

Psychographic Profile

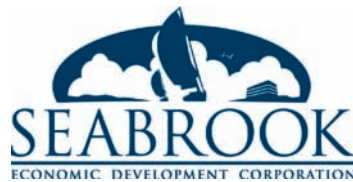
Retail Trade Area

Seabrook Economic Development Corp.
Seabrook, Texas

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TheRetailCoach®



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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.

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

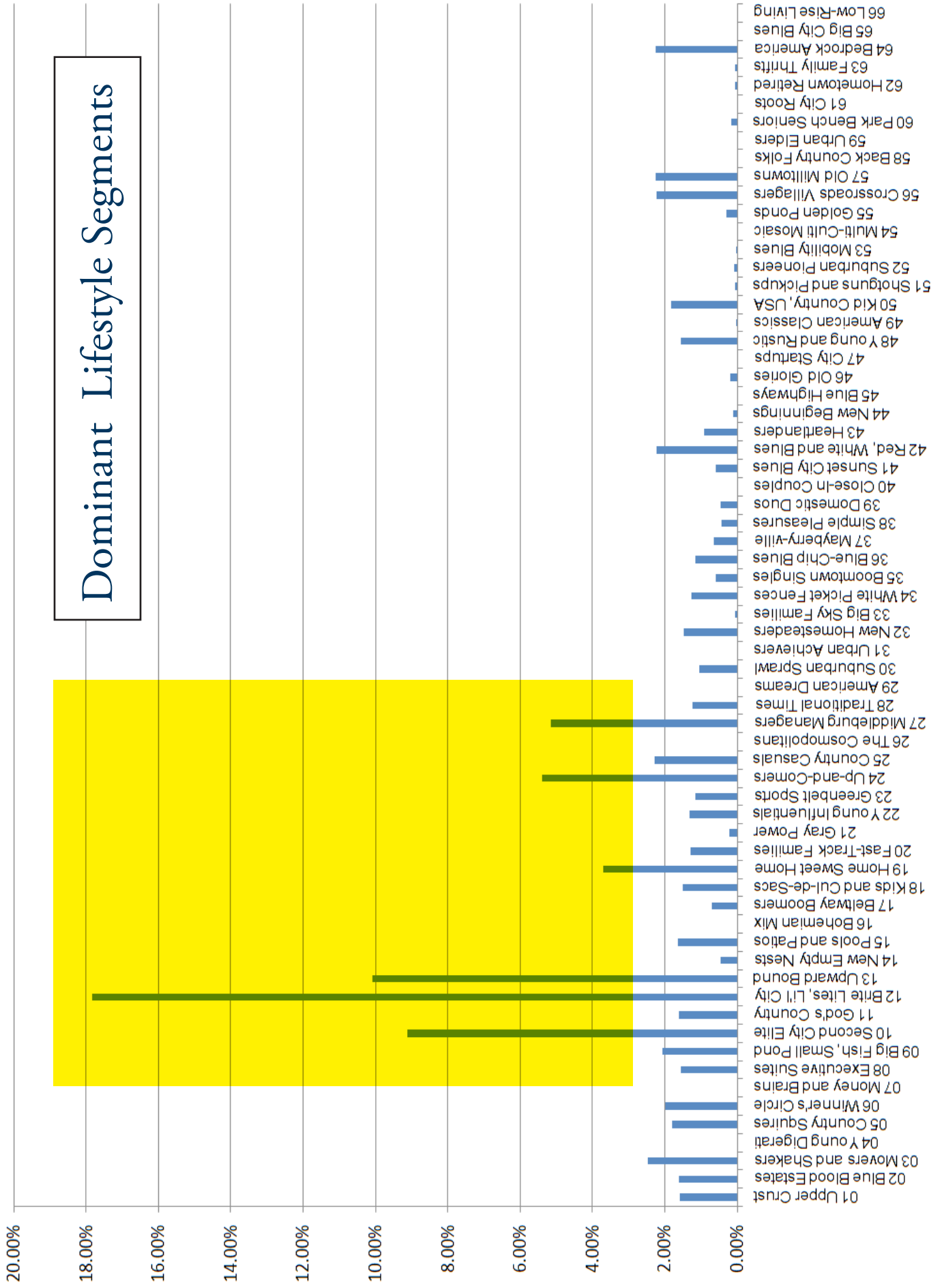
3yr = Three times per year

* 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.

Dominant Lifestyle Segments



Psychographics Overview

10 Second City Elite

Upscale, Older w/o Kids

There's money to be found in the nation's smaller cities, and you're most likely to find it in Second City Elite. The residents of these satellite cities tend to be prosperous executives who decorate their homes with multiple computers, large-screen TV sets, and an impressive collection of wines. With more than half holding college degrees, Second City Elite residents enjoy cultural activities--from reading books to attending theater and dance productions.

12 Brite Lites, Li'l City

Upscale, Middle Age w/o Kids

Not all of America's chic sophisticates live in major metros. Brite Lights, Li'l City is a group of well-off, middle-aged couples settled in the nation's satellite cities. Residents of these typical DINK (double income, no kids) households have college educations, well-paying business and professional careers, and swank homes filled with the latest technology.

13 Upward Bound

Upscale, Middle Age w/ Kids

More than any other segment, Upward Bound appears to be the home of those legendary Soccer Moms and Dads. In these small satellite cities, upscale families boast dual incomes, college degrees, and new split-levels and colonials. Residents of Upward Bound tend to be kid-obsessed, with heavy purchases of computers, action figures, dolls, board games, bicycles, and camping equipment.

19 Home Sweet Home

Upper-Mid, Middle Age w/o Kids

Widely scattered across the nation's suburbs, the residents of Home Sweet Home tend to be upper-middle-class married couples living in mid-sized homes with few children. The adults in the segment, mostly under 55, have gone to college and hold professional and white-collar jobs. With their upper-middle-class incomes and small families, these folks have fashioned comfortable lifestyles, filling their homes with toys, TV sets, and pets.

24 Up-and-Comers

Upper-Mid, Younger w/o Kids

Up-and-Comers is a stopover for younger, upper-mid singles before they marry, have families, and establish more deskbound lifestyles. Found in second-tier cities, these mobile twentysomethings include a disproportionate number of recent college graduates who are into athletic activities, the latest technology, and nightlife entertainment.

27 Middleburg Managers

Upper-Mid, Older w/o Kids

Middleburg Managers arose when empty-nesters settled in satellite communities, which offered a lower cost of living and more relaxed pace. Today, segment residents tend to be middle-class with solid white-collar jobs or comfortable retirements. In their older homes, they enjoy reading, playing musical instruments, indoor gardening, and refinishing furniture.

Second City Elite

10 Second City Elite

Upscale, Older w/o Kids

There's money to be found in the nation's smaller cities, and you're most likely to find it in Second City Elite. The residents of these satellite cities tend to be prosperous executives who decorate their homes with multiple computers, large-screen TV sets, and an impressive collection of wines. With more than half holding college degrees, Second City Elite residents enjoy cultural activities--from reading books to attending theater and dance productions.

Social Group:	Second City Society
Lifestage Group:	Affluent Empty Nests

2008 Statistics:

US Households:	1,334,738 (1.16%)
Median HH Income:	\$77,325

Lifestyle Traits

Shop at Pottery Barn
Belong to a civic club
Read Inc.
Watch Washington Week
Cadillac XLR

Demographics Traits:

Urbanicity:	Second City
Income:	Upscale
Income Producing Assets:	Elite
Age Ranges:	45-64
Presence of Kids:	HH w/o Kids
Homeownership:	Mostly Owners
Employment Levels:	White Collar, Mix
Education Levels:	Graduate Plus
Ethnic Diversity:	White

Second City Elite

Age

Description	U.S.	Segment	Index
Householder Age: 18-24	5.43	0.50	9
Householder Age: 25-34	15.24	1.00	7
Householder Age: 35-44	19.07	0.33	2
Householder Age: 45-54	21.84	0.33	2
Householder Age: 55-64	17.18	59.70	348
Householder Age: 65-74	10.95	25.37	232
Householder Age: 75+	10.34	12.77	123

Income

Description	U.S.	Segment	Index
Household Income: Under \$10,000	6.89	0.66	10
Household Income: \$10,000-\$19,999	10.74	0.00	0
Household Income: \$20,000-\$29,999	11.18	0.33	3
Household Income: \$30,000-\$39,999	11.24	0.50	4
Household Income: \$40,000-\$49,999	9.78	0.33	3
Household Income: \$50,000-\$74,999	19.57	0.50	3
Household Income: \$75,000-\$99,999	12.22	38.47	315
Household Income: \$100,000-\$149,999	11.13	36.48	328
Household Income: \$150,000-\$199,999	4.08	14.76	362
Household Income: \$200,000 or More	3.24	7.63	235

Age & Income Summary

Description	U.S.	Segment	Index
Householder Age: 18-34	20.69	1.49	7
Householder Age: 35-54	40.90	0.50	1
Householder Age: 55+	38.45	98.01	255
Household Income: Under \$30K	28.80	1.16	4
Household Income: \$30K-\$74K	40.57	1.49	4
Household Income: \$75K-\$99K	12.22	38.47	315
Household Income: \$100K+	18.42	58.87	320

Education

Description	U.S.	Segment	Index
Householder Education: Did Not Graduate H.S.	13.98	1.66	12
Householder Education: Graduated High School	31.16	17.91	57
Householder Education: Attended College	25.89	24.21	94
Householder Education: Bachelor's Degree	18.95	31.84	168
Householder Education: Post Graduate Degree	10.01	24.38	243

Second City Elite

Race & Ethnicity

Description	U.S.	Segment	Index
Race: Asian	2.31	2.49	108
Race: Black	11.39	4.81	42
Race: Other	6.60	2.65	40
Race: White	79.71	90.22	113
Ethnicity: Hispanic	10.04	4.48	45

First Language

Description	U.S.	Segment	Index
Household First Language: English	92.50	98.34	106
Household First Language: Spanish	5.14	0.50	10
Household First Language: Other	2.36	1.16	49

Housing/Home Ownership

Description	U.S.	Segment	Index
Tenure: Home Owned	71.15	89.88	126
Tenure: Rent	28.87	10.12	35

Housing/Home Value

Description	U.S.	Segment	Index
Home Val: Less than \$50,000	5.27	0.83	16
Home Val: \$50,000-\$99,999	10.45	4.64	44
Home Val: \$100,000-\$149,999	11.55	11.94	103
Home Val: \$150,000-199,999	9.08	12.77	141
Home Val: \$200,000-499,999	25.40	39.30	155
Home Val: \$500,000 or More	9.41	20.56	219

Housing/Length of Residence

Description	U.S.	Segment	Index
Length of Residence: Less Than 1 Year	16.95	6.47	38
Length of Residence: 1-4 Years	28.82	17.41	60
Length of Residence: 5 Years or More	54.17	75.95	140

Family Composition/People in Household

Description	U.S.	Segment	Index
Household Size: 1	26.18	14.59	56
Household Size: 2	35.92	65.34	182
Household Size: 3 or 4	28.47	16.92	59
Household Size: 5+	9.42	2.99	32

Second City Elite

Family Composition/Children under 18 at home

Description	U.S.	Segment	Index
Number of Children: 1	12.61	0.33	3
Number of Children: 2	11.66	0.50	4
Number of Children: 3	4.87	0.33	7
Number of Children: 4	1.62	0.17	10
Number of Children: 5+	0.74	0.00	0

Family Composition/Presence of children by age

Description	U.S.	Segment	Index
Children's Age: Under 2	5.75	0.33	6
Children's Age: 2-5	11.13	0.33	3
Children's Age: 6-11	14.73	0.66	5
Children's Age: 12-17	15.21	0.33	2

Employment/Occupation

Description	U.S.	Segment	Index
Householder Occupation: Managemet/Business/Financial	12.52	22.55	180
Householder Occupation: Natural Resources/Construction/Maintenance	8.36	3.81	46
Householder Occupation: Sales/Office	14.31	13.60	95
Householder Occupation: Professional	13.87	17.25	124
Householder Occupation: Other Employed	18.59	8.46	45

Employment/Occupation Detailed

Description	U.S.	Segment	Index
Householder Occupation Detail: Architect/Engineer	1.45	1.82	126
Householder Occupation Detail: Arts/Entertainment/Sports	1.41	1.66	118
Householder Occupation Detail: Business/Finance	2.50	6.63	265
Householder Occupation Detail: Community/Social Services	1.02	0.83	81
Householder Occupation Detail: Computer/Mathematical	2.21	3.32	150
Householder Occupation Detail: Education/Training/Library	3.29	3.48	106
Householder Occupation Detail: Food Preparation/Serving	1.98	0.17	8
Householder Occupation Detail: Health Practitioner/Technician	2.98	3.32	111
Householder Occupation Detail: Healthcare Support	0.88	0.00	0
Householder Occupation Detail: Legal	0.84	1.99	237
Householder Occupation Detail: Life/Physical/Social Sciences	0.71	1.00	140
Householder Occupation Detail: Maintenance/Repair	3.71	2.65	72
Householder Occupation Detail: Building Grounds Maintenance	2.20	0.66	30
Householder Occupation Detail: Management	10.02	15.92	159
Householder Occupation Detail: Natural Resources/Construction	4.66	1.16	25
Householder Occupation Detail: Office/Admin Support	6.46	3.15	49
Householder Occupation Detail: Personal Care/Service	1.61	0.50	31
Householder Occupation Detail: Production	4.98	1.82	37
Householder Occupation Detail: Protective Service/Military	1.92	1.66	86
Householder Occupation Detail: Sales/Related	7.86	10.28	131
Householder Occupation Detail: Transport/Material Moving	5.05	3.81	76

Second City Elite

Top 15 Lifestyle Behaviors

	Index
Take 3+ Cruises,3yr (A)	564
Belong to a Country Club (A)	425
Own/Lease New Mercedes (H)	412
Own Vacation/Weekend Home (H)	407
Own/Lease New Acura/Infiniti/Lexus (H)	402
Shop at Talbots,3mo (A)	372
Go Sailing,1yr (A)	342
Order from Publishers Clearing House,1yr (A)	340
Use Charles Schwab,1yr (A)	324
Own/Lease New, Type, Convertible (H)	314
Own Timeshare Residence (H)	310
Order from Home Shopping Network,1yr (A)	302
Order from Eddie Bauer,1yr (A)	299
Order from Readers Digest Association,1yr (A)	297
Foreign Travel by Airplane, First Class,3yr (A)	295

Lifestyle Behaviors 16-30

	Index
Order from L.L. Bean,1yr (A)	289
Travel to Central/South America,3yr (A)	289
Foreign Travel by Cruise Ship,3yr (A)	287
Domestic Travel,\$3000+,1yr (A)	285
Buy from Whataburger,1mo (A) *	280
Buy Watches,\$300+,1yr (A)	278
Drink Imported Wine,1wk (A) *	277
Contribute to PBS,1yr (A)	276
Use Full Service Brokerage Firm,1yr (A)	272
Domestic Vacation, Play Golf,1yr (A)	271
Own Motor Home (H)	267
Buy from Outback Steakhouse,1mo (A) *	264
Travel to Other Caribbean Islands,3yr (A)	262
Use Brokerage Firm for Advice/Price Quotes,1yr (A)	256
Foreign Travel,\$3000+,1yr (A)	255

Lifestyle Behaviors 31-45

	Index
Foreign Trips,3+ Trips,3yr (A)	252
Buy from Schlotzsky's Deli,1mo (A) *	251
Belong to a Civic Club (A)	249
Buy Books on Tape,1yr (A) *	249
Member of Frequent Flyer Program (A)	245
Gamble at Las Vegas,1yr (A)	244
Shop at White Hen,6mo (A)	244
Domestic Travel by Motor Home,1yr (A)	242
Order from Land's End,1yr (A)	242
Go Water Skiing,1yr (A)	241
Has American Express Charge Card (A)	241
Belong to a Fraternal Order (A)	240
Travel to Any Western Europe,3yr (A)	239
Use Internet for Tracking Investments, 1mo (A)	236
Foreign Travel, Use Travel Agent,3yr (A)	229

Brite Lites, Li'l City

12 Brite Lites, Li'l City

Upscale, Middle Age w/o Kids

Not all of America's chic sophisticates live in major metros. Brite Lights, Li'l City is a group of well-off, middle-aged couples settled in the nation's satellite cities. Residents of these typical DINK (double income, no kids) households have college educations, well-paying business and professional careers, and swank homes filled with the latest technology.

Social Group:	Second City Society
Lifestage Group:	Midlife Success

2008 Statistics:

US Households:	1,684,312 (1.47%)
Median HH Income:	\$71,806

Lifestyle Traits

Shop at Crate & Barrel
Attend NFL games
Read Macworld
Watch Lost
BMW 325

Demographics Traits:

Urbanicity:	Second City
Income:	Upscale
Income Producing Assets:	High
Age Ranges:	<55
Presence of Kids:	HH w/o Kids
Homeownership:	Mostly Owners
Employment Levels:	Professional
Education Levels:	College Grad
Ethnic Diversity:	White, Asian, Mix

Brite Lites, Li'l City

Age

Description	U.S.	Segment	Index
Householder Age: 18-24	5.43	7.09	130
Householder Age: 25-34	15.24	23.23	152
Householder Age: 35-44	19.07	18.64	98
Householder Age: 45-54	21.84	49.74	228
Householder Age: 55-64	17.18	1.18	7
Householder Age: 65-74	10.95	0.00	0
Householder Age: 75+	10.34	0.13	1

Income

Description	U.S.	Segment	Index
Household Income: Under \$10,000	6.89	1.84	27
Household Income: \$10,000-\$19,999	10.74	0.39	4
Household Income: \$20,000-\$29,999	11.18	0.26	2
Household Income: \$30,000-\$39,999	11.24	0.00	0
Household Income: \$40,000-\$49,999	9.78	0.13	1
Household Income: \$50,000-\$74,999	19.57	0.79	4
Household Income: \$75,000-\$99,999	12.22	40.68	333
Household Income: \$100,000-\$149,999	11.13	37.80	340
Household Income: \$150,000-\$199,999	4.08	11.29	277
Household Income: \$200,000 or More	3.24	6.82	210

Age & Income Summary

Description	U.S.	Segment	Index
Householder Age: 18-34	20.69	30.31	147
Householder Age: 35-54	40.90	68.37	167
Householder Age: 55+	38.45	1.18	3
Household Income: Under \$30K	28.80	2.49	9
Household Income: \$30K-\$74K	40.57	0.92	2
Household Income: \$75K-\$99K	12.22	40.68	333
Household Income: \$100K+	18.42	55.91	303

Education

Description	U.S.	Segment	Index
Householder Education: Did Not Graduate H.S.	13.98	3.54	25
Householder Education: Graduated High School	31.16	18.11	58
Householder Education: Attended College	25.89	32.68	126
Householder Education: Bachelor's Degree	18.95	28.87	152
Householder Education: Post Graduate Degree	10.01	16.80	168

Brite Lites, Li'l City

Race & Ethnicity

Description	U.S.	Segment	Index
Race: Asian	2.31	2.62	114
Race: Black	11.39	4.72	41
Race: Other	6.60	4.20	64
Race: White	79.71	88.32	111
Ethnicity: Hispanic	10.04	6.17	61

First Language

Description	U.S.	Segment	Index
Household First Language: English	92.50	97.24	105
Household First Language: Spanish	5.14	1.05	20
Household First Language: Other	2.36	1.71	72

Housing/Home Ownership

Description	U.S.	Segment	Index
Tenure: Home Owned	71.15	77.69	109
Tenure: Rent	28.87	22.31	77

Housing/Home Value

Description	U.S.	Segment	Index
Home Val: Less than \$50,000	5.27	0.66	12
Home Val: \$50,000-\$99,999	10.45	2.89	28
Home Val: \$100,000-\$149,999	11.55	13.25	115
Home Val: \$150,000-199,999	9.08	13.65	150
Home Val: \$200,000-499,999	25.40	35.83	141
Home Val: \$500,000 or More	9.41	11.42	121

Housing/Length of Residence

Description	U.S.	Segment	Index
Length of Residence: Less Than 1 Year	16.95	21.00	124
Length of Residence: 1-4 Years	28.82	32.81	114
Length of Residence: 5 Years or More	54.17	46.06	85

Family Composition/People in Household

Description	U.S.	Segment	Index
Household Size: 1	26.18	16.67	64
Household Size: 2	35.92	56.43	157
Household Size: 3 or 4	28.47	24.15	85
Household Size: 5+	9.42	2.76	29

Brite Lites, Li'l City

Family Composition/Children under 18 at home

Description	U.S.	Segment	Index
Number of Children: 1	12.61	0.00	0
Number of Children: 2	11.66	0.39	3
Number of Children: 3	4.87	0.26	5
Number of Children: 4	1.62	0.00	0
Number of Children: 5+	0.74	0.00	0

Family Composition/Presence of children by age

Description	U.S.	Segment	Index
Children's Age: Under 2	5.75	0.00	0
Children's Age: 2-5	11.13	0.26	2
Children's Age: 6-11	14.73	0.52	4
Children's Age: 12-17	15.21	0.39	3

Employment/Occupation

Description	U.S.	Segment	Index
Householder Occupation: Managemet/Business/Financial	12.52	23.23	186
Householder Occupation: Natural Resources/Construction/Maintenance	8.36	10.76	129
Householder Occupation: Sales/Office	14.31	17.85	125
Householder Occupation: Professional	13.87	28.74	207
Householder Occupation: Other Employed	18.59	13.78	74

Employment/Occupation Detailed

Description	U.S.	Segment	Index
Householder Occupation Detail: Architect/Engineer	1.45	3.02	208
Householder Occupation Detail: Arts/Entertainment/Sports	1.41	3.28	233
Householder Occupation Detail: Business/Finance	2.50	4.86	194
Householder Occupation Detail: Community/Social Services	1.02	1.44	141
Householder Occupation Detail: Computer/Mathematical	2.21	6.04	273
Householder Occupation Detail: Education/Training/Library	3.29	6.30	191
Householder Occupation Detail: Food Preparation/Serving	1.98	0.39	20
Householder Occupation Detail: Health Practitioner/Technician	2.98	4.99	167
Householder Occupation Detail: Healthcare Support	0.88	0.26	30
Householder Occupation Detail: Legal	0.84	2.76	328
Householder Occupation Detail: Life/Physical/Social Sciences	0.71	0.92	129
Householder Occupation Detail: Maintenance/Repair	3.71	5.91	159
Householder Occupation Detail: Building Grounds Maintenance	2.20	1.44	66
Householder Occupation Detail: Management	10.02	18.37	183
Householder Occupation Detail: Natural Resources/Construction	4.66	4.86	104
Householder Occupation Detail: Office/Admin Support	6.46	4.33	67
Householder Occupation Detail: Personal Care/Service	1.61	1.18	73
Householder Occupation Detail: Production	4.98	3.94	79
Householder Occupation Detail: Protective Service/Military	1.92	2.89	150
Householder Occupation Detail: Sales/Related	7.86	13.65	174
Householder Occupation Detail: Transport/Material Moving	5.05	3.94	78

Brite Lites, Li'l City

Top 15 Lifestyle Behaviors

	Index
Buy from Einstein Bros,1mo (A) *	458
Buy from Au Bon Pain,1mo (A) *	384
Go to Professional Football Games,1+ Times,1mo (A)	369
Play Racquetball,1yr (A)	360
Buy from California Pizza Kitchen,1mo (A) *	340
Drink Guinness Stout,6mo (A)	333
Go Scuba/Skin Diving/Snorkeling,1yr (A)	318
Go Water Skiing,1yr (A)	318
Go Downhill Skiing,1yr (A)	312
Buy from Romano's Macaroni Grill,1mo (A) *	305
Travel to Australia/New Zealand/South Pacific,3yr (A)	304
Business Travel by Airplane,3+,1yr (A)	300
Buy Flowers by Internet,1yr (A)	291
Buy from Bennigan's,1mo (A) *	290
Buy Home Furnishings by Internet,1yr (A)	283

Lifestyle Behaviors 16-30

	Index
Order from buy.com,1yr (A)	282
Go Snowboarding,1yr (A)	273
Own/Lease New Acura/Infiniti/Lexus (H)	273
Shop at Nordstrom,3mo (A)	273
Go Sailing,1yr (A)	271
Buy Men's Business Suit,\$250+,1yr (A)	270
Order from orbitz.com,1yr (A)	268
Order from J. Crew,1yr (A)	267
Has a 529 College Savings Account (A)	266
Buy from Chipotle,1mo (A) *	265
Own Sportswatch/Chronograph (A)	265
Own/Lease New, Type, Convertible (H)	262
Drink Samuel Adams Beer,1wk (A) *	261
Stay at Courtyard (by Marriott) on Vacation,1yr (A)	261
Order from Eddie Bauer,1yr (A)	260

Lifestyle Behaviors 31-45

	Index
Shop at Saks Fifth Ave,3mo (A)	260
Use Internet Bank (A)	260
Exercise at Club,2+ Times/wk,1yr (A)	258
Buy Book Online,1yr (A)	256
Shop at Neiman Marcus,3mo (A)	256
Own Racquetball Equipment (A)	251
Shop at Wawa,6mo (A)	250
Buy from Cheesecake Factory,1mo (A) *	249
Buy Videos by Internet,1yr (A)	248
Use Internet for Tracking Investments, 1mo (A)	246
Own/Lease New Mercedes (H)	244
Go to Baseball Games,1+ Times,1mo (A)	243
Purchase Any Airline Tickets via Internet,1yr (A)	243
Shop at Banana Republic,3mo (A)	243
Drink Bourbon,1mo (A) *	240

Upward Bound

13 Upward Bound

Upscale, Middle Age w/ Kids

More than any other segment, Upward Bound appears to be the home of those legendary Soccer Moms and Dads. In these small satellite cities, upscale families boast dual incomes, college degrees, and new split-levels and colonials. Residents of Upward Bound tend to be kid-obsessed, with heavy purchases of computers, action figures, dolls, board games, bicycles, and camping equipment.

Social Group:	Second City Society
Lifestage Group:	Young Accumulators

2008 Statistics:

US Households:	1,801,150 (1.57%)
Median HH Income:	\$83,106

Lifestyle Traits

Order from target.com
Go ice skating
Read PC Gamer
Watch Nickelodeon
Toyota Sequoia

Demographics Traits:

Urbanicity:	Second City
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, Asian, Hispanic, Mix

Upward Bound

Age

Description	U.S.	Segment	Index
Householder Age: 18-24	5.43	0.99	18
Householder Age: 25-34	15.24	20.59	135
Householder Age: 35-44	19.07	41.18	216
Householder Age: 45-54	21.84	30.21	138
Householder Age: 55-64	17.18	5.92	34
Householder Age: 65-74	10.95	0.99	9
Householder Age: 75+	10.34	0.25	2

Income

Description	U.S.	Segment	Index
Household Income: Under \$10,000	6.89	0.00	0
Household Income: \$10,000-\$19,999	10.74	0.62	6
Household Income: \$20,000-\$29,999	11.18	0.25	2
Household Income: \$30,000-\$39,999	11.24	0.00	0
Household Income: \$40,000-\$49,999	9.78	0.00	0
Household Income: \$50,000-\$74,999	19.57	0.00	0
Household Income: \$75,000-\$99,999	12.22	42.29	346
Household Income: \$100,000-\$149,999	11.13	36.25	326
Household Income: \$150,000-\$199,999	4.08	12.21	299
Household Income: \$200,000 or More	3.24	8.38	259

Age & Income Summary

Description	U.S.	Segment	Index
Householder Age: 18-34	20.69	21.58	104
Householder Age: 35-54	40.90	71.39	175
Householder Age: 55+	38.45	7.03	18
Household Income: Under \$30K	28.80	0.99	3
Household Income: \$30K-\$74K	40.57	0.00	0
Household Income: \$75K-\$99K	12.22	42.29	346
Household Income: \$100K+	18.42	56.84	309

Education

Description	U.S.	Segment	Index
Householder Education: Did Not Graduate H.S.	13.98	4.93	35
Householder Education: Graduated High School	31.16	23.06	74
Householder Education: Attended College	25.89	27.99	108
Householder Education: Bachelor's Degree	18.95	25.28	133
Householder Education: Post Graduate Degree	10.01	18.74	187

Upward Bound

Race & Ethnicity

Description	U.S.	Segment	Index
Race: Asian	2.31	4.19	182
Race: Black	11.39	6.66	58
Race: Other	6.60	7.03	106
Race: White	79.71	82.98	104
Ethnicity: Hispanic	10.04	11.47	114

First Language

Description	U.S.	Segment	Index
Household First Language: English	92.50	93.22	101
Household First Language: Spanish	5.14	3.08	60
Household First Language: Other	2.36	3.70	157

Housing/Home Ownership

Description	U.S.	Segment	Index
Tenure: Home Owned	71.15	89.03	125
Tenure: Rent	28.87	11.10	38

Housing/Home Value

Description	U.S.	Segment	Index
Home Val: Less than \$50,000	5.27	0.25	5
Home Val: \$50,000-\$99,999	10.45	4.07	39
Home Val: \$100,000-\$149,999	11.55	13.56	117
Home Val: \$150,000-199,999	9.08	11.47	126
Home Val: \$200,000-499,999	25.40	42.05	166
Home Val: \$500,000 or More	9.41	17.76	189

Housing/Length of Residence

Description	U.S.	Segment	Index
Length of Residence: Less Than 1 Year	16.95	13.93	82
Length of Residence: 1-4 Years	28.82	34.16	119
Length of Residence: 5 Years or More	54.17	52.03	96

Family Composition/People in Household

Description	U.S.	Segment	Index
Household Size: 1	26.18	0.00	0
Household Size: 2	35.92	2.10	6
Household Size: 3 or 4	28.47	67.82	238
Household Size: 5+	9.42	30.09	319

Upward Bound

Family Composition/Children under 18 at home

Description	U.S.	Segment	Index
Number of Children: 1	12.61	40.81	324
Number of Children: 2	11.66	38.35	329
Number of Children: 3	4.87	14.43	296
Number of Children: 4	1.62	4.44	274
Number of Children: 5+	0.74	1.97	268

Family Composition/Presence of children by age

Description	U.S.	Segment	Index
Children's Age: Under 2	5.75	16.28	283
Children's Age: 2-5	11.13	34.03	306
Children's Age: 6-11	14.73	48.21	327
Children's Age: 12-17	15.21	47.60	313

Employment/Occupation

Description	U.S.	Segment	Index
Householder Occupation: Managemet/Business/Financial	12.52	26.51	212
Householder Occupation: Natural Resources/Construction/Maintenance	8.36	10.73	128
Householder Occupation: Sales/Office	14.31	16.89	118
Householder Occupation: Professional	13.87	26.14	188
Householder Occupation: Other Employed	18.59	14.67	79

Employment/Occupation Detailed

Description	U.S.	Segment	Index
Householder Occupation Detail: Architect/Engineer	1.45	2.84	195
Householder Occupation Detail: Arts/Entertainment/Sports	1.41	2.22	158
Householder Occupation Detail: Business/Finance	2.50	4.32	173
Householder Occupation Detail: Community/Social Services	1.02	1.60	157
Householder Occupation Detail: Computer/Mathematical	2.21	5.30	240
Householder Occupation Detail: Education/Training/Library	3.29	6.17	187
Householder Occupation Detail: Food Preparation/Serving	1.98	0.49	25
Householder Occupation Detail: Health Practitioner/Technician	2.98	5.18	174
Householder Occupation Detail: Healthcare Support	0.88	0.25	28
Householder Occupation Detail: Legal	0.84	1.97	235
Householder Occupation Detail: Life/Physical/Social Sciences	0.71	0.74	104
Householder Occupation Detail: Maintenance/Repair	3.71	4.93	133
Householder Occupation Detail: Building Grounds Maintenance	2.20	0.74	34
Householder Occupation Detail: Management	10.02	22.07	220
Householder Occupation Detail: Natural Resources/Construction	4.66	5.92	127
Householder Occupation Detail: Office/Admin Support	6.46	7.27	113
Householder Occupation Detail: Personal Care/Service	1.61	1.11	69
Householder Occupation Detail: Production	4.98	5.06	102
Householder Occupation Detail: Protective Service/Military	1.92	3.33	173
Householder Occupation Detail: Sales/Related	7.86	9.62	122
Householder Occupation Detail: Transport/Material Moving	5.05	3.70	73

Upward Bound

Top 15 Lifestyle Behaviors

	Index
Has a 529 College Savings Account (A)	368
Buy Apple iPod,1yr (H)	361
Stay at Hilton on Vacation,1yr (A)	357
Buy Tent,1yr (H)	340
Buy Children's Athletic Shoes,6mo (H) *	332
Buy from Schlotzsky's Deli,1mo (A) *	331
Buy Toys by Internet,1yr (A)	304
Buy from Family Restaurant, Child Decides,6mo (A)	299
Go Ice Skating,1yr (A)	292
Buy from Chuck E Cheese,1mo (A) *	283
Buy MP3 Player,1yr (H)	273
Buy From Baja Fresh Mexican Grill, 1mo (A) *	272
Go Water Skiing,1yr (A)	265
Buy Children's Clothes,6mos (H)	263
Shop at Disney Store,3mo (A)	261

Lifestyle Behaviors 16-30

	Index
Buy from Whataburger,1mo (A) *	259
Business Travel by Airplane,3+,1yr (A)	255
Buy Flowers by Internet,1yr (A)	254
Buy from Einstein Bros,1mo (A) *	254
Buy from Chili's Grill & Bar,1mo (A) *	252
Go Downhill Skiing,1yr (A)	251
Buy Children's Bicycles,1yr (A)	246
Domestic Vacation, Spa,1yr (A)	245
Domestic Vacation, Go Skiing,1yr (A)	243
Use Children's Cold Medicine,1mo (H) *	243
Go Scuba/Skin Diving/Snorkeling,1yr (A)	242
Buy From Starbucks, 1mo (A) *	233
Buy from Chipotle,1mo (A) *	233
Go In-Line Skating,1yr (A)	230
Own/Lease New Mercedes (H)	230

Lifestyle Behaviors 31-45

	Index
Buy Electronic Games,1yr (A)	227
Buy from Bennigan's,1mo (A) *	224
Play Tennis,1yr (A)	224
Buy Home Furnishings by Internet,1yr (A)	223
Buy Camping Equipment,1yr (H)	222
Own Downhill Skis/Boots (A)	222
Own Motor Home (H)	221
Play Soccer,1yr (A)	221
Buy Children's Toys for Child 6-11years old,1yr (A)	220
Buy Educational Toys,1yr (A)	220
Travel to Japan/Hong Kong/Other Asia,3yr (A)	220
Own Racquetball Equipment (A)	219
Stay at Courtyard (by Marriott) on Vacation,1yr (A)	219
Spend \$30K+ on New Vehicle (H)	218
Buy Men's Jeans,\$100+,1yr (A)	217

Home Sweet Home

19 Home Sweet Home

Upper-Mid, Middle Age w/o Kids

Widely scattered across the nation's suburbs, the residents of Home Sweet Home tend to be upper-middle-class married couples living in mid-sized homes with few children. The adults in the segment, mostly under 55, have gone to college and hold professional and white-collar jobs. With their upper-middle-class incomes and small families, these folks have fashioned comfortable lifestyles, filling their homes with toys, TV sets, and pets.

Social Group:	The Affluentials
Lifestage Group:	Midlife Success

2008 Statistics:

US Households:	2,100,749 (1.83%)
Median HH Income:	\$67,093

Lifestyle Traits

Order from Home Shopping Network
Go Bowling
Read Cigar Aficionado
Watch Late Night w/Conan O'Brien
Mazda 6

Demographics Traits:

Urbanicity:	Suburban
Income:	Upper-Mid
Income Producing Assets:	Above Avg.
Age Ranges:	<55
Presence of Kids:	HH w/o Kids
Homeownership:	Mostly Owners
Employment Levels:	Professional
Education Levels:	College Grad
Ethnic Diversity:	White, Black, Asian, Mix

Home Sweet Home

Age

Description	U.S.	Segment	Index
Householder Age: 18-24	5.43	6.28	116
Householder Age: 25-34	15.24	30.21	198
Householder Age: 35-44	19.07	20.53	108
Householder Age: 45-54	21.84	42.55	195
Householder Age: 55-64	17.18	0.21	1
Householder Age: 65-74	10.95	0.32	3
Householder Age: 75+	10.34	0.11	1

Income

Description	U.S.	Segment	Index
Household Income: Under \$10,000	6.89	0.00	0
Household Income: \$10,000-\$19,999	10.74	0.43	4
Household Income: \$20,000-\$29,999	11.18	0.21	2
Household Income: \$30,000-\$39,999	11.24	0.00	0
Household Income: \$40,000-\$49,999	9.78	0.11	1
Household Income: \$50,000-\$74,999	19.57	40.00	204
Household Income: \$75,000-\$99,999	12.22	40.11	328
Household Income: \$100,000-\$149,999	11.13	19.36	174
Household Income: \$150,000-\$199,999	4.08	0.00	0
Household Income: \$200,000 or More	3.24	0.00	0

Age & Income Summary

Description	U.S.	Segment	Index
Householder Age: 18-34	20.69	36.49	176
Householder Age: 35-54	40.90	63.09	154
Householder Age: 55+	38.45	0.53	1
Household Income: Under \$30K	28.80	0.53	2
Household Income: \$30K-\$74K	40.57	40.00	99
Household Income: \$75K-\$99K	12.22	40.11	328
Household Income: \$100K+	18.42	19.36	105

Education

Description	U.S.	Segment	Index
Householder Education: Did Not Graduate H.S.	13.98	2.55	18
Householder Education: Graduated High School	31.16	25.74	83
Householder Education: Attended College	25.89	30.00	116
Householder Education: Bachelor's Degree	18.95	31.91	168
Householder Education: Post Graduate Degree	10.01	9.79	98

Home Sweet Home

Race & Ethnicity

Description	U.S.	Segment	Index
Race: Asian	2.31	3.51	152
Race: Black	11.39	9.68	85
Race: Other	6.60	4.57	69
Race: White	79.71	82.34	103
Ethnicity: Hispanic	10.04	7.23	72

First Language

Description	U.S.	Segment	Index
Household First Language: English	92.50	96.60	104
Household First Language: Spanish	5.14	1.49	29
Household First Language: Other	2.36	2.02	86

Housing/Home Ownership

Description	U.S.	Segment	Index
Tenure: Home Owned	71.15	69.79	98
Tenure: Rent	28.87	30.32	105

Housing/Home Value

Description	U.S.	Segment	Index
Home Val: Less than \$50,000	5.27	0.74	14
Home Val: \$50,000-\$99,999	10.45	6.28	60
Home Val: \$100,000-\$149,999	11.55	12.87	111
Home Val: \$150,000-199,999	9.08	14.36	158
Home Val: \$200,000-499,999	25.40	32.45	128
Home Val: \$500,000 or More	9.41	3.09	33

Housing/Length of Residence

Description	U.S.	Segment	Index
Length of Residence: Less Than 1 Year	16.95	21.06	124
Length of Residence: 1-4 Years	28.82	40.32	140
Length of Residence: 5 Years or More	54.17	38.72	71

Family Composition/People in Household

Description	U.S.	Segment	Index
Household Size: 1	26.18	20.96	80
Household Size: 2	35.92	60.11	167
Household Size: 3 or 4	28.47	17.98	63
Household Size: 5+	9.42	0.96	10

Home Sweet Home

Family Composition/Children under 18 at home

Description	U.S.	Segment	Index
Number of Children: 1	12.61	0.00	0
Number of Children: 2	11.66	0.00	0
Number of Children: 3	4.87	0.00	0
Number of Children: 4	1.62	0.00	0
Number of Children: 5+	0.74	0.11	14

Family Composition/Presence of children by age

Description	U.S.	Segment	Index
Children's Age: Under 2	5.75	0.11	2
Children's Age: 2-5	11.13	0.00	0
Children's Age: 6-11	14.73	0.11	1
Children's Age: 12-17	15.21	0.11	1

Employment/Occupation

Description	U.S.	Segment	Index
Householder Occupation: Managemet/Business/Financial	12.52	19.89	159
Householder Occupation: Natural Resources/Construction/Maintenance	8.36	13.83	165
Householder Occupation: Sales/Office	14.31	17.98	126
Householder Occupation: Professional	13.87	25.96	187
Householder Occupation: Other Employed	18.59	19.15	103

Employment/Occupation Detailed

Description	U.S.	Segment	Index
Householder Occupation Detail: Architect/Engineer	1.45	3.72	256
Householder Occupation Detail: Arts/Entertainment/Sports	1.41	2.55	181
Householder Occupation Detail: Business/Finance	2.50	5.43	217
Householder Occupation Detail: Community/Social Services	1.02	1.06	104
Householder Occupation Detail: Computer/Mathematical	2.21	6.28	284
Householder Occupation Detail: Education/Training/Library	3.29	4.47	136
Householder Occupation Detail: Food Preparation/Serving	1.98	1.70	86
Householder Occupation Detail: Health Practitioner/Technician	2.98	5.53	186
Householder Occupation Detail: Healthcare Support	0.88	0.74	84
Householder Occupation Detail: Legal	0.84	0.96	114
Householder Occupation Detail: Life/Physical/Social Sciences	0.71	1.60	225
Householder Occupation Detail: Maintenance/Repair	3.71	7.77	209
Householder Occupation Detail: Building Grounds Maintenance	2.20	0.96	44
Householder Occupation Detail: Management	10.02	14.47	144
Householder Occupation Detail: Natural Resources/Construction	4.66	6.06	130
Householder Occupation Detail: Office/Admin Support	6.46	7.13	110
Householder Occupation Detail: Personal Care/Service	1.61	1.70	106
Householder Occupation Detail: Production	4.98	5.32	107
Householder Occupation Detail: Protective Service/Military	1.92	2.45	127
Householder Occupation Detail: Sales/Related	7.86	10.85	138
Householder Occupation Detail: Transport/Material Moving	5.05	6.38	126

Home Sweet Home

Top 15 Lifestyle Behaviors

	Index
Buy From Ruth's Chris Steak House, 6mo (A)	288
Has Personal Education Loan (A)	239
Order from Shop at Home Network, 1yr (A)	235
Buy Cell Phone Through Catalog (A)	234
Buy from Lone Star Steakhouse, 1mo (A) *	231
Buy from Hooters, 1mo (A) *	222
Own/Lease New BMW (H)	221
Own/Lease New Volkswagen (H)	219
Shop at Shoppers Food Warehouse, 1mo (A)	219
Order from buy.com, 1yr (A)	216
Drive Motorcycle (A)	214
Travel to Other Caribbean Islands, 3yr (A)	209
Buy from Chipotle, 1mo (A) *	206
Visit Acupuncturist, 1yr (A) *	204
Shop at Wegmans, 1mo (A)	194

Lifestyle Behaviors 16-30

	Index
Own Motorcycle (H)	191
Play Volleyball, 1yr (A)	191
Buy from Chili's Grill & Bar, 1mo (A) *	190
Buy Men's Jeans, \$100+, 1yr (A)	189
Buy from Whataburger, 1mo (A) *	189
Shop at Express, 3mo (A)	189
Shop at Military Commissary, 1mo (A)	189
Buy From Baja Fresh Mexican Grill, 1mo (A) *	188
Order from barnesandnoble.com, 1yr (A)	188
Foreign Travel by Airplane, First Class, 3yr (A)	186
Go Whitewater Rafting, 1yr (A)	185
Purchase Any Airline Tickets via Internet, 1yr (A)	185
Buy Flowers by Internet, 1yr (A)	184
Use Internet Bank (A)	184
Go Snowboarding, 1yr (A)	182

Lifestyle Behaviors 31-45

	Index
Buy CDs/Tapes/Cassettes by Internet, 1yr (A)	181
Order from Home Shopping Network, 1yr (A)	181
Own Bowling Ball (A)	181
Play Billiards/Pool, 1yr (A)	181
Own Racquetball Equipment (A)	180
Own/Lease New, Type, 2-Door Sports Coupe (H)	180
Travel to Japan/Hong Kong/Other Asia, 3yr (A)	180
Business Travel by Airplane, 3+, 1yr (A)	179
Go Bowling, 1yr (A)	179
Has a 401K Account (A)	178
Order from Columbia House Music Club, 1yr (A)	177
Own Sportswatch/Chronograph (A)	177
Go to Bar/Nightclub, 1yr (A)	176
Go Scuba/Skin Diving/Snorkeling, 1yr (A)	175
Exercise at Club, 2+ Times/wk, 1yr (A)	174

Up-and-Comers

24 Up-and-Comers

Upper-Mid, Younger w/o Kids

Up-and-Comers is a stopover for younger, upper-mid singles before they marry, have families, and establish more deskbound lifestyles. Found in second-tier cities, these mobile twentysomethings include a disproportionate number of recent college graduates who are into athletic activities, the latest technology, and nightlife entertainment.

Social Group:	City Centers
Lifestage Group:	Young Achievers

2008 Statistics:

US Households:	1,355,455 (1.18%)
Median HH Income:	\$49,787

Lifestyle Traits

Travel internationally
Go in-line skating
Read Maxim
Watch MTV
Volkswagen Rabbit

Demographics Traits:

Urbanicity:	Second City
Income:	Upper-Mid
Income Producing Assets:	Moderate
Age Ranges:	25-44
Presence of Kids:	HH w/o Kids
Homeownership:	Mix, Renters
Employment Levels:	Professional
Education Levels:	College Grad
Ethnic Diversity:	White, Asian, Hispanic, Mix

Up-and-Comers

Age

Description	U.S.	Segment	Index
Householder Age: 18-24	5.43	16.94	312
Householder Age: 25-34	15.24	37.95	249
Householder Age: 35-44	19.07	30.13	158
Householder Age: 45-54	21.84	14.50	66
Householder Age: 55-64	17.18	0.16	1
Householder Age: 65-74	10.95	0.33	3
Householder Age: 75+	10.34	0.00	0

Income

Description	U.S.	Segment	Index
Household Income: Under \$10,000	6.89	0.00	0
Household Income: \$10,000-\$19,999	10.74	0.49	5
Household Income: \$20,000-\$29,999	11.18	0.98	9
Household Income: \$30,000-\$39,999	11.24	0.33	3
Household Income: \$40,000-\$49,999	9.78	13.36	137
Household Income: \$50,000-\$74,999	19.57	77.85	398
Household Income: \$75,000-\$99,999	12.22	7.17	59
Household Income: \$100,000-\$149,999	11.13	0.00	0
Household Income: \$150,000-\$199,999	4.08	0.00	0
Household Income: \$200,000 or More	3.24	0.00	0

Age & Income Summary

Description	U.S.	Segment	Index
Householder Age: 18-34	20.69	55.05	266
Householder Age: 35-54	40.90	44.63	109
Householder Age: 55+	38.45	0.49	1
Household Income: Under \$30K	28.80	1.47	5
Household Income: \$30K-\$74K	40.57	91.53	226
Household Income: \$75K-\$99K	12.22	7.17	59
Household Income: \$100K+	18.42	0.00	0

Education

Description	U.S.	Segment	Index
Householder Education: Did Not Graduate H.S.	13.98	7.98	57
Householder Education: Graduated High School	31.16	23.13	74
Householder Education: Attended College	25.89	32.41	125
Householder Education: Bachelor's Degree	18.95	27.85	147
Householder Education: Post Graduate Degree	10.01	8.63	86

Up-and-Comers

Race & Ethnicity

Description	U.S.	Segment	Index
Race: Asian	2.31	2.12	92
Race: Black	11.39	7.82	69
Race: Other	6.60	10.75	163
Race: White	79.71	79.80	100
Ethnicity: Hispanic	10.04	15.15	151

First Language

Description	U.S.	Segment	Index
Household First Language: English	92.50	90.07	97
Household First Language: Spanish	5.14	7.98	155
Household First Language: Other	2.36	1.95	83

Housing/Home Ownership

Description	U.S.	Segment	Index
Tenure: Home Owned	71.15	43.81	62
Tenure: Rent	28.87	56.35	195

Housing/Home Value

Description	U.S.	Segment	Index
Home Val: Less than \$50,000	5.27	1.79	34
Home Val: \$50,000-\$99,999	10.45	8.96	86
Home Val: \$100,000-\$149,999	11.55	11.56	100
Home Val: \$150,000-199,999	9.08	8.47	93
Home Val: \$200,000-499,999	25.40	12.54	49
Home Val: \$500,000 or More	9.41	0.33	3

Housing/Length of Residence

Description	U.S.	Segment	Index
Length of Residence: Less Than 1 Year	16.95	39.09	231
Length of Residence: 1-4 Years	28.82	42.51	148
Length of Residence: 5 Years or More	54.17	18.57	34

Family Composition/People in Household

Description	U.S.	Segment	Index
Household Size: 1	26.18	31.60	121
Household Size: 2	35.92	50.81	141
Household Size: 3 or 4	28.47	15.31	54
Household Size: 5+	9.42	2.28	24

Up-and-Comers

Family Composition/Children under 18 at home

Description	U.S.	Segment	Index
Number of Children: 1	12.61	0.65	5
Number of Children: 2	11.66	0.65	6
Number of Children: 3	4.87	0.00	0
Number of Children: 4	1.62	0.00	0
Number of Children: 5+	0.74	0.33	44

Family Composition/Presence of children by age

Description	U.S.	Segment	Index
Children's Age: Under 2	5.75	0.33	6
Children's Age: 2-5	11.13	0.16	1
Children's Age: 6-11	14.73	1.47	10
Children's Age: 12-17	15.21	0.98	6

Employment/Occupation

Description	U.S.	Segment	Index
Householder Occupation: Managemet/Business/Financial	12.52	11.73	94
Householder Occupation: Natural Resources/Construction/Maintenance	8.36	15.47	185
Householder Occupation: Sales/Office	14.31	16.61	116
Householder Occupation: Professional	13.87	24.92	180
Householder Occupation: Other Employed	18.59	24.59	132

Employment/Occupation Detailed

Description	U.S.	Segment	Index
Householder Occupation Detail: Architect/Engineer	1.45	2.12	146
Householder Occupation Detail: Arts/Entertainment/Sports	1.41	3.91	277
Householder Occupation Detail: Business/Finance	2.50	4.07	163
Householder Occupation Detail: Community/Social Services	1.02	0.33	32
Householder Occupation Detail: Computer/Mathematical	2.21	4.40	199
Householder Occupation Detail: Education/Training/Library	3.29	5.05	153
Householder Occupation Detail: Food Preparation/Serving	1.98	3.75	189
Householder Occupation Detail: Health Practitioner/Technician	2.98	4.23	142
Householder Occupation Detail: Healthcare Support	0.88	0.16	18
Householder Occupation Detail: Legal	0.84	1.30	155
Householder Occupation Detail: Life/Physical/Social Sciences	0.71	3.58	504
Householder Occupation Detail: Maintenance/Repair	3.71	7.49	202
Householder Occupation Detail: Building Grounds Maintenance	2.20	2.28	104
Householder Occupation Detail: Management	10.02	7.65	76
Householder Occupation Detail: Natural Resources/Construction	4.66	8.14	175
Householder Occupation Detail: Office/Admin Support	6.46	5.54	86
Householder Occupation Detail: Personal Care/Service	1.61	0.98	61
Householder Occupation Detail: Production	4.98	5.70	114
Householder Occupation Detail: Protective Service/Military	1.92	3.75	195
Householder Occupation Detail: Sales/Related	7.86	11.07	141
Householder Occupation Detail: Transport/Material Moving	5.05	7.98	158

Up-and-Comers

Top 15 Lifestyle Behaviors

	Index
Go In-Line Skating,1yr (A)	373
Play Tennis,1yr (A)	305
Go to Auto Racing,1+ Times,1mo (A)	293
Play Chess,1yr (A)	290
Do Karate,1yr (A)	280
Go Whitewater Rafting,1yr (A)	274
Go to Ice Hockey Games,1+ Times,1mo (A)	256
Play Billiards/Pool,1yr (A)	254
Order from orbitz.com,1yr (A)	252
Buy from Schlotzsky's Deli,1mo (A) *	228
Own Roller Blades/In-Line Skates (A)	228
Play Racquetball,1yr (A)	228
Play Volleyball,1yr (A)	228
Go Backpacking/Hiking,1yr (A)	227
Play Soccer,1yr (A)	224

Lifestyle Behaviors 16-30

	Index
Buy from Hooters,1mo (A) *	223
Go Mountain Bicycling,1yr (A)	222
Own Cross Country Boots/Skis (A)	214
Shop at Express,3mo (A)	214
Buy from Bennigan's,1mo (A) *	212
Order from buy.com,1yr (A)	212
Order from ebay.com,1yr (A)	205
Listen Radio on Internet,1mo (H)	204
Play Softball,1yr (A)	203
Travel to Bahamas,3yr (A)	203
Buy Charcoal Grill,1yr (H)	202
Buy Puma Shoes,1yr (A)	202
Convenience Store, Buy Beer,1mo (A)	202
Do Painting/Drawing,1yr (A)	200
Order from Walmart.com,1yr (A)	198

Lifestyle Behaviors 31-45

	Index
Buy Men's Business Suit,\$250+,1yr (A)	195
Go to Bar/Nightclub,1yr (A)	193
Buy MP3 Player,1yr (H)	192
Buy from Papa John's,1mo (A) *	190
Go Jogging,1yr (A)	189
Go Canoeing/Kayaking,1yr (A)	186
Play Trivia Games,1yr (A)	186
Buy From Krispy Kreme Doughnuts, 1mo (A) *	182
Has Personal Education Loan (A)	182
Buy Tent,1yr (H)	180
Go Bowling,1yr (A)	179
Buy from Whataburger,1mo (A) *	178
Buy Men's Jeans,\$100+,1yr (A)	177
Smoke Cigars,1wk (A) *	177
Buy Home Study Course by Internet,1yr (A)	174

Middleburg Managers

27 Middleburg Managers

Upper-Mid, Older w/o Kids

Middleburg Managers arose when empty-nesters settled in satellite communities, which offered a lower cost of living and more relaxed pace. Today, segment residents tend to be middle-class with solid white-collar jobs or comfortable retirements. In their older homes, they enjoy reading, playing musical instruments, indoor gardening, and refinishing furniture.

Social Group:	City Centers
Lifestage Group:	Conservative Classics

2008 Statistics:

US Households:	2,087,849 (1.82%)
Median HH Income:	\$50,774

Lifestyle Traits

Eat at Olive Garden
Collect coins
Read VFW magazine
Watch Jeopardy!
Mercury Sable

Demographics Traits:

Urbanicity:	Second City
Income:	Upper-Mid
Income Producing Assets:	Above Avg.
Age Ranges:	45-64
Presence of Kids:	HH w/o Kids
Homeownership:	Mostly Owners
Employment Levels:	White Collar, Mix
Education Levels:	Some College
Ethnic Diversity:	White, Asian, Mix

Middleburg Managers

Age

Description	U.S.	Segment	Index
Householder Age: 18-24	5.43	0.32	6
Householder Age: 25-34	15.24	0.53	3
Householder Age: 35-44	19.07	0.11	1
Householder Age: 45-54	21.84	27.90	128
Householder Age: 55-64	17.18	36.10	210
Householder Age: 65-74	10.95	22.36	204
Householder Age: 75+	10.34	12.78	124

Income

Description	U.S.	Segment	Index
Household Income: Under \$10,000	6.89	0.00	0
Household Income: \$10,000-\$19,999	10.74	0.21	2
Household Income: \$20,000-\$29,999	11.18	0.11	1
Household Income: \$30,000-\$39,999	11.24	0.32	3
Household Income: \$40,000-\$49,999	9.78	18.64	191
Household Income: \$50,000-\$74,999	19.57	75.83	387
Household Income: \$75,000-\$99,999	12.22	4.79	39
Household Income: \$100,000-\$149,999	11.13	0.11	1
Household Income: \$150,000-\$199,999	4.08	0.00	0
Household Income: \$200,000 or More	3.24	0.00	0

Age & Income Summary

Description	U.S.	Segment	Index
Householder Age: 18-34	20.69	0.85	4
Householder Age: 35-54	40.90	28.01	68
Householder Age: 55+	38.45	71.25	185
Household Income: Under \$30K	28.80	0.32	1
Household Income: \$30K-\$74K	40.57	94.78	234
Household Income: \$75K-\$99K	12.22	4.79	39
Household Income: \$100K+	18.42	0.11	1

Education

Description	U.S.	Segment	Index
Householder Education: Did Not Graduate H.S.	13.98	6.82	49
Householder Education: Graduated High School	31.16	33.12	106
Householder Education: Attended College	25.89	27.80	107
Householder Education: Bachelor's Degree	18.95	20.34	107
Householder Education: Post Graduate Degree	10.01	12.03	120

Middleburg Managers

Race & Ethnicity

Description	U.S.	Segment	Index
Race: Asian	2.31	2.34	101
Race: Black	11.39	8.09	71
Race: Other	6.60	3.83	58
Race: White	79.71	85.73	108
Ethnicity: Hispanic	10.04	5.86	58

First Language

Description	U.S.	Segment	Index
Household First Language: English	92.50	94.89	103
Household First Language: Spanish	5.14	3.09	60
Household First Language: Other	2.36	2.02	86

Housing/Home Ownership

Description	U.S.	Segment	Index
Tenure: Home Owned	71.15	87.54	123
Tenure: Rent	28.87	12.46	43

Housing/Home Value

Description	U.S.	Segment	Index
Home Val: Less than \$50,000	5.27	1.28	24
Home Val: \$50,000-\$99,999	10.45	10.22	98
Home Val: \$100,000-\$149,999	11.55	17.25	149
Home Val: \$150,000-199,999	9.08	15.44	170
Home Val: \$200,000-499,999	25.40	34.93	138
Home Val: \$500,000 or More	9.41	8.41	89

Housing/Length of Residence

Description	U.S.	Segment	Index
Length of Residence: Less Than 1 Year	16.95	6.82	40
Length of Residence: 1-4 Years	28.82	19.81	69
Length of Residence: 5 Years or More	54.17	73.38	135

Family Composition/People in Household

Description	U.S.	Segment	Index
Household Size: 1	26.18	25.88	99
Household Size: 2	35.92	55.38	154
Household Size: 3 or 4	28.47	18.00	63
Household Size: 5+	9.42	0.64	7

Middleburg Managers

Family Composition/Children under 18 at home

Description	U.S.	Segment	Index
Number of Children: 1	12.61	0.21	2
Number of Children: 2	11.66	0.00	0
Number of Children: 3	4.87	0.00	0
Number of Children: 4	1.62	0.00	0
Number of Children: 5+	0.74	0.00	0

Family Composition/Presence of children by age

Description	U.S.	Segment	Index
Children's Age: Under 2	5.75	0.21	4
Children's Age: 2-5	11.13	0.11	1
Children's Age: 6-11	14.73	0.00	0
Children's Age: 12-17	15.21	0.00	0

Employment/Occupation

Description	U.S.	Segment	Index
Householder Occupation: Managemet/Business/Financial	12.52	10.76	86
Householder Occupation: Natural Resources/Construction/Maintenance	8.36	4.26	51
Householder Occupation: Sales/Office	14.31	17.89	125
Householder Occupation: Professional	13.87	15.23	110
Householder Occupation: Other Employed	18.59	13.95	75

Employment/Occupation Detailed

Description	U.S.	Segment	Index
Householder Occupation Detail: Architect/Engineer	1.45	1.06	73
Householder Occupation Detail: Arts/Entertainment/Sports	1.41	1.49	106
Householder Occupation Detail: Business/Finance	2.50	2.56	102
Householder Occupation Detail: Community/Social Services	1.02	2.13	209
Householder Occupation Detail: Computer/Mathematical	2.21	0.85	39
Householder Occupation Detail: Education/Training/Library	3.29	5.11	155
Householder Occupation Detail: Food Preparation/Serving	1.98	1.49	75
Householder Occupation Detail: Health Practitioner/Technician	2.98	3.19	107
Householder Occupation Detail: Healthcare Support	0.88	0.75	84
Householder Occupation Detail: Legal	0.84	0.53	63
Householder Occupation Detail: Life/Physical/Social Sciences	0.71	0.75	105
Householder Occupation Detail: Maintenance/Repair	3.71	1.92	52
Householder Occupation Detail: Building Grounds Maintenance	2.20	1.81	82
Householder Occupation Detail: Management	10.02	8.20	82
Householder Occupation Detail: Natural Resources/Construction	4.66	2.34	50
Householder Occupation Detail: Office/Admin Support	6.46	8.41	130
Householder Occupation Detail: Personal Care/Service	1.61	0.64	40
Householder Occupation Detail: Production	4.98	4.37	88
Householder Occupation Detail: Protective Service/Military	1.92	0.85	44
Householder Occupation Detail: Sales/Related	7.86	9.48	121
Householder Occupation Detail: Transport/Material Moving	5.05	4.15	82

Middleburg Managers

Top 15 Lifestyle Behaviors

	Index
Order from Readers Digest Association,1yr (A)	311
Shop at Military Commissary,1mo (A)	270
Travel to Australia/New Zealand/South Pacific,3yr (A)	229
Order from Home Shopping Network,1yr (A)	218
Buy CDs/Tapes/Cassettes by Mail/Phone,1yr (A)	212
Buy from Bertucci's,1mo (A) *	202
Belong to a Veterans Club (A)	189
Drink Port/Sherry/Dessert,1mo (A) *	188
Buy Charcoal Grill,1yr (H)	185
Buy from Whataburger,1mo (A) *	182
Shop at Neiman Marcus,3mo (A)	178
Buy from Bennigan's,1mo (A) *	177
Buy Collectables by Mail/Phone,1yr (A)	176
Shop at A&P,1mo (A)	175
Buy from Bob Evan's Farm,1mo (A) *	174

Lifestyle Behaviors 16-30

	Index
Use Full Service Brokerage Firm,1yr (A)	172
Own Stationary Bike (A)	170
Buy 35mm Camera,1yr (A)	167
Buy Air Purifier Machine,1yr (H)	163
Buy Golf Clubs,1yr (A)	162
Order from QVC,1yr (A)	162
Has Sears Credit Card (A)	157
Own/Lease New, Type, 4-Door Sedan (H)	157
Buy Cell Phone Through Catalog (A)	156
Drive Compact Pickup (A)	156
Buy from Golden Corral,1mo (A) *	154
Shop at Wawa,6mo (A)	154
Drink Domestic White Wine,1wk (A) *	153
Foreign Travel by Cruise Ship,3yr (A)	153
Use Property/Garden Maintenance Svc,1yr (H)	153

Lifestyle Behaviors 31-45

	Index
Drink Gin,1mo (A) *	152
Collect Stamps,1yr (A)	151
Domestic Travel by Railroad,1yr (A)	151
Buy from Olive Garden,1mo (A) *	150
Collect Coins,1yr (A)	150
Visit Allergist,1yr (A) *	150
Belong to AAA Auto Club (A)	149
Contribute to PBS,1yr (A)	149
Drink 7-Up,1wk (A) *	149
Purchase Any Airline Tickets via Phone/Mail,1yr (A)	149
Use Charles Schwab,1yr (A)	149
Belong to a Union (A)	147
Drink Slim Fast,1wk (A) *	147
Drive Recreational Vehicle (A)	147
Order from Columbia House Music Club,1yr (A)	147

Acknowledgements

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