

Travel Michigan 2008 Claritas Selection- Feeder Markets

4/9/2008

Claritas Cluster Selection-McCann Recommendation

Index Analysis

- We re-formatted the supplied Shifflet data to reflect indexes that could be allocated to specific categories within a nine square matrix
 - Indexes were differentiated as:
 - ~ High: 150+ (50 points or more above average (100))
 - ~ Average: 100-149 (49 points or less above average)
 - ~ Low: 50-99 (below average)
 - A second criteria was size of cluster in the market
 - ~ High: 4.0% or more penetration within the market
 - ~ Average: 2.0%-3.9% penetration
 - ~ Low: 1.0%-1.9% penetration

Travel Michigan 2007 Claritas Selection-Green Bay, WI

Green Bay, WI-With Kids 2008

From the analysis chart we would consider the following clusters as the best opportunities

- Kids & Cul-de-Sacs
 - Very high index (163) and high penetration (5.3%)
- Mayberry-ville
 - Very high index (152) and very high penetration (7.4%)
- Sunset City Blues
 - High index (149) and very high penetration (6.5%)
- Traditional Times
 - High index (124) and high penetration (5.6%)
- Middleburg Managers
 - High index (116) and high penetration (5.5%)

Green Bay, WI-With Kids 2008

The following clusters were not selected though they fell in the A, B or D quadrants:

- Old Milltowns, Golden Ponds, Family Thrifts and Young & Rustic were not selected due to all being in either level T4 or C3 social groups
- Big Sky Families was a T2 level social group but had a lower index than the other Quadrant B clusters

Green Bay, WI–With Kids 2008

INDEX	% TOTAL		
	High (4.0%+)	Average (2.0%-3.9%)	Low (1.0%-1.9%)
High (150+)	A. (Opportunity/Maintenance) Old Milltowns - 6.3% / 277 Golden Ponds - 9.5% / 241 Kids & Cul-de-Sacs - 5.3% / 163 Mayberry-ville - 7.4% / 152	D. (Opportunity/Maintenance) Family Thrifts - 2.6% / 181 Young & Rustic - 2.2% / 175	G. (Maintenance) God's Country - 1.7% / 302
	B. (Opportunity/Maintenance) Sunset Blues - 6.5% / 149 Traditional Times - 5.6% / 124 Middleburg Mgrs - 5.5% / 116 Big Sky Families - 5.5% / 107	E. (Maintenance) Shotgun & Pickups - 3.4% / 141 Blue Highways - 3.8% / 145 New Homesteaders - 2.1% / 128 Heartlanders - 2.8% / 103	H. (Maintenance) Simple Pleasures - 1.9% / 139 Bedrock America - 1.9% / 129 Brite Lights, Lil City - 1.6% / 118 Country Squires - 1.4% - 118
Low (50-99)	C. (Growth Potential) Up & Comers - 4.3% / 65 Fast Track Families - 4.3% / 50	F. (Low Potential)	I. (Low Potential) Blue Chip Blues - 1.5% / 98

Green Bay, WI-With Kids

	2008	2007
• Kids & Cul-de-Sacs	X	
• Mayberry-ville	X	
• Sunset City Blues	X	
• Traditional Times	X	
• Middleburg Managers	X	X
• Brite Lights, Lil City		X
• Heartlanders		X
• Fast Track Families		X
• Big Fish, Small Pond		X
• Up & Comers		X

Green Bay, WI-No Kids 2008

From the analysis chart we would consider the following clusters as the best opportunities

- Up & Comers
 - Very high index (174) and very high penetration (11.5%)
- Fast Track Families
 - Very high index (171) and very high penetration (16.4%)
- Country Casuals
 - Very high index (163) and very high penetration (10.2%)

Green Bay, WI–No Kids 2008

INDEX	% TOTAL		
	High (4.0%+)	Average (2.0%-3.9%)	Low (1.0%-1.9%)
High (150+)	<p><i>A. (Opportunity/Maintenance)</i></p> <p>Up & Comers - 11.5% / 174 Fast-Track Families - 16.4% / 171 Country Casuals - 10.2% / 163</p>	<p><i>D. (Opportunity/Maintenance)</i></p>	<p><i>G. (Maintenance)</i></p> <p>Greenbelt Sports - 1.7% / 240 Park Bench Seniors - 1.9% / 217 Old Glories - 1.7% / 201 Blue Blood Estates - 1.2% / 190</p>
	<p><i>B. (Opportunity/Maintenance)</i></p>		
Average (100-149)		<p><i>E. (Maintenance)</i></p> <p>Heartlanders - 3.7% / 137 Back Country - 2.4% / 134 2nd City Elite - 2.5% / 115 Blue Highways - 2.8% / 109</p>	<p><i>H. (Maintenance)</i></p> <p>Country Squires - 1.5% / 129 City Startups - 1.2% / 113</p>
Low (50-99)	<p><i>C. (Growth Potential)</i></p> <p>Traditional Times - 4.4% / 98 Big Sky Families - 4.4% / 86</p>	<p><i>F. (Low Potential)</i></p> <p>Shotgun & Pickups - 2.3% / 97 Middleburg Managers - 3.9% / 82 Mayberry-ville - 3.9% / 80</p>	<p><i>I. (Low Potential)</i></p> <p>White Picket Fences - 1.3% / 98 New Homesteaders - 1.6% / 95 Family Thrifts - 1.3% / 92 Brite Lights, Lil City - 1.2% / 92 Bedrock America - 1.2% / 83 Blue Chip Blues - 1.0% / 66 Young Influentials - 1.7% / 59</p>

Green Bay, WI-No Kids

	2008
• Up & Comers	X
• Fast Track Families	X
• Country Casuals	X

Travel Michigan 2007 Claritas Selection-Toledo, OH

Toledo, OH-With Kids 2008

From the analysis chart we would consider the following clusters:

- Mayberry-ville
 - Very high index (211) and very high penetration (9.6%)
- Big Sky Families
 - High index (180) and high penetration (5.4%)
- Home Sweet Home
 - High index (179) and average penetration (4.1%)
- Brite Lites, Li'l City
 - Very high index (465) and average penetration (3.6%)
- Movers & Shakers
 - Very high index (347) and average penetration (3.4%)
- American Dream
 - Very high index (208) and average penetration (3.2%)

Toledo, OH-With Kids 2008

The following clusters were not selected though they fell in the A, B or D quadrants:

- Suburban Sprawl, Young & Rustic, Heartlanders, Low Rise Living, and Golden Pond were not selected due to being level 3 & 4 social groups
- God's Country is a T1 and Sunset City Blues is a C2 level social group
 - All three had lower penetration levels below 3%

Toledo, OH-With Kids 2008

INDEX	High (4.0%+)	Average (2.0%-3.9%)	Low (1.0%-1.9%)
High (150+)	A. (Opportunity/Maintenance) Suburban Sprawl - 7.7% / 374	D. (Opportunity/Maintenance) Brite Lites, Big City - 3.6% / 465	G. (Maintenance) Kids & Cul de sacs - 1.3% / 316
	Mayberry-ville - 9.6% / 211	Low-Rise Living - 2.9% / 465	Old Milltowns - 1.3% / 170
	Young & Rustic - 4.0% / 206	Gods Country - 2.1% / 402	Shotgun & Pickups - 1.4% / 155
	Big Sky Families - 5.4% / 180	Movers & Shakers - 3.4% / 347	
	Home Sweet Home - 4.1% / 179	Sunset Blues - 2.6% / 282	
		American Dreams - 3.2% / 208	
Average (100-149)	B. (Opportunity/Maintenance) Heartlanders - 6.8% / 115	E. (Maintenance) Country Squires - 2.1% / 103	H. (Maintenance) City Roots - 1.8% / 137
			Old Glories - 1.3% / 120
Low (50-99)	C. (Growth Potential) Park Bench Seniors - 5.3% / 82	F. (Low Potential) Traditional Times - 2.4% / 93	I. (Low Potential) Pools & Patios - 1.2% / 99
	Fast Track Families - 4.4% / 65	Bohemian Mix - 2.5% / 92	Big Fish, Small Pond - 1.9% / 51
		Country Casuals - 2.1% / 88	

Toledo, OH-With Kids

	2008	2007
• Mayberry-ville	X	X
• Big Sky Families	X	
• Home Sweet Home	X	
• Brite Lites, Big City	X	
• Movers & Shakers	X	
• American Dreams	X	
• Fast Track Families		X
• Country Casuals		X
• Close-in Couples		X

Toledo, OH-No Kids 2008

From the analysis chart we would consider the following clusters as the best opportunities

- Bohemian Mix
 - High index (179) and average penetration (4.8%)
- Big Fish, Small Pond
 - High index (164) and very high penetration (6.3%)
- Fast-Track Families
 - High index (148) and very high penetration (10.1%)
- Pools & Patios
 - High index (176) and average penetration (2.1%)

Toledo, OH-With Kids 2008

The following clusters were not selected though they fell in the A, B or D quadrants:

- Park Bench Seniors, Simple Pleasures, Crossroad Villagers and Blue Highways were not selected due to being level 3 & 4 social groups

Toledo, OH—No Kids 2008

INDEX	High (4.0%+)	Average (2.0%-3.9%)	Low (1.0%-1.9%)
High (150+)	<i>A. (Opportunity/Maintenance)</i> Park Bench Seniors - 11.9% / 184 Bohemian Mix - 4.8% / 179 Big Fish, Small Pond - 6.3% / 164	<i>D. (Opportunity/Maintenance)</i> Crossroad Villagers - 3.1% / 223 Blue Highways - 3.3% / 181 Pools & Patios - 2.1% / 176	<i>G. (Maintenance)</i> Boomtown Singles - 1.6% / 210 Young Influentials - 1.2% / 186 Middleburg Mgrs - 1.0% / 180 Up & Comers - 1.3% / 166
	<i>B. (Opportunity/Maintenance)</i> Fast Track Families - 10.1% / 148 Simple Pleasures - 9.0% / 110	<i>E. (Maintenance)</i> Country Casuals - 3.6% / 149 Red, White & Blues - 3.4% / 140 Traditional Times - 3.5% / 135 Home Sweet Home - 3.0% / 128 Country Squires - 2.3% / 117 Young & Rustic - 2.2% / 116	<i>H. (Maintenance)</i> Old Glories - 1.3% / 122
Average (100-149)			
Low (50-99)	<i>C. (Growth Potential)</i> Mayberry-ville - 4.1% / 89	<i>F. (Low Potential)</i> Multi-Mosaics - 3.0% / 50	<i>I. (Low Potential)</i> City Roots - 1.1% / 83 Golden Ponds - 1.5% / 69 Greenbelt Sports - 1.7% / 25

Toledo, OH-No Kids

2008

- Bohemian Mix X
- Big Fish, Small Pond X
- Fast Track Families X
- Pools & Patios X

Travel Michigan 2007 Claritas Selection-Ft. Wayne, IN

Ft. Wayne, IN-No Kids 2008

From the analysis chart we would consider the following clusters as the best opportunities

- Traditional Times
 - Very high index (196) and very high penetration (6.7%)
- Pools & Patios
 - Very high index (196) and very high penetration (6.0%)
- Mayberry-ville
 - High index (106) and very high penetration (12.1%)
- Fast Track Families
 - High index (103) and very high penetration (9.4%)
- Upward Bound
 - Very high index (233) and average penetration (2.3%)

Ft. Wayne, IN-No Kids 2008

The following clusters were not selected though they fell in the A, B or D quadrants:

- Simple Pleasures, Shotgun & Pickups, Kid Country, USA, New Beginnings and Young & Rustic were not selected due to being level 3 & 4 social groups
- New Homesteaders was a T2 level social group but had a lower penetration level at 2.5%

Fort Wayne, IN–No Kids 2008

INDEX	% TOTAL		
	High (4.0%+)	Average (2.0%-3.9%)	Low (1.0%-1.9%)
High (150+)	<i>A. (Opportunity/Maintenance)</i> Traditional Times - 6.7% / 196 Pools & Patios - 6.0% / 196 Simple Pleasures - 4.7% / 194 Shotgun & Pickups - 5.2% / 174 Kid Country, USA - 7.2% / 168	<i>D. (Opportunity/Maintenance)</i> New Beginnings - 2.9% / 233 New Homesteaders - 2.5% / 233 Upward Bound - 2.3% / 233 Young & Rustic - 2.8% / 185	<i>G. (Maintenance)</i> Hometown Retired - 1.8% / 168
	<i>B. (Opportunity/Maintenance)</i> Suburban Sprawl - 6.2% / 142 Mayberry-ville - 12.1% / 106 Fast Track Families - 9.4% / 103	<i>E. (Maintenance)</i> Country Casuals - 3.8% / 136	<i>H. (Maintenance)</i> Young Influentials - 1.6% / 145 Kids & Cul-de-Sacs - 1.6% / 114
Low (50-99)	<i>C. (Growth Potential)</i>	<i>F. (Low Potential)</i> Big Sky Families - 3.7% / 99 Red, White & Blues - 2.3% / 96 Bedrock America - 2.7% / 92 Heartlanders - 3.3% / 91 Big Fish, Small Pond - 2.6% / 85	<i>I. (Low Potential)</i> Home Sweet Home - 1.5% / 93 Back Country - 1.7% / 82

Ft. Wayne, IN-No Kids

2008

- Traditional Times X
- Pools & Patios X
- Mayberry-ville X
- Fast Track Families X
- Upward Bound X

Ft. Wayne, IN-With Kids 2008

From the analysis chart we would consider the following clusters as the best opportunities

- God's Country
 - Very high index (329) and very high penetration (16.6%)
- Country Squires
 - Very high index (198) and very high penetration (10.2%)
- Big Sky Families
 - High index (154) and high penetration (5.2%)
- Greenbelt Sports
 - Average index (100) and high penetration (5.4%)

Ft. Wayne, IN-With Kids 2008

The following clusters were not selected though they fell in the A, B or D quadrants:

- Red, White & Blues, Heartlanders and Suburban Sprawl were not selected due to being level 3 & 4 social groups

Fort Wayne, IN-With Kids 2008

INDEX	High (4.0%+)	Average (2.0%-3.9%)	Low (1.0%-1.9%)
High (150+)	<i>A. (Opportunity/Maintenance)</i> God's Country - 16.6% / 329 Country Squires - 10.2% / 198 Red, White & Blues - 4.8% / 196 Big Sky Families - 5.8% / 154	<i>D. (Opportunity/Maintenance)</i>	<i>G. (Maintenance)</i> New Empty Nesters - 1.8% / 334 Blue Chip Blues - 1.9% / 295
	<i>B. (Opportunity/Maintenance)</i> Heartlanders - 4.9% / 135 Suburban Sprawl - 5.6% / 130 Greenbelt Sports - 5.4% / 100		
Average (100-149)			
Low (50-99)	<i>C. (Growth Potential)</i> Mayberry-ville - 10.2% / 89 Fast Track Families - 5.7% / 62	<i>F. (Low Potential)</i> Shotgun & Pickups - 2.5% / 84 Kid Country, USA - 3.1% / 72	<i>I. (Low Potential)</i> Hometown Retired - 1.0% / 92 Kids & Cul-de-Sacs - 1.0% / 73 Bedrock America - 1.9% / 66 Pools & Patios - 1.6% / 153

Ft. Wayne, IN-With Kids

	2008
• God's Country	X
• Country Squires	X
• Big Sky Families	X
• Greenbelt Sports	X

Travel Michigan 2007 Claritas Selection-South Bend, IN

South Bend, IN-With Kids 2008

From the analysis chart we would consider the following clusters as the best opportunities

- Greenbelt Sports
 - Very high index (365) and very high penetration (12.4%)
- Up & Comers
 - Very high index (331) and average penetration (4.3%)
- Middleburg Managers
 - Very high index (281) and average penetration (4.7%)
- Fast Track Families
 - High index (166) and very high penetration (11.9%)
- Country Casuals
 - High index (138) and very high penetration (14.2%)

South Bend, IN-With Kids 2008

The following clusters were not selected though they fell in the A, B or D quadrants:

- Blue Highways, Young & Rustic and Old Milltowns were not selected due to being level 3 & 4 social groups

South Bend, IN—With Kids 2008

INDEX	% TOTAL		
	High (4.0%+)	Average (2.0%-3.9%)	Low (1.0%-1.9%)
High (150+)	A. (Opportunity/Maintenance)	D. (Opportunity/Maintenance)	G. (Maintenance)
	Greenbelt Sports - 12.4% / 365	Old Milltowns - 2.7% / 206	Gods Country - 1.2% / 421
	Up & Comers - 4.3% / 331		
	Middleburg Mgrs - 4.7% / 281		
	Blue Highways - 11.3% / 172		
Average (100-149)	Fast Track Families - 11.9% / 166		
	B. (Opportunity/Maintenance)	E. (Maintenance)	H. (Maintenance)
	Young & Rustic - 5.4% / 144	Family Thrifts - 2.4% / 104	
	Country Casuals - 14.2% / 138		
Low (50-99)	C. (Growth Potential)	F. (Low Potential)	I. (Low Potential)
	Mayberry-ville - 5.7% / 99	Suburban Sprawl - 2.7% / 78	Simple Pleasures - 1.4% / 72
	New Homesteaders - 4.0% / 97	Traditional Times - 2.9% / 73	

South Bend, IN-With Kids

	2008	2007
• Greenbelt Sports	X	
• Up & Comers	X	
• Middleburg Managers	X	
• Fast Track Families	X	
• Country Casuals	X	X
• Big Sky Families		X
• New Homesteaders		X
• Big Fish, Small Pond		X

South Bend, IN-No Kids 2008

From the analysis chart we would consider the following clusters as the best opportunities

- Brite Lites, Big City
 - Very high index (215) and high penetration (5.4%)
- Country Squires
 - Very high index (187) and very high penetration (12.0%)
- Big Sky Families
 - High index (168) and average penetration (4.4%)
- Big Fish, Small Pond
 - High index (155) and very high penetration (15.1%)
- Mayberry-ville
 - High index (130) and very high penetration (7.6%)

South Bend, IN-No Kids 2008

The following clusters were not selected though they fell in the A, B or D quadrants:

- Suburban Sprawl, New Beginnings, Heartlanders and Domestic Duos were not selected due to being level 3 & 4 social groups
- Traditional Times was a T2 level social group but had a lower index relative to the other selected clusters
- White Picket Fences is a C2 level social group but had a lower penetration level of 2.4%

South Bend, IN—No Kids 2008

INDEX	% TOTAL		
	High (4.0%+)	Average (2.0%-3.9%)	Low (1.0%-1.9%)
High (150+)	A. (Opportunity/Maintenance) Brite Lites, Big City - 5.4% / 215 Country Squires - 12.0% / 187 Suburban Sprawl - 6.1% / 175 Big Sky Families - 4.4% / 168 Big Fish, Small Pond - 15.1% / 155	D. (Opportunity/Maintenance) White Picket Fences - 2.4% / 215 New Beginnings - 2.1% / 215 Heartlanders - 2.3% / 172 Domestic Duos - 2.8% / 161	G. (Maintenance) Young Influentials - 1.0% / 215
	B. (Opportunity/Maintenance) Traditional Times - 5.9% / 145 Mayberry-ville - 7.6% / 130	E. (Maintenance) Back Country Folks - 2.2% / 149 Family Thrifts - 2.5% / 109	H. (Maintenance) Home Sweet Home - 1.3% / 149 Park Bench Seniors - 1.8% / 145 Shotgun & Pickups - 1.1% / 137
Average (100-149)			
Low (50-99)	C. (Growth Potential)	F. (Low Potential) Young & Rustic - 3.0% / 81 New Homesteaders - 2.8% / 68	I. (Low Potential) 2nd City Elite - 1.3% / 96 New Empty Nesters - 1.1% / 92 Sunset City - 1.8% / 90 Old Milltowns - 1.1% / 89 Simple Pleasures - 1.5% / 76

South Bend-No Kids

2008

- Brite Lites, Li'l City X
- Country Squires X
- Big Sky Families X
- Big Fish, Small Pond X
- Mayberry-ville X