

**Travel Michigan
2008 Claritas Selection-
Out of State Markets
4/2/2008**

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 2008 Claritas Selection-Chicago

Chicago-With Kids 2008

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

- Country Squires
 - High index (187) and very high penetration (6.3%)
- Winners Circle
 - High index (185) and very high penetration (5.7%)
- Beltway Boomers
 - High index (175) and very high penetration (6.1%)
- Upward Bound
 - High index (153) and very high penetration (7.0%)
- Pools & Patios
 - High index (150) and a high penetration (6.6%)

Chicago–With Kids 2008

		<u>% TOTAL</u>		
		High (4.0%+)	Average (2.0%-3.9%)	Low (1.0%-1.9%)
<u>INDEX</u>				
High (150+)	A. (<i>Opportunity/Maintenance</i>) Country Squires - 6.3% / 187 Winners Circle - 5.7% / 185 Beltway Boomers - 6.1% / 175 Upward Bound - 7.0% / 153 Pools & Patios - 6.6% / 150	D. (<i>Opportunity/Maintenance</i>) Blue Chip Blues - 3.9% / 223 Multi-Mosaic - 3.0% / 208 White Picket Fences - 3.6% / 163	G. (<i>Maintenance</i>) Mayberry-ville - 1.3% / 172 Fast Track Families - 1.9% / 166	
	Average (100-149)	B. (<i>Opportunity/Maintenance</i>) Kids & Cul-de-sacs - 4.9% / 143	E. (<i>Maintenance</i>) Suburban Sprawl - 3.6% / 145 Blue Blood Estates - 2.8% / 119 Movers & Shakers - 2.7% / 112 Greenbelt Sports - 2.7% / 106 Second City Elite - 2.5% / 102	H. (<i>Maintenance</i>) God's Country - 1.5% / 118 Shotgun & Pickups - 1.1% / 116 Brite Lites, Big City - 1.8% / 102
Low (50-99)	C. (<i>Growth Potential</i>)	F. (<i>Low Potential</i>) Home Sweet Home - 3.3% / 95 American Dreams - 3.3% / 72 Money & Brains - 3.5% / 59	I. (<i>Low Potential</i>) Country Casuals - 1.1% / 98 Young Influentials - 1.5% / 97 Big Fish, Small Pond - 1.7% / 96 Gray Power - 1.1% / 77 Traditional Times - 1.8% / 74 Executive Suites - 1.0% / 70	

Chicago-With Kids

	2008	2007	2006
• Country Squires	X	X	
• Winners Circle	X	X	X
• Beltway Boomers	X	X	X
• Upward Bound	X	X	
• Pools & Patios	X	X	X
• American Dreams		X	
• Kids & Cul-de-Sacs			X
• Home Sweet Home			X

Chicago-No Kids 2008

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

- Home Sweet Home
 - High index (119) and average penetration (4.2%)
- Money & Brains
 - High index (112) and high penetration (6.7%)
- American Dreams
 - High index (106) and average penetration (4.7%)
- Young Digerati
 - Average index (101) and average penetration (4.4%)
- Didn't select Domestic Duos due to its S3 classification and its average % penetration

Chicago–No Kids 2008

		<u>% TOTAL</u>		
		High (4.0%+)	Average (2.0%-3.9%)	Low (1.0%-1.9%)
<u>INDEX</u>				
High (150+)	A. (<i>Opportunity/Maintenance</i>) Domestic Duos - 4.4% / 154	D. (<i>Opportunity/Maintenance</i>) Urban Achievers - 2.5% / 157	G. (<i>Maintenance</i>)	
	B. (<i>Opportunity/Maintenance</i>) Home Sweet Home - 4.2% / 119 Money & Brains - 6.7% - 112 American Dreams - 4.7% / 106 Young Digerati - 4.4% / 101	E. (<i>Maintenance</i>) Greenbelt Sports - 3.7% / 145 Brite Lites, Big City - 2.3% / 130 Middleburg - 2.8% / 127 Big Fish, Small Pond - 2.1% / 121 Blue Blood - 2.8% / 119 Cosmopolitans - 2.9% / 113 Kids & Cul-de-sacs - 3.6% / 107 Movers & Shakers - 2.5% / 102	H. (<i>Maintenance</i>) God's Country - 1.7% / 136 Gray Power - 1.8% / 125 New Homesteaders - 1.8% / 120 Shotgun & Pickups - 1.1% / 119 Executive Suites - 1.7% / 117 Bohemian Mix - 1.9% / 109 Country Casuals - 1.2% / 109 Fast Track - 1.2% / 102	
Average (100-149)				
Low (50-99)	C. (<i>Growth Potential</i>) Winners Circle - 2.4% / 79	F. (<i>Low Potential</i>) Traditional Times - 2.2% / 92 Second City Elite - 2.2% / 91 Pools & Patios - 3.7% / 84 Beltway Boomers - 2.8% / 80 Upward Bound - 3.4% / 77	I. (<i>Low Potential</i>) Young Influentials - 1.4% / 89 New Empty Nesters - 1.5% / 84 Suburban Sprawl - 1.8% / 73 Multi-Mosaic - 1.0% / 72 Upper Crust - 1.5% / 59 Country Squires - 1.9% / 56	

Chicago-No Kids

	2008	2007	2006
• Home Sweet Home	X	X	
• Money & Brains	X	X	X
• American Dreams	X	X	X
• Young Digerati	X	X	X
• Bohemian Mix		X	X

Travel Michigan 2008 Claritas Selection-Cincinnati

Cincinnati-No Kids 2008

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

- Blue Blood Estates
 - High index (159) and very high penetration (7.1%)
- Greenbelt Sports
 - High index (132) and high penetration (4.8%)
- Winners Circle
 - High index (127) and high penetration (4.7%)
- Big Sky Family
 - High index (121) and high penetration (5.6%)
- New Homesteaders
 - High index (109) and average penetration (4.9%)
- Blue Chip Blues was not used due to S3 classification

Cincinnati–No Kids 2008

INDEX	% TOTAL		
	High (4.0%+)	Average (2.0%-3.9%)	Low (1.0%-1.9%)
High (150+)	A. (Opportunity/Maintenance) Blue Blood Estates - 7.1% / 159 Blue Chip Blues - 5.3% / 151	D. (Opportunity/Maintenance) Big City Blues - 3.0% / 195 Suburban Sprawl - 3.9% / 175 Young Influentials - 3.4% / 160	G. (Maintenance) City Startups - 1.2% / 212 Up & Comers - 1.8% / 177 Gods Country - 1.6% / 176
	B. (Opportunity/Maintenance) Greenbelt Sports - 4.8% / 132 Winners Circle - 4.7% / 127 Big Sky Families - 5.6% / 121 New Homesteaders - 4.9% / 109	E. (Maintenance) Kids & Cul de sacs - 2.6% / 148 Heartlanders - 2.9% / 121 Big Fish, Small Pond - 3.2% / 110 Country Squires - 3.9% / 104 Mayberry-ville - 2.2% / 104	H. (Maintenance) Upward Bound - 1.1% / 142 Beltway Boomers - 1.6% / 100
Low (50-99)	C. (Growth Potential) American Dreams - 4.9% / 63	F. (Low Potential) Pools & Patios - 2.0% / 87 New Empty Nesters - 2.3% / 75	I. (Low Potential) Traditional Times - 1.9% / 98 Middleburg Mgr - 1.1% / 84 Gray Power - 1.7% / 83 Simple Pleasures - 1.8% / 80 Domestic Duos - 1.7% / 80 Bedrock America - 1.0% / 75 Home Sweet Home - 1.3% / 59

Cincinnati-No Kids

	2008	2007	2006
• Big Sky Families	X	X	X
• Winners Circle	X	X	
• Blue Blood Estates	X		X
• Greenbelt Sports	X		
• New Homesteaders	X		
• American Dreams		X	X
• Big City Blues		X	
• Domestic Duos		X	

Travel Michigan 2008 Claritas Selection-Cleveland

Cleveland-No Kids 2008

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

- Middleburg Managers
 - High index (138) and very high penetration (5.9%)
- American Dreams
 - High index (112) and average penetration (4.1%)
- Blue Blood Estates
 - Very high index (200) and average penetration (2.9%)
- The Cosmopolitans
 - Very high index (171) and average penetration (2.3%)
- Home Sweet Home
 - Very high index (162) and average penetration (3.5%)

Cleveland–No 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) Blue Bloods - 2.9% / 200 Cosmopolitans - 2.3% / 171 Home Sweet Home - 3.5% / 162 Kid Country - 3.3% / 156 Second City Elite - 2.1% / 151	G. (Maintenance) Big City Blues - 1.4% / 214 Young Digerati - 1.0% / 157
	B. (Opportunity/Maintenance) Middleburg Mgrs - 5.9% / 138 American Dreams - 4.1% / 112	E. (Maintenance) New Empty Nesters - 2.1% / 140 Sunset Blues - 2.6% / 133 Heartlanders - 2.0% / 130 Gray Power - 3.7% / 127 Country Casuals - 3.9% / 123 Winners Circle - 2.3% / 122 Multi-Mosaic - 2.0% / 119 Red, White & Blues - 2.0% / 107	H. (Maintenance) Young Influentials - 1.8% / 148 American Classics - 1.9% / 139 Fast Track Families - 1.9% / 137 Old Glories - 1.3% / 137 Upper Crust - 1.1% / 126 Close-up Couples - 1.1% / 107 Mayberry-ville - 1.8% / 105
Average (100-149)			
Low (50-99)	C. (Growth Potential) Big Fish, Small Pond - 4.3% / 99 Traditional Times - 4.1% / 94 Pools & Patios - 4.0% / 83	F. (Low Potential) Domestic Duos - 3.8% / 88 Beltway Blues - 2.2% / 75 Suburban Sprawl - 2.6% / 65	I. (Low Potential) Simple Pleasures - 1.6% / 95 Movers & Shakers - 1.3% / 79 Brite Lites, Big City - 1.4% / 75 Up & Comers - 1.6% / 74 Suburban Pioneers - 1.2% / 56

Cleveland-No Kids

	2008	2007	2006
• American Dreams	X		X
• The Cosmopolitans	X		
• Blue Blood Estates	X		
• Home Sweet Home	X		
• Middleburg Managers	X		
• Country Casuals		X	
• Golden Ponds		X	
• Gray Power		X	
• Domestic Duos			X
• Mayberry-ville			X

Travel Michigan 2008 Claritas Selection-Indianapolis

Indianapolis-No Kids 2008

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

- Big Fish, Small Pond
 - Very high index (176) and very high penetration (9.7%)
- Mayberry-ville
 - Very high index (158) and very high penetration (6.1%)
- Fast Track Families
 - High index (104) and average penetration (4.4%)
- Young Digerati
 - Very high index (251) and average penetration (2.3%)
- Upper Crust
 - Very high index (168) and average penetration (2.3%)

Indianapolis-No Kids 2008

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

- New Beginnings, Old Glories, Suburban Sprawl, Old Milltowns and Shotgun & Pickups were not selected due to being level 3 & 4 social groups
- White Picket Fences was a C2 level social group but had a lower penetration level at 2.7%

Indianapolis–No Kids 2008

INDEX	% TOTAL		
	High (4.0%+)	Average (2.0%-3.9%)	Low (1.0%-1.9%)
High (150+)	A. (Opportunity/Maintenance) Big Fish, Small Pond - 9.7% / 176 Mayberry-ville - 6.1% / 158	D. (Opportunity/Maintenance) Young Digerati - 2.3% / 251 New Beginnings - 2.3% / 204 Old Glories - 2.2% / 185 Suburban Sprawl - 3.2% / 175 Old Milltowns - 2.5% / 173 Upper Crust - 2.3% / 168 White Picket Fences - 2.7% / 164 Shotgun & Pickups - 3.7% / 159	G. (Maintenance) City Startups - 1.4% / 247 Family Thrifts - 1.7% / 225 Park Bench - 1.1% / 197 Multi-Mosaic - 1.2% / 192 Gray Power - 1.2% / 163 Heartlanders - 1.6% / 146
	B. (Opportunity/Maintenance) Fast Track - 4.4% / 104	E. (Maintenance) Simple Pleasures - 2.8% / 131 Traditional Times - 2.2% / 118 Upward Bound - 3.3% / 113	H. (Maintenance) Pools & Patios - 1.0% / 132 Blue Blood - 1.2% / 128 Brite Lights - 1.1% / 124 Beltway Blues - 1.0% / 109 Movers & Shakers - 1.3% / 105
Low (50-99)	C. (Growth Potential) New Homesteaders - 4.0% / 94 Young Influentials - 5.3% / 94	F. (Low Potential) Country Casuals - 2.1% / 96 Kids & Cul de sacs - 2.4% / 77 Gods Country - 2.0% / 61 Big Sky - 2.4% / 44	I. (Low Potential) Greenblet Sports - 1.9% / 97 Sunset Blues - 1.5% / 86 Blue Chip Blues - 1.2% / 64 Country Squires - 1.7% / 50 Home Sweet Home - 1.7% / 50

Indianapolis-No Kids

	2008	2007	2006
• Big Fish, Small Pond	X	X	X
• Mayberry-ville	X		
• Fast Track Families	X	X	
• Young Digerati	X		
• Upper Crust	X		
• Upward Bound		X	
• Traditional Times		X	
• Movers & Shakers		X	
• Executive Suites		X	
• Kids & Cul-de-Sacs			X
• Home Sweet Home			X

Travel Michigan 2008 Claritas Selection-Milwaukee

Milwaukee-With Kids 2008

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

- Home Sweet Home
 - Very high index (189) and a high penetration (4.5%)
- Brite Lites, Li'l City
 - Very high index (187) and a high penetration (4.3%)
- God's Country
 - Very high index (186) and very high penetration (5.7%)
- Mayberry-ville
 - Very high index (182) and very high penetration (6.2%)
- Country Casuals
 - High index (101) and very high penetration (8.5%)

Milwaukee-With Kids 2008

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

- Country Casuals was selected over New Homesteaders and Suburban Sprawl due to its very high penetration of 8.5%
 - Suburban Sprawl also falls in the S3 level social group

Milwaukee–With Kids 2008

INDEX	% TOTAL		
	High (4.0%+)	Average (2.0%-3.9%)	Low (1.0%-1.9%)
High (150+)	A. (Opportunity/Maintenance) Home Sweet Home - 4.7% / 189 Brite Lights - 4.3% / 187 Gods Country - 5.7% / 186 Mayberry-ville - 6.2% / 182	D. (Opportunity/Maintenance) Winners Circle - 3.5% / 300 Shotgun & Pickups - 3.2% / 282 Boomtown Singles - 2.6% / 269 Old Glories - 2.3% / 239 Kids Country - 2.6% / 206 Big Sky Families - 3.1% / 183	G. (Maintenance) Family Thrifts - 1.3% / 229
	B. (Opportunity/Maintenance) New Homesteaders - 4.3% / 121 Suburban Sprawl - 4.9% / 113 Country Casuuls - 8.5% / 101	E. (Maintenance) Fast Track Families - 3.2% / 128 Domestic Duos - 3.7% / 120 Country Squires - 3.6% / 107 American Dreams - 2.4% / 104	H. (Maintenance) Bedrock America - 1.3% / 144 Kids & cul de sacs - 1.4% / 139 Upper Crust - 1.7% / 111 Cosmopolitan - 1.9% / 102
Low (50-100)	C. (Growth Potential) Big Fish, Small Pond - 5.0% / 74	F. (Low Potential) Upward Bound - 2.2% / 81	I. (Low Potential) Multi-Mosaic - 1.3% / 90 Middleburg - 1.0% / 81 Suburban Pioneers - 1.6% / 77 New Nesters - 1.7% / 64 Greenbelt Sports - 1.4% / 64 Close-in Couples - 1.4% / 61 Movers & Shakers - 1.2% / 59 Traditional Times - 1.4% / 50

Milwaukee-With Kids

	2008	2007	2006
• Home Sweet Home	X		
• Brite Lites, Li'l City	X		
• God's Country	X	X	
• Mayberry-ville	X		
• Country Casuals	X	X	X
• Fast Track Families		X	
• Pools & Patios			X

Travel Michigan 2008 Claritas Selection-Columbus, OH

Columbus, OH-No Kids 2008

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

- **Winners Circle**
 - Very high index (153) and a very high penetration (7.1%)
- **Mayberry-ville**
 - High index (104) and a average penetration (3.4%)
- **Pools & Patios**
 - High index (103) and average penetration (4.2%)
- **Urban Achievers**
 - Very high index (222) and average penetration (2.0%)
- **Money & Brains**
 - ~~Very high index (208) and average penetration (3.7%)~~

Columbus, OH-No Kids 2008

The following clusters were not selected though they fell in the A & D quadrant:

- Simple Pleasures is a T3 level social group
- Suburban Pioneers and Back Country Folks fall in S4 and T4 level social groups respectively

Columbus, OH—No Kids 2008

INDEX	% TOTAL		
	High (4.0%+)	Average (2.0%-3.9%)	Low (1.0%-1.9%)
High (150+)	A. (Opportunity/Maintenance) Simple Pleasures - 5.6% / 195 Winners Circle - 7.1% / 153	D. (Opportunity/Maintenance) Suburban Pioneers - 2.7% / 222 Urban Achievers - 2.0% / 222 Money & Brains - 3.7% / 208 Back Country Folk - 2.1% / 183	G. (Maintenance) Close-In - 1.7% / 222 Gray Power - 1.1% / 201 Big Sky - 1.8% / 181 New Empty Nesters - 1.4% / 181 Boomtown - 1.5% / 161
	B. (Opportunity/Maintenance) Mayberry-ville - 3.4% / 104 Pools & Patios - 4.2% / 103	E. (Maintenance) Park Bench - 2.5% / 144 Old Glories - 2.2% / 141 Shotguns & Pickups - 3.1% / 126 Young Influentials - 2.2% / 116 Middleburg - 2.0% / 114 Country Casuals - 2.6% / 102 Traditional Times - 3.1% / 101	H. (Maintenance) Sunset City Blues - 1.9% / 132 Suburban Sprawl - 1.5% / 130 Crossroads Village - 1.7% / 123 Movers & Shakers - 1.5% / 116 Multi-Mosaic - 1.8% / 111
Low (50-99)	C. (Growth Potential) Big Fish - 5.4% / 81	F. (Low Potential) Greenbelt Sports - 2.6% / 96 New Homesteaders - 2.7% / 92 Home Sweet Home - 2.0% / 89 Blue Highways - 2.4% / 86 Kids & Cul de sacs - 2.1% / 70	I. (Low Potential) Brite Lights - 1.6% / 95 Blue Chip Blues - 1.9% / 82 American Dreams - 1.6% / 64 Upper Crust - 1.2% / 63 Fast Track - 1.7% / 58

Columbus, OH-No Kids

	2008
• Winners Circle	X
• Mayberry-ville	X
• Pools & Patios	X
• Urban Achievers	X
• Money & Brains	X