

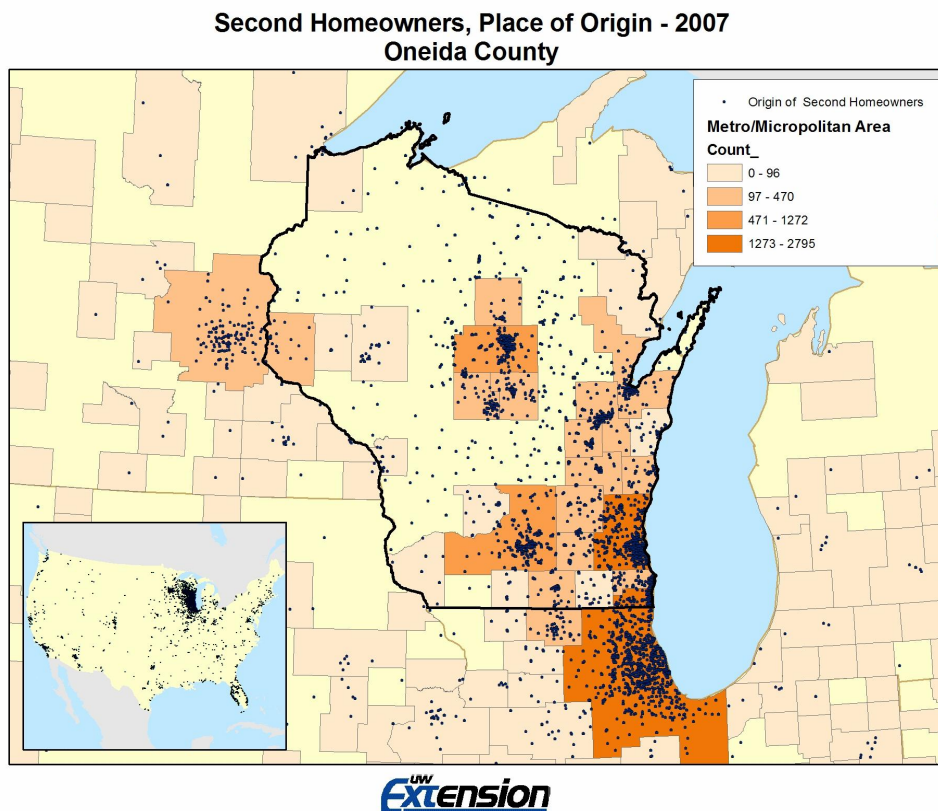
Second Homeowner Analysis

This section analyzes the place of origin of people who own second homes in the Rhinelander area. It provides a geographic, demographic and lifestyle/spending profile of the census tract surrounding the home address of each inquirer. Conclusions on possible retail development opportunities are provided.

Second homeowners were identified using Oneida County property tax records (fall 2007). A total of 13,673 address records were analyzed using Geographic Information Systems (GIS).

Geographic Origin – Second Homeowner Market

To identify place of origin, the 13,673 addresses were mapped to the street level using Geographic Information Systems (GIS). The map below illustrate the geographic distribution of the permanent residences of second homeowners. Each point represents one second homeowner.



Distribution by Metropolitan and Micropolitan Area

Many of the places of residence of second homeowners are concentrated within the greater Milwaukee (20.4 percent) and Chicago (18.7 percent) areas. In addition, a significant number of second homeowners were from Wisconsin communities including the Wausau (9.3 percent), Madison (6.4 percent), Appleton (3.4 percent), and Green Bay (2.7 percent) areas.

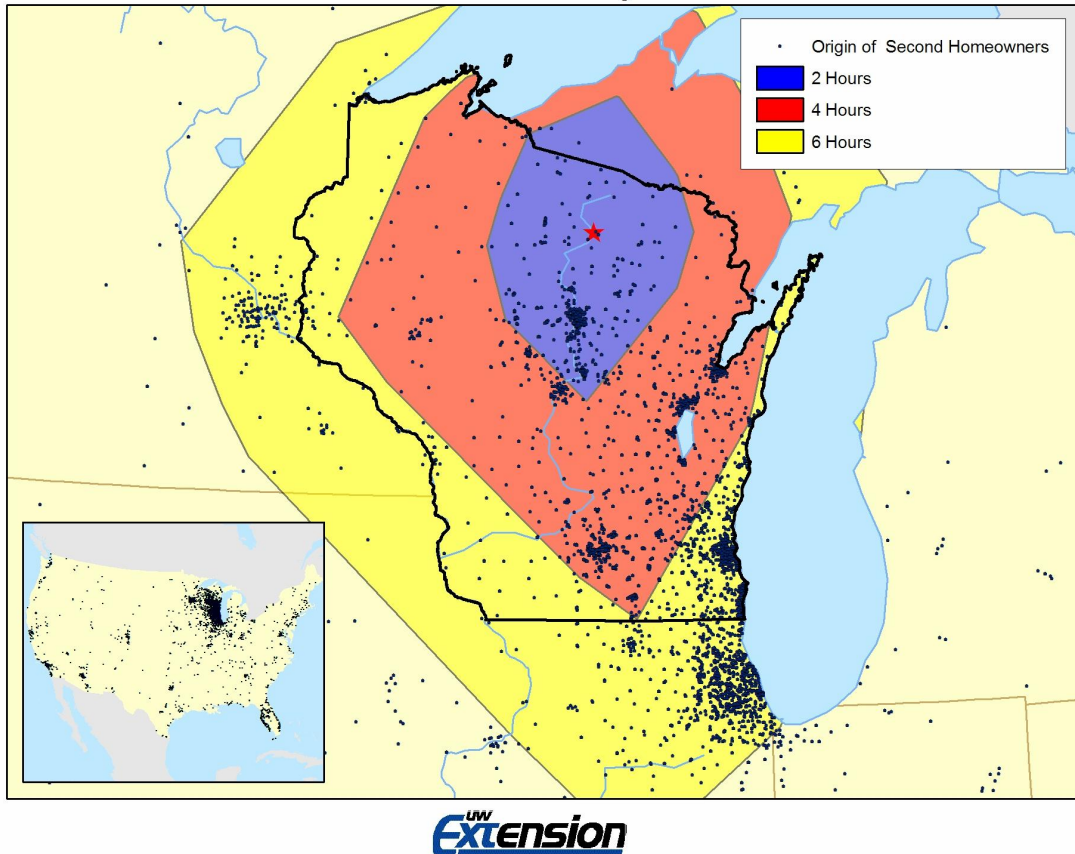
A detailed listing of second homeowners from the top metropolitan and micropolitan areas is included in the following table.

Second Homeowners by Location		
Metropolitan and Micropolitan Areas	Count	Percent
Milwaukee-Waukesha-West Allis, WI	2,795	20.4%
Chicago-Naperville-Joliet, IL-IN-WI	2,560	18.7%
Wausau, WI	1,272	9.3%
Madison, WI	875	6.4%
Appleton, WI	470	3.4%
Green Bay, WI	370	2.7%
Racine, WI	305	2.2%
Oshkosh-Neenah, WI	253	1.9%
Stevens Point, WI	233	1.7%
Wisconsin Rapids-Marshfield, WI	227	1.7%
Minneapolis-St. Paul-Bloomington, MN-WI	203	1.5%
Janesville, WI	183	1.3%
Merrill, WI	178	1.3%
Fond du Lac, WI	157	1.1%
Rockford, IL	144	1.1%
Sheboygan, WI	139	1.0%
Watertown-Fort Atkinson, WI	135	1.0%
Beaver Dam, WI	126	0.9%
Whitewater, WI	96	0.7%
Manitowoc, WI	82	0.6%
Eau Claire, WI	50	0.4%
Total of Top Metro/Micros	10,853	79.4%
Note: Percentages are taken out of the total of 13,673 second homeowner residents that were utilized in this analysis		

Distribution by Drive Time

On the following regional map, drive-time bands were overlaid to illustrate two, four and six hour distances from Rhinelander. The map reflects a small concentration (15 percent) of second homeowners residing in the two hour band around Rhinelander. Approximately 26 percent reside two to four hours away. An additional 46 percent reside four to six hours away. In total, 87 percent of the second homeowners reside within six hours of Rhinelander.

**Second Homeowners, Place of Origin - 2007
Oneida County**



Drive-Time	Count	Percent
0-2 hour	11,901	15%
2-4 hour	5,548	26%
4-6 hour	2,081	46%
All	13,673	100%

Demographic Analysis – Second Homeowner Market

The demographic analysis of the second homeowner market is based on the ESRI 2004 estimates of census tract characteristics for the primary residences of the 13,673 second homeowners in Oneida County. These characteristics were compared to the estimated 2004 household characteristics for Wisconsin. A summary of findings follows.

Age:

The median age of the second homeowner's census tracts is 38.3, compared to 37.4 for Wisconsin.

Average Household Size:

The average household size for the second homeowner's census tracts is roughly equal to the Wisconsin average (2.5 compared to 2.4).

Race:

The racial composition of the second homeowner's census tracts is 89.5 percent Caucasian, 3.7 percent African American, 5.3 percent Hispanic, 0.5 percent American Indian, Eskimo, or Aleut, and 2.5 percent other races. The percentages of Caucasian and Hispanic residents are slightly higher than the 2004 percentages for the state (88.0 percent and 4.0 percent respectively). The percentage of African Americans in the second homeowner's census tracts is significantly lower than the percentage in the state (6.0 percent).

Home Ownership:

The percentage of people who are homeowners in these census tracts is 74.7 percent whereas 25.3 percent are renters. The percentage of homeowners is significantly higher than for the state of Wisconsin (62.3 percent).

Income:

The average household income for the second homeowner's census tracts is higher than the state average (\$75,792 compared to \$62,001). The per capita income of the second homeowner's census tracts is also higher (\$29,753 compared to \$25,042).

Source: ESRI, 2004 Estimates

Lifestyle and Spending Analysis – Second Homeowner Market

Purchasing behavior, activities and interests can be described in detail using lifestyle segmentation information. Lifestyle segmentation examines the market segment (i.e. Rhinelander area's second homeowners) based on the neighborhoods where these people reside on a permanent basis.

Community Tapestry™ data from ESRI Business Information Solutions was used to analyze the neighborhoods (or Census Block Groups) of each of the 13,673 second homeowner's permanent addresses. Tapestry classified these addresses using 65 demographic and behaviorally distinct segments. The segments were based on types of neighborhoods (urban, suburban, rural); the residents' socio-economic status (age, income, occupation, type and value of residence); and their buying behaviors and preferences.

Top Tapestry Segments

The following top ten Tapestry segments (as described by ESRI) represent approximately 53.5 percent of second homeowner's primary neighborhoods (as described by their census tract). These top segments begin to describe the diversity of places that generate second homeowners in Rhinelander. The appendix to this section provides additional detailed descriptions of each segment's lifestyles and purchasing potential.

Source: ESRI, <http://www.esri.com/library/whitepapers/pdfs/community-tapestry.pdf>

Note: Income and home value amounts are presented as 2004 estimates.

[Readers may skip these detailed descriptions, and instead advance to the Top Life-Mode Group descriptions that follow]

- **Segment 17: Green Acres** (9.1 percent of Households) – A "little bit country," *Green Acres* residents live in pastoral settings of developing suburban fringe areas, mainly in the Midwest and South. The median age is 39.9 years. Married couples with and without children comprise most of the households and live in single-family dwellings. This upscale market has a median household income of \$62,300 and a median home value of \$179,700. These do-it-yourselfers maintain and remodel their homes—paint, install carpet, or add a deck—and own all the necessary tools to accomplish these tasks. They also take care of their lawn and gardens, again, with the right tools. Vehicles of choice are motorcycles and full-sized pickup trucks. For exercise, residents ride their bikes and go water skiing, canoeing, and kayaking. Other activities include bird-watching, power boating, target shooting, hunting, and attending auto races.
- **Segment 06: Sophisticated Squires** (7.9 percent of Households) – Sophisticated Squires residents enjoy cultured country living in newer home developments with low density and a median home value of \$244,500. These urban escapees are primarily married-couple families, educated, and well employed. They prefer to commute to maintain their semirural lifestyle. The median age is 37.4 years. They do their own lawn and landscaping work as well as home improvement and remodeling projects such as installing carpet or hardwood floors and interior painting. They like to barbeque on their gas grills and make bread with their bread-making machines. This is the top market for owning three or more vehicles. Vehicles of choice are minivans and full-sized SUVs. Family activities include playing volleyball, bicycling, playing board games and cards, zoo, and attending soccer and baseball games.
- **Segment 13: In Style** (6.3 percent of Households) – In Style residents live in affluent neighborhoods of metropolitan areas. More suburban than urban, they nevertheless embrace an urban lifestyle. Townhome ownership is more than double that of the national level; however, more than half of the households live in traditional single-family homes. Labor force participation is high, and professional couples predominate. The median household income is \$67,800. Nearly one-third of these households include children. The median age is 39.3 years. In Style residents are computer savvy; they use the Internet daily to research information, track investments, or shop. They own a diverse

investment portfolio, contribute to retirement savings plans, and hold long-term care and life insurance policies. They enjoy going to the beach, snorkeling, playing golf, casino gambling, and domestic travel.

- *Segment 24: Main Street USA (5.9 percent of Households)* – Main Street, USA neighborhoods are a mix of single-family homes and multiunit dwellings, found in the suburbs of smaller metropolitan cities, mainly in the Northeast, West, and Midwest. This market is similar to the U.S. when comparing household type, age, race, educational attainment, housing type, occupation, industry, and household income type distributions. The median age of 36.3 years matches the U.S. median. The median household income is a comfortable \$51,200. Homeownership is at 66 percent and the median home value is \$190,200. Active members of the community, residents participate in local civic issues and work as volunteers. They take care of their lawns and gardens, and work on small home projects. They enjoy going to the beach and visiting theme parks, as well as playing chess, going bowling or ice skating, and participating in aerobics.
- *Segment 12: Up and Coming Families (5.6 percent of Households)* – *Up and Coming Families* represents the second highest household growth market and, with a median age of 31.9 years, is the youngest of Community Tapestry's affluent family markets. The profile for these neighborhoods is young, affluent families with young children. Approximately half of the households are concentrated in the South, with the other half in the West and Midwest. Neighborhoods are located in suburban outskirts of midsized metropolitan areas. The homes are newer, with a median value of \$185,500. Because family and home priorities dictate their consumer purchases, they frequently shop for baby and children's products and household furniture. Leisure activities include playing softball, going to the zoo, and visiting theme parks (generally SeaWorld or Disney World). Residents enjoy watching science fiction, comedy, and family-type movies on VHS or DVD.
- *Segment 32: Rustbelt Traditions (5.3 percent of Households)* – *Rustbelt Traditions* neighborhoods are the backbone of older, industrial cities in states bordering the Great Lakes. Most employed residents work in the service, manufacturing, and retail trade industries. Most residents own and live in modest single-family homes that have a median value of \$97,000. Households are primarily a mix of married-couple families, single-parent families, and singles who live alone. The median age is 35.9 years; the median household income is \$45,300. Residents prefer to use a credit union and invest in certificates of deposit. They use coupons regularly, especially at Sam's Club, work on home remodeling or improvement projects, and buy domestic vehicles. Favorite leisure activities include hunting, bowling, fishing, and attending auto races, country music shows, and ice hockey games (in addition to listening to games on the radio).
- *Segment 25: Salt of the Earth (5.2 percent of Households)* – A rural or small-town lifestyle best describes the *Salt of the Earth* market. The median age is 40.4 years. Labor force participation is higher than the U.S. level, and unemployment is lower. Above-average numbers of employed residents work in the manufacturing, construction, mining, and agricultural industries. The median household income is \$48,800. Households are dominated by married-couple families who live in single-family dwellings, with homeownership at 86 percent. Twenty-eight percent of the households own three or more vehicles. Most homes own a truck; many own a motorcycle. Residents are settled, hardworking, and self-reliant, taking on small home projects as well as vehicle maintenance. Families often own two or more pets, usually dogs or cats. Residents enjoy fishing, hunting, target shooting, attending country music concerts and auto races, and flying kites.
- *Segment 18: Cozy and Comfortable (3.5 percent of Households)* – *Cozy and Comfortable* residents are settled, married, and still working. Many couples are still living in the pre-1970s, single-family homes in which they raised their children. Households are located primarily in suburban areas of the Midwest, Northeast, and South. The median age is 41 years, and the median home value is \$164,000. Home improvement and remodeling are important to *Cozy and Comfortable* residents. Although some work is contracted, homeowners take an active part in many projects, especially painting and lawn care. They play softball and golf, attend ice hockey games, watch science fiction

films on VHS/DVD, and gamble at casinos. Television is significant; many households have four or more sets. Preferred cable stations include QVC, Home & Garden Television, and The History Channel.

- *Segment 04: Boomburbs (2.9 percent of Households)* –The newest additions to the suburbs, *Boomburbs* communities are home to younger families who live a busy, upscale lifestyle. The median age is 33.8 years. This market has the highest population growth at 4.6 percent annually—more than four times the national figure. The median home value is \$308,700, and most households have two earners and two vehicles. This is the top market for households to own projection TVs, MP3 players, scanners, and laser printers as well as owning or leasing full-sized SUVs. It is the second-ranked market for owning flat-screen or plasma TVs, video game systems, and digital camcorders as well as owning or leasing minivans. Family vacations are a top priority. Popular vacation destinations are Disney World and Universal Studios, Florida. For exercise, residents play tennis and golf, ski, and jog.
- *Segment 2: Suburban Splendor (2.8 percent of Households)* –These successful suburbanites are the epitome of upward mobility, just a couple of rungs below the top, situated in growing neighborhoods of affluent homes with a median value of \$408,100. Most households are composed of two-income, married-couple families with or without children. The population is well educated and well employed, with a median age of 40.5 years. Home improvement and remodeling are a main focus of *Suburban Splendor* residents. Their homes feature the latest amenities and reflect the latest in home design. Residents travel extensively in the United States and overseas for business and pleasure. Leisure activities include physical fitness, reading, visiting museums, or attending the theater. This market is proactive in tracking investments, financial planning, and holding life insurance policies.

Top Life-Mode Groups

Tapestry's 65 distinct market segments profile the diversity of the American population in detail. One way to summarize and simplify these differences is to consolidate the individual segments into Life-Mode summary groups. Segments within a Life-Mode summary group share an experience, such as being born in the same time period, or a trait such as affluence. The following three Life-Modes (as described by ESRI Business Information Solutions) represent approximately 58.4 percent of second homeowners (as described by their neighborhoods of primary residence).

Source: ESRI, <http://www.esri.com/library/brochures/pdfs/community-tapestry-handbook.pdf>

- *L2 Total Upscale Avenue (24.1 percent of Households)* – Prosperity is the overriding attribute shared by the seven segments in *Upscale Avenues*. Success has been earned from years of hard work. Similar to the *High Society* segments, many in this group are also well educated with above average earnings. However, the choice of housing among the segments in *Upscale Avenues* reveals their distinct preferences. Urban markets such as *Urban Chic* and *Pacific Heights* favor townhouses and high-rises, *Pleasant-Ville* residents prefer single-family homes in suburban neighborhoods, and *Green Acres* residents opt for open spaces. Some have not settled on a home yet, such as the renters among *Enterprising Professionals*; others, such as *Cozy and Comfortable* residents, have been settled for years. The median household income for the group is higher than average. Prosperous domesticity also characterizes the lifestyle in *Upscale Avenues*. They invest in their homes, from landscaping and home remodeling among the homeowners to new furnishings among the renters. Their leisure activities include sports such as golf and bicycling and, of course, domestic vacations. Although they are partial to new cars, they also save and invest their earnings. This LifeMode Group includes the detailed Tapestry segments of: 09, 10, 11, 13, 16, 17, 18.
- *L1 High Society (20.2 percent of Households)* – The markets in *High Society* are affluent and well educated. They represent slightly more than 12 percent of all U.S. households but generate nearly one-quarter of the total U.S. income. Employment in high-paying positions, such as professional or

managerial occupations, is common. As a result, the median household income for this group, \$104,934, is almost twice that of the national median. Most households are married-couple families residing in affluent neighborhoods where the median home value approaches \$396,000. Although this is one of the least ethnically diverse groups in the United States, it is one of the fastest growing, increasing by 2 percent annually. Residents of *High Society* are affluent and active—financially, civically, and physically. They participate in a wide variety of public activities and sports and travel extensively. Try the Internet or radio instead of television to reach these markets. This LifeMode Group includes the detailed Tapestry segments of: 01, 02, 03, 04, 05, 06, 07.

- *L10 Traditional Living (14.1 percent of Households)* – *Traditional Living* includes four markets that convey the common perception of middle America: hardworking, settled families. The group's higher median age of 37.8 years also conveys their lifestage—a number of older residents who are completing their child-rearing responsibilities and looking forward to retirement. The aging of the population has not slowed their participation in the labor force. They work hard to earn a modest living and typically own single-family homes in established neighborhoods that are experiencing slow population growth. Residents in *Traditional Living's* segments buy standard, four-door American cars; belong to veterans' clubs and fraternal organizations; take care of their homes and gardens; and rely on traditional information sources, such as newspapers, for their news. This LifeMode Group includes the detailed Tapestry segments of: 24, 32, 33, and 34.

Spending Potential Based on Tapestry Segments

To analyze retail spending potential of second homeowners, Market Potential Indices (MPI) for a selection of possible purchases or activities were examined. MPI data was obtained from the ESRI Tapestry segmentation system (See Appendix).

MPI measures how likely households in a Tapestry segment are to use a product, service or participate in an activity compared to national averages. The U.S. index is 100. A value above 100 represents potential higher than the national level; a value below 100 represents less potential.

An overall weighted MPI was calculated based on the number of second homeowners in each of the top ten Tapestry segments. Results of this analysis follow.

<u>Product, Service or Activity</u>	<u>MPI</u>
Books:	
Bought book in last 12 months	109
Apparel:	
Bought men's casual slacks	123
Bought men's necktie	122
Bought women's casual slacks in last 12 months	117
Bought women's suit in last 12 months	100
Bought women's dress in last 12 months	98
Bought athletic apparel in last 12 months	114
Cameras:	
Bought any camera in last 12 months	110
Computers:	
Spent \$3000+ on home PC	118
Purchased \$500+ on software past 12 months	106
Home Goods and Furnishings:	
Purchased household furnishing in past 12 mo	112
Purchased bedding/bath goods past 12 months	104
Purchased cooking/serving products last 12 mo	109
Purchased table setting in last 12 months	108
Purchased floor or table lamp in past 12 months	112
Outdoor Goods for Home:	
Purchased lawn or porch furniture past 12 months	124
Have a garden	123
Coffee:	
Used Starbucks coffee past 6 months	112
Health and Fitness:	
Exercise at home 2+ times per week	113
Diet control for weight control	107
Use vitamin supplement	107
Home Improvements:	
Any home improvement in last 12 months	124
Internet Purchases:	
Ordered anything on the Internet in last 12 mo	125
Purchased from Ebay in last 12 months	113
Entertainment:	
Went to bar/nightclub in past 12 months	107
Went to dance performance in the last 12 months	101
Dined out last 12 months	115
Attended movies in the last 6 months	107
Went to a museum in the last 12 months	116
Went to live theater in the last 12 months	114
Activities and Hobbies:	
Did birdwatching in the last 12 months	115
Played board games	122
Cook for fun last 12 months	106
Played a musical instrument in the last 12 months	115
Did painting/drawing in the past 12 months	103
Did photography in the past 12 months	117
Did woodworking in the past 12 months	122

Cosmetics:	
Used complexion care products	99
Pets:	
Owns a pet	120
Dining Out:	
Restaurants - McDonalds in past 6 months	107
Restaurants - Friendly's in past 6 months	112
Restaurants - Cheesecake Factory in past 6 mo	100
Retail Stores:	
Ordered from LL Bean in past 12 months	120
Ordered from Land's End in past 12 months	121
Purchased from Target in past 3 months	116
Purchased from Wal-Mart in past 3 months	104
Purchased from Macy's in past 3 months	81
Purchased from Nordstrom in past 3 months	101
Outdoor Activities:	
Participate in aerobics	112
Participate in mountain biking	134
Participate in power boating	113
Participate in canoeing/kayaking	114
Participate in fresh water fishing	108
Participate in golf	125
Participate in horseback riding	120
Participate in hunting with a rifle	98
Participate in jogging/running	114
Participate in swimming	117
Participate in tennis	105
Participate in walking for exercise	115
Participate in yoga	104
Participate in downhill skiing	114
Toys/Games:	
Bought children's toy/game in past 12 months	112
Bought child education toy in past 12 months	116
Flowers:	
Spent over \$100 at flower shops in last 6 months	95

Conclusions

Demographic data and lifestyle segmentation information can help local retailers improve their penetration of key market segments and expand their businesses. The data can also be used to identify new opportunities for business recruitment.

As described earlier, many of Rhinelander's second homeowners reside in neighborhoods with higher incomes and higher home ownership than the rest of Wisconsin. Lifestyle information suggests that many householders are slightly older and often employed in management or professional positions.

The combined second homeowner Tapestry segments closely parallel those of the visitor market. If there are differences, the second homeowners might come from neighborhoods that may have slightly higher spending and more discriminating purchasing patterns.

Based on the top ten Tapestry lifestyle segments identified for second homeowners primary neighborhoods, the following categories of products and services are examples of the kinds of purchases that may appeal to Rhinelander second homeowner market:

- *Home improvement for interior and exterior* – The top ten Tapestry segments are likely to make home improvements, including buying lawn or porch furniture or items for their garden.
- *Outdoor activities* – The top ten Tapestry segments participate at higher than normal levels in outdoor activities such as mountain biking, golf, horseback riding, swimming and walking.
- *Apparel* – The top ten Tapestry segments tend to buy quality but functional clothes. They prefer to shop at Target or online at Land's End and LL Bean. Some items they tend to buy include men's casual slacks and neckties, and women's casual slacks.
- *Hobbies* – The top ten Tapestry segments may purchase products related to hobbies and activities such as bird watching, musical instruments, board games, photography, and woodworking. They are more likely to purchase educational toys for children. They enjoy dining out and visiting museums.
- *Internet* – The top ten segments are more likely to shop online.
- *Other* – The top ten segments are more likely to have pets and may purchase pet-related items.

Appendix

Market Potential Indexes for Selected Tapestry Categories of Relevance to Rhinelander

Source: ESRI Business Information Systems

Tapestry Category	17	6	13	24	12	32	25	18	4	2
<i>Second Homeowner Count</i>	195	171	137	128	120	114	90	75	63	61
<i>Percent of Total of Top Ten Segments</i>	16.9%	14.8%	11.9%	11.1%	10.4%	9.9%	7.8%	6.5%	5.5%	5.3%
Books:										
Bought book in last 12 mo.	108	117	114	103	108	98	89	109	121	131
Apparel:										
Bought men's casual slacks in last 12 mo.	126	139	128	90	127	89	96	129	170	166
Bought men's necktie in last 12 mo.	113	145	134	107	140	79	78	111	164	164
Bought women's casual slacks in last 12 mo.	134	131	128	89	117	93	94	115	130	130
Bought women's suit in last 12 mo.	84	112	122	61	95	99	82	106	129	148
Bought women's dress in last 12 mo.	100	113	98	86	105	85	82	88	116	112
Bought athletic apparel in last 12 mo.	93	142	121	99	130	83	58	106	175	170
Cameras:										
Bought any camera in last 12 mo.	101	122	110	103	113	81	119	106	133	129
Computers:										
Spent \$3000+ on home PC	118	141	110	85	144	81	86	115	176	145
Purchased \$500+ on software past 12 mo.	107	124	136	94	99	36	58	109	156	172
Home Goods and Furnishings:										
Purchased household furnishing in past 12 mo.	109	121	116	104	117	95	105	104	139	126
Purchased bedding/bath goods past 12 mo.	102	111	108	99	104	98	104	104	110	105
Purchased cooking/serving products last 12 mo.	108	117	110	103	111	103	98	104	117	121
Purchased table setting in last 12 mo.	101	124	111	105	115	87	95	96	125	130
Purchased floor or table lamp in last 12 mo.	118	109	121	122	104	100	84	97	148	114
Outdoor Goods for Home:										
Purchased lawn or porch furniture past 12 mo.	112	136	127	101	126	95	128	133	178	139
Have a garden	133	133	116	115	110	107	133	120	120	142
Coffee:										
Used Starbucks coffee past 6 mo.	101	155	139	84	118	54	20	94	195	201
Health and Fitness:										
Exercise at home 2+ times/week	112	125	114	104	111	98	104	112	132	135
Diet control for weight loss	104	114	104	95	107	102	118	105	115	117
Vitamin supplement in last 6 mo.	106	116	106	103	103	98	95	110	112	122
Home Improvements:										
Any home improvement in last 12 mo.	128	149	114	91	120	111	117	129	145	150
Internet Purchases:										
Ordered anything on the Internet in last 12 mo.	128	142	149	95	130	86	86	104	178	175
Purchased from Ebay in last 12 mo.	121	113	118	88	146	60	66	115	187	150
Entertainment:										
Went to bar/nightclub in past 12 mo.	99	110	114	106	105	104	104	110	115	109
Went to dance performance in the last 12 mo.	102	119	122	92	91	65	46	109	126	154
Dined out last 12 mo.	119	122	119	102	115	101	104	117	129	123
Attended movies in the last 6 mo.	104	115	116	107	112	92	80	102	124	124
Went to a museum in the last 12 mo.	118	130	137	110	111	77	71	103	146	176
Went to live theater in the last 12 mo.	118	129	145	96	100	80	63	117	140	167
Activities and Hobbies:										
Did bird watching in the last 12 mo.	144	122	124	119	82	92	126	111	93	101
Played board games	117	138	125	114	129	102	109	113	143	134

Tapestry Category	17	6	13	24	12	32	25	18	4	2
Cook for fun last 12 mo.	96	120	121	100	105	85	93	90	129	129
Played a musical instrument in the last 12 mo.	113	136	128	93	113	84	117	100	127	144
Did painting/drawing in the past 12 mo.	105	113	105	104	105	99	88	82	96	115
Did photography in the past 12 mo.	117	148	119	100	115	86	94	107	136	153
Did woodworking in the past 12 mo.	167	112	103	109	106	114	166	98	100	111
Cosmetics:										
Used complexion care products in last 6 mo.	91	107	103	97	105	98	85	102	104	99
Pets:										
Owns a pet	134	131	107	101	117	115	122	114	130	125
Dining Out:										
Restaurants - McDonalds in past 6 mo.	105	108	105	105	109	102	113	99	118	106
Restaurants - Friendly's in past 6 mo.	88	136	107	160	40	73	117	173	109	159
Restaurants - Cheesecake Factory in past 6 mo.	64	110	152	78	144	30	30	63	208	204
Retail Stores:										
Ordered from LL Bean in past 12 mo.	127	173	151	90	81	49	91	135	110	187
Ordered from Land's End in past 12 mo.	127	151	150	86	93	62	103	126	128	207
Purchased from Target in past 3 mo.	105	131	122	102	133	105	74	120	153	130
Purchased from Wal-Mart in past 3 mo.	110	104	91	96	108	113	127	104	98	81
Purchased from Macy's in past 3 mo.	42	119	133	82	74	20	11	78	123	178
Purchased from Nordstrom in past 3 mo.	63	121	156	102	91	36	24	59	189	261
Outdoor Activities:										
Participate in aerobics	94	141	119	111	113	79	93	89	156	149
Participate in mountain biking	177	152	116	123	113	105	108	108	138	167
Participate in power boating	139	117	108	83	105	77	116	114	131	146
Participate in canoeing/kayaking	132	121	114	87	97	87	130	117	114	147
Participate in fresh water fishing	123	113	87	92	108	111	142	100	103	92
Participate in golf	130	145	125	104	121	80	91	130	193	165
Participate in horesback riding	162	131	114	90	105	99	119	60	152	144
Participate in hunting with a rifle	157	94	47	75	86	102	163	67	60	79
Participate in jogging/running	109	126	127	90	138	80	61	86	189	160
Participate in swimming	124	130	118	104	105	93	110	100	154	140
Participate in tennis	81	146	137	81	98	53	49	81	174	191
Participate in walking for exercise	124	126	124	95	113	94	106	110	126	128
Participate in yoga	81	120	146	109	108	71	53	86	144	146
Participate in downhill skiing	129	135	134	94	117	69	64	77	186	130
Toys/Games:										
Bought children's toy/game in past 12 mo.	114	118	105	103	114	105	117	108	123	117
Bought child education toy in past 12 mo.	119	119	113	103	123	109	111	115	137	125
Flowers:										
Spent over \$100 at flower shops in last 6 mo.	100	107	90	62	84	54	95	106	148	153
Luggage:										
Spent over \$100 on luggage in last 6 mo.	95	155	131	96	142	63	51	115	141	186
Dry Cleaning:										
Spent \$100+ on Dry Cleaning in last 6 mo.	68	152	172	69	112	59	40	108	220	231
<i>Source: ESRI Business Information Solutions, Tapestry CD</i>										