



Retail Site Assessment

April 2012

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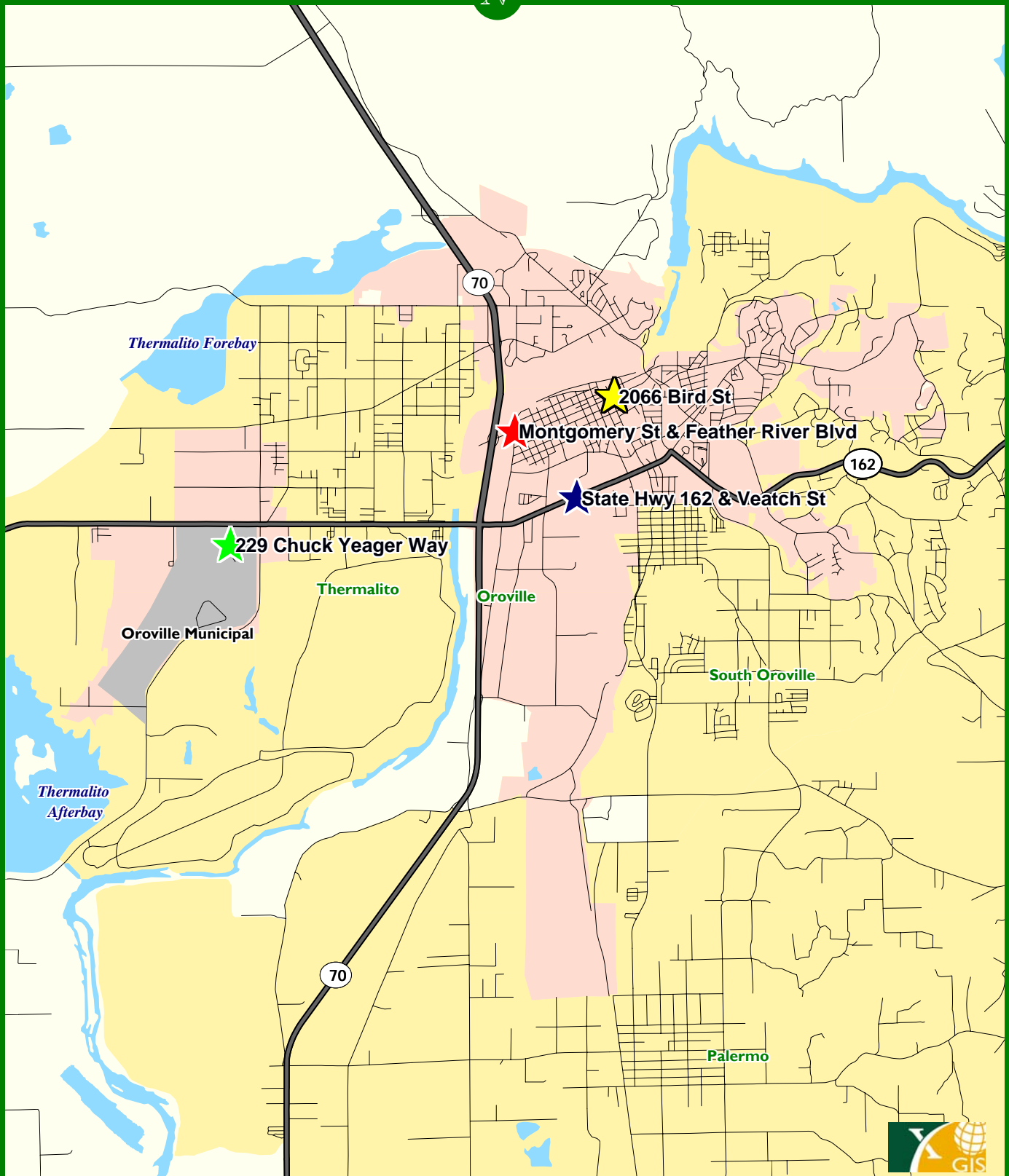
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Oroville, California: Overview

Shopping Centers

GLA in thousands



City Limits

Site 1

Site 2

Site 3

Site 4

Miles



Oroville's Retail Sites

To begin the CommunityID process, the City of Oroville selected four sites to be analyzed for possible retail development or revitalization. The locations of the four sites are shown on the following page.

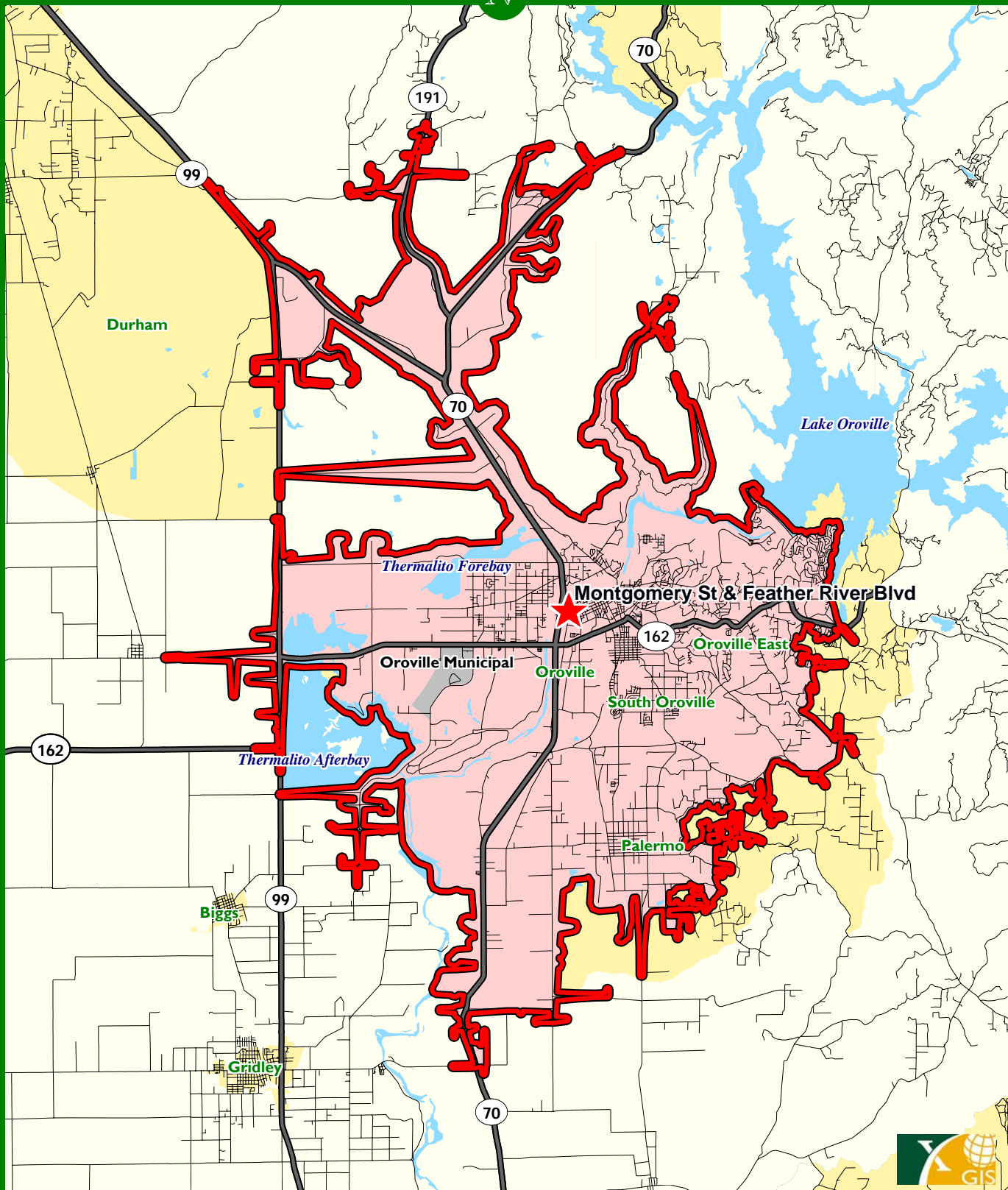
Buxton has examined the retail potential of the four sites based on the following analyses:

- A primary drive-time trade area was delineated for each site
- A secondary trade area for Oroville was also established
- The customers in each trade area were segmented according to buying habits and lifestyles
- A profile of Oroville's customers within each of the five trade areas was developed
- The surplus and leakage for 11 major store types and 49 minor store types were determined for each trade area

The purpose of these analyses is to develop Oroville's Customer Profile. The Customer Profile is a snapshot of the customers that reside in Oroville's trade area. Even though these consumers are complex and diverse, Buxton is able to capture and catalogue the extent to which potential demand for a retailer's goods and services are being met within the trade area.

By overlaying Oroville's Customer Profile with over 4,500 retail matching profiles in Buxton's proprietary database, we are able to identify major categories of retail that are candidates for location in Oroville. This matching provides the basis for determining Oroville's viability to attract retailers and restaurants and forms the basis for Buxton's recommendations and conclusions.

With this analysis and Buxton's recommendations, Oroville can make a more informed decision about investments in infrastructure and can focus resources on areas of higher retail development potential.



Oroville, California: Trade Area

Shopping Centers

GLA in thousands

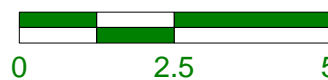
● 1000+

● 500 to 1000

□ 15 Minute Drive Time

★ Site I

Miles



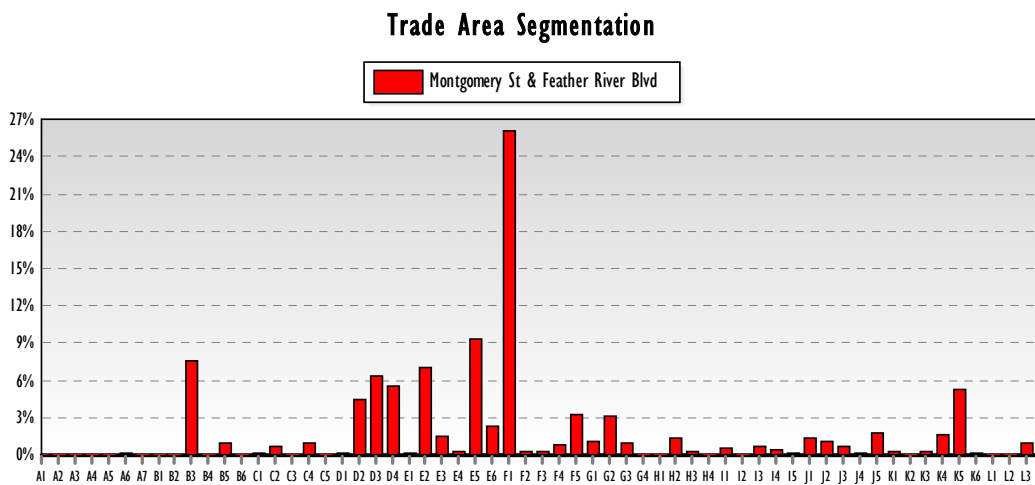
Retail Site 1 Analysis: Montgomery St & Feather River Blvd

Drive-Time Trade Area

The map on the previous page depicts the primary trade area for Site 1. The primary trade area consists of a fifteen-minute polygon, determined by Buxton's proprietary drive-time technology.

Psychographics

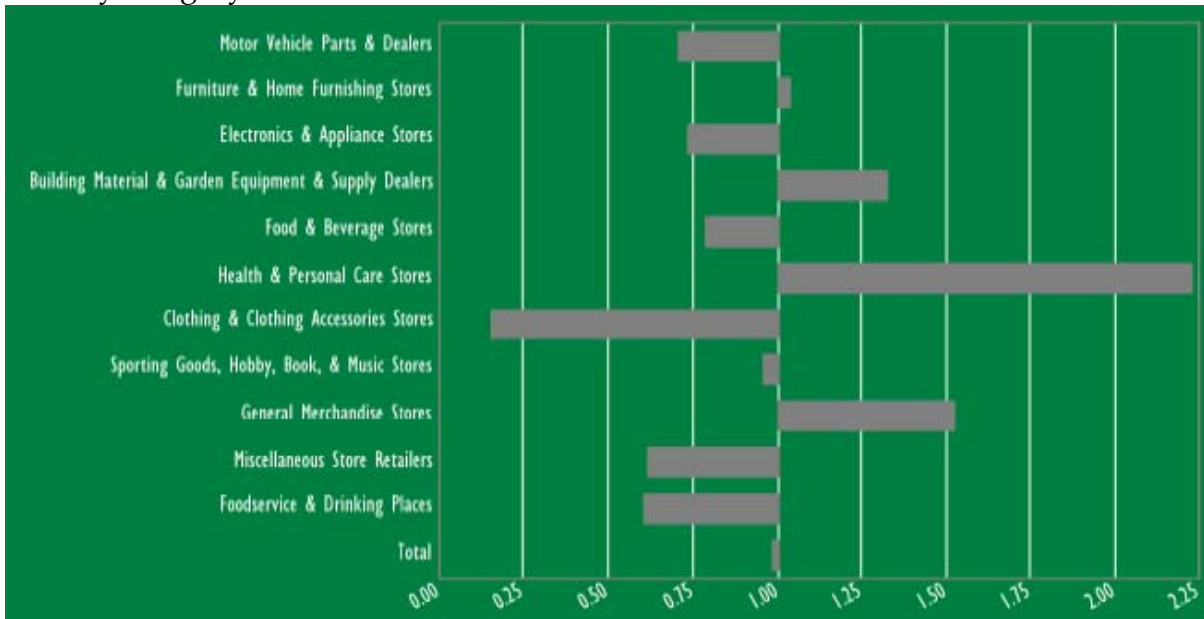
The psychographic profile of the households within a fifteen-minute drive-time of Site 1 is presented below.



Retail Site 1 Analysis (continued)

Leakage Analysis

The following table represents an overview by store type of the leakage or surplus within the studied trade area. This is represented by an index with 1.0 being the baseline. A leakage is reflected by an index less than 1.0 and a surplus is reflected by an index greater than 1.0. Please see Appendix A for detailed demand and actual sales by category.



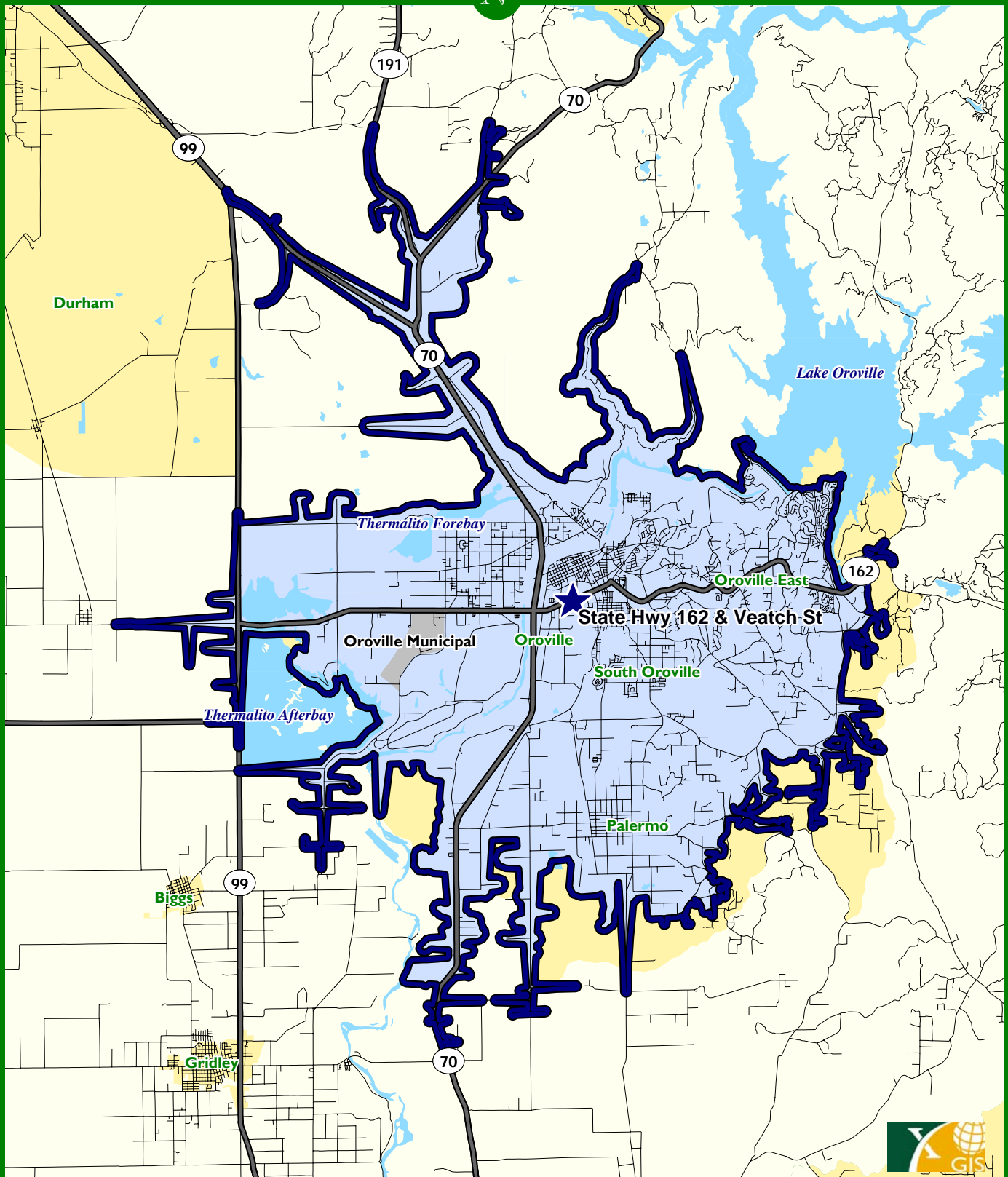
Source: Mosaic® USA is a registered trademark of Experian; Census Data. Data Source: Applied Geographic Solutions, 2000; Census Estimates and Projections 2010 Data

The following table presents the trade potential variables for Site 1:

Trade Potential Variables	Site 1
Estimated Household Count	16,402
Number of Households in Dominant Segments	12,780
Traffic Count	8,878
Total Demand	\$453,179,276
Total Supply	\$446,175,877
Leakage	(\$7,003,399)

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Oroville, California: Trade Area

Shopping Centers

GLA in thousands



□ 15 Minute Drive Time

★ Site 2

Miles



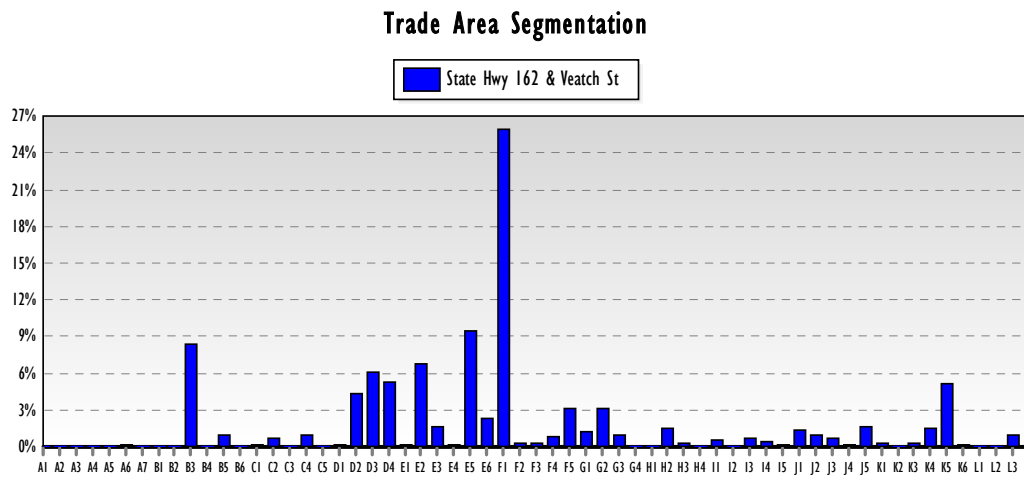
Retail Site 2 Analysis: State Hwy 162 & Veatch St

Drive-Time Trade Area

The map on the previous page depicts the primary trade area for Site 2. The primary trade area consists of a fifteen-minute polygon, determined by Buxton's proprietary drive-time technology.

Psychographics

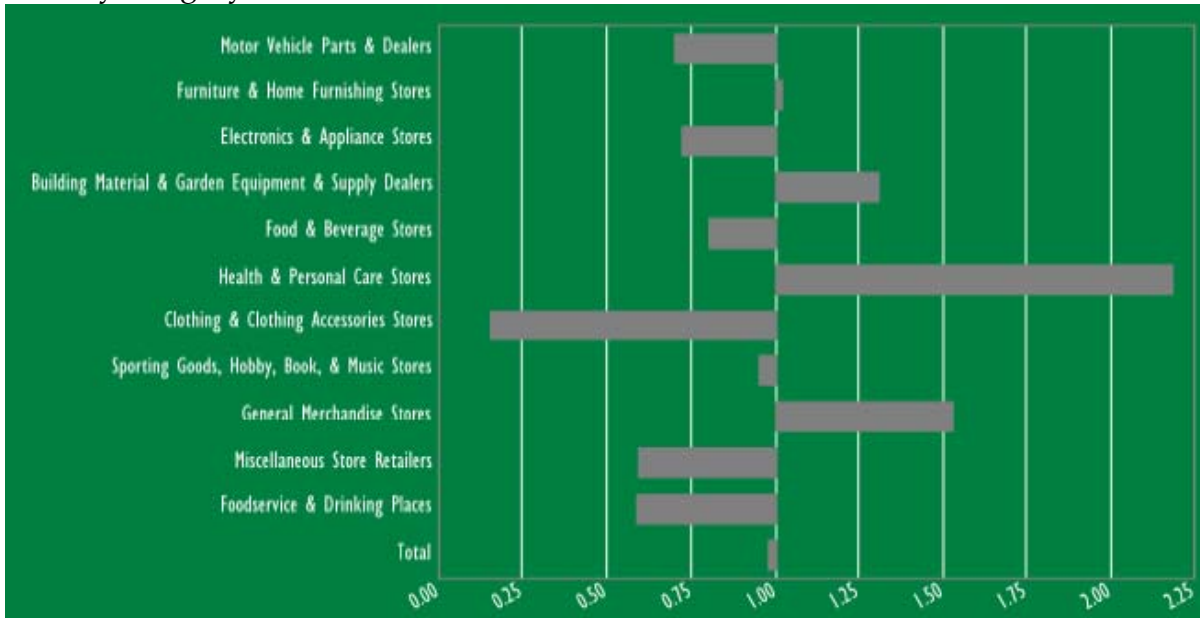
The psychographic profile of the households within a fifteen-minute drive-time of Site 2 is presented below.



Retail Site 2 Analysis (continued)

Leakage Analysis

The following table represents an overview by store type of the leakage or surplus within the studied trade area. This is represented by an index with 1.0 being the baseline. A leakage is reflected by an index less than 1.0 and a surplus is reflected by an index greater than 1.0. Please see Appendix A for detailed demand and actual sales by category.



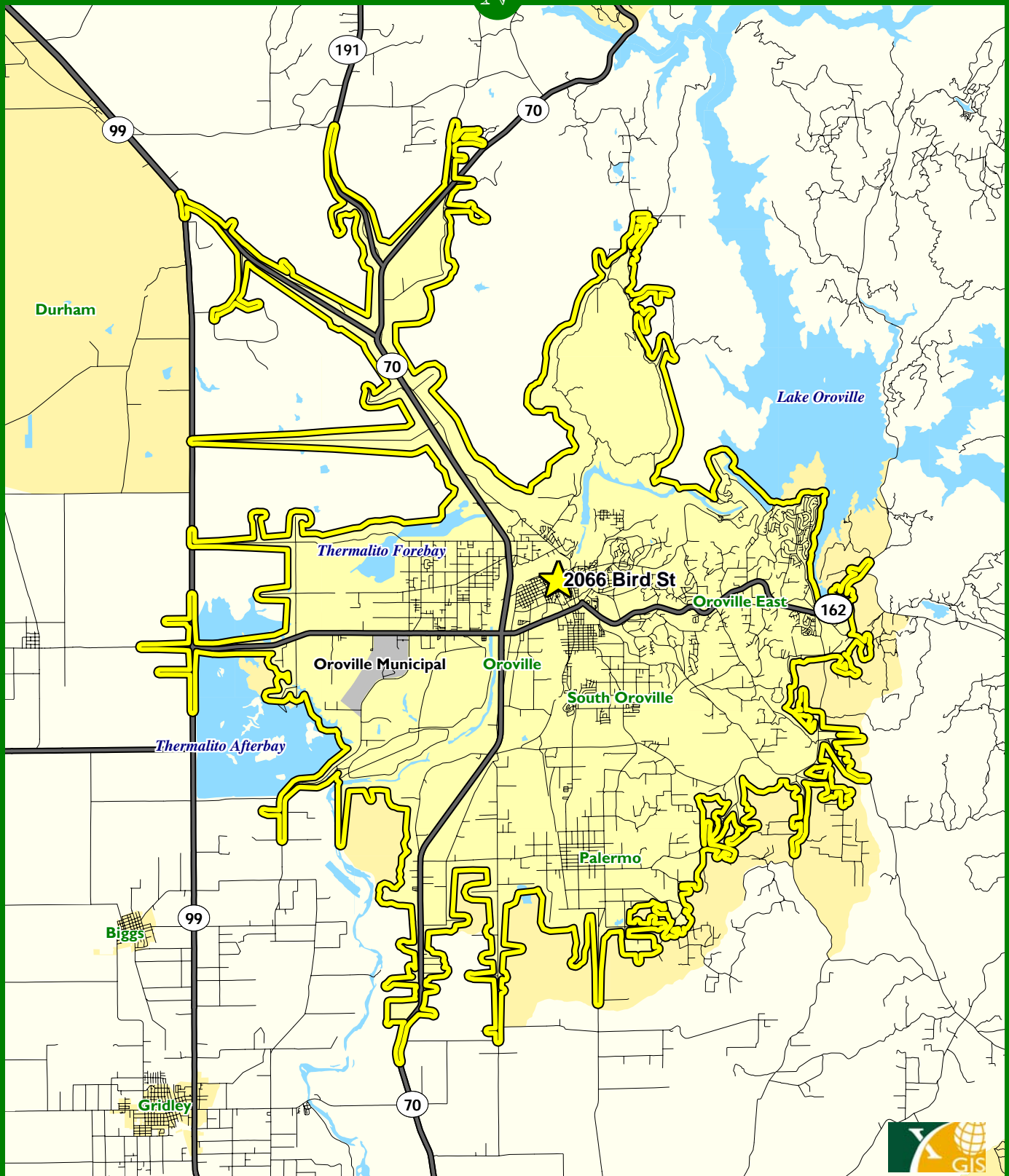
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The following table presents the trade potential variables for Site 2:

Trade Potential Variables	Site 2
Estimated Household Count	17,014
Number of Households in Dominant Segments	13,235
Traffic Count	14,047
Total Demand	\$458,372,383
Total Supply	\$447,952,957
Leakage	(\$10,419,426)

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Oroville, California: Trade Area

Shopping Centers

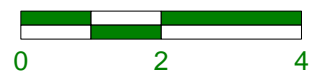
GLA in thousands



□ 15 Minute Drive Time



Miles



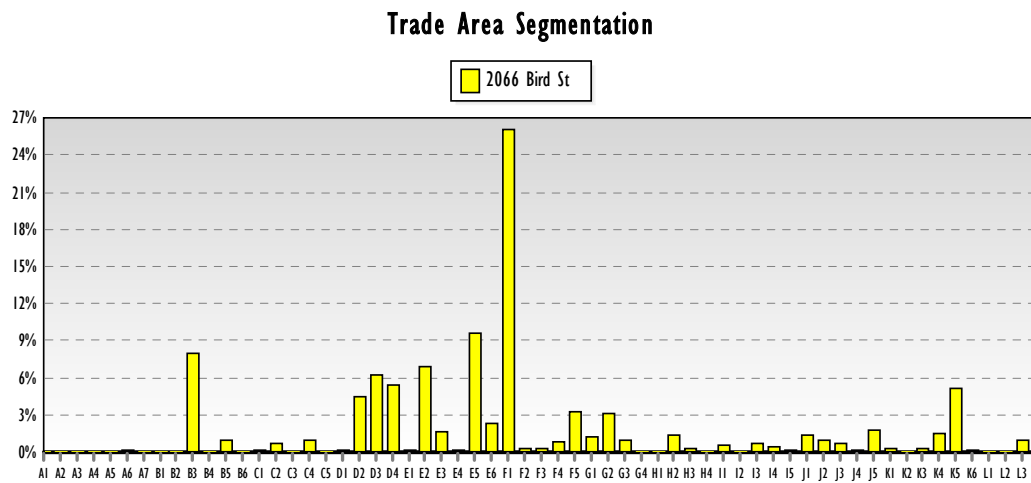
Retail Site 3 Analysis: 2066 Bird St

Drive-Time Trade Area

The map on the previous page depicts the primary trade area for Site 3. The primary trade area consists of a fifteen-minute polygon, determined by Buxton's proprietary drive-time technology.

Psychographics

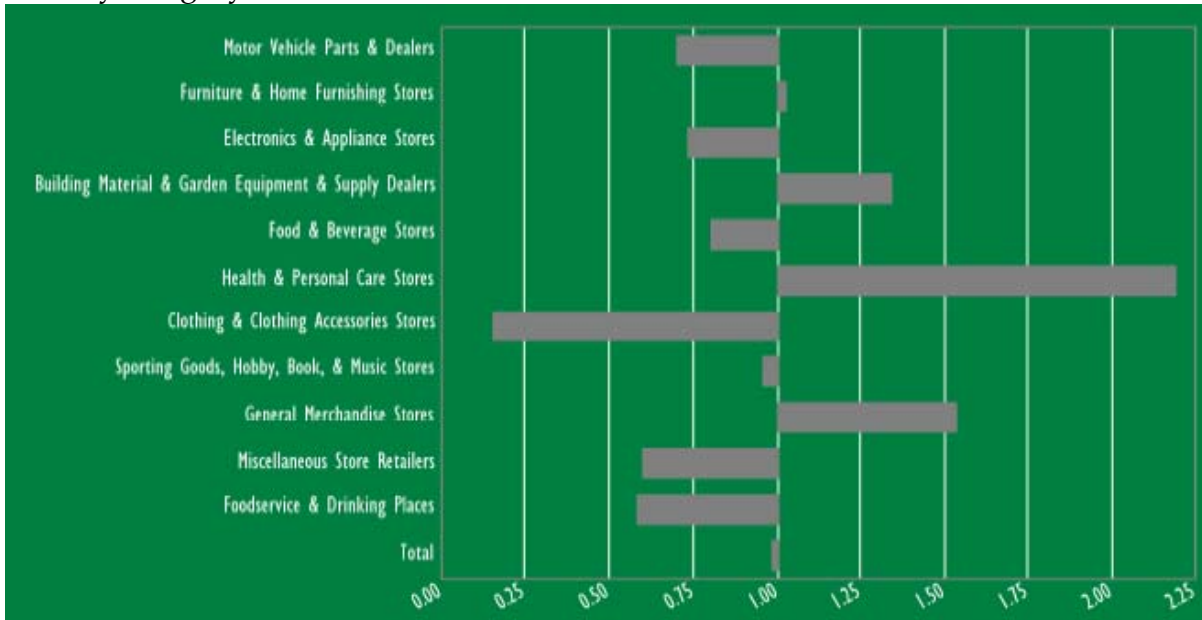
The psychographic profile of the households within a fifteen-minute drive-time of Site 3 is presented below.



Retail Site 3 Analysis (continued)

Leakage Analysis

The following table represents an overview by store type of the leakage or surplus within the studied trade area. This is represented by an index with 1.0 being the baseline. A leakage is reflected by an index less than 1.0 and a surplus is reflected by an index greater than 1.0. Please see Appendix A for detailed demand and actual sales by category.



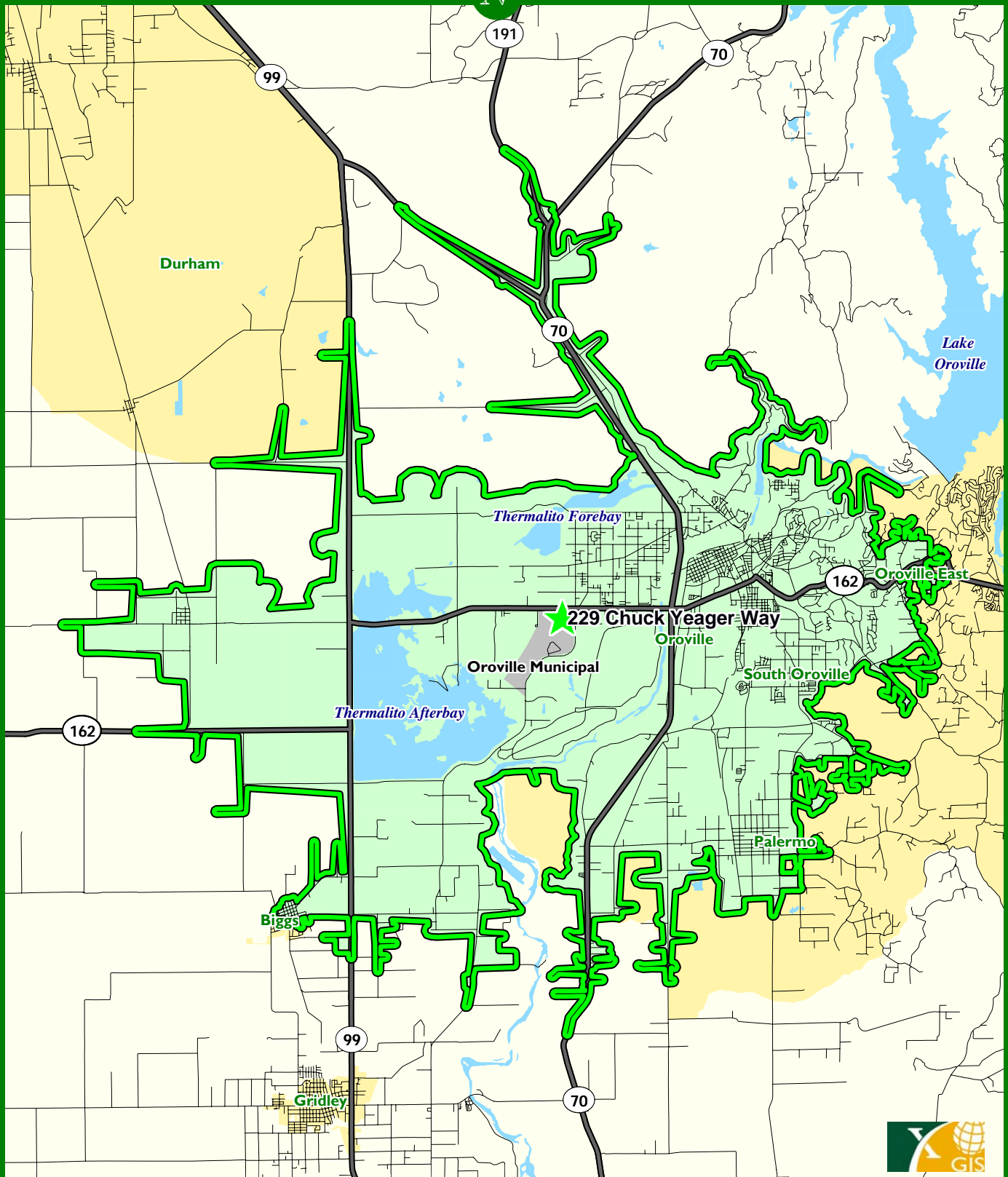
Mosaic® USA is a registered trademark of Experian; Census Data. Data Source: Applied Geographic Solutions, 2000; Census Estimates and Projections 2010 Data

The following table presents the trade potential variables for Site 3:

Trade Potential Variables	Site 3
Estimated Household Count	16,801
Number of Households in Dominant Segments	13,092
Traffic Count	7,080
Total Demand	\$455,725,585
Total Supply	\$448,372,614
Leakage	(\$7,352,971)

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Oroville, California: Trade Area

Shopping Centers

GLA in thousands

1000+

500 to 1000

15 Minute Drive Time

Site 4

Miles



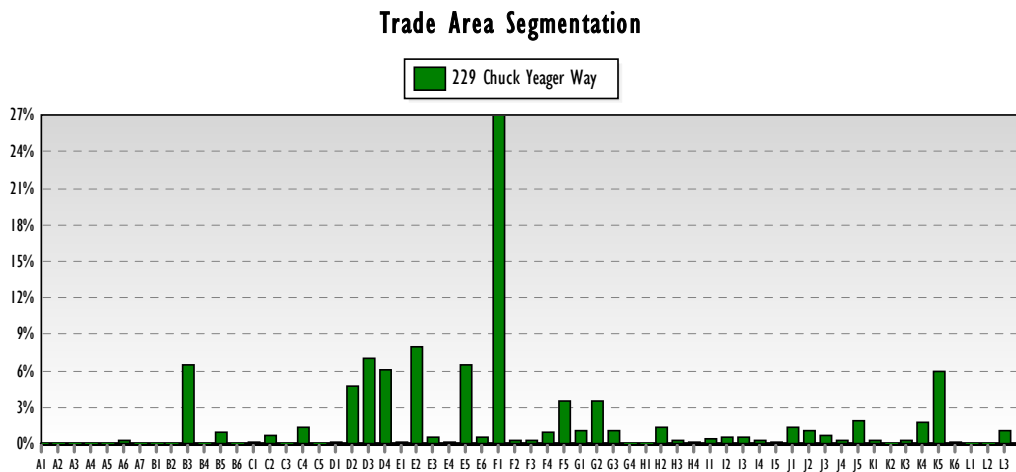
Retail Site 4 Analysis: 229 Chuck Yeager Way

Drive-Time Trade Area

The map on the previous page depicts the primary trade area for Site 4. The primary trade area consists of a fifteen-minute polygon, determined by Buxton's proprietary drive-time technology.

Psychographics

The psychographic profile of the households within a fifteen-minute drive-time of Site 4 is presented below.



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Dominant Segments

A segment that represents at least three percent of a trade area is a dominant segment. By determining dominant segments and reviewing their segment descriptions, lifestyle habits and preferences can be identified. Please refer to Appendix C for additional segment description information.

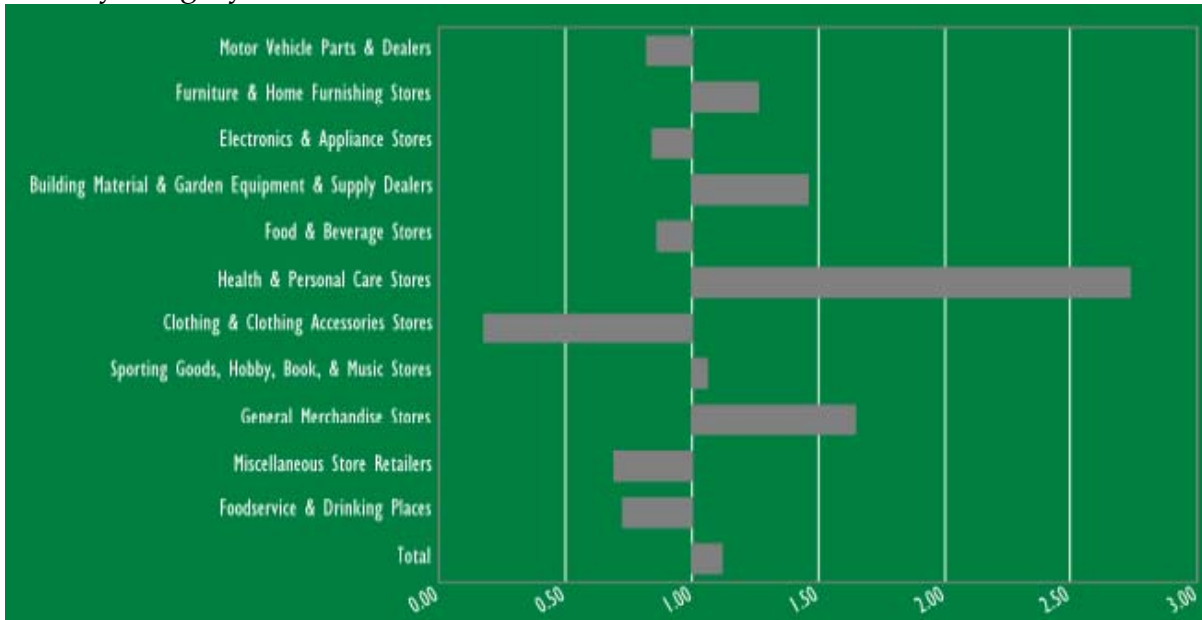
Dominant Segments	Description	Households	% of All Households
B03	URBAN COMMUTER FAMILIES	943	6.43%
D02	WORKING RURAL COMMUNITIES	697	4.75%
D03	LOWER-INCOME ESSENTIALS	1,041	7.09%
D04	SMALL-CITY ENDEAVORS	896	6.11%
E02	URBAN BLUES YOUNG	1,169	7.97%
E05	AMERICAN GREAT OUTDOORS	946	6.45%
F01	STEADFAST CONSERVATIVES	3,967	27.03%
F05	GRASS-ROOTS LIVING	524	3.57%
G02	RURAL SOUTHERN LIVING	517	3.52%
K05	NEW GENERATION ACTIVISTS	872	5.94%

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Retail Site 4 Analysis (continued)

Leakage Analysis

The following table represents an overview by store type of the leakage or surplus within the studied trade area. This is represented by an index with 1.0 being the baseline. A leakage is reflected by an index less than 1.0 and a surplus is reflected by an index greater than 1.0. Please see Appendix A for detailed demand and actual sales by category.



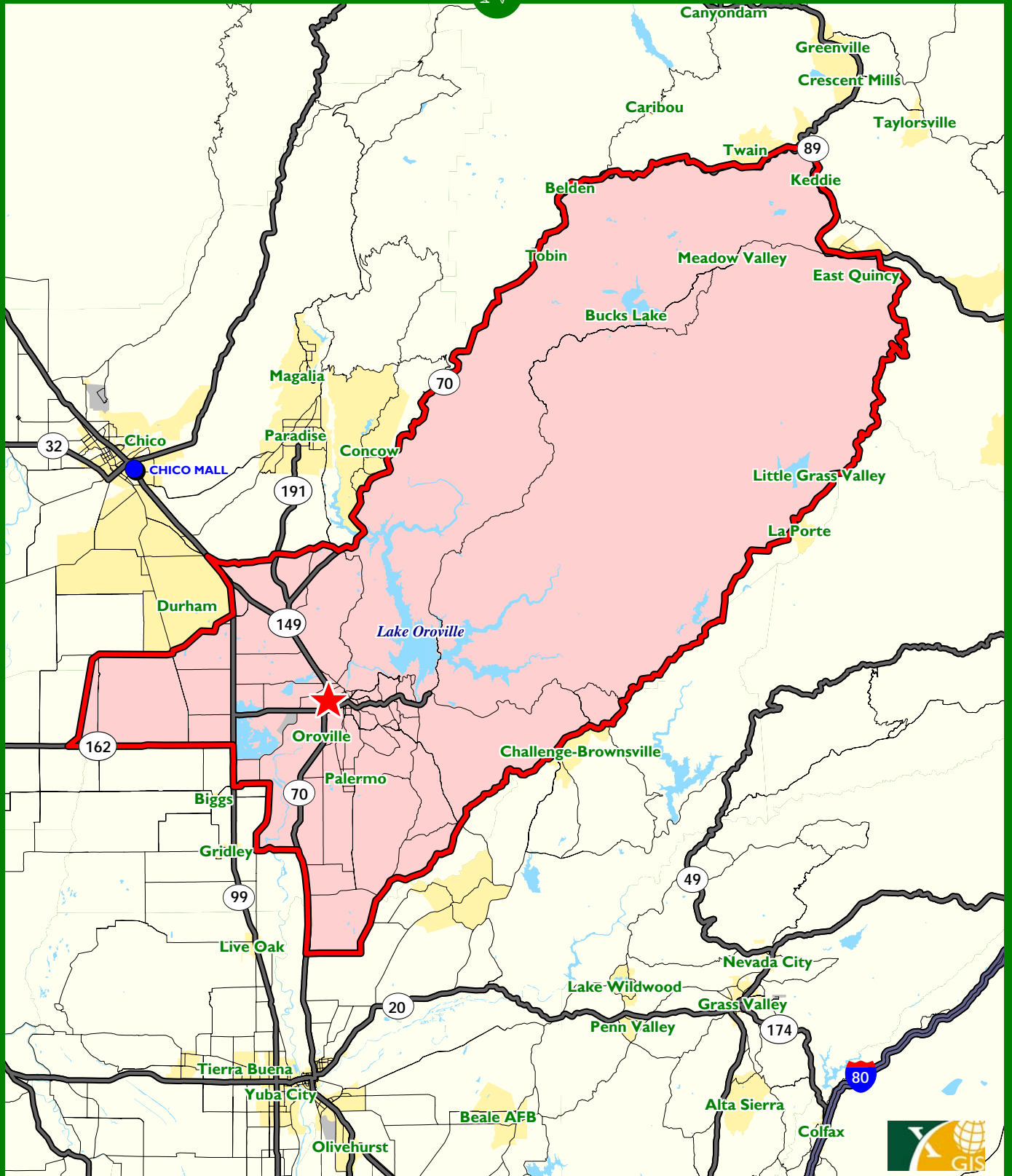
Mosaic® USA is a registered trademark of Experian; Census Data. Data Source: Applied Geographic Solutions, 2000; Census Estimates and Projections 2010 Data

The following table presents the trade potential variables for Site 4:

Trade Potential Variables	Site 4
Estimated Household Count	14,676
Number of Households in Dominant Segments	11,572
Traffic Count	3,333
Total Demand	\$383,251,677
Total Supply	\$425,266,415
Surplus	\$42,014,738

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Oroville, California: Trade Area

Shopping Centers

GLA in thousands

● 1000+

● 500 to 1000

□ Secondary Trade Area

★ Oroville

Miles



0 7 14



Secondary Trade Analysis

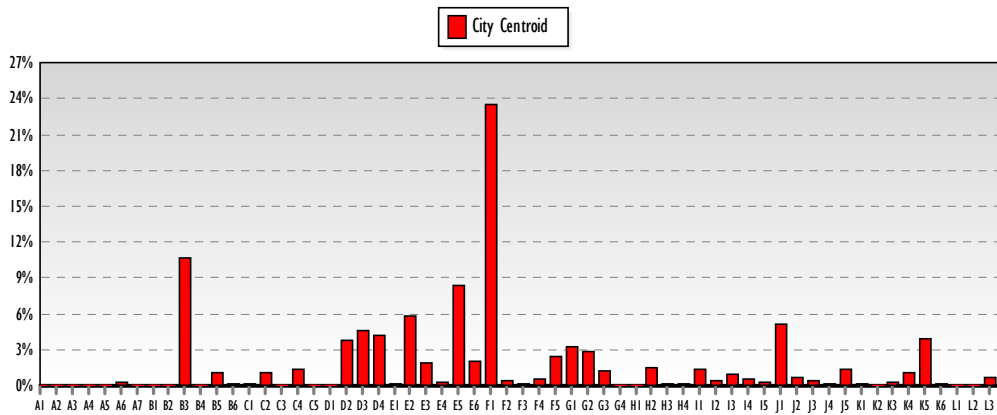
Drive-Time Trade Area

The map on the previous page depicts the secondary trade area for Oroville. The secondary trade area consists of a custom polygon, determined in conjunction with the City of Oroville.

Psychographics

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

Trade Area Segmentation



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Dominant Segments

A segment that represents at least three percent of a trade area is a dominant segment. By determining dominant segments and reviewing their segment descriptions, lifestyle habits and preferences can be identified. Please refer to Appendix C for additional segment description information.

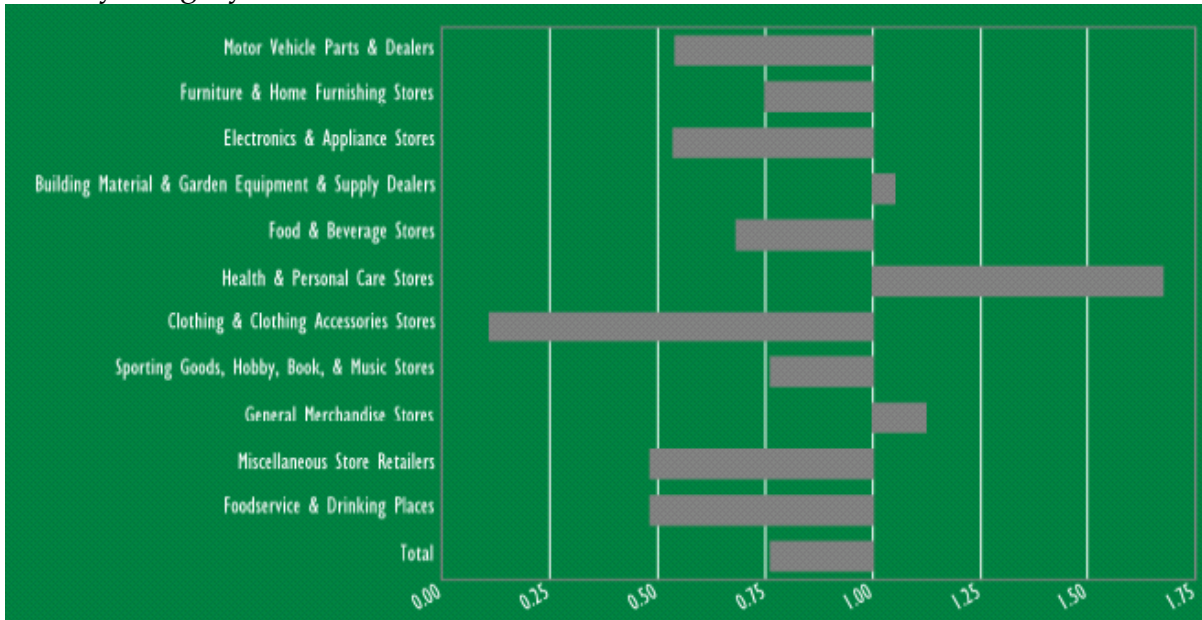
Dominant Segments	Description	Households	% of All Households
B03	URBAN COMMUTER FAMILIES	2,529	10.66%
D02	WORKING RURAL COMMUNITIES	900	3.80%
D03	LOWER-INCOME ESSENTIALS	1,076	4.54%
D04	SMALL-CITY ENDEAVORS	978	4.12%
E02	URBAN BLUES YOUNG	1,370	5.78%
E05	AMERICAN GREAT OUTDOORS	2,002	8.44%
F01	STEADFAST CONSERVATIVES	5,561	23.45%
G01	HARDY RURAL FAMILIES	782	3.30%
J01	RUGGED RURAL STYLE	1,230	5.19%
K05	NEW GENERATION ACTIVISTS	939	3.96%

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Secondary Trade Area (continued)

Leakage Analysis

The following table represents an overview by store type of the leakage or surplus within the studied trade area. This is represented by an index with 1.0 being the baseline. A leakage is reflected by an index less than 1.0 and a surplus is reflected by an index greater than 1.0. Please see Appendix A for detailed demand and actual sales by category.



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The following table presents the trade potential variables for the Secondary Trade Area:

Trade Potential Variables	Secondary Trade Area
Estimated Household Count	23,712
Number of Households in Dominant Segments	17,367
Total Demand	\$660,717,560
Total Supply	\$504,532,203
Leakage	(\$156,185,357)

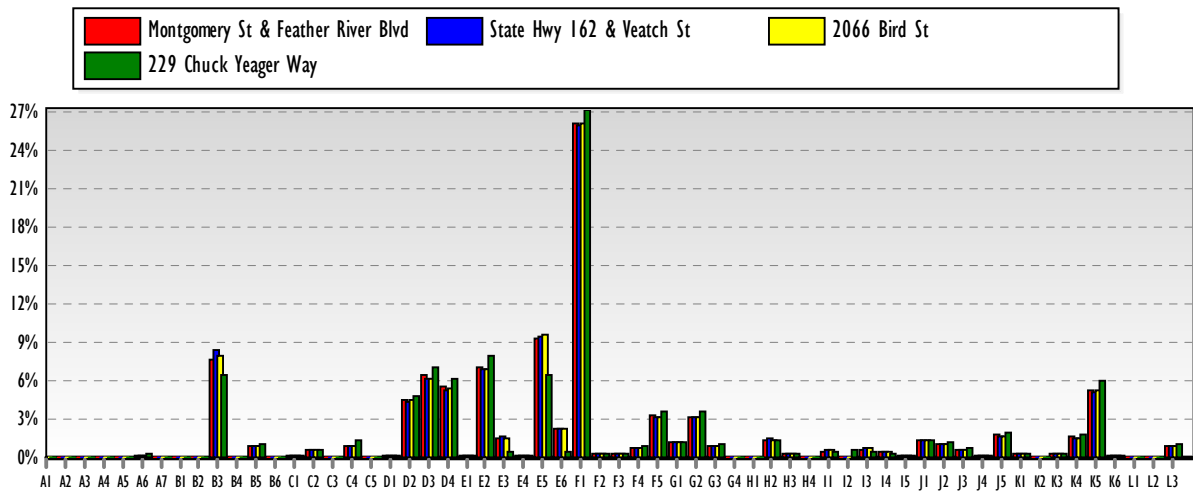
Mosaic® USA is a registered trademark of Experian; Census Data. Data Source: Applied Geographic Solutions, 2000; Census Estimates and Projections 2010 Data

Site Comparison

Trade Area Segmentation

This side by side comparison of the four trade areas shows the compositions and characteristics of the households to be very similar. This is not unusual and can be expected in an area with potential sites in close proximity.

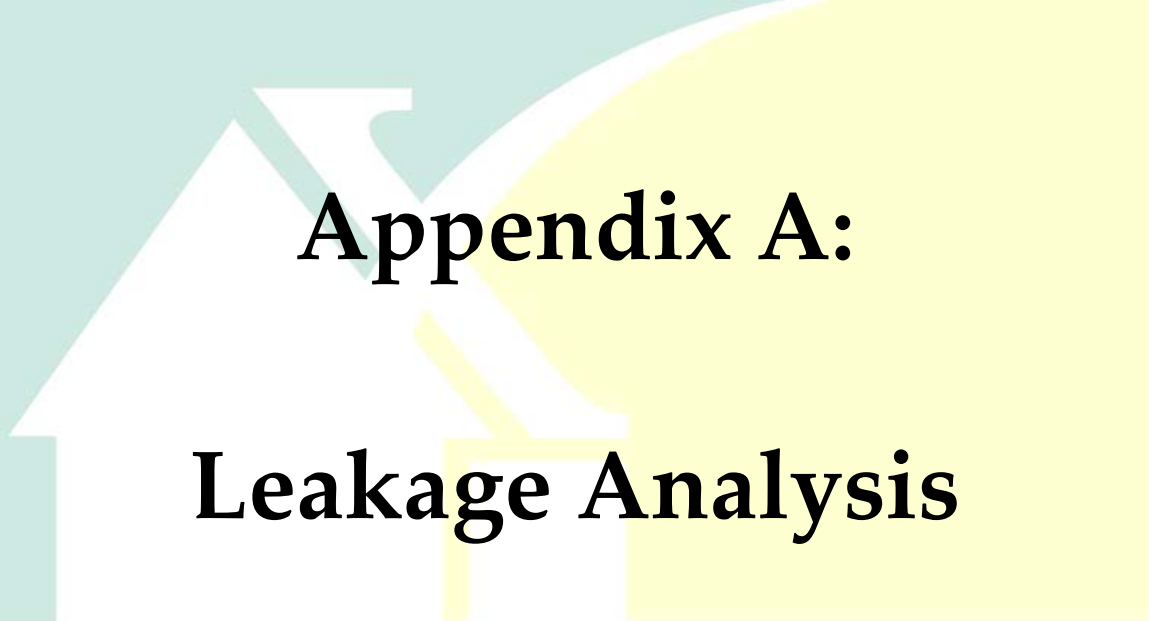
Trade Area Comparison



15- Minute Trade Area Statistics

Trade Potential Variables	Site 1	Site 2	Site 3	Site 4
Estimated Household Count	16,402	17,014	16,801	14,676
Number of Households in Dominant Segments	12,780	13,235	13,092	11,572
Traffic Count	8,878	14,047	7,080	3,333
Total Demand	\$453,179,276	\$458,372,383	\$455,725,585	\$383,251,677
Total Supply	\$446,175,877	\$447,952,957	\$448,372,614	\$425,266,415
Leakage/Surplus	(\$7,003,399)	(\$10,419,426)	(\$7,352,971)	\$42,014,738

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Appendix A:
Leakage Analysis

Retail Leakage and Surplus Analysis

The Retail Leakage and Surplus Analysis examines the quantitative aspect of the community's retail opportunities. It is a guide to understanding retail opportunities but it is not an analysis that indicates unconditional opportunities. The analysis is sometimes called "a gap analysis" or "a supply and demand analysis" and can aid in the following:

- Indicating how well the retail needs of local residents are being met
- Uncovering unmet demand and possible opportunities
- Understanding the strengths and weaknesses of the local retail sector
- Measuring the difference between actual and potential retail sales

Understanding Retail Leakage

Retail leakage means that residents are spending more for products than local businesses capture. Retail sales leakage suggests that there is unmet demand in the trade area and that the community can support additional store space for that type of business.

However, retail leakage does not necessarily translate into opportunity. For example, there could be a strong competitor in a neighboring community that dominates the market for that type of product or store.

Understanding Retail Surplus

A retail surplus means that the community's trade area is capturing the local market plus attracting non-local shoppers. A retail surplus does not necessarily mean that the community cannot support additional business. Many communities have developed strong clusters of stores that have broad geographic appeal. Examples of these types of retailers include: sporting goods stores, home furnishing stores, restaurants, and other specialty operations that become destination retailers and draw customers from outside the trade area.

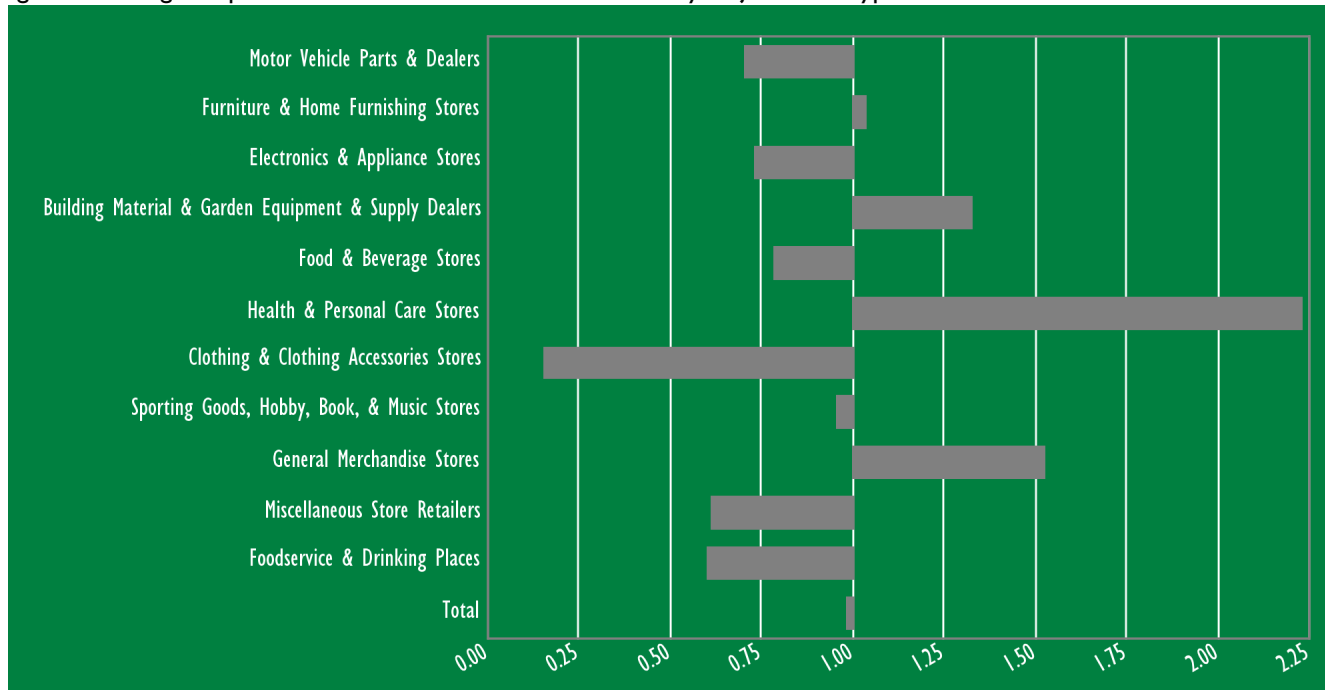
Examining the quantitative aspects (Leakage/Surplus) is only part of the evaluation of community's retail opportunities. Before any conclusions can be drawn about potential business expansion or recruitment opportunities, qualitative considerations such as trade area psychographics and buying habits must be analyzed in context of other market factors.

Leakage/Surplus Index by Major Store Type

The quantitative comparison of retail leakage and surplus in the twelve major store types shown in the chart and table below provides an initial measure of market opportunities. Combining this analysis with the knowledge of the local retail situation will take the process of identifying retail possibilities one step further.

Figure I provides the leakage/surplus indices and following is the sales potential and actual sales for major store types.

Figure I. Leakage/Surplus Index and Actual and Potential Sales by Major Store Types



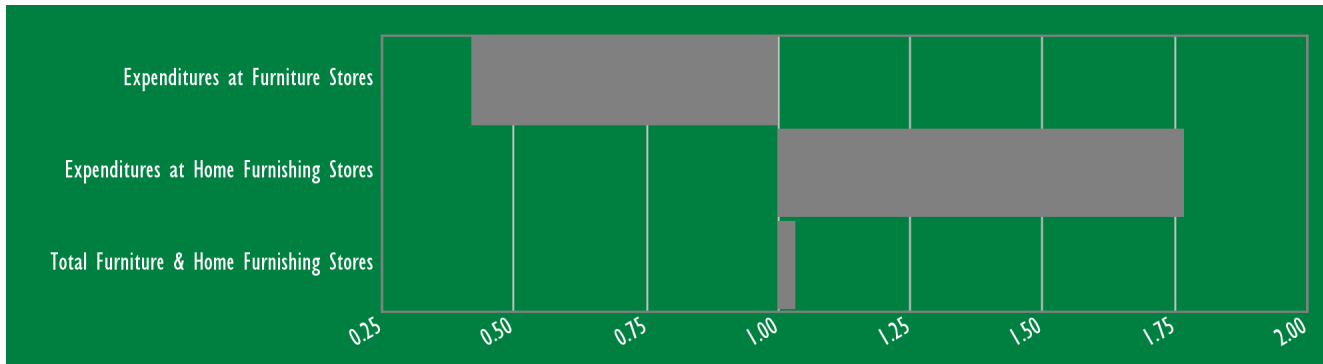
Store Type	Potential	Actual Sales	Leakage
Motor Vehicle Parts & Dealers	\$102,740,038	\$72,714,679	0.7
Furniture & Home Furnishing Stores	\$12,104,666	\$12,495,109	1.0
Electronics & Appliance Stores	\$11,795,303	\$8,637,128	0.7
Building Material & Garden Equipment & Supply Dealers	\$57,162,185	\$75,825,141	1.3
Food & Beverage Stores	\$75,930,655	\$59,699,152	0.8
Health & Personal Care Stores	\$28,569,274	\$63,597,030	2.2
Clothing & Clothing Accessories Stores	\$21,799,327	\$3,411,028	0.2
Sporting Goods, Hobby, Book, & Music Stores	\$8,830,940	\$8,440,023	1.0
General Merchandise Stores	\$65,596,907	\$99,849,848	1.5
Miscellaneous Store Retailers	\$13,528,782	\$8,328,010	0.6
Foodservice & Drinking Places	\$55,121,198	\$33,178,730	0.6
Total	\$453,179,276	\$446,175,877	1.0

Sub-Categories of Motor Vehicle Parts & Dealers



Store Type	Potential	Actual Sales	Leakage
Expenditures at Automotive Dealers	\$88,572,046	\$47,291,704	0.5
Expenditures at Other Motor Vehicle Dealers	\$5,685,508	\$8,733,779	1.5
Expenditures at Automotive Parts, Accessories, and Tire Stores	\$8,482,484	\$16,689,195	2.0
Total Motor Vehicle Parts & Dealers	\$102,740,038	\$72,714,679	0.7

Sub-Categories of Furniture & Home Furnishing Stores



Store Type	Potential	Actual Sales	Leakage
Expenditures at Furniture Stores	\$6,624,135	\$2,799,898	0.4
Expenditures at Home Furnishing Stores	\$5,480,531	\$9,695,211	1.8
Total Furniture & Home Furnishing Stores	\$12,104,666	\$12,495,109	1.0

Sub-Categories of Electronics & Appliance Stores



Store Type	Potential	Actual Sales	Leakage
Expenditures at Appliance, Television, and Other Electronics Stores	\$9,259,343	\$7,473,547	0.8
Expenditures at Computer and Software Stores	\$2,128,129	\$1,163,581	0.5
Expenditures at Camera and Photographic Equipment Stores	\$407,831	\$0	0.0
Total Electronics & Appliance Stores	\$11,795,303	\$8,637,128	0.7

Sub-Categories of Building Material & Garden Equipment & Supply Dealers



Store Type	Potential	Actual Sales	Leakage
Expenditures at Home Centers	\$20,929,283	\$32,642,397	1.6
Expenditures at Paint and Wallpaper Stores	\$1,146,440	\$569,905	0.5
Expenditures at Hardware Stores	\$4,395,320	\$2,621,133	0.6
Expenditures at Other Building Materials Dealers	\$26,345,823	\$39,193,981	1.5
Expenditures at Outdoor Power Equipment Stores	\$719,462	\$226,531	0.3
Expenditures at Nursery and Garden Centers	\$3,625,856	\$571,194	0.2
Total Building Material & Garden Equipment & Supply Dealers	\$57,162,185	\$75,825,141	1.3

Sub-Categories of Food & Beverage Stores



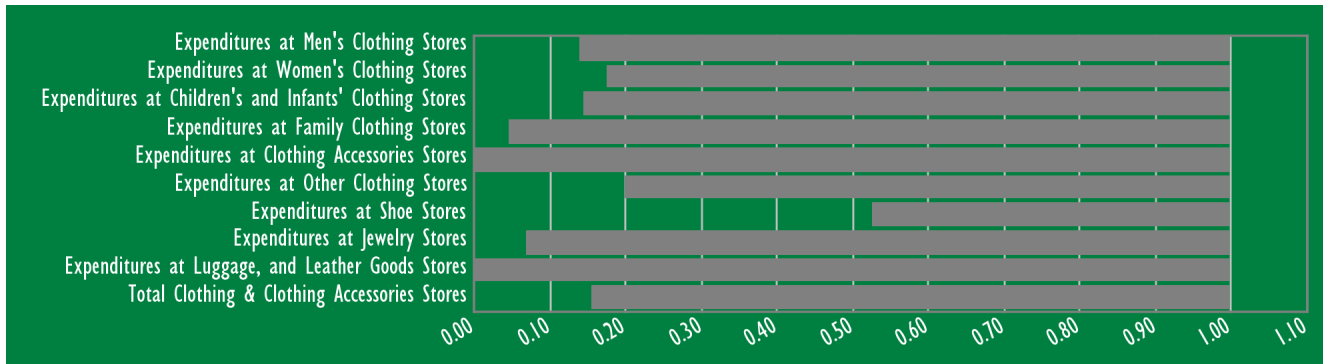
Store Type	Potential	Actual Sales	Leakage
Expenditures at Supermarkets and Other Grocery (except Convenience) Stores	\$66,144,377	\$55,048,638	0.8
Expenditures at Convenience Stores	\$3,397,341	\$1,459,427	0.4
Expenditures at Specialty Food Stores	\$2,221,710	\$700,758	0.3
Expenditures at Beer, Wine, and Liquor Stores	\$4,167,226	\$2,490,328	0.6
Total Food & Beverage Stores	\$75,930,655	\$59,699,152	0.8

Sub-Categories of Health & Personal Care Stores



Store Type	Potential	Actual Sales	Leakage
Expenditures at Pharmacies and Drug Stores	\$24,872,679	\$62,033,992	2.5
Expenditures at Cosmetics, Beauty Supplies and Perfume Stores	\$980,109	\$759,652	0.8
Expenditures at Optical Goods Stores	\$915,727	\$367,647	0.4
Expenditures at Other Health and Personal Care Stores	\$1,800,758	\$435,739	0.2
Total Health & Personal Care Stores	\$28,569,274	\$63,597,030	2.2

Sub-Categories of Clothing & Clothing Accessories Stores



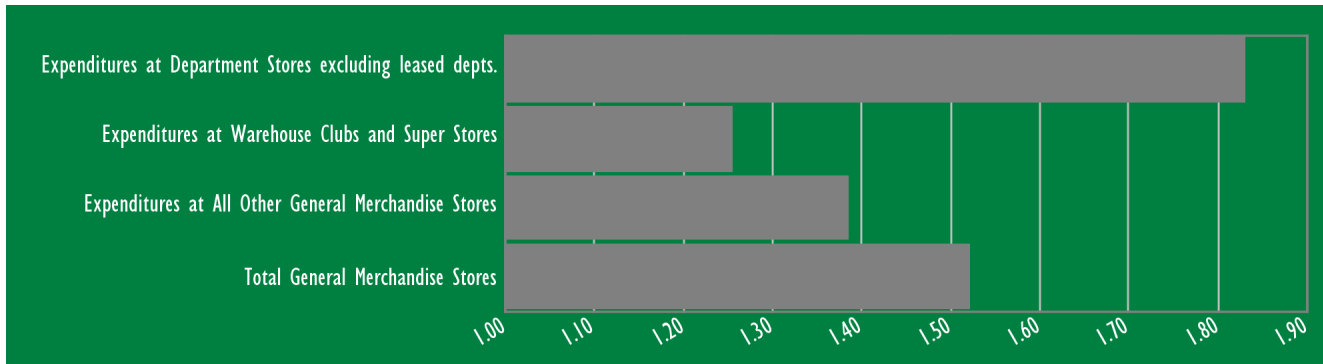
Store Type	Potential	Actual Sales	Leakage
Expenditures at Men's Clothing Stores	\$1,054,533	\$147,431	0.1
Expenditures at Women's Clothing Stores	\$3,844,014	\$674,800	0.2
Expenditures at Children's and Infants' Clothing Stores	\$1,056,625	\$152,766	0.1
Expenditures at Family Clothing Stores	\$8,692,969	\$409,912	0.0
Expenditures at Clothing Accessories Stores	\$327,750	\$0	0.0
Expenditures at Other Clothing Stores	\$1,000,735	\$200,194	0.2
Expenditures at Shoe Stores	\$3,134,407	\$1,654,799	0.5
Expenditures at Jewelry Stores	\$2,467,034	\$171,126	0.1
Expenditures at Luggage, and Leather Goods Stores	\$221,259	\$0	0.0
Total Clothing & Clothing Accessories Stores	\$21,799,327	\$3,411,028	0.2

Sub-Categories of Sporting Goods, Hobby, Book, & Music Stores



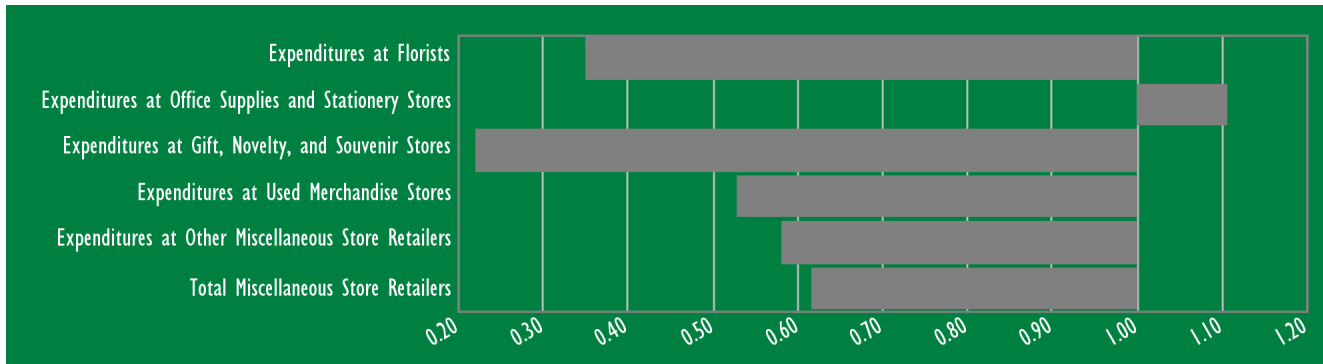
Store Type	Potential	Actual Sales	Leakage
Expenditures at Sporting Goods Stores	\$2,605,129	\$5,193,434	2.0
Expenditures at Hobby, Toys and Games Stores	\$1,919,493	\$612,869	0.3
Expenditures at Sew/Needlework/Piece Goods Stores	\$608,576	\$232,037	0.4
Expenditures at Musical Instrument and Supplies Stores	\$628,380	\$191,463	0.3
Expenditures at Book Stores and News Dealers	\$2,009,053	\$711,314	0.4
Expenditures at Prerecorded Tape, Compact Disc, and Record Stores	\$1,060,309	\$1,498,906	1.4
Total Sporting Goods, Hobby, Book, & Music Stores	\$8,830,940	\$8,440,023	1.0

Sub-Categories of General Merchandise Stores



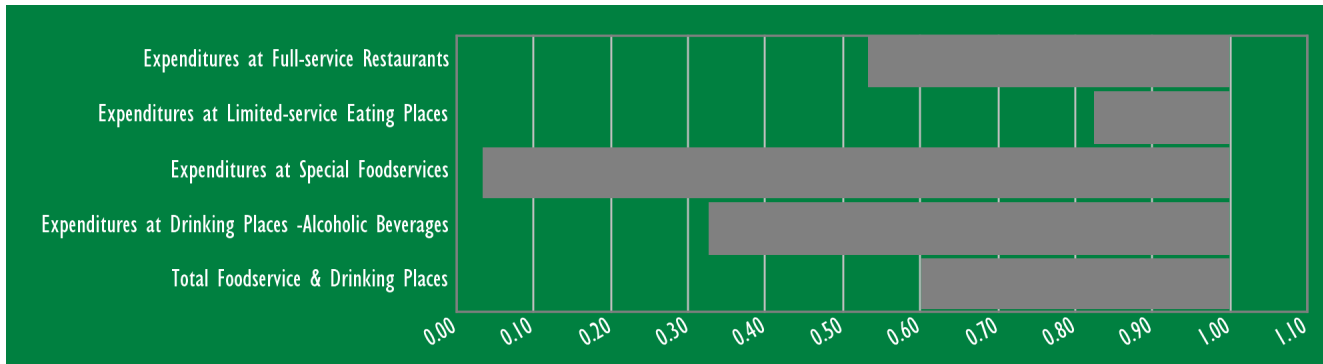
Store Type	Potential	Actual Sales	Leakage
Expenditures at Department Stores excluding leased depts.	\$29,271,380	\$53,611,079	1.8
Expenditures at Warehouse Clubs and Super Stores	\$31,645,239	\$39,754,936	1.3
Expenditures at All Other General Merchandise Stores	\$4,680,288	\$6,483,833	1.4
Total General Merchandise Stores	\$65,596,907	\$99,849,848	1.5

Sub-Categories of Miscellaneous Store Retailers



Store Type	Potential	Actual Sales	Leakage
Expenditures at Florists	\$942,606	\$329,272	0.3
Expenditures at Office Supplies and Stationery Stores	\$2,986,776	\$3,305,631	1.1
Expenditures at Gift, Novelty, and Souvenir Stores	\$2,308,092	\$508,766	0.2
Expenditures at Used Merchandise Stores	\$1,083,291	\$572,221	0.5
Expenditures at Other Miscellaneous Store Retailers	\$6,208,017	\$3,612,120	0.6
Total Miscellaneous Store Retailers	\$13,528,782	\$8,328,010	0.6

Sub-Categories of Foodservice & Drinking Places



Store Type	Potential	Actual Sales	Leakage
Expenditures at Full-service Restaurants	\$25,295,770	\$13,469,377	0.5
Expenditures at Limited-service Eating Places	\$22,692,942	\$18,727,334	0.8
Expenditures at Special Foodservices	\$4,634,455	\$164,894	0.0
Expenditures at Drinking Places -Alcoholic Beverages	\$2,498,031	\$817,125	0.3
Total Foodservice & Drinking Places	\$55,121,198	\$33,178,730	0.6

Sources and Methodology

The primary data sources used in the construction of the database include:

- Current year AGS (Applied Geographic Solutions) Consumer Expenditure Estimates
- Census of Retail Trade, Merchandise Line Sales
- Census Bureau Monthly Retail Trade

The Census of Retail Trade presents a table known as the Merchandise Line summary, which relates approximately 120 merchandise lines (e.g. hardware) to each of the store types. For each merchandise line, the distribution of sales by store type can be computed, yielding a conversion table which apportions merchandise line sales by store type.

The AGS (Applied Geographic Solutions) Consumer Expenditure database was re-computed to these merchandise lines by aggregating both whole and partial categories, yielding, at the block group level, a series of merchandise line estimates which are consistent with the AGS Consumer Expenditure database.

These two components were then combined in order to derive estimated potential by store type. The results were then compared to current retail trade statistics to ensure consistency and completeness.



Retail Leakage and Surplus Analysis

The Retail Leakage and Surplus Analysis examines the quantitative aspect of the community's retail opportunities. It is a guide to understanding retail opportunities but it is not an analysis that indicates unconditional opportunities. The analysis is sometimes called "a gap analysis" or "a supply and demand analysis" and can aid in the following:

- Indicating how well the retail needs of local residents are being met
- Uncovering unmet demand and possible opportunities
- Understanding the strengths and weaknesses of the local retail sector
- Measuring the difference between actual and potential retail sales

Understanding Retail Leakage

Retail leakage means that residents are spending more for products than local businesses capture. Retail sales leakage suggests that there is unmet demand in the trade area and that the community can support additional store space for that type of business.

However, retail leakage does not necessarily translate into opportunity. For example, there could be a strong competitor in a neighboring community that dominates the market for that type of product or store.

Understanding Retail Surplus

A retail surplus means that the community's trade area is capturing the local market plus attracting non-local shoppers. A retail surplus does not necessarily mean that the community cannot support additional business. Many communities have developed strong clusters of stores that have broad geographic appeal. Examples of these types of retailers include: sporting goods stores, home furnishing stores, restaurants, and other specialty operations that become destination retailers and draw customers from outside the trade area.

Examining the quantitative aspects (Leakage/Surplus) is only part of the evaluation of community's retail opportunities. Before any conclusions can be drawn about potential business expansion or recruitment opportunities, qualitative considerations such as trade area psychographics and buying habits must be analyzed in context of other market factors.

Leakage/Surplus Index by Major Store Type

The quantitative comparison of retail leakage and surplus in the twelve major store types shown in the chart and table below provides an initial measure of market opportunities. Combining this analysis with the knowledge of the local retail situation will take the process of identifying retail possibilities one step further.

Figure 1 provides the leakage/surplus indices and following is the sales potential and actual sales for major store types.

Figure 1. Leakage/Surplus Index and Actual and Potential Sales by Major Store Types



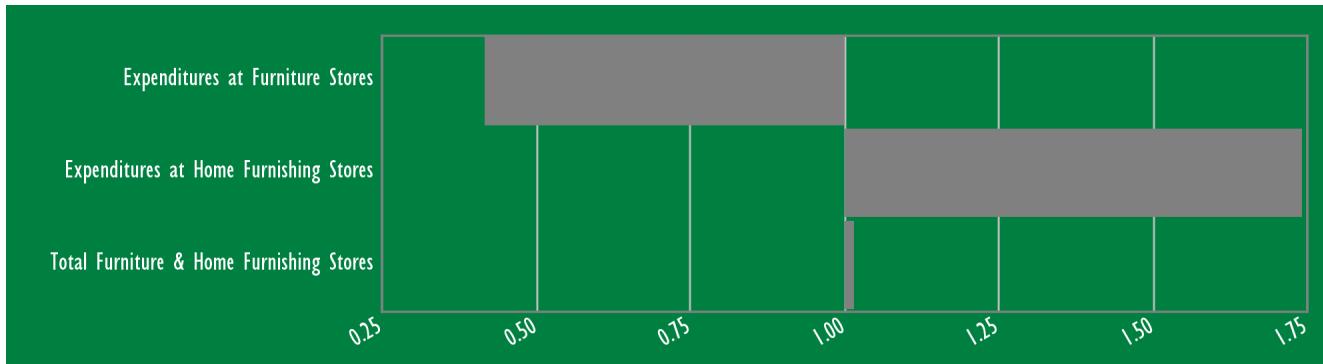
Store Type	Potential	Actual Sales	Leakage
Motor Vehicle Parts & Dealers	\$103,935,489	\$72,458,155	0.7
Furniture & Home Furnishing Stores	\$12,263,506	\$12,479,744	1.0
Electronics & Appliance Stores	\$11,935,243	\$8,599,353	0.7
Building Material & Garden Equipment & Supply Dealers	\$57,921,280	\$75,816,654	1.3
Food & Beverage Stores	\$76,703,728	\$61,358,151	0.8
Health & Personal Care Stores	\$28,893,978	\$63,219,084	2.2
Clothing & Clothing Accessories Stores	\$22,052,254	\$3,450,672	0.2
Sporting Goods, Hobby, Book, & Music Stores	\$8,936,312	\$8,527,570	1.0
General Merchandise Stores	\$66,331,027	\$101,223,686	1.5
Miscellaneous Store Retailers	\$13,689,178	\$8,111,956	0.6
Foodservice & Drinking Places	\$55,710,388	\$32,707,933	0.6
Total	\$458,372,383	\$447,952,957	1.0

Sub-Categories of Motor Vehicle Parts & Dealers



Store Type	Potential	Actual Sales	Leakage
Expenditures at Automotive Dealers	\$89,601,003	\$47,113,235	0.5
Expenditures at Other Motor Vehicle Dealers	\$5,754,231	\$8,655,724	1.5
Expenditures at Automotive Parts, Accessories, and Tire Stores	\$8,580,256	\$16,689,195	1.9
Total Motor Vehicle Parts & Dealers	\$103,935,489	\$72,458,155	0.7

Sub-Categories of Furniture & Home Furnishing Stores



Store Type	Potential	Actual Sales	Leakage
Expenditures at Furniture Stores	\$6,707,510	\$2,799,898	0.4
Expenditures at Home Furnishing Stores	\$5,555,995	\$9,679,846	1.7
Total Furniture & Home Furnishing Stores	\$12,263,506	\$12,479,744	1.0

Sub-Categories of Electronics & Appliance Stores



Store Type	Potential	Actual Sales	Leakage
Expenditures at Appliance, Television, and Other Electronics Stores	\$9,366,643	\$7,435,772	0.8
Expenditures at Computer and Software Stores	\$2,155,468	\$1,163,581	0.5
Expenditures at Camera and Photographic Equipment Stores	\$413,133	\$0	0.0
Total Electronics & Appliance Stores	\$11,935,243	\$8,599,353	0.7

Sub-Categories of Building Material & Garden Equipment & Supply Dealers



Store Type	Potential	Actual Sales	Leakage
Expenditures at Home Centers	\$21,206,182	\$32,642,397	1.5
Expenditures at Paint and Wallpaper Stores	\$1,162,133	\$569,905	0.5
Expenditures at Hardware Stores	\$4,451,054	\$3,112,595	0.7
Expenditures at Other Building Materials Dealers	\$26,700,876	\$38,656,052	1.4
Expenditures at Outdoor Power Equipment Stores	\$728,824	\$226,531	0.3
Expenditures at Nursery and Garden Centers	\$3,672,211	\$609,174	0.2
Total Building Material & Garden Equipment & Supply Dealers	\$57,921,280	\$75,816,654	1.3

Sub-Categories of Food & Beverage Stores



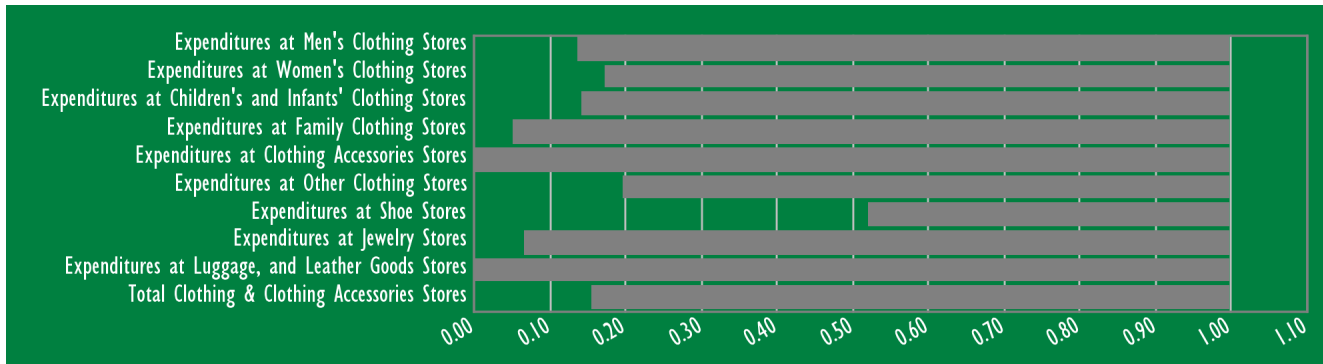
Store Type	Potential	Actual Sales	Leakage
Expenditures at Supermarkets and Other Grocery (except Convenience) Stores	\$66,816,283	\$56,574,753	0.8
Expenditures at Convenience Stores	\$3,431,130	\$1,459,427	0.4
Expenditures at Specialty Food Stores	\$2,243,901	\$700,758	0.3
Expenditures at Beer, Wine, and Liquor Stores	\$4,212,414	\$2,623,211	0.6
Total Food & Beverage Stores	\$76,703,728	\$61,358,151	0.8

Sub-Categories of Health & Personal Care Stores



Store Type	Potential	Actual Sales	Leakage
Expenditures at Pharmacies and Drug Stores	\$25,154,406	\$61,659,972	2.5
Expenditures at Cosmetics, Beauty Supplies and Perfume Stores	\$991,357	\$755,726	0.8
Expenditures at Optical Goods Stores	\$927,240	\$367,647	0.4
Expenditures at Other Health and Personal Care Stores	\$1,820,974	\$435,739	0.2
Total Health & Personal Care Stores	\$28,893,978	\$63,219,084	2.2

Sub-Categories of Clothing & Clothing Accessories Stores



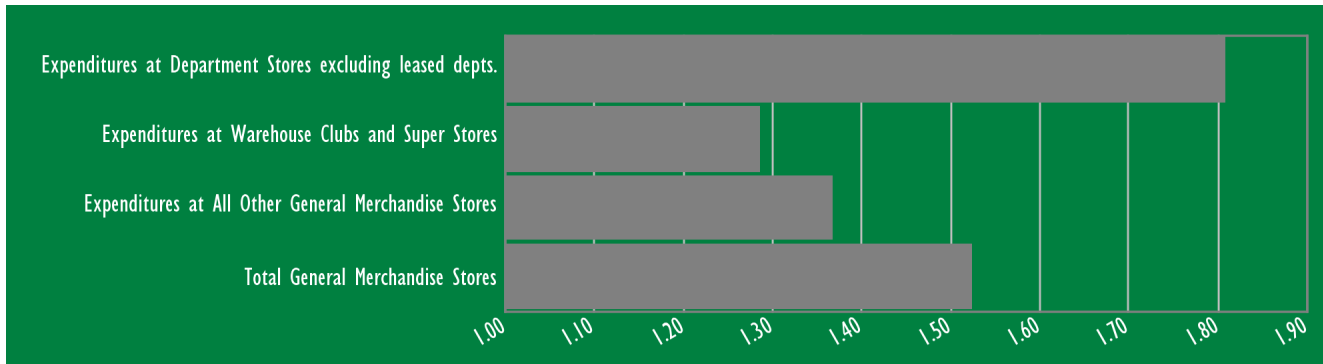
Store Type	Potential	Actual Sales	Leakage
Expenditures at Men's Clothing Stores	\$1,066,164	\$147,431	0.1
Expenditures at Women's Clothing Stores	\$3,888,398	\$674,800	0.2
Expenditures at Children's and Infants' Clothing Stores	\$1,067,489	\$152,766	0.1
Expenditures at Family Clothing Stores	\$8,791,192	\$451,422	0.1
Expenditures at Clothing Accessories Stores	\$331,980	\$0	0.0
Expenditures at Other Clothing Stores	\$1,012,075	\$200,194	0.2
Expenditures at Shoe Stores	\$3,166,911	\$1,654,799	0.5
Expenditures at Jewelry Stores	\$2,503,610	\$169,260	0.1
Expenditures at Luggage, and Leather Goods Stores	\$224,435	\$0	0.0
Total Clothing & Clothing Accessories Stores	\$22,052,254	\$3,450,672	0.2

Sub-Categories of Sporting Goods, Hobby, Book, & Music Stores



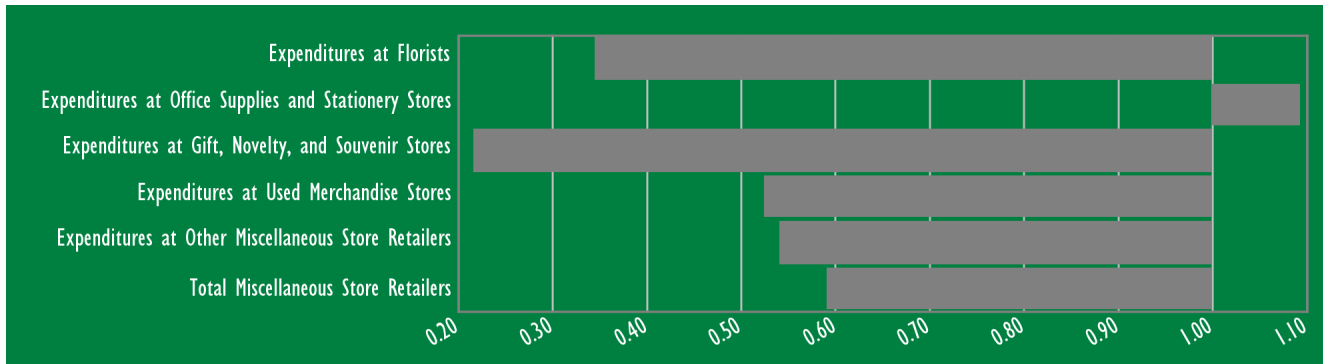
Store Type	Potential	Actual Sales	Leakage
Expenditures at Sporting Goods Stores	\$2,638,677	\$5,232,012	2.0
Expenditures at Hobby, Toys and Games Stores	\$1,943,840	\$661,838	0.3
Expenditures at Sew/Needlework/Piece Goods Stores	\$615,971	\$232,037	0.4
Expenditures at Musical Instrument and Supplies Stores	\$635,382	\$191,463	0.3
Expenditures at Book Stores and News Dealers	\$2,031,107	\$711,314	0.4
Expenditures at Prerecorded Tape, Compact Disc, and Record Stores	\$1,071,335	\$1,498,906	1.4
Total Sporting Goods, Hobby, Book, & Music Stores	\$8,936,312	\$8,527,570	1.0

Sub-Categories of General Merchandise Stores



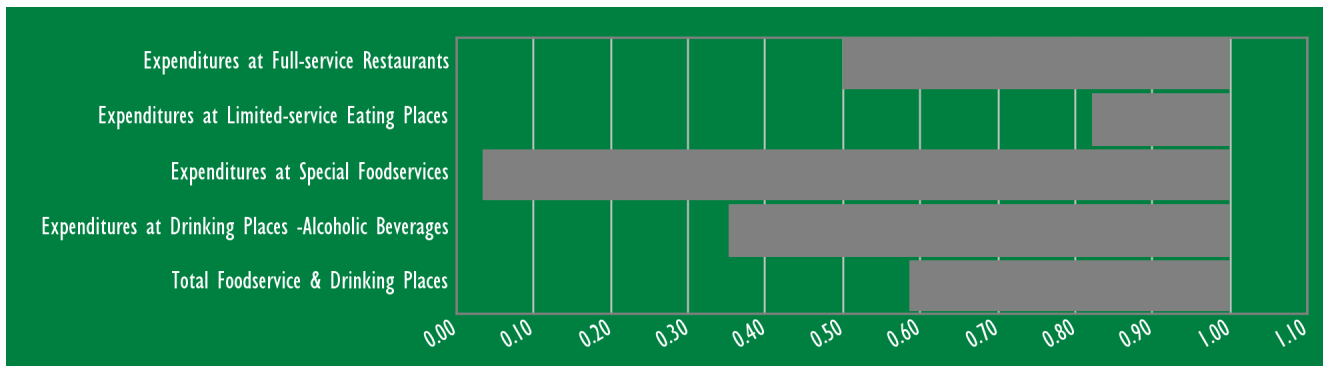
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Total General Merchandise Stores	\$66,331,027	\$101,223,686	1.5

Sub-Categories of Miscellaneous Store Retailers



Store Type	Potential	Actual Sales	Leakage
Expenditures at Florists	\$954,883	\$329,272	0.3
Expenditures at Office Supplies and Stationery Stores	\$3,022,984	\$3,305,631	1.1
Expenditures at Gift, Novelty, and Souvenir Stores	\$2,336,039	\$505,563	0.2
Expenditures at Used Merchandise Stores	\$1,096,187	\$576,162	0.5
Expenditures at Other Miscellaneous Store Retailers	\$6,279,085	\$3,395,328	0.5
Total Miscellaneous Store Retailers	\$13,689,178	\$8,111,956	0.6

Sub-Categories of Foodservice & Drinking Places



Store Type	Potential	Actual Sales	Leakage
Expenditures at Full-service Restaurants	\$25,566,952	\$12,792,767	0.5
Expenditures at Limited-service Eating Places	\$22,933,075	\$18,854,256	0.8
Expenditures at Special Foodservices	\$4,683,781	\$165,620	0.0
Expenditures at Drinking Places -Alcoholic Beverages	\$2,526,580	\$895,289	0.4
Total Foodservice & Drinking Places	\$55,710,388	\$32,707,933	0.6

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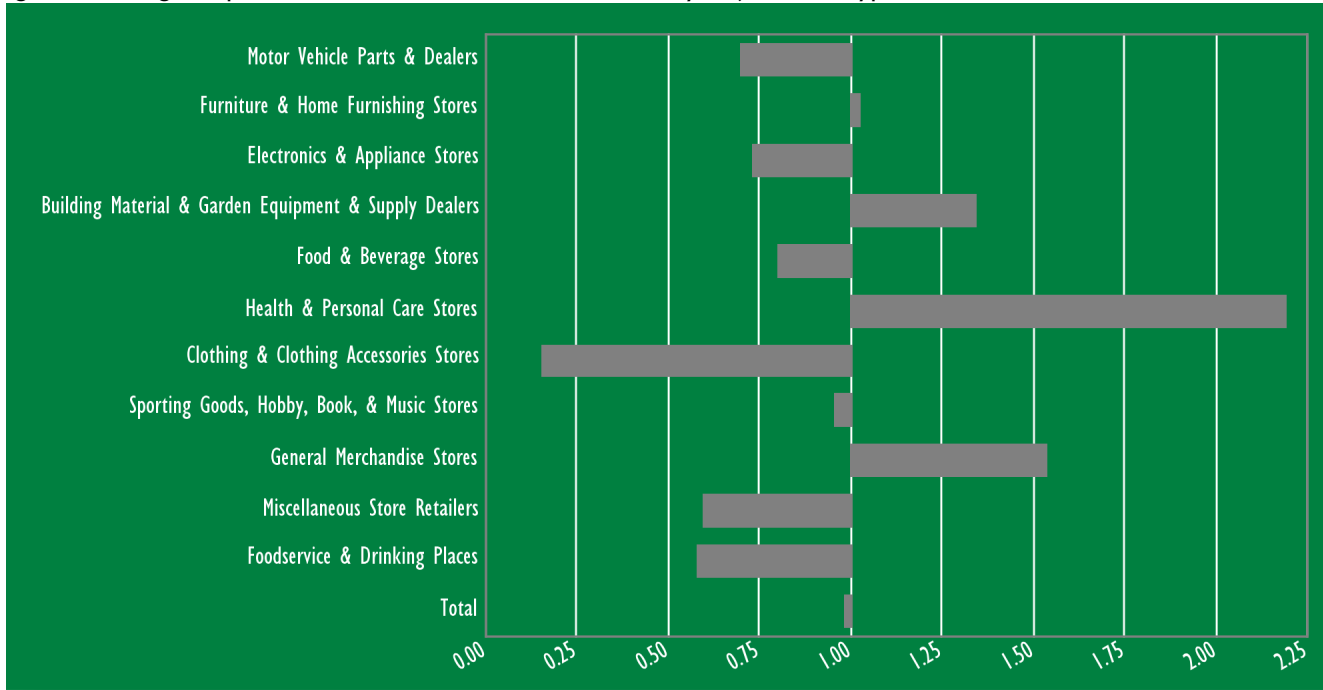
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Leakage/Surplus Index by Major Store Type

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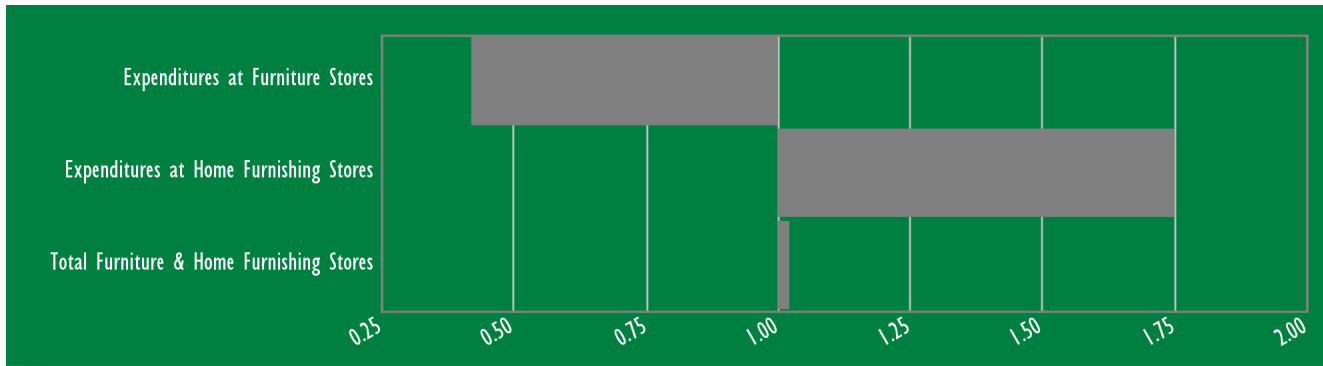
Store Type	Potential	Actual Sales	Leakage
Motor Vehicle Parts & Dealers	\$103,318,007	\$72,322,205	0.7
Furniture & Home Furnishing Stores	\$12,190,690	\$12,479,744	1.0
Electronics & Appliance Stores	\$11,866,708	\$8,675,217	0.7
Building Material & Garden Equipment & Supply Dealers	\$57,559,295	\$77,075,146	1.3
Food & Beverage Stores	\$76,277,717	\$61,352,918	0.8
Health & Personal Care Stores	\$28,741,422	\$62,951,926	2.2
Clothing & Clothing Accessories Stores	\$21,918,351	\$3,430,104	0.2
Sporting Goods, Hobby, Book, & Music Stores	\$8,883,788	\$8,492,259	1.0
General Merchandise Stores	\$65,949,085	\$101,256,206	1.5
Miscellaneous Store Retailers	\$13,610,143	\$8,122,614	0.6
Foodservice & Drinking Places	\$55,410,379	\$32,214,275	0.6
Total	\$455,725,585	\$448,372,614	1.0

Sub-Categories of Motor Vehicle Parts & Dealers



Store Type	Potential	Actual Sales	Leakage
Expenditures at Automotive Dealers	\$89,066,244	\$47,072,720	0.5
Expenditures at Other Motor Vehicle Dealers	\$5,720,073	\$8,560,290	1.5
Expenditures at Automotive Parts, Accessories, and Tire Stores	\$8,531,690	\$16,689,195	2.0
Total Motor Vehicle Parts & Dealers	\$103,318,007	\$72,322,205	0.7

Sub-Categories of Furniture & Home Furnishing Stores



Store Type	Potential	Actual Sales	Leakage
Expenditures at Furniture Stores	\$6,668,270	\$2,799,898	0.4
Expenditures at Home Furnishing Stores	\$5,522,420	\$9,679,846	1.8
Total Furniture & Home Furnishing Stores	\$12,190,690	\$12,479,744	1.0

Sub-Categories of Electronics & Appliance Stores



Store Type	Potential	Actual Sales	Leakage
Expenditures at Appliance, Television, and Other Electronics Stores	\$9,313,043	\$7,511,636	0.8
Expenditures at Computer and Software Stores	\$2,142,945	\$1,163,581	0.5
Expenditures at Camera and Photographic Equipment Stores	\$410,720	\$0	0.0
Total Electronics & Appliance Stores	\$11,866,708	\$8,675,217	0.7

Sub-Categories of Building Material & Garden Equipment & Supply Dealers



Store Type	Potential	Actual Sales	Leakage
Expenditures at Home Centers	\$21,076,216	\$32,642,397	1.5
Expenditures at Paint and Wallpaper Stores	\$1,155,170	\$569,905	0.5
Expenditures at Hardware Stores	\$4,424,202	\$3,112,595	0.7
Expenditures at Other Building Materials Dealers	\$26,528,957	\$39,913,547	1.5
Expenditures at Outdoor Power Equipment Stores	\$724,422	\$226,531	0.3
Expenditures at Nursery and Garden Centers	\$3,650,328	\$610,171	0.2
Total Building Material & Garden Equipment & Supply Dealers	\$57,559,295	\$77,075,146	1.3

Sub-Categories of Food & Beverage Stores



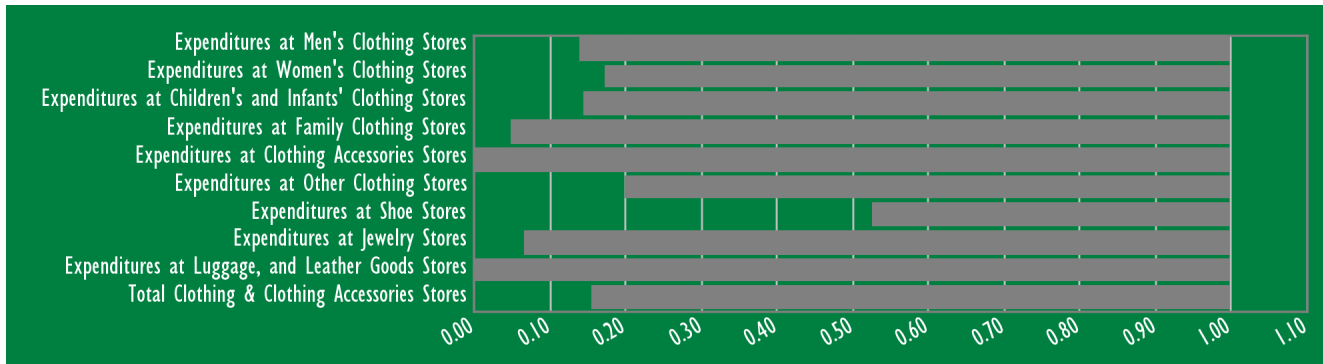
Store Type	Potential	Actual Sales	Leakage
Expenditures at Supermarkets and Other Grocery (except Convenience) Stores	\$66,444,220	\$56,537,530	0.9
Expenditures at Convenience Stores	\$3,412,408	\$1,459,427	0.4
Expenditures at Specialty Food Stores	\$2,231,311	\$700,758	0.3
Expenditures at Beer, Wine, and Liquor Stores	\$4,189,778	\$2,655,202	0.6
Total Food & Beverage Stores	\$76,277,717	\$61,352,918	0.8

Sub-Categories of Health & Personal Care Stores



Store Type	Potential	Actual Sales	Leakage
Expenditures at Pharmacies and Drug Stores	\$25,021,826	\$61,392,814	2.5
Expenditures at Cosmetics, Beauty Supplies and Perfume Stores	\$986,184	\$755,726	0.8
Expenditures at Optical Goods Stores	\$921,982	\$367,647	0.4
Expenditures at Other Health and Personal Care Stores	\$1,811,431	\$435,739	0.2
Total Health & Personal Care Stores	\$28,741,422	\$62,951,926	2.2

Sub-Categories of Clothing & Clothing Accessories Stores



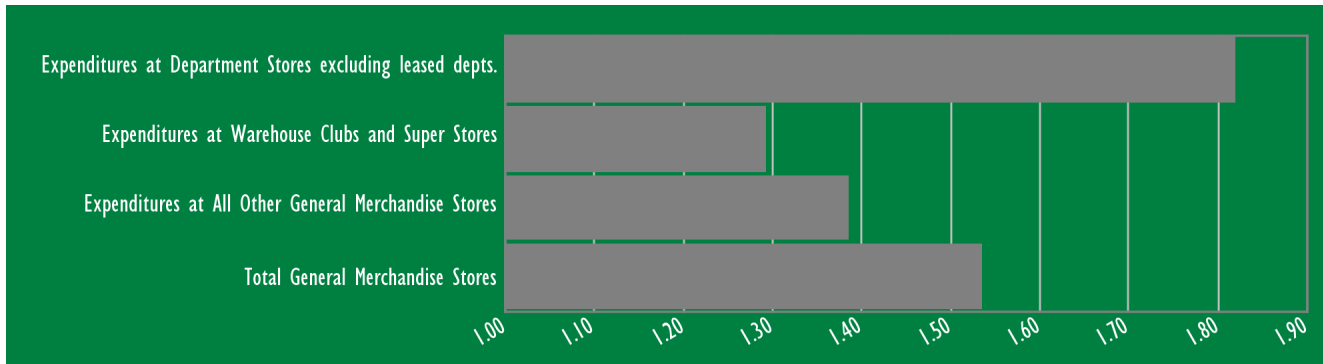
Store Type	Potential	Actual Sales	Leakage
Expenditures at Men's Clothing Stores	\$1,059,506	\$147,431	0.1
Expenditures at Women's Clothing Stores	\$3,864,953	\$674,800	0.2
Expenditures at Children's and Infants' Clothing Stores	\$1,060,981	\$152,766	0.1
Expenditures at Family Clothing Stores	\$8,737,801	\$430,667	0.0
Expenditures at Clothing Accessories Stores	\$329,986	\$0	0.0
Expenditures at Other Clothing Stores	\$1,005,915	\$200,194	0.2
Expenditures at Shoe Stores	\$3,147,376	\$1,654,799	0.5
Expenditures at Jewelry Stores	\$2,488,734	\$169,447	0.1
Expenditures at Luggage, and Leather Goods Stores	\$223,099	\$0	0.0
Total Clothing & Clothing Accessories Stores	\$21,918,351	\$3,430,104	0.2

Sub-Categories of Sporting Goods, Hobby, Book, & Music Stores



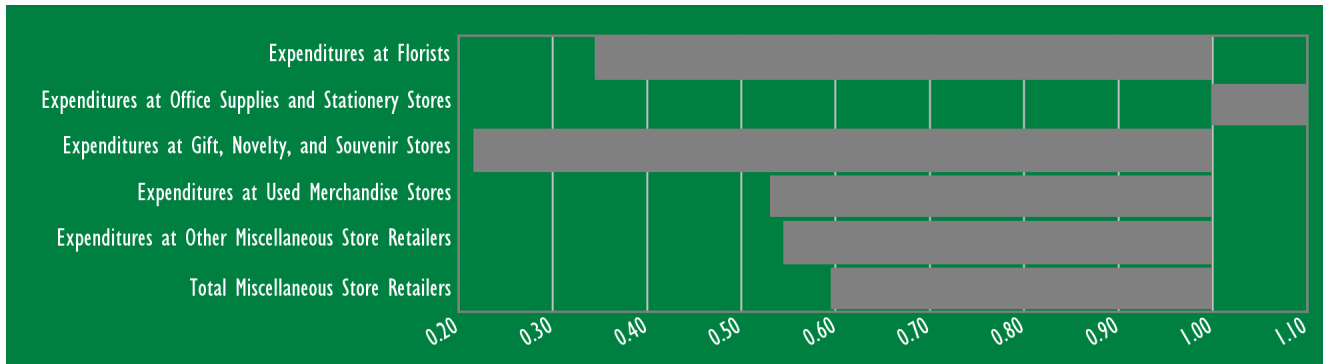
Store Type	Potential	Actual Sales	Leakage
Expenditures at Sporting Goods Stores	\$2,622,101	\$5,208,572	2.0
Expenditures at Hobby, Toys and Games Stores	\$1,932,287	\$649,967	0.3
Expenditures at Sew/Needlework/Piece Goods Stores	\$612,466	\$232,037	0.4
Expenditures at Musical Instrument and Supplies Stores	\$631,691	\$191,463	0.3
Expenditures at Book Stores and News Dealers	\$2,019,811	\$711,314	0.4
Expenditures at Prerecorded Tape, Compact Disc, and Record Stores	\$1,065,432	\$1,498,906	1.4
Total Sporting Goods, Hobby, Book, & Music Stores	\$8,883,788	\$8,492,259	1.0

Sub-Categories of General Merchandise Stores



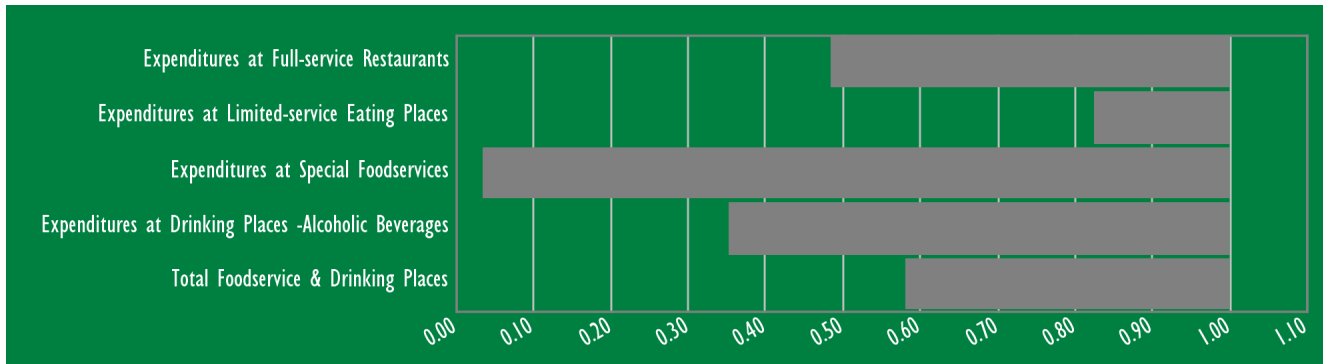
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Expenditures at Warehouse Clubs and Super Stores	\$31,802,474	\$41,115,823	1.3
Expenditures at All Other General Merchandise Stores	\$4,708,639	\$6,529,304	1.4
Total General Merchandise Stores	\$65,949,085	\$101,256,206	1.5

Sub-Categories of Miscellaneous Store Retailers



Store Type	Potential	Actual Sales	Leakage
Expenditures at Florists	\$949,365	\$329,272	0.3
Expenditures at Office Supplies and Stationery Stores	\$3,006,062	\$3,305,631	1.1
Expenditures at Gift, Novelty, and Souvenir Stores	\$2,322,877	\$503,276	0.2
Expenditures at Used Merchandise Stores	\$1,089,829	\$578,262	0.5
Expenditures at Other Miscellaneous Store Retailers	\$6,242,010	\$3,406,174	0.5
Total Miscellaneous Store Retailers	\$13,610,143	\$8,122,614	0.6

Sub-Categories of Foodservice & Drinking Places



Store Type	Potential	Actual Sales	Leakage
Expenditures at Full-service Restaurants	\$25,429,423	\$12,309,474	0.5
Expenditures at Limited-service Eating Places	\$22,809,356	\$18,849,024	0.8
Expenditures at Special Foodservices	\$4,658,443	\$165,785	0.0
Expenditures at Drinking Places -Alcoholic Beverages	\$2,513,157	\$889,992	0.4
Total Foodservice & Drinking Places	\$55,410,379	\$32,214,275	0.6

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Understanding Retail Leakage

Retail leakage means that residents are spending more for products than local businesses capture. Retail sales leakage suggests that there is unmet demand in the trade area and that the community can support additional store space for that type of business.

However, retail leakage does not necessarily translate into opportunity. For example, there could be a strong competitor in a neighboring community that dominates the market for that type of product or store.

Understanding Retail Surplus

A retail surplus means that the community's trade area is capturing the local market plus attracting non-local shoppers. A retail surplus does not necessarily mean that the community cannot support additional business. Many communities have developed strong clusters of stores that have broad geographic appeal. Examples of these types of retailers include: sporting goods stores, home furnishing stores, restaurants, and other specialty operations that become destination retailers and draw customers from outside the trade area.

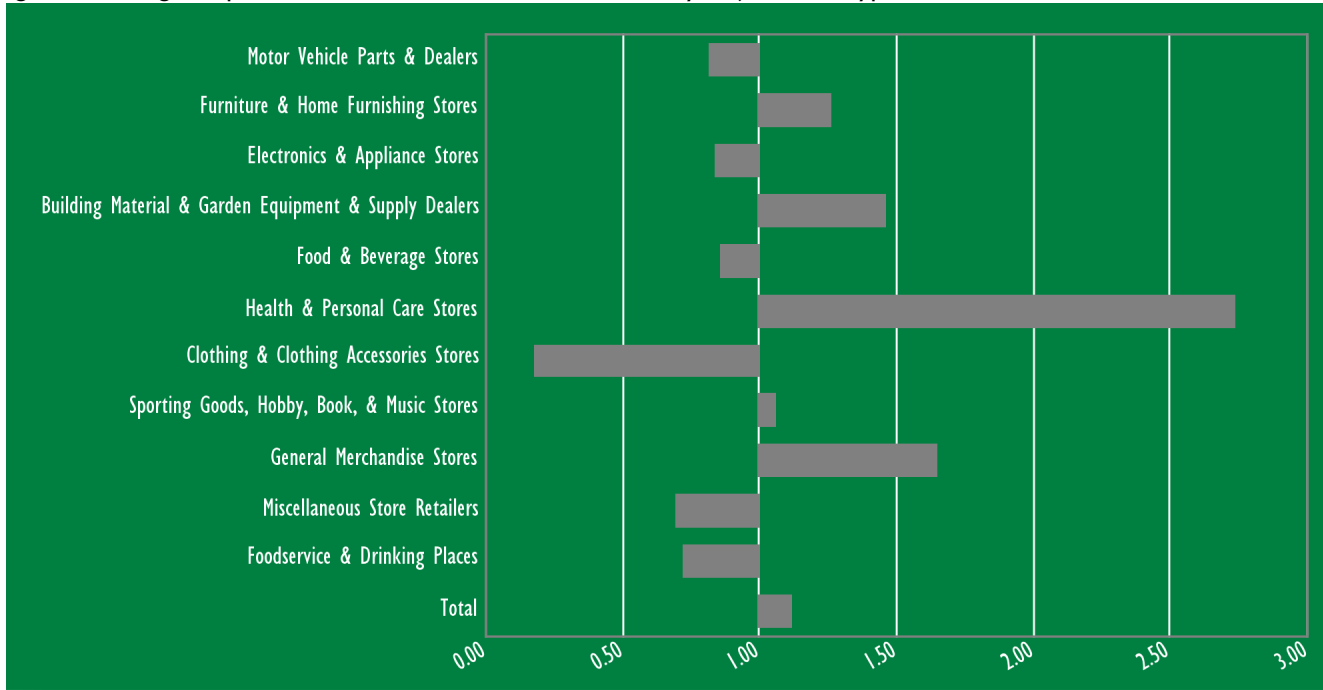
Examining the quantitative aspects (Leakage/Surplus) is only part of the evaluation of community's retail opportunities. Before any conclusions can be drawn about potential business expansion or recruitment opportunities, qualitative considerations such as trade area psychographics and buying habits must be analyzed in context of other market factors.

Leakage/Surplus Index by Major Store Type

The quantitative comparison of retail leakage and surplus in the twelve major store types shown in the chart and table below provides an initial measure of market opportunities. Combining this analysis with the knowledge of the local retail situation will take the process of identifying retail possibilities one step further.

Figure 1 provides the leakage/surplus indices and following is the sales potential and actual sales for major store types.

Figure 1. Leakage/Surplus Index and Actual and Potential Sales by Major Store Types



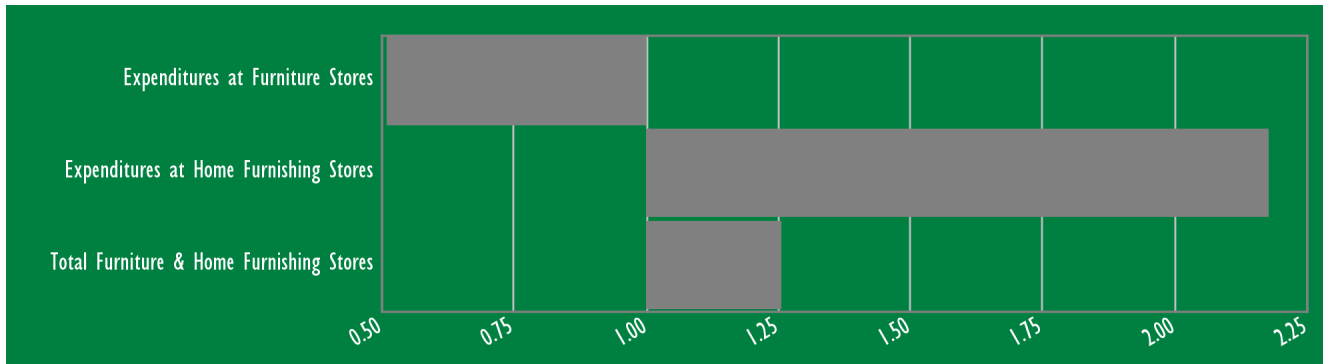
Store Type	Potential	Actual Sales	Leakage
Motor Vehicle Parts & Dealers	\$87,850,089	\$72,144,477	0.8
Furniture & Home Furnishing Stores	\$9,923,601	\$12,479,744	1.3
Electronics & Appliance Stores	\$9,952,048	\$8,378,994	0.8
Building Material & Garden Equipment & Supply Dealers	\$46,598,975	\$68,016,960	1.5
Food & Beverage Stores	\$65,034,092	\$55,899,932	0.9
Health & Personal Care Stores	\$23,205,328	\$63,381,341	2.7
Clothing & Clothing Accessories Stores	\$18,995,654	\$3,342,856	0.2
Sporting Goods, Hobby, Book, & Music Stores	\$7,591,177	\$8,018,694	1.1
General Merchandise Stores	\$55,869,586	\$91,695,130	1.6
Miscellaneous Store Retailers	\$11,320,223	\$7,903,120	0.7
Foodservice & Drinking Places	\$46,910,903	\$34,005,167	0.7
Total	\$383,251,677	\$425,266,415	1.1

Sub-Categories of Motor Vehicle Parts & Dealers



Store Type	Potential	Actual Sales	Leakage
Expenditures at Automotive Dealers	\$75,871,160	\$47,123,301	0.6
Expenditures at Other Motor Vehicle Dealers	\$4,828,222	\$8,331,980	1.7
Expenditures at Automotive Parts, Accessories, and Tire Stores	\$7,150,707	\$16,689,195	2.3
Total Motor Vehicle Parts & Dealers	\$87,850,089	\$72,144,477	0.8

Sub-Categories of Furniture & Home Furnishing Stores



Store Type	Potential	Actual Sales	Leakage
Expenditures at Furniture Stores	\$5,482,380	\$2,799,898	0.5
Expenditures at Home Furnishing Stores	\$4,441,221	\$9,679,846	2.2
Total Furniture & Home Furnishing Stores	\$9,923,601	\$12,479,744	1.3

Sub-Categories of Electronics & Appliance Stores



Store Type	Potential	Actual Sales	Leakage
Expenditures at Appliance, Television, and Other Electronics Stores	\$7,831,046	\$7,215,413	0.9
Expenditures at Computer and Software Stores	\$1,779,281	\$1,163,581	0.7
Expenditures at Camera and Photographic Equipment Stores	\$341,720	\$0	0.0
Total Electronics & Appliance Stores	\$9,952,048	\$8,378,994	0.8

Sub-Categories of Building Material & Garden Equipment & Supply Dealers



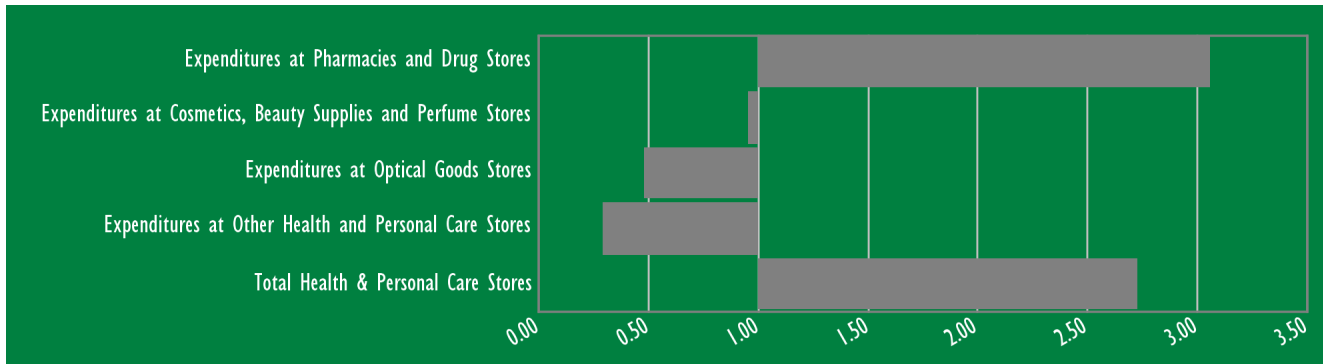
Store Type	Potential	Actual Sales	Leakage
Expenditures at Home Centers	\$17,016,113	\$32,642,397	1.9
Expenditures at Paint and Wallpaper Stores	\$910,707	\$569,905	0.6
Expenditures at Hardware Stores	\$3,617,976	\$2,621,133	0.7
Expenditures at Other Building Materials Dealers	\$21,490,531	\$31,516,893	1.5
Expenditures at Outdoor Power Equipment Stores	\$582,386	\$226,531	0.4
Expenditures at Nursery and Garden Centers	\$2,981,261	\$440,102	0.1
Total Building Material & Garden Equipment & Supply Dealers	\$46,598,975	\$68,016,960	1.5

Sub-Categories of Food & Beverage Stores



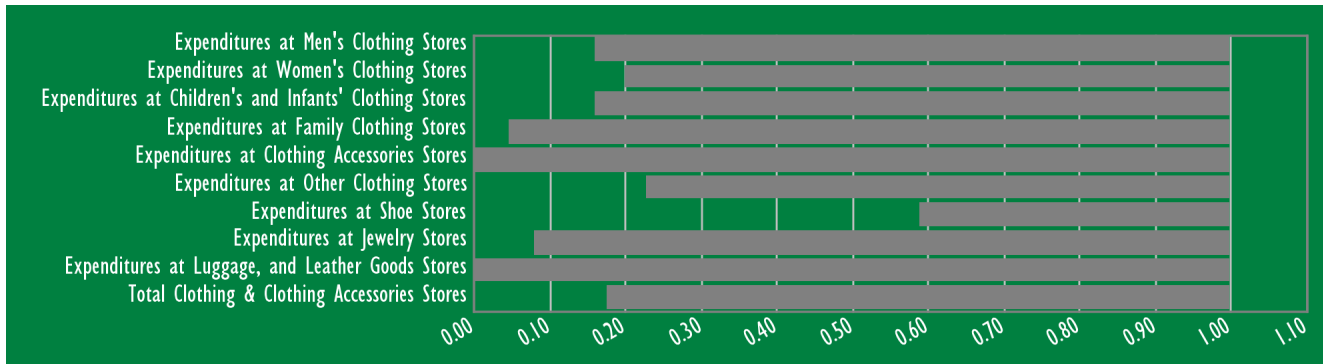
Store Type	Potential	Actual Sales	Leakage
Expenditures at Supermarkets and Other Grocery (except Convenience) Stores	\$56,675,078	\$52,111,374	0.9
Expenditures at Convenience Stores	\$2,922,611	\$1,459,427	0.5
Expenditures at Specialty Food Stores	\$1,915,791	\$326,795	0.2
Expenditures at Beer, Wine, and Liquor Stores	\$3,520,613	\$2,002,336	0.6
Total Food & Beverage Stores	\$65,034,092	\$55,899,932	0.9

Sub-Categories of Health & Personal Care Stores



Store Type	Potential	Actual Sales	Leakage
Expenditures at Pharmacies and Drug Stores	\$20,200,129	\$61,820,266	3.1
Expenditures at Cosmetics, Beauty Supplies and Perfume Stores	\$788,085	\$757,689	1.0
Expenditures at Optical Goods Stores	\$756,716	\$367,647	0.5
Expenditures at Other Health and Personal Care Stores	\$1,460,397	\$435,739	0.3
Total Health & Personal Care Stores	\$23,205,328	\$63,381,341	2.7

Sub-Categories of Clothing & Clothing Accessories Stores



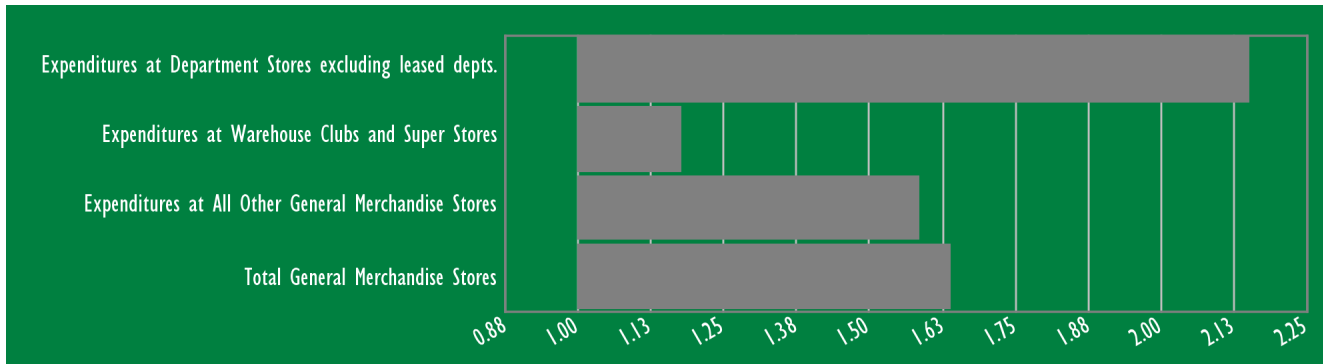
Store Type	Potential	Actual Sales	Leakage
Expenditures at Men's Clothing Stores	\$921,199	\$147,431	0.2
Expenditures at Women's Clothing Stores	\$3,381,560	\$674,800	0.2
Expenditures at Children's and Infants' Clothing Stores	\$956,452	\$152,766	0.2
Expenditures at Family Clothing Stores	\$7,601,284	\$352,835	0.0
Expenditures at Clothing Accessories Stores	\$277,601	\$0	0.0
Expenditures at Other Clothing Stores	\$879,988	\$200,194	0.2
Expenditures at Shoe Stores	\$2,811,010	\$1,654,799	0.6
Expenditures at Jewelry Stores	\$1,985,817	\$160,030	0.1
Expenditures at Luggage, and Leather Goods Stores	\$180,742	\$0	0.0
Total Clothing & Clothing Accessories Stores	\$18,995,654	\$3,342,856	0.2

Sub-Categories of Sporting Goods, Hobby, Book, & Music Stores



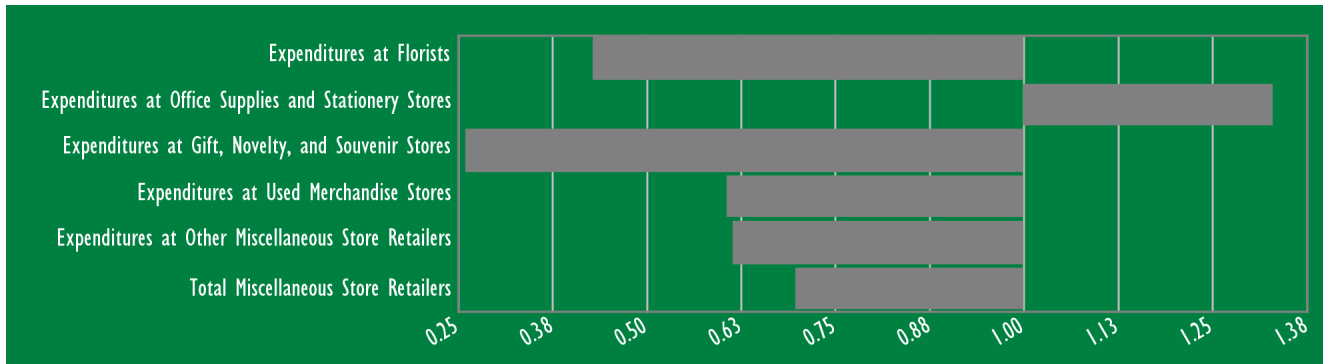
Store Type	Potential	Actual Sales	Leakage
Expenditures at Sporting Goods Stores	\$2,239,835	\$4,986,949	2.2
Expenditures at Hobby, Toys and Games Stores	\$1,626,606	\$580,222	0.4
Expenditures at Sew/Needlework/Piece Goods Stores	\$503,805	\$49,840	0.1
Expenditures at Musical Instrument and Supplies Stores	\$542,364	\$191,463	0.4
Expenditures at Book Stores and News Dealers	\$1,755,627	\$711,314	0.4
Expenditures at Prerecorded Tape, Compact Disc, and Record Stores	\$922,941	\$1,498,906	1.6
Total Sporting Goods, Hobby, Book, & Music Stores	\$7,591,177	\$8,018,694	1.1

Sub-Categories of General Merchandise Stores



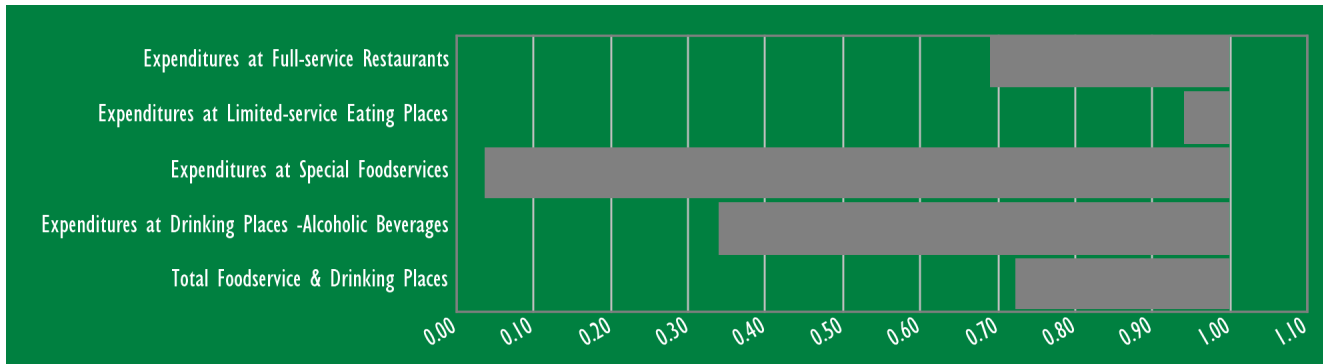
Store Type	Potential	Actual Sales	Leakage
Expenditures at Department Stores excluding leased depts.	\$24,910,635	\$53,611,079	2.2
Expenditures at Warehouse Clubs and Super Stores	\$27,038,751	\$31,861,426	1.2
Expenditures at All Other General Merchandise Stores	\$3,920,200	\$6,222,626	1.6
Total General Merchandise Stores	\$55,869,586	\$91,695,130	1.6

Sub-Categories of Miscellaneous Store Retailers



Store Type	Potential	Actual Sales	Leakage
Expenditures at Florists	\$766,235	\$329,272	0.4
Expenditures at Office Supplies and Stationery Stores	\$2,482,258	\$3,305,631	1.3
Expenditures at Gift, Novelty, and Souvenir Stores	\$1,921,614	\$500,901	0.3
Expenditures at Used Merchandise Stores	\$919,354	\$558,040	0.6
Expenditures at Other Miscellaneous Store Retailers	\$5,230,763	\$3,209,276	0.6
Total Miscellaneous Store Retailers	\$11,320,223	\$7,903,120	0.7

Sub-Categories of Foodservice & Drinking Places



Store Type	Potential	Actual Sales	Leakage
Expenditures at Full-service Restaurants	\$21,507,712	\$14,879,259	0.7
Expenditures at Limited-service Eating Places	\$19,370,408	\$18,263,296	0.9
Expenditures at Special Foodservices	\$3,951,719	\$155,324	0.0
Expenditures at Drinking Places -Alcoholic Beverages	\$2,081,065	\$707,287	0.3
Total Foodservice & Drinking Places	\$46,910,903	\$34,005,167	0.7

Sources and Methodology

The primary data sources used in the construction of the database include:

- Current year AGS (Applied Geographic Solutions) Consumer Expenditure Estimates
- Census of Retail Trade, Merchandise Line Sales
- Census Bureau Monthly Retail Trade

The Census of Retail Trade presents a table known as the Merchandise Line summary, which relates approximately 120 merchandise lines (e.g. hardware) to each of the store types. For each merchandise line, the distribution of sales by store type can be computed, yielding a conversion table which apportions merchandise line sales by store type.

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These two components were then combined in order to derive estimated potential by store type. The results were then compared to current retail trade statistics to ensure consistency and completeness.



Retail Leakage and Surplus Analysis

The Retail Leakage and Surplus Analysis examines the quantitative aspect of the community's retail opportunities. It is a guide to understanding retail opportunities but it is not an analysis that indicates unconditional opportunities. The analysis is sometimes called "a gap analysis" or "a supply and demand analysis" and can aid in the following:

- Indicating how well the retail needs of local residents are being met
- Uncovering unmet demand and possible opportunities
- Understanding the strengths and weaknesses of the local retail sector
- Measuring the difference between actual and potential retail sales

Understanding Retail Leakage

Retail leakage means that residents are spending more for products than local businesses capture. Retail sales leakage suggests that there is unmet demand in the trade area and that the community can support additional store space for that type of business.

However, retail leakage does not necessarily translate into opportunity. For example, there could be a strong competitor in a neighboring community that dominates the market for that type of product or store.

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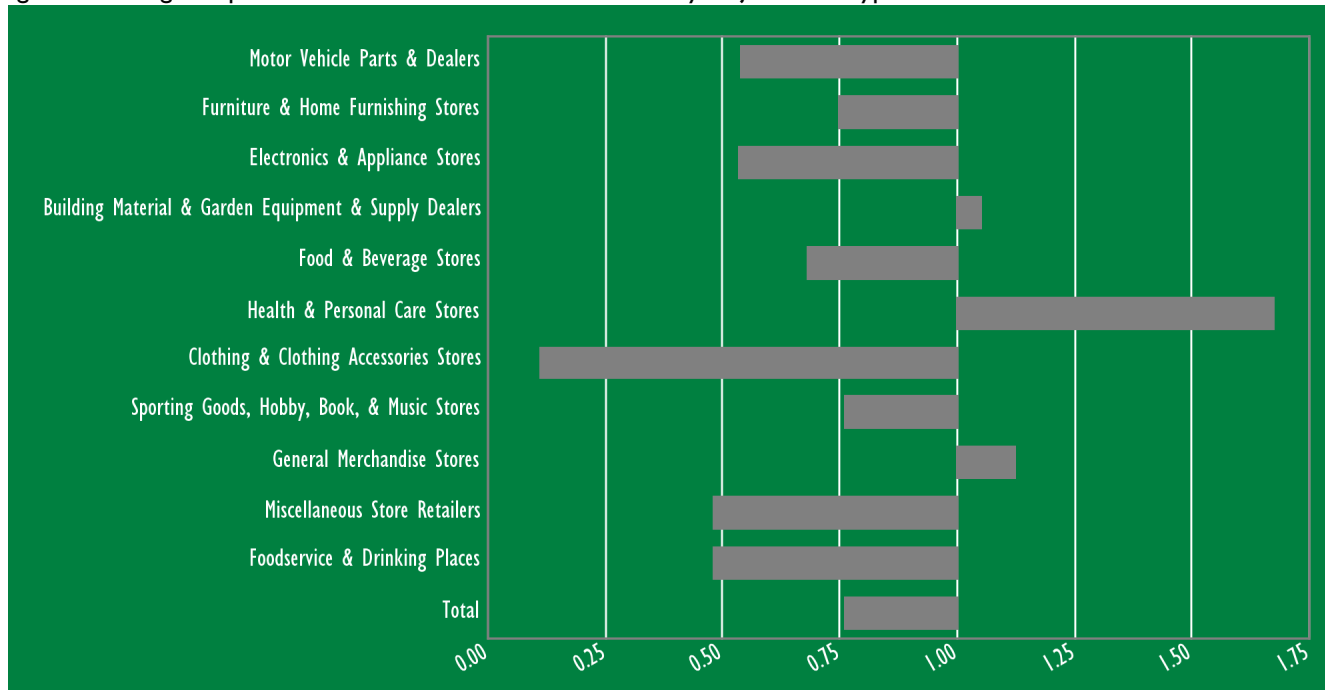
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Leakage/Surplus Index by Major Store Type

The quantitative comparison of retail leakage and surplus in the twelve major store types shown in the chart and table below provides an initial measure of market opportunities. Combining this analysis with the knowledge of the local retail situation will take the process of identifying retail possibilities one step further.

Figure 1 provides the leakage/surplus indices and following is the sales potential and actual sales for major store types.

Figure 1. Leakage/Surplus Index and Actual and Potential Sales by Major Store Types



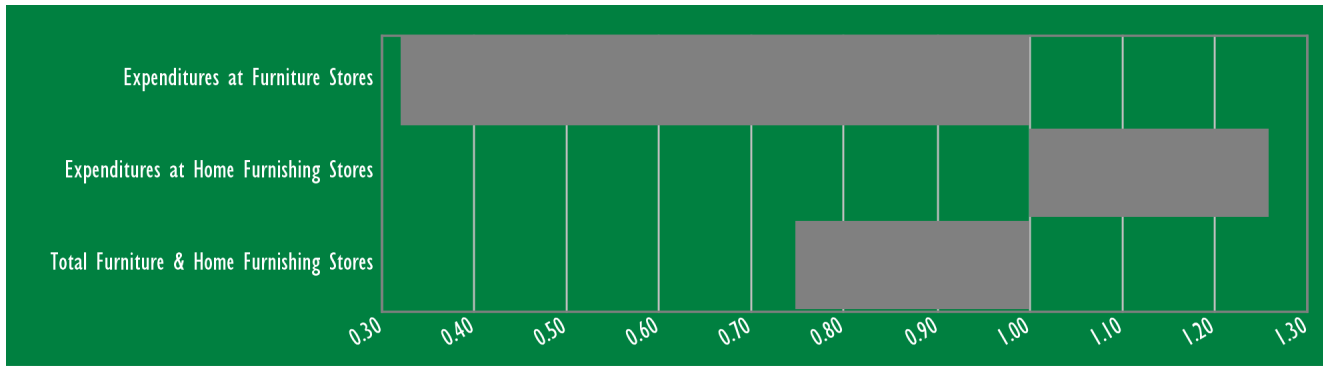
Store Type	Potential	Actual Sales	Leakage
Motor Vehicle Parts & Dealers	\$152,970,231	\$82,873,928	0.5
Furniture & Home Furnishing Stores	\$18,011,047	\$13,485,532	0.7
Electronics & Appliance Stores	\$17,284,011	\$9,244,115	0.5
Building Material & Garden Equipment & Supply Dealers	\$84,976,138	\$89,292,894	1.1
Food & Beverage Stores	\$108,069,648	\$73,867,894	0.7
Health & Personal Care Stores	\$41,010,796	\$68,609,509	1.7
Clothing & Clothing Accessories Stores	\$31,541,758	\$3,535,677	0.1
Sporting Goods, Hobby, Book, & Music Stores	\$12,861,762	\$9,818,805	0.8
General Merchandise Stores	\$94,560,384	\$105,911,371	1.1
Miscellaneous Store Retailers	\$19,969,287	\$9,639,872	0.5
Foodservice & Drinking Places	\$79,462,498	\$38,252,606	0.5
Total	\$660,717,560	\$504,532,203	0.8

Sub-Categories of Motor Vehicle Parts & Dealers



Store Type	Potential	Actual Sales	Leakage
Expenditures at Automotive Dealers	\$132,067,397	\$54,892,280	0.4
Expenditures at Other Motor Vehicle Dealers	\$8,383,468	\$10,850,274	1.3
Expenditures at Automotive Parts, Accessories, and Tire Stores	\$12,519,366	\$17,131,374	1.4
Total Motor Vehicle Parts & Dealers	\$152,970,231	\$82,873,928	0.5

Sub-Categories of Furniture & Home Furnishing Stores



Store Type	Potential	Actual Sales	Leakage
Expenditures at Furniture Stores	\$9,802,907	\$3,140,182	0.3
Expenditures at Home Furnishing Stores	\$8,208,140	\$10,345,350	1.3
Total Furniture & Home Furnishing Stores	\$18,011,047	\$13,485,532	0.7

Sub-Categories of Electronics & Appliance Stores



Store Type	Potential	Actual Sales	Leakage
Expenditures at Appliance, Television, and Other Electronics Stores	\$13,539,928	\$8,077,229	0.6
Expenditures at Computer and Software Stores	\$3,142,634	\$1,166,887	0.4
Expenditures at Camera and Photographic Equipment Stores	\$601,449	\$0	0.0
Total Electronics & Appliance Stores	\$17,284,011	\$9,244,115	0.5

Sub-Categories of Building Material & Garden Equipment & Supply Dealers



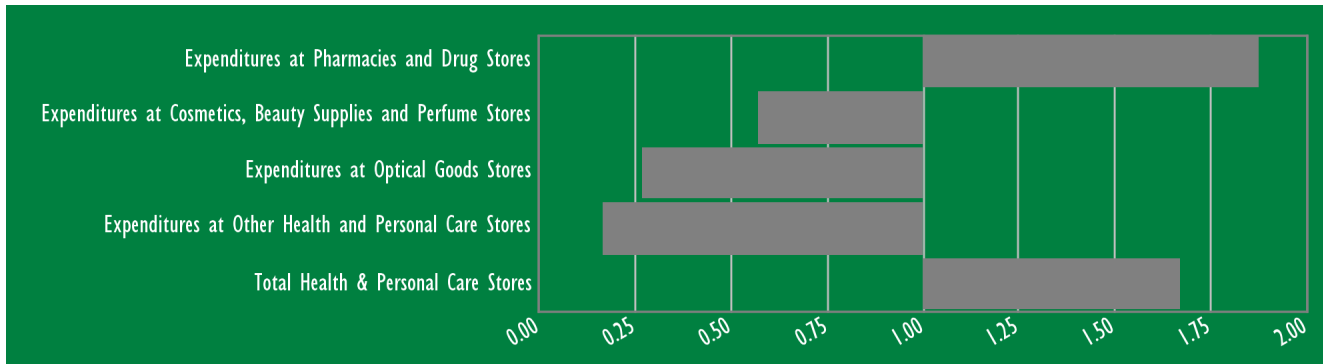
Store Type	Potential	Actual Sales	Leakage
Expenditures at Home Centers	\$31,081,310	\$32,642,397	1.1
Expenditures at Paint and Wallpaper Stores	\$1,719,008	\$569,905	0.3
Expenditures at Hardware Stores	\$6,490,196	\$4,375,899	0.7
Expenditures at Other Building Materials Dealers	\$39,236,243	\$50,311,270	1.3
Expenditures at Outdoor Power Equipment Stores	\$1,061,805	\$226,531	0.2
Expenditures at Nursery and Garden Centers	\$5,387,576	\$1,166,892	0.2
Total Building Material & Garden Equipment & Supply Dealers	\$84,976,138	\$89,292,894	1.1

Sub-Categories of Food & Beverage Stores



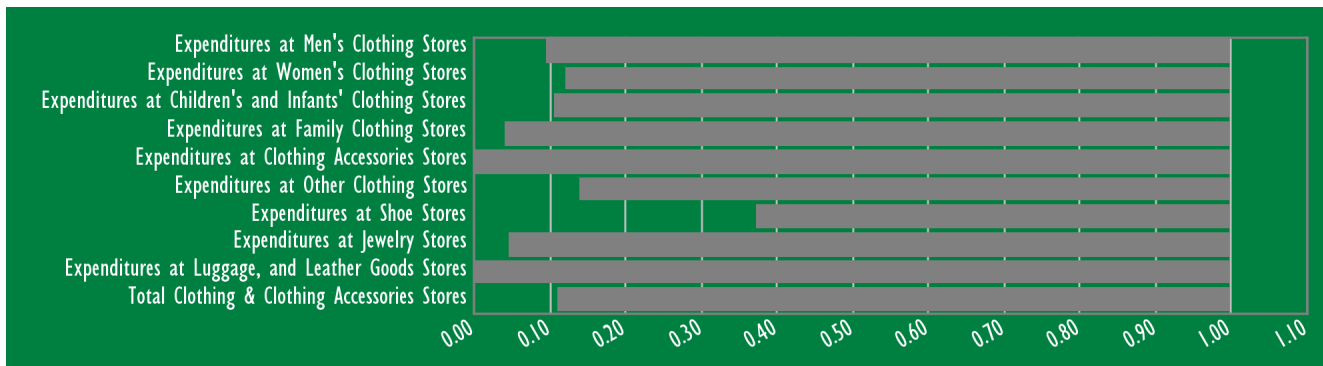
Store Type	Potential	Actual Sales	Leakage
Expenditures at Supermarkets and Other Grocery (except Convenience) Stores	\$94,031,623	\$68,697,275	0.7
Expenditures at Convenience Stores	\$4,846,227	\$1,470,484	0.3
Expenditures at Specialty Food Stores	\$3,143,130	\$859,389	0.3
Expenditures at Beer, Wine, and Liquor Stores	\$6,048,669	\$2,840,747	0.5
Total Food & Beverage Stores	\$108,069,648	\$73,867,894	0.7

Sub-Categories of Health & Personal Care Stores



Store Type	Potential	Actual Sales	Leakage
Expenditures at Pharmacies and Drug Stores	\$35,679,672	\$67,001,325	1.9
Expenditures at Cosmetics, Beauty Supplies and Perfume Stores	\$1,405,915	\$804,798	0.6
Expenditures at Optical Goods Stores	\$1,350,501	\$367,647	0.3
Expenditures at Other Health and Personal Care Stores	\$2,574,707	\$435,739	0.2
Total Health & Personal Care Stores	\$41,010,796	\$68,609,509	1.7

Sub-Categories of Clothing & Clothing Accessories Stores



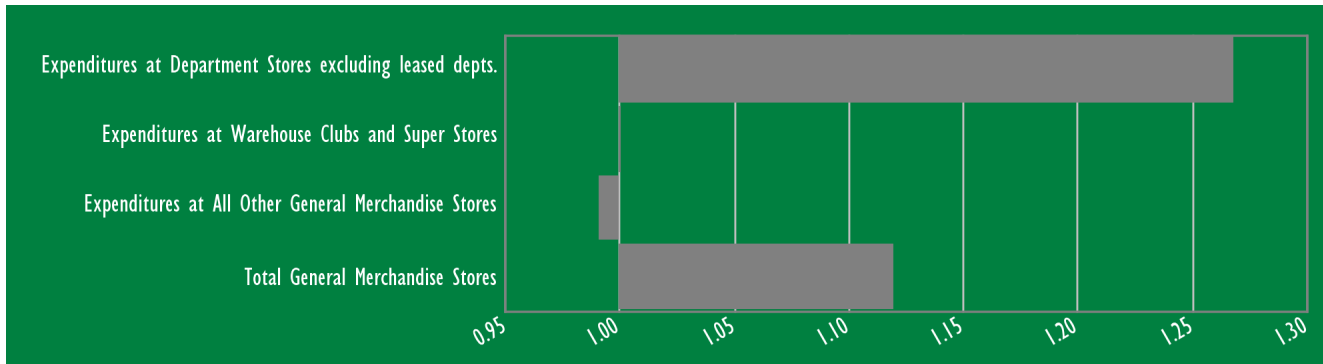
Store Type	Potential	Actual Sales	Leakage
Expenditures at Men's Clothing Stores	\$1,538,492	\$147,431	0.1
Expenditures at Women's Clothing Stores	\$5,581,373	\$675,088	0.1
Expenditures at Children's and Infants' Clothing Stores	\$1,420,473	\$152,766	0.1
Expenditures at Family Clothing Stores	\$12,545,454	\$529,253	0.0
Expenditures at Clothing Accessories Stores	\$485,811	\$3	0.0
Expenditures at Other Clothing Stores	\$1,451,021	\$205,160	0.1
Expenditures at Shoe Stores	\$4,425,485	\$1,654,826	0.4
Expenditures at Jewelry Stores	\$3,759,708	\$171,150	0.0
Expenditures at Luggage, and Leather Goods Stores	\$333,941	\$0	0.0
Total Clothing & Clothing Accessories Stores	\$31,541,758	\$3,535,677	0.1

Sub-Categories of Sporting Goods, Hobby, Book, & Music Stores



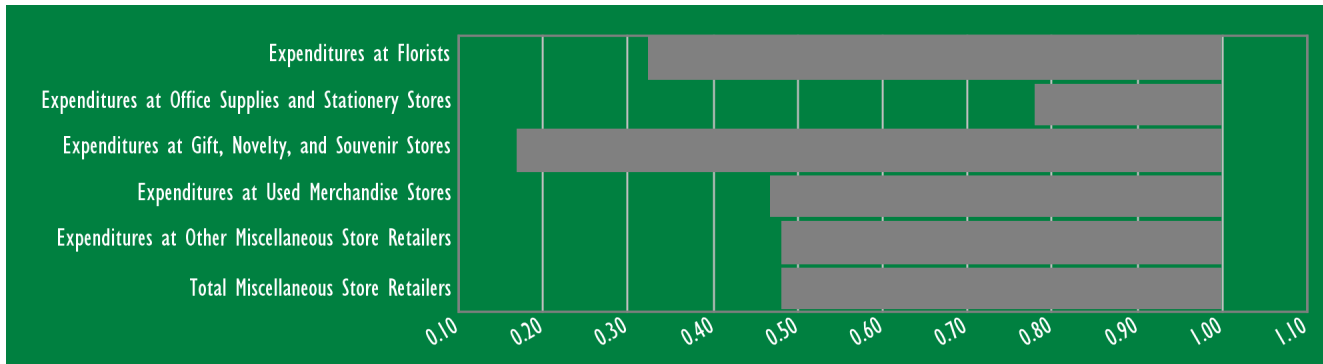
Store Type	Potential	Actual Sales	Leakage
Expenditures at Sporting Goods Stores	\$3,834,233	\$5,457,612	1.4
Expenditures at Hobby, Toys and Games Stores	\$2,753,893	\$1,399,233	0.5
Expenditures at Sew/Needlework/Piece Goods Stores	\$891,507	\$362,798	0.4
Expenditures at Musical Instrument and Supplies Stores	\$916,456	\$336,056	0.4
Expenditures at Book Stores and News Dealers	\$2,934,180	\$752,882	0.3
Expenditures at Prerecorded Tape, Compact Disc, and Record Stores	\$1,531,493	\$1,510,223	1.0
Total Sporting Goods, Hobby, Book, & Music Stores	\$12,861,762	\$9,818,805	0.8

Sub-Categories of General Merchandise Stores



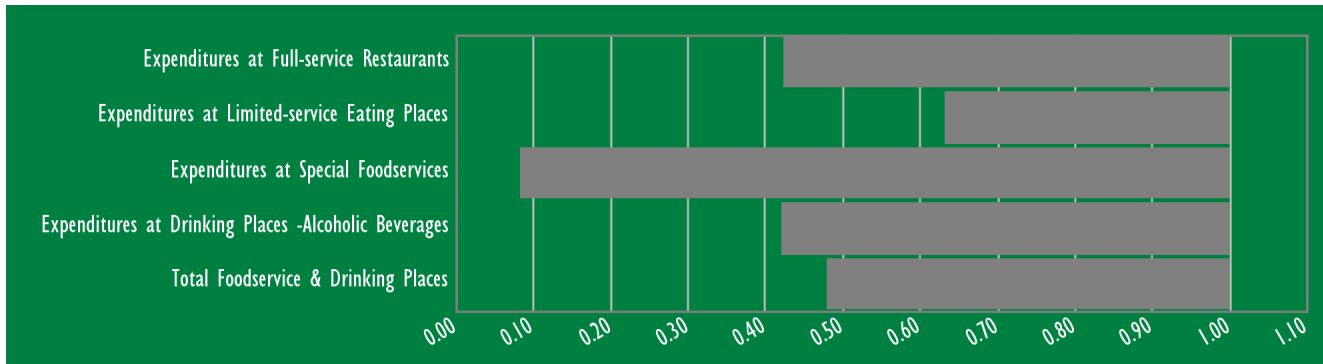
Store Type	Potential	Actual Sales	Leakage
Expenditures at Department Stores excluding leased depts.	\$42,346,928	\$53,713,594	1.3
Expenditures at Warehouse Clubs and Super Stores	\$45,390,987	\$45,435,038	1.0
Expenditures at All Other General Merchandise Stores	\$6,822,469	\$6,762,740	1.0
Total General Merchandise Stores	\$94,560,384	\$105,911,371	1.1

Sub-Categories of Miscellaneous Store Retailers



Store Type	Potential	Actual Sales	Leakage
Expenditures at Florists	\$1,397,133	\$454,742	0.3
Expenditures at Office Supplies and Stationery Stores	\$4,389,228	\$3,425,848	0.8
Expenditures at Gift, Novelty, and Souvenir Stores	\$3,384,090	\$576,274	0.2
Expenditures at Used Merchandise Stores	\$1,581,047	\$739,431	0.5
Expenditures at Other Miscellaneous Store Retailers	\$9,217,789	\$4,443,577	0.5
Total Miscellaneous Store Retailers	\$19,969,287	\$9,639,872	0.5

Sub-Categories of Foodservice & Drinking Places



Store Type	Potential	Actual Sales	Leakage
Expenditures at Full-service Restaurants	\$36,490,074	\$15,506,276	0.4
Expenditures at Limited-service Eating Places	\$32,642,660	\$20,646,660	0.6
Expenditures at Special Foodservices	\$6,674,065	\$555,695	0.1
Expenditures at Drinking Places -Alcoholic Beverages	\$3,655,699	\$1,543,974	0.4
Total Foodservice & Drinking Places	\$79,462,498	\$38,252,606	0.5

Sources and Methodology

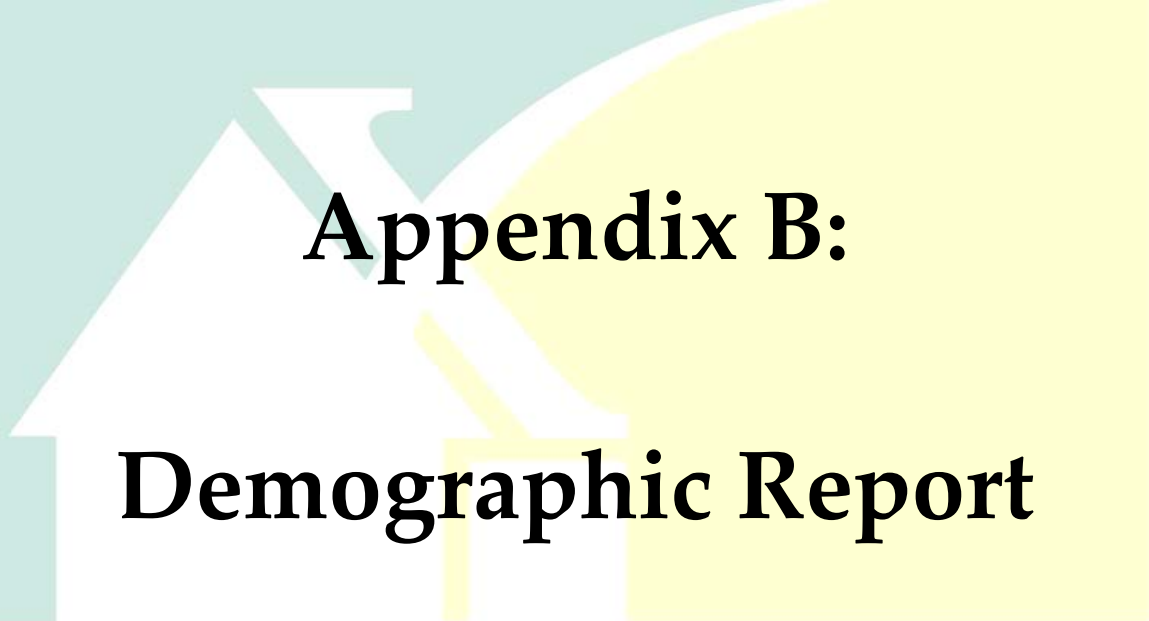
The primary data sources used in the construction of the database include:

- Current year AGS (Applied Geographic Solutions) Consumer Expenditure Estimates
- Census of Retail Trade, Merchandise Line Sales
- Census Bureau Monthly Retail Trade

The Census of Retail Trade presents a table known as the Merchandise Line summary, which relates approximately 120 merchandise lines (e.g. hardware) to each of the store types. For each merchandise line, the distribution of sales by store type can be computed, yielding a conversion table which apportions merchandise line sales by store type.

The AGS (Applied Geographic Solutions) Consumer Expenditure database was re-computed to these merchandise lines by aggregating both whole and partial categories, yielding, at the block group level, a series of merchandise line estimates which are consistent with the AGS Consumer Expenditure database.

These two components were then combined in order to derive estimated potential by store type. The results were then compared to current retail trade statistics to ensure consistency and completeness.



Appendix B:
Demographic Report

Analysis Geography: Montgomery St & Feather River Blvd
Oroville, CA

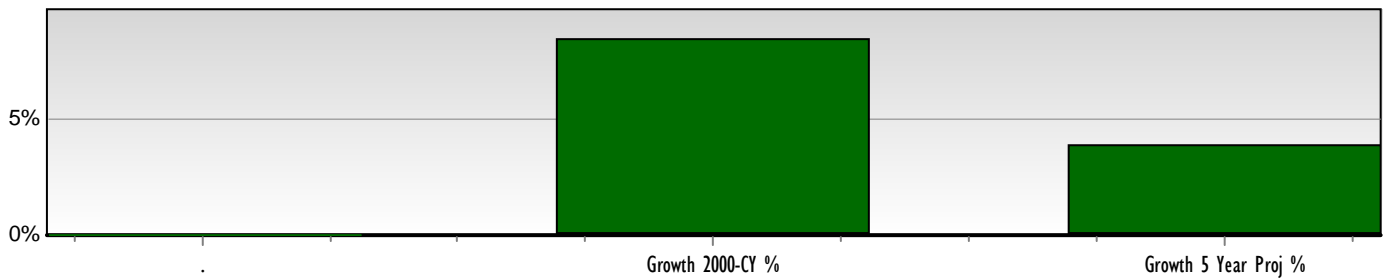
Date: 9/14/2011

15 Min Drive
Time

Population Profile

FY Projection	43,300
CY Estimate	41,697
2000 Census	38,466

Population Change



15 Min Drive
Time

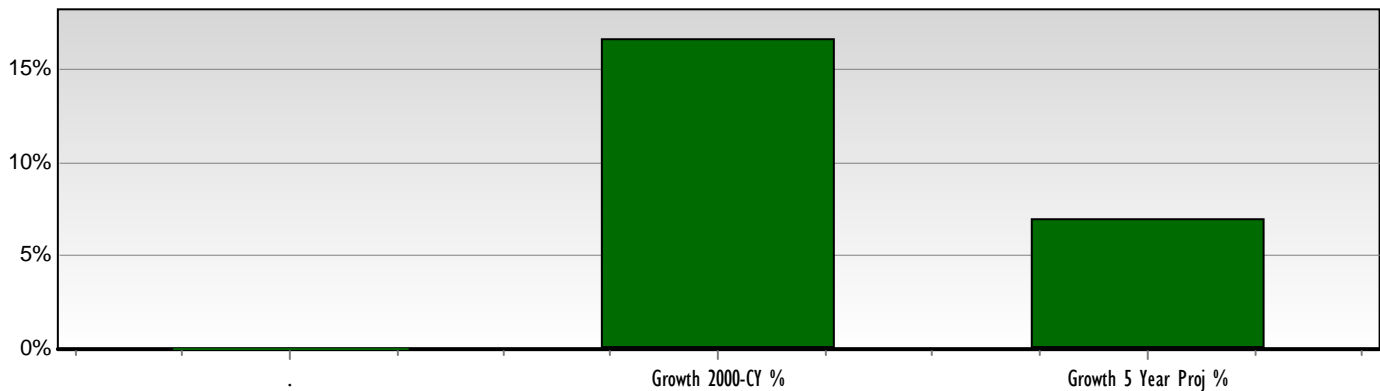
Work Place Population

Total	16,775
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Household Profile

FY Projection	17,550
CY Estimate	16,402
2000 Census	14,061

Household Change



Analysis Geography: Montgomery St & Feather River Blvd
Oroville, CA

Date: 9/14/2011

**15 Min Drive
Time**

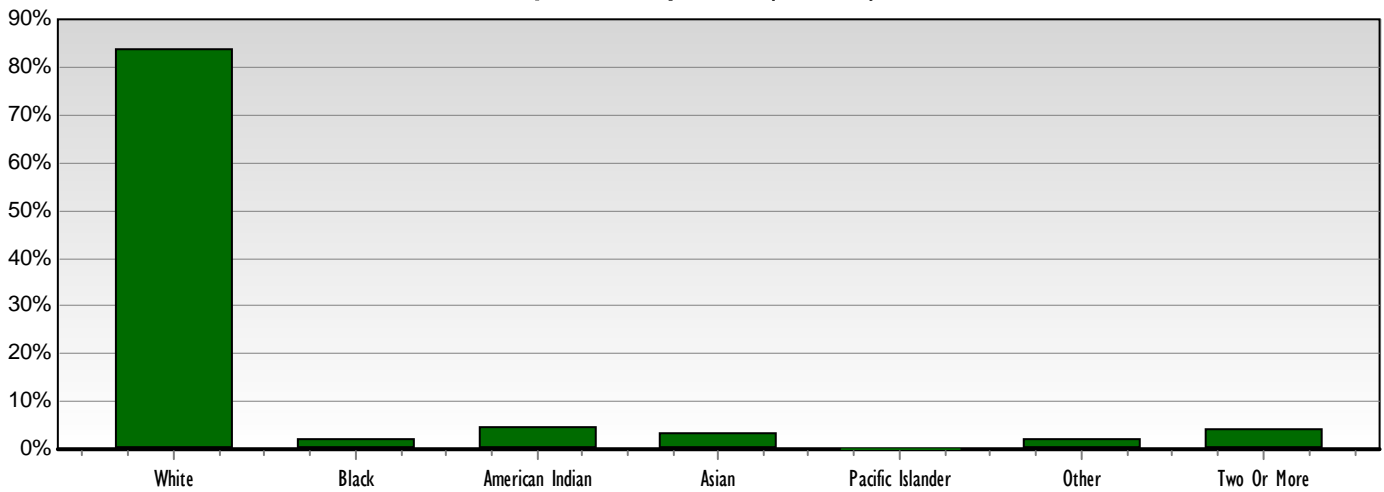
Population By Race (Current)

White	13,747
Black	367
American Indian	727
Asian	531
Pacific Islander	10
Other	337
Two Or More	682

Total Population By Race

16,401

Population By Race (Current)



**15 Min Drive
Time**

Population By Hispanic Origin (Current)

Hispanic Origin	1,380
Non Hispanic Origin	15,021

Analysis Geography: Montgomery St & Feather River Blvd
Oroville, CA

Date: 9/14/2011

15 Min Drive
Time

Population By Age (Current)

0 to 4 years	2,684
5 to 9 years	2,838
10 to 14 years	2,887
15 to 17 years	2,332
18 to 20 years	2,140
21 to 24 years	2,962
25 to 34 years	3,698
35 to 44 years	4,432
45 to 49 years	2,519
50 to 54 years	2,786
55 to 59 years	2,895
60 to 64 years	2,720
65 to 74 years	3,588
75 to 84 years	2,132
85+ Years	1,085

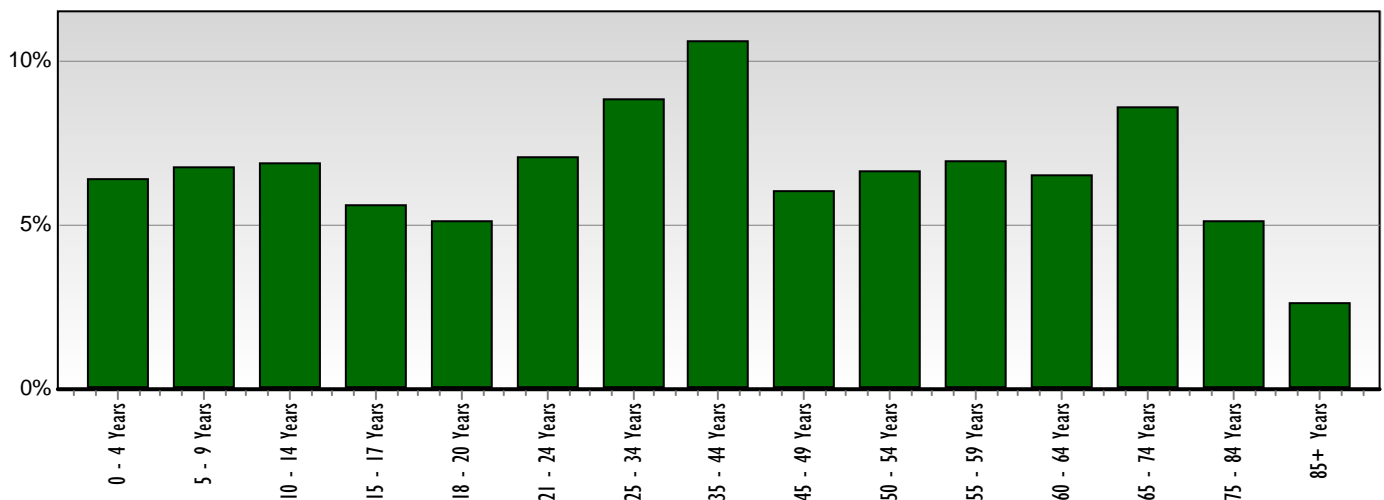
Total Population By Age

41,697

Median Age

38.0

Population By Age (Current)



Analysis Geography: Montgomery St & Feather River Blvd
Oroville, CA

Date: 9/14/2011

**15 Min Drive
Time**

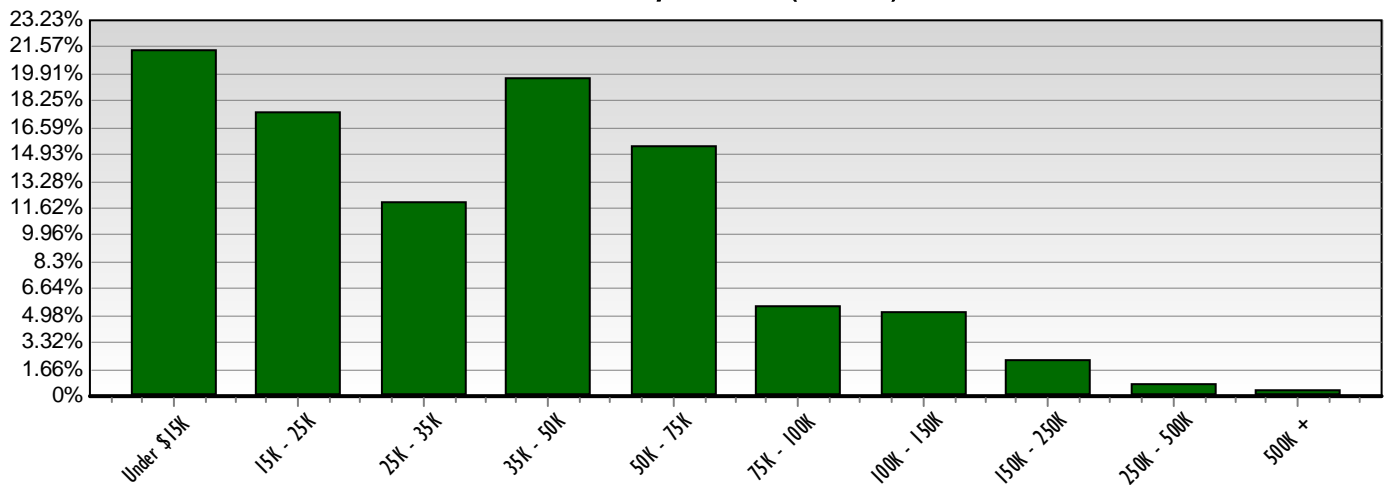
Households By Income (Current)

Under \$15,000	3,533
\$15,000 to \$24,999	2,895
\$25,000 to \$34,999	1,975
\$35,000 to \$49,999	3,249
\$50,000 to \$74,999	2,549
\$75,000 to \$99,999	912
\$100,000 to \$149,999	867
\$150,000 to \$249,999	361
\$250,000 to \$499,999	114
\$500,000 +	71

Total Households By Income

Total Households	16,526
Average Household Income	\$46,810
Median Household Income	\$34,032

Households By Income (Current)



Analysis Geography: State Hwy 162 & Veatch St
Oroville, CA

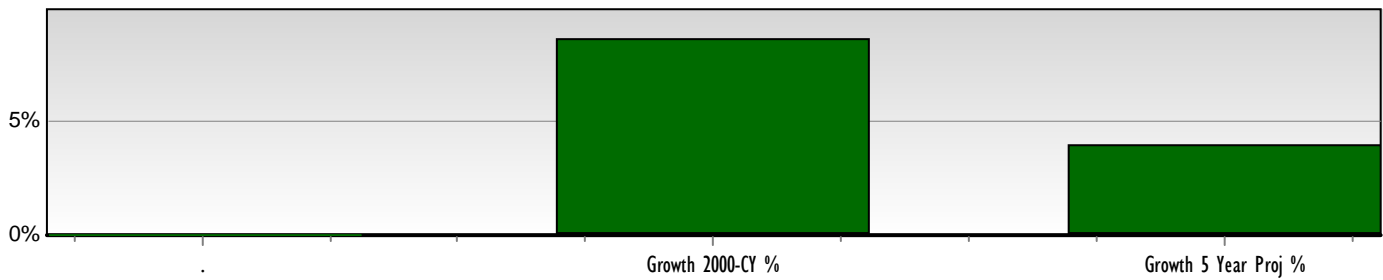
Date: 9/14/2011

15 Min Drive
Time

Population Profile

FY Projection	44,790
CY Estimate	43,089
2000 Census	39,655

Population Change



15 Min Drive
Time

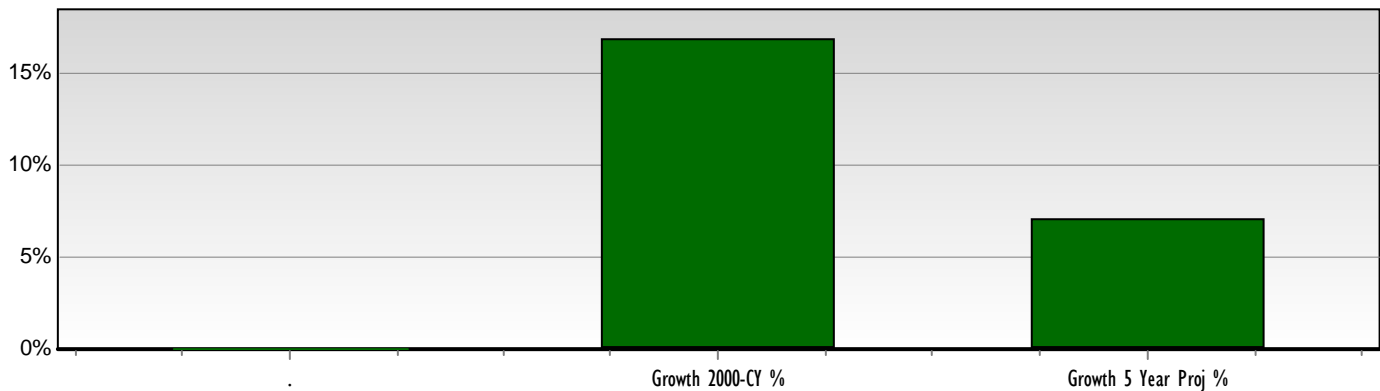
Work Place Population

Total	16,852
-------	--------

Household Profile

FY Projection	18,221
CY Estimate	17,014
2000 Census	14,554

Household Change



Analysis Geography: State Hwy 162 & Veatch St
Oroville, CA

Date: 9/14/2011

**15 Min Drive
Time**

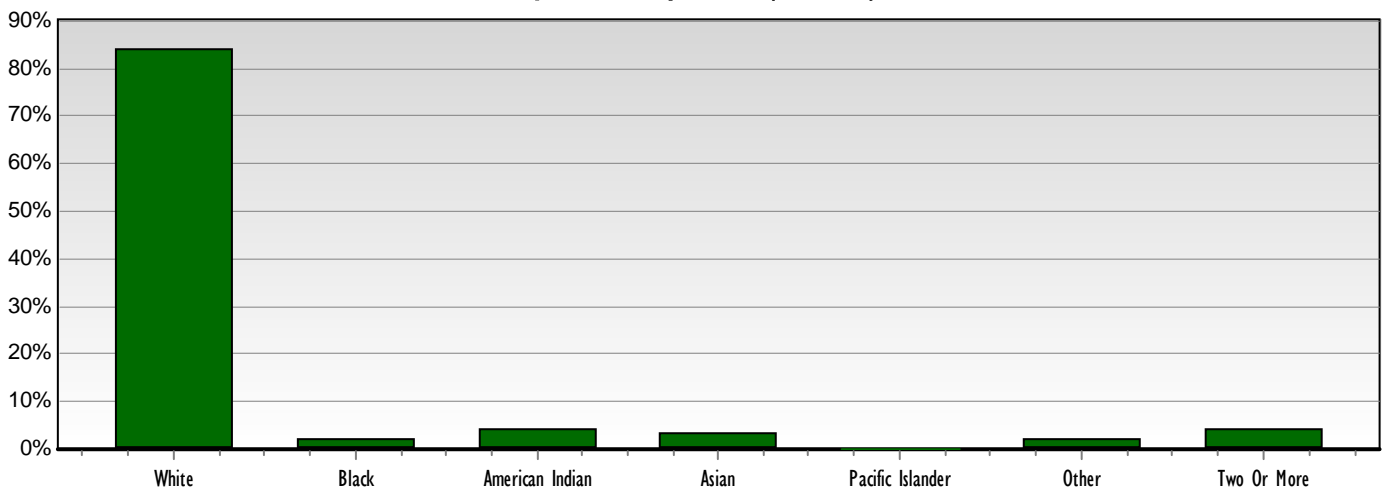
Population By Race (Current)

White	14,297
Black	369
American Indian	747
Asian	541
Pacific Islander	10
Other	351
Two Or More	698

Total Population By Race

17,013

Population By Race (Current)



**15 Min Drive
Time**

Population By Hispanic Origin (Current)

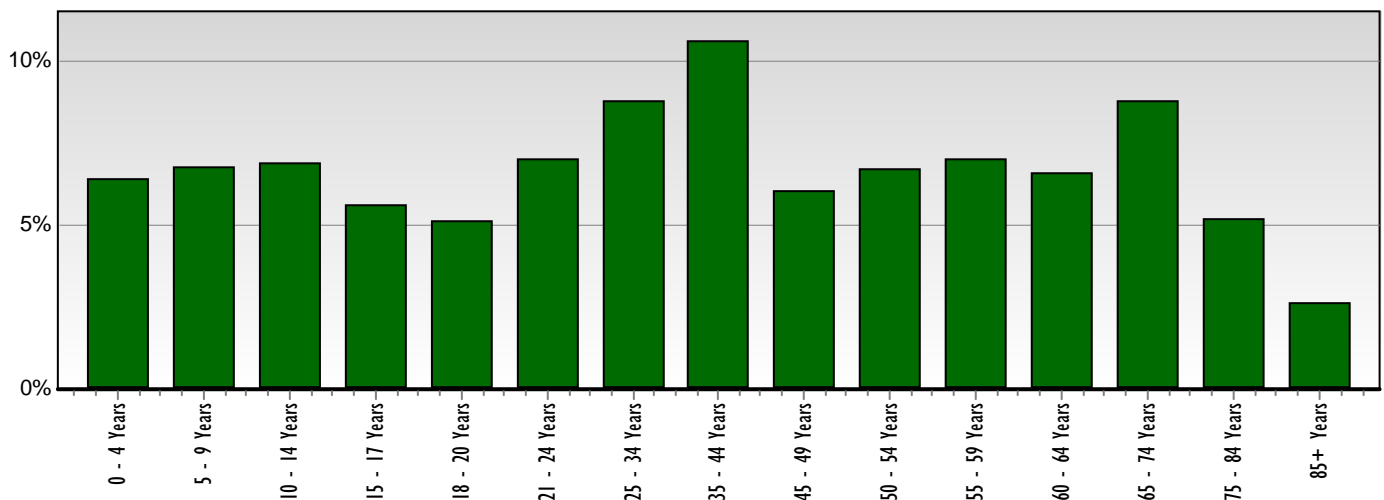
Hispanic Origin	1,419
Non Hispanic Origin	15,594

Analysis Geography: State Hwy 162 & Veatch St
Oroville, CA

Date: 9/14/2011

Population By Age (Current)	15 Min Drive Time
0 to 4 years	2,755
5 to 9 years	2,908
10 to 14 years	2,970
15 to 17 years	2,405
18 to 20 years	2,204
21 to 24 years	3,031
25 to 34 years	3,792
35 to 44 years	4,572
45 to 49 years	2,600
50 to 54 years	2,889
55 to 59 years	3,009
60 to 64 years	2,836
65 to 74 years	3,771
75 to 84 years	2,225
85+ Years	1,121
Total Population By Age	43,089
Median Age	38.0

Population By Age (Current)



Analysis Geography: State Hwy 162 & Veatch St
Oroville, CA

Date: 9/14/2011

**15 Min Drive
Time**

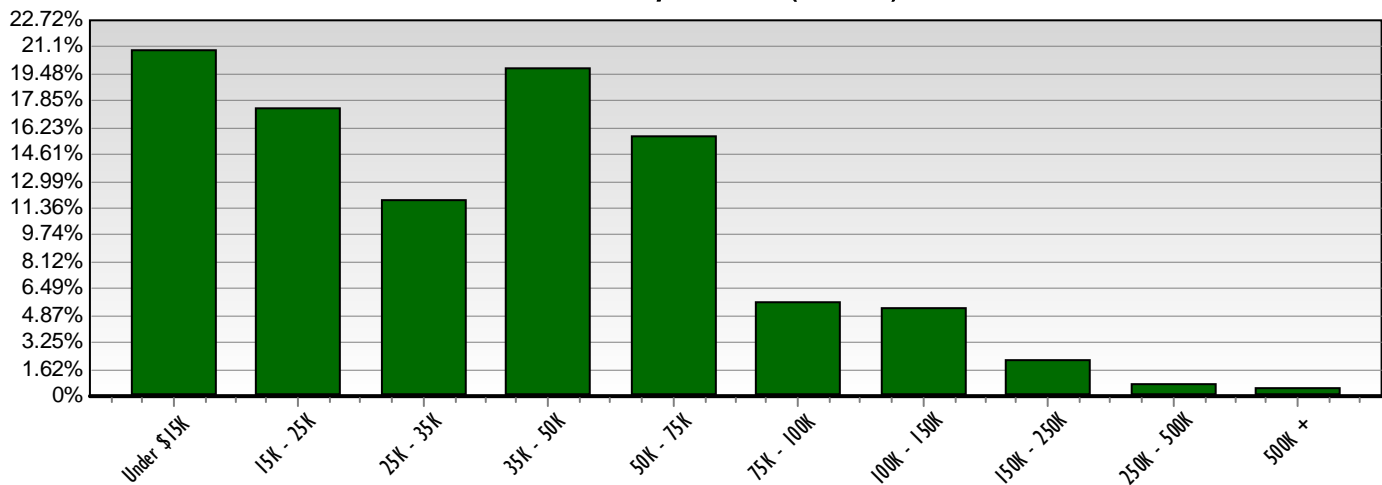
Households By Income (Current)

Under \$15,000	3,585
\$15,000 to \$24,999	2,974
\$25,000 to \$34,999	2,026
\$35,000 to \$49,999	3,395
\$50,000 to \$74,999	2,695
\$75,000 to \$99,999	968
\$100,000 to \$149,999	916
\$150,000 to \$249,999	382
\$250,000 to \$499,999	123
\$500,000 +	80

Total Households By Income

Total Households By Income	17,144
Average Household Income	\$47,610
Median Household Income	\$34,632

Households By Income (Current)



Analysis Geography: 2066 Bird St
Oroville, CA

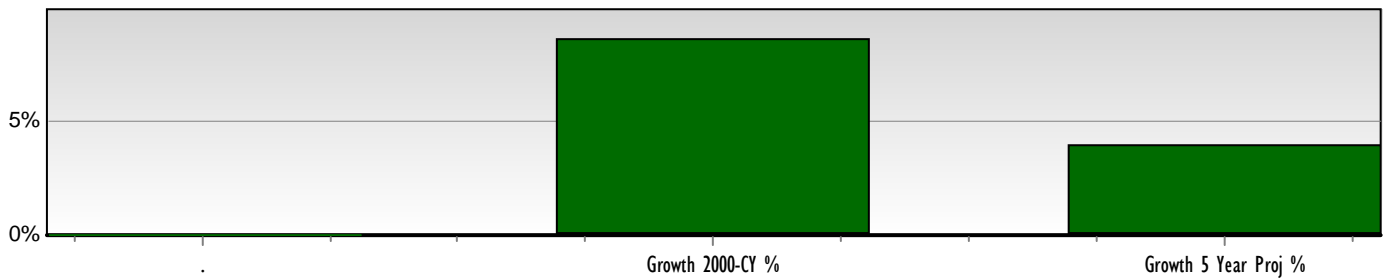
Date: 9/14/2011

15 Min Drive
Time

Population Profile

FY Projection	44,132
CY Estimate	42,461
2000 Census	39,088

Population Change



15 Min Drive
Time

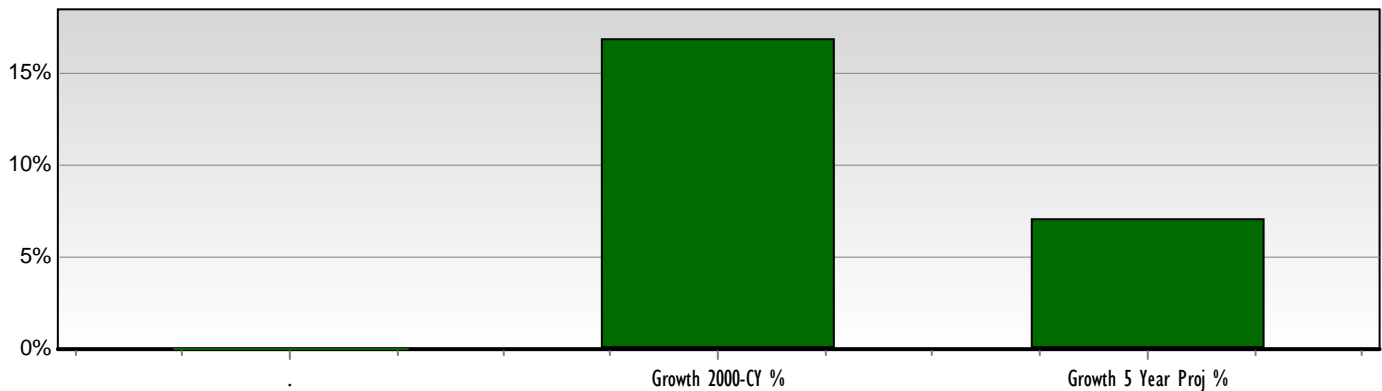
Work Place Population

Total	16,779
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Household Profile

FY Projection	17,992
CY Estimate	16,801
2000 Census	14,371

Household Change



Analysis Geography: 2066 Bird St
Oroville, CA

Date: 9/14/2011

**15 Min Drive
Time**

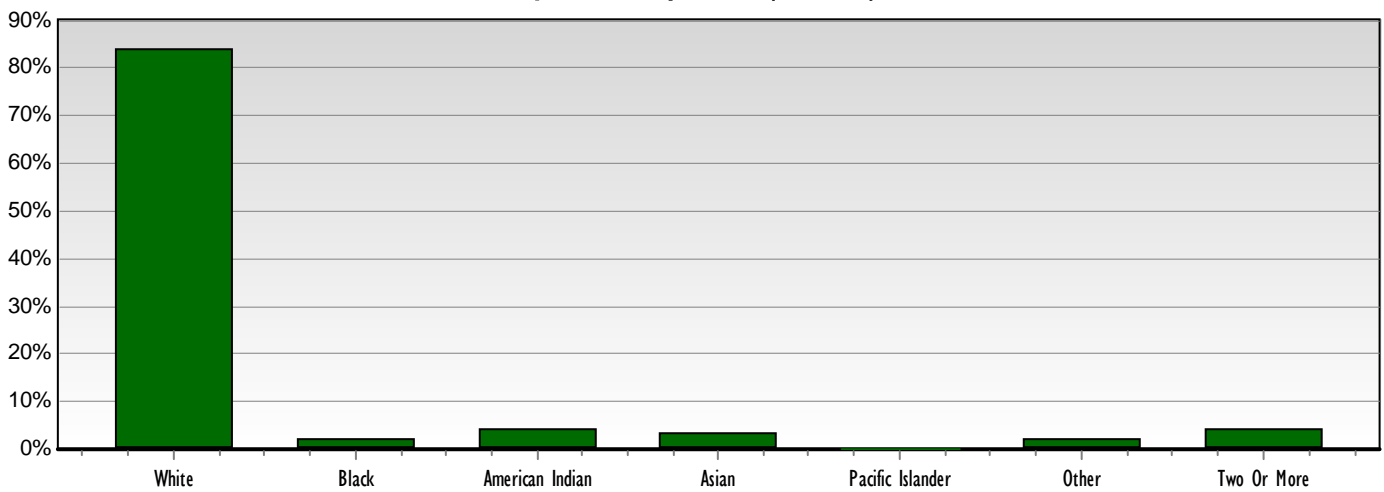
Population By Race (Current)

White	14,106
Black	370
American Indian	738
Asian	540
Pacific Islander	10
Other	346
Two Or More	691

Total Population By Race

16,801

Population By Race (Current)



**15 Min Drive
Time**

Population By Hispanic Origin (Current)

Hispanic Origin	1,403
Non Hispanic Origin	15,397

Analysis Geography: 2066 Bird St
Oroville, CA

Date: 9/14/2011

15 Min Drive
Time

Population By Age (Current)

0 to 4 years	2,723
5 to 9 years	2,872
10 to 14 years	2,934
15 to 17 years	2,372
18 to 20 years	2,171
21 to 24 years	2,995
25 to 34 years	3,747
35 to 44 years	4,509
45 to 49 years	2,556
50 to 54 years	2,840
55 to 59 years	2,954
60 to 64 years	2,781
65 to 74 years	3,704
75 to 84 years	2,197
85+ Years	1,110

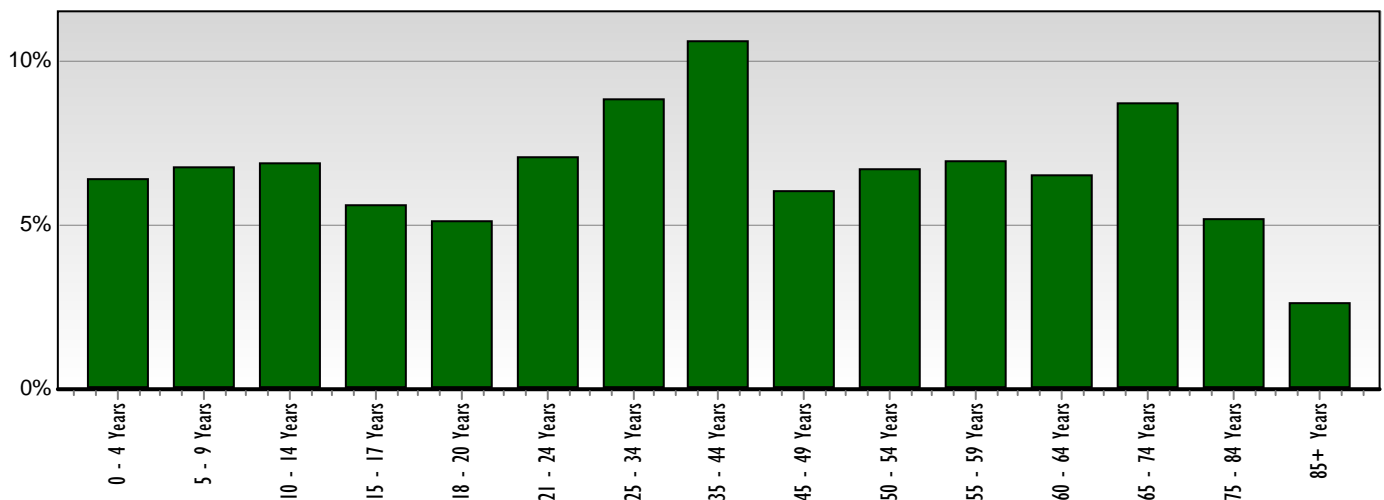
Total Population By Age

42,461

Median Age

38.0

Population By Age (Current)



Analysis Geography: 2066 Bird St
Oroville, CA

Date: 9/14/2011

**15 Min Drive
Time**

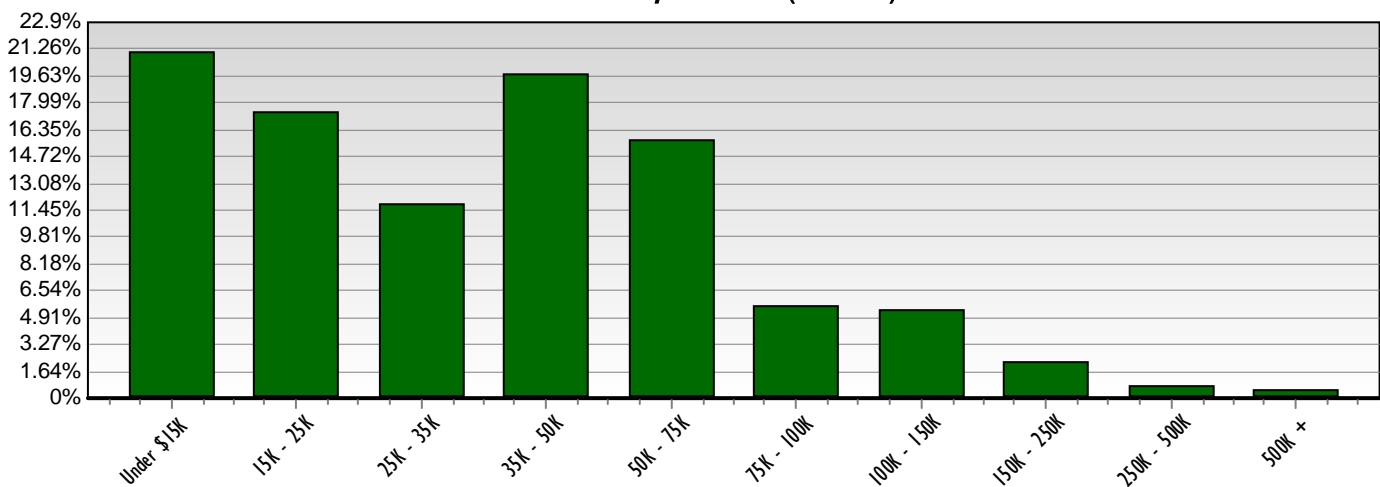
Households By Income (Current)

Under \$15,000	3,567
\$15,000 to \$24,999	2,948
\$25,000 to \$34,999	2,009
\$35,000 to \$49,999	3,337
\$50,000 to \$74,999	2,650
\$75,000 to \$99,999	950
\$100,000 to \$149,999	897
\$150,000 to \$249,999	374
\$250,000 to \$499,999	120
\$500,000 +	78

Total Households By Income

Total Households	16,930
Average Household Income	\$47,355
Median Household Income	\$34,424

Households By Income (Current)



Analysis Geography: 229 Chuck Yeager Way
Oroville, CA

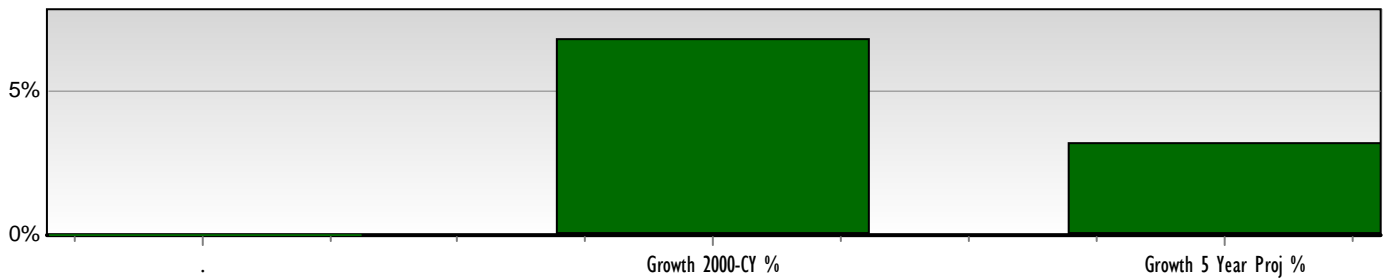
Date: 9/14/2011

15 Min Drive
Time

Population Profile

FY Projection	39,367
CY Estimate	38,159
2000 Census	35,727

Population Change



15 Min Drive
Time

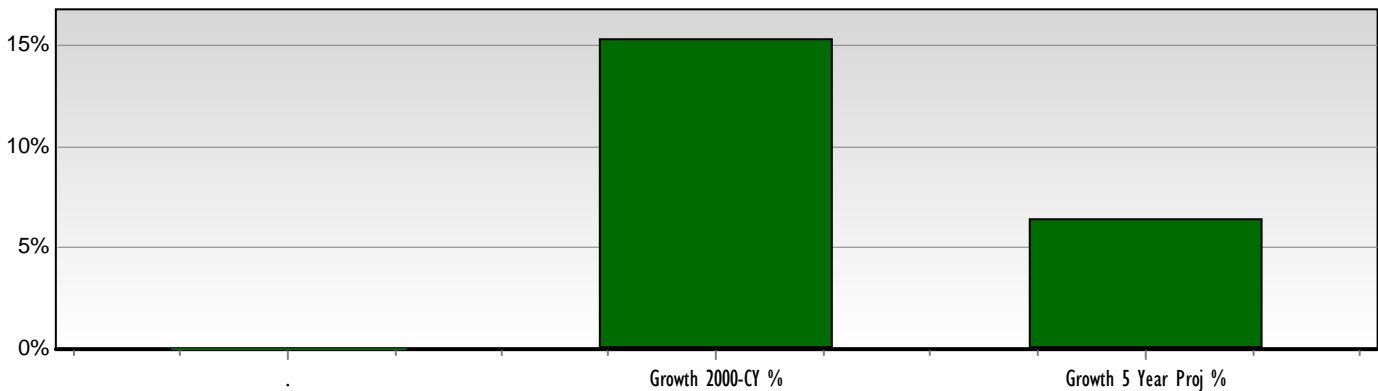
Work Place Population

Total	16,880
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Household Profile

FY Projection	15,620
CY Estimate	14,676
2000 Census	12,726

Household Change



Analysis Geography: 229 Chuck Yeager Way
Oroville, CA

Date: 9/14/2011

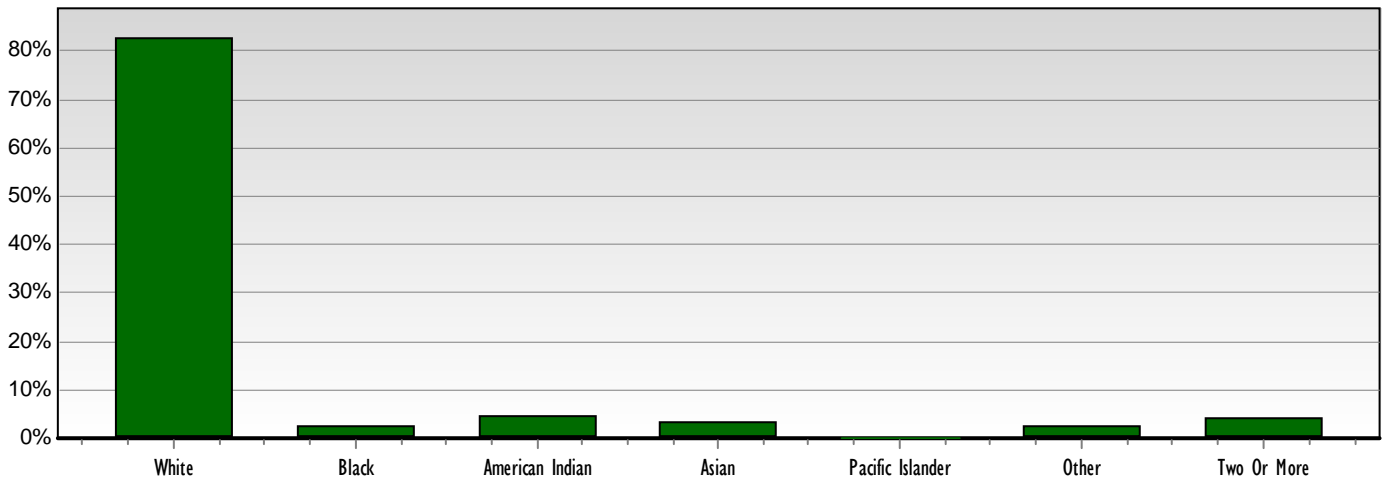
**15 Min Drive
Time**

Population By Race (Current)

White	12,130
Black	361
American Indian	686
Asian	504
Pacific Islander	10
Other	361
Two Or More	622

Total Population By Race **14,674**

Population By Race (Current)



**15 Min Drive
Time**

Population By Hispanic Origin (Current)

Hispanic Origin	1,282
Non Hispanic Origin	13,392

Analysis Geography: 229 Chuck Yeager Way
Oroville, CA

Date: 9/14/2011

15 Min Drive
Time

Population By Age (Current)

0 to 4 years	2,571
5 to 9 years	2,720
10 to 14 years	2,745
15 to 17 years	2,215
18 to 20 years	2,027
21 to 24 years	2,827
25 to 34 years	3,526
35 to 44 years	4,157
45 to 49 years	2,330
50 to 54 years	2,514
55 to 59 years	2,554
60 to 64 years	2,332
65 to 74 years	2,978
75 to 84 years	1,723
85+ Years	939

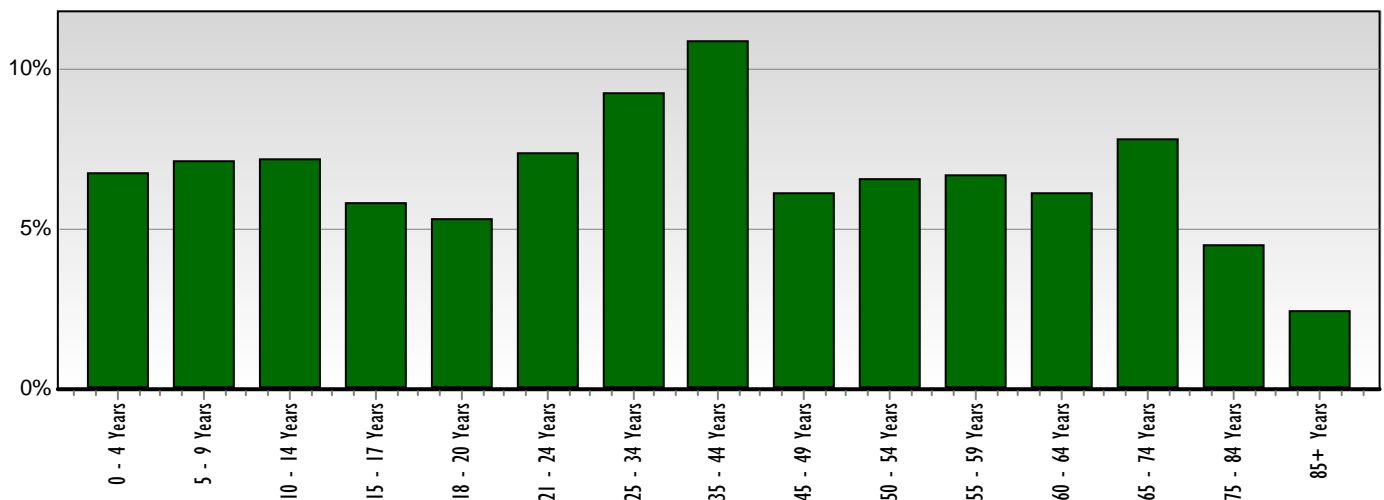
Total Population By Age

38,159

Median Age

36.0

Population By Age (Current)



Analysis Geography: 229 Chuck Yeager Way
Oroville, CA

Date: 9/14/2011

**15 Min Drive
Time**

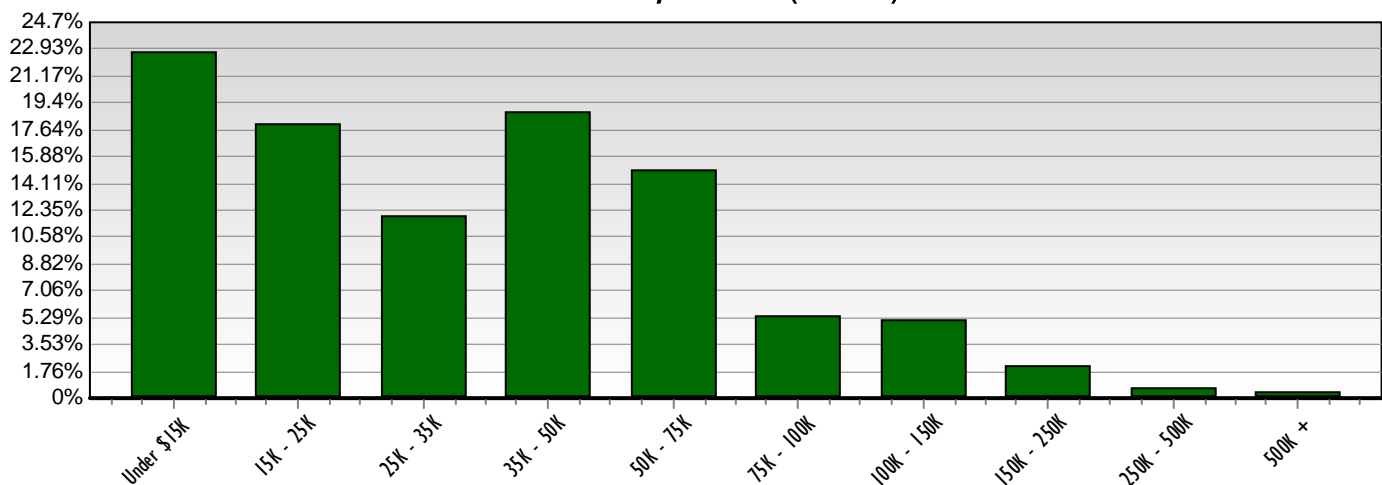
Households By Income (Current)

Under \$15,000	3,358
\$15,000 to \$24,999	2,666
\$25,000 to \$34,999	1,768
\$35,000 to \$49,999	2,779
\$50,000 to \$74,999	2,213
\$75,000 to \$99,999	793
\$100,000 to \$149,999	749
\$150,000 to \$249,999	304
\$250,000 to \$499,999	94
\$500,000 +	52

Total Households By Income

Total Households By Income	14,776
Average Household Income	\$45,070
Median Household Income	\$32,505

Households By Income (Current)



Analysis Geography: City Centroid
Oroville, CA

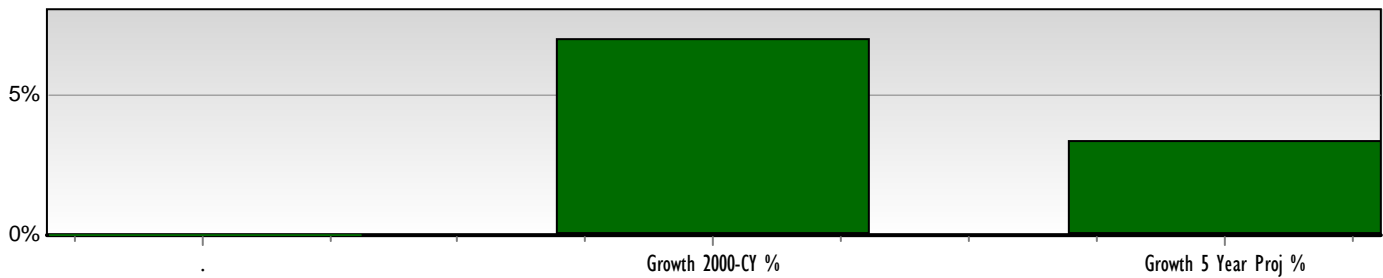
Date: 9/16/2011

Population Profile

**Secondary
Trade Area**

FY Projection	59,555
CY Estimate	57,645
2000 Census	53,893

Population Change



Work Place Population

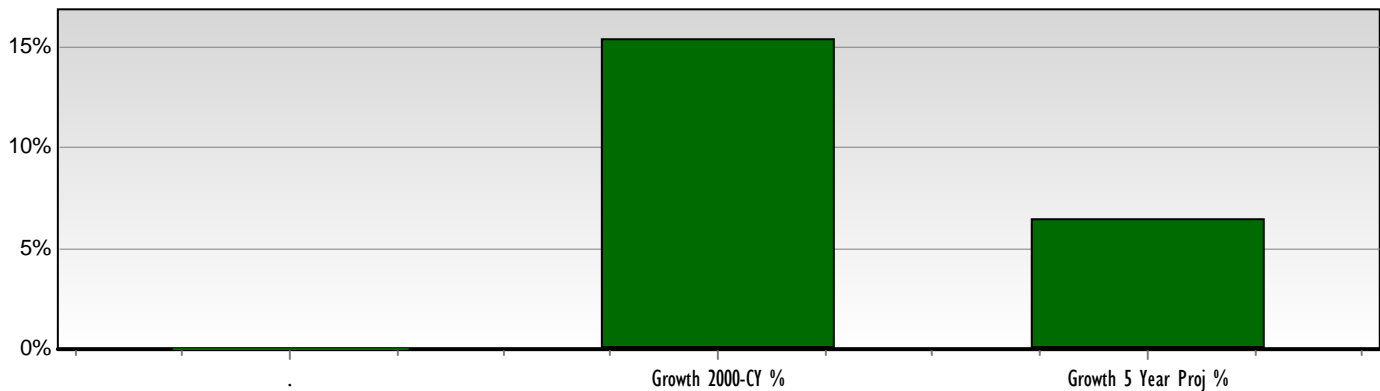
**Secondary
Trade Area**

Total	21,059
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Household Profile

FY Projection	25,247
CY Estimate	23,712
2000 Census	20,551

Household Change

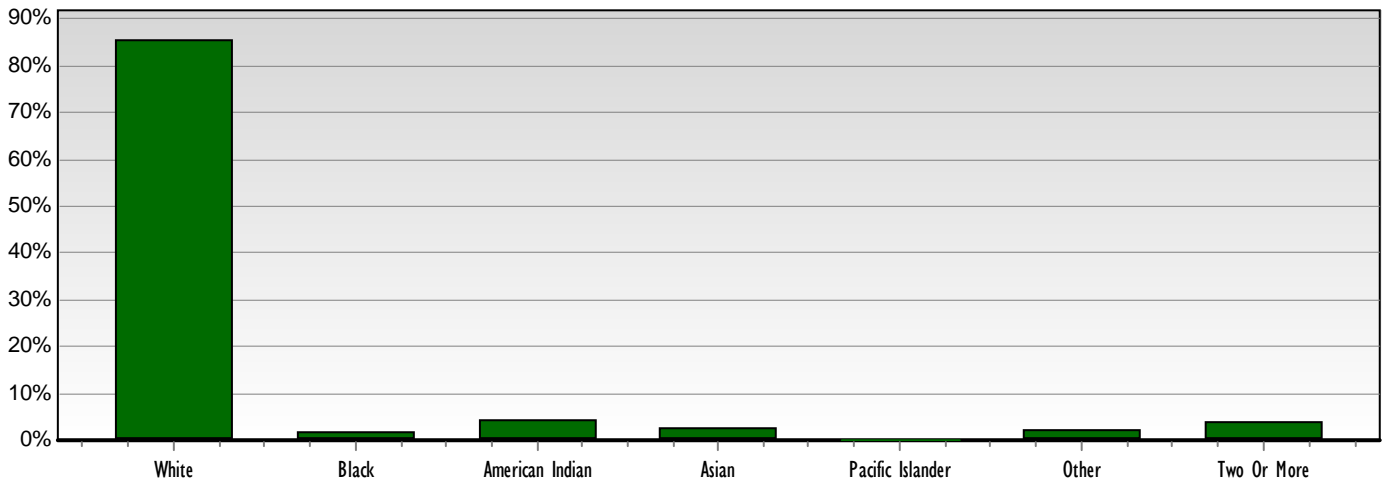


Analysis Geography: City Centroid
Oroville, CA

Date: 9/16/2011

Population By Race (Current)	Secondary Trade Area
White	20,265
Black	432
American Indian	991
Asian	589
Pacific Islander	10
Other	475
Two Or More	954
Total Population By Race	23,716

Population By Race (Current)



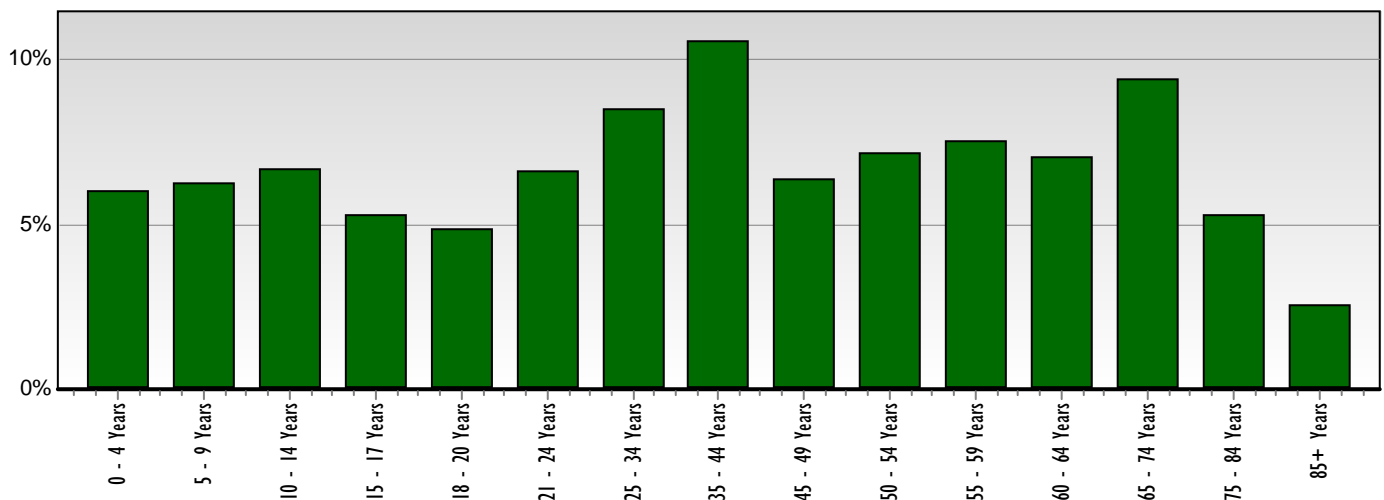
Population By Hispanic Origin (Current)	Secondary Trade Area
Hispanic Origin	1,922
Non Hispanic Origin	21,793

Analysis Geography: City Centroid
Oroville, CA

Date: 9/16/2011

Population By Age (Current)	Secondary Trade Area
0 to 4 years	3,450
5 to 9 years	3,615
10 to 14 years	3,839
15 to 17 years	3,056
18 to 20 years	2,801
21 to 24 years	3,806
25 to 34 years	4,881
35 to 44 years	6,081
45 to 49 years	3,654
50 to 54 years	4,130
55 to 59 years	4,339
60 to 64 years	4,065
65 to 74 years	5,417
75 to 84 years	3,035
85+ Years	1,476
Total Population By Age	57,645
Median Age	41.0

Population By Age (Current)

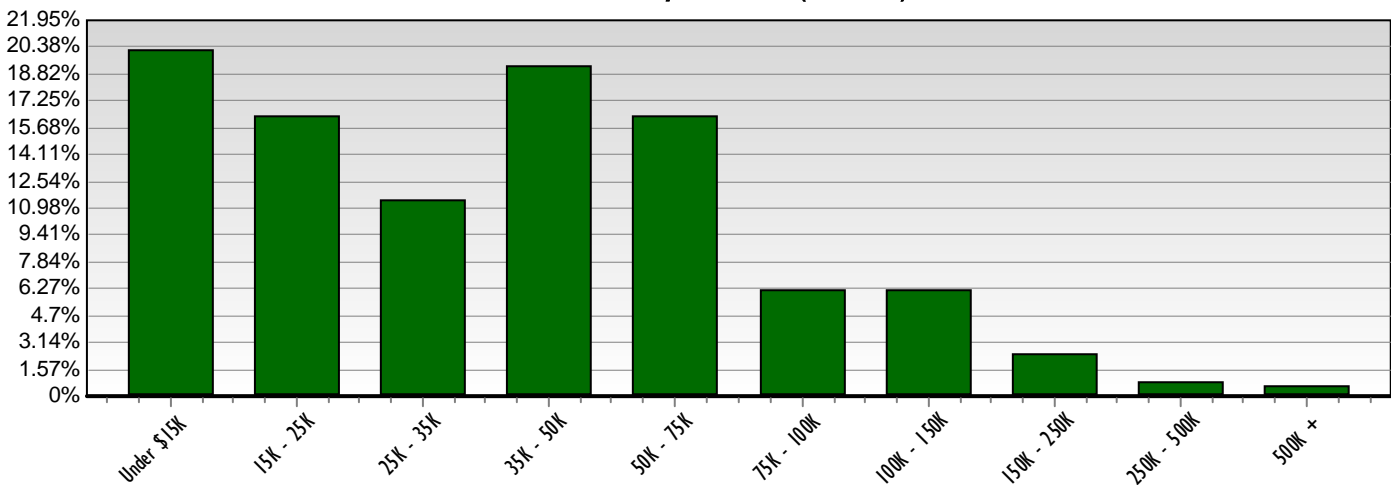


Analysis Geography: City Centroid
Oroville, CA

Date: 9/16/2011

Households By Income (Current)	Secondary Trade Area
Under \$15,000	4,833
\$15,000 to \$24,999	3,905
\$25,000 to \$34,999	2,748
\$35,000 to \$49,999	4,613
\$50,000 to \$74,999	3,914
\$75,000 to \$99,999	1,490
\$100,000 to \$149,999	1,494
\$150,000 to \$249,999	590
\$250,000 to \$499,999	196
\$500,000 +	141
Total Households By Income	23,924
Average Household Income	\$50,697
Median Household Income	\$36,172

Households By Income (Current)





Appendix C:
Segmentation Guide

Group Structure

Segment Group	Label	Segment Name	% of US Households	
A	Affluent Suburbia 11.19%	A01	America's Wealthiest	1.14%
		A02	Dream Weavers	1.74%
		A03	White-collar Suburbia	1.43%
		A04	Upscale Suburbanites	0.84%
		A05	Enterprising Couples	0.84%
		A06	Small-town Success	2.38%
		A07	New Suburbia Families	2.82%
B	Upscale America 13.26%	B01	Status-conscious Consumers	1.55%
		B02	Affluent Urban Professionals	1.44%
		B03	Urban Commuter Families	6.33%
		B04	Solid Suburban Life	0.63%
		B05	Second-generation Success	2.40%
		B06	Successful Suburbia	0.91%
C	Small-town Contentment 7.64%	C01	Second City Homebodies	0.74%
		C02	Prime Middle America	3.52%
		C03	Suburban Optimists	0.61%
		C04	Family Convenience	1.93%
		C05	Mid-market Enterprise	0.84%
D	Blue-collar Backbone 6.57%	D01	Nuevo Hispanic Families	2.73%
		D02	Working Rural Communities	1.06%
		D03	Lower-income Essentials	0.83%
		D04	Small-city Endeavors	1.95%
E	American Diversity 9.73%	E01	Ethnic Urban Mix	1.89%
		E02	Urban Blues	1.74%
		E03	Professional Urbanites	2.09%
		E04	Suburban Advantage	1.15%
		E05	American Great Outdoors	1.37%
		E06	Mature America	1.48%
F	Metro Fringe 10.63%	F01	Steadfast Conservatives	6.51%
		F02	Moderate Conventionalists	1.60%
		F03	Southern Blues	0.92%
		F04	Urban Grit	0.55%
		F05	Grass-roots Living	1.05%
G	Remote America 7.39%	G01	Hardy Rural Families	2.70%
		G02	Rural Southern Living	2.71%
		G03	Coal and Crops	1.81%
		G04	Native Americana	0.18%
H	Aspiring Contemporaries 11.18%	H01	Young Cosmopolitans	3.22%
		H02	Minority Metro Communities	2.20%
		H03	Stable Careers	4.29%
		H04	Aspiring Hispania	1.48%
I	Rural Villages and Farms 4.77%	I01	Industrious Country Living	1.30%
		I02	America's Farmlands	1.04%
		I03	Comfy Country Living	0.73%
		I04	Small-town Connections	0.48%
		I05	Hinterland Families	1.23%
J	Struggling Societies 8.20%	J01	Rugged Rural Style	1.62%
		J02	Latino Nuevo	2.91%
		J03	Struggling City Centers	1.72%
		J04	College Town Communities	0.98%
		J05	Metro Beginnings	0.98%
K	Urban Essence 8.63%	K01	Unattached Multi-cultures	0.38%
		K02	Academic Influences	0.47%
		K03	African-American Neighborhoods	1.93%
		K04	Urban Diversity	2.44%
		K05	New Generation Activists	2.37%
		K06	Getting By	1.05%
L	Varying Lifestyles 0.80%	L01	Military Family Life	0.31%
		L02	Major University Towns	0.27%
		L03	Gray Perspectives	0.22%

Mosaic USA Group Descriptions

A full Mosaic media guide is available online at: www.buxtonco.com/mosaic.asp

Group A: Affluent Suburbia

The wealthiest households in the U.S. living in exclusive suburban neighborhoods enjoying the best of everything that life has to offer

The seven Segments in the Affluent Suburbia group comprise the wealthiest households in the nation. These segments outrank all other Mosaic Segments in terms of household income, home value and educational achievement. Concentrated in exclusive suburban neighborhoods, these households are predominantly white, college educated and filled with Baby Boom parents and their children. With their managerial and executive positions paying six-figure-plus incomes, they enjoy the good life in fashionable houses outfitted with the latest technology. These are the Americans who drive luxury cars, belong to country clubs, travel abroad and relax by sailing, golfing or skiing. Many are culture buffs who attend the theater, art shows, dance performances and concerts, all at high rates. Both their purchasing behavior and media choices reflect their interests in money management, travel, computers and gourmet foods.

Group B: Upscale America

College-educated couples and families living in the metropolitan sprawl earning upscale incomes providing them with large homes and very comfortable and active lifestyles

The six Segments in Upscale America are populated with mainly white, college-educated couples and families living in the metropolitan sprawl. Most of the adults work as executives and white-collar professionals, and their upscale incomes provide them with large homes and comfortable lifestyles. They like to spend their leisure time getting exercise—jogging, biking and swimming are popular—or shopping for the latest in-fashion and high-tech electronics. They are active in community affairs as members of business clubs, environmental groups and arts associations. They're selective media fans who prefer magazines and cable TV channels that cover business, fashion and the arts. Their one exception is the Internet. These Americans are omnivorous Web users who go online for everything from banking and trading stocks to downloading music and buying merchandise.

Group C: Small-town Contentment

Middle-aged, upper-middle-class families living in small towns and satellite cities with moderate educations employed in white-collar, blue-collar and service professions

The five Segments in Small-town Contentment represent the nation's middle-aged, upper-middle-class families living in small towns and satellite cities. As a group, they share moderate educations and a mix of well-paying jobs in white-collar, blue-collar and service professions. With their locations outside the nation's major metros, these households can afford recently built homes and new SUVs and pickup trucks. They enjoy outdoor sports like hiking, fishing and camping. They are also close enough to big cities to frequent comedy clubs, nightclubs and upscale malls for designer clothes and sporting goods. They tend to have varied media tastes, enjoying music and comedy shows on television, modern rock and country music on the radio and fitness and music magazines from newsstands. They are active Internet users going online for instant messaging, exchanging email and getting the latest sports scores and news.

Group D: Blue-collar Backbone

Budget-conscious, young and old blue-collar households living in older towns working in manufacturing, construction and retail trades

The four Segments in Blue-collar Backbone are a bastion of blue-collar diversity. This group features above-average proportions of both old and young residents, whites and Hispanics, families and singles, homeowners and apartment renters. Most residents live in older outlying towns and cities, and work at blue-collar jobs in manufacturing, construction and retail trades. Their lifestyle reflects a working-class sensibility. Their most popular leisure activities include baseball, soccer, fishing and woodworking. They're more likely to go out to a veterans club than attend a concert or play. These budget-conscious households shop at discount clothiers and department stores, and they have low rates for buying investments or insurance products. With relatively few entertainment options due to their remote location or lack of discretionary income, this group is a strong market for traditional media. Residents like to watch soaps and game shows on television, listen to country music on the radio and read a variety of outdoor and women's magazines.

Group E: American Diversity

A diverse group of ethnically mixed singles and couples, middle-aged and retired with middleclass incomes from blue-collar and service industry jobs

American Diversity is a reflection of how contrasting mid-America's population is. It is an ethnic mix of middle-aged couples, singles and retirees. With a few exceptions, these six Mosaic Segments consist of households with average educations and middle-class incomes from blue-collar and service industry jobs. Many of the group's adults are older Americans—aging singles and couples who've already exited the workplace. They tend to have unassuming lifestyles, scoring high for reading books and newspapers, going to movies and plays, and socializing through fraternal orders and veterans clubs. They have traditional media tastes, enjoying TV news, movies and game shows as well as business and shelter magazines. Conservative in their politics and fashion, they have limited interest in new clothing styles, consumer electronics or the Internet.

Group F: Metro Fringe

Racially mixed, lower-middle-class clusters in older single-family homes, semi-detached houses and low-rise apartments in satellite cities

Metro Fringe is a collection of five racially mixed, lower-middle-class Mosaic Segments located primarily in satellite cities such as Kissimmee, FL, Flint MI, Joliet, IL and Fresno, CA. Many of the group's households consist of young singles and couples who work at blue-collar and service industry jobs. They tend to live in older singlefamily homes, semidetached houses and low-rise apartments. Overall, this group is relatively active and pursues sports-oriented lifestyles participating in activities such as soccer and softball, rollerblading, skateboarding, gocarting and video gaming. As shoppers, they patronize discount retailers where they buy the latest fashion and tech gear at low prices. In their homes, they're fans of electronic media, whether it's watching youth-oriented cable channels like Spike TV, FX and Cartoon Network, or going online to chat forums and Web sites for job listings or music downloading.

Group G: Remote America

A mix of farming and small industrial rural communities with outdoor oriented lifestyles living primarily in America's heartland

The four Remote America Segments reflect heartland lifestyles, a mix of farming and small industrial communities mostly located in the nation's midsection. The working-class couples and families in this group tend to be employed in agriculture and blue-collar jobs that pay modest wages. The median home value is about half the national average, and a significant number of residents live in mobile homes. No group has a lower population density, and few have higher rates for outdoors-oriented lifestyles. Households spend their leisure time fishing, hunting, hiking and horseback riding. In their homes, they look to their TV sets for entertainment, especially game shows, soap operas and home improvement shows. Their magazine tastes may split along gender lines with the men reading hunting publications while the women peruse shelter magazines. On the radio, country and western is the preferred choice of music.

Group H: Aspiring Contemporaries

Young, mostly single, ethnically diverse, online active households living in new homes or apartments with discretionary income to spend on themselves

The four Segments in Aspiring Contemporaries are all filled with upward strivers. The households tend to be young (Generation Xers between 18 and 34 years old), ethnically diverse (about 40 percent are minorities) and unattached (about two-thirds are single or divorced). Yet despite traditional barriers to affluence, the members of these metropolitan segments are already solidly middle-class. Many live in relatively new homes or apartments valued at more than the national average—a reliable sign of upward mobility. They're big culture buffs who like to see plays, movies, comics and live bands. They spend a lot of their discretionary income on the latest fashions and consumer electronics. They're heavy media consumers, listening to jazz on the radio and reading the Sunday paper for science and technology news. Raised on technology, they are very Internet savvy, spending their leisure time online to chat, shop, job search, send instant messages, bid in auctions and frequent dating Web sites.

Group I: Rural Villages and Farms

Rural, middle-class married families and couples of varied ages, living and working in agricultural and mining communities

Representing America's agricultural and mining communities, Rural Villages and Farms is a collection of five low-density Segments filled with middle-class families and couples of varied ages. Most of the households in this group are married, white and high school educated. They maintain tranquil lifestyles in unpretentious houses and comfortable mobile homes. They share a fondness for outdoor sports, enjoying fishing, hunting, camping and motor sports. Many residents are do-it-yourselfers who are into woodworking and needlework. They like to shop at the big-box home improvement chains and watch how-to shows on TV. When it comes to media, nothing dominates like country music. They watch their favorite country and western stars on TV, listen to them on the radio and attend their concerts.

Group J: Struggling Societies

Young minorities, students and single parents trying to raise families on low-level jobs in manufacturing, health care and food services

The five Segments in Struggling Societies symbolize the challenges facing a significant number of economically challenged Americans. These households tend to be disadvantaged and uneducated. With incomes half the national average and nearly a third never completing high school, they are consigned to low-level jobs in manufacturing, health care and food services. Many of these residents are young, minorities, students and single parents trying to raise families on low incomes and tight budgets. Without much discretionary income their activities are limited and leisure pursuits include playing sports like basketball, volleyball and skateboarding. They shop at discount clothiers and sporting goods stores for casual apparel and athletic shoes. In these lessfortunate communities, television is a main source of entertainment, specifically reality programs, sitcoms, talk shows and sports. This group also relates to ethnic-oriented media, creating a strong radio market for stations that play Spanish, Mexican and urban contemporary music.

Group K: Urban Essence

Young, single and single-parent minorities living in older apartments working at entry-level jobs in service industries

As a whole, the six segments in Urban Essence make up the nation's least affluent group, a collection of relatively young minorities living in older apartments. More than half the households consist of African Americans and Hispanics. Many of these residents are single or single parents working at entry-level jobs in service industries. With their low education levels and household incomes, residents lead unpretentious lifestyles. Many spend their leisure time playing sports like baseball, basketball and football. With their above-average household size, they make a strong market for children's toys and electronic gear, especially video games, dolls and board games. They have high rates for enjoying traditional media, reading ethnic-targeted magazines, listening to jazz and urban contemporary radio and, especially, watching television. It's hard to find a network program or cable channel that they don't view watching comedies, cartoons, sports, soaps and game shows.

Group L: Varying Lifestyles

Residents who primarily live in group quarters including students, military personnel and institution populations

The three Segments that make up Varying Lifestyles are an unconventional group. What they share is the singular experience of living in group quarters. A majority of this group lives the unique lifestyles offered by the military and university dorm life. Though their daily lives are different from many Americans—as well as each other—those who have the ability are more likely than average Americans to visit museums, zoos and state fairs. They like to stay active doing aerobic exercise, hiking, bowling and playing sports like tennis, baseball and volleyball. They're frequent travelers who vacation abroad as well as within the United States. At home, they divide their time between the television and computer screens. They typically watch TV news, comedy programs and latenight talk shows. When online they frequent chat rooms, auction and banking sites and listen to Internet radio with a preference for rock 'n' roll.

Group B: Upscale America

Segment B03: Urban Commuter Families

Upscale, college educated Baby Boomer families and couples living in comfortable, single detached homes in city neighborhoods on the metropolitan fringe

Demographics

Not all families have fled the nation's cities for the far-out suburbs. In Urban Commuter Families, Baby Boomer families and couples are content to live in comfortable, single detached homes in city neighborhoods on the metro fringe. Many of these upscale, college-educated households contain dual-income couples who put in long hours as professionals and managers in retail, health care and education services. They tend to leverage their home equity with major home improvement projects, and build their real estate holdings with recent purchases of second homes for family getaways.

Lifestyles

With its concentration of empty-nesters, Urban Commuter Families lifestyle is relatively serene. They are not into aerobic sports, preferring to get their exercise from low-impact activities such as gardening, golfing and birdwatching. They enjoy leisure activities like going to the theater or antique show rather than a rock concert or an auto race. They describe themselves as brand-loyal shoppers who prefer to buy functional clothes over expensive designer labels, shopping at stores like Sears and J.C. Penney. With limited interest in the latest electronics and technology products, their homes are more likely to contain stereos and 35-mm cameras than MP3 players and digital cameras. These conservative investors put their money to work in CDs, U.S. savings bonds and taxsheltered annuities. With their high rates of owning houses and vacation homes, they take out home improvement loans and spend their free time roaming the aisles at Home Depot and Lowe's, Linens 'N Things and Pottery Barn.

Media

The households in Urban Commuter Families are old-fashioned media fans. They subscribe to daily newspapers at high rates and spend their Sunday mornings poring over the travel section and the ad inserts. They pick up traditional general interest magazines at the supermarket, enjoying Reader's Digest, Family Circle and Good Housekeeping. On their commute to work, they listen to the calming strains of classical, golden oldies and big band music on the radio. When they finally wind down in front of a TV, these conservative households watch Fox News, the History Channel and the old movies on AMC and TMC. Their Mosaic motto could be "No surprises, please."

Group D: Blue-collar Backbone

Segment D02: Working Rural Communities

Middle-class empty-nesting couples, middle-aged families and single seniors living in older, industrial towns skilled in blue-collar construction and manufacturing jobs

Demographics

There's a grittiness to life in Working Rural Communities. In these older, industrial towns, aging residents hold skilled blue-collar jobs in manufacturing and construction. Most households are filled with empty-nesting couples, middle-aged families and single seniors. They reside in 40-year-old homes valued at below-average prices. Their inexpensive housing allows their middle-class incomes to go far in these predominantly Midwestern towns. Many residents drive traditional, American-made cars and trucks, though their typical 10-minute commute to work is one of the shortest in the nation.

Lifestyles

The empty-nesting couples who dominate Working Rural Communities lead serene leisure lives. Many spend their free time enjoying home-based hobbies such as gardening, woodworking and needlework. Their plans for a big night is dining at a local restaurant, going to an antique show or playing bingo. They score low for most outdoor sports other than fishing, hunting or bird-watching. These middle-of-the-road consumers are not big shoppers, tending to make a lot of their purchases—clothes for themselves, toys for their grandchildren—at discount department stores like Wal-Mart and K-Mart. They're financially conservative, investing in government and corporate bonds as well as owning health, life and property insurance. With low rates for traveling long distance, these longtime residents are content to work and play in their hometowns. Many are active in their community as members of civic clubs.

Media

Working Rural Communities is filled with media traditionalists. They read magazines that have been around for decades—among them, Reader's Digest, Ladies' Home Journal and Good Housekeeping. When they turn on the radio, it's often to listen to golden oldies or traditional country music. These households are avid television viewers especially when it comes to nostalgic programming such as old movies and sitcom re-runs on AMC and TV Land as well as the History Channel and the Hallmark Channel. They also enjoy programs such as "Wheel of Fortune," "Antiques Roadshow" and the "CBS Sunday Movie." To get the day's news, they rely on newspapers and have yet to discover the Internet.

Group D: Blue-collar Backbone

Segment D03: Lower-income essentials

Lower-income empty-nesting couples and aging seniors, living in out of the way towns in aging houses and mobile homes

Demographics

Lower-income Essentials is dominated by aging seniors and empty-nesting couples of modest means. Although small in absolute numbers, the Native American population here is three times the national average. Concentrated in out-of-the-way towns in the Prairies, residents make do with humble lifestyles. The educational levels are often low, with one in five residents never completing high school—about 40 percent above the U.S. average. Most workers earn low wages at blue-collar or service industry jobs in manufacturing, retail and health care. With these lower echelon positions, residents live in aging houses and mobile homes valued at well below the national average.

Lifestyles

The demographics of Lower-income Essentials combine to create less-than-luxurious lifestyles. Households pursue outdoor activities like fishing, hunting and gardening. They're active in community affairs, belonging to church groups, veterans clubs and local government associations at high rates. Their isolated towns offer relatively few entertainment options, and most spend their leisure time at home, watching TV or listening to music. Their idea of a night out could consist of playing bingo, a meeting at the American Legion or socializing with family and friends. Residents describe themselves as fashion conscious, but their low incomes limit their tastes to what's available at discount chains like Wal-Mart, K-Mart and Big Lots. Their taste in electronics is similarly driven by their budget, and is reflected in their low rates for buying the latest consumer electronics. Their autos are mostly pick-up trucks and mid-sized sedans, taking out car loans to buy used vehicles.

Media

Lower-income Essentials households are heavy users of traditional media. They listen to the radio every day and are particularly fond of country music and golden oldies stations. They are big watchers of television and enjoy documentaries and family-friendly fare on cable channels like Discovery, TNT, USA and Lifetime. They are likely to watch a variety of network TV shows that include news, reality shows and sitcoms like "The King of Queens" and "According to Jim." Their taste in print media is a variety of outdoor oriented publications as Field & Stream and North American Fisherman, traditional titles like Reader's Digest and Family Circle and for those more mature, AARP. Their online use is one of the lowest in the nation, so communicating with them via the Internet would be a challenge.

Group D: Blue-collar Backbone

Segment D04: Small-city Endeavors

A mix of lower income, young and old, singles, families and single parents living in older homes and small apartments in working-class towns

Demographics

Small-city Endeavors has a split personality, reflecting the cluster's mix of young and old, singles, families and single parent households. In these diverse working-class communities concentrated primarily in the Midwest, newcomers share blocks with longtime residents, drawn to the affordable housing and short commutes to work. Many of the adults never went beyond high school, and the employment base largely consists of low-wage bluecollar jobs in manufacturing, retail and health services. Most households live in older homes and small apartments valued at less than half the national average. One in twenty lives in a nursing home or assisted living facility.

Lifestyles

Given its mix of ages and family types, the Small-city Endeavors cluster is characterized by diverse lifestyles. In these small towns, pastimes like basketball and go-carting coexist with antiquing and board games. Most households enjoy outdoor activities like camping, boating and fishing. With their low incomes, there's not a lot of discretionary spending on travel or cultural activities, and consumers limit their shopping trips to discount stores like Wal-Mart, Payless Shoes and Fashion Bug. They are frequent shoppers at toy, hobby and sporting goods stores. Many are late adopters of technology and typically seek the advice of others when buying electronic products. Financially, they are likely to take out personal and payday loans and they carry a variety of low-value car, life and homeowner's insurance products.

Media

Small-city Endeavors represents a solid audience for a number of media. They're big TV fans—both network and cable—and watch daytime soaps, game shows, evening newscasts and reality programs all at high rates. Their favorite cable channels run the gamut—from CNN and Discovery to the Sci-Fi Channel and ABC Family. The cluster's broad age range is seen in the popularity of magazine titles such as Rolling Stone, Seventeen, Woman's Day and Soap Opera Digest. Folks here love their country music stars, whether they're on radio or television. Internet usage rates are low. However, when they are online, they use the Internet to check sports and likely to explore new and interesting sites that they've never been to before as they search the vast online world.

Group E: American Diversity

Segment E02: Urban Blues

Young Hispanic families, singles, and single parents living in urban areas working in low paying, entry-level blue-collar and service jobs

Demographics

While many residents in this cluster may be singing the Urban Blues, the tune probably has a Latin beat. More than three-quarters of all households in this segment are Hispanic—roughly six times the U.S. average. They tend to be mostly young singles, families and single parents living in urban areas primarily in the Southwest in cities as Houston, TX, San Antonio, TX, Phoenix, AZ and Albuquerque, NM. Their schooling is modest and their unemployment rate is more than twice the national average. Those who do find work typically hold entry-level blue-collar jobs in agriculture, retail and food services. Nearly two-thirds of residents own single-family and mobile homes and the houses are older and valued at less than half the national average.

Lifestyles

The working-class members of Urban Blues make do with low-key lifestyles. They like to spend their free time participating in team sports including soccer, baseball, basketball, volleyball and football. These family-oriented households like to keep busy around the house cooking, listening to Spanish music and entertaining friends. However, without a lot of discretionary income, their activities can be limited and even going to movies or out to dinner can be a challenge for most. Many residents like to shop for new fashion at specialty stores—typically those where clerks speak Spanish—but they also patronize large discount chains such as Ross Dress for Less and Payless Shoes. At the grocery store, they stock up on baby food, energy drinks, meat alternatives and cheese typically paying in cash. With little or no banking services and credit cards, Urban Blues households provide a new market opportunity for financial services and credit cards companies for tapping this underserved and underbanked consumer market.

Media

Urban Blues is dominated by Latin media. Residents tune their radios to stations that play Tejano and ranchera music. They read magazines like Urban Latino and Hispanic Magazine, along with English language titles that reflect their passion for music. They have high rates for watching broadcast television, including English language comedies and cartoons like “George Lopez” and “King of the Hill.” Urban Blues households have low Internet usage rates, but those adults who do go online like to download music and games. These consumers are more comfortable with traditional media, which they often enjoy together as a family.

Group E: American Diversity

Segment E05: American Great Outdoors

Older rural couples and retirees scattered in remote communities around the country living on low wage and Social Security in modest homes, small apartment buildings and mobile homes

Demographics

A rugged blend of rural couples and retirees makes up American Great Outdoors. Scattered in remote communities around the country, this segment is characterized by aging households—about half are over 65— who like an outdoor lifestyle. These singles and couples live in modest homes, small apartment buildings and mobile homes. There's little emphasis on educational achievement, and one in five did not complete high school. Most households get by on Social Security or relatively low wages earned at blue-collar and service industry jobs in retail, health care and food services. Money seems to go further in these isolated communities affording a number of households with full-sized cars and boats.

Lifestyles

As the name suggests, the small-town households in American Great Outdoors spend their leisure time outside, gardening, bird-watching, camping and saltwater fishing. These older Americans also enjoy social activities through their memberships in veterans clubs and fraternal orders. Playing bingo is also a favorite pastime. With only modest incomes, they are very conservative owning few investments and prefer the safety of CDs and money markets. They're more comfortable shopping at discount department stores and at do-it-yourself home improvement chains like Ace Hardware and True Value Hardware. Whether it's clothes or cars, these blue-collar folks are proud of their American roots and buy products with a made-in-the-USA label or brand.

Media

American Great Outdoors households would rather be outside than sitting down with most media. They will come inside to watch TV programs that feature how-to renovations and makeover challenges as well as game shows or classic movies on AMC or the Hallmark Channel. They aren't radio fans, but they'll occasionally tune in stations that offer news or easy listening music. These consumers would rather thumb through magazine pages than click through anything online. Their taste in magazines reflects titles geared to women and older-than-average readers including Woman's World, Reader's Digest, Prevention and Good Housekeeping.

Group F: Metro Fringe

Segment F01: Steadfast Conservatives

Home to high-school educated mature singles and couples living in middle-class urban bluecollar neighborhoods

Demographics

A quietly aging cluster, Steadfast Conservatives is home to mature singles and couples living in midscale urban neighborhoods. Households tend to be white, high school-educated and middle class. Many have begun to empty nest or are already filled with couples and singles aged 65 years or older. The seniority of many residents does have benefits in the workplace. They earn middle class incomes from skilled jobs in manufacturing, retail and health care. Their incomes go far, allowing residents to own older homes and multiple cars and trucks at higher than average rates.

Lifestyles

The residents of Steadfast Conservatives live up to their old fashioned reputation. They think the stock market is too risky, computers and the Internet too confusing and take preventive medicine before any sign of illness. They even regard aerobic exercise as too strenuous, preferring to spend their leisure time fishing, gardening, antiques or doing needlework or woodworking. For their social life, they attend activities sponsored by fraternal orders, veterans clubs and church groups. As consumers, they're likely to be brand loyal when they shop at favorite stores like J.C. Penney for clothes, Dick's Sporting Goods for outdoor gear and Jo-Ann for needlecrafts. With their middle-class incomes, they make a strong automotive market, especially for American-made pickup trucks and mid-sized sedans. To further protect their established lifestyles, they buy a variety of insurance products— covering health, life, car and home— though primarily low-value policies.

Media

Households in Steadfast Conservatives are fans of traditional media, including print, TV and radio. They like to get their news from a daily paper or the nightly newscasts on network TV. They consider television as a primary source of entertainment in their lives, and they have high rates for watching sitcoms, reality shows, daytime soaps and religious programs. They enjoy reading magazines that appeal to their do-it-yourself sensibilities including popular titles as Family Handyman, Better Homes & Gardens and Country Living. Their radio tastes include a mix of big band, classic rock, country and golden oldies. These households are mostly unenthusiastic about the Internet, but when online they engage in chat forums and visit NASCAR.com.

Group F: Metro Fringe

Segment F05: Grass-roots Living

Less educated, racially diverse mix of middle-aged couples, families and singles living in lower-middle-class rural villages and aging industrial towns throughout the Midwest and South

Demographics

Located in rural villages and aging industrial towns throughout the Midwest and South, Grass-roots Living consists of a racially diverse mix of couples, families and divorced men and women living in lower-middle-class circumstances. Educational levels are low, and nearly a quarter of households did not finish high school. Those still in the workforce tend to have low-paying jobs in manufacturing, construction or agriculture. Most residents live in older houses or mobile homes that are worth less than half the general population.

Lifestyles

The members of Grass-roots Living are known for their heartland lifestyles. They like to spend their leisure time out of doors, fishing, hunting and swimming. When they come inside, they enjoy cooking, playing cards and watching TV. In these isolated communities, the closest Wal-Mart often serves as the unofficial town square as well as a primary shopping destination. Traditional in their marketplace preferences, they look for favorite brands and products made in the USA including the pickup trucks and mid-sized sedans they drive. Although these folks tend to be late adopters of technology, they outfit their new vehicles with satellite radio for the improved audio reception and greater station selection.

Media

The middle-aged members of Grass-roots Living have traditional media tastes. They like to sit on their couches watching network TV shows including daytime soaps, reality shows and news programs as well as cable channels like USA, A&E, Country Music Television and The Weather Channel. Many households read traditional magazines such as Ladies' Home Journal, Field & Stream and National Enquirer. In their cars, they typically keep their radios tuned to country, gospel and rhythm and blues stations. They are avid racing and NASCAR fans and will watch a race on TV or in the speedway stands. Even though residents display very low rates for accessing the Internet, those who do go online typically visit network TV and auto racing websites like ABC.com and NASCAR.com.

Group G: Remote America

Segment G01: Hardy Rural Families

Predominantly middle-class, older Americans living rustic lifestyles in older single-family houses and mobile homes located in tiny towns and isolated villages

Demographics

Far beyond the nation's beltways in tiny towns and isolated villages, the households of Hardy Rural Families are thriving. Predominantly white and middle-class, these older Americans have crafted rustic lifestyles in older single-family houses and mobile homes. Most of the households comprise married couples with a single wage earner who are high school educated and have blue-collar jobs in agriculture, construction and transportation. In these tradition-steeped communities, a disproportionate number of households have single wage-earners. To cover the long distances required for even the simplest of errands, these households rely on pickups and SUVs to handle the rough terrain in their rural communities.

Lifestyles

The members of Hardy Rural Families share active outdoor lifestyles. They like to spend their leisure time pursuing activities such as hiking, boating and gardening. Their social lives revolve around fraternal orders, veterans clubs and church groups. They prefer to shop at local stores but, if they can't find what they want, they'll head to discount retail chains like Wal-Mart, Big Lots and Fashion Bug. This is buy-America country where residents look for domestically made pickups and SUVs. They like to take driving trips for short weekend getaways. Many consumers are late adopters of new products, especially consumer electronics: They have relatively low rates for owning computers and digital devices, and their living rooms are likely to be equipped with stereos and TVs hooked up to VCRs. They are not big investors and feel the stock market is too risky. They prefer to pay in cash for things and carry personal loans, car loans and low-to-medium value insurance policies.

Media

In Hardy Rural Families, residents are loyal to traditional media. They listen to country music and classic rock on the radio. They have high rates for reading daily newspapers and magazines that reflect their down-home lifestyles including Country Weekly, Family Handyman and Motor Trend. On television, they tune in to network dramas and daytime soaps as well as cable networks like the Outdoor Channel, Speed Channel and National Geographic Channel. Hardy Rural Families households have low Internet usage rates, but when residents do go online, they're most likely to visit websites of another traditional media—the network TV home pages—to follow the exploits of their favorite programs and stars.

Group G: Remote America

Segment G02: Rural Southern Living

Low income, blue-collar couples and families scattered in sparsely settled mobile home communities across the South

Demographics

Scattered in sparsely settled communities across the South, the households in Rural Southern Living consist of young, predominantly white couples and families with lower-middle-class lifestyles. No segment has more residents living in mobile homes with more than half the households living in manufactured housing. The adults are high school educated and work at blue-collar jobs in manufacturing, construction and transportation. Their low-paying jobs result in household incomes nearly 30 percent below the general population. With their relatively low housing costs, however, these young families have more discretionary cash to stretch their budgets.

Lifestyles

Rural Southern Living households have lifestyles befitting young, exurban households. Their leisure time is dominated by outdoor pursuits that include target shooting, camping and playing softball. They enjoy going to aquariums, state fairs and beaches. When they travel for a vacation, it's usually a long car trip to a state park or national seashore. These price-sensitive consumers believe that clothes at discount stores are just as good as those at higher-end retailers, and their favorite stores include Wal-Mart, Goody's Family Clothing and Belk. They will splurge on consumer electronics such as video game systems, home theater systems and camcorders. They drive pickup trucks and mid-sized sedans probably equipped with satellite radios.

Media

The young households in Rural Southern Living make a strong TV market. They enjoy watching a wide range of programming—primetime sitcoms, comedy shows and crime dramas—and include cable channels such as FX, Comedy Central and Spike TV. They make time to watch network shows like “CSI,” “Two and a Half Men” and “King of the Hill.” As with many rural Mosaic segments, country music provides the soundtrack to many of their activities. Residents also tune in to religious and contemporary hit stations on the radio. When they sit back to read, it's often hunting, car and baby magazines as well as that bible for couch potatoes, TV Guide.

Group J: Struggling Societies

Segment J01: Rugged Rural Style

Rural working-class households of older married couples and retirees residing in aging houses and mobile homes located in the most isolated communities in the Southwest and Western states

Demographics

Rugged Rural Style consists of some of the most isolated communities in America. In these rural working-class households across the Southwest and Western states, predominantly older married couples and retirees live in aging houses and mobile homes. Those still working have blue-collar jobs in construction, manufacturing and agriculture—the cluster has more than four times as many farmers as the general population. The mix of low educational achievement and blue-collar jobs contributes to the segment’s low median income. The housing value is similarly low, with most homes built before 1970 and the median home value nearly 40 percent below the U.S. average. In these remote areas, one household in twenty operates a home business to help make ends meet.

Lifestyles

The households in Rugged Rural Style pursue old-fashioned country lifestyles. Hunting, fishing, gardening and needlework are all popular in this segment. For social activities, residents gather at the local church or fraternal order. In these rural outposts, households need to be self-reliant, thus their favorite stores include Ace Hardware and True Value Hardware, where they stock up on supplies for home improvement projects. Many are on tight budgets, rarely buying consumer electronics and avoiding financial investments altogether, saying stocks are too risky. The rest own conservative CDs and low-value insurance policies, for life, health, property and cars. Having a sturdy vehicle to handle the rugged terrain is a necessity in these back-country areas, and households often take out loans to buy full-sized sedans and pickup trucks.

Media

In Rugged Rural Style, television and magazines are important sources of entertainment. With satellite dishes planted alongside their gardens, households here have high rates for watching a variety of TV programs—news, soaps, sports and game shows, especially “Wheel of Fortune” and “The Price is Right.” Residents also tune in to cable channels such as Lifetime, TV Land, The Movie Channel and Country Music Television. On the radio, country music is the mainstay with all the other genres having only minor appeal. Many magazines pile up on residents’ coffee tables, including titles that have been heartland favorites for generations including Reader’s Digest, Good Housekeeping, Country Living and Southern Living. Households are rather detached from the Internet. They’ve only recently begun to go online and have very low usage rates for almost all online activities.

Group K: Urban Essence

Segment K05: New Generation Activists

Less educated, young, low income minority singles and single-parent families concentrated in the nation's inner cities

Demographics

Concentrated in the nation's inner cities, New Generation Activists is often the first home-on-their-own cluster for young singles and single-parent families. More than a third of the households are under 35 years old and nearly nine out of 10 are single. This segment reflects a majority minority populace with high numbers of Hispanics and African Americans. With their modest educations and high unemployment rate, households earn a median income that's about half the national average. Those in the workforce are employed primarily in entrylevel service jobs in retail, manufacturing, food service and health care. Given their low wages, few can afford their own homes or new cars. To get to jobs and entertainment, nearly a third use public transportation or carpool in compact cars with friends.

Lifestyles

Reflecting their largely unmarried status, the members of New Generation Activists like to spend their free time socializing at night and frequent nightclubs, comedy clubs, education courses and health clubs. These Generation Xers and Yers exercise regularly by jogging, taking aerobics classes and playing sports like volleyball, baseball and basketball. They also treat shopping like an indoor sport and enjoy exploring new stores and different brands at popular retailers like Big Lots, Fashion Bug and Burlington Coat Factory. With a third of households containing young children, parents buy a lot of toys, dolls, board games and video game players. Between jobs and kids' activities, these households rarely sit down to a meal, and many survive on easy-to-microwave foods like TV dinners, instant potatoes and frozen foods.

Media

New Generation Activists consists of TV-centric households. They like a variety of cable channels, including TBS, FX, Spike TV and ABC Family. They often watch sitcoms and dramas such as "CSI," "Law & Order" and "My Wife and Kids." The heavy minority presence is reflected in the popularity of ethnic media, such as the high ratings for radio stations that play urban contemporary and ranchera music. Residents describe magazines as a major source of entertainment, alternating between black-oriented publications like Ebony and Jet and mainstream titles like Entertainment Weekly, National Enquirer and Lucky. Unlike other young Americans, however, these households express little interest in high technology and very rarely go online.

