



Prepared For:

ABC Company

ABC Customer Demographics and PRIZM NE Summary

<i>INPUT SUMMARY</i>	Counts	% Enhanced
Quantity Received	50,128	
Total Records Enhanced	44,818	89%

<i>DEMOGRAPHIC ENHANCEMENTS</i>	# of Records Enhanced	% of Records Enhanced
Gender	38,188	76%
Age	33,899	68%
Education	20,131	40%
Ethnicity	46,628	93%
Marital Status	34,467	69%
Income	39,425	79%
Home Owner/Renter	28,088	56%
Length of Residence	38,429	77%
Children	20,110	40%
Home Market Value	29,523	59%

<i>PRIZM NE CODING</i>	# of Records Enhanced	% of Records Enhanced
	47,622	95%

ABC Households - Demographic Analysis

<i>GENDER</i>	ABC Customers			Base Universe ★	
	Count	% Comp	Index	Count	% Comp
Male	21,967	57.52%	106	110,649	54.15%
Female	16,221	42.48%	93	93,678	45.85%
Total Analyzed Count	38,188			204,327	
Total Input Count	50,128				
Enhance Rate %	76.18%				

<i>AGE</i>	ABC Customers			Base Universe	
	Count	% Comp	Index	Count	% Comp
15-24	350	1.03%	338	624	0.31%
25-34	2,233	6.59%	222	6,057	2.96%
35-44	3,724	10.99%	134	16,773	8.21%
45-54	4,796	14.15%	95	30,539	14.95%
55-59	4,606	13.59%	80	34,611	16.94%
60-64	5,247	15.48%	83	38,204	18.70%
65-69	4,064	11.99%	85	28,652	14.02%
70-74	2,958	8.73%	98	18,132	8.87%
75-79	2,266	6.68%	105	13,005	6.36%
80-84	2,054	6.06%	114	10,830	5.30%
85+	1,601	4.72%	140	6,900	3.38%
Total Analyzed Count	33,899			204,327	
Total Input Count	50,128				
Enhance Rate %	67.62%				

<i>EDUCATION</i>	ABC Customers			Base Universe	
	Count	% Comp	Index	Count	% Comp
Completed High School	10,256	44.37%	91	100,000	48.94%
Completed College	9,875	42.72%	127	68,987	33.76%
Completed Graduate School	2,985	12.91%	75	35,340	17.30%
Total Analyzed Count	23,116			204,327	
Total Input Count	50,128				
Enhance Rate %	46.11%				

<i>ETHNICITY</i>	ABC Customers			Base Universe	
	Count	% Comp	Index	Count	% Comp
White	40,041	85.87%	120	146,000	71.45%
African American	4,640	9.95%	51	40,150	19.65%
Hispanic	1,045	2.24%	40	11,469	5.61%
Asian	500	1.07%	58	3,768	1.84%
Other	402	0.86%	60	2,940	1.44%
Total Analyzed Count	46,628			204,327	
Total Input Count	50,128				
Enhance Rate %	93.02%				

<i>MARITAL STATUS</i>	ABC Customers			Base Universe	
	Count	% Comp	Index	Count	% Comp
Married	18,656	54.13%	70	157,368	77.02%
Single	15,811	45.87%	200	46,959	22.98%
Total Analyzed Count	34,467			204,327	
Total Input Count	50,128				
Enhance Rate %	68.76%				

<i>INCOME</i>	ABC Customers			Base Universe	
	Count	% Comp	Index	Count	% Comp
< \$15,000	6,061	13.04%	116	23,000	11.26%
\$15,000 - \$24,999	2,331	5.02%	65	15,698	7.68%
\$25,000 - \$34,999	4,268	9.18%	119	15,789	7.73%
\$35,000 - \$49,999	4,192	9.02%	94	19,687	9.64%
\$50,000 - \$74,999	3,814	8.21%	58	28,810	14.10%
\$75,000 - \$99,999	7,674	16.51%	170	19,852	9.72%
\$100,000 - \$149,999	5,567	11.98%	91	26,985	13.21%
\$150,000 - \$249,999	1,993	4.29%	56	15,698	7.68%
\$250,000 - \$499,999	3,525	7.58%	69	22,589	11.06%
> \$500,000	3,525	7.58%	146	10,589	5.18%
Record Input Count	46,475			204,327	
Record Enhanced Count	50,128				
Enhance Rate %	92.71%				

★ Highlighted indicies represent significant demographic trends.

★ Base Universe represents zip codes that comprise 95% of the customer base.

ABC Households - Children, Home Demographics Analysis

<i>HOME OWNER/RENTER</i>	ABC Customers			Base Universe	
	Count	% Comp	Index	Count	% Comp
Home Owner	26,573	94.61%	175	110,649	54.15%
Renter	1,515	5.39%	12	93,678	45.85%
Total Analyzed Count	28,088			204,327	
Total Input Count	50,128				
Enhance Rate %	56.03%				

<i>LENGTH OF RESIDENCE</i>	ABC Customers			Base Universe	
	Count	% Comp	Index	Count	% Comp
< 5 Years	4,633	12.56%	73	35,223	17.24%
6 -10 Years	6,896	18.69%	75	50,698	24.81%
11 -15 Years	9,856	26.72%	133	40,896	20.01%
16 - 25 Years	7,622	20.66%	130	32,569	15.94%
26 - 35 Years	5,632	15.27%	80	38,956	19.07%
> 35 Years	2,254	6.11%	209	5,985	2.93%
Total Analyzed Count	36,893			204,327	
Total Input Count	50,128				
Enhance Rate %	73.60%				

<i>CHILDREN</i>	ABC Customers			Base Universe	
	Count	% Comp	Index	Count	% Comp
Child(ren) Present	11,942	59.38%	90	134,562	65.86%
No Children Present	8,168	40.62%	119	69,765	34.14%
Total Analyzed Count	20,110			204,327	
Total Input Count	50,128				
Enhance Rate %	40.12%				

<i>HOME VALUE</i>	ABC Customers			Base Universe	
	Count	% Comp	Index	Count	% Comp
< \$20,000	1,801	6.15%	100	12,589	6.16%
\$20,000 - \$39,999	1,767	6.03%	116	10,589	5.18%
\$40,000 - \$59,999	5,015	17.12%	121	28,954	14.17%
\$60,000 - \$79,999	6,489	22.15%	176	25,789	12.62%
\$80,000 - \$99,999	6,159	21.02%	151	28,457	13.93%
\$100,000 - \$149,999	3,350	11.44%	89	26,123	12.78%
\$150,000 - \$199,999	1,993	6.80%	85	16,403	8.03%
\$200,000 - \$299,999	1,275	4.35%	48	18,369	8.99%
\$300,000 - \$399,999	758	2.59%	52	10,256	5.02%
\$400,000 - \$499,999	325	1.11%	21	10,856	5.31%
\$500,000 - \$749,999	175	0.60%	18	6,874	3.36%
\$750,000 - \$999,999	76	0.26%	8	6,532	3.20%
> \$1,000,000	111	0.38%	31	2,536	1.24%
Total Analyzed Count	29,294			204,327	
Total Input Count	50,128				
Enhance Rate %	58.44%				

- ★ Highlighted indicies represent significant demographic trends.
- ★ Base Universe represents zip codes that comprise 95% of the customer base.

ABC Households - Top 40 Zip Codes

Customer Zip Code	Customer City	Customer Counts	% Comp
53172	South Milwaukee	4,896	9.77%
53224	Milwaukee	3,685	7.35%
53211	Milwaukee	2,987	5.96%
53215	Milwaukee	2,689	5.36%
53228	Milwaukee	2,561	5.11%
53151	New Berlin	1,763	3.52%
53132	Franklin	1,733	3.46%
53110	Cudahy	1,698	3.39%
53188	Waukesha	1,669	3.33%
53186	Waukesha	1,659	3.31%
53189	Waukesha	1,642	3.28%
53221	Milwaukee	1,529	3.05%
53154	Oak Creek	1,499	2.99%
53150	Muskego	1,477	2.95%
53219	Milwaukee	1,403	2.80%
53405	Racine	1,256	2.51%
53222	Milwaukee	1,224	2.44%
53220	Milwaukee	1,177	2.35%
53402	Racine	1,148	2.29%
53207	Milwaukee	984	1.96%
53209	Milwaukee	963	1.92%
53403	Racine	859	1.71%
53213	Milwaukee	834	1.66%
53217	Milwaukee	808	1.61%
53216	Milwaukee	715	1.43%
53227	Milwaukee	688	1.37%
53406	Racine	671	1.34%
53214	Milwaukee	654	1.30%
53149	Mukwonago	607	1.21%
53185	Waterford	598	1.19%
53223	Milwaukee	590	1.18%
53129	Greendale	574	1.15%
53210	Milwaukee	563	1.12%
53218	Milwaukee	555	1.11%
53208	Milwaukee	542	1.08%
53226	Milwaukee	521	1.04%
53105	Burlington	321	0.64%
53146	New Berlin	263	0.52%
53225	Milwaukee	123	0.25%
Totals		50,128	100%

ABC Customers- Distance by Customer, by Store

<i>STORE #1</i>	Customer Count	Total HH	% Pen.
0-1 Miles	256	2,498	10.25%
1-2 Miles	832	3,265	25.48%
2-3 Miles	569	8,698	6.54%
3-4 Miles	896	3,265	27.44%
4-5 Miles	126	2,259	5.58%
5-6 Miles	360	5,698	6.32%
6-7 Miles	250	6,987	3.58%
7-8 Miles	1,269	10,896	11.65%
8-9 Miles	789	6,985	11.30%
9-10 Miles	26	3,659	0.71%
> 10 Miles	13	5,623	0.23%
Totals	5,386	59,833	9.00%

<i>STORE #4</i>	Customer Count	Total HH	% Pen.
0-1 Miles	13	6,504	0.20%
1-2 Miles	26	3,534	0.74%
2-3 Miles	789	4,686	16.84%
3-4 Miles	1,269	7,500	16.92%
4-5 Miles	250	1,013	24.68%
5-6 Miles	360	6,637	5.42%
6-7 Miles	256	8,262	3.10%
7-8 Miles	312	10,896	2.86%
8-9 Miles	1,398	9,568	14.61%
9-10 Miles	26	12,688	0.20%
> 10 Miles	13	5,623	0.23%
Totals	4,712	76,911	6.13%

<i>STORE #7</i>	Customer Count	Total HH	% Pen.
0-1 Miles	54	6,061	0.89%
1-2 Miles	32	2,331	1.37%
2-3 Miles	158	4,268	3.70%
3-4 Miles	896	4,192	21.37%
4-5 Miles	22	3,814	0.58%
5-6 Miles	96	7,674	1.25%
6-7 Miles	587	5,567	10.54%
7-8 Miles	23	1,993	1.15%
8-9 Miles	4	3,525	0.11%
9-10 Miles	2	3,350	0.06%
> 10 Miles	0	6,489	0.00%
Totals	1,874	49,264	3.80%

<i>STORE #2</i>	Customer Count	Total HH	% Pen.
0-1 Miles	1,763	5,986	29.45%
1-2 Miles	1,733	6,587	26.31%
2-3 Miles	1,669	4,896	34.09%
3-4 Miles	1,148	10,596	10.83%
4-5 Miles	984	4,296	22.91%
5-6 Miles	808	3,786	21.34%
6-7 Miles	671	3,537	18.97%
7-8 Miles	590	10,896	5.41%
8-9 Miles	555	9,856	5.63%
9-10 Miles	19	3,659	0.52%
> 10 Miles	13	5,623	0.23%
Totals	9,953	69,718	14.28%

<i>STORE #5</i>	Customer Count	Total HH	% Pen.
0-1 Miles	110	1,283	8.57%
1-2 Miles	35	1,230	2.85%
2-3 Miles	569	8,698	6.54%
3-4 Miles	12	12,688	0.09%
4-5 Miles	69	2,259	3.05%
5-6 Miles	78	5,698	1.37%
6-7 Miles	654	6,987	9.36%
7-8 Miles	33	10,896	0.30%
8-9 Miles	92	6,985	1.32%
9-10 Miles	33	3,659	0.90%
> 10 Miles	31	2,698	1.15%
Totals	1,716	63,081	2.72%

<i>STORE #8</i>	Customer Count	Total HH	% Pen.
0-1 Miles	889	5,623	15.81%
1-2 Miles	765	10,896	7.02%
2-3 Miles	579	8,262	7.01%
3-4 Miles	264	7,654	3.45%
4-5 Miles	75	2,259	3.32%
5-6 Miles	11	5,698	0.19%
6-7 Miles	0	6,987	0.00%
7-8 Miles	34	632	5.38%
8-9 Miles	20	6,985	0.29%
9-10 Miles	49	3,659	1.34%
> 10 Miles	1	5,623	0.02%
Totals	2,687	64,278	4.18%

<i>STORE #3</i>	Customer Count	Total HH	% Pen.
0-1 Miles	1,668	7,884	21.16%
1-2 Miles	1,654	4,212	39.27%
2-3 Miles	569	6,177	9.21%
3-4 Miles	125	9,331	1.34%
4-5 Miles	938	3,564	26.32%
5-6 Miles	892	14,632	6.10%
6-7 Miles	1,194	14,773	8.08%
7-8 Miles	6,167	12,479	49.42%
8-9 Miles	1,964	13,162	14.92%
9-10 Miles	1,121	2,091	53.61%
> 10 Miles	13	4,611	0.28%
Totals	16,305	92,916	17.55%

<i>STORE #6</i>	Customer Count	Total HH	% Pen.
0-1 Miles	79	2,498	3.16%
1-2 Miles	15	3,265	0.46%
2-3 Miles	123	25,695	0.48%
3-4 Miles	235	36,213	0.65%
4-5 Miles	126	2,259	5.58%
5-6 Miles	147	5,698	2.58%
6-7 Miles	250	6,987	3.58%
7-8 Miles	148	10,896	1.36%
8-9 Miles	147	6,985	2.10%
9-10 Miles	26	3,659	0.71%
> 10 Miles	13	3,689	0.35%
Totals	1,309	107,844	1.21%

<i>STORE #9</i>	Customer Count	Total HH	% Pen.
0-1 Miles	200	2,698	7.41%
1-2 Miles	69	6,985	0.99%
2-3 Miles	23	1,283	1.79%
3-4 Miles	2	8,698	0.02%
4-5 Miles	65	3,265	1.99%
5-6 Miles	159	2,498	6.37%
6-7 Miles	35	789	4.44%
7-8 Miles	89	4,198	2.12%
8-9 Miles	148	5,896	2.51%
9-10 Miles	5	9,865	0.05%
> 10 Miles	5	658	0.76%
Totals	800	46,833	1.71%

ABC Customers- Customers by Distance Summary

<i>ALL STORES</i>	Customer Count	% Comp	Total HH	% Pen.	Index
0-1 Miles	5,032	10%	41,035	12.26%	82
1-2 Miles	5,161	10%	42,305	12.20%	84
2-3 Miles	5,735	11%	72,663	7.89%	145
3-4 Miles	6,176	12%	100,137	6.17%	200
4-5 Miles	2,655	5%	24,988	10.63%	50
5-6 Miles	2,911	6%	58,019	5.02%	116
6-7 Miles	5,335	11%	60,876	8.76%	121
7-8 Miles	8,926	18%	73,782	12.10%	147
8-9 Miles	6,346	13%	69,947	9.07%	140
9-10 Miles	1,301	3%	46,289	2.81%	92
> 10 Miles	550	1%	40,637	1.35%	81
Totals	50,128	100%	630,678	7.95%	100

PRIZM NE® PROFILE ANALYSIS

Analysis Profile: ABC Customers

Base Profile: Milwaukee, WI DMA

Cluster #	Cluster Nickname	ABC Customer Count	Customer % Comp.	Base Count	Base % Comp.	Customer Penetration	Index	Median Income	Median Age
01	UPPER CRUST	685	1.37%	15,698	1.44%	4.36%	95	\$81,000	44
02	BLUE BLOOD ESTATES	459	0.92%	4,212	0.39%	10.90%	237	\$82,000	45
03	MOVERS & SHAKERS	213	0.42%	6,177	0.57%	3.45%	75	\$81,000	45
04	YOUNG DIGERATI	459	0.92%	9,687	0.89%	4.74%	103	\$79,000	69
05	COUNTRY SQUIRES	365	0.73%	9,331	0.86%	3.91%	85	\$81,000	67
06	WINNER'S CIRCLE	123	0.25%	3,564	0.33%	3.45%	75	\$82,000	64
07	MONEY & BRAINS	1,265	2.52%	9,856	0.91%	12.83%	279	\$81,000	65
08	EXECUTIVE SUITES	3,698	7.38%	98,745	9.07%	3.74%	81	\$81,000	46
09	BIG FISH, SMALL POND	1,450	2.89%	8,155	0.75%	17.78%	386	\$79,000	29
10	SECOND CITY ELITE	11	0.02%	3,068	0.28%	0.36%	8	\$34,000	68
11	GOD'S COUNTRY	12	0.02%	8,641	0.79%	0.14%	3	\$19,000	71
12	BRITE LITES, LIL CITY	889	1.77%	89,562	8.23%	0.99%	22	\$35,000	44
13	UPWARD BOUND	2,698	5.38%	53,968	4.96%	5.00%	109	\$78,000	29
14	NEW EMPTY NESTS	896	1.79%	10,173	0.93%	8.81%	191	\$77,000	41
15	POOLS & PATIOS	654	1.30%	12,089	1.11%	5.41%	117	\$34,000	67
16	BOHEMIAN MIX	125	0.25%	25,898	2.38%	0.48%	10	\$34,000	45
17	BELTWAY BOOMERS	1,589	3.17%	25,986	2.39%	6.11%	133	\$36,000	45
18	KIDS & CUL-DE-SACS	2,656	5.30%	89,563	8.23%	2.97%	64	\$34,000	65
19	HOME SWEET HOME	3,698	7.38%	78,965	7.25%	4.68%	102	\$78,000	30
20	FAST-TRACK FAMILIES	587	1.17%	5,010	0.46%	11.72%	254	\$17,000	71
21	GRAY POWER	470	0.94%	8,322	0.76%	5.65%	123	\$20,000	44
22	YOUNG INFLUENTIALS	129	0.26%	14,632	1.34%	0.88%	19	\$19,000	43
23	GREENBELT SPORTS	1,256	2.51%	10,254	0.94%	12.25%	266	\$21,000	44
24	UP-AND-COMERS	321	0.64%	3,077	0.28%	10.43%	227	\$35,000	64
25	COUNTRY CASUALS	148	0.30%	6,351	0.58%	2.33%	51	\$76,000	43
26	THE COSMOPOLITANS	965	1.93%	3,358	0.31%	28.74%	624	\$78,000	29
27	MIDDLEBURG MANAGERS	365	0.73%	9,477	0.87%	3.85%	84	\$34,000	43
28	TRADITIONAL TIMES	487	0.97%	5,826	0.54%	8.36%	182	\$74,000	29
29	AMERICAN DREAMS	4,125	8.23%	102,369	9.40%	4.03%	88	\$20,000	70
30	SUBURBAN SPRAWL	987	1.97%	14,773	1.36%	6.68%	145	\$18,000	29
31	URBAN ACHIEVERS	235	0.47%	5,753	0.53%	4.08%	89	\$35,000	46
32	NEW HOMESTEADERS	632	1.26%	6,992	0.64%	9.04%	196	\$17,000	29
33	BIG SKY FAMILIES	789	1.57%	4,084	0.38%	19.32%	420	\$20,000	68
34	WHITE PICKET FENCES	110	0.22%	3,240	0.30%	3.40%	74	\$77,000	42
35	BOOMTOWN SINGLES	8	0.02%	4,658	0.43%	0.17%	4	\$75,000	30
36	BLUE-CHIP BLUES	962	1.92%	12,479	1.15%	7.71%	167	\$34,000	29
37	MAYBERRY-VILLE	497	0.99%	7,375	0.68%	6.74%	146	\$34,000	29
38	SIMPLE PLEASURES	125	0.25%	4,137	0.38%	3.02%	66	\$17,000	41
39	DOMESTIC DUOS	147	0.29%	16,998	1.56%	0.86%	19	\$72,000	29
40	CLOSE-IN COUPLES	369	0.74%	7,665	0.70%	4.81%	105	\$76,000	69
41	SUNSET CITY BLUES	125	0.25%	6,986	0.64%	1.79%	39	\$22,000	45
42	RED, WHITE & BLUES	365	0.73%	3,517	0.32%	10.38%	225	\$34,000	42

PRIZM NE® PROFILE ANALYSIS

Analysis Profile: **ABC Customers**

Base Profile: Milwaukee, WI DMA

Cluster #	Cluster Nickname	ABC Customer Count	Customer % Comp.	Base Count	Base % Comp.	Customer Penetration	Index	Median Income	Median Age
43	HEARTLANDERS	789	1.57%	3,952	0.36%	19.96%	434	\$34,000	68
44	NEW BEGINNINGS	1,203	2.40%	26,921	2.47%	4.47%	97	\$75,000	69
45	BLUE HIGHWAYS	2,456	4.90%	69,856	6.42%	3.52%	76	\$20,000	43
46	OLD GLORIES	321	0.64%	9,548	0.88%	3.36%	73	\$21,000	67
47	CITY STARTUPS	96	0.19%	3,135	0.29%	3.06%	66	\$73,000	42
48	YOUNG & RUSTIC	78	0.16%	12,492	1.15%	0.62%	14	\$77,000	44
49	AMERICAN CLASSICS	94	0.19%	13,057	1.20%	0.72%	16	\$34,000	43
50	KID COUNTRY, USA	558	1.11%	5,061	0.46%	11.03%	239	\$34,000	29
51	SHOTGUNS & PICKUPS	966	1.93%	4,399	0.40%	21.96%	477	\$19,000	29
52	SUBURBAN PIONEERS	1,254	2.50%	24,895	2.29%	5.04%	109	\$34,000	29
53	MOBILITY BLUES	987	1.97%	5,936	0.55%	16.63%	361	\$21,000	45
54	MULTI-CULTI MOSAIC	889	1.77%	13,162	1.21%	6.75%	147	\$75,000	29
55	GOLDEN PONDS	639	1.27%	2,091	0.19%	30.56%	664	\$19,000	28
56	CROSSROADS VILLAGERS	789	1.57%	4,611	0.42%	17.11%	372	\$17,000	69
57	OLD MILLTOWNS	548	1.09%	3,857	0.35%	14.21%	309	\$18,000	41
58	BACK COUNTRY FOLKS	369	0.74%	2,802	0.26%	13.17%	286	\$74,000	29
59	URBAN ELDERS	742	1.48%	6,049	0.56%	12.27%	266	\$80,000	45
60	PARK BENCH SENIORS	125	0.25%	2,822	0.26%	4.43%	96	\$33,000	42
61	CITY ROOTS	458	0.91%	13,028	1.20%	3.52%	76	\$18,000	27
62	HOMETOWN RETIRED	321	0.64%	3,031	0.28%	10.59%	230	\$18,000	42
63	FAMILY THRIFTS	149	0.30%	4,609	0.42%	3.23%	70	\$77,000	65
64	BEDROCK AMERICA	56	0.11%	6,330	0.58%	0.88%	19	\$34,000	29
65	BIG CITY BLUES	79	0.16%	3,853	0.35%	2.05%	45	\$21,000	29
66	LOW-RISE LIVING	13	0.03%	12,425	1.14%	0.10%	2	\$76,000	45
Total		50,128	100%	1,088,593	100%	4.60%	100		

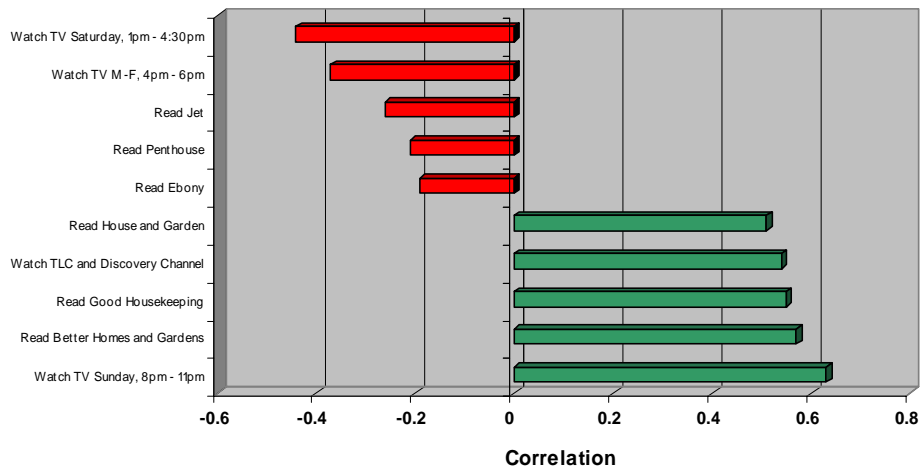
- = Core Clusters :
- = Niche Clusters
- = Developmental Clusters

Cluster Analysis - Core and Niche Segments

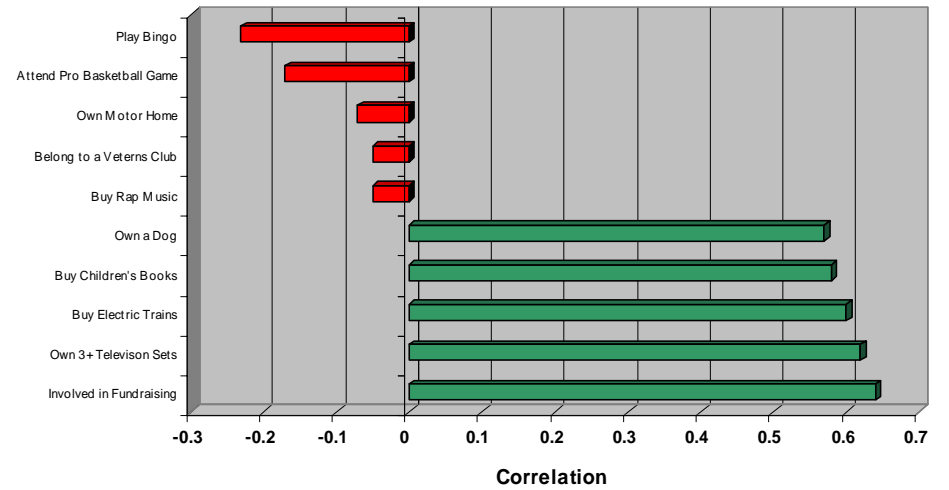
#	Cluster Nickname	Demographic Profile	Purchase Behavior	Count	% Total	Median Age	Median Income
01	UPPER CRUST	HO, professional, post graduate degree, credit card owners, high home value, kids, mail buyers, mail responders.	Racquetball, gardening, magazines, volunteer work, fund raising, foreign travel, reader, audio equipment, jewelry.	685	1.37%	45	\$81,000
02	BLUE BLOOD ESTATES	HO, kids, credit cards, few mail buyers, few mail responders, professional.	computers, tennis, computer magazines, camping, HH Pets, country music.	459	0.92%	45	\$82,000
03	MOVERS & SHAKERS	HO, professional, credit card owners, mail responders, few mail buyers, few kids.	ski, home remodeling, cable TV, running, hunting, frequent flyer.	213	0.42%	69	\$81,000
04	YOUNG DIGERATI	HO, few kids, credit card owners, mail buyers, mail responders, professional, post-graduate degree.	computers, video camera, fund raising, foreign travel, wines, antiques.	459	0.92%	67	\$79,000
05	COUNTRY SQUIRES	HO, mail buyers, mail responders, retired, credit card owners, professional.	activity, stock/bonds, fund raising, new age music, foreign travel, knitting/ needlework.	365	0.73%	64	\$81,000
06	WINNER'S CIRCLE	HO, retired, mail responders, mail buyers, credit card owners.	stocks/bonds, truck owner, own one car, domestic wine, civic activity.	123	0.25%	65	\$82,000
07	MONEY & BRAINS	HO, credit card owners, mail buyers, mail responders, white collar, some college, kids.	reader, computers, running, tennis, HH pets, camping, coupon user.	1,265	2.52%	46	\$81,000
08	EXECUTIVE SUITES	HO, professional, mail responders, mail buyers, credit card owners, few kids.	New age music, equity loans, running, camping, lottery user, computers, real estate, HH pets, volunteer work, auto tools.	3,698	7.38%	29	\$81,000
09	BIG FISH, SMALL POND	HO, few mail responders, few mail buyers, credit card owners, few kids, fewer professionals.	Retirement savings, TV baseball, cable television, light lottery user, stamps/coins.	1,450	2.89%	68	\$79,000
10	SECOND CITY ELITE	HO, credit card owners, mail buyers, mail responders, professional, retired, few kids.	music, auto club membership, fund raising, fishing, gardening, home furnishing, pets.	11	0.02%	71	\$34,000
11	GOD'S COUNTRY	HO, few kids, retired, professional, credit card owners, mail buyers, mail responders, post graduate degree.	devotion, sewing, daytime game shows, grandchildren, casino gambling.	12	0.02%	44	\$19,000
12	BRITE LITES, LIL CITY	HO, few credit card owners, few mail responders, few mail buyers, few kids.	Auto Do-It-For-Me, Public TV donor, cigarettes/cigars, bedding/bath, lottery user, real estate, Bible devotion.	889	1.77%	29	\$35,000
13	UPWARD BOUND	HO, kids, mail buyers, mail responders, credit card owners, professional.	daytime game shows, weekly news magazines, fishing, snow ski, camping.	2,698	5.38%	41	\$78,000
14	NEW EMPTY NESTS	Mostly renters, few mail buyers, few credit card owners, few mail responders, few kids.	Lottery user, volunteer work, video games, motorcycles, recreational vehicles, camping equipment, hunting.	896	1.79%	67	\$77,000
15	POOLS & PATIOS	HO, credit card owners, mail responders, mail buyers, professional, retired, few kids.	grandchildren, home workshop, auto Do-It-For-Me, home remodeling, TV sports, stocks.	654	1.30%	45	\$34,000
16	BOHEMIAN MIX	HO, credit card owners, mail buyers, mail responders, few kids.	western TV, crafts, home workshop, clothes store shopper, volunteer work.	125	0.25%	45	\$34,000
17	BELTWAY BOOMERS	HO, kids, credit card owners, mail buyers, mail responders, professional	volunteer work, home remodeling, home improvement, catalog orders by phone, auto tools.	1,589	3.17%	65	\$36,000
18	KIDS & CUL-DE-SACS	HO, credit card owners, mail responders, mail buyers, retired, few kids.	grandchildren auto do-it-yourself, daily paper reader, civic activity, Bible devotion, beer.	2,656	5.30%	30	\$34,000
19	HOME SWEET HOME	HO, kids, credit card owners, mail responders, mail buyers, professional.	Foreign travel, TV sports, golf, home workshop, pets, computers, home furnishings, jewelry, vitamins.	3,698	7.38%	71	\$78,000
20	FAST-TRACK FAMILIES	Renters, few kids, few credit card owners, few mail buyers, few mail responders.	TV donor, import wine, frequent flyer, bowling.	587	1.17%	44	\$17,000
21	GRAY POWER	HO, credit card owners, mail buyers, mail responders, professional, few kids.	auto club member, new domestic car, vitamins, HH pets, domestic vacations.	470	0.94%	43	\$20,000
22	YOUNG INFLUENTIALS	Renters, credit card owners, mail buyers, mail responders, professional, few kids.	self-improvement, fashion design, science fiction, retirement savings.	129	0.26%	44	\$19,000
23	GREENBELT SPORTS	HO, credit card owners, mail buyers, mail responders, professional, kids.	men's clothes, lottery user, auto work, Bible devotion, fishing.	1,256	2.51%	64	\$21,000
24	UP-AND-COMERS	HO, more likely retired, white collar, credit card owners, mail buyers, mail responders.	business travel, stocks/bonds, cultural events, non-prescription drugs, men's clothes, book reader.	321	0.64%	43	\$35,000
25	COUNTRY CASUALS	Mostly renters, credit card owners, mail buyers, mail responders, few kids, professional.	home improvement, wines, science/new technology.	148	0.30%	25	\$76,000

ABC Customers – Lifestyle Analysis

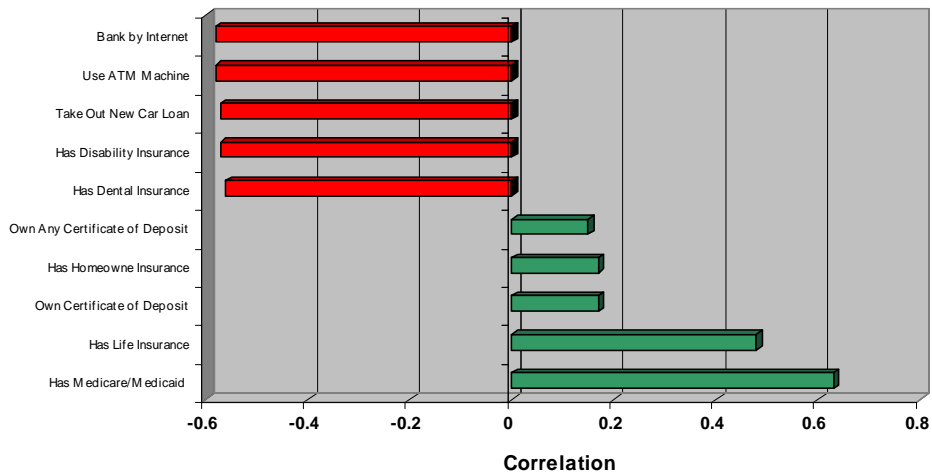
Media Preferences



Lifestyle/Hobbies



Financial Services



Retail Spending

