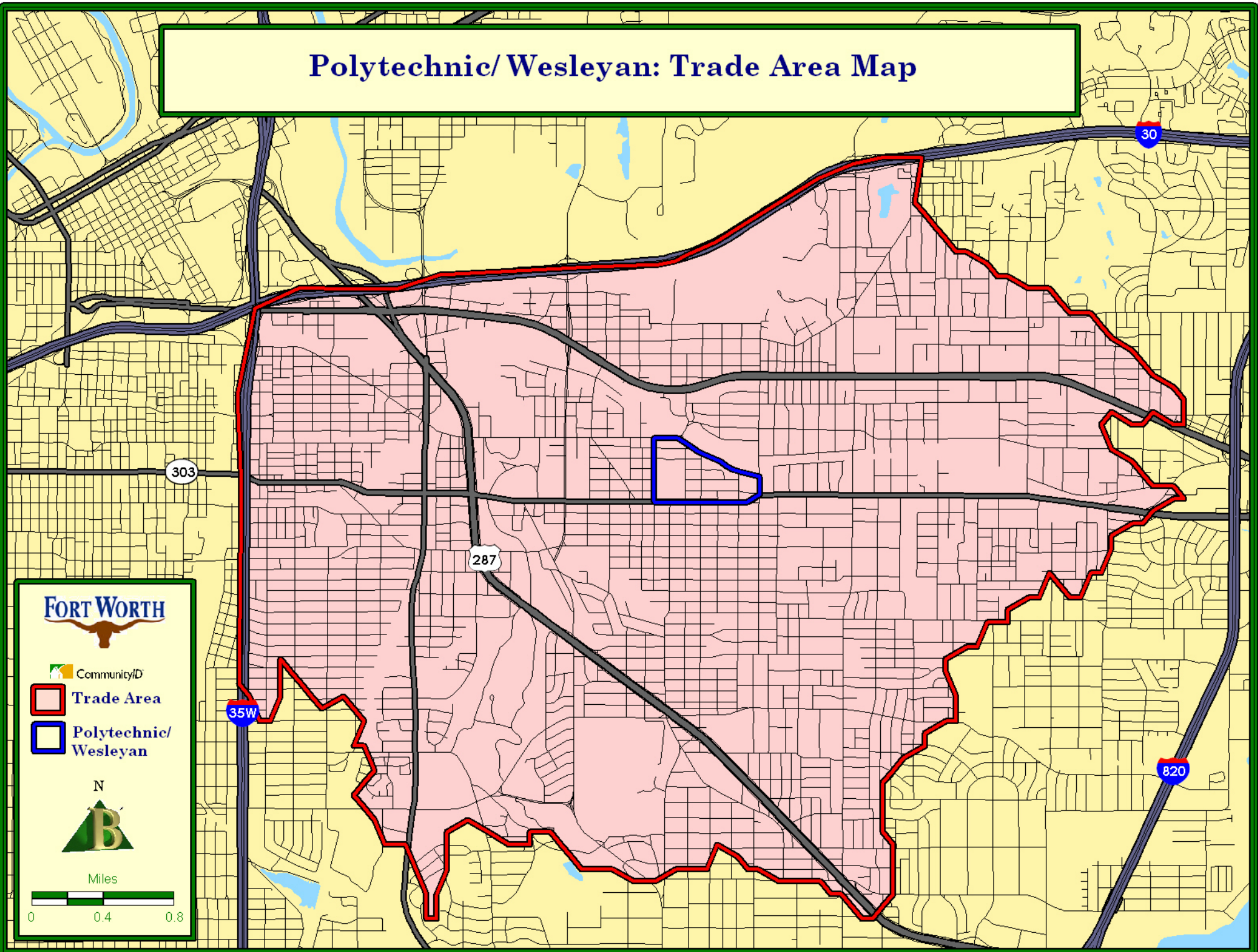


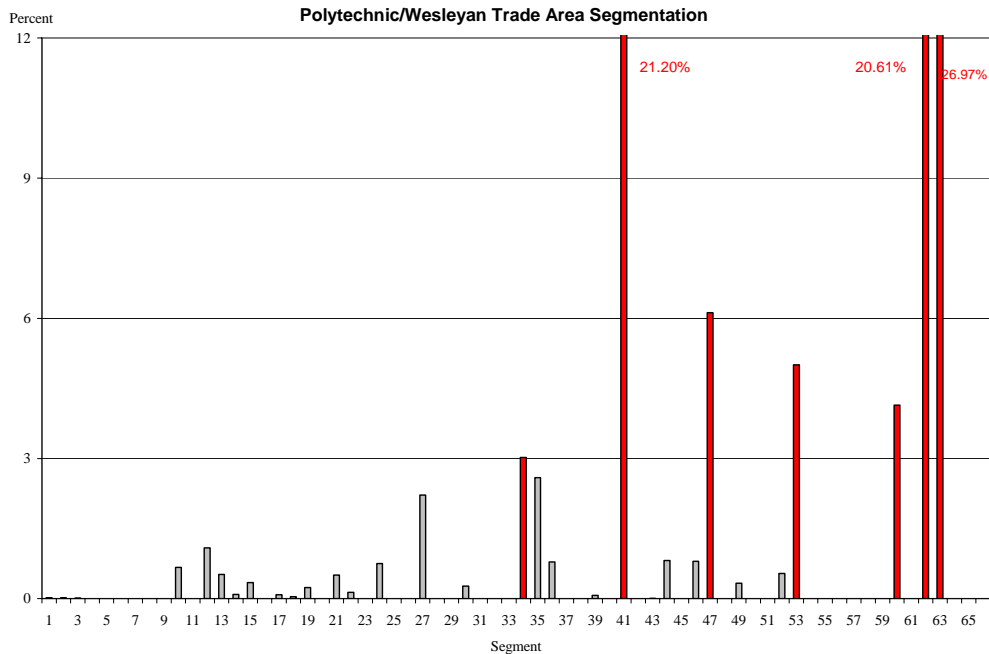
Polytechnic/Wesleyan: Trade Area Map



Site Analysis: Polytechnic/Wesleyan

Residential Psychographics

The psychographic profile of the households within the trade area is presented below.



Source: Claritas, Inc. PRIZM[®] NE, © 2006

Residential Dominant Segments

A segment that represents at least three percent of a trade area is a dominant segment. Following is a description of the dominant segments.

Dominant Segments	Description	Households	% of All Households
34	WHITE PICKET FENCES	469	3.02%
41	SUNSET CITY BLUES	3,291	21.20%
47	CITY STARTUPS	950	6.12%
53	MOBILITY BLUES	777	5.00%
60	PARK BENCH SENIORS	643	4.14%
62	HOMETOWN RETIRED	3,200	20.61%
63	FAMILY THRIFTS	4,187	26.97%

Source: Claritas, Inc. PRIZM[®] NE, © 2006

Analysis Geography: Polytechnic/Wesleyan
Fort Worth, TX

Date: 7/16/2007

Category Totals

Custom Trade Area

Food at Home	\$89,336,770
Food Away from Home	\$57,052,950
Alcoholic Beverages	\$13,425,130
Smoking Products & Supplies	\$10,004,780
Personal Care Products & Services	\$13,583,910
Day Care	\$4,736,520
Household Furnishings & Services	\$66,806,920
Housing Expenses	\$17,789,350
Apparel	\$55,998,390
Sports & Recreation	\$12,744,290
Miscellaneous	\$24,318,300
Education	\$12,086,850
Automotive	\$103,573,960
Health Care	\$55,322,830
TOTAL	\$536,780,950

Analysis Geography: Polytechnic/Wesleyan
Fort Worth, TX

Date: 7/16/2007

Food at Home

Custom Trade Area

Cereals & Cereal Products	\$5,139,800
Cereals	\$2,445,920
Rice	\$953,400
Pasta, Cornmeal, and Other	\$939,190
Flour	\$801,290
Bakery Products	\$8,305,610
Cookies	\$1,033,920
Crackers	\$483,250
Bread Products	\$6,788,440
Fish & Seafood	\$2,296,050
Canned Fish	\$424,040
Frozen Fish	\$606,220
Fresh Fish	\$1,265,790
Meats & Poultry	\$22,618,110
Meats	\$15,259,620
Poultry	\$7,358,490
Juices	\$3,005,760
Frozen Juices	\$205,140
Other Juices	\$2,800,620
Fruits & Vegetables	\$10,757,800
Fresh Fruits & Vegetables	\$7,975,890
Frozen Fruits & Vegetables	\$906,280
Canned Fruits & Vegetables	\$1,388,880
Other Vegetables	\$486,750
Dairy Products	\$8,556,290
Eggs	\$1,514,170
Fresh Whole Milk All Types	\$2,216,350
Cream	\$200,670
Butter & Margarine	\$677,460
Cheese	\$1,948,580
Ice Cream Related Products	\$1,352,290
Other Dairy Products	\$646,770
Sugar & Other Sweets	\$4,561,330
Candy & Chewing Gum	\$2,376,850
Jams, Jellies, and Preserves	\$977,920
Sugar & Artificial Sweeteners	\$1,206,560
Fats & Oils	\$864,910
Fats & Oil Products	\$463,360
Non-Dairy Cream	\$157,090
Peanut Butter	\$244,460
Non-Alcoholic Beverages	\$9,077,840
Coffee	\$1,107,510
Non-Carbonated Beverages	\$2,909,900
Carbonated Beverages	\$4,473,530

Analysis Geography: Polytechnic/Wesleyan
Fort Worth, TX

Date: 7/16/2007

Food at Home

Custom Trade Area

Tea	\$586,900
Prepared Foods	\$14,153,270
Canned / Packaged Soup	\$951,530
Frozen Meals	\$911,060
Frozen Prepared Food	\$1,972,170
Potato Chips & Other Snacks	\$1,876,520
Nuts	\$628,190
Salt & Other Seasonings	\$777,450
Sauces & Gravies	\$903,600
Prepared Salads	\$307,030
Baby Food	\$1,429,710
Condiments	\$1,532,410
Miscellaneous Prepared Food	\$2,863,600
Housekeeping Supplies	\$4,863,410
Soaps & Detergents	\$906,060
Other Laundry & Cleaning Products	\$350,890
Paper Towels & Napkins	\$2,048,350
Miscellaneous Housekeeping Products	\$1,558,110

Food Away From Home

Custom Trade Area

Lunch	\$17,344,400
Lunch Fast Food	\$12,822,480
Lunch Full Service	\$4,521,920
Dinner	\$15,363,830
Dinner Fast Food	\$6,910,750
Dinner Full Service	\$8,453,080
Breakfast & Brunch	\$5,124,100
Breakfast & Brunch Fast Food	\$3,162,700
Breakfast & Brunch Full Service	\$1,961,400
Other	\$19,220,620
Snacks & Non-Alcoholic Beverages	\$7,249,870
Catered Affairs	\$1,265,680
Food & Non-Alcoholic Beverages on Trips	\$10,705,070

Alcoholic Beverages

Custom Trade Area

Alcoholic Beverages at Home	\$10,303,390
Beer & Ale at Home	\$6,725,530
Whiskey at Home	\$533,690
Wine at Home	\$2,163,820
Other Alcoholic Beverages at Home	\$880,350
Alcoholic Beverages Away from Home	\$3,121,740
Beer & Ale Away from Home	\$580,490

Analysis Geography: Polytechnic/Wesleyan
Fort Worth, TX

Date: 7/16/2007

Alcoholic Beverages

Custom Trade Area

Wine Away from Home	\$272,840
Other Alcoholic Beverages Away from Home	\$353,930
Alcohol at Restaurants & Etc.	\$1,914,480

Smoking Products & Supplies

Custom Trade Area

Cigarettes	\$9,073,340
Cigars, Pipes, and Other Tobacco Products	\$931,440

Personal Care Products & Services

Custom Trade Area

Services	\$6,827,540
Products	\$6,756,370
Hair Care Products	\$1,943,130
Non-Electric Articles for Hair	\$227,660
Oral Hygiene Products & Articles	\$993,500
Shaving Needs	\$423,590
Cosmetics, Perfume, and Bath	\$1,929,950
Deodorant & Feminine Hygiene Products	\$1,111,260
Electric Personal Care Appliances	\$90,450
Wigs & Hairpieces	\$36,830

Day Care

Custom Trade Area

Babysitting & Child Care	\$942,560
Day Care, Nursery, and Pre-School	\$3,074,370
Eldercare	\$719,590

Household Furnishings & Services

Custom Trade Area

Household Services	\$7,385,460
Domestic Service	\$2,252,530
Gardening & Lawn Service	\$2,914,710
Miscellaneous Home Services	\$374,980
Termite & Pest Control Services	\$322,240
Moving, Storage, and Freight	\$1,521,000
Domestic Textiles	\$2,416,980
Bathroom Linens	\$499,540
Bedroom Linens	\$1,917,440
Window & Furniture Covers	\$2,830,860
Kitchen & Dining Room Linens	\$45,990
Other Linens	\$50,030
Curtains & Drapes	\$697,630
Slipcovers & Decorative Pillows	\$103,440

Analysis Geography: Polytechnic/Wesleyan
Fort Worth, TX

Date: 7/16/2007

Household Furnishings & Services

Custom Trade Area

Sewing Materials	\$568,660
Window Coverings	\$335,530
Non-Permanent Floor Coverings	\$402,160
Other Household Decorative Items	\$627,420
Bedroom Furniture	\$2,405,360
Mattress Springs	\$1,073,490
Other Bedroom Furniture	\$1,331,870
Living & Dining Room Furniture	\$3,420,080
Living Room Chairs	\$804,450
Living Room Tables	\$305,170
Sofas	\$1,730,630
Kitchen & Dining Room Furniture	\$579,830
Other Furniture	\$2,416,450
Infants Furniture	\$145,530
Patio, Porch, and Outdoor Furniture	\$357,000
Other Living & Family Room Furniture	\$956,340
Office Furniture & Equipment Home	\$278,010
Rental Office Furniture & Equipment Home	\$256,200
Infants Equipment	\$124,200
Lamps & Lighting Fixtures	\$219,290
Closet & Storage Items	\$79,880
Major Household Appliances	\$3,736,620
Purchase & Install Window AC	\$227,540
Purchase & Install Refrigerator Freezer	\$1,028,280
Purchase & Install Clothes Washer	\$429,520
Purchase & Install Clothes Dryer	\$351,700
Purchase & Install Stoves & Ovens	\$523,000
Purchase & Install Microwave Ovens	\$201,720
Purchase & Install Dishwashers	\$294,360
Repair of Household Appliances	\$404,530
Sewing Machines	\$72,950
Electric Floor Cleaning Equipment	\$203,020
Small Appliances & Housewares	\$4,445,060
Small Electric Kitchen Appliances	\$295,520
Portable Heating & Cooling Equipment	\$187,730
Plastic Dinnerware	\$155,230
China & Other Dinnerware	\$800,170
Flatware	\$299,070
Glassware	\$373,330
Serving Pieces	\$161,330
Non-Electric Cookware	\$682,840
Clocks	\$22,170
Smoke Alarm	\$18,040
Miscellaneous Household Items	\$1,449,630
Miscellaneous Household Equipment	\$5,274,170

Analysis Geography: Polytechnic/Wesleyan
Fort Worth, TX

Date: 7/16/2007

Household Furnishings & Services

Custom Trade Area

Power Tools	\$926,910
Non-Power Hand Tools	\$429,470
Fresh Flowers & Potted Plants	\$1,870,880
Outdoor Equipment	\$67,980
Lawn & Garden Supplies	\$1,333,660
Rental & Repair of Lawn Mowing Equipment	\$89,450
Yard Machinery Power & Non-Power	\$555,820
Household Repairs	\$11,273,570
Wall to Wall Carpet	\$1,373,430
Heat, AC, Electric Labor & Materials	\$1,538,860
Plumbing & Water Heater Labor & Materials	\$742,400
Electrical Supplies & Heating & Cooling Equipment	\$66,980
Construction Materials	\$232,950
Hard Surface Floor Labor & Materials	\$206,280
Floor Repair & Replacement Materials	\$77,440
Patio, Masonry, and etc. Materials	\$20,490
Landscaping Materials	\$42,330
Remodeling & Maintenance Repair Materials	\$157,440
Paint & Wallpaper Supplies & Equipment	\$363,700
Paneling, Roofing, and Siding Materials	\$440,840
Plumbing Supplies & Equipment	\$142,760
Security System Management Fees	\$182,270
Miscellaneous Household Repairs	\$11,550
Miscellaneous Equipment & Hardware	\$1,800
Capital Improvements Material	\$1,340,950
Capital Improvements Labor	\$2,667,170
Roofing & Gutters Labor & Materials	\$1,316,250
Painting & Papering Labor & Materials	\$347,680
TV, Radio, and Sound Equipment	\$21,202,310
Comm Antenna or Cable TV	\$6,988,920
Color TVs All	\$1,977,150
VCRs & Video Disc Players	\$339,350
Radios	\$352,230
Sound Components & Component System	\$2,303,330
Record, Tape, CD, or Video Mail Order	\$1,383,360
Purchased CD or Tape not Club	\$255,920
Video Cassettes, Tapes, Discs	\$510,390
Computer Software Accessories Home Use	\$513,250
Computer Hardware Home Use	\$4,259,060
Repair Computer System Home Use	\$67,830
Calculator or Other Office Machine Home Use	\$42,080
Rental Video Cassette Tapes	\$1,068,150
Telephone Answering Devices	\$20,160
Telephone Accessories	\$253,280
Video Games Hardware & Software	\$377,800

Analysis Geography: Polytechnic/Wesleyan
Fort Worth, TX

Date: 7/16/2007

Household Furnishings & Services

Custom Trade Area

Repair of TV, Radio, or Sound Equipment	\$455,020
Rental of Home Electronic Equipment	\$35,030

Housing Expenses

Custom Trade Area

Fuels & Utilities	\$1,758,090
Fuel Oil	\$789,910
Gas Bottled or Tank	\$828,530
Other Home Heating Fuels	\$139,650
Telephone Services	\$16,031,260
Telephone Service Excluding Mobile Phone	\$7,996,310
Telephone Service For Mobile Phone	\$8,034,950

Apparel

Custom Trade Area

Women's Apparel	\$14,006,240
Women's Coats & Jackets	\$1,570,780
Women's Dresses	\$554,650
Women's Sport Coats & Tailored Jackets	\$208,950
Women's Vests & Sweaters	\$828,020
Women's Shirts, Tops, and Blouses	\$2,416,730
Women's Skirts	\$533,360
Women's Pants	\$3,041,750
Women's Shorts & Shorts Sets	\$654,670
Women's Active Sportswear	\$326,200
Women's Sleepwear	\$356,460
Women's Undergarments	\$1,060,040
Women's Hosiery	\$391,550
Women's Suits	\$983,390
Women's Accessories	\$419,630
Women's Uniforms & Costumes	\$660,060
Men's Apparel	\$10,972,600
Men's Suits	\$1,320,320
Men's Sport Coats & Tailor Jackets	\$346,990
Men's Coats & Jackets	\$737,700
Men's Underwear	\$489,630
Men's Hosiery	\$294,650
Men's Nightwear & Loungewear	\$87,940
Men's Accessories	\$333,570
Men's Sweaters & Vests	\$275,660
Men's Active Sportswear	\$254,990
Men's Shirts	\$2,368,510
Men's Pants	\$3,305,700
Men's Shorts & Shorts Sets	\$651,660

Analysis Geography: Polytechnic/Wesleyan
Fort Worth, TX

Date: 7/16/2007

Apparel

Custom Trade Area

Men's Uniforms & Costumes	\$505,280
Girl's Apparel	\$5,406,160
Girl's Coats & Jackets	\$253,130
Girl's Dresses & Suits	\$437,910
Girl's Shirts, Blouses, and Sweaters	\$1,322,390
Girl's Skirts & Pants	\$1,580,520
Girl's Shorts & Shorts Sets	\$597,350
Girl's Active Sportswear	\$137,030
Girl's Underwear & Sleepwear	\$404,680
Girl's Hosiery	\$147,780
Girl's Accessories	\$72,020
Girl's Uniforms & Costumes	\$453,350
Boy's Apparel	\$4,869,330
Boy's Coats & Jackets	\$221,160
Boy's Sweaters	\$143,260
Boy's Shirts	\$1,071,600
Boy's Underwear	\$291,300
Boy's Nightwear	\$54,350
Boy's Hosiery	\$172,210
Boy's Accessories	\$65,370
Boy's Suits, Sport Coats, and Vests	\$95,180
Boy's Pants	\$1,554,570
Boy's Shorts & Shorts Sets	\$814,660
Boy's Active Sportswear	\$176,040
Boy's Uniforms & Costumes	\$209,630
Infants' Apparel	\$2,276,190
Infants' Coats, Jackets, and Snowsuit	\$31,110
Infants' Rompers, Dresses, and Outerwear	\$602,990
Infants' Undergarments	\$1,361,560
Infants' Sleeping Garments	\$90,760
Infants' Accessories	\$189,770
Footwear (Excl Infants')	\$7,557,550
Men's Footwear	\$2,312,720
Boy's Footwear	\$1,219,790
Girl's Footwear	\$1,177,710
Women's Footwear	\$2,847,330
Other Apparel Products & Services	\$10,910,320
Clothing Material & Pattern	\$218,440
Clothing Rental & Storage	\$1,128,470
Clothing Repair & Alteration	\$3,211,170
Shoe Repair & Other Shoe Service	\$47,790
Coin Operated Laundry Service	\$1,318,190
Laundry & Dry Cleaning not Coin Operated	\$1,365,530
Watches	\$509,100
Jewelry	\$2,988,710

Analysis Geography: Polytechnic/Wesleyan
Fort Worth, TX

Date: 7/16/2007

Apparel

Custom Trade Area

Watch & Jewelry Repair	\$122,920
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Sports & Recreation

Custom Trade Area

Recreation **\$4,960,560**

Social or Recreational Civic Club Membership	\$727,390
Fees for Participant Sports	\$778,310
Admission to Sporting Events	\$583,360
Fees for Recreational Lessons	\$1,866,250
Music Instruments & Accessories	\$229,660
Rental & Repair Musical Instruments	\$24,540
Admission Fees for Entertainment	\$751,050

Sports Equipment **\$7,783,730**

General Sports & Exercise Equipment	\$1,422,880
Bicycles	\$456,430
Camping Equipment	\$210,050
Hunting Fishing Equipment	\$95,540
Winter Sport Equipment	\$65,780
Water Sport Equipment	\$259,430
Playground Equipment	\$220,800
Other Sports Equipment	\$180,380
Toys, Games, Hobbies, and Tricycles	\$4,872,440

Miscellaneous

Custom Trade Area

Photographic Equipment & Supplies **\$891,340**

Film	\$283,990
Film Processing	\$381,620
Photographic Equipment	\$225,730

Pet Expenses **\$5,047,940**

Pet Food	\$3,005,410
Pet Supplies & Medicine	\$327,580
Pet Services	\$64,220
Veterinarian Services	\$1,650,730

Reading Materials **\$2,941,770**

Books not Through Book Club	\$1,762,270
Books Through Book Club	\$905,980
Newspapers Single Copy & Subscriptions	\$207,410
Magazines Single Copy & Subscriptions	\$66,110

Travel **\$10,573,840**

Airline Fares on Trips	\$2,474,950
Intercity Bus Fares on Trips	\$193,170
Local Transportation on Trips	\$676,670
Intercity Train Fares on Trips	\$80,500

Analysis Geography: Polytechnic/Wesleyan
Fort Worth, TX

Date: 7/16/2007

Miscellaneous

Custom Trade Area

Ship Fares on Trips	\$346,950
Travel Items & Luggage	\$312,210
Entertainment Expense on Trips	\$3,386,440
Lodging While on Trips	\$3,102,950

Analysis Geography: Polytechnic/Wesleyan
Fort Worth, TX

Date: 7/16/2007

Education

Custom Trade Area

Room & Board	\$397,060
Board	\$371,540
Housing While Attending School	\$25,520
Tuition & School Supplies	\$11,689,790
College Tuition	\$6,774,750
Elementary & High School Tuition	\$2,081,790
Other School Tuition	\$365,400
School Books, Supplies, and Equipment for College	\$1,819,900
School Books, Supplies, and Equipment non College	\$647,950

Automotive

Custom Trade Area

Transportation	\$21,687,930
Towing Charges	\$107,870
Gasoline	\$21,398,180
Diesel Fuel	\$181,880
New Automobiles, Trucks, and Vans	\$34,159,520
New Cars	\$8,980,080
New Car Lease	\$8,320,560
New Trucks & Vans	\$15,846,560
New Motorcycles	\$1,012,320
Used Vehicles	\$25,697,790
Used Cars	\$14,327,850
Used Trucks & Vans	\$10,295,790
Used Motorcycles	\$1,074,150
Boats	\$1,453,470
Rented Vehicles	\$518,640
Auto Rental	\$311,640
Vehicle Rentals non Auto	\$207,000
Automotive Maintenance, Repair and Other	\$20,056,610
Motor Oil	\$434,400
Vehicle Audio Equipment	\$228,150
Miscellaneous Auto Repair Svcs	\$1,060,920
Tire Repair & Other Repair Work	\$1,160,230
Minor Automobile Parts & Accessories	\$2,109,670
Automobile Service Clubs	\$238,920
Add Coolant, Brake, and Transmission Fluid	\$116,580
Tires Purchased, Replaced, and Installed	\$2,540,320
Body Work, Painting, and Upholstry	\$751,170
Repair to Steering or Front End	\$492,080
Front End Alignment, Wheel Balance, Rotate	\$337,670
Repair to Engine Cooling System	\$626,210
Motor Tune Up	\$1,557,870
Lube, Oil & Filter Change	\$1,945,570

Analysis Geography: Polytechnic/Wesleyan
Fort Worth, TX

Date: 7/16/2007

Automotive

Custom Trade Area

Shock Absorber Replacement	\$155,580
Exhaust System Repair	\$307,650
Electrical System Repair	\$806,120
Motor Repair & Replacement	\$2,237,650
Brake Work	\$1,177,610
Clutch & Transmission Repair	\$1,592,850
Drive Shaft & Rear End Repair	\$179,390

Health Care

Custom Trade Area

Medical Services	\$19,939,960
Eye Care Services	\$1,215,870
Dental Services	\$6,293,540
Specialists Services	\$1,524,470
Physicians Services	\$5,583,210
Lab Tests & X Rays	\$1,222,410
Hospital Room	\$665,820
Hospital Service Other than Room	\$2,780,910
Care in Nursing Home	\$394,150
Other Medical Care Services	\$259,580
Drugs	\$33,971,120
Non-Prescription Drugs	\$2,170,400
Vitamins & Vitamin Supplements	\$1,060,230
Prescription Drugs	\$30,740,490
Medical Supplies	\$1,411,750
Eyeglasses & Contact Lenses	\$817,400
Hearing Aids	\$186,320
Topicals & Dressings	\$300,550
Purchase or Rent Medical & Surgical Equip.	\$107,480

Analysis Geography: Polytechnic/Wesleyan
Fort Worth, TX

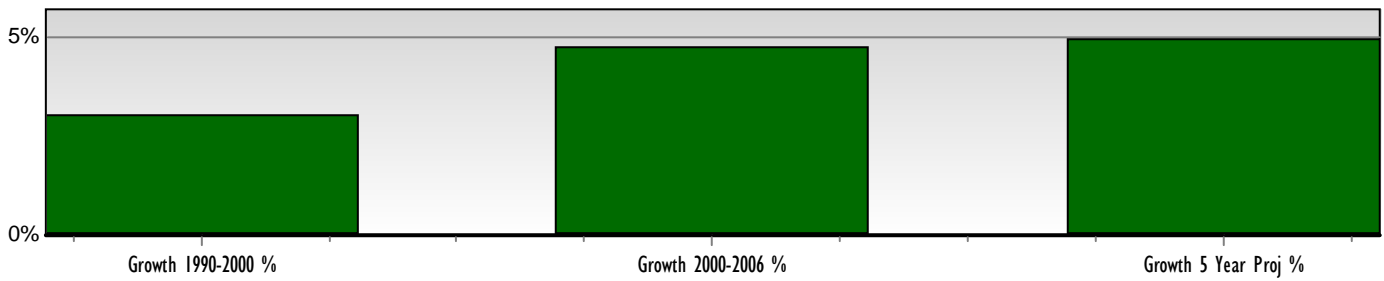
Date: 7/16/2007

Population Profile

Custom Trade Area

2011 Projection	53,416
2006 Estimate	50,894
2000 Census	48,579
1990 Census	47,146

Population Change



Work Place Population

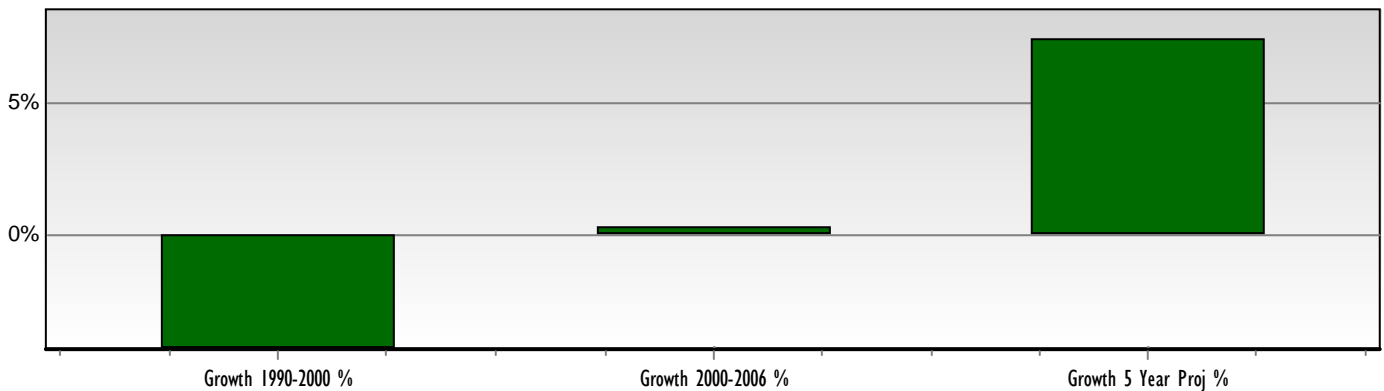
Custom Trade Area

Total	15,750
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Household Profile

2011 Projection	16,670
2006 Estimate	15,526
2000 Census	15,482
1990 Census	16,170

Household Change

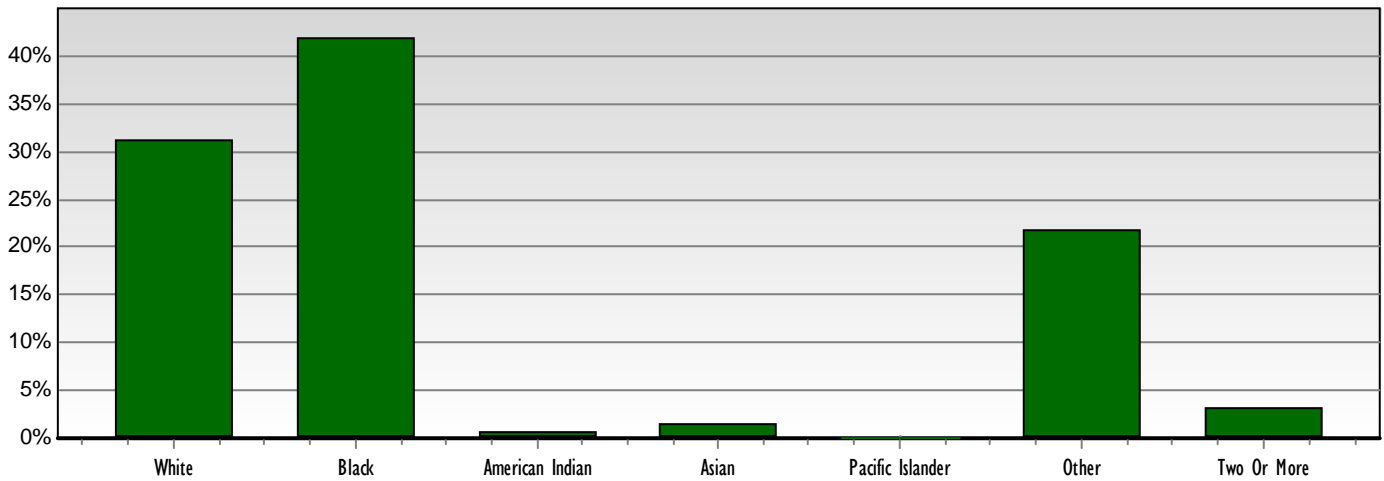


Analysis Geography: Polytechnic/Wesleyan
Fort Worth, TX

Date: 7/16/2007

Population By Race (Current)		Custom Trade Area
White	15,815	
Black	21,295	
American Indian	336	
Asian	721	
Pacific Islander	33	
Other	11,125	
Two Or More	1,569	
Total Population By Race		50,894

Population By Race (Current)



Population By Hispanic Origin (Current)		Custom Trade Area
Hispanic Origin	23,246	
Non Hispanic Origin	27,648	

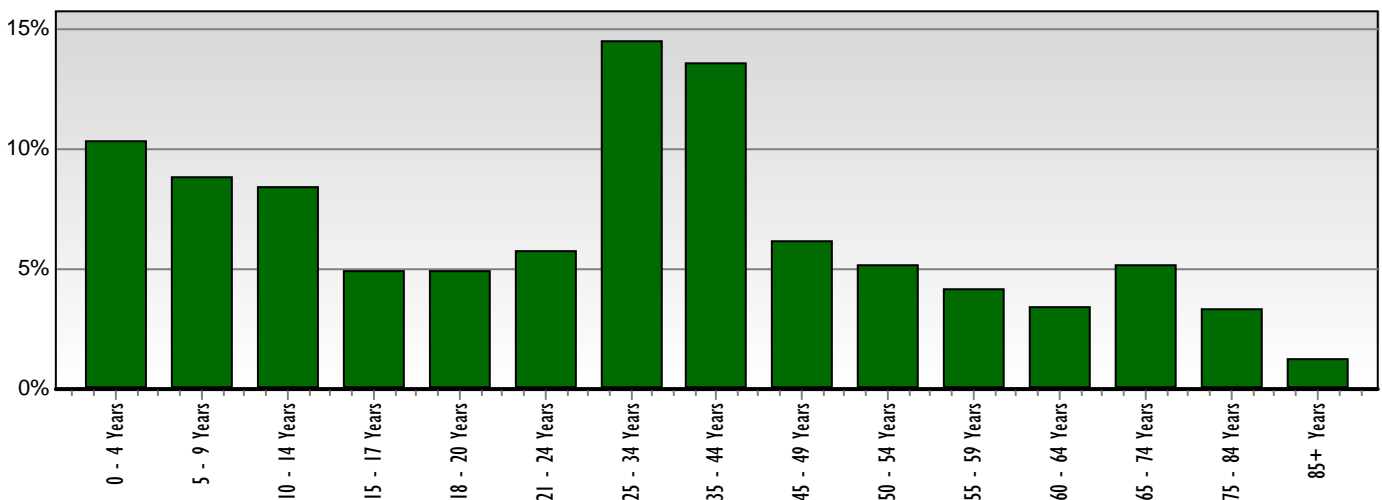
Analysis Geography: Polytechnic/Wesleyan
Fort Worth, TX

Date: 7/16/2007

Population By Age (Current)	Custom Trade Area
0 to 4 years	5,248
5 to 9 years	4,510
10 to 14 years	4,302
15 to 17 years	2,504
18 to 20 years	2,497
21 to 24 years	2,935
25 to 34 years	7,381
35 to 44 years	6,919
45 to 49 years	3,148
50 to 54 years	2,648
55 to 59 years	2,106
60 to 64 years	1,722
65 to 74 years	2,619
75 to 84 years	1,709
85+ Years	646

Total Population By Age	50,894
Average Age	32.4
Median Age	30.1

Population By Age (Current)

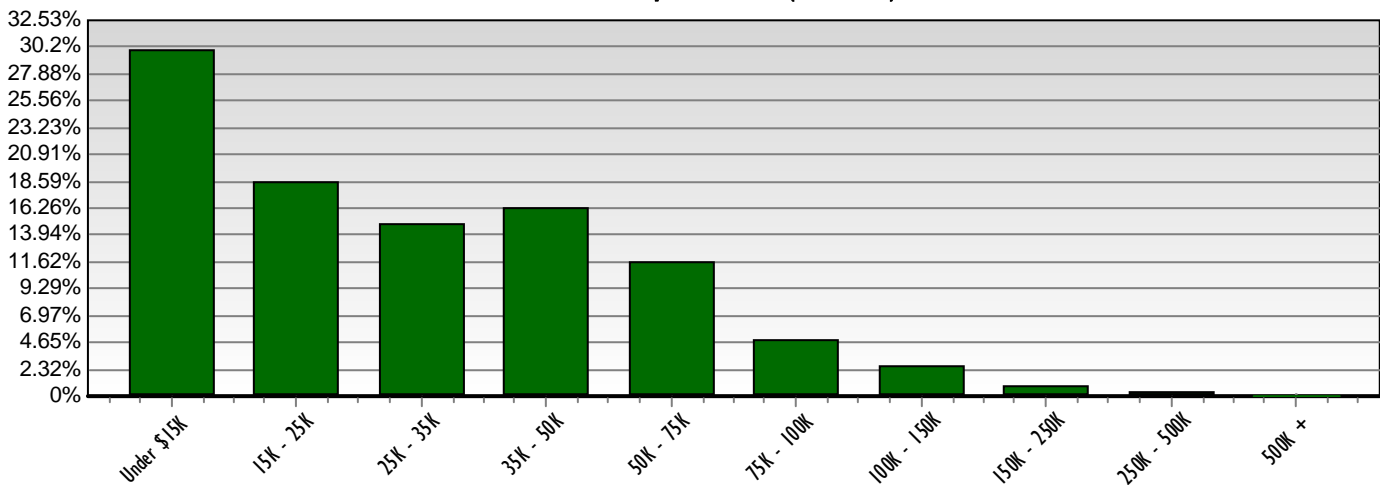


Analysis Geography: Polytechnic/Wesleyan
Fort Worth, TX

Date: 7/16/2007

Households By Income (Current)	Custom Trade Area
Under \$15,000	4,795
\$15,000 to \$24,999	2,971
\$25,000 to \$34,999	2,396
\$35,000 to \$49,999	2,595
\$50,000 to \$74,999	1,847
\$75,000 to \$99,999	784
\$100,000 to \$149,999	424
\$150,000 to \$249,999	146
\$250,000 to \$499,999	54
\$500,000 +	8
Total Households By Income	16,020
Average Household Income	\$34,955
Per Capita Income	\$12,554
Median Household Income	\$27,173

Households By Income (Current)



Analysis Geography: Polytechnic/Wesleyan
Fort Worth, TX

Date: 7/16/2007

Housing Units By Occupancy (Current) **Custom Trade Area**

Owner - Occupied	52.9%
Renter - Occupied	34.5%
Vacant	12.6%

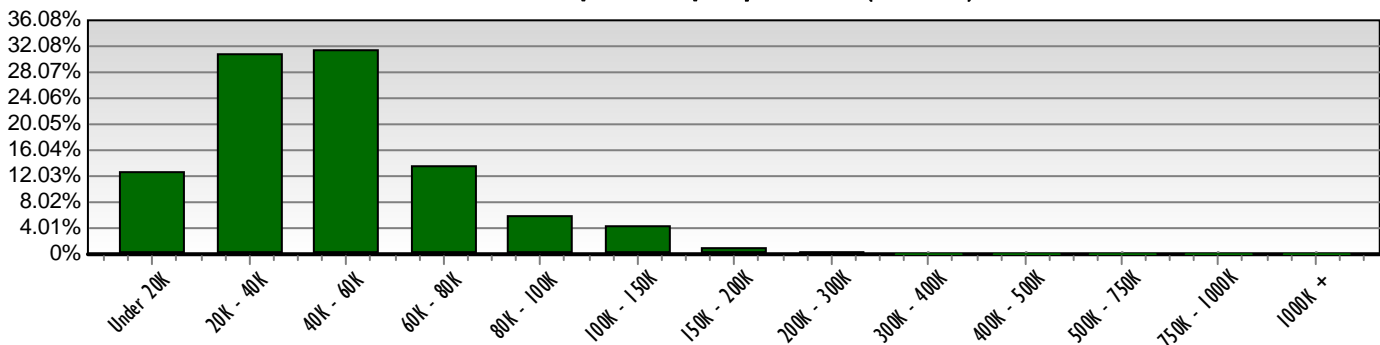
Owner - Occupied Property Values (Current)

Under \$20,000	1,212
\$20,000 to \$39,999	2,980
\$40,000 to \$59,999	3,048
\$60,000 to \$79,999	1,325
\$80,000 to \$99,999	560
\$100,000 to \$149,999	418
\$150,000 to \$199,999	90
\$200,000 to \$299,999	38
\$300,000 to \$399,999	6
\$400,000 to \$499,999	0
\$500,000 to \$749,999	3
\$750,000 to \$999,999	4
\$1,000,000 +	5

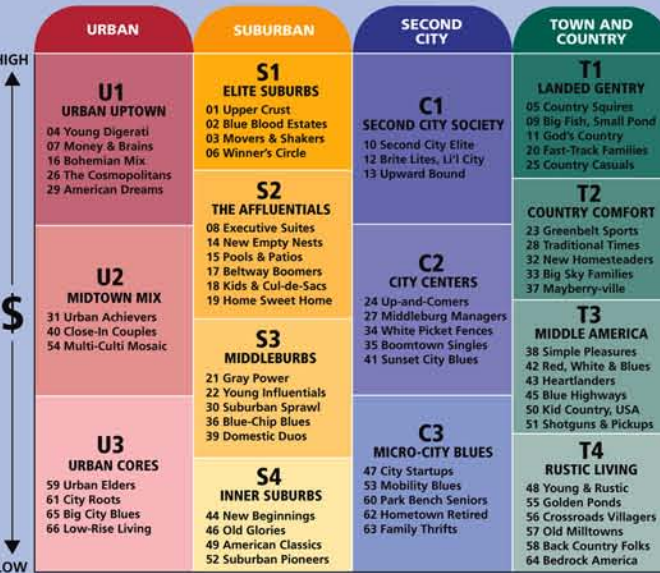
Total Owner - Occupied Property Values **9,689**

Median Property Value **43,684**

Owner - Occupied Property Values (Current)



Social Groups



All of the 66 segments are grouped into 14 broader social groups, as shown by the color-coded chart above. For instance, at the top of both the affluence scale and density scale is Social Group U1, "Urban Uptown," which includes segments *Young Digerati*, *Money & Brains*, *Bohemian Mix*, *The Cosmopolitans* and *American Dreams*. At the opposite extreme—with relatively low affluence and low-density housing—is Social Group T4, "Rustic Living," which is comprised of segments *Young & Rustic*, *Golden Ponds*, *Crossroads Villagers*, *Old Milltowns*, *Back Country Folks* and *Bedrock America*.

The individual segment numbers are assigned using a Socioeconomic Ranking (or SER score). This score considers a number of attributes: income, home value, education, and occupation. The "Demographic Description" field is comprised of a wealth, age and family status measure as outlined below:

The wealth measure is arranged from highest to lowest:
 Wealthy, Upscale, Upper Middle (UpperMid), Midscale, Lower Middle (LowerMid), Downscales, Poor

The age measure is arranged from oldest to youngest:
 Mature, Older, Middle Age, Younger

01 Upper Crust
S1 Elite Suburbs

02 Blue Blood Estates
S1 Elite Suburbs

03 Movers & Shakers
S1 Elite Suburbs

04 Young Digerati
U1 Urban Uptown

05 Country Squires
T1 Landed Gentry

06 Winner's Circle
S1 Elite Suburbs

07 Money & Brains
U1 Urban Uptown

08 Executive Suites
S2 The Affluentials

09 Big Fish, Small Pond
T1 Landed Gentry

10 Second City Elite
C1 Second City Society

11 God's Country
T1 Landed Gentry

12 Brite Lites, Li'l City
C1 Second City Society

13 Upward Bound
C1 Second City Society

14 New Empty Nests
S2 The Affluentials

Demographic Description	Wealthy Older Couples Suburban Homeowners Age 45+ Professional College Graduate+ White, High Asian	Wealthy Middle Age Families Suburban Homeowners Age 35-64 Professional College Graduate+ White, High Asian	Wealthy Middle Age Couples Suburban Homeowners Age 35-64 Professional College Graduate+ White, High Asian	Upscale Middle Age Mix Urban Middle Age 25-44 Professional College Graduate+ High Asian	Wealthy Middle Age Families Town Homeowners Age 35-64 Professional College Graduate+ Mostly White	Wealthy Middle Age Families Town Homeowners Age 25-54 Professional College Graduate+ White, High Asian	Upscale Older Mix Urban Homeowners Age 45+ Professional College Graduate+ High Asian	UpperMid Middle Age Sngl/Cpls Suburban Mix Age 25-44 Professional College Graduate+ White, High Asian	Upscale Older Couples Town Homeowners Age 45+ Professional College Graduate+ Mostly White	Upscale Middle Age Couples Town Homeowners Age 35-64 Professional College Graduate+ Mostly White	UpperMid Middle Age Sngl/Cpls Second City Homeowners Age 25-54 Professional, White Collar College Graduate+ White, High Asian	Upscale Middle Age Families Second City Homeowners Age 25-54 Professional, White Collar High School/College High Asian	UpperMid Mature Couples Suburban Homeowners Age 65+ Professional, White Collar College Graduate+ Mostly White	
Preferences	Spend \$3,000+ foreign travel Contribute to PBS Architectural Digest Wall Street Week TV Lexus ES300	Took a golf vacation Eat at fast food picked by kids Fortune Magazine Major League Soccer TV Acura SUV	Go scuba diving/snorkeling Plan travel on the Internet PC Magazine Adult contemporary radio Porsche	Buy wireless phones Own a DVD player Wall Street Journal National Public Radio Saab	Have broadband Internet access Go skiing USA Today The Disney Channel TV GMC Denali	Go downhill skiing Own a home theatre system Parents Magazine The Cartoon Network TV Acura SUV	Shop at Nordstrom Support the arts Business Week Magazine All-news radio Jaguar	Exercise at health clubs Research Internet real estate Travel & Leisure Magazine Will & Grace TV BMW 3 Series	Go cross-country skiing Own a vacation/wknd home Southern Living Magazine Classical radio Cadillac de Ville	Own home exercise equipment Travel domestically by plane Travel & Leisure Magazine Wall Street Week TV Chrysler 300M	Travel to the Caribbean Use Internet to trade stocks Airline magazines Wall St Journal radio Porsche	Own networking software Eat at Bennigan's Boating magazines Pay-per-view sports TV BMW 5 Series	Go to the beach Own a Game Boy Forbes Magazine Nickelodeon TV Chevy Suburban	Choose all-inclusive travel pkg Belong to a fraternal order Smithsonian Magazine Meet the Press TV Buick Park Avenue

15 Pools & Patios
S2 The Affluentials

16 Bohemian Mix
U1 Urban Uptown

17 Beltway Boomers
S2 The Affluentials

18 Kids & Cul-de-Sacs
S2 The Affluentials

19 Home Sweet Home
S2 The Affluentials

20 Fast-Track Families
T1 Landed Gentry

21 Gray Power
S3 Middleburbs

22 Young Influentials
S3 Middleburbs

23 Greenbelt Sports
T2 Country Comfort

24 Up-and-Comers
C2 City Centers

25 Country Casuals
T1 Landed Gentry

26 The Cosmopolitans
U1 Urban Uptown

27 Middleburg Managers
C2 City Centers

28 Traditional Times
T2 Country Comfort

Demographic Description	UpperMid Older Couples Suburban Homeowners Age 45+ Professional, White Collar College Graduate+ Mostly White	Midscale Younger Singles Urban Renters Age <35 Professional, White Collar College Graduate+ Black, High Asian & Hispanic	UpperMid Middle Age Families Suburban Homeowners Age 35-64 Professional, White Collar High School/College High Asian, Hispanic	UpperMid Middle Age Families Town Homeowners Age 25-54 Professional, White Collar High School/College White, Asian	UpperMid Middle Age Mix Suburban Homeowners Age 25-44 Professional, White Collar High School/College White, Asian	UpperMid Middle Age Families Town Homeowners Age 25-54 Professional, White Collar High School/College White	Midscale Mature Sngl/Cpls Town/Rural Homeowners Age 65+ Professional, White Collar High School/College Mostly White	Midscale Younger Singles Suburban Renters Age <35 Professional, White Collar High School/College High Asian	Midscale Middle Age Mix Town/Rural Homeowners Age 25-54 White & Blue Collar, Farming High School/College Mostly White	Midscale Younger Mix Second City Renters Age <35 Professional, White Collar High School/College White, Asian	UpperMid Middle Age Couples Town/Rural Homeowners Age 35-64 White & Blue Collar, Farming High School/College Mostly White	Midscale Older Sngl/Cpls Urban Homeowners Age 55+ Professional, White Collar High School/College High Black & Hispanic, Asian	Midscale Older Sngl/Cpls Second City Homeowners Age 55+ Professional, White Collar High School/College Mostly White	Midscale Older Sngl/Cpls Town/Rural Homeowners Age 55+ White & Blue Collar, Farming High School/College Mostly White
Preferences	Own a timeshare Eat at Boston Market Consumer Digest Magazine Jazz radio Lexus ES300	Shop at Banana Republic Go jogging Vanity Fair Magazine Friends in syndication TV Audi A4/54	Go to H.S. sporting events Eat health foods Business Week Magazine Soft contemporary radio Hyundai Santa Fe	Buy children's video games Go to Chuck E. Cheese Restaurant Parenting Magazine Nickelodeon TV Honda Odyssey	Go to movies 4+ times/month Eat fast food burgers Entertainment Weekly Magazine ESPN Classic TV Chevy Trailblazer	Own a power boat Belong to book clubs Country Living Magazine The Disney Channel TV GMC Yukon	Go to museums Own a vacation/wknd home Wheel of Fortune TV Live with Regis & Kelly TV Mercury Sable	Buy high-end computers Eat at Whataburger GO Magazine The 70s Show TV Mazda Protegé	Go mountain biking Buy self-help books Self Magazine Professional wrestling TV Subaru Forester	Use Internet for job search Shop at Ann Taylor Shape Magazine MTV Network Mitsubishi Eclipse	Buy collectibles by mailphone Belong to a civic club Hunting/Fishing magazines Country Music TV Toyota Tundra	Go to the theatre Play the lottery Vanity Fair Magazine People's Court TV Lincoln Town Car	Play musical instruments Go bird watching Mature market magazines U.S. Senior Open (golf) TV Toyota Solara	Own a stationary bike Eat at Bob Evans Country Home Magazine Hallmark Hall of Fame TV Buick Park Avenue

29 American Dreams
U1 Urban Uptown

30 Suburban Sprawl
S3 Middleburbs

31 Urban Achievers
U2 Middtown Mix

32 New Homesteaders
T2 Country Comfort

33 Big Sky Families
T2 Country Comfort

34 White Picket Fences
C2 City Centers

35 Boomtown Singles
C2 City Centers

36 Blue-Chip Blues
S3 Middleburbs

37 Mayberry-ville
T2 Country Comfort

38 Simple Pleasures
T3 Middle America

39 Domestic Duos
S2 Middleburbs

40 Close-In Couples
U2 Middtown Mix

41 Sunset City Blues
C2 City Centers

42 Red, White & Blues
T3 Middle America

Demographic Description	Midscale Middle Age Mix Urban Homeowners Age 25-44 White Collar, Services High School/College Black, High Asian & Hispanic	Midscale Middle Age Sngl/Cpls Suburban Homeowners Age 25-44 White & Blue Collar, Services High School/College White	LowerMid Younger Singles Urban Renters Age <35 White Collar, Services High School/College High Black, Asian & Hispanic	Midscale Middle Age Families Town Homeowners Age 25-44 White & Blue Collar, Services High School White, American Indian	Midscale Middle Age Families Rural Homeowners Age 25-54 Blue Collar, Farming High School White, American Indian	Midscale Middle Age Families Second City Mix Age 25-44 White & Blue Collar, Services High School Black, Asian, High Hispanic	LowerMid Younger Singles Second City Renters Age <35 White Collar, Services High School/College White, American Indian	Midscale Younger Families Suburban Mix Age <45 White & Blue Collar, Services High School High Black & Hispanic, Asian	Midscale Middle Age Mix Rural Homeowners Age 35-64 Blue Collar, Farming High School Mostly White	LowerMid Mature Sngl/Cpls Town/Rural Homeowners Age 55+ Services, Blue Collar, Farming High School White	Midscale Older Sngl/Cpls Suburban Homeowners Age 55+ White & Blue Collar, Services High School White, Black	LowerMid Older Sngl/Cpls Urban Homeowners Age 55+ White Collar, Services High School High Black, Hispanic, Asian	LowerMid Mature Sngl/Cpls Second City Homeowners Age 65+ White & Blue Collar, Services High School White	LowerMid Middle Age Mix Town Homeowners Age 25-44 Services, Blue Collar High School White
Preferences	Go mountain biking Buy Spanish/Latin music Ebony Magazine Spanish radio Toyota Sienna	Order home-delivery meals Research Internet car purchase Jet Magazine TV/Land Network Nissan Xterra	Go to the movies Shop at Banana Republic Fitness Magazine Black/Spanish radio VW Jetta	Buy toys by mail and phone Play volleyball Woman's World Magazine Wonderful World of Disney TV Ford Windstar	Own a camper Attend auto races Hot Rod Magazine Classic rock radio Chevy Silverado	Eat at fast food picked by kids Do home remodeling projects Baby magazines ESPN Classic TV Ford Excursion	Buy alternative music Play soccer Muscle & Fitness Magazine MTV Network Daewoo	Visited a theme park Own a video game system Parenthood magazines Track & Field championship TV Ford Focus	Eat at Cracker Barrel Own a satellite dish Field & Stream Magazine NASCAR Winston Cup TV Ford F250 Pickup	Belong to a veterans club Spend 15+ hrs. on dom. travel NBC Sunday Today Show TV CBS Face the Nation TV Buick Lesabre	Go bowling Spend 15+ hrs. on dom. travel Good Morning America TV Adult standards radio Mercury Grand Marquis	Go dancing monthly Take a cruise Prevention Magazine Court TV Toyota Camry	Collect coins Eat at Olive Garden Mature market magazines Wheel of Fortune TV Buick Century	Support environmental causes Do drawing and painting Hot Rod Magazine TV/Land Network Chevy Tracker

43 Heartlanders
T3 Middle America

44 New Beginnings
S4 Inner Suburbs

45 Blue Highways
T3 Middle America

46 Old Glories
S4 Inner Suburbs

47 City Startups
C3 Micro-City Blues

48 Young & Rustic
T4 Rustic Living

49 American Classics
S4 Inner Suburbs

50 Kid Country, USA
T3 Middle America

51 Shotguns & Pickups
T3 Middle America

52 Suburban Pioneers
S4 Inner Suburbs

53 Mobility Blues
C3 Micro-City Blues

54 Multi-Culti Mosaic
U2 Middtown Mix

55 Golden Ponds
T4 Rustic Living

56 Crossroads Villagers
T4 Rustic Living

Demographic Description	LowerMid Older Sngl/Cpls Rural Homeowners Age 45+ Blue Collar, Farming High School White, American Indian	LowerMid Younger Mix Suburban Renters Age <35 White Collar, Services High School High Black, Hispanic, Asian	LowerMid Middle Age Mix Rural Homeowners Age 25-44 Blue Collar, Farming High School White	Downscale Mature Singles Suburban Renters Age 65+ White & Blue Collar, Services High School High Black	Poor Younger Singles Second City Renters Age <35 Services, Blue Collar High School High Asian, American Indian	Downscale Younger Mix Town Renters Age <35 Services, Blue Collar High School White, American Indian	LowerMid Mature Sngl/Cpls Suburban Mix Age 65+ White & Blue Collar, Services High School High Black, Hispanic	LowerMid Younger Families Town Mix Age <45 Services, Blue Collar, Farming High School White, Hispanic, American Indian	LowerMid Middle Age Families Town/Rural Homeowners Age 25-44 Blue Collar, Farming High School White, American Indian	LowerMid Younger Mix Suburban Mix Age <45 White & Blue Collar, Services High School High Black & Hispanic	Play softball Buy collectibles by mail Star Magazine The Cartoon Network Hyundai Accent	Go to billiards clubs Buy hard rock music Cops in syndication TV Watch WWF (wrestling) TV Chevy Cavalier	Go to family restaurants Shop at Footlocker Jet Magazine BET Network Toyota Echo	Belong to a veterans club Buy greeting cards Use Yellow Pages The Price is Right TV Buick Century	Buy videos by mail and phone Own a handgun Hot Rod Magazine Country Music TV Dodge Ram
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57 Old Milltowns
T4 Rustic Living

58 Back Country Folks
T4 Rustic Living

59 Urban Elders
U3 Urban Cores

60 Park Bench Seniors
C3 Micro-City Blues

61 City Roots
U3 Urban Cores

62 Hometown Retired
C3 Micro-City Blues

63 Family Thrifts
C3 Micro-City Blues

64 Bedrock America
T4 Rustic Living

65 Big City Blues
U3 Urban Cores

66 Low-Rise Living
U3 Urban Cores

Demographic Description	Downscale Mature Sngl/Cpls Town Mix Age 65+ Services, Blue Collar Some High School White, Black, American Indian	Downscale Older Sngl/Cpls Rural Homeowners Age 55+ Services, Blue Collar, Farming High School White, American Indian	Poor Older Singles Urban Renters Age 55+ Services, Blue & White Collar Some High School High Black, Asian & Hispanic	Poor Older Singles Second City Renters Age 55+ Services, Blue Collar Some High School High Black	Downscale Mature Sngl/Cpls Urban Renters Age 65+ Services, Blue & White Collar Some High School High Black & Hispanic	Downscale Mature Sngl/Cpls Second City Homeowners Age 65+ Services, Blue Collar Some High School High Black, Hispanic	Downscale Younger Families Second City Renters Age <45 Services, Blue Collar, Farming Some High School High Black & Hispanic	Downscale Younger Families Town/Rural Homeowners Age <35 Services, Blue Collar, Farming Some High School High Black, Hispanic, American Indian	Downscale Younger Mix Urban Renters Age <45 Services, Blue & White Collar Some High School High Black, Asian & Hispanic	Poor Younger Mix Urban Renters Age <35 Services, Blue & White Collar Some High School High Black & Hispanic, Asian	Buy gospel music Shop at Footlocker Ebony Magazine Urban Contemporary Radio Mitsubishi Gallant
Preferences	Go camping Eat at casual/buffet restaurant Daytime TV The Price is Right TV Chrysler Concorde	Sew from patterns Go bird watching Flower & Garden Magazine CBS Evening News Chevy Impala	Shop at Banana Republic Collect stamps NYPD Blue TV Daytime TV Dodge Neon	Play bingo Belong to a veterans club Soap Opera Digest The Young & The Restless TV Kia Rio	Go to dance clubs Eat at IHOP NBC Sunday Night Movie TV Honda Accord	Buy cookbooks Belong to a fraternal order Use Yellow Pages CBS Evening News Sunday TV Buick Century	Buy children's toys Buy contemporary Christian music Parenting Magazine Soap operas Kia Spectra	Go fresh-water fishing Buy kids' bicycles Baby magazines Days of Our Lives TV Kia Rio	Rent videos Eat at Sizzler Steakhouse Essence Magazine All My Children TV Nissan Sentra	Rent videos Shop at Footlocker Ebony Magazine Urban Contemporary Radio Mitsubishi Gallant	

Putting PRIZM NE to Work

PRIZM NE is a versatile marketing tool. You can put the 66 PRIZM NE segments to work in a variety of ways to provide greater targeting precision for your marketing and answer these key questions:

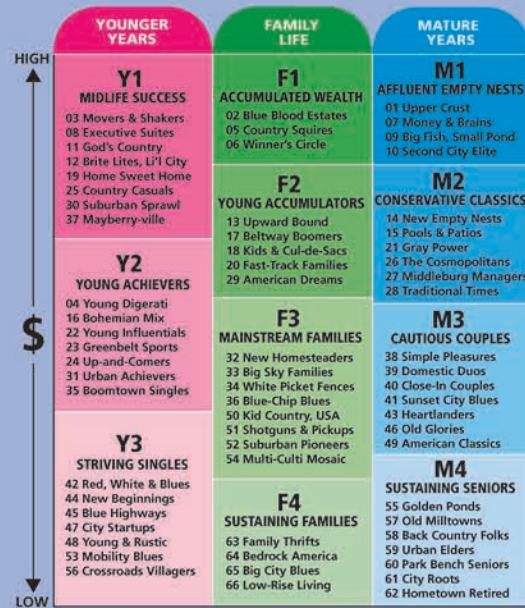
WHO are my customers?
 PRIZM NE links your customer data with neighborhood demographics, syndicated survey data and survey research. It reveals exactly which types of consumers are most likely to use your product or service and allows you to group similar segments together to realize the greatest targeting efficiency and reach. Any customer file, list or survey can be coded with PRIZM NE data. If you don't have a customer database, Claritas can create a surrogate customer profile for you from our storehouse of syndicated consumer surveys and marketing data.

WHERE can I find them?
 PRIZM NE works with all levels of geography, which means you can discover where your current customers or prospects live and locate more people like them, anywhere in the United States. Accurate geographic information is essential for effective site selection, product distribution, resource allocation, media planning and more.

HOW can I reach them?
 Once you understand your targets, you can use PRIZM NE to evaluate the best ways to reach them. For media planning, you can learn which magazines and newspapers they read and which TV, cable or radio shows they prefer. For direct marketing, you can define selection criteria for mailing lists. With PRIZM NE, you can also analyze site potential and optimize in-store promotions and merchandise mix.

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Lifestage Groups



All of the 66 segments are grouped into 11 broader Lifestage Groups, as shown by the color-coded chart above. Lifestage Groups capture a combination of three variables—affluence, household age and whether there are children living at home—to help paint a more vivid picture of each segment's likely lifestyle. As an example, what the three Lifestage Groups that comprise "Younger Years" share is that all of those households are, for the most part, young and childless. What differentiates Lifestage Group "Midlife Success" from Lifestage Group "Young Achievers" is the level of affluence each has achieved at this young age. Similarly, the four groups of segments that make up "Family Life" have children in common, while segments categorized as "Mature Years" are mostly empty nesters. The most affluent family segments fall into Lifestage Group F1 "Accumulated Wealth," which includes Blue Blood Estates, Country Squires, and Winner's Circle.

The individual segment numbers are assigned using a Socioeconomic Ranking (or SER score). This score considers a number of attributes: income, home value, education, and occupation. The "Demographic Description" field is comprised of a wealth, age and family status measure as outlined below.

The wealth measure is arranged from highest to lowest:
Wealthy, Upscale, Upper Middle (UpperMid), Midscale, Lower Middle (LowerMid), Downscale, Poor

The age measure is arranged from oldest to youngest:
Mature, Older, Middle Age, Younger

Putting PRIZM NE to Work

PRIZM NE is a versatile marketing tool. You can put the 66 PRIZM NE segments to work in a variety of ways to provide greater targeting precision for your marketing and answer these key questions:

WHO are my customers?

PRIZM NE links your customer data with neighborhood demographics, syndicated survey data and survey research. It reveals exactly which types of consumers are most likely to use your product or service and allows you to group similar segments together to realize the greatest targeting efficiency and reach. Any customer file, list or survey can be coded with PRIZM NE data. If you don't have a customer database, Claritas can create a surrogate customer profile for you from our storehouse of syndicated consumer surveys and marketing data.

WHAT are they like?

Once you have identified and defined your targets, you can use PRIZM NE to generate a thorough lifestyle profile that discloses your targets' predominant lifestyle, hobby and product usage patterns. You can also find out how your targets don't spend their time and money so you can avoid making costly and ineffective marketing decisions.

WHAT do they buy?

PRIZM NE provides important insight on sales potential within your markets through its ability to predict purchasing preferences across all types of industries. You can zero in on usage for any type of product, service, brand or category, in any market or nationally. PRIZM NE can also provide valuable insight on your competitors' market share.

WHERE can I find them?

PRIZM NE works with all levels of geography, which means you can discover where your current customers or prospects live and locate more people like them, anywhere in the United States. Accurate geographic information is essential for effective site selection, product distribution, resource allocation, media planning and more.

HOW can I reach them?

Once you understand your targets, you can use PRIZM NE to evaluate the best ways to reach them. For media planning, you can learn which magazines and newspapers they read and which TV, cable or radio shows they prefer. For direct marketing, you can define selection criteria for mailing lists. With PRIZM NE, you can also analyze site potential and optimize in-store promotions and merchandise mix.

Segment #	Segment Name	Demographic Description	Urbanity and Tenure	Predominant Age(s)	Employment	Education	Race/Ethnicity	Preferences
01	Upper Crust	Wealthy Older Couples	Suburban Homeowners	Age 45+	Professional	College Graduate+	White, High Asian	Spend \$3,000+ foreign travel Contribute to PBS Architectural Digest Wall Street Week TV Lexus ES300
02	Blue Blood Estates	Wealthy Middle Age Families	Suburban Homeowners	Age 35-64	Professional	College Graduate+	White, High Asian	Took a golf vacation Eat at fast food picked by kids Fortune Magazine Major League Soccer TV Acura SUV
03	Movers & Shakers	Wealthy Middle Age Couples	Suburban Homeowners	Age 35-64	Professional	College Graduate+	White, High Asian	Go scuba diving/snorkeling Plan travel on the Internet PC Magazine Adult contemporary radio Porsche
04	Young Digerati	Upscale Middle Age Mix	Urban Mix	Age 25-44	Professional	College Graduate+	High Asian	Buy wireless phones Eat at fast food Wall Street Journal National Public Radio Saab
05	Country Squires	Wealthy Middle Age Families	Town Homeowners	Age 35-64	Professional	College Graduate+	Mostly White	Have broadband internet access Go skiing USA Today The Disney Channel/TV GMC Denali
06	Winner's Circle	Wealthy Middle Age Families	Suburban Homeowners	Age 25-54	Professional	College Graduate+	White, High Asian	Go downhill skiing Own a home theatre system Parents Magazine The Cartoon Network TV Acura SUV
07	Money & Brains	Upscale Older Mix	Urban Homeowners	Age 45+	Professional	College Graduate+	High Asian	Shop at Nordstrom Support the arts Business Week Magazine All-news radio Jaguar
08	Executive Suites	UpperMid Middle Age Sngl/Cpls	Suburban Mix	Age 25-44	Professional	College Graduate+	White, High Asian	Exercise at health clubs Invest in real estate GO Magazine Wall & Grace TV BMW 5 Series
09	Big Fish, Small Pond	Upscale Older Couples	Town Homeowners	Age 45+	Professional	College Graduate+	Mostly White	Go cross-country skiing Own a vacation/wknd home Southern Living Magazine Classical radio Cadillac de Ville
10	Second City Elite	Upscale Older Couples	Second City Homeowners	Age 45+	Professional	College Graduate+	White, Asian	Travel domestically by plane Own home exercise equipment Travel & Leisure Magazine Wall Street Week TV Chrysler 300M
11	God's Country	Upscale Middle Age Couples	Town Homeowners	Age 35-64	Professional	College Graduate+	Mostly White	Travel to the Caribbean Use Internet to track stocks Airline magazines Wall Street Week TV Porsche
12	Brite Lites, L'Y City	UpperMid Middle Age Sngl/Cpls	Second City Homeowners	Age 25-54	Professional, White Collar	College Graduate+	White, High Asian	Own networking software Eat at Bennigan's Boating magazines Pay-per-view sports TV BMW 5 Series
13	Upward Bound	Upscale Middle Age Families	Second City Homeowners	Age 25-54	Professional, White Collar	High School/College	High Asian	Go to the beach Own a Game Boy Forbes Magazine Nickelodeon TV Chevy Suburban
14	New Empty Nests	UpperMid Mature Couples	Suburban Homeowners	Age 65+	Professional, White Collar	College Graduate+	Mostly White	Choose all-inclusive travel pkg Belong to a fraternal order Smithsonian Magazine Meet the Press TV Buick Park Avenue
15	Pools & Patios	UpperMid Older Couples	Suburban Homeowners	M2 Conservative Classics	Mostly White			
16	Bohemian Mix	Midscale Younger Singles	Urban Renters	Age <35	Professional, White Collar	College Graduate+	Black, High Asian & Hispanic	Shop at Banana Republic Go jogging Vanity Fair Magazine Friends in syndication TV Audi A4/S4
17	Beltway Boomers	UpperMid Middle Age Families	Suburban Homeowners	Age 35-64	Professional, White Collar	High School/College	High Asian, Hispanic	Go to H.S. sporting events Eat health foods Business Week Magazine Soft contemporary radio Hyundai Santa Fe
18	Kids & Cul-de-Sacs	UpperMid Middle Age Families	Suburban Homeowners	Age 25-54	Professional, White Collar	High School/College	High Asian, Hispanic	Buy children's video games Go to Chuck E. Cheese Restaurant Parenting Magazine Nickelodeon TV Honda Odyssey
19	Home Sweet Home	UpperMid Middle Age Mix	Suburban Homeowners	Age 25-44	Professional, White Collar	High School/College	White, Asian	Go to movies 4+ times/month Eat fast food burgers Entertainment Weekly Magazine ESPN Classic TV Chevy Trailblazer
20	Fast-Track Families	UpperMid Middle Age Families	Town Homeowners	Age 25-54	Professional, White Collar	High School/College	White	Own a power boat Belong to book clubs Country Living Magazine The Disney Channel/TV GMC Yukon
21	Gray Power	Midscale Mature Sngl/Cpls	Suburban Homeowners	Age 65+	Professional, White Collar	High School/College	Mostly White	Go to museums Own a vacation/wknd home Wheel of Fortune TV Live with Regis & Kelly TV Mercury Sedan
22	Young Influentials	Midscale Younger Singles	Suburban Renters	Age <35	Professional, White Collar	High School/College	High Asian	Buy high-end computers Eat at Whiteburger GO Magazine That 70s Show TV Mazda Protegé
23	Greenbelt Sports	Midscale Middle Age Mix	Town/Rural Homeowners	Age 35-54	White & Blue Collar, Farming	High School/College	Mostly White	Go mountain biking Buy self-help books Self Magazine Professional wrestling TV Subaru Forester
24	Up-and-Comers	Midscale Younger Mix	Second City Renters	Age <35	Professional, White Collar	High School/College	White, Asian	Use Internet for job search Shop at Ann Taylor Shape Magazine MTV Network Mitsubishi Eclipse
25	Country Casuals	UpperMid Middle Age Couples	Town/Rural Homeowners	Age 35-64	White & Blue Collar, Farming	High School/College	Mostly White	Buy collectibles by mailphone Belong to a civic club Hunting/fishing magazines Country Music TV Toyota Solara
26	The Cosmopolitans	Midscale Older Sngl/Cpls	Urban Homeowners	Age 55+	Professional, White Collar	High School/College	High Black & Hispanic, Asian	Go to the theatre Play the lottery Vanity Fair Magazine People's Court TV Lincoln Town Car
27	Middleburg Managers	Midscale Older Sngl/Cpls	Second City Homeowners	Age 55+	Professional, White Collar	High School/College	Mostly White	Play musical instruments Go bird watching Mature market magazines U.S. Senior Open (golf) TV Toyota Solara
28	Traditional Times	Midscale Older Sngl/Cpls	Town/Rural Homeowners	Age 55+	White & Blue Collar, Farming	High School/College	Mostly White	Own a stationary bike Eat at Bob Evans Country Home Magazine Hallmark Hall of Fame TV Buick Park Avenue
29	American Dreams	Midscale Middle Age Mix	Urban Homeowners	Age 25-44	White Collar, Services	High School/College	Black, High Asian & Hispanic	Go mountain biking Buy Spanish/Latin music Ebony Magazine Spanish radio Toyota Sienna
30	Suburban Sprawl	Midscale Middle Age Sngl/Cpls	Suburban Homeowners	Age 25-44	White & Blue Collar, Services	High School/College	White	Order home-delivery meals Research internet car purchase Jet Magazine TV/Land Network Nissan Xterra
31	Urban Achievers	LowerMid Younger Singles	Urban Renters	Age <35	White Collar, Services	High School/College	High Black, Asian & Hispanic	Go to the movies Shop at Banana Republic Jet Magazine Black/Spanish radio VW Jetta
32	New Homesteaders	Midscale Middle Age Families	Town Homeowners	Age 25-44	White & Blue Collar, Services	High School	White, American Indian	Buy toys by mail and phone Play volleyball Woman's World Magazine Wonderful World of Disney TV Ford Windstar
33	Big Sky Families	Midscale Middle Age Families	Rural Homeowners	Age 25-44	Blue Collar, Farming	High School	White, American Indian	Attend auto races Rent out a camper Hot Rod Magazine Classic rock radio Chevy Silverado
34	White Picket Fences	Midscale Middle Age Families	Second City Mix	Age 25-44	White & Blue Collar, Services	High School	Black, Asian, High Hispanic	Eat at fast food remodelled by kids Do home picketing projects Baby magazines ESPN Classic TV Ford Excursion
35	Boombtown Singles	LowerMid Younger Singles	Second City Renters	Age <35	White Collar, Services	High School	White, American Indian	Play alternative music Buy baby and fashion dolls Muscle & Fitness Magazine MTV Network Daewoo
36	Blue-Chip Blues	Midscale Younger Families	Suburban Mix	Age <45	White & Blue Collar, Services	High School	High Black & Hispanic, Asian	Visited a theme park Own a video game system Parenthood magazines Track & Field championship TV Ford Focus
37	Mayberry-ville	Midscale Middle Age Mix	Rural Homeowners	Age 35-64	Blue Collar, Farming	High School	Mostly White	Eat at Cracker Barrel Own a satellite dish Field & Stream Magazine NASCAR Winston Cup TV Ford F250 Pickup
38	Simple Pleasures	LowerMid Mature Sngl/Cpls	Town/Rural Homeowners	Age 45+	Services, Blue Collar, Farming	High School	White	Belong to a veterans club Spend 15+ nts. on dom. travel NBC Sunday Today Show TV CBS Face the Nation TV Buick LeSabre
39	Domestr. Duos	Midscale Older Sngl/Cpls	Suburban Homeowners	Age 65+	White & Blue Collar, Services	High School	White, Black	Go bowling Spend 15+ nts. on dom. travel NBC Sunday Today Show TV Adult standards radio Mercury Grand Marquis
40	Close-In Couples	LowerMid Older Sngl/Cpls	Urban Homeowners	Age 55+	White Collar, Services	High School	High Black, Hispanic, Asian	Go dancing monthly Take a cruise Prevention Magazine Court TV Toyota Camry
41	Sunset City Blues	LowerMid Mature Sngl/Cpls	Second City Homeowners	Age 65+	White & Blue Collar, Services	High School	White	Collect coins Eat at Olive Garden Mature market magazines Wheel of Fortune TV Buick Century
42	Red, White & Blues	LowerMid Middle Age Mix	Town Homeowners	Age 25-44	Services, Blue Collar	High School	White	Support environmental causes Do drawing and painting Hot Rod Magazine TV/Land Network Chevy Tracker
43	Heartlanders	LowerMid Older Sngl/Cpls	Rural Homeowners	Age 45+	Blue Collar, Farming	High School	White, American Indian	Do own car maintenance Own an outdoor motorboat Country Living Magazine NASCAR Winston Cup TV Dodge Dakota
44	New Beginnings	LowerMid Younger Mix	Suburban Renters	Age <35	White Collar, Services	High School	High Black, Hispanic, Asian	Rent/buy at Hollywood Video Play games on the Internet Jet Magazine Jerry Springer in syndication TV Saturn SC
45	Blue Highways	LowerMid Middle Age Mix	Rural Homeowners	Age 25-44	Blue Collar, Farming	High School	White	Do crafts and needlework Go freshwater fishing Flower & Garden Magazine Country music radio Chevy Silverado
46	Old Glories	Downscale Mature Singles	Suburban Renters	Age 65+	White & Blue Collar, Services	High School	High Black	Do indoor gardening Belong to a veterans club Modern Maturity Magazine The Price is Right TV Ford Taurus
47	City Startups	Poor Younger Singles	Second City Renters	Age <35	White Collar, Services	High School/College	High Asian, Black, American Indian	Go to nightclubs Order pizza from Papa John's Rolling Stone Magazine Mad TV Kia Spectra
48	Young & Rustic	Downscale Younger Mix	Town Renters	Age <35	Services, Blue Collar	High School	White, American Indian	Play basketball Eat convenience store meals Motorcycle magazines Days of Our Lives TV Ford Escort
49	American Classics	LowerMid Mature Sngl/Cpls	Suburban Homeowners	Age 65+	White & Blue Collar, Services	High School	High Black, Hispanic	Do woodworking Belong to a fraternal order Adults standards radio Game Show Network Buick Century
50	Kid Country, USA	LowerMid Younger Families	Town Mix	Age <45	Services, Blue Collar, Farming	High School	White, Hispanic, American Indian	Buy kids' books Buy baby and fashion dolls Parenting magazines Wonderful World of Disney TV Pontiac Montana
51	Shotguns & Pickups	LowerMid Middle Age Families	Rural Homeowners	Age 25-44	Blue Collar, Farming	High School	White, American Indian	Go hunting with a gun Buy hard rock music Field & Stream Magazine Datsona 500 TV GMC Sierra 2500
52	Suburban Pioneers	LowerMid Younger Mix	Suburban Mix	Age <45	White & Blue Collar, Services	High School	High Black & Hispanic	Play softball Buy collectibles by mail Star Magazine The Cartoon Network Hyundai Accent
53	Mobility Blues	Downscale Younger Mix	Second City Renters	Age <35	Services, Blue Collar	High School	White, Black, American Indian	Go to billiards clubs Buy hard rock music Cops in syndication TV Watch WWF (wrestling) TV Chevy Cavalier
54	Multi-Culti Mosaic	LowerMid Middle Age Mix	Urban Mix	Age 25-44	White & Blue Collar, Services	High School	High Black & Hispanic, Asian	Eat at family restaurants Shop at Footlocker Jet Magazine BET Network Toyota Echo
55	Golden Ponds	Downscale Mature Sngl/Cpls	Town/Rural Homeowners	Age <45	Services, Blue Collar, Farming	Some High School	White, American Indian	Belong to a veterans club Buy greeting cards Use Yellow Pages The Price is Right TV Buick Century
56	Crossroads Villagers	Downscale Younger Sngl/Cpls	Rural Mix	Age <45	Service, Blue Collar, Farming	High School	White, American Indian	Buy videos by mail and phone Own a handgun Hot Rod Magazine Country Music TV Dodge Ram
57	Old Milltowns	Downscale Mature Sngl/Cpls	Town Mix	Age 65+	Services, Blue Collar	Some High School	White, Black, American Indian	Go camping Eat at casual/buffet restaurant Daytime TV The Price is Right TV Chrysler Concorde
58	Back Country Folks	Downscale Older Sngl/Cpls	Rural Homeowners	Age 55+	Services, Blue Collar, Farming	Some High School	White, American Indian	Sew from patterns Go bird watching Flower & Garden Magazine CBS Evening News Chevy Impala
59	Urban Elders	Poor Older Singles	Urban Renters	Age 55+	Services, Blue & White Collar	Some High School	High Black, Asian & Hispanic	Shop at Banana Republic Collect stamps NYPD Blue TV Daytime TV Dodge Neon
60	Park Bench Seniors	Poor Older Singles	Second City Renters	Age 55+	Services, Blue Collar	Some High School	High Black	Play bingo Belong to a veterans club Soap Opera Digest The Young & The Restless TV Kia Rio
61	City Roots	Downscale Mature Sngl/Cpls	Urban Homeowners	Age 65+	Services, Blue & White Collar	Some High School	High Black & Hispanic	Go to dance clubs Eat at IHOP Jet Magazine NBC Sunday Night Movie TV Hyundai Accent
62	Hometown Retired	Downscale Mature Sngl/Cpls	Second City Homeowners	Age 65+	Services, Blue Collar	High School	High Black, Hispanic	Buy cookbooks Belong to a fraternal order Use Yellow Pages CBS Evening News Sunday TV Buick Century
63	Family Thrifts	Downscale Younger Families	Second City Renters	Age <45	Services, Blue Collar, Farming	Some High School	High Black & Hispanic	Buy children's toys Buy contemporary Christian music Parenting Magazine Soap operas Kia Spectra
64	Bedrock America	Downscale Younger Families	Town/Rural Renters	Age <35	Services, Blue Collar, Farming	Some High School	High Black, Hispanic, American Indian	Go fresh-water fishing Buy kids' bicycles Baby magazines Days of Our Lives TV Kia Rio
65	Big City Blues	Downscale Younger Mix	Urban Renters	Age <45	Services, Blue & White Collar	Some High School	High Black, Asian & Hispanic	Rent videos Shop at Sizzler Steakhouse Essence Magazine All My Children TV Nissan Sentra
66	Low-Rise Living	Poor Younger Mix	Urban Renters	Age <35	Services, Blue & White Collar	Some High School	High Black & Hispanic, Asian	Buy gospel music Shop at Footlocker Ebony Magazine Urban Contemporary Radio Mitsubishi Gallant