



TheRetailCoach®

Moving Beyond Data

PSYCHOGRAPHIC PROFILE

Primary Retail Trade Area
Richmond, Texas



Prepared for

City of Richmond, Texas

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About The Retail Coach

The Retail Coach, LLC is a national retail consulting, market research and development firm that combines strategy, technology and creative expertise to develop and deliver high-impact retail recruitment and development strategies to local governments, chambers of commerce and economic development organizations.

Through its unique The Retail Coach process, it offers a unique system of products and services that better enable communities to maximize their retail development potential.

The Retail Coach Process

Providing more than simple data reports of psychographic and demographic trends, The Retail Coach goes well beyond other retail consulting and market research firms' offerings by combining current national and statewide demographics and trend data with real-world, "on-the-ground" data gathered through extensive visits within our clients' communities.

Every community is different, and there is no "one size fits all" retail recruitment solution. Compiling the gathered data into client-tailored information packets that are uniquely designed for, and targeted to, specific retailers and restaurants who meet the community's needs helps assure our clients they are getting the latest and best information for their retail needs — all with personal service and coaching guidance that continues beyond the initial project scope and timeline.

The Retail Coach process assures that communities get timely, accurate and relevant information. Translating that data into the information that retailers need and seek assures our clients even better possibilities for tremendous retail growth and success.

The Retail Coach — It's not about data. It's about your success.

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Psychographics Overview

Psychographics

Psychographics, simply defined, is the use of demographics to study and measure attitudes, values, lifestyles and buying habits of a household, community or trade area. There are 66 Lifestyle Segments used to classify psychographic profiles. An area of study will always be defined by one or more of these Lifestyle Segments.

Dominant Segments

Dominant Segments are those Psychographic Lifestyle Segments which make up approximately 50% of the total population of a Retail Trade Area or other study area. In some cases, one or two segments can make up significantly more than 50% of the total population. In this situation, often the top five segments are presented.

Lifestyle Behaviors Abbreviations & Reference Codes

In the "Lifestyle Behaviors" portions (for each Lifestyle Segment) of this document certain abbreviations and reference codes are provided to help explain various statistical figures and definitions. Below you will find a brief overview of these and their usage.

H = Survey questions asked by MediaMark in the universe of "Households"

A = Survey questions asked by MediaMark in the universe of "Adults" within households.

1wk = Once a week

3mo = Three times per month

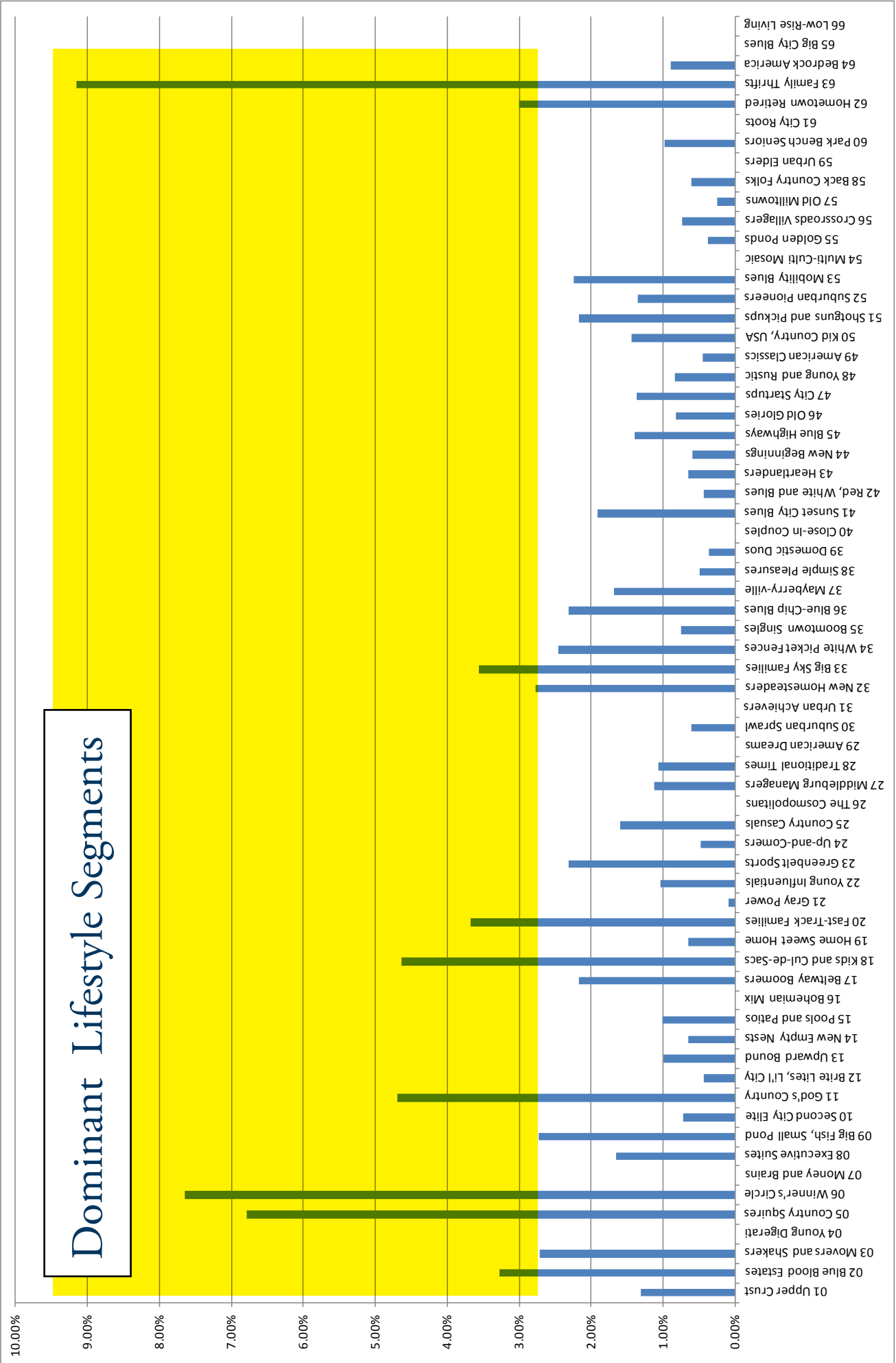
1yr = Once per year

3yr = Three times per year

* denotes that there is quantitative information behind the question (ex. how much they spent, etc.)

"Index" refers to the average household performance. The average household performance index is 100. For any lifestyle behavior index higher than 100, there is a higher than average likelihood for that lifestyle behavior to be exhibited by individuals in a lifestyle segment. For any lifestyle behavior index lower than 100, there is a lower than average likelihood for that behavior to be exhibited by those individuals in a lifestyle segment.

For example, an index of 50 would indicate that individuals in a particular lifestyle segment would be "half" as likely to exhibit that lifestyle behavior. An index of 200 would indicate that individuals in a particular lifestyle segment would be twice as likely. An index of 300, three times as likely, etc.



Lifestyle Segment Definitions

63 Family Thrifts - 9.14%

Lower-Mid, Younger w/ Kids

The small-city cousins of inner-city districts, Family Thrifts contain young, ethnically diverse parents who have lots of children and work entry-level service jobs. In these apartment-filled neighborhoods, visitors find the streets jam-packed with babies and toddlers, tricycles and basketball hoops, Suzukis and Kias.

06 Winner's Circle - 7.65%

Wealthy, Middle Age w/ Kids

Among the wealthy suburban lifestyles, Winner's Circle is the youngest, a collection of mostly 35 to 54 year-old couples with large families in new-money subdivisions. Surrounding their homes are the signs of upscale living: recreational parks, golf courses and upscale malls. With a median income over \$100,000, Winner's Circle residents are big spenders who like to travel, ski, go out to eat, shop at clothing boutiques, and take in a show.

05 Country Squires - 6.79%

Upscale, Middle Age w/ Kids

The wealthiest residents in exurban America live in Country Squires, an oasis for affluent Baby Boomers who've fled the city for the charms of small-town living. In their bucolic communities noted for their recently built homes on sprawling properties, the families of executives live in six-figure comfort. Country Squires enjoy country club sports like golf, tennis, and swimming as well as skiing, boating, and biking.

11 God's Country - 4.69%

Upscale, Middle Age w/o Kids

When city dwellers and suburbanites began moving to the country in the 1970s, God's Country emerged as the most affluent of the nation's exurban lifestyles. Today, wealthier communities exist in the hinterlands, but God's Country remains a haven for upscale couples in spacious homes. Typically college educated Baby Boomers, these Americans try to maintain a balanced lifestyle between high power jobs and laid back leisure.

18 Kids & Cul-de-sacs - 4.63%

Upper-Mid, Younger w/ Kids

Upper-middle class, suburban, married couples with children--that's the skinny on Kids & Cul-de-Sacs, an enviable lifestyle of large families in recently built subdivisions. With a high rate of Hispanic and Asian Americans, this segment is a refuge for college-educated, white-collar professionals with administrative jobs and upper-middle-class incomes. Their nexus of education, affluence, and children translates into large outlays for child-centered products and services.

20 Fast-Track Families - 3.68%

Upscale, Middle Age w/ Kids

With their upscale incomes, numerous children, and spacious homes, Fast-Track Families are in their prime acquisition years. These middle-aged parents have the disposable income and educated sensibility to want the best for their children. They buy the latest technology with impunity: new computers, DVD players, home theater systems, and video games. They take advantage of their rustic locales by camping, boating, and fishing.

Lifestyle Segment Definitions

33 Big Sky Families - 3.56%

Upper-Mid, Younger w/ Kids

Scattered in placid towns across the American heartland, Big Sky Families is a segment of younger rural families who have turned high school educations and blue-collar jobs into busy, upper-middle-class lifestyles. Residents enjoy baseball, basketball, and volleyball, as well as fishing, hunting, and horseback riding. To entertain their sprawling families, they buy virtually every piece of sporting equipment on the market.

02 Blue Blood Estates - 3.27%

Wealthy, Older w/ Kids

Blue Blood Estates is a family portrait of suburban wealth, a place of million-dollar homes and manicured lawns, high-end cars and exclusive private clubs. The nation's second-wealthiest lifestyle is characterized by married couples with children, graduate degrees, a significant percentage of Asian Americans, and six-figure incomes earned by business executives, managers, and professionals.

62 Hometown Retired - 2.99%

Downscale, Mature Mostly w/o Kids

With three-quarters of all residents over 65 years old, Hometown Retired is one of the oldest segments. These racially diverse seniors tend to live in aging homes—half were built before 1958—and typically get by on social security and pensions. Because most never made it beyond high school and spent their working lives at blue-collar jobs, their retirements are extremely modest.

32 New Homesteaders - 2.77%

Upper-Mid, Younger w/ Kids

Young, upper-middle-class families seeking to escape suburban sprawl find refuge in New Homesteaders, a collection of small rustic townships filled with new ranches and Cape Cods. With decent-paying jobs in white and blue-collar industries, these dual-income couples have fashioned comfortable, child-centered lifestyles; their driveways are filled with campers and powerboats, their family rooms with PlayStations and Game Boys.

09 Big Fish, Small Pond - 2.73%

Upscale, Older w/o Kids

Older, upper-class, college-educated professionals, the members of Big Fish, Small Pond are often among the leading citizens of their small-town communities. These upscale, empty-nesting couples enjoy the trappings of success, including belonging to country clubs, maintaining large investment portfolios, and spending freely on computer technology.

Family Thrifts

63 Family Thrifts

Lower-Mid, Younger w/ Kids

The small-city cousins of inner-city districts, Family Thrifts contain young, ethnically diverse parents who have lots of children and work entry-level service jobs. In these apartment-filled neighborhoods, visitors find the streets jam-packed with babies and toddlers, tricycles and basketball hoops, Suzukis and Kias.

Social Group:	Micro-City Blues
Lifestage Group:	Sustaining Families

2009 Statistics:

US Households:	2,086,967 (1.81%)
Median HH Income:	\$31,483

Lifestyle Traits

Shop at Walgreens
Buy large baby dolls
Read CosmoGIRL!
Watch Noticiero Univision
Suzuki Cars

Demographics Traits:

Urbanicity:	Second City
Income:	Lower-Mid
Income Producing Assets:	Low
Age Ranges:	25-44
Presence of Kids:	HH w/ Kids
Homeownership:	Mix, Renters
Employment Levels:	WC, Service, Mix
Education Levels:	High School Grad
Ethnic Diversity:	White, Black, Hispanic, Mix

Family Thrifts

Age

Description	U.S.	Segment	Index
Householder Age: 18-24	5.26	14.89	283
Householder Age: 25-34	14.59	39.01	267
Householder Age: 35-44	18.67	30.73	165
Householder Age: 45-54	22.24	15.25	69
Householder Age: 55-64	17.44	0.00	0
Householder Age: 65-74	11.17	0.00	0
Householder Age: 75+	10.64	0.00	0

Income

Description	U.S.	Segment	Index
Household Income: Under \$10,000	6.33	15.48	245
Household Income: \$10,000-\$19,999	10.40	25.30	243
Household Income: \$20,000-\$29,999	10.98	21.75	198
Household Income: \$30,000-\$39,999	11.23	22.10	197
Household Income: \$40,000-\$49,999	9.95	15.37	154
Household Income: \$50,000-\$74,999	18.96	0.00	0
Household Income: \$75,000-\$99,999	11.92	0.00	0
Household Income: \$100,000-\$149,999	11.85	0.00	0
Household Income: \$150,000-\$199,999	4.62	0.00	0
Household Income: \$200,000 or More	3.79	0.00	0

Age and Income Summary

Description	U.S.	Segment	Index
Householder Age: 18-34	19.85	53.90	271
Householder Age: 35-54	40.90	45.98	112
Householder Age: 55+	39.25	0.00	0
Household Income: Under \$30K	27.71	62.53	226
Household Income: \$30K-\$74K	40.14	37.47	93
Household Income: \$75,000-\$99,999	11.92	0.00	0
Household Income: \$100K+	20.24	0.00	0

Education

Description	U.S.	Segment	Index
Householder Education: Did Not Graduate High School	13.33	29.20	219
Householder Education: Graduated High School	30.80	40.07	130
Householder Education: Attended Some College	25.89	22.58	87
Householder Education: Bachelor's Degree	19.34	6.26	32
Householder Education: Post Graduate Degree	10.61	1.89	18

Family Thrifts

Employment Type

Description	U.S.	Segment	Index
Householder Occupation: Management/Business/Financial	12.70	1.89	15
Householder Occupation: Professional	13.99	5.79	41
Householder Occupation: Sales/Office	13.99	19.27	138
Householder Occupation: Natural Resources/Construction/Maintenance	8.19	10.28	126
Householder Occupation: Other Employed	18.19	40.31	222

Employment by Occupation

Description	U.S.	Segment	Index
Householder Occupation Detail: Business/Finance	2.73	0.24	9
Householder Occupation Detail: Management	9.98	1.77	18
Householder Occupation Detail: Architect/Engineer	1.55	0.24	15
Householder Occupation Detail: Legal	0.80	0.12	15
Householder Occupation Detail: Computer/Mathematical	2.23	0.24	11
Householder Occupation Detail: Health Practitioner/Technician	2.86	1.06	37
Householder Occupation Detail: Education/Training/Library	3.47	2.13	61
Householder Occupation Detail: Life/Physical/Social Sciences	0.71	0.24	33
Householder Occupation Detail: Community/Social Services	1.05	0.83	79
Householder Occupation Detail: Arts/Entertainment/Sports	1.37	1.18	86
Householder Occupation Detail: Sales/Related	7.78	9.69	125
Householder Occupation Detail: Office/Admin Support	6.21	9.57	154
Householder Occupation Detail: Protective Service/Military	1.81	2.25	124
Householder Occupation Detail: Personal Care/Service	1.65	3.43	207
Householder Occupation Detail: Healthcare Support	0.92	3.43	374
Householder Occupation Detail: Food Preparation/Serving	2.09	8.16	391
Householder Occupation Detail: Transport/Material Moving	4.91	8.63	176
Householder Occupation Detail: Production	4.76	7.33	154
Householder Occupation Detail: Building Grounds Maintenance	2.08	6.97	335
Householder Occupation Detail: Natural Resources/Construction	4.34	7.21	166
Householder Occupation Detail: Maintenance/Repair	3.86	3.07	80

Race and Ethnicity

Description	U.S.	Segment	Index
Race: White	79.72	45.98	58
Race: Black	11.32	29.79	263
Race: Asian	2.26	1.77	78
Race: Other	6.77	22.34	330
Ethnicity: Hispanic	10.16	30.85	304

Language

Description	U.S.	Segment	Index
Household First Language: English	92.88	76.48	82
Household First Language: Spanish	4.84	20.80	430
Household First Language: Other	2.27	2.72	120

Family Thrifts

Home Ownership

Description	U.S.	Segment	Index
Tenure: Own Home	71.38	26.71	37
Tenure: Rents Home	28.62	73.29	256

Home Value

Description	U.S.	Segment	Index
Home Value: Less than \$50,000	4.66	3.31	71
Home Value: \$50,000-\$99,999	9.71	9.46	97
Home Value: \$100,000-\$149,999	10.93	3.19	29
Home Value: \$150,000-\$199,999	8.72	3.66	42
Home Value: \$200,000-\$499,999	27.24	6.86	25
Home Value: \$500,000 or More	10.14	0.24	2

Length of Residence

Description	U.S.	Segment	Index
Length of Residence: Less than 1 Year	16.30	37.71	231
Length of Residence: 1-4 Years	28.54	39.95	140
Length of Residence: 5 Years or More	55.08	22.10	40

Presence of Children in Household

Description	U.S.	Segment	Index
Presence of Children: <2 Years Old	5.70	27.07	475
Presence of Children: 2-5 Years Old	10.79	44.33	411
Presence of Children: 6-11 Years Old	14.28	49.17	344
Presence of Children: 12-17 Years Old	14.93	39.83	267

Number of Children in Household

Description	U.S.	Segment	Index
Number of Children in Household: 1	12.25	37.12	303
Number of Children in Household: 2	11.37	29.43	259
Number of Children in Household: 3	4.77	21.28	446
Number of Children in Household: 4	1.57	8.39	535
Number of Children in Household: 5+	0.68	3.90	574

Number of People in Household

Description	U.S.	Segment	Index
Household Size: 1 Person	26.74	0.00	0
Household Size: 2 People	36.23	13.36	37
Household Size: 3 or 4 People	27.71	55.20	199
Household Size: 5+ people	9.32	31.44	337

Family Thrifts

Top 15 Lifestyle Behaviors

	Index
Use Baby Foods, 1wk (H)	380
Buy Baby Furniture/Equipment, 6mo (H)	376
Use Children's Cold Medicine, 1mo (H)	364
Buy Children's Athletic Shoes, 6mo (H)	296
Use Cigarette Rolling Paper, 1wk (A)	294
Buy Children's Clothes, 6mos (H)	281
Buy Spanish/Latin Music, 1yr (A)	268
Buy Rap Music, 1yr (A)	261
Use Short-Term Loan from a Payday Loan/Cash-Advance Company, 1yr (A)	225
Buy Children's Bicycles, 1yr (A)	216
Buy Puma Shoes, 1yr (A)	210
Buy from Church's Chicken, 6mo (A)	207
Diet: Vegetarian (A)	206
Order from Columbia House Music Club, 1yr (A)	202
Buy from Rally's, 1mo (A)	201

Lifestyle Behaviors 16-30

	Index
Uses Cell Phone Only, no Land Line (H)	199
Buy 35mm Camera, 1yr (A)	195
Buy from Chuck E Cheese, 1mo (A)	194
Buy Timberland shoes, 1yr (A)	193
Drink Slim Fast, 1wk (A)	188
Use Laundry/Laundromat, 6mo (A)	187
Buy Humidifier, 1yr (H)	183
Shop at Winn Dixie, 1mo (A)	180
Buy Basketball Shoes, 1yr (A)	176
Go Roller Skating, 1yr (A)	170
Play Soccer, 1yr (A)	169
Own Any Video Game System (H)	166
Buy from Little Caesar's, 1mo (A)	166
Lease Most Recent Vehicle (H)	165
Use Kellogg's Corn Flakes, 1wk (H)	162

Lifestyle Behaviors 31-45

	Index
Own Xbox 360 (H)	159
Smoke Cigars, 1wk (A)	158
Own Sony PlayStation 3 (H)	157
Buy from Checkers, 1mo (A)	157
Buy Auto Service at Discount Department Store (H)	157
Buy from Domino's Pizza, 1mo (A)	157
Buy from Family Restaurant, Child Decides, 6mo (A)	157
Buy Adidas Shoes, 1yr (A)	153
Buy from Long John Silver, 1mo (A)	152
Drink Coca Cola Classic, 1wk (A)	151
Buy Charcoal Grill, 1yr (H)	149
Buy Educational Toys, 1yr (A)	147
Buy Children's Book, 1yr (A)	147
Buy Pre-Paid Calling Card, 1yr (A)	146
Shop at 7-Eleven, 1mo (A)	146

Winner's Circle

06 Winner's Circle

Wealthy, Middle Age w/ Kids

Among the wealthy suburban lifestyles, Winner's Circle is the youngest, a collection of mostly 35 to 54 year-old couples with large families in new-money subdivisions. Surrounding their homes are the signs of upscale living: recreational parks, golf courses and upscale malls. With a median income over \$100,000, Winner's Circle residents are big spenders who like to travel, ski, go out to eat, shop at clothing boutiques, and take in a show.

Social Group:	Elite Suburbs
Lifestage Group:	Accumulated Wealth

2009 Statistics:

US Households:	1,253,417 (1.09%)
Median HH Income:	\$109,938

Lifestyle Traits

Shop at Neiman Marcus
Go jogging
Read Wall Street Journal
Watch Wimbledon Tennis
Mercedes GL Class

Demographics Traits:

Urbanicity:	Suburban
Income:	Wealthy
Income Producing Assets:	High
Age Ranges:	35-54
Presence of Kids:	HH w/ Kids
Homeownership:	Mostly Owners
Employment Levels:	Management
Education Levels:	Graduate Plus
Ethnic Diversity:	White, Asian, Mix

Winner's Circle

Age

Description	U.S.	Segment	Index
Householder Age: 18-24	5.26	0.36	7
Householder Age: 25-34	14.59	20.32	139
Householder Age: 35-44	18.67	79.50	426
Householder Age: 45-54	22.24	0.00	0
Householder Age: 55-64	17.44	0.00	0
Householder Age: 65-74	11.17	0.00	0
Householder Age: 75+	10.64	0.00	0

Income

Description	U.S.	Segment	Index
Household Income: Under \$10,000	6.33	0.00	0
Household Income: \$10,000-\$19,999	10.40	0.00	0
Household Income: \$20,000-\$29,999	10.98	0.00	0
Household Income: \$30,000-\$39,999	11.23	0.00	0
Household Income: \$40,000-\$49,999	9.95	0.00	0
Household Income: \$50,000-\$74,999	18.96	0.00	0
Household Income: \$75,000-\$99,999	11.92	0.00	0
Household Income: \$100,000-\$149,999	11.85	44.74	378
Household Income: \$150,000-\$199,999	4.62	32.44	703
Household Income: \$200,000 or More	3.79	22.82	602

Age and Income Summary

Description	U.S.	Segment	Index
Householder Age: 18-34	19.85	20.50	103
Householder Age: 35-54	40.90	79.50	194
Householder Age: 55+	39.25	0.00	0
Household Income: Under \$30K	27.71	0.00	0
Household Income: \$30K-\$74K	40.14	0.00	0
Household Income: \$75,000-\$99,999	11.92	0.00	0
Household Income: \$100K+	20.24	100.00	494

Education

Description	U.S.	Segment	Index
Householder Education: Did Not Graduate High School	13.33	1.07	8
Householder Education: Graduated High School	30.80	7.84	25
Householder Education: Attended Some College	25.89	18.00	70
Householder Education: Bachelor's Degree	19.34	44.56	230
Householder Education: Post Graduate Degree	10.61	28.34	267

Winner's Circle

Employment Type

Description	U.S.	Segment	Index
Householder Occupation: Management/Business/Financial	12.70	33.16	261
Householder Occupation: Professional	13.99	31.73	227
Householder Occupation: Sales/Office	13.99	18.54	133
Householder Occupation: Natural Resources/Construction/Maintenance	8.19	3.21	39
Householder Occupation: Other Employed	18.19	5.88	32

Employment by Occupation

Description	U.S.	Segment	Index
Householder Occupation Detail: Business/Finance	2.73	4.46	163
Householder Occupation Detail: Management	9.98	28.70	288
Householder Occupation Detail: Architect/Engineer	1.55	5.35	345
Householder Occupation Detail: Legal	0.80	2.50	311
Householder Occupation Detail: Computer/Mathematical	2.23	8.38	375
Householder Occupation Detail: Health Practitioner/Technician	2.86	6.77	237
Householder Occupation Detail: Education/Training/Library	3.47	4.10	118
Householder Occupation Detail: Life/Physical/Social Sciences	0.71	1.60	226
Householder Occupation Detail: Community/Social Services	1.05	0.71	68
Householder Occupation Detail: Arts/Entertainment/Sports	1.37	2.32	169
Householder Occupation Detail: Sales/Related	7.78	15.86	204
Householder Occupation Detail: Office/Admin Support	6.21	2.85	46
Householder Occupation Detail: Protective Service/Military	1.81	1.96	108
Householder Occupation Detail: Personal Care/Service	1.65	0.36	22
Householder Occupation Detail: Healthcare Support	0.92	0.18	19
Householder Occupation Detail: Food Preparation/Serving	2.09	0.18	9
Householder Occupation Detail: Transport/Material Moving	4.91	1.43	29
Householder Occupation Detail: Production	4.76	1.60	34
Householder Occupation Detail: Building Grounds Maintenance	2.08	0.36	17
Householder Occupation Detail: Natural Resources/Construction	4.34	1.60	37
Householder Occupation Detail: Maintenance/Repair	3.86	1.60	42

Race and Ethnicity

Description	U.S.	Segment	Index
Race: White	79.72	80.93	102
Race: Black	11.32	6.24	55
Race: Asian	2.26	8.91	394
Race: Other	6.77	4.28	63
Ethnicity: Hispanic	10.16	6.24	61

Language

Description	U.S.	Segment	Index
Household First Language: English	92.88	92.69	100
Household First Language: Spanish	4.84	1.07	22
Household First Language: Other	2.27	6.06	266

Winner's Circle

Home Ownership

Description	U.S.	Segment	Index
Tenure: Own Home	71.38	92.34	129
Tenure: Rents Home	28.62	7.66	27

Home Value

Description	U.S.	Segment	Index
Home Value: Less than \$50,000	4.66	0.00	0
Home Value: \$50,000-\$99,999	9.71	0.53	6
Home Value: \$100,000-\$149,999	10.93	1.60	15
Home Value: \$150,000-\$199,999	8.72	4.28	49
Home Value: \$200,000-\$499,999	27.24	45.99	169
Home Value: \$500,000 or More	10.14	40.29	397

Length of Residence

Description	U.S.	Segment	Index
Length of Residence: Less than 1 Year	16.30	10.34	63
Length of Residence: 1-4 Years	28.54	44.03	154
Length of Residence: 5 Years or More	55.08	45.63	83

Presence of Children in Household

Description	U.S.	Segment	Index
Presence of Children: <2 Years Old	5.70	22.10	388
Presence of Children: 2-5 Years Old	10.79	49.55	459
Presence of Children: 6-11 Years Old	14.28	54.55	382
Presence of Children: 12-17 Years Old	14.93	31.19	209

Number of Children in Household

Description	U.S.	Segment	Index
Number of Children in Household: 1	12.25	28.34	231
Number of Children in Household: 2	11.37	45.45	400
Number of Children in Household: 3	4.77	20.50	430
Number of Children in Household: 4	1.57	4.81	307
Number of Children in Household: 5+	0.68	1.07	157

Number of People in Household

Description	U.S.	Segment	Index
Household Size: 1 Person	26.74	0.00	0
Household Size: 2 People	36.23	1.25	3
Household Size: 3 or 4 People	27.71	69.52	251
Household Size: 5+ people	9.32	29.23	314

Winner's Circle

Top 15 Lifestyle Behaviors

	Index
Has a 529 College Savings Account (A)	718
Buy From Baja Fresh Mexican Grill, 1mo (A)	466
Business Travel by Airplane, 3+, 1yr (A)	463
Own/Lease New BMW (H)	439
Domestic Vacation, Go Skiing, 1yr (A)	425
Buy Toys by Internet, 1yr (A)	405
Domestic Vacation, Spa, 1yr (A)	401
Buy Children's Athletic Shoes, 6mo (H)	375
Buy From Ruth's Chris Steak House, 6mo (A)	373
Buy Flowers by Internet, 1yr (A)	365
Use E*Trade, 1yr (A)	353
Buy from California Pizza Kitchen, 1mo (A)	342
Buy from Einstein Bros, 1mo (A)	340
Shop at The Gap, 3mo (A)	330
Travel to Japan/Hong Kong/Other Asia, 3yr (A)	329

Lifestyle Behaviors 16-30

	Index
Shop at Ann Taylor, 3mo (A)	328
Buy Baby Furniture/Equipment, 6mo (H)	326
Buy from Romano's Macaroni Grill, 1mo (A)	325
Shop at Neiman Marcus, 3mo (A)	325
Buy from Au Bon Pain, 1mo (A)	322
Order from Eddie Bauer, 1yr (A)	319
Go Downhill Skiing, 1yr (A)	317
Order from barnesandnoble.com, 1yr (A)	312
Use Scottrade, 1yr (A)	311
Drink Samuel Adams Beer, 1wk (A)	306
Buy Children's Clothes, 6mos (H)	304
Domestic Vacation, Play Golf, 1yr (A)	303
Shop at Disney Store, 3mo (A)	303
Stay at Hilton on Vacation, 1yr (A)	297
Shop at Nordstrom, 3mo (A)	295

Lifestyle Behaviors 31-45

	Index
Connected to Internet using Cell Phone, 1 mo (A)	295
Use Children's Cold Medicine, 1mo (H)	294
Buy from Chipotle, 1mo (A)	293
Go Jogging, 1yr (A)	291
Buy from Cheesecake Factory, 1mo (A)	291
Owns TiVo (DVR) (H)	290
Use Internet for Tracking Investments, 1mo (A)	285
Play Tennis, 1yr (A)	284
Own Roller Blades/In-Line Skates (A)	284
Buy Men's Business Suit, 1yr (A)	282
Go Water Skiing, 1yr (A)	276
Order from amazon.com, 1yr (A)	275
Own Camcorder (H)	275
Own/Lease New Acura/Infiniti/Lexus (H)	275
Use Baby Foods, 1wk (H)	273

Country Squires

05 Country Squires

Upscale, Middle Age w/ Kids

The wealthiest residents in exurban America live in Country Squires, an oasis for affluent Baby Boomers who've fled the city for the charms of small-town living. In their bucolic communities noted for their recently built homes on sprawling properties, the families of executives live in six-figure comfort. Country Squires enjoy country club sports like golf, tennis, and swimming as well as skiing, boating, and biking.

Social Group:	Landed Gentry
Lifestage Group:	Accumulated Wealth

2009 Statistics:

US Households:	2,122,491 (1.84%)
Median HH Income:	\$104,471

Lifestyle Traits

Order from amazon.com
Own power boat
Read Family Fun
Watch pay-per-view movies
GMC Yukon Denali

Demographics Traits:

Urbanicity:	Town/Rural
Income:	Upscale
Income Producing Assets:	High
Age Ranges:	35-54
Presence of Kids:	HH w/ Kids
Homeownership:	Mostly Owners
Employment Levels:	Management
Education Levels:	Graduate Plus
Ethnic Diversity:	White

Country Squires

Age

Description	U.S.	Segment	Index
Householder Age: 18-24	5.26	0.20	4
Householder Age: 25-34	14.59	9.82	67
Householder Age: 35-44	18.67	46.49	249
Householder Age: 45-54	22.24	38.18	172
Householder Age: 55-64	17.44	5.01	29
Householder Age: 65-74	11.17	0.30	3
Householder Age: 75+	10.64	0.20	2

Income

Description	U.S.	Segment	Index
Household Income: Under \$10,000	6.33	0.00	0
Household Income: \$10,000-\$19,999	10.40	0.00	0
Household Income: \$20,000-\$29,999	10.98	0.00	0
Household Income: \$30,000-\$39,999	11.23	0.00	0
Household Income: \$40,000-\$49,999	9.95	0.00	0
Household Income: \$50,000-\$74,999	18.96	0.00	0
Household Income: \$75,000-\$99,999	11.92	18.34	154
Household Income: \$100,000-\$149,999	11.85	38.08	321
Household Income: \$150,000-\$199,999	4.62	19.24	417
Household Income: \$200,000 or More	3.79	24.45	646

Age and Income Summary

Description	U.S.	Segment	Index
Householder Age: 18-34	19.85	9.92	50
Householder Age: 35-54	40.90	84.57	207
Householder Age: 55+	39.25	5.51	14
Household Income: Under \$30K	27.71	0.00	0
Household Income: \$30K-\$74K	40.14	0.00	0
Household Income: \$75,000-\$99,999	11.92	18.34	154
Household Income: \$100K+	20.24	81.66	403

Education

Description	U.S.	Segment	Index
Householder Education: Did Not Graduate High School	13.33	0.50	4
Householder Education: Graduated High School	30.80	9.42	31
Householder Education: Attended Some College	25.89	18.24	70
Householder Education: Bachelor's Degree	19.34	46.69	241
Householder Education: Post Graduate Degree	10.61	25.05	236

Country Squires

Employment Type

Description	U.S.	Segment	Index
Householder Occupation: Management/Business/Financial	12.70	33.97	268
Householder Occupation: Professional	13.99	28.36	203
Householder Occupation: Sales/Office	13.99	19.44	139
Householder Occupation: Natural Resources/Construction/Maintenance	8.19	4.21	51
Householder Occupation: Other Employed	18.19	5.71	31

Employment by Occupation

Description	U.S.	Segment	Index
Householder Occupation Detail: Business/Finance	2.73	4.71	173
Householder Occupation Detail: Management	9.98	29.36	294
Householder Occupation Detail: Architect/Engineer	1.55	5.21	337
Householder Occupation Detail: Legal	0.80	2.61	325
Householder Occupation Detail: Computer/Mathematical	2.23	7.01	314
Householder Occupation Detail: Health Practitioner/Technician	2.86	5.61	196
Householder Occupation Detail: Education/Training/Library	3.47	3.71	107
Householder Occupation Detail: Life/Physical/Social Sciences	0.71	1.30	184
Householder Occupation Detail: Community/Social Services	1.05	0.90	86
Householder Occupation Detail: Arts/Entertainment/Sports	1.37	2.00	146
Householder Occupation Detail: Sales/Related	7.78	17.43	224
Householder Occupation Detail: Office/Admin Support	6.21	2.00	32
Householder Occupation Detail: Protective Service/Military	1.81	1.90	105
Householder Occupation Detail: Personal Care/Service	1.65	0.60	36
Householder Occupation Detail: Healthcare Support	0.92	0.20	22
Householder Occupation Detail: Food Preparation/Serving	2.09	0.30	14
Householder Occupation Detail: Transport/Material Moving	4.91	1.90	39
Householder Occupation Detail: Production	4.76	0.80	17
Householder Occupation Detail: Building Grounds Maintenance	2.08	0.10	5
Householder Occupation Detail: Natural Resources/Construction	4.34	1.90	44
Householder Occupation Detail: Maintenance/Repair	3.86	2.30	60

Race and Ethnicity

Description	U.S.	Segment	Index
Race: White	79.72	91.48	115
Race: Black	11.32	2.81	25
Race: Asian	2.26	2.81	124
Race: Other	6.77	3.01	44
Ethnicity: Hispanic	10.16	4.81	47

Language

Description	U.S.	Segment	Index
Household First Language: English	92.88	97.19	105
Household First Language: Spanish	4.84	0.60	12
Household First Language: Other	2.27	2.10	93

Country Squires

Home Ownership

Description	U.S.	Segment	Index
Tenure: Own Home	71.38	97.39	136
Tenure: Rents Home	28.62	2.61	9

Home Value

Description	U.S.	Segment	Index
Home Value: Less than \$50,000	4.66	0.00	0
Home Value: \$50,000-\$99,999	9.71	0.00	0
Home Value: \$100,000-\$149,999	10.93	1.00	9
Home Value: \$150,000-\$199,999	8.72	3.81	44
Home Value: \$200,000-\$499,999	27.24	48.70	179
Home Value: \$500,000 or More	10.14	43.89	433

Length of Residence

Description	U.S.	Segment	Index
Length of Residence: Less than 1 Year	16.30	10.62	65
Length of Residence: 1-4 Years	28.54	32.87	115
Length of Residence: 5 Years or More	55.08	56.51	103

Presence of Children in Household

Description	U.S.	Segment	Index
Presence of Children: <2 Years Old	5.70	12.42	218
Presence of Children: 2-5 Years Old	10.79	32.77	304
Presence of Children: 6-11 Years Old	14.28	46.89	328
Presence of Children: 12-17 Years Old	14.93	52.61	352

Number of Children in Household

Description	U.S.	Segment	Index
Number of Children in Household: 1	12.25	33.87	276
Number of Children in Household: 2	11.37	45.19	397
Number of Children in Household: 3	4.77	16.13	338
Number of Children in Household: 4	1.57	4.11	262
Number of Children in Household: 5+	0.68	0.70	103

Number of People in Household

Description	U.S.	Segment	Index
Household Size: 1 Person	26.74	0.00	0
Household Size: 2 People	36.23	1.50	4
Household Size: 3 or 4 People	27.71	72.24	261
Household Size: 5+ people	9.32	26.25	282

Country Squires

Top 15 Lifestyle Behaviors

	Index
Has a 529 College Savings Account (A)	666
Domestic Vacation, Go Skiing, 1yr (A)	472
Order from buy.com, 1yr (A)	385
Business Travel by Airplane, 3+, 1yr (A)	373
Buy Toys by Internet, 1yr (A)	370
Buy from Bertucci's, 1mo (A)	351
Go Downhill Skiing, 1yr (A)	339
Buy Videos by Internet, 1yr (A)	334
Own Downhill Skis/Boots (A)	331
Domestic Vacation, Spa, 1yr (A)	321
Owens TiVo (DVR) (H)	313
Buy Children's Athletic Shoes, 6mo (H)	309
Use E*Trade, 1yr (A)	304
Order from J. Crew, 1yr (A)	300
Buy from Family Restaurant, Child Decides, 6mo (A)	295

Lifestyle Behaviors 16-30

	Index
Order from Land's End, 1yr (A)	292
Own Roller Blades/In-Line Skates (A)	285
Order from barnesandnoble.com, 1yr (A)	280
Order from L.L. Bean, 1yr (A)	277
Go Scuba/Skin Diving/Snorkeling, 1yr (A)	273
Buy Flowers by Internet, 1yr (A)	265
Go Ice Skating, 1yr (A)	265
Own Power Boat (H)	265
Use Internet for Tracking Investments, 1mo (A)	263
Buy Golf Clubs, 1yr (A)	262
Own Racquetball Equipment (A)	261
Own/Lease New BMW (H)	261
Own Camcorder (H)	258
Own Cross Country Boots/Skis (A)	258
Shop at Harris Teeter, 1mo (A)	254

Lifestyle Behaviors 31-45

	Index
Stay at Courtyard (by Marriott) on Vacation, 1yr (A)	252
Buy Children's Clothes, 6mos (H)	248
Go Whitewater Rafting, 1yr (A)	247
Own Sportswatch/Chronograph (A)	247
Go Jogging, 1yr (A)	245
Go Water Skiing, 1yr (A)	244
Domestic Travel by Railroad, 1yr (A)	244
Buy Electronic Games, 1yr (A)	244
Own/Lease New, Type, SUV (H)	243
Make Internet Travel Plans, 1mo (A)	242
Order from amazon.com, 1yr (A)	242
Member of Frequent Flyer Program (A)	242
Own Treadmill (A)	241
Use Children's Cold Medicine, 1mo (H)	241
Domestic Vacation, Play Golf, 1yr (A)	241

God's Country

11 God's Country

Upscale, Middle Age w/o Kids

When city dwellers and suburbanites began moving to the country in the 1970s, God's Country emerged as the most affluent of the nation's exurban lifestyles. Today, wealthier communities exist in the hinterlands, but God's Country remains a haven for upscale couples in spacious homes. Typically college educated Baby Boomers, these Americans try to maintain a balanced lifestyle between high power jobs and laid back leisure.

Social Group:	Landed Gentry
Lifestage Group:	Midlife Success

2009 Statistics:

US Households:	1,727,637 (1.50%)
Median HH Income:	\$86,724

Lifestyle Traits

Order from zappos.com
Take golf vacations
Read Skiing
Watch Outdoor Life Network
BMW X5

Demographics Traits:

Urbanicity:	Town/Rural
Income:	Upscale
Income Producing Assets:	High
Age Ranges:	35-54
Presence of Kids:	HH w/o Kids
Homeownership:	Mostly Owners
Employment Levels:	Management
Education Levels:	Graduate Plus
Ethnic Diversity:	White

God's Country

Age

Description	U.S.	Segment	Index
Householder Age: 18-24	5.26	0.49	9
Householder Age: 25-34	14.59	12.47	85
Householder Age: 35-44	18.67	16.91	91
Householder Age: 45-54	22.24	56.67	255
Householder Age: 55-64	17.44	13.46	77
Householder Age: 65-74	11.17	0.00	0
Householder Age: 75+	10.64	0.00	0

Income

Description	U.S.	Segment	Index
Household Income: Under \$10,000	6.33	0.00	0
Household Income: \$10,000-\$19,999	10.40	0.00	0
Household Income: \$20,000-\$29,999	10.98	0.00	0
Household Income: \$30,000-\$39,999	11.23	0.00	0
Household Income: \$40,000-\$49,999	9.95	0.00	0
Household Income: \$50,000-\$74,999	18.96	0.00	0
Household Income: \$75,000-\$99,999	11.92	16.30	137
Household Income: \$100,000-\$149,999	11.85	44.81	378
Household Income: \$150,000-\$199,999	4.62	21.48	465
Household Income: \$200,000 or More	3.79	17.41	460

Age and Income Summary

Description	U.S.	Segment	Index
Householder Age: 18-34	19.85	12.96	65
Householder Age: 35-54	40.90	73.58	180
Householder Age: 55+	39.25	13.46	34
Household Income: Under \$30K	27.71	0.00	0
Household Income: \$30K-\$74K	40.14	0.00	0
Household Income: \$75,000-\$99,999	11.92	16.30	137
Household Income: \$100K+	20.24	83.70	414

Education

Description	U.S.	Segment	Index
Householder Education: Did Not Graduate High School	13.33	1.36	10
Householder Education: Graduated High School	30.80	15.06	49
Householder Education: Attended Some College	25.89	25.19	97
Householder Education: Bachelor's Degree	19.34	35.19	182
Householder Education: Post Graduate Degree	10.61	23.21	219

God's Country

Employment Type

Description	U.S.	Segment	Index
Householder Occupation: Management/Business/Financial	12.70	33.46	263
Householder Occupation: Professional	13.99	24.81	177
Householder Occupation: Sales/Office	13.99	16.42	117
Householder Occupation: Natural Resources/Construction/Maintenance	8.19	7.53	92
Householder Occupation: Other Employed	18.19	11.85	65

Employment by Occupation

Description	U.S.	Segment	Index
Householder Occupation Detail: Business/Finance	2.73	4.81	177
Householder Occupation Detail: Management	9.98	28.64	287
Householder Occupation Detail: Architect/Engineer	1.55	4.32	279
Householder Occupation Detail: Legal	0.80	1.11	138
Householder Occupation Detail: Computer/Mathematical	2.23	7.41	332
Householder Occupation Detail: Health Practitioner/Technician	2.86	5.06	177
Householder Occupation Detail: Education/Training/Library	3.47	3.58	103
Householder Occupation Detail: Life/Physical/Social Sciences	0.71	1.48	209
Householder Occupation Detail: Community/Social Services	1.05	0.25	23
Householder Occupation Detail: Arts/Entertainment/Sports	1.37	1.48	108
Householder Occupation Detail: Sales/Related	7.78	13.58	174
Householder Occupation Detail: Office/Admin Support	6.21	2.84	46
Householder Occupation Detail: Protective Service/Military	1.81	2.22	123
Householder Occupation Detail: Personal Care/Service	1.65	0.37	22
Householder Occupation Detail: Healthcare Support	0.92	0.00	0
Householder Occupation Detail: Food Preparation/Serving	2.09	0.62	30
Householder Occupation Detail: Transport/Material Moving	4.91	4.20	86
Householder Occupation Detail: Production	4.76	3.58	75
Householder Occupation Detail: Building Grounds Maintenance	2.08	0.99	47
Householder Occupation Detail: Natural Resources/Construction	4.34	3.21	74
Householder Occupation Detail: Maintenance/Repair	3.86	4.32	112

Race and Ethnicity

Description	U.S.	Segment	Index
Race: White	79.72	91.85	115
Race: Black	11.32	4.20	37
Race: Asian	2.26	2.22	98
Race: Other	6.77	2.22	33
Ethnicity: Hispanic	10.16	2.35	23

Language

Description	U.S.	Segment	Index
Household First Language: English	92.88	98.27	106
Household First Language: Spanish	4.84	0.37	8
Household First Language: Other	2.27	1.36	60

God's Country

Home Ownership

Description	U.S.	Segment	Index
Tenure: Own Home	71.38	94.20	132
Tenure: Rents Home	28.62	5.80	20

Home Value

Description	U.S.	Segment	Index
Home Value: Less than \$50,000	4.66	0.00	0
Home Value: \$50,000-\$99,999	9.71	0.12	1
Home Value: \$100,000-\$149,999	10.93	0.62	6
Home Value: \$150,000-\$199,999	8.72	4.57	52
Home Value: \$200,000-\$499,999	27.24	56.42	207
Home Value: \$500,000 or More	10.14	32.59	321

Length of Residence

Description	U.S.	Segment	Index
Length of Residence: Less than 1 Year	16.30	12.96	80
Length of Residence: 1-4 Years	28.54	36.91	129
Length of Residence: 5 Years or More	55.08	50.00	91

Presence of Children in Household

Description	U.S.	Segment	Index
Presence of Children: <2 Years Old	5.70	0.00	0
Presence of Children: 2-5 Years Old	10.79	0.00	0
Presence of Children: 6-11 Years Old	14.28	0.00	0
Presence of Children: 12-17 Years Old	14.93	0.00	0

Number of Children in Household

Description	U.S.	Segment	Index
Number of Children in Household: 1	12.25	0.00	0
Number of Children in Household: 2	11.37	0.00	0
Number of Children in Household: 3	4.77	0.00	0
Number of Children in Household: 4	1.57	0.00	0
Number of Children in Household: 5+	0.68	0.00	0

Number of People in Household

Description	U.S.	Segment	Index
Household Size: 1 Person	26.74	13.33	50
Household Size: 2 People	36.23	65.06	180
Household Size: 3 or 4 People	27.71	20.12	73
Household Size: 5+ people	9.32	1.48	16

God's Country

Top 15 Lifestyle Behaviors

	Index
Own/Lease New BMW (H)	524
Own/Lease New Mercedes (H)	385
Buy From Ruth's Chris Steak House, 6mo (A)	349
Business Travel by Airplane, 3+, 1yr (A)	339
Own/Lease New Acura/Infiniti/Lexus (H)	335
Buy Home Study Course by Internet, 1yr (A)	335
Domestic Vacation, Play Golf, 1yr (A)	332
Shop at Ann Taylor, 3mo (A)	295
Own US Treasury Notes (A)	281
Buy from Houlihan's, 1mo (A)	280
Travel to Other Caribbean Islands, 3yr (A)	272
Own/Lease New Volkswagen (H)	269
Own Downhill Skis/Boots (A)	265
Use Internet for Tracking Investments, 1mo (A)	264
Drink Samuel Adams Beer, 1wk (A)	256

Lifestyle Behaviors 16-30

	Index
Stay at Hilton on Vacation, 1yr (A)	253
Owens TiVo (DVR) (H)	253
Own Roller Blades/In-Line Skates (A)	252
Own/Lease New, Type, Convertible (H)	252
Shop at Ethan Allen Galleries, 1yr (A)	248
Stay at Courtyard (by Marriott) on Vacation, 1yr (A)	247
Go Mountain Bicycling, 1yr (A)	246
Order from Home Shopping Network, 1yr (A)	246
Buy from Bertucci's, 1mo (A)	245
Order from buy.com, 1yr (A)	245
Shop at Shoppers Food Warehouse, 1mo (A)	244
Go Scuba/Skin Diving/Snorkeling, 1yr (A)	244
Buy from Schlotzsky's Deli, 1mo (A)	244
Own Horse (H)	243
Shop at Wawa, 6mo (A)	242

Lifestyle Behaviors 31-45

	Index
Make Internet Travel Plans, 1mo (A)	241
Order from L.L. Bean, 1yr (A)	240
Go Downhill Skiing, 1yr (A)	238
Buy Flowers by Internet, 1yr (A)	237
Play Tennis, 1yr (A)	234
Foreign Trips, 3+ Trips, 3yr (A)	233
Buy Clothing by Internet, 1yr (A)	232
Domestic Vacation, Spa, 1yr (A)	230
Shop at Giant, 1mo (A)	230
Own Racquetball Equipment (A)	229
Contribute to NPR, 1 yr (A)	229
Go Canoeing/Kayaking, 1yr (A)	228
Go Golfing, 1yr (A)	227
Member of Frequent Flyer Program (A)	226
Shop at Sherwin Williams, 1yr (A)	225

Kids & Cul-de-sacs

18 Kids & Cul-de-sacs

Upper-Mid, Younger w/ Kids

Upper-middle class, suburban, married couples with children--that's the skinny on Kids & Cul-de-Sacs, an enviable lifestyle of large families in recently built subdivisions. With a high rate of Hispanic and Asian Americans, this segment is a refuge for college-educated, white-collar professionals with administrative jobs and upper-middle-class incomes. Their nexus of education, affluence, and children translates into large outlays for child-centered products and services.

Social Group:	The Affluentials
Lifestage Group:	Young Accumulators

2009 Statistics:

US Households:	1,864,873 (1.62%)
Median HH Income:	\$74,448

Lifestyle Traits

Shop at Disney Store
Buy educational toys
Read Parenting
Watch Toon Disney
Chrysler Town & Country

Demographics Traits:

Urbanicity:	Suburban
Income:	Upper-Mid
Income Producing Assets:	Moderate
Age Ranges:	25-44
Presence of Kids:	HH w/ Kids
Homeownership:	Mostly Owners
Employment Levels:	White Collar, Mix
Education Levels:	College Grad
Ethnic Diversity:	White, Black, Asian, Hispanic

Kids & Cul-de-sacs

Age

Description	U.S.	Segment	Index
Householder Age: 18-24	5.26	2.88	55
Householder Age: 25-34	14.59	35.73	245
Householder Age: 35-44	18.67	61.39	329
Householder Age: 45-54	22.24	0.00	0
Householder Age: 55-64	17.44	0.00	0
Householder Age: 65-74	11.17	0.00	0
Householder Age: 75+	10.64	0.00	0

Income

Description	U.S.	Segment	Index
Household Income: Under \$10,000	6.33	0.00	0
Household Income: \$10,000-\$19,999	10.40	0.00	0
Household Income: \$20,000-\$29,999	10.98	0.00	0
Household Income: \$30,000-\$39,999	11.23	0.00	0
Household Income: \$40,000-\$49,999	9.95	0.00	0
Household Income: \$50,000-\$74,999	18.96	36.57	193
Household Income: \$75,000-\$99,999	11.92	42.45	356
Household Income: \$100,000-\$149,999	11.85	20.98	177
Household Income: \$150,000-\$199,999	4.62	0.00	0
Household Income: \$200,000 or More	3.79	0.00	0

Age and Income Summary

Description	U.S.	Segment	Index
Householder Age: 18-34	19.85	38.61	194
Householder Age: 35-54	40.90	61.39	150
Householder Age: 55+	39.25	0.00	0
Household Income: Under \$30K	27.71	0.00	0
Household Income: \$30K-\$74K	40.14	36.57	91
Household Income: \$75,000-\$99,999	11.92	42.45	356
Household Income: \$100K+	20.24	20.98	104

Education

Description	U.S.	Segment	Index
Householder Education: Did Not Graduate High School	13.33	4.32	32
Householder Education: Graduated High School	30.80	21.82	71
Householder Education: Attended Some College	25.89	33.93	131
Householder Education: Bachelor's Degree	19.34	26.62	138
Householder Education: Post Graduate Degree	10.61	13.19	124

Kids & Cul-de-sacs

Employment Type

Description	U.S.	Segment	Index
Householder Occupation: Management/Business/Financial	12.70	20.02	158
Householder Occupation: Professional	13.99	23.86	171
Householder Occupation: Sales/Office	13.99	18.59	133
Householder Occupation: Natural Resources/Construction/Maintenance	8.19	12.83	157
Householder Occupation: Other Employed	18.19	18.23	100

Employment by Occupation

Description	U.S.	Segment	Index
Householder Occupation Detail: Business/Finance	2.73	5.40	198
Householder Occupation Detail: Management	9.98	14.75	148
Householder Occupation Detail: Architect/Engineer	1.55	3.48	225
Householder Occupation Detail: Legal	0.80	1.08	135
Householder Occupation Detail: Computer/Mathematical	2.23	6.47	290
Householder Occupation Detail: Health Practitioner/Technician	2.86	5.16	180
Householder Occupation Detail: Education/Training/Library	3.47	5.16	149
Householder Occupation Detail: Life/Physical/Social Sciences	0.71	0.72	101
Householder Occupation Detail: Community/Social Services	1.05	0.72	68
Householder Occupation Detail: Arts/Entertainment/Sports	1.37	1.20	87
Householder Occupation Detail: Sales/Related	7.78	10.91	140
Householder Occupation Detail: Office/Admin Support	6.21	7.67	124
Householder Occupation Detail: Protective Service/Military	1.81	4.20	232
Householder Occupation Detail: Personal Care/Service	1.65	1.44	87
Householder Occupation Detail: Healthcare Support	0.92	0.48	52
Householder Occupation Detail: Food Preparation/Serving	2.09	1.44	69
Householder Occupation Detail: Transport/Material Moving	4.91	5.64	115
Householder Occupation Detail: Production	4.76	3.96	83
Householder Occupation Detail: Building Grounds Maintenance	2.08	1.08	52
Householder Occupation Detail: Natural Resources/Construction	4.34	6.24	144
Householder Occupation Detail: Maintenance/Repair	3.86	6.59	171

Race and Ethnicity

Description	U.S.	Segment	Index
Race: White	79.72	75.66	95
Race: Black	11.32	11.63	103
Race: Asian	2.26	4.68	207
Race: Other	6.77	8.63	127
Ethnicity: Hispanic	10.16	13.43	132

Language

Description	U.S.	Segment	Index
Household First Language: English	92.88	91.97	99
Household First Language: Spanish	4.84	4.32	89
Household First Language: Other	2.27	3.72	163

Kids & Cul-de-sacs

Home Ownership

Description	U.S.	Segment	Index
Tenure: Own Home	71.38	78.78	110
Tenure: Rents Home	28.62	21.22	74

Home Value

Description	U.S.	Segment	Index
Home Value: Less than \$50,000	4.66	0.48	10
Home Value: \$50,000-\$99,999	9.71	3.00	31
Home Value: \$100,000-\$149,999	10.93	11.51	105
Home Value: \$150,000-\$199,999	8.72	12.11	139
Home Value: \$200,000-\$499,999	27.24	45.92	169
Home Value: \$500,000 or More	10.14	5.76	57

Length of Residence

Description	U.S.	Segment	Index
Length of Residence: Less than 1 Year	16.30	16.07	99
Length of Residence: 1-4 Years	28.54	44.84	157
Length of Residence: 5 Years or More	55.08	38.73	70

Presence of Children in Household

Description	U.S.	Segment	Index
Presence of Children: <2 Years Old	5.70	22.30	391
Presence of Children: 2-5 Years Old	10.79	44.48	412
Presence of Children: 6-11 Years Old	14.28	53.24	373
Presence of Children: 12-17 Years Old	14.93	35.97	241

Number of Children in Household

Description	U.S.	Segment	Index
Number of Children in Household: 1	12.25	32.13	262
Number of Children in Household: 2	11.37	44.12	388
Number of Children in Household: 3	4.77	16.43	344
Number of Children in Household: 4	1.57	5.40	344
Number of Children in Household: 5+	0.68	1.80	265

Number of People in Household

Description	U.S.	Segment	Index
Household Size: 1 Person	26.74	0.00	0
Household Size: 2 People	36.23	3.72	10
Household Size: 3 or 4 People	27.71	68.23	246
Household Size: 5+ people	9.32	28.06	301

Kids & Cul-de-sacs

Top 15 Lifestyle Behaviors

	Index
Buy Children's Athletic Shoes, 6mo (H)	360
Has a 529 College Savings Account (A)	358
Buy from Chuck E Cheese, 1mo (A)	346
Use Children's Cold Medicine, 1mo (H)	338
Shop at Disney Store, 3mo (A)	327
Use Baby Foods, 1wk (H)	304
Buy Children's Clothes, 6mos (H)	303
Buy Baby Furniture/Equipment, 6mo (H)	303
Buy Toys by Internet, 1yr (A)	296
Shop at White Hen, 6mo (A)	284
Buy Children's Bicycles, 1yr (A)	276
Own Roller Blades/In-Line Skates (A)	273
Go Ice Skating, 1yr (A)	270
Go to Zoo, 1yr (A)	262
Buy from Family Restaurant, Child Decides, 6mo (A)	257

Lifestyle Behaviors 16-30

	Index
Buy from Einstein Bros, 1mo (A)	246
Buy Home Study Course by Internet, 1yr (A)	242
Order from Eddie Bauer, 1yr (A)	240
Buy Educational Toys, 1yr (A)	239
Order from Walmart.com, 1yr (A)	237
Buy from Fuddruckers, 1mo (A)	235
Shop at IKEA, 1yr (A)	233
Buy Rap Music, 1yr (A)	233
Travel to Japan/Hong Kong/Other Asia, 3yr (A)	233
Buy Children's Book, 1yr (A)	233
Buy from Schlotzsky's Deli, 1mo (A)	233
Own Camcorder (H)	232
Shop at The Gap, 3mo (A)	228
Buy Electronic Games, 1yr (A)	227
Play Soccer, 1yr (A)	226

Lifestyle Behaviors 31-45

	Index
Go In-Line Skating, 1yr (A)	225
Buy From Baja Fresh Mexican Grill, 1mo (A)	222
Order from Victoria's Secret, 1yr (A)	220
Drive Minivan (A)	216
Buy From Starbucks, 1mo (A)	215
Use video game system to play games online (H)	214
Play Baseball, 1yr (A)	212
Pay Bills Online, 1mo (A)	209
Visit Any Theme Park, 1yr (A)	207
Own Any Video Game System (H)	207
Go Bowling, 1yr (A)	206
Own Mountain Bicycle (A)	206
Buy Hard Rock Music, 1yr (A)	202
Domestic Vacation, Spa, 1yr (A)	201
Buy from Hooters, 1mo (A)	199

Fast-Track Families

20 Fast-Track Families

Upscale, Middle Age w/ Kids

With their upscale incomes, numerous children, and spacious homes, Fast-Track Families are in their prime acquisition years. These middle-aged parents have the disposable income and educated sensibility to want the best for their children. They buy the latest technology with impunity: new computers, DVD players, home theater systems, and video games. They take advantage of their rustic locales by camping, boating, and fishing.

Social Group:	Landed Gentry
Lifestage Group:	Young Accumulators

2009 Statistics:

US Households:	1,918,827 (1.66%)
Median HH Income:	\$76,680

Lifestyle Traits

Order from buy.com
Business travel by airplane
Read American Hunter
Watch Country Music Television
Chevrolet Suburban Flex Fuel

Demographics Traits:

Urbanicity:	Town/Rural
Income:	Upscale
Income Producing Assets:	Above Avg.
Age Ranges:	35-54
Presence of Kids:	HH w/ Kids
Homeownership:	Mostly Owners
Employment Levels:	Management
Education Levels:	College Grad
Ethnic Diversity:	White

Fast-Track Families

Age

Description	U.S.	Segment	Index
Householder Age: 18-24	5.26	1.00	19
Householder Age: 25-34	14.59	16.69	114
Householder Age: 35-44	18.67	44.49	238
Householder Age: 45-54	22.24	31.15	140
Householder Age: 55-64	17.44	4.67	27
Householder Age: 65-74	11.17	1.45	13
Householder Age: 75+	10.64	0.56	5

Income

Description	U.S.	Segment	Index
Household Income: Under \$10,000	6.33	0.00	0
Household Income: \$10,000-\$19,999	10.40	0.00	0
Household Income: \$20,000-\$29,999	10.98	0.00	0
Household Income: \$30,000-\$39,999	11.23	0.00	0
Household Income: \$40,000-\$49,999	9.95	0.00	0
Household Income: \$50,000-\$74,999	18.96	0.00	0
Household Income: \$75,000-\$99,999	11.92	12.79	107
Household Income: \$100,000-\$149,999	11.85	59.40	501
Household Income: \$150,000-\$199,999	4.62	18.13	393
Household Income: \$200,000 or More	3.79	9.57	253

Age and Income Summary

Description	U.S.	Segment	Index
Householder Age: 18-34	19.85	17.69	89
Householder Age: 35-54	40.90	75.64	185
Householder Age: 55+	39.25	6.56	17
Household Income: Under \$30K	27.71	0.00	0
Household Income: \$30K-\$74K	40.14	0.00	0
Household Income: \$75,000-\$99,999	11.92	12.79	107
Household Income: \$100K+	20.24	87.21	431

Education

Description	U.S.	Segment	Index
Householder Education: Did Not Graduate High School	13.33	4.45	33
Householder Education: Graduated High School	30.80	20.69	67
Householder Education: Attended Some College	25.89	30.81	119
Householder Education: Bachelor's Degree	19.34	28.59	148
Householder Education: Post Graduate Degree	10.61	15.35	145

Fast-Track Families

Employment Type

Description	U.S.	Segment	Index
Householder Occupation: Management/Business/Financial	12.70	29.81	235
Householder Occupation: Professional	13.99	24.25	173
Householder Occupation: Sales/Office	13.99	14.13	101
Householder Occupation: Natural Resources/Construction/Maintenance	8.19	8.79	107
Householder Occupation: Other Employed	18.19	17.69	97

Employment by Occupation

Description	U.S.	Segment	Index
Householder Occupation Detail: Business/Finance	2.73	4.12	151
Householder Occupation Detail: Management	9.98	25.70	257
Householder Occupation Detail: Architect/Engineer	1.55	3.11	201
Householder Occupation Detail: Legal	0.80	1.11	139
Householder Occupation Detail: Computer/Mathematical	2.23	4.12	184
Householder Occupation Detail: Health Practitioner/Technician	2.86	6.01	210
Householder Occupation Detail: Education/Training/Library	3.47	5.78	167
Householder Occupation Detail: Life/Physical/Social Sciences	0.71	1.00	141
Householder Occupation Detail: Community/Social Services	1.05	1.45	137
Householder Occupation Detail: Arts/Entertainment/Sports	1.37	1.67	122
Householder Occupation Detail: Sales/Related	7.78	10.68	137
Householder Occupation Detail: Office/Admin Support	6.21	3.45	56
Householder Occupation Detail: Protective Service/Military	1.81	4.34	240
Householder Occupation Detail: Personal Care/Service	1.65	1.22	74
Householder Occupation Detail: Healthcare Support	0.92	0.11	12
Householder Occupation Detail: Food Preparation/Serving	2.09	0.56	27
Householder Occupation Detail: Transport/Material Moving	4.91	4.34	88
Householder Occupation Detail: Production	4.76	6.67	140
Householder Occupation Detail: Building Grounds Maintenance	2.08	0.44	21
Householder Occupation Detail: Natural Resources/Construction	4.34	4.34	100
Householder Occupation Detail: Maintenance/Repair	3.86	4.45	115

Race and Ethnicity

Description	U.S.	Segment	Index
Race: White	79.72	91.43	115
Race: Black	11.32	4.23	37
Race: Asian	2.26	1.56	69
Race: Other	6.77	3.11	46
Ethnicity: Hispanic	10.16	5.01	49

Language

Description	U.S.	Segment	Index
Household First Language: English	92.88	97.00	104
Household First Language: Spanish	4.84	1.45	30
Household First Language: Other	2.27	1.56	68

Fast-Track Families

Home Ownership

Description	U.S.	Segment	Index
Tenure: Own Home	71.38	93.77	131
Tenure: Rents Home	28.62	6.23	22

Home Value

Description	U.S.	Segment	Index
Home Value: Less than \$50,000	4.66	0.33	7
Home Value: \$50,000-\$99,999	9.71	1.22	13
Home Value: \$100,000-\$149,999	10.93	8.34	76
Home Value: \$150,000-\$199,999	8.72	15.80	181
Home Value: \$200,000-\$499,999	27.24	55.95	205
Home Value: \$500,000 or More	10.14	12.01	118

Length of Residence

Description	U.S.	Segment	Index
Length of Residence: Less than 1 Year	16.30	12.79	78
Length of Residence: 1-4 Years	28.54	34.82	122
Length of Residence: 5 Years or More	55.08	52.28	95

Presence of Children in Household

Description	U.S.	Segment	Index
Presence of Children: <2 Years Old	5.70	13.35	234
Presence of Children: 2-5 Years Old	10.79	32.81	304
Presence of Children: 6-11 Years Old	14.28	49.50	347
Presence of Children: 12-17 Years Old	14.93	51.84	347

Number of Children in Household

Description	U.S.	Segment	Index
Number of Children in Household: 1	12.25	39.38	321
Number of Children in Household: 2	11.37	38.49	338
Number of Children in Household: 3	4.77	16.24	341
Number of Children in Household: 4	1.57	4.00	255
Number of Children in Household: 5+	0.68	1.89	278

Number of People in Household

Description	U.S.	Segment	Index
Household Size: 1 Person	26.74	0.00	0
Household Size: 2 People	36.23	1.22	3
Household Size: 3 or 4 People	27.71	67.85	245
Household Size: 5+ people	9.32	30.92	332

Fast-Track Families

Top 15 Lifestyle Behaviors

	Index
Business Travel by Airplane, 3+, 1yr (A)	333
Order from Walmart.com, 1yr (A)	314
Buy Home Study Course by Internet, 1yr (A)	312
Go Whitewater Rafting, 1yr (A)	310
Has a 529 College Savings Account (A)	308
Buy Children's Athletic Shoes, 6mo (H)	296
Order from J. Crew, 1yr (A)	296
Order from priceline.com, 1yr (A)	294
Shop at Sherwin Williams, 1yr (A)	293
Buy Golf Clubs, 1yr (A)	286
Order from Victoria's Secret, 1yr (A)	283
Own Xbox 360 (H)	276
Order from buy.com, 1yr (A)	276
Own Power Boat (H)	276
Own Sportswatch/Chronograph (A)	273

Lifestyle Behaviors 16-30

	Index
Domestic Vacation, Go Skiing, 1yr (A)	273
Stay at Courtyard (by Marriott) on Vacation, 1yr (A)	271
Buy Home Furnishings by Internet, 1yr (A)	269
Use Vonage for Long Distance Service (H)	263
Has Personal Education Loan (A)	262
Buy Collectables by Internet, 1yr (A)	261
Buy Children's Bicycles, 1yr (A)	259
Go to High School Sports, 1+ Times, 1mo (A)	258
Play Softball, 1yr (A)	257
Own All Terrain Vehicle (H)	255
Own Sony PlayStation 3 (H)	255
Buy Children's Clothes, 6mos (H)	253
Own Roller Blades/In-Line Skates (A)	253
Own Horse (H)	252
Buy Electronic Games, 1yr (A)	251

Lifestyle Behaviors 31-45

	Index
Order from ebay.com, 1yr (A)	250
Own Riding Lawn Mower (H)	249
Own Golf Clubs (A)	246
Take 3+ Cruises, 3yr (A)	242
Buy Toys by Internet, 1yr (A)	241
Buy From Ruth's Chris Steak House, 6mo (A)	239
Buy Camping Equipment, 1yr (H)	239
Own Downhill Skis/Boots (A)	237
Buy from Schlotzsky's Deli, 1mo (A)	236
Own Treadmill (A)	235
Own Camcorder (H)	235
Buy from Family Restaurant, Child Decides, 6mo (A)	235
Travel to Bahamas, 3yr (A)	234
Use Children's Cold Medicine, 1mo (H)	231
Buy Any Lawn Mower, 1yr (H)	231

Big Sky Families

33 Big Sky Families

Upper-Mid, Younger w/ Kids

Scattered in placid towns across the American heartland, Big Sky Families is a segment of younger rural families who have turned high school educations and blue-collar jobs into busy, upper-middle-class lifestyles. Residents enjoy baseball, basketball, and volleyball, as well as fishing, hunting, and horseback riding. To entertain their sprawling families, they buy virtually every piece of sporting equipment on the market.

Social Group:	Country Comfort
Lifestage Group:	Mainstream Families

2009 Statistics:

US Households:	2,195,844 (1.90%)
Median HH Income:	\$57,074

Lifestyle Traits

Order from eBay.com
Attend high school sports
Read Game & Fish
Watch X Games
Chevrolet Silverado Diesel

Demographics Traits:

Urbanicity:	Rural
Income:	Upper-Mid
Income Producing Assets:	Moderate
Age Ranges:	25-44
Presence of Kids:	HH w/ Kids
Homeownership:	Mostly Owners
Employment Levels:	BC, Service, Mix
Education Levels:	Some College
Ethnic Diversity:	White

Big Sky Families

Age

Description	U.S.	Segment	Index
Householder Age: 18-24	5.26	1.23	23
Householder Age: 25-34	14.59	24.74	170
Householder Age: 35-44	18.67	40.59	217
Householder Age: 45-54	22.24	25.97	117
Householder Age: 55-64	17.44	5.73	33
Householder Age: 65-74	11.17	1.53	14
Householder Age: 75+	10.64	0.20	2

Income

Description	U.S.	Segment	Index
Household Income: Under \$10,000	6.33	0.00	0
Household Income: \$10,000-\$19,999	10.40	0.00	0
Household Income: \$20,000-\$29,999	10.98	0.00	0
Household Income: \$30,000-\$39,999	11.23	0.00	0
Household Income: \$40,000-\$49,999	9.95	0.00	0
Household Income: \$50,000-\$74,999	18.96	64.31	339
Household Income: \$75,000-\$99,999	11.92	35.69	299
Household Income: \$100,000-\$149,999	11.85	0.00	0
Household Income: \$150,000-\$199,999	4.62	0.00	0
Household Income: \$200,000 or More	3.79	0.00	0

Age and Income Summary

Description	U.S.	Segment	Index
Householder Age: 18-34	19.85	26.07	131
Householder Age: 35-54	40.90	66.56	163
Householder Age: 55+	39.25	7.46	19
Household Income: Under \$30K	27.71	0.00	0
Household Income: \$30K-\$74K	40.14	64.31	160
Household Income: \$75,000-\$99,999	11.92	35.69	299
Household Income: \$100K+	20.24	0.00	0

Education

Description	U.S.	Segment	Index
Householder Education: Did Not Graduate High School	13.33	6.65	50
Householder Education: Graduated High School	30.80	37.42	121
Householder Education: Attended Some College	25.89	30.88	119
Householder Education: Bachelor's Degree	19.34	18.61	96
Householder Education: Post Graduate Degree	10.61	6.44	61

Big Sky Families

Employment Type

Description	U.S.	Segment	Index
Householder Occupation: Management/Business/Financial	12.70	15.34	121
Householder Occupation: Professional	13.99	18.00	129
Householder Occupation: Sales/Office	13.99	14.31	102
Householder Occupation: Natural Resources/Construction/Maintenance	8.19	19.53	238
Householder Occupation: Other Employed	18.19	25.56	141

Employment by Occupation

Description	U.S.	Segment	Index
Householder Occupation Detail: Business/Finance	2.73	1.94	71
Householder Occupation Detail: Management	9.98	13.39	134
Householder Occupation Detail: Architect/Engineer	1.55	1.33	86
Householder Occupation Detail: Legal	0.80	0.82	102
Householder Occupation Detail: Computer/Mathematical	2.23	1.43	64
Householder Occupation Detail: Health Practitioner/Technician	2.86	4.70	165
Householder Occupation Detail: Education/Training/Library	3.47	6.54	189
Householder Occupation Detail: Life/Physical/Social Sciences	0.71	0.51	72
Householder Occupation Detail: Community/Social Services	1.05	1.84	175
Householder Occupation Detail: Arts/Entertainment/Sports	1.37	0.82	60
Householder Occupation Detail: Sales/Related	7.78	6.13	79
Householder Occupation Detail: Office/Admin Support	6.21	8.18	132
Householder Occupation Detail: Protective Service/Military	1.81	2.45	136
Householder Occupation Detail: Personal Care/Service	1.65	0.61	37
Householder Occupation Detail: Healthcare Support	0.92	0.31	33
Householder Occupation Detail: Food Preparation/Serving	2.09	0.20	10
Householder Occupation Detail: Transport/Material Moving	4.91	9.51	194
Householder Occupation Detail: Production	4.76	11.04	232
Householder Occupation Detail: Building Grounds Maintenance	2.08	1.23	59
Householder Occupation Detail: Natural Resources/Construction	4.34	9.00	207
Householder Occupation Detail: Maintenance/Repair	3.86	10.53	273

Race and Ethnicity

Description	U.S.	Segment	Index
Race: White	79.72	93.35	117
Race: Black	11.32	2.25	20
Race: Asian	2.26	0.51	23
Race: Other	6.77	2.86	42
Ethnicity: Hispanic	10.16	4.50	44

Language

Description	U.S.	Segment	Index
Household First Language: English	92.88	98.57	106
Household First Language: Spanish	4.84	0.82	17
Household First Language: Other	2.27	0.61	27

Big Sky Families

Home Ownership

Description	U.S.	Segment	Index
Tenure: Own Home	71.38	88.14	123
Tenure: Rents Home	28.62	11.96	42

Home Value

Description	U.S.	Segment	Index
Home Value: Less than \$50,000	4.66	5.21	112
Home Value: \$50,000-\$99,999	9.71	12.99	134
Home Value: \$100,000-\$149,999	10.93	18.71	171
Home Value: \$150,000-\$199,999	8.72	16.77	192
Home Value: \$200,000-\$499,999	27.24	31.08	114
Home Value: \$500,000 or More	10.14	3.27	32

Length of Residence

Description	U.S.	Segment	Index
Length of Residence: Less than 1 Year	16.30	11.35	70
Length of Residence: 1-4 Years	28.54	30.57	107
Length of Residence: 5 Years or More	55.08	58.08	105

Presence of Children in Household

Description	U.S.	Segment	Index
Presence of Children: <2 Years Old	5.70	15.75	276
Presence of Children: 2-5 Years Old	10.79	32.21	298
Presence of Children: 6-11 Years Old	14.28	50.10	351
Presence of Children: 12-17 Years Old	14.93	52.35	351

Number of Children in Household

Description	U.S.	Segment	Index
Number of Children in Household: 1	12.25	37.93	310
Number of Children in Household: 2	11.37	41.92	369
Number of Children in Household: 3	4.77	13.19	277
Number of Children in Household: 4	1.57	4.70	300
Number of Children in Household: 5+	0.68	2.25	331

Number of People in Household

Description	U.S.	Segment	Index
Household Size: 1 Person	26.74	0.00	0
Household Size: 2 People	36.23	2.04	6
Household Size: 3 or 4 People	27.71	70.45	254
Household Size: 5+ people	9.32	27.61	296

Big Sky Families

Top 15 Lifestyle Behaviors

	Index
Own Horse (H)	388
Own All Terrain Vehicle (H)	345
Go Hunting with Gun, 1yr (A)	337
Buy Children's Athletic Shoes, 6mo (H)	315
Buy Chewing Tobacco, 1mo (A)	283
Use Children's Cold Medicine, 1mo (H)	277
Own Riding Lawn Mower (H)	274
Buy Children's Clothes, 6mos (H)	265
Do Karate, 1yr (A)	262
Play Volleyball, 1yr (A)	260
Order from Walmart.com, 1yr (A)	243
Own Rifle/Shotgun (A)	236
Go to High School Sports, 1+ Times, 1mo (A)	236
Buy Fishing Equipment, 1yr (A)	235
Own Power Boat (H)	233

Lifestyle Behaviors 16-30

	Index
Own Motorcycle (H)	229
Buy Baby Furniture/Equipment, 6mo (H)	227
Buy from Family Restaurant, Child Decides, 6mo (A)	226
Internet Connection Home; Dial-up Modem (H)	225
Own Camcorder (H)	224
Own Satellite Dish (H)	224
Buy from Sonic Drive-in, 1mo (A)	222
Play Softball, 1yr (A)	219
Go Fishing, 1yr (A)	219
Buy Contemporary Christian Music, 1yr (A)	218
Drive Regular Pickup (A)	218
Use Baby Foods, 1wk (H)	214
Buy Children's Bicycles, 1yr (A)	214
Own Roller Blades/In-Line Skates (A)	212
Go Ice Skating, 1yr (A)	212

Lifestyle Behaviors 31-45

	Index
Buy from Hardee's, 1mo (A)	208
Buy Toys by Internet, 1yr (A)	207
Go Water Skiing, 1yr (A)	206
Home Remodeling, Work by Self, 1yr (H)	206
Drive Recreational Vehicle (A)	205
Play Baseball, 1yr (A)	205
Own Fishing Equipment (A)	203
Own Tent (H)	202
Go Roller Skating, 1yr (A)	202
Own Any Video Game System (H)	201
Drive Minivan (A)	199
Has a 529 College Savings Account (A)	198
Buy from Dairy Queen, 1mo (A)	196
Own Sleeping Bag (H)	196
Buy Electronic Games, 1yr (A)	195

Blue Blood Estates

02 Blue Blood Estates

Wealthy, Older w/ Kids

Blue Blood Estates is a family portrait of suburban wealth, a place of million-dollar homes and manicured lawns, high-end cars and exclusive private clubs. The nation's second-wealthiest lifestyle is characterized by married couples with children, graduate degrees, a significant percentage of Asian Americans, and six-figure incomes earned by business executives, managers, and professionals.

Social Group:	Elite Suburbs
Lifestage Group:	Accumulated Wealth

2009 Statistics:

US Households:	1,134,830 (0.98%)
Median HH Income:	\$122,700

Lifestyle Traits

Shop at Thomasville
Play tennis
Read Architectural Digest
Watch video-on-demand
BMW 750

Demographics Traits:

Urbanicity:	Suburban
Income:	Wealthy
Income Producing Assets:	Elite
Age Ranges:	45-64
Presence of Kids:	HH w/ Kids
Homeownership:	Mostly Owners
Employment Levels:	Management
Education Levels:	Graduate Plus
Ethnic Diversity:	White, Asian, Mix

Blue Blood Estates

Age

Description	U.S.	Segment	Index
Householder Age: 18-24	5.26	0.00	0
Householder Age: 25-34	14.59	0.00	0
Householder Age: 35-44	18.67	3.39	18
Householder Age: 45-54	22.24	81.67	367
Householder Age: 55-64	17.44	13.35	77
Householder Age: 65-74	11.17	1.20	11
Householder Age: 75+	10.64	0.40	4

Income

Description	U.S.	Segment	Index
Household Income: Under \$10,000	6.33	0.00	0
Household Income: \$10,000-\$19,999	10.40	0.00	0
Household Income: \$20,000-\$29,999	10.98	0.00	0
Household Income: \$30,000-\$39,999	11.23	0.00	0
Household Income: \$40,000-\$49,999	9.95	0.00	0
Household Income: \$50,000-\$74,999	18.96	0.00	0
Household Income: \$75,000-\$99,999	11.92	0.00	0
Household Income: \$100,000-\$149,999	11.85	40.24	340
Household Income: \$150,000-\$199,999	4.62	32.47	704
Household Income: \$200,000 or More	3.79	27.29	721

Age and Income Summary

Description	U.S.	Segment	Index
Householder Age: 18-34	19.85	0.00	0
Householder Age: 35-54	40.90	85.06	208
Householder Age: 55+	39.25	14.94	38
Household Income: Under \$30K	27.71	0.00	0
Household Income: \$30K-\$74K	40.14	0.00	0
Household Income: \$75,000-\$99,999	11.92	0.00	0
Household Income: \$100K+	20.24	100.00	494

Education

Description	U.S.	Segment	Index
Householder Education: Did Not Graduate High School	13.33	1.20	9
Householder Education: Graduated High School	30.80	10.36	34
Householder Education: Attended Some College	25.89	16.93	65
Householder Education: Bachelor's Degree	19.34	38.65	200
Householder Education: Post Graduate Degree	10.61	32.67	308

Blue Blood Estates

Employment Type

Description	U.S.	Segment	Index
Householder Occupation: Management/Business/Financial	12.70	35.06	276
Householder Occupation: Professional	13.99	29.08	208
Householder Occupation: Sales/Office	13.99	16.33	117
Householder Occupation: Natural Resources/Construction/Maintenance	8.19	3.98	49
Householder Occupation: Other Employed	18.19	7.77	43

Employment by Occupation

Description	U.S.	Segment	Index
Householder Occupation Detail: Business/Finance	2.73	4.98	183
Householder Occupation Detail: Management	9.98	30.08	301
Householder Occupation Detail: Architect/Engineer	1.55	4.18	270
Householder Occupation Detail: Legal	0.80	5.38	670
Householder Occupation Detail: Computer/Mathematical	2.23	4.58	205
Householder Occupation Detail: Health Practitioner/Technician	2.86	5.98	209
Householder Occupation Detail: Education/Training/Library	3.47	4.78	138
Householder Occupation Detail: Life/Physical/Social Sciences	0.71	1.79	253
Householder Occupation Detail: Community/Social Services	1.05	0.80	76
Householder Occupation Detail: Arts/Entertainment/Sports	1.37	1.39	102
Householder Occupation Detail: Sales/Related	7.78	12.95	166
Householder Occupation Detail: Office/Admin Support	6.21	3.39	55
Householder Occupation Detail: Protective Service/Military	1.81	1.79	99
Householder Occupation Detail: Personal Care/Service	1.65	0.60	36
Householder Occupation Detail: Healthcare Support	0.92	0.00	0
Householder Occupation Detail: Food Preparation/Serving	2.09	0.20	10
Householder Occupation Detail: Transport/Material Moving	4.91	2.79	57
Householder Occupation Detail: Production	4.76	2.19	46
Householder Occupation Detail: Building Grounds Maintenance	2.08	0.20	10
Householder Occupation Detail: Natural Resources/Construction	4.34	1.39	32
Householder Occupation Detail: Maintenance/Repair	3.86	2.59	67

Race and Ethnicity

Description	U.S.	Segment	Index
Race: White	79.72	86.45	108
Race: Black	11.32	5.98	53
Race: Asian	2.26	3.98	176
Race: Other	6.77	3.39	50
Ethnicity: Hispanic	10.16	4.98	49

Language

Description	U.S.	Segment	Index
Household First Language: English	92.88	95.02	102
Household First Language: Spanish	4.84	1.39	29
Household First Language: Other	2.27	3.59	158

Blue Blood Estates

Home Ownership

Description	U.S.	Segment	Index
Tenure: Own Home	71.38	95.62	134
Tenure: Rents Home	28.62	4.18	15

Home Value

Description	U.S.	Segment	Index
Home Value: Less than \$50,000	4.66	0.00	0
Home Value: \$50,000-\$99,999	9.71	0.40	4
Home Value: \$100,000-\$149,999	10.93	1.79	16
Home Value: \$150,000-\$199,999	8.72	3.19	37
Home Value: \$200,000-\$499,999	27.24	43.82	161
Home Value: \$500,000 or More	10.14	46.61	460

Length of Residence

Description	U.S.	Segment	Index
Length of Residence: Less than 1 Year	16.30	5.98	37
Length of Residence: 1-4 Years	28.54	21.71	76
Length of Residence: 5 Years or More	55.08	72.31	131

Presence of Children in Household

Description	U.S.	Segment	Index
Presence of Children: <2 Years Old	5.70	3.19	56
Presence of Children: 2-5 Years Old	10.79	13.75	127
Presence of Children: 6-11 Years Old	14.28	37.65	264
Presence of Children: 12-17 Years Old	14.93	76.29	511

Number of Children in Household

Description	U.S.	Segment	Index
Number of Children in Household: 1	12.25	46.02	376
Number of Children in Household: 2	11.37	38.84	342
Number of Children in Household: 3	4.77	11.35	238
Number of Children in Household: 4	1.57	2.59	165
Number of Children in Household: 5+	0.68	1.00	147

Number of People in Household

Description	U.S.	Segment	Index
Household Size: 1 Person	26.74	0.00	0
Household Size: 2 People	36.23	1.59	4
Household Size: 3 or 4 People	27.71	69.72	252
Household Size: 5+ people	9.32	28.49	306

Blue Blood Estates

Top 15 Lifestyle Behaviors

	Index
Domestic Vacation, Go Skiing, 1yr (A)	666
Order from J. Crew, 1yr (A)	564
Has a 529 College Savings Account (A)	547
Business Travel by Airplane, 3+, 1yr (A)	452
Domestic Vacation, Play Golf, 1yr (A)	400
Shop at Lord & Taylor, 3mo (A)	385
Own/Lease New Acura/Infiniti/Lexus (H)	360
Own Xbox 360 (H)	360
Buy from Chipotle, 1mo (A)	359
Go Downhill Skiing, 1yr (A)	358
Own/Lease New BMW (H)	355
Stay at Courtyard (by Marriott) on Vacation, 1yr (A)	349
Belong to a Country Club (A)	347
Domestic Vacation, Spa, 1yr (A)	343
Shop at Nordstrom, 3mo (A)	332

Lifestyle Behaviors 16-30

	Index
Buy from Family Restaurant, Child Decides, 6mo (A)	331
Play Tennis, 1yr (A)	322
Own Apple iPod (A)	318
Shop at The Limited, 3mo (A)	317
Shop at Ethan Allen Galleries, 1yr (A)	316
Shop at White Hen, 6mo (A)	315
Buy Golf Clubs, 1yr (A)	315
Shop at Bloomingdales, 3mo (A)	315
Shop at Wawa, 6mo (A)	311
Use E*Trade, 1yr (A)	310
Order from Land's End, 1yr (A)	307
Shop at Ann Taylor, 3mo (A)	306
Go to High School Sports, 1+ Times, 1mo (A)	304
Contribute to NPR, 1 yr (A)	295
Buy from Au Bon Pain, 1mo (A)	295

Lifestyle Behaviors 31-45

	Index
Buy Flowers by Internet, 1yr (A)	293
Stay at Hilton on Vacation, 1yr (A)	291
Own Racquetball Equipment (A)	291
Own/Lease New Volkswagen (H)	290
Own Downhill Skis/Boots (A)	289
Buy from Cheesecake Factory, 1mo (A)	284
Go Scuba/Skin Diving/Snorkeling, 1yr (A)	284
Own Roller Blades/In-Line Skates (A)	283
Own Sportswatch/Chronograph (A)	283
Go Ice Skating, 1yr (A)	281
Buy from California Pizza Kitchen, 1mo (A)	279
Travel to Bahamas, 3yr (A)	278
Buy Videos by Internet, 1yr (A)	276
Shop at Giant, 1mo (A)	274
Drink Domestic White Wine, 1wk (A)	273

Hometown Retired

62 Hometown Retired

Downscale, Mature Mostly w/o Kids

With three-quarters of all residents over 65 years old, Hometown Retired is one of the oldest segments. These racially diverse seniors tend to live in aging homes--half were built before 1958--and typically get by on social security and pensions. Because most never made it beyond high school and spent their working lives at blue-collar jobs, their retirements are extremely modest.

Social Group:	Micro-City Blues
Lifestage Group:	Sustaining Seniors

2009 Statistics:

US Households:	1,382,820 (1.20%)
Median HH Income:	\$28,133

Lifestyle Traits

Order items by mail
Mail order craft supplies
Read USA Today
Watch Live w/Regis & Kelly
Mercury Grand Marquis

Demographics Traits:

Urbanicity:	Second City
Income:	Downscale
Income Producing Assets:	Below Avg.
Age Ranges:	65+
Presence of Kids:	Mostly w/o Kids
Homeownership:	Homeowners
Employment Levels:	Mostly Retired
Education Levels:	High School Grad
Ethnic Diversity:	White, Black, Mix

Hometown Retired

Age

Description	U.S.	Segment	Index
Householder Age: 18-24	5.26	0.00	0
Householder Age: 25-34	14.59	0.00	0
Householder Age: 35-44	18.67	0.00	0
Householder Age: 45-54	22.24	6.07	27
Householder Age: 55-64	17.44	17.32	99
Householder Age: 65-74	11.17	27.86	249
Householder Age: 75+	10.64	48.75	458

Income

Description	U.S.	Segment	Index
Household Income: Under \$10,000	6.33	20.89	330
Household Income: \$10,000-\$19,999	10.40	48.93	470
Household Income: \$20,000-\$29,999	10.98	30.00	273
Household Income: \$30,000-\$39,999	11.23	0.00	0
Household Income: \$40,000-\$49,999	9.95	0.00	0
Household Income: \$50,000-\$74,999	18.96	0.00	0
Household Income: \$75,000-\$99,999	11.92	0.00	0
Household Income: \$100,000-\$149,999	11.85	0.00	0
Household Income: \$150,000-\$199,999	4.62	0.00	0
Household Income: \$200,000 or More	3.79	0.00	0

Age and Income Summary

Description	U.S.	Segment	Index
Householder Age: 18-34	19.85	0.00	0
Householder Age: 35-54	40.90	6.07	15
Householder Age: 55+	39.25	93.93	239
Household Income: Under \$30K	27.71	100.00	361
Household Income: \$30K-\$74K	40.14	0.00	0
Household Income: \$75,000-\$99,999	11.92	0.00	0
Household Income: \$100K+	20.24	0.00	0

Education

Description	U.S.	Segment	Index
Householder Education: Did Not Graduate High School	13.33	26.25	197
Householder Education: Graduated High School	30.80	50.71	165
Householder Education: Attended Some College	25.89	15.36	59
Householder Education: Bachelor's Degree	19.34	6.25	32
Householder Education: Post Graduate Degree	10.61	1.43	13

Hometown Retired

Employment Type

Description	U.S.	Segment	Index
Householder Occupation: Management/Business/Financial	12.70	0.36	3
Householder Occupation: Professional	13.99	1.07	8
Householder Occupation: Sales/Office	13.99	4.29	31
Householder Occupation: Natural Resources/Construction/Maintenance	8.19	0.89	11
Householder Occupation: Other Employed	18.19	8.57	47

Employment by Occupation

Description	U.S.	Segment	Index
Householder Occupation Detail: Business/Finance	2.73	0.00	0
Householder Occupation Detail: Management	9.98	0.36	4
Householder Occupation Detail: Architect/Engineer	1.55	0.00	0
Householder Occupation Detail: Legal	0.80	0.00	0
Householder Occupation Detail: Computer/Mathematical	2.23	0.00	0
Householder Occupation Detail: Health Practitioner/Technician	2.86	0.54	19
Householder Occupation Detail: Education/Training/Library	3.47	0.00	0
Householder Occupation Detail: Life/Physical/Social Sciences	0.71	0.00	0
Householder Occupation Detail: Community/Social Services	1.05	0.36	34
Householder Occupation Detail: Arts/Entertainment/Sports	1.37	0.54	39
Householder Occupation Detail: Sales/Related	7.78	0.89	11
Householder Occupation Detail: Office/Admin Support	6.21	3.39	55
Householder Occupation Detail: Protective Service/Military	1.81	0.36	20
Householder Occupation Detail: Personal Care/Service	1.65	1.79	108
Householder Occupation Detail: Healthcare Support	0.92	1.25	136
Householder Occupation Detail: Food Preparation/Serving	2.09	1.61	77
Householder Occupation Detail: Transport/Material Moving	4.91	1.61	33
Householder Occupation Detail: Production	4.76	0.89	19
Householder Occupation Detail: Building Grounds Maintenance	2.08	1.07	51
Householder Occupation Detail: Natural Resources/Construction	4.34	0.36	8
Householder Occupation Detail: Maintenance/Repair	3.86	0.54	14

Race and Ethnicity

Description	U.S.	Segment	Index
Race: White	79.72	78.39	98
Race: Black	11.32	18.04	159
Race: Asian	2.26	0.71	32
Race: Other	6.77	2.68	40
Ethnicity: Hispanic	10.16	5.18	51

Language

Description	U.S.	Segment	Index
Household First Language: English	92.88	95.71	103
Household First Language: Spanish	4.84	3.93	81
Household First Language: Other	2.27	0.36	16

Hometown Retired

Home Ownership

Description	U.S.	Segment	Index
Tenure: Own Home	71.38	100.00	140
Tenure: Rents Home	28.62	0.00	0

Home Value

Description	U.S.	Segment	Index
Home Value: Less than \$50,000	4.66	16.61	356
Home Value: \$50,000-\$99,999	9.71	39.64	408
Home Value: \$100,000-\$149,999	10.93	19.46	178
Home Value: \$150,000-\$199,999	8.72	11.07	127
Home Value: \$200,000-\$499,999	27.24	12.14	45
Home Value: \$500,000 or More	10.14	0.89	9

Length of Residence

Description	U.S.	Segment	Index
Length of Residence: Less than 1 Year	16.30	4.29	26
Length of Residence: 1-4 Years	28.54	8.57	30
Length of Residence: 5 Years or More	55.08	86.96	158

Presence of Children in Household

Description	U.S.	Segment	Index
Presence of Children: <2 Years Old	5.70	0.18	3
Presence of Children: 2-5 Years Old	10.79	0.89	8
Presence of Children: 6-11 Years Old	14.28	3.04	21
Presence of Children: 12-17 Years Old	14.93	1.96	13

Number of Children in Household

Description	U.S.	Segment	Index
Number of Children in Household: 1	12.25	2.32	19
Number of Children in Household: 2	11.37	0.89	8
Number of Children in Household: 3	4.77	0.71	15
Number of Children in Household: 4	1.57	0.18	11
Number of Children in Household: 5+	0.68	0.18	26

Number of People in Household

Description	U.S.	Segment	Index
Household Size: 1 Person	26.74	69.82	261
Household Size: 2 People	36.23	24.46	68
Household Size: 3 or 4 People	27.71	4.82	17
Household Size: 5+ people	9.32	0.89	10

Hometown Retired

Top 15 Lifestyle Behaviors

	Index
Grocery Shopping, <\$60, 1 wk (H)	211
Order from Publishers Clearing House, 1yr (A)	201
Buy from Ponderosa, 1mo (A)	194
Use Kellogg's Corn Flakes, 1wk (H)	177
Use Spam, 1mo (H)	155
Buy from Bennigan's, 1mo (A)	153
Belong to a Veterans Club (A)	138
Buy Gospel Music, 1yr (A)	132
Buy from Cracker Barrel, 1mo (A)	126
Shop at Kroger, 1mo (A)	126
Use Internet, Light (A)	126
Diet: Semi-vegetarian (A)	125
Drink Slim Fast, 1wk (A)	125
Domestic Travel by Bus, 1yr (A)	125
Buy from Bob Evan's Farm, 1mo (A)	116

Lifestyle Behaviors 16-30

	Index
Shop at Winn Dixie, 1mo (A)	116
Drink 7-Up, 1wk (A)	115
Heavy Coupon User, 12+ Times, 3mo (H)	113
Use Property/Garden Maintenance Svc, 1yr (H)	111
Belong to a Fraternal Order (A)	109
Take 3+ Cruises, 3yr (A)	109
Buy from Captain D's, 1mo (A)	108
Own Any Certificate of Deposit (A)	107
Collect Stamps, 1yr (A)	103
First to Try The Most Advanced Medicines, Agree (A)	101
Source of Coupons, Magazines, 1yr (H)	101
Use Maid/Housekeeper, 1yr (H)	101
Buy from Red Lobster, 1mo (A)	99
Source of Coupons, Newspaper, 1yr (H)	99
Buy Auto Service at Gas Station/Garage (H)	98

Lifestyle Behaviors 31-45

	Index
Drive Recreational Vehicle (A)	98
Bought Most Recent Vehicle (H)	97
Buy Book Through Book Club, 1yr (A)	95
Shop at Wal-Mart Pharmacy, 6mo (A)	92
Buy from Long John Silver, 1mo (A)	92
Go to College Basketball Games, 1+ Times, 1mo (A)	92
Own/Lease New Ford (H)	92
Shop at Food Lion, 1mo (A)	91
Buy Air Purifier Machine, 1yr (H)	91
Own Bird (H)	90
Use Shake'n Bake, 6mo (H)	89
Home Remodeling, Work by Professional, 1yr (H)	89
Buy from Sizzler Family Steakhouse, 1mo (A)	87
Do Garment Sewing from Patterns, 6mo (A)	87
Buy from Church's Chicken, 6mo (A)	87

New Homesteaders

32 New Homesteaders

Upper-Mid, Younger w/ Kids

Young, upper-middle-class families seeking to escape suburban sprawl find refuge in New Homesteaders, a collection of small rustic townships filled with new ranches and Cape Cods. With decent-paying jobs in white and blue-collar industries, these dual-income couples have fashioned comfortable, child-centered lifestyles; their driveways are filled with campers and powerboats, their family rooms with PlayStations and Game Boys.

Social Group:	Country Comfort
Lifestage Group:	Mainstream Families

2009 Statistics:

US Households:	2,041,723 (1.77%)
Median HH Income:	\$57,898

Lifestyle Traits

Shop at Best Buy
Buy toys
Read American Baby
Watch Cartoon Network
Chevrolet Uplander Flex Fuel

Demographics Traits:

Urbanicity:	Town
Income:	Upper-Mid
Income Producing Assets:	Moderate
Age Ranges:	25-44
Presence of Kids:	HH w/ Kids
Homeownership:	Mostly Owners
Employment Levels:	WC, Service, Mix
Education Levels:	College Grad
Ethnic Diversity:	White

New Homesteaders

Age

Description	U.S.	Segment	Index
Householder Age: 18-24	5.26	1.88	36
Householder Age: 25-34	14.59	28.54	196
Householder Age: 35-44	18.67	42.62	228
Householder Age: 45-54	22.24	20.81	94
Householder Age: 55-64	17.44	4.86	28
Householder Age: 65-74	11.17	0.79	7
Householder Age: 75+	10.64	0.40	4

Income

Description	U.S.	Segment	Index
Household Income: Under \$10,000	6.33	0.00	0
Household Income: \$10,000-\$19,999	10.40	0.00	0
Household Income: \$20,000-\$29,999	10.98	0.00	0
Household Income: \$30,000-\$39,999	11.23	0.00	0
Household Income: \$40,000-\$49,999	9.95	0.00	0
Household Income: \$50,000-\$74,999	18.96	64.92	342
Household Income: \$75,000-\$99,999	11.92	35.18	295
Household Income: \$100,000-\$149,999	11.85	0.00	0
Household Income: \$150,000-\$199,999	4.62	0.00	0
Household Income: \$200,000 or More	3.79	0.00	0

Age and Income Summary

Description	U.S.	Segment	Index
Householder Age: 18-34	19.85	30.53	154
Householder Age: 35-54	40.90	63.43	155
Householder Age: 55+	39.25	6.05	15
Household Income: Under \$30K	27.71	0.00	0
Household Income: \$30K-\$74K	40.14	64.92	162
Household Income: \$75,000-\$99,999	11.92	35.18	295
Household Income: \$100K+	20.24	0.00	0

Education

Description	U.S.	Segment	Index
Householder Education: Did Not Graduate High School	13.33	5.85	44
Householder Education: Graduated High School	30.80	29.24	95
Householder Education: Attended Some College	25.89	33.50	129
Householder Education: Bachelor's Degree	19.34	22.60	117
Householder Education: Post Graduate Degree	10.61	8.72	82

New Homesteaders

Employment Type

Description	U.S.	Segment	Index
Householder Occupation: Management/Business/Financial	12.70	18.04	142
Householder Occupation: Professional	13.99	19.33	138
Householder Occupation: Sales/Office	13.99	15.46	111
Householder Occupation: Natural Resources/Construction/Maintenance	8.19	14.57	178
Householder Occupation: Other Employed	18.19	25.17	138

Employment by Occupation

Description	U.S.	Segment	Index
Householder Occupation Detail: Business/Finance	2.73	3.77	138
Householder Occupation Detail: Management	9.98	14.27	143
Householder Occupation Detail: Architect/Engineer	1.55	1.78	115
Householder Occupation Detail: Legal	0.80	0.30	37
Householder Occupation Detail: Computer/Mathematical	2.23	3.67	164
Householder Occupation Detail: Health Practitioner/Technician	2.86	4.06	142
Householder Occupation Detail: Education/Training/Library	3.47	5.65	163
Householder Occupation Detail: Life/Physical/Social Sciences	0.71	0.69	98
Householder Occupation Detail: Community/Social Services	1.05	2.38	226
Householder Occupation Detail: Arts/Entertainment/Sports	1.37	0.89	65
Householder Occupation Detail: Sales/Related	7.78	9.22	118
Householder Occupation Detail: Office/Admin Support	6.21	6.24	101
Householder Occupation Detail: Protective Service/Military	1.81	3.67	202
Householder Occupation Detail: Personal Care/Service	1.65	1.59	96
Householder Occupation Detail: Healthcare Support	0.92	0.69	76
Householder Occupation Detail: Food Preparation/Serving	2.09	1.98	95
Householder Occupation Detail: Transport/Material Moving	4.91	6.24	127
Householder Occupation Detail: Production	4.76	9.22	194
Householder Occupation Detail: Building Grounds Maintenance	2.08	1.78	86
Householder Occupation Detail: Natural Resources/Construction	4.34	6.94	160
Householder Occupation Detail: Maintenance/Repair	3.86	7.63	198

Race and Ethnicity

Description	U.S.	Segment	Index
Race: White	79.72	84.84	106
Race: Black	11.32	6.94	61
Race: Asian	2.26	0.69	31
Race: Other	6.77	7.83	116
Ethnicity: Hispanic	10.16	10.70	105

Language

Description	U.S.	Segment	Index
Household First Language: English	92.88	95.04	102
Household First Language: Spanish	4.84	3.67	76
Household First Language: Other	2.27	1.29	57

New Homesteaders

Home Ownership

Description	U.S.	Segment	Index
Tenure: Own Home	71.38	83.85	117
Tenure: Rents Home	28.62	16.15	56

Home Value

Description	U.S.	Segment	Index
Home Value: Less than \$50,000	4.66	2.68	57
Home Value: \$50,000-\$99,999	9.71	7.63	79
Home Value: \$100,000-\$149,999	10.93	16.65	152
Home Value: \$150,000-\$199,999	8.72	16.75	192
Home Value: \$200,000-\$499,999	27.24	37.26	137
Home Value: \$500,000 or More	10.14	2.78	27

Length of Residence

Description	U.S.	Segment	Index
Length of Residence: Less than 1 Year	16.30	16.95	104
Length of Residence: 1-4 Years	28.54	37.17	130
Length of Residence: 5 Years or More	55.08	45.89	83

Presence of Children in Household

Description	U.S.	Segment	Index
Presence of Children: <2 Years Old	5.70	17.84	313
Presence of Children: 2-5 Years Old	10.79	35.48	329
Presence of Children: 6-11 Years Old	14.28	47.77	335
Presence of Children: 12-17 Years Old	14.93	49.36	331

Number of Children in Household

Description	U.S.	Segment	Index
Number of Children in Household: 1	12.25	36.57	299
Number of Children in Household: 2	11.37	41.72	367
Number of Children in Household: 3	4.77	16.55	347
Number of Children in Household: 4	1.57	3.87	247
Number of Children in Household: 5+	0.68	1.29	190

Number of People in Household

Description	U.S.	Segment	Index
Household Size: 1 Person	26.74	0.00	0
Household Size: 2 People	36.23	3.57	10
Household Size: 3 or 4 People	27.71	68.09	246
Household Size: 5+ people	9.32	28.34	304

New Homesteaders

Top 15 Lifestyle Behaviors

	Index
Buy Children's Athletic Shoes, 6mo (H)	321
Go Whitewater Rafting, 1yr (A)	291
Buy from Chuck E Cheese, 1mo (A)	282
Use Children's Cold Medicine, 1mo (H)	272
Buy Children's Clothes, 6mos (H)	261
Use Baby Foods, 1wk (H)	245
Buy Children's Bicycles, 1yr (A)	243
Buy Baby Furniture/Equipment, 6mo (H)	232
Order from Walmart.com, 1yr (A)	219
Own Camcorder (H)	215
Go Roller Skating, 1yr (A)	215
Buy Electronic Games, 1yr (A)	212
Own Roller Blades/In-Line Skates (A)	211
Buy Toys by Internet, 1yr (A)	210
Buy from Chick-Fil-A, 1mo (A)	209

Lifestyle Behaviors 16-30

	Index
Buy Contemporary Christian Music, 1yr (A)	208
Go Mountain Bicycling, 1yr (A)	207
Order from priceline.com, 1yr (A)	206
Use Vonage for Long Distance Service (H)	206
Own Any Video Game System (H)	203
Go Horseback Riding, 1yr (A)	203
Buy Educational Toys, 1yr (A)	203
Buy from Family Restaurant, Child Decides, 6mo (A)	201
Buy Children's Book, 1yr (A)	199
Own Mountain Bicycle (A)	197
Buy from Hooters, 1mo (A)	197
Play Softball, 1yr (A)	196
Shop at Harris Teeter, 1mo (A)	196
Own All Terrain Vehicle (H)	194
Rent DVD, 1+/1mo (A)	193

Lifestyle Behaviors 31-45

	Index
Do Karate, 1yr (A)	190
Buy Hard Rock Music, 1yr (A)	190
Shop at Winn Dixie, 1mo (A)	189
Buy Adidas Shoes, 1yr (A)	189
Own Downhill Skis/Boots (A)	189
Buy Basketball Shoes, 1yr (A)	186
Go Camping, 1yr (A)	186
Own Sony PlayStation 3 (H)	185
Own Bowling Ball (A)	185
Go to High School Sports, 1+ Times, 1mo (A)	185
Own Sleeping Bag (H)	184
Go In-Line Skating, 1yr (A)	184
Buy from Little Caesar's, 1mo (A)	184
Own Tent (H)	184
Go Bowling, 1yr (A)	183

Big Fish, Small Pond

09 Big Fish, Small Pond

Upscale, Older w/o Kids

Older, upper-class, college-educated professionals, the members of Big Fish, Small Pond are often among the leading citizens of their small-town communities. These upscale, empty-nesting couples enjoy the trappings of success, including belonging to country clubs, maintaining large investment portfolios, and spending freely on computer technology.

Social Group:	Landed Gentry
Lifestage Group:	Affluent Empty Nests

2009 Statistics:

US Households:	2,536,075 (2.20%)
Median HH Income:	\$85,358

Lifestyle Traits

Order from L.L. Bean
Contribute to PBS
Read Atlantic Monthly
Watch Masters Golf
Cadillac DTS

Demographics Traits:

Urbanicity:	Town/Rural
Income:	Upscale
Income Producing Assets:	Elite
Age Ranges:	45-64
Presence of Kids:	HH w/o Kids
Homeownership:	Homeowners
Employment Levels:	Management
Education Levels:	Graduate Plus
Ethnic Diversity:	White

Big Fish, Small Pond

Age

Description	U.S.	Segment	Index
Householder Age: 18-24	5.26	0.00	0
Householder Age: 25-34	14.59	0.00	0
Householder Age: 35-44	18.67	0.00	0
Householder Age: 45-54	22.24	0.00	0
Householder Age: 55-64	17.44	60.15	345
Householder Age: 65-74	11.17	27.04	242
Householder Age: 75+	10.64	12.81	120

Income

Description	U.S.	Segment	Index
Household Income: Under \$10,000	6.33	0.00	0
Household Income: \$10,000-\$19,999	10.40	0.00	0
Household Income: \$20,000-\$29,999	10.98	0.00	0
Household Income: \$30,000-\$39,999	11.23	0.00	0
Household Income: \$40,000-\$49,999	9.95	0.00	0
Household Income: \$50,000-\$74,999	18.96	0.00	0
Household Income: \$75,000-\$99,999	11.92	14.32	120
Household Income: \$100,000-\$149,999	11.85	49.45	417
Household Income: \$150,000-\$199,999	4.62	17.19	372
Household Income: \$200,000 or More	3.79	19.12	505

Age and Income Summary

Description	U.S.	Segment	Index
Householder Age: 18-34	19.85	0.00	0
Householder Age: 35-54	40.90	0.00	0
Householder Age: 55+	39.25	100.00	255
Household Income: Under \$30K	27.71	0.00	0
Household Income: \$30K-\$74K	40.14	0.00	0
Household Income: \$75,000-\$99,999	11.92	14.32	120
Household Income: \$100K+	20.24	85.68	423

Education

Description	U.S.	Segment	Index
Householder Education: Did Not Graduate High School	13.33	5.14	39
Householder Education: Graduated High School	30.80	18.37	60
Householder Education: Attended Some College	25.89	23.50	91
Householder Education: Bachelor's Degree	19.34	26.71	138
Householder Education: Post Graduate Degree	10.61	26.28	248

Big Fish, Small Pond

Employment Type

Description	U.S.	Segment	Index
Householder Occupation: Management/Business/Financial	12.70	24.26	191
Householder Occupation: Professional	13.99	16.18	116
Householder Occupation: Sales/Office	13.99	10.70	76
Householder Occupation: Natural Resources/Construction/Maintenance	8.19	2.78	34
Householder Occupation: Other Employed	18.19	8.42	46

Employment by Occupation

Description	U.S.	Segment	Index
Householder Occupation Detail: Business/Finance	2.73	3.62	133
Householder Occupation Detail: Management	9.98	20.64	207
Householder Occupation Detail: Architect/Engineer	1.55	2.61	169
Householder Occupation Detail: Legal	0.80	1.26	158
Householder Occupation Detail: Computer/Mathematical	2.23	3.37	151
Householder Occupation Detail: Health Practitioner/Technician	2.86	3.29	115
Householder Occupation Detail: Education/Training/Library	3.47	2.86	83
Householder Occupation Detail: Life/Physical/Social Sciences	0.71	0.51	71
Householder Occupation Detail: Community/Social Services	1.05	0.76	72
Householder Occupation Detail: Arts/Entertainment/Sports	1.37	1.60	117
Householder Occupation Detail: Sales/Related	7.78	8.85	114
Householder Occupation Detail: Office/Admin Support	6.21	1.85	30
Householder Occupation Detail: Protective Service/Military	1.81	0.76	42
Householder Occupation Detail: Personal Care/Service	1.65	0.25	15
Householder Occupation Detail: Healthcare Support	0.92	0.17	18
Householder Occupation Detail: Food Preparation/Serving	2.09	0.59	28
Householder Occupation Detail: Transport/Material Moving	4.91	3.88	79
Householder Occupation Detail: Production	4.76	2.36	50
Householder Occupation Detail: Building Grounds Maintenance	2.08	0.59	28
Householder Occupation Detail: Natural Resources/Construction	4.34	1.01	23
Householder Occupation Detail: Maintenance/Repair	3.86	1.77	46

Race and Ethnicity

Description	U.S.	Segment	Index
Race: White	79.72	96.55	121
Race: Black	11.32	1.77	16
Race: Asian	2.26	0.42	19
Race: Other	6.77	1.01	15
Ethnicity: Hispanic	10.16	1.68	17

Language

Description	U.S.	Segment	Index
Household First Language: English	92.88	99.49	107
Household First Language: Spanish	4.84	0.25	5
Household First Language: Other	2.27	0.25	11

Big Fish, Small Pond

Home Ownership

Description	U.S.	Segment	Index
Tenure: Own Home	71.38	98.06	137
Tenure: Rents Home	28.62	1.85	6

Home Value

Description	U.S.	Segment	Index
Home Value: Less than \$50,000	4.66	1.26	27
Home Value: \$50,000-\$99,999	9.71	3.62	37
Home Value: \$100,000-\$149,999	10.93	6.23	57
Home Value: \$150,000-\$199,999	8.72	7.83	90
Home Value: \$200,000-\$499,999	27.24	52.15	191
Home Value: \$500,000 or More	10.14	26.96	266

Length of Residence

Description	U.S.	Segment	Index
Length of Residence: Less than 1 Year	16.30	3.88	24
Length of Residence: 1-4 Years	28.54	17.78	62
Length of Residence: 5 Years or More	55.08	78.35	142

Presence of Children in Household

Description	U.S.	Segment	Index
Presence of Children: <2 Years Old	5.70	0.00	0
Presence of Children: 2-5 Years Old	10.79	0.00	0
Presence of Children: 6-11 Years Old	14.28	0.00	0
Presence of Children: 12-17 Years Old	14.93	0.00	0

Number of Children in Household

Description	U.S.	Segment	Index
Number of Children in Household: 1	12.25	0.00	0
Number of Children in Household: 2	11.37	0.00	0
Number of Children in Household: 3	4.77	0.00	0
Number of Children in Household: 4	1.57	0.00	0
Number of Children in Household: 5+	0.68	0.00	0

Number of People in Household

Description	U.S.	Segment	Index
Household Size: 1 Person	26.74	10.95	41
Household Size: 2 People	36.23	74.30	205
Household Size: 3 or 4 People	27.71	14.49	52
Household Size: 5+ people	9.32	0.25	3

Big Fish, Small Pond

Top 15 Lifestyle Behaviors

	Index
Own City/Municipal Government Bonds (A)	575
Belong to a Country Club (A)	486
Own/Lease New, Type, Convertible (H)	389
Own US Treasury Notes (A)	379
Shop at Ethan Allen Galleries, 1yr (A)	377
Use Scottrade, 1yr (A)	371
Order from L.L. Bean, 1yr (A)	367
Take 3+ Cruises, 3yr (A)	357
Contribute to PBS, 1yr (A)	344
Order from J. Crew, 1yr (A)	337
Travel to Australia/New Zealand/South Pacific, 3yr (A)	331
Shop at Talbots, 3mo (A)	313
Own Vacation/Weekend Home (H)	301
Own Annuities (A)	297
Use Full Service Brokerage Firm, 1yr (A)	293

Lifestyle Behaviors 16-30

	Index
Buy from Romano's Macaroni Grill, 1mo (A)	290
Domestic Vacation, Play Golf, 1yr (A)	286
Own Cross Country Boots/Skis (A)	285
Buy Collectables by Internet, 1yr (A)	278
Own/Lease New Mercedes (H)	278
Own Power Boat (H)	278
Belong to a Civic Club (A)	277
Own Any Stock (A)	267
Shop at Neiman Marcus, 3mo (A)	263
Buy from Friendly's, 1mo (A)	261
Drink Domestic White Wine, 1wk (A)	261
Order from Land's End, 1yr (A)	260
Foreign Travel by Cruise Ship, 3yr (A)	250
Travel to Any Western Europe, 3yr (A)	248
Buy From Ruth's Chris Steak House, 6mo (A)	243

Lifestyle Behaviors 31-45

	Index
Drink Domestic Red Wine, 1wk (A)	243
Do Bird Watching, 1yr (A)	242
Own Any Certificate of Deposit (A)	241
Own Horse (H)	240
Own Any Real Estate (H)	240
Own Timeshare Residence (H)	239
Contribute to NPR, 1 yr (A)	239
Own/Lease New Domestic Vehicle, 1yr (H)	238
Belong to a Veterans Club (A)	237
Foreign Trips, 3+ Trips, 3yr (A)	235
Has an IRA Account (A)	235
Buy Classical Music, 1yr (A)	233
Buy Golf Clubs, 1yr (A)	232
Drink Imported Wine, 1wk (A)	230
Stay at Comfort Inn on Vacation, 1yr (A)	228

Acknowledgements

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