TWIN CITIES ROAD & HIGHWAY 99

Retail Site Assessment

May 2011

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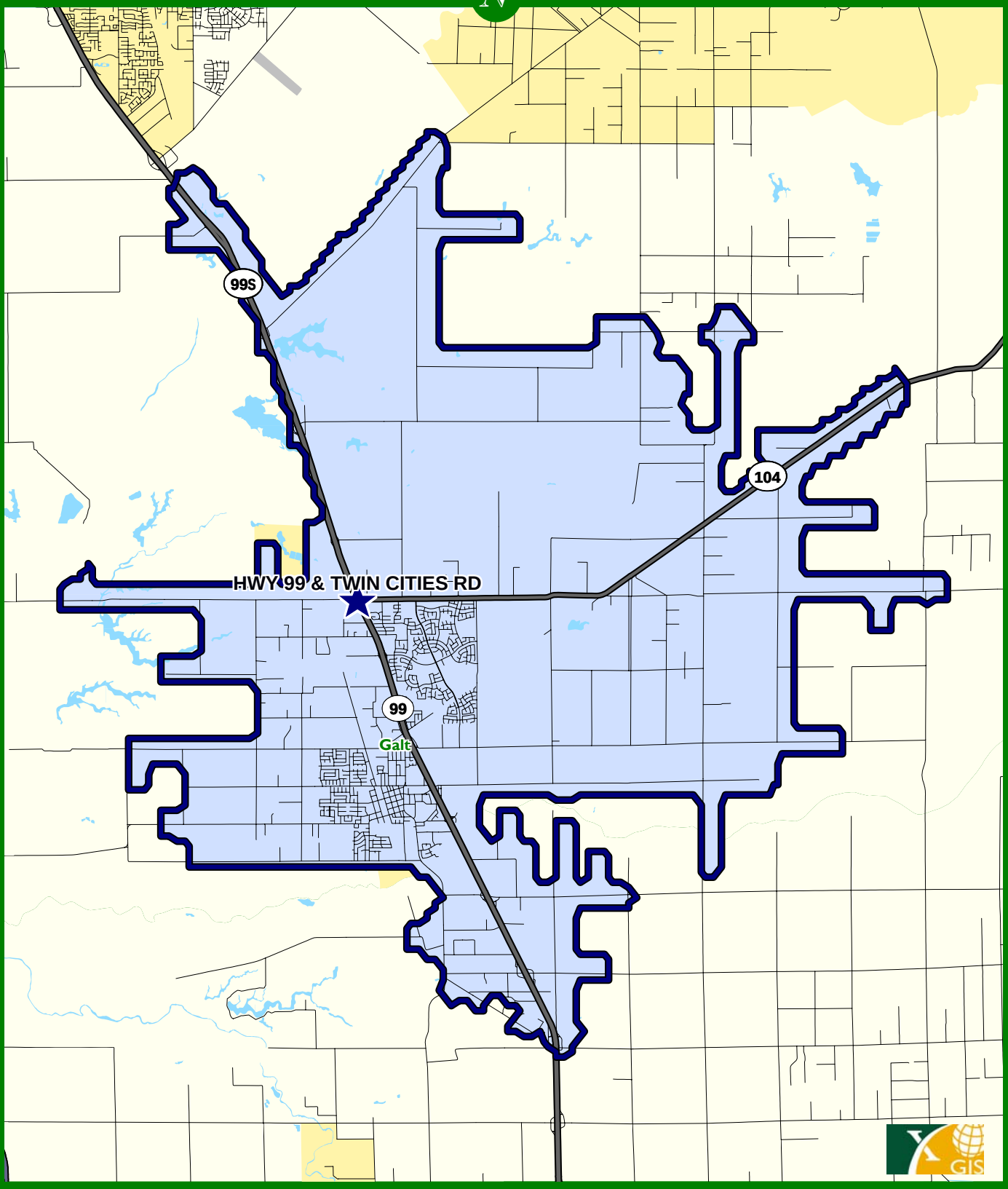

Galt, California: Trade Area

Shopping Centers

GLA in thousands

- 1000+
- 500 to 1000

10 Minute Drive Time

Site 2

Miles

0 1 2

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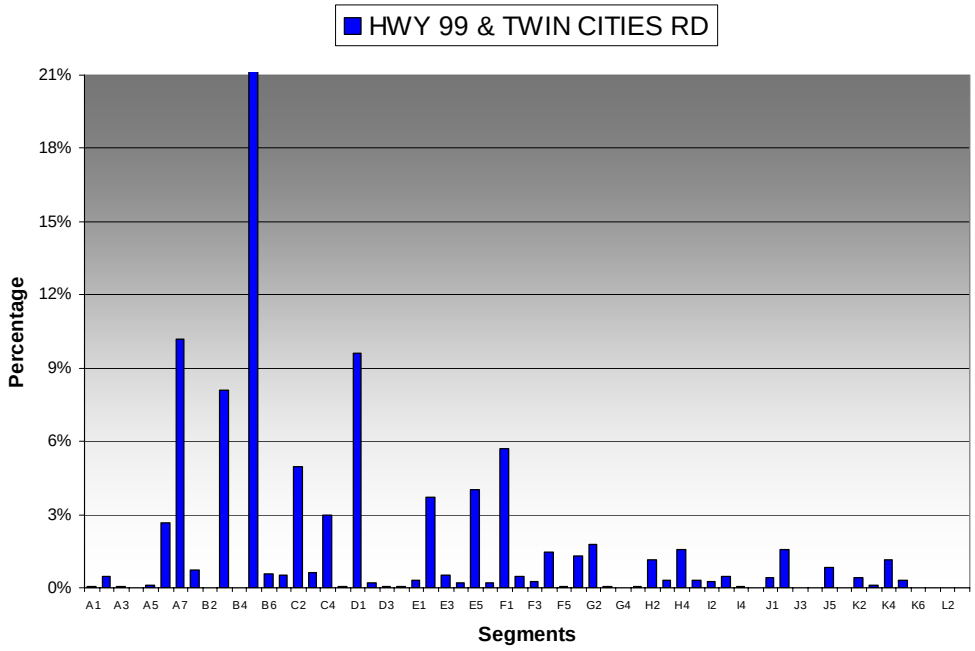
Retail Site 2 Analysis: Hwy 99 & Twin Cities Rd

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 ten-minute polygon, determined by Buxton's proprietary drive-time technology.

Psychographics

The psychographic profile of the households within a ten-minute drive-time of Site 2 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 B for additional segment description information.

Dominant Segments	Description	Households	% of All Households
A07	New Suburbia Families	1,004	10.21
B03	Urban Commuter Families	797	8.10
B05	Second-generation Success	2,833	28.80
C02	Prime Middle America	490	4.98
D01	Nuevo Hispanic Families	945	9.61
E02	Urban Blues	363	3.69
E05	American Great Outdoors	397	4.03
F01	Steadfast Conservatives	558	5.67

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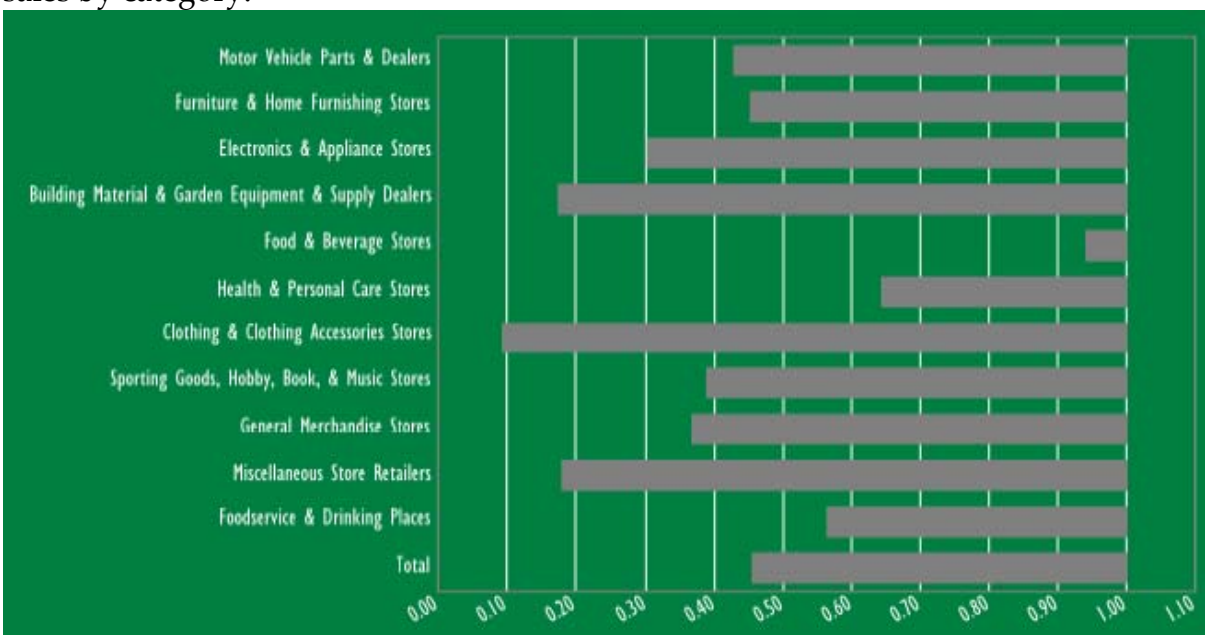
Retail Site 2 Analysis (continued)

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	9,837
Number of Households in Dominant Segments	7,387
Traffic Count	50,000
Total Demand	$356,330,046
Total Supply	$162,638,118
Leakage	($193,691,928)

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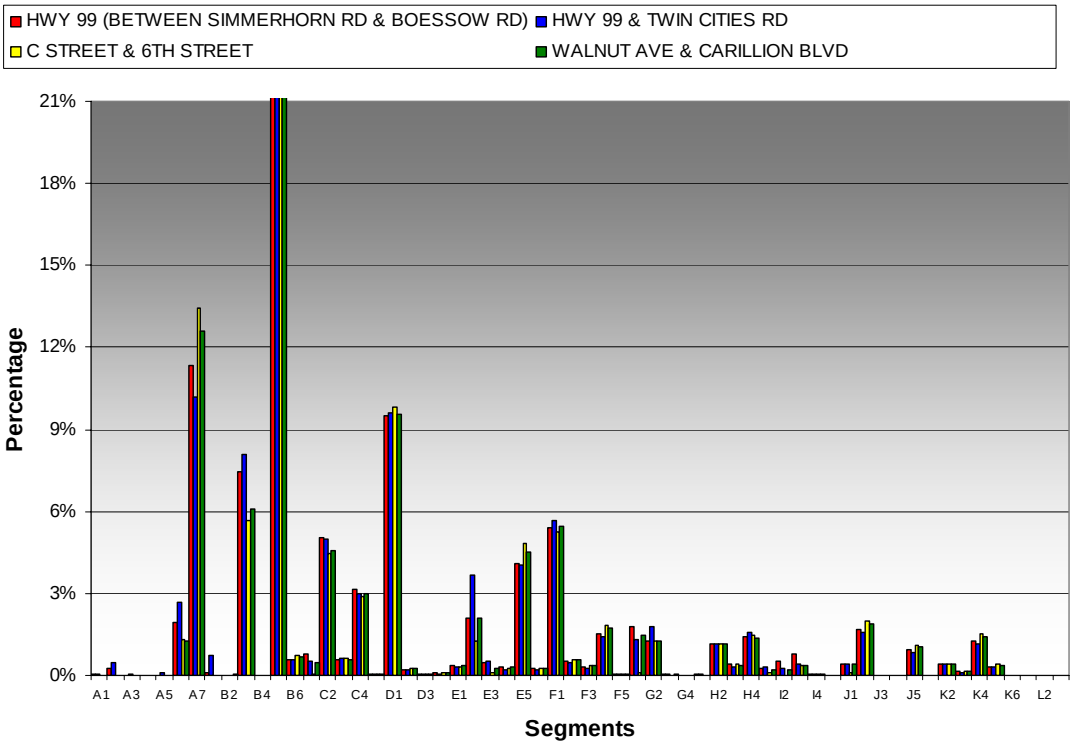
Trade Area Comparison

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. For the most part, each trade area contains the same types of segments, but the households counts of these segments vary slightly for each trade area.



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Trade Area Statistics

Trade Potential Variables	Site 1	Site 2	Site 3	Site 4
Estimated Household Count	9,524	9,837	7,902	8,462
Number of Households in Dominant Segments	7,262	7,387	6,168	6,372
Traffic Count	50,000	50,000	9,062	2,927
Total Demand	$352,664,918	$356,330,046	$303,517,099	$290,826,349
Total Supply	$150,070,184	$162,638,118	$127,867,301	$124,557,790
Leakage	($202,594,734)	($193,691,928)	($175,649,798)	($166,268,559)

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Appendix A:

Leakage Analysis

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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.

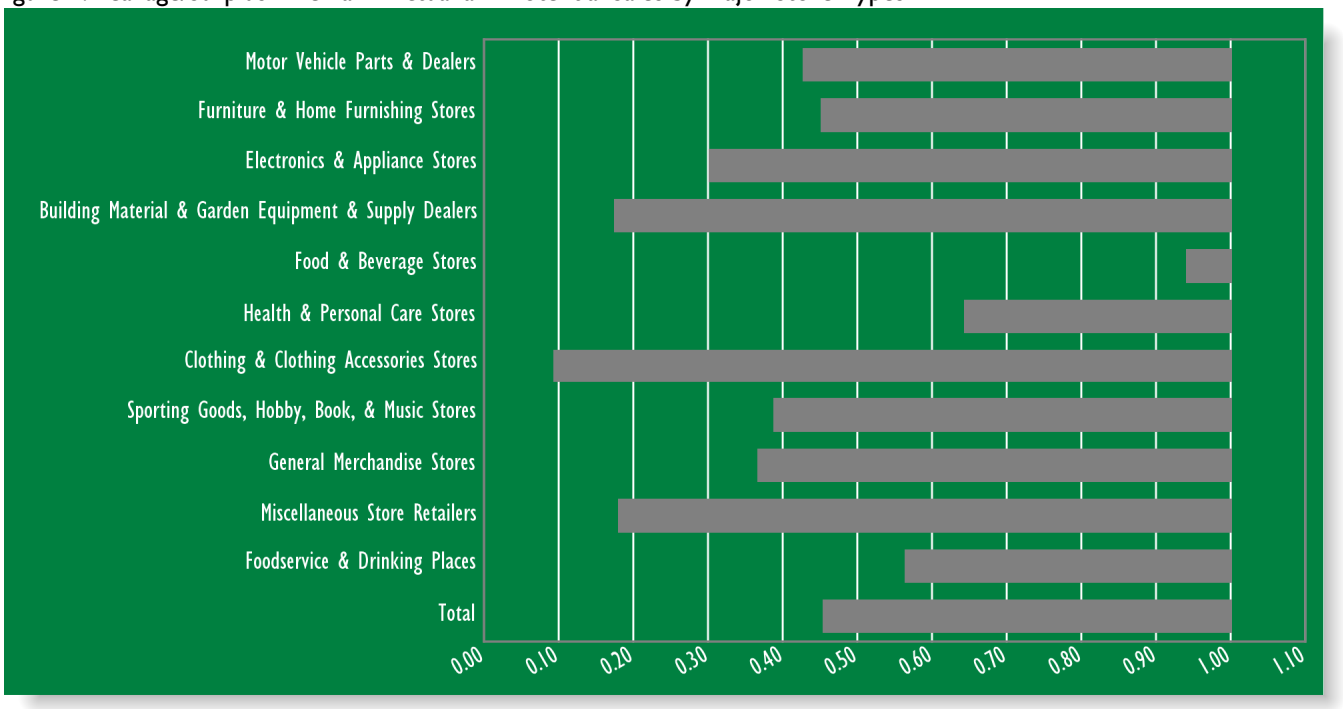
Examining the quantitative aspects (Leakage/Surplus) is only part of the evaluation of community's retail opportunities. Before any conclusions can be drawn about potential business expansion or recruitment opportunities, qualitative considerations such as trade area psychographics and buying habits 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	$85,139,887	$36,462,644	0.4
Furniture & Home Furnishing Stores	$10,577,108	$4,782,704	0.5
Electronics & Appliance Stores	$10,076,541	$3,036,744	0.3
Building Material & Garden Equipment & Supply Dealers	$49,988,543	$8,792,870	0.2
Food & Beverage Stores	$53,031,331	$50,019,621	0.9
Health & Personal Care Stores	$18,050,244	$11,658,468	0.6
Clothing & Clothing Accessories Stores	$20,556,292	$1,953,427	0.1
Sporting Goods, Hobby, Book, & Music Stores	$8,361,414	$3,252,618	0.4
General Merchandise Stores	$52,142,406	$19,264,799	0.4
Miscellaneous Store Retailers	$10,462,896	$1,899,002	0.2
Foodservice & Drinking Places	$37,943,385	$21,515,221	0.6
Total	$356,330,046	$162,638,118	0.5

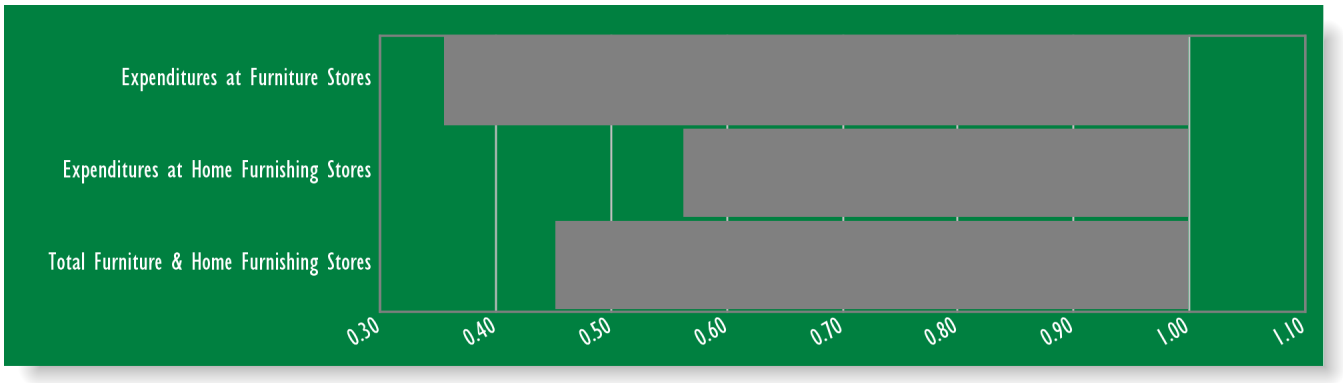
Data Sources: Applied Geographic Solutions, Inc., Copyright 2009

Sub-Categories of Motor Vehicle Parts & Dealers

Store Type	Potential	Actual Sales	Leakage
Expenditures at Automotive Dealers	$73,548,394	$31,869,671	0.4
Expenditures at Other Motor Vehicle Dealers	$5,239,803	$407,528	0.1
Expenditures at Automotive Parts, Accessories, and Tire Stores	$6,351,690	$4,185,445	0.7
Total Motor Vehicle Parts & Dealers	$85,139,887	$36,462,644	0.4

Data Sources: Applied Geographic Solutions, Inc., Copyright 2009

Sub-Categories of Furniture & Home Furnishing Stores



Store Type	Potential	Actual Sales	Leakage
Expenditures at Furniture Stores	$5,676,907	$2,019,658	0.4
Expenditures at Home Furnishing Stores	$4,900,201	$2,763,046	0.6
Total Furniture & Home Furnishing Stores	$10,577,108	$4,782,704	0.5

Data Sources: Applied Geographic Solutions, Inc., Copyright 2009

Sub-Categories of Electronics & Appliance Stores

Store Type	Potential	Actual Sales	Leakage
Expenditures at Appliance, Television, and Other Electronics Stores	$7,730,539	$606,147	0.1
Expenditures at Computer and Software Stores	$1,974,885	$2,430,597	1.2
Expenditures at Camera and Photographic Equipment Stores	$371,116	$0	0.0
Total Electronics & Appliance Stores	$10,076,541	$3,036,744	0.3

Data Sources: Applied Geographic Solutions, Inc., Copyright 2009

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

Store Type	Potential	Actual Sales	Leakage
Expenditures at Home Centers	$18,262,194	$4,265,698	0.2
Expenditures at Paint and Wallpaper Stores	$1,003,743	$76,276	0.1
Expenditures at Hardware Stores	$3,730,740	$734,306	0.2
Expenditures at Other Building Materials Dealers	$23,136,276	$2,245,268	0.1
Expenditures at Outdoor Power Equipment Stores	$596,922	$378,357	0.6
Expenditures at Nursery and Garden Centers	$3,258,668	$1,092,964	0.3
Total Building Material & Garden Equipment & Supply Dealers	$49,988,543	$8,792,870	0.2

Data Sources: Applied Geographic Solutions, Inc., Copyright 2009

Sub-Categories of Food & Beverage Stores

Store Type	Potential	Actual Sales	Leakage
Expenditures at Supermarkets and Other Grocery (except Convenience) Stores	$46,021,758	$47,829,168	1.0
Expenditures at Convenience Stores	$2,306,218	$567,570	0.2
Expenditures at Specialty Food Stores	$1,552,873	$422,499	0.3
Expenditures at Beer, Wine, and Liquor Stores	$3,150,482	$1,200,384	0.4
Total Food & Beverage Stores	$53,031,331	$50,019,621	0.9

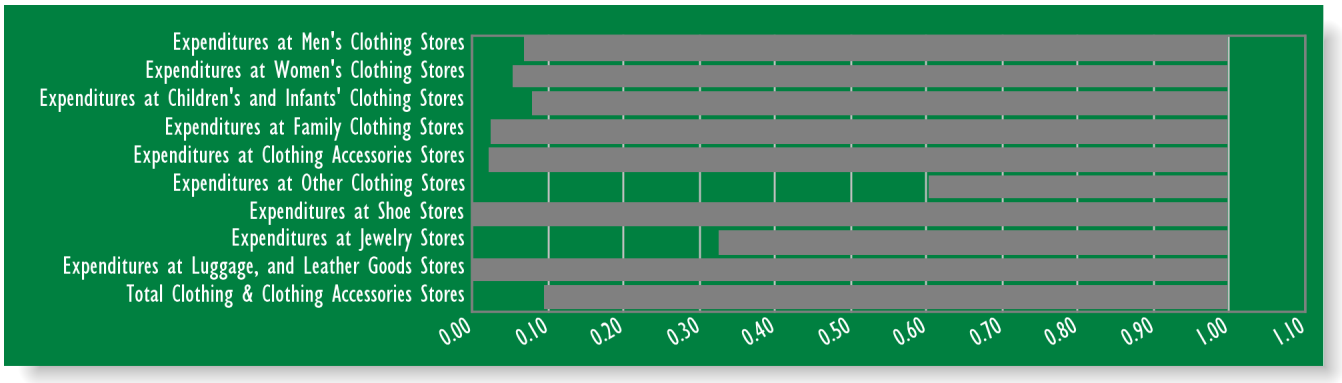
Data Sources: Applied Geographic Solutions, Inc., Copyright 2009

Sub-Categories of Health & Personal Care Stores

Store Type	Potential	Actual Sales	Leakage
Expenditures at Pharmacies and Drug Stores	$15,602,793	$10,491,322	0.7
Expenditures at Cosmetics, Beauty Supplies and Perfume Stores	$597,407	$0	0.0
Expenditures at Optical Goods Stores	$748,691	$0	0.0
Expenditures at Other Health and Personal Care Stores	$1,101,353	$1,167,146	1.1
Total Health & Personal Care Stores	$18,050,244	$11,658,468	0.6

Data Sources: Applied Geographic Solutions, Inc., Copyright 2009

Sub-Categories of Clothing & Clothing Accessories Stores



Store Type	Potential	Actual Sales	Leakage
Expenditures at Men's Clothing Stores	$948,418	$65,878	0.1
Expenditures at Women's Clothing Stores	$3,773,950	$207,155	0.1
Expenditures at Children's and Infants' Clothing Stores	$952,289	$75,431	0.1
Expenditures at Family Clothing Stores	$8,017,681	$213,383	0.0
Expenditures at Clothing Accessories Stores	$321,936	$7,129	0.0
Expenditures at Other Clothing Stores	$958,379	$579,255	0.6
Expenditures at Shoe Stores	$2,894,359	$0	0.0
Expenditures at Jewelry Stores	$2,472,875	$805,196	0.3
Expenditures at Luggage, and Leather Goods Stores	$216,405	$0	0.0
Total Clothing & Clothing Accessories Stores	$20,556,292	$1,953,427	0.1

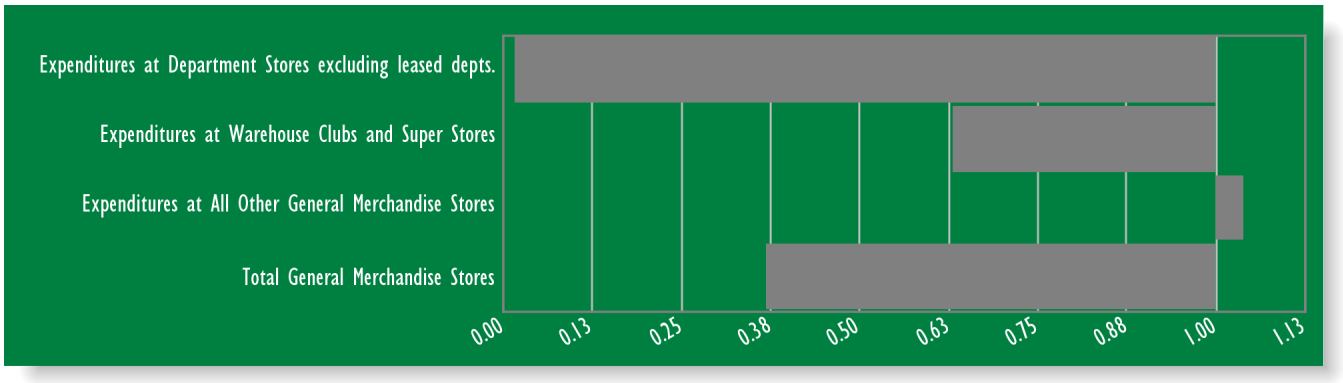
Data Sources: Applied Geographic Solutions, Inc., Copyright 2009

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

Store Type	Potential	Actual Sales	Leakage
Expenditures at Sporting Goods Stores	$3,032,555	$2,309,052	0.8
Expenditures at Hobby, Toys and Games Stores	$1,854,217	$248,071	0.1
Expenditures at Sew/Needlework/Piece Goods Stores	$456,151	$0	0.0
Expenditures at Musical Instrument and Supplies Stores	$566,890	$0	0.0
Expenditures at Book Stores and News Dealers	$1,585,712	$0	0.0
Expenditures at Prerecorded Tape, Compact Disc, and Record Stores	$865,890	$695,495	0.8
Total Sporting Goods, Hobby, Book, & Music Stores	$8,361,414	$3,252,618	0.4

Data Sources: Applied Geographic Solutions, Inc., Copyright 2009

Sub-Categories of General Merchandise Stores



Store Type	Potential	Actual Sales	Leakage
Expenditures at Department Stores excluding leased depts.	$24,804,288	$428,631	0.0
Expenditures at Warehouse Clubs and Super Stores	$23,536,938	$14,886,984	0.6
Expenditures at All Other General Merchandise Stores	$3,801,181	$3,949,183	1.0
Total General Merchandise Stores	$52,142,406	$19,264,799	0.4

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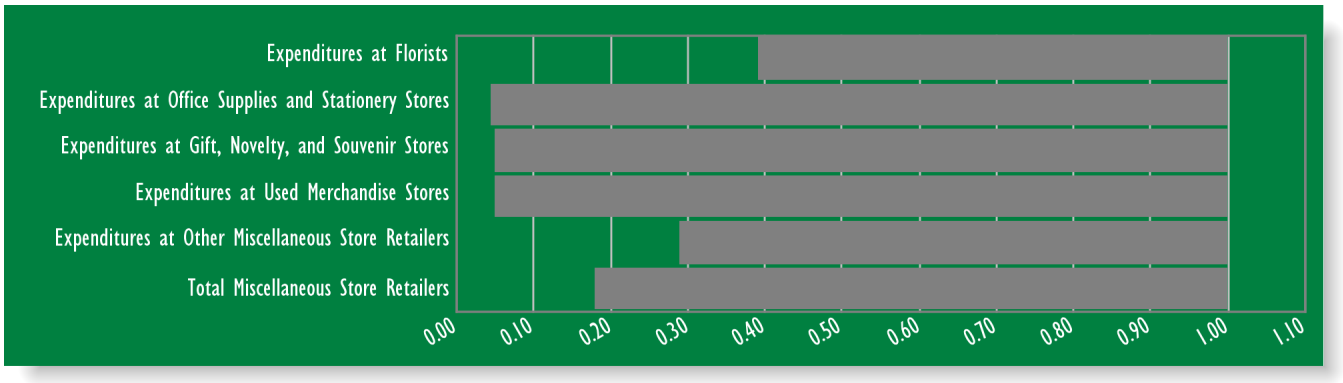
Data Sources: Applied Geographic Solutions, Inc., Copyright 2009

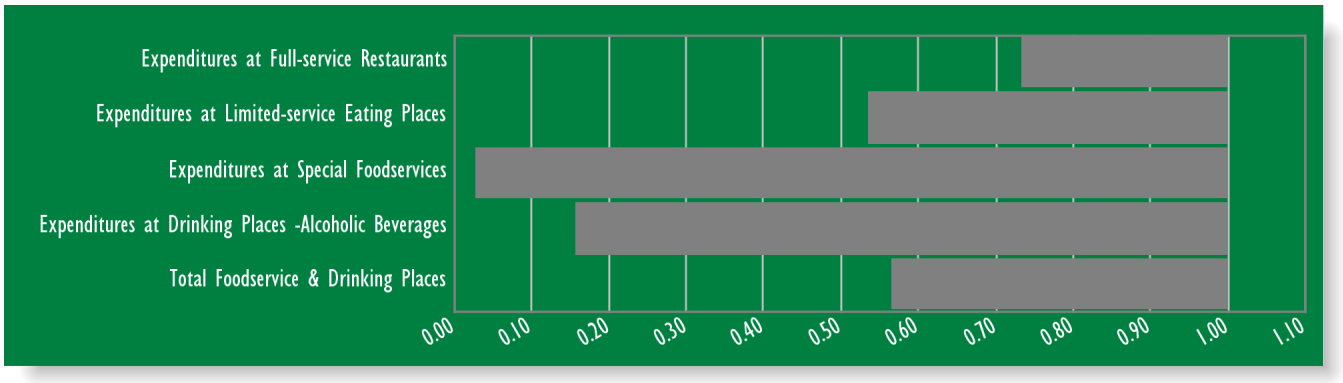
Sub-Categories of Miscellaneous Store Retailers



Store Type	Potential	Actual Sales	Leakage
Expenditures at Florists	$767,613	$301,941	0.4
Expenditures at Office Supplies and Stationery Stores	$2,320,773	$104,694	0.0
Expenditures at Gift, Novelty, and Souvenir Stores	$1,796,066	$91,477	0.1
Expenditures at Used Merchandise Stores	$919,263	$46,368	0.1
Expenditures at Other Miscellaneous Store Retailers	$4,659,181	$1,354,523	0.3
Total Miscellaneous Store Retailers	$10,462,896	$1,899,002	0.2

Data Sources: Applied Geographic Solutions, Inc., Copyright 2009

Sub-Categories of Foodservice & Drinking Places



Store Type	Potential	Actual Sales	Leakage
Expenditures at Full-service Restaurants	$17,412,949	$12,789,502	0.7
Expenditures at Limited-service Eating Places	$15,572,878	$8,362,799	0.5
Expenditures at Special Foodservices	$3,203,965	$88,099	0.0
Expenditures at Drinking Places -Alcoholic Beverages	$1,753,593	$274,820	0.2
Total Foodservice & Drinking Places	$37,943,385	$21,515,221	0.6

Data Sources: Applied Geographic Solutions, Inc., Copyright 2009

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.

Data Sources: Applied Geographic Solutions, Inc., Copyright 2009

Appendix B:

Segmentation Guide

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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 middleaged 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, Joiliet, 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 A: Affluent Suburbia

Segment A07: New Suburbia Families

Young, affluent working couples with pre-school children concentrated in fast-growing, metro fringe communities

Demographics

Young couples with pre-school children have turned New Suburbia Families into a booming lifestyle. Concentrated in fast-growing, metro fringe communities mainly in the West and Southwest, the segment's population has more than tripled since 1990. With many households under 35 years old, these young families are making the most of their new subdivisions. More than half the housing has been built since 2000 and the median value worth nearly 50 percent above the U.S. average. Residents have both brains and bucks. More than twothirds have gone to college and many workers earn six-figure incomes. It takes hard work to have achieved success at such a young age. More than two-thirds of families have multiple workers in the labor force, gravitating to jobs as managers, executives and white-collar professionals.

Lifestyles

The members of New Suburbia Families have crafted active, children-centered lifestyles. These families participate in a number of team sports such as baseball, basketball and soccer, shuttling kids and gear to activities in their SUVs and minivans. They go to kid-friendly destinations and frequent zoos, aquariums and campgrounds. At supermarkets, they fill their grocery carts with pizza, Pop Tarts and prepared lunch kits. This is one of the top-ranked segments for owning toys, books and video games, and residents here never met a consumer electronics device they didn't like including cell phones, gaming systems and home theater systems. With their relatively large families, money still needs to be managed. They maintain that price and functionality trump style when they purchase electronics and clothing at retailers like Target, Best Buy and Wal-Mart. Contributing to 529 college savings plans is a priority, but this segment can be debt heavy due to first mortgages and home equity loans.

Media

These energetic households are only moderate consumers of most media. New Suburbia Families are often too busy to read a newspaper or magazine, although they will sit in front of a TV to watch network sitcoms and reality shows as well as sports and entertainment on cable channels such as ESPN, MTV and Comedy Central. Thanks to their lengthy commutes, they exhibit high rates for listening to radio stations that offer news and sports as well as classic rock and adult contemporary music. When they finally wind down, many go online to trade stocks, search for jobs and check out real estate listings.

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 B: Upscale America

Segment B05: Second-generation Success

Upper-middle-class and large multi-ethnic households working in white and blue-collar jobs within metro fringe communities

Demographics

These grandchildren of immigrants who live in Second-generation Success, life is sweet. These multi-ethnic households—of Asian, Hispanic and varied European descent—have achieved upper-middle-class status through hard work and devotion to family. They are primarily married couples with children. Their household size with five or more people is almost double the U.S. average. More than half of adults have attended college, landing a mix of blue- and white-collar jobs in retail, manufacturing, transportation and public administration. In these metro fringe communities, located primarily in coastal states, many households strive to balance the need to assimilate with the desire to retain their cultural traditions. For now, most have found the American Dream in a single detached house built in the early 1980s in what was then the suburban frontier.

Lifestyles

With their upscale incomes and children of all ages, Second-generation Success households enjoy active, familycentered lifestyles. They participate in a number of team sports, including soccer, basketball, football and baseball. On weekends, they typically pile into their vans and SUVs for outings to a zoo, aquarium, cinema or one of the kids' sporting games. Those vehicles also come in handy when they go on shopping excursions patronizing big-box stores such as Home Depot, Toys R Us and Best Buy. Indeed, these relatively young families make a strong market for toys, sporting goods and high-tech products, and they say they're heavily influenced by their children when shopping. With these households, most of their savings is tied up in their home equity. At the supermarket they buy a lot of fresh fish, poultry and meat for home-cooked meals.

Media

Second-generation Success is a media-filled lifestyle where residents enjoy virtually all media channels at aboveaverage rates. They watch network television programs that feature sitcoms, sports, reality shows and even animation—the grownups watching alongside their kids. They read celebrity publications such as People and Us Weekly as well as Spanish-language newspapers and magazines Radio preferences vary but with many of the households whose families are of Hispanic origin there is a tendency for ranchero and Tejano music. When it comes to the Internet, this ethnic mix has relatively high rates for surfing the Internet to download music, get sports scores, upload family pictures and search for jobs.

Group C: Small-town Contentment

Segment C02: Prime Middle America

A mix of young, upper-middle-class couples and families living in both small towns and midsized cities working in well paying white-collar and blue-collar jobs

Demographics

Prime Middle America features a mix of couples and families living in both small towns and mid-sized cities in the South and Northwest. Younger than average and upper-middle-class in status, these predominantly white dual-income households have well-paying blue-collar and white-collar jobs in transportation, manufacturing and public administration. Most of the households own their own homes and are nearly twice as likely to live in mobile homes than the national average.

Lifestyles

Prime Middle America features a small-town, family-centered lifestyle. Households enjoy leisure activities like playing cards and board games as well as outdoor pursuits such as fishing, biking and swimming at a lake. Many are do-it-yourselfers who load up their SUVs and pickup trucks with home improvement supplies from stores such as Lowe's, Home Depot and True Value Hardware. Their incomes afford them a wide range of mortgages, home equity loans and college savings plans. As consumers, they describe themselves as less interested in new fashions than the latest high-tech gadgets.

Media

When the folks in this cluster put down their hammers and saws, they enjoy a variety of media. Prime Middle America residents like to gather round their large-screen TVs to watch reality shows, sports and cable channels such as MTV, FX, Discovery and Country Music Television. They're traditionalists who enjoy reading established magazines such as Woman's World, Field & Stream and Parents. The radio soundtrack usually playing features a mix of country music, classic rock and contemporary hits. The Internet has expanded the entertainment and convenience choices for residents of small towns, and Prime Middle America households are no exception. They like to go online to play games, do their banking and participate in auctions for antiques and collectibles.

Group C: Small-town Contentment

Segment C04: Family Convenience

Sprawling families living in remote towns and military bases containing dual-income couples working at skilled blue-collar jobs in manufacturing and construction as well as in the military

Demographics

Family Convenience is a collection of sprawling families living in remote towns and military bases primarily in the Midwest and Northern Plains. Most of the households contain dual-income couples working at skilled bluecollar jobs in manufacturing and construction as well as in the military. Service families are six times as likely to live here than the general population. Despite moderate educations, the adults in this segment earn upper-middleclass incomes and have a high rate of home ownership. The vast majority own new single-family homes and have SUVs and pickup trucks in the driveway. With an above-average length of residence, many have achieved a secure lifestyle with room for the kids to grow.

Lifestyles

Life today in Family Convenience looks a lot like it did a half-century ago. Residents enjoy spending their leisure time swimming, fishing, hunting and camping. They are active in their community and belong to civic clubs and parent/teacher associations. To feed their big families, they spend their grocery money on easy-to-prepare foods like toaster pastries, lunch kits, frozen pizza and refrigerated biscuits. Discount department stores like Wal-Mart, Sam's Club and Big Lots are frequent destinations for clothing and housewares. When they take a vacation, parents are content to pile the kids into their domestic SUVs and head to a theme park or campground near a lake or beach. Financially risk-averse, they make a stronger market for insurance rather than investment products.

Media

The members of Family Convenience have traditional media tastes. They like to watch classic sitcoms on TV Land, family-friendly fare on the Disney Channel and cartoons on Nickelodeon. Many listen to radio every day, tuning in country, classic rock and adult contemporary stations. They prefer magazines that cater to their interests in the home, hunting, motor sports and entertainment. When they go online, they seek out websites that follow their leisure interests frequenting sites such as NASCAR.com, Disney.com and eBay.com all at high rates. Although their small towns may have few movie theaters, residents are avid movie goers with their favorite genre being family movies which is not surprising for this Mosaic.

Group D: Blue-collar Backbone

Segment D01: Nuevo Hispanic Families

Young and lower income Latino family households living, in working-class neighborhoods of large cities

Demographics

Centered in the nation's big cities, Nuevo Hispanic Families is a cluster of young Hispanic family households living in working-class neighborhoods. Nearly eight in ten residents are Hispanic. About two-thirds of the households are under 45 years old and many contain large families with mixed-aged children that have settled into comfortable bungalows and low-rise apartments. Education attainment is low, with one-third having less than a high school education. They earn lower-middle incomes from jobs as construction laborers, retail clerks and food service workers. A fairly mobile group, many express the hope that they'll be trading up soon to better jobs and bigger homes.

Lifestyles

With their modest educations and salaries, households in Nuevo Hispanic Families pursue economical lifestyles. They lack the discretionary income for many leisure activities or vacation travel as they support family members. They're avid fans of outdoor sports, especially soccer, basketball and baseball. As a family, they are frequent shoppers who like to browse stores patronizing retailers that sell athletic attire, such as Nike, Finish Line and Footlocker. These typical bi-lingual consumers claim that they can afford to buy designer clothes, and many like to clothes shop at specialty stores where they can converse with knowledgeable clerks. Nuevo Hispanic Families households want to stand out in a crowd, and many concede that they need more money to look the part. They own relatively few cars or financial investments at above-average rates.

Media

What Nuevo Hispanic Families may lack in money, they more than make up in their passion for various media. They have high rates for watching network and cable television, listening to the radio and reading newspapers and magazines. Their favorite cable channels feature family-friendly fare: Disney, Nickelodeon and Cartoon Network are among the most popular. They tune in to Spanish and Mexican music stations at more than eight times the national average. Their top-rated magazines are all Spanish oriented—Hispanic Magazine, Urban Latino and Latina Style—in addition to several English language titles on fashion and gaming. Their Internet activity is low which can be linked to a low propensity to own desktop and laptops computers.

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-thanaverage 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 emptynest 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, antiquing 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.