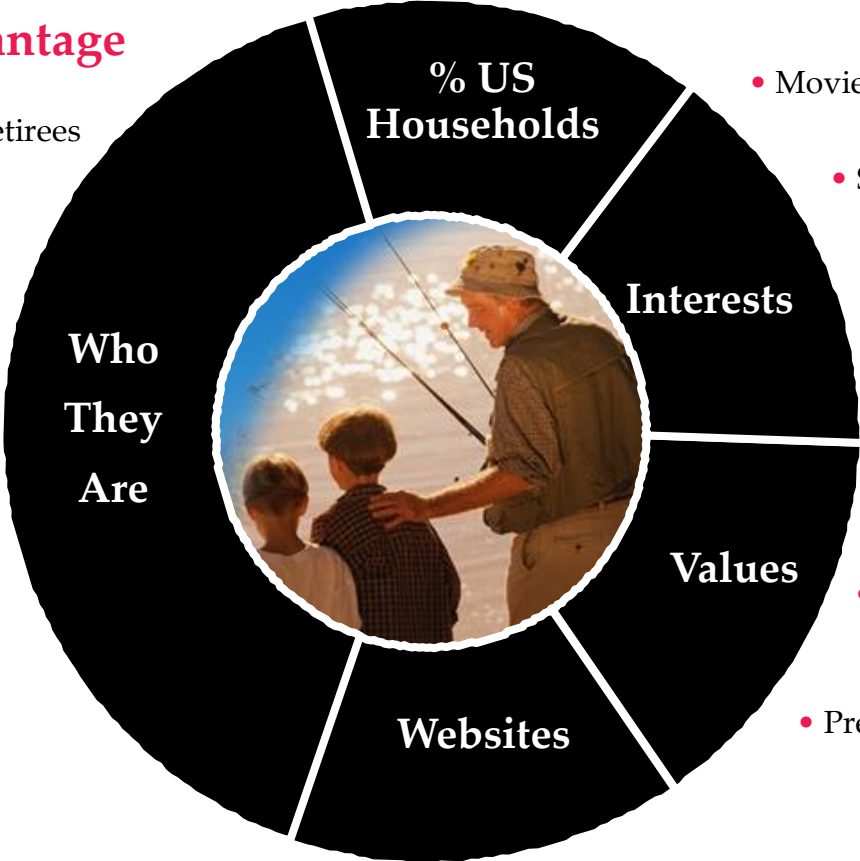
Household Type

Segment E04:

Suburban Advantage

1.15%

- Empty-nesting couples and retirees
- White-collar and managerial jobs
 - Most have college degrees
- Middle-class homes and condos
- Enjoy comfortable lifestyles



- Movies, concerts, and antique shows
- Strong market for newspapers and magazines
- Health-conscious
- Fairly conservative in their marketplace choices
- Prefer mainstream clothing retailers

• www.etrade.com, www.drudgereport.com

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

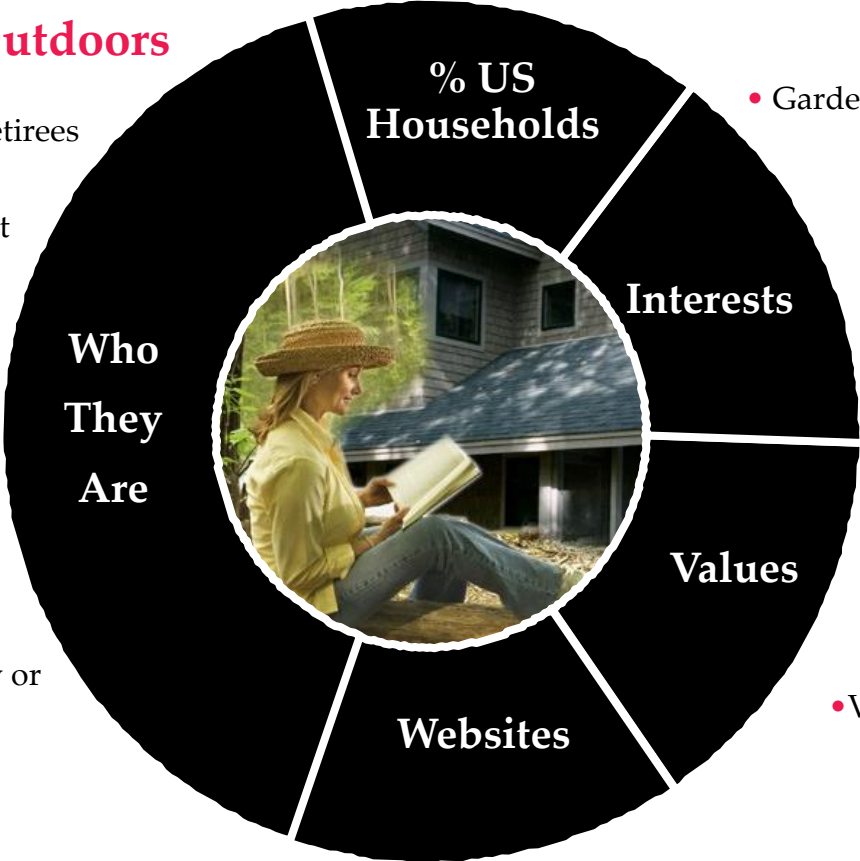
Household Type

Segment E05:

American Great Outdoors

1.37%

- Blend of rural couples and retirees
- Modest homes, small apartment buildings, and mobile homes
- Blue-collar and service industry jobs
- About half are over 65
- Outdoor lifestyle
- Get by on Social Security or relatively low wages



- Gardening, bird-watching, camping, and saltwater fishing
- Veterans clubs and fraternal orders
- Buy American-made products
- Proud of their American roots
- Very conservative with investments

• www.freecreditreport.com, www.foodnetwork.com

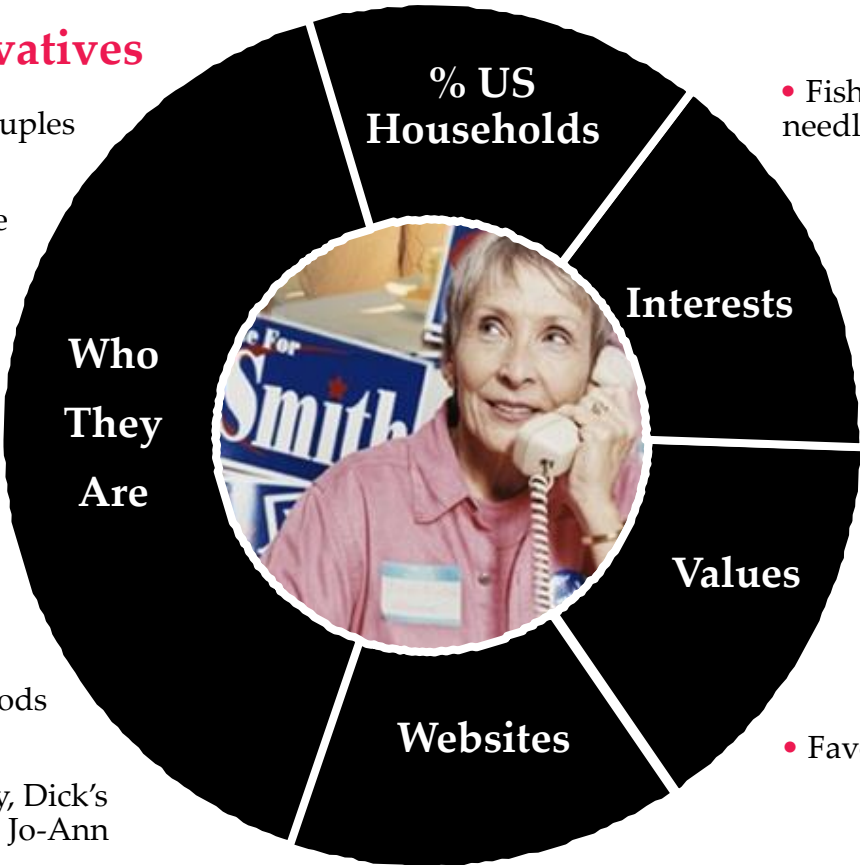
Click thumbnail image at right to learn more about this household segmentation.

Household Type

Segment F01: Steadfast Conservatives

6.51%

- Mature singles and couples
- Predominantly white
- High school educated
- Blue-collar jobs
- Homeowners
- Middle-class incomes
- Urban neighborhoods
- Shop at J.C. Penney, Dick's Sporting Goods, and Jo-Ann



- Fishing, gardening, antiques, needlework, and woodworking
- Fraternal orders, veteran clubs, and church groups
- Sitcoms, reality shows, daytime soaps, and religious programs
- Old-fashion lifestyles
- Do-It-Yourself
- Favor the Republican party

• www.nascar.com, www.xanga.com

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

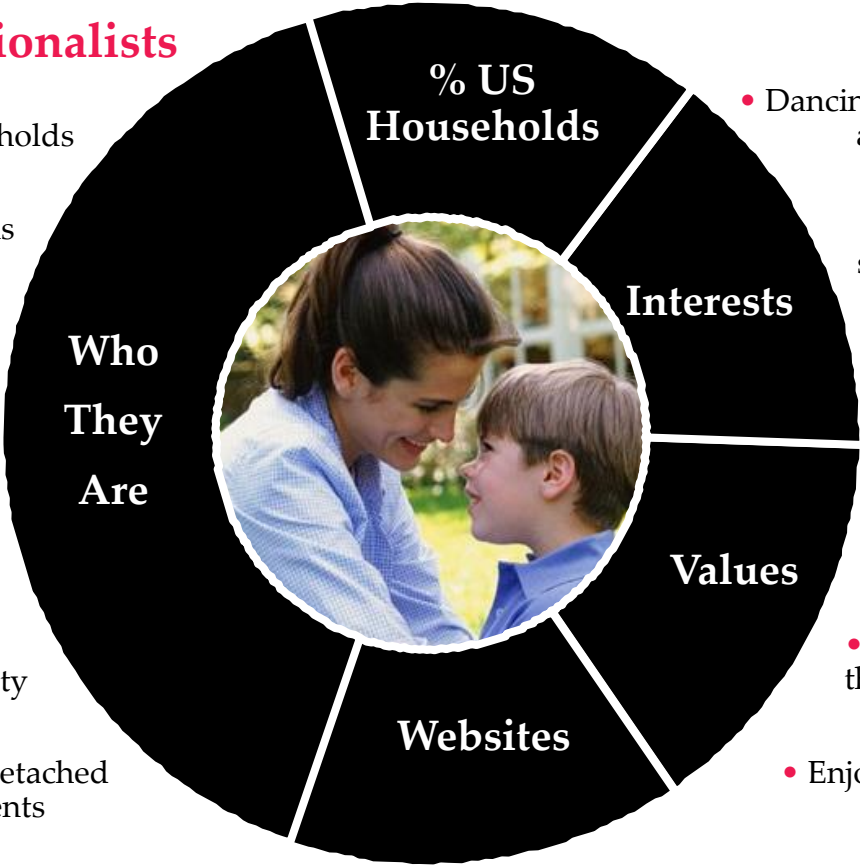
Household Type

Segment F02:

1.60%

Moderate Conventionalists

- Predominantly childless households
- Epitomize average Americans
- Completed high school or some college
- Well-paying blue-collar and white-collar jobs
- Low rates of homeownership
- Above-average rates of mobility
- Modest homes, semi-detached houses and apartments



- Dancing, bar hopping, bowling, and playing pool
- Exercise buffs who play softball, tennis and volleyball
- Travel frequently for business and pleasure
- Active social lives
- Big consumers for products that help them look their best
- Enjoy a variety of media

• www.espn.com, www.dogpile.com

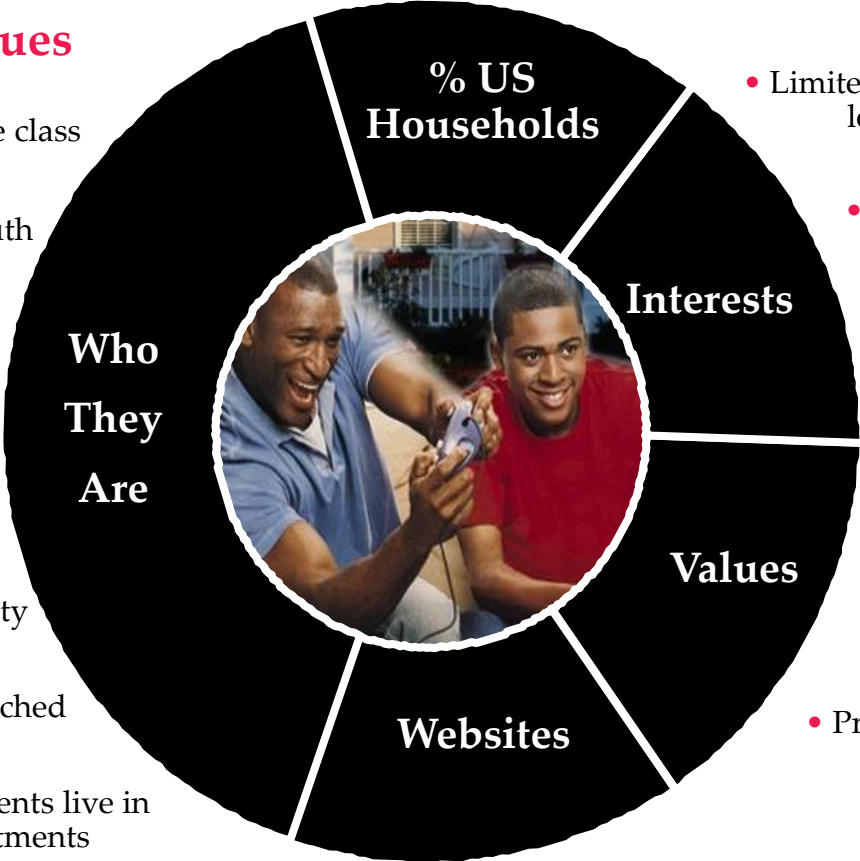
Click thumbnail image at right to learn more about this household segmentation.

Household Type

Segment F03: Southern Blues

0.92%

- Racially mixed and lower-middle class
- Live in satellite cities in the South
- Singles, couples, and divorcees
 - High school educated
- Work at lower-echelon jobs
- Yet to achieve financial security
- A relatively young and unattached
 - A high percentage of residents live in older, garden-style apartments



- Limited means for expensive leisure activities
- Basketball, soccer, and volleyball
- Frequent local establishments to play pool and socialize
- Independence
- Dedicated TV fans
- Prefer spending time with friends than family

• www.wwe.com, www.yellowpages.com

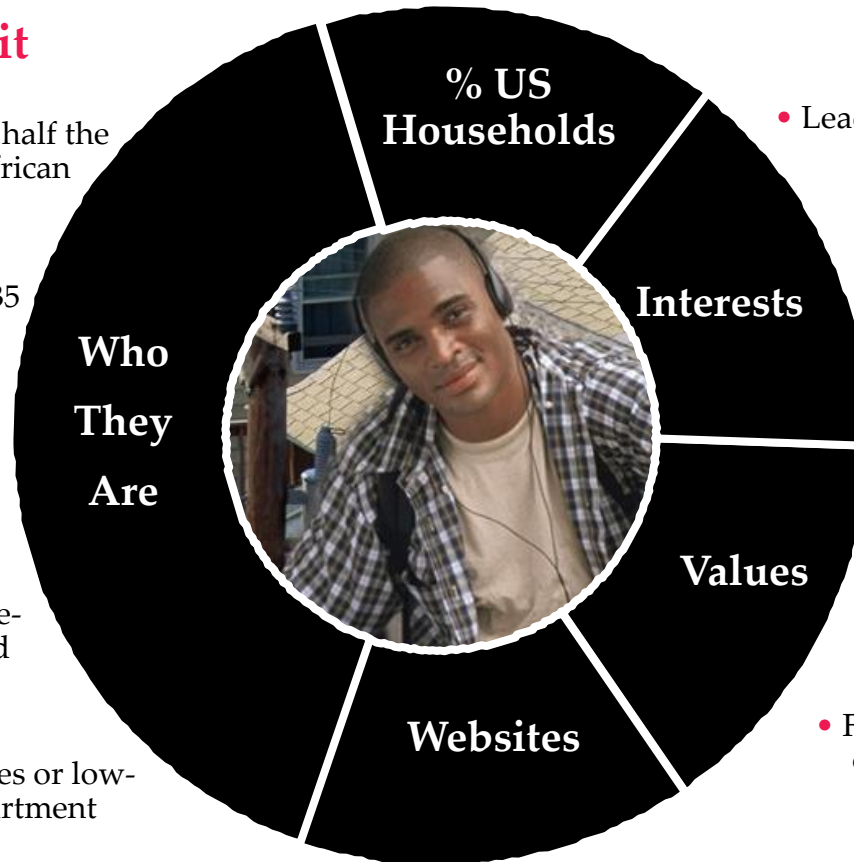
Click thumbnail image at right to learn more about this household segmentation.

Household Type

Segment F04: Urban Grit

0.55%

- Who They Are**
- Ethnically mixed; more than half the residents are Hispanic or African American
 - Predominantly younger than 35
 - Singles or single-parent families
 - Below-average education
 - Low-level jobs in retail, blue-collar trades, health care, and food services
 - Live in fixer-upper homes or low-rise rentals in older apartment buildings



- Lead fairly active, if modest, lifestyles
- Willing to go out of their way to find new stores
- Like to shop
- Spending patterns are influenced by their children
- Little or no investments
- Few Mosaic types have more fans of advertising than Urban Grit

- www.myspace.com, www.mtv.com

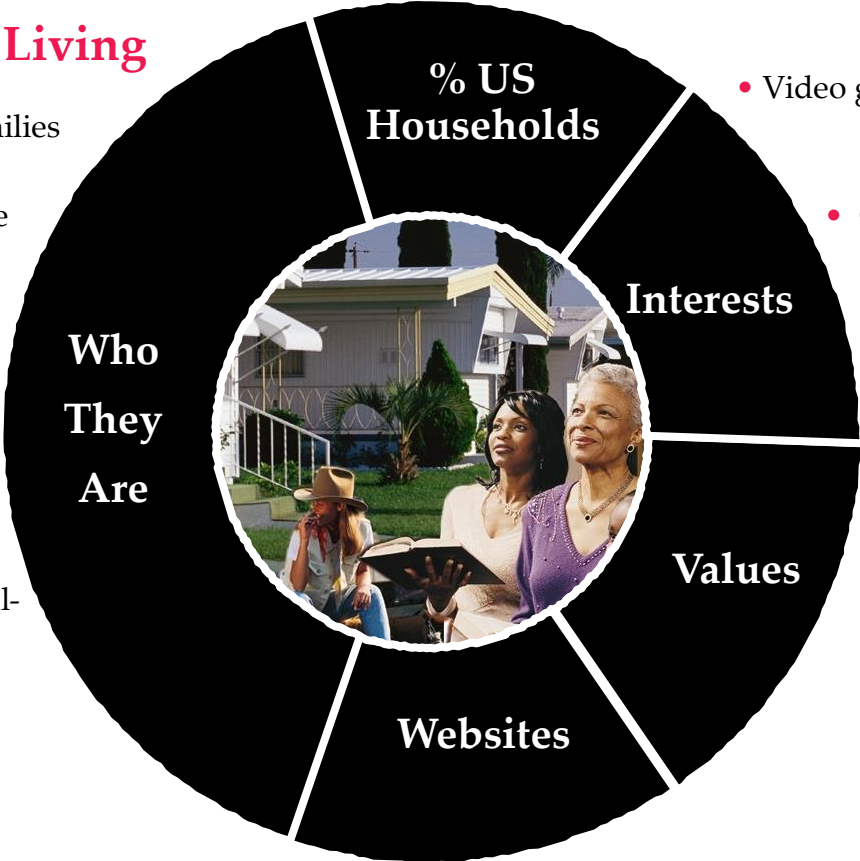
Click thumbnail image at right to learn more about this household segmentation.

Household Type

Segment G02: Rural Southern Living

2.71%

- Who They Are**
- Young couples and families
 - Predominantly white
 - High school educated
 - Blue-collar jobs
 - Low-middle-class lifestyles
 - Favorite stores include Wal-Mart, Goody's, and Belk



- Video games, home theater systems, and camcorders
- Camping, playing softball, and target shooting
- Strong TV market for primetime sitcoms, comedy, and crime dramas
- Conservative spenders

• www.drudgereport.com, www.nascar.com

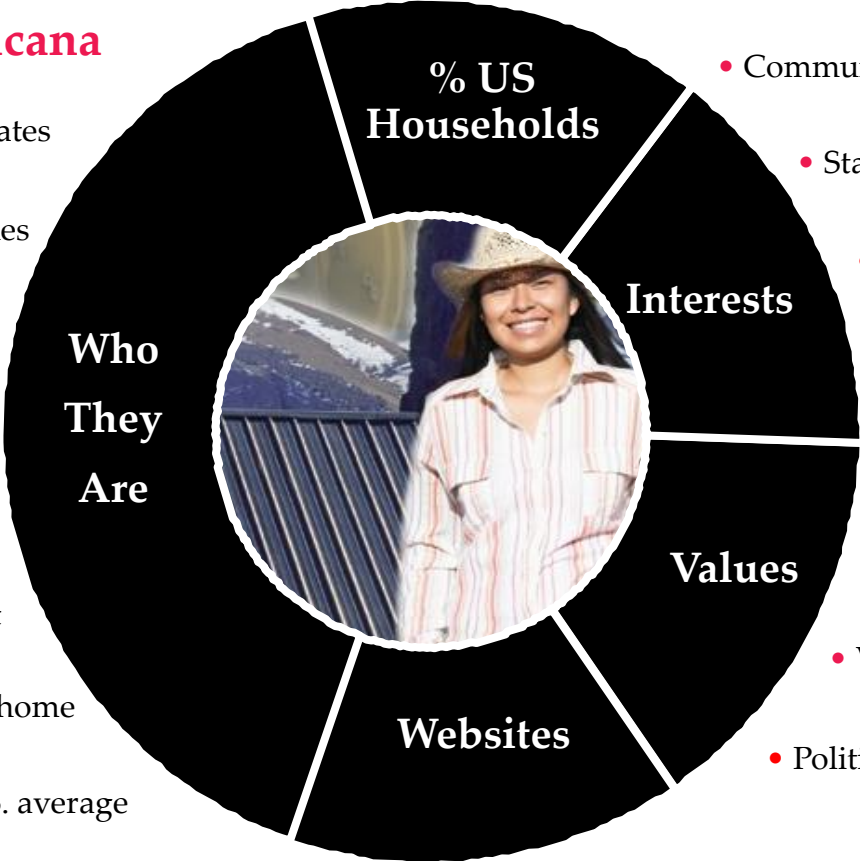
Click thumbnail image at right to learn more about this household segmentation.

Household Type

Segment G04: Native Americana

0.18%

- Small towns in the Western states
- Young, low-income families
- Few college graduates
 - Blue-collar jobs
- Isolated communities
- High unemployment
 - 1/5 own a mobile home
- Income is far below the U.S. average



- Communities have few entertainment options
- State fairs and nearby casinos
- Watch TV, read, and garden
- Infrequent travelers
- Very few if any investments
- Politically and socially conservative

• www.autotrader.com www.paypal.com

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

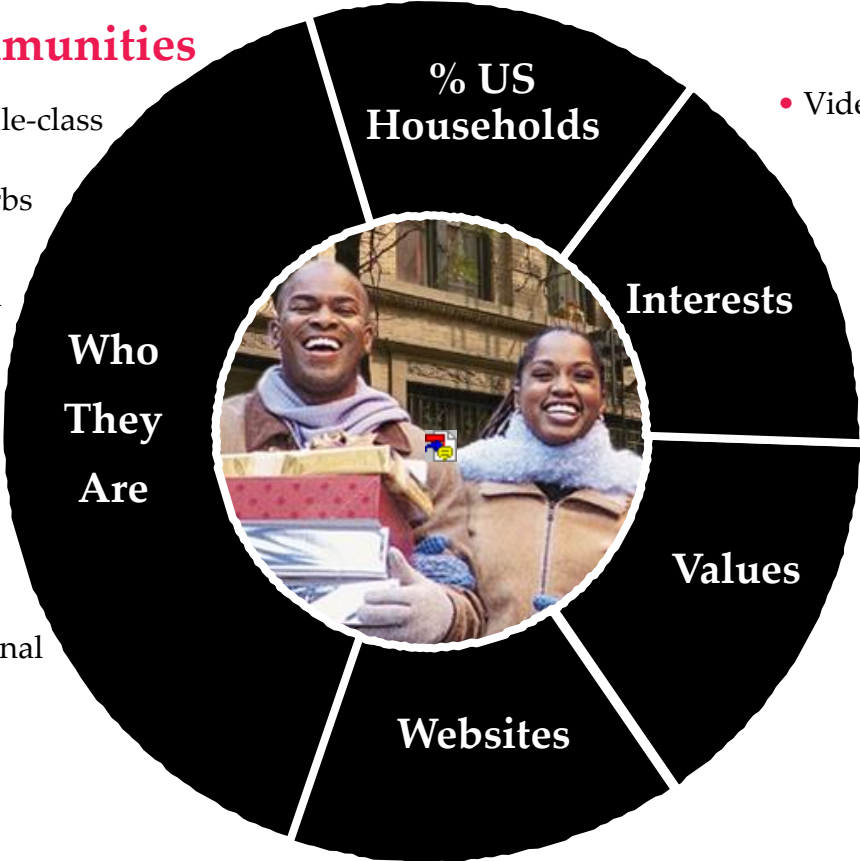
Household Type

Segment H02:

Minority Metro Communities

- African-American, middle-class
- Concentrated in inner-ring suburbs
- Mix of service industry and white-collar jobs
- Live in older homes
- Shop at discount chains such as Marshall's and T.J Maxx
- High education and professional employment

2.20%



- Video games and handheld devices
- Civic groups and fraternal orders
- Traditional media
- comfortable leisure lives

• www.monster.com, www.wwe.com

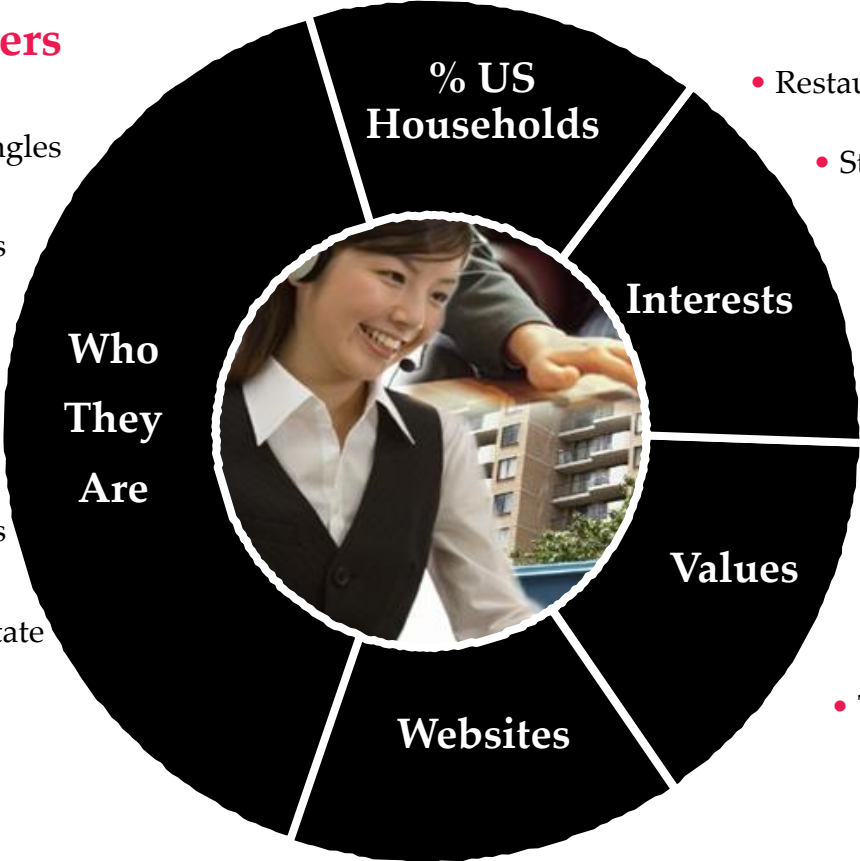
Click thumbnail image at right to learn more about this household segmentation.

Household Type

Segment H03: Stable Careers

4.29%

- Young and ethnically diverse singles
 - Live in big-city metros
 - Stretch their incomes
 - White-collar jobs
- Live in relatively new apartments
- Pay high rent for in-town real estate



- Restaurants, concerts, and comedy clubs
- Stay with friends and family on trips
- Exercise at nearby health clubs
- Body conscious
- Pop sensibilities
- Take advantage of urban settings

• www.eharmony.com, www.monster.com

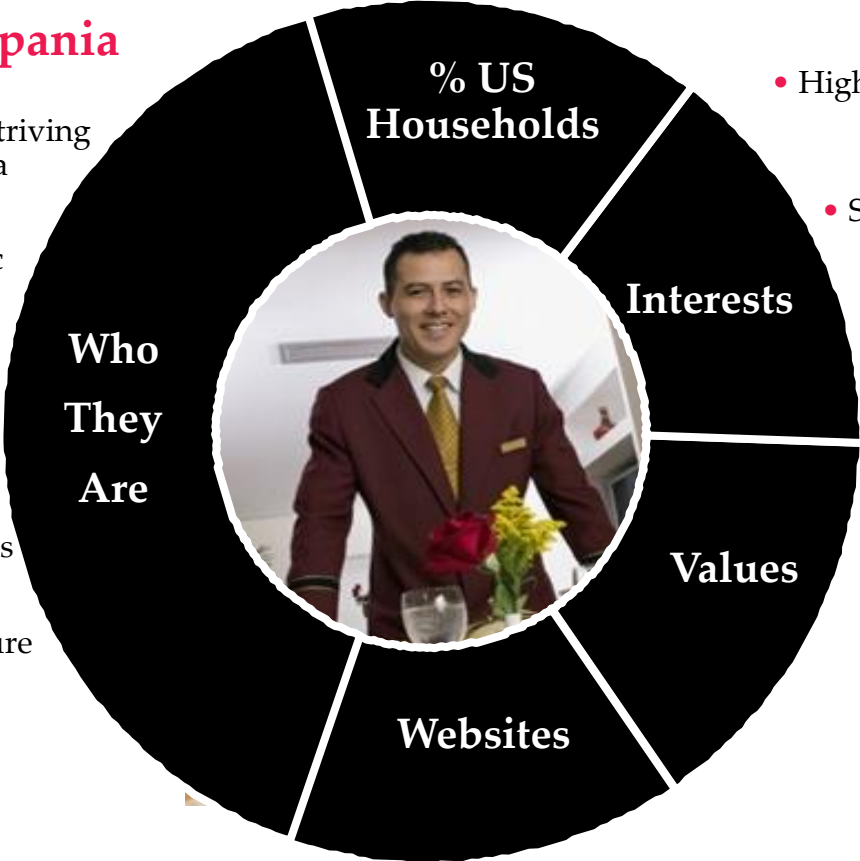
Click thumbnail image at right to learn more about this household segmentation.

Household Type

Segment H04: Aspiring Hispania

1.48%

- Relatively young Hispanics striving for better lives in America
- 50%+ are Hispanic
- Large families
- Low-key lifestyles
- Low-paying service industries jobs
- Shop at IKEA and Levitz Furniture for home furnishings



- High rates of TV, radio, magazines, and movies
- Soccer, baseball, and basketball
- Domestic car trips
- Career advancement

• www.univision.com, www.myspace.com

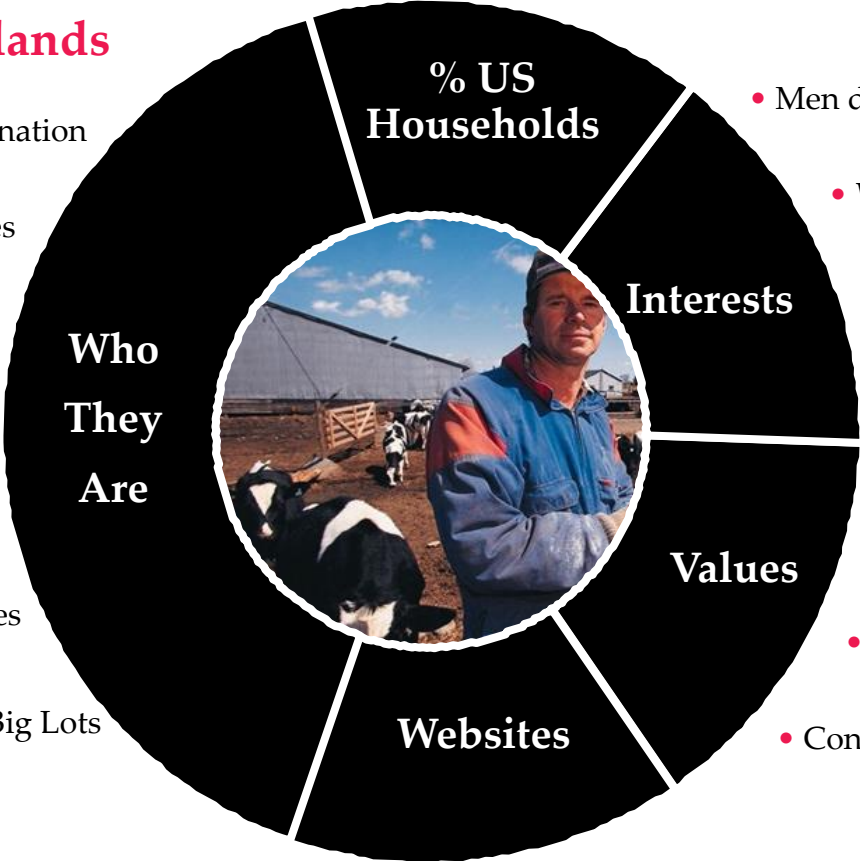
Click thumbnail image at right to learn more about this household segmentation.

Household Type

Segment I02: America's Farmlands

1.04%

- Highest percentage of farmers in nation
- Live in older, single-family homes
 - Married with large families
 - Remote communities
 - High school educated
 - Middle-class incomes
- Discount shop at Wal-mart and Big Lots



- Men do the work, hunt, and fish
- Women cook, clean, sew, and garden
- Camping and horseback riding
- Domestic trips to national parks
- Self-reliance
- Church and family time
- Conservative social and family values

• www.nascar.com, www.xanga.com

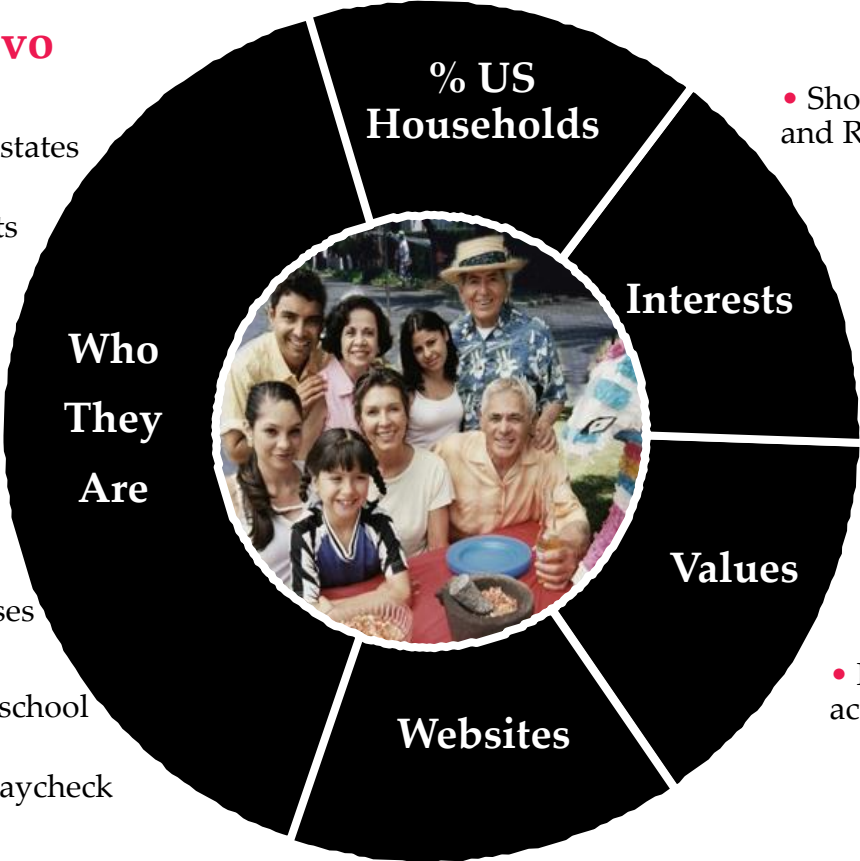
Click thumbnail image at right to learn more about this household segmentation.

Household Type

Segment J02: Latino Nuevo

2.91%

- Concentrated in border states
- Young, recent immigrants
- More than 90% Hispanic
- 75% are under the age of 45
- Laborers and service workers
- Live in old apartments and houses
- 50% have not completed high school
- Live from paycheck to paycheck



- Shop at Toys R Us, Foot Locker, and Ross Dress for Less
- Play sports in public parks
- Seek out Spanish media forms
- Inexpensive grocery items
- Pay with cash due to lack of bank accounts and creditworthiness

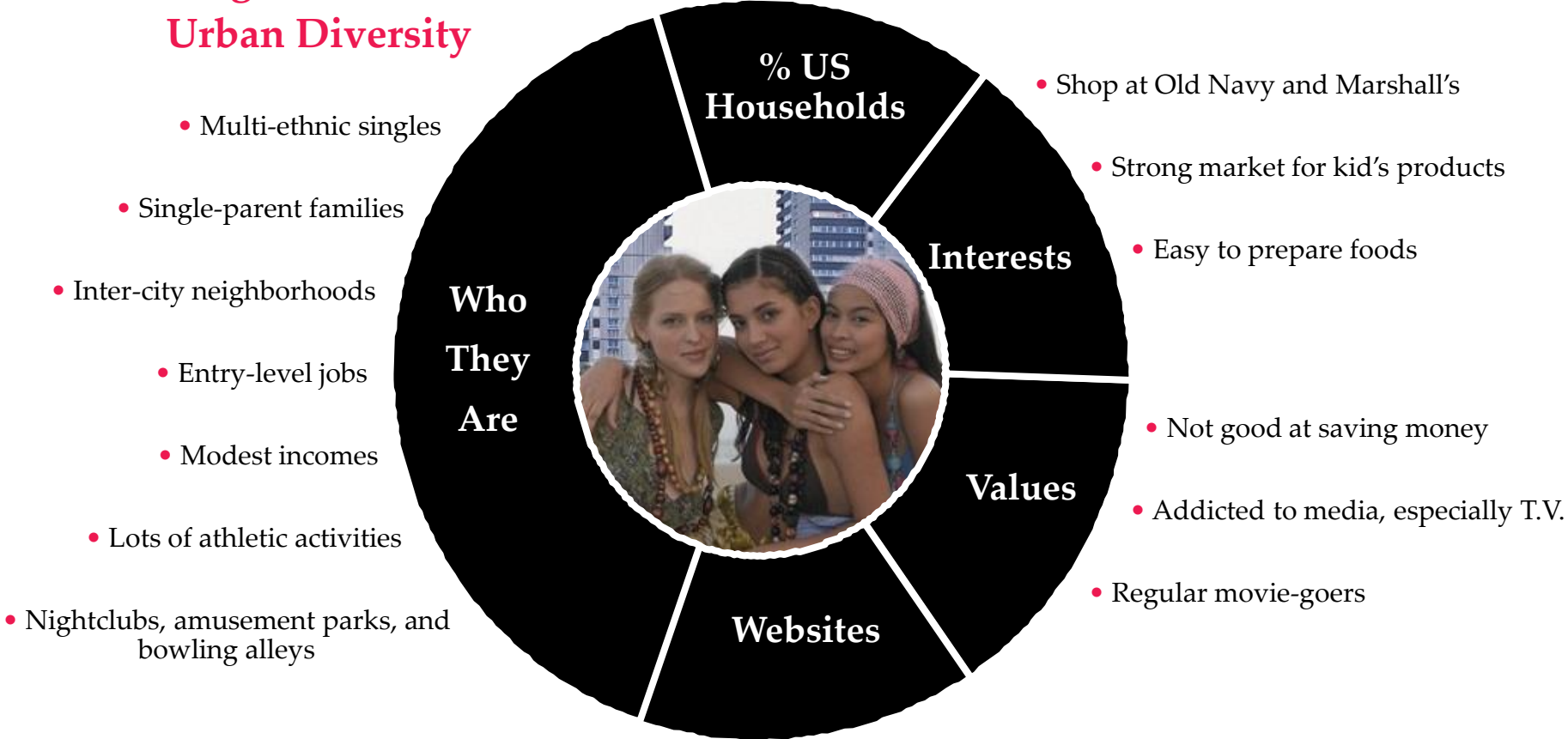
• www.wwe.com, www.myspace.com

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

Household Type

Segment K04: Urban Diversity

2.44%



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

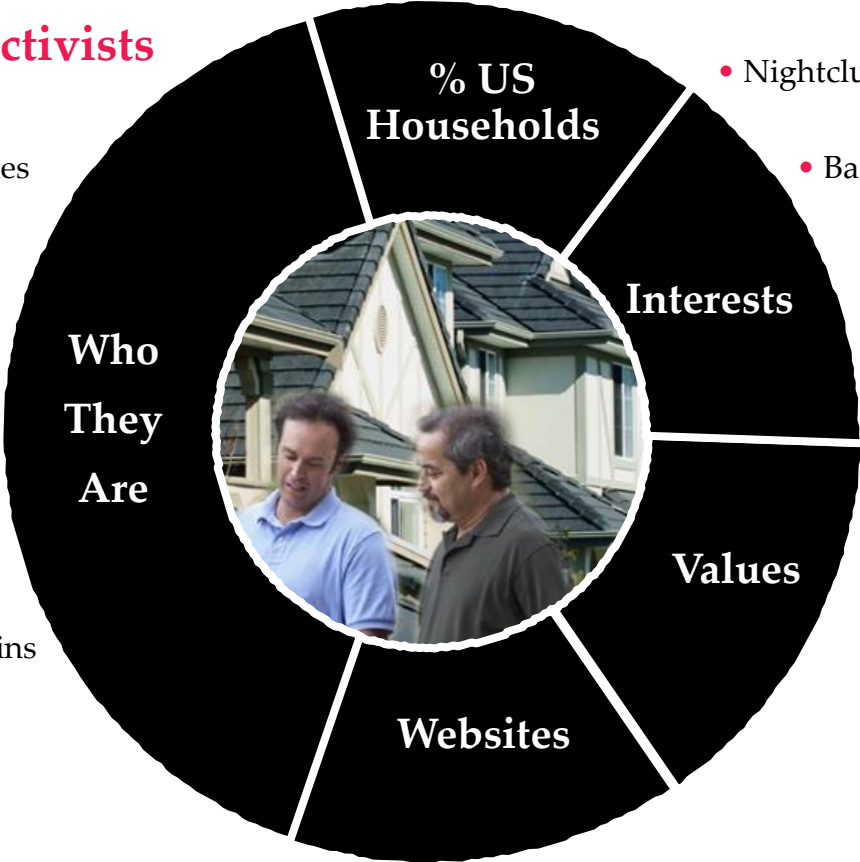
Household Type

Segment K05:

New Generation Activists

2.37%

- Young singles and single families
- Hispanic and African-American
- High unemployment rates
- Modest education levels
- Entry-level service jobs
- Shop for designer bargains



- Nightclubs, comedy clubs, and health clubs
- Baseball and basketball
- Enjoy shopping
- Active and comfortable lifestyle

• www.univison.com, www.nick.com

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

End of Report

We are mindful of the fact that this report has the potential to be read by a wide variety of people: by business analysts who have a highly numeric approach to analysis; by account teams in advertising and direct marketing agencies whose method of working is very creative; by people working in government whose job requires them to frame discussions within terminology which conforms to ever changing standards of political correctness; and by academics trained to test assertions by the rigor with which evidence is referenced from quoted sources. It is a challenge to meet all these needs in a single report and one which we believe that we have been equal to.