

1999 Lifestyle Data

Lifestyle Profiles with the *Highest* Market Index

LEISURE & RECREATION		Percent Penetration	MicroVision Index	Rank
1.	Eat at Asian restaurants	15.8	388	1
2.	Eat at quick service deli restaurants	12.9	336	1
3.	Shopped at Macy's in the last 4 weeks	26.4	322	2
4.	Ate at Dunkin' donuts in the last 4 weeks	4.3	283	1
5.	Shopped at The Gap in the last 4 weeks	17.5	275	2
5.	Eat at family style coffee shops	9.2	272	3
7.	Purchased a men's business suit this past year	17.9	260	2
8.	Drank Heinekin beer in the last 6 months	12.3	254	1
9.	Ate at Boston Market in the last 4 weeks	4.5	244	3
10.	Eat at quick service coffee house restaurants	2.5	218	6
11.	Eat at fine dining restaurants	10.3	211	6
12.	Eat at quick service donut restaurants	5.9	208	1
13.	Shopped at Lord & Taylor in the past 4 weeks	5.2	201	5
14.	Used a Laundromat in last 6 months	18.2	200	5
15.	Own a passport	38.5	200	5
16.	Eat at quick service bakery/bagel shops	9.2	196	4
17.	Last domestic travel/trip was for business	4.4	191	4
18.	Shopped at Neiman Marcus/Saks Fifth Ave. in the past 4 weeks	4.2	187	10
19.	Purchased men's coat and jackets last year	31.3	186	3
20.	Purchased women's coat and jackets last year	44.8	186	1

COMMUNICATIONS & TECHNOLOGY		Percent Penetration	MicroVision Index	Rank
1.	Do not use long distance phone service	9.4	222	6
2.	Have unlisted phone number with regular wire phone	32.5	168	4
3.	Plan to add new service to regular wire phone in next 5 months	12.9	167	6
4.	Primary reason for paging services is for family use	5.9	162	6
5.	Have busy return for regular wire phone	16.2	160	5
6.	Average monthly expenses for pager services are <\$10	10.1	158	3
7.	Average monthly expenses for local phone is \$41+	44.1	157	3
8.	Primary reason for pager company services is general convenience	10.2	157	8
9.	Household intends to purchase a PC in next 5 months	27.1	155	1
10.	Plan to add caller ID to regular wire phone next 5 months	6.2	149	9

FINANCIAL SERVICES		Percent Penetration	MicroVision Index	Rank
1.	Acquired a CD last year through a mail/phone offer	15.8	232	1
2.	Acquired investment last year through financial publication	12.8	222	1
3.	Acquired annuity last year by direct/non direct response offer	14.3	192	1
4.	Acquired investment/savings last year through mail response	17.7	188	2
5.	Have a short term CD from a bank/savings & loan	15.9	172	4
6.	Belong to individual health maintenance organization	17.3	164	4
7.	Hold an American Express Green, Gold, or Platinum credit card	15.7	157	11
8.	Have renter insurance	14.5	151	16
9.	Bank primarily by ATM	47.9	151	5
10.	Acquired a Visa or Mastercard last year through mail offer	43.6	150	3

36 - Metro Mix Segment
Sustaining Singles Group

1999

1999 Lifestyle Data

MEDIA PREFERENCES		Percent Penetration	MicroVision Index	Rank
1.	Read George Magazine	22.0	483	2
2.	Listen to all news radio format	17.7	246	3
3.	Read Women's Fashion Magazines	14.3	237	3
4.	Watch Xena: Warrior Princess	8.5	231	5
5.	Read Vogue Magazine	9.9	231	4
6.	Listen to contemporary hits radio format	25.8	219	1
7.	Watch New York Undercover	9.7	190	5
8.	Watch Ricki	7.7	176	6
9.	Watched Black Entertainment last week	8.3	175	8
10.	Watch 20/20 Monday	5.9	168	4
11.	Listen to jazz format	9.9	166	12
12.	Watch Living Single	8.3	164	8
13.	Watch Beverly Hills 90210 MONDAY-FRIDAY	5.7	160	7
14.	Watched VH-1 last week	11.9	159	4
15.	Watch Ally McBeal	6.7	157	6
16.	Read Fitness Magazines	6.5	157	5
17.	Read Ebony Magazine	9.7	155	9
18.	Watch WWF Wrestling	6.9	155	11
19.	Watch Married With Children (MONDAY-FRIDAY)	8.7	154	9
20.	Watch Baywatch	9.3	152	6

HOME FURNISHINGS & IMPROVEMENTS		Percent Penetration	MicroVision Index	Rank
1.	Home has a refrigerator (not frost free)	27.8	211	4
2.	Home has a water purifier/filter	21.2	133	10
3.	Purchased curtains last year	5.2	129	6
4.	Own a gas stove/range	21.6	124	4
5.	Purchased table settings last year	15.7	122	8
6.	Home has a water purifier attached to a faucet	9.3	119	13
7.	Own a electric juicer	12.7	114	19
8.	Own a electric toaster oven	26.6	106	20
9.	Home has a water softener attached to main water supply	8.7	100	20
10.	Purchased kitchen/dining room furniture last year	4.2	95	27

POWER UTILITIES		Percent Penetration	MicroVision Index	Rank
1.	Do not use electric services	17.8	571	2
2.	Don't know type of water heater	57.7	551	2
3.	Heater type is steam or hot water system	36.9	425	1
4.	Don't know heater type	25.4	360	1
5.	Water heater is part of a furnace or boiler	18.4	344	1
6.	Have 2 or more window/wall-mounted room air conditioners	35.8	342	1
7.	Prime heating system is oil	26.7	303	1
8.	Do not have a cooling system thermostat	36.5	259	3
9.	Use a window or wall-mounted air conditioner	59.7	244	1
10.	Gas bill averages \$25 or less	34.5	230	3

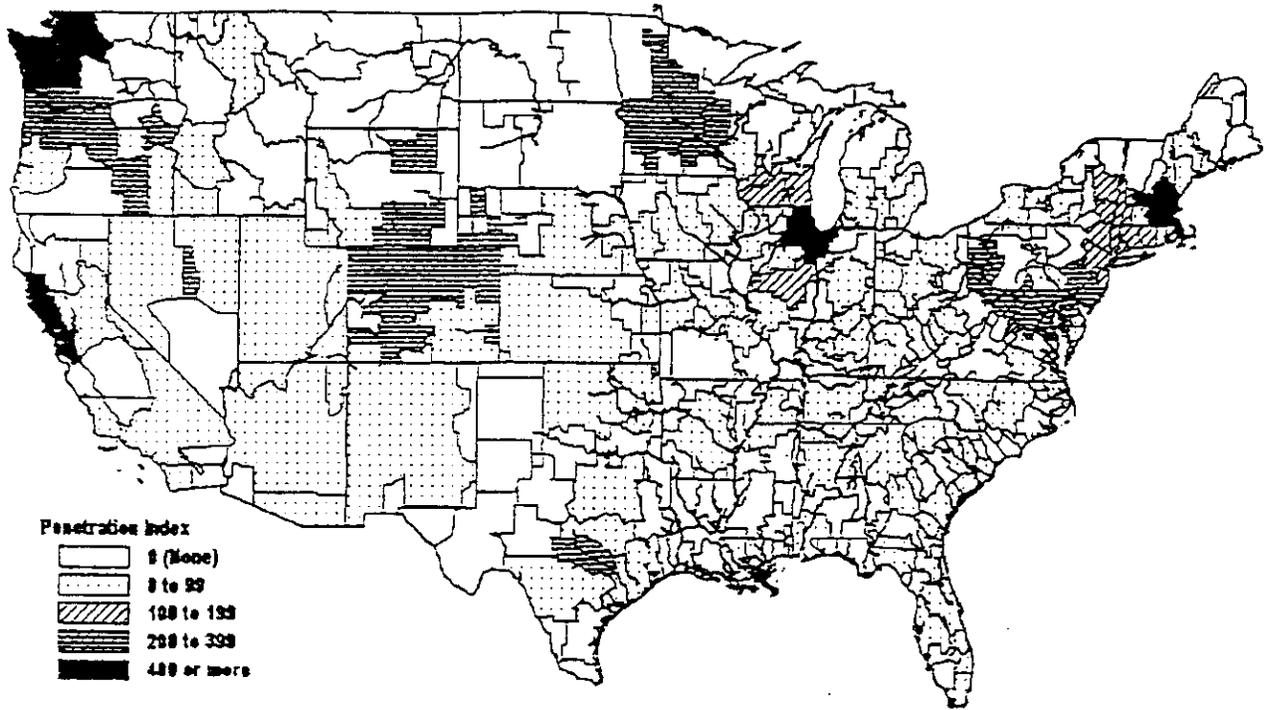
36 - Metro Mix Segment

Sustaining Singles Group

1999

37 Urban Up And Comers

Segment Concentration by Designated Market Area (DMA)



This segment consists of singles, primarily living alone, in rental property. They live in urban areas, have a high level of education, medium-high income and work in white-collar occupations.

Adults in this segment are more likely than average to be between 18 and 44 years. Over 58% of these households contain one person (ranking second) and they contain primarily singles living in non-family households (ranking first). While over 70% of these households are white, they have the fourth highest share of Asian households (over three times the national average). The median household income is 20% below the national norm, but the per capita income is 29% above average. This is an almost entirely urban segment with 93% of these households living in cities. They score highest in the cities of Washington D.C., Chicago, Boston and San Francisco. Educational attainment is well above average. This segment has two and three times the average percentage of bachelors and post graduate degrees, respectively. Almost 78% work in white collar occupations, particularly in technical support, professional specialty and executive and managerial positions. Also indicative of their urban concentration, they are much more likely than average to rent (83% are renters), they rank third in living in structures with 10 to 49 units, fourth for structures with 50 or more units. They rank third in taking public transportation or walking to work. Furthermore, they rank sixth in property value and fifth in having no vehicles in the household.

Urban Up and Comers are the most likely to bank primarily by ATM, use their PC for more than 21 hours per week, and plan to purchase/upgrade their modem in the next six months.

1999

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37 - Urban Up And Comers Segment
Sustaining Singles Group

Demographic Data

AGE (1999)

	MEAN	INDEX	RANK
0 to 4 Years	3.12	44	48
5 to 9 Years	3.42	47	49
10 to 14 Years	2.70	38	49
15 to 17 Years	1.16	29	48
18 to 20 Years	4.34	104	15
21 Years	1.92	148	6
22 to 24 Years	6.02	159	4
25 to 29 Years	11.26	160	2
30 to 34 Years	11.58	163	1
35 to 39 Years	11.73	148	2
40 to 44 Years	9.56	120	5
45 to 49 Years	7.26	102	15
50 to 54 Years	5.52	91	34
55 to 59 Years	4.00	84	38
60 to 64 Years	3.15	79	41
65 to 69 Years	2.87	79	39
70 to 74 Years	2.84	84	36
75 to 84 Years	5.05	110	20
85 or More Years	2.51	146	9
Average Age	39.53	108	12
Median Age	37.59	104	18

INCOME (1999)

	MEAN	INDEX	RANK
\$ 0 to 15,000	23.84	138	17
\$ 15,000 to 25,000	15.73	114	28
\$ 25,000 to 35,000	13.79	110	28
\$ 35,000 to 50,000	15.55	96	28
\$ 50,000 to 75,000	14.72	76	38
\$ 75,000 to 100,000	7.17	74	26
\$100,000 to 150,000	4.91	75	22
\$150,000 or More	4.29	94	15
Average Income	\$ 47,229	84	26
Median Income	\$ 32,564	80	27

37 - Urban Up And Comers Segment
Sustaining Singles Group

1999

Demographic Data

URBANIZATION (1999)

	MEAN	INDEX	RANK
Urban	92.88	281	3
Suburban	7.07	17	46
Rural	0.05	0	48

RACE / ETHNICITY

	MEAN	INDEX	RANK
White	70.28	88	41
Black	16.55	137	11
Native American	0.59	75	29
Asian	9.28	334	4
Pacific Islander	0.21	142	12
Other	3.09	78	18
Hispanic	7.65	85	18

EDUCATION

	MEAN	INDEX	RANK
Some High School	13.74	55	37
High School Graduate	15.45	52	47
Some College Attendance	17.94	96	29
Associate Degree	5.07	82	38
Bachelors Degree	25.54	202	6
Post Graduate Degree	21.27	294	4

OCCUPATIONS

	MEAN	INDEX	RANK
Total White Collar	77.35	133	7
Total Blue Collar	22.65	54	44

WORKERS

	MEAN	INDEX	RANK
No Workers	12.79	98	29
1 Worker	28.57	102	26
2 Workers	52.27	115	12
3 or More Workers	6.37	48	47

1999

37 - Urban Up And Comers Segment
Sustaining Singles Group

Demographic Data

OWNER / RENTER

	MEAN	INDEX	RANK
Owner Occupied	16.42	26	47
Renter Occupied	83.58	233	4
Median Rent Paid	\$ 452	121	14

PROPERTY VALUE (1999)

	MEAN	INDEX	RANK
\$ 0 to 50,000	2.68	18	36
\$ 50,000 to 100,000	13.16	40	42
\$100,000 to 150,000	17.74	82	28
\$150,000 to 200,000	14.13	121	16
\$200,000 to 300,000	21.24	200	8
\$300,000 to 400,000	12.04	296	6
\$400,000 to 500,000	6.72	351	5
\$500,000 or More	12.29	457	4
Median Property Value	\$ 210,755	199	6

PERSONS IN UNIT

	MEAN	INDEX	RANK
1 Person	58.79	239	2
2 Persons	27.98	87	38
3 to 4 Persons	11.10	34	49
5 to 6 Persons	1.76	19	49
7 or More Persons	0.37	21	48
Average Household Size	1.64	62	48

UNITS IN STRUCTURE

	MEAN	INDEX	RANK
1 Unit (Attached)	3.09	59	38
1 Unit (Detached)	3.78	6	48
2 Units	4.00	83	28
3 to 9 Units	19.17	199	6
10 to 49 Units	32.91	384	3
50 or More Units	35.17	818	4
Mobile Home	0.05	1	48
Other Type of Unit	1.85	168	4

37 - Urban Up And Comers Segment
Sustaining Singles Group

1999

1999 Lifestyle Data

Lifestyle Profiles with the *Highest* Market Index

LEISURE & RECREATION	Percent Penetration	MicroVision Index	Rank
1. Shopped at the White Hen in the last 6 months	7.8	329	1
2. Eat at quick service coffee house restaurants	3.2	281	2
3. Traveled to foreign country for 15 or more nights in last 3 years	13.7	279	2
4. Shopped at The Gap in the last 4 weeks	16.6	260	4
5. Eat at quick service bakery/bagel shops	11.2	239	2
6. Ate at Boston Market in the last 4 weeks	4.2	229	4
7. Exercise 2 times per week at a fitness club	19.0	226	2
8. Own downhill skis/boots	10.7	224	4
9. Eat at midscale hotel restaurants	4.4	220	3
10. Went roller blading/in-line skating last year	8.3	220	3
11. Eat at fine dining restaurants	10.6	216	5
12. Household has a radar detector	15.6	214	2
13. Drank imported beer in the last 6 months	32.2	213	2
14. Shopped at Eddie Bauer in the last 4 weeks	8.8	211	4
15. Went snow skiing in the last year	9.3	208	6
16. Visited any museums in the last year	30.7	207	3
17. Played billiards/pool in the last year	20.5	197	2
18. Own a passport	37.6	195	6
19. Drank Champagne/Cold Duck/Sparkling Wines in the last 6 months	21.5	192	2
20. Drank Heinekin beer in the last 6 months	9.3	192	6

COMMUNICATIONS & TECHNOLOGY	Percent Penetration	MicroVision Index	Rank
1. PC primarily used for other purposes	10.3	285	1
2. Use internet/online services 11 or more times/week	15.5	226	3
3. PC is used 21+ hours/week	18.8	225	1
4. Switched online/internet service provider at least once last year	7.9	224	5
5. Intend to purchase/upgrade modem in next 6 months	17.7	222	1
6. Reason for having 2 or more lines is to use with fax machine	8.0	199	7
7. Spend less than 10 hours/week telecommuting	9.0	190	7
8. Have voice mail for regular wire phone	19.3	184	4
9. PC primarily used for surfing internet or world wide web	6.0	175	5
10. Have more than one personal PC in household	18.4	173	8

FINANCIAL SERVICES	Percent Penetration	MicroVision Index	Rank
1. Have renter insurance	31.2	325	2
2. Have individual dental insurance	29.9	312	1
3. Strongly Agree: Mutual fund companies give reliable advice	13.1	213	2
4. Have accidental death & dismemberment insurance	18.1	211	1
5. Bank primarily by ATM	66.1	208	1
6. Use credit card(s) more than 10 times per month	36.5	194	6
7. Have an individual medical insurance plan	31.9	188	1
8. Changed residence or relocated last year	22.8	183	3
9. Purchased a home last year	11.2	183	4
10. Belong to individual health maintenance organization	19.2	182	3

37 - Urban Up And Comers Segment
Sustaining Singles Group

1999 Lifestyle Data

MEDIA PREFERENCES		Percent Penetration	MicroVision Index	Rank
1.	Read George Magazine	21.5	472	3
2.	Listen to NPR (National Public Radio)	12.7	332	2
3.	Listen to classical radio format	10.2	331	4
4.	Read Vogue Magazine	11.7	274	3
5.	Read Rolling Stone Magazine	9.8	242	4
6.	Read Worth Magazine	6.3	230	7
7.	Read Entertainment Weekly	8.8	213	3
8.	Listen to album oriented/progressive rock format	20.0	212	2
9.	Read Women's Fashion Magazines	12.2	202	4
10.	Watch The Late Show With David Letterman	13.7	200	1
11.	Watch the MTV Music Video Awards	15.1	198	4
12.	Read Cosmopolitan Magazine	14.6	192	3
13.	Listen to all news radio format	13.7	190	10
14.	Watch Saturday Night Live Special	11.7	183	1
15.	Watch Tennis	6.8	182	3
16.	Listen to classic rock	14.6	181	3
17.	Read Science/Technology Magazines	11.7	181	3
18.	Read This Old House Magazine	8.3	181	5
19.	Watch Melrose Place	10.2	175	1
20.	Watched MTV last week	18.1	175	4

HOME FURNISHINGS & IMPROVEMENTS		Percent Penetration	MicroVision Index	Rank
1.	Home has a refrigerator (not frost free)	32.8	250	2
2.	Home has a water purifier/filter	21.6	135	7
3.	Own a electric space heater	11.2	121	7
4.	Own a space heater (electric)	11.2	121	7
5.	Own a electric wok	11.2	120	15
6.	Own a built-in gas oven	14.6	116	13
7.	Own a humidifier	14.6	114	17
8.	Own a electric coffee grinders	16.6	114	18
9.	Own a espresso/cappuccino maker	6.3	109	20
10.	Own a electric toaster oven	25.8	107	18

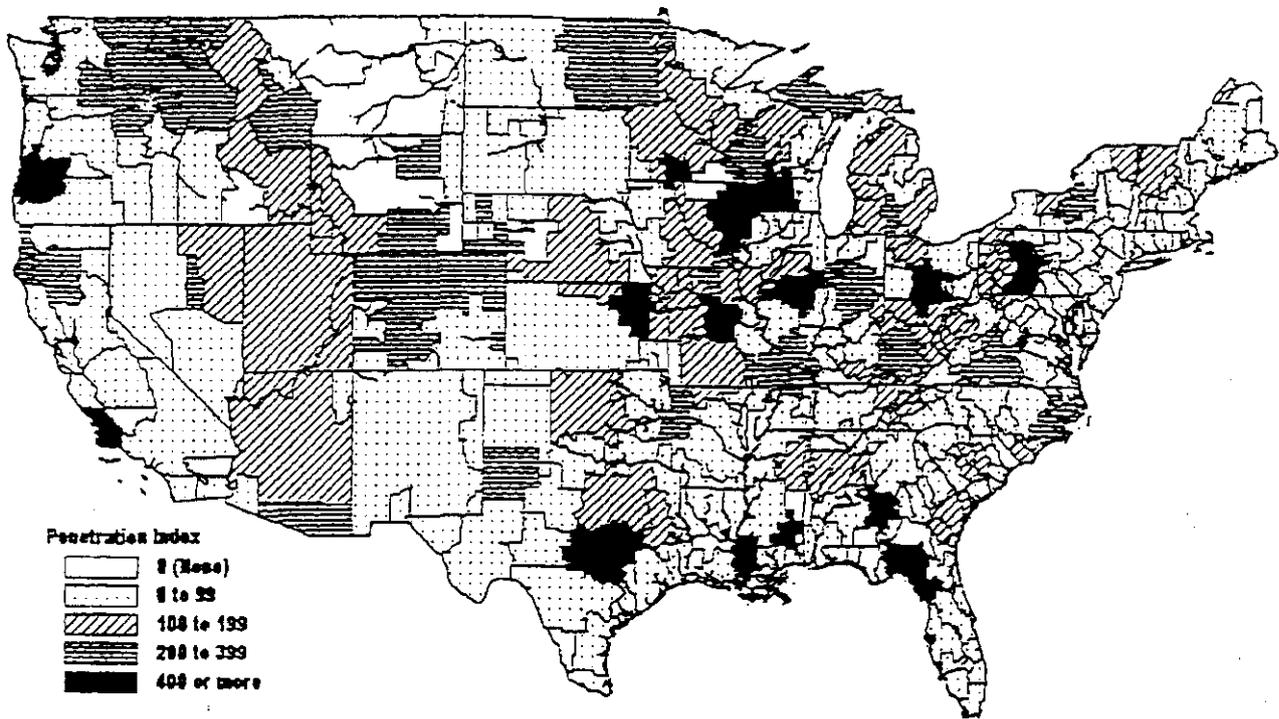
POWER UTILITIES		Percent Penetration	MicroVision Index	Rank
1.	Don't know type of water heater	50.4	481	3
2.	Heater type is steam or hot water system	33.3	384	2
3.	Do not use electric services	9.9	317	7
4.	Water heater is part of a furnace or boiler	16.3	305	2
5.	Electric bill averages less than \$40	49.6	258	2
6.	Gas bill averages \$25 or less	37.3	248	2
7.	Heater type is built-in room or baseboard heaters	18.6	207	5
8.	Do not have a cooling system thermostat	27.4	194	6
9.	Pay gas bill with automatic payment method	9.8	184	6
10.	Don't know heater type	12.3	175	9

37 - Urban Up And Comers Segment
Sustaining Singles Group

1999

47 University USA

Segment Concentration by Designated Market Area (DMA)



These are typically young singles with very low incomes, living in non-family households and group quarters, located in urban areas. Almost all are currently in college, living in one or two person households.

University USA has the highest share of young adults between 18 and 24. These households typically have one or two persons and a median household income less than half that of the nation. Although containing, predominately, white households, Asian households are present at a rate more than twice that of the nation. Only 10% of these individuals are married, 84% live in non-family households or group quarters (ranking fifth and second, respectively), and only 10% of these households have children. Ninety-six percent are currently enrolled in college, and University USA households are primarily located in college towns such as Gainesville and Tallahassee, Florida; Columbus, Ohio; Madison, Wisconsin; and Eugene, Oregon. Those in the University USA segment work in white-collar positions, ranking first for the percentage employed in administrative support and second in technical support positions. This segment also ranks first for the percentage living in rental housing. Paying about average rent, University USA resides mostly in multi-unit structures. Vehicle ownership is low and they rank first in having walked to work.

University USA ranks first in participating in many leisure activities such as jogging, basketball, tennis, and weight lifting. They also rank first in eating at quick service bagel outlets, wearing soft contact lenses and listening to album oriented rock radio stations.

Demographic Data

AGE (1999)

	MEAN	INDEX	RANK
0 to 4 Years	1.79	25	50
5 to 9 Years	1.77	24	50
10 to 14 Years	1.32	19	50
15 to 17 Years	1.03	25	50
18 to 20 Years	43.37	1036	1
21 Years	12.15	934	1
22 to 24 Years	11.77	310	2
25 to 29 Years	6.23	89	46
30 to 34 Years	6.77	95	29
35 to 39 Years	4.12	52	50
40 to 44 Years	2.42	30	50
45 to 49 Years	1.61	23	50
50 to 54 Years	1.15	19	50
55 to 59 Years	0.81	17	50
60 to 64 Years	0.64	16	50
65 to 69 Years	0.59	16	50
70 to 74 Years	0.60	18	49
75 to 84 Years	1.11	24	49
85 or More Years	0.75	44	45
Average Age	25.36	69	50
Median Age	22.40	62	50

INCOME (1999)

	MEAN	INDEX	RANK
\$ 0 to 15,000	45.01	261	3
\$ 15,000 to 25,000	20.91	152	2
\$ 25,000 to 35,000	11.84	94	35
\$ 35,000 to 50,000	10.06	62	47
\$ 50,000 to 75,000	6.95	36	49
\$ 75,000 to 100,000	2.62	27	48
\$100,000 to 150,000	1.56	24	46
\$150,000 or More	1.07	23	43
Average Income	\$ 26,029	46	49
Median Income	\$ 17,389	42	48

47 - University USA Segment
Sustaining Singles Group

1999

Demographic Data

URBANIZATION (1999)

	MEAN	INDEX	RANK
Urban	73.65	223	6
Suburban	24.56	58	38
Rural	1.79	7	40

RACE / ETHNICITY

	MEAN	INDEX	RANK
White	83.31	104	31
Black	8.00	66	19
Native American	0.45	57	35
Asian	6.30	227	8
Pacific Islander	0.11	78	20
Other	1.83	46	33
Hispanic	4.13	46	38

EDUCATION

	MEAN	INDEX	RANK
Some High School	11.13	45	41
High School Graduate	13.80	46	48
Some College Attendance	20.25	108	17
Associate Degree	6.31	102	18
Bachelors Degree	26.08	199	8
Post Graduate Degree	22.42	310	3

OCCUPATIONS

	MEAN	INDEX	RANK
Total White Collar	66.52	115	16
Total Blue Collar	33.38	80	35

WORKERS

	MEAN	INDEX	RANK
No Workers	11.79	91	30
1 Worker	28.71	102	23
2 Workers	52.87	116	7
3 or More Workers	6.62	50	46

1999

47 - University USA Segment
Sustaining Singles Group

Demographic Data

OWNER / RENTER

	MEAN	INDEX	RANK
Owner Occupied	13.86	22	50
Renter Occupied	86.14	241	1
Median Rent Paid	\$ 354	95	26

PROPERTY VALUE (1999)

	MEAN	INDEX	RANK
\$ 0 to 50,000	12.85	87	24
\$ 50,000 to 100,000	43.14	132	9
\$100,000 to 150,000	24.37	113	16
\$150,000 to 200,000	8.86	76	27
\$200,000 to 300,000	6.46	61	28
\$300,000 to 400,000	2.16	53	25
\$400,000 to 500,000	0.90	47	25
\$500,000 or More	1.27	47	22
Median Property Value	\$ 93,225	88	28

PERSONS IN UNIT

	MEAN	INDEX	RANK
1 Person	38.21	156	7
2 Persons	33.58	105	20
3 to 4 Persons	23.58	73	44
5 to 6 Persons	3.94	43	44
7 or More Persons	0.69	40	41
Average Household Size	2.12	81	44

UNITS IN STRUCTURE

	MEAN	INDEX	RANK
1 Unit (Attached)	2.48	47	42
1 Unit (Detached)	16.02	27	44
2 Units	6.25	129	11
3 to 9 Units	25.86	268	2
10 to 49 Units	33.73	393	2
50 or More Units	12.06	281	7
Mobile Home	1.94	27	38
Other Type of Unit	1.66	152	5

47 - University USA Segment
Sustaining Singles Group

1999

1999 Lifestyle Data

Lifestyle Profiles with the *Highest* Market Index

LEISURE & RECREATION	Percent Penetration	MicroVision Index	Rank
1. Eat at quick service specialty bagel outlets	3.2	358	1
2. Played tennis in the past year	14.8	322	1
3. Played billiards/pool in the last year	33.2	319	1
4. Went roller blading/in-line skating last year	11.9	316	1
5. Shopped at The Gap in the last 4 weeks	19.5	306	1
6. Shopped at the Circle K in the last 6 months	17.0	299	1
7. Own roller blades/in-line skates	17.3	282	1
8. Drank Tequila in the last 6 months	21.3	277	1
9. Drank Miller Light beer in the last 6 months	15.2	273	1
10. Went jogging in the last year	23.5	263	1
11. Eat at quick service coffee house restaurants	2.9	259	3
12. Wear soft contact lenses	18.1	257	1
13. Attended movies 2-3 times per month	18.1	256	2
14. Weight lifted in the last year	20.9	256	1
15. Shopped at The Limited in the past 4 weeks	7.2	252	2
16. Shopped at Citgo Quik Mart in the last 6 months	9.8	249	2
17. Played basketball in the last year	21.7	246	1
18. Drank domestic red wine in the last 6 months	17.3	244	3
19. Went to a bar/nightclub in the last year	45.5	242	1
20. Ate at Little Caesars in the last 4 weeks	5.7	241	1

COMMUNICATIONS & TECHNOLOGY	Percent Penetration	MicroVision Index	Rank
1. PC primarily used for education/school	29.9	336	1
2. Switched online/internet service provider at least once last year	9.3	265	4
3. Average monthly expenses for online/internet is < \$15	11.7	264	1
4. Use internet/online services 11 or more times/week	18.0	262	2
5. Method of collect calling is 1-800-collect	9.0	231	2
6. PC is used 21+ hours/week	17.0	203	2
7. PC primarily used for games	7.0	172	2
8. PC primarily used for surfing internet or world wide web	5.8	171	7
9. Switched long distance company at least once in past year	36.6	166	2
10. Average monthly expenses for local phone service is <\$20	24.7	163	6

FINANCIAL SERVICES	Percent Penetration	MicroVision Index	Rank
1. Have an auto loan from a vehicle manufacturer	18.9	248	1
2. Have a loan for furniture, appliances or electronics	20.5	225	1
3. Changed residence or relocated last year	27.6	222	1
4. Transfer funds over the telephone	21.2	211	1
5. Would do home banking by personal computer if tech. available	56.9	207	1
6. Have renter insurance	19.8	206	8
7. Receive primary financial advice from a friend/family member	32.1	182	1
8. Worked w/financial planner to set up financial plan	12.8	181	5
9. Strongly Agree-Life insurance companies give reliable advice	17.5	173	3
10. Bank primarily by ATM	54.0	170	3

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1999 Lifestyle Data

MEDIA PREFERENCES

	Percent Penetration	MicroVision Index	Rank
1. Read Rolling Stone Magazine	16.6	111	1
2. Read Women's Fashion Magazines	18.8	311	2
3. Read Music Magazines	27.4	299	1
4. Watched MTV last week	30.0	292	1
5. Read Vogue Magazine	12.3	287	2
6. Read Glamour Magazine	16.3	285	1
7. Read Playboy Magazine	13.0	276	1
8. Read the Cable Guide	14.1	269	2
9. Read Cosmopolitan Magazine	19.9	260	1
10. Listen to modern rock	11.6	247	1
11. Listen to album oriented/progressive rock format	23.1	245	1
12. Watch the MTV Music Video Awards	18.4	241	2
13. Watch Simpsons	24.2	237	1
14. Watch Party Of Five	10.1	229	1
15. Watch Simpsons MONDAY-FRIDAY	15.2	226	1
16. Read Computer Magazines	17.7	204	2
17. Watch Friends	27.4	203	1
18. Read PC World	5.8	198	3
19. Watched VH-1 last week	14.8	198	2
20. Listen to classic rock	15.9	197	1

HOME FURNISHINGS & IMPROVEMENTS

	Percent Penetration	MicroVision Index	Rank
1. Home has a refrigerator (not frost free)	21.4	163	10
2. Home has a water purifier/filter	23.3	146	6
3. Purchased a coffee maker-automatic drip or electric last year	7.2	141	2
4. Purchased a vacuum cleaner last year	9.0	136	5
5. Purchased kitchen cooking/serving products last year	32.9	135	1
6. purchased lawn/porch furniture last year	4.3	134	7
7. Own a espresso/cappuccino maker	7.6	130	15
8. Purchased a sofa sectional last year	6.1	118	8
9. bedding/bath goods, last year	59.9	115	1
10. Purchased table settings last year	14.1	109	22

POWER UTILITIES

	Percent Penetration	MicroVision Index	Rank
1. Last contacted electric company to change or add a service	16.7	260	2
2. Don't know heater type	17.8	252	4
3. Don't know type of water heater	23.6	225	8
4. Heat pump used as air conditioner is 6+ years old	6.3	192	5
5. Heater type is built-in room or baseboard heaters	16.6	185	6
6. Last contacted gas company to change or add service	8.5	184	3
7. Electric bill averages less than \$40	35.3	183	8
8. Would like to choose natural gas or energy provider	31.0	156	1
9. Prime heating system fuel is electricity	35.2	150	9
10. Last contacted electric company due to billing problems	12.5	145	11

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