

Appendix I4: Detailed Household Demand/Interest by Lifestyle Segment

Item	Household Lifestyle Tapestry Segment							
	Salt of the Earth (12.1%)	Rural Resort Dwellers (35.4%)	Midlife Junction (8.7%)	Southern Satellites (11.3%)	Rooted Rural (18%)	Senior Sun Seekers (6.3%)	Heartland Communities (3.9%)	Simple Living (4.3%)
Participated in Local Civic Issue in Last 12 months	86	186	83	49	104	101	97	62
Engaged in Fund Raising in Last 12 months	118	78	112	80	81	63	91	89
Worked as Non-Political Volunteer in Last 12 months	116	105	98	65	99	98	105	74
Voted in Fed/State/Local Election in Last 12 months	108	109	118	80	94	112	96	81
Worked for Political Party Candidate in Last 12 months	68	105	130	84	100	125	102	101
Visit an Elected Official in Last 12 months	144	147	111	69	115	107	170	94
Wrote an Elected Official in Last 12 months	75	134	105	69	113	110	75	53
Addressed a Public Meeting in Last 12 months	91	142	98	65	116	127	87	95
Wrote editor of Magazine/Newspaper in Last 12 months	85	105	71	55	108	123	84	87
Wrote/phoned Radio/TV Station in Last 12 months	85	99	117	65	73	87	86	71
Participated in Environmental Group in Last 12 months	61	147	107	38	140	96	74	96
Member of business club	47	162	116	38	71	72	71	71
Member of veterans club	146	157	145	49	157	217	224	144
Member of fraternal organization	140	154	118	53	126	169	128	119
Member of charitable organization	98	109	92	53	105	85	89	86
Member of Civic Club	96	141	153	81	189	92	96	107
Attended Adult Education Course	79	134	104	39	67	74	60	103
Surfed the Internet in the last 12 months	88	84	100	63	57	84	79	74
Have Access to the Internet	102	98	102	88	90	49	92	92
Used Internet < once a week	108	84	112	117	100	165	89	141
Used Internet 1-2 times per week	120	98	118	95	65	52	59	73
Used Internet 3-6 times per week	93	93	111	63	61	85	82	68
Household subscribes to cable	74	68	122	66	50	95	104	114
HH has satellite dish	190	220	53	228	286	150	122	61
HH watched 1-9 hours of cable t.v. last week	98	101	108	99	97	105	108	105
HH watched 10-20 hours of cable t.v. last week	98	117	112	119	129	125	154	142
HH watched over 21 hours of cable t.v. last week	73	82	98	179	135	203	170	150
Light Viewer Daytime TV	113	102	108	107	87	152	115	110
Medium Viewer Daytime TV	107	92	99	116	109	126	106	107
Heavy Viewer Daytime TV	90	74	96	129	97	133	122	114
Light Viewer Primetime TV	96	133	92	90	98	98	100	72
Light-Medium Viewer Primetime TV	109	81	88	85	104	104	95	89
Medium Viewer Primetime TV	113	82	100	88	91	91	92	95
Medium-Heavy Viewer Primetime TV	104	80	103	109	107	88	98	135
Heavy Viewer Primetime TV	77	125	118	129	99	153	116	109

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Watched Last Week: A & E	92	119	126	88	72	126	97	122
Watched Last Week: ABC Family Channel	91	97	111	129	112	112	132	108
Watched Last Week: American Movie Classics	81	124	124	98	78	132	128	111
Watched Last week: Animal Planet	93	96	102	96	91	112	103	122
Watched Last Week: BBC America	68	179	77	51	85	235	70	106
Watched Last Week: Bravo	72	131	89	58	46	108	49	53
Watched Last Week: Cartoon Network	100	49	98	113	63	73	118	111
Watched Last Week: CMT (Country Music TV)	175	119	124	239	202	121	163	111
Watched Last Week: CNBC	87	103	116	72	79	131	85	98
Watched Last Week: Comedy Central	115	68	93	80	50	80	84	108
Watched Last Week: Court TV	80	72	95	131	151	128	111	108
Watched Last Week: Discovery Channel	99	110	95	105	86	108	112	101
Watched Last Week: Disney Channel	112	87	100	136	78	79	146	130
Watched Last Week: ESPN	84	93	108	91	76	127	111	102
Watched Last Week: ESPN Classics	81	58	82	129	65	87	74	113
Watched Last Week: Food Network	76	63	115	59	55	107	62	92
Watched Last Week: Fox News Channel	86	95	98	85	64	144	144	94
Watched Last Week: Game Show Network	113	92	105	120	124	95	196	181
Watched Last Week: Golf Channel	36	65	141	58	44	203	52	114
Watched Last Week: Hallmark Channel	130	113	146	139	106	169	167	130
Watched Last Week: Headline CNN News	94	141	109	101	94	138	107	98
Watched Last Week: History Channel	95	131	104	101	100	134	106	92
Watched Last Week: Home & Garden TV	118	93	129	109	87	110	107	82
Watched Last Week: Home Shopping Network	106	65	112	103	66	151	99	103
Watched Last Week: Independent Film Channel	66	222	60	50	103	72	71	71
Watched Last Week: Lifetime	106	86	128	98	91	120	118	126
Watched Last Week: MTV	97	52	87	77	45	46	68	115
Watched Last Week: National Geographic Channel	96	120	92	110	101	160	111	94
Watched Last Week: Nick at Nite	96	102	112	130	67	116	137	173
Watched Last Week: Nickelodeon	104	83	92	135	56	82	131	156
Watched Last Week: Oxygen	78	129	86	84	55	95	107	90
Watched Last Week: QVC	172	77	141	102	42	85	167	58
Watched Last Week: Sci-Fi Channel	85	109	78	105	97	112	85	127
Watched Last Week: Speed Channel	136	81	101	99	105	148	66	75
Watched Last Week: Superstation WGN	93	102	128	145	102	123	160	115

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Watched Last Week: TLC (the Learning Channel)	101	120	95	86	92	96	105	98
Watched Last Week: Toon Disney	129	45	76	174	74	70	121	128
Watched Last Week: Travel Channel	80	94	97	65	83	172	68	124
Watched Last Week: Turner Classic Movies	120	104	128	119	99	119	102	113
Watched Last Week: TV Land	126	133	115	180	130	130	139	134
Watched Last Week: Weather Channel	120	124	122	122	95	115	133	116
Watched Last Week: Women's Entertainment	111	137	98	107	101	88	93	86
Watch on TV Alpine Skiing/Ski Jumping	116	128	105	42	82	70	94	70
Watch on TV Auto Racing NASCAR	139	116	121	170	132	96	115	109
Watch on TV Auto Racing (not NASCAR)	127	77	107	128	140	101	123	117
Watch on TV Baseball	81	108	99	78	77	117	89	85
Watch on TV Basketball (College)	107	94	115	92	88	70	100	80
Watch on TV Basketball (Pro)	88	82	81	73	82	69	86	68
Watch on TV Equestrian Events	99	84	86	89	111	140	141	126
Watch on TV Fishing	125	137	108	144	149	90	161	130
Watch on TV Football (College)	104	86	119	102	91	87	96	87
Watch on TV Football Weekend (Pro)	95	104	98	80	76	116	92	90
Watch on TV Golf	86	80	111	75	77	128	95	87
Watch on TV Horse Racing Flats/Runners	122	77	119	86	110	147	120	120
Watch on TV Horse Racing Trotters/Harness	132	78	105	72	103	94	120	107
Watch on TV Motorcycle Racing	112	90	106	115	156	89	78	131
Watch on TV Rodeo	112	134	92	161	230	100	212	150
Watch on TV Tractor/Truck/Mud Pull	149	153	137	168	175	88	138	145

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Light Magazine Reader	97	123	141	141	120	115	108	133
Light-Medium Magazine Reader	117	97	113	121	128	122	112	96
Medium Magazine Reader	108	97	97	88	104	114	108	83
Medium-Heavy Magazine Reader	102	74	103	66	76	66	83	102
Heavy Magazine Reader	75	110	77	84	71	84	89	86
Read Automotive Magazine	104	97	75	135	107	87	92	106
Read Boating Magazine	52	218	82	107	90	214	58	96
Read Fishing/Hunting Magazine	163	149	96	182	208	95	168	90
Read Gardening Magazine	155	158	74	96	155	96	183	77
Read Health Magazine	98	109	112	96	66	91	106	79
Read Home Service Magazine	117	118	114	97	111	101	102	91
Read Motorcycle Magazine	125	99	100	132	95	73	97	133
Light Newspaper Reader	103	138	85	163	141	90	88	87
Light-Medium Newspaper Reader	100	107	103	96	91	82	71	109
Medium Newspaper Reader	99	71	92	89	106	107	132	97
Medium-Heavy Newspaper Reader	92	93	106	69	78	145	103	105
Heavy Newspaper Reader	106	90	115	81	83	77	107	102
Read Newspaper: Classified Section	125	98	109	122	116	95	133	117
Read Newspaper: Editorial Page Section	111	123	128	93	109	125	118	78
Read Newspaper: Food/Cooking Section	108	113	112	72	100	116	98	98
Read Newspaper: General News Section	106	102	108	92	99	116	104	101
Read Newspaper: Home/Furnishing/Gardening Section	105	114	109	79	92	102	84	86
Read Newspaper: Sports Section	97	107	107	79	91	108	96	93

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Light Radio Listener	93	122	116	120	127	154	133	112
Light-Medium Radio Listener	108	103	114	94	92	85	83	92
Medium Radio Listener	89	95	90	81	90	84	66	78
Medium-Heavy Radio Listener	89	94	91	103	79	93	85	113
Heavy Radio Listener	124	86	89	102	113	83	133	106
Listen to Radio: 6 - 10am Weekdays	110	89	92	91	79	85	87	97
Listen to Radio: 10am - 3pm Weekdays	101	89	100	98	103	92	101	91
Listen to Radio: 3 - 7pm Weekdays	107	85	88	94	86	73	79	100
Listen to Radio: 7pm - Midnight Weekdays	120	91	86	93	85	94	89	96
Listen to Radio: Midnight - 6am Weekdays	102	146	67	108	56	63	125	119
Listen to Radio: 6-10 am Weekend	110	114	89	110	113	87	103	97
Listen to Radio: 10am - 3pm Weekend	96	89	98	98	95	75	94	97
Listen to Radio: 3 - 7pm Weekend	96	86	90	106	98	77	91	100
Listen to Radio: 7pm - Midnight weekend	100	65	67	95	92	110	114	136
Listen to Radio: Midnight - 6am Weekend	112	107	57	101	75	101	105	137
Radio Format Listen to: Country	180	153	120	211	192	91	180	119
Radio Format Listen to: Hispanic	24	32	22	29	50	40	30	131
Radio Format Listen to: Jazz	14	27	51	15	21	120	78	75
Radio Format Listen to: News/talk	97	81	90	28	50	72	54	71
Radio Format Listen to: Oldies	80	99	133	91	84	54	105	76
Radio Format Listen to: Public Radio	41	152	108	43	83	69	70	71
Radio Format Listen to: Religious	121	52	157	78	63	66	114	103
Radio Format Listen to: Rock	103	93	83	58	83	73	78	99
Radio Format Listen to: Soft Adult Contemporary	63	55	90	39	30	81	27	72
Radio Format Listen to: Sports	14	40	59	22	40	99	81	47
Radio listening: Auto Racing/Nascar	148	128	137	242	143	86	129	75
Radio listening: Baseball (playoffs/World Series)	94	102	100	76	63	84	92	81
Radio listening: Baseball (regular season)	83	108	89	76	77	69	72	89
Radio listening: Basketball (college)	107	85	122	100	121	48	88	80
Radio listening: Basketball (pro)	69	60	88	65	82	60	63	77
Radio listening: Football (college)	85	79	134	104	97	72	124	96
Radio listening: Football Weekend (pro)	99	98	119	53	80	64	111	106
Radio listening: NFL Playoffs/Superbowl	93	81	115	76	91	51	105	79
Radio listening: Golf	86	76	111	75	135	114	141	115

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Participated in archery	181	132	106	118	244	92	142	91
Participated in fishing (fresh water)	142	162	127	137	173	100	139	100
Participated in hunting with a rifle	163	214	101	190	303	71	188	130
Participated in hunting with a shotgun	211	181	139	157	227	110	207	133
Have a Garden	133	119	103	100	111	103	108	73
Participate in Outdoor Gardening in last 12 months	139	119	109	107	114	106	111	83
Purchased Vegetable Plants in last 12 months	179	130	110	124	139	91	133	53
Purchased Vegetable seeds in last 12 months	212	143	109	142	174	81	157	77
Used cents off coupon in last 12 months	114	92	106	98	90	105	101	85
Used cents off coupons 12+ times in last 3 months	127	107	90	69	77	113	91	66
Dine Out in last 12 months	104	119	112	86	88	103	94	91
Dine Out once a month	137	92	112	66	90	76	84	63
Dine out 2-3 times a month	112	141	122	80	79	112	99	86
Dine out once a week	95	139	139	87	76	105	110	86
Dine out 2+ times per week	87	112	90	89	80	120	82	112
Family Rest/Stk house Restaurant <2 times month	100	86	106	104	97	90	101	98
Family Rest/Stk house Restaurant 2-3 times month	109	94	104	97	84	101	88	84
Family Rest/Stk house Restaurant 4+ times month	90	86	108	81	87	102	74	92
Went to Family Rest/Stk house last 6 mo: breakfast	90	99	93	81	116	118	77	100
Went to Family Rest/Stk house last 6 mo: Lunch	95	107	106	89	112	99	94	75
Went to Family Rest/Stk house last 6 mo: snack	68	100	65	55	88	95	99	206
Went to Family/Rest/Stk house last 6 mo: dinner	101	79	114	91	81	96	80	89
Went to Family Rest/Stk house last 6 mo: weekday	97	96	108	80	100	113	81	81
Went to Family Rest/Stk house last 6 mo: weekend	106	77	110	96	85	87	81	92
Fast Food/Drive In Restaurant <4 times month	98	116	105	83	110	119	108	96
Fast Food/Drive In Restaurant 4-8 times month	121	107	101	95	112	100	97	94
Fast Food/Drive In Restaurant 9+ times month	94	77	100	118	79	83	85	107
Fast Food/Drive In Restaurant last 6 mo: breakfast	101	92	104	120	94	69	87	112
Fast Food/Drive In Restaurant last 6 mo: lunch	108	108	104	99	99	99	89	99
Fast Food/Drive In Restaurant last 6 mo: snack	78	56	103	70	77	95	81	109
Fast Food/Drive In Restaurant last 6 mo: dinner	113	80	109	104	85	75	88	102
Fast Food/Drive In Restaurant last 6 mo: weekday	106	99	110	103	100	88	93	104
Fast Food/Drive In Restaurant last 6 mo: weekend	101	78	106	107	88	77	81	104



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Shopped at a Convenience store in the last 6 months	103	101	104	101	102	91	98	102
Bought at Convenience store/30 days/candy	100	110	90	122	129	87	112	135
Bought at Convenience store/30 days/cigarettes	104	109	103	141	141	104	128	133
Bought at Convenience store/30 days/Brewed coffee	102	127	93	101	117	60	112	111
Bought at Convenience store/30 days/Gas	132	133	127	147	132	88	135	108
Bought at Convenience store/30 days/ice cream	106	118	117	99	141	92	109	179
Bought at Convenience store/30 days/lottery ticket	114	125	97	82	121	122	98	138
Bought at Convenience store/30 days/milk	131	108	107	99	127	88	116	123
Bought at Convenience store/30 days/pet food	114	132	58	137	119	143	116	266
Bought at Convenience store/30 days/snacks	108	101	100	112	105	54	105	115
Bought Convenience store/30 days/soft drink/can/botl	117	96	102	129	136	76	113	117
Bought at Convenience store/30 days/fountain drink	100	98	99	111	119	89	126	68
Bought at Convenience store/30 days/toiletries	55	91	97	104	76	97	119	116
Average spent per week by HH at Food Store <\$100	121	112	121	132	113	120	124	110
Average spent per week by HH at Food Store \$100-149	130	93	99	85	101	94	88	54
Average spent per week by HH at Food Store >\$150	79	92	89	89	89	86	83	80
Bought Cheese (amer/pasturized/process) in last 6 mo	114	104	107	116	111	100	117	103
Bought cheese (grated) in last 6 months	111	103	114	93	94	90	97	87
Bought cheese (natural or imported) in last 6 months	102	104	106	86	96	107	89	92
Bought cheese sauce/spread in last 6 months	137	108	92	135	126	94	122	83
Used Cottage Cheese in last 6 months	127	126	120	89	126	119	127	107
Used cream cheese in last 6 months	106	100	109	93	95	97	93	87
Used frozen yogurt in last 6 months	83	88	100	85	73	74	75	53
Used ice cream bars/sandwiches/bon-bons in last 6 mo	105	82	102	109	97	74	99	88
Used ice cream/ice milke/sherbert in last 6 months	101	96	102	102	106	101	103	95
Used fresh milk in last 6 months	104	98	101	103	103	99	100	100
Used Sour Cream in last 6 months	113	101	110	97	111	94	103	86
Used yogurt in last 6 months	100	90	104	74	76	89	79	75
Used Bacon/Breakfast strips in last 6 months	116	115	115	117	120	105	112	96
Used Beef fresh/frozen in last 6 months	112	105	105	108	110	100	107	100
Used chicken/turkey (fresh or frozen) in last 6 monts	105	101	107	100	99	96	104	99
Used fish/seafood (fresh or frozen) in last 6 months	106	102	110	91	94	109	92	92
Used wieners in the last 6 months	112	114	103	117	110	99	116	101
Used Sausage in last 6 months	112	111	106	126	129	95	111	103

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Used Liver Sausage in last 6 months	97	126	96	97	103	114	111	90
Used cold cuts in last 6 months	105	104	104	112	104	95	105	99
Used cooked ham in last 6 months	119	118	108	111	120	119	122	98
Used Meat Snacks in last 6 months	114	92	104	111	103	81	109	96
Used Deviled ham in last 6 months	93	138	97	144	136	97	94	153
Bought canned chicken in last 6 months	124	101	138	119	119	66	98	86
Bought canned hash in last 6 months	127	163	99	106	106	123	96	112
Bought canned meat in last 6 months	114	144	113	175	167	108	128	99
Used canned tuna in last 6 months	108	110	106	98	107	103	100	97
Used Frozen Breaded Chicken in last 6 months	129	110	105	126	92	73	111	98
Used vegetarian frozen burger in last 6 months	66	86	76	54	52	86	47	56
Bought canned beans with sauce in last 6 months	125	117	119	116	117	103	110	97
Used Dried Fruit in last 6 months	105	112	110	93	91	100	89	92
Bought canned/jarred fruit in last 6 months	110	101	108	108	103	120	107	95
Bought canned/jarred mushrooms in last 6 months	142	127	124	109	127	98	131	109
Bought canned/jarred vegetables in last 6 months	115	111	106	122	114	106	121	109
Bought canned tomatoes in last 6 months	107	112	103	105	106	103	105	100
Used fresh fruit/vegetables in last 6 months	102	102	105	102	107	100	104	96
Used Frozen Corn on the Cob in last 6 months	67	96	105	147	111	76	87	80
Used Frozen potatoe products in last 6 months	123	93	108	123	112	91	113	90
Used Package instant potatoes in last 6 months	120	91	119	124	95	100	108	108
Used Frozen Plain Vegetables in last 6 months	106	104	109	86	95	116	97	90
Used Frozen Prepared Vegetables in last 6 months	90	68	111	86	95	100	81	106
Used Nuts in last 6 months	118	127	126	96	121	126	110	88
Used Olives in last 6 months	111	113	108	77	110	128	105	103
Used rice in last 6 months	100	99	98	96	99	99	88	96
Used rice (flavored/seasoned) in last 6 months	99	99	94	105	94	88	89	92
Used packaged frozen pasta in last 6 months	104	91	103	88	88	96	101	87
Used Bagels in last 6 months	110	101	106	103	97	96	101	91
Used bread in last 6 months	101	101	101	100	100	100	100	101
Purchased Bran Bread in last 6 months	75	99	80	59	111	90	72	120
Purchased Cinnamon Bread in last 6 months	82	131	101	82	86	109	73	86
Purchased French Bread in last 6 months	85	126	102	70	85	121	83	68
Purchased Italian Bread in last 6 months	109	96	102	56	74	115	102	141
Purchased Multi-Grain Bread in last 6 months	95	118	108	59	91	114	85	77



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Purchased Oat Bread in last 6 months	85	161	84	54	89	111	59	71
Purchased Pita Bread in last 6 months	70	79	49	38	31	80	59	42
Purchased Potatoe Bread in last 6 months	102	107	93	61	76	60	109	80
Purchased Pumpernickel Bread in last 6 months	185	171	106	44	119	147	82	108
Purchased Raisin Bread in last 6 months	91	127	116	74	70	94	87	91
Purchased Rye Bread in last 6 months	111	114	131	47	72	117	69	127
Purchased Sour dough Bread in last 6 months	85	142	95	42	96	132	52	56
Purchased Wheat Bread in last 6 months	113	114	114	75	94	125	103	79
Purchased White Bread in last 6 months	115	100	101	123	113	72	120	98
Purchased reduce calorie/light bread in last 6 mo	110	85	120	74	87	111	84	120
Used Breadsticks in last 6 months	99	80	123	99	101	61	156	78
Used Croissants/Cresents in last 6 months	126	97	80	78	68	66	80	51
Used English muffins in last 6 months	103	105	91	49	79	97	82	85
Used frozen bread products in last 6 months	97	90	98	88	70	74	78	95
Used Refrigerator/Frozen Dough last 6 months	114	105	109	127	111	74	105	87
Used Frozen Garlic Bread in last 6 months	122	87	105	107	104	54	99	97
Used muffins (ready-to-eat) in last 6 months	88	90	96	84	90	65	83	97
Used Sweet Rolls/Pastries in last 6 months	101	103	101	129	127	94	110	109
Used Mexican food in last 6 months	101	99	95	92	92	85	92	83
Used Spaghetti/Pasta Sauce in last 6 months	112	95	102	98	102	94	102	93
Used Stuffing Mix/Product in last 6 months	125	115	109	87	112	118	119	113
Bought canned/jarred soup in last 6 months	116	105	111	107	107	108	101	94
Bought canned/jarred spaghetti/macaroni/6 months	105	95	106	127	122	83	122	110
Bought canned stew in last 6 months	124	116	87	161	110	83	118	138
Bought chili in the last 6 monthes	97	96	87	141	123	106	95	72
Used Frozen Complete dinner in last 6 months	103	90	110	104	116	116	110	98
Used frozen hot snack in last 6 months	107	71	106	96	88	72	102	96
Used frozen main course in last 6 months	100	78	110	95	84	108	97	97
Used Frozen Pizza in last 6 months	120	96	106	111	103	78	114	99
Used Package pasta salad in last 6 months	130	96	95	129	136	47	144	138
Used Frozen pancakes/French toast in last 6 mo	86	77	87	107	81	101	101	89
Used frozen waffles in last 6 months	102	80	95	87	70	93	98	71
Used Frozen Breakfast in the last 6 months	92	74	80	123	128	79	95	77
Used Breakfast cereal (cold) in last 6 months	103	100	104	101	102	98	99	90
Used Breakfast cereal (hot) in last 6 months	102	105	107	111	114	110	100	91

Appendix I4: Detailed Household Demand/Interest by Lifestyle Segment

Item	Household Lifestyle Tapestry Segment							
	Salt of the Earth (12.1%)	Rural Resort Dwellers (35.4%)	Midlife Junction (8.7%)	Southern Satellites (11.3%)	Rooted Rural (18%)	Senior Sun Seekers (6.3%)	Heartland Communities (3.9%)	Simple Living (4.3%)
Used Donuts (Ready-to-Eat) last 6 months	109	90	100	114	107	90	106	87
Breakfast/granola/fruit bars/snacks last 6 months	126	92	106	93	72	73	88	87
Used Toaster Products in last 6 months	115	57	107	120	99	65	111	91
Used corn/tortilla ships/cheese snacks in last 6 mo	107	100	105	103	93	84	92	81
Used Crackers in last 6 months	110	110	104	112	111	98	104	98
Used Frozen Snacks (not yogurt/ice cream) 6 months	114	91	95	102	90	81	93	90
Used Popping Corn/Snack in last 6 months	115	94	103	104	110	102	99	98
Used Potatoe Chips in last 6 months	108	102	98	111	99	94	101	97
Used Pretzels in last 6 months	114	89	99	73	85	91	94	85
Used Rice Cakes in last 6 months	89	95	97	55	58	77	65	118
Used Snack cakes in last 6 months	118	92	101	150	107	82	111	109
Purchased snack mix in last 6 months	89	98	107	93	108	107	104	102
Drank bottled water/selzer in last 6 months	78	85	88	79	76	79	71	82
Bought instate freeze dried coffee in last 6 months	102	119	102	111	111	114	75	126
Bought flavored instant coffee in the last 6 months	123	78	119	102	116	79	92	107
Bought ground coffee in last 6 months	113	120	113	113	116	108	110	103
Bought Regular ground coffee in last 6 months	124	139	115	128	129	110	121	101
Bought Decaf ground coffee in last 6 months	118	127	122	91	114	112	108	95
Bought flavored ground coffee in last 6 months	74	86	102	97	118	92	76	90
Bought unflavored ground coffee in last 6 months	130	116	119	116	107	113	110	105
Used non-dairy cream substitute in last 6 months	119	113	103	131	119	104	86	94
Used ice cappiccino (ready-to-drink) in last 6 months	53	72	70	64	48	91	44	59
Used ice tea (ready-to-drink)	97	91	87	70	74	82	82	101
Used Instant Ice Tea Mix in last 6 months	111	105	113	83	99	94	105	107
Used Regular Tea in last 6 months	102	105	103	119	115	102	99	90
Drank cola (regular) in last 6 months	106	89	98	113	107	80	98	102
Drank cola (regular caffiene-free) last 6 months	111	60	135	119	112	70	92	104
Drank Diet Cola in last 6 months	99	99	109	96	99	106	101	88
Drank Diet Cola (caffeine free) in last 6 months	114	83	111	99	91	121	104	98
Drank Diet non-cola soft drink in last 6 mo	99	93	111	92	92	111	119	85
Drank non-cola soft drink (regular) in last 6 months	106	94	96	106	104	94	98	99
Used Drink Additives (add milk/water) in last 6 mo	116	101	107	111	119	85	100	91
Used Powdered fruit/soft drinks in last 6 months	118	96	100	115	125	75	112	89
Used Frozen Orange Juice in last 6 months	122	111	118	100	125	103	115	114
Used orange juice (not frozen) in last 6 months	93	94	99	96	95	93	89	92

Appendix I4: Detailed Household Demand/Interest by Lifestyle Segment

Item	Household Lifestyle Tapestry Segment							
	Salt of the Earth (12.1%)	Rural Resort Dwellers (35.4%)	Midlife Junction (8.7%)	Southern Satellites (11.3%)	Rooted Rural (18%)	Senior Sun Seekers (6.3%)	Heartland Communities (3.9%)	Simple Living (4.3%)
Used Grapefruit Juice in last 6 monts	84	85	92	105	113	94	97	88
Used Tomato/Vegetable Juice last 6 months	119	116	108	108	136	130	125	105
Used bottled barbecue/seasoning sauce last 6 months	103	105	107	107	107	101	101	89
Used dip (ready-to-serve) in last 6 months	113	86	106	123	112	95	113	100
Used Gravy/Sauce mix in last 6 months	105	99	97	108	107	117	112	101
Used honey in last 6 months	105	100	109	86	105	94	79	80
Used jam/jelly in last 6 months	102	103	102	100	105	97	99	92
Used Peanut Butter in last 6 months	112	100	105	108	110	94	109	94
Used ketchup/catsup in last 6 months	105	100	104	106	105	101	104	103
Used mustard in last 6 months	106	105	106	104	107	102	105	101
Used mayonnaise/mayo-type salad dressing last 6 mo	105	105	107	108	108	100	106	101
Used Pickle Relish in last 6 months	114	103	103	102	121	118	95	87
Used Pickles in last 6 months	113	108	110	115	109	101	111	97
Used salad dressing in last 6 months	109	103	108	98	105	104	105	98
Used Salad Toppings in last 6 months	112	89	113	106	113	107	94	106
Used salsa or picante source in last 6 months	101	100	99	80	99	97	97	75
Used soy sauce in last 6 months	105	107	99	71	96	104	86	81
Used table syrup/molasses in last 6 months	108	107	105	106	110	100	111	87
Purchased boxed chocolates in last 6 months	81	87	92	82	105	90	83	81
Bought hard roll candy in last 6 months	100	99	102	110	102	96	101	105
Bought candy (individual big block/thick bar) last 6 mo	75	72	79	98	104	76	101	123
Bought candy (individual regular size) last 6 mo	99	98	100	99	107	88	103	102
Bought prepackaged loose candy in last 6 months	109	99	110	107	111	108	108	101
Used cookies (ready-to-eat) in last 6 months	103	97	100	103	100	97	92	90
Used Dessert topping in last 6 months	113	108	101	100	104	84	120	98
Used frosting in the last 6 months	129	92	108	139	118	81	130	107
Used Frozen dessert in last 6 months	92	90	98	128	92	87	106	95
Used Gelatin Dessert in last 6 months	125	110	110	123	120	124	127	118
Chewed gum in last 6 months	98	75	92	105	96	73	95	89
Purchased mints in last 6 months	93	100	97	87	85	99	90	90
Used Whipped Topping in last 6 months	124	104	118	115	119	105	125	99
Used Pudding/Pie Filling in last 6 months	126	115	119	126	124	98	128	109
Used No bake cake/pie crust in last 6 months	142	94	109	177	135	87	163	88
Used Package pie crust in last 6 months	141	118	127	141	117	98	125	85
Used artificial sweetener in last 6 months	95	108	123	108	113	113	96	76

Appendix I4: Detailed Household Demand/Interest by Lifestyle Segment

Item	Household Lifestyle Tapestry Segment							
	Salt of the Earth (12.1%)	Rural Resort Dwellers (35.4%)	Midlife Junction (8.7%)	Southern Satellites (11.3%)	Rooted Rural (18%)	Senior Sun Seekers (6.3%)	Heartland Communities (3.9%)	Simple Living (4.3%)
Used sugar in last 6 months	104	105	102	107	104	99	102	97
Used Baking Chips in last 6 months	143	111	111	91	110	85	128	91
Used Baking Coconut in last 6 months	145	133	149	142	151	111	124	76
Used Baking mix (not cake mix) in last 6 months	134	110	109	111	112	97	130	94
Used Baking/powder/soda in last 6 months	115	109	111	101	112	108	115	91
Used Bar baking Chocolate in last 6 months	114	106	93	115	82	54	103	89
Browniers/cookie mixes in last 6 months	127	98	122	103	94	87	119	104
Used butter in last 6 months	96	102	101	75	92	89	83	99
Used Margarine in last 6 months	110	106	104	116	107	100	110	100
Used Shortening in last 6 months	129	116	111	132	138	95	134	108
Bought cocoa powder for baking in last 6 months	127	115	118	114	127	103	126	100
Used bread crumbs/coating mixes in last 6 months	113	96	99	66	89	99	92	103
Used Cornmeal in last 6 months	107	121	117	191	154	78	96	87
Used Dry Cake Mix in last 6 months	129	102	115	127	132	90	133	95
Used Waffle/Pancake Mix in last 6 months	112	99	107	100	108	92	107	99
Used dry milk in last 6 months	127	145	99	125	113	132	127	77
Used dry soup/boullion in last 6 months	109	103	104	95	98	107	104	96
Used eggs in last 6 months	102	102	101	102	100	101	101	99
Used Evaporated/Condensed milk in last 6 months	130	115	115	142	135	110	118	72
Used Extract in last 6 months	116	125	134	113	114	113	111	84
Used Flour in last 6 months	111	104	112	117	118	99	111	97
Used Yeast in last 6 months	140	175	105	102	138	101	137	57
Used Pizza mix/sauce in last 6 months	128	130	100	113	109	68	126	106
Used pizza shell/crust in last 6 months	101	97	98	103	88	67	97	91
Used Salad/cooking oil last 6 months	105	105	104	104	112	100	107	98
Used vinegar in last 6 months	105	110	109	98	113	107	103	104
Used salt in last 6 months	103	104	101	108	107	101	103	98
Used seasoning/spices in last 6 months	103	103	110	100	111	103	104	82
Used Spray/Non-stick Cooking Products	119	102	118	111	111	103	99	95
Used oven cooking bags in last 12 months	147	125	109	119	102	77	103	92
Used aluminum foil in last 6 months	104	104	104	103	107	95	106	97
Used Wax Paper in last 6 months	128	136	121	98	119	100	123	93
Used Plastic Kitchen Wrap in last 6 months	109	113	116	94	100	100	107	95
Used Plastic Storage/Freezer bags in last 6 months	112	105	106	100	111	101	105	93
Used plastic garbage bags/trash liners in last 6 months	107	104	106	110	108	95	108	99

Appendix I4: Detailed Household Demand/Interest by Lifestyle Segment

Item	Household Lifestyle Tapestry Segment							
	Salt of the Earth (12.1%)	Rural Resort Dwellers (35.4%)	Midlife Junction (8.7%)	Southern Satellites (11.3%)	Rooted Rural (18%)	Senior Sun Seekers (6.3%)	Heartland Communities (3.9%)	Simple Living (4.3%)
Used automatic dishwasher detergent in last 6 months	102	93	119	78	77	106	77	59
Used dishwashing liquid in last 6 months	103	105	102	104	107	102	103	101
Used Bleach in last 6 months	103	104	104	109	113	106	107	95
Used Laundry pre-treatment in last 6 months	112	104	107	103	104	107	109	89
Used Detergent/Soap for fine fabrics in last 6 mo	100	110	105	85	103	92	102	95
Used Detergent/Soap for regular laundry in last 6 mo	103	103	103	104	104	106	102	101
Used Drain Cleaner in last 6 months	105	115	117	102	128	126	103	98
Used Fabric softener in last 6 months	112	103	104	114	112	100	112	97
Used air freshener/carpet/rm deodorizer last 6 months	103	104	90	123	116	110	115	99
Bought carpet/rug cleaner in last 6 months	109	117	99	96	109	103	105	91
Used Floor wax/polish in last 6 months	108	115	93	107	105	92	100	112
Used Furniture Polish in last 6 months	115	101	114	114	117	107	114	107
Used Metal Polish in last 6 months	74	142	130	89	119	116	87	90
Used glass and surface cleaner in last 6 months	109	101	107	106	117	108	107	100
Used household cleaner in last 6 months	103	105	104	104	108	101	103	103
Used toilet bowl cleaner (in-bowl) in last 6 months	110	107	104	110	123	103	110	91
Used toilet bowl cleaner (in-tank) in last 6 months	104	85	97	108	134	103	115	118
Used Oven Cleaner in last 6 months	91	99	92	98	132	112	106	99
Used rubber gloves in last 6 months	90	106	92	87	104	85	88	77
Used scouring pad in last 6 months	104	102	104	100	109	111	104	101
Purchased batteries in last 6 months	102	102	108	99	101	103	98	91
Used light bulbs in last 6 months	106	107	105	110	110	104	103	94
Bought celophane/transparent tape in last 6 months	115	112	109	97	105	114	107	87
Used glue in last 6 months	110	94	103	104	102	109	104	83
Purchased greeting card in last 6 months	101	94	107	86	95	100	102	102
Used Shoe Polish in last 6 months	77	99	96	115	83	129	95	84
Used Insect repellent in last 6 months	129	130	117	110	120	96	114	71
Bought charcoal in last 12 months	99	94	87	127	127	86	101	79
Bought charcoal lighter fluid in last 12 months	98	92	79	136	132	84	106	88
Used Disposable Cups in last 6 months	114	107	94	114	104	71	102	85
Used Disposable Plates in last 12 months	119	101	96	114	109	98	111	102
Used Facial tissue in last 6 months	113	108	106	93	96	95	102	96
Used paper napkins in last 6 months	104	102	104	85	95	107	87	91
Used paper towels in last 6 months	103	106	104	101	106	99	101	100
Used toilet paper in last 6 months	100	102	101	102	102	100	102	98

Appendix I4: Detailed Household Demand/Interest by Lifestyle Segment

Item	Household Lifestyle Tapestry Segment							
	Salt of the Earth (12.1%)	Rural Resort Dwellers (35.4%)	Midlife Junction (8.7%)	Southern Satellites (11.3%)	Rooted Rural (18%)	Senior Sun Seekers (6.3%)	Heartland Communities (3.9%)	Simple Living (4.3%)
Used Baby Food in the Last 6 Months	71	92	101	130	85	92	81	105
Used Baby Food in the Last 6 Months - First Foods	53	115	131	147	100	83	77	75
Used Baby Food in the Last 6 Months - Second Foods	85	146	97	70	86	75	72	77
Used Baby Food in the Last 6 Months - Third Foods	92	118	65	117	81	86	74	87
Used Baby Food in the Last 6 Months - Gerber Graduates	76	101	53	118	100	65	76	64
Used Baby Food in the Last 6 Months - Gerber	66	119	113	131	93	103	81	96
Used Baby Food in the Last 6 Months - Heinz	83	69	123	158	70	76	90	105
Used Infant Cereal in the Last 6 Months	65	89	101	138	73	80	83	96
Used Prepared Infant Formula in the Last 6 Months	68	68	90	138	62	110	95	72
Used Concentrated Powder Infant Formula Last 6 mo	75	77	72	152	77	175	88	78
Used Disposable Diapers in the Last 6 Months	101	79	93	111	101	70	85	77
Used Huggies in the Last 6 Months	98	80	77	88	111	50	70	74
Used Luvs in the Last 6 Months	145	95	79	133	96	73	72	127
Store Brand Disposable Diapers in Last 6 Months	132	86	108	108	81	121	70	74
Used Baby Nurser in Last 6 Months	45	90	85	115	92	118	65	92
Used Firm Plastic Baby Nurser in the Last 6 months	41	147	72	111	83	145	66	89
Use Liquid Baby Bath in the Last 6 Months	96	111	111	119	104	74	92	86
Used Baby Lotion in the Last 6 Months	80	72	80	110	101	69	115	69
Used Baby Oil in the Last 6 Months	70	72	81	132	124	76	107	94
Used Baby Powder in the Last 6 Months	99	66	91	108	131	68	95	104
Used Liquid Baby Soap in the Last 6 Months	87	38	112	124	133	77	130	89
Used premoistened wipes in the Last 6 Months	102	97	106	118	113	70	99	90

Color Coding							
A Lot Less than Average	Less than Average	A Little Less than Average	Average household	A Little More than Average	More than Average	A Lot More than Average	A Great Deal More than Average