

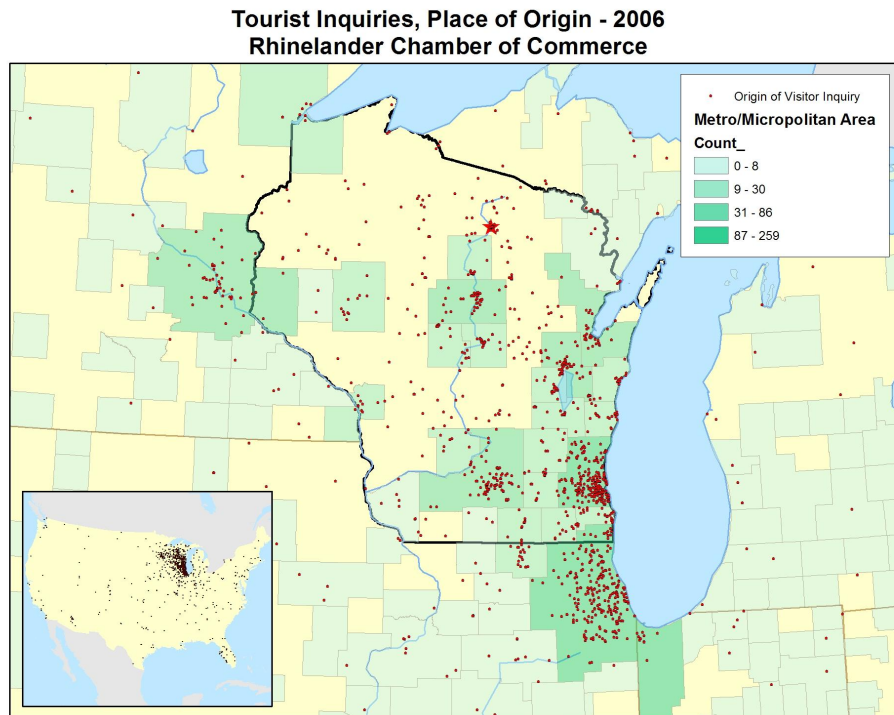
Visitor Analysis

This section analyzes the place of origin of people who inquire about visitor information on 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.

Potential visitors were identified using tourism inquiries to the Rhinelander Area Chamber of Commerce for 2006. A total of 1,664 visitor address records were analyzed using Geographic Information Systems (GIS). While not all of these inquiries were converted into visits, the inquiry list does provide a reasonable approach in analyzing potential visitor's place of origin.

Geographic Origin – Visitor Market

To identify place of origin, the 1,664 visitor inquiry addresses were mapped to the street level using Geographic Information Systems (GIS). The maps below illustrate the geographic distribution of the inquiries. Each point represents one visitor inquiry.



Distribution by Metropolitan and Micropolitan Area

Many of the inquiries are concentrated within metropolitan areas such as the greater Chicago (15.7%) and Milwaukee (14.7%) areas. In addition, a significant number of visitor inquiries were from residents throughout Wisconsin, including many from the Madison (5.2%), Appleton (2.7%), Wausau (2.5%), and Green Bay (2.1%) areas.

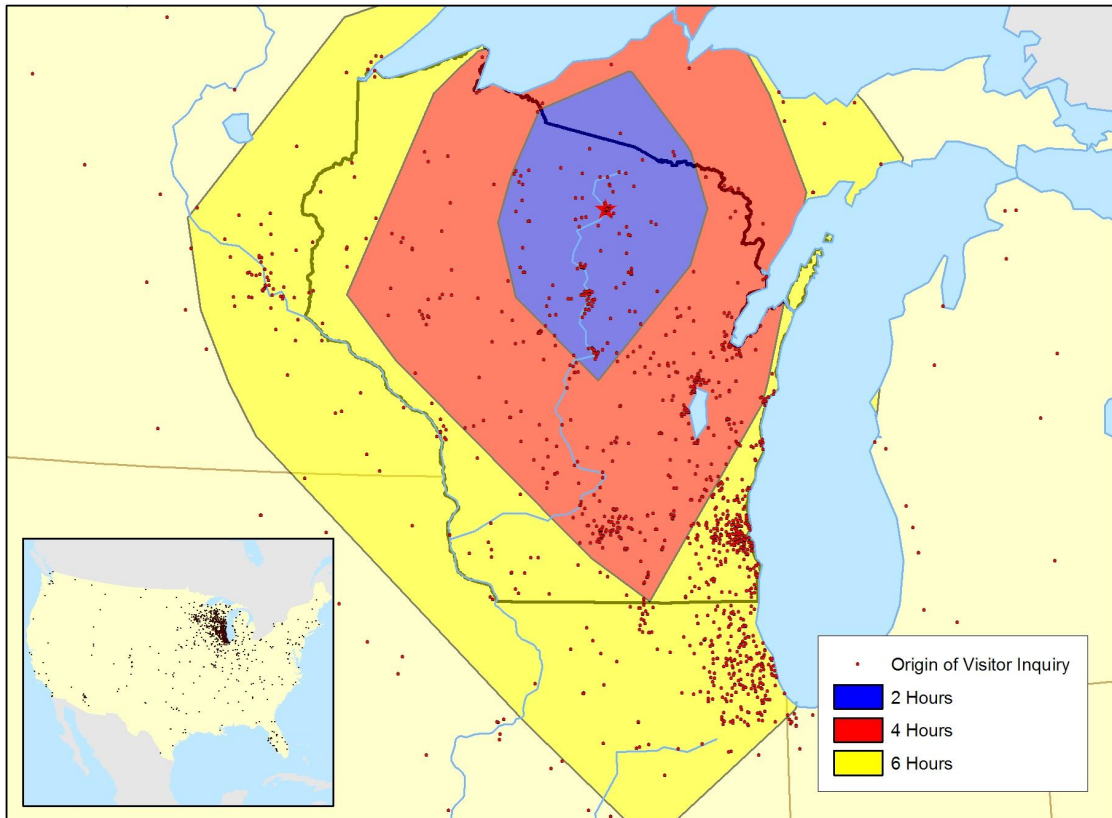
A detailed listing of visitor inquiries from the top metropolitan and micropolitan areas is included in the following table.

Visitor Inquiries by Location		
Metropolitan and Micropolitan Areas	Count	Percent
Chicago-Naperville-Joliet, IL-IN-WI	259	15.7%
Milwaukee-Waukesha-West Allis, WI	242	14.7%
Madison, WI	86	5.2%
Minneapolis-St. Paul-Bloomington, MN-	51	3.1%
Appleton, WI	44	2.7%
Wausau, WI	41	2.5%
Green Bay, WI	35	2.1%
Oshkosh-Neenah, WI	30	1.8%
Racine, WI	26	1.6%
Sheboygan, WI	23	1.4%
Stevens Point, WI	21	1.3%
Wisconsin Rapids-Marshfield, WI	20	1.2%
Rockford, IL	18	1.1%
Manitowoc, WI	17	1.0%
Fond du Lac, WI	17	1.0%
Beaver Dam, WI	14	0.8%
Merrill, WI	13	0.8%
Watertown-Fort Atkinson, WI	13	0.8%
Janesville, WI	13	0.8%
Eau Claire, WI	12	0.7%
Whitewater, WI	11	0.7%
St. Louis, MO-IL	11	0.7%
Baraboo, WI	10	0.6%
Total of Top Metro/Micros	1027	62.2%
Note: Percentages are taken out of the total inquiries by location, which total 1,664.		

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 (9%) of visitors residing in the two hour band around Rhinelander. Approximately 24% reside two to four hours away. An additional 42% reside four to six hours away. In total, 75% of the inquiries were from people who reside within six hours of Rhinelander.

Tourist Inquiries, Place of Origin - 2006
Rhinelander Chamber of Commerce



Drive-Time	Count	Percent
0-2 hour	157	9%
2-4 hour	406	24%
4-6 hour	700	42%
All	1,664	100%

Demographic Analysis – Visitor Market

The demographic analysis of the potential visitor market is based on the ESRI 2004 estimates of census tract characteristics for the 1,664 people who requested information from the Chamber of Commerce. These characteristics were compared to the estimated 2004 household characteristics for Wisconsin. A summary of findings follows.

Age:

The median age for the visitors' census tracts is 38.2, compared to 37.4 for Wisconsin.

Average Household Size:

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

Race:

The racial composition of the visitors' census tracts is 90.9% Caucasian, 2.8% African American, 4.6% Hispanic, 0.9% American Indian, Eskimo, or Aleut, and 2.4% other races. The percentages of Caucasian and Hispanic residents are slightly higher than the 2004 percentages for the state (88.0% and 4.0% respectively). The percentage of African Americans in the visitors' census tracts is significantly lower than the percentage in the state (6.0%).

Home Ownership:

The percentage of people who are homeowners for their primary residence in the visitors' census tracts is 75.7% whereas 24.3% are renters. The percentage of homeowners in the visitors' census tracts is significantly higher than for the state of Wisconsin (62.3%).

Income:

The average household income for the visitors' census tracts is higher than the state average (\$70,707 compared to \$62,001). The per capita income of the visitors' census tracts is also higher (\$27,750 compared to \$25,042).

Source: ESRI, 2004 Estimates

Lifestyle and Spending Analysis – Visitor Market

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

Community Tapestry™ data from ESRI Business Information Solutions was purchased to analyze the neighborhoods (or Census Block Groups) of each of the 1,664 visitor 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 56.3% of visitor neighborhoods (as described by their census tract). They begin to describe the diversity of places that generate visitors to 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.

- *Segment 17: Green Acres* (9.2% 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* (7.8% 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 12: Up and Coming Families* (6.5% 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 25: Salt of the Earth (6.0% 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 32: Rustbelt Traditions (5.4% 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 24: Main Street USA (5.2% 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. Home ownership 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 13: In Style (4.9% 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 04: Boomburbs (4.3% 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 18: Cozy and Comfortable (3.7% 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 33: Midlife Junction (3.3% of Households)* –*Midlife Junction* communities are found in suburbs across the country. Residents are phasing out of their child-rearing years. Approximately half of the households are composed of married-couple families; 31 percent are singles who live alone. The median age is 40.5 years; the median household income is \$43,600. One-third of the households receive Social Security benefits. Nearly two-thirds of the households are single-family structures; most of the remaining dwellings are apartments in multiunit buildings. These residents live quiet, settled lives. They spend their money prudently and do not succumb to fads. They prefer to shop by mail or phone from catalogs such as J.C. Penney, L.L. Bean, and Lands' End. They enjoy yoga, attending country music concerts and auto races, refinishing furniture, and reading romance novels.

Top LifeMode 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 LifeMode summary groups. Segments within a LifeMode summary group share an experience, such as being born in the same time period, or a trait such as affluence. The following three LifeModes (as described by ESRI Business Information Solutions) represent approximately 54% of visitor inquiries (as described by their home neighborhoods).

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

- *L2 Total Upscale Avenue (22% 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 (19% 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% 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

Market potential data from ESRI Business Information Solutions combines Tapestry data with research from Mediamark Research Inc. (MRI). A Market Potential Index (MPI) is provided from ESRI that measures the potential for a product, service or activity in a Tapestry segment compared to national demand. The U.S. index is 100. A value above 100 represents potential higher than the national level; a value below 100 represents less potential.

To analyze retail spending potential of visitors, a selection of potential purchases or activities by this segment were identified. For each, a MPI specific to each Tapestry segment was assembled (See Appendix). An overall weighted MPI was then calculated based on the number of visitors 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	107
Apparel:	
Bought men's casual slacks	120
Bought men's necktie	118
Bought women's casual slacks in last 12 months	117
Bought women's suit in last 12 months	98
Bought women's dress in last 12 months	98
Bought athletic apparel in last 12 months	110
Cameras:	
Bought any camera in last 12 months	108
Computers:	
Spent \$3000+ on home PC	115
Purchased \$500+ on software past 12 months	98
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	108
Purchased table setting in last 12 months	106
Purchased floor or table lamp in past 12 months	109
Outdoor Goods for Home:	
Purchased lawn or porch furniture past 12 months	123
Have a garden	121
Coffee:	
Used Starbucks coffee past 6 months	105
Health and Fitness:	
Exercise at home 2+ times per week	112
Diet control for weight control	108
Use vitamin supplement	106
Home Improvements:	
Any home improvement in last 12 months	123
Internet Purchases:	
Ordered anything on the Internet in last 12 mo	121
Purchased from Ebay in last 12 months	111
Entertainment:	
Went to bar/nightclub in past 12 months	106
Went to dance performance in the last 12 months	96
Dined out last 12 months	114
Attended movies in the last 6 months	105
Went to a museum in the last 12 months	110
Went to live theater in the last 12 months	109
Activities and Hobbies:	
Did birdwatching in the last 12 months	116
Played board games	119
Cook for fun last 12 months	104
Played a musical instrument in the last 12 months	113
Did painting/drawing in the past 12 months	102
Did photography in the past 12 months	114
Did woodworking in the past 12 months	124

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	105
Restaurants - Cheesecake Factory in past 6 mo	91
Retail Stores:	
Ordered from LL Bean in past 12 months	114
Ordered from Land's End in past 12 months	116
Purchased from Target in past 3 months	114
Purchased from Wal-Mart in past 3 months	107
Purchased from Macy's in past 3 months	71
Purchased from Nordstrom in past 3 months	88
Outdoor Activities:	
Participate in aerobics	109
Participate in mountain biking	128
Participate in power boating	116
Participate in canoeing/kayaking	111
Participate in fresh water fishing	112
Participate in golf	123
Participate in horseback riding	116
Participate in hunting with a rifle	102
Participate in jogging/running	110
Participate in swimming	115
Participate in tennis	97
Participate in walking for exercise	114
Participate in yoga	100
Participate in downhill skiing	111
Toys/Games:	
Bought children's toy/game in past 12 months	112
Bought child education toy in past 12 months	115
Flowers:	
Spent over \$100 at flower shops in last 6 months	93

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 visitor inquiries come from 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. In addition, a significant number of visitors are retirees with modest incomes.

Based on the top ten Tapestry lifestyle segments identified for the visitor inquirer neighborhoods, the following categories of products and services may appeal to Rhinelander visitor market:

- *Home improvement for interior and exterior* – The top ten Tapestry segments are likely to conduct home improvement activities, 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, power boating, horseback riding, and swimming. They also like to participate in bird watching.
- *Apparel* – The top ten Tapestry segments tend to buy quality but functional cloths. 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. A slighter higher than average number purchase athletic clothing. They do not tend to shop at higher end stores such as Macy's or Nordstrom's.
- *Hobbies* – The top ten Tapestry segments may purchase products related to hobbies and activities such as board games or woodworking. In addition, a higher than normal number 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	12	25	32	24	13	4	18	33
<i>Visitor Inquiries Count</i>	195	165	138	126	114	110	104	91	78	69
<i>Percent of Total</i>	16.4	13.9	11.6	10.6	9.6	9.2	8.7	7.6	6.6	5.8
Books:										
Bought book in last 12 mo.	108	117	108	89	98	103	114	121	109	96
Apparel:										
Bought men's casual slacks in last 12 mo.	126	139	127	96	89	90	128	170	129	106
Bought men's necktie in last 12 mo.	113	145	140	78	79	107	134	164	111	98
Bought women's casual slacks in last 12 mo.	134	131	117	94	93	89	128	130	115	124
Bought women's suit in last 12 mo.	84	112	95	82	99	61	122	129	106	105
Bought women's dress in last 12 mo.	100	113	105	82	85	86	98	116	88	94
Bought athletic apparel in last 12 mo.	93	142	130	58	83	99	121	175	106	99
Cameras:										
Bought any camera in last 12 mo.	101	122	113	119	81	103	110	133	106	91
Computers:										
Spent \$3000+ on home PC	118	141	144	86	81	85	110	176	115	76
Purchased \$500+ on software past 12 mo.	107	124	99	58	36	94	136	156	109	38
Home Goods and Furnishings:										
Purchased household furnishing in past 12 mo.	109	121	117	105	95	104	116	139	104	105
Purchased bedding/bath goods past 12 mo.	102	111	104	104	98	99	108	110	104	104
Purchased cooking/serving products last 12 mo.	108	117	111	98	103	103	110	117	104	106
Purchased table setting in last 12 mo.	101	124	115	95	87	105	111	125	96	99
Purchased floor or table lamp in last 12 mo.	118	109	104	84	100	122	121	148	97	79
Outdoor Goods for Home:										
Purchased lawn or porch furniture past 12 mo.	112	136	126	128	95	101	127	178	133	91
Have a garden	133	133	110	133	107	115	116	120	120	103
Coffee:										
Used Starbucks coffee past 6 mo.	101	155	118	20	54	84	139	195	94	80
Health and Fitness:										
Exercise at home 2+ times/week	112	125	111	104	98	104	114	132	112	103
Diet control for weight loss	104	114	107	118	102	95	104	115	105	117
Vitamin supplement in last 6 mo.	106	116	103	95	98	103	106	112	110	116
Home Improvements:										
Any home improvement in last 12 mo.	128	149	120	117	111	91	114	145	129	115
Internet Purchases:										
Ordered anything on the Internet in last 12 mo.	128	142	130	86	86	95	149	178	104	96
Purchased from Ebay in last 12 mo.	121	113	146	66	60	88	118	187	115	92
Entertainment:										
Went to bar/nightclub in past 12 mo.	99	110	105	104	104	106	114	115	110	99
Went to dance performance in the last 12 mo.	102	119	91	46	65	92	122	126	109	94
Dined out last 12 mo.	119	122	115	104	101	102	119	129	117	112
Attended movies in the last 6 mo.	104	115	112	80	92	107	116	124	102	100
Went to a museum in the last 12 mo.	118	130	111	71	77	110	137	146	103	87
Went to live theater in the last 12 mo.	118	129	100	63	80	96	145	140	117	105
Activities and Hobbies:										
Did bird watching in the last 12 mo.	144	122	82	126	92	119	124	93	111	139
Played board games	117	138	129	109	102	114	125	143	113	88

Tapestry Category	17	6	12	25	32	24	13	4	18	33
Cook for fun last 12 mo.	96	120	105	93	85	100	121	129	90	96
Played a musical instrument in the last 12 mo.	113	136	113	117	84	93	128	127	100	102
Did painting/drawing in the past 12 mo.	105	113	105	88	99	104	105	96	82	117
Did photography in the past 12 mo.	117	148	115	94	86	100	119	136	107	103
Did woodworking in the past 12 mo.	167	112	106	166	114	109	103	100	98	120
Cosmetics:										
Used complexion care products in last 6 mo.	91	107	105	85	98	97	103	104	102	101
Pets:										
Owns a pet	134	131	117	122	115	101	107	130	114	103
Dining Out:										
Restaurants - McDonalds in past 6 mo.	105	108	109	113	102	105	105	118	99	110
Restaurants - Friendly's in past 6 mo.	88	136	40	117	73	160	107	109	173	64
Restaurants - Cheesecake Factory in past 6 mo.	64	110	144	30	30	78	152	208	63	26
Retail Stores:										
Ordered from LL Bean in past 12 mo.	127	173	81	91	49	90	151	110	135	120
Ordered from Land's End in past 12 mo.	127	151	93	103	62	86	150	128	126	137
Purchased from Target in past 3 mo.	105	131	133	74	105	102	122	153	120	95
Purchased from Wal-Mart in past 3 mo.	110	104	108	127	113	96	91	98	104	115
Purchased from Macy's in past 3 mo.	42	119	74	11	20	82	133	123	78	34
Purchased from Nordstrom in past 3 mo.	63	121	91	24	36	102	156	189	59	43
Outdoor Activities:										
Participate in aerobics	94	141	113	93	79	111	119	156	89	84
Participate in mountain biking	177	152	113	108	105	123	116	138	108	68
Participate in power boating	139	117	105	116	77	83	108	131	114	179
Participate in canoeing/kayaking	132	121	97	130	87	87	114	114	117	91
Participate in fresh water fishing	123	113	108	142	111	92	87	103	100	127
Participate in golf	130	145	121	91	80	104	125	193	130	111
Participate in horesback riding	162	131	105	119	99	90	114	152	60	62
Participate in hunting with a rifle	157	94	86	163	102	75	47	60	67	101
Participate in jogging/running	109	126	138	61	80	90	127	189	86	88
Participate in swimming	124	130	105	110	93	104	118	154	100	99
Participate in tennis	81	146	98	49	53	81	137	174	81	64
Participate in walking for exercise	124	126	113	106	94	95	124	126	110	119
Participate in yoga	81	120	108	53	71	109	146	144	86	106
Participate in downhill skiing	129	135	117	64	69	94	134	186	77	79
Toys/Games:										
Bought children's toy/game in past 12 mo.	114	118	114	117	105	103	105	123	108	102
Bought child education toy in past 12 mo.	119	119	123	111	109	103	113	137	115	86
Flowers:										
Spent over \$100 at flower shops in last 6 mo.	100	107	84	95	54	62	90	148	106	93
Luggage:										
Spent over \$100 on luggage in last 6 mo.	95	155	142	51	63	96	131	141	115	83
Dry Cleaning:										
Spent \$100+ on Dry Cleaning in last 6 mo.	68	152	112	40	59	69	172	220	108	79
<i>Source: ESRI Business Information Solutions, Tapestry CD</i>										