
What are the lifestyle characteristics of your target customers?

Now that we have identified your target customers, we need to understand them. We have identified two distinct groups of segments and need to understand more about the similarities and differences between the lifestyles of these groups. As we have shown, an insightful tool for analyzing your customers is the *Index*. Using the Tapestry profile of your customers, we are able to calculate a weighted index that takes into account the percent composition for each segment of your customer profile as compared to the index for that segment for any specific product, service or lifestyle characteristic. Using this method we can compare the Tapestry profile of your customers to the Tapestry profile based on a syndicated customer survey. Mediamark Research Inc. conducts surveys to show how individuals purchase/use various products and services. If the index is above 100, then your customers are more likely to purchase/use this product or service or have this lifestyle characteristic than the average U.S. household.

Since we want to focus on the difference between the different target segment groups (Core, Developmental, All Segments in customer Profile), we have calculated weighted indices for each group separately.

The following tables provide indices for the top lifestyle characteristics that your Core and Developmental customers, as well as your overall customer profile, are expected to participate in at the highest rates sorted from high to low based on the index for your Core customers.

Top Leisure Activities/Lifestyle Characteristics:

<u>Description</u>	<u>Core Index</u>	<u>Developmental Index</u>	<u>Overall Index</u>
Gambled in Atlantic City in last 12 months	261	137	242
Rented movie/oth video/30 days: foreign	257	294	249
Went to art gallery in last 12 months	193	244	193
Attended classical music/opera performance/12 mo	184	212	182
Rented movie/oth video/30 days: news/documentary	184	161	175
Went to museum in last 12 months	180	200	178
Attended dance performance in last 12 months	169	144	162
Bought book last 12 mo: barnes&noble.com	168	136	159
Listened to/purchased audiobook in last 6 months	166	188	162
Participated in book club in last 12 months	163	134	157
Bought travel book in last 12 months	163	225	166
Bought book last 12 mo: amazon.com	156	176	155
Bought history book in last 12 months	156	192	156
Rented DVD/Blu-ray/30 days: from netflix.com	155	151	151
Gambled in Las Vegas in last 12 months	155	155	151
Bought biography in last 12 months	152	176	152
Rented movie/oth video/30 days: TV show	150	173	148
Bought book last 12 mo: Barnes & Noble book store	149	163	149
Rented/purch DVD/Blu-ray/30 days: from amazon.com	148	92	138
Rented movie/oth video/30 days: classics	145	153	143

Top Media - Magazines and Newspapers Characteristics:

<u>Description</u>	<u>Core Index</u>	<u>Developmental Index</u>	<u>Overall Index</u>
Visited website in last 30 days: nytimes.com	339	308	319
Visited website in last 30 days: wsj.com	246	273	238
Read magazine (hard copy)/6 mo: women`s fashion	192	153	184
Read magazine (hard copy)/6 mo: airline	183	235	183
Read magazine (hard copy)/6 mo: travel	169	211	171
Read newspaper: fashion section	154	103	146
Read any digital newspaper in last 30 days	152	172	150
Read magazine (hard copy)/6 mo: business/finance	147	166	147
Read magazine (hard copy)/6 mo: music	132	161	134
Read newspaper: travel section	130	145	131
Read 2+ daily newspapers (paper version)	129	119	128
Read newspaper: science & technology section	123	127	123
Read 2+ Sunday newspapers (paper version)	123	109	120
Read magazine (hard copy)/6 mo: general editorial	120	135	121
Read newspaper: business/finance section	119	131	120
Read magazine (hard copy)/6 mo: news/entertainment	116	112	115
Visited website in last 30 days: usatoday.com	115	145	117
Read newspaper: international/national news	115	136	116
Read newspaper: health section	114	101	112
Read newspaper: home/furnishings/gardening section	113	93	109

Top Travel Characteristics:

<u>Description</u>	<u>Core Index</u>	<u>Developmental Index</u>	<u>Overall Index</u>
Took 3+ foreign trips by plane in last 3 yrs	310	235	288
Visited travel website/30 days: tripadvisor.com	271	263	259
Airline used on foreign trip/3 yrs: United	268	238	253
Airline used on domestic trip/12 mo: United	267	231	252
Visited travel website/30 days: orbitz.com	246	245	236
Took 3+ round trips by plane in last 12 months	240	245	231
Spent on foreign vacations last 12 mo: \$3000+	238	185	222
Took 3+ foreign non-business trips in last 3 yrs	236	220	225
Airline used on domestic trip/12 mo: American	226	244	219
Foreign travel/3 yrs: used general travel website	222	183	209
Visited travel website/30 days: expedia.com	214	229	209
Airline used on foreign trip/3 yrs: Continental	208	174	199
Spent on foreign vacations last 12 mo: \$1000-\$2999	206	159	196
Foreign travel/3 yrs: used airline-specific site	197	170	190
Airline used on foreign trip/3 yrs: American	195	194	189
Visited on foreign trip last 3 yrs: Hawaii	194	168	184
Took 2 foreign non-business trips in last 3 yrs	194	176	187
Took 2 foreign trips by plane in last 3 yrs	190	201	186
Member of any frequent flyer program	188	198	183
Foreign travel in last 3 years	186	178	180