



01 Upper Crust

The nation's most exclusive address, Upper Crust is the wealthiest lifestyle in America -a haven for empty-nesting couples over 55 years old. No segment has a higher concentration of residents earning over \$200,000 a year or possessing a postgraduate degree. And none has a more opulent standard of living.

Social Group: Elite Suburbs

Lifestage Group: Affluent Empty Nests

Statistics:

US Households: 1,666,836 (1.52%)

Median HH Income: \$103,735

Lifestyle Traits:

1. Spend \$3,000+ foreign travel
2. Contribute to PBS
3. Read Architectural Digest
4. Watch Wall Street Week
5. Drive a Lexus ES300

Demographics Traits:

Ethnic Diversity:	White, High Asian
Family Types:	Couples
Age Ranges:	45+
Education Levels:	College Grad+
Employment Levels:	Professional
Housing Types:	Homeowners
Urbanicity:	Suburban
Income:	Wealthy

Demographics



Age

Description	US.	Segment	Index
Pop Age 0-4	6.60	5.19	79
Pop Age 5-9	6.70	5.89	88
Pop Age 10-14	7.06	7.04	100
Pop Age 15-17	4.26	4.41	104
Pop Age 18-20	4.38	2.87	66
Pop Age 21-24	5.51	3.30	60
Pop Age 25-34	13.66	6.48	47
Pop Age 35-44	15.21	13.70	90
Pop Age 45-49	7.43	8.98	121
Pop Age 50-54	6.64	9.25	139
Pop Age 55-59	5.45	8.21	151
Pop Age 60-64	4.26	6.26	147
Pop Age 65-74	6.52	9.83	151
Pop Age 75-84	4.58	6.52	142
Pop Age 85+	1.74	2.07	119



Income



Housing Urbanization

Description	US.	Segment	Index
Rural/Town (Density Deciles 0-3)	40.01	41.55	104
Suburb Fringe (Density Decile 4-5)	19.90	20.51	103
Urban Fringe (Density Deciles 6-7)	20.00	19.40	97
Urban (Density Deciles 8-9)	20.09	18.53	92



Education

Description	US.	Segment	Index
Completed 0-8 Yrs Elem School	7.62	1.74	23
Attended High School, No Diploma	12.12	3.43	28
High School Graduate	28.54	14.46	51
Some College, No Degree	21.11	17.98	85
Associate Degree	6.32	5.67	90
Bachelor Degree	15.52	30.63	197
Master's Degree	5.86	15.02	256
Professional School Degree	1.95	7.78	398
Doctorate Degree	0.96	3.29	343



Description	US.	Segment	Index
HH Income < \$15,000	14.67	3.89	27
HH Income \$15,000-\$24,999	11.28	3.73	33
HH Income \$25,000-\$34,999	12.27	4.73	39
HH Income \$35,000-\$49,999	15.39	7.50	49
HH Income \$50,000-\$74,999	19.10	13.96	73
HH Income \$75,000-\$99,999	11.61	14.67	126
HH Income \$100,000-\$149,999	9.43	20.31	215
HH Income \$150,000-\$249,999	4.36	18.15	417
HH Income \$250,000-\$499,999	1.29	7.63	590
HH Income \$500,000+	0.60	5.42	909



Work Occupation

Description	US.	Segment	Index
Management Occupation(Except Farm)	8.31	17.57	212
Farmers & Farm Managers	0.62	0.08	13
Business Operations Specialists	2.03	3.33	164
Financial Specialists	2.12	4.28	202
Computer & Mathematical Occup	2.34	3.58	153
Architecture & Engineering Occup	1.97	2.92	148
Life, Physical, & Social Sci Occup	0.90	1.87	209
Community & Social Services Occup	1.51	1.58	105
Legal Occupations	1.04	4.11	395
Education/Training/Library Occup	5.59	8.12	145
Art/Dsgn/Entrtnmnt/Sprts/Media Occ	1.87	3.34	179
Healthcare Practitn & Tech Occup	4.54	7.90	174
Healthcare Support Occupations	2.07	0.74	36
Protective Service Occupations	1.99	1.33	67
Food Prep & Serving Related Occup	4.94	2.00	41
Building & Grnds/Clean/Maint Occup	3.41	1.10	32
Personal Care & Service Occupation	2.83	2.11	74
Sales & Related Occupations	11.20	14.07	126
Administration Support Occupations	15.44	11.76	76
Farm/Forest/Fishing Occupations	0.78	0.07	9
Construction/Extractn/Maint Occup	9.57	3.85	40
Production/Trans/Matl Moving Occup	14.94	4.29	29



Family Composition People in Household

Description	US.	Segment	Index
HHs with 1 Person	26.07	18.29	70



Race/Ethnicity

Description	US.	Segment	Index
White Alone Pop	74.19	85.95	116
Black/African American Alone Pop	12.30	3.40	28
Am Indian/Alaska Native Alone Pop	0.88	0.15	17
Asian Alone Pop	4.05	7.48	185
Native Hawaiian/Other PI Alone Pop	0.15	0.10	68
Some Other Race Alone Pop	5.80	1.03	18
2 or More Races Pop	2.63	1.88	72
Hispanic/Latino Pop	13.50	4.35	32



Work Commuting Patterns

Description	US.	Segment	Index
Commute Alone in Vehicle	77.77	85.08	109
Commute in Carpool	12.81	7.83	61
Use Public Transportation	5.02	5.17	103
Walk to Work Only	3.13	1.15	37
Commute by Motorcycle	0.11	0.08	73
Commute by Bicycle	0.40	0.21	54
Commute by Other Means	0.75	0.48	64
Work at Home	1.93	3.72	192
Commute to Work < 15 Minutes	29.73	25.01	84
Commute to Work in 15-29 Minutes	35.93	36.55	102
Commute to Work in 30-44 Minutes	18.97	20.60	109
Commute to Work in 45-59 Minutes	7.37	8.23	112
Commute to Work in 60+ Minutes	8.00	9.61	120



Family Composition Household Type

Description	US.	Segment	Index
HHs w/ 2+ Persons, Family, Married	51.63	70.22	136
HHs with 2+ Persons, Family, Other	16.09	8.27	51
HHs with 2+ Persons, Nonfamily	6.22	3.21	52
HHs w/ 1 or more people < 18 years	35.94	33.05	92
HHs with no people under 18 years	64.06	66.95	105



Housing Home Value

Description	US.	Segment	Index
Home Value < \$20,000	3.33	0.08	2



HHs with 2 Persons	32.43	39.14	121
HHs with 3 Persons	16.67	16.80	101
HHs with 4 Persons	14.04	15.98	114
HHs with 5 Persons	6.53	6.82	104
HHs with 6 Persons	2.54	2.14	84
HHs with 7+ Persons	1.72	0.83	48



Housing Home Ownership

Description	US.	Segment	Index
Owner-Occupied Housing Units	66.47	91.62	138
Renter-Occupied HUs	33.53	8.38	25

Home Value \$20,000-\$39,999	4.88	0.20	4
Home Value \$40,000-\$59,999	6.70	0.30	4
Home Value \$60,000-\$79,999	8.39	0.37	4
Home Value \$80,000-\$99,999	9.88	0.62	6
Home Value \$100,000-\$149,999	22.61	4.29	19
Home Value \$150,000-\$199,999	15.24	8.48	56
Home Value \$200,000-\$299,999	15.17	20.52	135
Home Value \$300,000-\$399,999	6.22	18.02	290
Home Value \$400,000-\$499,999	3.11	13.48	434
Home Value \$500,000-\$749,999	2.44	14.71	602
Home Value \$750,000-\$999,999	1.03	8.32	807
Home Value \$1,000,000+	1.00	10.62	1,059



Housing Units in Structure

Description	US.	Segment	Index
Single Unit in Structure	66.00	92.56	140
2 Units in Structure	4.19	0.90	21
3-19 Units in Structure	13.49	2.87	21
20-49 Units in Structure	3.37	1.18	35
50+ Units in Structure	5.35	2.15	40
Mobile Home or Trailer	7.38	0.32	4



Housing Years in Home

Description	US.	Segment	Index
Moved into Unit 1999 to March 2004	24.69	13.17	53
Moved into Unit in 1995 to 1998	27.21	21.56	79
Moved into Unit in 1990 to 1994	15.13	15.76	104
Moved into Unit in 1980 to 1989	14.66	20.14	137
Moved into Unit in 1970 to 1979	9.27	15.39	166
Moved into Unit in 1969 or earlier	9.05	13.98	155

Lifestyles

Top 15 Lifestyle Behaviors		Lifestyle Behaviors 16-30		Lifestyle Behaviors 31-45	
Foreign Travel,\$3000+,1yr (A)	402	Domestic Travel,\$3000+,1yr (A)	304	Foreign Travel by Cruise Ship,3yr (A)	271
Foreign Travel by Railroad,3yr (A)	391	Foreign Travel during January-March,3yr (A)	303	Buy Golf Clubs,1yr (A)	269
Shop at Neiman Marcus,3mo (A)	372	Shop at Thomasville,1yr (A)	303	Business Travel by Airplane,3+,1yr (A)	264
Belong to a Country Club (A)	350	Shop at Ann Taylor,3mo (A)	298	Own Timeshare Residence (H)	263
Buy from Houlihan's,6mo (A)	342	Shop at Bloomingdales,3mo (A)	298	Go Sailing,1yr (A)	259
Foreign Trips,3+ Trips,3yr (A)	337	Contribute to PBS,1yr (A)	297	Order from L.L. Bean,1yr (A)	258
Shop at Lord & Taylor,3mo (A)	333	Own Vacation/Weekend Home (H)	297	Foreign Travel for 15+ Nights,3yr (A)	253
Shop at Saks Fifth Ave,3mo (A)	329	Order from Land's End,1yr (A)	296	Go to Live Theater,1yr (A)	248



Travel to Any Western Europe,3yr (A)	323	Buy from Steak N Ale,6mo (A)	291	Foreign Travel during April-June,3yr (A)	247
Travel to Central/South America,3yr (A)	317	Personal Travel by Airplane,3+,1yr (A)	291	Travel on All Inclusive Package Trip,3yr (A)	244
Contribute to NPR,1 yr (A)	315	Buy from California Pizza Kitchen,1mo (A) *	287	Domestic Travel,Any Trip,15+ Nights,1yr (A)	243
Travel to Virgin Islands,3yr (A)	313	Shop at Ethan Allen Galleries,1yr (A)	286	Foreign Travel by Airplane,3yr (A)	243
Travel to Puerto Rico,3yr (A)	312	Order from Gevalia Kaffe,1yr (A)	279	Foreign Travel during July-September,3yr (A)	243
Travel to Japan/Asia/Other,3yr (A)	308	Travel to Canada,3yr (A)	279	Order from Lillian Vernon,1yr (A)	239
Shop at Nordstrom,3mo (A)	307	Foreign Travel by Bus,3yr (A)	271	Foreign Travel,Use Travel Agent,3yr (A)	238

Source: Mediamark Research Inc., 2004

Media

Top 15 Media Behaviors		Media Behaviors 16-30		Media Behaviors 31-45	
Bloomberg Network Radio,Net Audience (A)	404	Wall Street Journal Report,Net Audience (A)	259	Read Golf Digest (A)	227
Classical Radio,Net Audience (A)	388	Dow Jones Money Report,Net Audience (A)	257	Read Tennis (A)	216
Read Wall Street Journal,Daily (A)	347	Read Gourmet (A)	255	Read Golf Magazine (A)	211
Read Conde Nast Traveler (A)	321	Read Kiplinger's Personal Finance (A)	255	Watch Bravo,1wk (A)	209
Read New York Times,Sunday (A)	315	Read The New Yorker (A)	255	All Talk,Net Audience (A)	208
Read Travel & Leisure (A)	313	Read Los Angeles Times,Sunday (A)	252	Read Business Week (A)	206
Read Barron's (A)	312	News/Talk Radio,Net Audience (A)	251	Read New York Times,Daily (A)	206
All News Radio,Net Audience (A)	309	Read Money (A)	250	Read Smart Money (A)	203
Read Washington Post,Sunday (A)	306	Read Atlantic Monthly (A)	249	Read USA Today,Daily (A)	199
Read Sunset (A)	300	Read Scientific American (A)	234	Read Delta's Sky (A)	196
Read Chicago Tribune,Sunday (A)	278	Read Smithsonian (A)	233	Read Consumer Reports (A)	195
Read Bon Appetit (A)	277	Read Inc. (A)	232	TV Tennis,Net Audience (A)	194



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Read Architectural Digest (A)	271	Read Fortune (A)	231	Read House Beautiful (A)	191
Adult Standards Radio,Net Audience (A)	264	Jazz Radio,Net Audience (A)	230	Read Traditional Home (A)	189
National Public Radio,Net Audience (A)	261	Read Forbes (A)	230	Watch Show Type,Tennis (A)	186

Source: Mediamark Research Inc., 2004



PRIZM NE
Segment 01 Upper Crust





02 Blue Blood Estates

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

Social Group: Elite Suburbs

Lifestage Group: Accumulated Wealth

Statistics:

US Households: 1,080,848 (0.98%)

Median HH Income: \$113,310

Lifestyle Traits:

1. Took a golf vacation
2. Eat at fast food picked by kids
3. Read Fortune
4. Watch Major league soccer
5. Drive a Acura SUV

Demographics Traits:

Ethnic Diversity:	White, High Asian
Family Types:	Families
Age Ranges:	35-64
Education Levels:	College Grad+
Employment Levels:	Professional
Housing Types:	Homeowners
Urbanicity:	Suburban
Income:	Wealthy

Demographics



Age

Description	US.	Segment	Index
Pop Age 0-4	6.60	6.42	97
Pop Age 5-9	6.70	8.17	122
Pop Age 10-14	7.06	9.71	138
Pop Age 15-17	4.26	5.84	137
Pop Age 18-20	4.38	3.45	79
Pop Age 21-24	5.51	3.44	62
Pop Age 25-34	13.66	6.83	50
Pop Age 35-44	15.21	17.16	113
Pop Age 45-49	7.43	10.47	141
Pop Age 50-54	6.64	9.32	140
Pop Age 55-59	5.45	6.58	121
Pop Age 60-64	4.26	4.16	98
Pop Age 65-74	6.52	4.95	76
Pop Age 75-84	4.58	2.65	58
Pop Age 85+	1.74	0.86	49



Housing Urbanization

Description	US.	Segment	Index
Rural/Town (Density Deciles 0-3)	40.01	42.36	106
Suburb Fringe (Density Decile 4-5)	19.90	21.91	110
Urban Fringe (Density Deciles 6-7)	20.00	18.64	93
Urban (Density Deciles 8-9)	20.09	17.10	85



Education

Description	US.	Segment	Index
Completed 0-8 Yrs Elem School	7.62	1.73	23
Attended High School, No Diploma	12.12	3.26	27
High School Graduate	28.54	14.45	51
Some College, No Degree	21.11	18.77	89
Associate Degree	6.32	6.74	107
Bachelor Degree	15.52	31.64	204
Master's Degree	5.86	15.06	257
Professional School Degree	1.95	5.95	305
Doctorate Degree	0.96	2.40	250



Income



Description	US.	Segment	Index
HH Income < \$15,000	14.67	2.53	17
HH Income \$15,000-\$24,999	11.28	2.47	22
HH Income \$25,000-\$34,999	12.27	3.31	27
HH Income \$35,000-\$49,999	15.39	6.09	40
HH Income \$50,000-\$74,999	19.10	13.33	70
HH Income \$75,000-\$99,999	11.61	15.98	138
HH Income \$100,000-\$149,999	9.43	23.61	250
HH Income \$150,000-\$249,999	4.36	20.15	463
HH Income \$250,000-\$499,999	1.29	7.64	591
HH Income \$500,000+	0.60	4.89	819



Work Occupation

Description	US.	Segment	Index
Management Occupation(Except Farm)	8.31	17.67	213
Farmers & Farm Managers	0.62	0.08	13
Business Operations Specialists	2.03	3.34	164
Financial Specialists	2.12	4.17	196
Computer & Mathematical Occup	2.34	4.27	183
Architecture & Engineering Occup	1.97	3.35	170
Life, Physical, & Social Sci Occup	0.90	1.48	165
Community & Social Services Occup	1.51	1.37	91
Legal Occupations	1.04	2.82	271
Education/Training/Library Occup	5.59	7.51	134
Art/Dsgn/Entrtnmnt/Sprts/Media Occ	1.87	2.41	129
Healthcare Practitn & Tech Occup	4.54	7.13	157
Healthcare Support Occupations	2.07	0.81	39
Protective Service Occupations	1.99	1.53	77
Food Prep & Serving Related Occup	4.94	2.48	50
Building & Grnds/Clean/Maint Occup	3.41	1.01	30
Personal Care & Service Occupation	2.83	2.05	73
Sales & Related Occupations	11.20	14.27	127
Administration Support Occupations	15.44	12.57	81
Farm/Forest/Fishing Occupations	0.78	0.07	10
Construction/Extractn/Maint Occup	9.57	4.32	45
Production/Trans/Matl Moving Occup	14.94	5.28	35



Family Composition People in Household

Description	US.	Segment	Index
HHs with 1 Person	26.07	9.45	36



Race/Ethnicity

Description	US.	Segment	Index
White Alone Pop	74.19	82.94	112
Black/African American Alone Pop	12.30	3.99	32
Am Indian/Alaska Native Alone Pop	0.88	0.19	21
Asian Alone Pop	4.05	9.51	235
Native Hawaiian/Other PI Alone Pop	0.15	0.08	54
Some Other Race Alone Pop	5.80	1.32	23
2 or More Races Pop	2.63	1.98	75
Hispanic/Latino Pop	13.50	5.43	40



Work Commuting Patterns

Description	US.	Segment	Index
Commute Alone in Vehicle	77.77	85.21	110
Commute in Carpool	12.81	8.32	65
Use Public Transportation	5.02	5.06	101
Walk to Work Only	3.13	0.74	24
Commute by Motorcycle	0.11	0.07	61
Commute by Bicycle	0.40	0.11	27
Commute by Other Means	0.75	0.49	66
Work at Home	1.93	3.47	179
Commute to Work < 15 Minutes	29.73	21.88	74
Commute to Work in 15-29 Minutes	35.93	34.19	95
Commute to Work in 30-44 Minutes	18.97	22.40	118
Commute to Work in 45-59 Minutes	7.37	10.04	136
Commute to Work in 60+ Minutes	8.00	11.49	144



Family Composition Household Type

Description	US.	Segment	Index
HHs w/ 2+ Persons, Family, Married	51.63	79.87	155
HHs with 2+ Persons, Family, Other	16.09	8.29	51
HHs with 2+ Persons, Nonfamily	6.22	2.39	38
HHs w/ 1 or more people < 18 years	35.94	50.66	141
HHs with no people under 18 years	64.06	49.34	77



Housing Home Value

Description	US.	Segment	Index
Home Value < \$20,000	3.33	0.10	3



HHs with 2 Persons	32.43	29.96	92
HHs with 3 Persons	16.67	20.27	122
HHs with 4 Persons	14.04	24.42	174
HHs with 5 Persons	6.53	10.99	168
HHs with 6 Persons	2.54	3.48	137
HHs with 7+ Persons	1.72	1.43	83



Housing Home Ownership

Description	US.	Segment	Index
Owner-Occupied Housing Units	66.47	94.41	142
Renter-Occupied HUs	33.53	5.59	17

Home Value \$20,000-\$39,999	4.88	0.24	5
Home Value \$40,000-\$59,999	6.70	0.33	5
Home Value \$60,000-\$79,999	8.39	0.33	4
Home Value \$80,000-\$99,999	9.88	0.60	6
Home Value \$100,000-\$149,999	22.61	4.82	21
Home Value \$150,000-\$199,999	15.24	11.30	74
Home Value \$200,000-\$299,999	15.17	25.04	165
Home Value \$300,000-\$399,999	6.22	18.88	303
Home Value \$400,000-\$499,999	3.11	13.06	420
Home Value \$500,000-\$749,999	2.44	12.62	516
Home Value \$750,000-\$999,999	1.03	6.73	653
Home Value \$1,000,000+	1.00	5.95	594



Housing Units in Structure

Description	US.	Segment	Index
Single Unit in Structure	66.00	97.45	148
2 Units in Structure	4.19	0.57	14
3-19 Units in Structure	13.49	1.25	9
20-49 Units in Structure	3.37	0.16	5
50+ Units in Structure	5.35	0.26	5
Mobile Home or Trailer	7.38	0.29	4



Housing Years in Home

Description	US.	Segment	Index
Moved into Unit 1999 to March 2004	24.69	16.24	66
Moved into Unit in 1995 to 1998	27.21	24.99	92
Moved into Unit in 1990 to 1994	15.13	19.85	131
Moved into Unit in 1980 to 1989	14.66	22.82	156
Moved into Unit in 1970 to 1979	9.27	10.18	110
Moved into Unit in 1969 or earlier	9.05	5.93	66

Lifestyles

Top 15 Lifestyle Behaviors		Lifestyle Behaviors 16-30		Lifestyle Behaviors 31-45	
Business Travel by Airplane,3+,1yr (A)	498	Buy from California Pizza Kitchen,1mo (A) *	313	Foreign Trips,3+ Trips,3yr (A)	285
Stay at Radisson on Vacation,1yr (A)	427	Travel to Bahamas,3yr (A)	312	Go Downhill Skiing,1yr (A)	285
Domestic Travel,\$3000+,1yr (A)	403	Go Ice Skating,1yr (A)	307	Go Scuba/Skin Diving/Snorkeling,1yr (A)	285
Shop at The Limited,3mo (A)	372	Shop at Nordstrom,3mo (A)	307	Shop at Eddie Bauer,3mo (A)	284
Own Racquetball Equipment (A)	371	Personal Travel by Airplane,3+,1yr (A)	305	Domestic Travel,Any Business Trip,1yr (A)	282
Foreign Travel,\$3000+,1yr (A)	366	Travel to Puerto Rico,3yr (A)	305	Visit Any Universal Studios Park,1yr (A)	282
Shop at Bloomingdales,3mo (A)	361	Stay at Hilton on Vacation,1yr (A)	303	Foreign Travel during January-March,3yr (A)	281
Buy from Bertucci's,1mo (A) *	350	Order from amazon.com,1yr (A)	298	Buy from Cheesecake Factory,1mo (A) *	278



Stay at Marriott on Vacation,1yr (A)	350	Play Racquetball,1yr (A)	298	Visit Disneyland (CA),1yr (A)	276
Shop at Express,3mo (A)	347	Domestic Travel on American Airlines,1yr (A)	297	Order from barnes&noble.com,1yr (A)	274
Belong to a Country Club (A)	343	Shop at Thomasville,1yr (A)	295	Own Road Bicycle (A)	267
Shop at Ethan Allen Galleries,1yr (A)	333	Buy from Chevy's,1mo (A) *	294	Buy from Chi-Chi's,1mo (A) *	262
Shop at Lord & Taylor,3mo (A)	332	Buy from Fuddrucker's,1mo (A) *	289	Buy Flowers by Internet,1yr (A)	260
Buy from Houlihan's,6mo (A)	331	Play Tennis,1yr (A)	289	Travel to Japan/Asia/Other,3yr (A)	260
Own Sportswatch/Chronograph (A)	327	Visit Any Disney World Park (FL),1yr (A)	288	Buy Model Kits,1yr (A)	258

Source: Mediamark Research Inc., 2004

Media

Top 15 Media Behaviors		Media Behaviors 16-30		Media Behaviors 31-45	
Read Chicago Tribune,Sunday (A)	403	Bloomberg Network Radio,Net Audience (A)	259	News/Talk Radio,Net Audience (A)	222
Read Washington Post,Sunday (A)	325	Read New York Times,Sunday (A)	257	Read Food & Wine (A)	222
Read Wall Street Journal,Daily (A)	324	Soft Contemporary Radio,Net Audience (A)	250	TV Soccer,Net Audience (A)	219
Wall Street Journal Report,Net Audience (A)	317	Read Barron's (A)	249	Read Family Fun (A)	215
Read Conde Nast Traveler (A)	314	Read Gourmet (A)	245	Radio,MLB Regular Season,Net Audience (A)	213
Classical Radio,Net Audience (A)	304	Read Inc. (A)	242	Read Travel & Leisure (A)	212
All News Radio,Net Audience (A)	297	Read Metropolitan Home (A)	236	Read Working Mother (A)	212
Sports,Net Audience (A)	286	Read Golf Digest (A)	232	Read Skiing (A)	211
National Public Radio,Net Audience (A)	280	Read PC Magazine (A)	232	Read Forbes (A)	210
Read Ski (A)	276	Read Delta's Sky (A)	230	Read Kiplinger's Personal Finance (A)	208
Read Architectural Digest (A)	275	Read New York Times,Daily (A)	229	Read Fortune (A)	205
Read Bon Appetit (A)	274	Dow Jones Money Report,Net Audience (A)	228	Oldies Radio,Net Audience (A)	203



ABC ESPN Radio,Net Audience (A)	270	Read Money (A)	224	Read Bicycling (A)	202
Read Macworld (A)	266	Read Golf Magazine (A)	223	Read Sunset (A)	200
Read Business Week (A)	263	Read PC World (A)	223	Alternative Rock Radio,Net Audience (A)	199

Source: Mediamark Research Inc., 2004





03 Movers & Shakers

Movers & Shakers is home to America's up-and-coming business class: a wealthy suburban world of dual-income couples who are highly educated, typically between the ages of 35 and 54 and often with children. Given its high percentage of executives and white-collar professionals, there's a decided business bent to this segment: Movers & Shakers rank number-one for owning a small business and having a home office.

Social Group: Elite Suburbs

Lifestage Group: Midlife Success

Statistics:

US Households: 1,734,579 (1.58%)

Median HH Income: \$95,372

Lifestyle Traits:

1. Go scuba diving/snorkeling
2. Plan travel on the Internet
3. Read PC Magazine
4. Listen to adult contemp. radio
5. Drive a Porsche

Demographics Traits:

Ethnic Diversity:	White, High Asian
Family Types:	Couples
Age Ranges:	35-64
Education Levels:	College Grad+
Employment Levels:	Professional
Housing Types:	Homeowners
Urbanicity:	Suburban
Income:	Wealthy

Demographics



Age

Description	US.	Segment	Index
Pop Age 0-4	6.60	6.45	98
Pop Age 5-9	6.70	6.56	98
Pop Age 10-14	7.06	7.16	101
Pop Age 15-17	4.26	4.33	102
Pop Age 18-20	4.38	3.13	72
Pop Age 21-24	5.51	3.62	66
Pop Age 25-34	13.66	11.15	82
Pop Age 35-44	15.21	17.59	116
Pop Age 45-49	7.43	9.24	124
Pop Age 50-54	6.64	8.69	131
Pop Age 55-59	5.45	6.72	123
Pop Age 60-64	4.26	4.50	106
Pop Age 65-74	6.52	5.87	90
Pop Age 75-84	4.58	3.67	80
Pop Age 85+	1.74	1.32	76



Housing Urbanization

Description	US.	Segment	Index
Rural/Town (Density Deciles 0-3)	40.01	42.29	106
Suburb Fringe (Density Decile 4-5)	19.90	19.29	97
Urban Fringe (Density Deciles 6-7)	20.00	20.61	103
Urban (Density Deciles 8-9)	20.09	17.81	89



Education

Description	US.	Segment	Index
Completed 0-8 Yrs Elem School	7.62	1.83	24
Attended High School, No Diploma	12.12	3.75	31
High School Graduate	28.54	15.70	55
Some College, No Degree	21.11	19.29	91
Associate Degree	6.32	6.58	104
Bachelor Degree	15.52	31.16	201
Master's Degree	5.86	14.08	240
Professional School Degree	1.95	5.00	256
Doctorate Degree	0.96	2.61	271



Income



Description	US.	Segment	Index
HH Income < \$15,000	14.67	3.62	25
HH Income \$15,000-\$24,999	11.28	3.52	31
HH Income \$25,000-\$34,999	12.27	4.83	39
HH Income \$35,000-\$49,999	15.39	8.33	54
HH Income \$50,000-\$74,999	19.10	15.85	83
HH Income \$75,000-\$99,999	11.61	17.00	147
HH Income \$100,000-\$149,999	9.43	22.54	239
HH Income \$150,000-\$249,999	4.36	16.30	374
HH Income \$250,000-\$499,999	1.29	5.29	408
HH Income \$500,000+	0.60	2.73	457



Work Occupation

Description	US.	Segment	Index
Management Occupation(Except Farm)	8.31	16.56	199
Farmers & Farm Managers	0.62	0.06	9
Business Operations Specialists	2.03	3.66	180
Financial Specialists	2.12	4.10	193
Computer & Mathematical Occup	2.34	5.39	231
Architecture & Engineering Occup	1.97	3.56	180
Life, Physical, & Social Sci Occup	0.90	1.77	198
Community & Social Services Occup	1.51	1.40	93
Legal Occupations	1.04	2.63	253
Education/Training/Library Occup	5.59	7.02	126
Art/Dsgn/Entrtnmnt/Sprts/Media Occ	1.87	3.08	164
Healthcare Practitn & Tech Occup	4.54	6.17	136
Healthcare Support Occupations	2.07	0.85	41
Protective Service Occupations	1.99	1.51	76
Food Prep & Serving Related Occup	4.94	2.45	50
Building & Grnds/Clean/Maint Occup	3.41	1.17	34
Personal Care & Service Occupation	2.83	2.22	78
Sales & Related Occupations	11.20	13.33	119
Administration Support Occupations	15.44	12.87	83
Farm/Forest/Fishing Occupations	0.78	0.08	10
Construction/Extractn/Maint Occup	9.57	4.68	49
Production/Trans/Matl Moving Occup	14.94	5.44	36



Family Composition People in Household

Description	US.	Segment	Index
HHs with 1 Person	26.07	20.21	78



Race/Ethnicity

Description	US.	Segment	Index
White Alone Pop	74.19	83.11	112
Black/African American Alone Pop	12.30	4.41	36
Am Indian/Alaska Native Alone Pop	0.88	0.23	26
Asian Alone Pop	4.05	8.39	207
Native Hawaiian/Other PI Alone Pop	0.15	0.09	58
Some Other Race Alone Pop	5.80	1.56	27
2 or More Races Pop	2.63	2.20	84
Hispanic/Latino Pop	13.50	5.52	41



Work Commuting Patterns

Description	US.	Segment	Index
Commute Alone in Vehicle	77.77	84.71	109
Commute in Carpool	12.81	8.19	64
Use Public Transportation	5.02	4.95	99
Walk to Work Only	3.13	1.33	42
Commute by Motorcycle	0.11	0.10	90
Commute by Bicycle	0.40	0.23	57
Commute by Other Means	0.75	0.48	65
Work at Home	1.93	3.38	175
Commute to Work < 15 Minutes	29.73	23.32	78
Commute to Work in 15-29 Minutes	35.93	36.83	103
Commute to Work in 30-44 Minutes	18.97	21.70	114
Commute to Work in 45-59 Minutes	7.37	8.90	121
Commute to Work in 60+ Minutes	8.00	9.25	116



Family Composition Household Type

Description	US.	Segment	Index
HHs w/ 2+ Persons, Family, Married	51.63	64.62	125
HHs with 2+ Persons, Family, Other	16.09	9.62	60
HHs with 2+ Persons, Nonfamily	6.22	5.55	89
HHs w/ 1 or more people < 18 years	35.94	36.89	103
HHs with no people under 18 years	64.06	63.11	99



Housing Home Value

Description	US.	Segment	Index
Home Value < \$20,000	3.33	0.13	4



HHs with 2 Persons	32.43	35.14	108
HHs with 3 Persons	16.67	17.99	108
HHs with 4 Persons	14.04	16.96	121
HHs with 5 Persons	6.53	6.78	104
HHs with 6 Persons	2.54	2.06	81
HHs with 7+ Persons	1.72	0.86	50



Housing Home Ownership

Description	US.	Segment	Index
Owner-Occupied Housing Units	66.47	82.83	125
Renter-Occupied HUs	33.53	17.17	51

Home Value \$20,000-\$39,999	4.88	0.26	5
Home Value \$40,000-\$59,999	6.70	0.30	4
Home Value \$60,000-\$79,999	8.39	0.39	5
Home Value \$80,000-\$99,999	9.88	0.75	8
Home Value \$100,000-\$149,999	22.61	6.61	29
Home Value \$150,000-\$199,999	15.24	13.95	92
Home Value \$200,000-\$299,999	15.17	28.35	187
Home Value \$300,000-\$399,999	6.22	19.05	306
Home Value \$400,000-\$499,999	3.11	11.43	368
Home Value \$500,000-\$749,999	2.44	10.35	423
Home Value \$750,000-\$999,999	1.03	4.53	439
Home Value \$1,000,000+	1.00	3.89	388



Housing Units in Structure

Description	US.	Segment	Index
Single Unit in Structure	66.00	84.43	128
2 Units in Structure	4.19	1.63	39
3-19 Units in Structure	13.49	8.52	63
20-49 Units in Structure	3.37	2.06	61
50+ Units in Structure	5.35	2.92	55
Mobile Home or Trailer	7.38	0.41	6



Housing Years in Home

Description	US.	Segment	Index
Moved into Unit 1999 to March 2004	24.69	22.58	91
Moved into Unit in 1995 to 1998	27.21	27.31	100
Moved into Unit in 1990 to 1994	15.13	16.41	108
Moved into Unit in 1980 to 1989	14.66	16.80	115
Moved into Unit in 1970 to 1979	9.27	9.47	102
Moved into Unit in 1969 or earlier	9.05	7.43	82

Lifestyles

Top 15 Lifestyle Behaviors		Lifestyle Behaviors 16-30		Lifestyle Behaviors 31-45	
Business Travel by Airplane,3+,1yr (A)	417	Own Downhill Skis/Boots (A)	285	Order from J. Crew,1yr (A)	261
Buy from Houlihan's,6mo (A)	362	Stay at Marriott on Vacation,1yr (A)	284	Travel to Virgin Islands,3yr (A)	257
Go Scuba/Skin Diving/Snorkeling,1yr (A)	360	Foreign Travel during January-March,3yr (A)	279	Shop at Thomasville,1yr (A)	255
Personal Travel by Airplane,3+,1yr (A)	357	Shop at Banana Republic,3mo (A)	278	Shop at Neiman Marcus,3mo (A)	253
Stay at Hilton on Vacation,1yr (A)	341	Buy from Cheesecake Factory,1mo (A) *	276	Go to Ice Hockey Games,1+ Times,1mo (A)	252
Foreign Travel,\$3000+,1yr (A)	334	Buy from Steak N Ale,6mo (A)	275	Foreign Travel by Railroad,3yr (A)	248
Shop at Nordstrom,3mo (A)	327	Order from Land's End,1yr (A)	275	Domestic Travel,\$3000+,1yr (A)	246
Buy from Chevy's,1mo (A) *	326	Own Cross Country Boots/Skis (A)	275	Travel to Mexico,3yr (A)	246



Go Cross Country Skiing,1yr (A)	322	Shop at Bloomingdales,3mo (A)	272	Travel to Canada,3yr (A)	245
Foreign Trips,3+ Trips,3yr (A)	300	Shop at Lord & Taylor,3mo (A)	269	Order from Eddie Bauer,1yr (A)	243
Shop at Ann Taylor,3mo (A)	300	Order from L.L. Bean,1yr (A)	267	Buy Flowers by Internet,1yr (A)	242
Buy from Bertucci's,1mo (A) *	290	Order from barnes&noble.com,1yr (A)	267	Travel to Any Western Europe,3yr (A)	242
Domestic Travel on American Airlines,1yr (A)	289	Travel to Japan/Asia/Other,3yr (A)	265	Go Horseback Riding,1yr (A)	241
Go Downhill Skiing,1yr (A)	285	Foreign Travel during October-December,3yr (A)	264	Order from amazon.com,1yr (A)	240
Go Sailing,1yr (A)	285	Buy from California Pizza Kitchen,1mo (A) *	262	Foreign Travel by Cruise Ship,3yr (A)	238

Source: Mediamark Research Inc., 2004

Media

Top 15 Media Behaviors		Media Behaviors 16-30		Media Behaviors 31-45	
Read New York Times,Sunday (A)	322	Read Gourmet (A)	247	Read Business Week (A)	217
Read Wall Street Journal,Daily (A)	307	Read Marie Claire (A)	247	Read Scientific American (A)	217
Read Chicago Tribune,Sunday (A)	305	Read Traditional Home (A)	247	Read The New Yorker (A)	217
Read Conde Nast Traveler (A)	302	Read Sunset (A)	244	All News Radio,Net Audience (A)	215
Read Runner's World (A)	293	Read In Style (A)	243	Read New York Magazine (A)	215
Read Delta's Sky (A)	287	Read Fortune (A)	242	Read Harper's Bazaar (A)	211
Read Inc. (A)	280	Bloomberg Network Radio,Net Audience (A)	239	Read National Geographic Traveler (A)	206
Read Metropolitan Home (A)	280	Read Travel & Leisure (A)	236	Read USA Today,Daily (A)	205
Read New York Times,Daily (A)	276	Read Forbes (A)	232	All Talk,Net Audience (A)	203
Read Bon Appetit (A)	272	Read Ski (A)	230	Read Self (A)	203
Read Barron's (A)	271	Read Food & Wine (A)	225	Read Golf Digest (A)	202
Classical Radio,Net Audience (A)	268	Read Elle (A)	224	Read Money (A)	202



PRIZM NE
Segment 03 Movers & Shakers



Read Architectural Digest (A)	256	Sports,Net Audience (A)	223	Read GQ (A)	200
Read Washington Post,Sunday (A)	250	Read Kiplinger's Personal Finance (A)	219	Read Martha Stewart Living (A)	200
National Public Radio,Net Audience (A)	247	ABC ESPN Radio,Net Audience (A)	218	Soft Contemporary Radio,Net Audience (A)	199

Source: Mediamark Research Inc., 2004





04 Young Digerati

Young Digerati are the nation's tech-savvy singles and couples living in fashionable neighborhoods on the urban fringe. Affluent, highly educated and ethnically mixed, Young Digerati communities are typically filled with trendy apartments and condos, fitness clubs and clothing boutiques, casual restaurants and all types of bars -from juice to coffee to microbrew.

Social Group: Urban Uptown

Lifestage Group: Young Achievers

Statistics:

US Households: 1,375,891 (1.25%)

Median HH Income: \$79,151

Lifestyle Traits:

1. Buy wireless phones
2. Own a DVD player
3. Read Wall Street Journal
4. Listen to National Public Radio
5. Drive a Saab

Demographics Traits:

Ethnic Diversity:	High Asian
Family Types:	Mix
Age Ranges:	25-44
Education Levels:	College Grad+
Employment Levels:	Professional
Housing Types:	Mix
Urbanicity:	Urban
Income:	Upscale

Demographics



Age

Description	US.	Segment	Index
Pop Age 0-4	6.60	5.66	86
Pop Age 5-9	6.70	5.01	75
Pop Age 10-14	7.06	4.63	66
Pop Age 15-17	4.26	2.58	61
Pop Age 18-20	4.38	3.03	69
Pop Age 21-24	5.51	4.97	90
Pop Age 25-34	13.66	24.75	181
Pop Age 35-44	15.21	18.51	122
Pop Age 45-49	7.43	7.35	99
Pop Age 50-54	6.64	6.54	98
Pop Age 55-59	5.45	5.00	92
Pop Age 60-64	4.26	3.45	81
Pop Age 65-74	6.52	4.41	68
Pop Age 75-84	4.58	2.89	63
Pop Age 85+	1.74	1.21	69



Housing Urbanization

Description	US.	Segment	Index
Rural/Town (Density Deciles 0-3)	40.01	28.57	71
Suburb Fringe (Density Decile 4-5)	19.90	12.94	65
Urban Fringe (Density Deciles 6-7)	20.00	25.52	128
Urban (Density Deciles 8-9)	20.09	32.96	164



Education

Description	US.	Segment	Index
Completed 0-8 Yrs Elem School	7.62	3.99	52
Attended High School, No Diploma	12.12	5.30	44
High School Graduate	28.54	12.39	43
Some College, No Degree	21.11	16.38	78
Associate Degree	6.32	5.44	86
Bachelor Degree	15.52	32.30	208
Master's Degree	5.86	15.25	260
Professional School Degree	1.95	6.16	315
Doctorate Degree	0.96	2.80	292



Income



PRIZM NE
Segment 04 Young Digerati



Description	US.	Segment	Index
HH Income < \$15,000	14.67	6.93	47
HH Income \$15,000-\$24,999	11.28	4.86	43
HH Income \$25,000-\$34,999	12.27	6.39	52
HH Income \$35,000-\$49,999	15.39	10.66	69
HH Income \$50,000-\$74,999	19.10	18.49	97
HH Income \$75,000-\$99,999	11.61	16.09	139
HH Income \$100,000-\$149,999	9.43	17.48	185
HH Income \$150,000-\$249,999	4.36	12.13	278
HH Income \$250,000-\$499,999	1.29	4.37	338
HH Income \$500,000+	0.60	2.61	437



Work Occupation

Description	US.	Segment	Index
Management Occupation(Except Farm)	8.31	14.72	177
Farmers & Farm Managers	0.62	0.02	4
Business Operations Specialists	2.03	4.24	209
Financial Specialists	2.12	4.08	192
Computer & Mathematical Occup	2.34	6.41	274
Architecture & Engineering Occup	1.97	3.46	175
Life, Physical, & Social Sci Occup	0.90	2.20	246
Community & Social Services Occup	1.51	1.46	96
Legal Occupations	1.04	3.95	379
Education/Training/Library Occup	5.59	5.71	102
Art/Dsgn/Entrtnmnt/Sprts/Media Occ	1.87	6.50	348
Healthcare Practitn & Tech Occup	4.54	4.60	101
Healthcare Support Occupations	2.07	0.90	43
Protective Service Occupations	1.99	1.11	56
Food Prep & Serving Related Occup	4.94	3.02	61
Building & Grnds/Clean/Maint Occup	3.41	1.55	45
Personal Care & Service Occupation	2.83	2.22	78
Sales & Related Occupations	11.20	11.72	105
Administration Support Occupations	15.44	12.20	79
Farm/Forest/Fishing Occupations	0.78	0.07	9
Construction/Extractn/Maint Occup	9.57	4.01	42
Production/Trans/Matl Moving Occup	14.94	5.86	39



Family Composition People in Household

Description	US.	Segment	Index
HHs with 1 Person	26.07	39.44	151



Race/Ethnicity

Description	US.	Segment	Index
White Alone Pop	74.19	69.26	93
Black/African American Alone Pop	12.30	5.54	45
Am Indian/Alaska Native Alone Pop	0.88	0.40	45
Asian Alone Pop	4.05	14.89	368
Native Hawaiian/Other PI Alone Pop	0.15	0.26	171
Some Other Race Alone Pop	5.80	6.00	104
2 or More Races Pop	2.63	3.65	139
Hispanic/Latino Pop	13.50	14.42	107



Work Commuting Patterns

Description	US.	Segment	Index
Commute Alone in Vehicle	77.77	57.37	74
Commute in Carpool	12.81	8.77	68
Use Public Transportation	5.02	23.42	466
Walk to Work Only	3.13	8.58	274
Commute by Motorcycle	0.11	0.25	216
Commute by Bicycle	0.40	1.02	254
Commute by Other Means	0.75	0.60	81
Work at Home	1.93	3.17	164
Commute to Work < 15 Minutes	29.73	19.65	66
Commute to Work in 15-29 Minutes	35.93	37.82	105
Commute to Work in 30-44 Minutes	18.97	25.58	135
Commute to Work in 45-59 Minutes	7.37	9.35	127
Commute to Work in 60+ Minutes	8.00	7.60	95



Family Composition Household Type

Description	US.	Segment	Index
HHs w/ 2+ Persons, Family, Married	51.63	36.25	70
HHs with 2+ Persons, Family, Other	16.09	10.00	62
HHs with 2+ Persons, Nonfamily	6.22	14.30	230
HHs w/ 1 or more people < 18 years	35.94	22.20	62
HHs with no people under 18 years	64.06	77.80	121



Housing Home Value

Description	US.	Segment	Index
Home Value < \$20,000	3.33	0.17	5



HHs with 2 Persons	32.43	32.16	99
HHs with 3 Persons	16.67	12.89	77
HHs with 4 Persons	14.04	8.84	63
HHs with 5 Persons	6.53	3.75	57
HHs with 6 Persons	2.54	1.58	62
HHs with 7+ Persons	1.72	1.34	78



Housing Home Ownership

Description	US.	Segment	Index
Owner-Occupied Housing Units	66.47	44.71	67
Renter-Occupied HUs	33.53	55.29	165

Home Value \$20,000-\$39,999	4.88	0.37	8
Home Value \$40,000-\$59,999	6.70	0.60	9
Home Value \$60,000-\$79,999	8.39	0.78	9
Home Value \$80,000-\$99,999	9.88	1.35	14
Home Value \$100,000-\$149,999	22.61	8.64	38
Home Value \$150,000-\$199,999	15.24	12.46	82
Home Value \$200,000-\$299,999	15.17	20.34	134
Home Value \$300,000-\$399,999	6.22	14.50	233
Home Value \$400,000-\$499,999	3.11	11.91	383
Home Value \$500,000-\$749,999	2.44	14.14	578
Home Value \$750,000-\$999,999	1.03	7.21	700
Home Value \$1,000,000+	1.00	7.53	751



Housing Units in Structure

Description	US.	Segment	Index
Single Unit in Structure	66.00	35.16	53
2 Units in Structure	4.19	6.80	162
3-19 Units in Structure	13.49	26.26	195
20-49 Units in Structure	3.37	9.25	275
50+ Units in Structure	5.35	22.18	414
Mobile Home or Trailer	7.38	0.27	4



Housing Years in Home

Description	US.	Segment	Index
Moved into Unit 1999 to March 2004	24.69	28.87	117
Moved into Unit in 1995 to 1998	27.21	32.72	120
Moved into Unit in 1990 to 1994	15.13	14.31	95
Moved into Unit in 1980 to 1989	14.66	11.66	80
Moved into Unit in 1970 to 1979	9.27	6.96	75
Moved into Unit in 1969 or earlier	9.05	5.48	61

Lifestyles

Top 15 Lifestyle Behaviors		Lifestyle Behaviors 16-30		Lifestyle Behaviors 31-45	
Shop at Banana Republic,3mo (A)	422	Shop at Lord & Taylor,3mo (A)	249	Foreign Travel by Airplane,3yr (A)	208
Order from J. Crew,1yr (A)	407	Buy from Sizzler Family Steakhouse,1mo (A) *	247	Go Jogging,1yr (A)	208
Travel to Japan/Asia/Other,3yr (A)	366	Shop at Costco,6mo (A)	247	Own a Valid Passport (A)	208
Buy from Chevy's,1mo (A) *	339	Buy from California Pizza Kitchen,1mo (A) *	246	Play Tennis,1yr (A)	208
Shop at Ann Taylor,3mo (A)	335	Domestic Travel on American Airlines,1yr (A)	241	Shop at Saks Fifth Ave,3mo (A)	208
Shop at Macy's,3mo (A)	324	Shop at Nordstrom,3mo (A)	238	Buy from Boston Market,1mo (A) *	206
Buy from Bertucci's,1mo (A) *	301	Buy from Cheesecake Factory,1mo (A) *	228	Order from Eddie Bauer,1yr (A)	202
Foreign Travel,\$3000+,1yr (A)	288	Shop at Structure,3mo (A)	227	Order from Victoria's Secret,1yr (A)	200



Shop at Neiman Marcus,3mo (A)	279	Order from amazon.com,1yr (A)	225	Buy from Chuck E Cheese,1mo (A) *	198
Shop at Bloomingdales,3mo (A)	274	Foreign Travel during July-September,3yr (A)	223	Travel to Any Western Europe,3yr (A)	197
Personal Travel by Airplane,3+,1yr (A)	273	Foreign Trips,3+ Trips,3yr (A)	219	Travel to Mexico,3yr (A)	197
Business Travel by Airplane,3+,1yr (A)	267	Own Downhill Skis/Boots (A)	217	Go Cross Country Skiing,1yr (A)	196
Shop at Longs Drug Store,6mo (A)	266	Foreign Travel for 15+ Nights,3yr (A)	215	Order from barnes&noble.com,1yr (A)	196
Travel to Jamaica,3yr (A)	261	Shop at The Gap,3mo (A)	215	Buy from Bennigan's,1mo (A) *	195
Go Scuba/Skin Diving/Snorkeling,1yr (A)	254	Go Sailing,1yr (A)	209	Go Downhill Skiing,1yr (A)	195

Source: Mediamark Research Inc., 2004

Media

Top 15 Media Behaviors		Media Behaviors 16-30		Media Behaviors 31-45	
Read Chicago Tribune,Sunday (A)	415	Dow Jones Money Report,Net Audience (A)	224	Read GQ (A)	196
Read New York Times,Sunday (A)	391	Read Wall Street Journal,Daily (A)	224	ABC ESPN Radio,Net Audience (A)	193
Read Los Angeles Times,Sunday (A)	330	All Talk,Net Audience (A)	222	Variety Radio,Net Audience (A)	193
Read New York Times,Daily (A)	302	Read Bicycling (A)	220	Hispanic,Net Audience (A)	192
Read New York Magazine (A)	261	Read Fortune (A)	214	Listen Radio on Internet,1mo (A)	190
Read Food & Wine (A)	257	Read Shape (A)	212	Read Business Week (A)	189
Read Premiere (A)	257	Read In Style (A)	210	Read Marie Claire (A)	189
All News Radio,Net Audience (A)	248	Read Entrepreneur (A)	205	Read Sunset (A)	189
Read Tennis (A)	242	Read Conde Nast Traveler (A)	204	Read Photographic (A)	186
National Public Radio,Net Audience (A)	238	Read Inc. (A)	204	Read Bon Appetit (A)	184
Read Ski (A)	238	Read Runner's World (A)	204	Read PC Magazine (A)	184
Sports,Net Audience (A)	236	Read Vanity Fair (A)	203	Read The New Yorker (A)	184



Read Architectural Digest (A)	234	Watch BBC America, 1wk (A)	202	Read Men's Fitness (A)	183
Alternative Rock Radio, Net Audience (A)	230	Wall Street Journal Report, Net Audience (A)	201	Classical Radio, Net Audience (A)	182
Jazz Radio, Net Audience (A)	228	Read Forbes (A)	200	Read Barron's (A)	182

Source: Mediamark Research Inc., 2004





05 Country Squires

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

Social Group: Landed Gentry

Lifestage Group: Accumulated Wealth

Statistics:

US Households: 2,009,880 (1.83%)

Median HH Income: \$97,596

Lifestyle Traits:

1. Have broadband Internet access
2. Go skiing
3. Read USA Today
4. Watch The Disney Channel
5. Drive a GMC Denali

Demographics Traits:

Ethnic Diversity:	Mostly White
Family Types:	Families
Age Ranges:	35-64
Education Levels:	College Grad+
Employment Levels:	Professional
Housing Types:	Homeowners
Urbanicity:	Town
Income:	Wealthy

Demographics



Age

Description	US.	Segment	Index
Pop Age 0-4	6.60	7.94	120
Pop Age 5-9	6.70	8.96	134
Pop Age 10-14	7.06	9.28	131
Pop Age 15-17	4.26	5.17	121
Pop Age 18-20	4.38	3.10	71
Pop Age 21-24	5.51	3.36	61
Pop Age 25-34	13.66	9.78	72
Pop Age 35-44	15.21	19.80	130
Pop Age 45-49	7.43	9.28	125
Pop Age 50-54	6.64	7.66	115
Pop Age 55-59	5.45	5.57	102
Pop Age 60-64	4.26	3.50	82
Pop Age 65-74	6.52	3.99	61
Pop Age 75-84	4.58	1.98	43
Pop Age 85+	1.74	0.62	36



Housing Urbanization

Description	US.	Segment	Index
Rural/Town (Density Deciles 0-3)	40.01	32.70	82
Suburb Fringe (Density Decile 4-5)	19.90	20.72	104
Urban Fringe (Density Deciles 6-7)	20.00	21.56	108
Urban (Density Deciles 8-9)	20.09	25.01	125



Education

Description	US.	Segment	Index
Completed 0-8 Yrs Elem School	7.62	1.54	20
Attended High School, No Diploma	12.12	3.66	30
High School Graduate	28.54	17.57	62
Some College, No Degree	21.11	20.82	99
Associate Degree	6.32	7.66	121
Bachelor Degree	15.52	30.87	199
Master's Degree	5.86	12.39	211
Professional School Degree	1.95	3.67	188
Doctorate Degree	0.96	1.84	192



Income



Description	US.	Segment	Index
HH Income < \$15,000	14.67	2.92	20
HH Income \$15,000-\$24,999	11.28	2.94	26
HH Income \$25,000-\$34,999	12.27	4.08	33
HH Income \$35,000-\$49,999	15.39	7.33	48
HH Income \$50,000-\$74,999	19.10	16.27	85
HH Income \$75,000-\$99,999	11.61	18.21	157
HH Income \$100,000-\$149,999	9.43	23.95	254
HH Income \$150,000-\$249,999	4.36	16.48	378
HH Income \$250,000-\$499,999	1.29	5.21	403
HH Income \$500,000+	0.60	2.61	438



Race/Ethnicity

Description	US.	Segment	Index
White Alone Pop	74.19	89.54	121
Black/African American Alone Pop	12.30	3.78	31
Am Indian/Alaska Native Alone Pop	0.88	0.27	30
Asian Alone Pop	4.05	3.62	90
Native Hawaiian/Other PI Alone Pop	0.15	0.07	45
Some Other Race Alone Pop	5.80	1.11	19
2 or More Races Pop	2.63	1.61	61
Hispanic/Latino Pop	13.50	4.00	30



Work Occupation

Description	US.	Segment	Index
Management Occupation(Except Farm)	8.31	17.04	205
Farmers & Farm Managers	0.62	0.23	38
Business Operations Specialists	2.03	3.27	161
Financial Specialists	2.12	3.64	172
Computer & Mathematical Occup	2.34	4.53	194
Architecture & Engineering Occup	1.97	3.75	190
Life, Physical, & Social Sci Occup	0.90	1.41	157
Community & Social Services Occup	1.51	1.27	84
Legal Occupations	1.04	1.71	165
Education/Training/Library Occup	5.59	6.77	121
Art/Dsgn/Entrtnmnt/Sprts/Media Occ	1.87	2.09	112
Healthcare Practitn & Tech Occup	4.54	6.47	143
Healthcare Support Occupations	2.07	0.87	42
Protective Service Occupations	1.99	1.68	84
Food Prep & Serving Related Occup	4.94	2.50	51
Building & Grnds/Clean/Maint Occup	3.41	1.33	39
Personal Care & Service Occupation	2.83	2.17	77
Sales & Related Occupations	11.20	13.43	120
Administration Support Occupations	15.44	12.64	82
Farm/Forest/Fishing Occupations	0.78	0.20	26
Construction/Extractn/Maint Occup	9.57	6.22	65
Production/Trans/Matl Moving Occup	14.94	6.76	45



Work Commuting Patterns

Description	US.	Segment	Index
Commute Alone in Vehicle	77.77	88.60	114
Commute in Carpool	12.81	8.16	64
Use Public Transportation	5.02	1.83	36
Walk to Work Only	3.13	0.71	23
Commute by Motorcycle	0.11	0.08	66
Commute by Bicycle	0.40	0.08	20
Commute by Other Means	0.75	0.55	74
Work at Home	1.93	3.51	181
Commute to Work < 15 Minutes	29.73	19.64	66
Commute to Work in 15-29 Minutes	35.93	35.96	100
Commute to Work in 30-44 Minutes	18.97	23.94	126
Commute to Work in 45-59 Minutes	7.37	10.38	141
Commute to Work in 60+ Minutes	8.00	10.08	126



Family Composition Household Type

Description	US.	Segment	Index
HHs w/ 2+ Persons, Family, Married	51.63	78.25	152
HHs with 2+ Persons, Family, Other	16.09	7.72	48
HHs with 2+ Persons, Nonfamily	6.22	3.40	55
HHs w/ 1 or more people < 18 years	35.94	51.51	143
HHs with no people under 18 years	64.06	48.49	76



Family Composition People in Household

Description	US.	Segment	Index
HHs with 1 Person	26.07	10.63	41



Housing Home Value

Description	US.	Segment	Index
Home Value < \$20,000	3.33	0.39	12



HHs with 2 Persons	32.43	30.68	95
HHs with 3 Persons	16.67	19.96	120
HHs with 4 Persons	14.04	23.90	170
HHs with 5 Persons	6.53	10.45	160
HHs with 6 Persons	2.54	3.15	124
HHs with 7+ Persons	1.72	1.22	71



Housing Home Ownership

Description	US.	Segment	Index
Owner-Occupied Housing Units	66.47	92.69	139
Renter-Occupied HUs	33.53	7.31	22

Home Value \$20,000-\$39,999	4.88	0.47	10
Home Value \$40,000-\$59,999	6.70	0.45	7
Home Value \$60,000-\$79,999	8.39	0.64	8
Home Value \$80,000-\$99,999	9.88	1.22	12
Home Value \$100,000-\$149,999	22.61	8.84	39
Home Value \$150,000-\$199,999	15.24	16.61	109
Home Value \$200,000-\$299,999	15.17	30.19	199
Home Value \$300,000-\$399,999	6.22	17.68	284
Home Value \$400,000-\$499,999	3.11	9.93	320
Home Value \$500,000-\$749,999	2.44	7.60	311
Home Value \$750,000-\$999,999	1.03	3.30	321
Home Value \$1,000,000+	1.00	2.66	266



Housing Units in Structure

Description	US.	Segment	Index
Single Unit in Structure	66.00	94.39	143
2 Units in Structure	4.19	0.80	19
3-19 Units in Structure	13.49	2.29	17
20-49 Units in Structure	3.37	0.39	12
50+ Units in Structure	5.35	0.38	7
Mobile Home or Trailer	7.38	1.71	23



Housing Years in Home

Description	US.	Segment	Index
Moved into Unit 1999 to March 2004	24.69	29.94	121
Moved into Unit in 1995 to 1998	27.21	28.63	105
Moved into Unit in 1990 to 1994	15.13	16.92	112
Moved into Unit in 1980 to 1989	14.66	14.26	97
Moved into Unit in 1970 to 1979	9.27	6.43	69
Moved into Unit in 1969 or earlier	9.05	3.81	42

Lifestyles

Top 15 Lifestyle Behaviors		Lifestyle Behaviors 16-30		Lifestyle Behaviors 31-45	
Own Downhill Skis/Boots (A)	366	Shop at Sherwin Williams,1yr (A)	252	Domestic Travel,Any Business Trip,1yr (A)	222
Go Ice Skating,1yr (A)	339	Stay at Marriott on Vacation,1yr (A)	251	Travel to Virgin Islands,3yr (A)	222
Own Cross Country Boots/Skis (A)	339	Order from L.L. Bean,1yr (A)	250	Go Power Boating,1yr (A)	220
Go Cross Country Skiing,1yr (A)	323	Rent/Buy Family/Kid Video,1mo (A)	250	Go to High School Sports,1+ Times,1mo (A)	220
Domestic Travel,\$3000+,1yr (A)	310	Domestic Vacation,Go to Beach,1yr (A)	247	Own Mountain Bicycle (A)	220
Go Downhill Skiing,1yr (A)	299	Visit Any Disney World Park (FL),1yr (A)	247	Own Stair Stepper (A)	220
Shop at Thomasville,1yr (A)	297	Order from barnes&noble.com,1yr (A)	244	Play Tennis,1yr (A)	220
Go Water Skiing,1yr (A)	293	Own Racquetball Equipment (A)	243	Do Aerobic Exercise,1yr (A)	219



Belong to a Country Club (A)	280	Shop at Ethan Allen Galleries,1yr (A)	240	Domestic Vacation,Play Golf,1yr (A)	219
Own Roller Blades/In-Line Skates (A)	273	Order from amazon.com,1yr (A)	235	Buy from Cheesecake Factory,1mo (A) *	218
Buy Flowers by Internet,1yr (A)	268	Shop at Lord & Taylor,3mo (A)	234	Own Golf Clubs (A)	217
Order from J. Crew,1yr (A)	267	Buy from Houlihan's,6mo (A)	231	Go Golfing,1yr (A)	215
Business Travel by Airplane,3+,1yr (A)	264	Own Tennis Equipment (A)	227	Go Bicycling,1yr (A)	213
Go In-Line Skating,1yr (A)	263	Go Canoeing/Kayaking,1yr (A)	226	Own Road Bicycle (A)	213
Go Mountain Bicycling,1yr (A)	253	Buy Builder Sets,1yr (A)	222	Own Treadmill (A)	212

Source: Mediamark Research Inc., 2004

Media

Top 15 Media Behaviors		Media Behaviors 16-30		Media Behaviors 31-45	
Read Skiing (A)	337	Read Architectural Digest (A)	215	Dow Jones Money Report,Net Audience (A)	185
Read Family Fun (A)	334	Read Forbes (A)	215	Read PC Magazine (A)	185
Sports,Net Audience (A)	273	Read Wall Street Journal,Daily (A)	208	National Public Radio,Net Audience (A)	184
ABC ESPN Radio,Net Audience (A)	269	Read Washington Post,Sunday (A)	206	Read Scientific American (A)	183
Read Ski (A)	254	Classic Hits,Net Audience (A)	205	Read In Style (A)	182
Read Fortune (A)	229	TV Ice Hockey,Net Audience (A)	204	Read Parents Magazine (A)	182
Read Kiplinger's Personal Finance (A)	229	Read Conde Nast Traveler (A)	200	Watch Pay-Per-View Movies,1yr (A)	179
Read Delta's Sky (A)	228	Read Business Week (A)	196	News/Talk Radio,Net Audience (A)	178
Read Shape (A)	228	Read Martha Stewart Living (A)	196	Read Working Mother (A)	178
Bloomberg Network Radio,Net Audience (A)	225	Watch Home & Garden TV,1wk (A)	196	All Talk,Net Audience (A)	177
Read Runner's World (A)	219	Read Inc. (A)	195	Rock,Net Audience (A)	177
Alternative Rock Radio,Net Audience (A)	216	Wall Street Journal Report,Net Audience (A)	195	Read Bon Appetit (A)	174



Read Barron's (A)	216	Read Traditional Home (A)	192	Read Parenting (A)	174
Read Golf Digest (A)	216	Classic Rock Radio,Net Audience (A)	189	Watch Any Pay-per-View,1yr (A)	173
Read Golf Magazine (A)	216	Read Consumer Reports (A)	189	Soft Contemporary Radio,Net Audience (A)	172

Source: Mediamark Research Inc., 2004





06 Winner's Circle

Among the wealthy suburban lifestyles, Winner's Circle is the youngest, a collection of mostly 25- to 34-year-old couples with large families in new-money subdivisions. Surrounding their homes are the signs of upscale living: recreational parks, golf courses and upscale malls. With a median income of nearly \$90,000, Winner's Circle residents are big spenders who like to travel, ski, go out to eat, shop at clothing boutiques and take in a show.

Social Group: Elite Suburbs

Lifestage Group: Accumulated Wealth

Statistics:

US Households: 1,140,375 (1.04%)

Median HH Income: \$99,592

Lifestyle Traits:

1. Go downhill skiing
2. Own a home theatre system
3. Read Parents Magazine
4. Watch The Cartoon Network
5. Drive a Chrysler Town & Country

Demographics Traits:

Ethnic Diversity:	White, High Asian
Family Types:	Families
Age Ranges:	25-54
Education Levels:	College Grad+
Employment Levels:	Professional
Housing Types:	Homeowners
Urbanicity:	Suburban
Income:	Wealthy

Demographics



Age

Description	US.	Segment	Index
Pop Age 0-4	6.60	9.30	141
Pop Age 5-9	6.70	9.68	145
Pop Age 10-14	7.06	9.24	131
Pop Age 15-17	4.26	4.94	116
Pop Age 18-20	4.38	3.03	69
Pop Age 21-24	5.51	3.35	61
Pop Age 25-34	13.66	12.39	91
Pop Age 35-44	15.21	21.68	143
Pop Age 45-49	7.43	8.50	114
Pop Age 50-54	6.64	6.34	95
Pop Age 55-59	5.45	4.34	80
Pop Age 60-64	4.26	2.70	63
Pop Age 65-74	6.52	2.80	43
Pop Age 75-84	4.58	1.33	29
Pop Age 85+	1.74	0.40	23



Housing Urbanization

Description	US.	Segment	Index
Rural/Town (Density Deciles 0-3)	40.01	44.36	111
Suburb Fringe (Density Decile 4-5)	19.90	20.85	105
Urban Fringe (Density Deciles 6-7)	20.00	17.64	88
Urban (Density Deciles 8-9)	20.09	17.15	85



Education

Description	US.	Segment	Index
Completed 0-8 Yrs Elem School	7.62	1.51	20
Attended High School, No Diploma	12.12	3.26	27
High School Graduate	28.54	15.00	53
Some College, No Degree	21.11	22.03	104
Associate Degree	6.32	8.18	129
Bachelor Degree	15.52	33.48	216
Master's Degree	5.86	11.96	204
Professional School Degree	1.95	2.95	151
Doctorate Degree	0.96	1.64	170



Income



Description	US.	Segment	Index
HH Income < \$15,000	14.67	2.15	15
HH Income \$15,000-\$24,999	11.28	2.07	18
HH Income \$25,000-\$34,999	12.27	3.17	26
HH Income \$35,000-\$49,999	15.39	6.49	42
HH Income \$50,000-\$74,999	19.10	16.01	84
HH Income \$75,000-\$99,999	11.61	20.45	176
HH Income \$100,000-\$149,999	9.43	27.46	291
HH Income \$150,000-\$249,999	4.36	16.49	379
HH Income \$250,000-\$499,999	1.29	4.18	323
HH Income \$500,000+	0.60	1.53	256



Work Occupation

Description	US.	Segment	Index
Management Occupation(Except Farm)	8.31	17.42	210
Farmers & Farm Managers	0.62	0.05	9
Business Operations Specialists	2.03	3.55	175
Financial Specialists	2.12	4.02	190
Computer & Mathematical Occup	2.34	6.08	260
Architecture & Engineering Occup	1.97	4.30	218
Life, Physical, & Social Sci Occup	0.90	1.26	140
Community & Social Services Occup	1.51	1.16	76
Legal Occupations	1.04	1.42	136
Education/Training/Library Occup	5.59	5.92	106
Art/Dsgn/Entrtnmnt/Sprts/Media Occ	1.87	2.03	108
Healthcare Practitn & Tech Occup	4.54	5.66	125
Healthcare Support Occupations	2.07	0.83	40
Protective Service Occupations	1.99	1.78	89
Food Prep & Serving Related Occup	4.94	2.45	50
Building & Grnds/Clean/Maint Occup	3.41	0.99	29
Personal Care & Service Occupation	2.83	2.26	80
Sales & Related Occupations	11.20	14.01	125
Administration Support Occupations	15.44	13.43	87
Farm/Forest/Fishing Occupations	0.78	0.07	9
Construction/Extractn/Maint Occup	9.57	4.94	52
Production/Trans/Matl Moving Occup	14.94	6.39	43



Family Composition People in Household

Description	US.	Segment	Index
HHs with 1 Person	26.07	10.16	39



Race/Ethnicity

Description	US.	Segment	Index
White Alone Pop	74.19	79.08	107
Black/African American Alone Pop	12.30	5.37	44
Am Indian/Alaska Native Alone Pop	0.88	0.27	30
Asian Alone Pop	4.05	10.11	250
Native Hawaiian/Other PI Alone Pop	0.15	0.10	68
Some Other Race Alone Pop	5.80	2.34	40
2 or More Races Pop	2.63	2.73	104
Hispanic/Latino Pop	13.50	8.51	63



Work Commuting Patterns

Description	US.	Segment	Index
Commute Alone in Vehicle	77.77	87.38	112
Commute in Carpool	12.81	8.99	70
Use Public Transportation	5.02	2.21	44
Walk to Work Only	3.13	0.63	20
Commute by Motorcycle	0.11	0.10	86
Commute by Bicycle	0.40	0.11	27
Commute by Other Means	0.75	0.58	78
Work at Home	1.93	3.29	170
Commute to Work < 15 Minutes	29.73	18.43	62
Commute to Work in 15-29 Minutes	35.93	34.32	96
Commute to Work in 30-44 Minutes	18.97	25.19	133
Commute to Work in 45-59 Minutes	7.37	11.63	158
Commute to Work in 60+ Minutes	8.00	10.43	130



Family Composition Household Type

Description	US.	Segment	Index
HHs w/ 2+ Persons, Family, Married	51.63	77.49	150
HHs with 2+ Persons, Family, Other	16.09	8.45	53
HHs with 2+ Persons, Nonfamily	6.22	3.90	63
HHs w/ 1 or more people < 18 years	35.94	56.61	158
HHs with no people under 18 years	64.06	43.39	68



Housing Home Value

Description	US.	Segment	Index
Home Value < \$20,000	3.33	0.23	7



HHs with 2 Persons	32.43	26.89	83
HHs with 3 Persons	16.67	20.68	124
HHs with 4 Persons	14.04	25.77	184
HHs with 5 Persons	6.53	11.43	175
HHs with 6 Persons	2.54	3.58	141
HHs with 7+ Persons	1.72	1.49	86



Housing Home Ownership

Description	US.	Segment	Index
Owner-Occupied Housing Units	66.47	92.12	139
Renter-Occupied HUs	33.53	7.88	23

Home Value \$20,000-\$39,999	4.88	0.34	7
Home Value \$40,000-\$59,999	6.70	0.30	4
Home Value \$60,000-\$79,999	8.39	0.35	4
Home Value \$80,000-\$99,999	9.88	0.88	9
Home Value \$100,000-\$149,999	22.61	8.85	39
Home Value \$150,000-\$199,999	15.24	19.13	126
Home Value \$200,000-\$299,999	15.17	34.01	224
Home Value \$300,000-\$399,999	6.22	17.43	280
Home Value \$400,000-\$499,999	3.11	9.17	295
Home Value \$500,000-\$749,999	2.44	6.36	260
Home Value \$750,000-\$999,999	1.03	1.84	179
Home Value \$1,000,000+	1.00	1.11	111



Housing Units in Structure

Description	US.	Segment	Index
Single Unit in Structure	66.00	94.38	143
2 Units in Structure	4.19	0.33	8
3-19 Units in Structure	13.49	3.42	25
20-49 Units in Structure	3.37	0.62	18
50+ Units in Structure	5.35	0.64	12
Mobile Home or Trailer	7.38	0.58	8



Housing Years in Home

Description	US.	Segment	Index
Moved into Unit 1999 to March 2004	24.69	33.51	136
Moved into Unit in 1995 to 1998	27.21	34.40	126
Moved into Unit in 1990 to 1994	15.13	18.52	122
Moved into Unit in 1980 to 1989	14.66	10.21	70
Moved into Unit in 1970 to 1979	9.27	2.23	24
Moved into Unit in 1969 or earlier	9.05	1.12	12

Lifestyles

Top 15 Lifestyle Behaviors		Lifestyle Behaviors 16-30		Lifestyle Behaviors 31-45	
Buy from Bertucci's, 1mo (A) *	458	Own Racquetball Equipment (A)	270	Visit Any Universal Studios Park, 1yr (A)	252
Business Travel by Airplane, 3+, 1yr (A)	439	Order from amazon.com, 1yr (A)	267	Domestic Travel, Any Business Trip, 1yr (A)	250
Stay at Radisson on Vacation, 1yr (A)	395	Rent/Buy Family/Kid Video, 1mo (A)	267	Order from barnes&noble.com, 1yr (A)	250
Buy from California Pizza Kitchen, 1mo (A) *	368	Shop at Eddie Bauer, 3mo (A)	267	Order from Land's End, 1yr (A)	248
Shop at Ann Taylor, 3mo (A)	346	Buy from Cheesecake Factory, 1mo (A) *	264	Own Golf Clubs (A)	248
Visit Any Disney World Park (FL), 1yr (A)	341	Go Water Skiing, 1yr (A)	264	Buy Flowers by Internet, 1yr (A)	247
Go Ice Skating, 1yr (A)	339	Own Downhill Skis/Boots (A)	261	Buy Educational Toys, 1yr (A)	245
Buy from Houlihan's, 6mo (A)	322	Travel to Japan/Asia/Other, 3yr (A)	261	Own Cross Country Boots/Skis (A)	244



Go Scuba/Skin Diving/Snorkeling,1yr (A)	292	Own Tennis Equipment (A)	260	Shop at Nordstrom,3mo (A)	242
Shop at Thomasville,1yr (A)	289	Go Downhill Skiing,1yr (A)	259	Visit Any Sea World Park,1yr (A)	241
Buy Golf Clubs,1yr (A)	287	Domestic Vacation,Play Golf,1yr (A)	257	Stay at Marriott on Vacation,1yr (A)	240
Go to Zoo,1yr (A)	282	Buy Construction Toys,1yr (A)	256	Buy Children's Book,1yr (A) *	237
Shop at Ethan Allen Galleries,1yr (A)	280	Shop at Sherwin Williams,1yr (A)	256	Shop at Disney Store,3mo (A)	236
Domestic Travel,\$3000+,1yr (A)	277	Domestic Travel on American Airlines,1yr (A)	255	Order from Victoria's Secret,1yr (A)	234
Buy Sleeping Bag,1yr (H)	272	Foreign Travel by Railroad,3yr (A)	255	Own Roller Blades/In-Line Skates (A)	234

Source: Mediamark Research Inc., 2004

Media

Top 15 Media Behaviors		Media Behaviors 16-30		Media Behaviors 31-45	
Read Family Fun (A)	372	Read Inc. (A)	246	All Talk,Net Audience (A)	210
Read Washington Post,Sunday (A)	326	Read Parents Magazine (A)	240	Read Catholic Digest (A)	210
Sports,Net Audience (A)	308	Read Ski (A)	236	Read Kiplinger's Personal Finance (A)	210
Read Runner's World (A)	307	Read USA Today,Daily (A)	233	Adult Contemporary Radio,Net Audience (A)	207
Read Wall Street Journal,Daily (A)	302	Read Traditional Home (A)	230	Read In Style (A)	207
Read Chicago Tribune,Sunday (A)	282	Read Metropolitan Home (A)	227	Read Yachting (A)	207
Read Fortune (A)	271	Read Working Mother (A)	225	Watch The Disney Channel,1wk (A)	205
Wall Street Journal Report,Net Audience (A)	269	Bloomberg Network Radio,Net Audience (A)	224	Jazz Radio,Net Audience (A)	202
Read Parenting (A)	267	Read Delta's Sky (A)	223	Read PC Magazine (A)	202
Read Barron's (A)	264	Read Consumer Reports (A)	218	Read Computer Shopper (A)	200
Read Forbes (A)	256	Read Conde Nast Traveler (A)	217	Read Bon Appetit (A)	197
Read American Baby (A)	253	TV Ice Hockey,Net Audience (A)	216	Read Money (A)	197



PRIZM NE
Segment 06 Winner's Circle



ABC ESPN Radio,Net Audience (A)	249	Watch Nickelodeon,1wk (A)	216	Classic Rock Radio,Net Audience (A)	195
Read Business Week (A)	248	Read Golf Digest (A)	215	Read Golf Magazine (A)	195
Read Architectural Digest (A)	247	All News Radio,Net Audience (A)	214	Read Vanity Fair (A)	194

Source: Mediamark Research Inc., 2004





07 Money & Brains

The residents of Money & Brains seem to have it all: high incomes, advanced degrees and sophisticated tastes to match their credentials. Many of these citydwellers, predominantly white with a high concentration of Asian Americans, are married couples with few children who live in fashionable homes on small, manicured lots.

Social Group: Urban Uptown

Lifestage Group: Affluent Empty Nests

Statistics:

US Households: 2,271,572 (2.07%)

Median HH Income: \$80,466

Lifestyle Traits:

1. Shop at Nordstrom
2. Support the arts
3. Read Business Week
4. Listen to all-news radio
5. Drive a Jaguar

Demographics Traits:

Ethnic Diversity:	High Asian
Family Types:	Mix
Age Ranges:	45+
Education Levels:	College Grad+
Employment Levels:	Professional
Housing Types:	Homeowners
Urbanicity:	Urban
Income:	Upscale

Demographics



Age

Description	US.	Segment	Index
Pop Age 0-4	6.60	5.85	89
Pop Age 5-9	6.70	5.96	89
Pop Age 10-14	7.06	6.62	94
Pop Age 15-17	4.26	3.98	94
Pop Age 18-20	4.38	3.57	82
Pop Age 21-24	5.51	4.05	73
Pop Age 25-34	13.66	11.74	86
Pop Age 35-44	15.21	15.95	105
Pop Age 45-49	7.43	8.38	113
Pop Age 50-54	6.64	7.98	120
Pop Age 55-59	5.45	6.49	119
Pop Age 60-64	4.26	4.88	115
Pop Age 65-74	6.52	7.32	112
Pop Age 75-84	4.58	5.28	115
Pop Age 85+	1.74	1.94	111



Housing Urbanization

Description	US.	Segment	Index
Rural/Town (Density Deciles 0-3)	40.01	36.98	92
Suburb Fringe (Density Decile 4-5)	19.90	17.94	90
Urban Fringe (Density Deciles 6-7)	20.00	19.86	99
Urban (Density Deciles 8-9)	20.09	25.23	126



Education

Description	US.	Segment	Index
Completed 0-8 Yrs Elem School	7.62	4.55	60
Attended High School, No Diploma	12.12	6.84	56
High School Graduate	28.54	19.34	68
Some College, No Degree	21.11	20.23	96
Associate Degree	6.32	6.66	105
Bachelor Degree	15.52	24.28	156
Master's Degree	5.86	11.07	189
Professional School Degree	1.95	4.90	251
Doctorate Degree	0.96	2.15	223



Income



Description	US.	Segment	Index
HH Income < \$15,000	14.67	6.08	41
HH Income \$15,000-\$24,999	11.28	5.24	46
HH Income \$25,000-\$34,999	12.27	6.52	53
HH Income \$35,000-\$49,999	15.39	10.28	67
HH Income \$50,000-\$74,999	19.10	18.25	96
HH Income \$75,000-\$99,999	11.61	16.63	143
HH Income \$100,000-\$149,999	9.43	18.70	198
HH Income \$150,000-\$249,999	4.36	11.96	275
HH Income \$250,000-\$499,999	1.29	3.87	299
HH Income \$500,000+	0.60	2.48	416



Race/Ethnicity

Description	US.	Segment	Index
White Alone Pop	74.19	68.45	92
Black/African American Alone Pop	12.30	8.89	72
Am Indian/Alaska Native Alone Pop	0.88	0.34	38
Asian Alone Pop	4.05	13.91	343
Native Hawaiian/Other PI Alone Pop	0.15	0.22	150
Some Other Race Alone Pop	5.80	4.93	85
2 or More Races Pop	2.63	3.26	124
Hispanic/Latino Pop	13.50	13.44	100



Work Occupation

Description	US.	Segment	Index
Management Occupation(Except Farm)	8.31	12.69	153
Farmers & Farm Managers	0.62	0.03	5
Business Operations Specialists	2.03	2.98	147
Financial Specialists	2.12	3.57	168
Computer & Mathematical Occup	2.34	3.68	157
Architecture & Engineering Occup	1.97	2.81	143
Life, Physical, & Social Sci Occup	0.90	1.45	162
Community & Social Services Occup	1.51	1.65	109
Legal Occupations	1.04	3.04	293
Education/Training/Library Occup	5.59	7.09	127
Art/Dsgn/Entrtnmnt/Sprts/Media Occ	1.87	3.56	190
Healthcare Practitn & Tech Occup	4.54	5.85	129
Healthcare Support Occupations	2.07	1.36	66
Protective Service Occupations	1.99	2.06	104
Food Prep & Serving Related Occup	4.94	2.85	58
Building & Grnds/Clean/Maint Occup	3.41	1.78	52
Personal Care & Service Occupation	2.83	2.45	86
Sales & Related Occupations	11.20	11.84	106
Administration Support Occupations	15.44	15.44	100
Farm/Forest/Fishing Occupations	0.78	0.07	10
Construction/Extractn/Maint Occup	9.57	5.83	61
Production/Trans/Matl Moving Occup	14.94	7.90	53



Work Commuting Patterns

Description	US.	Segment	Index
Commute Alone in Vehicle	77.77	72.63	93
Commute in Carpool	12.81	10.53	82
Use Public Transportation	5.02	12.38	247
Walk to Work Only	3.13	3.32	106
Commute by Motorcycle	0.11	0.15	134
Commute by Bicycle	0.40	0.48	120
Commute by Other Means	0.75	0.51	68
Work at Home	1.93	2.59	134
Commute to Work < 15 Minutes	29.73	21.71	73
Commute to Work in 15-29 Minutes	35.93	35.88	100
Commute to Work in 30-44 Minutes	18.97	22.57	119
Commute to Work in 45-59 Minutes	7.37	9.02	122
Commute to Work in 60+ Minutes	8.00	10.82	135



Family Composition Household Type

Description	US.	Segment	Index
HHs w/ 2+ Persons, Family, Married	51.63	56.71	110
HHs with 2+ Persons, Family, Other	16.09	13.26	82
HHs with 2+ Persons, Nonfamily	6.22	6.03	97
HHs w/ 1 or more people < 18 years	35.94	33.56	93
HHs with no people under 18 years	64.06	66.44	104



Family Composition People in Household

Description	US.	Segment	Index
HHs with 1 Person	26.07	24.00	92



Housing Home Value

Description	US.	Segment	Index
Home Value < \$20,000	3.33	0.17	5



HHs with 2 Persons	32.43	32.02	99
HHs with 3 Persons	16.67	16.81	101
HHs with 4 Persons	14.04	15.05	107
HHs with 5 Persons	6.53	7.06	108
HHs with 6 Persons	2.54	2.88	113
HHs with 7+ Persons	1.72	2.18	126



Housing Home Ownership

Description	US.	Segment	Index
Owner-Occupied Housing Units	66.47	76.90	116
Renter-Occupied HUs	33.53	23.10	69

Home Value \$20,000-\$39,999	4.88	0.41	8
Home Value \$40,000-\$59,999	6.70	0.64	10
Home Value \$60,000-\$79,999	8.39	0.68	8
Home Value \$80,000-\$99,999	9.88	1.26	13
Home Value \$100,000-\$149,999	22.61	7.47	33
Home Value \$150,000-\$199,999	15.24	11.31	74
Home Value \$200,000-\$299,999	15.17	25.18	166
Home Value \$300,000-\$399,999	6.22	18.33	294
Home Value \$400,000-\$499,999	3.11	11.43	368
Home Value \$500,000-\$749,999	2.44	12.05	493
Home Value \$750,000-\$999,999	1.03	5.51	534
Home Value \$1,000,000+	1.00	5.58	556



Housing Units in Structure

Description	US.	Segment	Index
Single Unit in Structure	66.00	73.90	112
2 Units in Structure	4.19	5.66	135
3-19 Units in Structure	13.49	7.11	53
20-49 Units in Structure	3.37	3.17	94
50+ Units in Structure	5.35	9.76	182
Mobile Home or Trailer	7.38	0.34	5



Housing Years in Home

Description	US.	Segment	Index
Moved into Unit 1999 to March 2004	24.69	14.50	59
Moved into Unit in 1995 to 1998	27.21	24.04	88
Moved into Unit in 1990 to 1994	15.13	15.68	104
Moved into Unit in 1980 to 1989	14.66	17.71	121
Moved into Unit in 1970 to 1979	9.27	14.09	152
Moved into Unit in 1969 or earlier	9.05	13.99	155

Lifestyles

Top 15 Lifestyle Behaviors		Lifestyle Behaviors 16-30		Lifestyle Behaviors 31-45	
Shop at Longs Drug Store,6mo (A)	343	Contribute to PBS,1yr (A)	246	Buy from Del Taco,1mo (A) *	200
Shop at Nordstrom,3mo (A)	339	Shop at Lord & Taylor,3mo (A)	239	Foreign Travel,Use Travel Agent,3yr (A)	200
Shop at Macy's,3mo (A)	330	Travel to Central/South America,3yr (A)	239	Travel to Virgin Islands,3yr (A)	200
Shop at Bloomingdales,3mo (A)	327	Personal Travel by Airplane,3+,1yr (A)	234	Foreign Travel by Cruise Ship,3yr (A)	199
Buy from California Pizza Kitchen,1mo (A) *	293	Shop at Banana Republic,3mo (A)	230	Buy from Bertucci's,1mo (A) *	198
Shop at Neiman Marcus,3mo (A)	288	Travel to Any Western Europe,3yr (A)	228	Foreign Trips,3+ Trips,3yr (A)	198
Travel to Japan/Asia/Other,3yr (A)	274	Foreign Travel during July-September,3yr (A)	219	Own a Valid Passport (A)	198
Shop at Costco,6mo (A)	271	Foreign Travel during October-December,3yr (A)	209	Go to Ice Hockey Games,1+ Times,1mo (A)	197



Shop at Saks Fifth Ave,3mo (A)	270	Contribute to NPR,1 yr (A)	206	Order from Gevalia Kaffe,1yr (A)	197
Buy from Cheesecake Factory,1mo (A) *	268	Go Sailing,1yr (A)	206	Travel on All Inclusive Package Trip,3yr (A)	197
Buy from Chevy's,1mo (A) *	266	Domestic Travel on American Airlines,1yr (A)	203	Go to Museum,1yr (A)	195
Buy 1950s Nostalgia Music,1yr (A) *	260	Foreign Travel by Airplane,3yr (A)	203	Foreign Travel,<\$3000,1yr (A)	194
Stay at Hilton on Vacation,1yr (A)	254	Foreign Travel for 15+ Nights,3yr (A)	202	Shop at Ann Taylor,3mo (A)	191
Foreign Travel,\$3000+,1yr (A)	253	Own Vacation/Weekend Home (H)	201	Foreign Travel by Railroad,3yr (A)	190
Buy from Carl's Jr.,1mo (A) *	249	Visit Disneyland (CA),1yr (A)	201	Own Timeshare Residence (H)	187

Source: Mediamark Research Inc., 2004

Media

Top 15 Media Behaviors		Media Behaviors 16-30		Media Behaviors 31-45	
Read Los Angeles Times,Sunday (A)	406	Read Barron's (A)	211	TV Tennis,Net Audience (A)	170
Read Chicago Tribune,Sunday (A)	346	Watch Bravo,1wk (A)	210	Watch BBC America,1wk (A)	169
Read New York Times,Daily (A)	343	Wall Street Journal Report,Net Audience (A)	203	Watch HBO,1wk (A)	169
All News Radio,Net Audience (A)	341	Radio,NBA Games,Net Audience (A)	194	Read Architectural Digest (A)	167
Read New York Times,Sunday (A)	328	Read Bon Appetit (A)	194	Watch Home Shopping Network,1wk (A)	164
Jazz Radio,Net Audience (A)	264	Bloomberg Network Radio,Net Audience (A)	191	Read Harper's Bazaar (A)	163
Classical Radio,Net Audience (A)	257	Read Gourmet (A)	187	Watch Show Type,Tennis (A)	163
Read Sunset (A)	247	Read Travel & Leisure (A)	184	Read Macworld (A)	162
Dow Jones Money Report,Net Audience (A)	242	Soft Contemporary Radio,Net Audience (A)	180	Read Popular Photography & Imaging (A)	160
Read The New Yorker (A)	233	Read Conde Nast Traveler (A)	178	Radio,MLB Playoffs/World Series,Net Audience (A)	159
National Public Radio,Net Audience (A)	230	Read Scientific American (A)	178	Read Food & Wine (A)	159
Read Atlantic Monthly (A)	226	Read Vanity Fair (A)	178	Radio,Golf,Net Audience (A)	158



Read New York Magazine (A)	226	Watch Independent Film Channel,1wk (A)	178	Read Money (A)	158
All Talk,Net Audience (A)	212	TV Soccer,Net Audience (A)	177	Read Essence (A)	154
Read Wall Street Journal,Daily (A)	212	Sports,Net Audience (A)	173	Watch Food Network,1wk (A)	154

Source: Mediamark Research Inc., 2004





08 Executive Suites

Executive Suites consists of upper-middle-class singles and couples typically living just beyond the nation's beltways. Filled with significant numbers of Asian Americans and college graduates -both groups are represented at more than twice the national average- this segment is a haven for white-collar professionals drawn to comfortable homes and apartments within a manageable commute to downtown jobs, restaurants and entertainment.

Social Group: The Affluentials

Lifestage Group: Midlife Success

Statistics:

US Households: 1,169,479 (1.06%)

Median HH Income: \$69,277

Lifestyle Traits:

1. Exercise at health clubs
2. Research Internet real estate
3. Read GQ
4. Watch Will & Grace
5. Drive a BMW 3 Series

Demographics Traits:

Ethnic Diversity:	White, High Asian
Family Types:	Singles/Couples
Age Ranges:	25-44
Education Levels:	College Grad+
Employment Levels:	Professional
Housing Types:	Mix
Urbanicity:	Suburban
Income:	Upper Middle

Demographics



Age

Description	US.	Segment	Index
Pop Age 0-4	6.60	6.04	91
Pop Age 5-9	6.70	5.62	84
Pop Age 10-14	7.06	5.77	82
Pop Age 15-17	4.26	3.45	81
Pop Age 18-20	4.38	2.76	63
Pop Age 21-24	5.51	4.70	85
Pop Age 25-34	13.66	18.23	133
Pop Age 35-44	15.21	17.24	113
Pop Age 45-49	7.43	8.26	111
Pop Age 50-54	6.64	7.54	113
Pop Age 55-59	5.45	5.81	107
Pop Age 60-64	4.26	4.01	94
Pop Age 65-74	6.52	5.41	83
Pop Age 75-84	4.58	3.78	83
Pop Age 85+	1.74	1.38	79



Income



Housing Urbanization

Description	US.	Segment	Index
Rural/Town (Density Deciles 0-3)	40.01	43.76	109
Suburb Fringe (Density Decile 4-5)	19.90	21.54	108
Urban Fringe (Density Deciles 6-7)	20.00	17.83	89
Urban (Density Deciles 8-9)	20.09	16.88	84



Education

Description	US.	Segment	Index
Completed 0-8 Yrs Elem School	7.62	1.77	23
Attended High School, No Diploma	12.12	3.64	30
High School Graduate	28.54	14.38	50
Some College, No Degree	21.11	20.01	95
Associate Degree	6.32	6.56	104
Bachelor Degree	15.52	32.87	212
Master's Degree	5.86	13.46	230
Professional School Degree	1.95	4.67	239
Doctorate Degree	0.96	2.62	273



Description	US.	Segment	Index
HH Income < \$15,000	14.67	6.11	42
HH Income \$15,000-\$24,999	11.28	5.62	50
HH Income \$25,000-\$34,999	12.27	8.01	65
HH Income \$35,000-\$49,999	15.39	13.48	88
HH Income \$50,000-\$74,999	19.10	21.75	114
HH Income \$75,000-\$99,999	11.61	16.31	141
HH Income \$100,000-\$149,999	9.43	15.98	169
HH Income \$150,000-\$249,999	4.36	8.96	206
HH Income \$250,000-\$499,999	1.29	2.56	198
HH Income \$500,000+	0.60	1.21	203



Work Occupation

Description	US.	Segment	Index
Management Occupation(Except Farm)	8.31	14.82	178
Farmers & Farm Managers	0.62	0.05	9
Business Operations Specialists	2.03	3.81	187
Financial Specialists	2.12	4.13	195
Computer & Mathematical Occup	2.34	6.68	286
Architecture & Engineering Occup	1.97	3.59	182
Life, Physical, & Social Sci Occup	0.90	1.99	222
Community & Social Services Occup	1.51	1.65	109
Legal Occupations	1.04	2.42	233
Education/Training/Library Occup	5.59	6.93	124
Art/Dsgn/Entrtnmnt/Sprts/Media Occ	1.87	3.30	176
Healthcare Practitn & Tech Occup	4.54	6.25	138
Healthcare Support Occupations	2.07	0.95	46
Protective Service Occupations	1.99	1.28	64
Food Prep & Serving Related Occup	4.94	2.90	59
Building & Grnds/Clean/Maint Occup	3.41	1.26	37
Personal Care & Service Occupation	2.83	2.17	77
Sales & Related Occupations	11.20	13.14	117
Administration Support Occupations	15.44	13.21	86
Farm/Forest/Fishing Occupations	0.78	0.08	10
Construction/Extractn/Maint Occup	9.57	4.19	44
Production/Trans/Matl Moving Occup	14.94	5.20	35



Family Composition People in Household

Description	US.	Segment	Index
HHs with 1 Person	26.07	32.76	126



Race/Ethnicity

Description	US.	Segment	Index
White Alone Pop	74.19	80.68	109
Black/African American Alone Pop	12.30	5.83	47
Am Indian/Alaska Native Alone Pop	0.88	0.29	33
Asian Alone Pop	4.05	8.52	210
Native Hawaiian/Other PI Alone Pop	0.15	0.10	66
Some Other Race Alone Pop	5.80	2.06	35
2 or More Races Pop	2.63	2.52	96
Hispanic/Latino Pop	13.50	7.19	53



Work Commuting Patterns

Description	US.	Segment	Index
Commute Alone in Vehicle	77.77	85.13	109
Commute in Carpool	12.81	8.18	64
Use Public Transportation	5.02	4.21	84
Walk to Work Only	3.13	1.57	50
Commute by Motorcycle	0.11	0.10	90
Commute by Bicycle	0.40	0.34	84
Commute by Other Means	0.75	0.48	64
Work at Home	1.93	2.96	153
Commute to Work < 15 Minutes	29.73	26.28	88
Commute to Work in 15-29 Minutes	35.93	39.87	111
Commute to Work in 30-44 Minutes	18.97	20.17	106
Commute to Work in 45-59 Minutes	7.37	6.97	95
Commute to Work in 60+ Minutes	8.00	6.71	84



Family Composition Household Type

Description	US.	Segment	Index
HHs w/ 2+ Persons, Family, Married	51.63	47.61	92
HHs with 2+ Persons, Family, Other	16.09	10.42	65
HHs with 2+ Persons, Nonfamily	6.22	9.21	148
HHs w/ 1 or more people < 18 years	35.94	27.64	77
HHs with no people under 18 years	64.06	72.36	113



Housing Home Value

Description	US.	Segment	Index
Home Value < \$20,000	3.33	0.36	11



HHs with 2 Persons	32.43	35.31	109
HHs with 3 Persons	16.67	14.80	89
HHs with 4 Persons	14.04	11.32	81
HHs with 5 Persons	6.53	4.13	63
HHs with 6 Persons	2.54	1.19	47
HHs with 7+ Persons	1.72	0.49	29



Housing Home Ownership

Description	US.	Segment	Index
Owner-Occupied Housing Units	66.47	60.24	91
Renter-Occupied HUs	33.53	39.76	119

Home Value \$20,000-\$39,999	4.88	0.38	8
Home Value \$40,000-\$59,999	6.70	0.49	7
Home Value \$60,000-\$79,999	8.39	1.07	13
Home Value \$80,000-\$99,999	9.88	2.64	27
Home Value \$100,000-\$149,999	22.61	16.22	72
Home Value \$150,000-\$199,999	15.24	21.96	144
Home Value \$200,000-\$299,999	15.17	27.34	180
Home Value \$300,000-\$399,999	6.22	13.20	212
Home Value \$400,000-\$499,999	3.11	7.24	233
Home Value \$500,000-\$749,999	2.44	5.58	228
Home Value \$750,000-\$999,999	1.03	2.08	202
Home Value \$1,000,000+	1.00	1.45	145



Housing Units in Structure

Description	US.	Segment	Index
Single Unit in Structure	66.00	58.30	88
2 Units in Structure	4.19	2.29	55
3-19 Units in Structure	13.49	23.99	178
20-49 Units in Structure	3.37	5.61	167
50+ Units in Structure	5.35	9.20	172
Mobile Home or Trailer	7.38	0.57	8



Housing Years in Home

Description	US.	Segment	Index
Moved into Unit 1999 to March 2004	24.69	33.86	137
Moved into Unit in 1995 to 1998	27.21	29.76	109
Moved into Unit in 1990 to 1994	15.13	13.79	91
Moved into Unit in 1980 to 1989	14.66	11.96	82
Moved into Unit in 1970 to 1979	9.27	5.86	63
Moved into Unit in 1969 or earlier	9.05	4.76	53

Lifestyles

Top 15 Lifestyle Behaviors		Lifestyle Behaviors 16-30		Lifestyle Behaviors 31-45	
Buy from Bertucci's, 1mo (A) *	354	Shop at Ann Taylor, 3mo (A)	226	Buy from Carl's Jr., 1mo (A) *	205
Order from priceline.com, 1yr (A)	328	Shop at Comp USA, 1yr (A)	225	Order from barnes&noble.com, 1yr (A)	204
Travel to Japan/Asia/Other, 3yr (A)	310	Shop at Thomasville, 1yr (A)	220	Travel to Canada, 3yr (A)	204
Visit Disneyland (CA), 1yr (A)	304	Visit Any Sea World Park, 1yr (A)	220	Go Mountain Bicycling, 1yr (A)	201
Shop at Banana Republic, 3mo (A)	291	Buy from Del Taco, 1mo (A) *	219	Shop at Costco, 6mo (A)	201
Shop at Longs Drug Store, 6mo (A)	285	Shop at Nordstrom, 3mo (A)	219	Stay at Hilton on Vacation, 1yr (A)	198
Business Travel by Airplane, 3+, 1yr (A)	281	Order from J. Crew, 1yr (A)	214	Foreign Travel by Airplane, 3yr (A)	197
Buy from California Pizza Kitchen, 1mo (A) *	269	Order from amazon.com, 1yr (A)	210	Buy from Chevy's, 1mo (A) *	195



Buy from Houlihan's,6mo (A)	256	Foreign Travel during January-March,3yr (A)	209	Own Downhill Skis/Boots (A)	195
Buy from Cheesecake Factory,1mo (A) *	239	Shop at Ethan Allen Galleries,1yr (A)	209	Go Scuba/Skin Diving/Snorkeling,1yr (A)	194
Foreign Trips,3+ Trips,3yr (A)	230	Domestic Travel on American Airlines,1yr (A)	208	Foreign Travel,\$3000+,1yr (A)	193
Go Sailing,1yr (A)	230	Foreign Travel during April-June,3yr (A)	208	Go Backpacking/Hiking,1yr (A)	192
Own Racquetball Equipment (A)	229	Foreign Travel,<\$3000,1yr (A)	207	Shop at Eddie Bauer,3mo (A)	191
Buy Flowers by Internet,1yr (A)	228	Go Jogging,1yr (A)	206	Travel to Any Western Europe,3yr (A)	191
Personal Travel by Airplane,3+,1yr (A)	226	Own Mountain Bicycle (A)	206	Foreign Travel for 15+ Nights,3yr (A)	190

Source: Mediamark Research Inc., 2004

Media

Top 15 Media Behaviors		Media Behaviors 16-30		Media Behaviors 31-45	
Read Washington Post,Sunday (A)	406	Read Yachting (A)	218	Classical Radio,Net Audience (A)	196
Read Los Angeles Times,Sunday (A)	327	Read Forbes (A)	214	Read Bon Appetit (A)	195
Read Fortune (A)	271	Read Barron's (A)	211	Read Self (A)	194
Read Shape (A)	244	All News Radio,Net Audience (A)	210	Read Wall Street Journal,Daily (A)	191
Read Scientific American (A)	242	Read Business Week (A)	210	Read USA Today,Daily (A)	189
Alternative Rock Radio,Net Audience (A)	235	Read Modern Bride (A)	209	Sports,Net Audience (A)	189
Read Conde Nast Traveler (A)	235	Read Sunset (A)	209	Read New York Times,Daily (A)	188
All Talk,Net Audience (A)	233	Read In Style (A)	208	Read GQ (A)	187
Read Architectural Digest (A)	232	Read Travel & Leisure (A)	208	Read Spin (A)	186
Read Runner's World (A)	230	Dow Jones Money Report,Net Audience (A)	206	Read Kiplinger's Personal Finance (A)	183
Read Food & Wine (A)	229	Read Harper's Bazaar (A)	206	Read Gourmet (A)	182
Read Inc. (A)	229	Read New York Magazine (A)	203	Read PC World (A)	180



Read Allure (A)	221	Watch Independent Film Channel,1wk (A)	200	Read Premiere (A)	180
Read Delta's Sky (A)	221	Read Elle (A)	199	Read Entrepreneur (A)	178
Bloomberg Network Radio,Net Audience (A)	219	Read Marie Claire (A)	198	Read PC Magazine (A)	178

Source: Mediamark Research Inc., 2004





09 Big Fish, Small Pond

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

Social Group: Landed Gentry

Lifestage Group: Affluent Empty Nests

Statistics:

US Households: 2,352,022 (2.14%)

Median HH Income: \$76,673

Lifestyle Traits:

1. Go cross-country skiing
2. Own a vacation/wknd home
3. Read Southern Living
4. Listen to classical radio
5. Drive a Cadillac de Ville

Demographics Traits:

Ethnic Diversity:	Mostly White
Family Types:	Couples
Age Ranges:	45+
Education Levels:	College Grad+
Employment Levels:	Professional
Housing Types:	Homeowners
Urbanicity:	Town
Income:	Upscale

Demographics



Age

Description	US.	Segment	Index
Pop Age 0-4	6.60	4.70	71
Pop Age 5-9	6.70	5.60	84
Pop Age 10-14	7.06	7.05	100
Pop Age 15-17	4.26	4.60	108
Pop Age 18-20	4.38	3.38	77
Pop Age 21-24	5.51	3.57	65
Pop Age 25-34	13.66	7.21	53
Pop Age 35-44	15.21	14.30	94
Pop Age 45-49	7.43	9.18	124
Pop Age 50-54	6.64	9.23	139
Pop Age 55-59	5.45	8.12	149
Pop Age 60-64	4.26	6.23	146
Pop Age 65-74	6.52	9.29	142
Pop Age 75-84	4.58	5.67	124
Pop Age 85+	1.74	1.87	108



Housing Urbanization

Description	US.	Segment	Index
Rural/Town (Density Deciles 0-3)	40.01	37.54	94
Suburb Fringe (Density Decile 4-5)	19.90	19.22	97
Urban Fringe (Density Deciles 6-7)	20.00	20.51	103
Urban (Density Deciles 8-9)	20.09	22.73	113



Education

Description	US.	Segment	Index
Completed 0-8 Yrs Elem School	7.62	2.45	32
Attended High School, No Diploma	12.12	5.67	47
High School Graduate	28.54	22.70	80
Some College, No Degree	21.11	21.91	104
Associate Degree	6.32	7.14	113
Bachelor Degree	15.52	23.81	153
Master's Degree	5.86	10.46	179
Professional School Degree	1.95	3.94	202
Doctorate Degree	0.96	1.92	200



Income



Description	US.	Segment	Index
HH Income < \$15,000	14.67	5.50	38
HH Income \$15,000-\$24,999	11.28	5.69	50
HH Income \$25,000-\$34,999	12.27	7.29	59
HH Income \$35,000-\$49,999	15.39	10.95	71
HH Income \$50,000-\$74,999	19.10	19.44	102
HH Income \$75,000-\$99,999	11.61	16.81	145
HH Income \$100,000-\$149,999	9.43	17.45	185
HH Income \$150,000-\$249,999	4.36	10.62	244
HH Income \$250,000-\$499,999	1.29	3.91	302
HH Income \$500,000+	0.60	2.34	393



Work Occupation

Description	US.	Segment	Index
Management Occupation(Except Farm)	8.31	13.72	165
Farmers & Farm Managers	0.62	0.60	98
Business Operations Specialists	2.03	2.62	129
Financial Specialists	2.12	2.89	136
Computer & Mathematical Occup	2.34	2.53	108
Architecture & Engineering Occup	1.97	2.89	146
Life, Physical, & Social Sci Occup	0.90	1.30	145
Community & Social Services Occup	1.51	1.55	103
Legal Occupations	1.04	1.70	164
Education/Training/Library Occup	5.59	7.46	133
Art/Dsgn/Entrtnmnt/Sprts/Media Occ	1.87	2.25	120
Healthcare Practitn & Tech Occup	4.54	6.73	148
Healthcare Support Occupations	2.07	1.13	54
Protective Service Occupations	1.99	1.71	86
Food Prep & Serving Related Occup	4.94	3.14	64
Building & Grnds/Clean/Maint Occup	3.41	1.93	57
Personal Care & Service Occupation	2.83	2.39	84
Sales & Related Occupations	11.20	12.87	115
Administration Support Occupations	15.44	13.40	87
Farm/Forest/Fishing Occupations	0.78	0.48	62
Construction/Extractn/Maint Occup	9.57	7.68	80
Production/Trans/Matl Moving Occup	14.94	9.01	60



Family Composition People in Household

Description	US.	Segment	Index
HHs with 1 Person	26.07	19.30	74



Race/Ethnicity

Description	US.	Segment	Index
White Alone Pop	74.19	92.95	125
Black/African American Alone Pop	12.30	2.55	21
Am Indian/Alaska Native Alone Pop	0.88	0.31	36
Asian Alone Pop	4.05	1.80	44
Native Hawaiian/Other PI Alone Pop	0.15	0.07	50
Some Other Race Alone Pop	5.80	1.00	17
2 or More Races Pop	2.63	1.32	50
Hispanic/Latino Pop	13.50	3.27	24



Work Commuting Patterns

Description	US.	Segment	Index
Commute Alone in Vehicle	77.77	87.82	113
Commute in Carpool	12.81	8.55	67
Use Public Transportation	5.02	1.27	25
Walk to Work Only	3.13	1.49	48
Commute by Motorcycle	0.11	0.09	78
Commute by Bicycle	0.40	0.17	42
Commute by Other Means	0.75	0.61	81
Work at Home	1.93	3.40	176
Commute to Work < 15 Minutes	29.73	28.50	96
Commute to Work in 15-29 Minutes	35.93	37.06	103
Commute to Work in 30-44 Minutes	18.97	18.73	99
Commute to Work in 45-59 Minutes	7.37	7.49	102
Commute to Work in 60+ Minutes	8.00	8.22	103



Family Composition Household Type

Description	US.	Segment	Index
HHs w/ 2+ Persons, Family, Married	51.63	69.07	134
HHs with 2+ Persons, Family, Other	16.09	8.10	50
HHs with 2+ Persons, Nonfamily	6.22	3.53	57
HHs w/ 1 or more people < 18 years	35.94	31.81	89
HHs with no people under 18 years	64.06	68.19	106



Housing Home Value

Description	US.	Segment	Index
Home Value < \$20,000	3.33	0.57	17



HHs with 2 Persons	32.43	41.66	128
HHs with 3 Persons	16.67	15.96	96
HHs with 4 Persons	14.04	14.59	104
HHs with 5 Persons	6.53	5.94	91
HHs with 6 Persons	2.54	1.83	72
HHs with 7+ Persons	1.72	0.72	42



Housing Home Ownership

Description	US.	Segment	Index
Owner-Occupied Housing Units	66.47	88.25	133
Renter-Occupied HUs	33.53	11.75	35

Home Value \$20,000-\$39,999	4.88	0.72	15
Home Value \$40,000-\$59,999	6.70	0.98	15
Home Value \$60,000-\$79,999	8.39	1.70	20
Home Value \$80,000-\$99,999	9.88	3.13	32
Home Value \$100,000-\$149,999	22.61	15.05	67
Home Value \$150,000-\$199,999	15.24	18.20	119
Home Value \$200,000-\$299,999	15.17	24.63	162
Home Value \$300,000-\$399,999	6.22	13.06	210
Home Value \$400,000-\$499,999	3.11	7.67	247
Home Value \$500,000-\$749,999	2.44	6.56	268
Home Value \$750,000-\$999,999	1.03	3.56	345
Home Value \$1,000,000+	1.00	4.19	418



Housing Units in Structure

Description	US.	Segment	Index
Single Unit in Structure	66.00	88.58	134
2 Units in Structure	4.19	1.36	32
3-19 Units in Structure	13.49	4.57	34
20-49 Units in Structure	3.37	1.03	31
50+ Units in Structure	5.35	1.52	28
Mobile Home or Trailer	7.38	2.73	37



Housing Years in Home

Description	US.	Segment	Index
Moved into Unit 1999 to March 2004	24.69	20.08	81
Moved into Unit in 1995 to 1998	27.21	24.18	89
Moved into Unit in 1990 to 1994	15.13	16.86	111
Moved into Unit in 1980 to 1989	14.66	18.63	127
Moved into Unit in 1970 to 1979	9.27	11.58	125
Moved into Unit in 1969 or earlier	9.05	8.67	96

Lifestyles

Top 15 Lifestyle Behaviors		Lifestyle Behaviors 16-30		Lifestyle Behaviors 31-45	
Belong to a Country Club (A)	392	Own Vacation/Weekend Home (H)	246	Own Camper (H)	196
Own Timeshare Residence (H)	305	Go Sailing, 1yr (A)	241	Contribute to PBS, 1yr (A)	193
Order from Gevalia Kaffe, 1yr (A)	295	Belong to a Civic Club (A)	238	Foreign Travel by Railroad, 3yr (A)	193
Buy 1950s Nostalgia Music, 1yr (A) *	287	Own Cross Country Boots/Skis (A)	231	Own Handgun (A)	193
Order from Land's End, 1yr (A)	285	Visit Elected/Government Official, 1yr (A)	230	Travel to Puerto Rico, 3yr (A)	193
Own Motor Home (H)	280	Stay at Radisson on Vacation, 1yr (A)	229	Travel to Any Western Europe, 3yr (A)	192
Order from Eddie Bauer, 1yr (A)	278	Domestic Travel, \$3000+, 1yr (A)	225	Buy from Lone Star Steakhouse, 1mo (A) *	190
Buy from Cracker Barrel, 1mo (A) *	265	Own Outboard Motor (H)	222	Foreign Travel, \$3000+, 1yr (A)	190



Buy Golf Clubs,1yr (A)	264	Own Power Boat (H)	219	Buy from Friendly's,1mo (A) *	188
Order from L.L. Bean,1yr (A)	261	Own Treadmill (A)	219	Own Golf Clubs (A)	188
Buy Seeds/Garden Supplies by Mail/Phone,1yr (A)	254	Contribute to NPR,1 yr (A)	218	Shop at Eddie Bauer,3mo (A)	187
Travel to Virgin Islands,3yr (A)	254	Domestic Vacation,Play Golf,1yr (A)	215	Belong to a Fraternal Order (A)	185
Buy 1960s Nostalgia Music,1yr (A) *	249	Write to Elected Official,1yr (A)	200	Foreign Travel by Bus,3yr (A)	185
Buy from Bob Evan's Farm,1mo (A) *	248	Stay at Holiday Inn on Vacation,1yr (A)	199	Personal Travel by Airplane,3+,1yr (A)	182
Do Bird Watching,1yr (A)	248	Order from Spiegel,1yr (A)	198	Buy from Houlihan's,6mo (A)	181

Source: Mediamark Research Inc., 2004

Media

Top 15 Media Behaviors		Media Behaviors 16-30		Media Behaviors 31-45	
Wall Street Journal Report,Net Audience (A)	210	Read Barron's (A)	171	Read Money (A)	156
Classical Radio,Net Audience (A)	204	National Public Radio,Net Audience (A)	168	Read The New Yorker (A)	156
Adult Standards Radio,Net Audience (A)	202	Read Atlantic Monthly (A)	168	Read Travel & Leisure (A)	156
Read Kiplinger's Personal Finance (A)	199	Read Golf Magazine (A)	168	Watch Headline CNN News,1wk (A)	155
Read New York Times,Sunday (A)	189	Read Smithsonian (A)	168	Read New York Times,Daily (A)	154
Read Gourmet (A)	187	Read Prevention (A)	165	Bloomberg Network Radio,Net Audience (A)	152
Read Conde Nast Traveler (A)	186	Read Country Living (A)	163	Oldies Radio,Net Audience (A)	152
TV Golf,Net Audience (A)	185	Read Golf Digest (A)	161	Read Smart Money (A)	152
Read Yachting (A)	184	TV Figure Skating,Net Audience (A)	161	Read USA Today,Daily (A)	152
Read Architectural Digest (A)	182	Dow Jones Money Report,Net Audience (A)	160	Watch Show Type,Early Evening Network News,Weekend	152
Read Yankee (A)	181	Read Cooking Light (A)	160	Read Delta's Sky (A)	150
News/Talk Radio,Net Audience (A)	179	Watch Home & Garden TV,1wk (A)	160	Read House Beautiful (A)	150



Read Southern Living (A)	178	Watch Show Type,Early Evening Network News,M-F (A)	159	Read Popular Photography & Imaging (A)	149
Read Bon Appetit (A)	177	TV Horse Racing,Net Audience (A)	158	TV College Football,Net Audience (A)	149
Read Wall Street Journal,Daily (A)	172	Has Satellite Dish/Disc (A)	157	Read Saturday Evening Post (A)	148

Source: Mediamark Research Inc., 2004





10 Second City Elite

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 \$200,000 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 to dance productions.

Social Group: 2nd City Society

Lifestage Group: Affluent Empty Nests

Statistics:

US Households: 1,299,663 (1.18%)

Median HH Income: \$70,773

Lifestyle Traits:

1. Own home exercise equipment
2. Travel domestically by plane
3. Read Travel & Leisure
4. Watch Wall Street Week
5. Drive a Ford Thunderbird

Demographics Traits:

Ethnic Diversity:	White, Asian
Family Types:	Couples
Age Ranges:	45+
Education Levels:	College Grad+
Employment Levels:	Professional
Housing Types:	Homeowners
Urbanicity:	2nd City
Income:	Upscale

Demographics



Age

Description	US.	Segment	Index
Pop Age 0-4	6.60	4.92	74
Pop Age 5-9	6.70	5.35	80
Pop Age 10-14	7.06	6.53	92
Pop Age 15-17	4.26	4.40	103
Pop Age 18-20	4.38	3.78	86
Pop Age 21-24	5.51	3.92	71
Pop Age 25-34	13.66	8.57	63
Pop Age 35-44	15.21	13.80	91
Pop Age 45-49	7.43	8.34	112
Pop Age 50-54	6.64	8.26	124
Pop Age 55-59	5.45	7.32	134
Pop Age 60-64	4.26	5.90	138
Pop Age 65-74	6.52	9.87	151
Pop Age 75-84	4.58	6.83	149
Pop Age 85+	1.74	2.21	127



Housing Urbanization

Description	US.	Segment	Index
Rural/Town (Density Deciles 0-3)	40.01	40.47	101
Suburb Fringe (Density Decile 4-5)	19.90	21.46	108
Urban Fringe (Density Deciles 6-7)	20.00	19.17	96
Urban (Density Deciles 8-9)	20.09	18.90	94



Education

Description	US.	Segment	Index
Completed 0-8 Yrs Elem School	7.62	2.62	34
Attended High School, No Diploma	12.12	5.60	46
High School Graduate	28.54	21.61	76
Some College, No Degree	21.11	23.03	109
Associate Degree	6.32	7.04	111
Bachelor Degree	15.52	24.59	158
Master's Degree	5.86	10.03	171
Professional School Degree	1.95	3.63	186
Doctorate Degree	0.96	1.84	191



Income



Description	US.	Segment	Index
HH Income < \$15,000	14.67	5.88	40
HH Income \$15,000-\$24,999	11.28	6.28	56
HH Income \$25,000-\$34,999	12.27	7.95	65
HH Income \$35,000-\$49,999	15.39	12.19	79
HH Income \$50,000-\$74,999	19.10	21.30	112
HH Income \$75,000-\$99,999	11.61	16.97	146
HH Income \$100,000-\$149,999	9.43	16.70	177
HH Income \$150,000-\$249,999	4.36	8.78	202
HH Income \$250,000-\$499,999	1.29	2.64	204
HH Income \$500,000+	0.60	1.32	221



Work Occupation

Description	US.	Segment	Index
Management Occupation(Except Farm)	8.31	12.35	149
Farmers & Farm Managers	0.62	0.13	22
Business Operations Specialists	2.03	2.68	132
Financial Specialists	2.12	3.18	150
Computer & Mathematical Occup	2.34	2.89	123
Architecture & Engineering Occup	1.97	2.98	151
Life, Physical, & Social Sci Occup	0.90	1.32	147
Community & Social Services Occup	1.51	1.85	122
Legal Occupations	1.04	1.92	184
Education/Training/Library Occup	5.59	8.14	146
Art/Dsgn/Enttrnmnt/Sprts/Media Occ	1.87	2.35	126
Healthcare Practitn & Tech Occup	4.54	6.31	139
Healthcare Support Occupations	2.07	1.21	59
Protective Service Occupations	1.99	1.86	94
Food Prep & Serving Related Occup	4.94	3.47	70
Building & Grnds/Clean/Maint Occup	3.41	1.77	52
Personal Care & Service Occupation	2.83	2.61	92
Sales & Related Occupations	11.20	13.36	119
Administration Support Occupations	15.44	15.08	98
Farm/Forest/Fishing Occupations	0.78	0.23	30
Construction/Extractn/Maint Occup	9.57	6.37	67
Production/Trans/Matl Moving Occup	14.94	7.93	53



Family Composition People in Household

Description	US.	Segment	Index
HHs with 1 Person	26.07	22.82	88



Race/Ethnicity

Description	US.	Segment	Index
White Alone Pop	74.19	86.30	116
Black/African American Alone Pop	12.30	3.89	32
Am Indian/Alaska Native Alone Pop	0.88	0.37	42
Asian Alone Pop	4.05	4.77	118
Native Hawaiian/Other PI Alone Pop	0.15	0.28	185
Some Other Race Alone Pop	5.80	2.01	35
2 or More Races Pop	2.63	2.39	91
Hispanic/Latino Pop	13.50	6.21	46



Work Commuting Patterns

Description	US.	Segment	Index
Commute Alone in Vehicle	77.77	85.84	110
Commute in Carpool	12.81	8.94	70
Use Public Transportation	5.02	2.47	49
Walk to Work Only	3.13	1.76	56
Commute by Motorcycle	0.11	0.13	114
Commute by Bicycle	0.40	0.36	89
Commute by Other Means	0.75	0.51	68
Work at Home	1.93	2.51	130
Commute to Work < 15 Minutes	29.73	36.36	122
Commute to Work in 15-29 Minutes	35.93	34.81	97
Commute to Work in 30-44 Minutes	18.97	15.75	83
Commute to Work in 45-59 Minutes	7.37	6.11	83
Commute to Work in 60+ Minutes	8.00	6.97	87



Family Composition Household Type

Description	US.	Segment	Index
HHs w/ 2+ Persons, Family, Married	51.63	62.97	122
HHs with 2+ Persons, Family, Other	16.09	10.33	64
HHs with 2+ Persons, Nonfamily	6.22	3.88	62
HHs w/ 1 or more people < 18 years	35.94	30.47	85
HHs with no people under 18 years	64.06	69.53	109



Housing Home Value

Description	US.	Segment	Index
Home Value < \$20,000	3.33	0.22	7



HHs with 2 Persons	32.43	39.13	121
HHs with 3 Persons	16.67	15.97	96
HHs with 4 Persons	14.04	13.56	97
HHs with 5 Persons	6.53	5.69	87
HHs with 6 Persons	2.54	1.90	75
HHs with 7+ Persons	1.72	0.92	54



Housing Home Ownership

Description	US.	Segment	Index
Owner-Occupied Housing Units	66.47	85.41	128
Renter-Occupied HUs	33.53	14.59	44

Home Value \$20,000-\$39,999	4.88	0.34	7
Home Value \$40,000-\$59,999	6.70	0.79	12
Home Value \$60,000-\$79,999	8.39	2.10	25
Home Value \$80,000-\$99,999	9.88	5.23	53
Home Value \$100,000-\$149,999	22.61	21.77	96
Home Value \$150,000-\$199,999	15.24	20.92	137
Home Value \$200,000-\$299,999	15.17	22.76	150
Home Value \$300,000-\$399,999	6.22	11.21	180
Home Value \$400,000-\$499,999	3.11	6.22	200
Home Value \$500,000-\$749,999	2.44	4.94	202
Home Value \$750,000-\$999,999	1.03	1.85	179
Home Value \$1,000,000+	1.00	1.65	165



Housing Units in Structure

Description	US.	Segment	Index
Single Unit in Structure	66.00	84.71	128
2 Units in Structure	4.19	2.01	48
3-19 Units in Structure	13.49	6.46	48
20-49 Units in Structure	3.37	2.18	65
50+ Units in Structure	5.35	4.03	75
Mobile Home or Trailer	7.38	0.56	8



Housing Years in Home

Description	US.	Segment	Index
Moved into Unit 1999 to March 2004	24.69	15.61	63
Moved into Unit in 1995 to 1998	27.21	22.98	84
Moved into Unit in 1990 to 1994	15.13	16.00	106
Moved into Unit in 1980 to 1989	14.66	18.48	126
Moved into Unit in 1970 to 1979	9.27	14.32	155
Moved into Unit in 1969 or earlier	9.05	12.60	139

Lifestyles

Top 15 Lifestyle Behaviors		Lifestyle Behaviors 16-30		Lifestyle Behaviors 31-45	
Foreign Travel by Railroad,3yr (A)	448	Belong to a Country Club (A)	244	Member of Frequent Flyer Program (A)	211
Order from Readers Digest Association,1yr (A)	310	Travel to Any Western Europe,3yr (A)	242	Order from Gevalia Kaffe,1yr (A)	203
Own Timeshare Residence (H)	279	Travel to Virgin Islands,3yr (A)	241	Shop at Structure,3mo (A)	202
Belong to a Civic Club (A)	269	Travel to Central/South America,3yr (A)	239	Buy from Lone Star Steakhouse,1mo (A) *	200
Foreign Travel by Bus,3yr (A)	269	Buy 1960s Nostalgia Music,1yr (A) *	235	Buy from Steak N Ale,6mo (A)	197
Foreign Travel,\$3000+,1yr (A)	262	Domestic Travel,Any Trip,15+ Nights,1yr (A)	235	Use Quick Service Copy/Printing,6mo (A)	196
Buy Golf Clubs,1yr (A)	260	Own Vacation/Weekend Home (H)	231	Personal Travel by Airplane,3+,1yr (A)	194
Order from QVC,1yr (A)	257	Shop at Longs Drug Store,6mo (A)	227	Foreign Travel during April-June,3yr (A)	193



Order from Lillian Vernon,1yr (A)	256	Order from L.L. Bean,1yr (A)	223	Go to Professional Basketball Games,1+ Times,1mo (193
Contribute to PBS,1yr (A)	253	Foreign Travel by Cruise Ship,3yr (A)	222	Shop at Neiman Marcus,3mo (A)	191
Order from Land's End,1yr (A)	253	Travel to Puerto Rico,3yr (A)	216	Belong to a Church Board (A)	190
Buy from Fuddrucker's,1mo (A) *	251	Domestic Vacation,Play Golf,1yr (A)	214	Buy Seeds/Garden Supplies by Mail/Phone,1yr (A)	190
Foreign Trips,3+ Trips,3yr (A)	250	Go Sailing,1yr (A)	214	Foreign Travel during October-December,3yr (A)	187
Contribute to NPR,1 yr (A)	249	Shop at Thomasville,1yr (A)	214	Stay at Radisson on Vacation,1yr (A)	186
Foreign Travel for 15+ Nights,3yr (A)	246	Buy 1950s Nostalgia Music,1yr (A) *	211	Order from Eddie Bauer,1yr (A)	184

Source: Mediamark Research Inc., 2004

Media

Top 15 Media Behaviors		Media Behaviors 16-30		Media Behaviors 31-45	
Adult Standards Radio,Net Audience (A)	270	Read New York Times,Sunday (A)	175	Radio,Golf,Net Audience (A)	157
Read Washington Post,Sunday (A)	233	Read Scientific American (A)	175	Read Smart Money (A)	157
Classical Radio,Net Audience (A)	214	Dow Jones Money Report,Net Audience (A)	174	TV Soccer,Net Audience (A)	157
Read Conde Nast Traveler (A)	208	Read Sunset (A)	174	Watch A&E Television Network,1wk (A)	157
Read Architectural Digest (A)	205	TV Figure Skating,Net Audience (A)	174	Watch American Movie Classics,1wk (A)	156
Read Atlantic Monthly (A)	202	National Public Radio,Net Audience (A)	169	Watch Show Type,Primetime Documentary/Info Shows (156
Read Travel & Leisure (A)	193	Read Gourmet (A)	169	Watch CNN,1wk (A)	155
TV Tennis,Net Audience (A)	191	All News Radio,Net Audience (A)	168	Radio,MLB Playoffs/World Series,Net Audience (A)	154
Watch Bravo,1wk (A)	184	Watch Show Type,Tennis (A)	168	Read Chicago Tribune,Sunday (A)	154
Oldies Radio,Net Audience (A)	183	Bloomberg Network Radio,Net Audience (A)	167	TV Baseball,Net Audience (A)	154
Read Kiplinger's Personal Finance (A)	181	Read House Beautiful (A)	165	Watch Home Shopping Network,1wk (A)	153
Read Smithsonian (A)	181	Read New York Times,Daily (A)	165	Watch TV Guide Channel,1wk (A)	152



PRIZM NE
Segment 10 Second City Elite



TV Golf,Net Audience (A)	180	Read Consumer Reports (A)	163	Watch Headline CNN News,1wk (A)	151
Wall Street Journal Report,Net Audience (A)	180	Radio,MLB Regular Season,Net Audience (A)	160	Watch Show Type,Early Evening Network News,Weekend	151
News/Talk Radio,Net Audience (A)	179	Read The New Yorker (A)	160	Read Saturday Evening Post (A)	150

Source: Mediamark Research Inc., 2004



PRIZM NE
Segment 10 Second City Elite





11 God's Country

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

Social Group: Landed Gentry

Lifestage Group: Midlife Success

Statistics:

US Households: 1,686,225 (1.53%)

Median HH Income: \$80,121

Lifestyle Traits:

1. Travel to the Caribbean
2. Use Internet to trade stocks
3. Read Airline magazines
4. Listen to Wall St Journal radio
5. Drive a Porsche

Demographics Traits:

Ethnic Diversity:	Mostly White
Family Types:	Couples
Age Ranges:	35-64
Education Levels:	College Grad+
Employment Levels:	Professional
Housing Types:	Homeowners
Urbanicity:	Town
Income:	Upscale

Demographics



Age

Description	US.	Segment	Index
Pop Age 0-4	6.60	6.43	97
Pop Age 5-9	6.70	6.81	102
Pop Age 10-14	7.06	7.47	106
Pop Age 15-17	4.26	4.47	105
Pop Age 18-20	4.38	3.35	77
Pop Age 21-24	5.51	3.87	70
Pop Age 25-34	13.66	11.56	85
Pop Age 35-44	15.21	18.08	119
Pop Age 45-49	7.43	9.30	125
Pop Age 50-54	6.64	8.44	127
Pop Age 55-59	5.45	6.50	119
Pop Age 60-64	4.26	4.32	101
Pop Age 65-74	6.52	5.35	82
Pop Age 75-84	4.58	3.03	66
Pop Age 85+	1.74	1.02	59



Housing Urbanization

Description	US.	Segment	Index
Rural/Town (Density Deciles 0-3)	40.01	35.13	88
Suburb Fringe (Density Decile 4-5)	19.90	18.57	93
Urban Fringe (Density Deciles 6-7)	20.00	21.87	109
Urban (Density Deciles 8-9)	20.09	24.43	122



Education

Description	US.	Segment	Index
Completed 0-8 Yrs Elem School	7.62	2.05	27
Attended High School, No Diploma	12.12	5.02	41
High School Graduate	28.54	20.96	73
Some College, No Degree	21.11	21.74	103
Associate Degree	6.32	7.73	122
Bachelor Degree	15.52	26.69	172
Master's Degree	5.86	10.65	182
Professional School Degree	1.95	3.23	165
Doctorate Degree	0.96	1.93	201



Income



Description	US.	Segment	Index
HH Income < \$15,000	14.67	4.71	32
HH Income \$15,000-\$24,999	11.28	4.78	42
HH Income \$25,000-\$34,999	12.27	6.52	53
HH Income \$35,000-\$49,999	15.39	10.78	70
HH Income \$50,000-\$74,999	19.10	19.55	102
HH Income \$75,000-\$99,999	11.61	17.86	154
HH Income \$100,000-\$149,999	9.43	19.62	208
HH Income \$150,000-\$249,999	4.36	11.36	261
HH Income \$250,000-\$499,999	1.29	3.36	260
HH Income \$500,000+	0.60	1.46	245



Work Occupation

Description	US.	Segment	Index
Management Occupation(Except Farm)	8.31	14.32	172
Farmers & Farm Managers	0.62	0.41	67
Business Operations Specialists	2.03	2.96	146
Financial Specialists	2.12	3.09	145
Computer & Mathematical Occup	2.34	4.04	173
Architecture & Engineering Occup	1.97	3.47	176
Life, Physical, & Social Sci Occup	0.90	1.45	162
Community & Social Services Occup	1.51	1.40	93
Legal Occupations	1.04	1.44	138
Education/Training/Library Occup	5.59	6.83	122
Art/Dsgn/Enttrnmnt/Sprts/Media Occ	1.87	2.38	127
Healthcare Practitn & Tech Occup	4.54	6.28	138
Healthcare Support Occupations	2.07	1.03	50
Protective Service Occupations	1.99	1.65	83
Food Prep & Serving Related Occup	4.94	3.06	62
Building & Grnds/Clean/Maint Occup	3.41	1.86	54
Personal Care & Service Occupation	2.83	2.38	84
Sales & Related Occupations	11.20	12.32	110
Administration Support Occupations	15.44	13.44	87
Farm/Forest/Fishing Occupations	0.78	0.39	49
Construction/Extractn/Maint Occup	9.57	7.71	81
Production/Trans/Matl Moving Occup	14.94	8.08	54



Family Composition People in Household

Description	US.	Segment	Index
HHs with 1 Person	26.07	19.22	74



Race/Ethnicity

Description	US.	Segment	Index
White Alone Pop	74.19	90.28	122
Black/African American Alone Pop	12.30	3.50	28
Am Indian/Alaska Native Alone Pop	0.88	0.36	42
Asian Alone Pop	4.05	2.82	70
Native Hawaiian/Other PI Alone Pop	0.15	0.07	46
Some Other Race Alone Pop	5.80	1.34	23
2 or More Races Pop	2.63	1.64	62
Hispanic/Latino Pop	13.50	4.04	30



Work Commuting Patterns

Description	US.	Segment	Index
Commute Alone in Vehicle	77.77	87.37	112
Commute in Carpool	12.81	8.86	69
Use Public Transportation	5.02	1.44	29
Walk to Work Only	3.13	1.51	48
Commute by Motorcycle	0.11	0.09	80
Commute by Bicycle	0.40	0.17	43
Commute by Other Means	0.75	0.56	75
Work at Home	1.93	3.35	173
Commute to Work < 15 Minutes	29.73	23.75	80
Commute to Work in 15-29 Minutes	35.93	37.23	104
Commute to Work in 30-44 Minutes	18.97	21.50	113
Commute to Work in 45-59 Minutes	7.37	8.95	121
Commute to Work in 60+ Minutes	8.00	8.57	107



Family Composition Household Type

Description	US.	Segment	Index
HHs w/ 2+ Persons, Family, Married	51.63	66.04	128
HHs with 2+ Persons, Family, Other	16.09	9.04	56
HHs with 2+ Persons, Nonfamily	6.22	5.70	92
HHs w/ 1 or more people < 18 years	35.94	37.69	105
HHs with no people under 18 years	64.06	62.31	97



Housing Home Value

Description	US.	Segment	Index
Home Value < \$20,000	3.33	0.72	22



HHs with 2 Persons	32.43	36.74	113
HHs with 3 Persons	16.67	17.85	107
HHs with 4 Persons	14.04	16.86	120
HHs with 5 Persons	6.53	6.62	101
HHs with 6 Persons	2.54	1.94	76
HHs with 7+ Persons	1.72	0.77	45



Housing Home Ownership

Description	US.	Segment	Index
Owner-Occupied Housing Units	66.47	82.89	125
Renter-Occupied HUs	33.53	17.11	51

Home Value \$20,000-\$39,999	4.88	0.78	16
Home Value \$40,000-\$59,999	6.70	0.80	12
Home Value \$60,000-\$79,999	8.39	1.19	14
Home Value \$80,000-\$99,999	9.88	2.35	24
Home Value \$100,000-\$149,999	22.61	13.38	59
Home Value \$150,000-\$199,999	15.24	19.54	128
Home Value \$200,000-\$299,999	15.17	28.74	189
Home Value \$300,000-\$399,999	6.22	14.81	238
Home Value \$400,000-\$499,999	3.11	7.88	254
Home Value \$500,000-\$749,999	2.44	5.57	228
Home Value \$750,000-\$999,999	1.03	2.41	234
Home Value \$1,000,000+	1.00	1.82	182



Housing Units in Structure

Description	US.	Segment	Index
Single Unit in Structure	66.00	83.55	127
2 Units in Structure	4.19	1.70	40
3-19 Units in Structure	13.49	8.30	62
20-49 Units in Structure	3.37	1.62	48
50+ Units in Structure	5.35	1.46	27
Mobile Home or Trailer	7.38	3.25	44



Housing Years in Home

Description	US.	Segment	Index
Moved into Unit 1999 to March 2004	24.69	29.61	120
Moved into Unit in 1995 to 1998	27.21	27.32	100
Moved into Unit in 1990 to 1994	15.13	15.58	103
Moved into Unit in 1980 to 1989	14.66	14.64	100
Moved into Unit in 1970 to 1979	9.27	7.84	85
Moved into Unit in 1969 or earlier	9.05	5.02	55

Lifestyles

Top 15 Lifestyle Behaviors		Lifestyle Behaviors 16-30		Lifestyle Behaviors 31-45	
Buy from Bertucci's, 1mo (A) *	309	Go Backpacking/Hiking, 1yr (A)	247	Go Power Boating, 1yr (A)	214
Play Racquetball, 1yr (A)	303	Personal Travel by Airplane, 3+, 1yr (A)	247	Foreign Travel, \$3000+, 1yr (A)	213
Go Cross Country Skiing, 1yr (A)	301	Buy Flowers by Internet, 1yr (A)	240	Domestic Travel, Any Business Trip, 1yr (A)	212
Go Downhill Skiing, 1yr (A)	293	Own Cross Country Boots/Skis (A)	237	Go Mountain Bicycling, 1yr (A)	211
Business Travel by Airplane, 3+, 1yr (A)	292	Go Scuba/Skin Diving/Snorkeling, 1yr (A)	236	Shop at Structure, 3mo (A)	211
Go Ice Skating, 1yr (A)	276	Stay at Hilton on Vacation, 1yr (A)	232	Shop at Ann Taylor, 3mo (A)	207
Go Sailing, 1yr (A)	272	Domestic Vacation, Play Golf, 1yr (A)	227	Buy from Chili's Grill & Bar, 1mo (A) *	204
Stay at Marriott on Vacation, 1yr (A)	269	Own Vacation/Weekend Home (H)	227	Foreign Travel during January-March, 3yr (A)	203



Order from L.L. Bean,1yr (A)	268	Stay at Radisson on Vacation,1yr (A)	222	Order from Land's End,1yr (A)	202
Own Downhill Skis/Boots (A)	264	Travel to Any Western Europe,3yr (A)	222	Go Canoeing/Kayaking,1yr (A)	201
Member of Frequent Flyer Program (A)	261	Go In-Line Skating,1yr (A)	219	Own Power Boat (H)	200
Go Horseback Riding,1yr (A)	258	Play Tennis,1yr (A)	218	Shop at Eddie Bauer,3mo (A)	200
Contribute to NPR,1 yr (A)	251	Own Racquetball Equipment (A)	215	Own Treadmill (A)	199
Order from barnes&noble.com,1yr (A)	250	Own Timeshare Residence (H)	215	Shop at Comp USA,1yr (A)	196
Order from amazon.com,1yr (A)	249	Foreign Travel by Railroad,3yr (A)	214	Buy from Blimpie Subs & Salads,1mo (A) *	195

Source: Mediamark Research Inc., 2004

Media

Top 15 Media Behaviors		Media Behaviors 16-30		Media Behaviors 31-45	
Read Ski (A)	248	Alternative Rock Radio,Net Audience (A)	190	Read Travel & Leisure (A)	170
Read Architectural Digest (A)	227	Read Skiing (A)	190	Read Business Week (A)	169
Read Inc. (A)	225	Read USA Today,Daily (A)	189	Read Self (A)	168
Read Conde Nast Traveler (A)	224	Read Tennis (A)	185	Classic Hits,Net Audience (A)	167
Read Yachting (A)	219	National Public Radio,Net Audience (A)	184	Read In Style (A)	167
Read Runner's World (A)	217	Read Smithsonian (A)	184	Read Men's Health (A)	167
Read Wall Street Journal,Daily (A)	212	Read Money (A)	182	Watch Any Pay-per-View,1yr (A)	166
Read Fortune (A)	210	Read Yankee (A)	181	ABC ESPN Radio,Net Audience (A)	164
Read Delta's Sky (A)	206	Dow Jones Money Report,Net Audience (A)	180	Read Bon Appetit (A)	163
Read Washington Post,Sunday (A)	204	Read Scientific American (A)	178	Read Consumer Reports (A)	163
Classical Radio,Net Audience (A)	200	Read Barron's (A)	176	Read Maxim (A)	163
Read Forbes (A)	198	Watch Pay-Per-View Movies,1yr (A)	176	Classic Rock Radio,Net Audience (A)	162



Read Golf Magazine (A)	194	Read Shape (A)	172	Read Harper's Bazaar (A)	162
Read Kiplinger's Personal Finance (A)	194	Listen Radio on Internet, 1mo (A)	170	Read Muscle & Fitness (A)	162
Read Entrepreneur (A)	191	Read Sunset (A)	170	Bloomberg Network Radio, Net Audience (A)	161

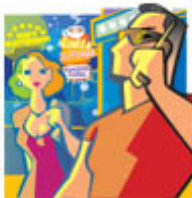
Source: Mediamark Research Inc., 2004



Segment 11

PRIZM NE
God's Country





12 Brite Lites, Li'l City

Not all of the 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: 2nd City Society

Lifestage Group: Midlife Success

Statistics:

US Households: 1,624,448 (1.48%)

Median HH Income: \$67,788

Lifestyle Traits:

1. Own networking software
2. Eat at Bennigan's
3. Read Boating magazines
4. Watch Pay-per-view sports
5. Drive a BMW 5 Series

Demographics Traits:

Ethnic Diversity:	White, High Asian
Family Types:	Singles/Couples
Age Ranges:	25-54
Education Levels:	College Grad+
Employment Levels:	Prof, White-Collar
Housing Types:	Homeowners
Urbanicity:	2nd City
Income:	Upper Middle

Demographics



Age

Description	US.	Segment	Index
Pop Age 0-4	6.60	6.26	95
Pop Age 5-9	6.70	6.18	92
Pop Age 10-14	7.06	6.53	92
Pop Age 15-17	4.26	4.01	94
Pop Age 18-20	4.38	4.27	97
Pop Age 21-24	5.51	4.98	90
Pop Age 25-34	13.66	15.57	114
Pop Age 35-44	15.21	17.00	112
Pop Age 45-49	7.43	8.11	109
Pop Age 50-54	6.64	7.27	109
Pop Age 55-59	5.45	5.67	104
Pop Age 60-64	4.26	3.94	92
Pop Age 65-74	6.52	5.32	82
Pop Age 75-84	4.58	3.57	78
Pop Age 85+	1.74	1.33	76



Housing Urbanization

Description	US.	Segment	Index
Rural/Town (Density Deciles 0-3)	40.01	40.75	102
Suburb Fringe (Density Decile 4-5)	19.90	18.79	94
Urban Fringe (Density Deciles 6-7)	20.00	19.49	97
Urban (Density Deciles 8-9)	20.09	20.97	104



Education

Description	US.	Segment	Index
Completed 0-8 Yrs Elem School	7.62	3.11	41
Attended High School, No Diploma	12.12	6.06	50
High School Graduate	28.54	21.70	76
Some College, No Degree	21.11	22.86	108
Associate Degree	6.32	7.45	118
Bachelor Degree	15.52	24.69	159
Master's Degree	5.86	9.63	164
Professional School Degree	1.95	2.72	139
Doctorate Degree	0.96	1.78	185



Income



Description	US.	Segment	Index
HH Income < \$15,000	14.67	5.98	41
HH Income \$15,000-\$24,999	11.28	6.01	53
HH Income \$25,000-\$34,999	12.27	8.16	66
HH Income \$35,000-\$49,999	15.39	13.36	87
HH Income \$50,000-\$74,999	19.10	23.18	121
HH Income \$75,000-\$99,999	11.61	17.83	154
HH Income \$100,000-\$149,999	9.43	15.96	169
HH Income \$150,000-\$249,999	4.36	7.16	164
HH Income \$250,000-\$499,999	1.29	1.70	131
HH Income \$500,000+	0.60	0.66	110



Work Occupation

Description	US.	Segment	Index
Management Occupation(Except Farm)	8.31	11.49	138
Farmers & Farm Managers	0.62	0.07	11
Business Operations Specialists	2.03	3.02	149
Financial Specialists	2.12	3.05	144
Computer & Mathematical Occup	2.34	4.69	200
Architecture & Engineering Occup	1.97	3.07	156
Life, Physical, & Social Sci Occup	0.90	1.48	166
Community & Social Services Occup	1.51	1.51	100
Legal Occupations	1.04	1.56	150
Education/Training/Library Occup	5.59	6.75	121
Art/Dsgn/Entrtnmnt/Sprts/Media Occ	1.87	2.57	137
Healthcare Practitn & Tech Occup	4.54	5.05	111
Healthcare Support Occupations	2.07	1.30	63
Protective Service Occupations	1.99	1.85	93
Food Prep & Serving Related Occup	4.94	3.94	80
Building & Grnds/Clean/Maint Occup	3.41	2.13	62
Personal Care & Service Occupation	2.83	2.79	98
Sales & Related Occupations	11.20	12.29	110
Administration Support Occupations	15.44	15.53	101
Farm/Forest/Fishing Occupations	0.78	0.15	19
Construction/Extractn/Maint Occup	9.57	6.94	73
Production/Trans/Matl Moving Occup	14.94	8.79	59



Family Composition People in Household

Description	US.	Segment	Index
HHs with 1 Person	26.07	26.73	103



Race/Ethnicity

Description	US.	Segment	Index
White Alone Pop	74.19	80.70	109
Black/African American Alone Pop	12.30	5.84	47
Am Indian/Alaska Native Alone Pop	0.88	0.45	52
Asian Alone Pop	4.05	6.57	162
Native Hawaiian/Other PI Alone Pop	0.15	0.16	107
Some Other Race Alone Pop	5.80	3.39	58
2 or More Races Pop	2.63	2.89	110
Hispanic/Latino Pop	13.50	9.41	70



Work Commuting Patterns

Description	US.	Segment	Index
Commute Alone in Vehicle	77.77	83.05	107
Commute in Carpool	12.81	9.78	76
Use Public Transportation	5.02	3.83	76
Walk to Work Only	3.13	2.25	72
Commute by Motorcycle	0.11	0.13	110
Commute by Bicycle	0.40	0.46	116
Commute by Other Means	0.75	0.49	66
Work at Home	1.93	2.31	119
Commute to Work < 15 Minutes	29.73	29.72	100
Commute to Work in 15-29 Minutes	35.93	35.51	99
Commute to Work in 30-44 Minutes	18.97	18.63	98
Commute to Work in 45-59 Minutes	7.37	7.64	104
Commute to Work in 60+ Minutes	8.00	8.49	106



Family Composition Household Type

Description	US.	Segment	Index
HHs w/ 2+ Persons, Family, Married	51.63	52.42	102
HHs with 2+ Persons, Family, Other	16.09	13.00	81
HHs with 2+ Persons, Nonfamily	6.22	7.85	126
HHs w/ 1 or more people < 18 years	35.94	33.38	93
HHs with no people under 18 years	64.06	66.62	104



Housing Home Value

Description	US.	Segment	Index
Home Value < \$20,000	3.33	0.29	9



HHs with 2 Persons	32.43	33.87	104
HHs with 3 Persons	16.67	17.04	102
HHs with 4 Persons	14.04	13.82	98
HHs with 5 Persons	6.53	5.63	86
HHs with 6 Persons	2.54	1.89	74
HHs with 7+ Persons	1.72	1.02	59



Housing Home Ownership

Description	US.	Segment	Index
Owner-Occupied Housing Units	66.47	68.28	103
Renter-Occupied HUs	33.53	31.72	95

Home Value \$20,000-\$39,999	4.88	0.41	8
Home Value \$40,000-\$59,999	6.70	0.67	10
Home Value \$60,000-\$79,999	8.39	1.71	20
Home Value \$80,000-\$99,999	9.88	4.52	46
Home Value \$100,000-\$149,999	22.61	21.92	97
Home Value \$150,000-\$199,999	15.24	23.42	154
Home Value \$200,000-\$299,999	15.17	26.09	172
Home Value \$300,000-\$399,999	6.22	10.52	169
Home Value \$400,000-\$499,999	3.11	4.98	160
Home Value \$500,000-\$749,999	2.44	3.65	149
Home Value \$750,000-\$999,999	1.03	1.03	100
Home Value \$1,000,000+	1.00	0.79	79



Housing Units in Structure

Description	US.	Segment	Index
Single Unit in Structure	66.00	70.40	107
2 Units in Structure	4.19	4.07	97
3-19 Units in Structure	13.49	17.12	127
20-49 Units in Structure	3.37	3.21	95
50+ Units in Structure	5.35	4.63	86
Mobile Home or Trailer	7.38	0.54	7



Housing Years in Home

Description	US.	Segment	Index
Moved into Unit 1999 to March 2004	24.69	25.92	105
Moved into Unit in 1995 to 1998	27.21	28.93	106
Moved into Unit in 1990 to 1994	15.13	15.46	102
Moved into Unit in 1980 to 1989	14.66	14.37	98
Moved into Unit in 1970 to 1979	9.27	8.36	90
Moved into Unit in 1969 or earlier	9.05	6.95	77

Lifestyles

Top 15 Lifestyle Behaviors		Lifestyle Behaviors 16-30		Lifestyle Behaviors 31-45	
Order from priceline.com,1yr (A)	297	Business Travel by Airplane,3+,1yr (A)	208	Travel to Mexico,3yr (A)	185
Buy from Houlihan's,6mo (A)	268	Contribute to NPR,1 yr (A)	205	Stay at Radisson on Vacation,1yr (A)	183
Shop at Neiman Marcus,3mo (A)	243	Foreign Travel during July-September,3yr (A)	200	Foreign Travel,\$3000+,1yr (A)	181
Shop at Thomasville,1yr (A)	241	Buy from Lone Star Steakhouse,1mo (A) *	198	Go Backpacking/Hiking,1yr (A)	181
Travel to Bahamas,3yr (A)	239	Order from Home Shopping Network,1yr (A)	196	Stay at Marriott on Vacation,1yr (A)	181
Travel to Japan/Asia/Other,3yr (A)	233	Stay at Hilton on Vacation,1yr (A)	194	Buy from California Pizza Kitchen,1mo (A) *	180
Buy Flowers by Internet,1yr (A)	226	Buy from Fuddrucker's,1mo (A) *	192	Foreign Travel for 15+ Nights,3yr (A)	178
Go Scuba/Skin Diving/Snorkeling,1yr (A)	225	Foreign Travel during October-December,3yr (A)	192	Buy from Carl's Jr.,1mo (A) *	176



Buy from Steak N Ale,6mo (A)	220	Order from Victoria's Secret,1yr (A)	190	Go Mountain Bicycling,1yr (A)	176
Travel to Puerto Rico,3yr (A)	218	Order from Lillian Vernon,1yr (A)	189	Shop at Comp USA,1yr (A)	176
Buy from Chevy's,1mo (A) *	214	Own Downhill Skis/Boots (A)	189	Order from ebay.com,1yr (A)	175
Order from amazon.com,1yr (A)	211	Foreign Trips,3+ Trips,3yr (A)	188	Play Chess,1yr (A)	173
Shop at Longs Drug Store,6mo (A)	211	Travel to Jamaica,3yr (A)	188	Buy Any Products by Internet Order,1yr (A)	172
Go Downhill Skiing,1yr (A)	210	Shop at Pier 1 Imports,1yr (A)	187	Foreign Travel by Railroad,3yr (A)	172
Go Cross Country Skiing,1yr (A)	209	Foreign Travel,<\$3000,1yr (A)	185	Order Any Items by Internet,1yr (A)	172

Source: Mediamark Research Inc., 2004

Media

Top 15 Media Behaviors		Media Behaviors 16-30		Media Behaviors 31-45	
Read Washington Post,Sunday (A)	288	Read PC World (A)	174	Read Sunset (A)	159
Read Runner's World (A)	225	Read The New Yorker (A)	174	Listen Radio on Internet,1mo (A)	157
Read Ski (A)	225	Read Conde Nast Traveler (A)	173	TV Soccer,Net Audience (A)	157
National Public Radio,Net Audience (A)	207	Read PC Magazine (A)	173	Read USA Today,Daily (A)	155
Read Macworld (A)	196	Sports,Net Audience (A)	173	ABC ESPN Radio,Net Audience (A)	154
Watch BBC America,1wk (A)	194	Read Gourmet (A)	168	Read Golf Magazine (A)	154
Classical Radio,Net Audience (A)	189	Read Atlantic Monthly (A)	166	Read Forbes (A)	153
Watch Independent Film Channel,1wk (A)	186	Read Men's Health (A)	166	Read Fortune (A)	153
Read Food & Wine (A)	184	Read Inc. (A)	165	Read Money (A)	153
Read Bon Appetit (A)	180	Read Men's Fitness (A)	165	Classic Hits,Net Audience (A)	152
Read Architectural Digest (A)	179	TV Ice Hockey,Net Audience (A)	165	Read Delta's Sky (A)	152
Read Smithsonian (A)	179	Read Kiplinger's Personal Finance (A)	164	Oldies Radio,Net Audience (A)	151



Read Travel & Leisure (A)	178	Classic Rock Radio,Net Audience (A)	163	Read New York Magazine (A)	150
Read Scientific American (A)	177	Read Entrepreneur (A)	163	Watch The Movie Channel,1wk (A)	150
Jazz Radio,Net Audience (A)	176	Read Golf Digest (A)	162	Read Vanity Fair (A)	149

Source: Mediamark Research Inc., 2004





13 Upward Bound

More than any other segment, Upward Bound appears to be the home of those legendary Soccer Moms and Dads. In these small satellite cities, upper-class 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: 2nd City Society

Lifestage Group: Young Accumulators

Statistics:

US Households: 1,711,059 (1.56%)

Median HH Income: \$77,423

Lifestyle Traits:

1. Go to the beach
2. Own a Game Boy
3. Read Forbes
4. Watch Nickelodeon
5. Drive a Chevy Suburban

Demographics Traits:

Ethnic Diversity:	High Asian
Family Types:	Families
Age Ranges:	25-54
Education Levels:	H.S./College
Employment Levels:	Prof, White-Collar
Housing Types:	Homeowners
Urbanicity:	2nd City
Income:	Upscale

Demographics



Age

Description	US.	Segment	Index
Pop Age 0-4	6.60	7.79	118
Pop Age 5-9	6.70	8.68	130
Pop Age 10-14	7.06	9.37	133
Pop Age 15-17	4.26	5.50	129
Pop Age 18-20	4.38	3.88	89
Pop Age 21-24	5.51	4.16	75
Pop Age 25-34	13.66	12.61	92
Pop Age 35-44	15.21	18.42	121
Pop Age 45-49	7.43	8.45	114
Pop Age 50-54	6.64	6.84	103
Pop Age 55-59	5.45	4.90	90
Pop Age 60-64	4.26	3.16	74
Pop Age 65-74	6.52	3.69	56
Pop Age 75-84	4.58	1.94	42
Pop Age 85+	1.74	0.61	35



Housing Urbanization

Description	US.	Segment	Index
Rural/Town (Density Deciles 0-3)	40.01	42.77	107
Suburb Fringe (Density Decile 4-5)	19.90	18.10	91
Urban Fringe (Density Deciles 6-7)	20.00	20.26	101
Urban (Density Deciles 8-9)	20.09	18.87	94



Education

Description	US.	Segment	Index
Completed 0-8 Yrs Elem School	7.62	3.69	48
Attended High School, No Diploma	12.12	6.54	54
High School Graduate	28.54	21.60	76
Some College, No Degree	21.11	25.60	121
Associate Degree	6.32	8.30	131
Bachelor Degree	15.52	23.11	149
Master's Degree	5.86	8.10	138
Professional School Degree	1.95	2.01	103
Doctorate Degree	0.96	1.05	109



Income



Description	US.	Segment	Index
HH Income < \$15,000	14.67	3.78	26
HH Income \$15,000-\$24,999	11.28	3.98	35
HH Income \$25,000-\$34,999	12.27	5.97	49
HH Income \$35,000-\$49,999	15.39	11.18	73
HH Income \$50,000-\$74,999	19.10	23.13	121
HH Income \$75,000-\$99,999	11.61	20.33	175
HH Income \$100,000-\$149,999	9.43	19.97	212
HH Income \$150,000-\$249,999	4.36	9.08	208
HH Income \$250,000-\$499,999	1.29	1.91	148
HH Income \$500,000+	0.60	0.68	113



Race/Ethnicity

Description	US.	Segment	Index
White Alone Pop	74.19	73.95	100
Black/African American Alone Pop	12.30	7.63	62
Am Indian/Alaska Native Alone Pop	0.88	0.56	63
Asian Alone Pop	4.05	7.64	189
Native Hawaiian/Other PI Alone Pop	0.15	0.32	211
Some Other Race Alone Pop	5.80	6.24	108
2 or More Races Pop	2.63	3.66	139
Hispanic/Latino Pop	13.50	15.00	111



Work Occupation

Description	US.	Segment	Index
Management Occupation(Except Farm)	8.31	11.67	141
Farmers & Farm Managers	0.62	0.08	13
Business Operations Specialists	2.03	2.86	141
Financial Specialists	2.12	3.02	142
Computer & Mathematical Occup	2.34	4.26	182
Architecture & Engineering Occup	1.97	3.27	166
Life, Physical, & Social Sci Occup	0.90	1.03	116
Community & Social Services Occup	1.51	1.34	88
Legal Occupations	1.04	1.10	106
Education/Training/Library Occup	5.59	6.14	110
Art/Dsgn/Entrtnmnt/Sprts/Media Occ	1.87	1.81	97
Healthcare Practitn & Tech Occup	4.54	4.79	106
Healthcare Support Occupations	2.07	1.34	65
Protective Service Occupations	1.99	2.24	113
Food Prep & Serving Related Occup	4.94	3.67	74
Building & Grnds/Clean/Maint Occup	3.41	2.06	60
Personal Care & Service Occupation	2.83	2.75	97
Sales & Related Occupations	11.20	12.56	112
Administration Support Occupations	15.44	16.07	104
Farm/Forest/Fishing Occupations	0.78	0.28	35
Construction/Extractn/Maint Occup	9.57	7.84	82
Production/Trans/Matl Moving Occup	14.94	9.81	66



Work Commuting Patterns

Description	US.	Segment	Index
Commute Alone in Vehicle	77.77	84.06	108
Commute in Carpool	12.81	11.87	93
Use Public Transportation	5.02	2.38	47
Walk to Work Only	3.13	0.82	26
Commute by Motorcycle	0.11	0.13	114
Commute by Bicycle	0.40	0.21	53
Commute by Other Means	0.75	0.54	72
Work at Home	1.93	2.44	126
Commute to Work < 15 Minutes	29.73	22.98	77
Commute to Work in 15-29 Minutes	35.93	33.80	94
Commute to Work in 30-44 Minutes	18.97	22.30	118
Commute to Work in 45-59 Minutes	7.37	10.16	138
Commute to Work in 60+ Minutes	8.00	10.75	134



Family Composition Household Type

Description	US.	Segment	Index
HHs w/ 2+ Persons, Family, Married	51.63	69.79	135
HHs with 2+ Persons, Family, Other	16.09	13.46	84
HHs with 2+ Persons, Nonfamily	6.22	4.38	70
HHs w/ 1 or more people < 18 years	35.94	52.67	147
HHs with no people under 18 years	64.06	47.33	74



Family Composition People in Household

Description	US.	Segment	Index
HHs with 1 Person	26.07	12.37	47



Housing Home Value

Description	US.	Segment	Index
Home Value < \$20,000	3.33	0.26	8



HHs with 2 Persons	32.43	27.49	85
HHs with 3 Persons	16.67	20.54	123
HHs with 4 Persons	14.04	22.43	160
HHs with 5 Persons	6.53	10.61	162
HHs with 6 Persons	2.54	4.00	157
HHs with 7+ Persons	1.72	2.56	148



Housing Home Ownership

Description	US.	Segment	Index
Owner-Occupied Housing Units	66.47	84.76	128
Renter-Occupied HUs	33.53	15.24	45

Home Value \$20,000-\$39,999	4.88	0.40	8
Home Value \$40,000-\$59,999	6.70	0.54	8
Home Value \$60,000-\$79,999	8.39	1.58	19
Home Value \$80,000-\$99,999	9.88	4.33	44
Home Value \$100,000-\$149,999	22.61	20.59	91
Home Value \$150,000-\$199,999	15.24	23.18	152
Home Value \$200,000-\$299,999	15.17	27.53	181
Home Value \$300,000-\$399,999	6.22	11.33	182
Home Value \$400,000-\$499,999	3.11	5.15	166
Home Value \$500,000-\$749,999	2.44	3.62	148
Home Value \$750,000-\$999,999	1.03	0.96	93
Home Value \$1,000,000+	1.00	0.53	53



Housing Units in Structure

Description	US.	Segment	Index
Single Unit in Structure	66.00	91.63	139
2 Units in Structure	4.19	1.09	26
3-19 Units in Structure	13.49	4.71	35
20-49 Units in Structure	3.37	0.64	19
50+ Units in Structure	5.35	0.97	18
Mobile Home or Trailer	7.38	0.93	13



Housing Years in Home

Description	US.	Segment	Index
Moved into Unit 1999 to March 2004	24.69	23.86	97
Moved into Unit in 1995 to 1998	27.21	29.45	108
Moved into Unit in 1990 to 1994	15.13	19.45	129
Moved into Unit in 1980 to 1989	14.66	17.24	118
Moved into Unit in 1970 to 1979	9.27	7.00	76
Moved into Unit in 1969 or earlier	9.05	3.00	33

Lifestyles

Top 15 Lifestyle Behaviors		Lifestyle Behaviors 16-30		Lifestyle Behaviors 31-45	
Buy from Chevy's, 1mo (A) *	325	Go Downhill Skiing, 1yr (A)	234	Personal Travel by Airplane, 3+, 1yr (A)	204
Buy Flowers by Internet, 1yr (A)	290	Buy from Whataburger, 1mo (A) *	233	Stay at Motel 6 on Vacation, 1yr (A)	204
Buy from Fuddrucker's, 1mo (A) *	290	Go Scuba/Skin Diving/Snorkeling, 1yr (A)	225	Buy from Chi-Chi's, 1mo (A) *	202
Play Racquetball, 1yr (A)	270	Shop at Disney Store, 3mo (A)	220	Domestic Travel on American Airlines, 1yr (A)	202
Buy from Chili's Grill & Bar, 1mo (A) *	269	Rent/Buy Family/Kid Video, 1mo (A)	218	Buy from Boston Market, 1mo (A) *	201
Domestic Travel, \$3000+, 1yr (A)	260	Buy from Outback Steakhouse, 1mo (A) *	217	Buy Any Products by Internet Order, 1yr (A)	199
Own Racquetball Equipment (A)	258	Go to Zoo, 1yr (A)	216	Buy from Sonic Drive-in, 1mo (A) *	199
Buy from California Pizza Kitchen, 1mo (A) *	252	Go Cross Country Skiing, 1yr (A)	215	Order Any Items by Internet, 1yr (A)	199



Order from barnes&noble.com,1yr (A)	248	Order from ebay.com,1yr (A)	215	Buy from Steak N Ale,6mo (A)	198
Business Travel by Airplane,3+,1yr (A)	247	Buy Electronic Games,1yr (A)	213	Go Power Boating,1yr (A)	198
Visit Disneyland (CA),1yr (A)	244	Go Roller Skating,1yr (A)	212	Order from L.L. Bean,1yr (A)	197
Shop at Comp USA,1yr (A)	242	Visit Any Disney World Park (FL),1yr (A)	208	Stay at Marriott on Vacation,1yr (A)	197
Stay at Hilton on Vacation,1yr (A)	240	Go Ice Skating,1yr (A)	206	Travel to Bahamas,3yr (A)	197
Buy from Little Caesar's,1mo (A) *	237	Visit Any Six Flags Park,1yr (A)	206	Buy from Sizzler Family Steakhouse,1mo (A) *	196
Own Downhill Skis/Boots (A)	236	Domestic Travel,Any Business Trip,1yr (A)	204	Go Mountain Bicycling,1yr (A)	196

Source: Mediamark Research Inc., 2004

Media

Top 15 Media Behaviors		Media Behaviors 16-30		Media Behaviors 31-45	
All Talk,Net Audience (A)	286	Read Popular Photography & Imaging (A)	185	Read American Photo (A)	171
Read Washington Post,Sunday (A)	286	Watch The Disney Channel,1wk (A)	184	Read Skiing (A)	171
Sports,Net Audience (A)	252	Read Fortune (A)	180	Read Golf Digest (A)	170
Read Kiplinger's Personal Finance (A)	248	Read Scientific American (A)	179	Read Men's Fitness (A)	169
Read Family Fun (A)	245	Read Parenting (A)	178	Radio,College Basketball,Net Audience (A)	168
Read Inc. (A)	236	Read Traditional Home (A)	178	Read Los Angeles Times,Sunday (A)	168
Read Ski (A)	230	Alternative Rock Radio,Net Audience (A)	175	Rock,Net Audience (A)	168
Dow Jones Money Report,Net Audience (A)	206	Read Yachting (A)	175	Read USA Today,Daily (A)	167
Religious,Net Audience (A)	201	Classic Hits,Net Audience (A)	174	Watch Cartoon Network,1wk (A)	167
Read Parents Magazine (A)	200	Listen Radio on Internet,1mo (A)	174	Watch Home & Garden TV,1wk (A)	167
Wall Street Journal Report,Net Audience (A)	197	Read Delta's Sky (A)	174	Read PC Magazine (A)	166
Classic Rock Radio,Net Audience (A)	191	Read Money (A)	174	Bloomberg Network Radio,Net Audience (A)	165



PRIZM NE
Segment 13 Upward Bound



Watch Nickelodeon,1wk (A)	191	Read First for Women (A)	173	Read Boating (A)	164
ABC ESPN Radio,Net Audience (A)	190	News/Talk Radio,Net Audience (A)	172	Read Runner's World (A)	164
All News Radio,Net Audience (A)	186	Read Self (A)	172	Read Wall Street Journal,Daily (A)	164

Source: Mediamark Research Inc., 2004





14 New Empty Nests

With their grown-up children recently out of the house, New Empty Nests is composed of upscale older Americans who pursue active -and activist- lifestyles. Nearly three-quarters of residents are over 65 years old, but they show no interest in a rest-home retirement. This is the top-ranked segment for all-inclusive travel packages; the favorite destination is Italy.

Social Group: The Affluentials

Lifestage Group: Conservative Classics

Statistics:

US Households: 1,158,142 (1.05%)

Median HH Income: \$65,832

Lifestyle Traits:

1. Choose all-inclusive travel pkg
2. Belong to a fraternal order
3. Read Smithsonian
4. Watch Meet the Press
5. Drive a Buick Park Avenue

Demographics Traits:

Ethnic Diversity:	Mostly White
Family Types:	Couples
Age Ranges:	65+
Education Levels:	College Grad+
Employment Levels:	Prof, White-Collar
Housing Types:	Homeowners
Urbanicity:	Suburban
Income:	Upper Middle

Demographics



Age

Description	US.	Segment	Index
Pop Age 0-4	6.60	4.45	67
Pop Age 5-9	6.70	4.80	72
Pop Age 10-14	7.06	5.77	82
Pop Age 15-17	4.26	3.78	89
Pop Age 18-20	4.38	3.05	70
Pop Age 21-24	5.51	3.36	61
Pop Age 25-34	13.66	7.94	58
Pop Age 35-44	15.21	12.92	85
Pop Age 45-49	7.43	7.70	104
Pop Age 50-54	6.64	7.79	117
Pop Age 55-59	5.45	7.25	133
Pop Age 60-64	4.26	6.33	149
Pop Age 65-74	6.52	11.94	183
Pop Age 75-84	4.58	9.43	206
Pop Age 85+	1.74	3.46	199



Housing Urbanization

Description	US.	Segment	Index
Rural/Town (Density Deciles 0-3)	40.01	41.86	105
Suburb Fringe (Density Decile 4-5)	19.90	19.99	100
Urban Fringe (Density Deciles 6-7)	20.00	19.87	99
Urban (Density Deciles 8-9)	20.09	18.28	91



Education

Description	US.	Segment	Index
Completed 0-8 Yrs Elem School	7.62	3.09	41
Attended High School, No Diploma	12.12	6.60	54
High School Graduate	28.54	24.57	86
Some College, No Degree	21.11	21.97	104
Associate Degree	6.32	6.49	103
Bachelor Degree	15.52	22.46	145
Master's Degree	5.86	9.47	162
Professional School Degree	1.95	3.70	189
Doctorate Degree	0.96	1.64	171



Income



Description	US.	Segment	Index
HH Income < \$15,000	14.67	7.02	48
HH Income \$15,000-\$24,999	11.28	7.44	66
HH Income \$25,000-\$34,999	12.27	8.91	73
HH Income \$35,000-\$49,999	15.39	12.93	84
HH Income \$50,000-\$74,999	19.10	21.64	113
HH Income \$75,000-\$99,999	11.61	16.14	139
HH Income \$100,000-\$149,999	9.43	15.07	160
HH Income \$150,000-\$249,999	4.36	7.66	176
HH Income \$250,000-\$499,999	1.29	2.18	168
HH Income \$500,000+	0.60	1.02	171



Race/Ethnicity

Description	US.	Segment	Index
White Alone Pop	74.19	87.68	118
Black/African American Alone Pop	12.30	4.59	37
Am Indian/Alaska Native Alone Pop	0.88	0.20	23
Asian Alone Pop	4.05	4.33	107
Native Hawaiian/Other PI Alone Pop	0.15	0.13	89
Some Other Race Alone Pop	5.80	1.38	24
2 or More Races Pop	2.63	1.67	64
Hispanic/Latino Pop	13.50	4.65	34



Work Occupation

Description	US.	Segment	Index
Management Occupation(Except Farm)	8.31	12.13	146
Farmers & Farm Managers	0.62	0.09	14
Business Operations Specialists	2.03	2.77	136
Financial Specialists	2.12	3.40	160
Computer & Mathematical Occup	2.34	2.97	127
Architecture & Engineering Occup	1.97	2.70	137
Life, Physical, & Social Sci Occup	0.90	1.19	133
Community & Social Services Occup	1.51	1.69	112
Legal Occupations	1.04	1.98	190
Education/Training/Library Occup	5.59	7.48	134
Art/Dsgn/Entrtnmnt/Sprts/Media Occ	1.87	2.33	125
Healthcare Practitn & Tech Occup	4.54	6.73	148
Healthcare Support Occupations	2.07	1.19	57
Protective Service Occupations	1.99	1.83	92
Food Prep & Serving Related Occup	4.94	3.27	66
Building & Grnds/Clean/Maint Occup	3.41	1.70	50
Personal Care & Service Occupation	2.83	2.48	88
Sales & Related Occupations	11.20	13.39	120
Administration Support Occupations	15.44	15.94	103
Farm/Forest/Fishing Occupations	0.78	0.12	15
Construction/Extractn/Maint Occup	9.57	6.23	65
Production/Trans/Matl Moving Occup	14.94	8.40	56



Work Commuting Patterns

Description	US.	Segment	Index
Commute Alone in Vehicle	77.77	86.49	111
Commute in Carpool	12.81	8.30	65
Use Public Transportation	5.02	3.11	62
Walk to Work Only	3.13	1.35	43
Commute by Motorcycle	0.11	0.10	89
Commute by Bicycle	0.40	0.20	51
Commute by Other Means	0.75	0.44	59
Work at Home	1.93	2.23	115
Commute to Work < 15 Minutes	29.73	29.43	99
Commute to Work in 15-29 Minutes	35.93	39.56	110
Commute to Work in 30-44 Minutes	18.97	18.03	95
Commute to Work in 45-59 Minutes	7.37	6.25	85
Commute to Work in 60+ Minutes	8.00	6.74	84



Family Composition Household Type

Description	US.	Segment	Index
HHs w/ 2+ Persons, Family, Married	51.63	59.69	116
HHs with 2+ Persons, Family, Other	16.09	9.71	60
HHs with 2+ Persons, Nonfamily	6.22	3.34	54
HHs w/ 1 or more people < 18 years	35.94	25.50	71
HHs with no people under 18 years	64.06	74.50	116



Family Composition People in Household

Description	US.	Segment	Index
HHs with 1 Person	26.07	27.26	105



Housing Home Value

Description	US.	Segment	Index
Home Value < \$20,000	3.33	0.24	7



HHs with 2 Persons	32.43	39.38	121
HHs with 3 Persons	16.67	14.33	86
HHs with 4 Persons	14.04	11.79	84
HHs with 5 Persons	6.53	4.90	75
HHs with 6 Persons	2.54	1.65	65
HHs with 7+ Persons	1.72	0.70	40



Housing Home Ownership

Description	US.	Segment	Index
Owner-Occupied Housing Units	66.47	85.25	128
Renter-Occupied HUs	33.53	14.75	44

Home Value \$20,000-\$39,999	4.88	0.41	8
Home Value \$40,000-\$59,999	6.70	0.68	10
Home Value \$60,000-\$79,999	8.39	1.52	18
Home Value \$80,000-\$99,999	9.88	3.48	35
Home Value \$100,000-\$149,999	22.61	19.92	88
Home Value \$150,000-\$199,999	15.24	24.59	161
Home Value \$200,000-\$299,999	15.17	26.66	176
Home Value \$300,000-\$399,999	6.22	11.22	180
Home Value \$400,000-\$499,999	3.11	5.37	173
Home Value \$500,000-\$749,999	2.44	3.70	151
Home Value \$750,000-\$999,999	1.03	1.21	117
Home Value \$1,000,000+	1.00	1.00	100



Housing Units in Structure

Description	US.	Segment	Index
Single Unit in Structure	66.00	80.43	122
2 Units in Structure	4.19	1.46	35
3-19 Units in Structure	13.49	7.61	56
20-49 Units in Structure	3.37	2.77	82
50+ Units in Structure	5.35	6.64	124
Mobile Home or Trailer	7.38	1.05	14



Housing Years in Home

Description	US.	Segment	Index
Moved into Unit 1999 to March 2004	24.69	15.50	63
Moved into Unit in 1995 to 1998	27.21	22.43	82
Moved into Unit in 1990 to 1994	15.13	15.44	102
Moved into Unit in 1980 to 1989	14.66	17.96	123
Moved into Unit in 1970 to 1979	9.27	13.25	143
Moved into Unit in 1969 or earlier	9.05	15.42	170

Lifestyles

Top 15 Lifestyle Behaviors		Lifestyle Behaviors 16-30		Lifestyle Behaviors 31-45	
Shop at Lord & Taylor,3mo (A)	279	Buy 1950s Nostalgia Music,1yr (A) *	164	Personal Travel by Airplane,3+,1yr (A)	144
Foreign Travel by Railroad,3yr (A)	272	Stay at Ramada Inn on Vacation,1yr (A)	164	Shop at Costco,6mo (A)	144
Buy from Bertucci's,1mo (A) *	264	Shop at Macy's,3mo (A)	162	Use Quick Service Copy/Printing,6mo (A)	143
Belong to a Country Club (A)	222	Buy Golf Clubs,1yr (A)	160	Buy from Cracker Barrel,1mo (A) *	142
Contribute to PBS,1yr (A)	200	Domestic Travel,Any Trip,15+ Nights,1yr (A)	160	Buy from California Pizza Kitchen,1mo (A) *	141
Buy from Friendly's,1mo (A) *	189	Shop at Nordstrom,3mo (A)	159	Write to Elected Official,1yr (A)	141
Foreign Travel,\$3000+,1yr (A)	189	Travel to Any Western Europe,3yr (A)	159	Go to Live Theater,1yr (A)	138
Order from Lillian Vernon,1yr (A)	186	Own Motor Home (H)	158	Travel on All Inclusive Package Trip,3yr (A)	138



Foreign Travel by Cruise Ship,3yr (A)	181	Buy from IHOP,1mo (A) *	156	Buy from Bob Evan's Farm,1mo (A) *	137
Shop at Bloomingdales,3mo (A)	179	Order from Readers Digest Association,1yr (A)	153	Shop at Neiman Marcus,3mo (A)	136
Own Vacation/Weekend Home (H)	175	Stay at Best Western on Vacation,1yr (A)	151	Buy from Boston Market,1mo (A) *	135
Shop at Longs Drug Store,6mo (A)	175	Foreign Travel for 15+ Nights,3yr (A)	150	Stay at Comfort Inn on Vacation,1yr (A)	135
Buy from Steak N Ale,6mo (A)	174	Own Timeshare Residence (H)	150	Own Stationary Bike (A)	134
Belong to a Veterans Club (A)	173	Belong to a Civic Club (A)	149	Buy from Sizzler Family Steakhouse,1mo (A) *	133
Order from Land's End,1yr (A)	166	Foreign Travel by Bus,3yr (A)	148	Domestic Travel,\$3000+,1yr (A)	133

Source: Mediamark Research Inc., 2004

Media

Top 15 Media Behaviors		Media Behaviors 16-30		Media Behaviors 31-45	
Adult Standards Radio,Net Audience (A)	344	TV Golf,Net Audience (A)	176	Watch Show Type,Early Evening Network News,Weekend	146
Wall Street Journal Report,Net Audience (A)	265	Radio,Golf,Net Audience (A)	170	Watch Show Type,Tennis (A)	146
Read Washington Post,Sunday (A)	244	All Talk,Net Audience (A)	169	Watch CNN,1wk (A)	145
Dow Jones Money Report,Net Audience (A)	242	Read Sunset (A)	167	Watch Show Type,Primetime Documentary/Info Shows (144
All News Radio,Net Audience (A)	230	Read Barron's (A)	166	Read Smithsonian (A)	142
Read Chicago Tribune,Sunday (A)	228	Watch American Movie Classics,1wk (A)	164	Read Conde Nast Traveler (A)	140
Bloomberg Network Radio,Net Audience (A)	224	National Public Radio,Net Audience (A)	161	Read Travel & Leisure (A)	140
Classical Radio,Net Audience (A)	206	Read Kiplinger's Personal Finance (A)	161	Read Bon Appetit (A)	139
News/Talk Radio,Net Audience (A)	202	Read The New Yorker (A)	157	Watch CNBC,1wk (A)	139
Read Los Angeles Times,Sunday (A)	202	Read Architectural Digest (A)	156	Read Daily Newspaper (A)	137
TV Bowling,Net Audience (A)	197	Watch Turner Classic Movies,1wk (A)	155	Read Wall Street Journal,Daily (A)	137
TV Figure Skating,Net Audience (A)	188	Jazz Radio,Net Audience (A)	153	Read Ladies' Home Journal (A)	136



Read New York Times,Sunday (A)	180	TV Horse Racing,Net Audience (A)	151	Read Prevention (A)	135
TV Tennis,Net Audience (A)	178	Read Forbes (A)	147	Watch Show Type,Early Evening Network News,M-F (A)	135
Watch Bravo,1wk (A)	177	Watch A&E Television Network,1wk (A)	146	Read Money (A)	134

Source: Mediamark Research Inc., 2004





15 Pools & Patios

Formed during the postwar Baby Boom, Pools & Patios has evolved from a segment of young suburban families to one for mature, empty-nesting couples. In these stable neighborhoods graced with backyard pools and patios -the highest proportion of homes were built in the 1960s- residents work as white-collar managers and professionals, and are now at the top of their careers.

Social Group: The Affluentials

Lifestage Group: Conservative Classics

Statistics:

US Households: 1,353,476 (1.23%)

Median HH Income: \$66,885

Lifestyle Traits:

1. Own a timeshare
2. Eat at Boston Market
3. Read Consumer Digest
4. Listen to jazz radio
5. Drive a VW New Beetle

Demographics Traits:

Ethnic Diversity:	Mostly White
Family Types:	Couples
Age Ranges:	45+
Education Levels:	College Grad+
Employment Levels:	Prof, White-Collar
Housing Types:	Homeowners
Urbanicity:	Suburban
Income:	Upper Middle

Demographics



Age

Description	US.	Segment	Index
Pop Age 0-4	6.60	5.34	81
Pop Age 5-9	6.70	5.74	86
Pop Age 10-14	7.06	6.73	95
Pop Age 15-17	4.26	4.28	101
Pop Age 18-20	4.38	3.38	77
Pop Age 21-24	5.51	3.80	69
Pop Age 25-34	13.66	10.05	74
Pop Age 35-44	15.21	15.47	102
Pop Age 45-49	7.43	8.59	116
Pop Age 50-54	6.64	8.14	123
Pop Age 55-59	5.45	6.80	125
Pop Age 60-64	4.26	5.24	123
Pop Age 65-74	6.52	8.48	130
Pop Age 75-84	4.58	5.96	130
Pop Age 85+	1.74	2.01	115



Housing Urbanization

Description	US.	Segment	Index
Rural/Town (Density Deciles 0-3)	40.01	41.34	103
Suburb Fringe (Density Decile 4-5)	19.90	20.69	104
Urban Fringe (Density Deciles 6-7)	20.00	19.72	99
Urban (Density Deciles 8-9)	20.09	18.24	91



Education

Description	US.	Segment	Index
Completed 0-8 Yrs Elem School	7.62	3.11	41
Attended High School, No Diploma	12.12	7.00	58
High School Graduate	28.54	26.09	91
Some College, No Degree	21.11	22.28	106
Associate Degree	6.32	7.34	116
Bachelor Degree	15.52	21.23	137
Master's Degree	5.86	8.79	150
Professional School Degree	1.95	2.78	142
Doctorate Degree	0.96	1.38	143



Income



Description	US.	Segment	Index
HH Income < \$15,000	14.67	6.02	41
HH Income \$15,000-\$24,999	11.28	6.71	60
HH Income \$25,000-\$34,999	12.27	8.58	70
HH Income \$35,000-\$49,999	15.39	13.10	85
HH Income \$50,000-\$74,999	19.10	23.08	121
HH Income \$75,000-\$99,999	11.61	17.65	152
HH Income \$100,000-\$149,999	9.43	15.60	165
HH Income \$150,000-\$249,999	4.36	6.85	157
HH Income \$250,000-\$499,999	1.29	1.69	131
HH Income \$500,000+	0.60	0.72	120



Race/Ethnicity

Description	US.	Segment	Index
White Alone Pop	74.19	86.14	116
Black/African American Alone Pop	12.30	5.66	46
Am Indian/Alaska Native Alone Pop	0.88	0.26	30
Asian Alone Pop	4.05	4.16	103
Native Hawaiian/Other PI Alone Pop	0.15	0.09	62
Some Other Race Alone Pop	5.80	1.79	31
2 or More Races Pop	2.63	1.90	72
Hispanic/Latino Pop	13.50	5.94	44



Work Occupation

Description	US.	Segment	Index
Management Occupation(Except Farm)	8.31	11.05	133
Farmers & Farm Managers	0.62	0.08	12
Business Operations Specialists	2.03	2.71	133
Financial Specialists	2.12	3.12	147
Computer & Mathematical Occup	2.34	3.10	133
Architecture & Engineering Occup	1.97	2.70	137
Life, Physical, & Social Sci Occup	0.90	1.09	122
Community & Social Services Occup	1.51	1.61	106
Legal Occupations	1.04	1.59	153
Education/Training/Library Occup	5.59	7.04	126
Art/Dsgn/Entrtnmnt/Sprts/Media Occ	1.87	2.26	121
Healthcare Practitn & Tech Occup	4.54	5.88	130
Healthcare Support Occupations	2.07	1.35	65
Protective Service Occupations	1.99	2.11	106
Food Prep & Serving Related Occup	4.94	3.54	72
Building & Grnds/Clean/Maint Occup	3.41	1.87	55
Personal Care & Service Occupation	2.83	2.53	89
Sales & Related Occupations	11.20	12.48	111
Administration Support Occupations	15.44	16.78	109
Farm/Forest/Fishing Occupations	0.78	0.12	16
Construction/Extractn/Maint Occup	9.57	7.37	77
Production/Trans/Matl Moving Occup	14.94	9.61	64



Work Commuting Patterns

Description	US.	Segment	Index
Commute Alone in Vehicle	77.77	86.06	111
Commute in Carpool	12.81	8.58	67
Use Public Transportation	5.02	3.26	65
Walk to Work Only	3.13	1.37	44
Commute by Motorcycle	0.11	0.10	86
Commute by Bicycle	0.40	0.22	55
Commute by Other Means	0.75	0.42	56
Work at Home	1.93	2.14	111
Commute to Work < 15 Minutes	29.73	28.47	96
Commute to Work in 15-29 Minutes	35.93	39.35	110
Commute to Work in 30-44 Minutes	18.97	18.59	98
Commute to Work in 45-59 Minutes	7.37	6.65	90
Commute to Work in 60+ Minutes	8.00	6.95	87



Family Composition Household Type

Description	US.	Segment	Index
HHs w/ 2+ Persons, Family, Married	51.63	60.57	117
HHs with 2+ Persons, Family, Other	16.09	11.99	75
HHs with 2+ Persons, Nonfamily	6.22	4.28	69
HHs w/ 1 or more people < 18 years	35.94	32.20	90
HHs with no people under 18 years	64.06	67.80	106



Family Composition People in Household

Description	US.	Segment	Index
HHs with 1 Person	26.07	23.16	89



Housing Home Value

Description	US.	Segment	Index
Home Value < \$20,000	3.33	0.32	10



HHs with 2 Persons	32.43	36.11	111
HHs with 3 Persons	16.67	17.05	102
HHs with 4 Persons	14.04	14.63	104
HHs with 5 Persons	6.53	6.10	93
HHs with 6 Persons	2.54	2.04	80
HHs with 7+ Persons	1.72	0.90	52



Housing Home Ownership

Description	US.	Segment	Index
Owner-Occupied Housing Units	66.47	84.54	127
Renter-Occupied HUs	33.53	15.46	46

Home Value \$20,000-\$39,999	4.88	0.48	10
Home Value \$40,000-\$59,999	6.70	0.73	11
Home Value \$60,000-\$79,999	8.39	1.62	19
Home Value \$80,000-\$99,999	9.88	4.00	40
Home Value \$100,000-\$149,999	22.61	22.74	101
Home Value \$150,000-\$199,999	15.24	25.58	168
Home Value \$200,000-\$299,999	15.17	25.99	171
Home Value \$300,000-\$399,999	6.22	10.22	164
Home Value \$400,000-\$499,999	3.11	4.25	137
Home Value \$500,000-\$749,999	2.44	2.67	109
Home Value \$750,000-\$999,999	1.03	0.81	79
Home Value \$1,000,000+	1.00	0.60	60



Housing Units in Structure

Description	US.	Segment	Index
Single Unit in Structure	66.00	85.54	130
2 Units in Structure	4.19	2.62	63
3-19 Units in Structure	13.49	6.69	50
20-49 Units in Structure	3.37	1.57	46
50+ Units in Structure	5.35	2.48	46
Mobile Home or Trailer	7.38	1.05	14



Housing Years in Home

Description	US.	Segment	Index
Moved into Unit 1999 to March 2004	24.69	15.15	61
Moved into Unit in 1995 to 1998	27.21	22.85	84
Moved into Unit in 1990 to 1994	15.13	15.73	104
Moved into Unit in 1980 to 1989	14.66	17.87	122
Moved into Unit in 1970 to 1979	9.27	13.52	146
Moved into Unit in 1969 or earlier	9.05	14.88	165

Lifestyles

Top 15 Lifestyle Behaviors		Lifestyle Behaviors 16-30		Lifestyle Behaviors 31-45	
Order from Home Shopping Network, 1yr (A)	280	Buy from Chi-Chi's, 1mo (A) *	170	Own a Valid Passport (A)	159
Shop at Lord & Taylor, 3mo (A)	233	Buy from IHOP, 1mo (A) *	169	Play Lottery, 10+ Times/mo, 1yr (A)	159
Buy from Bertucci's, 1mo (A) *	213	Shop at Costco, 6mo (A)	169	Foreign Travel, <\$3000, 1yr (A)	158
Shop at Nordstrom, 3mo (A)	213	Order from Spiegel, 1yr (A)	168	Order from L.L. Bean, 1yr (A)	158
Foreign Travel by Railroad, 3yr (A)	198	Visit Any Busch Gardens Park, 1yr (A)	167	Shop at Neiman Marcus, 3mo (A)	158
Shop at BJ's Wholesale Club, 6mo (A)	188	Domestic Travel on American Airlines, 1yr (A)	166	Shop at Office Max, 1yr (A)	158
Personal Travel by Airplane, 3+, 1yr (A)	187	Own Timeshare Residence (H)	165	Stay at Days Inn on Vacation, 1yr (A)	158
Order from J. Crew, 1yr (A)	185	Contribute to PBS, 1yr (A)	164	Travel to Any Western Europe, 3yr (A)	157



Shop at Banana Republic,3mo (A)	184	Do Bird Watching,1yr (A)	164	Foreign Travel,Use Travel Agent,3yr (A)	156
Foreign Travel during July-September,3yr (A)	178	Buy Flowers by Internet,1yr (A)	162	Belong to a Union (A)	155
Order from QVC,1yr (A)	176	Shop at Macy's,3mo (A)	162	Foreign Trips,3+ Trips,3yr (A)	153
Travel to Canada,3yr (A)	173	Shop at Sherwin Williams,1yr (A)	162	Travel on All Inclusive Package Trip,3yr (A)	153
Buy from Checkers,1mo (A) *	172	Shop at Circuit City,1yr (A)	161	Domestic Travel During January-March,1yr (A)	152
Go Snowboarding,1yr (A)	172	Foreign Travel by Cruise Ship,3yr (A)	159	Stay at Hilton on Vacation,1yr (A)	152
Travel to Japan/Asia/Other,3yr (A)	172	Foreign Travel during October-December,3yr (A)	159	Do Painting/Drawing,1yr (A)	151

Source: Mediamark Research Inc., 2004

Media

Top 15 Media Behaviors		Media Behaviors 16-30		Media Behaviors 31-45	
Read Washington Post,Sunday (A)	366	Read Bon Appetit (A)	170	Read USA Today,Daily (A)	156
Watch Bravo,1wk (A)	246	Read Inc. (A)	170	National Public Radio,Net Audience (A)	155
Read Kiplinger's Personal Finance (A)	223	Oldies Radio,Net Audience (A)	166	ABC ESPN Radio,Net Audience (A)	154
All News Radio,Net Audience (A)	200	Read Tennis (A)	166	Read Fortune (A)	154
Bloomberg Network Radio,Net Audience (A)	198	Watch Turner Classic Movies,1wk (A)	166	Read Sunset (A)	154
News/Talk Radio,Net Audience (A)	191	All Talk,Net Audience (A)	165	Adult Standards Radio,Net Audience (A)	153
Read Chicago Tribune,Sunday (A)	190	Read Los Angeles Times,Sunday (A)	163	TV Soccer,Net Audience (A)	153
Read Scientific American (A)	190	Read Architectural Digest (A)	162	Watch A&E Television Network,1wk (A)	153
Wall Street Journal Report,Net Audience (A)	190	Read Macworld (A)	162	Read Barron's (A)	152
Jazz Radio,Net Audience (A)	189	Read The New Yorker (A)	161	Read Harper's Bazaar (A)	152
Classical Radio,Net Audience (A)	185	Read Yankee (A)	161	Watch Home & Garden TV,1wk (A)	152
Read Yachting (A)	179	Watch Food Network,1wk (A)	161	Watch Show Type,Tennis (A)	152



TV Horse Racing,Net Audience (A)	173	Dow Jones Money Report,Net Audience (A)	160	Read PC World (A)	151
Read Conde Nast Traveler (A)	171	Read Forbes (A)	158	Read Smithsonian (A)	149
Read American Photo (A)	170	Read Smart Money (A)	157	Watch American Movie Classics,1wk (A)	149

Source: Mediamark Research Inc., 2004





16 Bohemian Mix

A collection of young, mobile urbanites, Bohemian Mix represents the nation's most liberal lifestyles. Its residents are a progressive mix of young singles and couples, students and professionals, Hispanics, Asians, African-Americans and whites. In their funky rowhouses and apartments, Bohemian Mixers are the early adopters who are quick to check out the latest movie, nightclub, laptop and microbrew.

Social Group: Urban Uptown

Lifestage Group: Young Achievers

Statistics:

US Households: 2,039,556 (1.85%)

Median HH Income: \$49,806

Lifestyle Traits:

1. Shop at Banana Republic
2. Go jogging
3. Read Vanity Fair
4. Watch Friends in syndication
5. Drive a Audi A4/S4

Demographics Traits:

Ethnic Diversity:	Black, High Asian & Hisp.
Family Types:	Singles
Age Ranges:	<35
Education Levels:	College Grad+
Employment Levels:	Prof, White-Collar
Housing Types:	Renters
Urbanicity:	Urban
Income:	Midscale

Demographics



Age

Description	US.	Segment	Index
Pop Age 0-4	6.60	5.98	91
Pop Age 5-9	6.70	5.40	81
Pop Age 10-14	7.06	5.11	72
Pop Age 15-17	4.26	2.86	67
Pop Age 18-20	4.38	3.62	83
Pop Age 21-24	5.51	6.62	120
Pop Age 25-34	13.66	22.63	166
Pop Age 35-44	15.21	16.53	109
Pop Age 45-49	7.43	6.83	92
Pop Age 50-54	6.64	5.94	89
Pop Age 55-59	5.45	4.68	86
Pop Age 60-64	4.26	3.50	82
Pop Age 65-74	6.52	4.92	75
Pop Age 75-84	4.58	3.67	80
Pop Age 85+	1.74	1.73	99



Housing Urbanization

Description	US.	Segment	Index
Rural/Town (Density Deciles 0-3)	40.01	32.02	80
Suburb Fringe (Density Decile 4-5)	19.90	18.04	91
Urban Fringe (Density Deciles 6-7)	20.00	24.37	122
Urban (Density Deciles 8-9)	20.09	25.57	127



Education

Description	US.	Segment	Index
Completed 0-8 Yrs Elem School	7.62	9.01	118
Attended High School, No Diploma	12.12	10.42	86
High School Graduate	28.54	20.01	70
Some College, No Degree	21.11	18.30	87
Associate Degree	6.32	5.68	90
Bachelor Degree	15.52	22.29	144
Master's Degree	5.86	9.11	156
Professional School Degree	1.95	3.49	179
Doctorate Degree	0.96	1.69	176



Income



Description	US.	Segment	Index
HH Income < \$15,000	14.67	13.16	90
HH Income \$15,000-\$24,999	11.28	9.24	82
HH Income \$25,000-\$34,999	12.27	11.18	91
HH Income \$35,000-\$49,999	15.39	16.63	108
HH Income \$50,000-\$74,999	19.10	21.38	112
HH Income \$75,000-\$99,999	11.61	12.26	106
HH Income \$100,000-\$149,999	9.43	9.84	104
HH Income \$150,000-\$249,999	4.36	4.51	104
HH Income \$250,000-\$499,999	1.29	1.26	97
HH Income \$500,000+	0.60	0.54	90



Race/Ethnicity

Description	US.	Segment	Index
White Alone Pop	74.19	54.99	74
Black/African American Alone Pop	12.30	13.68	111
Am Indian/Alaska Native Alone Pop	0.88	0.57	65
Asian Alone Pop	4.05	12.94	320
Native Hawaiian/Other PI Alone Pop	0.15	0.27	181
Some Other Race Alone Pop	5.80	12.39	214
2 or More Races Pop	2.63	5.17	196
Hispanic/Latino Pop	13.50	26.75	198



Work Occupation

Description	US.	Segment	Index
Management Occupation(Except Farm)	8.31	9.70	117
Farmers & Farm Managers	0.62	0.02	3
Business Operations Specialists	2.03	2.95	145
Financial Specialists	2.12	2.87	135
Computer & Mathematical Occup	2.34	4.28	183
Architecture & Engineering Occup	1.97	2.03	103
Life, Physical, & Social Sci Occup	0.90	1.60	178
Community & Social Services Occup	1.51	1.66	110
Legal Occupations	1.04	2.22	213
Education/Training/Library Occup	5.59	5.71	102
Art/Dsgn/Enttrnmnt/Sprts/Media Occ	1.87	4.98	266
Healthcare Practitn & Tech Occup	4.54	4.12	91
Healthcare Support Occupations	2.07	1.79	86
Protective Service Occupations	1.99	1.64	83
Food Prep & Serving Related Occup	4.94	5.09	103
Building & Grnds/Clean/Maint Occup	3.41	3.31	97
Personal Care & Service Occupation	2.83	2.87	101
Sales & Related Occupations	11.20	10.65	95
Administration Support Occupations	15.44	15.85	103
Farm/Forest/Fishing Occupations	0.78	0.12	16
Construction/Extractn/Maint Occup	9.57	6.28	66
Production/Trans/Matl Moving Occup	14.94	10.24	69



Work Commuting Patterns

Description	US.	Segment	Index
Commute Alone in Vehicle	77.77	55.27	71
Commute in Carpool	12.81	11.50	90
Use Public Transportation	5.02	24.20	482
Walk to Work Only	3.13	7.07	225
Commute by Motorcycle	0.11	0.21	179
Commute by Bicycle	0.40	1.05	263
Commute by Other Means	0.75	0.71	95
Work at Home	1.93	1.88	97
Commute to Work < 15 Minutes	29.73	19.79	67
Commute to Work in 15-29 Minutes	35.93	33.90	94
Commute to Work in 30-44 Minutes	18.97	24.55	129
Commute to Work in 45-59 Minutes	7.37	10.58	144
Commute to Work in 60+ Minutes	8.00	11.17	140



Family Composition Household Type

Description	US.	Segment	Index
HHs w/ 2+ Persons, Family, Married	51.63	32.28	63
HHs with 2+ Persons, Family, Other	16.09	16.05	100
HHs with 2+ Persons, Nonfamily	6.22	12.51	201
HHs w/ 1 or more people < 18 years	35.94	25.18	70
HHs with no people under 18 years	64.06	74.82	117



Family Composition People in Household

Description	US.	Segment	Index
HHs with 1 Person	26.07	39.16	150



Housing Home Value

Description	US.	Segment	Index
Home Value < \$20,000	3.33	0.91	27



HHs with 2 Persons	32.43	29.12	90
HHs with 3 Persons	16.67	13.35	80
HHs with 4 Persons	14.04	9.28	66
HHs with 5 Persons	6.53	4.73	72
HHs with 6 Persons	2.54	2.24	88
HHs with 7+ Persons	1.72	2.13	124



Housing Home Ownership

Description	US.	Segment	Index
Owner-Occupied Housing Units	66.47	26.74	40
Renter-Occupied HUs	33.53	73.26	218

Home Value \$20,000-\$39,999	4.88	1.12	23
Home Value \$40,000-\$59,999	6.70	1.57	23
Home Value \$60,000-\$79,999	8.39	2.17	26
Home Value \$80,000-\$99,999	9.88	2.99	30
Home Value \$100,000-\$149,999	22.61	12.06	53
Home Value \$150,000-\$199,999	15.24	13.30	87
Home Value \$200,000-\$299,999	15.17	25.75	170
Home Value \$300,000-\$399,999	6.22	16.55	266
Home Value \$400,000-\$499,999	3.11	9.63	310
Home Value \$500,000-\$749,999	2.44	8.48	347
Home Value \$750,000-\$999,999	1.03	2.99	290
Home Value \$1,000,000+	1.00	2.47	246



Housing Units in Structure

Description	US.	Segment	Index
Single Unit in Structure	66.00	20.35	31
2 Units in Structure	4.19	10.03	239
3-19 Units in Structure	13.49	34.43	255
20-49 Units in Structure	3.37	12.76	379
50+ Units in Structure	5.35	22.12	413
Mobile Home or Trailer	7.38	0.26	3



Housing Years in Home

Description	US.	Segment	Index
Moved into Unit 1999 to March 2004	24.69	29.62	120
Moved into Unit in 1995 to 1998	27.21	32.95	121
Moved into Unit in 1990 to 1994	15.13	13.73	91
Moved into Unit in 1980 to 1989	14.66	10.94	75
Moved into Unit in 1970 to 1979	9.27	6.85	74
Moved into Unit in 1969 or earlier	9.05	5.90	65

Lifestyles

Top 15 Lifestyle Behaviors		Lifestyle Behaviors 16-30		Lifestyle Behaviors 31-45	
Travel to Japan/Asia/Other,3yr (A)	337	Foreign Travel during October-December,3yr (A)	212	Member of Frequent Flyer Program (A)	187
Shop at Banana Republic,3mo (A)	316	Foreign Travel,\$3000+,1yr (A)	212	Foreign Travel during April-June,3yr (A)	185
Shop at Bloomingdales,3mo (A)	315	Travel to Puerto Rico,3yr (A)	211	Go Sailing,1yr (A)	185
Shop at Macy's,3mo (A)	287	Order from priceline.com,1yr (A)	210	Shop at Ann Taylor,3mo (A)	185
Buy from Chevy's,1mo (A) *	282	Travel to Any Western Europe,3yr (A)	205	Buy from Carl's Jr.,1mo (A) *	184
Travel to Central/South America,3yr (A)	259	Visit Disneyland (CA),1yr (A)	201	Own a Valid Passport (A)	184
Order from J. Crew,1yr (A)	245	Shop at Neiman Marcus,3mo (A)	199	Shop at The Gap,3mo (A)	183
Shop at Longs Drug Store,6mo (A)	245	Personal Travel by Airplane,3+,1yr (A)	197	Foreign Travel,Use Travel Agent,3yr (A)	181



Foreign Travel for 15+ Nights,3yr (A)	244	Domestic Travel on American Airlines,1yr (A)	194	Foreign Travel during July-September,3yr (A)	180
Foreign Travel by Railroad,3yr (A)	223	Shop at Costco,6mo (A)	192	Go to Professional Basketball Games,1+ Times,1mo (A)	179
Foreign Trips,3+ Trips,3yr (A)	222	Shop at Lord & Taylor,3mo (A)	192	Buy from Cheesecake Factory,1mo (A) *	178
Buy from Del Taco,1mo (A) *	220	Order from barnes&noble.com,1yr (A)	190	Shop at Structure,3mo (A)	178
Shop at Nordstrom,3mo (A)	217	Play Tennis,1yr (A)	189	Buy from Bertucci's,1mo (A) *	177
Play Racquetball,1yr (A)	214	Buy from Sizzler Family Steakhouse,1mo (A) *	188	Go Downhill Skiing,1yr (A)	177
Buy from California Pizza Kitchen,1mo (A) *	212	Foreign Travel by Airplane,3yr (A)	187	Foreign Travel,<\$3000,1yr (A)	176

Source: Mediamark Research Inc., 2004

Media

Top 15 Media Behaviors		Media Behaviors 16-30		Media Behaviors 31-45	
Read New York Times,Sunday (A)	496	Hispanic,Net Audience (A)	201	Listen Radio on Internet,1mo (A)	175
Read New York Times,Daily (A)	466	Read Spin (A)	200	Read Skiing (A)	175
Read New York Magazine (A)	328	TV Soccer,Net Audience (A)	198	Read Business Week (A)	174
Read Los Angeles Times,Sunday (A)	326	Variety Radio,Net Audience (A)	198	Alternative Rock Radio,Net Audience (A)	173
Read Atlantic Monthly (A)	258	Classical Radio,Net Audience (A)	193	Watch The Movie Channel,1wk (A)	172
Read The New Yorker (A)	242	Read American Photo (A)	189	Read Self (A)	171
Read Premiere (A)	230	Read GQ (A)	185	Read Allure (A)	170
Read Harper's Bazaar (A)	227	Read Architectural Digest (A)	184	National Public Radio,Net Audience (A)	168
Read Macworld (A)	224	Jazz Radio,Net Audience (A)	182	Read Barron's (A)	168
All News Radio,Net Audience (A)	222	Read Wall Street Journal,Daily (A)	182	Watch MTV,1wk (A)	167
Watch Independent Film Channel,1wk (A)	222	Read The Source (A)	181	Read Metropolitan Home (A)	166
Read Elle (A)	219	Read Esquire (A)	180	Watch VH1,1wk (A)	166



Read Vanity Fair (A)	210	Read Maxim (A)	180	Read Chicago Tribune,Sunday (A)	165
Read In Style (A)	204	Read Conde Nast Traveler (A)	176	Urban Contemporary Radio,Net Audience (A)	165
Read Marie Claire (A)	202	Read Shape (A)	176	Watch Showtime,1wk (A)	164

Source: Mediamark Research Inc., 2004





17 Beltway Boomers

The members of the postwar Baby Boom are all grown up. Today, these Americans are in their forties and fifties, and one segment of this huge cohort -college-educated, upper-middle-class and home-owning- is found in Beltway Boomers. Like many of their peers who married late, these Boomers are still raising children in comfortable suburban subdivisions, and they're pursuing kid-centered lifestyles.

Social Group: The Affluentials

Lifestage Group: Young Accumulators

Statistics:

US Households: 1,056,083 (0.96%)

Median HH Income: \$69,538

Lifestyle Traits:

1. Go to H.S. sporting events
2. Eat health foods
3. Read Business Week
4. Listen to soft contemp. radio
5. Drive a Hyundai Santa Fe

Demographics Traits:

Ethnic Diversity:	High Asian, Hispanic
Family Types:	Families
Age Ranges:	35-64
Education Levels:	H.S./College
Employment Levels:	Prof, White-Collar
Housing Types:	Homeowners
Urbanicity:	Suburban
Income:	Upper Middle

Demographics



Age

Description	US.	Segment	Index
Pop Age 0-4	6.60	6.58	100
Pop Age 5-9	6.70	7.55	113
Pop Age 10-14	7.06	8.78	124
Pop Age 15-17	4.26	5.37	126
Pop Age 18-20	4.38	3.94	90
Pop Age 21-24	5.51	4.14	75
Pop Age 25-34	13.66	11.05	81
Pop Age 35-44	15.21	17.02	112
Pop Age 45-49	7.43	8.75	118
Pop Age 50-54	6.64	7.62	115
Pop Age 55-59	5.45	5.79	106
Pop Age 60-64	4.26	4.07	96
Pop Age 65-74	6.52	5.27	81
Pop Age 75-84	4.58	3.08	67
Pop Age 85+	1.74	0.97	56



Housing Urbanization

Description	US.	Segment	Index
Rural/Town (Density Deciles 0-3)	40.01	41.73	104
Suburb Fringe (Density Decile 4-5)	19.90	19.24	97
Urban Fringe (Density Deciles 6-7)	20.00	22.27	111
Urban (Density Deciles 8-9)	20.09	16.76	83



Education

Description	US.	Segment	Index
Completed 0-8 Yrs Elem School	7.62	4.16	55
Attended High School, No Diploma	12.12	8.37	69
High School Graduate	28.54	26.90	94
Some College, No Degree	21.11	24.84	118
Associate Degree	6.32	8.36	132
Bachelor Degree	15.52	18.30	118
Master's Degree	5.86	6.49	111
Professional School Degree	1.95	1.75	90
Doctorate Degree	0.96	0.84	87



Income



Description	US.	Segment	Index
HH Income < \$15,000	14.67	5.15	35
HH Income \$15,000-\$24,999	11.28	5.32	47
HH Income \$25,000-\$34,999	12.27	7.55	62
HH Income \$35,000-\$49,999	15.39	12.78	83
HH Income \$50,000-\$74,999	19.10	24.57	129
HH Income \$75,000-\$99,999	11.61	19.74	170
HH Income \$100,000-\$149,999	9.43	17.06	181
HH Income \$150,000-\$249,999	4.36	6.31	145
HH Income \$250,000-\$499,999	1.29	1.14	88
HH Income \$500,000+	0.60	0.39	65



Work Occupation

Description	US.	Segment	Index
Management Occupation(Except Farm)	8.31	9.60	116
Farmers & Farm Managers	0.62	0.10	16
Business Operations Specialists	2.03	2.53	124
Financial Specialists	2.12	2.74	129
Computer & Mathematical Occup	2.34	2.96	127
Architecture & Engineering Occup	1.97	2.50	127
Life, Physical, & Social Sci Occup	0.90	0.82	92
Community & Social Services Occup	1.51	1.45	96
Legal Occupations	1.04	0.93	89
Education/Training/Library Occup	5.59	6.05	108
Art/Dsgn/Entrtnmnt/Sprts/Media Occ	1.87	1.66	89
Healthcare Practitn & Tech Occup	4.54	5.14	113
Healthcare Support Occupations	2.07	1.60	77
Protective Service Occupations	1.99	2.34	118
Food Prep & Serving Related Occup	4.94	3.88	79
Building & Grnds/Clean/Maint Occup	3.41	2.28	67
Personal Care & Service Occupation	2.83	2.67	94
Sales & Related Occupations	11.20	11.99	107
Administration Support Occupations	15.44	17.76	115
Farm/Forest/Fishing Occupations	0.78	0.23	30
Construction/Extractn/Maint Occup	9.57	8.76	92
Production/Trans/Matl Moving Occup	14.94	12.02	80



Family Composition People in Household

Description	US.	Segment	Index
HHs with 1 Person	26.07	14.03	54



Race/Ethnicity

Description	US.	Segment	Index
White Alone Pop	74.19	72.84	98
Black/African American Alone Pop	12.30	11.85	96
Am Indian/Alaska Native Alone Pop	0.88	0.44	50
Asian Alone Pop	4.05	6.28	155
Native Hawaiian/Other PI Alone Pop	0.15	0.29	197
Some Other Race Alone Pop	5.80	5.23	90
2 or More Races Pop	2.63	3.07	117
Hispanic/Latino Pop	13.50	13.59	101



Work Commuting Patterns

Description	US.	Segment	Index
Commute Alone in Vehicle	77.77	83.84	108
Commute in Carpool	12.81	11.03	86
Use Public Transportation	5.02	3.35	67
Walk to Work Only	3.13	0.95	30
Commute by Motorcycle	0.11	0.11	100
Commute by Bicycle	0.40	0.19	49
Commute by Other Means	0.75	0.51	69
Work at Home	1.93	1.94	100
Commute to Work < 15 Minutes	29.73	24.12	81
Commute to Work in 15-29 Minutes	35.93	37.04	103
Commute to Work in 30-44 Minutes	18.97	21.02	111
Commute to Work in 45-59 Minutes	7.37	8.40	114
Commute to Work in 60+ Minutes	8.00	9.42	118



Family Composition Household Type

Description	US.	Segment	Index
HHs w/ 2+ Persons, Family, Married	51.63	67.22	130
HHs with 2+ Persons, Family, Other	16.09	14.83	92
HHs with 2+ Persons, Nonfamily	6.22	3.91	63
HHs w/ 1 or more people < 18 years	35.94	46.48	129
HHs with no people under 18 years	64.06	53.52	84



Housing Home Value

Description	US.	Segment	Index
Home Value < \$20,000	3.33	0.37	11



HHs with 2 Persons	32.43	29.62	91
HHs with 3 Persons	16.67	19.95	120
HHs with 4 Persons	14.04	20.28	144
HHs with 5 Persons	6.53	9.77	150
HHs with 6 Persons	2.54	3.80	150
HHs with 7+ Persons	1.72	2.56	149



Housing Home Ownership

Description	US.	Segment	Index
Owner-Occupied Housing Units	66.47	86.73	130
Renter-Occupied HUs	33.53	13.27	40

Home Value \$20,000-\$39,999	4.88	0.55	11
Home Value \$40,000-\$59,999	6.70	0.65	10
Home Value \$60,000-\$79,999	8.39	1.42	17
Home Value \$80,000-\$99,999	9.88	4.03	41
Home Value \$100,000-\$149,999	22.61	22.61	100
Home Value \$150,000-\$199,999	15.24	25.48	167
Home Value \$200,000-\$299,999	15.17	29.36	194
Home Value \$300,000-\$399,999	6.22	9.78	157
Home Value \$400,000-\$499,999	3.11	3.41	110
Home Value \$500,000-\$749,999	2.44	1.76	72
Home Value \$750,000-\$999,999	1.03	0.37	36
Home Value \$1,000,000+	1.00	0.21	20



Housing Units in Structure

Description	US.	Segment	Index
Single Unit in Structure	66.00	91.88	139
2 Units in Structure	4.19	1.80	43
3-19 Units in Structure	13.49	3.62	27
20-49 Units in Structure	3.37	0.48	14
50+ Units in Structure	5.35	0.81	15
Mobile Home or Trailer	7.38	1.36	18



Housing Years in Home

Description	US.	Segment	Index
Moved into Unit 1999 to March 2004	24.69	17.60	71
Moved into Unit in 1995 to 1998	27.21	24.63	91
Moved into Unit in 1990 to 1994	15.13	17.75	117
Moved into Unit in 1980 to 1989	14.66	19.74	135
Moved into Unit in 1970 to 1979	9.27	11.94	129
Moved into Unit in 1969 or earlier	9.05	8.34	92

Lifestyles

Top 15 Lifestyle Behaviors

Play Racquetball,1yr (A)	328
Buy from Chevy's,1mo (A) *	301
Go to Ice Hockey Games,1+ Times,1mo (A)	270
Buy Sleeping Bag,1yr (H)	264
Go Sailing,1yr (A)	264
Shop at Nordstrom,3mo (A)	262
Visit Any Busch Gardens Park,1yr (A)	261
Buy from Bertucci's,1mo (A) *	256

Lifestyle Behaviors 16-30

Shop at Disney Store,3mo (A)	232
Order from barnes&noble.com,1yr (A)	230
Shop at Banana Republic,3mo (A)	227
Shop at Bloomingdales,3mo (A)	227
Rent/Buy Family/Kid Video,1mo (A)	226
Buy from Del Taco,1mo (A) *	221
Buy 1960s Nostalgia Music,1yr (A) *	220
Visit Any Sea World Park,1yr (A)	217

Lifestyle Behaviors 31-45

Own Tennis Equipment (A)	205
Play Musical Instrument,1yr (A)	203
Visit Any Theme Park,1yr (A)	202
Buy from Chi-Chi's,1mo (A) *	201
Buy from Boston Market,1mo (A) *	200
Travel to Canada,3yr (A)	198
Order from BMG Music,1yr (A)	196
Buy Electric Trains,1yr (A)	195



Order from Gevalia Kaffe,1yr (A)	250	Shop at BJ's Wholesale Club,6mo (A)	214	Shop at Old Navy,3mo (A)	195
Stay at Marriott on Vacation,1yr (A)	247	Own Stair Stepper (A)	213	Shop at Thomasville,1yr (A)	195
Play Tennis,1yr (A)	245	Shop at Longs Drug Store,6mo (A)	212	Buy from Carl's Jr.,1mo (A) *	193
Visit Any Six Flags Park,1yr (A)	245	Foreign Travel by Car,3yr (A)	209	Shop at Costco,6mo (A)	193
Visit Disneyland (CA),1yr (A)	239	Play Baseball,1yr (A)	209	Shop at Ethan Allen Galleries,1yr (A)	193
Play Soccer,1yr (A)	234	Shop at Saks Fifth Ave,3mo (A)	209	Shop at The Gap,3mo (A)	193
Own Racquetball Equipment (A)	233	Buy Model Kits,1yr (A)	208	Buy Electronic Games,1yr (A)	192

Source: Mediamark Research Inc., 2004

Media

Top 15 Media Behaviors		Media Behaviors 16-30		Media Behaviors 31-45	
Read Los Angeles Times,Sunday (A)	331	Read Cycle World (A)	215	Watch The Disney Channel,1wk (A)	196
Read Ski (A)	324	Read Seventeen (A)	214	Watch VH1,1wk (A)	196
Read Chicago Tribune,Sunday (A)	304	Read Allure (A)	213	Read Black Enterprise (A)	195
Read Washington Post,Sunday (A)	300	Sports,Net Audience (A)	210	Read This Old House (A)	195
Read YM (A)	296	Read Popular Hot Rodding (A)	209	Read Vanity Fair (A)	195
TV Soccer,Net Audience (A)	274	Read Spin (A)	209	Black Radio,Net Audience (A)	193
Read Macworld (A)	261	All News Radio,Net Audience (A)	208	Alternative Rock Radio,Net Audience (A)	192
Read Yankee (A)	260	Read Bicycling (A)	207	Dow Jones Money Report,Net Audience (A)	192
Read Scientific American (A)	253	Bloomberg Network Radio,Net Audience (A)	202	Read Cable Guide (A)	192
Read Teen People (A)	251	Read Modern Bride (A)	202	Read Car & Driver (A)	192
Read Skiing (A)	237	TV Ice Hockey,Net Audience (A)	202	Read The Cable Guide (A)	192
Classic Hits,Net Audience (A)	232	Read Inc. (A)	201	Read PC Magazine (A)	191



Read Atlantic Monthly (A)	231	Watch Oxygen,1wk (A)	200	Variety Radio,Net Audience (A)	191
Read Motorcyclist (A)	223	Read Hot Rod (A)	196	Read Wall Street Journal,Daily (A)	189
Read Runner's World (A)	220	Read Smithsonian (A)	196	Watch Independent Film Channel,1wk (A)	189

Source: Mediamark Research Inc., 2004





18 Kids & Cul-de-Sacs

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

Social Group: The Affluentials

Lifestage Group: Young Accumulators

Statistics:

US Households: 1,707,202 (1.55%)

Median HH Income: \$69,152

Lifestyle Traits:

1. Buy children's video games
2. Go to Chuck E. Cheese
3. Read Parenting
4. Watch Nickelodeon
5. Drive a Honda Odyssey

Demographics Traits:

Ethnic Diversity:	High Asian, Hispanic
Family Types:	Families
Age Ranges:	25-54
Education Levels:	H.S./College
Employment Levels:	Prof, White-Collar
Housing Types:	Homeowners
Urbanicity:	Suburban
Income:	Upper Middle

Demographics



Age

Description	US.	Segment	Index
Pop Age 0-4	6.60	8.92	135
Pop Age 5-9	6.70	8.79	131
Pop Age 10-14	7.06	8.65	122
Pop Age 15-17	4.26	4.79	112
Pop Age 18-20	4.38	3.55	81
Pop Age 21-24	5.51	4.31	78
Pop Age 25-34	13.66	16.64	122
Pop Age 35-44	15.21	19.02	125
Pop Age 45-49	7.43	7.43	100
Pop Age 50-54	6.64	5.76	87
Pop Age 55-59	5.45	4.16	76
Pop Age 60-64	4.26	2.73	64
Pop Age 65-74	6.52	3.14	48
Pop Age 75-84	4.58	1.61	35
Pop Age 85+	1.74	0.49	28



Housing Urbanization

Description	US.	Segment	Index
Rural/Town (Density Deciles 0-3)	40.01	42.81	107
Suburb Fringe (Density Decile 4-5)	19.90	21.23	107
Urban Fringe (Density Deciles 6-7)	20.00	19.34	97
Urban (Density Deciles 8-9)	20.09	16.63	83



Education

Description	US.	Segment	Index
Completed 0-8 Yrs Elem School	7.62	3.19	42
Attended High School, No Diploma	12.12	6.88	57
High School Graduate	28.54	23.32	82
Some College, No Degree	21.11	27.58	131
Associate Degree	6.32	9.15	145
Bachelor Degree	15.52	21.27	137
Master's Degree	5.86	6.29	107
Professional School Degree	1.95	1.60	82
Doctorate Degree	0.96	0.72	75



Income



Description	US.	Segment	Index
HH Income < \$15,000	14.67	4.20	29
HH Income \$15,000-\$24,999	11.28	4.44	39
HH Income \$25,000-\$34,999	12.27	7.12	58
HH Income \$35,000-\$49,999	15.39	13.46	87
HH Income \$50,000-\$74,999	19.10	27.13	142
HH Income \$75,000-\$99,999	11.61	21.04	181
HH Income \$100,000-\$149,999	9.43	16.42	174
HH Income \$150,000-\$249,999	4.36	5.06	116
HH Income \$250,000-\$499,999	1.29	0.87	67
HH Income \$500,000+	0.60	0.27	45



Work Occupation

Description	US.	Segment	Index
Management Occupation(Except Farm)	8.31	10.45	126
Farmers & Farm Managers	0.62	0.07	12
Business Operations Specialists	2.03	2.90	143
Financial Specialists	2.12	2.95	139
Computer & Mathematical Occup	2.34	4.05	173
Architecture & Engineering Occup	1.97	2.96	150
Life, Physical, & Social Sci Occup	0.90	0.83	93
Community & Social Services Occup	1.51	1.39	92
Legal Occupations	1.04	0.90	87
Education/Training/Library Occup	5.59	5.59	100
Art/Dsgn/Entrtnmnt/Sprts/Media Occ	1.87	1.64	88
Healthcare Practitn & Tech Occup	4.54	4.91	108
Healthcare Support Occupations	2.07	1.42	68
Protective Service Occupations	1.99	2.41	121
Food Prep & Serving Related Occup	4.94	3.52	71
Building & Grnds/Clean/Maint Occup	3.41	1.93	57
Personal Care & Service Occupation	2.83	2.78	98
Sales & Related Occupations	11.20	12.35	110
Administration Support Occupations	15.44	17.52	113
Farm/Forest/Fishing Occupations	0.78	0.18	23
Construction/Extractn/Maint Occup	9.57	8.42	88
Production/Trans/Matl Moving Occup	14.94	10.80	72



Family Composition People in Household

Description	US.	Segment	Index
HHs with 1 Person	26.07	14.55	56



Race/Ethnicity

Description	US.	Segment	Index
White Alone Pop	74.19	71.94	97
Black/African American Alone Pop	12.30	11.11	90
Am Indian/Alaska Native Alone Pop	0.88	0.56	64
Asian Alone Pop	4.05	6.57	162
Native Hawaiian/Other PI Alone Pop	0.15	0.24	163
Some Other Race Alone Pop	5.80	5.83	101
2 or More Races Pop	2.63	3.74	142
Hispanic/Latino Pop	13.50	16.62	123



Work Commuting Patterns

Description	US.	Segment	Index
Commute Alone in Vehicle	77.77	85.05	109
Commute in Carpool	12.81	11.58	90
Use Public Transportation	5.02	1.79	36
Walk to Work Only	3.13	0.72	23
Commute by Motorcycle	0.11	0.16	138
Commute by Bicycle	0.40	0.16	41
Commute by Other Means	0.75	0.53	71
Work at Home	1.93	2.07	107
Commute to Work < 15 Minutes	29.73	19.88	67
Commute to Work in 15-29 Minutes	35.93	37.46	104
Commute to Work in 30-44 Minutes	18.97	23.91	126
Commute to Work in 45-59 Minutes	7.37	10.01	136
Commute to Work in 60+ Minutes	8.00	8.74	109



Family Composition Household Type

Description	US.	Segment	Index
HHs w/ 2+ Persons, Family, Married	51.63	65.25	126
HHs with 2+ Persons, Family, Other	16.09	14.43	90
HHs with 2+ Persons, Nonfamily	6.22	5.77	93
HHs w/ 1 or more people < 18 years	35.94	51.51	143
HHs with no people under 18 years	64.06	48.49	76



Housing Home Value

Description	US.	Segment	Index
Home Value < \$20,000	3.33	0.68	20



HHs with 2 Persons	32.43	28.23	87
HHs with 3 Persons	16.67	20.77	125
HHs with 4 Persons	14.04	21.11	150
HHs with 5 Persons	6.53	9.71	149
HHs with 6 Persons	2.54	3.58	141
HHs with 7+ Persons	1.72	2.05	119



Housing Home Ownership

Description	US.	Segment	Index
Owner-Occupied Housing Units	66.47	82.47	124
Renter-Occupied HUs	33.53	17.53	52

Home Value \$20,000-\$39,999	4.88	0.68	14
Home Value \$40,000-\$59,999	6.70	0.75	11
Home Value \$60,000-\$79,999	8.39	2.03	24
Home Value \$80,000-\$99,999	9.88	5.51	56
Home Value \$100,000-\$149,999	22.61	28.82	127
Home Value \$150,000-\$199,999	15.24	29.32	192
Home Value \$200,000-\$299,999	15.17	24.15	159
Home Value \$300,000-\$399,999	6.22	5.45	88
Home Value \$400,000-\$499,999	3.11	1.67	54
Home Value \$500,000-\$749,999	2.44	0.68	28
Home Value \$750,000-\$999,999	1.03	0.15	14
Home Value \$1,000,000+	1.00	0.12	12



Housing Units in Structure

Description	US.	Segment	Index
Single Unit in Structure	66.00	86.41	131
2 Units in Structure	4.19	1.05	25
3-19 Units in Structure	13.49	7.50	56
20-49 Units in Structure	3.37	1.23	36
50+ Units in Structure	5.35	1.64	31
Mobile Home or Trailer	7.38	2.13	29



Housing Years in Home

Description	US.	Segment	Index
Moved into Unit 1999 to March 2004	24.69	33.58	136
Moved into Unit in 1995 to 1998	27.21	32.34	119
Moved into Unit in 1990 to 1994	15.13	17.44	115
Moved into Unit in 1980 to 1989	14.66	11.58	79
Moved into Unit in 1970 to 1979	9.27	3.51	38
Moved into Unit in 1969 or earlier	9.05	1.55	17

Lifestyles

Top 15 Lifestyle Behaviors		Lifestyle Behaviors 16-30		Lifestyle Behaviors 31-45	
Buy Swing Sets,1yr (A)	315	Buy Construction Toys,1yr (A)	223	Stay at Holiday Inn on Vacation,1yr (A)	207
Buy from Fuddrucker's,1mo (A) *	310	Buy from Chick-Fil-A,1mo (A) *	223	Buy Action Figures,1yr (A)	205
Buy from Chuck E Cheese,1mo (A) *	300	Play Racquetball,1yr (A)	222	Shop at Ann Taylor,3mo (A)	205
Buy Electric Trains,1yr (A)	296	Go to Zoo,1yr (A)	219	Buy Educational Toys,1yr (A)	204
Play Softball,1yr (A)	267	Shop at Ethan Allen Galleries,1yr (A)	219	Visit Any Six Flags Park,1yr (A)	204
Rent/Buy Family/Kid Video,1mo (A)	267	Buy Infant Toys,1yr (A)	218	Buy Large Baby Dolls,1yr (A)	203
Visit Any Disney World Park (FL),1yr (A)	242	Play Basketball,1yr (A)	218	Shop at The Limited,3mo (A)	202
Order from priceline.com,1yr (A)	241	Buy from Lone Star Steakhouse,1mo (A) *	217	Shop at Express,3mo (A)	201



Shop at Disney Store,3mo (A)	241	Own Racquetball Equipment (A)	217	Buy from Del Taco,1mo (A) *	200
Play Soccer,1yr (A)	236	Shop at Thomasville,1yr (A)	217	Buy Fashion Dolls,1yr (A)	197
Visit Disneyland (CA),1yr (A)	234	Own Timeshare Residence (H)	216	Own Mountain Bicycle (A)	197
Go to Ice Hockey Games,1+ Times,1mo (A)	228	Go In-Line Skating,1yr (A)	214	Buy from T.G.I. Friday's,1mo (A) *	196
Shop at Lerner,3mo (A)	225	Buy Builder Sets,1yr (A)	212	Stay at Hilton on Vacation,1yr (A)	196
Visit Any Busch Gardens Park,1yr (A)	225	Buy from Bennigan's,1mo (A) *	211	Shop at Comp USA,1yr (A)	195
Own Roller Blades/In-Line Skates (A)	224	Go Mountain Bicycling,1yr (A)	207	Play Trivia Games,1yr (A)	194

Source: Mediamark Research Inc., 2004

Media

Top 15 Media Behaviors		Media Behaviors 16-30		Media Behaviors 31-45	
Read Washington Post,Sunday (A)	298	Read Inc. (A)	193	Watch ESPN Classic,1wk (A)	176
Read American Baby (A)	278	Rock,Net Audience (A)	193	Read Sporting News (A)	175
Read Parents Magazine (A)	270	Watch Cartoon Network,1wk (A)	189	Classic Hits,Net Audience (A)	173
Read Parenting (A)	265	Adult Contemporary Radio,Net Audience (A)	188	Read USA Today,Daily (A)	170
Read Chicago Tribune,Sunday (A)	226	Watch E! Entertainment TV,1wk (A)	188	Radio,NBA Games,Net Audience (A)	167
ABC ESPN Radio,Net Audience (A)	224	Radio,NFL Playoffs/Super Bowl,Net Audience (A)	185	Read Fortune (A)	167
Sports,Net Audience (A)	221	Watch Pay-Per-View Sports,1yr (A)	183	Read Muscle & Fitness (A)	166
Alternative Rock Radio,Net Audience (A)	220	Watch The Disney Channel,1wk (A)	182	All News Radio,Net Audience (A)	165
Read Family Fun (A)	220	Read Runner's World (A)	181	Watch Nick at Night,1wk (A)	165
Read Baby Talk (A)	217	TV Ice Hockey,Net Audience (A)	180	Bloomberg Network Radio,Net Audience (A)	164
Read Los Angeles Times,Sunday (A)	213	Read Golf Digest (A)	179	Read ESPN The Magazine (A)	164
Read Shape (A)	204	Read Wall Street Journal,Daily (A)	178	Black Radio,Net Audience (A)	163



All Talk,Net Audience (A)	203	Read Working Mother (A)	178	Read GQ (A)	162
Read First for Women (A)	200	Watch VH1,1wk (A)	178	Classic Rock Radio,Net Audience (A)	161
Watch Nickelodeon,1wk (A)	200	Read Metropolitan Home (A)	176	Read Maxim (A)	160

Source: Mediamark Research Inc., 2004





19 Home Sweet Home

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 between the ages of 25 and 54, have gone to college and hold professional and white-collar jobs. With their upscale 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

Statistics:

US Households: 1,916,297 (1.74%)

Median HH Income: \$63,337

Lifestyle Traits:

1. Go to movies 4+ times/mo
2. Eat at fast food burger
3. Read Entertainment Weekly
4. Watch ESPN Classic
5. Drive a Chevy Blazer

Demographics Traits:

Ethnic Diversity:	White, Asian
Family Types:	Mix
Age Ranges:	25-44
Education Levels:	H.S./College
Employment Levels:	Prof, White-Collar
Housing Types:	Homeowners
Urbanicity:	Suburban
Income:	Upper Middle

Demographics



Age

Description	US.	Segment	Index
Pop Age 0-4	6.60	6.36	96
Pop Age 5-9	6.70	6.19	92
Pop Age 10-14	7.06	6.56	93
Pop Age 15-17	4.26	3.98	93
Pop Age 18-20	4.38	3.79	87
Pop Age 21-24	5.51	4.86	88
Pop Age 25-34	13.66	15.67	115
Pop Age 35-44	15.21	16.94	111
Pop Age 45-49	7.43	7.96	107
Pop Age 50-54	6.64	7.16	108
Pop Age 55-59	5.45	5.64	104
Pop Age 60-64	4.26	4.09	96
Pop Age 65-74	6.52	5.70	87
Pop Age 75-84	4.58	3.79	83
Pop Age 85+	1.74	1.32	76



Housing Urbanization

Description	US.	Segment	Index
Rural/Town (Density Deciles 0-3)	40.01	42.17	105
Suburb Fringe (Density Decile 4-5)	19.90	20.09	101
Urban Fringe (Density Deciles 6-7)	20.00	18.95	95
Urban (Density Deciles 8-9)	20.09	18.79	94



Education

Description	US.	Segment	Index
Completed 0-8 Yrs Elem School	7.62	3.17	42
Attended High School, No Diploma	12.12	7.40	61
High School Graduate	28.54	26.50	93
Some College, No Degree	21.11	24.35	115
Associate Degree	6.32	7.87	125
Bachelor Degree	15.52	20.94	135
Master's Degree	5.86	7.05	120
Professional School Degree	1.95	1.78	91
Doctorate Degree	0.96	0.94	98



Income



Description	US.	Segment	Index
HH Income < \$15,000	14.67	6.08	41
HH Income \$15,000-\$24,999	11.28	6.56	58
HH Income \$25,000-\$34,999	12.27	9.19	75
HH Income \$35,000-\$49,999	15.39	14.78	96
HH Income \$50,000-\$74,999	19.10	25.10	131
HH Income \$75,000-\$99,999	11.61	18.08	156
HH Income \$100,000-\$149,999	9.43	14.21	151
HH Income \$150,000-\$249,999	4.36	4.81	111
HH Income \$250,000-\$499,999	1.29	0.89	69
HH Income \$500,000+	0.60	0.30	50



Race/Ethnicity

Description	US.	Segment	Index
White Alone Pop	74.19	81.72	110
Black/African American Alone Pop	12.30	7.04	57
Am Indian/Alaska Native Alone Pop	0.88	0.41	47
Asian Alone Pop	4.05	5.29	131
Native Hawaiian/Other PI Alone Pop	0.15	0.11	74
Some Other Race Alone Pop	5.80	2.87	50
2 or More Races Pop	2.63	2.55	97
Hispanic/Latino Pop	13.50	7.97	59



Work Occupation

Description	US.	Segment	Index
Management Occupation(Except Farm)	8.31	10.13	122
Farmers & Farm Managers	0.62	0.06	9
Business Operations Specialists	2.03	2.88	141
Financial Specialists	2.12	2.98	140
Computer & Mathematical Occup	2.34	4.11	176
Architecture & Engineering Occup	1.97	2.84	144
Life, Physical, & Social Sci Occup	0.90	0.97	108
Community & Social Services Occup	1.51	1.38	91
Legal Occupations	1.04	0.98	94
Education/Training/Library Occup	5.59	5.66	101
Art/Dsgn/Entrtnmnt/Sprts/Media Occ	1.87	2.05	110
Healthcare Practitn & Tech Occup	4.54	4.91	108
Healthcare Support Occupations	2.07	1.39	67
Protective Service Occupations	1.99	1.93	97
Food Prep & Serving Related Occup	4.94	4.01	81
Building & Grnds/Clean/Maint Occup	3.41	2.12	62
Personal Care & Service Occupation	2.83	2.70	95
Sales & Related Occupations	11.20	12.35	110
Administration Support Occupations	15.44	17.37	113
Farm/Forest/Fishing Occupations	0.78	0.13	16
Construction/Extractn/Maint Occup	9.57	8.18	85
Production/Trans/Matl Moving Occup	14.94	10.88	73



Work Commuting Patterns

Description	US.	Segment	Index
Commute Alone in Vehicle	77.77	85.17	110
Commute in Carpool	12.81	9.60	75
Use Public Transportation	5.02	2.95	59
Walk to Work Only	3.13	1.52	48
Commute by Motorcycle	0.11	0.10	86
Commute by Bicycle	0.40	0.19	48
Commute by Other Means	0.75	0.47	62
Work at Home	1.93	1.86	96
Commute to Work < 15 Minutes	29.73	26.23	88
Commute to Work in 15-29 Minutes	35.93	39.18	109
Commute to Work in 30-44 Minutes	18.97	20.49	108
Commute to Work in 45-59 Minutes	7.37	7.26	99
Commute to Work in 60+ Minutes	8.00	6.84	85



Family Composition Household Type

Description	US.	Segment	Index
HHs w/ 2+ Persons, Family, Married	51.63	53.37	103
HHs with 2+ Persons, Family, Other	16.09	13.54	84
HHs with 2+ Persons, Nonfamily	6.22	7.18	115
HHs w/ 1 or more people < 18 years	35.94	33.55	93
HHs with no people under 18 years	64.06	66.45	104



Family Composition People in Household

Description	US.	Segment	Index
HHs with 1 Person	26.07	25.92	99



Housing Home Value

Description	US.	Segment	Index
Home Value < \$20,000	3.33	0.68	20



HHs with 2 Persons	32.43	34.44	106
HHs with 3 Persons	16.67	17.28	104
HHs with 4 Persons	14.04	13.88	99
HHs with 5 Persons	6.53	5.68	87
HHs with 6 Persons	2.54	1.88	74
HHs with 7+ Persons	1.72	0.92	53



Housing Home Ownership

Description	US.	Segment	Index
Owner-Occupied Housing Units	66.47	71.18	107
Renter-Occupied HUs	33.53	28.82	86

Home Value \$20,000-\$39,999	4.88	0.76	16
Home Value \$40,000-\$59,999	6.70	0.90	13
Home Value \$60,000-\$79,999	8.39	2.16	26
Home Value \$80,000-\$99,999	9.88	5.23	53
Home Value \$100,000-\$149,999	22.61	27.23	120
Home Value \$150,000-\$199,999	15.24	28.93	190
Home Value \$200,000-\$299,999	15.17	24.14	159
Home Value \$300,000-\$399,999	6.22	6.53	105
Home Value \$400,000-\$499,999	3.11	2.17	70
Home Value \$500,000-\$749,999	2.44	0.97	40
Home Value \$750,000-\$999,999	1.03	0.17	17
Home Value \$1,000,000+	1.00	0.13	13



Housing Units in Structure

Description	US.	Segment	Index
Single Unit in Structure	66.00	71.46	108
2 Units in Structure	4.19	2.96	71
3-19 Units in Structure	13.49	16.43	122
20-49 Units in Structure	3.37	3.38	100
50+ Units in Structure	5.35	3.80	71
Mobile Home or Trailer	7.38	1.89	26



Housing Years in Home

Description	US.	Segment	Index
Moved into Unit 1999 to March 2004	24.69	26.40	107
Moved into Unit in 1995 to 1998	27.21	28.12	103
Moved into Unit in 1990 to 1994	15.13	15.09	100
Moved into Unit in 1980 to 1989	14.66	14.13	96
Moved into Unit in 1970 to 1979	9.27	8.48	91
Moved into Unit in 1969 or earlier	9.05	7.80	86

Lifestyles

Top 15 Lifestyle Behaviors		Lifestyle Behaviors 16-30		Lifestyle Behaviors 31-45	
Order from J. Crew,1yr (A)	261	Play Trivia Games,1yr (A)	178	Order from ebay.com,1yr (A)	162
Travel to Puerto Rico,3yr (A)	233	Buy from Chili's Grill & Bar,1mo (A) *	175	Go Bicycling,1yr (A)	161
Buy from White Castle,1mo (A) *	232	Shop at Comp USA,1yr (A)	173	Buy from Bennigan's,1mo (A) *	160
Buy from Blimpie Subs & Salads,1mo (A) *	222	Buy from Popeyes,1mo (A) *	171	Go to Bar/Nightclub,1yr (A)	159
Go Ice Skating,1yr (A)	210	Go Mountain Bicycling,1yr (A)	171	Go to Ice Hockey Games,1+ Times,1mo (A)	159
Buy from Fuddrucker's,1mo (A) *	206	Go In-Line Skating,1yr (A)	170	Play Racquetball,1yr (A)	159
Go Downhill Skiing,1yr (A)	197	Stay at Holiday Inn on Vacation,1yr (A)	169	Travel to Virgin Islands,3yr (A)	158
Play Chess,1yr (A)	192	Buy from Chevy's,1mo (A) *	166	Use Quick Service Copy/Printing,6mo (A)	158



Own Racquetball Equipment (A)	191	Domestic Vacation,Play Golf,1yr (A)	165	Buy from Boston Market,1mo (A) *	157
Buy from Cheesecake Factory,1mo (A) *	189	Buy from Applebee's,1mo (A) *	164	Do Weight Lifting,1yr (A)	157
Own Roller Blades/In-Line Skates (A)	186	Buy from Chick-Fil-A,1mo (A) *	164	Play Billiards/Pool,1yr (A)	157
Buy Flowers by Internet,1yr (A)	182	Member of Frequent Flyer Program (A)	164	Shop at Express,3mo (A)	157
Go Cross Country Skiing,1yr (A)	182	Shop at The Limited,3mo (A)	164	Travel to Bahamas,3yr (A)	157
Order from Fingerhut,1yr (A)	182	Shop at TJ Maxx,3mo (A)	163	Buy from Lone Star Steakhouse,1mo (A) *	156
Own Sportswatch/Chronograph (A)	180	Order from BMG Music,1yr (A)	162	Go Road Bicycling,1yr (A)	156

Source: Mediamark Research Inc., 2004

Media

Top 15 Media Behaviors		Media Behaviors 16-30		Media Behaviors 31-45	
Read Chicago Tribune,Sunday (A)	246	Watch ESPN Classic,1wk (A)	171	Read Cable Guide (A)	157
Read Inc. (A)	202	Classic Hits,Net Audience (A)	169	Read Sporting News (A)	157
Read Macworld (A)	193	Rock,Net Audience (A)	168	Read The Cable Guide (A)	157
Read Black Enterprise (A)	190	Read Maxim (A)	167	Read Entrepreneur (A)	156
Read GQ (A)	187	Watch VH1,1wk (A)	166	Read Self (A)	156
Alternative Rock Radio,Net Audience (A)	186	Read ESPN The Magazine (A)	165	Watch E! Entertainment TV,1wk (A)	156
Read Skiing (A)	183	Read Essence (A)	165	Soft Contemporary Radio,Net Audience (A)	154
Read Vibe (A)	180	Watch MTV,1wk (A)	164	Read Golf Magazine (A)	153
Read Delta's Sky (A)	178	Read Spin (A)	163	Read Penthouse (A)	153
Read Premiere (A)	177	Read Bride's (A)	162	Read Tennis (A)	153
Read Ski (A)	176	TV Ice Hockey,Net Audience (A)	162	Watch FX Network,1wk (A)	153
Urban Contemporary Radio,Net Audience (A)	175	Watch Showtime,1wk (A)	162	Read Scientific American (A)	152



Watch BET,1wk (A)	173	Jazz Radio,Net Audience (A)	161	Read Marie Claire (A)	151
Read Boating (A)	172	Gospel Radio,Net Audience (A)	160	Read Men's Fitness (A)	151
Read Modern Bride (A)	171	Read Ebony (A)	160	Watch Cinemax,1wk (A)	151

Source: Mediamark Research Inc., 2004





20 Fast-Track Families

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

Social Group: Landed Gentry

Lifestage Group: Young Accumulators

Statistics:

US Households: 1,611,470 (1.47%)

Median HH Income: \$70,910

Lifestyle Traits:

1. Own a power boat
2. Belong to book clubs
3. Read Country Living
4. Watch New Yankee Workshop
5. Drive a GMC Yukon

Demographics Traits:

Ethnic Diversity:	White
Family Types:	Families
Age Ranges:	25-54
Education Levels:	H.S./College
Employment Levels:	Prof, White-Collar
Housing Types:	Homeowners
Urbanicity:	Town
Income:	Upper Middle

Demographics



Age

Description	US.	Segment	Index
Pop Age 0-4	6.60	7.67	116
Pop Age 5-9	6.70	8.31	124
Pop Age 10-14	7.06	8.88	126
Pop Age 15-17	4.26	5.21	122
Pop Age 18-20	4.38	3.69	84
Pop Age 21-24	5.51	4.11	75
Pop Age 25-34	13.66	13.43	98
Pop Age 35-44	15.21	18.92	124
Pop Age 45-49	7.43	8.20	110
Pop Age 50-54	6.64	6.63	100
Pop Age 55-59	5.45	4.94	91
Pop Age 60-64	4.26	3.34	78
Pop Age 65-74	6.52	3.98	61
Pop Age 75-84	4.58	2.07	45
Pop Age 85+	1.74	0.64	36



Income



Housing Urbanization

Description	US.	Segment	Index
Rural/Town (Density Deciles 0-3)	40.01	39.21	98
Suburb Fringe (Density Decile 4-5)	19.90	18.75	94
Urban Fringe (Density Deciles 6-7)	20.00	19.71	99
Urban (Density Deciles 8-9)	20.09	22.34	111



Education

Description	US.	Segment	Index
Completed 0-8 Yrs Elem School	7.62	3.19	42
Attended High School, No Diploma	12.12	7.73	64
High School Graduate	28.54	29.92	105
Some College, No Degree	21.11	25.58	121
Associate Degree	6.32	8.58	136
Bachelor Degree	15.52	17.73	114
Master's Degree	5.86	5.45	93
Professional School Degree	1.95	1.26	65
Doctorate Degree	0.96	0.56	58



Description	US.	Segment	Index
HH Income < \$15,000	14.67	4.64	32
HH Income \$15,000-\$24,999	11.28	4.88	43
HH Income \$25,000-\$34,999	12.27	7.01	57
HH Income \$35,000-\$49,999	15.39	12.26	80
HH Income \$50,000-\$74,999	19.10	25.35	133
HH Income \$75,000-\$99,999	11.61	21.40	184
HH Income \$100,000-\$149,999	9.43	17.77	188
HH Income \$150,000-\$249,999	4.36	5.42	124
HH Income \$250,000-\$499,999	1.29	0.97	75
HH Income \$500,000+	0.60	0.30	50



Work Occupation

Description	US.	Segment	Index
Management Occupation(Except Farm)	8.31	9.62	116
Farmers & Farm Managers	0.62	0.47	75
Business Operations Specialists	2.03	2.42	119
Financial Specialists	2.12	2.43	114
Computer & Mathematical Occup	2.34	2.84	122
Architecture & Engineering Occup	1.97	2.90	147
Life, Physical, & Social Sci Occup	0.90	0.80	90
Community & Social Services Occup	1.51	1.21	80
Legal Occupations	1.04	0.67	65
Education/Training/Library Occup	5.59	5.77	103
Art/Dsgn/Entrtnmnt/Sprts/Media Occ	1.87	1.42	76
Healthcare Practitn & Tech Occup	4.54	4.86	107
Healthcare Support Occupations	2.07	1.43	69
Protective Service Occupations	1.99	2.21	111
Food Prep & Serving Related Occup	4.94	3.50	71
Building & Grnds/Clean/Maint Occup	3.41	2.29	67
Personal Care & Service Occupation	2.83	2.62	93
Sales & Related Occupations	11.20	11.26	101
Administration Support Occupations	15.44	16.35	106
Farm/Forest/Fishing Occupations	0.78	0.49	63
Construction/Extractn/Maint Occup	9.57	11.36	119
Production/Trans/Matl Moving Occup	14.94	13.10	88



Family Composition People in Household

Description	US.	Segment	Index
HHs with 1 Person	26.07	12.89	49



Race/Ethnicity

Description	US.	Segment	Index
White Alone Pop	74.19	87.33	118
Black/African American Alone Pop	12.30	5.72	47
Am Indian/Alaska Native Alone Pop	0.88	0.72	82
Asian Alone Pop	4.05	1.74	43
Native Hawaiian/Other PI Alone Pop	0.15	0.14	92
Some Other Race Alone Pop	5.80	2.41	42
2 or More Races Pop	2.63	1.94	74
Hispanic/Latino Pop	13.50	6.32	47



Work Commuting Patterns

Description	US.	Segment	Index
Commute Alone in Vehicle	77.77	86.76	112
Commute in Carpool	12.81	10.73	84
Use Public Transportation	5.02	0.89	18
Walk to Work Only	3.13	0.96	31
Commute by Motorcycle	0.11	0.10	85
Commute by Bicycle	0.40	0.09	22
Commute by Other Means	0.75	0.48	64
Work at Home	1.93	2.28	118
Commute to Work < 15 Minutes	29.73	20.83	70
Commute to Work in 15-29 Minutes	35.93	35.63	99
Commute to Work in 30-44 Minutes	18.97	23.25	123
Commute to Work in 45-59 Minutes	7.37	10.32	140
Commute to Work in 60+ Minutes	8.00	9.97	125



Family Composition Household Type

Description	US.	Segment	Index
HHs w/ 2+ Persons, Family, Married	51.63	71.79	139
HHs with 2+ Persons, Family, Other	16.09	11.16	69
HHs with 2+ Persons, Nonfamily	6.22	4.16	67
HHs w/ 1 or more people < 18 years	35.94	49.79	139
HHs with no people under 18 years	64.06	50.21	78



Housing Home Value

Description	US.	Segment	Index
Home Value < \$20,000	3.33	1.08	33



HHs with 2 Persons	32.43	30.65	95
HHs with 3 Persons	16.67	20.56	123
HHs with 4 Persons	14.04	21.78	155
HHs with 5 Persons	6.53	9.48	145
HHs with 6 Persons	2.54	3.10	122
HHs with 7+ Persons	1.72	1.53	89



Housing Home Ownership

Description	US.	Segment	Index
Owner-Occupied Housing Units	66.47	89.00	134
Renter-Occupied HUs	33.53	11.00	33

Home Value \$20,000-\$39,999	4.88	1.29	26
Home Value \$40,000-\$59,999	6.70	1.57	23
Home Value \$60,000-\$79,999	8.39	2.48	30
Home Value \$80,000-\$99,999	9.88	4.84	49
Home Value \$100,000-\$149,999	22.61	26.04	115
Home Value \$150,000-\$199,999	15.24	27.69	182
Home Value \$200,000-\$299,999	15.17	24.82	164
Home Value \$300,000-\$399,999	6.22	6.56	105
Home Value \$400,000-\$499,999	3.11	2.14	69
Home Value \$500,000-\$749,999	2.44	0.93	38
Home Value \$750,000-\$999,999	1.03	0.31	30
Home Value \$1,000,000+	1.00	0.26	26



Housing Units in Structure

Description	US.	Segment	Index
Single Unit in Structure	66.00	89.48	136
2 Units in Structure	4.19	1.33	32
3-19 Units in Structure	13.49	2.67	20
20-49 Units in Structure	3.37	0.38	11
50+ Units in Structure	5.35	0.25	5
Mobile Home or Trailer	7.38	5.77	78



Housing Years in Home

Description	US.	Segment	Index
Moved into Unit 1999 to March 2004	24.69	28.62	116
Moved into Unit in 1995 to 1998	27.21	28.03	103
Moved into Unit in 1990 to 1994	15.13	17.07	113
Moved into Unit in 1980 to 1989	14.66	14.84	101
Moved into Unit in 1970 to 1979	9.27	7.36	79
Moved into Unit in 1969 or earlier	9.05	4.07	45

Lifestyles

Top 15 Lifestyle Behaviors		Lifestyle Behaviors 16-30		Lifestyle Behaviors 31-45	
Buy from Little Caesar's, 1mo (A) *	346	Go Golfing, 1yr (A)	243	Buy from Dairy Queen, 1mo (A) *	208
Go to High School Sports, 1+ Times, 1mo (A)	336	Go Hunting with Gun, 1yr (A)	241	Domestic Travel, \$3000+, 1yr (A)	208
Belong to a Country Club (A)	325	Go to Ice Hockey Games, 1+ Times, 1mo (A)	236	Domestic Vacation, Go to Beach, 1yr (A)	208
Buy Sleeping Bag, 1yr (H)	312	Buy from Sonic Drive-in, 1mo (A) *	232	Own Camp Stove (H)	208
Own Power Boat (H)	289	Own Golf Clubs (A)	232	Play Soccer, 1yr (A)	208
Own Outboard Motor (H)	277	Order from J.C. Penney, 1yr (A)	231	Own Weight Lifting Equipment (A)	206
Buy from Godfather's Pizza, 6mo (A)	276	Go Canoeing/Kayaking, 1yr (A)	228	Buy from Ponderosa, 1mo (A) *	205
Buy Camping Equipment, 1yr (H)	266	Own Treadmill (A)	227	Go Horseback Riding, 1yr (A)	204



Domestic Vacation,Play Golf,1yr (A)	264	Shop at Thomasville,1yr (A)	224	Buy Tennis Equipment,1yr (A)	203
Go Cross Country Skiing,1yr (A)	260	Belong to a Civic Club (A)	221	Own Handgun (A)	203
Buy Tent,1yr (H)	258	Own Satellite Dish (H)	219	Buy Seeds/Garden Supplies by Mail/Phone,1yr (A)	202
Buy from Chi-Chi's,1mo (A) *	258	Buy Electronic Games,1yr (A)	216	Order from Land's End,1yr (A)	200
Own Cross Country Boots/Skis (A)	255	Order from Victoria's Secret,1yr (A)	214	Own Tent (H)	200
Own Rifle/Shotgun (A)	251	Order from Eddie Bauer,1yr (A)	213	Take Adult Education Course,1yr (A)	198
Own Stair Stepper (A)	250	Own Sleeping Bag (H)	209	Own Roller Blades/In-Line Skates (A)	196

Source: Mediamark Research Inc., 2004

Media

Top 15 Media Behaviors		Media Behaviors 16-30		Media Behaviors 31-45	
Read Family Fun (A)	268	Read Country Living (A)	191	Read Family Circle (A)	170
Read YM (A)	229	Read Catholic Digest (A)	190	Read Ladies' Home Journal (A)	170
Watch Country Music TV,1wk (A)	229	Read Seventeen (A)	190	Watch Home & Garden TV,1wk (A)	170
Read Field & Stream (A)	226	Adult Contemporary Radio,Net Audience (A)	188	Watch Outdoor Life Network,1wk (A)	170
Read Redbook (A)	225	Watch Any Pay-per-View,1yr (A)	188	ABC ESPN Radio,Net Audience (A)	169
Has Satellite Dish/Disc (A)	223	Read Golf Digest (A)	185	Watch ESPN News,1wk (A)	167
Classic Hits,Net Audience (A)	222	Read Handguns (A)	185	Read Cycle World (A)	166
Read Outdoor Life (A)	216	Read Working Mother (A)	185	Read Parenting (A)	166
Country Radio,Net Audience (A)	206	Read Ski (A)	179	Dow Jones Money Report,Net Audience (A)	165
Read North American Hunter (A)	205	Radio,MLB Playoffs/World Series,Net Audience (A)	178	Read Family Handyman (A)	165
Watch Pay-Per-View Movies,1yr (A)	197	Read Town & Country (A)	177	Watch TLC (The Learning Channel),1wk (A)	165
Read First for Women (A)	195	Watch The Disney Channel,1wk (A)	177	Read Sporting News (A)	164



Read Yankee (A)	195	Read Guns & Ammo (A)	176	Read Consumer Reports (A)	163
Classic Rock Radio,Net Audience (A)	193	Read Teen People (A)	174	Radio,College Basketball,Net Audience (A)	162
Read Country Home (A)	191	Read Skiing (A)	173	Radio,MLB Regular Season,Net Audience (A)	162

Source: Mediamark Research Inc., 2004





21 Gray Power

The steady rise of older, healthier Americans over the past decade has produced one important by-product: middle-class, home-owning suburbanites who are aging in place rather than moving to retirement communities. Gray Power reflects this trend, a segment of older, midscale singles and couples who live in quiet comfort.

Social Group: Middleburbs

Lifestage Group: Conservative Classics

Statistics:

US Households: 1,162,080 (1.06%)

Median HH Income: \$48,833

Lifestyle Traits:

1. Go to museums
2. Own a vacation/wknd home
3. Read Wheel of Fortune
4. Watch Live with Regis & Kelly
5. Drive a Mercury Sable

Demographics Traits:

Ethnic Diversity:	Mostly White
Family Types:	Singles/Couples
Age Ranges:	65+
Education Levels:	H.S./College
Employment Levels:	Prof, White-Collar
Housing Types:	Homeowners
Urbanicity:	Suburban
Income:	Midscale

Demographics



Age

Description	US.	Segment	Index
Pop Age 0-4	6.60	4.62	70
Pop Age 5-9	6.70	4.74	71
Pop Age 10-14	7.06	5.33	75
Pop Age 15-17	4.26	3.43	80
Pop Age 18-20	4.38	3.12	71
Pop Age 21-24	5.51	3.75	68
Pop Age 25-34	13.66	10.37	76
Pop Age 35-44	15.21	13.28	87
Pop Age 45-49	7.43	7.35	99
Pop Age 50-54	6.64	7.12	107
Pop Age 55-59	5.45	6.26	115
Pop Age 60-64	4.26	5.43	128
Pop Age 65-74	6.52	10.99	168
Pop Age 75-84	4.58	10.06	220
Pop Age 85+	1.74	4.17	239



Housing Urbanization

Description	US.	Segment	Index
Rural/Town (Density Deciles 0-3)	40.01	43.47	109
Suburb Fringe (Density Decile 4-5)	19.90	20.01	101
Urban Fringe (Density Deciles 6-7)	20.00	20.19	101
Urban (Density Deciles 8-9)	20.09	16.34	81



Education

Description	US.	Segment	Index
Completed 0-8 Yrs Elem School	7.62	3.58	47
Attended High School, No Diploma	12.12	7.88	65
High School Graduate	28.54	26.63	93
Some College, No Degree	21.11	23.10	109
Associate Degree	6.32	6.62	105
Bachelor Degree	15.52	20.09	129
Master's Degree	5.86	7.96	136
Professional School Degree	1.95	2.82	145
Doctorate Degree	0.96	1.32	137



Income



PRIZM NE
Segment 21 Gray Power



Description	US.	Segment	Index
HH Income < \$15,000	14.67	10.93	75
HH Income \$15,000-\$24,999	11.28	10.81	96
HH Income \$25,000-\$34,999	12.27	12.53	102
HH Income \$35,000-\$49,999	15.39	17.05	111
HH Income \$50,000-\$74,999	19.10	20.60	108
HH Income \$75,000-\$99,999	11.61	12.32	106
HH Income \$100,000-\$149,999	9.43	9.90	105
HH Income \$150,000-\$249,999	4.36	4.20	96
HH Income \$250,000-\$499,999	1.29	1.17	91
HH Income \$500,000+	0.60	0.47	79



Work Occupation

Description	US.	Segment	Index
Management Occupation(Except Farm)	8.31	10.72	129
Farmers & Farm Managers	0.62	0.10	16
Business Operations Specialists	2.03	2.78	137
Financial Specialists	2.12	3.04	143
Computer & Mathematical Occup	2.34	2.99	128
Architecture & Engineering Occup	1.97	2.54	129
Life, Physical, & Social Sci Occup	0.90	1.09	121
Community & Social Services Occup	1.51	1.89	125
Legal Occupations	1.04	1.58	152
Education/Training/Library Occup	5.59	6.78	121
Art/Dsgn/Entrtnmnt/Sprts/Media Occ	1.87	2.29	123
Healthcare Practitn & Tech Occup	4.54	6.11	135
Healthcare Support Occupations	2.07	1.49	72
Protective Service Occupations	1.99	1.90	96
Food Prep & Serving Related Occup	4.94	3.76	76
Building & Grnds/Clean/Maint Occup	3.41	2.10	61
Personal Care & Service Occupation	2.83	2.65	94
Sales & Related Occupations	11.20	13.18	118
Administration Support Occupations	15.44	16.55	107
Farm/Forest/Fishing Occupations	0.78	0.19	25
Construction/Extractn/Maint Occup	9.57	6.78	71
Production/Trans/Matl Moving Occup	14.94	9.50	64



Family Composition People in Household

Description	US.	Segment	Index
HHs with 1 Person	26.07	35.03	134



Race/Ethnicity

Description	US.	Segment	Index
White Alone Pop	74.19	86.81	117
Black/African American Alone Pop	12.30	6.00	49
Am Indian/Alaska Native Alone Pop	0.88	0.32	37
Asian Alone Pop	4.05	3.06	76
Native Hawaiian/Other PI Alone Pop	0.15	0.11	75
Some Other Race Alone Pop	5.80	1.83	32
2 or More Races Pop	2.63	1.86	71
Hispanic/Latino Pop	13.50	5.98	44



Work Commuting Patterns

Description	US.	Segment	Index
Commute Alone in Vehicle	77.77	85.39	110
Commute in Carpool	12.81	9.08	71
Use Public Transportation	5.02	2.71	54
Walk to Work Only	3.13	1.98	63
Commute by Motorcycle	0.11	0.09	81
Commute by Bicycle	0.40	0.29	72
Commute by Other Means	0.75	0.45	60
Work at Home	1.93	1.89	98
Commute to Work < 15 Minutes	29.73	32.26	109
Commute to Work in 15-29 Minutes	35.93	40.15	112
Commute to Work in 30-44 Minutes	18.97	16.48	87
Commute to Work in 45-59 Minutes	7.37	5.42	73
Commute to Work in 60+ Minutes	8.00	5.69	71



Family Composition Household Type

Description	US.	Segment	Index
HHs w/ 2+ Persons, Family, Married	51.63	48.99	95
HHs with 2+ Persons, Family, Other	16.09	11.07	69
HHs with 2+ Persons, Nonfamily	6.22	4.91	79
HHs w/ 1 or more people < 18 years	35.94	23.12	64
HHs with no people under 18 years	64.06	76.88	120



Housing Home Value

Description	US.	Segment	Index
Home Value < \$20,000	3.33	0.87	26



HHs with 2 Persons	32.43	36.77	113
HHs with 3 Persons	16.67	12.83	77
HHs with 4 Persons	14.04	9.61	68
HHs with 5 Persons	6.53	3.89	60
HHs with 6 Persons	2.54	1.29	51
HHs with 7+ Persons	1.72	0.58	34



Housing Home Ownership

Description	US.	Segment	Index
Owner-Occupied Housing Units	66.47	72.13	109
Renter-Occupied HUs	33.53	27.87	83

Home Value \$20,000-\$39,999	4.88	1.00	21
Home Value \$40,000-\$59,999	6.70	1.84	27
Home Value \$60,000-\$79,999	8.39	4.14	49
Home Value \$80,000-\$99,999	9.88	8.36	85
Home Value \$100,000-\$149,999	22.61	30.92	137
Home Value \$150,000-\$199,999	15.24	22.92	150
Home Value \$200,000-\$299,999	15.17	18.91	125
Home Value \$300,000-\$399,999	6.22	6.23	100
Home Value \$400,000-\$499,999	3.11	2.44	79
Home Value \$500,000-\$749,999	2.44	1.42	58
Home Value \$750,000-\$999,999	1.03	0.48	47
Home Value \$1,000,000+	1.00	0.45	44



Housing Units in Structure

Description	US.	Segment	Index
Single Unit in Structure	66.00	66.30	100
2 Units in Structure	4.19	2.63	63
3-19 Units in Structure	13.49	14.14	105
20-49 Units in Structure	3.37	4.69	139
50+ Units in Structure	5.35	9.51	178
Mobile Home or Trailer	7.38	2.61	35



Housing Years in Home

Description	US.	Segment	Index
Moved into Unit 1999 to March 2004	24.69	19.77	80
Moved into Unit in 1995 to 1998	27.21	26.16	96
Moved into Unit in 1990 to 1994	15.13	15.81	104
Moved into Unit in 1980 to 1989	14.66	16.51	113
Moved into Unit in 1970 to 1979	9.27	10.36	112
Moved into Unit in 1969 or earlier	9.05	11.39	126

Lifestyles

Top 15 Lifestyle Behaviors		Lifestyle Behaviors 16-30		Lifestyle Behaviors 31-45	
Buy from Bertucci's, 1mo (A) *	325	Write to Elected Official, 1yr (A)	151	Buy from Lone Star Steakhouse, 1mo (A) *	132
Travel to Central/South America, 3yr (A)	285	Buy from Fuddrucker's, 1mo (A) *	146	Do Bird Watching, 1yr (A)	132
Order from Readers Digest Association, 1yr (A)	229	Contribute to PBS, 1yr (A)	145	Foreign Travel, \$3000+, 1yr (A)	132
Belong to a Fraternal Order (A)	181	Foreign Travel by Cruise Ship, 3yr (A)	145	Foreign Travel for 15+ Nights, 3yr (A)	130
Buy from Ponderosa, 1mo (A) *	181	Buy Golf Clubs, 1yr (A)	141	Belong to a Veterans Club (A)	128
Foreign Travel by Bus, 3yr (A)	177	Travel to Any Western Europe, 3yr (A)	141	Buy from Denny's, 1mo (A) *	128
Foreign Travel by Railroad, 3yr (A)	170	Use Quick Service Copy/Printing, 6mo (A)	141	Buy from Bob Evan's Farm, 1mo (A) *	127
Travel to Canada, 3yr (A)	169	Order from Gevalia Kaffe, 1yr (A)	136	Buy from Friendly's, 1mo (A) *	127



Play Bingo,1yr (A)	161	Shop at Neiman Marcus,3mo (A)	136	Travel on All Inclusive Package Trip,3yr (A)	127
Stay at Comfort Inn on Vacation,1yr (A)	158	Member of Frequent Flyer Program (A)	135	Own Motor Home (H)	126
Buy from Boston Market,1mo (A) *	157	Shop at Comp USA,1yr (A)	135	Foreign Travel,<\$3000,1yr (A)	125
Shop at Longs Drug Store,6mo (A)	156	Foreign Travel,Use Travel Agent,3yr (A)	134	Buy from Olive Garden,1mo (A) *	124
Order from L.L. Bean,1yr (A)	153	Foreign Travel during April-June,3yr (A)	133	Foreign Trips,3+ Trips,3yr (A)	124
Shop at Bloomingdales,3mo (A)	152	Own Stationary Bike (A)	133	Shop at Marshall's,3mo (A)	123
Shop at Lord & Taylor,3mo (A)	151	Shop at Thomasville,1yr (A)	133	Foreign Travel by Airplane,3yr (A)	119

Source: Mediamark Research Inc., 2004

Media

Top 15 Media Behaviors		Media Behaviors 16-30		Media Behaviors 31-45	
Adult Standards Radio,Net Audience (A)	299	Watch A&E Television Network,1wk (A)	145	TV Bowling,Net Audience (A)	129
Radio,Golf,Net Audience (A)	214	Sports,Net Audience (A)	139	All Talk,Net Audience (A)	128
Read Saturday Evening Post (A)	196	Read Golf Digest (A)	136	Watch Fox News Channel,1wk (A)	127
Wall Street Journal Report,Net Audience (A)	190	Read Harper's Bazaar (A)	135	Read Catholic Digest (A)	125
News/Talk Radio,Net Audience (A)	180	Watch Show Type,Primetime Documentary/Info Shows (135	National Public Radio,Net Audience (A)	123
Read Atlantic Monthly (A)	170	Read Inc. (A)	134	TV Daytime TV,Net Audience (A)	123
Dow Jones Money Report,Net Audience (A)	166	Read Ladies' Home Journal (A)	134	Read Daily Newspaper (A)	121
Read Chicago Tribune,Sunday (A)	160	Watch Show Type,Early Evening Network News,M-F (A)	133	Read Smart Money (A)	121
TV Figure Skating,Net Audience (A)	158	Watch Turner Classic Movies,1wk (A)	133	Watch Home Shopping Network,1wk (A)	121
ABC ESPN Radio,Net Audience (A)	150	All News Radio,Net Audience (A)	132	Read Travel & Leisure (A)	120
TV Golf,Net Audience (A)	150	Bloomberg Network Radio,Net Audience (A)	132	Read Family Circle (A)	118
Watch Bravo,1wk (A)	150	Read Wall Street Journal,Daily (A)	132	Watch Food Network,1wk (A)	117



Watch BBC America,1wk (A)	149	Watch Show Type,Early Evening Network News,Weekend	132	Radio,MLB Regular Season,Net Audience (A)	116
Read Washington Post,Sunday (A)	148	Read Kiplinger's Personal Finance (A)	130	Watch American Movie Classics,1wk (A)	116
Read Yankee (A)	145	Watch Oxygen,1wk (A)	130	Watch TNN,1wk (A)	116

Source: Mediamark Research Inc., 2004



Segment 21

PRIZM NE
Gray Power





22 Young Influentials

Once known as the home of the nation's yuppies, Young Influentials reflects the fading glow of acquisitive yuppiedom. Today, the segment is a common address for young, middle-class singles and couples who are more preoccupied with balancing work and leisure pursuits. Having recently left college dorms, they now live in apartment complexes surrounded by ball fields, health clubs and casual-dining restaurants.

Social Group: Middleburbs

Lifestage Group: Young Achievers

Statistics:

US Households: 1,622,973 (1.48%)

Median HH Income: \$46,078

Lifestyle Traits:

1. Buy high-end computers
2. Eat at Hooters
3. Read Rolling Stone
4. Watch That 70s Show
5. Drive a Mazda Protege

Demographics Traits:

Ethnic Diversity:	High Asian
Family Types:	Singles
Age Ranges:	<35
Education Levels:	H.S./College
Employment Levels:	Prof, White-Collar
Housing Types:	Renters
Urbanicity:	Suburban
Income:	Midscale

Demographics



Age

Description	US.	Segment	Index
Pop Age 0-4	6.60	6.32	96
Pop Age 5-9	6.70	5.50	82
Pop Age 10-14	7.06	5.23	74
Pop Age 15-17	4.26	2.91	68
Pop Age 18-20	4.38	4.15	95
Pop Age 21-24	5.51	8.34	151
Pop Age 25-34	13.66	22.39	164
Pop Age 35-44	15.21	15.32	101
Pop Age 45-49	7.43	6.71	90
Pop Age 50-54	6.64	5.88	89
Pop Age 55-59	5.45	4.57	84
Pop Age 60-64	4.26	3.29	77
Pop Age 65-74	6.52	4.54	70
Pop Age 75-84	4.58	3.41	74
Pop Age 85+	1.74	1.46	84



Housing Urbanization

Description	US.	Segment	Index
Rural/Town (Density Deciles 0-3)	40.01	40.63	102
Suburb Fringe (Density Decile 4-5)	19.90	21.02	106
Urban Fringe (Density Deciles 6-7)	20.00	19.34	97
Urban (Density Deciles 8-9)	20.09	19.01	95



Education

Description	US.	Segment	Index
Completed 0-8 Yrs Elem School	7.62	3.47	45
Attended High School, No Diploma	12.12	7.61	63
High School Graduate	28.54	22.68	79
Some College, No Degree	21.11	24.02	114
Associate Degree	6.32	7.44	118
Bachelor Degree	15.52	23.24	150
Master's Degree	5.86	7.68	131
Professional School Degree	1.95	2.48	127
Doctorate Degree	0.96	1.38	144



Income



Description	US.	Segment	Index
HH Income < \$15,000	14.67	10.50	72
HH Income \$15,000-\$24,999	11.28	10.39	92
HH Income \$25,000-\$34,999	12.27	14.36	117
HH Income \$35,000-\$49,999	15.39	19.97	130
HH Income \$50,000-\$74,999	19.10	22.45	118
HH Income \$75,000-\$99,999	11.61	11.28	97
HH Income \$100,000-\$149,999	9.43	7.44	79
HH Income \$150,000-\$249,999	4.36	2.67	61
HH Income \$250,000-\$499,999	1.29	0.68	53
HH Income \$500,000+	0.60	0.26	43



Work Occupation

Description	US.	Segment	Index
Management Occupation(Except Farm)	8.31	9.29	112
Farmers & Farm Managers	0.62	0.05	8
Business Operations Specialists	2.03	2.96	145
Financial Specialists	2.12	2.97	140
Computer & Mathematical Occup	2.34	5.04	215
Architecture & Engineering Occup	1.97	2.97	151
Life, Physical, & Social Sci Occup	0.90	1.27	142
Community & Social Services Occup	1.51	1.56	103
Legal Occupations	1.04	1.15	110
Education/Training/Library Occup	5.59	5.34	96
Art/Dsgn/Enttrnmnt/Sprts/Media Occ	1.87	2.46	131
Healthcare Practitn & Tech Occup	4.54	4.92	108
Healthcare Support Occupations	2.07	1.57	76
Protective Service Occupations	1.99	1.67	84
Food Prep & Serving Related Occup	4.94	4.91	100
Building & Grnds/Clean/Maint Occup	3.41	2.29	67
Personal Care & Service Occupation	2.83	2.62	92
Sales & Related Occupations	11.20	12.41	111
Administration Support Occupations	15.44	17.10	111
Farm/Forest/Fishing Occupations	0.78	0.12	16
Construction/Extractn/Maint Occup	9.57	7.21	75
Production/Trans/Matl Moving Occup	14.94	10.13	68



Family Composition People in Household

Description	US.	Segment	Index
HHs with 1 Person	26.07	38.36	147



Race/Ethnicity

Description	US.	Segment	Index
White Alone Pop	74.19	70.08	94
Black/African American Alone Pop	12.30	13.51	110
Am Indian/Alaska Native Alone Pop	0.88	0.57	65
Asian Alone Pop	4.05	7.33	181
Native Hawaiian/Other PI Alone Pop	0.15	0.18	119
Some Other Race Alone Pop	5.80	4.81	83
2 or More Races Pop	2.63	3.53	134
Hispanic/Latino Pop	13.50	12.17	90



Work Commuting Patterns

Description	US.	Segment	Index
Commute Alone in Vehicle	77.77	82.19	106
Commute in Carpool	12.81	11.38	89
Use Public Transportation	5.02	3.34	66
Walk to Work Only	3.13	2.14	68
Commute by Motorcycle	0.11	0.12	108
Commute by Bicycle	0.40	0.34	85
Commute by Other Means	0.75	0.49	65
Work at Home	1.93	1.55	80
Commute to Work < 15 Minutes	29.73	28.04	94
Commute to Work in 15-29 Minutes	35.93	40.54	113
Commute to Work in 30-44 Minutes	18.97	19.19	101
Commute to Work in 45-59 Minutes	7.37	6.34	86
Commute to Work in 60+ Minutes	8.00	5.89	74



Family Composition Household Type

Description	US.	Segment	Index
HHs w/ 2+ Persons, Family, Married	51.63	34.98	68
HHs with 2+ Persons, Family, Other	16.09	14.67	91
HHs with 2+ Persons, Nonfamily	6.22	12.00	193
HHs w/ 1 or more people < 18 years	35.94	25.64	71
HHs with no people under 18 years	64.06	74.36	116



Housing Home Value

Description	US.	Segment	Index
Home Value < \$20,000	3.33	1.20	36



HHs with 2 Persons	32.43	33.19	102
HHs with 3 Persons	16.67	14.09	85
HHs with 4 Persons	14.04	9.01	64
HHs with 5 Persons	6.53	3.50	54
HHs with 6 Persons	2.54	1.21	47
HHs with 7+ Persons	1.72	0.65	38



Housing Home Ownership

Description	US.	Segment	Index
Owner-Occupied Housing Units	66.47	33.23	50
Renter-Occupied HUs	33.53	66.77	199

Home Value \$20,000-\$39,999	4.88	1.25	26
Home Value \$40,000-\$59,999	6.70	2.10	31
Home Value \$60,000-\$79,999	8.39	4.56	54
Home Value \$80,000-\$99,999	9.88	8.42	85
Home Value \$100,000-\$149,999	22.61	30.34	134
Home Value \$150,000-\$199,999	15.24	24.17	159
Home Value \$200,000-\$299,999	15.17	18.12	119
Home Value \$300,000-\$399,999	6.22	5.35	86
Home Value \$400,000-\$499,999	3.11	2.26	73
Home Value \$500,000-\$749,999	2.44	1.35	55
Home Value \$750,000-\$999,999	1.03	0.49	48
Home Value \$1,000,000+	1.00	0.39	39



Housing Units in Structure

Description	US.	Segment	Index
Single Unit in Structure	66.00	32.97	50
2 Units in Structure	4.19	2.87	68
3-19 Units in Structure	13.49	40.97	304
20-49 Units in Structure	3.37	9.15	271
50+ Units in Structure	5.35	12.70	237
Mobile Home or Trailer	7.38	1.30	18



Housing Years in Home

Description	US.	Segment	Index
Moved into Unit 1999 to March 2004	24.69	42.64	173
Moved into Unit in 1995 to 1998	27.21	30.96	114
Moved into Unit in 1990 to 1994	15.13	10.59	70
Moved into Unit in 1980 to 1989	14.66	8.35	57
Moved into Unit in 1970 to 1979	9.27	4.07	44
Moved into Unit in 1969 or earlier	9.05	3.39	38

Lifestyles

Top 15 Lifestyle Behaviors		Lifestyle Behaviors 16-30		Lifestyle Behaviors 31-45	
Buy from Chevy's, 1mo (A) *	263	Buy Tent, 1yr (H)	156	Go Roller Skating, 1yr (A)	139
Buy from Cheesecake Factory, 1mo (A) *	244	Buy from Chili's Grill & Bar, 1mo (A) *	156	Visit Any Six Flags Park, 1yr (A)	139
Buy from Pizza Inn, 6mo (A)	240	Buy from Fuddrucker's, 1mo (A) *	155	Shop at Pier 1 Imports, 1yr (A)	138
Buy from California Pizza Kitchen, 1mo (A) *	209	Buy from Houlihan's, 6mo (A)	155	Play Trivia Games, 1yr (A)	137
Shop at Lerner, 3mo (A)	202	Go In-Line Skating, 1yr (A)	154	Buy from Blimpie Subs & Salads, 1mo (A) *	136
Buy from Whataburger, 1mo (A) *	196	Buy from T.G.I. Friday's, 1mo (A) *	151	Go Bowling, 1yr (A)	136
Shop at Banana Republic, 3mo (A)	170	Go to Professional Basketball Games, 1+ Times, 1mo (150	Play Softball, 1yr (A)	135
Play Billiards/Pool, 1yr (A)	166	Order from barnes&noble.com, 1yr (A)	150	Buy from Jack-in-the-Box, 1mo (A) *	134



Shop at The Limited,3mo (A)	166	Buy from Popeyes,1mo (A) *	149	Go Dancing,1yr (A)	134
Go Ice Skating,1yr (A)	163	Go to Bar/Nightclub,1yr (A)	148	Shop at TJ Maxx,3mo (A)	132
Play Racquetball,1yr (A)	163	Order from J. Crew,1yr (A)	147	Buy from Chick-Fil-A,1mo (A) *	131
Stay at Motel 6 on Vacation,1yr (A)	163	Buy from Papa John's,1mo (A) *	145	Do Weight Lifting,1yr (A)	131
Play Basketball,1yr (A)	162	Order from Victoria's Secret,1yr (A)	144	Go Jogging,1yr (A)	130
Go Mountain Bicycling,1yr (A)	159	Shop at Express,3mo (A)	144	Shop at Best Buy,1yr (A)	129
Buy from Boston Market,1mo (A) *	157	Shop at Structure,3mo (A)	140	Play Tennis,1yr (A)	126

Source: Mediamark Research Inc., 2004

Media

Top 15 Media Behaviors		Media Behaviors 16-30		Media Behaviors 31-45	
Read Vibe (A)	263	Read Penthouse (A)	187	Read Esquire (A)	161
Read Spin (A)	255	Read Muscle & Fitness (A)	184	Read Playboy (A)	161
Read The Source (A)	241	Read Atlantic Monthly (A)	182	Watch BET,1wk (A)	161
Read Marie Claire (A)	231	Black Radio,Net Audience (A)	181	Read YM (A)	160
Read Premiere (A)	221	Watch VH1,1wk (A)	176	Read Self (A)	158
Read Maxim (A)	216	Read Jet (A)	175	Read Discover (A)	156
Read Rolling Stone (A)	201	Read WWE Magazine (A)	173	Read Glamour (A)	156
Read Washington Post,Sunday (A)	199	Read Essence (A)	171	Read Fitness (A)	155
Read In Style (A)	197	TV Soccer,Net Audience (A)	169	Read Black Enterprise (A)	154
Read Macworld (A)	196	Read Tennis (A)	168	Read Ebony (A)	154
Read Shape (A)	195	Read Delta's Sky (A)	167	Read Teen People (A)	154
Read GQ (A)	194	Read Entertainment Weekly (A)	167	Read Harper's Bazaar (A)	153



Read Allure (A)	193	Urban Contemporary Radio,Net Audience (A)	167	Read Vanity Fair (A)	153
Read Elle (A)	190	Watch MTV,1wk (A)	167	Radio,College Basketball,Net Audience (A)	152
Read Modern Bride (A)	189	Read Bride's (A)	166	Read Sport Truck (A)	152

Source: Mediamark Research Inc., 2004





23 Greenbelt Sports

A segment of middle-class exurban couples, Greenbelt Sports is known for its active lifestyle. Most of these middle-aged residents are married, college-educated and own new homes; about a third have children. And few segments have higher rates for pursuing outdoor activities such as skiing, canoeing, backpacking, boating and mountain biking.

Social Group: Country Comfort

Lifestage Group: Young Achievers

Statistics:

US Households: 1,788,064 (1.63%)

Median HH Income: \$54,821

Lifestyle Traits:

1. Go mountain biking
2. Buy self-help books
3. Read Self
4. Watch Professional wrestling
5. Drive a Ford F-super duty

Demographics Traits:

Ethnic Diversity:	Mostly White
Family Types:	Mix
Age Ranges:	25-54
Education Levels:	H.S./College
Employment Levels:	WC, BC, Farm
Housing Types:	Homeowners
Urbanicity:	Town/Rural
Income:	Midscale

Demographics



Age

Description	US.	Segment	Index
Pop Age 0-4	6.60	5.79	88
Pop Age 5-9	6.70	6.14	92
Pop Age 10-14	7.06	6.87	97
Pop Age 15-17	4.26	4.34	102
Pop Age 18-20	4.38	3.88	89
Pop Age 21-24	5.51	4.97	90
Pop Age 25-34	13.66	13.17	96
Pop Age 35-44	15.21	16.36	108
Pop Age 45-49	7.43	8.52	115
Pop Age 50-54	6.64	7.74	117
Pop Age 55-59	5.45	6.11	112
Pop Age 60-64	4.26	4.52	106
Pop Age 65-74	6.52	6.29	96
Pop Age 75-84	4.58	3.89	85
Pop Age 85+	1.74	1.40	80



Income



Housing Urbanization

Description	US.	Segment	Index
Rural/Town (Density Deciles 0-3)	40.01	38.27	96
Suburb Fringe (Density Decile 4-5)	19.90	19.94	100
Urban Fringe (Density Deciles 6-7)	20.00	20.68	103
Urban (Density Deciles 8-9)	20.09	21.11	105



Education

Description	US.	Segment	Index
Completed 0-8 Yrs Elem School	7.62	3.51	46
Attended High School, No Diploma	12.12	7.98	66
High School Graduate	28.54	28.42	100
Some College, No Degree	21.11	22.58	107
Associate Degree	6.32	7.76	123
Bachelor Degree	15.52	18.99	122
Master's Degree	5.86	7.29	124
Professional School Degree	1.95	2.11	108
Doctorate Degree	0.96	1.36	142



Description	US.	Segment	Index
HH Income < \$15,000	14.67	8.92	61
HH Income \$15,000-\$24,999	11.28	8.83	78
HH Income \$25,000-\$34,999	12.27	11.30	92
HH Income \$35,000-\$49,999	15.39	16.43	107
HH Income \$50,000-\$74,999	19.10	23.38	122
HH Income \$75,000-\$99,999	11.61	14.39	124
HH Income \$100,000-\$149,999	9.43	11.05	117
HH Income \$150,000-\$249,999	4.36	4.13	95
HH Income \$250,000-\$499,999	1.29	1.16	89
HH Income \$500,000+	0.60	0.42	70



Work Occupation

Description	US.	Segment	Index
Management Occupation(Except Farm)	8.31	9.75	117
Farmers & Farm Managers	0.62	0.74	120
Business Operations Specialists	2.03	2.21	109
Financial Specialists	2.12	2.18	103
Computer & Mathematical Occup	2.34	2.44	104
Architecture & Engineering Occup	1.97	2.61	132
Life, Physical, & Social Sci Occup	0.90	1.18	132
Community & Social Services Occup	1.51	1.69	112
Legal Occupations	1.04	1.01	97
Education/Training/Library Occup	5.59	6.79	122
Art/Dsgn/Entrtnmnt/Sprts/Media Occ	1.87	1.99	107
Healthcare Practitn & Tech Occup	4.54	5.72	126
Healthcare Support Occupations	2.07	1.59	77
Protective Service Occupations	1.99	1.81	91
Food Prep & Serving Related Occup	4.94	4.15	84
Building & Grnds/Clean/Maint Occup	3.41	2.63	77
Personal Care & Service Occupation	2.83	2.53	89
Sales & Related Occupations	11.20	11.39	102
Administration Support Occupations	15.44	14.67	95
Farm/Forest/Fishing Occupations	0.78	0.66	85
Construction/Extractn/Maint Occup	9.57	9.91	104
Production/Trans/Matl Moving Occup	14.94	12.33	83



Family Composition People in Household

Description	US.	Segment	Index
HHs with 1 Person	26.07	24.63	94



Race/Ethnicity

Description	US.	Segment	Index
White Alone Pop	74.19	90.39	122
Black/African American Alone Pop	12.30	4.38	36
Am Indian/Alaska Native Alone Pop	0.88	0.55	63
Asian Alone Pop	4.05	1.63	40
Native Hawaiian/Other PI Alone Pop	0.15	0.10	70
Some Other Race Alone Pop	5.80	1.33	23
2 or More Races Pop	2.63	1.62	62
Hispanic/Latino Pop	13.50	3.80	28



Work Commuting Patterns

Description	US.	Segment	Index
Commute Alone in Vehicle	77.77	85.61	110
Commute in Carpool	12.81	10.54	82
Use Public Transportation	5.02	0.78	16
Walk to Work Only	3.13	2.21	70
Commute by Motorcycle	0.11	0.09	80
Commute by Bicycle	0.40	0.23	57
Commute by Other Means	0.75	0.55	73
Work at Home	1.93	2.54	131
Commute to Work < 15 Minutes	29.73	30.62	103
Commute to Work in 15-29 Minutes	35.93	38.20	106
Commute to Work in 30-44 Minutes	18.97	18.12	96
Commute to Work in 45-59 Minutes	7.37	6.59	89
Commute to Work in 60+ Minutes	8.00	6.47	81



Family Composition Household Type

Description	US.	Segment	Index
HHs w/ 2+ Persons, Family, Married	51.63	57.38	111
HHs with 2+ Persons, Family, Other	16.09	11.48	71
HHs with 2+ Persons, Nonfamily	6.22	6.51	105
HHs w/ 1 or more people < 18 years	35.94	33.57	93
HHs with no people under 18 years	64.06	66.43	104



Housing Home Value

Description	US.	Segment	Index
Home Value < \$20,000	3.33	2.26	68



HHs with 2 Persons	32.43	36.80	113
HHs with 3 Persons	16.67	16.90	101
HHs with 4 Persons	14.04	13.97	99
HHs with 5 Persons	6.53	5.35	82
HHs with 6 Persons	2.54	1.65	65
HHs with 7+ Persons	1.72	0.69	40



Housing Home Ownership

Description	US.	Segment	Index
Owner-Occupied Housing Units	66.47	73.73	111
Renter-Occupied HUs	33.53	26.27	78

Home Value \$20,000-\$39,999	4.88	2.36	48
Home Value \$40,000-\$59,999	6.70	2.77	41
Home Value \$60,000-\$79,999	8.39	4.52	54
Home Value \$80,000-\$99,999	9.88	8.04	81
Home Value \$100,000-\$149,999	22.61	27.94	124
Home Value \$150,000-\$199,999	15.24	21.80	143
Home Value \$200,000-\$299,999	15.17	18.39	121
Home Value \$300,000-\$399,999	6.22	6.08	98
Home Value \$400,000-\$499,999	3.11	2.65	85
Home Value \$500,000-\$749,999	2.44	1.67	68
Home Value \$750,000-\$999,999	1.03	0.76	74
Home Value \$1,000,000+	1.00	0.74	74



Housing Units in Structure

Description	US.	Segment	Index
Single Unit in Structure	66.00	73.07	111
2 Units in Structure	4.19	2.83	68
3-19 Units in Structure	13.49	11.79	87
20-49 Units in Structure	3.37	2.21	65
50+ Units in Structure	5.35	1.78	33
Mobile Home or Trailer	7.38	8.09	110



Housing Years in Home

Description	US.	Segment	Index
Moved into Unit 1999 to March 2004	24.69	26.73	108
Moved into Unit in 1995 to 1998	27.21	26.72	98
Moved into Unit in 1990 to 1994	15.13	15.28	101
Moved into Unit in 1980 to 1989	14.66	15.19	104
Moved into Unit in 1970 to 1979	9.27	8.91	96
Moved into Unit in 1969 or earlier	9.05	7.18	79

Lifestyles

Top 15 Lifestyle Behaviors		Lifestyle Behaviors 16-30		Lifestyle Behaviors 31-45	
Play Racquetball,1yr (A)	231	Shop at Eddie Bauer,3mo (A)	170	Play Baseball,1yr (A)	160
Order from Eddie Bauer,1yr (A)	223	Go Downhill Skiing,1yr (A)	169	Shop at Express,3mo (A)	160
Go Mountain Bicycling,1yr (A)	218	Stay at Hilton on Vacation,1yr (A)	169	Do Weight Lifting,1yr (A)	159
Go In-Line Skating,1yr (A)	214	Own Downhill Skis/Boots (A)	168	Own Weight Lifting Equipment (A)	158
Go Scuba/Skin Diving/Snorkeling,1yr (A)	204	Buy 1960s Nostalgia Music,1yr (A) *	167	Stay at Holiday Inn on Vacation,1yr (A)	155
Buy from Blimpie Subs & Salads,1mo (A) *	203	Own Roller Blades/In-Line Skates (A)	167	Do Aerobic Exercise,1yr (A)	154
Buy Golf Clubs,1yr (A)	202	Own Sportswatch/Chronograph (A)	167	Domestic Vacation,Go to Beach,1yr (A)	154
Buy from Steak N Ale,6mo (A)	190	Own Stair Stepper (A)	166	Buy from T.G.I. Friday's,1mo (A) *	152



Go Canoeing/Kayaking,1yr (A)	188	Play Volleyball,1yr (A)	166	Go Jogging,1yr (A)	152
Go Backpacking/Hiking,1yr (A)	183	Shop at Ann Taylor,3mo (A)	165	Go Golfing,1yr (A)	151
Buy Tent,1yr (H)	182	Buy from Chili's Grill & Bar,1mo (A) *	164	Own Camp Stove (H)	151
Order from Fingerhut,1yr (A)	179	Shop at Structure,3mo (A)	163	Shop at Neiman Marcus,3mo (A)	151
Play Billiards/Pool,1yr (A)	175	Own Cross Country Boots/Skis (A)	162	Buy from Krystal's Hamburgers,1mo (A) *	149
Stay at Days Inn on Vacation,1yr (A)	171	Own Racquetball Equipment (A)	162	Go Horseback Riding,1yr (A)	148
Travel to Bahamas,3yr (A)	171	Domestic Vacation,National Park,1yr (A)	161	Belong to a Country Club (A)	147

Source: Mediamark Research Inc., 2004

Media

Top 15 Media Behaviors		Media Behaviors 16-30		Media Behaviors 31-45	
Read Yankee (A)	196	Read Rolling Stone (A)	156	Read Traditional Home (A)	142
Read Scientific American (A)	190	Rock,Net Audience (A)	155	Read Sunset (A)	141
Read Ski (A)	178	Watch Show Type,Reality-Based (A)	155	Read Country Home (A)	140
Read Modern Bride (A)	172	Read Marie Claire (A)	154	Adult Contemporary Radio,Net Audience (A)	139
Watch Outdoor Life Network,1wk (A)	171	Alternative Rock Radio,Net Audience (A)	152	Read Discover (A)	139
Read Bicycling (A)	169	Read Playboy (A)	152	Read Boating (A)	138
Read Macworld (A)	168	Read Runner's World (A)	152	Read Cycle World (A)	137
Read Spin (A)	166	Read Bride's (A)	150	National Public Radio,Net Audience (A)	136
Read Shape (A)	165	Classic Rock Radio,Net Audience (A)	149	Read Muscle & Fitness (A)	136
Read Delta's Sky (A)	162	Read Computer Shopper (A)	146	Read Yachting (A)	136
Read Motorcyclist (A)	162	Read Country Living (A)	145	Read YM (A)	135
Read Maxim (A)	161	Classic Hits,Net Audience (A)	144	Sports,Net Audience (A)	135



PRIZM NE
Segment 23 Greenbelt Sports



Read Skiing (A)	160	Read Fitness (A)	144	Read Vanity Fair (A)	134
Read This Old House (A)	158	Read 4 Wheel & Off Road (A)	142	Read Martha Stewart Living (A)	133
Read Allure (A)	156	Read Elle (A)	142	Read Southern Living (A)	133

Source: Mediamark Research Inc., 2004





24 Up-and-Comers

Up-and-Comers is a stopover for young, midscale 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

Statistics:

US Households: 1,345,154 (1.22%)

Median HH Income: \$47,044

Lifestyle Traits:

1. Use Internet for job search
2. Shop at Ann Taylor
3. Read Shape
4. Watch MTV
5. Drive a Mitsubishi Eclipse

Demographics Traits:

Ethnic Diversity:	White, Asian
Family Types:	Mix
Age Ranges:	<35
Education Levels:	H.S./College
Employment Levels:	Prof, White-Collar
Housing Types:	Renters
Urbanicity:	2nd City
Income:	Midscale

Demographics



Age

Description	US.	Segment	Index
Pop Age 0-4	6.60	6.42	97
Pop Age 5-9	6.70	5.79	87
Pop Age 10-14	7.06	5.68	80
Pop Age 15-17	4.26	3.32	78
Pop Age 18-20	4.38	4.72	108
Pop Age 21-24	5.51	7.68	139
Pop Age 25-34	13.66	20.26	148
Pop Age 35-44	15.21	15.60	103
Pop Age 45-49	7.43	6.95	94
Pop Age 50-54	6.64	5.95	90
Pop Age 55-59	5.45	4.61	85
Pop Age 60-64	4.26	3.32	78
Pop Age 65-74	6.52	4.68	72
Pop Age 75-84	4.58	3.55	78
Pop Age 85+	1.74	1.46	84



Housing Urbanization

Description	US.	Segment	Index
Rural/Town (Density Deciles 0-3)	40.01	40.94	102
Suburb Fringe (Density Decile 4-5)	19.90	19.79	99
Urban Fringe (Density Deciles 6-7)	20.00	20.55	103
Urban (Density Deciles 8-9)	20.09	18.72	93



Education

Description	US.	Segment	Index
Completed 0-8 Yrs Elem School	7.62	4.39	58
Attended High School, No Diploma	12.12	8.39	69
High School Graduate	28.54	24.40	85
Some College, No Degree	21.11	23.61	112
Associate Degree	6.32	7.22	114
Bachelor Degree	15.52	20.95	135
Master's Degree	5.86	7.37	126
Professional School Degree	1.95	2.14	110
Doctorate Degree	0.96	1.54	160



Income



Description	US.	Segment	Index
HH Income < \$15,000	14.67	10.59	72
HH Income \$15,000-\$24,999	11.28	10.28	91
HH Income \$25,000-\$34,999	12.27	13.63	111
HH Income \$35,000-\$49,999	15.39	19.30	125
HH Income \$50,000-\$74,999	19.10	23.24	122
HH Income \$75,000-\$99,999	11.61	11.84	102
HH Income \$100,000-\$149,999	9.43	7.69	81
HH Income \$150,000-\$249,999	4.36	2.60	60
HH Income \$250,000-\$499,999	1.29	0.61	47
HH Income \$500,000+	0.60	0.21	35



Work Occupation

Description	US.	Segment	Index
Management Occupation(Except Farm)	8.31	8.57	103
Farmers & Farm Managers	0.62	0.06	9
Business Operations Specialists	2.03	2.50	123
Financial Specialists	2.12	2.50	118
Computer & Mathematical Occup	2.34	3.86	165
Architecture & Engineering Occup	1.97	2.48	126
Life, Physical, & Social Sci Occup	0.90	1.46	163
Community & Social Services Occup	1.51	1.69	112
Legal Occupations	1.04	1.10	106
Education/Training/Library Occup	5.59	6.18	111
Art/Dsgn/Entrtnmnt/Sprts/Media Occ	1.87	2.56	137
Healthcare Practitn & Tech Occup	4.54	4.45	98
Healthcare Support Occupations	2.07	1.73	83
Protective Service Occupations	1.99	1.63	82
Food Prep & Serving Related Occup	4.94	5.65	114
Building & Grnds/Clean/Maint Occup	3.41	2.97	87
Personal Care & Service Occupation	2.83	2.87	101
Sales & Related Occupations	11.20	11.73	105
Administration Support Occupations	15.44	16.13	104
Farm/Forest/Fishing Occupations	0.78	0.23	30
Construction/Extractn/Maint Occup	9.57	8.18	85
Production/Trans/Matl Moving Occup	14.94	11.46	77



Family Composition People in Household

Description	US.	Segment	Index
HHs with 1 Person	26.07	35.05	134



Race/Ethnicity

Description	US.	Segment	Index
White Alone Pop	74.19	75.28	101
Black/African American Alone Pop	12.30	9.68	79
Am Indian/Alaska Native Alone Pop	0.88	0.70	79
Asian Alone Pop	4.05	5.63	139
Native Hawaiian/Other PI Alone Pop	0.15	0.23	156
Some Other Race Alone Pop	5.80	4.96	85
2 or More Races Pop	2.63	3.52	134
Hispanic/Latino Pop	13.50	11.90	88



Work Commuting Patterns

Description	US.	Segment	Index
Commute Alone in Vehicle	77.77	80.29	103
Commute in Carpool	12.81	11.68	91
Use Public Transportation	5.02	3.38	67
Walk to Work Only	3.13	3.17	101
Commute by Motorcycle	0.11	0.15	134
Commute by Bicycle	0.40	0.74	184
Commute by Other Means	0.75	0.59	78
Work at Home	1.93	1.68	87
Commute to Work < 15 Minutes	29.73	34.71	117
Commute to Work in 15-29 Minutes	35.93	37.50	104
Commute to Work in 30-44 Minutes	18.97	16.25	86
Commute to Work in 45-59 Minutes	7.37	5.73	78
Commute to Work in 60+ Minutes	8.00	5.80	73



Family Composition Household Type

Description	US.	Segment	Index
HHs w/ 2+ Persons, Family, Married	51.63	38.30	74
HHs with 2+ Persons, Family, Other	16.09	15.28	95
HHs with 2+ Persons, Nonfamily	6.22	11.37	183
HHs w/ 1 or more people < 18 years	35.94	28.44	79
HHs with no people under 18 years	64.06	71.56	112



Housing Home Value

Description	US.	Segment	Index
Home Value < \$20,000	3.33	0.60	18



HHs with 2 Persons	32.43	32.80	101
HHs with 3 Persons	16.67	15.09	91
HHs with 4 Persons	14.04	10.35	74
HHs with 5 Persons	6.53	4.25	65
HHs with 6 Persons	2.54	1.55	61
HHs with 7+ Persons	1.72	0.92	53



Housing Home Ownership

Description	US.	Segment	Index
Owner-Occupied Housing Units	66.47	45.47	68
Renter-Occupied HUs	33.53	54.53	163

Home Value \$20,000-\$39,999	4.88	1.02	21
Home Value \$40,000-\$59,999	6.70	2.73	41
Home Value \$60,000-\$79,999	8.39	6.74	80
Home Value \$80,000-\$99,999	9.88	12.92	131
Home Value \$100,000-\$149,999	22.61	33.29	147
Home Value \$150,000-\$199,999	15.24	20.16	132
Home Value \$200,000-\$299,999	15.17	14.49	96
Home Value \$300,000-\$399,999	6.22	4.32	69
Home Value \$400,000-\$499,999	3.11	1.84	59
Home Value \$500,000-\$749,999	2.44	1.26	51
Home Value \$750,000-\$999,999	1.03	0.37	36
Home Value \$1,000,000+	1.00	0.26	26



Housing Units in Structure

Description	US.	Segment	Index
Single Unit in Structure	66.00	48.05	73
2 Units in Structure	4.19	6.49	155
3-19 Units in Structure	13.49	30.71	228
20-49 Units in Structure	3.37	5.51	163
50+ Units in Structure	5.35	8.32	155
Mobile Home or Trailer	7.38	0.89	12



Housing Years in Home

Description	US.	Segment	Index
Moved into Unit 1999 to March 2004	24.69	34.62	140
Moved into Unit in 1995 to 1998	27.21	30.77	113
Moved into Unit in 1990 to 1994	15.13	12.62	83
Moved into Unit in 1980 to 1989	14.66	10.37	71
Moved into Unit in 1970 to 1979	9.27	5.48	59
Moved into Unit in 1969 or earlier	9.05	6.15	68

Lifestyles

Top 15 Lifestyle Behaviors		Lifestyle Behaviors 16-30		Lifestyle Behaviors 31-45	
Shop at Express,3mo (A)	211	Play Billiards/Pool,1yr (A)	157	Domestic Travel on American Airlines,1yr (A)	146
Buy from Bertucci's,1mo (A) *	201	Play Chess,1yr (A)	157	Shop at The Limited,3mo (A)	144
Stay at Holiday Inn on Vacation,1yr (A)	187	Travel to Japan/Asia/Other,3yr (A)	157	Use Quick Service Copy/Printing,6mo (A)	143
Go In-Line Skating,1yr (A)	186	Go to Ice Hockey Games,1+ Times,1mo (A)	156	Buy from Chili's Grill & Bar,1mo (A) *	142
Go Backpacking/Hiking,1yr (A)	178	Go Mountain Bicycling,1yr (A)	155	Shop at Longs Drug Store,6mo (A)	142
Shop at Comp USA,1yr (A)	177	Shop at The Gap,3mo (A)	155	Order from ebay.com,1yr (A)	141
Order from Victoria's Secret,1yr (A)	173	Stay at Ramada Inn on Vacation,1yr (A)	155	Play Baseball,1yr (A)	141
Buy from Fuddrucker's,1mo (A) *	167	Go Canoeing/Kayaking,1yr (A)	154	Go Jogging,1yr (A)	140



Buy from Chi-Chi's,1mo (A) *	165	Shop at Banana Republic,3mo (A)	154	Own Racquetball Equipment (A)	140
Buy from Papa John's,1mo (A) *	163	Do Weight Lifting,1yr (A)	152	Shop at Circuit City,1yr (A)	140
Play Soccer,1yr (A)	163	Go to Movie,4+ Times,3mo (A)	152	Travel to Mexico,3yr (A)	140
Personal Travel by Airplane,3+,1yr (A)	162	Order from J. Crew,1yr (A)	151	Buy from Blimpie Subs & Salads,1mo (A) *	139
Go Scuba/Skin Diving/Snorkeling,1yr (A)	160	Own Roller Blades/In-Line Skates (A)	151	Buy from Jack-in-the-Box,1mo (A) *	139
Domestic Vacation,Play Golf,1yr (A)	158	Go to Bar/Nightclub,1yr (A)	147	Buy from Lone Star Steakhouse,1mo (A) *	139
Go to Professional Football Games,1+ Times,1mo (A)	158	Take Adult Education Course,1yr (A)	147	Shop at Costco,6mo (A)	138

Source: Mediamark Research Inc., 2004

Media

Top 15 Media Behaviors		Media Behaviors 16-30		Media Behaviors 31-45	
Read Washington Post,Sunday (A)	246	Read Golf Digest (A)	191	Read In Style (A)	169
Read Maxim (A)	235	Read Self (A)	191	Read Modern Bride (A)	169
Read Runner's World (A)	230	Read Elle (A)	184	Read Cosmopolitan (A)	168
Read Entrepreneur (A)	225	Watch Pay-Per-View Sports,1yr (A)	182	Urban Contemporary Radio,Net Audience (A)	168
Read Vibe (A)	214	Read Bicycling (A)	181	Read Barron's (A)	166
Read Fitness (A)	211	Read Playboy (A)	179	Read Glamour (A)	166
Read Allure (A)	209	Read Bride's (A)	176	Watch MTV,1wk (A)	166
Read Shape (A)	209	Read Forbes (A)	174	Read Delta's Sky (A)	165
Read Spin (A)	204	Read Men's Fitness (A)	174	Read Essence (A)	165
Read Rolling Stone (A)	203	Classic Hits,Net Audience (A)	173	Read Marie Claire (A)	164
Read Penthouse (A)	199	Read Jet (A)	173	Read Men's Health (A)	164
Read The Source (A)	199	Alternative Rock Radio,Net Audience (A)	172	Rock,Net Audience (A)	162



Read GQ (A)	195	Read Macworld (A)	172	Read PC World (A)	159
Read Tennis (A)	192	Read Muscle & Fitness (A)	172	Read Vanity Fair (A)	159
Read Black Enterprise (A)	191	Read Smart Money (A)	171	Read Vogue (A)	158

Source: Mediamark Research Inc., 2004





25 Country Casuals

There's a laid-back atmosphere in Country Casuals, a collection of middle-aged, upper-middle-class households that have started to empty-nest. Workers here -and most households boast two earners- have well-paying blue- or white collar jobs, or own small businesses. Today these Baby-Boom couples have the disposable income to enjoy traveling, owning timeshares and going out to eat.

Social Group: Landed Gentry

Lifestage Group: Midlife Success

Statistics:

US Households: 1,484,106 (1.35%)

Median HH Income: \$66,892

Lifestyle Traits:

1. Buy collectibles by mail/phone
2. Belong to a civic club
3. Read Hunting/fishing mags
4. Watch Country Music TV
5. Drive a Dodge Ram pickup

Demographics Traits:

Ethnic Diversity:	Mostly White
Family Types:	Couples
Age Ranges:	35-64
Education Levels:	H.S./College
Employment Levels:	WC, BC, Farm
Housing Types:	Homeowners
Urbanicity:	Town/Rural
Income:	Upper Middle

Demographics



Age

Description	US.	Segment	Index
Pop Age 0-4	6.60	6.04	91
Pop Age 5-9	6.70	6.80	102
Pop Age 10-14	7.06	7.80	110
Pop Age 15-17	4.26	4.82	113
Pop Age 18-20	4.38	3.75	86
Pop Age 21-24	5.51	4.13	75
Pop Age 25-34	13.66	11.61	85
Pop Age 35-44	15.21	17.72	116
Pop Age 45-49	7.43	8.79	118
Pop Age 50-54	6.64	7.83	118
Pop Age 55-59	5.45	6.19	114
Pop Age 60-64	4.26	4.41	104
Pop Age 65-74	6.52	5.68	87
Pop Age 75-84	4.58	3.30	72
Pop Age 85+	1.74	1.12	64



Housing Urbanization

Description	US.	Segment	Index
Rural/Town (Density Deciles 0-3)	40.01	36.74	92
Suburb Fringe (Density Decile 4-5)	19.90	19.23	97
Urban Fringe (Density Deciles 6-7)	20.00	21.62	108
Urban (Density Deciles 8-9)	20.09	22.41	112



Education

Description	US.	Segment	Index
Completed 0-8 Yrs Elem School	7.62	3.50	46
Attended High School, No Diploma	12.12	8.58	71
High School Graduate	28.54	33.62	118
Some College, No Degree	21.11	23.34	111
Associate Degree	6.32	8.11	128
Bachelor Degree	15.52	15.48	100
Master's Degree	5.86	5.42	93
Professional School Degree	1.95	1.33	68
Doctorate Degree	0.96	0.62	65



Income



Description	US.	Segment	Index
HH Income < \$15,000	14.67	5.81	40
HH Income \$15,000-\$24,999	11.28	6.27	56
HH Income \$25,000-\$34,999	12.27	8.22	67
HH Income \$35,000-\$49,999	15.39	13.10	85
HH Income \$50,000-\$74,999	19.10	24.58	129
HH Income \$75,000-\$99,999	11.61	19.78	170
HH Income \$100,000-\$149,999	9.43	15.90	169
HH Income \$150,000-\$249,999	4.36	5.06	116
HH Income \$250,000-\$499,999	1.29	0.98	76
HH Income \$500,000+	0.60	0.31	53



Work Occupation

Description	US.	Segment	Index
Management Occupation(Except Farm)	8.31	8.99	108
Farmers & Farm Managers	0.62	0.87	140
Business Operations Specialists	2.03	2.16	106
Financial Specialists	2.12	2.09	99
Computer & Mathematical Occup	2.34	2.27	97
Architecture & Engineering Occup	1.97	2.57	130
Life, Physical, & Social Sci Occup	0.90	0.79	88
Community & Social Services Occup	1.51	1.21	80
Legal Occupations	1.04	0.61	59
Education/Training/Library Occup	5.59	5.55	99
Art/Dsgn/Entrtnmnt/Sprts/Media Occ	1.87	1.39	74
Healthcare Practitn & Tech Occup	4.54	4.98	110
Healthcare Support Occupations	2.07	1.54	74
Protective Service Occupations	1.99	1.89	95
Food Prep & Serving Related Occup	4.94	3.76	76
Building & Grnds/Clean/Maint Occup	3.41	2.43	71
Personal Care & Service Occupation	2.83	2.55	90
Sales & Related Occupations	11.20	10.63	95
Administration Support Occupations	15.44	16.12	104
Farm/Forest/Fishing Occupations	0.78	0.62	79
Construction/Extractn/Maint Occup	9.57	11.66	122
Production/Trans/Matl Moving Occup	14.94	15.32	103



Family Composition People in Household

Description	US.	Segment	Index
HHs with 1 Person	26.07	17.74	68



Race/Ethnicity

Description	US.	Segment	Index
White Alone Pop	74.19	92.98	125
Black/African American Alone Pop	12.30	2.97	24
Am Indian/Alaska Native Alone Pop	0.88	0.48	55
Asian Alone Pop	4.05	1.09	27
Native Hawaiian/Other PI Alone Pop	0.15	0.06	37
Some Other Race Alone Pop	5.80	1.09	19
2 or More Races Pop	2.63	1.33	51
Hispanic/Latino Pop	13.50	3.11	23



Work Commuting Patterns

Description	US.	Segment	Index
Commute Alone in Vehicle	77.77	87.93	113
Commute in Carpool	12.81	9.50	74
Use Public Transportation	5.02	0.64	13
Walk to Work Only	3.13	1.29	41
Commute by Motorcycle	0.11	0.08	72
Commute by Bicycle	0.40	0.09	22
Commute by Other Means	0.75	0.47	63
Work at Home	1.93	2.44	126
Commute to Work < 15 Minutes	29.73	24.15	81
Commute to Work in 15-29 Minutes	35.93	37.56	105
Commute to Work in 30-44 Minutes	18.97	21.72	115
Commute to Work in 45-59 Minutes	7.37	8.78	119
Commute to Work in 60+ Minutes	8.00	7.79	97



Family Composition Household Type

Description	US.	Segment	Index
HHs w/ 2+ Persons, Family, Married	51.63	67.33	130
HHs with 2+ Persons, Family, Other	16.09	10.57	66
HHs with 2+ Persons, Nonfamily	6.22	4.37	70
HHs w/ 1 or more people < 18 years	35.94	39.29	109
HHs with no people under 18 years	64.06	60.71	95



Housing Home Value

Description	US.	Segment	Index
Home Value < \$20,000	3.33	1.23	37



HHs with 2 Persons	32.43	35.67	110
HHs with 3 Persons	16.67	18.69	112
HHs with 4 Persons	14.04	17.60	125
HHs with 5 Persons	6.53	7.16	110
HHs with 6 Persons	2.54	2.22	87
HHs with 7+ Persons	1.72	0.92	53



Housing Home Ownership

Description	US.	Segment	Index
Owner-Occupied Housing Units	66.47	85.50	129
Renter-Occupied HUs	33.53	14.50	43

Home Value \$20,000-\$39,999	4.88	1.45	30
Home Value \$40,000-\$59,999	6.70	1.67	25
Home Value \$60,000-\$79,999	8.39	2.91	35
Home Value \$80,000-\$99,999	9.88	5.33	54
Home Value \$100,000-\$149,999	22.61	26.11	116
Home Value \$150,000-\$199,999	15.24	26.74	175
Home Value \$200,000-\$299,999	15.17	23.87	157
Home Value \$300,000-\$399,999	6.22	6.61	106
Home Value \$400,000-\$499,999	3.11	2.31	74
Home Value \$500,000-\$749,999	2.44	1.06	43
Home Value \$750,000-\$999,999	1.03	0.39	38
Home Value \$1,000,000+	1.00	0.31	31



Housing Units in Structure

Description	US.	Segment	Index
Single Unit in Structure	66.00	86.14	131
2 Units in Structure	4.19	2.01	48
3-19 Units in Structure	13.49	4.69	35
20-49 Units in Structure	3.37	0.66	20
50+ Units in Structure	5.35	0.49	9
Mobile Home or Trailer	7.38	5.87	80



Housing Years in Home

Description	US.	Segment	Index
Moved into Unit 1999 to March 2004	24.69	22.70	92
Moved into Unit in 1995 to 1998	27.21	24.66	91
Moved into Unit in 1990 to 1994	15.13	16.60	110
Moved into Unit in 1980 to 1989	14.66	16.88	115
Moved into Unit in 1970 to 1979	9.27	11.08	120
Moved into Unit in 1969 or earlier	9.05	8.09	89

Lifestyles

Top 15 Lifestyle Behaviors		Lifestyle Behaviors 16-30		Lifestyle Behaviors 31-45	
Travel to Jamaica,3yr (A)	283	Go Hunting with Gun,1yr (A)	192	Buy from Long John Silver,1mo (A) *	173
Order from Eddie Bauer,1yr (A)	243	Shop at Sherwin Williams,1yr (A)	191	Shop at Eddie Bauer,3mo (A)	173
Shop at Thomasville,1yr (A)	236	Buy Swing Sets,1yr (A)	189	Shop at ShopKo,3mo (A)	173
Buy from Ponderosa,1mo (A) *	227	Own Handgun (A)	185	Buy from Hardee's,1mo (A) *	172
Own Outboard Motor (H)	223	Buy Golf Clubs,1yr (A)	184	Own Golf Clubs (A)	172
Buy from Captain D's,1mo (A) *	221	Buy from Outback Steakhouse,1mo (A) *	184	Go to High School Sports,1+ Times,1mo (A)	171
Buy from Lone Star Steakhouse,1mo (A) *	217	Buy from Chick-Fil-A,1mo (A) *	182	Own Stair Stepper (A)	169
Go Power Boating,1yr (A)	212	Buy from Ruby Tuesdays,1mo (A) *	179	Shop at Lowe's,1yr (A)	169



Own Cross Country Boots/Skis (A)	211	Buy from Sonic Drive-in,1mo (A) *	179	Own Vacation/Weekend Home (H)	167
Own Rifle/Shotgun (A)	206	Own Timeshare Residence (H)	178	Buy Construction Toys,1yr (A)	166
Travel to Bahamas,3yr (A)	206	Order from J. Crew,1yr (A)	177	Buy Fishing Equipment,1yr (A)	166
Buy from Godfather's Pizza,6mo (A)	205	Order from L.L. Bean,1yr (A)	176	Go to Ice Hockey Games,1+ Times,1mo (A)	166
Buy from Little Caesar's,1mo (A) *	198	Buy from Shoney's,1mo (A) *	175	Stay at Days Inn on Vacation,1yr (A)	166
Shop at Ethan Allen Galleries,1yr (A)	197	Buy from Cracker Barrel,1mo (A) *	174	Shop at True Value,1yr (A)	163
Own Power Boat (H)	194	Own Satellite Dish (H)	174	Buy from Dairy Queen,1mo (A) *	161

Source: Mediamark Research Inc., 2004

Media

Top 15 Media Behaviors		Media Behaviors 16-30		Media Behaviors 31-45	
Read Car Craft (A)	263	Classic Hits,Net Audience (A)	184	Read Car & Driver (A)	162
Read Skiing (A)	255	Classic Rock Radio,Net Audience (A)	182	Read Handguns (A)	160
Read Boating (A)	246	Has Satellite Dish/Disc (A)	181	TV Auto Racing,Net Audience (A)	160
Read 4 Wheel & Off Road (A)	226	Watch Speed Channel,1wk (A)	180	Read Stock Car Racing (A)	159
Radio,NASCAR,Net Audience (A)	225	Read Traditional Home (A)	178	Read Yachting (A)	159
Read North American Hunter (A)	219	Read Cycle World (A)	176	Watch Sci-Fi Channel,1wk (A)	159
Read Outdoor Life (A)	206	Read Bassmaster (A)	174	Read Sport Truck (A)	158
Read Hunting (A)	202	Read Motor Trend (A)	173	Read This Old House (A)	156
Read Field & Stream (A)	201	Read Popular Hot Rodding (A)	169	Read Golf Digest (A)	153
Read Motorcyclist (A)	197	Watch Outdoor Life Network,1wk (A)	168	Watch Headline CNN News,1wk (A)	153
Read Golf Magazine (A)	194	Country Radio,Net Audience (A)	167	Read USA Today,Daily (A)	152
Read Ski (A)	194	Religious,Net Audience (A)	166	Radio,College Basketball,Net Audience (A)	151



Read Hot Rod (A)	192	Read House Beautiful (A)	164	Read Popular Mechanics (A)	151
Read Guns & Ammo (A)	189	Watch Country Music TV,1wk (A)	164	Read Redbook (A)	150
Read Southern Living (A)	186	Oldies Radio,Net Audience (A)	162	TV College Basketball,Net Audience (A)	150

Source: Mediamark Research Inc., 2004





26 The Cosmopolitans

Educated, midscale and multi-ethnic, The Cosmopolitans are urbane couples in America's fast-growing cities. Concentrated in a handful of metros -such as Las Vegas, Miami and Albuquerque- these households feature older home-owners, empty-nesters and college graduates. A vibrant social scene surrounds their older homes and apartments, and residents love the nightlife and enjoy leisure-intensive lifestyles.

Social Group: Urban Uptown

Lifestage Group: Conservative Classics

Statistics:

US Households: 1,322,925 (1.2%)

Median HH Income: \$51,681

Lifestyle Traits:

1. Go to the theatre
2. Play the lottery
3. Read Time
4. Watch People's Court
5. Drive a Lincoln Town Car

Demographics Traits:

Ethnic Diversity:	High Black & Hisp., Asian
Family Types:	Singles/Couples
Age Ranges:	55+
Education Levels:	H.S./College
Employment Levels:	Prof, White-Collar
Housing Types:	Homeowners
Urbanicity:	Urban
Income:	Midscale

Demographics



Age

Description	US.	Segment	Index
Pop Age 0-4	6.60	5.48	83
Pop Age 5-9	6.70	5.65	84
Pop Age 10-14	7.06	6.31	89
Pop Age 15-17	4.26	3.78	89
Pop Age 18-20	4.38	3.54	81
Pop Age 21-24	5.51	4.25	77
Pop Age 25-34	13.66	12.11	89
Pop Age 35-44	15.21	14.58	96
Pop Age 45-49	7.43	7.41	100
Pop Age 50-54	6.64	6.99	105
Pop Age 55-59	5.45	6.07	111
Pop Age 60-64	4.26	5.21	122
Pop Age 65-74	6.52	8.99	138
Pop Age 75-84	4.58	7.01	153
Pop Age 85+	1.74	2.62	151



Housing Urbanization

Description	US.	Segment	Index
Rural/Town (Density Deciles 0-3)	40.01	38.33	96
Suburb Fringe (Density Decile 4-5)	19.90	19.89	100
Urban Fringe (Density Deciles 6-7)	20.00	20.55	103
Urban (Density Deciles 8-9)	20.09	21.24	106



Education

Description	US.	Segment	Index
Completed 0-8 Yrs Elem School	7.62	7.39	97
Attended High School, No Diploma	12.12	12.30	102
High School Graduate	28.54	28.45	100
Some College, No Degree	21.11	22.07	105
Associate Degree	6.32	6.49	103
Bachelor Degree	15.52	14.85	96
Master's Degree	5.86	5.72	98
Professional School Degree	1.95	1.97	101
Doctorate Degree	0.96	0.76	79



Income



Description	US.	Segment	Index
HH Income < \$15,000	14.67	11.17	76
HH Income \$15,000-\$24,999	11.28	9.87	88
HH Income \$25,000-\$34,999	12.27	11.27	92
HH Income \$35,000-\$49,999	15.39	16.19	105
HH Income \$50,000-\$74,999	19.10	22.23	116
HH Income \$75,000-\$99,999	11.61	13.42	116
HH Income \$100,000-\$149,999	9.43	10.59	112
HH Income \$150,000-\$249,999	4.36	3.97	91
HH Income \$250,000-\$499,999	1.29	0.94	73
HH Income \$500,000+	0.60	0.34	58



Work Occupation

Description	US.	Segment	Index
Management Occupation(Except Farm)	8.31	8.15	98
Farmers & Farm Managers	0.62	0.04	6
Business Operations Specialists	2.03	2.25	111
Financial Specialists	2.12	2.62	124
Computer & Mathematical Occup	2.34	2.36	101
Architecture & Engineering Occup	1.97	1.73	88
Life, Physical, & Social Sci Occup	0.90	0.70	78
Community & Social Services Occup	1.51	1.75	115
Legal Occupations	1.04	1.36	131
Education/Training/Library Occup	5.59	5.89	105
Art/Dsgn/Entrtnmnt/Sprts/Media Occ	1.87	1.97	105
Healthcare Practitn & Tech Occup	4.54	4.87	107
Healthcare Support Occupations	2.07	2.17	105
Protective Service Occupations	1.99	2.78	140
Food Prep & Serving Related Occup	4.94	4.15	84
Building & Grnds/Clean/Maint Occup	3.41	3.10	91
Personal Care & Service Occupation	2.83	3.11	110
Sales & Related Occupations	11.20	11.16	100
Administration Support Occupations	15.44	19.45	126
Farm/Forest/Fishing Occupations	0.78	0.11	14
Construction/Extractn/Maint Occup	9.57	8.09	85
Production/Trans/Matl Moving Occup	14.94	12.20	82



Family Composition People in Household

Description	US.	Segment	Index
HHs with 1 Person	26.07	28.18	108



Race/Ethnicity

Description	US.	Segment	Index
White Alone Pop	74.19	61.12	82
Black/African American Alone Pop	12.30	20.02	163
Am Indian/Alaska Native Alone Pop	0.88	0.41	47
Asian Alone Pop	4.05	8.59	212
Native Hawaiian/Other PI Alone Pop	0.15	0.25	166
Some Other Race Alone Pop	5.80	6.40	110
2 or More Races Pop	2.63	3.21	122
Hispanic/Latino Pop	13.50	18.85	140



Work Commuting Patterns

Description	US.	Segment	Index
Commute Alone in Vehicle	77.77	71.78	92
Commute in Carpool	12.81	12.41	97
Use Public Transportation	5.02	12.41	247
Walk to Work Only	3.13	2.46	78
Commute by Motorcycle	0.11	0.12	104
Commute by Bicycle	0.40	0.29	73
Commute by Other Means	0.75	0.53	71
Work at Home	1.93	1.33	69
Commute to Work < 15 Minutes	29.73	20.99	71
Commute to Work in 15-29 Minutes	35.93	36.28	101
Commute to Work in 30-44 Minutes	18.97	22.41	118
Commute to Work in 45-59 Minutes	7.37	9.08	123
Commute to Work in 60+ Minutes	8.00	11.25	141



Family Composition Household Type

Description	US.	Segment	Index
HHs w/ 2+ Persons, Family, Married	51.63	48.38	94
HHs with 2+ Persons, Family, Other	16.09	18.37	114
HHs with 2+ Persons, Nonfamily	6.22	5.07	82
HHs w/ 1 or more people < 18 years	35.94	30.50	85
HHs with no people under 18 years	64.06	69.50	108



Housing Home Value

Description	US.	Segment	Index
Home Value < \$20,000	3.33	0.91	27



HHs with 2 Persons	32.43	31.57	97
HHs with 3 Persons	16.67	16.08	96
HHs with 4 Persons	14.04	12.61	90
HHs with 5 Persons	6.53	6.37	97
HHs with 6 Persons	2.54	2.85	112
HHs with 7+ Persons	1.72	2.34	136



Housing Home Ownership

Description	US.	Segment	Index
Owner-Occupied Housing Units	66.47	73.86	111
Renter-Occupied HUs	33.53	26.14	78

Home Value \$20,000-\$39,999	4.88	1.18	24
Home Value \$40,000-\$59,999	6.70	2.19	33
Home Value \$60,000-\$79,999	8.39	4.56	54
Home Value \$80,000-\$99,999	9.88	7.98	81
Home Value \$100,000-\$149,999	22.61	26.63	118
Home Value \$150,000-\$199,999	15.24	17.53	115
Home Value \$200,000-\$299,999	15.17	23.07	152
Home Value \$300,000-\$399,999	6.22	9.22	148
Home Value \$400,000-\$499,999	3.11	3.60	116
Home Value \$500,000-\$749,999	2.44	2.26	93
Home Value \$750,000-\$999,999	1.03	0.46	45
Home Value \$1,000,000+	1.00	0.41	41



Housing Units in Structure

Description	US.	Segment	Index
Single Unit in Structure	66.00	66.89	101
2 Units in Structure	4.19	8.25	197
3-19 Units in Structure	13.49	9.13	68
20-49 Units in Structure	3.37	3.67	109
50+ Units in Structure	5.35	10.76	201
Mobile Home or Trailer	7.38	1.27	17



Housing Years in Home

Description	US.	Segment	Index
Moved into Unit 1999 to March 2004	24.69	14.69	60
Moved into Unit in 1995 to 1998	27.21	23.01	85
Moved into Unit in 1990 to 1994	15.13	14.86	98
Moved into Unit in 1980 to 1989	14.66	16.22	111
Moved into Unit in 1970 to 1979	9.27	14.05	152
Moved into Unit in 1969 or earlier	9.05	17.17	190

Lifestyles

Top 15 Lifestyle Behaviors		Lifestyle Behaviors 16-30		Lifestyle Behaviors 31-45	
Travel to Japan/Asia/Other,3yr (A)	352	Shop at Lord & Taylor,3mo (A)	187	Go to Professional Basketball Games,1+ Times,1mo (157
Buy from Sizzler Family Steakhouse,1mo (A) *	336	Buy from Del Taco,1mo (A) *	185	Order from Victoria's Secret,1yr (A)	157
Shop at Saks Fifth Ave,3mo (A)	303	Order from Home Shopping Network,1yr (A)	177	Buy from Popeyes,1mo (A) *	156
Buy 1950s Nostalgia Music,1yr (A) *	271	Shop at Ann Taylor,3mo (A)	176	Foreign Travel for 15+ Nights,3yr (A)	156
Buy from Bertucci's,1mo (A) *	258	Belong to a Civic Club (A)	174	Foreign Travel during October-December,3yr (A)	155
Shop at Macy's,3mo (A)	247	Order from Spiegel,1yr (A)	172	Belong to a Church Board (A)	154
Order from Readers Digest Association,1yr (A)	244	Buy from Carl's Jr.,1mo (A) *	168	Foreign Travel,Use Travel Agent,3yr (A)	154
Shop at Longs Drug Store,6mo (A)	232	Buy from Denny's,1mo (A) *	168	Shop at Nordstrom,3mo (A)	154



Shop at Bloomingdales,3mo (A)	224	Contribute to PBS,1yr (A)	167	Travel on All Inclusive Package Trip,3yr (A)	151
Buy 1960s Nostalgia Music,1yr (A) *	217	Visit Disneyland (CA),1yr (A)	167	Foreign Travel by Airplane,3yr (A)	150
Order from Lillian Vernon,1yr (A)	212	Buy from Steak N Ale,6mo (A)	166	Buy from Red Lobster,1mo (A) *	146
Shop at Costco,6mo (A)	200	Buy from Chevy's,1mo (A) *	165	Play Lottery,10+ Times/mo,1yr (A)	146
Shop at Neiman Marcus,3mo (A)	196	Shop at Marshall's,3mo (A)	161	Buy from Cheesecake Factory,1mo (A) *	145
Belong to a Fraternal Order (A)	192	Stay at Hilton on Vacation,1yr (A)	160	Foreign Travel during January-March,3yr (A)	145
Belong to a Veterans Club (A)	191	Buy from Boston Market,1mo (A) *	159	Use Quick Service Copy/Printing,6mo (A)	145

Source: Mediamark Research Inc., 2004

Media

Top 15 Media Behaviors		Media Behaviors 16-30		Media Behaviors 31-45	
Read Los Angeles Times,Sunday (A)	405	Watch Show Type,Tennis (A)	158	TV Bowling,Net Audience (A)	131
Adult Standards Radio,Net Audience (A)	304	Watch Home Shopping Network,1wk (A)	153	Watch A&E Television Network,1wk (A)	131
All News Radio,Net Audience (A)	299	Watch Show Type,Pageants Specials (A)	153	Watch American Movie Classics,1wk (A)	131
Jazz Radio,Net Audience (A)	243	Read Esquire (A)	151	Read New York Magazine (A)	130
Radio,Golf,Net Audience (A)	215	Read Sunset (A)	150	Read Soap Opera Weekly (A)	130
TV Horse Racing,Net Audience (A)	214	Dow Jones Money Report,Net Audience (A)	149	Watch Show Type,Early Evening Network News,M-F (A)	130
Watch Bravo,1wk (A)	208	TV Figure Skating,Net Audience (A)	145	Watch Show Type,Primetime Documentary/Info Shows (130
Bloomberg Network Radio,Net Audience (A)	207	Read Ebony (A)	143	Sports,Net Audience (A)	128
Read Chicago Tribune,Sunday (A)	200	Read Essence (A)	143	TV Professional Basketball,Net Audience (A)	128
TV Tennis,Net Audience (A)	200	Radio,NBA Games,Net Audience (A)	141	Gospel Radio,Net Audience (A)	125
Read Black Enterprise (A)	177	Watch Show Type,Early Evening Network News,Weekend	140	Read Food & Wine (A)	125
Read New York Times,Sunday (A)	177	Read Barron's (A)	138	Watch Court TV,1wk (A)	125



All Talk,Net Audience (A)	168	Wall Street Journal Report,Net Audience (A)	137	Read Soap Opera Digest (A)	124
Read New York Times,Daily (A)	164	Read Conde Nast Traveler (A)	135	Read The New Yorker (A)	123
Read Catholic Digest (A)	163	Watch Independent Film Channel,1wk (A)	135	TV Daytime TV,Net Audience (A)	123

Source: Mediamark Research Inc., 2004





27 Middleburg Managers

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 and over 55 years old, with solid managerial jobs and 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

Statistics:

US Households: 2,055,156 (1.87%)

Median HH Income: \$47,331

Lifestyle Traits:

1. Play musical instruments
2. Go bird watching
3. Read Mature market mags
4. Watch U.S. Senior Open (golf)
5. Drive a Toyota Camry Solara

Demographics Traits:

Ethnic Diversity:	Mostly White
Family Types:	Singles/Couples
Age Ranges:	55+
Education Levels:	H.S./College
Employment Levels:	Prof, White-Collar
Housing Types:	Homeowners
Urbanicity:	2nd City
Income:	Midscale

Demographics



Age

Description	US.	Segment	Index
Pop Age 0-4	6.60	5.37	81
Pop Age 5-9	6.70	5.49	82
Pop Age 10-14	7.06	6.08	86
Pop Age 15-17	4.26	3.92	92
Pop Age 18-20	4.38	3.78	86
Pop Age 21-24	5.51	4.63	84
Pop Age 25-34	13.66	11.89	87
Pop Age 35-44	15.21	14.03	92
Pop Age 45-49	7.43	7.47	101
Pop Age 50-54	6.64	6.91	104
Pop Age 55-59	5.45	5.88	108
Pop Age 60-64	4.26	4.95	116
Pop Age 65-74	6.52	9.23	142
Pop Age 75-84	4.58	7.59	166
Pop Age 85+	1.74	2.77	159



Housing Urbanization

Description	US.	Segment	Index
Rural/Town (Density Deciles 0-3)	40.01	42.13	105
Suburb Fringe (Density Decile 4-5)	19.90	20.21	102
Urban Fringe (Density Deciles 6-7)	20.00	19.42	97
Urban (Density Deciles 8-9)	20.09	18.23	91



Education

Description	US.	Segment	Index
Completed 0-8 Yrs Elem School	7.62	4.51	59
Attended High School, No Diploma	12.12	9.43	78
High School Graduate	28.54	30.01	105
Some College, No Degree	21.11	23.64	112
Associate Degree	6.32	6.95	110
Bachelor Degree	15.52	16.46	106
Master's Degree	5.86	6.04	103
Professional School Degree	1.95	1.99	102
Doctorate Degree	0.96	0.96	100



Income



Description	US.	Segment	Index
HH Income < \$15,000	14.67	10.79	74
HH Income \$15,000-\$24,999	11.28	11.06	98
HH Income \$25,000-\$34,999	12.27	13.12	107
HH Income \$35,000-\$49,999	15.39	18.29	119
HH Income \$50,000-\$74,999	19.10	22.85	120
HH Income \$75,000-\$99,999	11.61	11.99	103
HH Income \$100,000-\$149,999	9.43	8.09	86
HH Income \$150,000-\$249,999	4.36	2.80	64
HH Income \$250,000-\$499,999	1.29	0.76	59
HH Income \$500,000+	0.60	0.26	43



Race/Ethnicity

Description	US.	Segment	Index
White Alone Pop	74.19	86.23	116
Black/African American Alone Pop	12.30	5.89	48
Am Indian/Alaska Native Alone Pop	0.88	0.52	59
Asian Alone Pop	4.05	2.30	57
Native Hawaiian/Other PI Alone Pop	0.15	0.13	85
Some Other Race Alone Pop	5.80	2.78	48
2 or More Races Pop	2.63	2.15	82
Hispanic/Latino Pop	13.50	7.42	55



Work Occupation

Description	US.	Segment	Index
Management Occupation(Except Farm)	8.31	8.27	100
Farmers & Farm Managers	0.62	0.14	23
Business Operations Specialists	2.03	2.08	102
Financial Specialists	2.12	2.25	106
Computer & Mathematical Occup	2.34	2.06	88
Architecture & Engineering Occup	1.97	2.01	102
Life, Physical, & Social Sci Occup	0.90	0.85	95
Community & Social Services Occup	1.51	1.92	127
Legal Occupations	1.04	1.11	106
Education/Training/Library Occup	5.59	6.50	116
Art/Dsgn/Entrtnmnt/Sprts/Media Occ	1.87	1.94	104
Healthcare Practitn & Tech Occup	4.54	5.31	117
Healthcare Support Occupations	2.07	1.90	92
Protective Service Occupations	1.99	2.05	103
Food Prep & Serving Related Occup	4.94	4.98	101
Building & Grnds/Clean/Maint Occup	3.41	2.97	87
Personal Care & Service Occupation	2.83	2.88	102
Sales & Related Occupations	11.20	12.14	108
Administration Support Occupations	15.44	16.74	108
Farm/Forest/Fishing Occupations	0.78	0.29	37
Construction/Extractn/Maint Occup	9.57	8.71	91
Production/Trans/Matl Moving Occup	14.94	12.92	86



Work Commuting Patterns

Description	US.	Segment	Index
Commute Alone in Vehicle	77.77	84.55	109
Commute in Carpool	12.81	10.40	81
Use Public Transportation	5.02	1.63	33
Walk to Work Only	3.13	2.29	73
Commute by Motorcycle	0.11	0.14	121
Commute by Bicycle	0.40	0.47	118
Commute by Other Means	0.75	0.51	68
Work at Home	1.93	1.63	84
Commute to Work < 15 Minutes	29.73	42.11	142
Commute to Work in 15-29 Minutes	35.93	35.14	98
Commute to Work in 30-44 Minutes	18.97	12.80	67
Commute to Work in 45-59 Minutes	7.37	4.65	63
Commute to Work in 60+ Minutes	8.00	5.29	66



Family Composition Household Type

Description	US.	Segment	Index
HHs w/ 2+ Persons, Family, Married	51.63	50.50	98
HHs with 2+ Persons, Family, Other	16.09	13.57	84
HHs with 2+ Persons, Nonfamily	6.22	5.50	89
HHs w/ 1 or more people < 18 years	35.94	28.28	79
HHs with no people under 18 years	64.06	71.72	112



Family Composition People in Household

Description	US.	Segment	Index
HHs with 1 Person	26.07	30.43	117



Housing Home Value

Description	US.	Segment	Index
Home Value < \$20,000	3.33	0.74	22



HHs with 2 Persons	32.43	36.27	112
HHs with 3 Persons	16.67	15.03	90
HHs with 4 Persons	14.04	11.30	80
HHs with 5 Persons	6.53	4.63	71
HHs with 6 Persons	2.54	1.57	62
HHs with 7+ Persons	1.72	0.77	45



Housing Home Ownership

Description	US.	Segment	Index
Owner-Occupied Housing Units	66.47	72.79	110
Renter-Occupied HUs	33.53	27.21	81

Home Value \$20,000-\$39,999	4.88	1.35	28
Home Value \$40,000-\$59,999	6.70	3.89	58
Home Value \$60,000-\$79,999	8.39	9.51	113
Home Value \$80,000-\$99,999	9.88	15.77	160
Home Value \$100,000-\$149,999	22.61	34.44	152
Home Value \$150,000-\$199,999	15.24	16.96	111
Home Value \$200,000-\$299,999	15.17	11.31	75
Home Value \$300,000-\$399,999	6.22	3.27	53
Home Value \$400,000-\$499,999	3.11	1.36	44
Home Value \$500,000-\$749,999	2.44	0.86	35
Home Value \$750,000-\$999,999	1.03	0.27	27
Home Value \$1,000,000+	1.00	0.26	26



Housing Units in Structure

Description	US.	Segment	Index
Single Unit in Structure	66.00	74.97	114
2 Units in Structure	4.19	4.79	114
3-19 Units in Structure	13.49	11.48	85
20-49 Units in Structure	3.37	2.61	78
50+ Units in Structure	5.35	4.08	76
Mobile Home or Trailer	7.38	1.97	27



Housing Years in Home

Description	US.	Segment	Index
Moved into Unit 1999 to March 2004	24.69	19.35	78
Moved into Unit in 1995 to 1998	27.21	25.29	93
Moved into Unit in 1990 to 1994	15.13	15.30	101
Moved into Unit in 1980 to 1989	14.66	15.58	106
Moved into Unit in 1970 to 1979	9.27	10.88	117
Moved into Unit in 1969 or earlier	9.05	13.60	150

Lifestyles

Top 15 Lifestyle Behaviors		Lifestyle Behaviors 16-30		Lifestyle Behaviors 31-45	
Stay at Motel 6 on Vacation,1yr (A)	212	Shop at Longs Drug Store,6mo (A)	143	Contribute to PBS,1yr (A)	131
Travel to Puerto Rico,3yr (A)	201	Go to Movie,4+ Times,3mo (A)	142	Go Cross Country Skiing,1yr (A)	131
Buy from Sizzler Family Steakhouse,1mo (A) *	190	Stay at Best Western on Vacation,1yr (A)	141	Belong to a Union (A)	130
Belong to a Veterans Club (A)	185	Buy from Long John Silver,1mo (A) *	140	Buy from Golden Corral,1mo (A) *	130
Buy from Carl's Jr.,1mo (A) *	182	Own Stair Stepper (A)	137	Travel to Central/South America,3yr (A)	130
Foreign Travel by Railroad,3yr (A)	181	Buy from Church's Fried Chicken,1mo (A) *	136	Buy from Checkers,1mo (A) *	129
Foreign Travel by Bus,3yr (A)	178	Own Stationary Bike (A)	136	Order from Readers Digest Association,1yr (A)	129
Buy from Del Taco,1mo (A) *	174	Belong to a Fraternal Order (A)	135	Travel to Virgin Islands,3yr (A)	129



Stay at Ramada Inn on Vacation,1yr (A)	166	Foreign Travel by Cruise Ship,3yr (A)	135	Buy from Boston Market,1mo (A) *	128
Buy from IHOP,1mo (A) *	165	Shop at Structure,3mo (A)	135	Own Power Boat (H)	128
Play Bingo,1yr (A)	165	Belong to a Civic Club (A)	134	Shop at Comp USA,1yr (A)	128
Buy from Steak N Ale,6mo (A)	160	Buy from Godfather's Pizza,6mo (A)	134	Stay at Radisson on Vacation,1yr (A)	128
Buy from Whataburger,1mo (A) *	157	Buy from Chi-Chi's,1mo (A) *	133	Buy from Shoney's,1mo (A) *	126
Own Vacation/Weekend Home (H)	157	Play Lottery,10+ Times/mo,1yr (A)	132	Do Garment Sewing from Patterns,6mo (A)	126
Buy 1960s Nostalgia Music,1yr (A) *	152	Buy from Denny's,1mo (A) *	131	Go to Professional Football Games,1+ Times,1mo (A)	126

Source: Mediamark Research Inc., 2004

Media

Top 15 Media Behaviors		Media Behaviors 16-30		Media Behaviors 31-45	
Radio,Golf,Net Audience (A)	174	Watch American Movie Classics,1wk (A)	127	News/Talk Radio,Net Audience (A)	120
Adult Standards Radio,Net Audience (A)	169	Watch CNBC,1wk (A)	127	Read Food & Wine (A)	120
Watch QVC,1wk (A)	157	Watch Lifetime,1wk (A)	127	Read The New Yorker (A)	120
Watch Independent Film Channel,1wk (A)	154	Read Los Angeles Times,Sunday (A)	126	Watch The Weather Channel,1wk (A)	120
Watch Show Type,Primetime Documentary/Info Shows (A)	139	TV Golf,Net Audience (A)	126	Bloomberg Network Radio,Net Audience (A)	119
Dow Jones Money Report,Net Audience (A)	136	TV Bowling,Net Audience (A)	125	TV Baseball,Net Audience (A)	119
Radio,MLB Playoffs/World Series,Net Audience (A)	133	Watch Home Shopping Network,1wk (A)	125	TV College Basketball,Net Audience (A)	119
Watch Game Show Network,1wk (A)	133	Read Daily Newspaper (A)	124	Read Barron's (A)	118
Read Travel & Leisure (A)	131	Wall Street Journal Report,Net Audience (A)	124	Watch Oxygen,1wk (A)	118
Watch Show Type,Early Evening Network News,Weekend (A)	131	Watch History Channel,1wk (A)	124	Watch Show Type,Early Morning Talk/Info News (A)	118
Watch Show Type,Early Evening Network News,M-F (A)	129	Watch A&E Television Network,1wk (A)	122	Watch TV Guide Channel,1wk (A)	118
TV Horse Racing,Net Audience (A)	128	Watch CNN,1wk (A)	122	Read Reader's Digest (A)	117



Watch MSNBC,1wk (A)	128	Read Prevention (A)	121	Read Smart Money (A)	117
Oldies Radio,Net Audience (A)	127	Read Sunday Newspaper (A)	121	TV Tennis,Net Audience (A)	117
Read USA Weekend (A)	127	Watch Turner Classic Movies,1wk (A)	121	Watch Discovery Channel,1wk (A)	117

Source: Mediamark Research Inc., 2004





28 Traditional Times

Traditional Times is the kind of lifestyle where small-town couples nearing retirement are beginning to enjoy their first empty-nest years. Typically in their fifties and sixties, these middle-class Americans pursue a kind of granola-and-grits lifestyle. On their coffee tables are magazines with titles ranging from Country Living and Country Home to Gourmet and Forbes. But they're big travelers, especially in recreational vehicles and campers.

Social Group: Country Comfort

Lifestage Group: Conservative Classics

Statistics:

US Households: 2,931,705 (2.67%)

Median HH Income: \$51,578

Lifestyle Traits:

1. Own a stationary bike
2. Eat at Bob Evans
3. Read Country Home
4. Watch Hallmark Hall of Fame
5. Drive a Buick Park Avenue

Demographics Traits:

Ethnic Diversity:	Mostly White
Family Types:	Singles/Couples
Age Ranges:	55+
Education Levels:	H.S./College
Employment Levels:	WC, BC, Farm
Housing Types:	Homeowners
Urbanicity:	Town/Rural
Income:	Midscale

Demographics



Age

Description	US.	Segment	Index
Pop Age 0-4	6.60	4.63	70
Pop Age 5-9	6.70	5.25	78
Pop Age 10-14	7.06	6.40	91
Pop Age 15-17	4.26	4.34	102
Pop Age 18-20	4.38	3.46	79
Pop Age 21-24	5.51	3.98	72
Pop Age 25-34	13.66	9.08	66
Pop Age 35-44	15.21	13.81	91
Pop Age 45-49	7.43	8.15	110
Pop Age 50-54	6.64	7.94	120
Pop Age 55-59	5.45	7.18	132
Pop Age 60-64	4.26	6.21	146
Pop Age 65-74	6.52	10.31	158
Pop Age 75-84	4.58	6.86	150
Pop Age 85+	1.74	2.42	139



Housing Urbanization

Description	US.	Segment	Index
Rural/Town (Density Deciles 0-3)	40.01	39.24	98
Suburb Fringe (Density Decile 4-5)	19.90	21.03	106
Urban Fringe (Density Deciles 6-7)	20.00	19.75	99
Urban (Density Deciles 8-9)	20.09	19.98	99



Education

Description	US.	Segment	Index
Completed 0-8 Yrs Elem School	7.62	4.68	61
Attended High School, No Diploma	12.12	9.79	81
High School Graduate	28.54	32.70	115
Some College, No Degree	21.11	22.50	107
Associate Degree	6.32	6.98	110
Bachelor Degree	15.52	14.84	96
Master's Degree	5.86	5.77	99
Professional School Degree	1.95	1.89	97
Doctorate Degree	0.96	0.85	88



Income



Description	US.	Segment	Index
HH Income < \$15,000	14.67	10.06	69
HH Income \$15,000-\$24,999	11.28	10.08	89
HH Income \$25,000-\$34,999	12.27	11.88	97
HH Income \$35,000-\$49,999	15.39	16.50	107
HH Income \$50,000-\$74,999	19.10	23.42	123
HH Income \$75,000-\$99,999	11.61	13.30	115
HH Income \$100,000-\$149,999	9.43	9.68	103
HH Income \$150,000-\$249,999	4.36	3.62	83
HH Income \$250,000-\$499,999	1.29	1.06	82
HH Income \$500,000+	0.60	0.39	66



Race/Ethnicity

Description	US.	Segment	Index
White Alone Pop	74.19	92.44	125
Black/African American Alone Pop	12.30	3.55	29
Am Indian/Alaska Native Alone Pop	0.88	0.56	64
Asian Alone Pop	4.05	0.87	21
Native Hawaiian/Other PI Alone Pop	0.15	0.07	44
Some Other Race Alone Pop	5.80	1.26	22
2 or More Races Pop	2.63	1.25	47
Hispanic/Latino Pop	13.50	3.44	26



Work Occupation

Description	US.	Segment	Index
Management Occupation(Except Farm)	8.31	8.70	105
Farmers & Farm Managers	0.62	1.42	229
Business Operations Specialists	2.03	1.72	84
Financial Specialists	2.12	1.91	90
Computer & Mathematical Occup	2.34	1.33	57
Architecture & Engineering Occup	1.97	1.91	97
Life, Physical, & Social Sci Occup	0.90	0.79	89
Community & Social Services Occup	1.51	1.63	107
Legal Occupations	1.04	0.82	79
Education/Training/Library Occup	5.59	6.43	115
Art/Dsgn/Entrtnmnt/Sprts/Media Occ	1.87	1.58	85
Healthcare Practitn & Tech Occup	4.54	5.39	119
Healthcare Support Occupations	2.07	1.80	87
Protective Service Occupations	1.99	1.91	96
Food Prep & Serving Related Occup	4.94	4.26	86
Building & Grnds/Clean/Maint Occup	3.41	2.99	88
Personal Care & Service Occupation	2.83	2.68	95
Sales & Related Occupations	11.20	11.24	100
Administration Support Occupations	15.44	14.73	95
Farm/Forest/Fishing Occupations	0.78	1.04	133
Construction/Extractn/Maint Occup	9.57	10.73	112
Production/Trans/Matl Moving Occup	14.94	15.00	100



Work Commuting Patterns

Description	US.	Segment	Index
Commute Alone in Vehicle	77.77	85.96	111
Commute in Carpool	12.81	10.60	83
Use Public Transportation	5.02	0.53	11
Walk to Work Only	3.13	2.05	65
Commute by Motorcycle	0.11	0.09	79
Commute by Bicycle	0.40	0.18	45
Commute by Other Means	0.75	0.59	79
Work at Home	1.93	2.47	128
Commute to Work < 15 Minutes	29.73	36.01	121
Commute to Work in 15-29 Minutes	35.93	34.26	95
Commute to Work in 30-44 Minutes	18.97	15.83	83
Commute to Work in 45-59 Minutes	7.37	6.42	87
Commute to Work in 60+ Minutes	8.00	7.47	93



Family Composition Household Type

Description	US.	Segment	Index
HHs w/ 2+ Persons, Family, Married	51.63	62.04	120
HHs with 2+ Persons, Family, Other	16.09	10.13	63
HHs with 2+ Persons, Nonfamily	6.22	3.76	60
HHs w/ 1 or more people < 18 years	35.94	29.07	81
HHs with no people under 18 years	64.06	70.93	111



Family Composition People in Household

Description	US.	Segment	Index
HHs with 1 Person	26.07	24.07	92



Housing Home Value

Description	US.	Segment	Index
Home Value < \$20,000	3.33	2.05	62



HHs with 2 Persons	32.43	41.20	127
HHs with 3 Persons	16.67	15.06	90
HHs with 4 Persons	14.04	12.33	88
HHs with 5 Persons	6.53	5.03	77
HHs with 6 Persons	2.54	1.61	63
HHs with 7+ Persons	1.72	0.70	41



Housing Home Ownership

Description	US.	Segment	Index
Owner-Occupied Housing Units	66.47	82.97	125
Renter-Occupied HUs	33.53	17.03	51

Home Value \$20,000-\$39,999	4.88	2.91	60
Home Value \$40,000-\$59,999	6.70	4.28	64
Home Value \$60,000-\$79,999	8.39	6.70	80
Home Value \$80,000-\$99,999	9.88	9.92	100
Home Value \$100,000-\$149,999	22.61	27.36	121
Home Value \$150,000-\$199,999	15.24	18.87	124
Home Value \$200,000-\$299,999	15.17	16.16	107
Home Value \$300,000-\$399,999	6.22	5.80	93
Home Value \$400,000-\$499,999	3.11	2.66	86
Home Value \$500,000-\$749,999	2.44	1.79	73
Home Value \$750,000-\$999,999	1.03	0.77	75
Home Value \$1,000,000+	1.00	0.72	72



Housing Units in Structure

Description	US.	Segment	Index
Single Unit in Structure	66.00	80.71	122
2 Units in Structure	4.19	2.10	50
3-19 Units in Structure	13.49	5.04	37
20-49 Units in Structure	3.37	1.09	32
50+ Units in Structure	5.35	1.47	27
Mobile Home or Trailer	7.38	9.18	124



Housing Years in Home

Description	US.	Segment	Index
Moved into Unit 1999 to March 2004	24.69	19.35	78
Moved into Unit in 1995 to 1998	27.21	24.05	88
Moved into Unit in 1990 to 1994	15.13	16.36	108
Moved into Unit in 1980 to 1989	14.66	17.66	120
Moved into Unit in 1970 to 1979	9.27	11.66	126
Moved into Unit in 1969 or earlier	9.05	10.93	121

Lifestyles

Top 15 Lifestyle Behaviors		Lifestyle Behaviors 16-30		Lifestyle Behaviors 31-45	
Buy 1950s Nostalgia Music, 1yr (A) *	248	Order from Land's End, 1yr (A)	179	Buy from Hardee's, 1mo (A) *	156
Buy from Bob Evan's Farm, 1mo (A) *	241	Order from Spiegel, 1yr (A)	179	Collect Stamps, 1yr (A)	156
Buy from Shoney's, 1mo (A) *	241	Stay at Comfort Inn on Vacation, 1yr (A)	179	Order from QVC, 1yr (A)	156
Belong to a Veterans Club (A)	237	Own Outboard Motor (H)	177	Own Rifle/Shotgun (A)	156
Do Bird Watching, 1yr (A)	236	Belong to a Civic Club (A)	173	Shop at True Value, 1yr (A)	155
Buy Seeds/Garden Supplies by Mail/Phone, 1yr (A)	235	Buy from Captain D's, 1mo (A) *	173	Write to Elected Official, 1yr (A)	155
Own Motor Home (H)	218	Own Stationary Bike (A)	171	Buy from Golden Corral, 1mo (A) *	153
Buy from Cracker Barrel, 1mo (A) *	202	Own Camper (H)	169	Shop at ShopKo, 3mo (A)	152



Buy from Ponderosa, 1mo (A) *	200	Buy from Lone Star Steakhouse, 1mo (A) *	164	Order from Readers Digest Association, 1yr (A)	151
Order from Home Shopping Network, 1yr (A)	199	Domestic Travel, Any Trip, 15+ Nights, 1yr (A)	164	Belong to a Country Club (A)	149
Belong to a Fraternal Order (A)	198	Buy from Krystal's Hamburgers, 1mo (A) *	163	Own Power Boat (H)	149
Buy Golf Clubs, 1yr (A)	186	Own Cross Country Boots/Skis (A)	162	Order from J.C. Penney, 1yr (A)	148
Stay at Days Inn on Vacation, 1yr (A)	184	Own Handgun (A)	162	Contribute to PBS, 1yr (A)	145
Visit Elected/Government Official, 1yr (A)	182	Belong to a Church Board (A)	161	Member of Frequent Flyer Program (A)	144
Own Timeshare Residence (H)	180	Own Vacation/Weekend Home (H)	159	Stay at Holiday Inn on Vacation, 1yr (A)	144

Source: Mediamark Research Inc., 2004

Media

Top 15 Media Behaviors		Media Behaviors 16-30		Media Behaviors 31-45	
Adult Standards Radio, Net Audience (A)	220	Watch A&E Television Network, 1wk (A)	139	Read Woman's Day (A)	131
Read Yankee (A)	204	Watch Home & Garden TV, 1wk (A)	139	Watch Show Type, Primetime Documentary/Info Shows (131
Radio, Golf, Net Audience (A)	197	Watch Show Type, Early Evening Network News, Weekend	139	Watch The Weather Channel, 1wk (A)	131
Read Country Living (A)	158	TV College Football, Net Audience (A)	138	Read Smithsonian (A)	130
Read Southern Living (A)	158	TV Golf, Net Audience (A)	138	Country Radio, Net Audience (A)	129
Radio, College Basketball, Net Audience (A)	151	Watch Headline CNN News, 1wk (A)	137	Read Stock Car Racing (A)	129
Read House Beautiful (A)	151	Has Satellite Dish/Disc (A)	134	Watch Show Type, Pageants Specials (A)	129
News/Talk Radio, Net Audience (A)	149	Radio, MLB Regular Season, Net Audience (A)	134	Read Ladies' Home Journal (A)	128
Watch Show Type, Early Evening Network News, M-F (A)	149	Watch Turner Classic Movies, 1wk (A)	134	Oldies Radio, Net Audience (A)	127
TV Figure Skating, Net Audience (A)	147	Read Traditional Home (A)	133	Watch Show Type, Coll Football Bowl Game Specials (127
Watch Show Type, Early Morning Talk/Info News (A)	147	TV Auto Racing, Net Audience (A)	132	Watch TNN, 1wk (A)	127
Radio, NASCAR, Net Audience (A)	145	TV Bowling, Net Audience (A)	132	Watch The Travel Channel, 1wk (A)	127



Watch American Movie Classics,1wk (A)	142	TV Horse Racing,Net Audience (A)	132	Read Daily Newspaper (A)	126
Read Prevention (A)	141	Watch BBC America,1wk (A)	132	Read Kiplinger's Personal Finance (A)	126
Read Saturday Evening Post (A)	140	Read North American Hunter (A)	131	Read This Old House (A)	126

Source: Mediamark Research Inc., 2004





29 American Dreams

American Dreams is a living example of how ethnically diverse the nation has become: more than half the residents are Hispanic, Asian or African-American. In these multilingual neighborhoods -one in ten speaks a language other than English- middle-aged immigrants and their children live in middle-class comfort.

Social Group: Urban Uptown

Lifestage Group: Young Accumulators

Statistics:

US Households: 2,438,735 (2.22%)

Median HH Income: \$50,773

Lifestyle Traits:

1. Go mountain biking
2. Buy Spanish/Latin music
3. Read Ebony
4. Listen to Spanish radio
5. Drive a Toyota Sienna minivan

Demographics Traits:

Ethnic Diversity:	Black, High Asian & Hisp.
Family Types:	Mix
Age Ranges:	25-44
Education Levels:	H.S./College
Employment Levels:	White-Collar, Service
Housing Types:	Homeowners
Urbanicity:	Urban
Income:	Midscale

Demographics



Age

Description	US.	Segment	Index
Pop Age 0-4	6.60	7.36	111
Pop Age 5-9	6.70	7.37	110
Pop Age 10-14	7.06	7.54	107
Pop Age 15-17	4.26	4.30	101
Pop Age 18-20	4.38	4.12	94
Pop Age 21-24	5.51	5.36	97
Pop Age 25-34	13.66	16.18	118
Pop Age 35-44	15.21	16.01	105
Pop Age 45-49	7.43	7.26	98
Pop Age 50-54	6.64	6.19	93
Pop Age 55-59	5.45	4.78	88
Pop Age 60-64	4.26	3.56	84
Pop Age 65-74	6.52	5.02	77
Pop Age 75-84	4.58	3.60	79
Pop Age 85+	1.74	1.33	76



Income



Housing Urbanization

Description	US.	Segment	Index
Rural/Town (Density Deciles 0-3)	40.01	40.31	101
Suburb Fringe (Density Decile 4-5)	19.90	19.76	99
Urban Fringe (Density Deciles 6-7)	20.00	20.64	103
Urban (Density Deciles 8-9)	20.09	19.29	96



Education

Description	US.	Segment	Index
Completed 0-8 Yrs Elem School	7.62	9.92	130
Attended High School, No Diploma	12.12	13.14	108
High School Graduate	28.54	26.03	91
Some College, No Degree	21.11	21.96	104
Associate Degree	6.32	6.49	103
Bachelor Degree	15.52	14.91	96
Master's Degree	5.86	5.02	86
Professional School Degree	1.95	1.78	91
Doctorate Degree	0.96	0.75	78



Segment 29

PRIZM NE
American Dreams



Description	US.	Segment	Index
HH Income < \$15,000	14.67	10.30	70
HH Income \$15,000-\$24,999	11.28	9.32	83
HH Income \$25,000-\$34,999	12.27	11.94	97
HH Income \$35,000-\$49,999	15.39	17.71	115
HH Income \$50,000-\$74,999	19.10	23.73	124
HH Income \$75,000-\$99,999	11.61	13.38	115
HH Income \$100,000-\$149,999	9.43	9.52	101
HH Income \$150,000-\$249,999	4.36	3.18	73
HH Income \$250,000-\$499,999	1.29	0.71	55
HH Income \$500,000+	0.60	0.22	37



Work Occupation

Description	US.	Segment	Index
Management Occupation(Except Farm)	8.31	7.43	89
Farmers & Farm Managers	0.62	0.03	5
Business Operations Specialists	2.03	2.21	109
Financial Specialists	2.12	2.24	106
Computer & Mathematical Occup	2.34	2.47	105
Architecture & Engineering Occup	1.97	1.82	92
Life, Physical, & Social Sci Occup	0.90	0.81	90
Community & Social Services Occup	1.51	1.64	108
Legal Occupations	1.04	1.11	107
Education/Training/Library Occup	5.59	5.04	90
Art/Dsgn/Entrtnmnt/Sprts/Media Occ	1.87	2.33	125
Healthcare Practitn & Tech Occup	4.54	4.13	91
Healthcare Support Occupations	2.07	2.20	106
Protective Service Occupations	1.99	2.17	109
Food Prep & Serving Related Occup	4.94	4.79	97
Building & Grnds/Clean/Maint Occup	3.41	3.63	107
Personal Care & Service Occupation	2.83	3.01	106
Sales & Related Occupations	11.20	10.77	96
Administration Support Occupations	15.44	18.14	118
Farm/Forest/Fishing Occupations	0.78	0.17	22
Construction/Extractn/Maint Occup	9.57	9.18	96
Production/Trans/Matl Moving Occup	14.94	14.68	98



Family Composition People in Household

Description	US.	Segment	Index
HHs with 1 Person	26.07	24.53	94



Race/Ethnicity

Description	US.	Segment	Index
White Alone Pop	74.19	56.19	76
Black/African American Alone Pop	12.30	15.06	122
Am Indian/Alaska Native Alone Pop	0.88	0.76	87
Asian Alone Pop	4.05	8.42	208
Native Hawaiian/Other PI Alone Pop	0.15	0.31	204
Some Other Race Alone Pop	5.80	14.87	257
2 or More Races Pop	2.63	4.40	167
Hispanic/Latino Pop	13.50	31.49	233



Work Commuting Patterns

Description	US.	Segment	Index
Commute Alone in Vehicle	77.77	72.50	93
Commute in Carpool	12.81	14.59	114
Use Public Transportation	5.02	9.05	180
Walk to Work Only	3.13	2.48	79
Commute by Motorcycle	0.11	0.15	130
Commute by Bicycle	0.40	0.60	150
Commute by Other Means	0.75	0.64	85
Work at Home	1.93	1.43	74
Commute to Work < 15 Minutes	29.73	21.45	72
Commute to Work in 15-29 Minutes	35.93	38.69	108
Commute to Work in 30-44 Minutes	18.97	22.45	118
Commute to Work in 45-59 Minutes	7.37	8.25	112
Commute to Work in 60+ Minutes	8.00	9.16	114



Family Composition Household Type

Description	US.	Segment	Index
HHs w/ 2+ Persons, Family, Married	51.63	47.38	92
HHs with 2+ Persons, Family, Other	16.09	20.24	126
HHs with 2+ Persons, Nonfamily	6.22	7.85	126
HHs w/ 1 or more people < 18 years	35.94	39.30	109
HHs with no people under 18 years	64.06	60.70	95



Housing Home Value

Description	US.	Segment	Index
Home Value < \$20,000	3.33	0.53	16



HHs with 2 Persons	32.43	27.96	86
HHs with 3 Persons	16.67	16.86	101
HHs with 4 Persons	14.04	14.30	102
HHs with 5 Persons	6.53	8.17	125
HHs with 6 Persons	2.54	4.05	159
HHs with 7+ Persons	1.72	4.12	240



Housing Home Ownership

Description	US.	Segment	Index
Owner-Occupied Housing Units	66.47	65.16	98
Renter-Occupied HUs	33.53	34.84	104

Home Value \$20,000-\$39,999	4.88	1.01	21
Home Value \$40,000-\$59,999	6.70	2.14	32
Home Value \$60,000-\$79,999	8.39	5.29	63
Home Value \$80,000-\$99,999	9.88	9.17	93
Home Value \$100,000-\$149,999	22.61	27.14	120
Home Value \$150,000-\$199,999	15.24	18.73	123
Home Value \$200,000-\$299,999	15.17	23.19	153
Home Value \$300,000-\$399,999	6.22	7.75	125
Home Value \$400,000-\$499,999	3.11	2.81	90
Home Value \$500,000-\$749,999	2.44	1.65	67
Home Value \$750,000-\$999,999	1.03	0.34	33
Home Value \$1,000,000+	1.00	0.25	25



Housing Units in Structure

Description	US.	Segment	Index
Single Unit in Structure	66.00	67.94	103
2 Units in Structure	4.19	9.73	232
3-19 Units in Structure	13.49	13.89	103
20-49 Units in Structure	3.37	3.15	93
50+ Units in Structure	5.35	4.30	80
Mobile Home or Trailer	7.38	0.93	13



Housing Years in Home

Description	US.	Segment	Index
Moved into Unit 1999 to March 2004	24.69	20.87	85
Moved into Unit in 1995 to 1998	27.21	29.14	107
Moved into Unit in 1990 to 1994	15.13	16.01	106
Moved into Unit in 1980 to 1989	14.66	14.67	100
Moved into Unit in 1970 to 1979	9.27	9.14	99
Moved into Unit in 1969 or earlier	9.05	10.16	112

Lifestyles

Top 15 Lifestyle Behaviors		Lifestyle Behaviors 16-30		Lifestyle Behaviors 31-45	
Buy from Chevy's, 1mo (A) *	346	Shop at Ann Taylor, 3mo (A)	202	Visit Any Six Flags Park, 1yr (A)	175
Visit Disneyland (CA), 1yr (A)	313	Play Tennis, 1yr (A)	194	Buy Flowers by Internet, 1yr (A)	172
Go to Professional Basketball Games, 1+ Times, 1mo (A)	264	Shop at The Gap, 3mo (A)	191	Travel to Bahamas, 3yr (A)	172
Travel to Jamaica, 3yr (A)	257	Shop at Thomasville, 1yr (A)	190	Shop at The Limited, 3mo (A)	170
Buy from California Pizza Kitchen, 1mo (A) *	244	Shop at Costco, 6mo (A)	189	Buy from Jack-in-the-Box, 1mo (A) *	169
Shop at Bloomingdales, 3mo (A)	238	Buy from Boston Market, 1mo (A) *	186	Order from Gevalia Kaffe, 1yr (A)	169
Visit Any Universal Studios Park, 1yr (A)	234	Order from Victoria's Secret, 1yr (A)	183	Shop at Neiman Marcus, 3mo (A)	167
Buy from White Castle, 1mo (A) *	232	Buy from Popeyes, 1mo (A) *	181	Shop at Longs Drug Store, 6mo (A)	166



Shop at Saks Fifth Ave,3mo (A)	221	Buy from Steak N Ale,6mo (A)	180	Shop at Nordstrom,3mo (A)	164
Buy from Bennigan's,1mo (A) *	220	Shop at Banana Republic,3mo (A)	179	Buy from Dunkin Donuts,1mo (A) *	163
Buy from Cheesecake Factory,1mo (A) *	219	Go In-Line Skating,1yr (A)	178	Own a Valid Passport (A)	163
Shop at Macy's,3mo (A)	214	Shop at Express,3mo (A)	178	Own Stair Stepper (A)	162
Buy from Del Taco,1mo (A) *	212	Shop at Lord & Taylor,3mo (A)	178	Play Basketball,1yr (A)	162
Buy from Carl's Jr.,1mo (A) *	206	Shop at Marshall's,3mo (A)	177	Shop at Lerner,3mo (A)	162
Travel to Central/South America,3yr (A)	205	Shop at Ethan Allen Galleries,1yr (A)	176	Go Horseback Riding,1yr (A)	158

Source: Mediamark Research Inc., 2004

Media

Top 15 Media Behaviors		Media Behaviors 16-30		Media Behaviors 31-45	
Hispanic,Net Audience (A)	300	Read Jet (A)	177	Radio,NBA Games,Net Audience (A)	159
Read Los Angeles Times,Sunday (A)	278	Read Metropolitan Home (A)	177	Watch Independent Film Channel,1wk (A)	158
Read Chicago Tribune,Sunday (A)	246	Watch The Movie Channel,1wk (A)	174	Read Sport Truck (A)	157
Read Essence (A)	215	Read The Source (A)	173	Alternative Rock Radio,Net Audience (A)	156
Read Black Enterprise (A)	210	Read Vogue (A)	173	Black Radio,Net Audience (A)	156
Read Vibe (A)	203	Read Elle (A)	171	TV Soccer,Net Audience (A)	156
Variety Radio,Net Audience (A)	200	Read Bride's (A)	170	Read Penthouse (A)	155
Jazz Radio,Net Audience (A)	194	All News Radio,Net Audience (A)	169	Read New York Times,Sunday (A)	154
Read Sunset (A)	191	Read YM (A)	167	Watch MTV,1wk (A)	154
Radio,Golf,Net Audience (A)	189	Read Allure (A)	166	Read Glamour (A)	151
Read Baby Talk (A)	184	Watch BET,1wk (A)	162	Read Seventeen (A)	151
Read Ebony (A)	179	Watch Pay-Per-View Sports,1yr (A)	162	Soft Contemporary Radio,Net Audience (A)	151



Read Macworld (A)	179	Read Premiere (A)	161	TV Boxing,Net Audience (A)	151
Urban Contemporary Radio,Net Audience (A)	178	Read GQ (A)	160	Read Men's Fitness (A)	150
Watch Showtime,1wk (A)	178	Read Maxim (A)	160	Read Spin (A)	150

Source: Mediamark Research Inc., 2004





30 Suburban Sprawl

Suburban Sprawl is an unusual American lifestyle: a collection of midscale, middle-aged singles and couples living in the heart of suburbia. Typically members of the Baby Boom generation, they hold decent jobs, own older homes and condos, and pursue cocooning versions of the American Dream. Among their favorite activities are jogging on treadmills, playing trivia games and renting videos.

Social Group: Middleburbs

Lifestage Group: Midlife Success

Statistics:

US Households: 1,444,129 (1.31%)

Median HH Income: \$47,840

Lifestyle Traits:

1. Order home-delivery meals
2. Resrch Interent car purchase
3. Read Jet
4. Watch TVLand
5. Drive a Nissan Xterra

Demographics Traits:

Ethnic Diversity:	White
Family Types:	Singles/Couples
Age Ranges:	25-44
Education Levels:	H.S./College
Employment Levels:	WC, Service, BC
Housing Types:	Homeowners
Urbanicity:	Suburban
Income:	Midscale

Demographics



Age

Description	US.	Segment	Index
Pop Age 0-4	6.60	6.47	98
Pop Age 5-9	6.70	6.20	93
Pop Age 10-14	7.06	6.41	91
Pop Age 15-17	4.26	3.82	90
Pop Age 18-20	4.38	3.73	85
Pop Age 21-24	5.51	5.24	95
Pop Age 25-34	13.66	16.05	117
Pop Age 35-44	15.21	16.20	107
Pop Age 45-49	7.43	7.59	102
Pop Age 50-54	6.64	6.71	101
Pop Age 55-59	5.45	5.34	98
Pop Age 60-64	4.26	4.06	95
Pop Age 65-74	6.52	6.18	95
Pop Age 75-84	4.58	4.44	97
Pop Age 85+	1.74	1.55	89



Income



Housing Urbanization

Description	US.	Segment	Index
Rural/Town (Density Deciles 0-3)	40.01	43.37	108
Suburb Fringe (Density Decile 4-5)	19.90	18.59	93
Urban Fringe (Density Deciles 6-7)	20.00	19.23	96
Urban (Density Deciles 8-9)	20.09	18.82	94



Education

Description	US.	Segment	Index
Completed 0-8 Yrs Elem School	7.62	4.15	54
Attended High School, No Diploma	12.12	10.16	84
High School Graduate	28.54	30.07	105
Some College, No Degree	21.11	23.89	113
Associate Degree	6.32	7.36	117
Bachelor Degree	15.52	16.65	107
Master's Degree	5.86	5.37	92
Professional School Degree	1.95	1.55	80
Doctorate Degree	0.96	0.79	83



Description	US.	Segment	Index
HH Income < \$15,000	14.67	9.67	66
HH Income \$15,000-\$24,999	11.28	10.39	92
HH Income \$25,000-\$34,999	12.27	13.41	109
HH Income \$35,000-\$49,999	15.39	19.31	125
HH Income \$50,000-\$74,999	19.10	23.50	123
HH Income \$75,000-\$99,999	11.61	12.50	108
HH Income \$100,000-\$149,999	9.43	8.15	86
HH Income \$150,000-\$249,999	4.36	2.35	54
HH Income \$250,000-\$499,999	1.29	0.56	43
HH Income \$500,000+	0.60	0.16	27



Work Occupation

Description	US.	Segment	Index
Management Occupation(Except Farm)	8.31	7.94	96
Farmers & Farm Managers	0.62	0.06	9
Business Operations Specialists	2.03	2.41	119
Financial Specialists	2.12	2.36	111
Computer & Mathematical Occup	2.34	2.90	124
Architecture & Engineering Occup	1.97	2.20	112
Life, Physical, & Social Sci Occup	0.90	0.87	98
Community & Social Services Occup	1.51	1.49	98
Legal Occupations	1.04	0.94	90
Education/Training/Library Occup	5.59	5.16	92
Art/Dsgn/Enttrnmnt/Sprts/Media Occ	1.87	1.97	105
Healthcare Practitn & Tech Occup	4.54	4.65	102
Healthcare Support Occupations	2.07	1.78	86
Protective Service Occupations	1.99	1.90	96
Food Prep & Serving Related Occup	4.94	4.81	97
Building & Grnds/Clean/Maint Occup	3.41	2.83	83
Personal Care & Service Occupation	2.83	2.87	101
Sales & Related Occupations	11.20	11.62	104
Administration Support Occupations	15.44	17.94	116
Farm/Forest/Fishing Occupations	0.78	0.17	22
Construction/Extractn/Maint Occup	9.57	9.18	96
Production/Trans/Matl Moving Occup	14.94	13.95	93



Family Composition People in Household

Description	US.	Segment	Index
HHs with 1 Person	26.07	30.03	115



Race/Ethnicity

Description	US.	Segment	Index
White Alone Pop	74.19	81.45	110
Black/African American Alone Pop	12.30	8.81	72
Am Indian/Alaska Native Alone Pop	0.88	0.54	61
Asian Alone Pop	4.05	3.38	83
Native Hawaiian/Other PI Alone Pop	0.15	0.11	71
Some Other Race Alone Pop	5.80	3.11	54
2 or More Races Pop	2.63	2.62	100
Hispanic/Latino Pop	13.50	8.32	62



Work Commuting Patterns

Description	US.	Segment	Index
Commute Alone in Vehicle	77.77	84.16	108
Commute in Carpool	12.81	10.80	84
Use Public Transportation	5.02	2.42	48
Walk to Work Only	3.13	1.65	53
Commute by Motorcycle	0.11	0.12	102
Commute by Bicycle	0.40	0.33	82
Commute by Other Means	0.75	0.52	70
Work at Home	1.93	1.58	82
Commute to Work < 15 Minutes	29.73	29.67	100
Commute to Work in 15-29 Minutes	35.93	41.97	117
Commute to Work in 30-44 Minutes	18.97	17.69	93
Commute to Work in 45-59 Minutes	7.37	5.52	75
Commute to Work in 60+ Minutes	8.00	5.16	64



Family Composition Household Type

Description	US.	Segment	Index
HHs w/ 2+ Persons, Family, Married	51.63	46.32	90
HHs with 2+ Persons, Family, Other	16.09	15.96	99
HHs with 2+ Persons, Nonfamily	6.22	7.69	124
HHs w/ 1 or more people < 18 years	35.94	31.74	88
HHs with no people under 18 years	64.06	68.26	107



Housing Home Value

Description	US.	Segment	Index
Home Value < \$20,000	3.33	1.99	60



HHs with 2 Persons	32.43	33.72	104
HHs with 3 Persons	16.67	16.49	99
HHs with 4 Persons	14.04	12.14	86
HHs with 5 Persons	6.53	5.01	77
HHs with 6 Persons	2.54	1.72	68
HHs with 7+ Persons	1.72	0.89	51



Housing Home Ownership

Description	US.	Segment	Index
Owner-Occupied Housing Units	66.47	68.97	104
Renter-Occupied HUs	33.53	31.03	93

Home Value \$20,000-\$39,999	4.88	1.83	38
Home Value \$40,000-\$59,999	6.70	3.20	48
Home Value \$60,000-\$79,999	8.39	7.49	89
Home Value \$80,000-\$99,999	9.88	13.78	139
Home Value \$100,000-\$149,999	22.61	37.37	165
Home Value \$150,000-\$199,999	15.24	19.92	131
Home Value \$200,000-\$299,999	15.17	10.75	71
Home Value \$300,000-\$399,999	6.22	2.34	38
Home Value \$400,000-\$499,999	3.11	0.75	24
Home Value \$500,000-\$749,999	2.44	0.37	15
Home Value \$750,000-\$999,999	1.03	0.12	12
Home Value \$1,000,000+	1.00	0.09	9



Housing Units in Structure

Description	US.	Segment	Index
Single Unit in Structure	66.00	68.42	104
2 Units in Structure	4.19	4.05	97
3-19 Units in Structure	13.49	16.92	125
20-49 Units in Structure	3.37	3.48	103
50+ Units in Structure	5.35	3.01	56
Mobile Home or Trailer	7.38	4.03	55



Housing Years in Home

Description	US.	Segment	Index
Moved into Unit 1999 to March 2004	24.69	24.52	99
Moved into Unit in 1995 to 1998	27.21	28.39	104
Moved into Unit in 1990 to 1994	15.13	14.95	99
Moved into Unit in 1980 to 1989	14.66	13.82	94
Moved into Unit in 1970 to 1979	9.27	8.47	91
Moved into Unit in 1969 or earlier	9.05	9.85	109

Lifestyles

Top 15 Lifestyle Behaviors		Lifestyle Behaviors 16-30		Lifestyle Behaviors 31-45	
Buy from Houlihan's,6mo (A)	228	Order from BMG Music,1yr (A)	157	Buy from Pizza Hut,1mo (A) *	142
Buy from Godfather's Pizza,6mo (A)	219	Buy from Krystal's Hamburgers,1mo (A) *	154	Shop at Best Buy,1yr (A)	141
Buy from Steak N Ale,6mo (A)	197	Shop at Comp USA,1yr (A)	152	Buy from Olive Garden,1mo (A) *	140
Shop at Lerner,3mo (A)	194	Shop at Circuit City,1yr (A)	151	Go to Bar/Nightclub,1yr (A)	140
Buy from Jack-in-the-Box,1mo (A) *	190	Buy from Taco Bell,1mo (A) *	149	Order from Gevalia Kaffe,1yr (A)	140
Shop at Structure,3mo (A)	187	Play Billiards/Pool,1yr (A)	149	Buy from Ruby Tuesdays,1mo (A) *	139
Buy from Rally's,6mo (A)	185	Shop at Sherwin Williams,1yr (A)	149	Shop at Costco,6mo (A)	139
Buy from Papa John's,1mo (A) *	184	Visit Any Sea World Park,1yr (A)	149	Go Water Skiing,1yr (A)	138



Shop at Express,3mo (A)	184	Visit Disneyland (CA),1yr (A)	148	Shop at Marshall's,3mo (A)	138
Visit Any Busch Gardens Park,1yr (A)	184	Buy from Carl's Jr.,1mo (A) *	147	Shop at Old Navy,3mo (A)	138
Buy Tent,1yr (H)	182	Shop at Walgreens,6mo (A)	146	Go to Movie,4+ Times,3mo (A)	137
Buy from Blimpie Subs & Salads,1mo (A) *	177	Travel to Japan/Asia/Other,3yr (A)	146	Own Roller Blades/In-Line Skates (A)	137
Foreign Travel by Railroad,3yr (A)	161	Foreign Travel during January-March,3yr (A)	145	Shop at Pier 1 Imports,1yr (A)	137
Travel to Central/South America,3yr (A)	161	Go Bowling,1yr (A)	144	Buy Seeds/Garden Supplies by Mail/Phone,1yr (A)	136
Buy from Church's Fried Chicken,1mo (A) *	158	Domestic Vacation,National Park,1yr (A)	143	Go In-Line Skating,1yr (A)	135

Source: Mediamark Research Inc., 2004

Media

Top 15 Media Behaviors

Read Popular Photography & Imaging (A)	246
Read Photographic (A)	210
Read Motorcyclist (A)	195
Classic Hits,Net Audience (A)	191
Read GQ (A)	183
Read Road & Track (A)	181
Read Sport Truck (A)	181
Read Modern Bride (A)	177
Read Runner's World (A)	175
Read Bride's (A)	174
Read Muscle & Fitness (A)	174
Read First for Women (A)	169

Media Behaviors 16-30

Black Radio,Net Audience (A)	161
Read Essence (A)	161
Read Jet (A)	161
Dow Jones Money Report,Net Audience (A)	160
Read Cycle World (A)	159
Read Maxim (A)	158
Read 4 Wheel & Off Road (A)	156
Listen Radio on Internet,1mo (A)	151
Read Automobile (A)	151
Read Handguns (A)	151
Read Esquire (A)	149
Read Popular Science (A)	149

Media Behaviors 31-45

Jazz Radio,Net Audience (A)	145
Read PC Magazine (A)	145
Watch FX Network,1wk (A)	145
Read Soap Opera Digest (A)	144
Variety Radio,Net Audience (A)	144
Read Macworld (A)	143
Read Parenting (A)	143
Read Ebony (A)	142
Read Glamour (A)	142
Read Motor Trend (A)	142
Read Bicycling (A)	141
Watch Pay-Per-View Sports,1yr (A)	141



Read Kiplinger's Personal Finance (A)	165	Read Car Craft (A)	147	Read Black Enterprise (A)	140
Read Catholic Digest (A)	163	Read Discover (A)	146	Read True Story (A)	140
Read Car & Driver (A)	162	Read Vibe (A)	146	Read Men's Health (A)	139

Source: Mediamark Research Inc., 2004





31 Urban Achievers

Concentrated in the nation's port cities, Urban Achievers is often the first stop for up-and-coming immigrants from Asia, South America and Europe. These young singles and couples are typically college-educated and ethnically diverse: about a third are foreign-born, and even more speak a language other than English.

Social Group: Midtown Mix

Lifestage Group: Young Achievers

Statistics:

US Households: 1,873,089 (1.7%)

Median HH Income: \$32,686

Lifestyle Traits:

1. Go to the movies
2. Shop at Banana Republic
3. Read Fitness
4. Listen to Black/Spanish radio
5. Drive a VW Jetta

Demographics Traits:

Ethnic Diversity:	High Black, Asian & Hisp.
Family Types:	Singles
Age Ranges:	<35
Education Levels:	H.S./College
Employment Levels:	White-Collar, Service
Housing Types:	Renters
Urbanicity:	Urban
Income:	Lower Middle

Demographics



Age

Description	US.	Segment	Index
Pop Age 0-4	6.60	5.87	89
Pop Age 5-9	6.70	5.15	77
Pop Age 10-14	7.06	4.75	67
Pop Age 15-17	4.26	2.49	58
Pop Age 18-20	4.38	6.86	157
Pop Age 21-24	5.51	10.68	194
Pop Age 25-34	13.66	22.96	168
Pop Age 35-44	15.21	14.91	98
Pop Age 45-49	7.43	6.05	82
Pop Age 50-54	6.64	5.11	77
Pop Age 55-59	5.45	3.94	72
Pop Age 60-64	4.26	2.92	68
Pop Age 65-74	6.52	4.01	61
Pop Age 75-84	4.58	2.92	64
Pop Age 85+	1.74	1.39	80



Income



Housing Urbanization

Description	US.	Segment	Index
Rural/Town (Density Deciles 0-3)	40.01	36.74	92
Suburb Fringe (Density Decile 4-5)	19.90	16.57	83
Urban Fringe (Density Deciles 6-7)	20.00	24.58	123
Urban (Density Deciles 8-9)	20.09	22.11	110



Education

Description	US.	Segment	Index
Completed 0-8 Yrs Elem School	7.62	8.44	111
Attended High School, No Diploma	12.12	11.35	94
High School Graduate	28.54	20.11	70
Some College, No Degree	21.11	20.41	97
Associate Degree	6.32	6.15	97
Bachelor Degree	15.52	21.01	135
Master's Degree	5.86	8.05	137
Professional School Degree	1.95	2.89	148
Doctorate Degree	0.96	1.60	167



Description	US.	Segment	Index
HH Income < \$15,000	14.67	23.22	158
HH Income \$15,000-\$24,999	11.28	14.73	131
HH Income \$25,000-\$34,999	12.27	15.68	128
HH Income \$35,000-\$49,999	15.39	16.87	110
HH Income \$50,000-\$74,999	19.10	14.99	79
HH Income \$75,000-\$99,999	11.61	7.08	61
HH Income \$100,000-\$149,999	9.43	4.81	51
HH Income \$150,000-\$249,999	4.36	1.90	44
HH Income \$250,000-\$499,999	1.29	0.56	43
HH Income \$500,000+	0.60	0.16	28



Race/Ethnicity

Description	US.	Segment	Index
White Alone Pop	74.19	51.12	69
Black/African American Alone Pop	12.30	18.96	154
Am Indian/Alaska Native Alone Pop	0.88	0.87	99
Asian Alone Pop	4.05	12.12	299
Native Hawaiian/Other PI Alone Pop	0.15	0.25	166
Some Other Race Alone Pop	5.80	11.35	196
2 or More Races Pop	2.63	5.33	203
Hispanic/Latino Pop	13.50	24.50	181



Work Occupation

Description	US.	Segment	Index
Management Occupation(Except Farm)	8.31	7.79	94
Farmers & Farm Managers	0.62	0.03	4
Business Operations Specialists	2.03	2.42	119
Financial Specialists	2.12	2.34	110
Computer & Mathematical Occup	2.34	3.81	163
Architecture & Engineering Occup	1.97	1.94	98
Life, Physical, & Social Sci Occup	0.90	1.74	194
Community & Social Services Occup	1.51	1.98	131
Legal Occupations	1.04	1.55	149
Education/Training/Library Occup	5.59	6.33	113
Art/Dsgn/Enttrnmnt/Sprts/Media Occ	1.87	4.36	233
Healthcare Practitn & Tech Occup	4.54	4.11	91
Healthcare Support Occupations	2.07	2.15	104
Protective Service Occupations	1.99	1.85	93
Food Prep & Serving Related Occup	4.94	6.82	138
Building & Grnds/Clean/Maint Occup	3.41	3.31	97
Personal Care & Service Occupation	2.83	3.16	112
Sales & Related Occupations	11.20	11.06	99
Administration Support Occupations	15.44	17.25	112
Farm/Forest/Fishing Occupations	0.78	0.12	15
Construction/Extractn/Maint Occup	9.57	5.90	62
Production/Trans/Matl Moving Occup	14.94	9.98	67



Work Commuting Patterns

Description	US.	Segment	Index
Commute Alone in Vehicle	77.77	55.64	72
Commute in Carpool	12.81	11.49	90
Use Public Transportation	5.02	19.90	396
Walk to Work Only	3.13	10.46	334
Commute by Motorcycle	0.11	0.19	166
Commute by Bicycle	0.40	1.56	391
Commute by Other Means	0.75	0.77	104
Work at Home	1.93	1.63	84
Commute to Work < 15 Minutes	29.73	24.98	84
Commute to Work in 15-29 Minutes	35.93	36.67	102
Commute to Work in 30-44 Minutes	18.97	21.40	113
Commute to Work in 45-59 Minutes	7.37	8.21	111
Commute to Work in 60+ Minutes	8.00	8.74	109



Family Composition Household Type

Description	US.	Segment	Index
HHs w/ 2+ Persons, Family, Married	51.63	24.51	47
HHs with 2+ Persons, Family, Other	16.09	16.63	103
HHs with 2+ Persons, Nonfamily	6.22	14.85	239
HHs w/ 1 or more people < 18 years	35.94	22.84	64
HHs with no people under 18 years	64.06	77.16	120



Family Composition People in Household

Description	US.	Segment	Index
HHs with 1 Person	26.07	44.01	169



Housing Home Value

Description	US.	Segment	Index
Home Value < \$20,000	3.33	0.93	28



HHs with 2 Persons	32.43	28.19	87
HHs with 3 Persons	16.67	12.54	75
HHs with 4 Persons	14.04	8.10	58
HHs with 5 Persons	6.53	3.97	61
HHs with 6 Persons	2.54	1.78	70
HHs with 7+ Persons	1.72	1.41	82



Housing Home Ownership

Description	US.	Segment	Index
Owner-Occupied Housing Units	66.47	17.28	26
Renter-Occupied HUs	33.53	82.72	247

Home Value \$20,000-\$39,999	4.88	1.85	38
Home Value \$40,000-\$59,999	6.70	3.36	50
Home Value \$60,000-\$79,999	8.39	5.22	62
Home Value \$80,000-\$99,999	9.88	7.41	75
Home Value \$100,000-\$149,999	22.61	19.72	87
Home Value \$150,000-\$199,999	15.24	15.75	103
Home Value \$200,000-\$299,999	15.17	22.91	151
Home Value \$300,000-\$399,999	6.22	11.58	186
Home Value \$400,000-\$499,999	3.11	5.29	170
Home Value \$500,000-\$749,999	2.44	3.91	160
Home Value \$750,000-\$999,999	1.03	1.15	111
Home Value \$1,000,000+	1.00	0.92	92



Housing Units in Structure

Description	US.	Segment	Index
Single Unit in Structure	66.00	15.50	23
2 Units in Structure	4.19	6.52	156
3-19 Units in Structure	13.49	38.18	283
20-49 Units in Structure	3.37	16.25	482
50+ Units in Structure	5.35	23.22	434
Mobile Home or Trailer	7.38	0.28	4



Housing Years in Home

Description	US.	Segment	Index
Moved into Unit 1999 to March 2004	24.69	38.30	155
Moved into Unit in 1995 to 1998	27.21	33.66	124
Moved into Unit in 1990 to 1994	15.13	11.76	78
Moved into Unit in 1980 to 1989	14.66	8.55	58
Moved into Unit in 1970 to 1979	9.27	4.30	46
Moved into Unit in 1969 or earlier	9.05	3.42	38

Lifestyles

Top 15 Lifestyle Behaviors		Lifestyle Behaviors 16-30		Lifestyle Behaviors 31-45	
Buy from Chevy's, 1mo (A) *	238	Order from J. Crew, 1yr (A)	146	Visit Disneyland (CA), 1yr (A)	124
Buy from California Pizza Kitchen, 1mo (A) *	218	Visit Any Six Flags Park, 1yr (A)	145	Foreign Travel for 15+ Nights, 3yr (A)	122
Buy from Chi-Chi's, 1mo (A) *	208	Buy from Dunkin Donuts, 1mo (A) *	144	Shop at Lane Bryant, 3mo (A)	119
Go to Movie, 4+ Times, 3mo (A)	196	Shop at Lerner, 3mo (A)	142	Domestic Travel on American Airlines, 1yr (A)	118
Go Sailing, 1yr (A)	192	Buy from Jack-in-the-Box, 1mo (A) *	135	Play Basketball, 1yr (A)	118
Shop at Banana Republic, 3mo (A)	187	Travel to Mexico, 3yr (A)	133	Shop at Structure, 3mo (A)	118
Shop at Express, 3mo (A)	185	Go to Professional Football Games, 1+ Times, 1mo (A)	132	Buy from Bertucci's, 1mo (A) *	115
Shop at Ann Taylor, 3mo (A)	175	Own a Valid Passport (A)	132	Order from priceline.com, 1yr (A)	115



Buy from Cheesecake Factory,1mo (A) *	164	Shop at The Limited,3mo (A)	132	Shop at Marshall's,3mo (A)	115
Shop at Macy's,3mo (A)	163	Buy from Del Taco,1mo (A) *	130	Buy from Houlihan's,6mo (A)	114
Shop at The Gap,3mo (A)	157	Buy from IHOP,1mo (A) *	130	Buy from Popeyes,1mo (A) *	114
Buy from Blimpie Subs & Salads,1mo (A) *	154	Foreign Travel during July-September,3yr (A)	127	Play Billiards/Pool,1yr (A)	113
Buy from White Castle,1mo (A) *	154	Order from Spiegel,1yr (A)	127	Shop at Costco,6mo (A)	113
Buy from Rally's,6mo (A)	151	Foreign Travel,<\$3000,1yr (A)	124	Visit Any Universal Studios Park,1yr (A)	112
Buy from Carl's Jr.,1mo (A) *	150	Order from barnes&noble.com,1yr (A)	124	Play Chess,1yr (A)	108

Source: Mediamark Research Inc., 2004

Media

Top 15 Media Behaviors		Media Behaviors 16-30		Media Behaviors 31-45	
Read Los Angeles Times,Sunday (A)	263	Read Harper's Bazaar (A)	162	Read The New Yorker (A)	139
Hispanic,Net Audience (A)	245	Read American Photo (A)	159	Read Jet (A)	138
Read The Source (A)	223	Listen Radio on Internet,1mo (A)	153	Read Metropolitan Home (A)	138
Read New York Times,Sunday (A)	212	Read New York Magazine (A)	151	Radio,NBA Games,Net Audience (A)	137
TV Soccer,Net Audience (A)	201	Read Vogue (A)	148	Read Modern Bride (A)	136
Read Spin (A)	200	Read Macworld (A)	147	Urban Contemporary Radio,Net Audience (A)	136
Read Elle (A)	198	Read Rolling Stone (A)	146	Read Men's Fitness (A)	135
Read New York Times,Daily (A)	198	Watch BET,1wk (A)	146	Read Self (A)	135
Watch Independent Film Channel,1wk (A)	198	Read GQ (A)	145	Black Radio,Net Audience (A)	134
Read Allure (A)	193	Read Playboy (A)	145	Read Ski (A)	134
Read Vibe (A)	180	Read WWE Magazine (A)	144	Read Food & Wine (A)	133
Variety Radio,Net Audience (A)	176	Read Ebony (A)	142	Read Bride's (A)	129



Read Marie Claire (A)	169	Read Fitness (A)	141	Read Cosmopolitan (A)	129
Read Maxim (A)	168	Watch MTV,1wk (A)	141	Read Muscle & Fitness (A)	129
Read In Style (A)	165	Read Essence (A)	139	Read Teen People (A)	129

Source: Mediamark Research Inc., 2004





32 New Homesteaders

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

Social Group: Country Comfort

Lifestage Group: Mainstream Families

Statistics:

US Households: 2,151,180 (1.96%)

Median HH Income: \$53,627

Lifestyle Traits:

1. Buy toys by mail and phone
2. Play volleyball
3. Read Woman's World
4. Watch Wonderful World Disney
5. Drive a Pontiac Montana minivan

Demographics Traits:

Ethnic Diversity:	White, AmInd
Family Types:	Families
Age Ranges:	25-44
Education Levels:	High School
Employment Levels:	WC, Service, BC
Housing Types:	Homeowners
Urbanicity:	Town
Income:	Midscale

Demographics



Age

Description	US.	Segment	Index
Pop Age 0-4	6.60	7.74	117
Pop Age 5-9	6.70	8.01	120
Pop Age 10-14	7.06	8.43	119
Pop Age 15-17	4.26	4.97	117
Pop Age 18-20	4.38	4.12	94
Pop Age 21-24	5.51	5.06	92
Pop Age 25-34	13.66	14.64	107
Pop Age 35-44	15.21	16.74	110
Pop Age 45-49	7.43	7.43	100
Pop Age 50-54	6.64	6.21	94
Pop Age 55-59	5.45	4.83	89
Pop Age 60-64	4.26	3.52	83
Pop Age 65-74	6.52	4.66	71
Pop Age 75-84	4.58	2.70	59
Pop Age 85+	1.74	0.93	53



Income



Housing Urbanization

Description	US.	Segment	Index
Rural/Town (Density Deciles 0-3)	40.01	44.24	111
Suburb Fringe (Density Decile 4-5)	19.90	19.44	98
Urban Fringe (Density Deciles 6-7)	20.00	18.32	92
Urban (Density Deciles 8-9)	20.09	18.00	90



Education

Description	US.	Segment	Index
Completed 0-8 Yrs Elem School	7.62	5.32	70
Attended High School, No Diploma	12.12	11.05	91
High School Graduate	28.54	32.70	115
Some College, No Degree	21.11	24.70	117
Associate Degree	6.32	7.36	117
Bachelor Degree	15.52	13.19	85
Master's Degree	5.86	4.09	70
Professional School Degree	1.95	1.09	56
Doctorate Degree	0.96	0.49	51



Description	US.	Segment	Index
HH Income < \$15,000	14.67	8.62	59
HH Income \$15,000-\$24,999	11.28	8.67	77
HH Income \$25,000-\$34,999	12.27	11.46	93
HH Income \$35,000-\$49,999	15.39	17.49	114
HH Income \$50,000-\$74,999	19.10	25.91	136
HH Income \$75,000-\$99,999	11.61	14.70	127
HH Income \$100,000-\$149,999	9.43	9.75	103
HH Income \$150,000-\$249,999	4.36	2.64	61
HH Income \$250,000-\$499,999	1.29	0.59	45
HH Income \$500,000+	0.60	0.18	29



Race/Ethnicity

Description	US.	Segment	Index
White Alone Pop	74.19	82.42	111
Black/African American Alone Pop	12.30	8.32	68
Am Indian/Alaska Native Alone Pop	0.88	0.88	101
Asian Alone Pop	4.05	1.59	39
Native Hawaiian/Other PI Alone Pop	0.15	0.18	120
Some Other Race Alone Pop	5.80	4.24	73
2 or More Races Pop	2.63	2.38	90
Hispanic/Latino Pop	13.50	9.92	74



Work Occupation

Description	US.	Segment	Index
Management Occupation(Except Farm)	8.31	7.62	92
Farmers & Farm Managers	0.62	0.38	62
Business Operations Specialists	2.03	1.94	95
Financial Specialists	2.12	1.81	85
Computer & Mathematical Occup	2.34	1.89	81
Architecture & Engineering Occup	1.97	2.11	107
Life, Physical, & Social Sci Occup	0.90	0.62	70
Community & Social Services Occup	1.51	1.34	88
Legal Occupations	1.04	0.60	57
Education/Training/Library Occup	5.59	5.39	97
Art/Dsgn/Entrtnmnt/Sprts/Media Occ	1.87	1.24	67
Healthcare Practitn & Tech Occup	4.54	4.36	96
Healthcare Support Occupations	2.07	1.79	86
Protective Service Occupations	1.99	2.20	111
Food Prep & Serving Related Occup	4.94	4.35	88
Building & Grnds/Clean/Maint Occup	3.41	2.96	87
Personal Care & Service Occupation	2.83	2.76	97
Sales & Related Occupations	11.20	11.02	98
Administration Support Occupations	15.44	16.36	106
Farm/Forest/Fishing Occupations	0.78	0.72	92
Construction/Extractn/Maint Occup	9.57	11.86	124
Production/Trans/Matl Moving Occup	14.94	16.66	111



Work Commuting Patterns

Description	US.	Segment	Index
Commute Alone in Vehicle	77.77	84.36	108
Commute in Carpool	12.81	12.55	98
Use Public Transportation	5.02	0.67	13
Walk to Work Only	3.13	1.55	49
Commute by Motorcycle	0.11	0.12	102
Commute by Bicycle	0.40	0.14	35
Commute by Other Means	0.75	0.62	83
Work at Home	1.93	1.76	91
Commute to Work < 15 Minutes	29.73	28.29	95
Commute to Work in 15-29 Minutes	35.93	36.76	102
Commute to Work in 30-44 Minutes	18.97	19.67	104
Commute to Work in 45-59 Minutes	7.37	7.87	107
Commute to Work in 60+ Minutes	8.00	7.41	93



Family Composition Household Type

Description	US.	Segment	Index
HHs w/ 2+ Persons, Family, Married	51.63	62.72	121
HHs with 2+ Persons, Family, Other	16.09	15.29	95
HHs with 2+ Persons, Nonfamily	6.22	4.73	76
HHs w/ 1 or more people < 18 years	35.94	46.49	129
HHs with no people under 18 years	64.06	53.51	84



Family Composition People in Household

Description	US.	Segment	Index
HHs with 1 Person	26.07	17.26	66



Housing Home Value

Description	US.	Segment	Index
Home Value < \$20,000	3.33	3.19	96



HHs with 2 Persons	32.43	31.33	97
HHs with 3 Persons	16.67	20.12	121
HHs with 4 Persons	14.04	18.57	132
HHs with 5 Persons	6.53	8.19	125
HHs with 6 Persons	2.54	2.90	114
HHs with 7+ Persons	1.72	1.62	94



Housing Home Ownership

Description	US.	Segment	Index
Owner-Occupied Housing Units	66.47	79.13	119
Renter-Occupied HUs	33.53	20.87	62

Home Value \$20,000-\$39,999	4.88	3.59	73
Home Value \$40,000-\$59,999	6.70	4.09	61
Home Value \$60,000-\$79,999	8.39	6.99	83
Home Value \$80,000-\$99,999	9.88	12.03	122
Home Value \$100,000-\$149,999	22.61	34.66	153
Home Value \$150,000-\$199,999	15.24	19.53	128
Home Value \$200,000-\$299,999	15.17	11.53	76
Home Value \$300,000-\$399,999	6.22	2.54	41
Home Value \$400,000-\$499,999	3.11	0.99	32
Home Value \$500,000-\$749,999	2.44	0.49	20
Home Value \$750,000-\$999,999	1.03	0.19	18
Home Value \$1,000,000+	1.00	0.17	17



Housing Units in Structure

Description	US.	Segment	Index
Single Unit in Structure	66.00	77.46	117
2 Units in Structure	4.19	2.38	57
3-19 Units in Structure	13.49	6.10	45
20-49 Units in Structure	3.37	0.86	25
50+ Units in Structure	5.35	0.68	13
Mobile Home or Trailer	7.38	12.39	168



Housing Years in Home

Description	US.	Segment	Index
Moved into Unit 1999 to March 2004	24.69	28.65	116
Moved into Unit in 1995 to 1998	27.21	28.55	105
Moved into Unit in 1990 to 1994	15.13	15.91	105
Moved into Unit in 1980 to 1989	14.66	14.01	96
Moved into Unit in 1970 to 1979	9.27	7.76	84
Moved into Unit in 1969 or earlier	9.05	5.12	57

Lifestyles

Top 15 Lifestyle Behaviors		Lifestyle Behaviors 16-30		Lifestyle Behaviors 31-45	
Order from ebay.com,1yr (A)	279	Buy from Steak N Ale,6mo (A)	204	Buy from Ruby Tuesdays,1mo (A) *	174
Stay at Radisson on Vacation,1yr (A)	276	Play Basketball,1yr (A)	203	Go Hunting with Gun,1yr (A)	173
Order from priceline.com,1yr (A)	237	Own Roller Blades/In-Line Skates (A)	192	Own Weight Lifting Equipment (A)	173
Rent/Buy Family/Kid Video,1mo (A)	236	Buy Tennis Equipment,1yr (A)	189	Stay at Ramada Inn on Vacation,1yr (A)	173
Visit Any Disney World Park (FL),1yr (A)	229	Buy Action Figures,1yr (A)	188	Go to Zoo,1yr (A)	172
Buy from Chuck E Cheese,1mo (A) *	225	Buy from Godfather's Pizza,6mo (A)	185	Buy from Hardee's,1mo (A) *	170
Buy from Krystal's Hamburgers,1mo (A) *	224	Buy from Domino's Pizza,1mo (A) *	184	Travel to Jamaica,3yr (A)	170
Buy Model Kits,1yr (A)	223	Buy Construction Toys,1yr (A)	183	Go Roller Skating,1yr (A)	169



Own Handgun (A)	220	Own Rifle/Shotgun (A)	183	Play Racquetball,1yr (A)	169
Order from BMG Music,1yr (A)	217	Rent Videos,6+ Tapes,1mo (A)	183	Visit Any Busch Gardens Park,1yr (A)	169
Order from QVC,1yr (A)	216	Stay at Comfort Inn on Vacation,1yr (A)	180	Buy from Sonic Drive-in,1mo (A) *	166
Buy from Papa John's,1mo (A) *	212	Own Stair Stepper (A)	179	Go to High School Sports,1+ Times,1mo (A)	166
Visit Any Universal Studios Park,1yr (A)	212	Go to Ice Hockey Games,1+ Times,1mo (A)	177	Order from J. Crew,1yr (A)	166
Buy from Chick-Fil-A,1mo (A) *	209	Shop at Sherwin Williams,1yr (A)	177	Play Baseball,1yr (A)	166
Order from Lillian Vernon,1yr (A)	206	Buy Builder Sets,1yr (A)	176	Go Golfing,1yr (A)	165

Source: Mediamark Research Inc., 2004

Media

Top 15 Media Behaviors		Media Behaviors 16-30		Media Behaviors 31-45	
Watch Speed Channel,1wk (A)	226	Read Hot Rod (A)	182	Watch ESPN Classic,1wk (A)	169
Read Car Craft (A)	222	Read 4 Wheel & Off Road (A)	181	Listen Radio on Internet,1mo (A)	168
Read American Baby (A)	221	Read Photographic (A)	180	Watch Pay-Per-View Movies,1yr (A)	168
Watch Cartoon Network,1wk (A)	212	Read Car & Driver (A)	179	Read Bassmaster (A)	167
Gospel Radio,Net Audience (A)	210	Classic Rock Radio,Net Audience (A)	178	Read Golf Digest (A)	167
Religious,Net Audience (A)	208	Read Parents Magazine (A)	176	Watch ESPN News,1wk (A)	167
Read Stock Car Racing (A)	207	Read Popular Hot Rodding (A)	175	Watch ESPN2,1wk (A)	167
Watch Nickelodeon,1wk (A)	205	Classic Hits,Net Audience (A)	173	Alternative Rock Radio,Net Audience (A)	165
Watch TV Land,1wk (A)	205	Radio,NASCAR,Net Audience (A)	173	Read First for Women (A)	165
Read Sport Truck (A)	200	Read Soap Opera Digest (A)	173	Read Inc. (A)	165
Watch The Disney Channel,1wk (A)	198	Watch Nick at Night,1wk (A)	171	Read Delta's Sky (A)	164
Read Family Fun (A)	195	Watch Show Type,Reality-Based (A)	171	Read ESPN The Magazine (A)	164



Read Baby Talk (A)	189	Read Guns & Ammo (A)	170	Read Sporting News (A)	164
Read Muscle & Fitness (A)	184	Read Handguns (A)	170	Read Country Home (A)	163
Rock,Net Audience (A)	184	Read Motor Trend (A)	170	Watch Country Music TV,1wk (A)	163

Source: Mediamark Research Inc., 2004





33 Big Sky Families

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

Social Group: Country Comfort

Lifestage Group: Mainstream Families

Statistics:

US Households: 1,788,172 (1.63%)

Median HH Income: \$53,303

Lifestyle Traits:

1. Own a camper
2. Attend auto races
3. Read Hot Rod
4. Listen to classic rock radio
5. Drive a Chevy Silverado 2500

Demographics Traits:

Ethnic Diversity:	White, AmInd
Family Types:	Families
Age Ranges:	25-54
Education Levels:	High School
Employment Levels:	Blue-Collar, Farm
Housing Types:	Homeowners
Urbanicity:	Rural
Income:	Midscale

Demographics



Age

Description	US.	Segment	Index
Pop Age 0-4	6.60	6.80	103
Pop Age 5-9	6.70	7.60	114
Pop Age 10-14	7.06	8.55	121
Pop Age 15-17	4.26	5.28	124
Pop Age 18-20	4.38	4.00	91
Pop Age 21-24	5.51	4.62	84
Pop Age 25-34	13.66	12.73	93
Pop Age 35-44	15.21	17.02	112
Pop Age 45-49	7.43	8.02	108
Pop Age 50-54	6.64	6.81	103
Pop Age 55-59	5.45	5.46	100
Pop Age 60-64	4.26	4.07	96
Pop Age 65-74	6.52	5.26	81
Pop Age 75-84	4.58	2.87	63
Pop Age 85+	1.74	0.92	53



Income



Housing Urbanization

Description	US.	Segment	Index
Rural/Town (Density Deciles 0-3)	40.01	33.27	83
Suburb Fringe (Density Decile 4-5)	19.90	20.50	103
Urban Fringe (Density Deciles 6-7)	20.00	22.26	111
Urban (Density Deciles 8-9)	20.09	23.97	119



Education

Description	US.	Segment	Index
Completed 0-8 Yrs Elem School	7.62	6.09	80
Attended High School, No Diploma	12.12	12.40	102
High School Graduate	28.54	37.47	131
Some College, No Degree	21.11	22.18	105
Associate Degree	6.32	6.80	108
Bachelor Degree	15.52	10.44	67
Master's Degree	5.86	3.28	56
Professional School Degree	1.95	0.95	49
Doctorate Degree	0.96	0.39	41



Description	US.	Segment	Index
HH Income < \$15,000	14.67	9.02	61
HH Income \$15,000-\$24,999	11.28	8.97	79
HH Income \$25,000-\$34,999	12.27	11.40	93
HH Income \$35,000-\$49,999	15.39	17.20	112
HH Income \$50,000-\$74,999	19.10	25.88	136
HH Income \$75,000-\$99,999	11.61	14.54	125
HH Income \$100,000-\$149,999	9.43	9.45	100
HH Income \$150,000-\$249,999	4.36	2.66	61
HH Income \$250,000-\$499,999	1.29	0.67	52
HH Income \$500,000+	0.60	0.21	35



Work Occupation

Description	US.	Segment	Index
Management Occupation(Except Farm)	8.31	6.62	80
Farmers & Farm Managers	0.62	2.01	324
Business Operations Specialists	2.03	1.58	78
Financial Specialists	2.12	1.51	71
Computer & Mathematical Occup	2.34	1.30	56
Architecture & Engineering Occup	1.97	1.84	93
Life, Physical, & Social Sci Occup	0.90	0.62	69
Community & Social Services Occup	1.51	1.10	73
Legal Occupations	1.04	0.45	43
Education/Training/Library Occup	5.59	4.94	88
Art/Dsgn/Entrtnmnt/Sprts/Media Occ	1.87	1.05	56
Healthcare Practitn & Tech Occup	4.54	4.09	90
Healthcare Support Occupations	2.07	1.78	86
Protective Service Occupations	1.99	1.91	96
Food Prep & Serving Related Occup	4.94	4.06	82
Building & Grnds/Clean/Maint Occup	3.41	3.12	91
Personal Care & Service Occupation	2.83	2.53	89
Sales & Related Occupations	11.20	9.56	85
Administration Support Occupations	15.44	14.97	97
Farm/Forest/Fishing Occupations	0.78	1.40	179
Construction/Extractn/Maint Occup	9.57	14.09	147
Production/Trans/Matl Moving Occup	14.94	19.47	130



Family Composition People in Household

Description	US.	Segment	Index
HHs with 1 Person	26.07	16.46	63



Race/Ethnicity

Description	US.	Segment	Index
White Alone Pop	74.19	89.90	121
Black/African American Alone Pop	12.30	4.07	33
Am Indian/Alaska Native Alone Pop	0.88	1.04	118
Asian Alone Pop	4.05	0.65	16
Native Hawaiian/Other PI Alone Pop	0.15	0.12	78
Some Other Race Alone Pop	5.80	2.61	45
2 or More Races Pop	2.63	1.62	62
Hispanic/Latino Pop	13.50	5.89	44



Work Commuting Patterns

Description	US.	Segment	Index
Commute Alone in Vehicle	77.77	84.02	108
Commute in Carpool	12.81	13.04	102
Use Public Transportation	5.02	0.41	8
Walk to Work Only	3.13	1.68	54
Commute by Motorcycle	0.11	0.09	80
Commute by Bicycle	0.40	0.11	28
Commute by Other Means	0.75	0.65	88
Work at Home	1.93	2.62	135
Commute to Work < 15 Minutes	29.73	22.97	77
Commute to Work in 15-29 Minutes	35.93	36.37	101
Commute to Work in 30-44 Minutes	18.97	22.23	117
Commute to Work in 45-59 Minutes	7.37	9.61	130
Commute to Work in 60+ Minutes	8.00	8.82	110



Family Composition Household Type

Description	US.	Segment	Index
HHs w/ 2+ Persons, Family, Married	51.63	67.14	130
HHs with 2+ Persons, Family, Other	16.09	12.40	77
HHs with 2+ Persons, Nonfamily	6.22	4.00	64
HHs w/ 1 or more people < 18 years	35.94	44.29	123
HHs with no people under 18 years	64.06	55.71	87



Housing Home Value

Description	US.	Segment	Index
Home Value < \$20,000	3.33	3.52	106



HHs with 2 Persons	32.43	33.18	102
HHs with 3 Persons	16.67	19.21	115
HHs with 4 Persons	14.04	18.24	130
HHs with 5 Persons	6.53	8.29	127
HHs with 6 Persons	2.54	2.97	117
HHs with 7+ Persons	1.72	1.65	96



Housing Home Ownership

Description	US.	Segment	Index
Owner-Occupied Housing Units	66.47	84.79	128
Renter-Occupied HUs	33.53	15.21	45

Home Value \$20,000-\$39,999	4.88	4.84	99
Home Value \$40,000-\$59,999	6.70	6.11	91
Home Value \$60,000-\$79,999	8.39	8.33	99
Home Value \$80,000-\$99,999	9.88	11.34	115
Home Value \$100,000-\$149,999	22.61	29.41	130
Home Value \$150,000-\$199,999	15.24	18.05	118
Home Value \$200,000-\$299,999	15.17	12.25	81
Home Value \$300,000-\$399,999	6.22	3.38	54
Home Value \$400,000-\$499,999	3.11	1.30	42
Home Value \$500,000-\$749,999	2.44	0.73	30
Home Value \$750,000-\$999,999	1.03	0.36	35
Home Value \$1,000,000+	1.00	0.37	36



Housing Units in Structure

Description	US.	Segment	Index
Single Unit in Structure	66.00	76.54	116
2 Units in Structure	4.19	1.25	30
3-19 Units in Structure	13.49	2.05	15
20-49 Units in Structure	3.37	0.21	6
50+ Units in Structure	5.35	0.12	2
Mobile Home or Trailer	7.38	19.56	265



Housing Years in Home

Description	US.	Segment	Index
Moved into Unit 1999 to March 2004	24.69	22.79	92
Moved into Unit in 1995 to 1998	27.21	26.09	96
Moved into Unit in 1990 to 1994	15.13	16.51	109
Moved into Unit in 1980 to 1989	14.66	16.78	114
Moved into Unit in 1970 to 1979	9.27	10.17	110
Moved into Unit in 1969 or earlier	9.05	7.66	85

Lifestyles

Top 15 Lifestyle Behaviors		Lifestyle Behaviors 16-30		Lifestyle Behaviors 31-45	
Buy 1950s Nostalgia Music, 1yr (A) *	360	Rent/Buy Family/Kid Video, 1mo (A)	226	Go Horseback Riding, 1yr (A)	202
Buy Sleeping Bag, 1yr (H)	299	Own Rifle/Shotgun (A)	224	Own Cross Country Boots/Skis (A)	201
Own Camper (H)	281	Own Power Boat (H)	223	Buy from Dairy Queen, 1mo (A) *	197
Buy Seeds/Garden Supplies by Mail/Phone, 1yr (A)	276	Buy Model Kits, 1yr (A)	222	Own Motor Home (H)	194
Shop at ShopKo, 3mo (A)	274	Own Handgun (A)	218	Buy from Hardee's, 1mo (A) *	193
Own Satellite Dish (H)	271	Do Woodworking, 1yr (A)	217	Buy Flowers by Internet, 1yr (A)	192
Stay at Motel 6 on Vacation, 1yr (A)	264	Stay at Holiday Inn on Vacation, 1yr (A)	214	Buy Plush Dolls/Animals, 1yr (A)	192
Visit Elected/Government Official, 1yr (A)	264	Buy Swing Sets, 1yr (A)	213	Buy from Sonic Drive-in, 1mo (A) *	191



Go Hunting with Gun,1yr (A)	263	Own Tent (H)	211	Buy Fishing Equipment,1yr (A)	188
Buy from Shoney's,1mo (A) *	248	Buy Action Figures,1yr (A)	209	Order from J.C. Penney,1yr (A)	186
Go to High School Sports,1+ Times,1mo (A)	241	Go Camping,1yr (A)	205	Own Camp Stove (H)	186
Buy Electronic Games,1yr (A)	237	Own Sleeping Bag (H)	205	Buy 1960s Nostalgia Music,1yr (A) *	185
Go Sailing,1yr (A)	236	Buy from Krystal's Hamburgers,1mo (A) *	204	Buy from Arby's,1mo (A) *	185
Buy Tent,1yr (H)	233	Buy Camping Equipment,1yr (H)	203	Buy from Ponderosa,1mo (A) *	185
Buy from Godfather's Pizza,6mo (A)	232	Buy from Pizza Inn,6mo (A)	202	Domestic Vacation,National Park,1yr (A)	185

Source: Mediamark Research Inc., 2004

Media

Top 15 Media Behaviors		Media Behaviors 16-30		Media Behaviors 31-45	
Has Satellite Dish/Disc (A)	280	Read First for Women (A)	211	Read Family Handyman (A)	174
Read 4 Wheel & Off Road (A)	262	Read Guns & Ammo (A)	200	Classic Hits,Net Audience (A)	172
Read Family Fun (A)	257	Read Cycle World (A)	197	Read Country Living (A)	169
Watch Speed Channel,1wk (A)	255	Read Motorcyclist (A)	196	Religious,Net Audience (A)	169
Watch Outdoor Life Network,1wk (A)	252	Read Field & Stream (A)	188	Read Popular Mechanics (A)	168
Read Stock Car Racing (A)	251	Read Car Craft (A)	185	Watch Show Type,Reality-Based (A)	168
Read Hunting (A)	243	Read Parents Magazine (A)	184	Read Sport Truck (A)	167
Watch Pay-Per-View Movies,1yr (A)	242	Read Woman's World (A)	181	Watch Cartoon Network,1wk (A)	163
Country Radio,Net Audience (A)	240	Watch ESPN News,1wk (A)	180	Read Handguns (A)	162
Watch Country Music TV,1wk (A)	236	Watch Game Show Network,1wk (A)	180	Adult Contemporary Radio,Net Audience (A)	161
Read Outdoor Life (A)	227	Watch TV Land,1wk (A)	178	Read Boating (A)	160
Read Bassmaster (A)	223	Read Popular Hot Rodding (A)	176	TV Auto Racing,Net Audience (A)	159



Watch The Disney Channel,1wk (A)	222	Read Redbook (A)	176	Radio,NASCAR,Net Audience (A)	158
Watch Any Pay-per-View,1yr (A)	220	Watch Nickelodeon,1wk (A)	176	Read Woman's Day (A)	155
Read North American Hunter (A)	219	Read Parenting (A)	175	Watch Headline CNN News,1wk (A)	154

Source: Mediamark Research Inc., 2004





34 White Picket Fences

Midpoint on the socioeconomic ladder, residents in White Picket Fences look a lot like the stereotypical American household of a generation ago: young, middle-class, married with children. But the current version is characterized by modest homes and ethnic diversity -including a disproportionate number of Hispanics and African-Americans.

Social Group: City Centers

Lifestage Group: Mainstream Families

Statistics:

US Households: 1,385,173 (1.26%)

Median HH Income: \$47,675

Lifestyle Traits:

1. Eat at fast food picked by kids
2. Do home remodeling projects
3. Read Baby magazines
4. Watch ESPN Classic
5. Drive a Ford Excursion

Demographics Traits:

Ethnic Diversity:	Black, Asian, High Hisp.
Family Types:	Families
Age Ranges:	25-44
Education Levels:	High School
Employment Levels:	BC, WC, Service
Housing Types:	Mix
Urbanicity:	2nd City
Income:	Midscale

Demographics



Age

Description	US.	Segment	Index
Pop Age 0-4	6.60	8.39	127
Pop Age 5-9	6.70	8.53	127
Pop Age 10-14	7.06	8.61	122
Pop Age 15-17	4.26	5.04	118
Pop Age 18-20	4.38	4.76	109
Pop Age 21-24	5.51	5.95	108
Pop Age 25-34	13.66	15.66	115
Pop Age 35-44	15.21	15.38	101
Pop Age 45-49	7.43	6.71	90
Pop Age 50-54	6.64	5.55	84
Pop Age 55-59	5.45	4.35	80
Pop Age 60-64	4.26	3.20	75
Pop Age 65-74	6.52	4.35	67
Pop Age 75-84	4.58	2.63	57
Pop Age 85+	1.74	0.91	52



Housing Urbanization

Description	US.	Segment	Index
Rural/Town (Density Deciles 0-3)	40.01	39.55	99
Suburb Fringe (Density Decile 4-5)	19.90	21.34	107
Urban Fringe (Density Deciles 6-7)	20.00	18.85	94
Urban (Density Deciles 8-9)	20.09	20.26	101



Education

Description	US.	Segment	Index
Completed 0-8 Yrs Elem School	7.62	10.00	131
Attended High School, No Diploma	12.12	13.66	113
High School Graduate	28.54	29.12	102
Some College, No Degree	21.11	24.67	117
Associate Degree	6.32	7.03	111
Bachelor Degree	15.52	10.94	71
Master's Degree	5.86	3.24	55
Professional School Degree	1.95	0.95	48
Doctorate Degree	0.96	0.39	41



Income



Description	US.	Segment	Index
HH Income < \$15,000	14.67	9.86	67
HH Income \$15,000-\$24,999	11.28	10.11	90
HH Income \$25,000-\$34,999	12.27	13.28	108
HH Income \$35,000-\$49,999	15.39	19.83	129
HH Income \$50,000-\$74,999	19.10	24.97	131
HH Income \$75,000-\$99,999	11.61	12.37	107
HH Income \$100,000-\$149,999	9.43	7.24	77
HH Income \$150,000-\$249,999	4.36	1.86	43
HH Income \$250,000-\$499,999	1.29	0.39	30
HH Income \$500,000+	0.60	0.09	15



Work Occupation

Description	US.	Segment	Index
Management Occupation(Except Farm)	8.31	6.02	73
Farmers & Farm Managers	0.62	0.13	21
Business Operations Specialists	2.03	1.84	90
Financial Specialists	2.12	1.63	77
Computer & Mathematical Occup	2.34	1.83	78
Architecture & Engineering Occup	1.97	1.62	82
Life, Physical, & Social Sci Occup	0.90	0.55	61
Community & Social Services Occup	1.51	1.42	94
Legal Occupations	1.04	0.54	52
Education/Training/Library Occup	5.59	4.65	83
Art/Dsgn/Enttrnmnt/Sprts/Media Occ	1.87	1.27	68
Healthcare Practitn & Tech Occup	4.54	3.51	77
Healthcare Support Occupations	2.07	2.17	105
Protective Service Occupations	1.99	2.13	107
Food Prep & Serving Related Occup	4.94	5.42	110
Building & Grnds/Clean/Maint Occup	3.41	4.62	135
Personal Care & Service Occupation	2.83	3.12	110
Sales & Related Occupations	11.20	11.03	99
Administration Support Occupations	15.44	17.16	111
Farm/Forest/Fishing Occupations	0.78	0.88	113
Construction/Extractn/Maint Occup	9.57	11.44	120
Production/Trans/Matl Moving Occup	14.94	17.01	114



Family Composition People in Household

Description	US.	Segment	Index
HHs with 1 Person	26.07	17.87	69



Race/Ethnicity

Description	US.	Segment	Index
White Alone Pop	74.19	59.80	81
Black/African American Alone Pop	12.30	15.22	124
Am Indian/Alaska Native Alone Pop	0.88	0.94	108
Asian Alone Pop	4.05	4.16	103
Native Hawaiian/Other PI Alone Pop	0.15	0.40	269
Some Other Race Alone Pop	5.80	14.83	256
2 or More Races Pop	2.63	4.64	176
Hispanic/Latino Pop	13.50	31.33	232



Work Commuting Patterns

Description	US.	Segment	Index
Commute Alone in Vehicle	77.77	76.79	99
Commute in Carpool	12.81	16.94	132
Use Public Transportation	5.02	2.63	52
Walk to Work Only	3.13	2.07	66
Commute by Motorcycle	0.11	0.16	144
Commute by Bicycle	0.40	0.39	98
Commute by Other Means	0.75	1.02	137
Work at Home	1.93	1.32	68
Commute to Work < 15 Minutes	29.73	29.20	98
Commute to Work in 15-29 Minutes	35.93	36.97	103
Commute to Work in 30-44 Minutes	18.97	18.81	99
Commute to Work in 45-59 Minutes	7.37	7.03	95
Commute to Work in 60+ Minutes	8.00	7.99	100



Family Composition Household Type

Description	US.	Segment	Index
HHs w/ 2+ Persons, Family, Married	51.63	54.54	106
HHs with 2+ Persons, Family, Other	16.09	21.51	134
HHs with 2+ Persons, Nonfamily	6.22	6.07	98
HHs w/ 1 or more people < 18 years	35.94	48.56	135
HHs with no people under 18 years	64.06	51.44	80



Housing Home Value

Description	US.	Segment	Index
Home Value < \$20,000	3.33	1.22	37



HHs with 2 Persons	32.43	27.29	84
HHs with 3 Persons	16.67	19.07	114
HHs with 4 Persons	14.04	17.37	124
HHs with 5 Persons	6.53	9.72	149
HHs with 6 Persons	2.54	4.58	180
HHs with 7+ Persons	1.72	4.10	238



Housing Home Ownership

Description	US.	Segment	Index
Owner-Occupied Housing Units	66.47	64.55	97
Renter-Occupied HUs	33.53	35.45	106

Home Value \$20,000-\$39,999	4.88	1.81	37
Home Value \$40,000-\$59,999	6.70	4.01	60
Home Value \$60,000-\$79,999	8.39	9.30	111
Home Value \$80,000-\$99,999	9.88	14.29	145
Home Value \$100,000-\$149,999	22.61	34.98	155
Home Value \$150,000-\$199,999	15.24	18.62	122
Home Value \$200,000-\$299,999	15.17	11.79	78
Home Value \$300,000-\$399,999	6.22	2.53	41
Home Value \$400,000-\$499,999	3.11	0.87	28
Home Value \$500,000-\$749,999	2.44	0.41	17
Home Value \$750,000-\$999,999	1.03	0.08	8
Home Value \$1,000,000+	1.00	0.09	9



Housing Units in Structure

Description	US.	Segment	Index
Single Unit in Structure	66.00	73.76	112
2 Units in Structure	4.19	4.46	106
3-19 Units in Structure	13.49	13.79	102
20-49 Units in Structure	3.37	1.80	54
50+ Units in Structure	5.35	3.02	57
Mobile Home or Trailer	7.38	3.07	42



Housing Years in Home

Description	US.	Segment	Index
Moved into Unit 1999 to March 2004	24.69	26.60	108
Moved into Unit in 1995 to 1998	27.21	29.17	107
Moved into Unit in 1990 to 1994	15.13	15.38	102
Moved into Unit in 1980 to 1989	14.66	14.25	97
Moved into Unit in 1970 to 1979	9.27	8.25	89
Moved into Unit in 1969 or earlier	9.05	6.34	70

Lifestyles

Top 15 Lifestyle Behaviors		Lifestyle Behaviors 16-30		Lifestyle Behaviors 31-45	
Buy from Carl's Jr., 1mo (A) *	290	Buy 1960s Nostalgia Music, 1yr (A) *	203	Dine Out, <1 Times/mo, 1yr (A)	176
Buy Swing Sets, 1yr (A)	287	Shop at Disney Store, 3mo (A)	203	Go to Zoo, 1yr (A)	174
Buy from Steak N Ale, 6mo (A)	285	Rent Videos, 6+ Tapes, 1mo (A)	196	Order from Fingerhut, 1yr (A)	174
Buy from Little Caesar's, 1mo (A) *	275	Buy Fashion Dolls, 1yr (A)	194	Go to Movie, 4+ Times, 3mo (A)	173
Buy from Chuck E Cheese, 1mo (A) *	262	Order from J.C. Penney, 1yr (A)	194	Buy Children's Book, 1yr (A) *	171
Buy from Rally's, 6mo (A)	232	Buy from Ponderosa, 1mo (A) *	193	Buy Electric Trains, 1yr (A)	171
Play Soccer, 1yr (A)	227	Go In-Line Skating, 1yr (A)	190	Go Jogging, 1yr (A)	171
Rent/Buy Family/Kid Video, 1mo (A)	226	Order from priceline.com, 1yr (A)	187	Buy Infant Toys, 1yr (A)	169



Buy from Chi-Chi's,1mo (A) *	224	Buy Plush Dolls/Animals,1yr (A)	186	Do Woodworking,1yr (A)	169
Buy Construction Toys,1yr (A)	219	Buy Educational Toys,1yr (A)	185	Buy from Papa John's,1mo (A) *	168
Buy Sleeping Bag,1yr (H)	213	Visit Any Sea World Park,1yr (A)	183	Shop at Sherwin Williams,1yr (A)	168
Buy from Lone Star Steakhouse,1mo (A) *	212	Order from BMG Music,1yr (A)	182	Shop at Old Navy,3mo (A)	166
Order from Lillian Vernon,1yr (A)	212	Go Snowboarding,1yr (A)	181	Buy from Chick-Fil-A,1mo (A) *	165
Order from Eddie Bauer,1yr (A)	208	Buy from Arby's,1mo (A) *	180	Shop at Target,3mo (A)	165
Visit Elected/Government Official,1yr (A)	208	Write to Elected Official,1yr (A)	179	Travel to Japan/Asia/Other,3yr (A)	164

Source: Mediamark Research Inc., 2004

Media

Top 15 Media Behaviors		Media Behaviors 16-30		Media Behaviors 31-45	
Read Bicycling (A)	287	Classic Hits,Net Audience (A)	207	Sports,Net Audience (A)	180
Watch Speed Channel,1wk (A)	273	Classical Radio,Net Audience (A)	207	Soft Contemporary Radio,Net Audience (A)	178
Read Working Mother (A)	249	Read Parenting (A)	207	Watch Comedy Central,1wk (A)	176
Read Family Fun (A)	239	Read Catholic Digest (A)	204	Read Teen People (A)	174
Watch Nickelodeon,1wk (A)	238	Watch The Disney Channel,1wk (A)	202	Rock,Net Audience (A)	169
Read Baby Talk (A)	235	Watch Nick at Night,1wk (A)	200	Read Hunting (A)	167
Read Yachting (A)	235	Watch The Movie Channel,1wk (A)	196	Watch Show Type,Reality-Based (A)	167
Read American Baby (A)	234	Watch VH1,1wk (A)	191	Watch TV Land,1wk (A)	167
Read Cycle World (A)	228	Read Stock Car Racing (A)	190	Watch Fox Sports Net,1wk (A)	166
Read Delta's Sky (A)	228	Read Sport Truck (A)	186	Watch Show Type,Comedy/Variety (A)	166
Read Parents Magazine (A)	224	Read Car Craft (A)	184	Read Hot Rod (A)	165
Read The Source (A)	215	Classic Rock Radio,Net Audience (A)	183	Dow Jones Money Report,Net Audience (A)	164



Hispanic,Net Audience (A)	213	Watch MTV,1wk (A)	183	Read Martha Stewart Living (A)	164
Read Seventeen (A)	212	Read Allure (A)	182	Read Handguns (A)	162
Read Sunset (A)	208	Read American Photo (A)	182	Watch Animal Planet,1wk (A)	159

Source: Mediamark Research Inc., 2004





35 Boomtown Singles

Affordable housing, abundant entry-level jobs and a thriving singles scene -all have given rise to the Boomtown Singles segment in fast-growing satellite cities. Young, single and working-class, these residents pursue active lifestyles amid sprawling apartment complexes, bars, convenience stores and laundromats.

Social Group: City Centers

Lifestage Group: Young Achievers

Statistics:

US Households: 1,350,821 (1.23%)

Median HH Income: \$37,407

Lifestyle Traits:

1. Buy alternative music
2. Play soccer
3. Read Muscle & Fitness
4. Watch MTV
5. Drive a Daewoo

Demographics Traits:

Ethnic Diversity:	White, AmInd
Family Types:	Singles
Age Ranges:	<35
Education Levels:	H.S./College
Employment Levels:	White-Collar, Service
Housing Types:	Renters
Urbanicity:	2nd City
Income:	Lower Middle

Demographics



Age

Description	US.	Segment	Index
Pop Age 0-4	6.60	6.98	106
Pop Age 5-9	6.70	6.15	92
Pop Age 10-14	7.06	5.91	84
Pop Age 15-17	4.26	3.40	80
Pop Age 18-20	4.38	5.72	131
Pop Age 21-24	5.51	8.93	162
Pop Age 25-34	13.66	18.90	138
Pop Age 35-44	15.21	14.49	95
Pop Age 45-49	7.43	6.46	87
Pop Age 50-54	6.64	5.44	82
Pop Age 55-59	5.45	4.26	78
Pop Age 60-64	4.26	3.18	75
Pop Age 65-74	6.52	4.77	73
Pop Age 75-84	4.58	3.80	83
Pop Age 85+	1.74	1.59	92



Housing Urbanization

Description	US.	Segment	Index
Rural/Town (Density Deciles 0-3)	40.01	44.58	111
Suburb Fringe (Density Decile 4-5)	19.90	17.54	88
Urban Fringe (Density Deciles 6-7)	20.00	18.41	92
Urban (Density Deciles 8-9)	20.09	19.47	97



Education

Description	US.	Segment	Index
Completed 0-8 Yrs Elem School	7.62	5.78	76
Attended High School, No Diploma	12.12	11.46	95
High School Graduate	28.54	28.66	100
Some College, No Degree	21.11	24.00	114
Associate Degree	6.32	6.82	108
Bachelor Degree	15.52	15.65	101
Master's Degree	5.86	5.09	87
Professional School Degree	1.95	1.51	77
Doctorate Degree	0.96	1.02	106



Income



Description	US.	Segment	Index
HH Income < \$15,000	14.67	15.31	104
HH Income \$15,000-\$24,999	11.28	14.33	127
HH Income \$25,000-\$34,999	12.27	17.05	139
HH Income \$35,000-\$49,999	15.39	20.60	134
HH Income \$50,000-\$74,999	19.10	18.63	98
HH Income \$75,000-\$99,999	11.61	7.87	68
HH Income \$100,000-\$149,999	9.43	4.36	46
HH Income \$150,000-\$249,999	4.36	1.39	32
HH Income \$250,000-\$499,999	1.29	0.37	29
HH Income \$500,000+	0.60	0.09	14



Work Occupation

Description	US.	Segment	Index
Management Occupation(Except Farm)	8.31	6.51	78
Farmers & Farm Managers	0.62	0.10	17
Business Operations Specialists	2.03	1.89	93
Financial Specialists	2.12	1.83	86
Computer & Mathematical Occup	2.34	2.38	102
Architecture & Engineering Occup	1.97	1.91	97
Life, Physical, & Social Sci Occup	0.90	0.96	107
Community & Social Services Occup	1.51	1.74	115
Legal Occupations	1.04	0.81	78
Education/Training/Library Occup	5.59	5.40	97
Art/Dsgn/Enttrnmnt/Sprts/Media Occ	1.87	2.03	108
Healthcare Practitn & Tech Occup	4.54	4.21	93
Healthcare Support Occupations	2.07	2.21	107
Protective Service Occupations	1.99	1.79	90
Food Prep & Serving Related Occup	4.94	6.68	135
Building & Grnds/Clean/Maint Occup	3.41	3.60	106
Personal Care & Service Occupation	2.83	3.06	108
Sales & Related Occupations	11.20	11.41	102
Administration Support Occupations	15.44	16.54	107
Farm/Forest/Fishing Occupations	0.78	0.34	44
Construction/Extractn/Maint Occup	9.57	9.37	98
Production/Trans/Matl Moving Occup	14.94	15.20	102



Family Composition People in Household

Description	US.	Segment	Index
HHs with 1 Person	26.07	35.39	136



Race/Ethnicity

Description	US.	Segment	Index
White Alone Pop	74.19	73.26	99
Black/African American Alone Pop	12.30	12.95	105
Am Indian/Alaska Native Alone Pop	0.88	0.90	102
Asian Alone Pop	4.05	3.58	88
Native Hawaiian/Other PI Alone Pop	0.15	0.19	130
Some Other Race Alone Pop	5.80	5.58	96
2 or More Races Pop	2.63	3.54	134
Hispanic/Latino Pop	13.50	12.87	95



Work Commuting Patterns

Description	US.	Segment	Index
Commute Alone in Vehicle	77.77	78.03	100
Commute in Carpool	12.81	13.73	107
Use Public Transportation	5.02	2.66	53
Walk to Work Only	3.13	3.94	126
Commute by Motorcycle	0.11	0.15	129
Commute by Bicycle	0.40	0.79	199
Commute by Other Means	0.75	0.69	93
Work at Home	1.93	1.37	71
Commute to Work < 15 Minutes	29.73	39.60	133
Commute to Work in 15-29 Minutes	35.93	37.23	104
Commute to Work in 30-44 Minutes	18.97	13.89	73
Commute to Work in 45-59 Minutes	7.37	4.42	60
Commute to Work in 60+ Minutes	8.00	4.87	61



Family Composition Household Type

Description	US.	Segment	Index
HHs w/ 2+ Persons, Family, Married	51.63	35.55	69
HHs with 2+ Persons, Family, Other	16.09	17.92	111
HHs with 2+ Persons, Nonfamily	6.22	11.15	179
HHs w/ 1 or more people < 18 years	35.94	29.97	83
HHs with no people under 18 years	64.06	70.03	109



Housing Home Value

Description	US.	Segment	Index
Home Value < \$20,000	3.33	2.03	61



HHs with 2 Persons	32.43	31.60	97
HHs with 3 Persons	16.67	15.37	92
HHs with 4 Persons	14.04	10.29	73
HHs with 5 Persons	6.53	4.53	69
HHs with 6 Persons	2.54	1.73	68
HHs with 7+ Persons	1.72	1.09	63



Housing Home Ownership

Description	US.	Segment	Index
Owner-Occupied Housing Units	66.47	41.75	63
Renter-Occupied HUs	33.53	58.25	174

Home Value \$20,000-\$39,999	4.88	3.35	69
Home Value \$40,000-\$59,999	6.70	8.57	128
Home Value \$60,000-\$79,999	8.39	15.01	179
Home Value \$80,000-\$99,999	9.88	18.26	185
Home Value \$100,000-\$149,999	22.61	29.75	132
Home Value \$150,000-\$199,999	15.24	12.42	81
Home Value \$200,000-\$299,999	15.17	7.05	46
Home Value \$300,000-\$399,999	6.22	1.93	31
Home Value \$400,000-\$499,999	3.11	0.80	26
Home Value \$500,000-\$749,999	2.44	0.50	21
Home Value \$750,000-\$999,999	1.03	0.17	17
Home Value \$1,000,000+	1.00	0.15	15



Housing Units in Structure

Description	US.	Segment	Index
Single Unit in Structure	66.00	46.96	71
2 Units in Structure	4.19	7.97	190
3-19 Units in Structure	13.49	30.47	226
20-49 Units in Structure	3.37	5.28	157
50+ Units in Structure	5.35	6.93	129
Mobile Home or Trailer	7.38	2.31	31



Housing Years in Home

Description	US.	Segment	Index
Moved into Unit 1999 to March 2004	24.69	34.90	141
Moved into Unit in 1995 to 1998	27.21	30.41	112
Moved into Unit in 1990 to 1994	15.13	12.14	80
Moved into Unit in 1980 to 1989	14.66	9.92	68
Moved into Unit in 1970 to 1979	9.27	5.59	60
Moved into Unit in 1969 or earlier	9.05	7.03	78

Lifestyles

Top 15 Lifestyle Behaviors		Lifestyle Behaviors 16-30		Lifestyle Behaviors 31-45	
Buy from Bertucci's, 1mo (A) *	293	Buy from Houlihan's, 6mo (A)	165	Buy Camping Equipment, 1yr (H)	145
Play Tennis, 1yr (A)	210	Stay at Motel 6 on Vacation, 1yr (A)	164	Member of Frequent Flyer Program (A)	145
Play Billiards/Pool, 1yr (A)	195	Buy from Church's Fried Chicken, 1mo (A) *	159	Shop at Marshall's, 3mo (A)	145
Order from BMG Music, 1yr (A)	192	Go Bowling, 1yr (A)	159	Take Adult Education Course, 1yr (A)	145
Buy from Ruby Tuesdays, 1mo (A) *	191	Play Soccer, 1yr (A)	159	Buy from Godfather's Pizza, 6mo (A)	143
Go Roller Skating, 1yr (A)	191	Buy from Friendly's, 1mo (A) *	155	Shop at Old Navy, 3mo (A)	142
Go to Professional Basketball Games, 1+ Times, 1mo (A)	185	Shop at Express, 3mo (A)	153	Dine Out, <1 Times/mo, 1yr (A)	140
Buy from Chili's Grill & Bar, 1mo (A) *	182	Buy from Dunkin Donuts, 1mo (A) *	152	Play Baseball, 1yr (A)	140



Go In-Line Skating,1yr (A)	180	Play Basketball,1yr (A)	151	Order from priceline.com,1yr (A)	139
Buy from Chuck E Cheese,1mo (A) *	177	Buy from Pizza Inn,6mo (A)	150	Buy from Checkers,1mo (A) *	138
Play Softball,1yr (A)	177	Buy from Sizzler Family Steakhouse,1mo (A) *	150	Go to Professional Football Games,1+ Times,1mo (A)	136
Shop at Lane Bryant,3mo (A)	173	Buy from T.G.I. Friday's,1mo (A) *	148	Play Musical Instrument,1yr (A)	135
Do Painting/Drawing,1yr (A)	171	Buy from Whataburger,1mo (A) *	148	Visit Any Six Flags Park,1yr (A)	135
Buy Tent,1yr (H)	167	Go to Bar/Nightclub,1yr (A)	148	Do Aerobic Exercise,1yr (A)	132
Buy from Domino's Pizza,1mo (A) *	167	Buy from Chick-Fil-A,1mo (A) *	147	Shop at Circuit City,1yr (A)	132

Source: Mediamark Research Inc., 2004

Media

Top 15 Media Behaviors		Media Behaviors 16-30		Media Behaviors 31-45	
Read Atlantic Monthly (A)	273	Read Essence (A)	191	Watch Comedy Central,1wk (A)	174
Watch Oxygen,1wk (A)	266	Read YM (A)	187	Hispanic,Net Audience (A)	173
Read Bicycling (A)	261	Read Penthouse (A)	186	Read Jet (A)	173
Read Skiing (A)	243	Read Cable Guide (A)	183	Read Muscle & Fitness (A)	173
Read Tennis (A)	222	Read The Cable Guide (A)	183	Read Fitness (A)	172
Read The Source (A)	220	Watch Independent Film Channel,1wk (A)	183	Urban Contemporary Radio,Net Audience (A)	169
Read Spin (A)	215	Watch MTV,1wk (A)	183	Read Inc. (A)	166
Read Vibe (A)	215	Read Rolling Stone (A)	181	Read Entertainment Weekly (A)	164
Read Maxim (A)	211	Read Black Enterprise (A)	178	Rock,Net Audience (A)	164
Read Marie Claire (A)	206	Read Bride's (A)	177	Read Discover (A)	163
Read Men's Fitness (A)	204	Read Cycle World (A)	177	Watch FX Network,1wk (A)	162
Read WWE Magazine (A)	200	Watch VH1,1wk (A)	177	Read Glamour (A)	160



Read Scientific American (A)	198	Watch E! Entertainment TV,1wk (A)	175	Read Modern Bride (A)	160
Watch BET,1wk (A)	195	Read In Style (A)	174	Read Ski (A)	160
Read Macworld (A)	194	Read Self (A)	174	Read Vogue (A)	160

Source: Mediamark Research Inc., 2004





36 Blue-Chip Blues

Blue-Chip Blues is known as a comfortable lifestyle for young, sprawling families with well-paying blue-collar jobs. Ethnically diverse -with a significant presence of Hispanics and African-Americans- the segment's aging neighborhoods feature compact, modestly priced homes surrounded by commercial centers that cater to child-filled households.

Social Group: Middleburbs

Lifestage Group: Mainstream Families

Statistics:

US Households: 1,362,607 (1.24%)

Median HH Income: \$47,720

Lifestyle Traits:

1. Visited a theme park
2. Own a video game system
3. Read Parenthood magazines
4. Watch Track & Field championship
5. Drive a Ford Focus

Demographics Traits:

Ethnic Diversity:	High Black & Hisp., Asian
Family Types:	Families
Age Ranges:	<45
Education Levels:	High School
Employment Levels:	WC, Service, BC
Housing Types:	Mix
Urbanicity:	Suburban
Income:	Midscale

Demographics



Age

Description	US.	Segment	Index
Pop Age 0-4	6.60	8.70	132
Pop Age 5-9	6.70	8.66	129
Pop Age 10-14	7.06	8.64	122
Pop Age 15-17	4.26	4.90	115
Pop Age 18-20	4.38	4.35	99
Pop Age 21-24	5.51	5.63	102
Pop Age 25-34	13.66	16.27	119
Pop Age 35-44	15.21	16.18	106
Pop Age 45-49	7.43	6.89	93
Pop Age 50-54	6.64	5.64	85
Pop Age 55-59	5.45	4.29	79
Pop Age 60-64	4.26	3.05	72
Pop Age 65-74	6.52	3.87	59
Pop Age 75-84	4.58	2.21	48
Pop Age 85+	1.74	0.73	42



Income



Housing Urbanization

Description	US.	Segment	Index
Rural/Town (Density Deciles 0-3)	40.01	40.90	102
Suburb Fringe (Density Decile 4-5)	19.90	21.11	106
Urban Fringe (Density Deciles 6-7)	20.00	20.11	101
Urban (Density Deciles 8-9)	20.09	17.88	89



Education

Description	US.	Segment	Index
Completed 0-8 Yrs Elem School	7.62	7.91	104
Attended High School, No Diploma	12.12	13.02	107
High School Graduate	28.54	29.58	104
Some College, No Degree	21.11	25.60	121
Associate Degree	6.32	7.20	114
Bachelor Degree	15.52	11.90	77
Master's Degree	5.86	3.41	58
Professional School Degree	1.95	0.97	50
Doctorate Degree	0.96	0.40	42



Description	US.	Segment	Index
HH Income < \$15,000	14.67	9.72	66
HH Income \$15,000-\$24,999	11.28	9.81	87
HH Income \$25,000-\$34,999	12.27	13.43	109
HH Income \$35,000-\$49,999	15.39	20.10	131
HH Income \$50,000-\$74,999	19.10	24.75	130
HH Income \$75,000-\$99,999	11.61	12.40	107
HH Income \$100,000-\$149,999	9.43	7.41	79
HH Income \$150,000-\$249,999	4.36	1.86	43
HH Income \$250,000-\$499,999	1.29	0.40	31
HH Income \$500,000+	0.60	0.11	19



Work Occupation

Description	US.	Segment	Index
Management Occupation(Except Farm)	8.31	6.53	79
Farmers & Farm Managers	0.62	0.12	19
Business Operations Specialists	2.03	2.06	101
Financial Specialists	2.12	1.89	89
Computer & Mathematical Occup	2.34	2.28	98
Architecture & Engineering Occup	1.97	1.72	87
Life, Physical, & Social Sci Occup	0.90	0.56	62
Community & Social Services Occup	1.51	1.31	87
Legal Occupations	1.04	0.60	58
Education/Training/Library Occup	5.59	4.41	79
Art/Dsgn/Entrtnmnt/Sprts/Media Occ	1.87	1.36	73
Healthcare Practitn & Tech Occup	4.54	3.79	84
Healthcare Support Occupations	2.07	2.02	97
Protective Service Occupations	1.99	2.29	115
Food Prep & Serving Related Occup	4.94	4.99	101
Building & Grnds/Clean/Maint Occup	3.41	3.75	110
Personal Care & Service Occupation	2.83	2.95	104
Sales & Related Occupations	11.20	10.94	98
Administration Support Occupations	15.44	18.96	123
Farm/Forest/Fishing Occupations	0.78	0.42	54
Construction/Extractn/Maint Occup	9.57	11.00	115
Production/Trans/Matl Moving Occup	14.94	16.05	107



Family Composition People in Household

Description	US.	Segment	Index
HHs with 1 Person	26.07	17.93	69



Race/Ethnicity

Description	US.	Segment	Index
White Alone Pop	74.19	57.43	77
Black/African American Alone Pop	12.30	21.78	177
Am Indian/Alaska Native Alone Pop	0.88	0.80	91
Asian Alone Pop	4.05	4.33	107
Native Hawaiian/Other PI Alone Pop	0.15	0.25	166
Some Other Race Alone Pop	5.80	11.48	198
2 or More Races Pop	2.63	3.94	150
Hispanic/Latino Pop	13.50	26.52	196



Work Commuting Patterns

Description	US.	Segment	Index
Commute Alone in Vehicle	77.77	78.84	101
Commute in Carpool	12.81	15.50	121
Use Public Transportation	5.02	2.83	56
Walk to Work Only	3.13	1.61	51
Commute by Motorcycle	0.11	0.18	159
Commute by Bicycle	0.40	0.29	73
Commute by Other Means	0.75	0.75	101
Work at Home	1.93	1.31	68
Commute to Work < 15 Minutes	29.73	23.27	78
Commute to Work in 15-29 Minutes	35.93	39.52	110
Commute to Work in 30-44 Minutes	18.97	21.80	115
Commute to Work in 45-59 Minutes	7.37	7.68	104
Commute to Work in 60+ Minutes	8.00	7.72	97



Family Composition Household Type

Description	US.	Segment	Index
HHs w/ 2+ Persons, Family, Married	51.63	53.34	103
HHs with 2+ Persons, Family, Other	16.09	22.43	139
HHs with 2+ Persons, Nonfamily	6.22	6.29	101
HHs w/ 1 or more people < 18 years	35.94	49.24	137
HHs with no people under 18 years	64.06	50.76	79



Housing Home Value

Description	US.	Segment	Index
Home Value < \$20,000	3.33	2.45	74



HHs with 2 Persons	32.43	27.45	85
HHs with 3 Persons	16.67	19.90	119
HHs with 4 Persons	14.04	17.88	127
HHs with 5 Persons	6.53	9.48	145
HHs with 6 Persons	2.54	4.13	163
HHs with 7+ Persons	1.72	3.21	186



Housing Home Ownership

Description	US.	Segment	Index
Owner-Occupied Housing Units	66.47	66.54	100
Renter-Occupied HUs	33.53	33.46	100

Home Value \$20,000-\$39,999	4.88	2.72	56
Home Value \$40,000-\$59,999	6.70	4.75	71
Home Value \$60,000-\$79,999	8.39	9.89	118
Home Value \$80,000-\$99,999	9.88	15.10	153
Home Value \$100,000-\$149,999	22.61	35.88	159
Home Value \$150,000-\$199,999	15.24	16.78	110
Home Value \$200,000-\$299,999	15.17	9.47	62
Home Value \$300,000-\$399,999	6.22	1.91	31
Home Value \$400,000-\$499,999	3.11	0.59	19
Home Value \$500,000-\$749,999	2.44	0.28	11
Home Value \$750,000-\$999,999	1.03	0.08	8
Home Value \$1,000,000+	1.00	0.11	10



Housing Units in Structure

Description	US.	Segment	Index
Single Unit in Structure	66.00	71.90	109
2 Units in Structure	4.19	2.43	58
3-19 Units in Structure	13.49	14.58	108
20-49 Units in Structure	3.37	2.04	61
50+ Units in Structure	5.35	2.90	54
Mobile Home or Trailer	7.38	6.01	81



Housing Years in Home

Description	US.	Segment	Index
Moved into Unit 1999 to March 2004	24.69	29.23	118
Moved into Unit in 1995 to 1998	27.21	29.97	110
Moved into Unit in 1990 to 1994	15.13	15.52	103
Moved into Unit in 1980 to 1989	14.66	13.50	92
Moved into Unit in 1970 to 1979	9.27	7.05	76
Moved into Unit in 1969 or earlier	9.05	4.72	52

Lifestyles

Top 15 Lifestyle Behaviors		Lifestyle Behaviors 16-30		Lifestyle Behaviors 31-45	
Buy from California Pizza Kitchen,1mo (A) *	419	Buy from Del Taco,1mo (A) *	204	Shop at Old Navy,3mo (A)	175
Shop at Neiman Marcus,3mo (A)	273	Order from Spiegel,1yr (A)	203	Buy from Chick-Fil-A,1mo (A) *	174
Buy 1960s Nostalgia Music,1yr (A) *	242	Own Tropical Fish (A)	196	Buy from T.G.I. Friday's,1mo (A) *	173
Visit Any Busch Gardens Park,1yr (A)	234	Visit Any Disney World Park (FL),1yr (A)	189	Go Horseback Riding,1yr (A)	173
Buy from White Castle,1mo (A) *	231	Buy from Steak N Ale,6mo (A)	188	Play Trivia Games,1yr (A)	173
Visit Disneyland (CA),1yr (A)	222	Go to Zoo,1yr (A)	187	Buy Tent,1yr (H)	172
Buy from Bennigan's,1mo (A) *	221	Buy from Whataburger,1mo (A) *	185	Play Softball,1yr (A)	172
Buy Golf Clubs,1yr (A)	216	Buy from Houlihan's,6mo (A)	184	Play Billiards/Pool,1yr (A)	171



Shop at Lerner,3mo (A)	216	Shop at Disney Store,3mo (A)	181	Buy Construction Toys,1yr (A)	170
Buy from Chuck E Cheese,1mo (A) *	213	Buy from Pizza Inn,6mo (A)	180	Rent/Buy Family/Kid Video,1mo (A)	169
Buy from Popeyes,1mo (A) *	212	Go Backpacking/Hiking,1yr (A)	180	Shop at Circuit City,1yr (A)	169
Go to Movie,4+ Times,3mo (A)	212	Stay at Radisson on Vacation,1yr (A)	177	Visit Any Six Flags Park,1yr (A)	169
Do Aerobic Exercise,1yr (A)	210	Buy from Rally's,6mo (A)	176	Shop at Best Buy,1yr (A)	168
Play Baseball,1yr (A)	210	Buy from Chi-Chi's,1mo (A) *	175	Shop at Comp USA,1yr (A)	168
Shop at Express,3mo (A)	206	Play Soccer,1yr (A)	175	Shop at The Limited,3mo (A)	167

Source: Mediamark Research Inc., 2004

Media

Top 15 Media Behaviors		Media Behaviors 16-30		Media Behaviors 31-45	
Read Working Mother (A)	259	Read Family Fun (A)	179	Read Teen People (A)	166
Read Baby Talk (A)	240	Read Glamour (A)	179	Read Rolling Stone (A)	164
Read Parenting (A)	231	Watch The Disney Channel,1wk (A)	179	Watch Show Type,Comedy/Variety (A)	162
Read American Baby (A)	221	Watch VH1,1wk (A)	178	Urban Contemporary Radio,Net Audience (A)	161
Read Soap Opera Weekly (A)	212	Watch Pay-Per-View Sports,1yr (A)	174	Watch E! Entertainment TV,1wk (A)	161
Read Parents Magazine (A)	211	Read Black Enterprise (A)	172	Watch Cartoon Network,1wk (A)	160
Read Premiere (A)	203	Read Sporting News (A)	172	Watch Home Shopping Network,1wk (A)	160
Read Essence (A)	202	TV Ice Hockey,Net Audience (A)	172	Black Radio,Net Audience (A)	158
Alternative Rock Radio,Net Audience (A)	199	Classic Hits,Net Audience (A)	170	Watch BET,1wk (A)	158
Read Jet (A)	196	Read Chicago Tribune,Sunday (A)	168	Read Macworld (A)	156
Read Soap Opera Digest (A)	190	Read Modern Bride (A)	168	Read National Enquirer (A)	156
Watch Nickelodeon,1wk (A)	189	Read Spin (A)	167	Read Bride's (A)	155



Watch MTV,1wk (A)	186	Read Star (A)	167	Read Shape (A)	155
Read Vibe (A)	180	Read USA Today,Daily (A)	167	Hispanic,Net Audience (A)	153
Read Ebony (A)	179	Dow Jones Money Report,Net Audience (A)	166	Watch QVC,1wk (A)	152

Source: Mediamark Research Inc., 2004





37 Mayberry-ville

Like the old Andy Griffith show set in a quaint picturesque berg, Mayberry-ville harks back to an old-fashioned way of life. In these small towns, middle-class couples and families like to fish and hunt during the day, and stay home and watch TV at night. With lucrative blue-collar jobs and moderately priced housing, residents use their discretionary cash to purchase boats, campers, motorcycles and pickup trucks.

Social Group: Country Comfort

Lifestage Group: Midlife Success

Statistics:

US Households: 2,458,525 (2.24%)

Median HH Income: \$50,350

Lifestyle Traits:

1. Eat at Cracker Barrel
2. Own a satellite dish
3. Read Field & Stream
4. Watch NASCAR Winston Cup
5. Drive a full-size Ford pickup

Demographics Traits:

Ethnic Diversity:	Mostly White
Family Types:	Mix
Age Ranges:	35-64
Education Levels:	High School
Employment Levels:	Blue-Collar, Farm
Housing Types:	Homeowners
Urbanicity:	Rural
Income:	Midscale

Demographics



Age

Description	US.	Segment	Index
Pop Age 0-4	6.60	5.82	88
Pop Age 5-9	6.70	6.40	96
Pop Age 10-14	7.06	7.26	103
Pop Age 15-17	4.26	4.61	108
Pop Age 18-20	4.38	4.03	92
Pop Age 21-24	5.51	4.77	87
Pop Age 25-34	13.66	12.43	91
Pop Age 35-44	15.21	16.33	107
Pop Age 45-49	7.43	8.15	110
Pop Age 50-54	6.64	7.31	110
Pop Age 55-59	5.45	6.00	110
Pop Age 60-64	4.26	4.66	109
Pop Age 65-74	6.52	6.59	101
Pop Age 75-84	4.58	4.13	90
Pop Age 85+	1.74	1.50	86



Housing Urbanization

Description	US.	Segment	Index
Rural/Town (Density Deciles 0-3)	40.01	40.03	100
Suburb Fringe (Density Decile 4-5)	19.90	21.75	109
Urban Fringe (Density Deciles 6-7)	20.00	20.49	102
Urban (Density Deciles 8-9)	20.09	17.74	88



Education

Description	US.	Segment	Index
Completed 0-8 Yrs Elem School	7.62	5.90	77
Attended High School, No Diploma	12.12	12.32	102
High School Graduate	28.54	39.68	139
Some College, No Degree	21.11	20.79	98
Associate Degree	6.32	6.82	108
Bachelor Degree	15.52	9.95	64
Master's Degree	5.86	3.28	56
Professional School Degree	1.95	0.90	46
Doctorate Degree	0.96	0.37	38



Income



PRIZM NE
Segment 37 Mayberry-ville



Description	US.	Segment	Index
HH Income < \$15,000	14.67	9.99	68
HH Income \$15,000-\$24,999	11.28	10.06	89
HH Income \$25,000-\$34,999	12.27	12.23	100
HH Income \$35,000-\$49,999	15.39	17.37	113
HH Income \$50,000-\$74,999	19.10	25.62	134
HH Income \$75,000-\$99,999	11.61	13.67	118
HH Income \$100,000-\$149,999	9.43	8.32	88
HH Income \$150,000-\$249,999	4.36	2.11	48
HH Income \$250,000-\$499,999	1.29	0.51	39
HH Income \$500,000+	0.60	0.13	22



Race/Ethnicity

Description	US.	Segment	Index
White Alone Pop	74.19	92.90	125
Black/African American Alone Pop	12.30	3.66	30
Am Indian/Alaska Native Alone Pop	0.88	0.49	55
Asian Alone Pop	4.05	0.59	15
Native Hawaiian/Other PI Alone Pop	0.15	0.04	27
Some Other Race Alone Pop	5.80	1.22	21
2 or More Races Pop	2.63	1.10	42
Hispanic/Latino Pop	13.50	2.99	22



Work Occupation

Description	US.	Segment	Index
Management Occupation(Except Farm)	8.31	6.23	75
Farmers & Farm Managers	0.62	1.75	283
Business Operations Specialists	2.03	1.52	75
Financial Specialists	2.12	1.47	69
Computer & Mathematical Occup	2.34	1.19	51
Architecture & Engineering Occup	1.97	1.76	89
Life, Physical, & Social Sci Occup	0.90	0.59	66
Community & Social Services Occup	1.51	1.17	77
Legal Occupations	1.04	0.41	39
Education/Training/Library Occup	5.59	4.76	85
Art/Dsgn/Entrtnmnt/Sprts/Media Occ	1.87	1.06	57
Healthcare Practitn & Tech Occup	4.54	4.10	90
Healthcare Support Occupations	2.07	2.00	96
Protective Service Occupations	1.99	1.75	88
Food Prep & Serving Related Occup	4.94	4.45	90
Building & Grnds/Clean/Maint Occup	3.41	3.14	92
Personal Care & Service Occupation	2.83	2.53	89
Sales & Related Occupations	11.20	9.60	86
Administration Support Occupations	15.44	15.25	99
Farm/Forest/Fishing Occupations	0.78	1.08	139
Construction/Extractn/Maint Occup	9.57	12.58	131
Production/Trans/Matl Moving Occup	14.94	21.63	145



Work Commuting Patterns

Description	US.	Segment	Index
Commute Alone in Vehicle	77.77	85.28	110
Commute in Carpool	12.81	11.43	89
Use Public Transportation	5.02	0.42	8
Walk to Work Only	3.13	2.10	67
Commute by Motorcycle	0.11	0.07	62
Commute by Bicycle	0.40	0.13	34
Commute by Other Means	0.75	0.56	75
Work at Home	1.93	2.30	119
Commute to Work < 15 Minutes	29.73	29.30	99
Commute to Work in 15-29 Minutes	35.93	37.21	104
Commute to Work in 30-44 Minutes	18.97	19.31	102
Commute to Work in 45-59 Minutes	7.37	7.48	101
Commute to Work in 60+ Minutes	8.00	6.70	84



Family Composition Household Type

Description	US.	Segment	Index
HHs w/ 2+ Persons, Family, Married	51.63	61.38	119
HHs with 2+ Persons, Family, Other	16.09	12.29	76
HHs with 2+ Persons, Nonfamily	6.22	4.50	72
HHs w/ 1 or more people < 18 years	35.94	36.17	101
HHs with no people under 18 years	64.06	63.83	100



Family Composition People in Household

Description	US.	Segment	Index
HHs with 1 Person	26.07	21.82	84



Housing Home Value

Description	US.	Segment	Index
Home Value < \$20,000	3.33	3.62	109



HHs with 2 Persons	32.43	36.12	111
HHs with 3 Persons	16.67	17.81	107
HHs with 4 Persons	14.04	15.18	108
HHs with 5 Persons	6.53	6.21	95
HHs with 6 Persons	2.54	1.98	78
HHs with 7+ Persons	1.72	0.87	51



Housing Home Ownership

Description	US.	Segment	Index
Owner-Occupied Housing Units	66.47	80.65	121
Renter-Occupied HUs	33.53	19.35	58

Home Value \$20,000-\$39,999	4.88	4.50	92
Home Value \$40,000-\$59,999	6.70	6.09	91
Home Value \$60,000-\$79,999	8.39	9.15	109
Home Value \$80,000-\$99,999	9.88	13.11	133
Home Value \$100,000-\$149,999	22.61	31.95	141
Home Value \$150,000-\$199,999	15.24	17.21	113
Home Value \$200,000-\$299,999	15.17	10.16	67
Home Value \$300,000-\$399,999	6.22	2.46	40
Home Value \$400,000-\$499,999	3.11	0.88	28
Home Value \$500,000-\$749,999	2.44	0.46	19
Home Value \$750,000-\$999,999	1.03	0.21	20
Home Value \$1,000,000+	1.00	0.20	20



Housing Units in Structure

Description	US.	Segment	Index
Single Unit in Structure	66.00	76.70	116
2 Units in Structure	4.19	2.65	63
3-19 Units in Structure	13.49	5.28	39
20-49 Units in Structure	3.37	0.83	25
50+ Units in Structure	5.35	0.42	8
Mobile Home or Trailer	7.38	13.87	188



Housing Years in Home

Description	US.	Segment	Index
Moved into Unit 1999 to March 2004	24.69	19.46	79
Moved into Unit in 1995 to 1998	27.21	24.45	90
Moved into Unit in 1990 to 1994	15.13	15.99	106
Moved into Unit in 1980 to 1989	14.66	17.04	116
Moved into Unit in 1970 to 1979	9.27	11.87	128
Moved into Unit in 1969 or earlier	9.05	11.19	124

Lifestyles

Top 15 Lifestyle Behaviors		Lifestyle Behaviors 16-30		Lifestyle Behaviors 31-45	
Stay at Ramada Inn on Vacation, 1yr (A)	241	Own Camper (H)	179	Shop at Saks Fifth Ave, 3mo (A)	160
Buy from Hardee's, 1mo (A) *	232	Own Motor Home (H)	179	Buy Camping Equipment, 1yr (H)	157
Go Water Skiing, 1yr (A)	232	Buy from Sonic Drive-in, 1mo (A) *	177	Own Handgun (A)	156
Own Outboard Motor (H)	220	Buy Seeds/Garden Supplies by Mail/Phone, 1yr (A)	176	Own Tropical Fish (A)	156
Buy from Pizza Inn, 6mo (A)	212	Buy from Cracker Barrel, 1mo (A) *	174	Own Power Boat (H)	155
Buy from Captain D's, 1mo (A) *	210	Shop at ShopKo, 3mo (A)	174	Buy from Blimpie Subs & Salads, 1mo (A) *	154
Go Hunting with Gun, 1yr (A)	201	Buy from Dairy Queen, 1mo (A) *	172	Own Tent (H)	149
Buy from Krystal's Hamburgers, 1mo (A) *	199	Shop at Wal-Mart Pharmacy, 6mo (A)	170	Go Fishing, 1yr (A)	148



Own Satellite Dish (H)	196	Buy from Shoney's,1mo (A) *	168	Buy from Arby's,1mo (A) *	147
Buy Tent,1yr (H)	195	Go Power Boating,1yr (A)	167	Order from J.C. Penney,1yr (A)	147
Buy from Ponderosa,1mo (A) *	194	Buy from Godfather's Pizza,6mo (A)	166	Own Bowling Ball (A)	147
Buy from Ruby Tuesdays,1mo (A) *	192	Go to High School Sports,1+ Times,1mo (A)	165	Own Sleeping Bag (H)	145
Play Volleyball,1yr (A)	191	Buy from Chick-Fil-A,1mo (A) *	164	Shop at True Value,1yr (A)	145
Shop at Structure,3mo (A)	185	Buy from Long John Silver,1mo (A) *	161	Buy from Subway,1mo (A) *	144
Buy from Golden Corral,1mo (A) *	179	Order from Spiegel,1yr (A)	161	Play Billiards/Pool,1yr (A)	144

Source: Mediamark Research Inc., 2004

Media

Top 15 Media Behaviors		Media Behaviors 16-30		Media Behaviors 31-45	
Read North American Hunter (A)	232	Read Outdoor Life (A)	173	Watch Comedy Central,1wk (A)	148
Watch Country Music TV,1wk (A)	218	Read Sport Truck (A)	172	Read True Story (A)	146
Read Hot Rod (A)	213	Watch Pay-Per-View Movies,1yr (A)	172	Read Car Craft (A)	145
Has Satellite Dish/Disc (A)	210	Radio,NASCAR,Net Audience (A)	167	Classic Hits,Net Audience (A)	144
Read Cycle World (A)	209	Read Bassmaster (A)	167	Read Cable Guide (A)	144
Read 4 Wheel & Off Road (A)	201	Read Guns & Ammo (A)	165	Read The Cable Guide (A)	144
Read Stock Car Racing (A)	199	Watch Speed Channel,1wk (A)	163	Read WWE Magazine (A)	143
Country Radio,Net Audience (A)	189	Read Computer Shopper (A)	160	Watch Show Type,Reality-Based (A)	143
Read Motorcyclist (A)	189	Read USA Today,Daily (A)	159	Read National Enquirer (A)	142
Read Field & Stream (A)	187	TV Auto Racing,Net Audience (A)	157	Read Redbook (A)	142
Read Popular Hot Rodding (A)	181	Watch Any Pay-per-View,1yr (A)	157	Watch The Movie Channel,1wk (A)	142
Read Handguns (A)	179	Watch FX Network,1wk (A)	157	Watch TNN,1wk (A)	139



Watch Outdoor Life Network,1wk (A)	177	Read Motor Trend (A)	153	Classic Rock Radio,Net Audience (A)	137
Read Country Living (A)	175	Read Country Home (A)	152	Read Seventeen (A)	137
Read Hunting (A)	173	Watch ESPN News,1wk (A)	151	Read PC World (A)	135

Source: Mediamark Research Inc., 2004



Segment 37

PRIZM NE
Mayberry-ville



MyBestSegments



38 Simple Pleasures

With more than two-thirds of its residents over 65 years old, Simple Pleasures is mostly a retirement lifestyle: a neighborhood of lower-middle-class singles and couples living in modestly priced homes. Many are high school-educated seniors who held blue-collar jobs before their retirement. And a disproportionate number served in the military; no segment has more members of veterans clubs.

Social Group: Middle America

Lifestage Group: Cautious Couples

Statistics:

US Households: 2,770,796 (2.52%)

Median HH Income: \$39,773

Lifestyle Traits:

1. Belong to a veterans club
2. Spend 15+ nts on dom. travel
3. Watch Good Morning America
4. Watch CBS Face the Nation
5. Drive a Buick LeSabre

Demographics Traits:

Ethnic Diversity:	White
Family Types:	Singles/Couples
Age Ranges:	65+
Education Levels:	High School
Employment Levels:	Service, BC, Farm
Housing Types:	Homeowners
Urbanicity:	Town/Rural
Income:	Lower Middle

Demographics



Age

Description	US.	Segment	Index
Pop Age 0-4	6.60	4.63	70
Pop Age 5-9	6.70	5.09	76
Pop Age 10-14	7.06	6.03	85
Pop Age 15-17	4.26	4.18	98
Pop Age 18-20	4.38	3.53	81
Pop Age 21-24	5.51	4.12	75
Pop Age 25-34	13.66	9.24	68
Pop Age 35-44	15.21	12.76	84
Pop Age 45-49	7.43	7.32	99
Pop Age 50-54	6.64	7.15	108
Pop Age 55-59	5.45	6.79	125
Pop Age 60-64	4.26	6.38	150
Pop Age 65-74	6.52	11.55	177
Pop Age 75-84	4.58	8.18	179
Pop Age 85+	1.74	3.04	175



Housing Urbanization

Description	US.	Segment	Index
Rural/Town (Density Deciles 0-3)	40.01	47.19	118
Suburb Fringe (Density Decile 4-5)	19.90	18.35	92
Urban Fringe (Density Deciles 6-7)	20.00	17.92	90
Urban (Density Deciles 8-9)	20.09	16.55	82



Education

Description	US.	Segment	Index
Completed 0-8 Yrs Elem School	7.62	6.70	88
Attended High School, No Diploma	12.12	12.63	104
High School Graduate	28.54	36.11	127
Some College, No Degree	21.11	21.66	103
Associate Degree	6.32	6.08	96
Bachelor Degree	15.52	10.98	71
Master's Degree	5.86	3.98	68
Professional School Degree	1.95	1.33	68
Doctorate Degree	0.96	0.52	55



Income



Description	US.	Segment	Index
HH Income < \$15,000	14.67	15.31	104
HH Income \$15,000-\$24,999	11.28	13.86	123
HH Income \$25,000-\$34,999	12.27	14.85	121
HH Income \$35,000-\$49,999	15.39	18.78	122
HH Income \$50,000-\$74,999	19.10	19.42	102
HH Income \$75,000-\$99,999	11.61	9.18	79
HH Income \$100,000-\$149,999	9.43	5.72	61
HH Income \$150,000-\$249,999	4.36	2.02	46
HH Income \$250,000-\$499,999	1.29	0.66	51
HH Income \$500,000+	0.60	0.19	32



Work Occupation

Description	US.	Segment	Index
Management Occupation(Except Farm)	8.31	6.98	84
Farmers & Farm Managers	0.62	2.24	362
Business Operations Specialists	2.03	1.29	64
Financial Specialists	2.12	1.51	71
Computer & Mathematical Occup	2.34	0.82	35
Architecture & Engineering Occup	1.97	1.26	64
Life, Physical, & Social Sci Occup	0.90	0.62	70
Community & Social Services Occup	1.51	1.65	109
Legal Occupations	1.04	0.60	57
Education/Training/Library Occup	5.59	5.95	106
Art/Dsgn/Entrtnmnt/Sprts/Media Occ	1.87	1.24	66
Healthcare Practitn & Tech Occup	4.54	4.74	105
Healthcare Support Occupations	2.07	2.35	114
Protective Service Occupations	1.99	2.10	106
Food Prep & Serving Related Occup	4.94	4.98	101
Building & Grnds/Clean/Maint Occup	3.41	3.61	106
Personal Care & Service Occupation	2.83	2.90	102
Sales & Related Occupations	11.20	10.78	96
Administration Support Occupations	15.44	14.14	92
Farm/Forest/Fishing Occupations	0.78	1.67	214
Construction/Extractn/Maint Occup	9.57	11.51	120
Production/Trans/Matl Moving Occup	14.94	17.06	114



Family Composition People in Household

Description	US.	Segment	Index
HHs with 1 Person	26.07	27.84	107



Race/Ethnicity

Description	US.	Segment	Index
White Alone Pop	74.19	91.19	123
Black/African American Alone Pop	12.30	4.43	36
Am Indian/Alaska Native Alone Pop	0.88	0.82	93
Asian Alone Pop	4.05	0.64	16
Native Hawaiian/Other PI Alone Pop	0.15	0.09	60
Some Other Race Alone Pop	5.80	1.62	28
2 or More Races Pop	2.63	1.21	46
Hispanic/Latino Pop	13.50	4.31	32



Work Commuting Patterns

Description	US.	Segment	Index
Commute Alone in Vehicle	77.77	82.82	106
Commute in Carpool	12.81	12.64	99
Use Public Transportation	5.02	0.49	10
Walk to Work Only	3.13	3.03	97
Commute by Motorcycle	0.11	0.09	80
Commute by Bicycle	0.40	0.21	53
Commute by Other Means	0.75	0.72	97
Work at Home	1.93	2.30	119
Commute to Work < 15 Minutes	29.73	40.21	135
Commute to Work in 15-29 Minutes	35.93	30.20	84
Commute to Work in 30-44 Minutes	18.97	15.33	81
Commute to Work in 45-59 Minutes	7.37	6.48	88
Commute to Work in 60+ Minutes	8.00	7.77	97



Family Composition Household Type

Description	US.	Segment	Index
HHs w/ 2+ Persons, Family, Married	51.63	57.47	111
HHs with 2+ Persons, Family, Other	16.09	11.02	69
HHs with 2+ Persons, Nonfamily	6.22	3.67	59
HHs w/ 1 or more people < 18 years	35.94	26.92	75
HHs with no people under 18 years	64.06	73.08	114



Housing Home Value

Description	US.	Segment	Index
Home Value < \$20,000	3.33	4.40	132



HHs with 2 Persons	32.43	40.70	126
HHs with 3 Persons	16.67	13.85	83
HHs with 4 Persons	14.04	10.75	77
HHs with 5 Persons	6.53	4.58	70
HHs with 6 Persons	2.54	1.55	61
HHs with 7+ Persons	1.72	0.72	42



Housing Home Ownership

Description	US.	Segment	Index
Owner-Occupied Housing Units	66.47	80.25	121
Renter-Occupied HUs	33.53	19.75	59

Home Value \$20,000-\$39,999	4.88	7.11	146
Home Value \$40,000-\$59,999	6.70	9.98	149
Home Value \$60,000-\$79,999	8.39	11.96	143
Home Value \$80,000-\$99,999	9.88	13.43	136
Home Value \$100,000-\$149,999	22.61	25.40	112
Home Value \$150,000-\$199,999	15.24	12.72	83
Home Value \$200,000-\$299,999	15.17	9.28	61
Home Value \$300,000-\$399,999	6.22	2.96	48
Home Value \$400,000-\$499,999	3.11	1.25	40
Home Value \$500,000-\$749,999	2.44	0.77	32
Home Value \$750,000-\$999,999	1.03	0.35	34
Home Value \$1,000,000+	1.00	0.37	37



Housing Units in Structure

Description	US.	Segment	Index
Single Unit in Structure	66.00	73.35	111
2 Units in Structure	4.19	1.89	45
3-19 Units in Structure	13.49	4.88	36
20-49 Units in Structure	3.37	1.05	31
50+ Units in Structure	5.35	1.16	22
Mobile Home or Trailer	7.38	16.53	224



Housing Years in Home

Description	US.	Segment	Index
Moved into Unit 1999 to March 2004	24.69	19.04	77
Moved into Unit in 1995 to 1998	27.21	24.28	89
Moved into Unit in 1990 to 1994	15.13	16.32	108
Moved into Unit in 1980 to 1989	14.66	17.51	119
Moved into Unit in 1970 to 1979	9.27	11.16	120
Moved into Unit in 1969 or earlier	9.05	11.69	129

Lifestyles

Top 15 Lifestyle Behaviors		Lifestyle Behaviors 16-30		Lifestyle Behaviors 31-45	
Own Motor Home (H)	389	Own Outboard Motor (H)	153	Own Satellite Dish (H)	120
Belong to a Veterans Club (A)	273	Contribute to PBS,1yr (A)	147	Buy from Cracker Barrel,1mo (A) *	119
Own Camper (H)	205	Shop at True Value,1yr (A)	147	Buy from Ponderosa,1mo (A) *	119
Belong to a Country Club (A)	191	Visit Elected/Government Official,1yr (A)	146	Stay at Comfort Inn on Vacation,1yr (A)	117
Belong to a Church Board (A)	188	Buy from Bob Evan's Farm,1mo (A) *	142	Order from Eddie Bauer,1yr (A)	116
Shop at ShopKo,3mo (A)	180	Domestic Vacation,Play Golf,1yr (A)	141	Go Hunting with Gun,1yr (A)	115
Buy from Shoney's,1mo (A) *	175	Write to Elected Official,1yr (A)	141	Order from J.C. Penney,1yr (A)	110
Buy from Hardee's,1mo (A) *	167	Belong to a Fraternal Order (A)	137	Do Outdoor Gardening,1yr (A)	109



Do Bird Watching,1yr (A)	165	Domestic Travel,Any Trip,15+ Nights,1yr (A)	137	Own Vacation/Weekend Home (H)	108
Belong to a Civic Club (A)	163	Buy from Captain D's,1mo (A) *	134	Collect Coins,1yr (A)	107
Order from Readers Digest Association,1yr (A)	163	Own Rifle/Shotgun (A)	131	Stay at Best Western on Vacation,1yr (A)	107
Shop at Wal-Mart Pharmacy,6mo (A)	161	Do Garment Sewing from Patterns,6mo (A)	126	Buy from Dairy Queen,1mo (A) *	106
Stay at Motel 6 on Vacation,1yr (A)	159	Own Power Boat (H)	126	Go Walking for Exercise,1yr (A)	106
Buy Seeds/Garden Supplies by Mail/Phone,1yr (A)	156	Buy from Golden Corral,1mo (A) *	122	Go to Beauty Parlor,6mo (A)	105
Own Stationary Bike (A)	155	Shop at Ace Hardware,1yr (A)	121	Go to High School Sports,1+ Times,1mo (A)	105

Source: Mediamark Research Inc., 2004

Media

Top 15 Media Behaviors		Media Behaviors 16-30		Media Behaviors 31-45	
TV Figure Skating,Net Audience (A)	177	Watch Show Type,Early Morning Talk/Info News (A)	122	Country Radio,Net Audience (A)	109
Radio,Golf,Net Audience (A)	150	Watch American Movie Classics,1wk (A)	120	Read Daily Newspaper (A)	107
Radio,College Basketball,Net Audience (A)	147	Watch Game Show Network,1wk (A)	120	TV Baseball,Net Audience (A)	107
TV Bowling,Net Audience (A)	145	Radio Lower Half (A)	117	News/Talk Radio,Net Audience (A)	106
TV Golf,Net Audience (A)	143	Read Prevention (A)	116	Radio,NBA Games,Net Audience (A)	106
Read Saturday Evening Post (A)	142	TV College Football,Net Audience (A)	116	Has Satellite Dish/Disc (A)	105
Watch Show Type,Pageants Specials (A)	140	Watch Show Type,Daytime Dramas (A)	116	Watch Fox News Channel,1wk (A)	105
Watch Show Type,Early Evening Network News,M-F (A)	137	Read Catholic Digest (A)	115	Watch Headline CNN News,1wk (A)	104
Watch Show Type,Early Evening Network News,Weekend (A)	137	TV Horse Racing,Net Audience (A)	113	Radio,NFL Playoffs/Super Bowl,Net Audience (A)	102
Read Family Handyman (A)	134	Watch BBC America,1wk (A)	113	Read USA Weekend (A)	102
Watch Show Type,Primetime Documentary/Info Shows (A)	133	Read Southern Living (A)	112	Read Woman's Day (A)	102
TV Daytime TV,Net Audience (A)	130	Read Reader's Digest (A)	111	Watch History Channel,1wk (A)	102



Watch Turner Classic Movies,1wk (A)	127	TV Tennis,Net Audience (A)	111	Watch Show Type,Coll Football Bowl Game Specials (102
Watch The Weather Channel,1wk (A)	123	Read Family Circle (A)	110	Watch Show Type,Entertainment Specials (A)	102
Adult Standards Radio,Net Audience (A)	122	Watch QVC,1wk (A)	110	Watch TNN,1wk (A)	102

Source: Mediamark Research Inc., 2004



Segment 38

PRIZM NE
Simple Pleasures





39 Domestic Duos

Domestic Duos represents a middle-class mix of mainly over 55 singles and married couples living in older suburban homes. With their high-school educations and fixed incomes, segment residents maintain an easy-going lifestyle. Residents like to socialize by going bowling, seeing a play, meeting at the local fraternal order or going out to eat.

Social Group: Middleburbs

Lifestage Group: Cautious Couples

Statistics:

US Households: 1,182,871 (1.08%)

Median HH Income: \$46,066

Lifestyle Traits:

1. Go bowling
2. Spend 15+ nts on dom. travel
3. Watch NBC Sun Today Show
4. Listen to adult standards radio
5. Drive a Mercury Grand Marquis

Demographics Traits:

Ethnic Diversity:	White, Black
Family Types:	Singles/Couples
Age Ranges:	55+
Education Levels:	High School
Employment Levels:	WC, Service, BC
Housing Types:	Homeowners
Urbanicity:	Suburban
Income:	Midscale

Demographics



Age

Description	US.	Segment	Index
Pop Age 0-4	6.60	5.37	81
Pop Age 5-9	6.70	5.67	85
Pop Age 10-14	7.06	6.42	91
Pop Age 15-17	4.26	3.99	94
Pop Age 18-20	4.38	3.49	80
Pop Age 21-24	5.51	4.22	77
Pop Age 25-34	13.66	11.52	84
Pop Age 35-44	15.21	14.36	94
Pop Age 45-49	7.43	7.34	99
Pop Age 50-54	6.64	6.87	103
Pop Age 55-59	5.45	6.09	112
Pop Age 60-64	4.26	5.29	124
Pop Age 65-74	6.52	9.49	145
Pop Age 75-84	4.58	7.39	161
Pop Age 85+	1.74	2.49	143



Income



Housing Urbanization

Description	US.	Segment	Index
Rural/Town (Density Deciles 0-3)	40.01	39.88	100
Suburb Fringe (Density Decile 4-5)	19.90	19.86	100
Urban Fringe (Density Deciles 6-7)	20.00	19.98	100
Urban (Density Deciles 8-9)	20.09	20.28	101



Education

Description	US.	Segment	Index
Completed 0-8 Yrs Elem School	7.62	6.00	79
Attended High School, No Diploma	12.12	13.31	110
High School Graduate	28.54	36.22	127
Some College, No Degree	21.11	22.30	106
Associate Degree	6.32	6.49	103
Bachelor Degree	15.52	10.75	69
Master's Degree	5.86	3.61	62
Professional School Degree	1.95	0.95	49
Doctorate Degree	0.96	0.37	38



Description	US.	Segment	Index
HH Income < \$15,000	14.67	11.46	78
HH Income \$15,000-\$24,999	11.28	11.58	103
HH Income \$25,000-\$34,999	12.27	13.28	108
HH Income \$35,000-\$49,999	15.39	18.54	120
HH Income \$50,000-\$74,999	19.10	23.15	121
HH Income \$75,000-\$99,999	11.61	12.28	106
HH Income \$100,000-\$149,999	9.43	7.38	78
HH Income \$150,000-\$249,999	4.36	1.85	42
HH Income \$250,000-\$499,999	1.29	0.39	30
HH Income \$500,000+	0.60	0.09	15



Work Occupation

Description	US.	Segment	Index
Management Occupation(Except Farm)	8.31	6.43	77
Farmers & Farm Managers	0.62	0.07	12
Business Operations Specialists	2.03	1.95	96
Financial Specialists	2.12	1.96	92
Computer & Mathematical Occup	2.34	1.81	78
Architecture & Engineering Occup	1.97	1.70	86
Life, Physical, & Social Sci Occup	0.90	0.55	61
Community & Social Services Occup	1.51	1.38	91
Legal Occupations	1.04	0.57	55
Education/Training/Library Occup	5.59	4.72	84
Art/Dsgn/Entrtnmnt/Sprts/Media Occ	1.87	1.34	72
Healthcare Practitn & Tech Occup	4.54	4.33	95
Healthcare Support Occupations	2.07	2.18	105
Protective Service Occupations	1.99	2.36	119
Food Prep & Serving Related Occup	4.94	4.87	99
Building & Grnds/Clean/Maint Occup	3.41	3.33	98
Personal Care & Service Occupation	2.83	2.83	100
Sales & Related Occupations	11.20	11.06	99
Administration Support Occupations	15.44	19.65	127
Farm/Forest/Fishing Occupations	0.78	0.21	27
Construction/Extractn/Maint Occup	9.57	9.92	104
Production/Trans/Matl Moving Occup	14.94	16.79	112



Family Composition People in Household

Description	US.	Segment	Index
HHs with 1 Person	26.07	28.43	109



Race/Ethnicity

Description	US.	Segment	Index
White Alone Pop	74.19	78.17	105
Black/African American Alone Pop	12.30	13.96	113
Am Indian/Alaska Native Alone Pop	0.88	0.39	45
Asian Alone Pop	4.05	1.96	48
Native Hawaiian/Other PI Alone Pop	0.15	0.09	62
Some Other Race Alone Pop	5.80	3.43	59
2 or More Races Pop	2.63	2.01	76
Hispanic/Latino Pop	13.50	8.56	63



Work Commuting Patterns

Description	US.	Segment	Index
Commute Alone in Vehicle	77.77	83.84	108
Commute in Carpool	12.81	11.02	86
Use Public Transportation	5.02	2.75	55
Walk to Work Only	3.13	1.63	52
Commute by Motorcycle	0.11	0.09	82
Commute by Bicycle	0.40	0.18	45
Commute by Other Means	0.75	0.49	66
Work at Home	1.93	1.12	58
Commute to Work < 15 Minutes	29.73	29.62	100
Commute to Work in 15-29 Minutes	35.93	41.24	115
Commute to Work in 30-44 Minutes	18.97	17.65	93
Commute to Work in 45-59 Minutes	7.37	5.68	77
Commute to Work in 60+ Minutes	8.00	5.81	73



Family Composition Household Type

Description	US.	Segment	Index
HHs w/ 2+ Persons, Family, Married	51.63	51.12	99
HHs with 2+ Persons, Family, Other	16.09	16.09	100
HHs with 2+ Persons, Nonfamily	6.22	4.36	70
HHs w/ 1 or more people < 18 years	35.94	29.81	83
HHs with no people under 18 years	64.06	70.19	110



Housing Home Value

Description	US.	Segment	Index
Home Value < \$20,000	3.33	1.42	43



HHs with 2 Persons	32.43	34.59	107
HHs with 3 Persons	16.67	16.03	96
HHs with 4 Persons	14.04	12.23	87
HHs with 5 Persons	6.53	5.46	84
HHs with 6 Persons	2.54	2.05	81
HHs with 7+ Persons	1.72	1.20	70



Housing Home Ownership

Description	US.	Segment	Index
Owner-Occupied Housing Units	66.47	78.53	118
Renter-Occupied HUs	33.53	21.47	64

Home Value \$20,000-\$39,999	4.88	2.07	42
Home Value \$40,000-\$59,999	6.70	4.60	69
Home Value \$60,000-\$79,999	8.39	9.89	118
Home Value \$80,000-\$99,999	9.88	16.23	164
Home Value \$100,000-\$149,999	22.61	38.04	168
Home Value \$150,000-\$199,999	15.24	17.51	115
Home Value \$200,000-\$299,999	15.17	8.43	56
Home Value \$300,000-\$399,999	6.22	1.24	20
Home Value \$400,000-\$499,999	3.11	0.34	11
Home Value \$500,000-\$749,999	2.44	0.12	5
Home Value \$750,000-\$999,999	1.03	0.04	4
Home Value \$1,000,000+	1.00	0.05	5



Housing Units in Structure

Description	US.	Segment	Index
Single Unit in Structure	66.00	77.74	118
2 Units in Structure	4.19	3.57	85
3-19 Units in Structure	13.49	9.18	68
20-49 Units in Structure	3.37	1.78	53
50+ Units in Structure	5.35	2.83	53
Mobile Home or Trailer	7.38	4.81	65



Housing Years in Home

Description	US.	Segment	Index
Moved into Unit 1999 to March 2004	24.69	15.51	63
Moved into Unit in 1995 to 1998	27.21	22.31	82
Moved into Unit in 1990 to 1994	15.13	14.77	98
Moved into Unit in 1980 to 1989	14.66	16.15	110
Moved into Unit in 1970 to 1979	9.27	12.94	140
Moved into Unit in 1969 or earlier	9.05	18.31	202

Lifestyles

Top 15 Lifestyle Behaviors		Lifestyle Behaviors 16-30		Lifestyle Behaviors 31-45	
Buy from Krystal's Hamburgers, 1mo (A) *	319	Shop at Neiman Marcus, 3mo (A)	162	Order from QVC, 1yr (A)	128
Buy from Checkers, 1mo (A) *	297	Buy from Church's Fried Chicken, 1mo (A) *	161	Go to Baseball Games, 1+ Times, 1mo (A)	126
Order from Readers Digest Association, 1yr (A)	286	Stay at Motel 6 on Vacation, 1yr (A)	161	Buy 1950s Nostalgia Music, 1yr (A) *	125
Shop at Lerner, 3mo (A)	233	Buy from Chi-Chi's, 1mo (A) *	150	Shop at Sears, 3mo (A)	125
Shop at Lane Bryant, 3mo (A)	203	Shop at The Limited, 3mo (A)	147	Shop at CVS Pharmacy, 6mo (A)	121
Belong to a Civic Club (A)	201	Buy from Cheesecake Factory, 1mo (A) *	139	Buy from Golden Corral, 1mo (A) *	119
Buy 1960s Nostalgia Music, 1yr (A) *	196	Buy from Chuck E Cheese, 1mo (A) *	137	Buy from White Castle, 1mo (A) *	119
Order from Spiegel, 1yr (A)	193	Shop at BJ's Wholesale Club, 6mo (A)	137	Buy Swing Sets, 1yr (A)	118



Buy from Red Lobster,1mo (A) *	191	Go to Professional Football Games,1+ Times,1mo (A)	136	Member of Frequent Flyer Program (A)	116
Play Lottery,10+ Times/mo,1yr (A)	178	Buy from Ruby Tuesdays,1mo (A) *	135	Buy from Wendy's,1mo (A) *	115
Buy from Rally's,6mo (A)	175	Buy from Olive Garden,1mo (A) *	133	Order from Home Shopping Network,1yr (A)	115
Buy Electric Trains,1yr (A)	174	Buy from Long John Silver,1mo (A) *	132	Buy Model Kits,1yr (A)	114
Do Woodworking,1yr (A)	169	Buy from Popeyes,1mo (A) *	132	Shop at Kmart,3mo (A)	114
Shop at Structure,3mo (A)	168	Shop at Walgreens,6mo (A)	129	Belong to a Veterans Club (A)	113
Buy from Captain D's,1mo (A) *	162	Collect Stamps,1yr (A)	128	Domestic Travel,Any Trip,15+ Nights,1yr (A)	113

Source: Mediamark Research Inc., 2004

Media

Top 15 Media Behaviors		Media Behaviors 16-30		Media Behaviors 31-45	
TV Bowling,Net Audience (A)	266	TV Horse Racing,Net Audience (A)	159	Soft Contemporary Radio,Net Audience (A)	131
Read Black Enterprise (A)	241	Watch BBC America,1wk (A)	157	Watch American Movie Classics,1wk (A)	131
Read Chicago Tribune,Sunday (A)	223	Read Boating (A)	149	Watch Turner Classic Movies,1wk (A)	131
Read Catholic Digest (A)	206	Watch Show Type,Early Evening Network News,M-F (A)	149	Read Star (A)	130
Watch Game Show Network,1wk (A)	198	TV Figure Skating,Net Audience (A)	140	TV Golf,Net Audience (A)	129
Read Esquire (A)	192	Watch Show Type,Early Evening Network News,Weekend	140	Read Essence (A)	128
Read Jet (A)	173	Read Handguns (A)	139	Watch Show Type,Primetime Documentary/Info Shows (128
Watch Court TV,1wk (A)	171	Read Ebony (A)	137	Read Macworld (A)	127
Watch Show Type,Daytime Dramas (A)	170	TV Tennis,Net Audience (A)	137	Watch Fox Sports Net,1wk (A)	125
Read Family Handyman (A)	169	TV Daytime TV,Net Audience (A)	135	Watch QVC,1wk (A)	125
Watch Bravo,1wk (A)	169	Read Saturday Evening Post (A)	134	Oldies Radio,Net Audience (A)	124
Watch Home Shopping Network,1wk (A)	164	Read Sporting News (A)	133	Read Fitness (A)	124



Watch BET,1wk (A)	162	Read WWE Magazine (A)	133	Read USA Weekend (A)	124
Watch The Movie Channel,1wk (A)	162	TV Ice Hockey,Net Audience (A)	133	Read Stock Car Racing (A)	123
Read Soap Opera Weekly (A)	161	Adult Standards Radio,Net Audience (A)	132	Read Entrepreneur (A)	122

Source: Mediamark Research Inc., 2004





40 Close-In Couples

Close-In Couples is a group of predominantly older, African-American couples living in older homes in the urban neighborhoods of mid-sized metros. High school educated and empty nesting, these 55-year-old-plus residents typically live in older city neighborhoods, enjoying secure and comfortable retirements.

Social Group: Midtown Mix

Lifestage Group: Cautious Couples

Statistics:

US Households: 1,297,051 (1.18%)

Median HH Income: \$37,609

Lifestyle Traits:

1. Go dancing monthly
2. Take a cruise
3. Read Prevention
4. Watch Court TV
5. Drive a Acura TL

Demographics Traits:

Ethnic Diversity:	High Black, Hisp., Asian
Family Types:	Singles/Couples
Age Ranges:	55+
Education Levels:	High School
Employment Levels:	White-Collar, Service
Housing Types:	Homeowners
Urbanicity:	Urban
Income:	Lower Middle

Demographics



Age

Description	US.	Segment	Index
Pop Age 0-4	6.60	6.31	96
Pop Age 5-9	6.70	6.50	97
Pop Age 10-14	7.06	6.93	98
Pop Age 15-17	4.26	4.01	94
Pop Age 18-20	4.38	3.73	85
Pop Age 21-24	5.51	4.75	86
Pop Age 25-34	13.66	13.19	97
Pop Age 35-44	15.21	14.34	94
Pop Age 45-49	7.43	7.01	94
Pop Age 50-54	6.64	6.40	96
Pop Age 55-59	5.45	5.44	100
Pop Age 60-64	4.26	4.66	109
Pop Age 65-74	6.52	7.90	121
Pop Age 75-84	4.58	6.36	139
Pop Age 85+	1.74	2.48	143



Housing Urbanization

Description	US.	Segment	Index
Rural/Town (Density Deciles 0-3)	40.01	35.18	88
Suburb Fringe (Density Decile 4-5)	19.90	22.19	112
Urban Fringe (Density Deciles 6-7)	20.00	19.66	98
Urban (Density Deciles 8-9)	20.09	22.96	114



Education

Description	US.	Segment	Index
Completed 0-8 Yrs Elem School	7.62	10.21	134
Attended High School, No Diploma	12.12	16.97	140
High School Graduate	28.54	30.19	106
Some College, No Degree	21.11	20.65	98
Associate Degree	6.32	5.70	90
Bachelor Degree	15.52	10.62	68
Master's Degree	5.86	3.75	64
Professional School Degree	1.95	1.39	71
Doctorate Degree	0.96	0.53	55



Income



Description	US.	Segment	Index
HH Income < \$15,000	14.67	17.97	122
HH Income \$15,000-\$24,999	11.28	13.76	122
HH Income \$25,000-\$34,999	12.27	15.09	123
HH Income \$35,000-\$49,999	15.39	18.33	119
HH Income \$50,000-\$74,999	19.10	17.74	93
HH Income \$75,000-\$99,999	11.61	9.01	78
HH Income \$100,000-\$149,999	9.43	5.65	60
HH Income \$150,000-\$249,999	4.36	1.83	42
HH Income \$250,000-\$499,999	1.29	0.49	38
HH Income \$500,000+	0.60	0.14	23



Work Occupation

Description	US.	Segment	Index
Management Occupation(Except Farm)	8.31	6.12	74
Farmers & Farm Managers	0.62	0.04	7
Business Operations Specialists	2.03	1.94	95
Financial Specialists	2.12	2.03	96
Computer & Mathematical Occup	2.34	1.78	76
Architecture & Engineering Occup	1.97	1.26	64
Life, Physical, & Social Sci Occup	0.90	0.56	62
Community & Social Services Occup	1.51	1.84	122
Legal Occupations	1.04	0.88	85
Education/Training/Library Occup	5.59	4.67	84
Art/Dsgn/Entrtnmnt/Sprts/Media Occ	1.87	1.67	89
Healthcare Practitn & Tech Occup	4.54	3.97	88
Healthcare Support Occupations	2.07	2.85	138
Protective Service Occupations	1.99	2.78	140
Food Prep & Serving Related Occup	4.94	5.21	106
Building & Grnds/Clean/Maint Occup	3.41	4.34	127
Personal Care & Service Occupation	2.83	3.38	119
Sales & Related Occupations	11.20	10.60	95
Administration Support Occupations	15.44	19.51	126
Farm/Forest/Fishing Occupations	0.78	0.19	25
Construction/Extractn/Maint Occup	9.57	9.10	95
Production/Trans/Matl Moving Occup	14.94	15.27	102



Family Composition People in Household

Description	US.	Segment	Index
HHs with 1 Person	26.07	30.91	119



Race/Ethnicity

Description	US.	Segment	Index
White Alone Pop	74.19	52.36	71
Black/African American Alone Pop	12.30	29.33	238
Am Indian/Alaska Native Alone Pop	0.88	0.56	64
Asian Alone Pop	4.05	5.38	133
Native Hawaiian/Other PI Alone Pop	0.15	0.16	109
Some Other Race Alone Pop	5.80	8.67	149
2 or More Races Pop	2.63	3.53	134
Hispanic/Latino Pop	13.50	24.07	178



Work Commuting Patterns

Description	US.	Segment	Index
Commute Alone in Vehicle	77.77	67.40	87
Commute in Carpool	12.81	14.49	113
Use Public Transportation	5.02	13.66	272
Walk to Work Only	3.13	3.24	103
Commute by Motorcycle	0.11	0.11	94
Commute by Bicycle	0.40	0.42	104
Commute by Other Means	0.75	0.69	93
Work at Home	1.93	1.05	54
Commute to Work < 15 Minutes	29.73	21.01	71
Commute to Work in 15-29 Minutes	35.93	37.92	106
Commute to Work in 30-44 Minutes	18.97	22.37	118
Commute to Work in 45-59 Minutes	7.37	8.47	115
Commute to Work in 60+ Minutes	8.00	10.24	128



Family Composition Household Type

Description	US.	Segment	Index
HHs w/ 2+ Persons, Family, Married	51.63	39.97	77
HHs with 2+ Persons, Family, Other	16.09	23.08	143
HHs with 2+ Persons, Nonfamily	6.22	6.04	97
HHs w/ 1 or more people < 18 years	35.94	32.32	90
HHs with no people under 18 years	64.06	67.68	106



Housing Home Value

Description	US.	Segment	Index
Home Value < \$20,000	3.33	2.04	61



HHs with 2 Persons	32.43	29.31	90
HHs with 3 Persons	16.67	15.72	94
HHs with 4 Persons	14.04	11.71	83
HHs with 5 Persons	6.53	6.46	99
HHs with 6 Persons	2.54	3.13	123
HHs with 7+ Persons	1.72	2.76	160



Housing Home Ownership

Description	US.	Segment	Index
Owner-Occupied Housing Units	66.47	62.57	94
Renter-Occupied HUs	33.53	37.43	112

Home Value \$20,000-\$39,999	4.88	3.85	79
Home Value \$40,000-\$59,999	6.70	8.51	127
Home Value \$60,000-\$79,999	8.39	12.78	152
Home Value \$80,000-\$99,999	9.88	14.01	142
Home Value \$100,000-\$149,999	22.61	26.88	119
Home Value \$150,000-\$199,999	15.24	12.60	83
Home Value \$200,000-\$299,999	15.17	12.88	85
Home Value \$300,000-\$399,999	6.22	3.95	63
Home Value \$400,000-\$499,999	3.11	1.35	43
Home Value \$500,000-\$749,999	2.44	0.73	30
Home Value \$750,000-\$999,999	1.03	0.21	21
Home Value \$1,000,000+	1.00	0.22	22



Housing Units in Structure

Description	US.	Segment	Index
Single Unit in Structure	66.00	58.95	89
2 Units in Structure	4.19	9.16	218
3-19 Units in Structure	13.49	14.25	106
20-49 Units in Structure	3.37	4.95	147
50+ Units in Structure	5.35	10.26	192
Mobile Home or Trailer	7.38	2.35	32



Housing Years in Home

Description	US.	Segment	Index
Moved into Unit 1999 to March 2004	24.69	18.10	73
Moved into Unit in 1995 to 1998	27.21	25.18	93
Moved into Unit in 1990 to 1994	15.13	14.49	96
Moved into Unit in 1980 to 1989	14.66	15.31	104
Moved into Unit in 1970 to 1979	9.27	12.21	132
Moved into Unit in 1969 or earlier	9.05	14.72	163

Lifestyles

Top 15 Lifestyle Behaviors		Lifestyle Behaviors 16-30		Lifestyle Behaviors 31-45	
Order from Gevalia Kaffe,1yr (A)	284	Shop at Walgreens,6mo (A)	151	Order from Land's End,1yr (A)	134
Shop at Longs Drug Store,6mo (A)	241	Order from Fingerhut,1yr (A)	148	Order from Spiegel,1yr (A)	130
Order from Home Shopping Network,1yr (A)	222	Shop at Neiman Marcus,3mo (A)	148	Travel to Canada,3yr (A)	130
Go to Movie,4+ Times,3mo (A)	196	Buy from Fuddrucker's,1mo (A) *	147	Go Snowboarding,1yr (A)	127
Buy 1950s Nostalgia Music,1yr (A) *	195	Shop at Nordstrom,3mo (A)	147	Buy from Long John Silver,1mo (A) *	124
Order from J. Crew,1yr (A)	184	Buy from White Castle,1mo (A) *	144	Buy from Popeyes,1mo (A) *	124
Shop at BJ's Wholesale Club,6mo (A)	175	Shop at Macy's,3mo (A)	144	Shop at Saks Fifth Ave,3mo (A)	120
Buy 1960s Nostalgia Music,1yr (A) *	174	Buy from Steak N Ale,6mo (A)	141	Belong to a Church Board (A)	119



Go to Professional Football Games,1+ Times,1mo (A)	173	Buy from Checkers,1mo (A) *	140	Shop at Thomasville,1yr (A)	119
Go to Professional Basketball Games,1+ Times,1mo (A)	165	Belong to a Veterans Club (A)	139	Stay at Motel 6 on Vacation,1yr (A)	118
Go to Baseball Games,1+ Times,1mo (A)	160	Buy from Whataburger,1mo (A) *	139	Buy from Denny's,1mo (A) *	117
Travel to Central/South America,3yr (A)	158	Buy from Boston Market,1mo (A) *	136	Travel to Virgin Islands,3yr (A)	117
Shop at Marshall's,3mo (A)	157	Domestic Travel,Any Trip,15+ Nights,1yr (A)	135	Visit Elected/Government Official,1yr (A)	117
Buy from Chevy's,1mo (A) *	153	Order from Avon,1yr (A)	135	Buy from Church's Fried Chicken,1mo (A) *	115
Order from Lillian Vernon,1yr (A)	151	Buy Electric Trains,1yr (A)	134	Shop at Costco,6mo (A)	114

Source: Mediamark Research Inc., 2004

Media

Top 15 Media Behaviors		Media Behaviors 16-30		Media Behaviors 31-45	
Adult Standards Radio,Net Audience (A)	287	All News Radio,Net Audience (A)	142	Read Vibe (A)	128
Radio,Golf,Net Audience (A)	248	Read Popular Photography & Imaging (A)	142	Watch Cinemax,1wk (A)	127
Hispanic,Net Audience (A)	215	Read Essence (A)	139	Watch American Movie Classics,1wk (A)	125
Radio,NBA Games,Net Audience (A)	190	Read Star (A)	137	Read American Photo (A)	124
Read Los Angeles Times,Sunday (A)	184	Watch Home Shopping Network,1wk (A)	137	Read Vogue (A)	124
Read Premiere (A)	180	ABC ESPN Radio,Net Audience (A)	134	Watch Court TV,1wk (A)	123
Jazz Radio,Net Audience (A)	179	Read The Source (A)	134	Sports,Net Audience (A)	122
Radio,MLB Playoffs/World Series,Net Audience (A)	175	Read USA Weekend (A)	134	TV Bowling,Net Audience (A)	118
Read Jet (A)	164	TV Tennis,Net Audience (A)	134	Watch The Movie Channel,1wk (A)	118
Read Catholic Digest (A)	157	TV Daytime TV,Net Audience (A)	133	Watch Turner Classic Movies,1wk (A)	118
Watch QVC,1wk (A)	151	TV Figure Skating,Net Audience (A)	133	TV Boxing,Net Audience (A)	117
Watch Showtime,1wk (A)	151	Watch Show Type,Pageants Specials (A)	131	Watch Game Show Network,1wk (A)	117



Urban Contemporary Radio,Net Audience (A)	150	Read New York Magazine (A)	130	Wall Street Journal Report,Net Audience (A)	114
Read Ebony (A)	148	Watch Food Network,1wk (A)	130	Watch Bravo,1wk (A)	114
TV Horse Racing,Net Audience (A)	145	Read Prevention (A)	129	Watch Show Type,Tennis (A)	113

Source: Mediamark Research Inc., 2004





41 Sunset City Blues

Scattered throughout the older neighborhoods of small cities, Sunset City Blues is a segment of lower-middle-class singles and couples who have retired or are getting closed to it. These empty-nesters tend to own their homes but have modest educations and incomes. They maintain a low-key lifestyle filled with newspapers and television by day, and family-style restaurants at night.

Social Group: City Centers

Lifestage Group: Cautious Couples

Statistics:

US Households: 1,880,365 (1.71%)

Median HH Income: \$35,922

Lifestyle Traits:

1. Collect coins
2. Eat at Olive Garden
3. Read Mature market mags
4. Watch People's Court
5. Drive a Buick Century

Demographics Traits:

Ethnic Diversity:	White
Family Types:	Singles/Couples
Age Ranges:	65+
Education Levels:	High School
Employment Levels:	BC, WC, Service
Housing Types:	Homeowners
Urbanicity:	2nd City
Income:	Lower Middle

Demographics



Age

Description	US.	Segment	Index
Pop Age 0-4	6.60	6.01	91
Pop Age 5-9	6.70	6.09	91
Pop Age 10-14	7.06	6.47	92
Pop Age 15-17	4.26	4.01	94
Pop Age 18-20	4.38	3.92	90
Pop Age 21-24	5.51	4.95	90
Pop Age 25-34	13.66	12.22	89
Pop Age 35-44	15.21	13.41	88
Pop Age 45-49	7.43	6.90	93
Pop Age 50-54	6.64	6.30	95
Pop Age 55-59	5.45	5.43	100
Pop Age 60-64	4.26	4.74	111
Pop Age 65-74	6.52	9.07	139
Pop Age 75-84	4.58	7.70	168
Pop Age 85+	1.74	2.79	161



Housing Urbanization

Description	US.	Segment	Index
Rural/Town (Density Deciles 0-3)	40.01	42.31	106
Suburb Fringe (Density Decile 4-5)	19.90	19.06	96
Urban Fringe (Density Deciles 6-7)	20.00	18.36	92
Urban (Density Deciles 8-9)	20.09	20.27	101



Education

Description	US.	Segment	Index
Completed 0-8 Yrs Elem School	7.62	7.18	94
Attended High School, No Diploma	12.12	13.87	114
High School Graduate	28.54	34.34	120
Some College, No Degree	21.11	22.55	107
Associate Degree	6.32	6.15	97
Bachelor Degree	15.52	10.56	68
Master's Degree	5.86	3.68	63
Professional School Degree	1.95	1.18	61
Doctorate Degree	0.96	0.49	51



Income



Description	US.	Segment	Index
HH Income < \$15,000	14.67	16.68	114
HH Income \$15,000-\$24,999	11.28	15.36	136
HH Income \$25,000-\$34,999	12.27	16.78	137
HH Income \$35,000-\$49,999	15.39	19.16	124
HH Income \$50,000-\$74,999	19.10	18.01	94
HH Income \$75,000-\$99,999	11.61	7.81	67
HH Income \$100,000-\$149,999	9.43	4.33	46
HH Income \$150,000-\$249,999	4.36	1.32	30
HH Income \$250,000-\$499,999	1.29	0.45	34
HH Income \$500,000+	0.60	0.10	16



Work Occupation

Description	US.	Segment	Index
Management Occupation(Except Farm)	8.31	5.97	72
Farmers & Farm Managers	0.62	0.14	23
Business Operations Specialists	2.03	1.56	77
Financial Specialists	2.12	1.62	76
Computer & Mathematical Occup	2.34	1.25	53
Architecture & Engineering Occup	1.97	1.41	71
Life, Physical, & Social Sci Occup	0.90	0.54	60
Community & Social Services Occup	1.51	1.76	116
Legal Occupations	1.04	0.71	68
Education/Training/Library Occup	5.59	5.14	92
Art/Dsgn/Enttrnmnt/Sprts/Media Occ	1.87	1.48	79
Healthcare Practitn & Tech Occup	4.54	4.52	100
Healthcare Support Occupations	2.07	2.59	125
Protective Service Occupations	1.99	2.18	110
Food Prep & Serving Related Occup	4.94	6.06	123
Building & Grnds/Clean/Maint Occup	3.41	4.06	119
Personal Care & Service Occupation	2.83	3.22	114
Sales & Related Occupations	11.20	11.79	105
Administration Support Occupations	15.44	16.45	107
Farm/Forest/Fishing Occupations	0.78	0.49	63
Construction/Extractn/Maint Occup	9.57	10.28	107
Production/Trans/Matl Moving Occup	14.94	16.76	112



Family Composition People in Household

Description	US.	Segment	Index
HHs with 1 Person	26.07	31.52	121



Race/Ethnicity

Description	US.	Segment	Index
White Alone Pop	74.19	77.44	104
Black/African American Alone Pop	12.30	13.05	106
Am Indian/Alaska Native Alone Pop	0.88	0.70	80
Asian Alone Pop	4.05	1.45	36
Native Hawaiian/Other PI Alone Pop	0.15	0.12	79
Some Other Race Alone Pop	5.80	4.89	84
2 or More Races Pop	2.63	2.36	90
Hispanic/Latino Pop	13.50	12.35	91



Work Commuting Patterns

Description	US.	Segment	Index
Commute Alone in Vehicle	77.77	81.55	105
Commute in Carpool	12.81	13.22	103
Use Public Transportation	5.02	1.61	32
Walk to Work Only	3.13	2.36	75
Commute by Motorcycle	0.11	0.14	125
Commute by Bicycle	0.40	0.42	106
Commute by Other Means	0.75	0.69	92
Work at Home	1.93	1.22	63
Commute to Work < 15 Minutes	29.73	42.88	144
Commute to Work in 15-29 Minutes	35.93	35.40	99
Commute to Work in 30-44 Minutes	18.97	12.46	66
Commute to Work in 45-59 Minutes	7.37	4.22	57
Commute to Work in 60+ Minutes	8.00	5.04	63



Family Composition Household Type

Description	US.	Segment	Index
HHs w/ 2+ Persons, Family, Married	51.63	45.63	88
HHs with 2+ Persons, Family, Other	16.09	17.32	108
HHs with 2+ Persons, Nonfamily	6.22	5.53	89
HHs w/ 1 or more people < 18 years	35.94	29.79	83
HHs with no people under 18 years	64.06	70.21	110



Housing Home Value

Description	US.	Segment	Index
Home Value < \$20,000	3.33	2.18	66



HHs with 2 Persons	32.43	34.22	106
HHs with 3 Persons	16.67	15.08	90
HHs with 4 Persons	14.04	10.91	78
HHs with 5 Persons	6.53	5.03	77
HHs with 6 Persons	2.54	1.98	78
HHs with 7+ Persons	1.72	1.26	73



Housing Home Ownership

Description	US.	Segment	Index
Owner-Occupied Housing Units	66.47	69.02	104
Renter-Occupied HUs	33.53	30.98	92

Home Value \$20,000-\$39,999	4.88	5.03	103
Home Value \$40,000-\$59,999	6.70	12.13	181
Home Value \$60,000-\$79,999	8.39	18.31	218
Home Value \$80,000-\$99,999	9.88	19.24	195
Home Value \$100,000-\$149,999	22.61	27.69	122
Home Value \$150,000-\$199,999	15.24	8.96	59
Home Value \$200,000-\$299,999	15.17	4.67	31
Home Value \$300,000-\$399,999	6.22	0.98	16
Home Value \$400,000-\$499,999	3.11	0.39	12
Home Value \$500,000-\$749,999	2.44	0.24	10
Home Value \$750,000-\$999,999	1.03	0.09	8
Home Value \$1,000,000+	1.00	0.09	9



Housing Units in Structure

Description	US.	Segment	Index
Single Unit in Structure	66.00	72.73	110
2 Units in Structure	4.19	5.35	128
3-19 Units in Structure	13.49	11.12	82
20-49 Units in Structure	3.37	2.30	68
50+ Units in Structure	5.35	3.18	59
Mobile Home or Trailer	7.38	5.16	70



Housing Years in Home

Description	US.	Segment	Index
Moved into Unit 1999 to March 2004	24.69	20.47	83
Moved into Unit in 1995 to 1998	27.21	24.92	92
Moved into Unit in 1990 to 1994	15.13	14.67	97
Moved into Unit in 1980 to 1989	14.66	15.07	103
Moved into Unit in 1970 to 1979	9.27	10.61	114
Moved into Unit in 1969 or earlier	9.05	14.27	158

Lifestyles

Top 15 Lifestyle Behaviors		Lifestyle Behaviors 16-30		Lifestyle Behaviors 31-45	
Order from Readers Digest Association, 1yr (A)	361	Do Woodworking, 1yr (A)	145	Order from Home Shopping Network, 1yr (A)	117
Own Motor Home (H)	282	Buy Seeds/Garden Supplies by Mail/Phone, 1yr (A)	144	Belong to a Church Board (A)	116
Buy from Sizzler Family Steakhouse, 1mo (A) *	251	Own Camper (H)	139	Buy from Rally's, 6mo (A)	116
Order from Gevalia Kaffe, 1yr (A)	215	Do Bird Watching, 1yr (A)	137	Order from Avon, 1yr (A)	116
Buy Electric Trains, 1yr (A)	194	Belong to a Fraternal Order (A)	136	Buy from Long John Silver, 1mo (A) *	111
Buy from Golden Corral, 1mo (A) *	186	Order from Land's End, 1yr (A)	136	Own Timeshare Residence (H)	111
Own Stationary Bike (A)	183	Use Quick Service Copy/Printing, 6mo (A)	136	Shop at Ace Hardware, 1yr (A)	111
Play Bingo, 1yr (A)	175	Contribute to NPR, 1 yr (A)	135	Stay at Ramada Inn on Vacation, 1yr (A)	111



Go to Professional Basketball Games,1+ Times,1mo (A)	171	Contribute to PBS,1yr (A)	134	Shop at Lane Bryant,3mo (A)	110
Belong to a Veterans Club (A)	161	Buy from Blimpie Subs & Salads,1mo (A) *	133	Buy from Cracker Barrel,1mo (A) *	109
Foreign Travel by Bus,3yr (A)	155	Foreign Travel by Cruise Ship,3yr (A)	132	Buy from Krystal's Hamburgers,1mo (A) *	109
Buy from Captain D's,1mo (A) *	153	Foreign Travel by Railroad,3yr (A)	130	Shop at Wal-Mart Pharmacy,6mo (A)	109
Go to Baseball Games,1+ Times,1mo (A)	153	Shop at ShopKo,3mo (A)	126	Buy from KFC,1mo (A) *	108
Buy from Church's Fried Chicken,1mo (A) *	151	Stay at Hilton on Vacation,1yr (A)	123	Shop at Longs Drug Store,6mo (A)	108
Buy 1950s Nostalgia Music,1yr (A) *	146	Travel to Puerto Rico,3yr (A)	123	Do Garment Sewing from Patterns,6mo (A)	107

Source: Mediamark Research Inc., 2004

Media

Top 15 Media Behaviors		Media Behaviors 16-30		Media Behaviors 31-45	
Adult Standards Radio,Net Audience (A)	225	Watch Fox News Channel,1wk (A)	130	TV Horse Racing,Net Audience (A)	115
Read Premiere (A)	193	Watch Turner Classic Movies,1wk (A)	130	Read Bon Appetit (A)	114
TV Bowling,Net Audience (A)	178	Radio,NFL Playoffs/Super Bowl,Net Audience (A)	129	Read Good Housekeeping (A)	113
Gospel Radio,Net Audience (A)	160	Read Family Handyman (A)	129	Read Macworld (A)	113
Radio,Golf,Net Audience (A)	155	TV Boxing,Net Audience (A)	128	Watch Independent Film Channel,1wk (A)	113
Watch QVC,1wk (A)	148	Read Saturday Evening Post (A)	127	News/Talk Radio,Net Audience (A)	112
Watch Home Shopping Network,1wk (A)	143	TV Baseball,Net Audience (A)	125	Read Prevention (A)	111
TV Figure Skating,Net Audience (A)	142	TV Daytime TV,Net Audience (A)	124	Watch American Movie Classics,1wk (A)	110
Wall Street Journal Report,Net Audience (A)	139	TV Golf,Net Audience (A)	122	Radio Lower Half (A)	109
Read Cable Guide (A)	138	Watch Show Type,Pageants Specials (A)	121	Read Reader's Digest (A)	109
Read The Cable Guide (A)	138	All Talk,Net Audience (A)	117	Watch The Weather Channel,1wk (A)	109
Watch Show Type,Early Evening Network News,Weekend (A)	136	Read Daily Newspaper (A)	116	Radio,MLB Playoffs/World Series,Net Audience (A)	108



Watch Show Type,Early Evening Network News,M-F (A)	134	Watch Show Type,Comedy/Variety (A)	116	Radio,NBA Games,Net Audience (A)	108
Watch Show Type,Primetime Documentary/Info Shows (A)	133	Watch Show Type,Daytime Dramas (A)	116	Read Ladies' Home Journal (A)	108
Watch Game Show Network,1wk (A)	131	Read Smithsonian (A)	115	Watch Show Type,Primetime General Drama (A)	108

Source: Mediamark Research Inc., 2004



Segment 41

PRIZM NE
Sunset City Blues





42 Red, White & Blues

The residents of Red, White & Blues typically live in exurban towns rapidly morphing into bedroom suburbs. Their streets feature new fast-food restaurants, and locals have recently celebrated the arrival of chains like Wal-Mart, Radio Shack and Payless Shoes. Middle-aged, high school educated and lower-middle class, these folks tend to have solid, blue-collar jobs in manufacturing, milling and construction.

Social Group: Middle America

Lifestage Group: Striving Singles

Statistics:

US Households: 1,297,475 (1.18%)

Median HH Income: \$40,247

Lifestyle Traits:

1. Support environmental causes
2. Do drawing and painting
3. Read Hot Rod
4. Watch TVLand
5. Drive a Chevy Tracker

Demographics Traits:

Ethnic Diversity:	White
Family Types:	Mix
Age Ranges:	25-44
Education Levels:	High School
Employment Levels:	Service, Blue-Collar
Housing Types:	Homeowners
Urbanicity:	Town
Income:	Lower Middle

Demographics



Age

Description	US.	Segment	Index
Pop Age 0-4	6.60	6.39	97
Pop Age 5-9	6.70	6.48	97
Pop Age 10-14	7.06	6.90	98
Pop Age 15-17	4.26	4.28	101
Pop Age 18-20	4.38	4.17	95
Pop Age 21-24	5.51	5.37	97
Pop Age 25-34	13.66	13.54	99
Pop Age 35-44	15.21	15.17	100
Pop Age 45-49	7.43	7.45	100
Pop Age 50-54	6.64	6.78	102
Pop Age 55-59	5.45	5.60	103
Pop Age 60-64	4.26	4.54	107
Pop Age 65-74	6.52	6.92	106
Pop Age 75-84	4.58	4.64	101
Pop Age 85+	1.74	1.76	101



Housing Urbanization

Description	US.	Segment	Index
Rural/Town (Density Deciles 0-3)	40.01	46.83	117
Suburb Fringe (Density Decile 4-5)	19.90	20.09	101
Urban Fringe (Density Deciles 6-7)	20.00	17.98	90
Urban (Density Deciles 8-9)	20.09	15.10	75



Education

Description	US.	Segment	Index
Completed 0-8 Yrs Elem School	7.62	7.06	93
Attended High School, No Diploma	12.12	13.91	115
High School Graduate	28.54	36.94	129
Some College, No Degree	21.11	21.01	100
Associate Degree	6.32	6.37	101
Bachelor Degree	15.52	9.87	64
Master's Degree	5.86	3.32	57
Professional School Degree	1.95	1.02	52
Doctorate Degree	0.96	0.49	51



Income



PRIZM NE
Segment 42 Red, White & Blues



Description	US.	Segment	Index
HH Income < \$15,000	14.67	14.29	97
HH Income \$15,000-\$24,999	11.28	13.52	120
HH Income \$25,000-\$34,999	12.27	15.29	125
HH Income \$35,000-\$49,999	15.39	19.74	128
HH Income \$50,000-\$74,999	19.10	20.42	107
HH Income \$75,000-\$99,999	11.61	9.42	81
HH Income \$100,000-\$149,999	9.43	5.28	56
HH Income \$150,000-\$249,999	4.36	1.52	35
HH Income \$250,000-\$499,999	1.29	0.43	33
HH Income \$500,000+	0.60	0.10	17



Work Occupation

Description	US.	Segment	Index
Management Occupation(Except Farm)	8.31	6.16	74
Farmers & Farm Managers	0.62	0.44	70
Business Operations Specialists	2.03	1.42	70
Financial Specialists	2.12	1.39	66
Computer & Mathematical Occup	2.34	1.02	44
Architecture & Engineering Occup	1.97	1.52	77
Life, Physical, & Social Sci Occup	0.90	0.61	68
Community & Social Services Occup	1.51	1.47	97
Legal Occupations	1.04	0.50	48
Education/Training/Library Occup	5.59	4.90	88
Art/Dsgn/Entrtnmnt/Sprts/Media Occ	1.87	1.12	60
Healthcare Practitn & Tech Occup	4.54	4.29	94
Healthcare Support Occupations	2.07	2.28	110
Protective Service Occupations	1.99	1.94	97
Food Prep & Serving Related Occup	4.94	5.13	104
Building & Grnds/Clean/Maint Occup	3.41	3.38	99
Personal Care & Service Occupation	2.83	2.81	99
Sales & Related Occupations	11.20	10.82	97
Administration Support Occupations	15.44	15.21	99
Farm/Forest/Fishing Occupations	0.78	0.60	77
Construction/Extractn/Maint Occup	9.57	11.47	120
Production/Trans/Matl Moving Occup	14.94	21.53	144



Family Composition People in Household

Description	US.	Segment	Index
HHs with 1 Person	26.07	25.51	98



Race/Ethnicity

Description	US.	Segment	Index
White Alone Pop	74.19	89.32	120
Black/African American Alone Pop	12.30	6.04	49
Am Indian/Alaska Native Alone Pop	0.88	0.62	71
Asian Alone Pop	4.05	0.88	22
Native Hawaiian/Other PI Alone Pop	0.15	0.06	38
Some Other Race Alone Pop	5.80	1.71	29
2 or More Races Pop	2.63	1.37	52
Hispanic/Latino Pop	13.50	4.04	30



Work Commuting Patterns

Description	US.	Segment	Index
Commute Alone in Vehicle	77.77	84.35	108
Commute in Carpool	12.81	12.29	96
Use Public Transportation	5.02	0.45	9
Walk to Work Only	3.13	1.96	63
Commute by Motorcycle	0.11	0.09	80
Commute by Bicycle	0.40	0.22	55
Commute by Other Means	0.75	0.64	86
Work at Home	1.93	1.42	73
Commute to Work < 15 Minutes	29.73	40.62	137
Commute to Work in 15-29 Minutes	35.93	34.56	96
Commute to Work in 30-44 Minutes	18.97	14.32	75
Commute to Work in 45-59 Minutes	7.37	5.12	69
Commute to Work in 60+ Minutes	8.00	5.39	67



Family Composition Household Type

Description	US.	Segment	Index
HHs w/ 2+ Persons, Family, Married	51.63	53.91	104
HHs with 2+ Persons, Family, Other	16.09	15.46	96
HHs with 2+ Persons, Nonfamily	6.22	5.12	82
HHs w/ 1 or more people < 18 years	35.94	35.36	98
HHs with no people under 18 years	64.06	64.64	101



Housing Home Value

Description	US.	Segment	Index
Home Value < \$20,000	3.33	6.78	204



HHs with 2 Persons	32.43	34.95	108
HHs with 3 Persons	16.67	17.82	107
HHs with 4 Persons	14.04	13.72	98
HHs with 5 Persons	6.53	5.47	84
HHs with 6 Persons	2.54	1.76	69
HHs with 7+ Persons	1.72	0.77	45



Housing Home Ownership

Description	US.	Segment	Index
Owner-Occupied Housing Units	66.47	75.48	114
Renter-Occupied HUs	33.53	24.52	73

Home Value \$20,000-\$39,999	4.88	7.50	154
Home Value \$40,000-\$59,999	6.70	9.53	142
Home Value \$60,000-\$79,999	8.39	13.79	164
Home Value \$80,000-\$99,999	9.88	16.50	167
Home Value \$100,000-\$149,999	22.61	27.65	122
Home Value \$150,000-\$199,999	15.24	10.63	70
Home Value \$200,000-\$299,999	15.17	5.41	36
Home Value \$300,000-\$399,999	6.22	1.24	20
Home Value \$400,000-\$499,999	3.11	0.47	15
Home Value \$500,000-\$749,999	2.44	0.25	10
Home Value \$750,000-\$999,999	1.03	0.13	12
Home Value \$1,000,000+	1.00	0.12	12



Housing Units in Structure

Description	US.	Segment	Index
Single Unit in Structure	66.00	69.76	106
2 Units in Structure	4.19	3.62	86
3-19 Units in Structure	13.49	7.04	52
20-49 Units in Structure	3.37	0.98	29
50+ Units in Structure	5.35	0.47	9
Mobile Home or Trailer	7.38	18.00	244



Housing Years in Home

Description	US.	Segment	Index
Moved into Unit 1999 to March 2004	24.69	21.87	89
Moved into Unit in 1995 to 1998	27.21	26.31	97
Moved into Unit in 1990 to 1994	15.13	15.17	100
Moved into Unit in 1980 to 1989	14.66	15.26	104
Moved into Unit in 1970 to 1979	9.27	10.35	112
Moved into Unit in 1969 or earlier	9.05	11.04	122

Lifestyles

Top 15 Lifestyle Behaviors		Lifestyle Behaviors 16-30		Lifestyle Behaviors 31-45	
Own Stair Stepper (A)	240	Buy from Papa John's,1mo (A) *	179	Buy from Cheesecake Factory,1mo (A) *	163
Order from Fingerhut,1yr (A)	230	Buy from Whataburger,1mo (A) *	179	Buy from Hardee's,1mo (A) *	163
Buy from Chili's Grill & Bar,1mo (A) *	221	Own Camper (H)	175	Do Garment Sewing from Patterns,6mo (A)	163
Buy from Sizzler Family Steakhouse,1mo (A) *	216	Buy Tent,1yr (H)	174	Buy from Long John Silver,1mo (A) *	162
Go Horseback Riding,1yr (A)	213	Buy Sleeping Bag,1yr (H)	173	Buy Builder Sets,1yr (A)	161
Stay at Motel 6 on Vacation,1yr (A)	208	Buy from Denny's,1mo (A) *	169	Buy from Applebee's,1mo (A) *	155
Order from BMG Music,1yr (A)	205	Buy Electronic Games,1yr (A)	168	Go Hunting with Gun,1yr (A)	155
Buy from Ponderosa,1mo (A) *	201	Buy from Domino's Pizza,1mo (A) *	167	Foreign Travel by Bus,3yr (A)	154



Own Motor Home (H)	197	Shop at Wal-Mart Pharmacy,6mo (A)	167	Shop at Structure,3mo (A)	153
Buy from Krystal's Hamburgers,1mo (A) *	196	Go Dancing,1yr (A)	166	Buy from Godfather's Pizza,6mo (A)	149
Buy from Rally's,6mo (A)	193	Buy from Carl's Jr.,1mo (A) *	165	Buy from Lone Star Steakhouse,1mo (A) *	148
Go to Movie,4+ Times,3mo (A)	193	Buy from Golden Corral,1mo (A) *	165	Rent/Buy Family/Kid Video,1mo (A)	148
Order from Eddie Bauer,1yr (A)	192	Go to Professional Basketball Games,1+ Times,1mo (165	Buy Model Kits,1yr (A)	147
Buy from Shoney's,1mo (A) *	185	Shop at Lerner,3mo (A)	165	Dine Out,<1 Times/mo,1yr (A)	146
Shop at The Limited,3mo (A)	184	Travel to Puerto Rico,3yr (A)	165	Buy Plush Dolls/Animals,1yr (A)	145

Source: Mediamark Research Inc., 2004

Media

Top 15 Media Behaviors		Media Behaviors 16-30		Media Behaviors 31-45	
Read Handguns (A)	255	Read Motor Trend (A)	146	Read Parenting (A)	128
Read Car Craft (A)	235	Watch Sci-Fi Channel,1wk (A)	146	Read True Story (A)	128
Read Hot Rod (A)	227	Watch Show Type,Reality-Based (A)	146	Classic Hits,Net Audience (A)	127
Read 4 Wheel & Off Road (A)	222	Read WWE Magazine (A)	144	TV Auto Racing,Net Audience (A)	127
Read Sport Truck (A)	221	Watch TNN,1wk (A)	141	Watch Pay-Per-View Movies,1yr (A)	127
Read Popular Hot Rodding (A)	214	TV Professional Wrestling,Net Audience (A)	140	Read Field & Stream (A)	125
Radio,NASCAR,Net Audience (A)	200	Classic Rock Radio,Net Audience (A)	138	Read Glamour (A)	125
Watch Independent Film Channel,1wk (A)	175	Read Self (A)	137	TV Ice Hockey,Net Audience (A)	124
Read Stock Car Racing (A)	170	Watch Speed Channel,1wk (A)	137	ABC ESPN Radio,Net Audience (A)	123
Rock,Net Audience (A)	168	Watch Country Music TV,1wk (A)	136	Listen Radio on Internet,1mo (A)	123
Read Bassmaster (A)	162	Read North American Hunter (A)	135	Read Family Handyman (A)	123
Black Radio,Net Audience (A)	154	Read Automobile (A)	134	Read Popular Science (A)	123



Read Guns & Ammo (A)	153	Read Car & Driver (A)	133	Watch FX Network,1wk (A)	123
Country Radio,Net Audience (A)	148	Adult Contemporary Radio,Net Audience (A)	132	Read Woman's World (A)	122
Read Motorcyclist (A)	147	Watch Any Pay-per-View,1yr (A)	132	Read Working Mother (A)	122

Source: Mediamark Research Inc., 2004





43 Heartlanders

America was once a land of small middle-class towns, which can still be found today among Heartlanders. This widespread segment consists of middle-aged couples with working-class jobs living in sturdy, unpretentious homes. In these communities of small families and empty-nesting couples, Heartlanders pursue a rustic lifestyle where hunting and fishing remain prime leisure activities along with cooking, sewing, camping and boating.

Social Group: Middle America

Lifestage Group: Cautious Couples

Statistics:

US Households: 2,227,418 (2.03%)

Median HH Income: \$39,957

Lifestyle Traits:

1. Do own car maintenance
2. Own an outboard motor
3. Read Country Living
4. Watch NASCAR Winston Cup
5. Drive a GMC Sierra 2500

Demographics Traits:

Ethnic Diversity:	White, AmInd
Family Types:	Singles/Couples
Age Ranges:	45+
Education Levels:	High School
Employment Levels:	Blue-Collar, Farm
Housing Types:	Homeowners
Urbanicity:	Rural
Income:	Lower Middle

Demographics



Age

Description	US.	Segment	Index
Pop Age 0-4	6.60	5.50	83
Pop Age 5-9	6.70	6.07	91
Pop Age 10-14	7.06	7.05	100
Pop Age 15-17	4.26	4.70	110
Pop Age 18-20	4.38	3.93	90
Pop Age 21-24	5.51	4.66	85
Pop Age 25-34	13.66	11.08	81
Pop Age 35-44	15.21	14.71	97
Pop Age 45-49	7.43	7.97	107
Pop Age 50-54	6.64	7.37	111
Pop Age 55-59	5.45	6.29	116
Pop Age 60-64	4.26	5.24	123
Pop Age 65-74	6.52	8.09	124
Pop Age 75-84	4.58	5.35	117
Pop Age 85+	1.74	2.00	115



Housing Urbanization

Description	US.	Segment	Index
Rural/Town (Density Deciles 0-3)	40.01	47.88	120
Suburb Fringe (Density Decile 4-5)	19.90	20.49	103
Urban Fringe (Density Deciles 6-7)	20.00	17.08	85
Urban (Density Deciles 8-9)	20.09	14.55	72



Education

Description	US.	Segment	Index
Completed 0-8 Yrs Elem School	7.62	7.69	101
Attended High School, No Diploma	12.12	13.68	113
High School Graduate	28.54	38.41	135
Some College, No Degree	21.11	20.02	95
Associate Degree	6.32	6.11	97
Bachelor Degree	15.52	9.34	60
Master's Degree	5.86	3.32	57
Professional School Degree	1.95	1.04	53
Doctorate Degree	0.96	0.39	41



Income



PRIZM NE
Segment 43 Heartlanders



Description	US.	Segment	Index
HH Income < \$15,000	14.67	15.49	106
HH Income \$15,000-\$24,999	11.28	13.43	119
HH Income \$25,000-\$34,999	12.27	14.77	120
HH Income \$35,000-\$49,999	15.39	19.07	124
HH Income \$50,000-\$74,999	19.10	20.00	105
HH Income \$75,000-\$99,999	11.61	9.38	81
HH Income \$100,000-\$149,999	9.43	5.53	59
HH Income \$150,000-\$249,999	4.36	1.70	39
HH Income \$250,000-\$499,999	1.29	0.50	39
HH Income \$500,000+	0.60	0.13	21



Work Occupation

Description	US.	Segment	Index
Management Occupation(Except Farm)	8.31	5.99	72
Farmers & Farm Managers	0.62	2.84	458
Business Operations Specialists	2.03	1.19	58
Financial Specialists	2.12	1.31	62
Computer & Mathematical Occup	2.34	0.73	31
Architecture & Engineering Occup	1.97	1.30	66
Life, Physical, & Social Sci Occup	0.90	0.59	65
Community & Social Services Occup	1.51	1.44	95
Legal Occupations	1.04	0.47	45
Education/Training/Library Occup	5.59	5.45	98
Art/Dsgn/Entrtnmnt/Sprts/Media Occ	1.87	1.04	56
Healthcare Practitn & Tech Occup	4.54	4.34	96
Healthcare Support Occupations	2.07	2.36	114
Protective Service Occupations	1.99	1.90	96
Food Prep & Serving Related Occup	4.94	4.73	96
Building & Grnds/Clean/Maint Occup	3.41	3.45	101
Personal Care & Service Occupation	2.83	2.63	93
Sales & Related Occupations	11.20	9.58	86
Administration Support Occupations	15.44	13.76	89
Farm/Forest/Fishing Occupations	0.78	1.88	241
Construction/Extractn/Maint Occup	9.57	12.37	129
Production/Trans/Matl Moving Occup	14.94	20.67	138



Family Composition People in Household

Description	US.	Segment	Index
HHs with 1 Person	26.07	24.71	95



Race/Ethnicity

Description	US.	Segment	Index
White Alone Pop	74.19	90.06	121
Black/African American Alone Pop	12.30	5.71	46
Am Indian/Alaska Native Alone Pop	0.88	0.87	99
Asian Alone Pop	4.05	0.49	12
Native Hawaiian/Other PI Alone Pop	0.15	0.06	41
Some Other Race Alone Pop	5.80	1.62	28
2 or More Races Pop	2.63	1.18	45
Hispanic/Latino Pop	13.50	3.88	29



Work Commuting Patterns

Description	US.	Segment	Index
Commute Alone in Vehicle	77.77	82.91	107
Commute in Carpool	12.81	13.04	102
Use Public Transportation	5.02	0.41	8
Walk to Work Only	3.13	2.70	86
Commute by Motorcycle	0.11	0.07	65
Commute by Bicycle	0.40	0.15	37
Commute by Other Means	0.75	0.72	97
Work at Home	1.93	2.60	134
Commute to Work < 15 Minutes	29.73	35.21	118
Commute to Work in 15-29 Minutes	35.93	33.00	92
Commute to Work in 30-44 Minutes	18.97	17.04	90
Commute to Work in 45-59 Minutes	7.37	7.10	96
Commute to Work in 60+ Minutes	8.00	7.65	96



Family Composition Household Type

Description	US.	Segment	Index
HHs w/ 2+ Persons, Family, Married	51.63	58.72	114
HHs with 2+ Persons, Family, Other	16.09	12.85	80
HHs with 2+ Persons, Nonfamily	6.22	3.72	60
HHs w/ 1 or more people < 18 years	35.94	33.70	94
HHs with no people under 18 years	64.06	66.30	103



Housing Home Value

Description	US.	Segment	Index
Home Value < \$20,000	3.33	5.64	169



HHs with 2 Persons	32.43	36.51	113
HHs with 3 Persons	16.67	16.60	100
HHs with 4 Persons	14.04	13.52	96
HHs with 5 Persons	6.53	5.75	88
HHs with 6 Persons	2.54	1.96	77
HHs with 7+ Persons	1.72	0.94	54



Housing Home Ownership

Description	US.	Segment	Index
Owner-Occupied Housing Units	66.47	79.46	120
Renter-Occupied HUs	33.53	20.54	61

Home Value \$20,000-\$39,999	4.88	8.34	171
Home Value \$40,000-\$59,999	6.70	11.04	165
Home Value \$60,000-\$79,999	8.39	13.27	158
Home Value \$80,000-\$99,999	9.88	14.22	144
Home Value \$100,000-\$149,999	22.61	24.82	110
Home Value \$150,000-\$199,999	15.24	11.11	73
Home Value \$200,000-\$299,999	15.17	7.32	48
Home Value \$300,000-\$399,999	6.22	2.18	35
Home Value \$400,000-\$499,999	3.11	0.90	29
Home Value \$500,000-\$749,999	2.44	0.56	23
Home Value \$750,000-\$999,999	1.03	0.28	28
Home Value \$1,000,000+	1.00	0.32	32



Housing Units in Structure

Description	US.	Segment	Index
Single Unit in Structure	66.00	75.60	115
2 Units in Structure	4.19	2.04	49
3-19 Units in Structure	13.49	4.16	31
20-49 Units in Structure	3.37	0.66	20
50+ Units in Structure	5.35	0.36	7
Mobile Home or Trailer	7.38	16.65	226



Housing Years in Home

Description	US.	Segment	Index
Moved into Unit 1999 to March 2004	24.69	17.46	71
Moved into Unit in 1995 to 1998	27.21	23.51	86
Moved into Unit in 1990 to 1994	15.13	15.62	103
Moved into Unit in 1980 to 1989	14.66	17.43	119
Moved into Unit in 1970 to 1979	9.27	12.56	136
Moved into Unit in 1969 or earlier	9.05	13.41	148

Lifestyles

Top 15 Lifestyle Behaviors

Buy from Pizza Inn,6mo (A)	237
Shop at ShopKo,3mo (A)	228
Own Outboard Motor (H)	225
Buy 1950s Nostalgia Music,1yr (A) *	218
Go Hunting with Gun,1yr (A)	202
Buy from Hardee's,1mo (A) *	200
Buy from Shoney's,1mo (A) *	197
Own Rifle/Shotgun (A)	191

Lifestyle Behaviors 16-30

Buy from Checkers,1mo (A) *	158
Buy Fishing Equipment,1yr (A)	157
Go Fishing,1yr (A)	157
Buy Electric Trains,1yr (A)	156
Belong to a Veterans Club (A)	155
Dine Out,<1 Times/mo,1yr (A)	155
Shop at Ace Hardware,1yr (A)	155
Buy from Cracker Barrel,1mo (A) *	153

Lifestyle Behaviors 31-45

Buy from Long John Silver,1mo (A) *	137
Play Lottery,10+ Times/mo,1yr (A)	133
Go Power Boating,1yr (A)	132
Domestic Travel,Any Trip,15+ Nights,1yr (A)	131
Play Chess,1yr (A)	131
Buy from Arby's,1mo (A) *	130
Belong to a Fraternal Order (A)	127
Buy Tent,1yr (H)	126



Order from Spiegel,1yr (A)	178	Order from Home Shopping Network,1yr (A)	153	Own Treadmill (A)	126
Own Handgun (A)	178	Buy from Captain D's,1mo (A) *	152	Buy 1960s Nostalgia Music,1yr (A) *	123
Shop at Wal-Mart Pharmacy,6mo (A)	178	Own Power Boat (H)	152	Buy from Whataburger,1mo (A) *	121
Belong to a Church Board (A)	169	Buy from Golden Corral,1mo (A) *	151	Go Snowboarding,1yr (A)	121
Buy Swing Sets,1yr (A)	168	Shop at True Value,1yr (A)	147	Own Fishing Equipment (A)	121
Buy from Sonic Drive-in,1mo (A) *	166	Own Tropical Fish (A)	144	Belong to a Union (A)	120
Own Satellite Dish (H)	164	Order from Gevalia Kaffe,1yr (A)	142	Buy from Pizza Hut,1mo (A) *	120

Source: Mediamark Research Inc., 2004

Media

Top 15 Media Behaviors		Media Behaviors 16-30		Media Behaviors 31-45	
Gospel Radio,Net Audience (A)	277	Read Field & Stream (A)	163	Watch Oxygen,1wk (A)	136
Watch Home Shopping Network,1wk (A)	233	Read Guns & Ammo (A)	161	Watch The Travel Channel,1wk (A)	136
Radio,NASCAR,Net Audience (A)	211	Read Prevention (A)	158	Watch The Weather Channel,1wk (A)	136
Watch Outdoor Life Network,1wk (A)	200	Watch QVC,1wk (A)	153	Read Car Craft (A)	135
Watch Independent Film Channel,1wk (A)	188	Read Atlantic Monthly (A)	151	Read Good Housekeeping (A)	134
Watch Turner Classic Movies,1wk (A)	187	Read Country Living (A)	149	Watch A&E Television Network,1wk (A)	134
Read True Story (A)	186	Read Southern Living (A)	146	Watch American Movie Classics,1wk (A)	132
Read Country Home (A)	184	Watch TNN,1wk (A)	145	Watch TV Guide Channel,1wk (A)	132
Watch Country Music TV,1wk (A)	184	Read House Beautiful (A)	144	Read Popular Hot Rodding (A)	131
Country Radio,Net Audience (A)	182	Read Traditional Home (A)	144	Watch Lifetime,1wk (A)	131
Read Stock Car Racing (A)	179	TV Auto Racing,Net Audience (A)	143	Watch TNT,1wk (A)	129
Read Saturday Evening Post (A)	170	Watch Show Type,Reality-Based (A)	143	Read Ladies' Home Journal (A)	127



Read Family Handyman (A)	168	Read Outdoor Life (A)	139	Read North American Hunter (A)	127
Read Handguns (A)	167	Watch Sci-Fi Channel, 1wk (A)	138	Oldies Radio, Net Audience (A)	125
Has Satellite Dish/Disc (A)	163	Read House & Garden (A)	137	Watch USA Network, 1wk (A)	125

Source: Mediamark Research Inc., 2004





44 New Beginnings

Filled with young, single adults, New Beginnings is a magnet for adults in transition. Many of its residents are twentysomething singles and couples just starting out on their career paths -or starting over after recent divorces or company transfers. Ethnically diverse -with nearly half its residents Hispanic, Asian or African-American- New Beginnings households tend to have the modest living standards typical of transient apartment dwellers.

Social Group: Inner Suburbs

Lifestage Group: Striving Singles

Statistics:

US Households: 1,708,932 (1.55%)

Median HH Income: \$29,777

Lifestyle Traits:

1. Rent/buy at Hollywood Video
2. Play games on the Internet
3. Read Star
4. Watch Jerry Springer in synd.
5. Drive a Saturn SC

Demographics Traits:

Ethnic Diversity:	High Black, Hisp., Asian
Family Types:	Mix
Age Ranges:	<35
Education Levels:	High School
Employment Levels:	White-Collar, Service
Housing Types:	Renters
Urbanicity:	Suburban
Income:	Lower Middle

Demographics



Age

Description	US.	Segment	Index
Pop Age 0-4	6.60	8.73	132
Pop Age 5-9	6.70	7.28	109
Pop Age 10-14	7.06	6.26	89
Pop Age 15-17	4.26	3.30	77
Pop Age 18-20	4.38	7.31	167
Pop Age 21-24	5.51	10.67	194
Pop Age 25-34	13.66	19.82	145
Pop Age 35-44	15.21	13.17	87
Pop Age 45-49	7.43	5.47	74
Pop Age 50-54	6.64	4.51	68
Pop Age 55-59	5.45	3.46	64
Pop Age 60-64	4.26	2.49	58
Pop Age 65-74	6.52	3.47	53
Pop Age 75-84	4.58	2.73	60
Pop Age 85+	1.74	1.33	76



Housing Urbanization

Description	US.	Segment	Index
Rural/Town (Density Deciles 0-3)	40.01	41.96	105
Suburb Fringe (Density Decile 4-5)	19.90	18.74	94
Urban Fringe (Density Deciles 6-7)	20.00	19.62	98
Urban (Density Deciles 8-9)	20.09	19.69	98



Education

Description	US.	Segment	Index
Completed 0-8 Yrs Elem School	7.62	8.54	112
Attended High School, No Diploma	12.12	14.52	120
High School Graduate	28.54	27.24	95
Some College, No Degree	21.11	22.96	109
Associate Degree	6.32	6.11	97
Bachelor Degree	15.52	13.71	88
Master's Degree	5.86	4.55	78
Professional School Degree	1.95	1.39	71
Doctorate Degree	0.96	0.97	101



Income



Description	US.	Segment	Index
HH Income < \$15,000	14.67	24.05	164
HH Income \$15,000-\$24,999	11.28	17.39	154
HH Income \$25,000-\$34,999	12.27	17.90	146
HH Income \$35,000-\$49,999	15.39	17.41	113
HH Income \$50,000-\$74,999	19.10	13.90	73
HH Income \$75,000-\$99,999	11.61	5.31	46
HH Income \$100,000-\$149,999	9.43	2.78	29
HH Income \$150,000-\$249,999	4.36	0.91	21
HH Income \$250,000-\$499,999	1.29	0.27	21
HH Income \$500,000+	0.60	0.07	12



Race/Ethnicity

Description	US.	Segment	Index
White Alone Pop	74.19	51.03	69
Black/African American Alone Pop	12.30	29.42	239
Am Indian/Alaska Native Alone Pop	0.88	0.85	97
Asian Alone Pop	4.05	5.01	124
Native Hawaiian/Other PI Alone Pop	0.15	0.22	149
Some Other Race Alone Pop	5.80	9.46	163
2 or More Races Pop	2.63	3.99	152
Hispanic/Latino Pop	13.50	20.79	154



Work Occupation

Description	US.	Segment	Index
Management Occupation(Except Farm)	8.31	5.69	69
Farmers & Farm Managers	0.62	0.06	10
Business Operations Specialists	2.03	1.88	93
Financial Specialists	2.12	1.75	83
Computer & Mathematical Occup	2.34	2.61	112
Architecture & Engineering Occup	1.97	1.69	85
Life, Physical, & Social Sci Occup	0.90	1.12	126
Community & Social Services Occup	1.51	1.49	99
Legal Occupations	1.04	0.66	63
Education/Training/Library Occup	5.59	5.10	91
Art/Dsgn/Entrtnmnt/Sprts/Media Occ	1.87	1.76	94
Healthcare Practitn & Tech Occup	4.54	3.75	83
Healthcare Support Occupations	2.07	2.45	118
Protective Service Occupations	1.99	2.00	101
Food Prep & Serving Related Occup	4.94	7.17	145
Building & Grnds/Clean/Maint Occup	3.41	4.17	122
Personal Care & Service Occupation	2.83	3.07	108
Sales & Related Occupations	11.20	11.55	103
Administration Support Occupations	15.44	17.79	115
Farm/Forest/Fishing Occupations	0.78	0.47	60
Construction/Extractn/Maint Occup	9.57	8.98	94
Production/Trans/Matl Moving Occup	14.94	14.78	99



Work Commuting Patterns

Description	US.	Segment	Index
Commute Alone in Vehicle	77.77	72.19	93
Commute in Carpool	12.81	15.92	124
Use Public Transportation	5.02	5.35	106
Walk to Work Only	3.13	4.79	153
Commute by Motorcycle	0.11	0.14	123
Commute by Bicycle	0.40	0.69	173
Commute by Other Means	0.75	0.92	124
Work at Home	1.93	1.03	53
Commute to Work < 15 Minutes	29.73	31.49	106
Commute to Work in 15-29 Minutes	35.93	40.23	112
Commute to Work in 30-44 Minutes	18.97	17.22	91
Commute to Work in 45-59 Minutes	7.37	5.25	71
Commute to Work in 60+ Minutes	8.00	5.81	73



Family Composition Household Type

Description	US.	Segment	Index
HHs w/ 2+ Persons, Family, Married	51.63	28.55	55
HHs with 2+ Persons, Family, Other	16.09	24.08	150
HHs with 2+ Persons, Nonfamily	6.22	11.81	190
HHs w/ 1 or more people < 18 years	35.94	33.97	95
HHs with no people under 18 years	64.06	66.03	103



Family Composition People in Household

Description	US.	Segment	Index
HHs with 1 Person	26.07	35.56	136



Housing Home Value

Description	US.	Segment	Index
Home Value < \$20,000	3.33	4.41	133



HHs with 2 Persons	32.43	29.23	90
HHs with 3 Persons	16.67	15.79	95
HHs with 4 Persons	14.04	10.64	76
HHs with 5 Persons	6.53	5.03	77
HHs with 6 Persons	2.54	2.13	84
HHs with 7+ Persons	1.72	1.62	94



Housing Home Ownership

Description	US.	Segment	Index
Owner-Occupied Housing Units	66.47	22.08	33
Renter-Occupied HUs	33.53	77.92	232

Home Value \$20,000-\$39,999	4.88	4.94	101
Home Value \$40,000-\$59,999	6.70	8.76	131
Home Value \$60,000-\$79,999	8.39	12.81	153
Home Value \$80,000-\$99,999	9.88	15.84	160
Home Value \$100,000-\$149,999	22.61	29.35	130
Home Value \$150,000-\$199,999	15.24	12.98	85
Home Value \$200,000-\$299,999	15.17	7.65	50
Home Value \$300,000-\$399,999	6.22	1.71	27
Home Value \$400,000-\$499,999	3.11	0.68	22
Home Value \$500,000-\$749,999	2.44	0.45	18
Home Value \$750,000-\$999,999	1.03	0.22	21
Home Value \$1,000,000+	1.00	0.20	20



Housing Units in Structure

Description	US.	Segment	Index
Single Unit in Structure	66.00	26.75	41
2 Units in Structure	4.19	4.18	100
3-19 Units in Structure	13.49	44.23	328
20-49 Units in Structure	3.37	8.46	251
50+ Units in Structure	5.35	13.77	257
Mobile Home or Trailer	7.38	2.54	34



Housing Years in Home

Description	US.	Segment	Index
Moved into Unit 1999 to March 2004	24.69	43.85	178
Moved into Unit in 1995 to 1998	27.21	31.82	117
Moved into Unit in 1990 to 1994	15.13	10.12	67
Moved into Unit in 1980 to 1989	14.66	7.20	49
Moved into Unit in 1970 to 1979	9.27	3.67	40
Moved into Unit in 1969 or earlier	9.05	3.34	37

Lifestyles

Top 15 Lifestyle Behaviors		Lifestyle Behaviors 16-30		Lifestyle Behaviors 31-45	
Member of Frequent Flyer Program (A)	200	Go to Ice Hockey Games, 1+ Times, 1mo (A)	128	Buy from Domino's Pizza, 1mo (A) *	116
Go to Professional Basketball Games, 1+ Times, 1mo (A)	197	Buy from Krystal's Hamburgers, 1mo (A) *	127	Play Softball, 1yr (A)	114
Buy from Bennigan's, 1mo (A) *	182	Buy from Jack-in-the-Box, 1mo (A) *	126	Buy from Taco Bell, 1mo (A) *	112
Buy from Rally's, 6mo (A)	172	Travel to Bahamas, 3yr (A)	125	Shop at Radio Shack, 1yr (A)	110
Buy from Del Taco, 1mo (A) *	156	Shop at Walgreens, 6mo (A)	124	Buy from Ponderosa, 1mo (A) *	108
Buy from Godfather's Pizza, 6mo (A)	154	Buy from White Castle, 1mo (A) *	123	Play Basketball, 1yr (A)	108
Buy Tent, 1yr (H)	153	Buy from Denny's, 1mo (A) *	122	Buy from Fuddrucker's, 1mo (A) *	107
Buy from Popeyes, 1mo (A) *	150	Stay at Ramada Inn on Vacation, 1yr (A)	122	Buy from Wendy's, 1mo (A) *	107



Go to Movie,4+ Times,3mo (A)	149	Buy from Golden Corral,1mo (A) *	121	Go to Bar/Nightclub,1yr (A)	107
Stay at Radisson on Vacation,1yr (A)	148	Buy from Checkers,1mo (A) *	119	Play Chess,1yr (A)	107
Buy from Whataburger,1mo (A) *	147	Buy from Pizza Hut,1mo (A) *	119	Shop at Circuit City,1yr (A)	107
Go to Professional Football Games,1+ Times,1mo (A)	145	Play Baseball,1yr (A)	117	Buy Flowers by Internet,1yr (A)	106
Visit Any Busch Gardens Park,1yr (A)	141	Play Soccer,1yr (A)	117	Do Woodworking,1yr (A)	106
Buy from Church's Fried Chicken,1mo (A) *	138	Shop at TJ Maxx,3mo (A)	117	Rent Videos,6+ Tapes,1mo (A)	106
Shop at Lane Bryant,3mo (A)	133	Visit Any Six Flags Park,1yr (A)	117	Shop at Banana Republic,3mo (A)	106

Source: Mediamark Research Inc., 2004

Media

Top 15 Media Behaviors		Media Behaviors 16-30		Media Behaviors 31-45	
Read The Source (A)	255	Read Modern Bride (A)	178	Read Muscle & Fitness (A)	157
Read Vibe (A)	240	Urban Contemporary Radio,Net Audience (A)	176	Read Esquire (A)	156
Read Ebony (A)	225	Read Automobile (A)	174	Read Maxim (A)	156
Read WWE Magazine (A)	215	Watch ESPN Classic,1wk (A)	171	Black Radio,Net Audience (A)	155
Watch BET,1wk (A)	213	Read Sport Truck (A)	170	Read ESPN The Magazine (A)	154
Read Essence (A)	212	Read Stock Car Racing (A)	169	Watch VH1,1wk (A)	154
Read Penthouse (A)	212	TV Professional Wrestling,Net Audience (A)	169	Read Car Craft (A)	153
Read Jet (A)	209	Read Men's Fitness (A)	168	Read Rolling Stone (A)	152
Read Bride's (A)	208	Watch Oxygen,1wk (A)	167	Read Soap Opera Digest (A)	152
Read Black Enterprise (A)	198	Hispanic,Net Audience (A)	163	Read Family Fun (A)	151
Read Motorcyclist (A)	196	Read Cycle World (A)	162	Read True Story (A)	151
Read Spin (A)	188	Read Popular Hot Rodding (A)	162	Watch MTV,1wk (A)	150



Read Sporting News (A)	186	Read Soap Opera Weekly (A)	159	Read Computer Shopper (A)	149
Read Baby Talk (A)	185	Gospel Radio,Net Audience (A)	158	Watch FX Network,1wk (A)	143
Read Tennis (A)	183	Read Playboy (A)	158	Read Hot Rod (A)	142

Source: Mediamark Research Inc., 2004





45 Blue Highways

On maps, blue highways are often two-lane roads that wind through remote stretches of the American landscape. Among lifestyles, Blue Highways is the standout for lower-middle-class couples and families who live in isolated towns and farmsteads. Here, Boomer men like to hunt and fish, the women enjoy sewing and crafts, and everyone looks forward to going out to a country music concert.

Social Group: Middle America

Lifestage Group: Striving Singles

Statistics:

US Households: 1,880,346 (1.71%)

Median HH Income: \$40,838

Lifestyle Traits:

1. Do crafts and needlework
2. Go freshwater fishing
3. Read Flower and Garden
4. Listen to country music radio
5. Drive a Ford F-super duty

Demographics Traits:

Ethnic Diversity:	White
Family Types:	Mix
Age Ranges:	25-44
Education Levels:	High School
Employment Levels:	Blue-Collar, Farm
Housing Types:	Homeowners
Urbanicity:	Rural
Income:	Lower Middle

Demographics



Age

Description	US.	Segment	Index
Pop Age 0-4	6.60	6.06	92
Pop Age 5-9	6.70	6.58	98
Pop Age 10-14	7.06	7.39	105
Pop Age 15-17	4.26	4.67	110
Pop Age 18-20	4.38	3.92	90
Pop Age 21-24	5.51	4.79	87
Pop Age 25-34	13.66	12.44	91
Pop Age 35-44	15.21	15.78	104
Pop Age 45-49	7.43	7.96	107
Pop Age 50-54	6.64	7.23	109
Pop Age 55-59	5.45	6.07	112
Pop Age 60-64	4.26	4.85	114
Pop Age 65-74	6.52	6.83	105
Pop Age 75-84	4.58	4.04	88
Pop Age 85+	1.74	1.38	80



Income



Housing Urbanization

Description	US.	Segment	Index
Rural/Town (Density Deciles 0-3)	40.01	39.31	98
Suburb Fringe (Density Decile 4-5)	19.90	21.68	109
Urban Fringe (Density Deciles 6-7)	20.00	19.75	99
Urban (Density Deciles 8-9)	20.09	19.26	96



Education

Description	US.	Segment	Index
Completed 0-8 Yrs Elem School	7.62	8.01	105
Attended High School, No Diploma	12.12	14.90	123
High School Graduate	28.54	39.98	140
Some College, No Degree	21.11	18.93	90
Associate Degree	6.32	5.93	94
Bachelor Degree	15.52	8.21	53
Master's Degree	5.86	2.81	48
Professional School Degree	1.95	0.85	43
Doctorate Degree	0.96	0.38	40



Description	US.	Segment	Index
HH Income < \$15,000	14.67	14.63	100
HH Income \$15,000-\$24,999	11.28	13.03	116
HH Income \$25,000-\$34,999	12.27	14.76	120
HH Income \$35,000-\$49,999	15.39	19.49	127
HH Income \$50,000-\$74,999	19.10	20.92	110
HH Income \$75,000-\$99,999	11.61	9.59	83
HH Income \$100,000-\$149,999	9.43	5.43	58
HH Income \$150,000-\$249,999	4.36	1.55	36
HH Income \$250,000-\$499,999	1.29	0.49	38
HH Income \$500,000+	0.60	0.12	20



Work Occupation

Description	US.	Segment	Index
Management Occupation(Except Farm)	8.31	5.45	66
Farmers & Farm Managers	0.62	2.43	392
Business Operations Specialists	2.03	1.17	58
Financial Specialists	2.12	1.20	56
Computer & Mathematical Occup	2.34	0.75	32
Architecture & Engineering Occup	1.97	1.33	67
Life, Physical, & Social Sci Occup	0.90	0.58	65
Community & Social Services Occup	1.51	1.25	83
Legal Occupations	1.04	0.37	36
Education/Training/Library Occup	5.59	4.71	84
Art/Dsgn/Entrtnmnt/Sprts/Media Occ	1.87	0.91	49
Healthcare Practitn & Tech Occup	4.54	4.02	89
Healthcare Support Occupations	2.07	2.21	107
Protective Service Occupations	1.99	1.70	86
Food Prep & Serving Related Occup	4.94	4.41	89
Building & Grnds/Clean/Maint Occup	3.41	3.46	102
Personal Care & Service Occupation	2.83	2.49	88
Sales & Related Occupations	11.20	9.21	82
Administration Support Occupations	15.44	13.55	88
Farm/Forest/Fishing Occupations	0.78	1.66	212
Construction/Extractn/Maint Occup	9.57	13.87	145
Production/Trans/Matl Moving Occup	14.94	23.25	156



Family Composition People in Household

Description	US.	Segment	Index
HHs with 1 Person	26.07	22.13	85



Race/Ethnicity

Description	US.	Segment	Index
White Alone Pop	74.19	92.21	124
Black/African American Alone Pop	12.30	4.57	37
Am Indian/Alaska Native Alone Pop	0.88	0.71	81
Asian Alone Pop	4.05	0.32	8
Native Hawaiian/Other PI Alone Pop	0.15	0.05	31
Some Other Race Alone Pop	5.80	1.14	20
2 or More Races Pop	2.63	1.02	39
Hispanic/Latino Pop	13.50	2.71	20



Work Commuting Patterns

Description	US.	Segment	Index
Commute Alone in Vehicle	77.77	83.08	107
Commute in Carpool	12.81	13.64	107
Use Public Transportation	5.02	0.31	6
Walk to Work Only	3.13	2.07	66
Commute by Motorcycle	0.11	0.07	65
Commute by Bicycle	0.40	0.08	21
Commute by Other Means	0.75	0.74	99
Work at Home	1.93	2.46	127
Commute to Work < 15 Minutes	29.73	25.94	87
Commute to Work in 15-29 Minutes	35.93	37.56	105
Commute to Work in 30-44 Minutes	18.97	20.37	107
Commute to Work in 45-59 Minutes	7.37	8.26	112
Commute to Work in 60+ Minutes	8.00	7.87	98



Family Composition Household Type

Description	US.	Segment	Index
HHs w/ 2+ Persons, Family, Married	51.63	60.87	118
HHs with 2+ Persons, Family, Other	16.09	12.94	80
HHs with 2+ Persons, Nonfamily	6.22	4.06	65
HHs w/ 1 or more people < 18 years	35.94	36.60	102
HHs with no people under 18 years	64.06	63.40	99



Housing Home Value

Description	US.	Segment	Index
Home Value < \$20,000	3.33	6.62	199



HHs with 2 Persons	32.43	35.95	111
HHs with 3 Persons	16.67	18.13	109
HHs with 4 Persons	14.04	14.83	106
HHs with 5 Persons	6.53	6.07	93
HHs with 6 Persons	2.54	1.97	78
HHs with 7+ Persons	1.72	0.91	53



Housing Home Ownership

Description	US.	Segment	Index
Owner-Occupied Housing Units	66.47	81.97	123
Renter-Occupied HUs	33.53	18.03	54

Home Value \$20,000-\$39,999	4.88	8.97	184
Home Value \$40,000-\$59,999	6.70	10.66	159
Home Value \$60,000-\$79,999	8.39	12.74	152
Home Value \$80,000-\$99,999	9.88	14.05	142
Home Value \$100,000-\$149,999	22.61	25.05	111
Home Value \$150,000-\$199,999	15.24	11.31	74
Home Value \$200,000-\$299,999	15.17	6.89	45
Home Value \$300,000-\$399,999	6.22	1.98	32
Home Value \$400,000-\$499,999	3.11	0.78	25
Home Value \$500,000-\$749,999	2.44	0.44	18
Home Value \$750,000-\$999,999	1.03	0.25	24
Home Value \$1,000,000+	1.00	0.27	27



Housing Units in Structure

Description	US.	Segment	Index
Single Unit in Structure	66.00	70.79	107
2 Units in Structure	4.19	1.46	35
3-19 Units in Structure	13.49	2.61	19
20-49 Units in Structure	3.37	0.25	7
50+ Units in Structure	5.35	0.11	2
Mobile Home or Trailer	7.38	24.34	330



Housing Years in Home

Description	US.	Segment	Index
Moved into Unit 1999 to March 2004	24.69	19.17	78
Moved into Unit in 1995 to 1998	27.21	24.54	90
Moved into Unit in 1990 to 1994	15.13	16.10	106
Moved into Unit in 1980 to 1989	14.66	17.14	117
Moved into Unit in 1970 to 1979	9.27	11.73	127
Moved into Unit in 1969 or earlier	9.05	11.32	125

Lifestyles

Top 15 Lifestyle Behaviors		Lifestyle Behaviors 16-30		Lifestyle Behaviors 31-45	
Own Satellite Dish (H)	259	Go Power Boating,1yr (A)	168	Order from Fingerhut,1yr (A)	151
Go Hunting with Gun,1yr (A)	235	Own Handgun (A)	166	Shop at Wal-Mart Pharmacy,6mo (A)	151
Own Rifle/Shotgun (A)	206	Own Stair Stepper (A)	166	Buy Camping Equipment,1yr (H)	150
Buy Electric Trains,1yr (A)	202	Go Canoeing/Kayaking,1yr (A)	164	Shop at Sherwin Williams,1yr (A)	148
Buy Fishing Equipment,1yr (A)	195	Buy from Rally's,6mo (A)	162	Go Mountain Bicycling,1yr (A)	147
Buy from Krystal's Hamburgers,1mo (A) *	191	Own Outboard Motor (H)	162	Play Billiards/Pool,1yr (A)	145
Shop at True Value,1yr (A)	186	Play Racquetball,1yr (A)	162	Dine Out,<1 Times/mo,1yr (A)	140
Go Camping,1yr (A)	185	Own Camp Stove (H)	161	Go Cross Country Skiing,1yr (A)	138



Own Motor Home (H)	185	Go Water Skiing, 1yr (A)	160	Own Sleeping Bag (H)	138
Buy Tent, 1yr (H)	183	Play Bingo, 1yr (A)	159	Order from Avon, 1yr (A)	135
Play Volleyball, 1yr (A)	176	Buy Sleeping Bag, 1yr (H)	157	Do Painting/Drawing, 1yr (A)	134
Stay at Ramada Inn on Vacation, 1yr (A)	176	Buy from Sonic Drive-in, 1mo (A) *	157	Own Fishing Equipment (A)	134
Order from Victoria's Secret, 1yr (A)	175	Own Tent (H)	154	Buy from Hardee's, 1mo (A) *	132
Buy from Captain D's, 1mo (A) *	173	Go Fishing, 1yr (A)	153	Go Horseback Riding, 1yr (A)	132
Shop at ShopKo, 3mo (A)	170	Buy from Lone Star Steakhouse, 1mo (A) *	151	Stay at Days Inn on Vacation, 1yr (A)	132

Source: Mediamark Research Inc., 2004

Media

Top 15 Media Behaviors		Media Behaviors 16-30		Media Behaviors 31-45	
Watch Country Music TV, 1wk (A)	259	Watch Oxygen, 1wk (A)	155	Rock, Net Audience (A)	128
Has Satellite Dish/Disc (A)	242	Watch TV Land, 1wk (A)	154	Watch Any Pay-per-View, 1yr (A)	123
Read Bassmaster (A)	240	TV Professional Wrestling, Net Audience (A)	147	Read Stock Car Racing (A)	122
Read Handguns (A)	238	Watch Independent Film Channel, 1wk (A)	146	Radio, NFL Playoffs/Super Bowl, Net Audience (A)	121
Read North American Hunter (A)	223	Read True Story (A)	142	Watch Cartoon Network, 1wk (A)	120
Radio, NASCAR, Net Audience (A)	218	Read 4 Wheel & Off Road (A)	139	Read Country Home (A)	119
Watch Outdoor Life Network, 1wk (A)	218	Read WWE Magazine (A)	138	Read Seventeen (A)	118
Read Outdoor Life (A)	214	Read Hot Rod (A)	134	Watch Turner Classic Movies, 1wk (A)	118
Read Field & Stream (A)	198	Watch Pay-Per-View Movies, 1yr (A)	134	Watch Show Type, Reality-Based (A)	117
Country Radio, Net Audience (A)	197	Read Popular Mechanics (A)	132	Watch Nick at Night, 1wk (A)	114
Read Guns & Ammo (A)	190	Read YM (A)	132	Watch TNT, 1wk (A)	113
Classic Rock Radio, Net Audience (A)	175	Watch Show Type, Daytime Dramas (A)	131	Adult Contemporary Radio, Net Audience (A)	112



Read Hunting (A)	166	Read Country Living (A)	129	Read Automobile (A)	111
Read Penthouse (A)	162	Watch Sci-Fi Channel,1wk (A)	129	Watch The Travel Channel,1wk (A)	111
TV Auto Racing,Net Audience (A)	159	Read First for Women (A)	128	Read Reader's Digest (A)	110

Source: Mediamark Research Inc., 2004





46 Old Glories

Old Glories are the nation's downscale suburban retirees, Americans aging in place in older apartment complexes. These racially mixed households often contain widows and widowers living on fixed incomes, and they tend to lead home-centered lifestyles. They're among the nation's most ardent television fans, watching game shows, soaps, talk shows and newsmagazines at high rates.

Social Group: Inner Suburbs

Lifestage Group: Cautious Couples

Statistics:

US Households: 1,092,098 (0.99%)

Median HH Income: \$29,188

Lifestyle Traits:

1. Do indoor gardening
2. Belong to a veterans club
3. Read Modern Maturity
4. Watch The Price is Right
5. Drive a Ford Taurus

Demographics Traits:

Ethnic Diversity:	High Black
Family Types:	Singles
Age Ranges:	65+
Education Levels:	High School
Employment Levels:	BC, WC, Service
Housing Types:	Renters
Urbanicity:	Suburban
Income:	Downscale

Demographics



Age

Description	US.	Segment	Index
Pop Age 0-4	6.60	6.15	93
Pop Age 5-9	6.70	6.17	92
Pop Age 10-14	7.06	6.25	89
Pop Age 15-17	4.26	3.71	87
Pop Age 18-20	4.38	4.10	94
Pop Age 21-24	5.51	5.11	93
Pop Age 25-34	13.66	12.81	94
Pop Age 35-44	15.21	13.13	86
Pop Age 45-49	7.43	6.50	88
Pop Age 50-54	6.64	5.89	89
Pop Age 55-59	5.45	5.07	93
Pop Age 60-64	4.26	4.44	104
Pop Age 65-74	6.52	8.47	130
Pop Age 75-84	4.58	8.15	178
Pop Age 85+	1.74	4.05	233



Housing Urbanization

Description	US.	Segment	Index
Rural/Town (Density Deciles 0-3)	40.01	39.71	99
Suburb Fringe (Density Decile 4-5)	19.90	19.44	98
Urban Fringe (Density Deciles 6-7)	20.00	21.68	108
Urban (Density Deciles 8-9)	20.09	19.17	95



Education

Description	US.	Segment	Index
Completed 0-8 Yrs Elem School	7.62	10.23	134
Attended High School, No Diploma	12.12	17.61	145
High School Graduate	28.54	31.88	112
Some College, No Degree	21.11	19.80	94
Associate Degree	6.32	5.16	82
Bachelor Degree	15.52	9.96	64
Master's Degree	5.86	3.63	62
Professional School Degree	1.95	1.16	59
Doctorate Degree	0.96	0.57	59



Income



Description	US.	Segment	Index
HH Income < \$15,000	14.67	26.79	183
HH Income \$15,000-\$24,999	11.28	16.85	149
HH Income \$25,000-\$34,999	12.27	15.20	124
HH Income \$35,000-\$49,999	15.39	15.16	98
HH Income \$50,000-\$74,999	19.10	14.11	74
HH Income \$75,000-\$99,999	11.61	6.32	54
HH Income \$100,000-\$149,999	9.43	3.81	40
HH Income \$150,000-\$249,999	4.36	1.26	29
HH Income \$250,000-\$499,999	1.29	0.41	32
HH Income \$500,000+	0.60	0.11	18



Work Occupation

Description	US.	Segment	Index
Management Occupation(Except Farm)	8.31	5.89	71
Farmers & Farm Managers	0.62	0.09	14
Business Operations Specialists	2.03	1.70	84
Financial Specialists	2.12	1.74	82
Computer & Mathematical Occup	2.34	1.81	78
Architecture & Engineering Occup	1.97	1.41	72
Life, Physical, & Social Sci Occup	0.90	0.66	74
Community & Social Services Occup	1.51	1.71	113
Legal Occupations	1.04	0.70	67
Education/Training/Library Occup	5.59	4.61	83
Art/Dsgn/Entrtnmnt/Sprts/Media Occ	1.87	1.43	76
Healthcare Practitn & Tech Occup	4.54	3.88	86
Healthcare Support Occupations	2.07	2.91	140
Protective Service Occupations	1.99	2.11	106
Food Prep & Serving Related Occup	4.94	6.04	122
Building & Grnds/Clean/Maint Occup	3.41	4.77	140
Personal Care & Service Occupation	2.83	3.14	111
Sales & Related Occupations	11.20	10.92	97
Administration Support Occupations	15.44	17.51	113
Farm/Forest/Fishing Occupations	0.78	0.45	58
Construction/Extractn/Maint Occup	9.57	9.47	99
Production/Trans/Matl Moving Occup	14.94	17.04	114



Family Composition People in Household

Description	US.	Segment	Index
HHs with 1 Person	26.07	41.01	157



Race/Ethnicity

Description	US.	Segment	Index
White Alone Pop	74.19	60.16	81
Black/African American Alone Pop	12.30	28.16	229
Am Indian/Alaska Native Alone Pop	0.88	0.63	71
Asian Alone Pop	4.05	2.56	63
Native Hawaiian/Other PI Alone Pop	0.15	0.13	88
Some Other Race Alone Pop	5.80	5.73	99
2 or More Races Pop	2.63	2.62	100
Hispanic/Latino Pop	13.50	13.72	102



Work Commuting Patterns

Description	US.	Segment	Index
Commute Alone in Vehicle	77.77	75.59	97
Commute in Carpool	12.81	14.51	113
Use Public Transportation	5.02	5.25	104
Walk to Work Only	3.13	3.29	105
Commute by Motorcycle	0.11	0.10	87
Commute by Bicycle	0.40	0.41	103
Commute by Other Means	0.75	0.85	114
Work at Home	1.93	1.01	52
Commute to Work < 15 Minutes	29.73	30.86	104
Commute to Work in 15-29 Minutes	35.93	40.83	114
Commute to Work in 30-44 Minutes	18.97	16.93	89
Commute to Work in 45-59 Minutes	7.37	5.16	70
Commute to Work in 60+ Minutes	8.00	6.22	78



Family Composition Household Type

Description	US.	Segment	Index
HHs w/ 2+ Persons, Family, Married	51.63	32.95	64
HHs with 2+ Persons, Family, Other	16.09	20.43	127
HHs with 2+ Persons, Nonfamily	6.22	5.61	90
HHs w/ 1 or more people < 18 years	35.94	27.34	76
HHs with no people under 18 years	64.06	72.66	113



Housing Home Value

Description	US.	Segment	Index
Home Value < \$20,000	3.33	4.68	141



HHs with 2 Persons	32.43	28.25	87
HHs with 3 Persons	16.67	13.37	80
HHs with 4 Persons	14.04	9.27	66
HHs with 5 Persons	6.53	4.60	70
HHs with 6 Persons	2.54	2.01	79
HHs with 7+ Persons	1.72	1.49	87



Housing Home Ownership

Description	US.	Segment	Index
Owner-Occupied Housing Units	66.47	45.62	69
Renter-Occupied HUs	33.53	54.38	162

Home Value \$20,000-\$39,999	4.88	7.48	153
Home Value \$40,000-\$59,999	6.70	11.44	171
Home Value \$60,000-\$79,999	8.39	14.16	169
Home Value \$80,000-\$99,999	9.88	15.04	152
Home Value \$100,000-\$149,999	22.61	26.19	116
Home Value \$150,000-\$199,999	15.24	11.04	72
Home Value \$200,000-\$299,999	15.17	7.00	46
Home Value \$300,000-\$399,999	6.22	1.74	28
Home Value \$400,000-\$499,999	3.11	0.58	19
Home Value \$500,000-\$749,999	2.44	0.32	13
Home Value \$750,000-\$999,999	1.03	0.14	14
Home Value \$1,000,000+	1.00	0.20	20



Housing Units in Structure

Description	US.	Segment	Index
Single Unit in Structure	66.00	49.59	75
2 Units in Structure	4.19	5.75	137
3-19 Units in Structure	13.49	20.54	152
20-49 Units in Structure	3.37	5.17	153
50+ Units in Structure	5.35	14.56	272
Mobile Home or Trailer	7.38	4.16	56



Housing Years in Home

Description	US.	Segment	Index
Moved into Unit 1999 to March 2004	24.69	23.98	97
Moved into Unit in 1995 to 1998	27.21	27.86	102
Moved into Unit in 1990 to 1994	15.13	14.40	95
Moved into Unit in 1980 to 1989	14.66	13.41	91
Moved into Unit in 1970 to 1979	9.27	8.75	94
Moved into Unit in 1969 or earlier	9.05	11.61	128

Lifestyles

Top 15 Lifestyle Behaviors		Lifestyle Behaviors 16-30		Lifestyle Behaviors 31-45	
Buy from Church's Fried Chicken, 1mo (A) *	235	Buy from Bob Evan's Farm, 1mo (A) *	108	Buy Greeting Cards, 1mo (A) *	92
Shop at Ethan Allen Galleries, 1yr (A)	218	Buy from IHOP, 1mo (A) *	105	Buy Sleeping Bag, 1yr (H)	92
Order from Readers Digest Association, 1yr (A)	185	Shop at Walgreens, 6mo (A)	105	Buy from Chuck E Cheese, 1mo (A) *	92
Buy from Denny's, 1mo (A) *	160	Travel to Bahamas, 3yr (A)	103	Buy from Friendly's, 1mo (A) *	91
Travel to Puerto Rico, 3yr (A)	159	Foreign Travel by Car, 3yr (A)	101	Play Lottery, 10+ Times/mo, 1yr (A)	91
Buy from Long John Silver, 1mo (A) *	143	Use Quick Service Copy/Printing, 6mo (A)	101	Shop at Lerner, 3mo (A)	91
Shop at ShopKo, 3mo (A)	139	Buy from White Castle, 1mo (A) *	100	Belong to a Country Club (A)	90
Foreign Travel by Cruise Ship, 3yr (A)	132	PRIZM NE Lifestyle Tab 2004	100	Collect Coins, 1yr (A)	90



Buy from Sizzler Family Steakhouse,1mo (A) *	126	Play Bingo,1yr (A)	100	Shop at Sears,3mo (A)	90
Stay at Motel 6 on Vacation,1yr (A)	124	Travel on All Inclusive Package Trip,3yr (A)	100	Contribute to PBS,1yr (A)	89
Shop at Lane Bryant,3mo (A)	120	Belong to a Union (A)	99	Go to Live Theater,1yr (A)	89
Belong to a Fraternal Order (A)	114	Foreign Travel during October-December,3yr (A)	99	Visit Elected/Government Official,1yr (A)	89
Travel to Mexico,3yr (A)	111	Buy from Cracker Barrel,1mo (A) *	97	Buy from Burger King,1mo (A) *	88
Foreign Travel by Bus,3yr (A)	110	Belong to a Veterans Club (A)	96	Buy from Olive Garden,1mo (A) *	88
Buy from Blimpie Subs & Salads,1mo (A) *	109	Foreign Travel for 15+ Nights,3yr (A)	96	Do Garment Sewing from Patterns,6mo (A)	87

Source: Mediamark Research Inc., 2004

Media

Top 15 Media Behaviors		Media Behaviors 16-30		Media Behaviors 31-45	
Adult Standards Radio,Net Audience (A)	210	Read National Geographic Traveler (A)	130	Read Reader's Digest (A)	110
Read Soap Opera Weekly (A)	185	Read Stock Car Racing (A)	127	Watch TV Guide Channel,1wk (A)	110
Read Chicago Tribune,Sunday (A)	177	TV Bowling,Net Audience (A)	123	Read Conde Nast Traveler (A)	109
TV Horse Racing,Net Audience (A)	176	Watch QVC,1wk (A)	123	Read New York Magazine (A)	109
Read Catholic Digest (A)	169	Bloomberg Network Radio,Net Audience (A)	121	Watch CNN,1wk (A)	108
Radio,College Basketball,Net Audience (A)	168	Wall Street Journal Report,Net Audience (A)	121	Watch Lifetime,1wk (A)	108
TV Figure Skating,Net Audience (A)	163	Watch A&E Television Network,1wk (A)	119	Watch Show Type,Primetime Documentary/Info Shows (107
Watch Show Type,Early Evening Network News,Weekend (A)	156	Watch Game Show Network,1wk (A)	116	Read Soap Opera Digest (A)	105
Radio,Golf,Net Audience (A)	154	Watch Show Type,Early Evening Network News,M-F (A)	116	Watch Home Shopping Network,1wk (A)	105
Watch Outdoor Life Network,1wk (A)	147	Watch Show Type,Early Morning Talk/Info News (A)	116	Read Daily Newspaper (A)	104
TV Daytime TV,Net Audience (A)	143	Read Boating (A)	114	Read Shape (A)	104
Read Yankee (A)	142	TV Professional Wrestling,Net Audience (A)	112	Radio,MLB Playoffs/World Series,Net Audience (A)	103



PRIZM NE
Segment 46 Old Glories



Read Saturday Evening Post (A)	141	All Talk,Net Audience (A)	111	All News Radio,Net Audience (A)	102
Watch Show Type,Daytime Dramas (A)	136	Read Parade (A)	111	Radio Lower Half (A)	102
TV Golf,Net Audience (A)	135	Watch Show Type,Pageants Specials (A)	111	Watch Bravo,1wk (A)	102

Source: Mediamark Research Inc., 2004





47 City Startups

In City Startups, young, multi-ethnic singles have settled in neighborhoods filled with cheap apartments and a commercial base of cafes, bars, laundromats and clubs that cater to twentysomethings. One of the youngest segments in America -with ten times as many college students as the national average- these neighborhoods feature low incomes and high concentrations of Hispanics and African-Americans.

Social Group: Micro-City Blues

Lifestage Group: Striving Singles

Statistics:

US Households: 1,363,111 (1.24%)

Median HH Income: \$22,349

Lifestyle Traits:

1. Go to nightclubs
2. Order pizza from Papajohn's
3. Read Rolling Stone
4. Watch Mad TV
5. Drive a Kia Spectra

Demographics Traits:

Ethnic Diversity:	High Asian, Black, AmInd
Family Types:	Singles
Age Ranges:	<35
Education Levels:	H.S./College
Employment Levels:	White-Collar, Service
Housing Types:	Renters
Urbanicity:	2nd City
Income:	Poor

Demographics



Age

Description	US.	Segment	Index
Pop Age 0-4	6.60	5.31	80
Pop Age 5-9	6.70	4.25	63
Pop Age 10-14	7.06	3.65	52
Pop Age 15-17	4.26	1.98	47
Pop Age 18-20	4.38	18.59	425
Pop Age 21-24	5.51	19.24	349
Pop Age 25-34	13.66	17.50	128
Pop Age 35-44	15.21	10.19	67
Pop Age 45-49	7.43	4.28	58
Pop Age 50-54	6.64	3.58	54
Pop Age 55-59	5.45	2.77	51
Pop Age 60-64	4.26	1.99	47
Pop Age 65-74	6.52	2.90	44
Pop Age 75-84	4.58	2.47	54
Pop Age 85+	1.74	1.31	75



Income



Housing Urbanization

Description	US.	Segment	Index
Rural/Town (Density Deciles 0-3)	40.01	42.38	106
Suburb Fringe (Density Decile 4-5)	19.90	19.86	100
Urban Fringe (Density Deciles 6-7)	20.00	19.90	99
Urban (Density Deciles 8-9)	20.09	17.86	89



Education

Description	US.	Segment	Index
Completed 0-8 Yrs Elem School	7.62	8.46	111
Attended High School, No Diploma	12.12	13.62	112
High School Graduate	28.54	25.16	88
Some College, No Degree	21.11	21.67	103
Associate Degree	6.32	5.74	91
Bachelor Degree	15.52	15.51	100
Master's Degree	5.86	6.45	110
Professional School Degree	1.95	1.61	83
Doctorate Degree	0.96	1.78	185



Description	US.	Segment	Index
HH Income < \$15,000	14.67	35.69	243
HH Income \$15,000-\$24,999	11.28	19.47	173
HH Income \$25,000-\$34,999	12.27	15.80	129
HH Income \$35,000-\$49,999	15.39	13.39	87
HH Income \$50,000-\$74,999	19.10	9.44	49
HH Income \$75,000-\$99,999	11.61	3.41	29
HH Income \$100,000-\$149,999	9.43	1.83	19
HH Income \$150,000-\$249,999	4.36	0.69	16
HH Income \$250,000-\$499,999	1.29	0.24	18
HH Income \$500,000+	0.60	0.04	7



Work Occupation

Description	US.	Segment	Index
Management Occupation(Except Farm)	8.31	4.81	58
Farmers & Farm Managers	0.62	0.11	18
Business Operations Specialists	2.03	1.31	65
Financial Specialists	2.12	1.08	51
Computer & Mathematical Occup	2.34	2.51	107
Architecture & Engineering Occup	1.97	1.49	75
Life, Physical, & Social Sci Occup	0.90	1.76	196
Community & Social Services Occup	1.51	1.67	110
Legal Occupations	1.04	0.65	62
Education/Training/Library Occup	5.59	7.64	137
Art/Dsgn/Entrtnmnt/Sprts/Media Occ	1.87	2.62	140
Healthcare Practitn & Tech Occup	4.54	3.01	66
Healthcare Support Occupations	2.07	2.38	115
Protective Service Occupations	1.99	1.78	90
Food Prep & Serving Related Occup	4.94	10.66	216
Building & Grnds/Clean/Maint Occup	3.41	4.17	122
Personal Care & Service Occupation	2.83	3.82	135
Sales & Related Occupations	11.20	11.91	106
Administration Support Occupations	15.44	16.84	109
Farm/Forest/Fishing Occupations	0.78	0.56	72
Construction/Extractn/Maint Occup	9.57	6.83	71
Production/Trans/Matl Moving Occup	14.94	12.40	83



Family Composition People in Household

Description	US.	Segment	Index
HHs with 1 Person	26.07	43.18	166



Race/Ethnicity

Description	US.	Segment	Index
White Alone Pop	74.19	66.47	90
Black/African American Alone Pop	12.30	17.12	139
Am Indian/Alaska Native Alone Pop	0.88	1.03	118
Asian Alone Pop	4.05	5.06	125
Native Hawaiian/Other PI Alone Pop	0.15	0.20	132
Some Other Race Alone Pop	5.80	6.46	111
2 or More Races Pop	2.63	3.67	139
Hispanic/Latino Pop	13.50	13.77	102



Work Commuting Patterns

Description	US.	Segment	Index
Commute Alone in Vehicle	77.77	63.29	81
Commute in Carpool	12.81	13.50	105
Use Public Transportation	5.02	4.72	94
Walk to Work Only	3.13	15.21	485
Commute by Motorcycle	0.11	0.21	180
Commute by Bicycle	0.40	2.21	554
Commute by Other Means	0.75	0.85	114
Work at Home	1.93	1.14	59
Commute to Work < 15 Minutes	29.73	49.00	165
Commute to Work in 15-29 Minutes	35.93	33.78	94
Commute to Work in 30-44 Minutes	18.97	9.91	52
Commute to Work in 45-59 Minutes	7.37	3.25	44
Commute to Work in 60+ Minutes	8.00	4.06	51



Family Composition Household Type

Description	US.	Segment	Index
HHs w/ 2+ Persons, Family, Married	51.63	19.87	38
HHs with 2+ Persons, Family, Other	16.09	16.20	101
HHs with 2+ Persons, Nonfamily	6.22	20.75	334
HHs w/ 1 or more people < 18 years	35.94	21.29	59
HHs with no people under 18 years	64.06	78.71	123



Housing Home Value

Description	US.	Segment	Index
Home Value < \$20,000	3.33	2.98	90



HHs with 2 Persons	32.43	29.27	90
HHs with 3 Persons	16.67	13.27	80
HHs with 4 Persons	14.04	8.37	60
HHs with 5 Persons	6.53	3.43	52
HHs with 6 Persons	2.54	1.49	59
HHs with 7+ Persons	1.72	1.00	58



Housing Home Ownership

Description	US.	Segment	Index
Owner-Occupied Housing Units	66.47	14.14	21
Renter-Occupied HUs	33.53	85.86	256

Home Value \$20,000-\$39,999	4.88	5.43	111
Home Value \$40,000-\$59,999	6.70	9.91	148
Home Value \$60,000-\$79,999	8.39	13.02	155
Home Value \$80,000-\$99,999	9.88	14.23	144
Home Value \$100,000-\$149,999	22.61	27.51	122
Home Value \$150,000-\$199,999	15.24	13.15	86
Home Value \$200,000-\$299,999	15.17	8.45	56
Home Value \$300,000-\$399,999	6.22	2.66	43
Home Value \$400,000-\$499,999	3.11	1.27	41
Home Value \$500,000-\$749,999	2.44	0.76	31
Home Value \$750,000-\$999,999	1.03	0.31	30
Home Value \$1,000,000+	1.00	0.32	32



Housing Units in Structure

Description	US.	Segment	Index
Single Unit in Structure	66.00	20.05	30
2 Units in Structure	4.19	8.04	192
3-19 Units in Structure	13.49	45.77	339
20-49 Units in Structure	3.37	10.68	317
50+ Units in Structure	5.35	14.33	268
Mobile Home or Trailer	7.38	1.07	14



Housing Years in Home

Description	US.	Segment	Index
Moved into Unit 1999 to March 2004	24.69	50.51	205
Moved into Unit in 1995 to 1998	27.21	29.66	109
Moved into Unit in 1990 to 1994	15.13	8.38	55
Moved into Unit in 1980 to 1989	14.66	5.86	40
Moved into Unit in 1970 to 1979	9.27	2.62	28
Moved into Unit in 1969 or earlier	9.05	2.98	33

Lifestyles

Top 15 Lifestyle Behaviors		Lifestyle Behaviors 16-30		Lifestyle Behaviors 31-45	
Go Water Skiing,1yr (A)	202	Play Softball,1yr (A)	146	Shop at Marshall's,3mo (A)	118
Buy from Whataburger,1mo (A) *	195	Play Basketball,1yr (A)	145	Travel to Virgin Islands,3yr (A)	118
Shop at Structure,3mo (A)	193	Buy Camping Equipment,1yr (H)	144	Buy Model Kits,1yr (A)	115
Play Racquetball,1yr (A)	188	Buy from Rally's,6mo (A)	144	Buy from Carl's Jr.,1mo (A) *	113
Buy from Ponderosa,1mo (A) *	187	Shop at Express,3mo (A)	143	Buy from Papa John's,1mo (A) *	112
Play Soccer,1yr (A)	184	Buy from Jack-in-the-Box,1mo (A) *	142	Go Dancing,1yr (A)	111
Buy Tent,1yr (H)	179	Shop at TJ Maxx,3mo (A)	142	Travel to Japan/Asia/Other,3yr (A)	111
Order from Fingerhut,1yr (A)	172	Foreign Travel for 15+ Nights,3yr (A)	137	Buy from Cheesecake Factory,1mo (A) *	110



Play Volleyball,1yr (A)	169	Go to Bar/Nightclub,1yr (A)	137	Go Hunting with Gun,1yr (A)	110
Shop at Lane Bryant,3mo (A)	164	Go to Professional Basketball Games,1+ Times,1mo (136	Buy from Godfather's Pizza,6mo (A)	107
Buy from Del Taco,1mo (A) *	158	Visit Any Six Flags Park,1yr (A)	134	Buy from Bennigan's,1mo (A) *	106
Order from priceline.com,1yr (A)	157	Buy from Captain D's,1mo (A) *	132	Buy from Pizza Inn,6mo (A)	106
Play Billiards/Pool,1yr (A)	157	Shop at Banana Republic,3mo (A)	128	Go Bowling,1yr (A)	106
Buy from Denny's,1mo (A) *	147	Shop at The Limited,3mo (A)	128	Shop at CVS Pharmacy,6mo (A)	106
Foreign Travel by Bus,3yr (A)	147	Play Tennis,1yr (A)	126	Own Tent (H)	105

Source: Mediamark Research Inc., 2004

Media

Top 15 Media Behaviors		Media Behaviors 16-30		Media Behaviors 31-45	
Read The Source (A)	210	Read Jet (A)	162	Read Food & Wine (A)	140
Read GQ (A)	198	Read Men's Fitness (A)	159	Read Marie Claire (A)	140
Read Maxim (A)	196	Read Sporting News (A)	157	Read Guns & Ammo (A)	136
Read Vibe (A)	191	Read Ebony (A)	152	Read Muscle & Fitness (A)	135
Urban Contemporary Radio,Net Audience (A)	188	Read Rolling Stone (A)	151	Watch Show Type,Late Night Talk/Variety (A)	132
Listen Radio on Internet,1mo (A)	184	Read WWE Magazine (A)	150	Read Men's Health (A)	130
Read American Photo (A)	181	Read Penthouse (A)	148	Read Cable Guide (A)	129
Read Spin (A)	180	Read Premiere (A)	147	Read New York Times,Daily (A)	129
Read Computer Shopper (A)	174	Read Scientific American (A)	147	Read The Cable Guide (A)	129
Read Playboy (A)	174	Read 4 Wheel & Off Road (A)	145	TV Soccer,Net Audience (A)	127
Read ESPN The Magazine (A)	173	Hispanic,Net Audience (A)	144	Variety Radio,Net Audience (A)	126
Watch BET,1wk (A)	171	Read Allure (A)	144	Watch Comedy Central,1wk (A)	126



Watch MTV,1wk (A)	168	TV Professional Wrestling,Net Audience (A)	144	Read Harper's Bazaar (A)	125
Read Teen People (A)	167	Read Hunting (A)	142	Watch VH1,1wk (A)	124
Read Automobile (A)	162	Read Essence (A)	141	TV Professional Basketball,Net Audience (A)	121

Source: Mediamark Research Inc., 2004





48 Young & Rustic

Like the soap opera that inspired its nickname, Young & Rustic is composed of young, restless singles. Unlike the glitzy soap denizens, however, these folks tend to be lower income, high school-educated and living in tiny apartments in the nation's exurban towns. With their service industry jobs and modest incomes, these folks still try to fashion fast-paced lifestyles centered on sports, cars and dating.

Social Group: Rustic Living

Lifestage Group: Striving Singles

Statistics:

US Households: 2,165,554 (1.97%)

Median HH Income: \$30,878

Lifestyle Traits:

1. Play basketball
2. Eat convenience store meals
3. Read Motorcycle magazines
4. Watch Days of Our Lives
5. Drive a Ford Escort

Demographics Traits:

Ethnic Diversity:	White, AmInd
Family Types:	Mix
Age Ranges:	<35
Education Levels:	High School
Employment Levels:	Service, Blue-Collar
Housing Types:	Renters
Urbanicity:	Town
Income:	Downscale

Demographics



Age

Description	US.	Segment	Index
Pop Age 0-4	6.60	6.30	95
Pop Age 5-9	6.70	5.88	88
Pop Age 10-14	7.06	5.91	84
Pop Age 15-17	4.26	3.66	86
Pop Age 18-20	4.38	7.78	178
Pop Age 21-24	5.51	9.25	168
Pop Age 25-34	13.66	14.82	108
Pop Age 35-44	15.21	13.43	88
Pop Age 45-49	7.43	6.35	85
Pop Age 50-54	6.64	5.59	84
Pop Age 55-59	5.45	4.56	84
Pop Age 60-64	4.26	3.65	86
Pop Age 65-74	6.52	5.92	91
Pop Age 75-84	4.58	4.72	103
Pop Age 85+	1.74	2.19	126



Housing Urbanization

Description	US.	Segment	Index
Rural/Town (Density Deciles 0-3)	40.01	35.66	89
Suburb Fringe (Density Decile 4-5)	19.90	20.05	101
Urban Fringe (Density Deciles 6-7)	20.00	22.12	111
Urban (Density Deciles 8-9)	20.09	22.17	110



Education

Description	US.	Segment	Index
Completed 0-8 Yrs Elem School	7.62	8.75	115
Attended High School, No Diploma	12.12	14.98	124
High School Graduate	28.54	32.80	115
Some College, No Degree	21.11	20.39	97
Associate Degree	6.32	5.77	91
Bachelor Degree	15.52	11.14	72
Master's Degree	5.86	4.12	70
Professional School Degree	1.95	1.15	59
Doctorate Degree	0.96	0.90	94



Income



Description	US.	Segment	Index
HH Income < \$15,000	14.67	24.41	166
HH Income \$15,000-\$24,999	11.28	16.41	145
HH Income \$25,000-\$34,999	12.27	15.61	127
HH Income \$35,000-\$49,999	15.39	16.39	106
HH Income \$50,000-\$74,999	19.10	15.17	79
HH Income \$75,000-\$99,999	11.61	6.52	56
HH Income \$100,000-\$149,999	9.43	3.74	40
HH Income \$150,000-\$249,999	4.36	1.27	29
HH Income \$250,000-\$499,999	1.29	0.40	31
HH Income \$500,000+	0.60	0.08	13



Work Occupation

Description	US.	Segment	Index
Management Occupation(Except Farm)	8.31	6.06	73
Farmers & Farm Managers	0.62	0.45	73
Business Operations Specialists	2.03	1.33	65
Financial Specialists	2.12	1.29	61
Computer & Mathematical Occup	2.34	1.29	55
Architecture & Engineering Occup	1.97	1.43	72
Life, Physical, & Social Sci Occup	0.90	0.77	86
Community & Social Services Occup	1.51	1.79	118
Legal Occupations	1.04	0.56	54
Education/Training/Library Occup	5.59	6.01	108
Art/Dsgn/Entrtnmnt/Sprts/Media Occ	1.87	1.58	85
Healthcare Practitn & Tech Occup	4.54	3.83	84
Healthcare Support Occupations	2.07	2.51	121
Protective Service Occupations	1.99	1.97	99
Food Prep & Serving Related Occup	4.94	6.97	141
Building & Grnds/Clean/Maint Occup	3.41	3.92	115
Personal Care & Service Occupation	2.83	3.15	111
Sales & Related Occupations	11.20	11.01	98
Administration Support Occupations	15.44	14.39	93
Farm/Forest/Fishing Occupations	0.78	0.96	123
Construction/Extractn/Maint Occup	9.57	9.83	103
Production/Trans/Matl Moving Occup	14.94	18.89	126



Family Composition People in Household

Description	US.	Segment	Index
HHs with 1 Person	26.07	34.15	131



Race/Ethnicity

Description	US.	Segment	Index
White Alone Pop	74.19	79.70	107
Black/African American Alone Pop	12.30	12.09	98
Am Indian/Alaska Native Alone Pop	0.88	1.24	142
Asian Alone Pop	4.05	1.51	37
Native Hawaiian/Other PI Alone Pop	0.15	0.12	80
Some Other Race Alone Pop	5.80	3.36	58
2 or More Races Pop	2.63	1.98	75
Hispanic/Latino Pop	13.50	7.20	53



Work Commuting Patterns

Description	US.	Segment	Index
Commute Alone in Vehicle	77.77	77.31	99
Commute in Carpool	12.81	14.16	111
Use Public Transportation	5.02	0.94	19
Walk to Work Only	3.13	6.10	195
Commute by Motorcycle	0.11	0.10	90
Commute by Bicycle	0.40	0.53	132
Commute by Other Means	0.75	0.86	115
Work at Home	1.93	1.39	72
Commute to Work < 15 Minutes	29.73	49.63	167
Commute to Work in 15-29 Minutes	35.93	28.08	78
Commute to Work in 30-44 Minutes	18.97	12.17	64
Commute to Work in 45-59 Minutes	7.37	4.83	66
Commute to Work in 60+ Minutes	8.00	5.29	66



Family Composition Household Type

Description	US.	Segment	Index
HHs w/ 2+ Persons, Family, Married	51.63	39.12	76
HHs with 2+ Persons, Family, Other	16.09	17.86	111
HHs with 2+ Persons, Nonfamily	6.22	8.87	143
HHs w/ 1 or more people < 18 years	35.94	31.13	87
HHs with no people under 18 years	64.06	68.87	107



Housing Home Value

Description	US.	Segment	Index
Home Value < \$20,000	3.33	5.78	174



HHs with 2 Persons	32.43	32.10	99
HHs with 3 Persons	16.67	15.62	94
HHs with 4 Persons	14.04	11.02	78
HHs with 5 Persons	6.53	4.61	71
HHs with 6 Persons	2.54	1.62	64
HHs with 7+ Persons	1.72	0.86	50



Housing Home Ownership

Description	US.	Segment	Index
Owner-Occupied Housing Units	66.47	47.63	72
Renter-Occupied HUs	33.53	52.37	156

Home Value \$20,000-\$39,999	4.88	8.30	170
Home Value \$40,000-\$59,999	6.70	11.60	173
Home Value \$60,000-\$79,999	8.39	14.10	168
Home Value \$80,000-\$99,999	9.88	15.16	154
Home Value \$100,000-\$149,999	22.61	24.89	110
Home Value \$150,000-\$199,999	15.24	10.45	69
Home Value \$200,000-\$299,999	15.17	6.41	42
Home Value \$300,000-\$399,999	6.22	1.80	29
Home Value \$400,000-\$499,999	3.11	0.72	23
Home Value \$500,000-\$749,999	2.44	0.40	17
Home Value \$750,000-\$999,999	1.03	0.17	17
Home Value \$1,000,000+	1.00	0.22	22



Housing Units in Structure

Description	US.	Segment	Index
Single Unit in Structure	66.00	53.90	82
2 Units in Structure	4.19	7.24	173
3-19 Units in Structure	13.49	23.10	171
20-49 Units in Structure	3.37	4.10	122
50+ Units in Structure	5.35	3.46	65
Mobile Home or Trailer	7.38	8.01	109



Housing Years in Home

Description	US.	Segment	Index
Moved into Unit 1999 to March 2004	24.69	32.55	132
Moved into Unit in 1995 to 1998	27.21	27.67	102
Moved into Unit in 1990 to 1994	15.13	12.74	84
Moved into Unit in 1980 to 1989	14.66	11.41	78
Moved into Unit in 1970 to 1979	9.27	7.12	77
Moved into Unit in 1969 or earlier	9.05	8.51	94

Lifestyles

Top 15 Lifestyle Behaviors		Lifestyle Behaviors 16-30		Lifestyle Behaviors 31-45	
Buy from Krystal's Hamburgers, 1mo (A) *	220	Buy from Golden Corral, 1mo (A) *	128	Buy Construction Toys, 1yr (A)	112
Order from Fingerhut, 1yr (A)	180	Buy from Shoney's, 1mo (A) *	125	Go Hunting with Gun, 1yr (A)	111
Buy from Checkers, 1mo (A) *	175	Buy from Long John Silver, 1mo (A) *	123	Play Softball, 1yr (A)	111
Buy Electric Trains, 1yr (A)	150	Buy Camping Equipment, 1yr (H)	120	Collect Stamps, 1yr (A)	110
Buy Swing Sets, 1yr (A)	147	Buy Fishing Equipment, 1yr (A)	120	Do Woodworking, 1yr (A)	110
Buy Tent, 1yr (H)	146	Buy from Papa John's, 1mo (A) *	120	Play Bingo, 1yr (A)	110
Buy from Captain D's, 1mo (A) *	145	Buy Tennis Equipment, 1yr (A)	118	Order from Avon, 1yr (A)	109
Buy from Hardee's, 1mo (A) *	142	Buy from Domino's Pizza, 1mo (A) *	118	Own Handgun (A)	109



Stay at Days Inn on Vacation,1yr (A)	141	Go Horseback Riding,1yr (A)	118	Shop at ShopKo,3mo (A)	108
Buy from Church's Fried Chicken,1mo (A) *	136	Visit Any Six Flags Park,1yr (A)	118	Buy Sleeping Bag,1yr (H)	107
Shop at Wal-Mart Pharmacy,6mo (A)	136	Buy from Dairy Queen,1mo (A) *	117	Buy Infant Toys,1yr (A)	106
Buy from Ruby Tuesdays,1mo (A) *	132	Buy from Pizza Hut,1mo (A) *	117	Buy Large Baby Dolls,1yr (A)	106
Own Tropical Fish (A)	132	Play Volleyball,1yr (A)	115	Order from BMG Music,1yr (A)	106
Buy from Sonic Drive-in,1mo (A) *	131	Go Roller Skating,1yr (A)	114	Play Basketball,1yr (A)	105
Shop at Structure,3mo (A)	131	Go to Professional Football Games,1+ Times,1mo (A)	114	Play Soccer,1yr (A)	105

Source: Mediamark Research Inc., 2004

Media

Top 15 Media Behaviors		Media Behaviors 16-30		Media Behaviors 31-45	
Read American Photo (A)	204	Read Working Mother (A)	159	Read The Cable Guide (A)	138
Read Soap Opera Weekly (A)	194	Read Vibe (A)	156	TV Professional Wrestling,Net Audience (A)	138
Read Modern Bride (A)	192	Read Jet (A)	154	Read Photographic (A)	137
Read Baby Talk (A)	178	Read Soap Opera Digest (A)	152	Read National Enquirer (A)	136
Read True Story (A)	176	Read North American Hunter (A)	150	Watch BET,1wk (A)	134
Read Ski (A)	175	Read Bride's (A)	149	Read Woman's World (A)	133
Read Spin (A)	175	Read Maxim (A)	143	Gospel Radio,Net Audience (A)	132
Read YM (A)	175	Read Motorcyclist (A)	142	Read Esquire (A)	132
Read Hunting (A)	171	Read Playboy (A)	142	Read Allure (A)	131
Read Seventeen (A)	165	Read Teen People (A)	142	Read Black Enterprise (A)	131
Read Bassmaster (A)	164	Read Handguns (A)	140	Read Rolling Stone (A)	131
Read Penthouse (A)	161	Read Stock Car Racing (A)	140	Read Family Fun (A)	130



Read Ebony (A)	160	Watch Country Music TV,1wk (A)	140	Read Star (A)	130
Read WWE Magazine (A)	160	Watch MTV,1wk (A)	140	Country Radio,Net Audience (A)	129
Read Essence (A)	159	Read Cable Guide (A)	138	Read Sport Truck (A)	129

Source: Mediamark Research Inc., 2004





49 American Classics

They may be older, lower-middle class and retired, but the residents of American Classics are still living the American Dream of home ownership. Few segments rank higher in their percentage of home owners, and that fact alone reflects a more comfortable lifestyle for these predominantly white singles and couples with deep ties to their neighborhoods.

Social Group: Inner Suburbs

Lifestage Group: Cautious Couples

Statistics:

US Households: 1,124,829 (1.02%)

Median HH Income: \$32,988

Lifestyle Traits:

1. Do woodworking
2. Belong to a fraternal order
3. Listen to adults standards radio
4. Watch The View
5. Drive a Lincoln Town Car

Demographics Traits:

Ethnic Diversity:	High Black, Hispanic
Family Types:	Singles/Couples
Age Ranges:	65+
Education Levels:	High School
Employment Levels:	BC, WC, Service
Housing Types:	Homeowners
Urbanicity:	Suburban
Income:	Lower Middle

Demographics



Age

Description	US.	Segment	Index
Pop Age 0-4	6.60	5.62	85
Pop Age 5-9	6.70	5.86	88
Pop Age 10-14	7.06	6.36	90
Pop Age 15-17	4.26	3.89	91
Pop Age 18-20	4.38	3.70	84
Pop Age 21-24	5.51	4.30	78
Pop Age 25-34	13.66	10.90	80
Pop Age 35-44	15.21	12.59	83
Pop Age 45-49	7.43	6.50	88
Pop Age 50-54	6.64	6.08	92
Pop Age 55-59	5.45	5.68	104
Pop Age 60-64	4.26	5.42	127
Pop Age 65-74	6.52	10.86	167
Pop Age 75-84	4.58	9.19	201
Pop Age 85+	1.74	3.05	175



Housing Urbanization

Description	US.	Segment	Index
Rural/Town (Density Deciles 0-3)	40.01	44.28	111
Suburb Fringe (Density Decile 4-5)	19.90	19.04	96
Urban Fringe (Density Deciles 6-7)	20.00	19.63	98
Urban (Density Deciles 8-9)	20.09	17.05	85



Education

Description	US.	Segment	Index
Completed 0-8 Yrs Elem School	7.62	9.21	121
Attended High School, No Diploma	12.12	17.54	145
High School Graduate	28.54	35.28	124
Some College, No Degree	21.11	21.01	100
Associate Degree	6.32	5.09	81
Bachelor Degree	15.52	7.88	51
Master's Degree	5.86	2.78	47
Professional School Degree	1.95	0.85	43
Doctorate Degree	0.96	0.35	37



Income



Description	US.	Segment	Index
HH Income < \$15,000	14.67	19.38	132
HH Income \$15,000-\$24,999	11.28	16.90	150
HH Income \$25,000-\$34,999	12.27	17.17	140
HH Income \$35,000-\$49,999	15.39	17.76	115
HH Income \$50,000-\$74,999	19.10	16.21	85
HH Income \$75,000-\$99,999	11.61	7.04	61
HH Income \$100,000-\$149,999	9.43	3.89	41
HH Income \$150,000-\$249,999	4.36	1.16	27
HH Income \$250,000-\$499,999	1.29	0.41	32
HH Income \$500,000+	0.60	0.09	14



Race/Ethnicity

Description	US.	Segment	Index
White Alone Pop	74.19	66.25	89
Black/African American Alone Pop	12.30	23.96	195
Am Indian/Alaska Native Alone Pop	0.88	0.65	74
Asian Alone Pop	4.05	1.06	26
Native Hawaiian/Other PI Alone Pop	0.15	0.07	48
Some Other Race Alone Pop	5.80	5.93	102
2 or More Races Pop	2.63	2.08	79
Hispanic/Latino Pop	13.50	15.97	118



Work Occupation

Description	US.	Segment	Index
Management Occupation(Except Farm)	8.31	5.27	63
Farmers & Farm Managers	0.62	0.11	17
Business Operations Specialists	2.03	1.58	78
Financial Specialists	2.12	1.55	73
Computer & Mathematical Occup	2.34	1.13	48
Architecture & Engineering Occup	1.97	1.21	62
Life, Physical, & Social Sci Occup	0.90	0.43	48
Community & Social Services Occup	1.51	1.41	93
Legal Occupations	1.04	0.49	47
Education/Training/Library Occup	5.59	4.09	73
Art/Dsgn/Entrtnmnt/Sprts/Media Occ	1.87	1.14	61
Healthcare Practitn & Tech Occup	4.54	3.82	84
Healthcare Support Occupations	2.07	2.76	133
Protective Service Occupations	1.99	2.26	114
Food Prep & Serving Related Occup	4.94	5.87	119
Building & Grnds/Clean/Maint Occup	3.41	4.80	141
Personal Care & Service Occupation	2.83	3.06	108
Sales & Related Occupations	11.20	11.05	99
Administration Support Occupations	15.44	18.18	118
Farm/Forest/Fishing Occupations	0.78	0.40	51
Construction/Extractn/Maint Occup	9.57	11.06	116
Production/Trans/Matl Moving Occup	14.94	18.35	123



Work Commuting Patterns

Description	US.	Segment	Index
Commute Alone in Vehicle	77.77	79.97	103
Commute in Carpool	12.81	14.16	111
Use Public Transportation	5.02	2.81	56
Walk to Work Only	3.13	1.82	58
Commute by Motorcycle	0.11	0.14	119
Commute by Bicycle	0.40	0.31	77
Commute by Other Means	0.75	0.79	106
Work at Home	1.93	0.94	49
Commute to Work < 15 Minutes	29.73	29.00	98
Commute to Work in 15-29 Minutes	35.93	42.47	118
Commute to Work in 30-44 Minutes	18.97	17.41	92
Commute to Work in 45-59 Minutes	7.37	5.32	72
Commute to Work in 60+ Minutes	8.00	5.80	72



Family Composition Household Type

Description	US.	Segment	Index
HHs w/ 2+ Persons, Family, Married	51.63	44.72	87
HHs with 2+ Persons, Family, Other	16.09	18.88	117
HHs with 2+ Persons, Nonfamily	6.22	4.58	74
HHs w/ 1 or more people < 18 years	35.94	27.79	77
HHs with no people under 18 years	64.06	72.21	113



Family Composition People in Household

Description	US.	Segment	Index
HHs with 1 Person	26.07	31.83	122



Housing Home Value

Description	US.	Segment	Index
Home Value < \$20,000	3.33	6.30	189



HHs with 2 Persons	32.43	34.71	107
HHs with 3 Persons	16.67	14.04	84
HHs with 4 Persons	14.04	10.19	73
HHs with 5 Persons	6.53	5.21	80
HHs with 6 Persons	2.54	2.33	91
HHs with 7+ Persons	1.72	1.69	98



Housing Home Ownership

Description	US.	Segment	Index
Owner-Occupied Housing Units	66.47	78.81	119
Renter-Occupied HUs	33.53	21.19	63

Home Value \$20,000-\$39,999	4.88	9.46	194
Home Value \$40,000-\$59,999	6.70	15.01	224
Home Value \$60,000-\$79,999	8.39	17.68	211
Home Value \$80,000-\$99,999	9.88	16.62	168
Home Value \$100,000-\$149,999	22.61	22.63	100
Home Value \$150,000-\$199,999	15.24	7.31	48
Home Value \$200,000-\$299,999	15.17	3.62	24
Home Value \$300,000-\$399,999	6.22	0.77	12
Home Value \$400,000-\$499,999	3.11	0.31	10
Home Value \$500,000-\$749,999	2.44	0.16	7
Home Value \$750,000-\$999,999	1.03	0.07	7
Home Value \$1,000,000+	1.00	0.08	8



Housing Units in Structure

Description	US.	Segment	Index
Single Unit in Structure	66.00	66.91	101
2 Units in Structure	4.19	2.85	68
3-19 Units in Structure	13.49	6.97	52
20-49 Units in Structure	3.37	2.47	73
50+ Units in Structure	5.35	3.18	59
Mobile Home or Trailer	7.38	16.86	229



Housing Years in Home

Description	US.	Segment	Index
Moved into Unit 1999 to March 2004	24.69	17.17	70
Moved into Unit in 1995 to 1998	27.21	23.21	85
Moved into Unit in 1990 to 1994	15.13	15.08	100
Moved into Unit in 1980 to 1989	14.66	16.84	115
Moved into Unit in 1970 to 1979	9.27	12.71	137
Moved into Unit in 1969 or earlier	9.05	14.98	166

Lifestyles

Top 15 Lifestyle Behaviors		Lifestyle Behaviors 16-30		Lifestyle Behaviors 31-45	
Order from Readers Digest Association, 1yr (A)	237	Own Stationary Bike (A)	102	Shop at Sears, 3mo (A)	89
Buy from Friendly's, 1mo (A) *	190	Shop at Bloomingdales, 3mo (A)	101	Order from Fingerhut, 1yr (A)	88
Play Bingo, 1yr (A)	170	PRIZM NE Lifestyle Tab 2004	100	Buy from Denny's, 1mo (A) *	87
Stay at Motel 6 on Vacation, 1yr (A)	147	Play Lottery, 10+ Times/mo, 1yr (A)	99	Buy from Dunkin Donuts, 1mo (A) *	87
Belong to a Church Board (A)	138	Shop at Walgreens, 6mo (A)	98	Go to Beauty Parlor, 6mo (A)	87
Belong to a Veterans Club (A)	134	Stay at Radisson on Vacation, 1yr (A)	98	Shop at JCPenney, 3mo (A)	86
Buy from Steak N Ale, 6mo (A)	130	Buy from Blimpie Subs & Salads, 1mo (A) *	96	Shop at Kmart, 3mo (A)	85
Buy from Chi-Chi's, 1mo (A) *	126	Buy from Checkers, 1mo (A) *	96	Shop at Macy's, 3mo (A)	85



Stay at Ramada Inn on Vacation,1yr (A)	125	Contribute to PBS,1yr (A)	96	Buy from Cracker Barrel,1mo (A) *	84
Buy 1950s Nostalgia Music,1yr (A) *	122	Travel to Puerto Rico,3yr (A)	95	Shop at Ace Hardware,1yr (A)	83
Buy from Church's Fried Chicken,1mo (A) *	117	Travel to Virgin Islands,3yr (A)	93	Travel on All Inclusive Package Trip,3yr (A)	83
Shop at CVS Pharmacy,6mo (A)	116	Shop at Lane Bryant,3mo (A)	91	Foreign Travel by Cruise Ship,3yr (A)	82
Buy from Bob Evan's Farm,1mo (A) *	114	Belong to a Civic Club (A)	89	Buy from Lone Star Steakhouse,1mo (A) *	81
Own Vacation/Weekend Home (H)	107	Buy from Ruby Tuesdays,1mo (A) *	89	Foreign Travel by Bus,3yr (A)	81
Order from QVC,1yr (A)	106	Shop at Marshall's,3mo (A)	89	Buy from Red Lobster,1mo (A) *	80

Source: Mediamark Research Inc., 2004

Media

Top 15 Media Behaviors		Media Behaviors 16-30		Media Behaviors 31-45	
Adult Standards Radio,Net Audience (A)	282	Watch Show Type,Daytime Dramas (A)	125	Read Chicago Tribune,Sunday (A)	101
TV Horse Racing,Net Audience (A)	204	Watch Show Type,Primetime Documentary/Info Shows (125	PRIZM NE Media Tab 2004	100
Radio,Golf,Net Audience (A)	201	Radio,MLB Playoffs/World Series,Net Audience (A)	121	TV Baseball,Net Audience (A)	100
TV Figure Skating,Net Audience (A)	166	Watch American Movie Classics,1wk (A)	120	Read Daily Newspaper (A)	99
TV Bowling,Net Audience (A)	161	Radio,MLB Regular Season,Net Audience (A)	117	Watch Home Shopping Network,1wk (A)	99
Bloomberg Network Radio,Net Audience (A)	155	Read Ladies' Home Journal (A)	113	Read Yankee (A)	98
TV Daytime TV,Net Audience (A)	144	Dow Jones Money Report,Net Audience (A)	111	Watch Show Type,Early Morning Talk/Info News (A)	97
Watch Show Type,Early Evening Network News,M-F (A)	144	Radio,NBA Games,Net Audience (A)	111	Watch Show Type,Pageants Specials (A)	97
News/Talk Radio,Net Audience (A)	138	Read The New Yorker (A)	109	Read Reader's Digest (A)	96
Watch Game Show Network,1wk (A)	130	Radio,NFL Playoffs/Super Bowl,Net Audience (A)	105	Watch A&E Television Network,1wk (A)	96
Watch Show Type,Early Evening Network News,Weekend (A)	130	Watch QVC,1wk (A)	105	Radio Lower Half (A)	94
Read Catholic Digest (A)	129	Watch Turner Classic Movies,1wk (A)	104	Read Family Circle (A)	94



Read Saturday Evening Post (A)	129	TV Tennis,Net Audience (A)	103	Read Sunday Newspaper (A)	94
Wall Street Journal Report,Net Audience (A)	129	Watch Food Network,1wk (A)	103	All News Radio,Net Audience (A)	93
TV Golf,Net Audience (A)	127	Read Penthouse (A)	102	Watch Court TV,1wk (A)	93

Source: Mediamark Research Inc., 2004





50 Kid Country, USA

Widely scattered throughout the nation's heartland, Kid Country, USA is a segment dominated by large families living in small towns. Predominantly white, with an above-average concentration of Hispanics, these young, these working-class households include homeowners, renters and military personnel living in base housing; about 20 percent of residents own mobile homes.

Social Group: Middle America

Lifestage Group: Mainstream Families

Statistics:

US Households: 1,340,551 (1.22%)

Median HH Income: \$39,293

Lifestyle Traits:

1. Buy kids' books
2. Buy baby and fashion dolls
3. Read Country Home
4. Watch Wonderful World Disney
5. Drive a Pontiac Montana minivan

Demographics Traits:

Ethnic Diversity:	White, Hisp., AmInd
Family Types:	Families
Age Ranges:	<45
Education Levels:	High School
Employment Levels:	Service, BC, Farm
Housing Types:	Mix
Urbanicity:	Town
Income:	Lower Middle

Demographics



Age

Description	US.	Segment	Index
Pop Age 0-4	6.60	8.65	131
Pop Age 5-9	6.70	8.35	125
Pop Age 10-14	7.06	8.16	116
Pop Age 15-17	4.26	4.78	112
Pop Age 18-20	4.38	5.26	120
Pop Age 21-24	5.51	6.76	123
Pop Age 25-34	13.66	15.63	114
Pop Age 35-44	15.21	14.85	98
Pop Age 45-49	7.43	6.46	87
Pop Age 50-54	6.64	5.32	80
Pop Age 55-59	5.45	4.25	78
Pop Age 60-64	4.26	3.23	76
Pop Age 65-74	6.52	4.51	69
Pop Age 75-84	4.58	2.76	60
Pop Age 85+	1.74	1.02	58



Housing Urbanization

Description	US.	Segment	Index
Rural/Town (Density Deciles 0-3)	40.01	43.23	108
Suburb Fringe (Density Decile 4-5)	19.90	20.60	103
Urban Fringe (Density Deciles 6-7)	20.00	19.19	96
Urban (Density Deciles 8-9)	20.09	16.99	85



Education

Description	US.	Segment	Index
Completed 0-8 Yrs Elem School	7.62	9.50	125
Attended High School, No Diploma	12.12	15.29	126
High School Graduate	28.54	33.46	117
Some College, No Degree	21.11	23.24	110
Associate Degree	6.32	6.21	98
Bachelor Degree	15.52	8.59	55
Master's Degree	5.86	2.65	45
Professional School Degree	1.95	0.76	39
Doctorate Degree	0.96	0.31	32



Income



Description	US.	Segment	Index
HH Income < \$15,000	14.67	14.64	100
HH Income \$15,000-\$24,999	11.28	13.63	121
HH Income \$25,000-\$34,999	12.27	15.95	130
HH Income \$35,000-\$49,999	15.39	20.20	131
HH Income \$50,000-\$74,999	19.10	20.08	105
HH Income \$75,000-\$99,999	11.61	8.89	77
HH Income \$100,000-\$149,999	9.43	4.86	52
HH Income \$150,000-\$249,999	4.36	1.32	30
HH Income \$250,000-\$499,999	1.29	0.35	27
HH Income \$500,000+	0.60	0.08	14



Work Occupation

Description	US.	Segment	Index
Management Occupation(Except Farm)	8.31	5.64	68
Farmers & Farm Managers	0.62	0.43	70
Business Operations Specialists	2.03	1.35	66
Financial Specialists	2.12	1.30	61
Computer & Mathematical Occup	2.34	1.02	44
Architecture & Engineering Occup	1.97	1.30	66
Life, Physical, & Social Sci Occup	0.90	0.55	61
Community & Social Services Occup	1.51	1.26	84
Legal Occupations	1.04	0.42	41
Education/Training/Library Occup	5.59	4.52	81
Art/Dsgn/Entrtmnt/Sprts/Media Occ	1.87	0.95	51
Healthcare Practitn & Tech Occup	4.54	3.71	82
Healthcare Support Occupations	2.07	2.26	109
Protective Service Occupations	1.99	2.24	113
Food Prep & Serving Related Occup	4.94	5.67	115
Building & Grnds/Clean/Maint Occup	3.41	4.06	119
Personal Care & Service Occupation	2.83	3.05	108
Sales & Related Occupations	11.20	10.57	94
Administration Support Occupations	15.44	15.12	98
Farm/Forest/Fishing Occupations	0.78	1.73	222
Construction/Extractn/Maint Occup	9.57	13.09	137
Production/Trans/Matl Moving Occup	14.94	19.77	132



Family Composition People in Household

Description	US.	Segment	Index
HHs with 1 Person	26.07	19.28	74



Race/Ethnicity

Description	US.	Segment	Index
White Alone Pop	74.19	72.67	98
Black/African American Alone Pop	12.30	12.47	101
Am Indian/Alaska Native Alone Pop	0.88	1.42	162
Asian Alone Pop	4.05	1.41	35
Native Hawaiian/Other PI Alone Pop	0.15	0.22	149
Some Other Race Alone Pop	5.80	8.87	153
2 or More Races Pop	2.63	2.94	112
Hispanic/Latino Pop	13.50	18.43	137



Work Commuting Patterns

Description	US.	Segment	Index
Commute Alone in Vehicle	77.77	78.24	101
Commute in Carpool	12.81	16.26	127
Use Public Transportation	5.02	0.78	15
Walk to Work Only	3.13	3.22	103
Commute by Motorcycle	0.11	0.16	137
Commute by Bicycle	0.40	0.32	79
Commute by Other Means	0.75	1.02	137
Work at Home	1.93	1.30	67
Commute to Work < 15 Minutes	29.73	36.68	123
Commute to Work in 15-29 Minutes	35.93	33.92	94
Commute to Work in 30-44 Minutes	18.97	16.83	89
Commute to Work in 45-59 Minutes	7.37	6.35	86
Commute to Work in 60+ Minutes	8.00	6.22	78



Family Composition Household Type

Description	US.	Segment	Index
HHs w/ 2+ Persons, Family, Married	51.63	55.85	108
HHs with 2+ Persons, Family, Other	16.09	19.83	123
HHs with 2+ Persons, Nonfamily	6.22	5.04	81
HHs w/ 1 or more people < 18 years	35.94	47.80	133
HHs with no people under 18 years	64.06	52.20	81



Housing Home Value

Description	US.	Segment	Index
Home Value < \$20,000	3.33	7.63	229



HHs with 2 Persons	32.43	29.49	91
HHs with 3 Persons	16.67	19.73	118
HHs with 4 Persons	14.04	17.27	123
HHs with 5 Persons	6.53	8.53	131
HHs with 6 Persons	2.54	3.39	133
HHs with 7+ Persons	1.72	2.30	133



Housing Home Ownership

Description	US.	Segment	Index
Owner-Occupied Housing Units	66.47	66.44	100
Renter-Occupied HUs	33.53	33.56	100

Home Value \$20,000-\$39,999	4.88	8.68	178
Home Value \$40,000-\$59,999	6.70	10.26	153
Home Value \$60,000-\$79,999	8.39	13.56	162
Home Value \$80,000-\$99,999	9.88	15.68	159
Home Value \$100,000-\$149,999	22.61	26.17	116
Home Value \$150,000-\$199,999	15.24	10.17	67
Home Value \$200,000-\$299,999	15.17	5.62	37
Home Value \$300,000-\$399,999	6.22	1.24	20
Home Value \$400,000-\$499,999	3.11	0.46	15
Home Value \$500,000-\$749,999	2.44	0.25	10
Home Value \$750,000-\$999,999	1.03	0.12	12
Home Value \$1,000,000+	1.00	0.16	15



Housing Units in Structure

Description	US.	Segment	Index
Single Unit in Structure	66.00	63.65	96
2 Units in Structure	4.19	3.33	79
3-19 Units in Structure	13.49	9.71	72
20-49 Units in Structure	3.37	1.12	33
50+ Units in Structure	5.35	1.08	20
Mobile Home or Trailer	7.38	20.87	283



Housing Years in Home

Description	US.	Segment	Index
Moved into Unit 1999 to March 2004	24.69	29.92	121
Moved into Unit in 1995 to 1998	27.21	29.41	108
Moved into Unit in 1990 to 1994	15.13	14.35	95
Moved into Unit in 1980 to 1989	14.66	12.85	88
Moved into Unit in 1970 to 1979	9.27	7.73	83
Moved into Unit in 1969 or earlier	9.05	5.73	63

Lifestyles

Top 15 Lifestyle Behaviors		Lifestyle Behaviors 16-30		Lifestyle Behaviors 31-45	
Go Roller Skating,1yr (A)	337	Buy Large Baby Dolls,1yr (A)	185	Own Roller Blades/In-Line Skates (A)	171
Go Water Skiing,1yr (A)	239	Own Tropical Fish (A)	185	Own Tent (H)	171
Buy Sleeping Bag,1yr (H)	237	Buy from Papa John's,1mo (A) *	183	Own Downhill Skis/Boots (A)	167
Buy Electric Trains,1yr (A)	230	Go In-Line Skating,1yr (A)	181	Visit Any Sea World Park,1yr (A)	166
Go Canoeing/Kayaking,1yr (A)	225	Rent/Buy Family/Kid Video,1mo (A)	181	Own Bowling Ball (A)	165
Go Cross Country Skiing,1yr (A)	216	Order from Fingerhut,1yr (A)	180	Buy Infant Toys,1yr (A)	164
Buy from Chick-Fil-A,1mo (A) *	208	Buy from Arby's,1mo (A) *	178	Order from Gevalia Kaffe,1yr (A)	164
Go Ice Skating,1yr (A)	207	Go Downhill Skiing,1yr (A)	178	Visit Any Theme Park,1yr (A)	161



Buy Construction Toys,1yr (A)	203	Buy from Checkers,1mo (A) *	177	Go Bowling,1yr (A)	160
Order from priceline.com,1yr (A)	200	Collect Stamps,1yr (A)	175	Travel to Canada,3yr (A)	160
Order from J. Crew,1yr (A)	196	Buy Action Figures,1yr (A)	174	Buy Plush Dolls/Animals,1yr (A)	159
Do Woodworking,1yr (A)	195	Own Camp Stove (H)	174	Shop at Wal-Mart Pharmacy,6mo (A)	159
Buy from Sonic Drive-in,1mo (A) *	193	Play Baseball,1yr (A)	174	Buy from Pizza Hut,1mo (A) *	158
Buy from Shoney's,1mo (A) *	190	Own Sleeping Bag (H)	172	Play Volleyball,1yr (A)	158
Buy from Whataburger,1mo (A) *	188	Buy Builder Sets,1yr (A)	171	Buy Any Children's Toys,1yr (A)	156

Source: Mediamark Research Inc., 2004

Media

Top 15 Media Behaviors		Media Behaviors 16-30		Media Behaviors 31-45	
Read Skiing (A)	277	Watch Speed Channel,1wk (A)	215	Read Soap Opera Weekly (A)	183
Read Cycle World (A)	268	Gospel Radio,Net Audience (A)	213	Read Modern Bride (A)	179
Read American Baby (A)	264	Classic Rock Radio,Net Audience (A)	210	Watch Cartoon Network,1wk (A)	179
Read Working Mother (A)	261	Read Parenting (A)	203	Read Rolling Stone (A)	178
Radio,NASCAR,Net Audience (A)	250	Watch Show Type,Reality-Based (A)	203	Read Tennis (A)	178
Rock,Net Audience (A)	228	Read Handguns (A)	202	Read YM (A)	178
Read Hot Rod (A)	227	Read Parents Magazine (A)	202	Black Radio,Net Audience (A)	177
Read Hunting (A)	226	Read Bassmaster (A)	198	Read Playboy (A)	176
Read Baby Talk (A)	220	Read Guns & Ammo (A)	198	Read This Old House (A)	176
Read 4 Wheel & Off Road (A)	219	Read WWE Magazine (A)	196	Soft Contemporary Radio,Net Audience (A)	175
Read North American Hunter (A)	218	Watch Nickelodeon,1wk (A)	193	Read Motorcyclist (A)	173
Watch Country Music TV,1wk (A)	216	Religious,Net Audience (A)	192	Read Stock Car Racing (A)	172



Watch ESPN Classic,1wk (A)	216	Read Popular Hot Rodding (A)	191	Read Star (A)	171
Read Car Craft (A)	215	Classic Hits,Net Audience (A)	187	Read Sport Truck (A)	170
Read Motor Trend (A)	215	TV Auto Racing,Net Audience (A)	186	Watch FX Network,1wk (A)	170

Source: Mediamark Research Inc., 2004





51 Shotguns & Pickups

The segment known as Shotguns & Pickups came by its moniker honestly: it scores near the top of all lifestyles for owning hunting rifles and pickup trucks. These Americans tend to be young, working-class couples with large families -more than half have two or more kids- living in small homes and manufactured housing. Nearly a third of residents live in mobile homes, more than anywhere else in the nation.

Social Group: Middle America

Lifestage Group: Mainstream Families

Statistics:

US Households: 1,815,269 (1.65%)

Median HH Income: \$39,668

Lifestyle Traits:

1. Go hunting with a gun
2. Buy hard rock music
3. Read Field & Stream
4. Watch Daytona 500
5. Drive a Ford F-super duty

Demographics Traits:

Ethnic Diversity:	White, AmInd
Family Types:	Families
Age Ranges:	25-44
Education Levels:	High School
Employment Levels:	Blue-Collar, Farm
Housing Types:	Homeowners
Urbanicity:	Rural
Income:	Lower Middle

Demographics



Age

Description	US.	Segment	Index
Pop Age 0-4	6.60	7.56	114
Pop Age 5-9	6.70	7.85	117
Pop Age 10-14	7.06	8.43	119
Pop Age 15-17	4.26	5.14	121
Pop Age 18-20	4.38	4.62	106
Pop Age 21-24	5.51	5.70	103
Pop Age 25-34	13.66	13.70	100
Pop Age 35-44	15.21	15.51	102
Pop Age 45-49	7.43	7.13	96
Pop Age 50-54	6.64	6.13	92
Pop Age 55-59	5.45	5.06	93
Pop Age 60-64	4.26	3.94	93
Pop Age 65-74	6.52	5.33	82
Pop Age 75-84	4.58	2.95	64
Pop Age 85+	1.74	0.97	56



Income



Housing Urbanization

Description	US.	Segment	Index
Rural/Town (Density Deciles 0-3)	40.01	35.97	90
Suburb Fringe (Density Decile 4-5)	19.90	20.28	102
Urban Fringe (Density Deciles 6-7)	20.00	22.59	113
Urban (Density Deciles 8-9)	20.09	21.16	105



Education

Description	US.	Segment	Index
Completed 0-8 Yrs Elem School	7.62	10.14	133
Attended High School, No Diploma	12.12	16.52	136
High School Graduate	28.54	37.51	131
Some College, No Degree	21.11	19.88	94
Associate Degree	6.32	5.60	89
Bachelor Degree	15.52	7.12	46
Master's Degree	5.86	2.29	39
Professional School Degree	1.95	0.69	35
Doctorate Degree	0.96	0.26	27



Description	US.	Segment	Index
HH Income < \$15,000	14.67	15.29	104
HH Income \$15,000-\$24,999	11.28	13.31	118
HH Income \$25,000-\$34,999	12.27	15.35	125
HH Income \$35,000-\$49,999	15.39	19.45	126
HH Income \$50,000-\$74,999	19.10	20.20	106
HH Income \$75,000-\$99,999	11.61	9.18	79
HH Income \$100,000-\$149,999	9.43	5.26	56
HH Income \$150,000-\$249,999	4.36	1.44	33
HH Income \$250,000-\$499,999	1.29	0.43	33
HH Income \$500,000+	0.60	0.10	16



Work Occupation

Description	US.	Segment	Index
Management Occupation(Except Farm)	8.31	5.13	62
Farmers & Farm Managers	0.62	2.30	372
Business Operations Specialists	2.03	1.12	55
Financial Specialists	2.12	1.09	51
Computer & Mathematical Occup	2.34	0.69	29
Architecture & Engineering Occup	1.97	1.20	61
Life, Physical, & Social Sci Occup	0.90	0.50	56
Community & Social Services Occup	1.51	1.10	73
Legal Occupations	1.04	0.36	35
Education/Training/Library Occup	5.59	4.56	82
Art/Dsgn/Entrtnmnt/Sprts/Media Occ	1.87	0.79	42
Healthcare Practitn & Tech Occup	4.54	3.62	80
Healthcare Support Occupations	2.07	2.11	102
Protective Service Occupations	1.99	1.97	99
Food Prep & Serving Related Occup	4.94	4.55	92
Building & Grnds/Clean/Maint Occup	3.41	3.67	107
Personal Care & Service Occupation	2.83	2.61	92
Sales & Related Occupations	11.20	9.31	83
Administration Support Occupations	15.44	13.65	88
Farm/Forest/Fishing Occupations	0.78	2.55	327
Construction/Extractn/Maint Occup	9.57	14.72	154
Production/Trans/Matl Moving Occup	14.94	22.41	150



Family Composition People in Household

Description	US.	Segment	Index
HHs with 1 Person	26.07	18.42	71



Race/Ethnicity

Description	US.	Segment	Index
White Alone Pop	74.19	80.48	108
Black/African American Alone Pop	12.30	9.34	76
Am Indian/Alaska Native Alone Pop	0.88	2.82	322
Asian Alone Pop	4.05	0.56	14
Native Hawaiian/Other PI Alone Pop	0.15	0.10	69
Some Other Race Alone Pop	5.80	4.85	84
2 or More Races Pop	2.63	1.84	70
Hispanic/Latino Pop	13.50	10.08	75



Work Commuting Patterns

Description	US.	Segment	Index
Commute Alone in Vehicle	77.77	79.25	102
Commute in Carpool	12.81	15.87	124
Use Public Transportation	5.02	0.47	9
Walk to Work Only	3.13	3.03	97
Commute by Motorcycle	0.11	0.10	88
Commute by Bicycle	0.40	0.15	38
Commute by Other Means	0.75	1.13	151
Work at Home	1.93	2.11	109
Commute to Work < 15 Minutes	29.73	27.19	91
Commute to Work in 15-29 Minutes	35.93	35.56	99
Commute to Work in 30-44 Minutes	18.97	20.28	107
Commute to Work in 45-59 Minutes	7.37	8.57	116
Commute to Work in 60+ Minutes	8.00	8.40	105



Family Composition Household Type

Description	US.	Segment	Index
HHs w/ 2+ Persons, Family, Married	51.63	62.17	120
HHs with 2+ Persons, Family, Other	16.09	15.61	97
HHs with 2+ Persons, Nonfamily	6.22	3.80	61
HHs w/ 1 or more people < 18 years	35.94	45.25	126
HHs with no people under 18 years	64.06	54.75	85



Housing Home Value

Description	US.	Segment	Index
Home Value < \$20,000	3.33	8.01	241



HHs with 2 Persons	32.43	31.37	97
HHs with 3 Persons	16.67	19.34	116
HHs with 4 Persons	14.04	17.29	123
HHs with 5 Persons	6.53	8.31	127
HHs with 6 Persons	2.54	3.21	126
HHs with 7+ Persons	1.72	2.06	120



Housing Home Ownership

Description	US.	Segment	Index
Owner-Occupied Housing Units	66.47	79.31	119
Renter-Occupied HUs	33.53	20.69	62

Home Value \$20,000-\$39,999	4.88	11.02	226
Home Value \$40,000-\$59,999	6.70	12.11	181
Home Value \$60,000-\$79,999	8.39	13.51	161
Home Value \$80,000-\$99,999	9.88	14.02	142
Home Value \$100,000-\$149,999	22.61	22.76	101
Home Value \$150,000-\$199,999	15.24	9.63	63
Home Value \$200,000-\$299,999	15.17	5.87	39
Home Value \$300,000-\$399,999	6.22	1.59	26
Home Value \$400,000-\$499,999	3.11	0.63	20
Home Value \$500,000-\$749,999	2.44	0.35	14
Home Value \$750,000-\$999,999	1.03	0.20	19
Home Value \$1,000,000+	1.00	0.29	29



Housing Units in Structure

Description	US.	Segment	Index
Single Unit in Structure	66.00	63.82	97
2 Units in Structure	4.19	1.27	30
3-19 Units in Structure	13.49	2.69	20
20-49 Units in Structure	3.37	0.28	8
50+ Units in Structure	5.35	0.12	2
Mobile Home or Trailer	7.38	31.37	425



Housing Years in Home

Description	US.	Segment	Index
Moved into Unit 1999 to March 2004	24.69	22.89	93
Moved into Unit in 1995 to 1998	27.21	26.76	98
Moved into Unit in 1990 to 1994	15.13	15.78	104
Moved into Unit in 1980 to 1989	14.66	16.01	109
Moved into Unit in 1970 to 1979	9.27	10.11	109
Moved into Unit in 1969 or earlier	9.05	8.45	93

Lifestyles

Top 15 Lifestyle Behaviors		Lifestyle Behaviors 16-30		Lifestyle Behaviors 31-45	
Buy Seeds/Garden Supplies by Mail/Phone,1yr (A)	347	Buy Sleeping Bag,1yr (H)	217	Play Softball,1yr (A)	195
Go Roller Skating,1yr (A)	304	Buy Fishing Equipment,1yr (A)	215	Shop at Wal-Mart Pharmacy,6mo (A)	195
Play Volleyball,1yr (A)	291	Go Camping,1yr (A)	215	Rent Videos,6+ Tapes,1mo (A)	191
Go Hunting with Gun,1yr (A)	282	Stay at Motel 6 on Vacation,1yr (A)	210	Go Backpacking/Hiking,1yr (A)	190
Own Satellite Dish (H)	281	Own Tent (H)	209	Own Sleeping Bag (H)	189
Buy Construction Toys,1yr (A)	278	Go to High School Sports,1+ Times,1mo (A)	206	Buy from Shoney's,1mo (A) *	188
Own Camper (H)	265	Go Fishing,1yr (A)	205	Buy Plush Dolls/Animals,1yr (A)	185
Order from priceline.com,1yr (A)	256	Do Bird Watching,1yr (A)	203	Buy from Dairy Queen,1mo (A) *	185



Buy from Long John Silver,1mo (A) *	252	Own Mountain Bicycle (A)	203	Domestic Vacation,Play Golf,1yr (A)	182
Go Water Skiing,1yr (A)	251	Buy Children's Book,1yr (A) *	202	Own Tropical Fish (A)	175
Own Cross Country Boots/Skis (A)	248	Play Soccer,1yr (A)	202	Own Fishing Equipment (A)	174
Stay at Hilton on Vacation,1yr (A)	248	Buy from Ponderosa,1mo (A) *	200	Buy Electronic Games,1yr (A)	172
Buy from Hardee's,1mo (A) *	244	Domestic Vacation,National Park,1yr (A)	200	Foreign Travel by Car,3yr (A)	172
Buy Builder Sets,1yr (A)	231	Buy from Sonic Drive-in,1mo (A) *	198	Order from Avon,1yr (A)	172
Go Horseback Riding,1yr (A)	224	Own Rifle/Shotgun (A)	197	Buy Fashion Dolls,1yr (A)	171

Source: Mediamark Research Inc., 2004

Media

Top 15 Media Behaviors		Media Behaviors 16-30		Media Behaviors 31-45	
Read North American Hunter (A)	450	Read Stock Car Racing (A)	218	Watch Any Pay-per-View,1yr (A)	184
Read Outdoor Life (A)	308	Read PC Magazine (A)	217	Read Parenting (A)	183
Radio,NASCAR,Net Audience (A)	297	Watch Nickelodeon,1wk (A)	214	Read Parents Magazine (A)	183
Read Hunting (A)	292	Read True Story (A)	213	Read Road & Track (A)	181
Has Satellite Dish/Disc (A)	280	Watch Pay-Per-View Movies,1yr (A)	205	Watch Nick at Night,1wk (A)	180
Watch Country Music TV,1wk (A)	270	Read Country Living (A)	201	Watch The Disney Channel,1wk (A)	179
Read Field & Stream (A)	256	Watch TV Land,1wk (A)	201	Read Country Home (A)	178
Country Radio,Net Audience (A)	255	Watch Outdoor Life Network,1wk (A)	200	Read Redbook (A)	178
Read Working Mother (A)	254	Watch TNN,1wk (A)	199	Read American Baby (A)	177
Read Family Fun (A)	249	Read Woman's World (A)	198	Read Seventeen (A)	175
Read Bassmaster (A)	246	Read Inc. (A)	195	Read Self (A)	171
Read Guns & Ammo (A)	246	Read Popular Hot Rodding (A)	193	Read Popular Mechanics (A)	170



Read Soap Opera Weekly (A)	231	Read YM (A)	190	TV Auto Racing,Net Audience (A)	168
Read PC World (A)	230	Read First for Women (A)	189	Classic Rock Radio,Net Audience (A)	166
Read 4 Wheel & Off Road (A)	219	Read Photographic (A)	184	Read Southern Living (A)	166

Source: Mediamark Research Inc., 2004





52 Suburban Pioneers

Suburban Pioneers represents one of the nation's eclectic lifestyles, a mix of young singles, recently divorced and single parents who have moved into older, inner-ring suburbs. They live in aging homes and garden-style apartment buildings, where the jobs are blue-collar and the money is tight. But what unites these residents - a diverse mix of whites, Hispanics and African-Americans- is a working-class sensibility and an appreciation for their off-the-beaten-track neighborhoods.

Social Group: Inner Suburbs

Lifestage Group: Mainstream Families

Statistics:

US Households: 1,152,795 (1.05%)

Median HH Income: \$32,255

Lifestyle Traits:

1. Play softball
2. Buy collectables by mail
3. Read Star
4. Watch Bold and Beautiful
5. Drive a Hyundai Accent

Demographics Traits:

Ethnic Diversity:	High Black & Hispanic
Family Types:	Mix
Age Ranges:	<45
Education Levels:	High School
Employment Levels:	BC, WC, Service
Housing Types:	Mix
Urbanicity:	Suburban
Income:	Lower Middle

Demographics



Age

Description	US.	Segment	Index
Pop Age 0-4	6.60	8.92	135
Pop Age 5-9	6.70	8.50	127
Pop Age 10-14	7.06	8.09	115
Pop Age 15-17	4.26	4.58	108
Pop Age 18-20	4.38	4.88	112
Pop Age 21-24	5.51	6.47	117
Pop Age 25-34	13.66	15.89	116
Pop Age 35-44	15.21	14.39	95
Pop Age 45-49	7.43	6.43	87
Pop Age 50-54	6.64	5.39	81
Pop Age 55-59	5.45	4.29	79
Pop Age 60-64	4.26	3.26	77
Pop Age 65-74	6.52	4.71	72
Pop Age 75-84	4.58	3.11	68
Pop Age 85+	1.74	1.10	63



Housing Urbanization

Description	US.	Segment	Index
Rural/Town (Density Deciles 0-3)	40.01	44.95	112
Suburb Fringe (Density Decile 4-5)	19.90	18.95	95
Urban Fringe (Density Deciles 6-7)	20.00	17.33	87
Urban (Density Deciles 8-9)	20.09	18.77	93



Education

Description	US.	Segment	Index
Completed 0-8 Yrs Elem School	7.62	13.15	172
Attended High School, No Diploma	12.12	18.32	151
High School Graduate	28.54	31.31	110
Some College, No Degree	21.11	20.77	98
Associate Degree	6.32	5.26	83
Bachelor Degree	15.52	7.84	51
Master's Degree	5.86	2.31	39
Professional School Degree	1.95	0.72	37
Doctorate Degree	0.96	0.33	34



Income



Description	US.	Segment	Index
HH Income < \$15,000	14.67	20.42	139
HH Income \$15,000-\$24,999	11.28	16.80	149
HH Income \$25,000-\$34,999	12.27	17.62	144
HH Income \$35,000-\$49,999	15.39	18.15	118
HH Income \$50,000-\$74,999	19.10	16.17	85
HH Income \$75,000-\$99,999	11.61	6.36	55
HH Income \$100,000-\$149,999	9.43	3.22	34
HH Income \$150,000-\$249,999	4.36	0.94	22
HH Income \$250,000-\$499,999	1.29	0.27	21
HH Income \$500,000+	0.60	0.05	9



Race/Ethnicity

Description	US.	Segment	Index
White Alone Pop	74.19	58.91	79
Black/African American Alone Pop	12.30	20.28	165
Am Indian/Alaska Native Alone Pop	0.88	1.10	126
Asian Alone Pop	4.05	2.23	55
Native Hawaiian/Other PI Alone Pop	0.15	0.20	131
Some Other Race Alone Pop	5.80	13.76	237
2 or More Races Pop	2.63	3.53	134
Hispanic/Latino Pop	13.50	32.19	238



Work Occupation

Description	US.	Segment	Index
Management Occupation(Except Farm)	8.31	4.84	58
Farmers & Farm Managers	0.62	0.13	21
Business Operations Specialists	2.03	1.47	72
Financial Specialists	2.12	1.29	61
Computer & Mathematical Occup	2.34	1.33	57
Architecture & Engineering Occup	1.97	1.12	57
Life, Physical, & Social Sci Occup	0.90	0.46	51
Community & Social Services Occup	1.51	1.31	87
Legal Occupations	1.04	0.49	47
Education/Training/Library Occup	5.59	3.81	68
Art/Dsgn/Entrtnmnt/Sprts/Media Occ	1.87	1.24	66
Healthcare Practitn & Tech Occup	4.54	2.98	66
Healthcare Support Occupations	2.07	2.52	121
Protective Service Occupations	1.99	1.90	96
Food Prep & Serving Related Occup	4.94	6.54	132
Building & Grnds/Clean/Maint Occup	3.41	5.14	151
Personal Care & Service Occupation	2.83	3.11	110
Sales & Related Occupations	11.20	10.53	94
Administration Support Occupations	15.44	16.81	109
Farm/Forest/Fishing Occupations	0.78	0.74	95
Construction/Extractn/Maint Occup	9.57	12.55	131
Production/Trans/Matl Moving Occup	14.94	19.68	132



Work Commuting Patterns

Description	US.	Segment	Index
Commute Alone in Vehicle	77.77	75.73	97
Commute in Carpool	12.81	17.30	135
Use Public Transportation	5.02	3.03	60
Walk to Work Only	3.13	2.30	73
Commute by Motorcycle	0.11	0.14	125
Commute by Bicycle	0.40	0.40	101
Commute by Other Means	0.75	1.10	147
Work at Home	1.93	1.03	53
Commute to Work < 15 Minutes	29.73	29.07	98
Commute to Work in 15-29 Minutes	35.93	42.35	118
Commute to Work in 30-44 Minutes	18.97	17.78	94
Commute to Work in 45-59 Minutes	7.37	4.92	67
Commute to Work in 60+ Minutes	8.00	5.87	73



Family Composition Household Type

Description	US.	Segment	Index
HHs w/ 2+ Persons, Family, Married	51.63	42.26	82
HHs with 2+ Persons, Family, Other	16.09	24.98	155
HHs with 2+ Persons, Nonfamily	6.22	7.26	117
HHs w/ 1 or more people < 18 years	35.94	42.79	119
HHs with no people under 18 years	64.06	57.21	89



Family Composition People in Household

Description	US.	Segment	Index
HHs with 1 Person	26.07	25.49	98



Housing Home Value

Description	US.	Segment	Index
Home Value < \$20,000	3.33	8.94	269



HHs with 2 Persons	32.43	27.88	86
HHs with 3 Persons	16.67	17.38	104
HHs with 4 Persons	14.04	13.95	99
HHs with 5 Persons	6.53	8.07	124
HHs with 6 Persons	2.54	3.87	152
HHs with 7+ Persons	1.72	3.35	195



Housing Home Ownership

Description	US.	Segment	Index
Owner-Occupied Housing Units	66.47	59.62	90
Renter-Occupied HUs	33.53	40.38	120

Home Value \$20,000-\$39,999	4.88	10.17	208
Home Value \$40,000-\$59,999	6.70	14.47	216
Home Value \$60,000-\$79,999	8.39	17.18	205
Home Value \$80,000-\$99,999	9.88	15.93	161
Home Value \$100,000-\$149,999	22.61	22.56	100
Home Value \$150,000-\$199,999	15.24	6.92	45
Home Value \$200,000-\$299,999	15.17	2.88	19
Home Value \$300,000-\$399,999	6.22	0.53	9
Home Value \$400,000-\$499,999	3.11	0.21	7
Home Value \$500,000-\$749,999	2.44	0.10	4
Home Value \$750,000-\$999,999	1.03	0.04	4
Home Value \$1,000,000+	1.00	0.08	8



Housing Units in Structure

Description	US.	Segment	Index
Single Unit in Structure	66.00	60.44	92
2 Units in Structure	4.19	4.79	114
3-19 Units in Structure	13.49	15.56	115
20-49 Units in Structure	3.37	2.64	78
50+ Units in Structure	5.35	3.01	56
Mobile Home or Trailer	7.38	13.26	180



Housing Years in Home

Description	US.	Segment	Index
Moved into Unit 1999 to March 2004	24.69	28.33	115
Moved into Unit in 1995 to 1998	27.21	28.76	106
Moved into Unit in 1990 to 1994	15.13	14.18	94
Moved into Unit in 1980 to 1989	14.66	12.34	84
Moved into Unit in 1970 to 1979	9.27	7.95	86
Moved into Unit in 1969 or earlier	9.05	8.44	93

Lifestyles

Top 15 Lifestyle Behaviors		Lifestyle Behaviors 16-30		Lifestyle Behaviors 31-45	
Buy from Church's Fried Chicken, 1mo (A) *	273	Order from BMG Music, 1yr (A)	171	Shop at Walgreens, 6mo (A)	147
Buy from Houlihan's, 6mo (A)	268	Order from Readers Digest Association, 1yr (A)	168	Do Aerobic Exercise, 1yr (A)	146
Go Roller Skating, 1yr (A)	242	Own Racquetball Equipment (A)	168	Travel to Bahamas, 3yr (A)	146
Buy from Checkers, 1mo (A) *	236	Buy from Lone Star Steakhouse, 1mo (A) *	167	Shop at Lane Bryant, 3mo (A)	145
Member of Frequent Flyer Program (A)	229	Go to Professional Football Games, 1+ Times, 1mo (A)	165	Buy from Applebee's, 1mo (A) *	144
Buy from Fuddrucker's, 1mo (A) *	224	Travel to Puerto Rico, 3yr (A)	165	Buy from Bennigan's, 1mo (A) *	144
Go Water Skiing, 1yr (A)	222	Stay at Radisson on Vacation, 1yr (A)	162	Play Basketball, 1yr (A)	144
Play Bingo, 1yr (A)	216	Buy from Shoney's, 1mo (A) *	159	Buy from Golden Corral, 1mo (A) *	143



Travel to Jamaica,3yr (A)	212	Buy from Chick-Fil-A,1mo (A) *	155	Buy from Godfather's Pizza,6mo (A)	142
Play Volleyball,1yr (A)	205	Buy from Popeyes,1mo (A) *	154	Buy from White Castle,1mo (A) *	142
Buy from T.G.I. Friday's,1mo (A) *	197	Buy from Bob Evan's Farm,1mo (A) *	153	Buy from Taco Bell,1mo (A) *	138
Buy from Little Caesar's,1mo (A) *	195	Buy from Hardee's,1mo (A) *	151	Go Cross Country Skiing,1yr (A)	138
Belong to a Veterans Club (A)	182	Dine Out,<1 Times/mo,1yr (A)	151	Shop at Neiman Marcus,3mo (A)	137
Buy from Subway,1mo (A) *	179	Order from Home Shopping Network,1yr (A)	151	Shop at Radio Shack,1yr (A)	136
Buy from Boston Market,1mo (A) *	178	Stay at Comfort Inn on Vacation,1yr (A)	149	Take Adult Education Course,1yr (A)	136

Source: Mediamark Research Inc., 2004

Media

Top 15 Media Behaviors		Media Behaviors 16-30		Media Behaviors 31-45	
Read Entrepreneur (A)	271	Hispanic,Net Audience (A)	154	Watch Show Type,Daytime Dramas (A)	139
Read Macworld (A)	260	Read Popular Hot Rodding (A)	153	Watch Speed Channel,1wk (A)	139
Watch QVC,1wk (A)	225	TV Boxing,Net Audience (A)	153	Read Car Craft (A)	138
Read Jet (A)	215	Urban Contemporary Radio,Net Audience (A)	153	Read Fitness (A)	136
Read The Source (A)	207	Watch Oxygen,1wk (A)	153	Read Yankee (A)	135
Read Essence (A)	203	Watch Show Type,Pageants Specials (A)	153	TV Figure Skating,Net Audience (A)	135
Gospel Radio,Net Audience (A)	189	Read Hot Rod (A)	152	Watch The Movie Channel,1wk (A)	135
Read Inc. (A)	189	Read Esquire (A)	151	Read 4 Wheel & Off Road (A)	134
Read Yachting (A)	183	Read Motor Trend (A)	150	Read Spin (A)	134
Adult Standards Radio,Net Audience (A)	173	Read Guns & Ammo (A)	146	Read Car & Driver (A)	133
TV Bowling,Net Audience (A)	171	Watch Cinemax,1wk (A)	146	Read Family Handyman (A)	133
TV Horse Racing,Net Audience (A)	166	Read Vibe (A)	144	Religious,Net Audience (A)	133



Read Cosmopolitan (A)	157	Read Metropolitan Home (A)	140	Read Sporting News (A)	132
Read Ebony (A)	157	Soft Contemporary Radio,Net Audience (A)	139	Sports,Net Audience (A)	131
Watch BBC America,1wk (A)	155	Watch BET,1wk (A)	139	Watch Independent Film Channel,1wk (A)	131

Source: Mediamark Research Inc., 2004





53 Mobility Blues

Young singles and single parents make their way to Mobility Blues, a segment of working-class neighborhoods in America's satellite cities. Racially mixed and under 25 years old, these transient Americans tend to have modest lifestyles due to their lower-income blue-collar jobs. Surveys show they excel in going to movies, playing basketball and shooting pool.

Social Group: Micro-City Blues

Lifestage Group: Striving Singles

Statistics:

US Households: 1,435,560 (1.31%)

Median HH Income: \$28,173

Lifestyle Traits:

1. Go to billiards clubs
2. Buy hard rock music
3. Watch Cops in syndication
4. Watch WWF
5. Drive a Nissan Frontier pickup

Demographics Traits:

Ethnic Diversity:	White, Black, AmInd
Family Types:	Mix
Age Ranges:	<35
Education Levels:	High School
Employment Levels:	Service, Blue-Collar
Housing Types:	Renters
Urbanicity:	2nd City
Income:	Downscale

Demographics



Age

Description	US.	Segment	Index
Pop Age 0-4	6.60	7.38	112
Pop Age 5-9	6.70	6.51	97
Pop Age 10-14	7.06	6.20	88
Pop Age 15-17	4.26	3.65	86
Pop Age 18-20	4.38	6.59	151
Pop Age 21-24	5.51	9.48	172
Pop Age 25-34	13.66	16.41	120
Pop Age 35-44	15.21	13.74	90
Pop Age 45-49	7.43	6.35	86
Pop Age 50-54	6.64	5.36	81
Pop Age 55-59	5.45	4.20	77
Pop Age 60-64	4.26	3.23	76
Pop Age 65-74	6.52	5.04	77
Pop Age 75-84	4.58	4.06	89
Pop Age 85+	1.74	1.79	103



Housing Urbanization

Description	US.	Segment	Index
Rural/Town (Density Deciles 0-3)	40.01	43.10	108
Suburb Fringe (Density Decile 4-5)	19.90	19.39	97
Urban Fringe (Density Deciles 6-7)	20.00	18.93	95
Urban (Density Deciles 8-9)	20.09	18.58	93



Education

Description	US.	Segment	Index
Completed 0-8 Yrs Elem School	7.62	8.18	107
Attended High School, No Diploma	12.12	15.72	130
High School Graduate	28.54	31.74	111
Some College, No Degree	21.11	21.87	104
Associate Degree	6.32	5.81	92
Bachelor Degree	15.52	10.84	70
Master's Degree	5.86	3.88	66
Professional School Degree	1.95	1.08	55
Doctorate Degree	0.96	0.87	91



Income



Description	US.	Segment	Index
HH Income < \$15,000	14.67	25.56	174
HH Income \$15,000-\$24,999	11.28	18.85	167
HH Income \$25,000-\$34,999	12.27	17.60	143
HH Income \$35,000-\$49,999	15.39	16.07	104
HH Income \$50,000-\$74,999	19.10	13.21	69
HH Income \$75,000-\$99,999	11.61	4.95	43
HH Income \$100,000-\$149,999	9.43	2.58	27
HH Income \$150,000-\$249,999	4.36	0.85	19
HH Income \$250,000-\$499,999	1.29	0.28	22
HH Income \$500,000+	0.60	0.05	8



Race/Ethnicity

Description	US.	Segment	Index
White Alone Pop	74.19	71.23	96
Black/African American Alone Pop	12.30	16.09	131
Am Indian/Alaska Native Alone Pop	0.88	1.35	154
Asian Alone Pop	4.05	1.98	49
Native Hawaiian/Other PI Alone Pop	0.15	0.14	93
Some Other Race Alone Pop	5.80	5.85	101
2 or More Races Pop	2.63	3.36	128
Hispanic/Latino Pop	13.50	12.40	92



Work Occupation

Description	US.	Segment	Index
Management Occupation(Except Farm)	8.31	5.04	61
Farmers & Farm Managers	0.62	0.15	24
Business Operations Specialists	2.03	1.34	66
Financial Specialists	2.12	1.20	57
Computer & Mathematical Occup	2.34	1.42	61
Architecture & Engineering Occup	1.97	1.28	65
Life, Physical, & Social Sci Occup	0.90	0.80	90
Community & Social Services Occup	1.51	1.69	112
Legal Occupations	1.04	0.62	59
Education/Training/Library Occup	5.59	5.25	94
Art/Dsgn/Entrtnmnt/Sprts/Media Occ	1.87	1.86	99
Healthcare Practitn & Tech Occup	4.54	3.49	77
Healthcare Support Occupations	2.07	2.80	135
Protective Service Occupations	1.99	1.69	85
Food Prep & Serving Related Occup	4.94	8.18	166
Building & Grnds/Clean/Maint Occup	3.41	4.78	140
Personal Care & Service Occupation	2.83	3.35	118
Sales & Related Occupations	11.20	11.10	99
Administration Support Occupations	15.44	15.13	98
Farm/Forest/Fishing Occupations	0.78	0.56	71
Construction/Extractn/Maint Occup	9.57	10.14	106
Production/Trans/Matl Moving Occup	14.94	18.15	121



Work Commuting Patterns

Description	US.	Segment	Index
Commute Alone in Vehicle	77.77	74.43	96
Commute in Carpool	12.81	15.57	122
Use Public Transportation	5.02	2.56	51
Walk to Work Only	3.13	5.35	171
Commute by Motorcycle	0.11	0.14	124
Commute by Bicycle	0.40	1.06	266
Commute by Other Means	0.75	0.90	120
Work at Home	1.93	1.20	62
Commute to Work < 15 Minutes	29.73	47.45	160
Commute to Work in 15-29 Minutes	35.93	34.45	96
Commute to Work in 30-44 Minutes	18.97	10.48	55
Commute to Work in 45-59 Minutes	7.37	3.35	45
Commute to Work in 60+ Minutes	8.00	4.27	53



Family Composition Household Type

Description	US.	Segment	Index
HHs w/ 2+ Persons, Family, Married	51.63	33.22	64
HHs with 2+ Persons, Family, Other	16.09	20.78	129
HHs with 2+ Persons, Nonfamily	6.22	10.97	176
HHs w/ 1 or more people < 18 years	35.94	31.42	87
HHs with no people under 18 years	64.06	68.58	107



Family Composition People in Household

Description	US.	Segment	Index
HHs with 1 Person	26.07	35.03	134



Housing Home Value

Description	US.	Segment	Index
Home Value < \$20,000	3.33	4.31	130



HHs with 2 Persons	32.43	30.47	94
HHs with 3 Persons	16.67	15.59	94
HHs with 4 Persons	14.04	10.51	75
HHs with 5 Persons	6.53	5.02	77
HHs with 6 Persons	2.54	2.04	80
HHs with 7+ Persons	1.72	1.34	78



Housing Home Ownership

Description	US.	Segment	Index
Owner-Occupied Housing Units	66.47	44.12	66
Renter-Occupied HUs	33.53	55.88	167

Home Value \$20,000-\$39,999	4.88	9.67	198
Home Value \$40,000-\$59,999	6.70	17.61	263
Home Value \$60,000-\$79,999	8.39	19.82	236
Home Value \$80,000-\$99,999	9.88	16.97	172
Home Value \$100,000-\$149,999	22.61	20.41	90
Home Value \$150,000-\$199,999	15.24	6.38	42
Home Value \$200,000-\$299,999	15.17	3.36	22
Home Value \$300,000-\$399,999	6.22	0.78	13
Home Value \$400,000-\$499,999	3.11	0.34	11
Home Value \$500,000-\$749,999	2.44	0.17	7
Home Value \$750,000-\$999,999	1.03	0.07	7
Home Value \$1,000,000+	1.00	0.11	11



Housing Units in Structure

Description	US.	Segment	Index
Single Unit in Structure	66.00	55.29	84
2 Units in Structure	4.19	10.85	259
3-19 Units in Structure	13.49	22.92	170
20-49 Units in Structure	3.37	3.51	104
50+ Units in Structure	5.35	3.77	71
Mobile Home or Trailer	7.38	3.56	48



Housing Years in Home

Description	US.	Segment	Index
Moved into Unit 1999 to March 2004	24.69	32.88	133
Moved into Unit in 1995 to 1998	27.21	28.69	105
Moved into Unit in 1990 to 1994	15.13	12.47	82
Moved into Unit in 1980 to 1989	14.66	10.36	71
Moved into Unit in 1970 to 1979	9.27	6.43	69
Moved into Unit in 1969 or earlier	9.05	9.18	101

Lifestyles

Top 15 Lifestyle Behaviors		Lifestyle Behaviors 16-30		Lifestyle Behaviors 31-45	
Play Racquetball,1yr (A)	213	Buy from Blimpie Subs & Salads,1mo (A) *	126	Buy 1950s Nostalgia Music,1yr (A) *	110
Buy from Ponderosa,1mo (A) *	195	Buy from Krystal's Hamburgers,1mo (A) *	125	Foreign Travel for 15+ Nights,3yr (A)	108
Buy from Little Caesar's,1mo (A) *	184	Buy from Golden Corral,1mo (A) *	124	Order from BMG Music,1yr (A)	108
Buy from Church's Fried Chicken,1mo (A) *	179	Buy Camping Equipment,1yr (H)	121	Go Fishing,1yr (A)	107
Shop at Lerner,3mo (A)	159	Own Tropical Fish (A)	121	Buy from Papa John's,1mo (A) *	105
Buy from Chi-Chi's,1mo (A) *	154	Order from Fingerhut,1yr (A)	119	Play Lottery,10+ Times/mo,1yr (A)	105
Buy from Long John Silver,1mo (A) *	148	Visit Any Six Flags Park,1yr (A)	119	Play Volleyball,1yr (A)	105
Buy Tent,1yr (H)	145	Do Woodworking,1yr (A)	117	Go to Bar/Nightclub,1yr (A)	103



Go to Professional Basketball Games,1+ Times,1mo (A)	145	Order from J. Crew,1yr (A)	116	Own Tent (H)	103
Go to Professional Football Games,1+ Times,1mo (A)	144	Rent Videos,6+ Tapes,1mo (A)	115	Play Billiards/Pool,1yr (A)	103
Buy from Whataburger,1mo (A) *	142	Buy Action Figures,1yr (A)	112	Shop at Wal-Mart,3mo (A)	103
Buy from Domino's Pizza,1mo (A) *	132	Go Mountain Bicycling,1yr (A)	112	Go Ice Skating,1yr (A)	102
Shop at Lane Bryant,3mo (A)	131	Play Trivia Games,1yr (A)	112	Buy from Taco Bell,1mo (A) *	101
Buy Sleeping Bag,1yr (H)	129	Go Jogging,1yr (A)	111	Visit Any Sea World Park,1yr (A)	101
Stay at Motel 6 on Vacation,1yr (A)	128	Play Baseball,1yr (A)	111	Go to High School Sports,1+ Times,1mo (A)	100

Source: Mediamark Research Inc., 2004

Media

Top 15 Media Behaviors		Media Behaviors 16-30		Media Behaviors 31-45	
Read Ebony (A)	204	Read YM (A)	148	Read First for Women (A)	133
Read Vibe (A)	202	Read Spin (A)	147	Read Working Mother (A)	133
Read Jet (A)	198	Watch Game Show Network,1wk (A)	146	Variety Radio,Net Audience (A)	132
Read WWE Magazine (A)	198	Read Bicycling (A)	145	TV Professional Wrestling,Net Audience (A)	131
Read Essence (A)	188	Watch Cartoon Network,1wk (A)	145	Read Esquire (A)	130
Read The Source (A)	181	Read Popular Hot Rodding (A)	144	Read Playboy (A)	130
Watch BET,1wk (A)	177	Read Soap Opera Digest (A)	144	Read Seventeen (A)	130
Read Black Enterprise (A)	174	Read Baby Talk (A)	143	Read Marie Claire (A)	129
Read Bride's (A)	168	Read Hot Rod (A)	142	Black Radio,Net Audience (A)	126
Read True Story (A)	166	Read Soap Opera Weekly (A)	140	Read Macworld (A)	126
Urban Contemporary Radio,Net Audience (A)	164	Watch Cinemax,1wk (A)	139	Read Motorcyclist (A)	125
Read Modern Bride (A)	161	Read Handguns (A)	137	Read Penthouse (A)	125



PRIZM NE
Segment 53 Mobility Blues



Read Cable Guide (A)	148	Read Sport Truck (A)	136	Watch Showtime, 1wk (A)	125
Read Teen People (A)	148	Read Allure (A)	134	Watch Speed Channel, 1wk (A)	124
Read The Cable Guide (A)	148	Read Star (A)	134	Watch MTV, 1wk (A)	123

Source: Mediamark Research Inc., 2004





54 Multi-Culti Mosaic

An immigrant gateway community, Multi-Culti Mosaic is the urban home for a mixed populace of younger Hispanic, Asian and African-American singles and families. With nearly a quarter of the residents foreign born, this segment is a mecca for first-generation Americans who are striving to improve their lower-middle-class status.

Social Group: Midtown Mix

Lifestage Group: Mainstream Families

Statistics:

US Households: 1,907,404 (1.73%)

Median HH Income: \$32,748

Lifestyle Traits:

1. Eat at family restaurants
2. Shop at Footlocker
3. Read Car & Driver
4. Watch BET
5. Drive a Toyota Echo

Demographics Traits:

Ethnic Diversity:	High Black & Hisp., Asian
Family Types:	Mix
Age Ranges:	25-44
Education Levels:	High School
Employment Levels:	BC, WC, Service
Housing Types:	Mix
Urbanicity:	Urban
Income:	Lower Middle

Demographics



Age

Description	US.	Segment	Index
Pop Age 0-4	6.60	8.88	134
Pop Age 5-9	6.70	8.78	131
Pop Age 10-14	7.06	8.47	120
Pop Age 15-17	4.26	4.65	109
Pop Age 18-20	4.38	4.99	114
Pop Age 21-24	5.51	6.36	115
Pop Age 25-34	13.66	16.31	119
Pop Age 35-44	15.21	14.62	96
Pop Age 45-49	7.43	6.36	86
Pop Age 50-54	6.64	5.26	79
Pop Age 55-59	5.45	4.09	75
Pop Age 60-64	4.26	3.03	71
Pop Age 65-74	6.52	4.19	64
Pop Age 75-84	4.58	2.91	63
Pop Age 85+	1.74	1.11	64



Income



Housing Urbanization

Description	US.	Segment	Index
Rural/Town (Density Deciles 0-3)	40.01	35.67	89
Suburb Fringe (Density Decile 4-5)	19.90	23.11	116
Urban Fringe (Density Deciles 6-7)	20.00	22.25	111
Urban (Density Deciles 8-9)	20.09	18.97	94



Education

Description	US.	Segment	Index
Completed 0-8 Yrs Elem School	7.62	15.98	210
Attended High School, No Diploma	12.12	20.07	166
High School Graduate	28.54	27.96	98
Some College, No Degree	21.11	18.78	89
Associate Degree	6.32	4.91	78
Bachelor Degree	15.52	8.27	53
Master's Degree	5.86	2.65	45
Professional School Degree	1.95	0.98	50
Doctorate Degree	0.96	0.41	43



Description	US.	Segment	Index
HH Income < \$15,000	14.67	21.43	146
HH Income \$15,000-\$24,999	11.28	15.69	139
HH Income \$25,000-\$34,999	12.27	16.63	136
HH Income \$35,000-\$49,999	15.39	17.68	115
HH Income \$50,000-\$74,999	19.10	16.03	84
HH Income \$75,000-\$99,999	11.61	7.04	61
HH Income \$100,000-\$149,999	9.43	3.92	42
HH Income \$150,000-\$249,999	4.36	1.18	27
HH Income \$250,000-\$499,999	1.29	0.34	26
HH Income \$500,000+	0.60	0.07	12



Race/Ethnicity

Description	US.	Segment	Index
White Alone Pop	74.19	45.15	61
Black/African American Alone Pop	12.30	24.21	197
Am Indian/Alaska Native Alone Pop	0.88	1.00	114
Asian Alone Pop	4.05	4.72	117
Native Hawaiian/Other PI Alone Pop	0.15	0.24	160
Some Other Race Alone Pop	5.80	19.97	344
2 or More Races Pop	2.63	4.71	179
Hispanic/Latino Pop	13.50	39.22	291



Work Occupation

Description	US.	Segment	Index
Management Occupation(Except Farm)	8.31	4.78	58
Farmers & Farm Managers	0.62	0.05	8
Business Operations Specialists	2.03	1.51	74
Financial Specialists	2.12	1.38	65
Computer & Mathematical Occup	2.34	1.48	63
Architecture & Engineering Occup	1.97	1.11	56
Life, Physical, & Social Sci Occup	0.90	0.52	58
Community & Social Services Occup	1.51	1.51	100
Legal Occupations	1.04	0.65	62
Education/Training/Library Occup	5.59	3.85	69
Art/Dsgn/Entrtnmnt/Sprts/Media Occ	1.87	1.65	88
Healthcare Practitn & Tech Occup	4.54	2.93	64
Healthcare Support Occupations	2.07	2.78	134
Protective Service Occupations	1.99	2.03	102
Food Prep & Serving Related Occup	4.94	6.68	135
Building & Grnds/Clean/Maint Occup	3.41	5.42	159
Personal Care & Service Occupation	2.83	3.28	116
Sales & Related Occupations	11.20	9.93	89
Administration Support Occupations	15.44	17.12	111
Farm/Forest/Fishing Occupations	0.78	0.36	46
Construction/Extractn/Maint Occup	9.57	10.87	114
Production/Trans/Matl Moving Occup	14.94	20.10	135



Work Commuting Patterns

Description	US.	Segment	Index
Commute Alone in Vehicle	77.77	65.73	85
Commute in Carpool	12.81	18.57	145
Use Public Transportation	5.02	10.32	205
Walk to Work Only	3.13	3.53	113
Commute by Motorcycle	0.11	0.13	117
Commute by Bicycle	0.40	0.69	172
Commute by Other Means	0.75	1.04	139
Work at Home	1.93	1.05	54
Commute to Work < 15 Minutes	29.73	22.53	76
Commute to Work in 15-29 Minutes	35.93	40.32	112
Commute to Work in 30-44 Minutes	18.97	21.69	114
Commute to Work in 45-59 Minutes	7.37	7.25	98
Commute to Work in 60+ Minutes	8.00	8.22	103



Family Composition Household Type

Description	US.	Segment	Index
HHs w/ 2+ Persons, Family, Married	51.63	38.60	75
HHs with 2+ Persons, Family, Other	16.09	27.95	174
HHs with 2+ Persons, Nonfamily	6.22	8.15	131
HHs w/ 1 or more people < 18 years	35.94	43.79	122
HHs with no people under 18 years	64.06	56.21	88



Family Composition People in Household

Description	US.	Segment	Index
HHs with 1 Person	26.07	25.29	97



Housing Home Value

Description	US.	Segment	Index
Home Value < \$20,000	3.33	2.93	88



HHs with 2 Persons	32.43	25.13	78
HHs with 3 Persons	16.67	16.63	100
HHs with 4 Persons	14.04	13.89	99
HHs with 5 Persons	6.53	8.96	137
HHs with 6 Persons	2.54	4.90	193
HHs with 7+ Persons	1.72	5.20	302



Housing Home Ownership

Description	US.	Segment	Index
Owner-Occupied Housing Units	66.47	51.51	77
Renter-Occupied HUs	33.53	48.49	145

Home Value \$20,000-\$39,999	4.88	6.15	126
Home Value \$40,000-\$59,999	6.70	12.37	185
Home Value \$60,000-\$79,999	8.39	15.31	183
Home Value \$80,000-\$99,999	9.88	13.97	141
Home Value \$100,000-\$149,999	22.61	23.72	105
Home Value \$150,000-\$199,999	15.24	11.56	76
Home Value \$200,000-\$299,999	15.17	10.54	69
Home Value \$300,000-\$399,999	6.22	2.30	37
Home Value \$400,000-\$499,999	3.11	0.67	21
Home Value \$500,000-\$749,999	2.44	0.33	14
Home Value \$750,000-\$999,999	1.03	0.07	7
Home Value \$1,000,000+	1.00	0.08	8



Housing Units in Structure

Description	US.	Segment	Index
Single Unit in Structure	66.00	60.53	92
2 Units in Structure	4.19	12.15	290
3-19 Units in Structure	13.49	17.60	130
20-49 Units in Structure	3.37	3.45	102
50+ Units in Structure	5.35	4.43	83
Mobile Home or Trailer	7.38	1.78	24



Housing Years in Home

Description	US.	Segment	Index
Moved into Unit 1999 to March 2004	24.69	25.80	105
Moved into Unit in 1995 to 1998	27.21	29.95	110
Moved into Unit in 1990 to 1994	15.13	14.52	96
Moved into Unit in 1980 to 1989	14.66	12.64	86
Moved into Unit in 1970 to 1979	9.27	7.92	85
Moved into Unit in 1969 or earlier	9.05	9.16	101

Lifestyles

Top 15 Lifestyle Behaviors		Lifestyle Behaviors 16-30		Lifestyle Behaviors 31-45	
Buy from Jack-in-the-Box, 1mo (A) *	274	Shop at Ann Taylor, 3mo (A)	181	Buy from Denny's, 1mo (A) *	154
Visit Disneyland (CA), 1yr (A)	258	Member of Frequent Flyer Program (A)	175	Buy from Bennigan's, 1mo (A) *	152
Travel to Jamaica, 3yr (A)	240	Foreign Travel during October-December, 3yr (A)	174	Shop at Circuit City, 1yr (A)	152
Shop at Bloomingdales, 3mo (A)	218	Visit Any Busch Gardens Park, 1yr (A)	170	Buy from Popeyes, 1mo (A) *	151
Buy from Carl's Jr., 1mo (A) *	213	Go to Movie, 4+ Times, 3mo (A)	168	Buy from IHOP, 1mo (A) *	150
Travel to Mexico, 3yr (A)	213	Shop at BJ's Wholesale Club, 6mo (A)	166	Buy from Red Lobster, 1mo (A) *	150
Shop at Saks Fifth Ave, 3mo (A)	210	Buy from Little Caesar's, 1mo (A) *	162	Do Woodworking, 1yr (A)	150
Travel to Central/South America, 3yr (A)	203	Shop at Lerner, 3mo (A)	162	Buy Electric Trains, 1yr (A)	149



Buy from Del Taco,1mo (A) *	200	Buy Infant Toys,1yr (A)	160	Buy from Boston Market,1mo (A) *	148
Go to Professional Basketball Games,1+ Times,1mo (A)	191	Order from Fingerhut,1yr (A)	160	Buy Action Figures,1yr (A)	146
Shop at Disney Store,3mo (A)	191	Buy from California Pizza Kitchen,1mo (A) *	159	Buy Large Baby Dolls,1yr (A)	146
Buy from White Castle,1mo (A) *	188	Shop at Marshall's,3mo (A)	157	Buy from Fuddrucker's,1mo (A) *	146
Buy from Checkers,1mo (A) *	187	Visit Any Sea World Park,1yr (A)	157	Buy from Rally's,6mo (A)	146
Buy from Church's Fried Chicken,1mo (A) *	187	Visit Any Six Flags Park,1yr (A)	157	Shop at Walgreens,6mo (A)	143
Buy from Pizza Inn,6mo (A)	182	Foreign Travel by Bus,3yr (A)	156	Domestic Travel on American Airlines,1yr (A)	141

Source: Mediamark Research Inc., 2004

Media

Top 15 Media Behaviors		Media Behaviors 16-30		Media Behaviors 31-45	
Hispanic,Net Audience (A)	503	Read Skiing (A)	232	Read Star (A)	183
Read Black Enterprise (A)	332	Read Automobile (A)	223	Read Metropolitan Home (A)	181
Read Ebony (A)	305	Read New York Magazine (A)	216	Read Spin (A)	180
Read The Source (A)	277	Read True Story (A)	210	Read Bride's (A)	179
Read WWE Magazine (A)	276	Read Atlantic Monthly (A)	200	Read Discover (A)	179
Read Macworld (A)	269	Read Health (A)	198	Read Bicycling (A)	177
Read Vibe (A)	264	Read Elle (A)	197	Read Shape (A)	176
Read Jet (A)	263	Watch BET,1wk (A)	194	Read This Old House (A)	175
Read Catholic Digest (A)	251	Radio,NBA Games,Net Audience (A)	193	Read National Geographic Traveler (A)	172
Read Runner's World (A)	248	Read Teen People (A)	193	Watch The Movie Channel,1wk (A)	171
Read Photographic (A)	246	Read Entrepreneur (A)	189	Read Esquire (A)	170
Urban Contemporary Radio,Net Audience (A)	244	Read Muscle & Fitness (A)	189	Read ESPN The Magazine (A)	169



Read Essence (A)	238	Read Traditional Home (A)	187	Jazz Radio,Net Audience (A)	168
Read Fitness (A)	236	Read Penthouse (A)	185	Variety Radio,Net Audience (A)	168
Read American Photo (A)	232	Read Men's Health (A)	183	Watch Showtime,1wk (A)	167

Source: Mediamark Research Inc., 2004





55 Golden Ponds

Golden Ponds is mostly a retirement lifestyle, dominated by downscale singles and couples over 65 years old. Found in small bucolic towns around the country, these high school-educated seniors live in small apartments on less than \$25,000 a year; one in five resides in a nursing home. For these elderly residents, daily life is often a succession of sedentary activities such as reading, watching TV, playing bingo and doing craft projects.

Social Group: Rustic Living

Lifestage Group: Sustaining Seniors

Statistics:

US Households: 1,927,889 (1.75%)

Median HH Income: \$28,827

Lifestyle Traits:

1. Belong to a veterans club
2. Buy greeting cards
3. Use Yellow Pages
4. Watch The Price is Right
5. Drive a Buick LeSabre

Demographics Traits:

Ethnic Diversity:	White, AmInd
Family Types:	Singles/Couples
Age Ranges:	65+
Education Levels:	Elementary/H.S.
Employment Levels:	Service, BC, Farm
Housing Types:	Homeowners
Urbanicity:	Town/Rural
Income:	Downscale

Demographics



Age

Description	US.	Segment	Index
Pop Age 0-4	6.60	4.60	70
Pop Age 5-9	6.70	4.94	74
Pop Age 10-14	7.06	5.69	81
Pop Age 15-17	4.26	3.96	93
Pop Age 18-20	4.38	3.48	80
Pop Age 21-24	5.51	4.17	76
Pop Age 25-34	13.66	9.21	67
Pop Age 35-44	15.21	11.76	77
Pop Age 45-49	7.43	6.58	89
Pop Age 50-54	6.64	6.40	96
Pop Age 55-59	5.45	6.34	117
Pop Age 60-64	4.26	6.29	148
Pop Age 65-74	6.52	12.42	190
Pop Age 75-84	4.58	9.99	218
Pop Age 85+	1.74	4.14	238



Income



Housing Urbanization

Description	US.	Segment	Index
Rural/Town (Density Deciles 0-3)	40.01	48.76	122
Suburb Fringe (Density Decile 4-5)	19.90	18.14	91
Urban Fringe (Density Deciles 6-7)	20.00	17.52	88
Urban (Density Deciles 8-9)	20.09	15.58	78



Education

Description	US.	Segment	Index
Completed 0-8 Yrs Elem School	7.62	10.31	135
Attended High School, No Diploma	12.12	16.23	134
High School Graduate	28.54	36.53	128
Some College, No Degree	21.11	19.89	94
Associate Degree	6.32	4.79	76
Bachelor Degree	15.52	8.01	52
Master's Degree	5.86	2.89	49
Professional School Degree	1.95	0.99	51
Doctorate Degree	0.96	0.37	38



Description	US.	Segment	Index
HH Income < \$15,000	14.67	25.63	175
HH Income \$15,000-\$24,999	11.28	18.13	161
HH Income \$25,000-\$34,999	12.27	16.30	133
HH Income \$35,000-\$49,999	15.39	15.68	102
HH Income \$50,000-\$74,999	19.10	13.74	72
HH Income \$75,000-\$99,999	11.61	5.60	48
HH Income \$100,000-\$149,999	9.43	3.24	34
HH Income \$150,000-\$249,999	4.36	1.15	26
HH Income \$250,000-\$499,999	1.29	0.43	33
HH Income \$500,000+	0.60	0.09	15



Race/Ethnicity

Description	US.	Segment	Index
White Alone Pop	74.19	87.01	117
Black/African American Alone Pop	12.30	7.32	60
Am Indian/Alaska Native Alone Pop	0.88	1.39	159
Asian Alone Pop	4.05	0.48	12
Native Hawaiian/Other PI Alone Pop	0.15	0.06	39
Some Other Race Alone Pop	5.80	2.36	41
2 or More Races Pop	2.63	1.38	53
Hispanic/Latino Pop	13.50	6.23	46



Work Occupation

Description	US.	Segment	Index
Management Occupation(Except Farm)	8.31	5.82	70
Farmers & Farm Managers	0.62	2.47	399
Business Operations Specialists	2.03	1.01	50
Financial Specialists	2.12	1.20	57
Computer & Mathematical Occup	2.34	0.54	23
Architecture & Engineering Occup	1.97	0.95	48
Life, Physical, & Social Sci Occup	0.90	0.48	54
Community & Social Services Occup	1.51	1.69	112
Legal Occupations	1.04	0.48	46
Education/Training/Library Occup	5.59	5.66	101
Art/Dsgn/Entrtnmnt/Sprts/Media Occ	1.87	1.06	57
Healthcare Practitn & Tech Occup	4.54	4.35	96
Healthcare Support Occupations	2.07	3.02	146
Protective Service Occupations	1.99	2.11	106
Food Prep & Serving Related Occup	4.94	5.72	116
Building & Grnds/Clean/Maint Occup	3.41	4.28	125
Personal Care & Service Occupation	2.83	3.11	110
Sales & Related Occupations	11.20	10.32	92
Administration Support Occupations	15.44	13.31	86
Farm/Forest/Fishing Occupations	0.78	2.23	286
Construction/Extractn/Maint Occup	9.57	11.89	124
Production/Trans/Matl Moving Occup	14.94	18.29	122



Work Commuting Patterns

Description	US.	Segment	Index
Commute Alone in Vehicle	77.77	79.61	102
Commute in Carpool	12.81	14.36	112
Use Public Transportation	5.02	0.57	11
Walk to Work Only	3.13	4.16	133
Commute by Motorcycle	0.11	0.10	86
Commute by Bicycle	0.40	0.27	66
Commute by Other Means	0.75	0.94	126
Work at Home	1.93	1.81	94
Commute to Work < 15 Minutes	29.73	44.44	149
Commute to Work in 15-29 Minutes	35.93	26.37	73
Commute to Work in 30-44 Minutes	18.97	14.77	78
Commute to Work in 45-59 Minutes	7.37	6.18	84
Commute to Work in 60+ Minutes	8.00	8.24	103



Family Composition Household Type

Description	US.	Segment	Index
HHs w/ 2+ Persons, Family, Married	51.63	49.52	96
HHs with 2+ Persons, Family, Other	16.09	12.46	77
HHs with 2+ Persons, Nonfamily	6.22	3.54	57
HHs w/ 1 or more people < 18 years	35.94	24.31	68
HHs with no people under 18 years	64.06	75.69	118



Family Composition People in Household

Description	US.	Segment	Index
HHs with 1 Person	26.07	34.48	132



Housing Home Value

Description	US.	Segment	Index
Home Value < \$20,000	3.33	9.30	280



HHs with 2 Persons	32.43	37.85	117
HHs with 3 Persons	16.67	12.40	74
HHs with 4 Persons	14.04	9.04	64
HHs with 5 Persons	6.53	4.04	62
HHs with 6 Persons	2.54	1.46	57
HHs with 7+ Persons	1.72	0.72	42



Housing Home Ownership

Description	US.	Segment	Index
Owner-Occupied Housing Units	66.47	73.81	111
Renter-Occupied HUs	33.53	26.19	78

Home Value \$20,000-\$39,999	4.88	14.18	291
Home Value \$40,000-\$59,999	6.70	15.92	238
Home Value \$60,000-\$79,999	8.39	15.20	181
Home Value \$80,000-\$99,999	9.88	13.08	132
Home Value \$100,000-\$149,999	22.61	18.04	80
Home Value \$150,000-\$199,999	15.24	7.05	46
Home Value \$200,000-\$299,999	15.17	4.61	30
Home Value \$300,000-\$399,999	6.22	1.35	22
Home Value \$400,000-\$499,999	3.11	0.54	17
Home Value \$500,000-\$749,999	2.44	0.34	14
Home Value \$750,000-\$999,999	1.03	0.17	16
Home Value \$1,000,000+	1.00	0.21	21



Housing Units in Structure

Description	US.	Segment	Index
Single Unit in Structure	66.00	65.16	99
2 Units in Structure	4.19	2.45	58
3-19 Units in Structure	13.49	6.02	45
20-49 Units in Structure	3.37	1.43	43
50+ Units in Structure	5.35	1.84	34
Mobile Home or Trailer	7.38	21.62	293



Housing Years in Home

Description	US.	Segment	Index
Moved into Unit 1999 to March 2004	24.69	18.67	76
Moved into Unit in 1995 to 1998	27.21	25.01	92
Moved into Unit in 1990 to 1994	15.13	16.35	108
Moved into Unit in 1980 to 1989	14.66	17.54	120
Moved into Unit in 1970 to 1979	9.27	10.84	117
Moved into Unit in 1969 or earlier	9.05	11.59	128

Lifestyles

Top 15 Lifestyle Behaviors		Lifestyle Behaviors 16-30		Lifestyle Behaviors 31-45	
Belong to a Veterans Club (A)	213	Do Bird Watching,1yr (A)	111	Shop at Ace Hardware,1yr (A)	81
Buy from Shoney's,1mo (A) *	190	Buy from Cracker Barrel,1mo (A) *	105	Vote in Election,1yr (A)	80
Order from Readers Digest Association,1yr (A)	180	Buy from Long John Silver,1mo (A) *	105	Go to Beauty Parlor,6mo (A)	79
Buy from Bob Evan's Farm,1mo (A) *	162	Own Motor Home (H)	104	Order from Land's End,1yr (A)	79
Buy from Hardee's,1mo (A) *	158	Belong to a Church Board (A)	102	Buy from KFC,1mo (A) *	78
Play Bingo,1yr (A)	156	PRIZM NE Lifestyle Tab 2004	100	Collect Stamps,1yr (A)	76
Buy from Captain D's,1mo (A) *	141	Visit Elected/Government Official,1yr (A)	99	Buy Greeting Cards,1mo (A) *	75
Shop at ShopKo,3mo (A)	138	Buy from Golden Corral,1mo (A) *	89	Order from L.L. Bean,1yr (A)	75



Buy from Ponderosa,1mo (A) *	135	Collect Coins,1yr (A)	86	Shop at Thomasville,1yr (A)	75
Belong to a Fraternal Order (A)	132	Foreign Travel by Railroad,3yr (A)	85	Shop at Wal-Mart,3mo (A)	75
Shop at True Value,1yr (A)	129	Belong to a Civic Club (A)	84	Do Garment Sewing from Patterns,6mo (A)	74
Foreign Travel by Bus,3yr (A)	128	Stay at Days Inn on Vacation,1yr (A)	84	Own Satellite Dish (H)	74
Order from J.C. Penney,1yr (A)	118	Shop at JCPenney,3mo (A)	83	Travel to Canada,3yr (A)	74
Shop at Wal-Mart Pharmacy,6mo (A)	115	Do Outdoor Gardening,1yr (A)	82	Buy from Friendly's,1mo (A) *	72
Domestic Travel,Any Trip,15+ Nights,1yr (A)	114	Own Outboard Motor (H)	81	Shop at Kmart,3mo (A)	71

Source: Mediamark Research Inc., 2004

Media

Top 15 Media Behaviors		Media Behaviors 16-30		Media Behaviors 31-45	
Radio,Golf,Net Audience (A)	182	Radio,MLB Playoffs/World Series,Net Audience (A)	96	Watch Country Music TV,1wk (A)	80
TV Bowling,Net Audience (A)	155	Watch Game Show Network,1wk (A)	96	Read Prevention (A)	79
TV Figure Skating,Net Audience (A)	144	Read Reader's Digest (A)	95	Read Sunday Newspaper (A)	79
TV Horse Racing,Net Audience (A)	134	Read Daily Newspaper (A)	94	TV Golf,Net Audience (A)	79
Read Saturday Evening Post (A)	131	Watch Show Type,Early Morning Talk/Info News (A)	94	Read Health (A)	78
Watch Show Type,Early Evening Network News,M-F (A)	128	Watch The Weather Channel,1wk (A)	92	TV College Basketball,Net Audience (A)	78
TV Daytime TV,Net Audience (A)	127	Read Catholic Digest (A)	90	Watch Show Type,Entertainment Specials (A)	78
Watch Show Type,Early Evening Network News,Weekend (A)	127	Read Country Living (A)	88	Watch Show Type,Coll Football Bowl Game Specials (77
Radio Lower Half (A)	111	Watch Turner Classic Movies,1wk (A)	87	Country Radio,Net Audience (A)	76
Adult Standards Radio,Net Audience (A)	110	Read Family Circle (A)	85	Radio,NFL Regular Season,Net Audience (A)	76
Watch Show Type,Daytime Dramas (A)	110	TV Baseball,Net Audience (A)	84	Read USA Weekend (A)	76
Watch Show Type,Primetime Documentary/Info Shows (A)	107	Watch CNN,1wk (A)	84	Watch Fox News Channel,1wk (A)	76



PRIZM NE
Segment 55 Golden Ponds



Watch Show Type,Pageants Specials (A)	106	Radio,MLB Regular Season,Net Audience (A)	83	Watch TNN,1wk (A)	76
Gospel Radio,Net Audience (A)	105	Watch Home Shopping Network,1wk (A)	83	Read Country Home (A)	75
PRIZM NE Media Tab 2004	100	Watch American Movie Classics,1wk (A)	80	Watch Show Type,Baseball Specials (A)	75

Source: Mediamark Research Inc., 2004





56 Crossroads Villagers

With a population of middle-aged, blue-collar couples and families, Crossroads Villagers is a classic rural lifestyle. Residents are high school-educated, with lower-middle incomes and modest housing; one-quarter live in mobile homes. And there's an air of self-reliance in these households as Crossroads Villagers help put food on the table through fishing, gardening and hunting.

Social Group: Rustic Living

Lifestage Group: Striving Singles

Statistics:

US Households: 2,192,714 (1.99%)

Median HH Income: \$30,974

Lifestyle Traits:

1. Buy videos by mail and phone
2. Own a handgun
3. Read Hot Rod
4. Watch Country Music TV
5. Drive a Dodge Ram pickup

Demographics Traits:

Ethnic Diversity:	White, AmInd
Family Types:	Singles/Couples
Age Ranges:	<45
Education Levels:	High School
Employment Levels:	Service, BC, Farm
Housing Types:	Mix
Urbanicity:	Rural
Income:	Downscale

Demographics



Age

Description	US.	Segment	Index
Pop Age 0-4	6.60	6.29	95
Pop Age 5-9	6.70	6.52	97
Pop Age 10-14	7.06	7.06	100
Pop Age 15-17	4.26	4.44	104
Pop Age 18-20	4.38	4.17	95
Pop Age 21-24	5.51	5.40	98
Pop Age 25-34	13.66	13.11	96
Pop Age 35-44	15.21	15.09	99
Pop Age 45-49	7.43	7.51	101
Pop Age 50-54	6.64	6.91	104
Pop Age 55-59	5.45	5.85	108
Pop Age 60-64	4.26	4.81	113
Pop Age 65-74	6.52	7.02	108
Pop Age 75-84	4.58	4.29	94
Pop Age 85+	1.74	1.53	88



Housing Urbanization

Description	US.	Segment	Index
Rural/Town (Density Deciles 0-3)	40.01	41.45	104
Suburb Fringe (Density Decile 4-5)	19.90	21.12	106
Urban Fringe (Density Deciles 6-7)	20.00	20.03	100
Urban (Density Deciles 8-9)	20.09	17.39	87



Education

Description	US.	Segment	Index
Completed 0-8 Yrs Elem School	7.62	12.20	160
Attended High School, No Diploma	12.12	18.31	151
High School Graduate	28.54	38.33	134
Some College, No Degree	21.11	17.09	81
Associate Degree	6.32	4.77	76
Bachelor Degree	15.52	6.17	40
Master's Degree	5.86	2.22	38
Professional School Degree	1.95	0.65	33
Doctorate Degree	0.96	0.26	27



Income



Description	US.	Segment	Index
HH Income < \$15,000	14.67	23.00	157
HH Income \$15,000-\$24,999	11.28	17.02	151
HH Income \$25,000-\$34,999	12.27	16.71	136
HH Income \$35,000-\$49,999	15.39	16.73	109
HH Income \$50,000-\$74,999	19.10	15.55	81
HH Income \$75,000-\$99,999	11.61	6.28	54
HH Income \$100,000-\$149,999	9.43	3.29	35
HH Income \$150,000-\$249,999	4.36	0.98	23
HH Income \$250,000-\$499,999	1.29	0.36	28
HH Income \$500,000+	0.60	0.08	13



Work Occupation

Description	US.	Segment	Index
Management Occupation(Except Farm)	8.31	4.64	56
Farmers & Farm Managers	0.62	1.57	253
Business Operations Specialists	2.03	0.98	48
Financial Specialists	2.12	1.00	47
Computer & Mathematical Occup	2.34	0.55	23
Architecture & Engineering Occup	1.97	1.04	53
Life, Physical, & Social Sci Occup	0.90	0.46	52
Community & Social Services Occup	1.51	1.28	85
Legal Occupations	1.04	0.33	32
Education/Training/Library Occup	5.59	4.42	79
Art/Dsgn/Enttrnmnt/Sprts/Media Occ	1.87	0.80	43
Healthcare Practitn & Tech Occup	4.54	3.78	83
Healthcare Support Occupations	2.07	2.51	121
Protective Service Occupations	1.99	1.96	99
Food Prep & Serving Related Occup	4.94	5.03	102
Building & Grnds/Clean/Maint Occup	3.41	3.93	115
Personal Care & Service Occupation	2.83	2.56	90
Sales & Related Occupations	11.20	9.61	86
Administration Support Occupations	15.44	12.94	84
Farm/Forest/Fishing Occupations	0.78	1.77	227
Construction/Extractn/Maint Occup	9.57	14.20	148
Production/Trans/Matl Moving Occup	14.94	24.62	165



Family Composition People in Household

Description	US.	Segment	Index
HHs with 1 Person	26.07	24.94	96



Race/Ethnicity

Description	US.	Segment	Index
White Alone Pop	74.19	87.96	119
Black/African American Alone Pop	12.30	7.88	64
Am Indian/Alaska Native Alone Pop	0.88	0.93	106
Asian Alone Pop	4.05	0.40	10
Native Hawaiian/Other PI Alone Pop	0.15	0.06	38
Some Other Race Alone Pop	5.80	1.55	27
2 or More Races Pop	2.63	1.23	47
Hispanic/Latino Pop	13.50	3.63	27



Work Commuting Patterns

Description	US.	Segment	Index
Commute Alone in Vehicle	77.77	81.00	104
Commute in Carpool	12.81	15.31	120
Use Public Transportation	5.02	0.40	8
Walk to Work Only	3.13	2.16	69
Commute by Motorcycle	0.11	0.07	61
Commute by Bicycle	0.40	0.14	35
Commute by Other Means	0.75	0.92	124
Work at Home	1.93	1.57	81
Commute to Work < 15 Minutes	29.73	31.47	106
Commute to Work in 15-29 Minutes	35.93	34.28	95
Commute to Work in 30-44 Minutes	18.97	18.14	96
Commute to Work in 45-59 Minutes	7.37	7.64	104
Commute to Work in 60+ Minutes	8.00	8.48	106



Family Composition Household Type

Description	US.	Segment	Index
HHs w/ 2+ Persons, Family, Married	51.63	55.49	107
HHs with 2+ Persons, Family, Other	16.09	15.70	98
HHs with 2+ Persons, Nonfamily	6.22	3.87	62
HHs w/ 1 or more people < 18 years	35.94	36.12	101
HHs with no people under 18 years	64.06	63.88	100



Housing Home Value

Description	US.	Segment	Index
Home Value < \$20,000	3.33	11.43	344



HHs with 2 Persons	32.43	34.48	106
HHs with 3 Persons	16.67	18.40	110
HHs with 4 Persons	14.04	13.88	99
HHs with 5 Persons	6.53	5.58	85
HHs with 6 Persons	2.54	1.83	72
HHs with 7+ Persons	1.72	0.89	51



Housing Home Ownership

Description	US.	Segment	Index
Owner-Occupied Housing Units	66.47	78.10	118
Renter-Occupied HUs	33.53	21.90	65

Home Value \$20,000-\$39,999	4.88	14.70	301
Home Value \$40,000-\$59,999	6.70	15.51	232
Home Value \$60,000-\$79,999	8.39	15.22	181
Home Value \$80,000-\$99,999	9.88	13.33	135
Home Value \$100,000-\$149,999	22.61	17.53	78
Home Value \$150,000-\$199,999	15.24	6.49	43
Home Value \$200,000-\$299,999	15.17	3.73	25
Home Value \$300,000-\$399,999	6.22	1.07	17
Home Value \$400,000-\$499,999	3.11	0.42	14
Home Value \$500,000-\$749,999	2.44	0.24	10
Home Value \$750,000-\$999,999	1.03	0.14	14
Home Value \$1,000,000+	1.00	0.18	18



Housing Units in Structure

Description	US.	Segment	Index
Single Unit in Structure	66.00	65.33	99
2 Units in Structure	4.19	1.78	42
3-19 Units in Structure	13.49	3.32	25
20-49 Units in Structure	3.37	0.45	13
50+ Units in Structure	5.35	0.17	3
Mobile Home or Trailer	7.38	28.43	386



Housing Years in Home

Description	US.	Segment	Index
Moved into Unit 1999 to March 2004	24.69	19.97	81
Moved into Unit in 1995 to 1998	27.21	25.22	93
Moved into Unit in 1990 to 1994	15.13	15.55	103
Moved into Unit in 1980 to 1989	14.66	16.07	110
Moved into Unit in 1970 to 1979	9.27	11.41	123
Moved into Unit in 1969 or earlier	9.05	11.78	130

Lifestyles

Top 15 Lifestyle Behaviors

Buy Swing Sets,1yr (A)	231
Buy from Pizza Inn,6mo (A)	227
Buy Electric Trains,1yr (A)	206
Buy from Hardee's,1mo (A) *	199
Order from Fingerhut,1yr (A)	197
Buy Model Kits,1yr (A)	184
Buy Large Baby Dolls,1yr (A)	172
Own Satellite Dish (H)	171

Lifestyle Behaviors 16-30

Own Tropical Fish (A)	147
Buy Fishing Equipment,1yr (A)	142
Go Fishing,1yr (A)	140
Go Snowboarding,1yr (A)	139
Buy Action Figures,1yr (A)	138
Go Roller Skating,1yr (A)	137
Buy Builder Sets,1yr (A)	134
Buy from Dairy Queen,1mo (A) *	133

Lifestyle Behaviors 31-45

Buy Electronic Games,1yr (A)	124
Do Painting/Drawing,1yr (A)	124
Buy from Little Caesar's,1mo (A) *	123
Shop at Ace Hardware,1yr (A)	121
Shop at Wal-Mart,3mo (A)	120
Buy Tennis Equipment,1yr (A)	119
Go Bowling,1yr (A)	117
Go to Ice Hockey Games,1+ Times,1mo (A)	117



Go Hunting with Gun,1yr (A)	164	Buy from Captain D's,1mo (A) *	131	Own Fishing Equipment (A)	115
Buy from Shoney's,1mo (A) *	160	Buy from Domino's Pizza,1mo (A) *	129	Shop at Lerner,3mo (A)	115
Buy Infant Toys,1yr (A)	158	Buy from Sonic Drive-in,1mo (A) *	128	Stay at Motel 6 on Vacation,1yr (A)	115
Buy from Long John Silver,1mo (A) *	154	Buy from Blimpie Subs & Salads,1mo (A) *	127	Play Volleyball,1yr (A)	113
Shop at Wal-Mart Pharmacy,6mo (A)	152	Buy from Checkers,1mo (A) *	126	Buy Any Children's Toys,1yr (A)	112
Do Woodworking,1yr (A)	148	Own Outboard Motor (H)	126	Buy from Golden Corral,1mo (A) *	112
Buy from Krystal's Hamburgers,1mo (A) *	147	Buy from Pizza Hut,1mo (A) *	125	Buy from Taco Bell,1mo (A) *	112

Source: Mediamark Research Inc., 2004

Media

Top 15 Media Behaviors		Media Behaviors 16-30		Media Behaviors 31-45	
Read Sport Truck (A)	298	Read Car Craft (A)	199	Read Popular Mechanics (A)	162
Read True Story (A)	274	Radio,NASCAR,Net Audience (A)	188	Read Star (A)	162
Read Bassmaster (A)	266	Read Guns & Ammo (A)	188	Read Motorcyclist (A)	161
Read Hunting (A)	266	Country Radio,Net Audience (A)	183	Read Road & Track (A)	161
Read WWE Magazine (A)	260	Read Baby Talk (A)	181	Read This Old House (A)	158
Read Handguns (A)	258	Read Boating (A)	179	Has Satellite Dish/Disc (A)	157
Watch Country Music TV,1wk (A)	254	Read Cycle World (A)	175	Read Automobile (A)	155
Read Hot Rod (A)	243	Read YM (A)	174	Read Motor Trend (A)	154
TV Professional Wrestling,Net Audience (A)	237	Read Stock Car Racing (A)	171	Read Rolling Stone (A)	152
Read North American Hunter (A)	233	Read Seventeen (A)	169	TV Auto Racing,Net Audience (A)	147
Read Field & Stream (A)	210	Read Soap Opera Weekly (A)	168	Read Country Home (A)	146
Read Popular Hot Rodding (A)	208	Read Modern Bride (A)	166	Read Popular Science (A)	146



Read 4 Wheel & Off Road (A)	202	Watch TNN,1wk (A)	165	Watch Sci-Fi Channel,1wk (A)	146
Read Outdoor Life (A)	202	Read American Baby (A)	164	Read Bride's (A)	145
Read Photographic (A)	200	Read Computer Shopper (A)	163	Read Yachting (A)	145

Source: Mediamark Research Inc., 2004





57 Old Milltowns

America's once-thriving mining and manufacturing towns have aged -as have the residents in Old Milltowns communities. Today, the majority of residents are retired singles and couples, living on downscale incomes in pre-1960 homes and apartments. For leisure, they enjoy gardening, sewing, socializing at veterans clubs or eating out at casual restaurants.

Social Group: Rustic Living

Lifestage Group: Sustaining Seniors

Statistics:

US Households: 1,565,868 (1.42%)

Median HH Income: \$27,609

Lifestyle Traits:

1. Go camping
2. Eat at casual/buffet rest.
3. Watch Daytime TV
4. Watch The Price is Right
5. Drive a Ford F-super duty truck

Demographics Traits:

Ethnic Diversity:	White, Black, AmInd
Family Types:	Singles/Couples
Age Ranges:	65+
Education Levels:	Elementary/H.S.
Employment Levels:	Service, Blue-Collar
Housing Types:	Mix
Urbanicity:	Town
Income:	Downscale

Demographics



Age

Description	US.	Segment	Index
Pop Age 0-4	6.60	6.08	92
Pop Age 5-9	6.70	6.18	92
Pop Age 10-14	7.06	6.60	93
Pop Age 15-17	4.26	4.25	100
Pop Age 18-20	4.38	4.47	102
Pop Age 21-24	5.51	5.45	99
Pop Age 25-34	13.66	11.89	87
Pop Age 35-44	15.21	13.14	86
Pop Age 45-49	7.43	6.89	93
Pop Age 50-54	6.64	6.41	96
Pop Age 55-59	5.45	5.52	101
Pop Age 60-64	4.26	4.81	113
Pop Age 65-74	6.52	8.53	131
Pop Age 75-84	4.58	6.82	149
Pop Age 85+	1.74	2.97	170



Income



Housing Urbanization

Description	US.	Segment	Index
Rural/Town (Density Deciles 0-3)	40.01	46.65	117
Suburb Fringe (Density Decile 4-5)	19.90	21.22	107
Urban Fringe (Density Deciles 6-7)	20.00	18.01	90
Urban (Density Deciles 8-9)	20.09	14.12	70



Education

Description	US.	Segment	Index
Completed 0-8 Yrs Elem School	7.62	12.24	161
Attended High School, No Diploma	12.12	17.81	147
High School Graduate	28.54	35.85	126
Some College, No Degree	21.11	17.94	85
Associate Degree	6.32	4.80	76
Bachelor Degree	15.52	7.39	48
Master's Degree	5.86	2.70	46
Professional School Degree	1.95	0.94	48
Doctorate Degree	0.96	0.35	36



Description	US.	Segment	Index
HH Income < \$15,000	14.67	28.02	191
HH Income \$15,000-\$24,999	11.28	17.85	158
HH Income \$25,000-\$34,999	12.27	15.84	129
HH Income \$35,000-\$49,999	15.39	15.01	98
HH Income \$50,000-\$74,999	19.10	13.38	70
HH Income \$75,000-\$99,999	11.61	5.44	47
HH Income \$100,000-\$149,999	9.43	2.96	31
HH Income \$150,000-\$249,999	4.36	1.04	24
HH Income \$250,000-\$499,999	1.29	0.38	29
HH Income \$500,000+	0.60	0.08	13



Race/Ethnicity

Description	US.	Segment	Index
White Alone Pop	74.19	77.08	104
Black/African American Alone Pop	12.30	16.30	133
Am Indian/Alaska Native Alone Pop	0.88	1.03	118
Asian Alone Pop	4.05	0.60	15
Native Hawaiian/Other PI Alone Pop	0.15	0.06	40
Some Other Race Alone Pop	5.80	3.36	58
2 or More Races Pop	2.63	1.56	59
Hispanic/Latino Pop	13.50	8.82	65



Work Occupation

Description	US.	Segment	Index
Management Occupation(Except Farm)	8.31	5.15	62
Farmers & Farm Managers	0.62	0.44	70
Business Operations Specialists	2.03	1.06	52
Financial Specialists	2.12	1.13	53
Computer & Mathematical Occup	2.34	0.58	25
Architecture & Engineering Occup	1.97	1.02	52
Life, Physical, & Social Sci Occup	0.90	0.46	52
Community & Social Services Occup	1.51	1.74	115
Legal Occupations	1.04	0.55	52
Education/Training/Library Occup	5.59	5.23	94
Art/Dsgn/Entrtnmnt/Sprts/Media Occ	1.87	1.02	54
Healthcare Practitn & Tech Occup	4.54	4.16	92
Healthcare Support Occupations	2.07	3.18	153
Protective Service Occupations	1.99	2.17	109
Food Prep & Serving Related Occup	4.94	6.30	128
Building & Grnds/Clean/Maint Occup	3.41	4.61	135
Personal Care & Service Occupation	2.83	3.11	110
Sales & Related Occupations	11.20	10.44	93
Administration Support Occupations	15.44	13.61	88
Farm/Forest/Fishing Occupations	0.78	1.10	142
Construction/Extractn/Maint Occup	9.57	11.04	115
Production/Trans/Matl Moving Occup	14.94	21.92	147



Work Commuting Patterns

Description	US.	Segment	Index
Commute Alone in Vehicle	77.77	79.59	102
Commute in Carpool	12.81	15.01	117
Use Public Transportation	5.02	0.63	13
Walk to Work Only	3.13	3.50	112
Commute by Motorcycle	0.11	0.08	74
Commute by Bicycle	0.40	0.24	59
Commute by Other Means	0.75	0.96	128
Work at Home	1.93	1.15	59
Commute to Work < 15 Minutes	29.73	49.63	167
Commute to Work in 15-29 Minutes	35.93	27.12	75
Commute to Work in 30-44 Minutes	18.97	12.23	64
Commute to Work in 45-59 Minutes	7.37	5.06	69
Commute to Work in 60+ Minutes	8.00	5.96	74



Family Composition Household Type

Description	US.	Segment	Index
HHs w/ 2+ Persons, Family, Married	51.63	44.07	85
HHs with 2+ Persons, Family, Other	16.09	18.99	118
HHs with 2+ Persons, Nonfamily	6.22	4.15	67
HHs w/ 1 or more people < 18 years	35.94	31.83	89
HHs with no people under 18 years	64.06	68.17	106



Family Composition People in Household

Description	US.	Segment	Index
HHs with 1 Person	26.07	32.78	126



Housing Home Value

Description	US.	Segment	Index
Home Value < \$20,000	3.33	8.30	250



HHs with 2 Persons	32.43	32.15	99
HHs with 3 Persons	16.67	15.69	94
HHs with 4 Persons	14.04	11.33	81
HHs with 5 Persons	6.53	5.09	78
HHs with 6 Persons	2.54	1.89	74
HHs with 7+ Persons	1.72	1.07	62



Housing Home Ownership

Description	US.	Segment	Index
Owner-Occupied Housing Units	66.47	64.31	97
Renter-Occupied HUs	33.53	35.69	106

Home Value \$20,000-\$39,999	4.88	13.88	284
Home Value \$40,000-\$59,999	6.70	17.94	268
Home Value \$60,000-\$79,999	8.39	17.19	205
Home Value \$80,000-\$99,999	9.88	14.44	146
Home Value \$100,000-\$149,999	22.61	17.59	78
Home Value \$150,000-\$199,999	15.24	5.87	39
Home Value \$200,000-\$299,999	15.17	3.20	21
Home Value \$300,000-\$399,999	6.22	0.82	13
Home Value \$400,000-\$499,999	3.11	0.34	11
Home Value \$500,000-\$749,999	2.44	0.20	8
Home Value \$750,000-\$999,999	1.03	0.10	10
Home Value \$1,000,000+	1.00	0.14	14



Housing Units in Structure

Description	US.	Segment	Index
Single Unit in Structure	66.00	69.92	106
2 Units in Structure	4.19	5.12	122
3-19 Units in Structure	13.49	9.87	73
20-49 Units in Structure	3.37	1.99	59
50+ Units in Structure	5.35	1.79	33
Mobile Home or Trailer	7.38	11.07	150



Housing Years in Home

Description	US.	Segment	Index
Moved into Unit 1999 to March 2004	24.69	20.25	82
Moved into Unit in 1995 to 1998	27.21	24.48	90
Moved into Unit in 1990 to 1994	15.13	14.30	95
Moved into Unit in 1980 to 1989	14.66	14.91	102
Moved into Unit in 1970 to 1979	9.27	11.13	120
Moved into Unit in 1969 or earlier	9.05	14.92	165

Lifestyles

Top 15 Lifestyle Behaviors		Lifestyle Behaviors 16-30		Lifestyle Behaviors 31-45	
Order from Readers Digest Association, 1yr (A)	258	Buy Seeds/Garden Supplies by Mail/Phone, 1yr (A)	119	Buy from Godfather's Pizza, 6mo (A)	97
Buy from Captain D's, 1mo (A) *	191	Buy from Hardee's, 1mo (A) *	114	Buy from Bob Evan's Farm, 1mo (A) *	96
Buy from Shoney's, 1mo (A) *	153	Own Tropical Fish (A)	112	Collect Coins, 1yr (A)	96
Belong to a Veterans Club (A)	149	Order from Avon, 1yr (A)	110	Go to Professional Football Games, 1+ Times, 1mo (A)	96
Order from Fingerhut, 1yr (A)	145	Order from Gevalia Kaffe, 1yr (A)	107	Shop at Wal-Mart, 3mo (A)	96
Shop at Wal-Mart Pharmacy, 6mo (A)	142	Belong to a Church Board (A)	105	Shop at Ace Hardware, 1yr (A)	95
Belong to a Fraternal Order (A)	139	Buy Golf Clubs, 1yr (A)	105	Own Motor Home (H)	94
Buy from Ponderosa, 1mo (A) *	138	Buy from Church's Fried Chicken, 1mo (A) *	104	Belong to a Civic Club (A)	93



Play Bingo,1yr (A)	138	Buy from Dairy Queen,1mo (A) *	104	Shop at Radio Shack,1yr (A)	93
Buy from Cracker Barrel,1mo (A) *	130	Domestic Travel,Any Trip,15+ Nights,1yr (A)	103	Visit Elected/Government Official,1yr (A)	92
Buy from Long John Silver,1mo (A) *	129	Stay at Best Western on Vacation,1yr (A)	103	Own Camper (H)	91
Buy from Sizzler Family Steakhouse,1mo (A) *	126	Belong to a Country Club (A)	101	Own Rifle/Shotgun (A)	91
Do Garment Sewing from Patterns,6mo (A)	125	PRIZM NE Lifestyle Tab 2004	100	Stay at Motel 6 on Vacation,1yr (A)	90
Buy from Krystal's Hamburgers,1mo (A) *	123	Shop at Lane Bryant,3mo (A)	99	Own Handgun (A)	88
Buy from Pizza Inn,6mo (A)	120	Shop at True Value,1yr (A)	98	Shop at Lowe's,1yr (A)	88

Source: Mediamark Research Inc., 2004

Media

Top 15 Media Behaviors		Media Behaviors 16-30		Media Behaviors 31-45	
Gospel Radio,Net Audience (A)	238	Watch The Weather Channel,1wk (A)	119	Watch Show Type,Early Evening Network News,Weekend	105
TV Bowling,Net Audience (A)	164	Read Esquire (A)	118	Subscribe to Cable TV (A)	103
Read True Story (A)	162	Watch Oxygen,1wk (A)	115	Heavy Cable TV Viewer,15+ hrs,1wk (A)	102
Read Tennis (A)	161	Religious,Net Audience (A)	113	Watch Show Type,Coll Football Bowl Game Specials (102
Watch Game Show Network,1wk (A)	152	Read Soap Opera Weekly (A)	112	Watch Show Type,Pageants Specials (A)	102
Radio,Golf,Net Audience (A)	140	Watch Show Type,Daytime Dramas (A)	112	Read Ebony (A)	101
Read Catholic Digest (A)	138	Adult Standards Radio,Net Audience (A)	111	Read Family Handyman (A)	101
Watch American Movie Classics,1wk (A)	138	Watch BET,1wk (A)	111	Read Sport Truck (A)	101
Watch Turner Classic Movies,1wk (A)	134	Watch Headline CNN News,1wk (A)	109	Watch Fox News Channel,1wk (A)	101
Watch Court TV,1wk (A)	128	Radio Lower Half (A)	108	PRIZM NE Media Tab 2004	100
TV Daytime TV,Net Audience (A)	127	Watch Show Type,Early Morning Talk/Info News (A)	108	Watch TBS,1wk (A)	100
Read Golf Magazine (A)	125	Watch TNN,1wk (A)	108	Radio,NASCAR,Net Audience (A)	99



PRIZM NE
Segment 57 Old Milltowns



Read Skiing (A)	123	TV Figure Skating,Net Audience (A)	106	Read Home (A)	99
TV Professional Wrestling,Net Audience (A)	123	Watch Bravo,1wk (A)	106	Watch History Channel,1wk (A)	99
Watch TNT,1wk (A)	122	Watch TV Land,1wk (A)	106	Watch Home Shopping Network,1wk (A)	99

Source: Mediamark Research Inc., 2004





58 Back Country Folks

Strewn among remote farm communities across the nation, Back Country Folks are a long way away from economic paradise. The residents tend to be poor, over 55 years old and living in older, modest-sized homes and manufactured housing. Typically, life in this segment is a throwback to an earlier era when farming dominated the American landscape.

Social Group: Rustic Living

Lifestage Group: Sustaining Seniors

Statistics:

US Households: 2,646,747 (2.41%)

Median HH Income: \$29,643

Lifestyle Traits:

1. Sew from patterns
2. Go bird watching
3. Read Flower and Garden
4. Watch TNN
5. Drive a GMC Sierra 1500

Demographics Traits:

Ethnic Diversity:	White, AmInd
Family Types:	Singles/Couples
Age Ranges:	55+
Education Levels:	Elementary/H.S.
Employment Levels:	Service, BC, Farm
Housing Types:	Homeowners
Urbanicity:	Rural
Income:	Downscale

Demographics



Age

Description	US.	Segment	Index
Pop Age 0-4	6.60	5.73	87
Pop Age 5-9	6.70	6.14	92
Pop Age 10-14	7.06	7.01	99
Pop Age 15-17	4.26	4.67	110
Pop Age 18-20	4.38	3.96	91
Pop Age 21-24	5.51	4.87	88
Pop Age 25-34	13.66	11.20	82
Pop Age 35-44	15.21	13.97	92
Pop Age 45-49	7.43	7.55	102
Pop Age 50-54	6.64	7.07	106
Pop Age 55-59	5.45	6.23	114
Pop Age 60-64	4.26	5.39	127
Pop Age 65-74	6.52	8.46	130
Pop Age 75-84	4.58	5.56	122
Pop Age 85+	1.74	2.19	126



Housing Urbanization

Description	US.	Segment	Index
Rural/Town (Density Deciles 0-3)	40.01	49.97	125
Suburb Fringe (Density Decile 4-5)	19.90	19.60	98
Urban Fringe (Density Deciles 6-7)	20.00	16.10	80
Urban (Density Deciles 8-9)	20.09	14.34	71



Education

Description	US.	Segment	Index
Completed 0-8 Yrs Elem School	7.62	12.68	166
Attended High School, No Diploma	12.12	17.72	146
High School Graduate	28.54	37.87	133
Some College, No Degree	21.11	17.23	82
Associate Degree	6.32	4.47	71
Bachelor Degree	15.52	6.67	43
Master's Degree	5.86	2.40	41
Professional School Degree	1.95	0.70	36
Doctorate Degree	0.96	0.26	27



Income



Description	US.	Segment	Index
HH Income < \$15,000	14.67	25.41	173
HH Income \$15,000-\$24,999	11.28	17.16	152
HH Income \$25,000-\$34,999	12.27	16.00	130
HH Income \$35,000-\$49,999	15.39	15.98	104
HH Income \$50,000-\$74,999	19.10	14.62	77
HH Income \$75,000-\$99,999	11.61	5.98	52
HH Income \$100,000-\$149,999	9.43	3.29	35
HH Income \$150,000-\$249,999	4.36	1.06	24
HH Income \$250,000-\$499,999	1.29	0.40	31
HH Income \$500,000+	0.60	0.08	14



Work Occupation

Description	US.	Segment	Index
Management Occupation(Except Farm)	8.31	4.84	58
Farmers & Farm Managers	0.62	3.22	520
Business Operations Specialists	2.03	0.85	42
Financial Specialists	2.12	1.00	47
Computer & Mathematical Occup	2.34	0.41	17
Architecture & Engineering Occup	1.97	0.88	45
Life, Physical, & Social Sci Occup	0.90	0.50	56
Community & Social Services Occup	1.51	1.43	94
Legal Occupations	1.04	0.36	34
Education/Training/Library Occup	5.59	5.32	95
Art/Dsgn/Entrtnmnt/Sprts/Media Occ	1.87	0.78	42
Healthcare Practitn & Tech Occup	4.54	3.86	85
Healthcare Support Occupations	2.07	2.87	138
Protective Service Occupations	1.99	2.11	106
Food Prep & Serving Related Occup	4.94	4.85	98
Building & Grnds/Clean/Maint Occup	3.41	4.01	118
Personal Care & Service Occupation	2.83	2.68	95
Sales & Related Occupations	11.20	8.83	79
Administration Support Occupations	15.44	12.27	79
Farm/Forest/Fishing Occupations	0.78	2.77	355
Construction/Extractn/Maint Occup	9.57	13.34	139
Production/Trans/Matl Moving Occup	14.94	22.82	153



Family Composition People in Household

Description	US.	Segment	Index
HHs with 1 Person	26.07	27.10	104



Race/Ethnicity

Description	US.	Segment	Index
White Alone Pop	74.19	81.39	110
Black/African American Alone Pop	12.30	12.96	105
Am Indian/Alaska Native Alone Pop	0.88	2.25	257
Asian Alone Pop	4.05	0.28	7
Native Hawaiian/Other PI Alone Pop	0.15	0.05	35
Some Other Race Alone Pop	5.80	1.83	32
2 or More Races Pop	2.63	1.23	47
Hispanic/Latino Pop	13.50	4.69	35



Work Commuting Patterns

Description	US.	Segment	Index
Commute Alone in Vehicle	77.77	79.38	102
Commute in Carpool	12.81	15.83	124
Use Public Transportation	5.02	0.41	8
Walk to Work Only	3.13	3.12	100
Commute by Motorcycle	0.11	0.06	51
Commute by Bicycle	0.40	0.13	32
Commute by Other Means	0.75	1.07	144
Work at Home	1.93	2.11	109
Commute to Work < 15 Minutes	29.73	32.95	111
Commute to Work in 15-29 Minutes	35.93	30.14	84
Commute to Work in 30-44 Minutes	18.97	18.81	99
Commute to Work in 45-59 Minutes	7.37	8.20	111
Commute to Work in 60+ Minutes	8.00	9.89	124



Family Composition Household Type

Description	US.	Segment	Index
HHs w/ 2+ Persons, Family, Married	51.63	54.42	105
HHs with 2+ Persons, Family, Other	16.09	15.45	96
HHs with 2+ Persons, Nonfamily	6.22	3.04	49
HHs w/ 1 or more people < 18 years	35.94	33.70	94
HHs with no people under 18 years	64.06	66.30	103



Housing Home Value

Description	US.	Segment	Index
Home Value < \$20,000	3.33	11.87	357



HHs with 2 Persons	32.43	34.86	108
HHs with 3 Persons	16.67	16.61	100
HHs with 4 Persons	14.04	12.78	91
HHs with 5 Persons	6.53	5.59	86
HHs with 6 Persons	2.54	2.00	79
HHs with 7+ Persons	1.72	1.06	62



Housing Home Ownership

Description	US.	Segment	Index
Owner-Occupied Housing Units	66.47	77.98	117
Renter-Occupied HUs	33.53	22.02	66

Home Value \$20,000-\$39,999	4.88	15.99	328
Home Value \$40,000-\$59,999	6.70	16.39	245
Home Value \$60,000-\$79,999	8.39	14.83	177
Home Value \$80,000-\$99,999	9.88	12.32	125
Home Value \$100,000-\$149,999	22.61	16.21	72
Home Value \$150,000-\$199,999	15.24	6.23	41
Home Value \$200,000-\$299,999	15.17	3.79	25
Home Value \$300,000-\$399,999	6.22	1.16	19
Home Value \$400,000-\$499,999	3.11	0.47	15
Home Value \$500,000-\$749,999	2.44	0.30	12
Home Value \$750,000-\$999,999	1.03	0.17	17
Home Value \$1,000,000+	1.00	0.27	27



Housing Units in Structure

Description	US.	Segment	Index
Single Unit in Structure	66.00	70.70	107
2 Units in Structure	4.19	1.70	41
3-19 Units in Structure	13.49	3.30	24
20-49 Units in Structure	3.37	0.60	18
50+ Units in Structure	5.35	0.23	4
Mobile Home or Trailer	7.38	22.73	308



Housing Years in Home

Description	US.	Segment	Index
Moved into Unit 1999 to March 2004	24.69	16.67	68
Moved into Unit in 1995 to 1998	27.21	23.55	87
Moved into Unit in 1990 to 1994	15.13	15.61	103
Moved into Unit in 1980 to 1989	14.66	17.24	118
Moved into Unit in 1970 to 1979	9.27	12.88	139
Moved into Unit in 1969 or earlier	9.05	14.05	155

Lifestyles

Top 15 Lifestyle Behaviors		Lifestyle Behaviors 16-30		Lifestyle Behaviors 31-45	
Buy from Ponderosa, 1mo (A) *	310	Order from J.C. Penney, 1yr (A)	143	Order from Avon, 1yr (A)	118
Buy from Pizza Inn, 6mo (A)	284	Own Outboard Motor (H)	142	Own Motor Home (H)	118
Order from Readers Digest Association, 1yr (A)	262	Member of Frequent Flyer Program (A)	141	Go Fishing, 1yr (A)	117
Shop at ShopKo, 3mo (A)	249	Buy from Long John Silver, 1mo (A) *	134	Go to Professional Football Games, 1+ Times, 1mo (A)	117
Shop at True Value, 1yr (A)	213	Own Rifle/Shotgun (A)	134	Order from Spiegel, 1yr (A)	116
Buy from Shoney's, 1mo (A) *	210	Shop at Ace Hardware, 1yr (A)	132	Stay at Days Inn on Vacation, 1yr (A)	115
Buy from Hardee's, 1mo (A) *	205	Buy from Golden Corral, 1mo (A) *	131	Buy from Cracker Barrel, 1mo (A) *	114
Belong to a Veterans Club (A)	198	Do Garment Sewing from Patterns, 6mo (A)	130	Own Fishing Equipment (A)	114



Own Satellite Dish (H)	197	Belong to a Church Board (A)	129	Order from Gevalia Kaffe,1yr (A)	113
Buy from Sizzler Family Steakhouse,1mo (A) *	195	Buy Seeds/Garden Supplies by Mail/Phone,1yr (A)	129	Do Outdoor Gardening,1yr (A)	111
Shop at Wal-Mart Pharmacy,6mo (A)	174	Stay at Radisson on Vacation,1yr (A)	129	Buy from Captain D's,1mo (A) *	110
Go Cross Country Skiing,1yr (A)	170	Own Stationary Bike (A)	124	Visit Elected/Government Official,1yr (A)	109
Go Hunting with Gun,1yr (A)	160	Play Bingo,1yr (A)	122	Shop at Wal-Mart,3mo (A)	108
Own Camper (H)	155	Belong to a Civic Club (A)	119	Buy from Godfather's Pizza,6mo (A)	106
Do Bird Watching,1yr (A)	144	Domestic Travel, Personal (Non Vac) Trip Only,1yr	118	Buy Fishing Equipment,1yr (A)	104

Source: Mediamark Research Inc., 2004

Media

Top 15 Media Behaviors		Media Behaviors 16-30		Media Behaviors 31-45	
Read Family Handyman (A)	209	Read Country Living (A)	127	Radio,NFL Regular Season,Net Audience (A)	109
Read True Story (A)	193	Read Field & Stream (A)	127	Read First for Women (A)	109
Read Saturday Evening Post (A)	181	Read Southern Living (A)	127	Read North American Hunter (A)	108
Has Satellite Dish/Disc (A)	179	Watch Show Type,Early Evening Network News,Weekend	127	Read Reader's Digest (A)	108
Country Radio,Net Audience (A)	170	Radio Lower Half (A)	122	TV Daytime TV,Net Audience (A)	108
Gospel Radio,Net Audience (A)	155	Watch Show Type,Early Morning Talk/Info News (A)	122	TV Auto Racing,Net Audience (A)	107
Radio,Golf,Net Audience (A)	155	Watch Show Type,Pageants Specials (A)	122	Read Popular Mechanics (A)	105
Read Hunting (A)	150	Watch Country Music TV,1wk (A)	120	Religious,Net Audience (A)	104
Radio,NFL Playoffs/Super Bowl,Net Audience (A)	144	TV Professional Wrestling,Net Audience (A)	117	Watch Show Type,Coll Football Bowl Game Specials (104
Watch TV Land,1wk (A)	142	Watch Turner Classic Movies,1wk (A)	115	Radio,MLB Regular Season,Net Audience (A)	103
Watch Outdoor Life Network,1wk (A)	141	Watch Game Show Network,1wk (A)	114	Watch The Weather Channel,1wk (A)	103
Watch Show Type,Daytime Dramas (A)	137	Radio,NASCAR,Net Audience (A)	113	Read Bassmaster (A)	102



TV Figure Skating,Net Audience (A)	132	Read Outdoor Life (A)	113	Watch American Movie Classics,1wk (A)	101
Watch Show Type,Early Evening Network News,M-F (A)	132	Watch Court TV,1wk (A)	113	Watch Show Type,Entertainment Specials (A)	101
Read Boating (A)	127	Watch Show Type,Primetime Documentary/Info Shows (113	Read Country Home (A)	100

Source: Mediamark Research Inc., 2004





59 Urban Elders

For Urban Elders -a segment located in the downtown neighborhoods of such metros as New York, Chicago, Las Vegas and Miami- life is often an economic struggle. These communities have high concentrations of Hispanics and African-Americans, and tend to be downscale, with singles living in older apartment rentals.

Social Group: Urban Cores

Lifestage Group: Sustaining Seniors

Statistics:

US Households: 1,500,247 (1.36%)

Median HH Income: \$21,908

Lifestyle Traits:

1. Shop at Banana Republic
2. Collect stamps
3. Watch Steve Harvey show
4. Watch Daytime TV
5. Drive a Dodge Neon

Demographics Traits:

Ethnic Diversity:	High Black, Asian & Hisp.
Family Types:	Singles
Age Ranges:	55+
Education Levels:	Elementary/H.S.
Employment Levels:	Service, BC, WC,
Housing Types:	Renters
Urbanicity:	Urban
Income:	Poor

Demographics



Age

Description	US.	Segment	Index
Pop Age 0-4	6.60	6.47	98
Pop Age 5-9	6.70	6.44	96
Pop Age 10-14	7.06	6.70	95
Pop Age 15-17	4.26	3.78	89
Pop Age 18-20	4.38	4.20	96
Pop Age 21-24	5.51	5.36	97
Pop Age 25-34	13.66	13.86	101
Pop Age 35-44	15.21	14.03	92
Pop Age 45-49	7.43	6.60	89
Pop Age 50-54	6.64	6.02	91
Pop Age 55-59	5.45	5.10	94
Pop Age 60-64	4.26	4.61	108
Pop Age 65-74	6.52	7.91	121
Pop Age 75-84	4.58	6.15	134
Pop Age 85+	1.74	2.79	160



Income



Housing Urbanization

Description	US.	Segment	Index
Rural/Town (Density Deciles 0-3)	40.01	24.16	60
Suburb Fringe (Density Decile 4-5)	19.90	18.29	92
Urban Fringe (Density Deciles 6-7)	20.00	17.70	88
Urban (Density Deciles 8-9)	20.09	39.85	198



Education

Description	US.	Segment	Index
Completed 0-8 Yrs Elem School	7.62	17.55	230
Attended High School, No Diploma	12.12	21.35	176
High School Graduate	28.54	25.56	90
Some College, No Degree	21.11	15.91	75
Associate Degree	6.32	4.58	72
Bachelor Degree	15.52	9.49	61
Master's Degree	5.86	3.54	60
Professional School Degree	1.95	1.44	74
Doctorate Degree	0.96	0.58	61



Description	US.	Segment	Index
HH Income < \$15,000	14.67	39.35	268
HH Income \$15,000-\$24,999	11.28	15.42	137
HH Income \$25,000-\$34,999	12.27	12.32	100
HH Income \$35,000-\$49,999	15.39	12.13	79
HH Income \$50,000-\$74,999	19.10	10.64	56
HH Income \$75,000-\$99,999	11.61	4.97	43
HH Income \$100,000-\$149,999	9.43	3.32	35
HH Income \$150,000-\$249,999	4.36	1.34	31
HH Income \$250,000-\$499,999	1.29	0.41	32
HH Income \$500,000+	0.60	0.11	18



Race/Ethnicity

Description	US.	Segment	Index
White Alone Pop	74.19	36.08	49
Black/African American Alone Pop	12.30	36.71	298
Am Indian/Alaska Native Alone Pop	0.88	0.62	71
Asian Alone Pop	4.05	9.40	232
Native Hawaiian/Other PI Alone Pop	0.15	0.25	167
Some Other Race Alone Pop	5.80	12.20	211
2 or More Races Pop	2.63	4.72	180
Hispanic/Latino Pop	13.50	30.02	222



Work Occupation

Description	US.	Segment	Index
Management Occupation(Except Farm)	8.31	5.54	67
Farmers & Farm Managers	0.62	0.04	6
Business Operations Specialists	2.03	1.64	81
Financial Specialists	2.12	1.81	85
Computer & Mathematical Occup	2.34	2.13	91
Architecture & Engineering Occup	1.97	0.87	44
Life, Physical, & Social Sci Occup	0.90	0.60	67
Community & Social Services Occup	1.51	2.07	136
Legal Occupations	1.04	0.88	84
Education/Training/Library Occup	5.59	4.49	80
Art/Dsgn/Entrtnmnt/Sprts/Media Occ	1.87	2.15	115
Healthcare Practitn & Tech Occup	4.54	3.21	71
Healthcare Support Occupations	2.07	4.27	206
Protective Service Occupations	1.99	2.89	146
Food Prep & Serving Related Occup	4.94	6.37	129
Building & Grnds/Clean/Maint Occup	3.41	5.95	174
Personal Care & Service Occupation	2.83	3.98	140
Sales & Related Occupations	11.20	9.98	89
Administration Support Occupations	15.44	17.94	116
Farm/Forest/Fishing Occupations	0.78	0.20	25
Construction/Extractn/Maint Occup	9.57	7.49	78
Production/Trans/Matl Moving Occup	14.94	15.52	104



Work Commuting Patterns

Description	US.	Segment	Index
Commute Alone in Vehicle	77.77	39.38	51
Commute in Carpool	12.81	12.07	94
Use Public Transportation	5.02	36.69	730
Walk to Work Only	3.13	10.19	325
Commute by Motorcycle	0.11	0.11	94
Commute by Bicycle	0.40	0.66	165
Commute by Other Means	0.75	0.89	119
Work at Home	1.93	0.87	45
Commute to Work < 15 Minutes	29.73	17.49	59
Commute to Work in 15-29 Minutes	35.93	29.36	82
Commute to Work in 30-44 Minutes	18.97	23.76	125
Commute to Work in 45-59 Minutes	7.37	12.12	164
Commute to Work in 60+ Minutes	8.00	17.27	216



Family Composition Household Type

Description	US.	Segment	Index
HHs w/ 2+ Persons, Family, Married	51.63	26.39	51
HHs with 2+ Persons, Family, Other	16.09	26.01	162
HHs with 2+ Persons, Nonfamily	6.22	5.98	96
HHs w/ 1 or more people < 18 years	35.94	29.72	83
HHs with no people under 18 years	64.06	70.28	110



Family Composition People in Household

Description	US.	Segment	Index
HHs with 1 Person	26.07	41.61	160



Housing Home Value

Description	US.	Segment	Index
Home Value < \$20,000	3.33	3.53	106



HHs with 2 Persons	32.43	23.98	74
HHs with 3 Persons	16.67	13.75	83
HHs with 4 Persons	14.04	9.86	70
HHs with 5 Persons	6.53	5.60	86
HHs with 6 Persons	2.54	2.78	109
HHs with 7+ Persons	1.72	2.41	140



Housing Home Ownership

Description	US.	Segment	Index
Owner-Occupied Housing Units	66.47	15.29	23
Renter-Occupied HUs	33.53	84.71	253

Home Value \$20,000-\$39,999	4.88	4.57	94
Home Value \$40,000-\$59,999	6.70	5.96	89
Home Value \$60,000-\$79,999	8.39	6.61	79
Home Value \$80,000-\$99,999	9.88	7.67	78
Home Value \$100,000-\$149,999	22.61	17.71	78
Home Value \$150,000-\$199,999	15.24	13.48	88
Home Value \$200,000-\$299,999	15.17	20.65	136
Home Value \$300,000-\$399,999	6.22	10.12	163
Home Value \$400,000-\$499,999	3.11	4.38	141
Home Value \$500,000-\$749,999	2.44	3.15	129
Home Value \$750,000-\$999,999	1.03	1.07	103
Home Value \$1,000,000+	1.00	1.10	109



Housing Units in Structure

Description	US.	Segment	Index
Single Unit in Structure	66.00	14.19	21
2 Units in Structure	4.19	7.40	177
3-19 Units in Structure	13.49	26.82	199
20-49 Units in Structure	3.37	14.59	433
50+ Units in Structure	5.35	36.56	683
Mobile Home or Trailer	7.38	0.38	5



Housing Years in Home

Description	US.	Segment	Index
Moved into Unit 1999 to March 2004	24.69	21.70	88
Moved into Unit in 1995 to 1998	27.21	29.00	107
Moved into Unit in 1990 to 1994	15.13	16.27	108
Moved into Unit in 1980 to 1989	14.66	15.40	105
Moved into Unit in 1970 to 1979	9.27	9.82	106
Moved into Unit in 1969 or earlier	9.05	7.81	86

Lifestyles

Top 15 Lifestyle Behaviors		Lifestyle Behaviors 16-30		Lifestyle Behaviors 31-45	
Go Roller Skating,1yr (A)	165	Play Bingo,1yr (A)	109	Foreign Travel,<\$3000,1yr (A)	92
Buy from Church's Fried Chicken,1mo (A) *	164	Shop at Walgreens,6mo (A)	109	Shop at CVS Pharmacy,6mo (A)	92
Buy from Houlihan's,6mo (A)	161	Go to Movie,4+ Times,3mo (A)	103	Buy from White Castle,1mo (A) *	91
Buy from Del Taco,1mo (A) *	155	Travel to Virgin Islands,3yr (A)	101	Buy Golf Clubs,1yr (A)	87
Shop at Bloomingdales,3mo (A)	155	Buy from Jack-in-the-Box,1mo (A) *	100	Buy from Rally's,6mo (A)	87
Order from Gevalia Kaffe,1yr (A)	152	Contribute to PBS,1yr (A)	100	Own a Valid Passport (A)	87
Shop at Lord & Taylor,3mo (A)	144	PRIZM NE Lifestyle Tab 2004	100	Buy 1960s Nostalgia Music,1yr (A) *	86
Shop at Macy's,3mo (A)	144	Shop at BJ's Wholesale Club,6mo (A)	100	Stay at Hilton on Vacation,1yr (A)	86



Buy from Carl's Jr.,1mo (A) *	139	Shop at Lane Bryant,3mo (A)	99	Buy from KFC,1mo (A) *	84
Play Lottery,10+ Times/mo,1yr (A)	131	Foreign Travel by Car,3yr (A)	98	Buy from Boston Market,1mo (A) *	83
Belong to a Veterans Club (A)	128	Go Dancing,1yr (A)	98	Domestic Travel,Use Travel Agent,1yr (A)	81
Travel to Central/South America,3yr (A)	122	Domestic Travel on American Airlines,1yr (A)	96	Shop at Marshall's,3mo (A)	80
Travel to Canada,3yr (A)	118	Buy Electric Trains,1yr (A)	95	Shop at Radio Shack,1yr (A)	80
Stay at Radisson on Vacation,1yr (A)	117	Buy from Chevy's,1mo (A) *	93	Buy from IHOP,1mo (A) *	79
Buy from Popeyes,1mo (A) *	112	Shop at Longs Drug Store,6mo (A)	93	Visit Elected/Government Official,1yr (A)	79

Source: Mediamark Research Inc., 2004

Media

Top 15 Media Behaviors		Media Behaviors 16-30		Media Behaviors 31-45	
Read Black Enterprise (A)	200	TV Daytime TV,Net Audience (A)	128	Read TV Guide (A)	111
Hispanic,Net Audience (A)	183	Read Hunting (A)	127	Read Premiere (A)	108
Read Jet (A)	175	Bloomberg Network Radio,Net Audience (A)	126	Watch Show Type,Early Evening Network News,Weekend	108
Read Los Angeles Times,Sunday (A)	175	Wall Street Journal Report,Net Audience (A)	125	Read WWE Magazine (A)	105
Read Ebony (A)	172	Read New York Magazine (A)	123	Read Penthouse (A)	102
Read True Story (A)	169	Radio,Golf,Net Audience (A)	122	Read Photographic (A)	101
Read Vibe (A)	164	Read The New Yorker (A)	122	PRIZM NE Media Tab 2004	100
Read Essence (A)	161	Adult Standards Radio,Net Audience (A)	121	Read American Photo (A)	100
TV Soccer,Net Audience (A)	158	Read Automobile (A)	121	Radio,NFL Regular Season,Net Audience (A)	99
Urban Contemporary Radio,Net Audience (A)	149	Read Sport Truck (A)	118	Watch Show Type,Primetime Documentary/Info Shows (99
All News Radio,Net Audience (A)	143	Variety Radio,Net Audience (A)	116	Read Discover (A)	98
TV Figure Skating,Net Audience (A)	133	Classical Radio,Net Audience (A)	115	Read Forbes (A)	97



PRIZM NE
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Radio,NBA Games,Net Audience (A)	130	TV Tennis,Net Audience (A)	115	Read Spin (A)	95
TV Boxing,Net Audience (A)	130	Jazz Radio,Net Audience (A)	113	Religious,Net Audience (A)	95
Read New York Times,Sunday (A)	128	Read The Source (A)	112	Read Catholic Digest (A)	94

Source: Mediamark Research Inc., 2004





60 Park Bench Seniors

Park Bench Seniors typically are retired singles living in the racially mixed neighborhoods of the nation's satellite cities. With modest educations and incomes, these residents maintain low-key, sedentary lifestyles. Theirs is one of the top-ranked segments for TV viewing, especially daytime soaps and game shows.

Social Group: Micro-City Blues

Lifestage Group: Sustaining Seniors

Statistics:

US Households: 1,221,808 (1.11%)

Median HH Income: \$21,650

Lifestyle Traits:

1. Play bingo
2. Belong to a veterans club
3. Read Soap Opera Digest
4. Watch The Young & Restless
5. Drive a Kia Rio

Demographics Traits:

Ethnic Diversity:	High Black
Family Types:	Singles
Age Ranges:	55+
Education Levels:	Elementary/H.S.
Employment Levels:	Service, Blue-Collar
Housing Types:	Renters
Urbanicity:	2nd City
Income:	Poor

Demographics



Age

Description	US.	Segment	Index
Pop Age 0-4	6.60	6.27	95
Pop Age 5-9	6.70	6.04	90
Pop Age 10-14	7.06	5.92	84
Pop Age 15-17	4.26	3.52	82
Pop Age 18-20	4.38	5.14	117
Pop Age 21-24	5.51	6.30	114
Pop Age 25-34	13.66	13.06	96
Pop Age 35-44	15.21	12.67	83
Pop Age 45-49	7.43	6.28	85
Pop Age 50-54	6.64	5.61	84
Pop Age 55-59	5.45	4.82	88
Pop Age 60-64	4.26	4.13	97
Pop Age 65-74	6.52	8.05	123
Pop Age 75-84	4.58	8.01	175
Pop Age 85+	1.74	4.18	240



Housing Urbanization

Description	US.	Segment	Index
Rural/Town (Density Deciles 0-3)	40.01	43.64	109
Suburb Fringe (Density Decile 4-5)	19.90	19.78	99
Urban Fringe (Density Deciles 6-7)	20.00	17.58	88
Urban (Density Deciles 8-9)	20.09	18.99	95



Education

Description	US.	Segment	Index
Completed 0-8 Yrs Elem School	7.62	13.66	179
Attended High School, No Diploma	12.12	20.02	165
High School Graduate	28.54	30.49	107
Some College, No Degree	21.11	18.13	86
Associate Degree	6.32	4.66	74
Bachelor Degree	15.52	8.44	54
Master's Degree	5.86	2.98	51
Professional School Degree	1.95	1.07	55
Doctorate Degree	0.96	0.57	59



Income



Description	US.	Segment	Index
HH Income < \$15,000	14.67	38.31	261
HH Income \$15,000-\$24,999	11.28	17.59	156
HH Income \$25,000-\$34,999	12.27	13.26	108
HH Income \$35,000-\$49,999	15.39	12.15	79
HH Income \$50,000-\$74,999	19.10	10.38	54
HH Income \$75,000-\$99,999	11.61	4.33	37
HH Income \$100,000-\$149,999	9.43	2.53	27
HH Income \$150,000-\$249,999	4.36	1.02	24
HH Income \$250,000-\$499,999	1.29	0.36	28
HH Income \$500,000+	0.60	0.08	13



Race/Ethnicity

Description	US.	Segment	Index
White Alone Pop	74.19	59.10	80
Black/African American Alone Pop	12.30	28.47	231
Am Indian/Alaska Native Alone Pop	0.88	0.78	89
Asian Alone Pop	4.05	2.15	53
Native Hawaiian/Other PI Alone Pop	0.15	0.22	148
Some Other Race Alone Pop	5.80	6.12	106
2 or More Races Pop	2.63	3.16	120
Hispanic/Latino Pop	13.50	14.19	105



Work Occupation

Description	US.	Segment	Index
Management Occupation(Except Farm)	8.31	5.31	64
Farmers & Farm Managers	0.62	0.12	19
Business Operations Specialists	2.03	1.35	66
Financial Specialists	2.12	1.25	59
Computer & Mathematical Occup	2.34	1.27	54
Architecture & Engineering Occup	1.97	1.17	59
Life, Physical, & Social Sci Occup	0.90	0.56	63
Community & Social Services Occup	1.51	1.85	122
Legal Occupations	1.04	0.64	62
Education/Training/Library Occup	5.59	4.44	80
Art/Dsgn/Entrtnmnt/Sprts/Media Occ	1.87	1.52	81
Healthcare Practitn & Tech Occup	4.54	3.48	77
Healthcare Support Occupations	2.07	3.44	166
Protective Service Occupations	1.99	1.97	99
Food Prep & Serving Related Occup	4.94	8.00	162
Building & Grnds/Clean/Maint Occup	3.41	6.12	179
Personal Care & Service Occupation	2.83	3.51	124
Sales & Related Occupations	11.20	10.76	96
Administration Support Occupations	15.44	14.98	97
Farm/Forest/Fishing Occupations	0.78	0.91	117
Construction/Extractn/Maint Occup	9.57	9.06	95
Production/Trans/Matl Moving Occup	14.94	18.29	122



Work Commuting Patterns

Description	US.	Segment	Index
Commute Alone in Vehicle	77.77	68.53	88
Commute in Carpool	12.81	16.59	130
Use Public Transportation	5.02	5.23	104
Walk to Work Only	3.13	7.52	240
Commute by Motorcycle	0.11	0.14	119
Commute by Bicycle	0.40	0.79	198
Commute by Other Means	0.75	1.20	161
Work at Home	1.93	0.99	51
Commute to Work < 15 Minutes	29.73	42.58	143
Commute to Work in 15-29 Minutes	35.93	34.31	95
Commute to Work in 30-44 Minutes	18.97	12.99	68
Commute to Work in 45-59 Minutes	7.37	4.46	61
Commute to Work in 60+ Minutes	8.00	5.66	71



Family Composition Household Type

Description	US.	Segment	Index
HHs w/ 2+ Persons, Family, Married	51.63	25.18	49
HHs with 2+ Persons, Family, Other	16.09	20.51	127
HHs with 2+ Persons, Nonfamily	6.22	6.49	104
HHs w/ 1 or more people < 18 years	35.94	25.40	71
HHs with no people under 18 years	64.06	74.60	116



Family Composition People in Household

Description	US.	Segment	Index
HHs with 1 Person	26.07	47.82	183



Housing Home Value

Description	US.	Segment	Index
Home Value < \$20,000	3.33	4.30	129



HHs with 2 Persons	32.43	24.84	77
HHs with 3 Persons	16.67	11.91	71
HHs with 4 Persons	14.04	8.03	57
HHs with 5 Persons	6.53	4.14	63
HHs with 6 Persons	2.54	1.86	73
HHs with 7+ Persons	1.72	1.40	81



Housing Home Ownership

Description	US.	Segment	Index
Owner-Occupied Housing Units	66.47	29.20	44
Renter-Occupied HUs	33.53	70.80	211

Home Value \$20,000-\$39,999	4.88	9.22	189
Home Value \$40,000-\$59,999	6.70	13.48	201
Home Value \$60,000-\$79,999	8.39	13.89	166
Home Value \$80,000-\$99,999	9.88	12.99	132
Home Value \$100,000-\$149,999	22.61	22.29	99
Home Value \$150,000-\$199,999	15.24	11.33	74
Home Value \$200,000-\$299,999	15.17	8.29	55
Home Value \$300,000-\$399,999	6.22	2.26	36
Home Value \$400,000-\$499,999	3.11	0.94	30
Home Value \$500,000-\$749,999	2.44	0.56	23
Home Value \$750,000-\$999,999	1.03	0.21	21
Home Value \$1,000,000+	1.00	0.23	23



Housing Units in Structure

Description	US.	Segment	Index
Single Unit in Structure	66.00	37.38	57
2 Units in Structure	4.19	9.42	225
3-19 Units in Structure	13.49	25.38	188
20-49 Units in Structure	3.37	5.97	177
50+ Units in Structure	5.35	20.14	376
Mobile Home or Trailer	7.38	1.59	21



Housing Years in Home

Description	US.	Segment	Index
Moved into Unit 1999 to March 2004	24.69	27.75	112
Moved into Unit in 1995 to 1998	27.21	30.24	111
Moved into Unit in 1990 to 1994	15.13	14.52	96
Moved into Unit in 1980 to 1989	14.66	12.66	86
Moved into Unit in 1970 to 1979	9.27	6.59	71
Moved into Unit in 1969 or earlier	9.05	8.24	91

Lifestyles

Top 15 Lifestyle Behaviors		Lifestyle Behaviors 16-30		Lifestyle Behaviors 31-45	
Play Bingo,1yr (A)	178	Shop at Ann Taylor,3mo (A)	103	Buy from Sizzler Family Steakhouse,1mo (A) *	85
Belong to a Fraternal Order (A)	174	PRIZM NE Lifestyle Tab 2004	100	Foreign Travel by Bus,3yr (A)	84
Go Water Skiing,1yr (A)	163	Buy from Ponderosa,1mo (A) *	99	Foreign Trips,3+ Trips,3yr (A)	83
Buy from Captain D's,1mo (A) *	148	Buy from Rally's,6mo (A)	98	Shop at Longs Drug Store,6mo (A)	83
Buy Golf Clubs,1yr (A)	143	Shop at ShopKo,3mo (A)	96	Buy from Domino's Pizza,1mo (A) *	82
Buy from Shoney's,1mo (A) *	138	Contribute to NPR,1 yr (A)	95	Do Bird Watching,1yr (A)	82
Belong to a Veterans Club (A)	124	Buy from Checkers,1mo (A) *	93	Stay at Days Inn on Vacation,1yr (A)	81
Buy from Bertucci's,1mo (A) *	118	Go Ice Skating,1yr (A)	93	Shop at Wal-Mart Pharmacy,6mo (A)	80



Belong to a Church Board (A)	114	Buy from Long John Silver,1mo (A) *	92	Buy from Del Taco,1mo (A) *	79
Buy Tennis Equipment,1yr (A)	113	Own Power Boat (H)	90	Buy from Lone Star Steakhouse,1mo (A) *	79
Buy from Golden Corral,1mo (A) *	112	Stay at Comfort Inn on Vacation,1yr (A)	89	Travel to Any Western Europe,3yr (A)	78
Play Musical Instrument,1yr (A)	111	Buy from Outback Steakhouse,1mo (A) *	88	Buy from Denny's,1mo (A) *	77
Buy from Little Caesar's,1mo (A) *	104	Go In-Line Skating,1yr (A)	88	Domestic Travel,Any Trip,15+ Nights,1yr (A)	76
Order from QVC,1yr (A)	104	Own Stationary Bike (A)	86	Belong to a Civic Club (A)	75
Buy from Hardee's,1mo (A) *	103	Buy from Papa John's,1mo (A) *	85	Stay at Motel 6 on Vacation,1yr (A)	75

Source: Mediamark Research Inc., 2004

Media

Top 15 Media Behaviors		Media Behaviors 16-30		Media Behaviors 31-45	
Read Saturday Evening Post (A)	209	TV Daytime TV,Net Audience (A)	113	Read Woman's World (A)	95
Adult Standards Radio,Net Audience (A)	205	Read Inc. (A)	112	Watch American Movie Classics,1wk (A)	95
TV Bowling,Net Audience (A)	197	Watch Home Shopping Network,1wk (A)	111	Watch The Weather Channel,1wk (A)	95
Read Atlantic Monthly (A)	183	Watch Court TV,1wk (A)	108	Watch ESPN News,1wk (A)	93
Watch Game Show Network,1wk (A)	155	Read National Geographic Traveler (A)	107	Read Hunting (A)	92
TV Figure Skating,Net Audience (A)	148	Watch TNN,1wk (A)	103	Read USA Weekend (A)	91
Radio,Golf,Net Audience (A)	144	Read Smithsonian (A)	102	Watch Sci-Fi Channel,1wk (A)	90
Watch QVC,1wk (A)	135	Watch TV Guide Channel,1wk (A)	102	Read Daily Newspaper (A)	89
Watch Food Network,1wk (A)	124	Read Ladies' Home Journal (A)	101	Subscribe to Cable TV (A)	89
Read Outdoor Life (A)	123	TV Boxing,Net Audience (A)	101	Read Health (A)	88
TV Horse Racing,Net Audience (A)	123	Watch Show Type,Early Evening Network News,Weekend	101	Read Reader's Digest (A)	88
Read Conde Nast Traveler (A)	120	PRIZM NE Media Tab 2004	100	TV Tennis,Net Audience (A)	87



Watch Show Type,Daytime Dramas (A)	120	Radio Lower Half (A)	99	Watch Show Type,Early Evening Network News,M-F (A)	87
Read Soap Opera Digest (A)	117	Read Sunset (A)	99	All Talk,Net Audience (A)	86
Watch The Travel Channel,1wk (A)	115	Read Woman's Day (A)	97	Watch TBS,1wk (A)	86

Source: Mediamark Research Inc., 2004





61 City Roots

Found in urban neighborhoods, City Roots is a segment of lower-income retirees, typically living in older homes and duplexes they've owned for years. In these ethnically diverse neighborhoods -more than a third are African-American and Hispanic- residents are often widows and widowers living on fixed incomes and maintaining low-key lifestyles.

Social Group: Urban Cores

Lifestage Group: Sustaining Seniors

Statistics:

US Households: 1,324,991 (1.21%)

Median HH Income: \$25,639

Lifestyle Traits:

1. Go to dance clubs
2. Eat at IHOP
3. Read Reader's Digest
4. Watch NBC Sun Night Movie
5. Drive a Hyundai Accent

Demographics Traits:

Ethnic Diversity:	High Black & Hispanic
Family Types:	Singles/Couples
Age Ranges:	65+
Education Levels:	Elementary/H.S.
Employment Levels:	Service, BC, WC,
Housing Types:	Homeowners
Urbanicity:	Urban
Income:	Downscale

Demographics



Age

Description	US.	Segment	Index
Pop Age 0-4	6.60	6.88	104
Pop Age 5-9	6.70	7.30	109
Pop Age 10-14	7.06	7.74	110
Pop Age 15-17	4.26	4.38	103
Pop Age 18-20	4.38	4.19	96
Pop Age 21-24	5.51	4.87	88
Pop Age 25-34	13.66	12.00	88
Pop Age 35-44	15.21	13.34	88
Pop Age 45-49	7.43	6.57	89
Pop Age 50-54	6.64	5.84	88
Pop Age 55-59	5.45	5.07	93
Pop Age 60-64	4.26	4.59	108
Pop Age 65-74	6.52	8.13	125
Pop Age 75-84	4.58	6.46	141
Pop Age 85+	1.74	2.64	152



Housing Urbanization

Description	US.	Segment	Index
Rural/Town (Density Deciles 0-3)	40.01	33.88	85
Suburb Fringe (Density Decile 4-5)	19.90	24.02	121
Urban Fringe (Density Deciles 6-7)	20.00	21.70	108
Urban (Density Deciles 8-9)	20.09	20.40	102



Education

Description	US.	Segment	Index
Completed 0-8 Yrs Elem School	7.62	13.89	182
Attended High School, No Diploma	12.12	23.05	190
High School Graduate	28.54	30.65	107
Some College, No Degree	21.11	18.15	86
Associate Degree	6.32	4.30	68
Bachelor Degree	15.52	6.43	41
Master's Degree	5.86	2.31	39
Professional School Degree	1.95	0.89	46
Doctorate Degree	0.96	0.34	35



Income



Description	US.	Segment	Index
HH Income < \$15,000	14.67	30.76	210
HH Income \$15,000-\$24,999	11.28	18.24	162
HH Income \$25,000-\$34,999	12.27	15.59	127
HH Income \$35,000-\$49,999	15.39	13.85	90
HH Income \$50,000-\$74,999	19.10	12.16	64
HH Income \$75,000-\$99,999	11.61	5.04	43
HH Income \$100,000-\$149,999	9.43	2.92	31
HH Income \$150,000-\$249,999	4.36	0.98	22
HH Income \$250,000-\$499,999	1.29	0.38	29
HH Income \$500,000+	0.60	0.08	13



Work Occupation

Description	US.	Segment	Index
Management Occupation(Except Farm)	8.31	4.46	54
Farmers & Farm Managers	0.62	0.05	9
Business Operations Specialists	2.03	1.41	70
Financial Specialists	2.12	1.42	67
Computer & Mathematical Occup	2.34	1.09	47
Architecture & Engineering Occup	1.97	0.79	40
Life, Physical, & Social Sci Occup	0.90	0.38	43
Community & Social Services Occup	1.51	1.74	115
Legal Occupations	1.04	0.54	52
Education/Training/Library Occup	5.59	4.15	74
Art/Dsgn/Entrtmnt/Sprts/Media Occ	1.87	1.24	66
Healthcare Practitn & Tech Occup	4.54	3.26	72
Healthcare Support Occupations	2.07	3.94	190
Protective Service Occupations	1.99	2.96	149
Food Prep & Serving Related Occup	4.94	6.69	135
Building & Grnds/Clean/Maint Occup	3.41	6.42	188
Personal Care & Service Occupation	2.83	3.61	127
Sales & Related Occupations	11.20	9.99	89
Administration Support Occupations	15.44	18.45	120
Farm/Forest/Fishing Occupations	0.78	0.29	38
Construction/Extractn/Maint Occup	9.57	9.42	98
Production/Trans/Matl Moving Occup	14.94	17.68	118



Family Composition People in Household

Description	US.	Segment	Index
HHs with 1 Person	26.07	32.57	125



Race/Ethnicity

Description	US.	Segment	Index
White Alone Pop	74.19	36.17	49
Black/African American Alone Pop	12.30	50.11	407
Am Indian/Alaska Native Alone Pop	0.88	0.56	64
Asian Alone Pop	4.05	2.60	64
Native Hawaiian/Other PI Alone Pop	0.15	0.10	70
Some Other Race Alone Pop	5.80	7.61	131
2 or More Races Pop	2.63	2.85	108
Hispanic/Latino Pop	13.50	23.94	177



Work Commuting Patterns

Description	US.	Segment	Index
Commute Alone in Vehicle	77.77	61.58	79
Commute in Carpool	12.81	16.89	132
Use Public Transportation	5.02	15.91	317
Walk to Work Only	3.13	4.09	131
Commute by Motorcycle	0.11	0.10	84
Commute by Bicycle	0.40	0.49	122
Commute by Other Means	0.75	0.95	127
Work at Home	1.93	0.79	41
Commute to Work < 15 Minutes	29.73	20.37	69
Commute to Work in 15-29 Minutes	35.93	39.11	109
Commute to Work in 30-44 Minutes	18.97	22.87	121
Commute to Work in 45-59 Minutes	7.37	7.67	104
Commute to Work in 60+ Minutes	8.00	9.99	125



Family Composition Household Type

Description	US.	Segment	Index
HHs w/ 2+ Persons, Family, Married	51.63	31.59	61
HHs with 2+ Persons, Family, Other	16.09	30.29	188
HHs with 2+ Persons, Nonfamily	6.22	5.56	89
HHs w/ 1 or more people < 18 years	35.94	34.29	95
HHs with no people under 18 years	64.06	65.71	103



Housing Home Value

Description	US.	Segment	Index
Home Value < \$20,000	3.33	6.76	203



HHs with 2 Persons	32.43	27.11	84
HHs with 3 Persons	16.67	15.51	93
HHs with 4 Persons	14.04	11.26	80
HHs with 5 Persons	6.53	6.80	104
HHs with 6 Persons	2.54	3.52	139
HHs with 7+ Persons	1.72	3.23	188



Housing Home Ownership

Description	US.	Segment	Index
Owner-Occupied Housing Units	66.47	56.22	85
Renter-Occupied HUs	33.53	43.78	131

Home Value \$20,000-\$39,999	4.88	13.52	277
Home Value \$40,000-\$59,999	6.70	19.34	289
Home Value \$60,000-\$79,999	8.39	16.88	201
Home Value \$80,000-\$99,999	9.88	12.59	127
Home Value \$100,000-\$149,999	22.61	16.59	73
Home Value \$150,000-\$199,999	15.24	6.48	43
Home Value \$200,000-\$299,999	15.17	5.50	36
Home Value \$300,000-\$399,999	6.22	1.31	21
Home Value \$400,000-\$499,999	3.11	0.48	15
Home Value \$500,000-\$749,999	2.44	0.30	12
Home Value \$750,000-\$999,999	1.03	0.11	10
Home Value \$1,000,000+	1.00	0.15	15



Housing Units in Structure

Description	US.	Segment	Index
Single Unit in Structure	66.00	57.93	88
2 Units in Structure	4.19	10.71	255
3-19 Units in Structure	13.49	13.20	98
20-49 Units in Structure	3.37	4.83	143
50+ Units in Structure	5.35	8.89	166
Mobile Home or Trailer	7.38	4.30	58



Housing Years in Home

Description	US.	Segment	Index
Moved into Unit 1999 to March 2004	24.69	19.06	77
Moved into Unit in 1995 to 1998	27.21	24.62	91
Moved into Unit in 1990 to 1994	15.13	13.80	91
Moved into Unit in 1980 to 1989	14.66	14.60	100
Moved into Unit in 1970 to 1979	9.27	11.69	126
Moved into Unit in 1969 or earlier	9.05	16.23	179

Lifestyles

Top 15 Lifestyle Behaviors		Lifestyle Behaviors 16-30		Lifestyle Behaviors 31-45	
Shop at Lane Bryant,3mo (A)	216	Belong to a Civic Club (A)	116	Play Bingo,1yr (A)	98
Buy from Friendly's,1mo (A) *	190	Buy from Steak N Ale,6mo (A)	111	Buy from White Castle,1mo (A) *	97
Domestic Travel,Any Trip,15+ Nights,1yr (A)	188	Buy from Denny's,1mo (A) *	110	Shop at Kmart,3mo (A)	97
Order from Home Shopping Network,1yr (A)	177	Shop at Sears,3mo (A)	107	Stay at Ramada Inn on Vacation,1yr (A)	97
Order from Readers Digest Association,1yr (A)	164	Play Lottery,10+ Times/mo,1yr (A)	106	Buy Tennis Equipment,1yr (A)	94
Order from QVC,1yr (A)	162	Domestic Travel,Use Travel Agent,1yr (A)	104	Buy from IHOP,1mo (A) *	93
Go to Professional Basketball Games,1+ Times,1mo (A)	157	Travel to Bahamas,3yr (A)	104	Do Garment Sewing from Patterns,6mo (A)	93
Buy from Church's Fried Chicken,1mo (A) *	149	Domestic Travel on American Airlines,1yr (A)	102	Order from J.C. Penney,1yr (A)	92



Buy from Whataburger,1mo (A) *	143	Order from Fingerhut,1yr (A)	102	Contribute to PBS,1yr (A)	91
Shop at Walgreens,6mo (A)	139	Buy from Ponderosa,1mo (A) *	101	Buy from Outback Steakhouse,1mo (A) *	90
Belong to a Veterans Club (A)	138	Shop at Thomasville,1yr (A)	101	Shop at Lerner,3mo (A)	90
Shop at BJ's Wholesale Club,6mo (A)	136	Own Stationary Bike (A)	100	Go Ice Skating,1yr (A)	89
Buy from Sizzler Family Steakhouse,1mo (A) *	124	PRIZM NE Lifestyle Tab 2004	100	Member of Frequent Flyer Program (A)	89
Domestic Travel,\$3000+,1yr (A)	120	Order from Lillian Vernon,1yr (A)	99	Buy from Godfather's Pizza,6mo (A)	88
Buy from Cheesecake Factory,1mo (A) *	119	Buy from Popeyes,1mo (A) *	98	Shop at Target,3mo (A)	88

Source: Mediamark Research Inc., 2004

Media

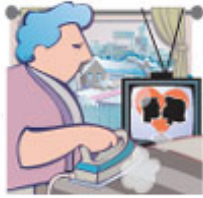
Top 15 Media Behaviors		Media Behaviors 16-30		Media Behaviors 31-45	
Radio,Golf,Net Audience (A)	254	Watch Show Type,Comedy/Variety (A)	133	TV Professional Wrestling,Net Audience (A)	111
Gospel Radio,Net Audience (A)	235	Read Catholic Digest (A)	130	Read Cooking Light (A)	107
Adult Standards Radio,Net Audience (A)	205	Watch Show Type,Early Evening Network News,M-F (A)	130	Watch Show Type,Primetime Documentary/Info Shows (107
Dow Jones Money Report,Net Audience (A)	189	Watch Show Type,Early Evening Network News,Weekend	130	Radio Lower Half (A)	106
TV Figure Skating,Net Audience (A)	174	Radio,NBA Games,Net Audience (A)	127	Radio,MLB Regular Season,Net Audience (A)	105
TV Boxing,Net Audience (A)	171	All News Radio,Net Audience (A)	123	Watch Show Type,Pageants Specials (A)	105
Hispanic,Net Audience (A)	159	Read Ebony (A)	123	Read Tennis (A)	103
Bloomberg Network Radio,Net Audience (A)	157	Radio,NFL Playoffs/Super Bowl,Net Audience (A)	122	Jazz Radio,Net Audience (A)	101
Classical Radio,Net Audience (A)	153	Watch Show Type,Daytime Dramas (A)	122	PRIZM NE Media Tab 2004	100
TV Bowling,Net Audience (A)	146	Read Esquire (A)	117	Read Motorcyclist (A)	100
TV Daytime TV,Net Audience (A)	144	TV Tennis,Net Audience (A)	116	Read Star (A)	100
TV Horse Racing,Net Audience (A)	142	Read Jet (A)	115	Read Los Angeles Times,Sunday (A)	97



Radio,MLB Playoffs/World Series,Net Audience (A)	141	Read Washington Post,Sunday (A)	114	Read Premiere (A)	97
Read Atlantic Monthly (A)	139	Read Black Enterprise (A)	112	Radio,NFL Regular Season,Net Audience (A)	96
Read Harper's Bazaar (A)	135	Read Essence (A)	112	Read Spin (A)	95

Source: Mediamark Research Inc., 2004





62 Hometown Retired

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

Social Group: Micro-City Blues

Lifestage Group: Sustaining Seniors

Statistics:

US Households: 1,256,741 (1.14%)

Median HH Income: \$24,971

Lifestyle Traits:

1. Buy cookbooks
2. Belong to a fraternal order
3. Read Family Circle
4. Watch CBS Evening News Sun
5. Drive a Buick Century

Demographics Traits:

Ethnic Diversity:	High Black, Hispanic
Family Types:	Singles/Couples
Age Ranges:	65+
Education Levels:	Elementary/H.S.
Employment Levels:	Service, Blue-Collar
Housing Types:	Homeowners
Urbanicity:	2nd City
Income:	Downscale

Demographics



Age

Description	US.	Segment	Index
Pop Age 0-4	6.60	6.76	102
Pop Age 5-9	6.70	6.83	102
Pop Age 10-14	7.06	7.05	100
Pop Age 15-17	4.26	4.27	100
Pop Age 18-20	4.38	4.58	105
Pop Age 21-24	5.51	5.26	95
Pop Age 25-34	13.66	11.72	86
Pop Age 35-44	15.21	12.49	82
Pop Age 45-49	7.43	6.45	87
Pop Age 50-54	6.64	5.82	88
Pop Age 55-59	5.45	5.08	93
Pop Age 60-64	4.26	4.61	108
Pop Age 65-74	6.52	8.70	133
Pop Age 75-84	4.58	7.42	162
Pop Age 85+	1.74	2.96	170



Housing Urbanization

Description	US.	Segment	Index
Rural/Town (Density Deciles 0-3)	40.01	40.71	102
Suburb Fringe (Density Decile 4-5)	19.90	20.31	102
Urban Fringe (Density Deciles 6-7)	20.00	20.10	100
Urban (Density Deciles 8-9)	20.09	18.88	94



Education

Description	US.	Segment	Index
Completed 0-8 Yrs Elem School	7.62	13.56	178
Attended High School, No Diploma	12.12	20.28	167
High School Graduate	28.54	34.08	119
Some College, No Degree	21.11	18.33	87
Associate Degree	6.32	4.35	69
Bachelor Degree	15.52	6.32	41
Master's Degree	5.86	2.13	36
Professional School Degree	1.95	0.69	35
Doctorate Degree	0.96	0.27	28



Income



Description	US.	Segment	Index
HH Income < \$15,000	14.67	30.15	205
HH Income \$15,000-\$24,999	11.28	19.91	177
HH Income \$25,000-\$34,999	12.27	16.49	134
HH Income \$35,000-\$49,999	15.39	14.36	93
HH Income \$50,000-\$74,999	19.10	11.59	61
HH Income \$75,000-\$99,999	11.61	4.21	36
HH Income \$100,000-\$149,999	9.43	2.19	23
HH Income \$150,000-\$249,999	4.36	0.75	17
HH Income \$250,000-\$499,999	1.29	0.29	23
HH Income \$500,000+	0.60	0.05	8



Work Occupation

Description	US.	Segment	Index
Management Occupation(Except Farm)	8.31	4.24	51
Farmers & Farm Managers	0.62	0.15	24
Business Operations Specialists	2.03	1.14	56
Financial Specialists	2.12	1.02	48
Computer & Mathematical Occup	2.34	0.64	28
Architecture & Engineering Occup	1.97	0.86	44
Life, Physical, & Social Sci Occup	0.90	0.36	40
Community & Social Services Occup	1.51	1.62	107
Legal Occupations	1.04	0.43	42
Education/Training/Library Occup	5.59	4.33	78
Art/Dsgn/Entrtnmnt/Sprts/Media Occ	1.87	1.03	55
Healthcare Practitn & Tech Occup	4.54	3.49	77
Healthcare Support Occupations	2.07	3.80	183
Protective Service Occupations	1.99	2.20	111
Food Prep & Serving Related Occup	4.94	7.61	154
Building & Grnds/Clean/Maint Occup	3.41	6.36	186
Personal Care & Service Occupation	2.83	3.44	121
Sales & Related Occupations	11.20	10.82	97
Administration Support Occupations	15.44	14.77	96
Farm/Forest/Fishing Occupations	0.78	0.72	92
Construction/Extractn/Maint Occup	9.57	10.82	113
Production/Trans/Matl Moving Occup	14.94	20.14	135



Family Composition People in Household

Description	US.	Segment	Index
HHs with 1 Person	26.07	32.87	126



Race/Ethnicity

Description	US.	Segment	Index
White Alone Pop	74.19	57.35	77
Black/African American Alone Pop	12.30	32.66	266
Am Indian/Alaska Native Alone Pop	0.88	0.75	86
Asian Alone Pop	4.05	0.82	20
Native Hawaiian/Other PI Alone Pop	0.15	0.07	46
Some Other Race Alone Pop	5.80	6.14	106
2 or More Races Pop	2.63	2.19	83
Hispanic/Latino Pop	13.50	18.02	133



Work Commuting Patterns

Description	US.	Segment	Index
Commute Alone in Vehicle	77.77	74.85	96
Commute in Carpool	12.81	17.32	135
Use Public Transportation	5.02	2.64	53
Walk to Work Only	3.13	3.35	107
Commute by Motorcycle	0.11	0.12	108
Commute by Bicycle	0.40	0.53	132
Commute by Other Means	0.75	1.19	159
Work at Home	1.93	0.84	43
Commute to Work < 15 Minutes	29.73	41.61	140
Commute to Work in 15-29 Minutes	35.93	36.63	102
Commute to Work in 30-44 Minutes	18.97	12.49	66
Commute to Work in 45-59 Minutes	7.37	4.02	55
Commute to Work in 60+ Minutes	8.00	5.25	66



Family Composition Household Type

Description	US.	Segment	Index
HHs w/ 2+ Persons, Family, Married	51.63	37.62	73
HHs with 2+ Persons, Family, Other	16.09	24.36	151
HHs with 2+ Persons, Nonfamily	6.22	5.15	83
HHs w/ 1 or more people < 18 years	35.94	32.24	90
HHs with no people under 18 years	64.06	67.76	106



Housing Home Value

Description	US.	Segment	Index
Home Value < \$20,000	3.33	7.86	236



HHs with 2 Persons	32.43	30.44	94
HHs with 3 Persons	16.67	15.34	92
HHs with 4 Persons	14.04	10.87	77
HHs with 5 Persons	6.53	5.83	89
HHs with 6 Persons	2.54	2.68	105
HHs with 7+ Persons	1.72	1.97	115



Housing Home Ownership

Description	US.	Segment	Index
Owner-Occupied Housing Units	66.47	62.58	94
Renter-Occupied HUs	33.53	37.42	112

Home Value \$20,000-\$39,999	4.88	17.27	354
Home Value \$40,000-\$59,999	6.70	22.52	336
Home Value \$60,000-\$79,999	8.39	19.51	233
Home Value \$80,000-\$99,999	9.88	13.72	139
Home Value \$100,000-\$149,999	22.61	13.64	60
Home Value \$150,000-\$199,999	15.24	3.19	21
Home Value \$200,000-\$299,999	15.17	1.54	10
Home Value \$300,000-\$399,999	6.22	0.38	6
Home Value \$400,000-\$499,999	3.11	0.16	5
Home Value \$500,000-\$749,999	2.44	0.09	4
Home Value \$750,000-\$999,999	1.03	0.04	4
Home Value \$1,000,000+	1.00	0.07	7



Housing Units in Structure

Description	US.	Segment	Index
Single Unit in Structure	66.00	70.56	107
2 Units in Structure	4.19	5.84	139
3-19 Units in Structure	13.49	10.26	76
20-49 Units in Structure	3.37	2.14	63
50+ Units in Structure	5.35	2.60	49
Mobile Home or Trailer	7.38	8.34	113



Housing Years in Home

Description	US.	Segment	Index
Moved into Unit 1999 to March 2004	24.69	20.17	82
Moved into Unit in 1995 to 1998	27.21	23.95	88
Moved into Unit in 1990 to 1994	15.13	13.75	91
Moved into Unit in 1980 to 1989	14.66	14.44	98
Moved into Unit in 1970 to 1979	9.27	11.44	123
Moved into Unit in 1969 or earlier	9.05	16.26	180

Lifestyles

Top 15 Lifestyle Behaviors

Play Bingo,1yr (A)	206
Travel to Jamaica,3yr (A)	182
Buy from Church's Fried Chicken,1mo (A) *	171
Do Garment Sewing from Patterns,6mo (A)	168
Buy from Long John Silver,1mo (A) *	165
Travel to Puerto Rico,3yr (A)	158
Buy from Bob Evan's Farm,1mo (A) *	152
Own Motor Home (H)	146

Lifestyle Behaviors 16-30

Belong to a Church Board (A)	129
Belong to a Veterans Club (A)	125
Contribute to PBS,1yr (A)	119
Buy from Denny's,1mo (A) *	113
Belong to a Civic Club (A)	110
Foreign Travel by Cruise Ship,3yr (A)	109
Contribute to NPR,1 yr (A)	108
Buy from Ponderosa,1mo (A) *	106

Lifestyle Behaviors 31-45

Do Outdoor Gardening,1yr (A)	99
Shop at Kmart,3mo (A)	99
Shop at Wal-Mart Pharmacy,6mo (A)	99
Stay at Motel 6 on Vacation,1yr (A)	98
Buy from Cracker Barrel,1mo (A) *	97
Use Quick Service Copy/Printing,6mo (A)	97
Domestic Vacation,National Park,1yr (A)	96
Buy from Blimpie Subs & Salads,1mo (A) *	95



Buy from Golden Corral,1mo (A) *	145	Collect Stamps,1yr (A)	105	Shop at Ace Hardware,1yr (A)	95
Buy from Whataburger,1mo (A) *	143	Buy Seeds/Garden Supplies by Mail/Phone,1yr (A)	104	Buy from Captain D's,1mo (A) *	94
Do Bird Watching,1yr (A)	142	Shop at Longs Drug Store,6mo (A)	104	Buy Swing Sets,1yr (A)	93
Order from Spiegel,1yr (A)	142	Shop at Ethan Allen Galleries,1yr (A)	103	Member of Frequent Flyer Program (A)	93
Order from Readers Digest Association,1yr (A)	141	PRIZM NE Lifestyle Tab 2004	100	Buy from Chi-Chi's,1mo (A) *	91
Buy from Steak N Ale,6mo (A)	131	Belong to a Fraternal Order (A)	99	Buy from KFC,1mo (A) *	91
Buy from Shoney's,1mo (A) *	130	Buy from Checkers,1mo (A) *	99	Go to Professional Basketball Games,1+ Times,1mo (91

Source: Mediamark Research Inc., 2004

Media

Top 15 Media Behaviors		Media Behaviors 16-30		Media Behaviors 31-45	
TV Daytime TV,Net Audience (A)	158	Radio Lower Half (A)	106	Read Woman's Day (A)	95
TV Bowling,Net Audience (A)	157	Read Kiplinger's Personal Finance (A)	106	Read Soap Opera Digest (A)	94
Watch Show Type,Early Evening Network News,Weekend (A)	144	News/Talk Radio,Net Audience (A)	105	Watch Country Music TV,1wk (A)	91
Adult Standards Radio,Net Audience (A)	135	Watch QVC,1wk (A)	105	Read Family Circle (A)	89
TV Figure Skating,Net Audience (A)	121	TV Horse Racing,Net Audience (A)	103	Watch TV Guide Channel,1wk (A)	89
TV Golf,Net Audience (A)	121	Read Saturday Evening Post (A)	102	Subscribe to Cable TV (A)	88
Wall Street Journal Report,Net Audience (A)	121	TV Tennis,Net Audience (A)	102	Watch BBC America,1wk (A)	88
Watch Show Type,Early Morning Talk/Info News (A)	121	PRIZM NE Media Tab 2004	100	Watch Court TV,1wk (A)	88
Watch Show Type,Primetime Documentary/Info Shows (A)	119	Read USA Weekend (A)	100	Read Good Housekeeping (A)	87
Read Ladies' Home Journal (A)	118	Read Popular Photography & Imaging (A)	99	Read Sunday Newspaper (A)	87
Watch Show Type,Daytime Dramas (A)	116	Radio,NBA Games,Net Audience (A)	97	TV Soccer,Net Audience (A)	87
Watch Show Type,Pageants Specials (A)	116	Read North American Hunter (A)	97	Watch Show Type,Coll Football Bowl Game Specials (87



Watch Show Type,Early Evening Network News,M-F (A)	114	TV College Basketball,Net Audience (A)	97	Radio,NASCAR,Net Audience (A)	86
Radio,Golf,Net Audience (A)	110	Read American Photo (A)	96	Watch CNN,1wk (A)	86
Read Catholic Digest (A)	109	Read Daily Newspaper (A)	96	Read Sunset (A)	84

Source: Mediamark Research Inc., 2004





63 Family Thrifts

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

Social Group: Micro-City Blues

Lifestage Group: Sustaining Families

Statistics:

US Households: 1,869,257 (1.7%)

Median HH Income: \$28,383

Lifestyle Traits:

1. Buy children's toys
2. Buy contemp. Christian music
3. Read Parenting
4. Watch soap operas
5. Drive a Kia Spectra

Demographics Traits:

Ethnic Diversity:	High Black & Hispanic
Family Types:	Families
Age Ranges:	<45
Education Levels:	Elementary/H.S.
Employment Levels:	Service, BC, Farm
Housing Types:	Renters
Urbanicity:	2nd City
Income:	Downscale

Demographics



Age

Description	US.	Segment	Index
Pop Age 0-4	6.60	10.76	163
Pop Age 5-9	6.70	9.92	148
Pop Age 10-14	7.06	8.93	126
Pop Age 15-17	4.26	5.03	118
Pop Age 18-20	4.38	5.50	126
Pop Age 21-24	5.51	7.37	134
Pop Age 25-34	13.66	16.16	118
Pop Age 35-44	15.21	13.31	87
Pop Age 45-49	7.43	5.64	76
Pop Age 50-54	6.64	4.53	68
Pop Age 55-59	5.45	3.49	64
Pop Age 60-64	4.26	2.57	60
Pop Age 65-74	6.52	3.57	55
Pop Age 75-84	4.58	2.31	50
Pop Age 85+	1.74	0.90	52



Housing Urbanization

Description	US.	Segment	Index
Rural/Town (Density Deciles 0-3)	40.01	39.44	99
Suburb Fringe (Density Decile 4-5)	19.90	20.13	101
Urban Fringe (Density Deciles 6-7)	20.00	20.89	104
Urban (Density Deciles 8-9)	20.09	19.54	97



Education

Description	US.	Segment	Index
Completed 0-8 Yrs Elem School	7.62	19.12	251
Attended High School, No Diploma	12.12	21.10	174
High School Graduate	28.54	28.70	101
Some College, No Degree	21.11	18.68	88
Associate Degree	6.32	4.43	70
Bachelor Degree	15.52	5.57	36
Master's Degree	5.86	1.57	27
Professional School Degree	1.95	0.61	31
Doctorate Degree	0.96	0.23	24



Income



Description	US.	Segment	Index
HH Income < \$15,000	14.67	26.63	182
HH Income \$15,000-\$24,999	11.28	17.71	157
HH Income \$25,000-\$34,999	12.27	16.72	136
HH Income \$35,000-\$49,999	15.39	16.38	106
HH Income \$50,000-\$74,999	19.10	13.53	71
HH Income \$75,000-\$99,999	11.61	5.23	45
HH Income \$100,000-\$149,999	9.43	2.69	29
HH Income \$150,000-\$249,999	4.36	0.79	18
HH Income \$250,000-\$499,999	1.29	0.27	21
HH Income \$500,000+	0.60	0.04	7



Race/Ethnicity

Description	US.	Segment	Index
White Alone Pop	74.19	43.30	58
Black/African American Alone Pop	12.30	26.05	212
Am Indian/Alaska Native Alone Pop	0.88	1.16	133
Asian Alone Pop	4.05	2.48	61
Native Hawaiian/Other PI Alone Pop	0.15	0.29	194
Some Other Race Alone Pop	5.80	22.13	382
2 or More Races Pop	2.63	4.59	174
Hispanic/Latino Pop	13.50	43.63	323



Work Occupation

Description	US.	Segment	Index
Management Occupation(Except Farm)	8.31	3.74	45
Farmers & Farm Managers	0.62	0.18	30
Business Operations Specialists	2.03	1.11	55
Financial Specialists	2.12	0.95	45
Computer & Mathematical Occup	2.34	0.87	37
Architecture & Engineering Occup	1.97	0.81	41
Life, Physical, & Social Sci Occup	0.90	0.34	37
Community & Social Services Occup	1.51	1.19	79
Legal Occupations	1.04	0.31	29
Education/Training/Library Occup	5.59	3.47	62
Art/Dsgn/Entrtnmnt/Sprts/Media Occ	1.87	0.93	50
Healthcare Practitn & Tech Occup	4.54	2.35	52
Healthcare Support Occupations	2.07	3.11	150
Protective Service Occupations	1.99	1.89	95
Food Prep & Serving Related Occup	4.94	7.36	149
Building & Grnds/Clean/Maint Occup	3.41	6.93	203
Personal Care & Service Occupation	2.83	3.27	116
Sales & Related Occupations	11.20	10.02	89
Administration Support Occupations	15.44	14.28	93
Farm/Forest/Fishing Occupations	0.78	2.63	337
Construction/Extractn/Maint Occup	9.57	12.52	131
Production/Trans/Matl Moving Occup	14.94	21.74	145



Work Commuting Patterns

Description	US.	Segment	Index
Commute Alone in Vehicle	77.77	65.72	85
Commute in Carpool	12.81	23.54	184
Use Public Transportation	5.02	4.66	93
Walk to Work Only	3.13	3.64	116
Commute by Motorcycle	0.11	0.11	97
Commute by Bicycle	0.40	0.67	168
Commute by Other Means	0.75	1.66	223
Work at Home	1.93	0.90	46
Commute to Work < 15 Minutes	29.73	31.31	105
Commute to Work in 15-29 Minutes	35.93	38.30	107
Commute to Work in 30-44 Minutes	18.97	17.80	94
Commute to Work in 45-59 Minutes	7.37	5.54	75
Commute to Work in 60+ Minutes	8.00	7.05	88



Family Composition Household Type

Description	US.	Segment	Index
HHs w/ 2+ Persons, Family, Married	51.63	40.80	79
HHs with 2+ Persons, Family, Other	16.09	32.57	202
HHs with 2+ Persons, Nonfamily	6.22	6.58	106
HHs w/ 1 or more people < 18 years	35.94	52.90	147
HHs with no people under 18 years	64.06	47.10	74



Family Composition People in Household

Description	US.	Segment	Index
HHs with 1 Person	26.07	20.04	77



Housing Home Value

Description	US.	Segment	Index
Home Value < \$20,000	3.33	5.47	164



HHs with 2 Persons	32.43	23.79	73
HHs with 3 Persons	16.67	18.62	112
HHs with 4 Persons	14.04	16.07	114
HHs with 5 Persons	6.53	10.38	159
HHs with 6 Persons	2.54	5.48	215
HHs with 7+ Persons	1.72	5.62	326



Housing Home Ownership

Description	US.	Segment	Index
Owner-Occupied Housing Units	66.47	39.70	60
Renter-Occupied HUs	33.53	60.30	180

Home Value \$20,000-\$39,999	4.88	10.73	220
Home Value \$40,000-\$59,999	6.70	15.43	230
Home Value \$60,000-\$79,999	8.39	15.30	182
Home Value \$80,000-\$99,999	9.88	13.78	140
Home Value \$100,000-\$149,999	22.61	22.75	101
Home Value \$150,000-\$199,999	15.24	8.89	58
Home Value \$200,000-\$299,999	15.17	5.86	39
Home Value \$300,000-\$399,999	6.22	1.14	18
Home Value \$400,000-\$499,999	3.11	0.34	11
Home Value \$500,000-\$749,999	2.44	0.19	8
Home Value \$750,000-\$999,999	1.03	0.05	5
Home Value \$1,000,000+	1.00	0.09	9



Housing Units in Structure

Description	US.	Segment	Index
Single Unit in Structure	66.00	52.53	80
2 Units in Structure	4.19	7.72	184
3-19 Units in Structure	13.49	25.24	187
20-49 Units in Structure	3.37	3.77	112
50+ Units in Structure	5.35	6.25	117
Mobile Home or Trailer	7.38	4.37	59



Housing Years in Home

Description	US.	Segment	Index
Moved into Unit 1999 to March 2004	24.69	32.68	132
Moved into Unit in 1995 to 1998	27.21	30.93	114
Moved into Unit in 1990 to 1994	15.13	13.23	87
Moved into Unit in 1980 to 1989	14.66	10.52	72
Moved into Unit in 1970 to 1979	9.27	6.26	68
Moved into Unit in 1969 or earlier	9.05	6.38	71

Lifestyles

Top 15 Lifestyle Behaviors		Lifestyle Behaviors 16-30		Lifestyle Behaviors 31-45	
Order from Fingerhut,1yr (A)	308	Shop at ShopKo,3mo (A)	183	Order from Victoria's Secret,1yr (A)	158
Buy from Rally's,6mo (A)	242	Buy from Church's Fried Chicken,1mo (A) *	182	Buy from Bob Evan's Farm,1mo (A) *	157
Buy from Krystal's Hamburgers,1mo (A) *	239	Buy from Ponderosa,1mo (A) *	174	Buy from Carl's Jr.,1mo (A) *	157
Buy from Del Taco,1mo (A) *	231	Buy Fashion Dolls,1yr (A)	171	Buy from Ruby Tuesdays,1mo (A) *	157
Buy from Chuck E Cheese,1mo (A) *	230	Buy Sleeping Bag,1yr (H)	170	Play Lottery,10+ Times/mo,1yr (A)	157
Buy from Checkers,1mo (A) *	218	Order from Home Shopping Network,1yr (A)	170	Order from BMG Music,1yr (A)	156
Buy from Jack-in-the-Box,1mo (A) *	217	Buy Tent,1yr (H)	169	Play Billiards/Pool,1yr (A)	156
Go Roller Skating,1yr (A)	217	Shop at Express,3mo (A)	168	Buy from Little Caesar's,1mo (A) *	154



Buy from Chi-Chi's,1mo (A) *	208	Buy Action Figures,1yr (A)	167	Dine Out,<1 Times/mo,1yr (A)	154
Buy from Chevy's,1mo (A) *	202	Buy from Popeyes,1mo (A) *	167	Go to Professional Football Games,1+ Times,1mo (A)	154
Foreign Travel by Car,3yr (A)	200	Shop at Longs Drug Store,6mo (A)	167	Own Roller Blades/In-Line Skates (A)	153
Go to Professional Basketball Games,1+ Times,1mo (A)	199	Go to High School Sports,1+ Times,1mo (A)	166	Buy from IHOP,1mo (A) *	151
Stay at Ramada Inn on Vacation,1yr (A)	199	Buy from Denny's,1mo (A) *	162	Rent Videos,6+ Tapes,1mo (A)	151
Go to Movie,4+ Times,3mo (A)	198	Play Soccer,1yr (A)	162	Travel to Canada,3yr (A)	151
Order from Readers Digest Association,1yr (A)	186	Buy from Whataburger,1mo (A) *	158	Go Snowboarding,1yr (A)	150

Source: Mediamark Research Inc., 2004

Media

Top 15 Media Behaviors		Media Behaviors 16-30		Media Behaviors 31-45	
Hispanic,Net Audience (A)	376	Read Essence (A)	200	Read Soap Opera Weekly (A)	178
Read Sport Truck (A)	309	Black Radio,Net Audience (A)	196	Read Traditional Home (A)	178
Read True Story (A)	268	Read 4 Wheel & Off Road (A)	195	Watch Cartoon Network,1wk (A)	178
Read American Baby (A)	263	Read Parenting (A)	194	Read Working Mother (A)	175
Watch BET,1wk (A)	248	Read The Source (A)	193	Read Teen People (A)	174
Read Baby Talk (A)	245	Read Parents Magazine (A)	191	Read Fitness (A)	172
TV Professional Wrestling,Net Audience (A)	239	Watch Nickelodeon,1wk (A)	190	Variety Radio,Net Audience (A)	171
Read Vibe (A)	234	Read Cable Guide (A)	187	Watch Cinemax,1wk (A)	171
Read Stock Car Racing (A)	227	Read Cycle World (A)	187	Read Family Fun (A)	170
Read Popular Hot Rodding (A)	223	Read Men's Fitness (A)	187	Read Modern Bride (A)	169
Read Automobile (A)	221	Read The Cable Guide (A)	187	Read Hot Rod (A)	165
Read Jet (A)	220	Urban Contemporary Radio,Net Audience (A)	187	Read Penthouse (A)	164



PRIZM NE
Segment 63 Family Thrifts



Read Tennis (A)	215	Read Ebony (A)	185	TV Boxing,Net Audience (A)	160
Read Muscle & Fitness (A)	213	Read WWE Magazine (A)	181	Read Discover (A)	154
Read Soap Opera Digest (A)	201	Read Car Craft (A)	179	Watch Showtime,1wk (A)	154

Source: Mediamark Research Inc., 2004





64 Bedrock America

Bedrock America consists of young, economically challenged families in small, isolated towns located throughout the nation's heartland. With modest educations, sprawling families and blue-collar jobs, many of these residents struggle to make ends meet. One quarter live in mobile homes. One in three haven't finished high school. Rich in scenery, Bedrock America is a haven for fishing, hunting, hiking and camping.

Social Group: Rustic Living

Lifestage Group: Sustaining Families

Statistics:

US Households: 2,104,511 (1.91%)

Median HH Income: \$26,037

Lifestyle Traits:

1. Go fresh-water fishing
2. Buy kids' bicycles
3. Read Baby magazines
4. Watch Days of Our Lives
5. Drive a Chevy S10 pickup

Demographics Traits:

Ethnic Diversity:	High Black, Hisp, AmInd
Family Types:	Families
Age Ranges:	<35
Education Levels:	Elementary/H.S.
Employment Levels:	Service, BC, Farm
Housing Types:	Renters
Urbanicity:	Town/Rural
Income:	Downscale

Demographics



Age

Description	US.	Segment	Index
Pop Age 0-4	6.60	9.00	136
Pop Age 5-9	6.70	8.72	130
Pop Age 10-14	7.06	8.84	125
Pop Age 15-17	4.26	5.39	126
Pop Age 18-20	4.38	5.27	120
Pop Age 21-24	5.51	6.53	118
Pop Age 25-34	13.66	13.85	101
Pop Age 35-44	15.21	13.75	90
Pop Age 45-49	7.43	6.29	85
Pop Age 50-54	6.64	5.35	81
Pop Age 55-59	5.45	4.35	80
Pop Age 60-64	4.26	3.46	81
Pop Age 65-74	6.52	5.03	77
Pop Age 75-84	4.58	3.04	66
Pop Age 85+	1.74	1.15	66



Housing Urbanization

Description	US.	Segment	Index
Rural/Town (Density Deciles 0-3)	40.01	41.07	103
Suburb Fringe (Density Decile 4-5)	19.90	20.80	105
Urban Fringe (Density Deciles 6-7)	20.00	18.98	95
Urban (Density Deciles 8-9)	20.09	19.15	95



Education

Description	US.	Segment	Index
Completed 0-8 Yrs Elem School	7.62	18.93	248
Attended High School, No Diploma	12.12	21.10	174
High School Graduate	28.54	31.79	111
Some College, No Degree	21.11	16.52	78
Associate Degree	6.32	4.03	64
Bachelor Degree	15.52	5.12	33
Master's Degree	5.86	1.78	30
Professional School Degree	1.95	0.53	27
Doctorate Degree	0.96	0.21	22



Income



Description	US.	Segment	Index
HH Income < \$15,000	14.67	30.02	205
HH Income \$15,000-\$24,999	11.28	18.32	162
HH Income \$25,000-\$34,999	12.27	16.01	130
HH Income \$35,000-\$49,999	15.39	14.69	95
HH Income \$50,000-\$74,999	19.10	12.45	65
HH Income \$75,000-\$99,999	11.61	4.81	41
HH Income \$100,000-\$149,999	9.43	2.55	27
HH Income \$150,000-\$249,999	4.36	0.79	18
HH Income \$250,000-\$499,999	1.29	0.31	24
HH Income \$500,000+	0.60	0.06	9



Work Occupation

Description	US.	Segment	Index
Management Occupation(Except Farm)	8.31	4.02	48
Farmers & Farm Managers	0.62	1.22	197
Business Operations Specialists	2.03	0.86	42
Financial Specialists	2.12	0.81	38
Computer & Mathematical Occup	2.34	0.38	16
Architecture & Engineering Occup	1.97	0.74	37
Life, Physical, & Social Sci Occup	0.90	0.37	41
Community & Social Services Occup	1.51	1.37	90
Legal Occupations	1.04	0.31	30
Education/Training/Library Occup	5.59	4.81	86
Art/Dsgn/Entrtnmnt/Sprts/Media Occ	1.87	0.66	35
Healthcare Practitn & Tech Occup	4.54	3.02	67
Healthcare Support Occupations	2.07	2.98	144
Protective Service Occupations	1.99	2.33	117
Food Prep & Serving Related Occup	4.94	5.89	119
Building & Grnds/Clean/Maint Occup	3.41	5.08	149
Personal Care & Service Occupation	2.83	2.97	105
Sales & Related Occupations	11.20	9.23	82
Administration Support Occupations	15.44	11.99	78
Farm/Forest/Fishing Occupations	0.78	4.55	584
Construction/Extractn/Maint Occup	9.57	13.16	138
Production/Trans/Matl Moving Occup	14.94	23.27	156



Family Composition People in Household

Description	US.	Segment	Index
HHs with 1 Person	26.07	20.95	80



Race/Ethnicity

Description	US.	Segment	Index
White Alone Pop	74.19	53.36	72
Black/African American Alone Pop	12.30	24.81	202
Am Indian/Alaska Native Alone Pop	0.88	7.77	887
Asian Alone Pop	4.05	0.65	16
Native Hawaiian/Other PI Alone Pop	0.15	0.09	64
Some Other Race Alone Pop	5.80	11.14	192
2 or More Races Pop	2.63	2.18	83
Hispanic/Latino Pop	13.50	26.04	193



Work Commuting Patterns

Description	US.	Segment	Index
Commute Alone in Vehicle	77.77	72.80	94
Commute in Carpool	12.81	20.62	161
Use Public Transportation	5.02	0.91	18
Walk to Work Only	3.13	3.58	114
Commute by Motorcycle	0.11	0.08	73
Commute by Bicycle	0.40	0.24	61
Commute by Other Means	0.75	1.77	237
Work at Home	1.93	1.13	58
Commute to Work < 15 Minutes	29.73	36.88	124
Commute to Work in 15-29 Minutes	35.93	32.13	89
Commute to Work in 30-44 Minutes	18.97	16.86	89
Commute to Work in 45-59 Minutes	7.37	6.42	87
Commute to Work in 60+ Minutes	8.00	7.71	96



Family Composition Household Type

Description	US.	Segment	Index
HHs w/ 2+ Persons, Family, Married	51.63	49.40	96
HHs with 2+ Persons, Family, Other	16.09	25.87	161
HHs with 2+ Persons, Nonfamily	6.22	3.78	61
HHs w/ 1 or more people < 18 years	35.94	49.01	136
HHs with no people under 18 years	64.06	50.99	80



Housing Home Value

Description	US.	Segment	Index
Home Value < \$20,000	3.33	14.33	431



HHs with 2 Persons	32.43	26.72	82
HHs with 3 Persons	16.67	18.79	113
HHs with 4 Persons	14.04	16.15	115
HHs with 5 Persons	6.53	9.30	142
HHs with 6 Persons	2.54	4.40	173
HHs with 7+ Persons	1.72	3.70	215



Housing Home Ownership

Description	US.	Segment	Index
Owner-Occupied Housing Units	66.47	65.70	99
Renter-Occupied HUs	33.53	34.30	102

Home Value \$20,000-\$39,999	4.88	18.24	374
Home Value \$40,000-\$59,999	6.70	17.56	262
Home Value \$60,000-\$79,999	8.39	15.11	180
Home Value \$80,000-\$99,999	9.88	11.68	118
Home Value \$100,000-\$149,999	22.61	14.22	63
Home Value \$150,000-\$199,999	15.24	4.67	31
Home Value \$200,000-\$299,999	15.17	2.66	18
Home Value \$300,000-\$399,999	6.22	0.72	12
Home Value \$400,000-\$499,999	3.11	0.30	10
Home Value \$500,000-\$749,999	2.44	0.18	8
Home Value \$750,000-\$999,999	1.03	0.11	11
Home Value \$1,000,000+	1.00	0.21	21



Housing Units in Structure

Description	US.	Segment	Index
Single Unit in Structure	66.00	61.47	93
2 Units in Structure	4.19	3.34	80
3-19 Units in Structure	13.49	7.88	58
20-49 Units in Structure	3.37	0.93	28
50+ Units in Structure	5.35	0.96	18
Mobile Home or Trailer	7.38	25.00	339



Housing Years in Home

Description	US.	Segment	Index
Moved into Unit 1999 to March 2004	24.69	24.03	97
Moved into Unit in 1995 to 1998	27.21	26.66	98
Moved into Unit in 1990 to 1994	15.13	14.88	98
Moved into Unit in 1980 to 1989	14.66	15.27	104
Moved into Unit in 1970 to 1979	9.27	10.17	110
Moved into Unit in 1969 or earlier	9.05	8.99	99

Lifestyles

Top 15 Lifestyle Behaviors		Lifestyle Behaviors 16-30		Lifestyle Behaviors 31-45	
Buy Swing Sets,1yr (A)	374	Rent Videos,6+ Tapes,1mo (A)	188	Shop at Lane Bryant,3mo (A)	156
Order from Fingerhut,1yr (A)	331	Buy Action Figures,1yr (A)	185	Own Fishing Equipment (A)	154
Order from Home Shopping Network,1yr (A)	327	Buy from Krystal's Hamburgers,1mo (A) *	185	Buy from Long John Silver,1mo (A) *	153
Buy from Pizza Inn,6mo (A)	299	Order from Readers Digest Association,1yr (A)	184	Order from priceline.com,1yr (A)	153
Go Hunting with Gun,1yr (A)	260	Play Volleyball,1yr (A)	175	Own Outboard Motor (H)	153
Buy Large Baby Dolls,1yr (A)	242	Own Satellite Dish (H)	171	Buy from Popeyes,1mo (A) *	152
Buy from Hardee's,1mo (A) *	219	Buy from Little Caesar's,1mo (A) *	165	Play Basketball,1yr (A)	152
Rent/Buy Family/Kid Video,1mo (A)	217	Stay at Motel 6 on Vacation,1yr (A)	163	Belong to a Church Board (A)	151



Go Snowboarding,1yr (A)	211	Play Billiards/Pool,1yr (A)	161	Buy Camping Equipment,1yr (H)	148
Buy Fishing Equipment,1yr (A)	205	Buy Tent,1yr (H)	159	Order from J.C. Penney,1yr (A)	147
Go Fishing,1yr (A)	201	Buy from Chuck E Cheese,1mo (A) *	159	Buy from Domino's Pizza,1mo (A) *	145
Shop at Wal-Mart Pharmacy,6mo (A)	201	Buy from Pizza Hut,1mo (A) *	159	Buy Children's Book,1yr (A) *	144
Play Softball,1yr (A)	192	Buy from Captain D's,1mo (A) *	156	Buy from Godfather's Pizza,6mo (A)	144
Buy from Sonic Drive-in,1mo (A) *	191	Own Tent (H)	156	Buy from Taco Bell,1mo (A) *	144
Buy Electric Trains,1yr (A)	188	Play Baseball,1yr (A)	156	Go to High School Sports,1+ Times,1mo (A)	143

Source: Mediamark Research Inc., 2004

Media

Top 15 Media Behaviors		Media Behaviors 16-30		Media Behaviors 31-45	
Read American Baby (A)	268	Read Parenting (A)	189	Read Family Handyman (A)	164
Read Baby Talk (A)	267	Read Working Mother (A)	188	Read Parents Magazine (A)	164
Read Stock Car Racing (A)	255	Read Family Fun (A)	186	Read Modern Bride (A)	163
Radio,NASCAR,Net Audience (A)	244	Watch Independent Film Channel,1wk (A)	186	Read 4 Wheel & Off Road (A)	162
Read Guns & Ammo (A)	239	TV Professional Wrestling,Net Audience (A)	185	Read Bicycling (A)	160
Read Bassmaster (A)	232	Read WWE Magazine (A)	183	Watch Pay-Per-View Sports,1yr (A)	160
Read Field & Stream (A)	231	Watch Country Music TV,1wk (A)	182	Classic Rock Radio,Net Audience (A)	159
Read Popular Photography & Imaging (A)	226	Read Hunting (A)	180	Watch TLC (The Learning Channel),1wk (A)	159
Read True Story (A)	218	Read The Source (A)	180	Watch Nickelodeon,1wk (A)	158
Read American Photo (A)	215	Read Handguns (A)	173	Read First for Women (A)	155
Read North American Hunter (A)	213	Has Satellite Dish/Disc (A)	171	Read Popular Mechanics (A)	155
Read Outdoor Life (A)	205	Read Sport Truck (A)	171	Watch Sci-Fi Channel,1wk (A)	154



Read Premiere (A)	202	Watch Outdoor Life Network,1wk (A)	167	Read Road & Track (A)	153
Read Popular Hot Rodding (A)	197	Watch TNN,1wk (A)	166	Watch TV Land,1wk (A)	153
Watch Cartoon Network,1wk (A)	196	Read Hot Rod (A)	165	Read ESPN The Magazine (A)	151

Source: Mediamark Research Inc., 2004





65 Big City Blues

With a population that's 50 percent Latino, Big City Blues has the highest concentration of Hispanic Americans in the nation. But it's also the multi-ethnic address for downscale Asian and African-American households occupying older inner-city apartments. Concentrated in a handful of major metros, these young singles and single-parent families face enormous challenges: low incomes, uncertain jobs and modest educations. More than 40 percent haven't finished high school.

Social Group: Urban Cores

Lifestage Group: Sustaining Families

Statistics:

US Households: 1,329,113 (1.21%)

Median HH Income: \$28,577

Lifestyle Traits:

1. Rent videos
2. Eat at Sizzler Steakhouse
3. Read Essence
4. Watch All My Children
5. Drive a Nissan Sentra

Demographics Traits:

Ethnic Diversity:	High Black, Asian & Hisp.
Family Types:	Mix
Age Ranges:	<45
Education Levels:	Elementary/H.S.
Employment Levels:	Service, BC, WC,
Housing Types:	Renters
Urbanicity:	Urban
Income:	Downscale

Demographics



Age

Description	US.	Segment	Index
Pop Age 0-4	6.60	9.15	139
Pop Age 5-9	6.70	8.29	124
Pop Age 10-14	7.06	7.51	106
Pop Age 15-17	4.26	4.05	95
Pop Age 18-20	4.38	5.42	124
Pop Age 21-24	5.51	7.79	141
Pop Age 25-34	13.66	18.27	134
Pop Age 35-44	15.21	14.75	97
Pop Age 45-49	7.43	6.03	81
Pop Age 50-54	6.64	4.94	74
Pop Age 55-59	5.45	3.85	71
Pop Age 60-64	4.26	2.88	68
Pop Age 65-74	6.52	3.78	58
Pop Age 75-84	4.58	2.33	51
Pop Age 85+	1.74	0.96	55



Income



Housing Urbanization

Description	US.	Segment	Index
Rural/Town (Density Deciles 0-3)	40.01	26.66	67
Suburb Fringe (Density Decile 4-5)	19.90	20.47	103
Urban Fringe (Density Deciles 6-7)	20.00	21.70	108
Urban (Density Deciles 8-9)	20.09	31.17	155



Education

Description	US.	Segment	Index
Completed 0-8 Yrs Elem School	7.62	17.56	230
Attended High School, No Diploma	12.12	20.27	167
High School Graduate	28.54	26.31	92
Some College, No Degree	21.11	18.34	87
Associate Degree	6.32	5.06	80
Bachelor Degree	15.52	8.49	55
Master's Degree	5.86	2.56	44
Professional School Degree	1.95	1.05	54
Doctorate Degree	0.96	0.36	38



Description	US.	Segment	Index
HH Income < \$15,000	14.67	27.10	185
HH Income \$15,000-\$24,999	11.28	16.98	151
HH Income \$25,000-\$34,999	12.27	16.54	135
HH Income \$35,000-\$49,999	15.39	16.17	105
HH Income \$50,000-\$74,999	19.10	13.34	70
HH Income \$75,000-\$99,999	11.61	5.46	47
HH Income \$100,000-\$149,999	9.43	3.04	32
HH Income \$150,000-\$249,999	4.36	1.00	23
HH Income \$250,000-\$499,999	1.29	0.32	25
HH Income \$500,000+	0.60	0.06	9



Work Occupation

Description	US.	Segment	Index
Management Occupation(Except Farm)	8.31	4.50	54
Farmers & Farm Managers	0.62	0.03	5
Business Operations Specialists	2.03	1.37	67
Financial Specialists	2.12	1.31	62
Computer & Mathematical Occup	2.34	1.42	61
Architecture & Engineering Occup	1.97	0.89	45
Life, Physical, & Social Sci Occup	0.90	0.43	48
Community & Social Services Occup	1.51	1.56	103
Legal Occupations	1.04	0.47	45
Education/Training/Library Occup	5.59	3.58	64
Art/Dsgn/Entrtnmnt/Sprts/Media Occ	1.87	1.77	95
Healthcare Practitn & Tech Occup	4.54	2.57	57
Healthcare Support Occupations	2.07	3.63	175
Protective Service Occupations	1.99	2.47	124
Food Prep & Serving Related Occup	4.94	7.61	154
Building & Grnds/Clean/Maint Occup	3.41	6.54	192
Personal Care & Service Occupation	2.83	3.61	127
Sales & Related Occupations	11.20	10.22	91
Administration Support Occupations	15.44	17.69	115
Farm/Forest/Fishing Occupations	0.78	0.22	28
Construction/Extractn/Maint Occup	9.57	9.96	104
Production/Trans/Matl Moving Occup	14.94	18.16	122



Family Composition People in Household

Description	US.	Segment	Index
HHs with 1 Person	26.07	28.54	109



Race/Ethnicity

Description	US.	Segment	Index
White Alone Pop	74.19	33.64	45
Black/African American Alone Pop	12.30	29.17	237
Am Indian/Alaska Native Alone Pop	0.88	1.06	121
Asian Alone Pop	4.05	6.72	166
Native Hawaiian/Other PI Alone Pop	0.15	0.29	192
Some Other Race Alone Pop	5.80	23.29	402
2 or More Races Pop	2.63	5.83	222
Hispanic/Latino Pop	13.50	45.47	337



Work Commuting Patterns

Description	US.	Segment	Index
Commute Alone in Vehicle	77.77	49.65	64
Commute in Carpool	12.81	16.73	131
Use Public Transportation	5.02	25.18	501
Walk to Work Only	3.13	6.51	208
Commute by Motorcycle	0.11	0.12	101
Commute by Bicycle	0.40	0.82	205
Commute by Other Means	0.75	1.00	135
Work at Home	1.93	0.89	46
Commute to Work < 15 Minutes	29.73	19.08	64
Commute to Work in 15-29 Minutes	35.93	33.51	93
Commute to Work in 30-44 Minutes	18.97	23.71	125
Commute to Work in 45-59 Minutes	7.37	10.46	142
Commute to Work in 60+ Minutes	8.00	13.24	165



Family Composition Household Type

Description	US.	Segment	Index
HHs w/ 2+ Persons, Family, Married	51.63	31.77	62
HHs with 2+ Persons, Family, Other	16.09	30.50	190
HHs with 2+ Persons, Nonfamily	6.22	9.19	148
HHs w/ 1 or more people < 18 years	35.94	42.60	119
HHs with no people under 18 years	64.06	57.40	90



Housing Home Value

Description	US.	Segment	Index
Home Value < \$20,000	3.33	2.50	75



HHs with 2 Persons	32.43	24.01	74
HHs with 3 Persons	16.67	17.12	103
HHs with 4 Persons	14.04	13.57	97
HHs with 5 Persons	6.53	8.38	128
HHs with 6 Persons	2.54	4.31	170
HHs with 7+ Persons	1.72	4.07	236



Housing Home Ownership

Description	US.	Segment	Index
Owner-Occupied Housing Units	66.47	17.70	27
Renter-Occupied HUs	33.53	82.30	245

Home Value \$20,000-\$39,999	4.88	3.42	70
Home Value \$40,000-\$59,999	6.70	4.88	73
Home Value \$60,000-\$79,999	8.39	6.50	77
Home Value \$80,000-\$99,999	9.88	8.10	82
Home Value \$100,000-\$149,999	22.61	21.52	95
Home Value \$150,000-\$199,999	15.24	15.38	101
Home Value \$200,000-\$299,999	15.17	24.27	160
Home Value \$300,000-\$399,999	6.22	8.81	142
Home Value \$400,000-\$499,999	3.11	2.69	87
Home Value \$500,000-\$749,999	2.44	1.28	52
Home Value \$750,000-\$999,999	1.03	0.31	30
Home Value \$1,000,000+	1.00	0.33	33



Housing Units in Structure

Description	US.	Segment	Index
Single Unit in Structure	66.00	18.38	28
2 Units in Structure	4.19	9.64	230
3-19 Units in Structure	13.49	39.71	294
20-49 Units in Structure	3.37	14.55	432
50+ Units in Structure	5.35	16.81	314
Mobile Home or Trailer	7.38	0.84	11



Housing Years in Home

Description	US.	Segment	Index
Moved into Unit 1999 to March 2004	24.69	33.06	134
Moved into Unit in 1995 to 1998	27.21	32.99	121
Moved into Unit in 1990 to 1994	15.13	13.81	91
Moved into Unit in 1980 to 1989	14.66	10.40	71
Moved into Unit in 1970 to 1979	9.27	5.51	59
Moved into Unit in 1969 or earlier	9.05	4.22	47

Lifestyles

Top 15 Lifestyle Behaviors		Lifestyle Behaviors 16-30		Lifestyle Behaviors 31-45	
Shop at Bloomingdales,3mo (A)	284	Go to Movie,4+ Times,3mo (A)	143	Shop at Lerner,3mo (A)	118
Buy from White Castle,1mo (A) *	240	Shop at Structure,3mo (A)	139	Go Dancing,1yr (A)	113
Shop at Saks Fifth Ave,3mo (A)	209	Buy from Dunkin Donuts,1mo (A) *	137	Play Volleyball,1yr (A)	113
Buy from Popeyes,1mo (A) *	200	Visit Disneyland (CA),1yr (A)	137	Shop at CVS Pharmacy,6mo (A)	111
Travel to Central/South America,3yr (A)	196	Go to Professional Basketball Games,1+ Times,1mo (A)	129	Visit Any Six Flags Park,1yr (A)	111
Buy from Houlihan's,6mo (A)	182	Shop at Lord & Taylor,3mo (A)	129	Buy Action Figures,1yr (A)	109
Buy from Rally's,6mo (A)	176	Order from Fingerhut,1yr (A)	128	Buy from Denny's,1mo (A) *	109
Buy from Church's Fried Chicken,1mo (A) *	167	Buy from Chi-Chi's,1mo (A) *	126	Buy from Sizzler Family Steakhouse,1mo (A) *	107



Shop at Express,3mo (A)	165	Visit Any Universal Studios Park,1yr (A)	125	Shop at The Gap,3mo (A)	107
Go Roller Skating,1yr (A)	158	Buy from Blimpie Subs & Salads,1mo (A) *	124	Buy from KFC,1mo (A) *	106
Shop at Macy's,3mo (A)	158	Shop at Banana Republic,3mo (A)	124	Shop at Circuit City,1yr (A)	106
Collect Stamps,1yr (A)	153	Play Soccer,1yr (A)	123	Shop at BJ's Wholesale Club,6mo (A)	105
Shop at Lane Bryant,3mo (A)	148	Shop at Marshall's,3mo (A)	123	Shop at TJ Maxx,3mo (A)	105
Buy from Chuck E Cheese,1mo (A) *	147	Dine Out,<1 Times/mo,1yr (A)	119	Go to Professional Football Games,1+ Times,1mo (A)	104
Shop at The Limited,3mo (A)	145	Shop at Ethan Allen Galleries,1yr (A)	118	Shop at Radio Shack,1yr (A)	104

Source: Mediamark Research Inc., 2004

Media

Top 15 Media Behaviors		Media Behaviors 16-30		Media Behaviors 31-45	
Read Jet (A)	322	Variety Radio,Net Audience (A)	151	Jazz Radio,Net Audience (A)	127
Hispanic,Net Audience (A)	313	Read Bride's (A)	142	Read Sport Truck (A)	127
Read Ebony (A)	305	Read Cable Guide (A)	142	Watch Pay-Per-View Sports,1yr (A)	127
Read Essence (A)	278	Read The Cable Guide (A)	142	Read Spin (A)	126
Read Black Enterprise (A)	271	Read Vogue (A)	142	TV Boxing,Net Audience (A)	126
Read The Source (A)	259	Read New York Magazine (A)	141	Read Health (A)	125
Read Vibe (A)	246	Read Washington Post,Sunday (A)	140	Watch The Movie Channel,1wk (A)	123
Urban Contemporary Radio,Net Audience (A)	246	Watch Showtime,1wk (A)	140	Watch Cinemax,1wk (A)	121
TV Soccer,Net Audience (A)	190	Read Allure (A)	135	Read New York Times,Daily (A)	118
Watch BET,1wk (A)	173	Read Los Angeles Times,Sunday (A)	133	Read Photographic (A)	118
Read WWE Magazine (A)	169	Listen Radio on Internet,1mo (A)	131	Read American Photo (A)	117
TV Professional Wrestling,Net Audience (A)	168	Read True Story (A)	131	Read Discover (A)	116



TV Bowling,Net Audience (A)	160	Read GQ (A)	129	Read Soap Opera Digest (A)	116
Read Penthouse (A)	157	Read Premiere (A)	129	Watch Show Type,Daytime Dramas (A)	114
Read Star (A)	155	Read Baby Talk (A)	128	Read National Enquirer (A)	112

Source: Mediamark Research Inc., 2004





66 Low-Rise Living

The most economically challenged urban segment, Low-Rise Living is known as a transient world for young, ethnically diverse singles and single parents. Home values are low -about half the national average- and even then less than a quarter of residents can afford to own real estate. Typically, the commercial base of Mom-and-Pop stores is struggling and in need of a renaissance.

Social Group: Urban Cores

Lifestage Group: Sustaining Families

Statistics:

US Households: 1,437,220 (1.31%)

Median HH Income: \$21,951

Lifestyle Traits:

1. Buy gospel music
2. Shop at Footlocker
3. Read Ebony
4. Watch Steve Harvey Show
5. Drive a Mitsubishi Gallant

Demographics Traits:

Ethnic Diversity:	High Black & Hisp., Asian
Family Types:	Mix
Age Ranges:	<35
Education Levels:	Elementary/H.S.
Employment Levels:	Service, BC, WC,
Housing Types:	Renters
Urbanicity:	Urban
Income:	Poor

Demographics



Age

Description	US.	Segment	Index
Pop Age 0-4	6.60	10.78	163
Pop Age 5-9	6.70	10.14	151
Pop Age 10-14	7.06	8.90	126
Pop Age 15-17	4.26	4.77	112
Pop Age 18-20	4.38	5.83	133
Pop Age 21-24	5.51	7.47	136
Pop Age 25-34	13.66	17.11	125
Pop Age 35-44	15.21	13.59	89
Pop Age 45-49	7.43	5.47	74
Pop Age 50-54	6.64	4.36	66
Pop Age 55-59	5.45	3.33	61
Pop Age 60-64	4.26	2.45	58
Pop Age 65-74	6.52	3.23	49
Pop Age 75-84	4.58	1.87	41
Pop Age 85+	1.74	0.71	41



Income



Housing Urbanization

Description	US.	Segment	Index
Rural/Town (Density Deciles 0-3)	40.01	29.06	73
Suburb Fringe (Density Decile 4-5)	19.90	22.11	111
Urban Fringe (Density Deciles 6-7)	20.00	22.57	113
Urban (Density Deciles 8-9)	20.09	26.27	131



Education

Description	US.	Segment	Index
Completed 0-8 Yrs Elem School	7.62	29.55	388
Attended High School, No Diploma	12.12	26.10	215
High School Graduate	28.54	23.04	81
Some College, No Degree	21.11	12.83	61
Associate Degree	6.32	3.07	49
Bachelor Degree	15.52	3.73	24
Master's Degree	5.86	0.98	17
Professional School Degree	1.95	0.55	28
Doctorate Degree	0.96	0.16	17



Description	US.	Segment	Index
HH Income < \$15,000	14.67	36.91	252
HH Income \$15,000-\$24,999	11.28	18.84	167
HH Income \$25,000-\$34,999	12.27	15.45	126
HH Income \$35,000-\$49,999	15.39	13.16	86
HH Income \$50,000-\$74,999	19.10	9.53	50
HH Income \$75,000-\$99,999	11.61	3.45	30
HH Income \$100,000-\$149,999	9.43	1.77	19
HH Income \$150,000-\$249,999	4.36	0.64	15
HH Income \$250,000-\$499,999	1.29	0.23	18
HH Income \$500,000+	0.60	0.04	6



Race/Ethnicity

Description	US.	Segment	Index
White Alone Pop	74.19	29.70	40
Black/African American Alone Pop	12.30	27.32	222
Am Indian/Alaska Native Alone Pop	0.88	1.15	132
Asian Alone Pop	4.05	4.15	103
Native Hawaiian/Other PI Alone Pop	0.15	0.22	144
Some Other Race Alone Pop	5.80	32.26	556
2 or More Races Pop	2.63	5.20	198
Hispanic/Latino Pop	13.50	59.70	442



Work Occupation

Description	US.	Segment	Index
Management Occupation(Except Farm)	8.31	2.73	33
Farmers & Farm Managers	0.62	0.04	7
Business Operations Specialists	2.03	0.80	39
Financial Specialists	2.12	0.62	29
Computer & Mathematical Occup	2.34	0.56	24
Architecture & Engineering Occup	1.97	0.41	21
Life, Physical, & Social Sci Occup	0.90	0.20	22
Community & Social Services Occup	1.51	0.96	63
Legal Occupations	1.04	0.18	18
Education/Training/Library Occup	5.59	2.68	48
Art/Dsgn/Enttrnmnt/Sprts/Media Occ	1.87	1.00	53
Healthcare Practitn & Tech Occup	4.54	1.48	33
Healthcare Support Occupations	2.07	3.55	171
Protective Service Occupations	1.99	2.08	105
Food Prep & Serving Related Occup	4.94	8.54	173
Building & Grnds/Clean/Maint Occup	3.41	9.36	274
Personal Care & Service Occupation	2.83	3.74	132
Sales & Related Occupations	11.20	9.07	81
Administration Support Occupations	15.44	14.13	92
Farm/Forest/Fishing Occupations	0.78	0.66	84
Construction/Extractn/Maint Occup	9.57	11.84	124
Production/Trans/Matl Moving Occup	14.94	25.38	170



Work Commuting Patterns

Description	US.	Segment	Index
Commute Alone in Vehicle	77.77	42.44	55
Commute in Carpool	12.81	21.32	166
Use Public Transportation	5.02	26.25	522
Walk to Work Only	3.13	7.25	231
Commute by Motorcycle	0.11	0.07	62
Commute by Bicycle	0.40	0.98	245
Commute by Other Means	0.75	1.69	227
Work at Home	1.93	0.74	38
Commute to Work < 15 Minutes	29.73	18.18	61
Commute to Work in 15-29 Minutes	35.93	33.38	93
Commute to Work in 30-44 Minutes	18.97	25.08	132
Commute to Work in 45-59 Minutes	7.37	9.64	131
Commute to Work in 60+ Minutes	8.00	13.71	171



Family Composition Household Type

Description	US.	Segment	Index
HHs w/ 2+ Persons, Family, Married	51.63	33.44	65
HHs with 2+ Persons, Family, Other	16.09	37.53	233
HHs with 2+ Persons, Nonfamily	6.22	6.74	108
HHs w/ 1 or more people < 18 years	35.94	53.63	149
HHs with no people under 18 years	64.06	46.37	72



Family Composition People in Household

Description	US.	Segment	Index
HHs with 1 Person	26.07	22.30	86



Housing Home Value

Description	US.	Segment	Index
Home Value < \$20,000	3.33	4.46	134



HHs with 2 Persons	32.43	19.94	61
HHs with 3 Persons	16.67	17.33	104
HHs with 4 Persons	14.04	15.50	110
HHs with 5 Persons	6.53	11.16	171
HHs with 6 Persons	2.54	6.51	256
HHs with 7+ Persons	1.72	7.25	421



Housing Home Ownership

Description	US.	Segment	Index
Owner-Occupied Housing Units	66.47	15.05	23
Renter-Occupied HUs	33.53	84.95	253

Home Value \$20,000-\$39,999	4.88	6.69	137
Home Value \$40,000-\$59,999	6.70	9.44	141
Home Value \$60,000-\$79,999	8.39	9.36	112
Home Value \$80,000-\$99,999	9.88	8.40	85
Home Value \$100,000-\$149,999	22.61	17.77	79
Home Value \$150,000-\$199,999	15.24	14.42	95
Home Value \$200,000-\$299,999	15.17	21.67	143
Home Value \$300,000-\$399,999	6.22	5.20	84
Home Value \$400,000-\$499,999	3.11	1.56	50
Home Value \$500,000-\$749,999	2.44	0.63	26
Home Value \$750,000-\$999,999	1.03	0.17	16
Home Value \$1,000,000+	1.00	0.23	23



Housing Units in Structure

Description	US.	Segment	Index
Single Unit in Structure	66.00	23.73	36
2 Units in Structure	4.19	8.82	210
3-19 Units in Structure	13.49	38.85	288
20-49 Units in Structure	3.37	13.28	394
50+ Units in Structure	5.35	14.51	271
Mobile Home or Trailer	7.38	0.74	10



Housing Years in Home

Description	US.	Segment	Index
Moved into Unit 1999 to March 2004	24.69	31.88	129
Moved into Unit in 1995 to 1998	27.21	33.14	122
Moved into Unit in 1990 to 1994	15.13	14.02	93
Moved into Unit in 1980 to 1989	14.66	10.70	73
Moved into Unit in 1970 to 1979	9.27	5.82	63
Moved into Unit in 1969 or earlier	9.05	4.44	49

Lifestyles

Top 15 Lifestyle Behaviors		Lifestyle Behaviors 16-30		Lifestyle Behaviors 31-45	
Buy from White Castle,1mo (A) *	257	Buy from Sizzler Family Steakhouse,1mo (A) *	134	Play Soccer,1yr (A)	114
Buy from Jack-in-the-Box,1mo (A) *	232	Member of Frequent Flyer Program (A)	129	Shop at Ethan Allen Galleries,1yr (A)	114
Buy from Little Caesar's,1mo (A) *	201	Stay at Ramada Inn on Vacation,1yr (A)	128	Shop at Saks Fifth Ave,3mo (A)	114
Go to Professional Basketball Games,1+ Times,1mo (A)	179	Travel to Central/South America,3yr (A)	127	Buy from Chuck E Cheese,1mo (A) *	112
Order from Fingerhut,1yr (A)	178	Visit Disneyland (CA),1yr (A)	127	Buy from Del Taco,1mo (A) *	111
Buy from Popeyes,1mo (A) *	168	Shop at Lane Bryant,3mo (A)	126	Play Bingo,1yr (A)	110
Buy from Church's Fried Chicken,1mo (A) *	164	Shop at Neiman Marcus,3mo (A)	125	Buy Fashion Dolls,1yr (A)	108
Go to Professional Football Games,1+ Times,1mo (A)	164	Play Volleyball,1yr (A)	122	Go Snowboarding,1yr (A)	107



Buy from Rally's,6mo (A)	163	Shop at Marshall's,3mo (A)	121	Shop at Thomasville,1yr (A)	107
Order from Spiegel,1yr (A)	145	Travel to Japan/Asia/Other,3yr (A)	120	Own Tropical Fish (A)	105
Buy from Whataburger,1mo (A) *	142	Shop at Macy's,3mo (A)	119	Play Baseball,1yr (A)	105
Go to Movie,4+ Times,3mo (A)	142	Go Dancing,1yr (A)	118	Shop at Disney Store,3mo (A)	105
Buy from Carl's Jr.,1mo (A) *	140	Shop at Old Navy,3mo (A)	118	Shop at The Gap,3mo (A)	105
Shop at Bloomingdales,3mo (A)	136	Shop at Walgreens,6mo (A)	116	Buy Large Baby Dolls,1yr (A)	103
Shop at Lerner,3mo (A)	135	Buy Swing Sets,1yr (A)	114	Play Racquetball,1yr (A)	103

Source: Mediamark Research Inc., 2004

Media

Top 15 Media Behaviors		Media Behaviors 16-30		Media Behaviors 31-45	
Hispanic,Net Audience (A)	449	TV Boxing,Net Audience (A)	173	Gospel Radio,Net Audience (A)	137
Read True Story (A)	333	Jazz Radio,Net Audience (A)	170	Read Penthouse (A)	136
Read Jet (A)	293	Watch Pay-Per-View Sports,1yr (A)	165	Black Radio,Net Audience (A)	131
Read Los Angeles Times,Sunday (A)	293	Read Soap Opera Weekly (A)	163	Read American Baby (A)	131
Read Essence (A)	291	Read Star (A)	163	Read American Photo (A)	128
Urban Contemporary Radio,Net Audience (A)	289	Read Automobile (A)	158	Read Seventeen (A)	126
Read Ebony (A)	280	Read Soap Opera Digest (A)	153	Read Discover (A)	125
Read The Source (A)	265	Read Teen People (A)	151	Watch Show Type,Daytime Dramas (A)	125
Read Vibe (A)	264	TV Professional Wrestling,Net Audience (A)	150	Read National Enquirer (A)	119
Read WWE Magazine (A)	231	Watch Cinemax,1wk (A)	150	TV Daytime TV,Net Audience (A)	119
TV Soccer,Net Audience (A)	216	Read Photographic (A)	149	Read Parents Magazine (A)	118
Read Family Fun (A)	190	Read GQ (A)	146	Read Tennis (A)	118



Read Black Enterprise (A)	185	Watch The Movie Channel,1wk (A)	144	Read Entertainment Weekly (A)	116
Watch BET,1wk (A)	182	Read Premiere (A)	143	Read Vogue (A)	116
Read Baby Talk (A)	179	TV Horse Racing,Net Audience (A)	142	Read Bicycling (A)	114

Source: Mediamark Research Inc., 2004



Social Group: Unassigned

Lifestage Group: Unassigned

Statistics:

US Households: 0 (0%)

Median HH Income:

Demographics Traits:**Lifestyle Traits:****Demographics****Age**

Description	US.	Segment	Index
Pop Age 0-4	6.60	0.00	0
Pop Age 5-9	6.70	0.00	0
Pop Age 10-14	7.06	0.00	0
Pop Age 15-17	4.26	0.00	0
Pop Age 18-20	4.38	0.00	0
Pop Age 21-24	5.51	0.00	0
Pop Age 25-34	13.66	0.00	0
Pop Age 35-44	15.21	0.00	0
Pop Age 45-49	7.43	0.00	0
Pop Age 50-54	6.64	0.00	0
Pop Age 55-59	5.45	0.00	0
Pop Age 60-64	4.26	0.00	0
Pop Age 65-74	6.52	0.00	0
Pop Age 75-84	4.58	0.00	0
Pop Age 85+	1.74	0.00	0

**Income**

Description	US.	Segment	Index
HH Income < \$15,000	14.67	0.00	0
HH Income \$15,000-\$24,999	11.28	0.00	0
HH Income \$25,000-\$34,999	12.27	0.00	0
HH Income \$35,000-\$49,999	15.39	0.00	0

**Housing Urbanization**

Description	US.	Segment	Index
Rural/Town (Density Deciles 0-3)	40.01	0.00	0
Suburb Fringe (Density Decile 4-5)	19.90	0.00	0
Urban Fringe (Density Deciles 6-7)	20.00	0.00	0
Urban (Density Deciles 8-9)	20.09	0.00	0

**Education**

Description	US.	Segment	Index
Completed 0-8 Yrs Elem School	7.62	0.00	0
Attended High School, No Diploma	12.12	0.00	0
High School Graduate	28.54	0.00	0
Some College, No Degree	21.11	0.00	0
Associate Degree	6.32	0.00	0
Bachelor Degree	15.52	0.00	0
Master's Degree	5.86	0.00	0
Professional School Degree	1.95	0.00	0
Doctorate Degree	0.96	0.00	0

**Race/Ethnicity**

Description	US.	Segment	Index
White Alone Pop	74.19	0.00	0



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HH Income \$50,000-\$74,999	19.10	0.00	0
HH Income \$75,000-\$99,999	11.61	0.00	0
HH Income \$100,000-\$149,999	9.43	0.00	0
HH Income \$150,000-\$249,999	4.36	0.00	0
HH Income \$250,000-\$499,999	1.29	0.00	0
HH Income \$500,000+	0.60	0.00	0



Work Occupation

Description	US.	Segment	Index
Management Occupation(Except Farm)	8.31	0.00	0
Farmers & Farm Managers	0.62	0.00	0
Business Operations Specialists	2.03	0.00	0
Financial Specialists	2.12	0.00	0
Computer & Mathematical Occup	2.34	0.00	0
Architecture & Engineering Occup	1.97	0.00	0
Life, Physical, & Social Sci Occup	0.90	0.00	0
Community & Social Services Occup	1.51	0.00	0
Legal Occupations	1.04	0.00	0
Education/Training/Library Occup	5.59	0.00	0
Art/Dsgn/Entrtnmnt/Sprts/Media Occ	1.87	0.00	0
Healthcare Practitn & Tech Occup	4.54	0.00	0
Healthcare Support Occupations	2.07	0.00	0
Protective Service Occupations	1.99	0.00	0
Food Prep & Serving Related Occup	4.94	0.00	0
Building & Grnds/Clean/Maint Occup	3.41	0.00	0
Personal Care & Service Occupation	2.83	0.00	0
Sales & Related Occupations	11.20	0.00	0
Administration Support Occupations	15.44	0.00	0
Farm/Forest/Fishing Occupations	0.78	0.00	0
Construction/Extractn/Maint Occup	9.57	0.00	0
Production/Trans/Matl Moving Occup	14.94	0.00	0



Family Composition People in Household

Description	US.	Segment	Index
HHs with 1 Person	26.07	0.00	0
HHs with 2 Persons	32.43	0.00	0
HHs with 3 Persons	16.67	0.00	0
HHs with 4 Persons	14.04	0.00	0
HHs with 5 Persons	6.53	0.00	0
HHs with 6 Persons	2.54	0.00	0
HHs with 7+ Persons	1.72	0.00	0

Black/African American Alone Pop	12.30	0.00	0
Am Indian/Alaska Native Alone Pop	0.88	0.00	0
Asian Alone Pop	4.05	0.00	0
Native Hawaiian/Other PI Alone Pop	0.15	0.00	0
Some Other Race Alone Pop	5.80	0.00	0
2 or More Races Pop	2.63	0.00	0
Hispanic/Latino Pop	13.50	0.00	0



Work Commuting Patterns

Description	US.	Segment	Index
Commute Alone in Vehicle	77.77	0.00	0
Commute in Carpool	12.81	0.00	0
Use Public Transportation	5.02	0.00	0
Walk to Work Only	3.13	0.00	0
Commute by Motorcycle	0.11	0.00	0
Commute by Bicycle	0.40	0.00	0
Commute by Other Means	0.75	0.00	0
Work at Home	1.93	0.00	0
Commute to Work < 15 Minutes	29.73	0.00	0
Commute to Work in 15-29 Minutes	35.93	0.00	0
Commute to Work in 30-44 Minutes	18.97	0.00	0
Commute to Work in 45-59 Minutes	7.37	0.00	0
Commute to Work in 60+ Minutes	8.00	0.00	0



Family Composition Household Type

Description	US.	Segment	Index
HHs w/ 2+ Persons, Family, Married	51.63	0.00	0
HHs with 2+ Persons, Family, Other	16.09	0.00	0
HHs with 2+ Persons, Nonfamily	6.22	0.00	0
HHs w/ 1 or more people < 18 years	35.94	0.00	0
HHs with no people under 18 years	64.06	0.00	0



Housing Home Value

Description	US.	Segment	Index
Home Value < \$20,000	3.33	0.00	0
Home Value \$20,000-\$39,999	4.88	0.00	0
Home Value \$40,000-\$59,999	6.70	0.00	0
Home Value \$60,000-\$79,999	8.39	0.00	0
Home Value \$80,000-\$99,999	9.88	0.00	0
Home Value \$100,000-\$149,999	22.61	0.00	0



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Housing Home Ownership

Description	US.	Segment	Index
Owner-Occupied Housing Units	66.47	0.00	0
Renter-Occupied HUs	33.53	0.00	0

Home Value \$150,000-\$199,999	15.24	0.00	0
Home Value \$200,000-\$299,999	15.17	0.00	0
Home Value \$300,000-\$399,999	6.22	0.00	0
Home Value \$400,000-\$499,999	3.11	0.00	0
Home Value \$500,000-\$749,999	2.44	0.00	0
Home Value \$750,000-\$999,999	1.03	0.00	0
Home Value \$1,000,000+	1.00	0.00	0



Housing Units in Structure

Description	US.	Segment	Index
Single Unit in Structure	66.00	0.00	0
2 Units in Structure	4.19	0.00	0
3-19 Units in Structure	13.49	0.00	0
20-49 Units in Structure	3.37	0.00	0
50+ Units in Structure	5.35	0.00	0
Mobile Home or Trailer	7.38	0.00	0



Housing Years in Home

Description	US.	Segment	Index
Moved into Unit 1999 to March 2004	24.69	0.00	0
Moved into Unit in 1995 to 1998	27.21	0.00	0
Moved into Unit in 1990 to 1994	15.13	0.00	0
Moved into Unit in 1980 to 1989	14.66	0.00	0
Moved into Unit in 1970 to 1979	9.27	0.00	0
Moved into Unit in 1969 or earlier	9.05	0.00	0

Lifestyles

Top 15 Lifestyle Behaviors

Lifestyle Behaviors 16-30

Lifestyle Behaviors 31-45

No Data Available. Please try it again.

Media

Top 15 Media Behaviors

Media Behaviors 16-30

Media Behaviors 31-45

No Data Available. Please try it again.



Segment 67

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Unassigned

