



TheRetailCoach®

Moving Beyond Data

PSYCHOGRAPHIC PROFILE

Primary Retail Trade Area

Tea, South Dakota

Presented to

City of Tea, South Dakota

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About The Retail Coach

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

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

The Retail Coach Process

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

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

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

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

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Psychographics Overview

Psychographics

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

Dominant Segments

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

Lifestyle Behaviors Abbreviations & Reference Codes

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

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

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

1wk = Once a week

3mo = Three times per month

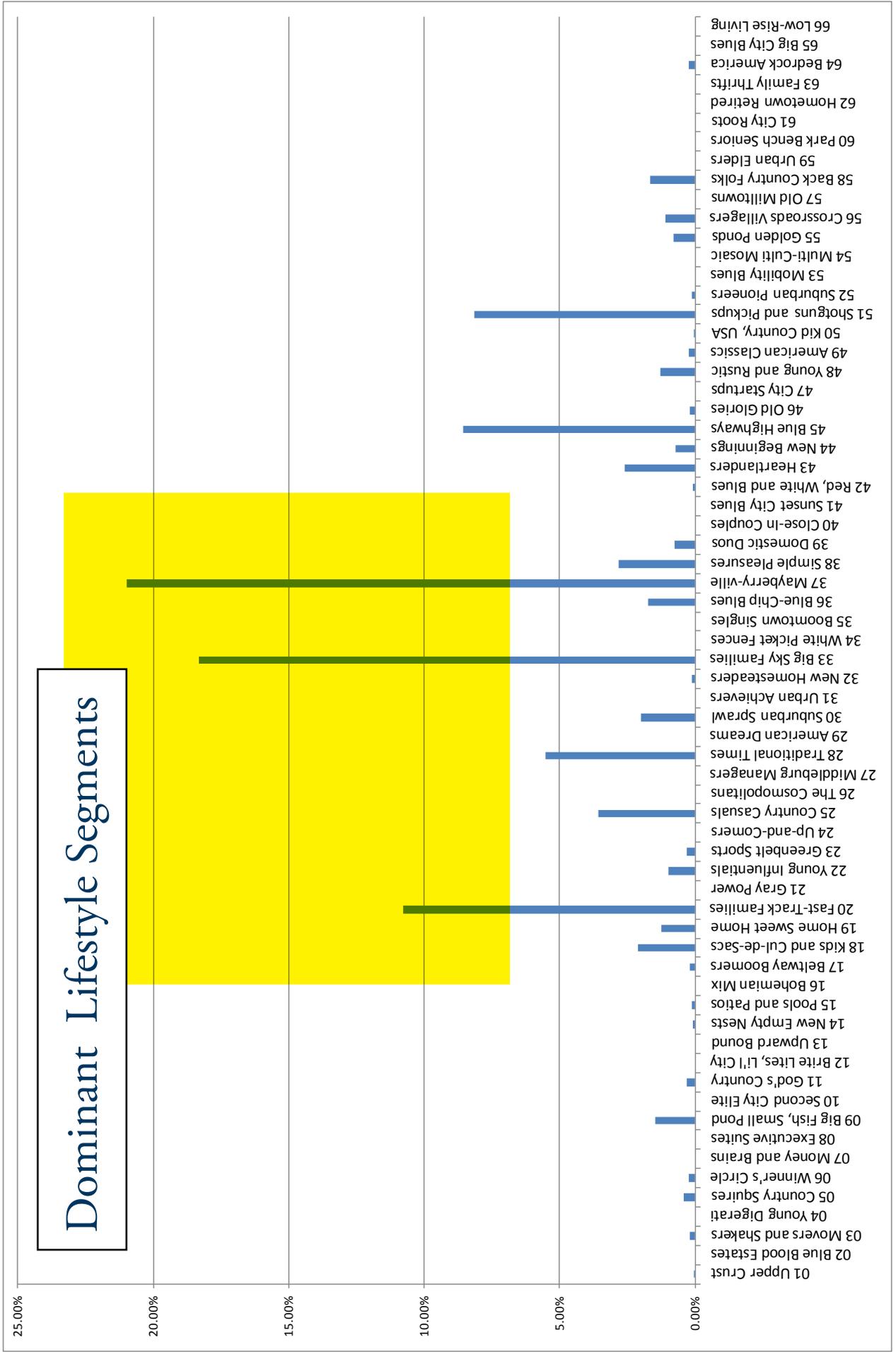
1yr = Once per year

3yr = Three times per year

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

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

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



Lifestyle Segment Definitions

37 Mayberry-ville - 21.00%

Upper-Mid, Middle Age w/o Kids

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, upper-middle-class couples 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.

33 Big Sky Families - 18.32%

Upper-Mid, Younger w/ Kids

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

20 Fast-Track Families - 10.78%

Upscale, Middle Age w/ Kids

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

Mayberry-ville

37 Mayberry-ville

Upper-Mid, Middle Age w/o Kids

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, upper-middle-class couples 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

2009 Statistics:

US Households:	2,780,296 (2.41%)
Median HH Income:	\$55,272

Lifestyle Traits

Shop at Sherwin-Williams
Go hunting with a gun
Read Bassmaster
Watch Daytona 500
GMC Sierra Diesel

Demographics Traits:

Urbanicity:	Town/Rural
Income:	Upper-Mid
Income Producing Assets:	Above Avg.
Age Ranges:	<55
Presence of Kids:	HH w/o Kids
Homeownership:	Mostly Owners
Employment Levels:	BC, Service, Mix
Education Levels:	Some College
Ethnic Diversity:	White

Mayberry-ville

Age

Description	U.S.	Segment	Index
Householder Age: 18-24	5.26	5.37	102
Householder Age: 25-34	14.59	13.58	93
Householder Age: 35-44	18.67	18.65	100
Householder Age: 45-54	22.24	46.82	211
Householder Age: 55-64	17.44	15.66	90
Householder Age: 65-74	11.17	0.00	0
Householder Age: 75+	10.64	0.00	0

Income

Description	U.S.	Segment	Index
Household Income: Under \$10,000	6.33	0.00	0
Household Income: \$10,000-\$19,999	10.40	0.00	0
Household Income: \$20,000-\$29,999	10.98	0.00	0
Household Income: \$30,000-\$39,999	11.23	0.00	0
Household Income: \$40,000-\$49,999	9.95	0.00	0
Household Income: \$50,000-\$74,999	18.96	62.85	332
Household Income: \$75,000-\$99,999	11.92	37.22	312
Household Income: \$100,000-\$149,999	11.85	0.00	0
Household Income: \$150,000-\$199,999	4.62	0.00	0
Household Income: \$200,000 or More	3.79	0.00	0

Age and Income Summary

Description	U.S.	Segment	Index
Householder Age: 18-34	19.85	18.96	95
Householder Age: 35-54	40.90	65.46	160
Householder Age: 55+	39.25	15.66	40
Household Income: Under \$30K	27.71	0.00	0
Household Income: \$30K-\$74K	40.14	62.85	157
Household Income: \$75,000-\$99,999	11.92	37.22	312
Household Income: \$100K+	20.24	0.00	0

Education

Description	U.S.	Segment	Index
Householder Education: Did Not Graduate High School	13.33	6.75	51
Householder Education: Graduated High School	30.80	40.83	133
Householder Education: Attended Some College	25.89	26.25	101
Householder Education: Bachelor's Degree	19.34	19.03	98
Householder Education: Post Graduate Degree	10.61	7.06	67

Mayberry-ville

Employment Type

Description	U.S.	Segment	Index
Householder Occupation: Management/Business/Financial	12.70	17.42	137
Householder Occupation: Professional	13.99	17.81	127
Householder Occupation: Sales/Office	13.99	15.20	109
Householder Occupation: Natural Resources/Construction/Maintenance	8.19	15.66	191
Householder Occupation: Other Employed	18.19	27.63	152

Employment by Occupation

Description	U.S.	Segment	Index
Householder Occupation Detail: Business/Finance	2.73	3.30	121
Householder Occupation Detail: Management	9.98	14.12	141
Householder Occupation Detail: Architect/Engineer	1.55	2.53	164
Householder Occupation Detail: Legal	0.80	0.31	38
Householder Occupation Detail: Computer/Mathematical	2.23	2.30	103
Householder Occupation Detail: Health Practitioner/Technician	2.86	4.07	142
Householder Occupation Detail: Education/Training/Library	3.47	5.07	146
Householder Occupation Detail: Life/Physical/Social Sciences	0.71	0.84	119
Householder Occupation Detail: Community/Social Services	1.05	1.61	153
Householder Occupation Detail: Arts/Entertainment/Sports	1.37	1.00	73
Householder Occupation Detail: Sales/Related	7.78	7.60	98
Householder Occupation Detail: Office/Admin Support	6.21	7.60	122
Householder Occupation Detail: Protective Service/Military	1.81	2.76	153
Householder Occupation Detail: Personal Care/Service	1.65	1.23	74
Householder Occupation Detail: Healthcare Support	0.92	0.92	100
Householder Occupation Detail: Food Preparation/Serving	2.09	1.23	59
Householder Occupation Detail: Transport/Material Moving	4.91	9.29	189
Householder Occupation Detail: Production	4.76	11.13	234
Householder Occupation Detail: Building Grounds Maintenance	2.08	1.15	55
Householder Occupation Detail: Natural Resources/Construction	4.34	8.37	193
Householder Occupation Detail: Maintenance/Repair	3.86	7.29	189

Race and Ethnicity

Description	U.S.	Segment	Index
Race: White	79.72	91.56	115
Race: Black	11.32	4.68	41
Race: Asian	2.26	0.31	14
Race: Other	6.77	2.99	44
Ethnicity: Hispanic	10.16	4.99	49

Language

Description	U.S.	Segment	Index
Household First Language: English	92.88	98.62	106
Household First Language: Spanish	4.84	0.92	19
Household First Language: Other	2.27	0.54	24

Mayberry-ville

Home Ownership

Description	U.S.	Segment	Index
Tenure: Own Home	71.38	83.50	117
Tenure: Rents Home	28.62	16.58	58

Home Value

Description	U.S.	Segment	Index
Home Value: Less than \$50,000	4.66	4.07	87
Home Value: \$50,000-\$99,999	9.71	13.35	137
Home Value: \$100,000-\$149,999	10.93	21.87	200
Home Value: \$150,000-\$199,999	8.72	15.73	180
Home Value: \$200,000-\$499,999	27.24	26.63	98
Home Value: \$500,000 or More	10.14	1.77	17

Length of Residence

Description	U.S.	Segment	Index
Length of Residence: Less than 1 Year	16.30	15.50	95
Length of Residence: 1-4 Years	28.54	29.62	104
Length of Residence: 5 Years or More	55.08	54.95	100

Presence of Children in Household

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

Number of Children in Household

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

Number of People in Household

Description	U.S.	Segment	Index
Household Size: 1 Person	26.74	17.96	67
Household Size: 2 People	36.23	62.24	172
Household Size: 3 or 4 People	27.71	19.11	69
Household Size: 5+ people	9.32	0.69	7

Mayberry-ville

Top 15 Lifestyle Behaviors

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Buy from Lone Star Steakhouse, 1mo (A)	244
Go Hunting with Gun, 1yr (A)	240
Own Riding Lawn Mower (H)	239
Own/Lease New Ford Pickup (H)	236
Own Motorcycle (H)	234
Drive Motorcycle (A)	233
Buy Chewing Tobacco, 1mo (A)	221
Own All Terrain Vehicle (H)	221
Buy from Blimpie Subs & Salads, 1mo (A)	218
Shop at True Value, 1yr (A)	215
Own Rifle/Shotgun (A)	215
Play Softball, 1yr (A)	209
Own Horse (H)	207
Buy from Hardee's, 1mo (A)	207
Go Horseback Riding, 1yr (A)	204

Lifestyle Behaviors 16-30

	Index
Buy Automotive Tools, 1yr (H)	204
Buy Humidifier, 1yr (H)	200
Do Woodworking, 1yr (A)	198
Domestic Travel by Motor Home, 1yr (A)	197
Own Handgun (A)	193
Drive Regular Pickup (A)	192
Shop at Piggly Wiggly, 1mo (A)	189
Internet Connection Home; Dial-up Modem (H)	184
Shop at Lane Bryant, 3mo (A)	184
Own Cross Country Boots/Skis (A)	180
Travel to Bahamas, 3yr (A)	179
Buy Any Lawn Mower, 1yr (H)	177
Shop at The Limited, 3mo (A)	176
Buy from Ruby Tuesdays, 1mo (A)	176
Order from Avon, 1yr (A)	175

Lifestyle Behaviors 31-45

	Index
Buy Country Music, 1yr (A)	174
Own Satellite Dish (H)	173
Buy Hard Rock Music, 1yr (A)	172
Go Roller Skating, 1yr (A)	172
Buy from Sonic Drive-in, 1mo (A)	172
Own Any Real Estate (H)	170
Stay at Motel 6 on Vacation, 1yr (A)	169
Do Bird Watching, 1yr (A)	169
Do Furniture Refinishing, 1yr (A)	167
Own Sportswatch/Chronograph (A)	166
Shop at Sherwin Williams, 1yr (A)	164
Own Motor Home (H)	164
Own Fishing Equipment (A)	164
Buy From Krispy Kreme Doughnuts, 1mo (A)	162
Buy from Rally's, 1mo (A)	161

Big Sky Families

33 Big Sky Families

Upper-Mid, Younger w/ Kids

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

Social Group:	Country Comfort
Lifestage Group:	Mainstream Families

2009 Statistics:

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

Lifestyle Traits

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

Demographics Traits:

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

Big Sky Families

Age

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

Income

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

Age and Income Summary

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

Education

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

Big Sky Families

Employment Type

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

Employment by Occupation

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

Race and Ethnicity

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

Language

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

Big Sky Families

Home Ownership

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

Home Value

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

Length of Residence

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

Presence of Children in Household

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

Number of Children in Household

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

Number of People in Household

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

Big Sky Families

Top 15 Lifestyle Behaviors

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

Lifestyle Behaviors 16-30

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

Lifestyle Behaviors 31-45

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

Fast-Track Families

20 Fast-Track Families

Upscale, Middle Age w/ Kids

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

Social Group:	Landed Gentry
Lifestage Group:	Young Accumulators

2009 Statistics:

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

Lifestyle Traits

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

Demographics Traits:

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

Fast-Track Families

Age

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

Income

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

Age and Income Summary

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

Education

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

Fast-Track Families

Employment Type

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

Employment by Occupation

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

Race and Ethnicity

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

Language

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

Fast-Track Families

Home Ownership

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

Home Value

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

Length of Residence

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

Presence of Children in Household

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

Number of Children in Household

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

Number of People in Household

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

Fast-Track Families

Top 15 Lifestyle Behaviors

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

Lifestyle Behaviors 16-30

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

Lifestyle Behaviors 31-45

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

Acknowledgements

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