

**Northfield, IL**  
**ESRI Tapestry Report**

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July 2014

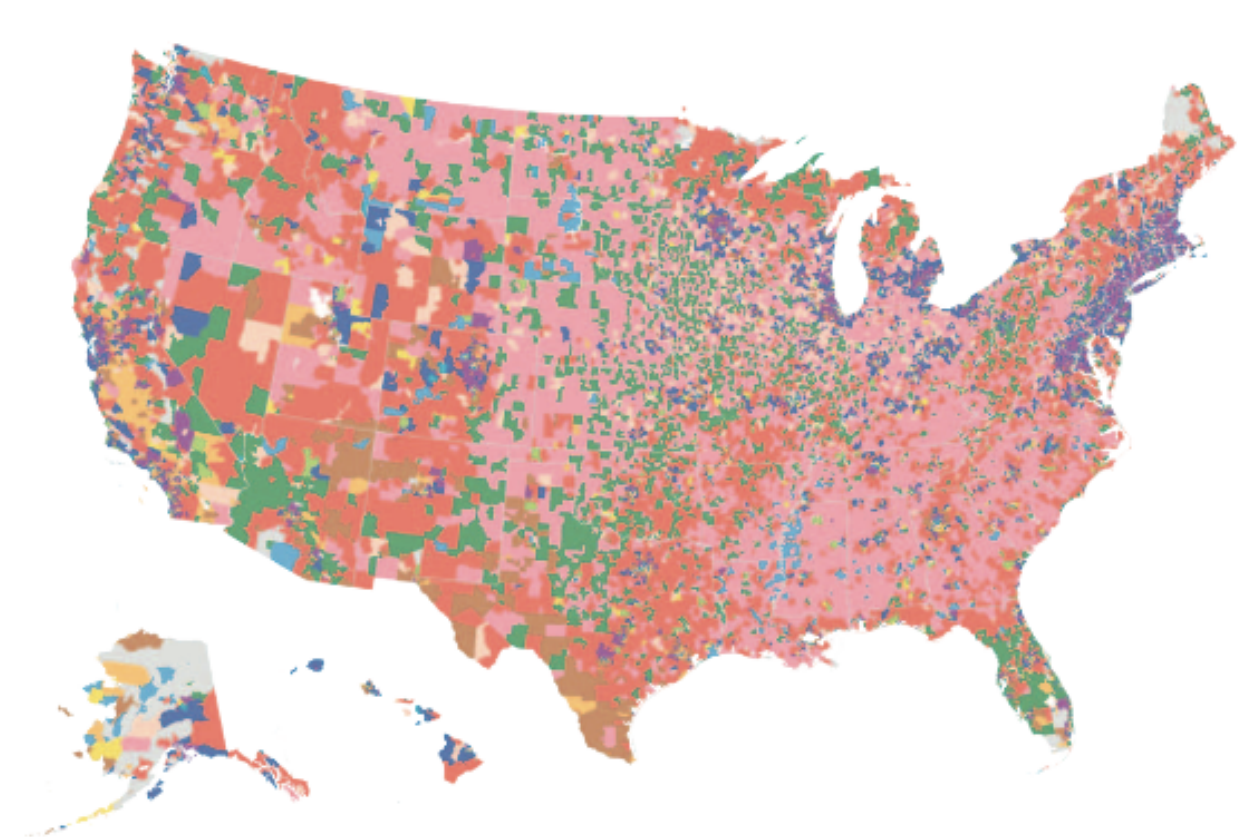
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## OVERVIEW OF ESRI TAPESTRY & HOW IT IS USED

ESRI Tapestry allows us to view a socio-economic profile of residents of a geographic location. Annually updated data details which products and services consumers buy. Approximately 90 variables in 15 categories such as apparel, food, and financial are included. We use this as part of the Brand Compass branding program for one simple reason - the cultural lifestyle and life stages of a community reveal its identity. The result is a Who Report that tells us who you are and a What Report that tells us what you consume, like, buy, etc.

Tapestry profiles neighborhoods across the entire United States into 65 classifications according to their socioeconomic and demographic characteristics. A more simple way to understand what this does is the common phrase “birds of a feather flock together.”



A more thorough methodology statement on how Tapestry works can be found at [http://www.esri.com/data/esri\\_data/methodology-statements.html](http://www.esri.com/data/esri_data/methodology-statements.html).

## WHO REPORT

Segmentation systems operate on the theory that people with similar tastes, lifestyles and behaviors seek others with the same taste. These behaviors can be measured, predicted, and targeted. ESRI’s Tapestry Segmentation system combines the “who” of lifestyle demography with the “where” of local neighborhood geography to create a model of various lifestyle classifications or segments of actual neighborhoods with addresses – distinct behavioral market segments.

### LifeMode Groups and Urbanization Groups

The 65 distinct market segments in Tapestry Segmentation profile the diversity of the American population and provide two ways to summarize and simplify these differences: LifeMode summary groups and Urbanization summary groups. Segments within a LifeMode summary group share an experience such as being born in the same time period or a trait such as affluence. Urbanization summary groups share a locale, from the urban canyons of the largest cities to the rural lanes of villages or farms.

### Northfield LifeMode Groups:

LifeMode Group	Residents		Custom Base		Index
	Number	Percent	Number	Percent	
L1. High Society	1,387	62.4%	3,744	68.1	498
L2. Upscale Avenues	834	37.6%	1,751	31.9%	244
L3. Metropolis	0	0.0%	0	0.0%	0
L4. Solo Acts	0	0.0%	0	0.0%	0
L5. Senior Styles	0	0.0%	0	0.0%	0
L6. Scholars & Patriots	0	0.0%	0	0.0%	0
L7. High Hopes	0	0.0%	0	0.0%	0
L8. Global Roots	0	0.0%	0	0.0%	0
L9. Family Portrait	0	0.0%	0	0.0%	0
L10. Traditional Living	0	0.0%	0	0.0%	0
L11. Factories & Farms	0	0.0%	0	0.0%	0
L12. American Quilt	0	0.0%	0	0.0%	0

Interestingly, Northfield is not very diverse and consists mainly of affluent people. Northfield’s top two and only LifeMode Groups indicate upscale living. These people are well educated and have above average household incomes, with the median household income ranging from roughly \$70K - \$100K. They’ve earned their money through hard work and are employed in high-paying positions, such as professional or managerial occupations. Many are self-employed entrepreneurs. Most are married couple families, living in affluent neighborhoods and they take pride in and invest in their homes. They are very active groups who enjoy sports and travel. People belonging to the High Society group are five times more likely to reside in Northfield compared to the national average. And those belonging to the Upscale Avenues group are 2.5 times more likely to do so.

## Northfield Urbanization Groups:

Urbanization Group	Residents		Custom Base		Index
	Number	Percent	Number	Percent	
U3. Metro Cities I	2,221	100.0%	5,495	100.0%	820
U1. Principal Urban Centers I	0	0.0%	0	0.0%	0
U2. Principal Urban Centers II	0	0.0%	0	0.0%	0
U4. Metro Cities II	0	0.0%	0	0.0%	0
U5. Urban Outskirts I	0	0.0%	0	0.0%	0
U6. Urban Outskirts II	0	0.0%	0	0.0%	0
U7. Suburban Periphery I	0	0.0%	0	0.0%	0
U8. Suburban Periphery II	0	0.0%	0	0.0%	0
U9. Small Towns	0	0.0%	0	0.0%	0
U10. Rural I	0	0.0%	0	0.0%	0
U11. Rural II	0	0.0%	0	0.0%	0

Similar to the LifeMode Groups, all of Northfield’s residents fall within just one single Urbanization Group: Metro Cities I, indicating affluence and upscale living, with a median net worth and a median home value that’s more than twice that of the national level. They prefer the benefits of suburban single-family homes, yet embrace the access to city living. Most are older than 35 years, and the majority are married couples with or without children. They are well-educated, active financial investors, health conscious and enjoy gardening as well as traveling. They also love to shop.

## Top Tapestry Segments

The individual 65 Tapestry segments provide more differentiating power than the above summary groups. Each provides a short description of the type of people that make up a segment. Below are the segments of residents that are representative of Northfield.

Rank	Tapestry Segment	2013 Residents		2013 U.S. Households		Index
		Percent	Cumulative %	Percent	Cumulative %	
1	01. Top Rung	38.3%	38.3%	0.9%	0.9%	4271
2	09. Urban Chic	37.6%	75.9%	1.4%	2.3%	2684
3	05. Wealthy Seaboard Suburbs	23.0%	98.9%	1.4%	3.7%	1637
4	03. Connoisseurs	1.1%	100.0%	1.3%	5.0%	90
	<b>Subtotal</b>	<b>100.0%</b>		<b>5.0%</b>		

As previously noted in the LifeMode Groups and Urbanization Groups, Northfield is not very diverse. All of its residents fall within just four of the 65 available Tapestry segments. These four segments reflect a predominantly mature, married, highly educated and wealthy community. They live in high-value single-family homes. They can afford to indulge and are used to the best of the best. They travel frequently and enjoy a sophisticated and cultured life filled with visits to the theater, dance performances and museums. They’re health-conscious – whether that’s buying natural or organic food, taking daily vitamins or exercising regularly. The people of Northfield are almost 43 times more likely than the national average to fall within the Top Rung segment, about 27 times more likely to fall within the Urban Chic segment and about 16

times more likely to fall within the Wealthy Seaboard Suburbs segment. On the other hand, the remaining 1.1% of residents are 10% less likely than average to fall within the Connoisseurs segment.

Below is a closer look at the four segments, which make up all of Northfield's residents:

## 01. Top Rung

(38.3%, 4271 Index)

### Demographic

Residents of Top Rung neighborhoods are mature, married, highly educated, and wealthy. The median age is 44.2 years; one-third of the residents are in their peak earning years of 45–64. More than 77 percent of these households are composed of married couples; half of them have children. Except for the presence of children, this is a low-diversity, monochromatic market.

### Socioeconomic

Top Rung, the wealthiest consumer market, represents less than 1 percent of all US households. The median household income of \$182,041 is more than three-and-one-half times that of the US median; the median net worth of \$1,120,886 is approximately ten times higher than the national level. Their wealth comes from investments; income from interest, dividends, and rental properties; and remuneration from positions in management, professions, and sales, particularly in the finance, education, legal, and health care industry sectors. The proportion of households receiving self-employment income is twice that of the national level. The population is highly educated: more than 70 percent of residents aged 25 years and older hold a bachelor's or graduate degree.

### Residential

The enclaves of the wealthy are dotted throughout major US cities, with higher concentrations located on the east and west coasts. Top Rung residents own at least one single-family home with a median home value approaching \$864,923, the highest, by far, of all the Tapestry Segmentation markets. Travel is part of their lives including the highest rate of interstate commuting.

### Preferences

Top Rung residents can afford to indulge any choice. Residents carry life insurance policies valued at more than \$500,000. Residents hire professional cleaning and lawn services to maintain their homes and property and contract for home improvement and remodeling projects. This is the top market for owning or leasing a luxury car. Residents favor new imported vehicles, especially convertibles. A vehicle navigation system is a key feature.

Top Rung residents are shoppers. They buy the “best of the best” at high-end department stores, in warehouse/ club stores, and from catalogs. They also shop online

for books and concert and sports event tickets. They own three or more cell phones and generally have two phone lines in their homes.

Top Rung residents are avid readers of newspapers (usually two or more daily), magazines (especially airline, epicurean, business, finance, and fashion), and books (particularly history and biographies). They listen to classical music, jazz, all-news, public, sports, all-talk, and news/talk radio. They watch news shows on CNBC, CNN, and MSNBC and subscribe to HBO or Showtime.

Active in their communities, they join charitable organizations and environmental groups, work for political parties or candidates, write to elected officials, and contribute to PBS. They practice yoga, do aerobics, play golf and tennis, ski, ice skate, take vitamins, and buy low-fat food.

## 09. Urban Chic

(37.6%, Index 2684)

### Demographic

Urban Chic residents are professionals who live a sophisticated, exclusive lifestyle. More than half of these households are married-couple families, similar to the US proportion. Fewer than half of them have children. Unlike the United States, there is a smaller proportion of single parents and a higher proportion of singles and shared households. The median age is 42.7 years; the diversity index is 51.

### Socioeconomic

A median household income of \$87,202 and a median net worth of \$314,496 enable residents of Urban Chic neighborhoods to live in style. They are well-educated; more than half of residents aged 25 years and older hold a bachelor's or graduate degree; 80 percent have attended college. They work in a variety of occupations, especially professional, management, and sales positions in the scientific and technical services, educational services, and health care industry sectors. Twenty percent of these households earn income from self-employment ventures; 55 percent receive additional income from investments.

### Residential

Major concentrations of Urban Chic neighborhoods are found in urban areas on the northern and southern California coasts and along the east coast. Homes range in age from pre-World War II to post-2000, and types from high-rises to single-family houses. Sixty-three percent of the housing is single-family; 27 percent is apartments in multiunit buildings. The rate of homeownership is 66 percent. The median home value is \$536,367.

### Preferences

Urban Chic residents focus more on their lifestyle than ambience. They travel extensively, visit museums, attend dance performances, shop at upscale stores, and

do volunteer work. To stay fit, they downhill ski; go backpacking, hiking, and biking, practice yoga, do aerobics, play tennis, and lift weights. They buy natural or organic food and take a multitude of vitamins and dietary supplements. They drink imported wine and truly appreciate a good cup of coffee.

These busy, tech-savvy residents use PCs extensively. This is a top segment to own an Apple computer. They go online to arrange travel, get the latest news, check their investment portfolios, trade stocks, and buy books, clothes, flowers, and tickets to concerts and sports events. They use credit cards, often charging more than \$700 a month. They also own shares in stocks, tax-exempt funds, mutual funds, and money market funds. They will occasionally use a financial planner or brokerage firm.

Urban Chic is one of Tapestry Segmentation's top segments for radio listening; these residents tune in to classical music, all-talk, and public radio. They are also avid readers of newspapers, books, and general editorial, news and entertainment, business, and home service magazines. They seldom watch TV; however, their favorite channels broadcast news programs and documentaries.

## 05. Wealthy Seaboard Suburbs

(23.0%, Index 1637)

### Demographic

Wealthy Seaboard Suburbs are older, established, affluent neighborhoods characteristic of US coastal metropolitan areas. Two-thirds of the population aged 15+ years is married; more than half of the married couples have no children. The median age is 43.3 years. Ethnic diversity is low; most residents are white.

### Socioeconomic

Wealthy Seaboard Suburbs neighborhoods are affluent; the median household income is \$96,498. Income is derived from a variety of sources; approximately 60 percent of the households receive supplemental income from interest, dividends, and rental properties; 23 percent collect retirement income. More than half of those who work hold professional or management positions. The median net worth is \$401,516, more than four times that of the US median of \$93,084.

### Residential

Wealthy Seaboard Suburbs neighborhoods are located primarily along the California, New York, New Jersey, and New England coasts. Three-fourths of the housing units were built before 1970. Single-family structures comprise 89 percent of the households, with a median home value of \$415,546. The vacancy rate is 5 percent. Slow to change, Wealthy Seaboard Suburbs homeowners are the least likely to have moved in the last five years. This segment ranks in the top five for residents who commute out of state to work.



### Preferences

Not do-it-yourselfers, these residents hire lawn and maintenance services to care for their property and contractors to remodel their homes. The top market for remodeling expenditures, this segment spends more than \$5,000 a year on home improvements. A typical resident holds a home equity line of credit, holds life insurance policies worth \$500,000 or more, uses a brokerage firm, owns stocks, and donates to charities or nonprofits. They love to shop – online, by phone from high-end catalogs – and especially at Macy’s, Nordstrom, and warehouse stores. They also shop online and by phone from high-end catalogs.

Wealthy Seaboard Suburbs residents take nice vacations, and go to Las Vegas and Atlantic City. They go saltwater fishing, skiing, and ice-skating and attend the theater. They read two or more daily newspapers, biographies, and epicurean, travel, business, and finance magazines. They listen to classical music, jazz, all-news, and sports radio programs. Cable movie channels are favorites, but residents will watch one or two drama series shows each week. This is a top segment for watching home shopping channels.

### **03. Connoisseurs**

(1.1%, Index 90)

#### Demographic

Residents of Connoisseurs neighborhoods are somewhat older, with a median age of 47 years. Approximately 70 percent of the population is married. Although residents appear closer to retirement than child-rearing age, 30 percent of the households are married couples with children living at home. Ethnic diversity is negligible.

#### Socioeconomic

With a median net worth of \$708,781, Connoisseurs are second in affluence only to the Top Rung segment. This market is well educated; 64 percent of the population aged 25 years and older hold a bachelor’s or graduate degree. Employed residents earn wages from high-paying management, professional, and sales jobs. Many are self-employed; the rate is twice that of the national average. They have a median household income of \$121,368 and supplement their salaries with income from interest, dividends, and rental properties

#### Residential

Connoisseurs neighborhoods are usually slow-growing, established, affluent areas in densely populated city centers where the median home value is \$601,492. Most of their homes are single-family structures built before 1970; 87 percent own their homes. Commuting is a way of life; compared to the US average, more Connoisseurs residents live in a different state from where they work.

## Preferences

Connoisseurs residents may be second to Top Rung in wealth, but they are tops for conspicuous consumption. Residents hire contractors for home improvement and remodeling projects, lawn care, landscaping services for property upkeep, and professional housecleaning services. This is one of the top markets to own or lease a luxury car or convertible equipped with a navigational system.

Exercise is a priority: they work out weekly at a club or other facility, ski, play golf and tennis, practice yoga, and jog. They travel abroad and in the United States, visit museums, and attend theater and dance performances. They go online to make travel plans, track and trade their investments, and shop. They order from high-end catalogs and shop in person at service-oriented department stores.

They read history books, mysteries, biographies, two or more daily newspapers, and epicurean, travel, finance, and business magazines. Residents listen to classical music as well as public, all-news, news/talk, and all-talk radio. They work for political candidates or parties, write or visit elected officials, and participate in local civic issues. Connoisseurs eat out several times a week, but, for fun, will cook at home occasionally.

## WHAT REPORT

To evaluate the over 35 categories, we look for behavior that is defined stronger than average communities. If an index of 100 is average, then extremely high indices (over 125) reveal where Northfield residents have a higher propensity to exercise that behavior than most other communities across the U.S.

- Tip #1 - Look for extreme high indices
- Tip #2 - Don't take the data literally. For example, if you index very high for shopping at Publix but do not have a Publix, that's okay. This indicates your city has shopping behavior at upscale grocery stores like a Publix. It could also suggest that your economic development group might want to consider bringing in a high-end grocery store if one is not currently present.

### Attitudes

Northfield residents are very active in their community. They're about five times more likely than average to participate in environmental groups/causes and 3.5 times more likely to serve on a committee for a local organization. They tend to be liberal and get involved in politics – whether that's simply voting, or working for a political party, or attending public meetings. They are vocal about their opinions: Northfield residents are 3.5 times more likely than average to call or write to a politician, three times more likely than average to write letters to editors and twice as likely to make a speech themselves.

Attitudes	Index
Made contribution to NPR in last 12 months	637
Made contribution to PBS in last 12 months	605
Participated in environmental grp/cause last 12 mo	488
Served on committee for local organization	364
Written or called a politician in last 12 months	356
Wrote something that has been published last 12 mo	354
Written letter to news/mag editor/called radio/TV	306
Worked for a political party in last 12 months	305
Consider self somewhat liberal	248
Consider self very liberal	235
Made a speech in last 12 months	233
Engaged in fund raising in last 12 months	218
Member of civic club	217
Recycled products in last 12 months	197
Voted in federal/state/local election last 12 mo	184
Attended public meeting on town or school affairs	177
Participated in any public activity in last 12 mo	142

## Automobiles

Considering that Northfield consists primarily of wealthy residents, it's not surprising that they are about 5.5 times more likely than the national average to own or lease luxury cars. They are 2.5 times more likely than average to own/lease an imported vehicle (examples: Honda, Toyota), and 65% more likely to own/lease three or more vehicles per household. These people take good care of their cars. They purchase premium or super gasoline and get them serviced regularly.

Automobiles	Index
HH owns/leases luxury car	560
Rented car (personal use) last 12 mo: from Hertz	549
HH has navigational system/GPS in vehicle	517
Spent on most recent veh purch/lease: \$30000+	462
HH owns/leases convertible	383
HH bought/leased new imported vehicle last 12 mo	382
Bought gasoline in last 6 months: premium/super	365
Belong to AAA auto club	364
Leased most recent vehicle	345
Bought gas last 30 days: with general credit card	337
Rented car for personal use in last 12 months	332
Belong to auto club	299
Most recent vehicle purchase/lease: Honda	284
Rented car for business use in last 12 months	280
Rented car (personal use) last 12 mo: from Budget	279
HH owns/leases station wagon	255
HH owns/leases any imported vehicle	249
HH bought/leased new vehicle last 12 mo	247
Bought gas last 30 days: with oil/gas credit card	242
Most recent vehicle purchase/lease: Toyota	236
HH owns/leases full size sport/utility vehicle	229
Vehicle serviced by: car dealer	206
Vehicle serviced by: gas station/garage	198
HH has OnStar/other monitoring system in vehicle	190
HH owns/leases sport/utility vehicle	187
Spent on most recent veh purch/lease: \$20000-29999	172
Miles driven in last 12 months: 5000-9999	171
HH owns/leases 3+ vehicles	165
HH owns/leases vehicle with 4/all wheel drive	161
HH owns/leases compact sport/utility vehicle	159
Had alignment service/repair in last 12 months	157
HH owns/leases subcompact car	155
Had brake lining/pad replacement in last 12 months	153
HH owns/leases sedan/hard top/4 door vehicle	150
Bought oil filter: at gas station/garage	148
Add/change motor oil: car dealer	146
Miles driven in last 12 months: 10000-19999	146

Had clutch replacement in last 12 months	143
HH bought/leased most recent vehicle 5+ years ago	141
Had vehicle paint job done in last 12 months	140
Had tune-up in last 12 months	140
HH owns/leases 2 vehicles	139
Purchased/leased most recent veh: with cash	132
Had major engine repair in last 12 months	130
HH bought/leased most recent vehicle 3-4 years ago	130
HH owns/leases 3 door hatchback/runabout	128
HH owns/leases intermediate car	128
Add/change motor oil: gas station/garage	127
Had minor engine repair in last 12 months	126
Bought tires in last 12 months: \$500+	126

## Baby Products

Northfield residents like to spoil their kids. They are 87% more likely than average to have spent \$500 or more on toys and games in the past year.

Baby Products	Index
Spent on toys/games in last 12 months: \$500+	187
Spent on toys/games (for child <6)/12 mo: \$100-199	133
Bought for child in last 12 mo: board game	128

## Clothing

As mentioned earlier, the people of Northfield are affluent and like to shop. They purchase fine jewelry, designer jeans, fur coats/jackets and watches. They're professionals, who purchase business suits, evening dresses and neckties. But they're also a fit community, and therefore shop for various athletic apparel.

Clothing	Index
Spent \$100+ on dry cleaning in last 6 months	649
Bought women's raincoat in last 12 months	349
Bought women's evening dress in last 12 months	331
Spent \$100+ on costume jewelry in last 12 months	307
Bought men's business suit in last 12 months	295
Spent on fine jewelry in last 12 months: \$750+	281
Bought running apparel in last 12 months	262
Bought athletic apparel in last 12 months	258
Bought women's designer jeans in last 12 months	258
Bought men's casual slacks in last 12 months	255
Spent \$100+ on athletic apparel in last 12 months	247
Bought men's sweater in last 12 months	237
Spent \$75+ on athletic shoes in last 12 months	234
Bought ski apparel in last 12 months	230
Bought women's skirt in last 12 months	230
Bought women's hat in last 12 months	221
Bought men's swimsuit in last 12 months	220

Bought women`s sweater in last 12 months	217
Bought men`s necktie in last 12 months	216
Spent on fine jewelry in last 12 months: \$400-749	214
Spent \$100+ on shoes in last 12 months	210
Bought dress boots in last 12 months	208
Bought women`s casual slacks in last 12 months	208
Bought women`s cloth coat in last 12 months	207
Bought women`s swimsuit in last 12 months	198
Bought men`s sports jacket in last 12 months	197
Bought men`s dress slacks in last 12 months	194
Bought women`s blazer in last 12 months	192
Bought golf apparel in last 12 months	188
Bought men`s sports shirt in last 12 months	182
Bought dress shoes in last 12 months	181
Bought women`s sweatpants in last 12 months	177
Bought women`s dress in last 12 months	175
Bought men`s dress shirt in last 12 months	174
Bought women`s sweatshirt in last 12 months	170
Bought casual/leisure shoes in last 12 months	167
Bought women`s dress slacks in last 12 months	164
Bought 3+ men`s dress shirts in last 12 months	163
Bought women`s fur coat/jacket in last 12 months	159
Bought rain/snow boots in last 6 mo for child <13	156
Bought men`s sweatshirt in last 12 months	152
Spent \$100+ on watches in last 12 months	151
Bought women`s suit (with skirt) in last 12 months	149
Bought women`s gloves in last 12 months	148
Bought men`s sweatpants in last 12 months	148
Bought women`s blouse/shirt in last 12 months	146
Spent \$100+ on shoes for child <13 in last 6 mo	145
Bought women`s pants suit in last 12 months	145
Bought women`s purse in last 12 months	144
Bought women`s t-shirt in last 12 months	139
Bought 3+ pairs of shoes in last 12 months	138
Bought 2+ pairs of athletic shoes last 12 months	137
Bought sandals in last 12 months	136
Bought costume jewelry in last 12 months	134
Bought costume jewelry in last 12 months: necklace	133
Bought athletic shoes in last 12 months	133
Bought costume jewelry in last 12 months: earrings	125
Bought fine jewelry in last 12 months: sterling	125

## Electronics/Internet

Northfield residents use the Internet regularly and for all things in life – be it for work, to shop online, to plan their vacations, to search for real estate, to make phone calls, to trade/track investments or to follow their sports teams. They use wireless Internet, cable or broadband. Because many are self-employed, they own software for

accounting and tax preparation purposes, as well as printers, scanners and fax machines. They tend to own high-end and up-to-date personal computers and four or more TVs.

<b>Electronics/Internet</b>	<b>Index</b>
Ordered on Internet/12 mo: flowers	546
HH owns any Apple/Apple Mac clone brand PC	511
Internet last 30 days: traded/tracked investments	473
Ordered on Internet/12 mo: airline ticket	452
Spent on Internet orders last 12 months: \$500+	442
Purchased item from amazon.com in last 12 months	415
Internet last 30 days: made travel plans	406
Purchased item from barnes&noble.com in last 12 mo	403
Internet last 30 days: obtained real estate info	391
Own 35mm auto focus single lens reflex camera	362
Ordered on Internet/12 mo: tickets (concerts etc.)	356
Own APS (point & shoot or SLR) camera	333
Internet last 30 days: made phone call	325
Ordered on Internet/12 mo: computer peripheral	325
Ordered on Internet/12 mo: software	325
Spent \$2000+ on home PC (most recent purchase)	314
Own Nikon camera	308
Ordered on Internet/12 mo: toy	307
Internet last 30 days: made business purchase	304
Ordered on Internet/12 mo: CD/tape	303
Internet last 30 days: made personal purchase	296
Rented video tape/DVD last month: foreign	295
Ordered on Internet/12 mo: clothing	295
Ordered on Internet/12 mo: computer	293
Connection to Internet from home: wireless	284
Purchased home PC direct from manufacturer	281
Purchased computer book in last 12 months	277
Spent \$500+ on software for home PC in last 12 mo	272
Own Apple iPod	268
Own 35mm single lens reflex camera	261
Internet last 30 days: obtained financial info	260
Bought Canon camera in last 12 months	260
HH owns fax machine	258
Internet last 30 days: obtained medical info	253
Purchased home PC on Internet	251
Use Internet 5 or more times per day	247
Ordered anything on Internet in last 12 months	246
Own Canon camera	244
HH owns laser printer	240
Internet last 30 days: visited online blog	239
HH owns software: accounting	237
HH owns external hard drive	233

Spent on cameras in last 12 months: \$200+	232
Used Internet/30 days:not home/work/school/library	226
Internet last 30 days: obtained latest news	225
HH owns LCD TV	223
HH owns software: presentation graphics	221
HH owns video game system: Nintendo Wii	219
Connection to Internet from home: cable modem	218
HH owns software: communications/fax	216
Spent \$1000-1499 on home PC (most recent purchase)	215
Spent \$1500-1999 on home PC (most recent purchase)	215
Used Internet in last 30 days: at work	214
HH owns plasma TV	211
Internet last 30 days: obtained sports news/info	211
HH owns laptop/notebook/tablet PC	209
HH owns big screen TV (36-42 in)	207
HH owns software: spreadsheet	206
HH owns software: utility	205
HH owns software: personal finance/tax prep	204
Brand of PC that HH owns: Dell	204
Brand of PC that HH owns: Sony Vaio	198
HH owns software: database/filing	197
HH owns LAN/network interface card	195
Rented video tape/DVD last month: classic	194
Connection to Internet from home: any broadband	194
Use Internet 2-4 times per day	193
HH owns software: word processing	192
HH owns flash drive	189
Purchased Apple iPod in last 12 months	188
Bought digital point & shoot camera in last 12 mo	188
Have access to Internet: at work	187
Ordered on Internet/12 mo: DVD	187
HH owns software: web authoring	187
HH owns software: online meeting/conference	185
Own Olympus camera	184
Used Internet in last 30 days: at home	183
Purchased item from bestbuy.com in last 12 months	181
HH owns tape backup	180
Own digital point & shoot camera	178
Internet last 30 days: used email	178
HH owns camcorder	172
HH owns software: networking	172
Bought digital camera in last 12 months	172
Internet last 30 days: watched online video	172
DVDs rented in last 30 days: 3	171
Most recent TV purchase: big screen (36-42 in)	170
HH owns software: desktop publishing	170
Internet last 30 days: paid bills online	170



Connection to Internet from home: DSL	166
Own digital camera	165
HH owns giant screen TV (over 42 in)	165
Internet last 30 days: obtained new/used car info	164
Have access to Internet: at home	164
Internet last 30 days: downloaded music	163
Most recent TV purchase: giant screen (over 42 in)	162
Purchased camcorder in last 12 months	161
HH owns software: security/anti-virus	158
Own MP3 player	157
Any Internet or online usage in last 30 days	156
Internet last 30 days: wrote online blog	155
Purchased home PC in last 12 months	154
HH owns video game system: Nintendo DS	153
HH owns 4+ TVs	151
Purchased home PC 1-2 years ago	151
Own digital SLR camera	151
Rented video tape/DVD last mo at Blockbuster Video	151
HH owns scanner	150
Purchased film in last 12 mo: drug store	149
DVDs rented in last 30 days: 2	149
HH owns inkjet printer	149
Own memory card for camera	149
Spent on Internet orders last 12 months: \$200-499	148
HH owns projection TV	148
Purchased home PC 3-4 years ago	147
Purchased item from ebay.com in last 12 months	142
HH owns a personal computer	142
Rented video tape/DVD last month: drama	140
Have access to Internet: not hm/work/school/library	139
HH owns desktop PC	139
HH owns modem/fax modem	139
Internet last 30 days: used Instant Messenger	139
Purchased home PC at computer superstore	138
HH owns PC speakers	137
HH owns DVD-RW drive (DVD burner)	137
HH owns DVD drive	137
HH spent \$101+ on video games in last 12 months	133
Used Internet in last 30 days: at school/library	133
HH owns CD ROM drive	132
HH owns video game system: PlayStation 3	132
HH owns CD burner	132
Bought any camera accessory in last 12 months	131
HH owns any IBM/IBM compatible brand PC	131
Bought memory card for camera in last 12 months	130
HH owns software: multimedia	129
Child (under 18) uses home PC	128

DVDs purchased in last 30 days: 1	128
Have any access to the Internet	127
Spent on cameras in last 12 months: \$100-199	127
HH owns webcam	127

## Financial/Insurance

Because Northfield is a wealthy community, they own stocks, money market accounts, and mutual funds. They use financial planning counsel and plan for their retirement. They're also heavily insured, be it medical insurance, life insurance, home/property insurance, dental insurance, long term insurance, personal liability insurance, car insurance, etc. They bank online and own credit cards, which they use regularly.

Financials/Insurance	Index
Own American Express card (in own name)	661
Own stock with market value \$50000+	621
Have life insurance w/total value: \$500000+	570
Avg monthly credit card expenditures: \$701+	531
Own common stock in company you don't work for	506
Own shares in money market fund	453
Own insured money market account (bank)	432
Have money market account	401
Own stock with market value \$10000-49999	397
Own any stock	382
Have home equity line of credit	372
Used full service brokerage firm in last 12 months	345
Own shares in mutual fund (bonds)	318
Own shares in mutual fund (stock)	317
Have IRA retirement savings	304
Used financial planning counsel in last 12 months	297
Bank/financial institution: use mutual funds co	296
Have 2nd mortgage (equity loan)	293
Own common/preferred stock in company you work for	281
Have personal line of credit	266
Own annuities	257
Have home/pers property insur: floater policy	256
Own certificate of deposit (6 months or less)	250
Have life insurance w/total value: \$250000-499999	245
Own any securities investment	239
Avg monthly credit card expenditures: \$451-700	219
Have long term care insurance	213
Have personal liability insurance	207
Bank/financial institution: use fed savings bank	207
Have home mortgage (1st)	206
Bank/financial institution: use savings & loan	188
Have overdraft protection	187
Have 401K retirement savings	186

Own certificate of deposit (more than 6 months)	185
Have medical insurance - belong to HMO	181
Have interest checking account	180
Own any department store credit card (in own name)	176
Obtained medical insurance: from union	175
Own U.S. savings bond	174
Have life insurance: separate term policy	170
Have home/pers property insur: theft/loss coverage	168
Medical insurance covers other HH members	168
Have home/pers property insur: liability coverage	167
Own MasterCard (in own name)	166
Have auto/other vehicle insur: comprehensive	164
Did banking over the Internet in last 12 months	163
Have auto/other vehicle insur: towing	158
Have home/pers property insur: fire coverage	157
Avg monthly credit card expenditures: \$226-450	155
Have dental insurance	154
Have auto/other vehicle insur: medical payments	153
Carry homeowner insurance	153
Have medical insurance: Blue Cross/Blue Shield	152
Bank/financial institution: use Internet Bank	151
Used ATM/cash machine in last 12 months	149
Obtained medical insurance: from place of work	148
Have auto/other vehicle insur: uninsured motorist	147
Own Visa (in own name)	144
Bank/financial institution: use full service bank	144
Banked in person in last 12 months	143
Have savings account	142
Acquired home/pers property insur: from agent	138
Have vision care insurance	137
Own Discover card (in own name)	136
Have insurance on home or personal belongings	135
Own any credit/debit card (in own name)	135
Have auto/other vehicle insur: collision	135
Have loss of income from medical causes insurance	133
Have disability insurance	132
Have combined home and auto insurance policy	132
Have medical/hospital/accident insurance	130
Have accidental death and dismemberment insurance	129
Have prescription medicine insurance	129
Have personal loan for education only	128
Banked by mail in last 12 months	127

## Furniture/Appliances

As can be expected from affluent people, Northfield residents are more likely to own hot tubs and burglar alarms. Because they like to cook for fun, they are more likely than

average to own various kitchen appliances, such as espresso makers, pasta machines, electric food processors, electric juicers, electric woks, etc.

<b>Furniture/Appliances</b>	<b>Index</b>
HH owns espresso/cappuccino maker	432
HH has central heating (oil)	425
HH owns clothes dryer (gas)	403
HH owns trash compactor	398
HH owns attic/whole house fan	340
HH owns range/oven (built-in gas)	295
HH owns hot tub/whirlpool spa	282
HH owns electric coffee grinder	280
HH owns burglar alarm	278
HH owns pasta machine	276
HH owns fireplace	257
HH owns stove/range (gas)	243
HH owns cooktop	237
HH has central heating (gas)	208
HH owns garage door opener	204
HH owns oven (convection)	202
HH owns dehumidifier	200
HH owns electric food processor	198
HH owns electric mixer (stationary)	187
HH owns electric toaster oven	186
HH owns electric juicer	181
HH owns automatic dishwasher (built-in)	179
HH owns fire extinguisher	170
HH owns garbage disposer	167
HH owns washer/dryer (stacked)	165
HH owns coffee maker (single cup/pod brewing)	164
HH owns vacuum cleaner (canister)	163
HH owns grill (gas)	155
HH owns electric popcorn maker	150
HH owns oven (continuous cleaning)	150
HH owns humidifier	146
Purchased lawn/porch furniture in last 12 months	140
HH owns automatic washing machine	140
HH owns air cleaner (electric)	140
HH owns hot water heater	139
HH owns ice cream maker	139
HH owns vacuum cleaner (hand held)	133
HH owns electric blender	132
HH owns coffee maker (electric perk)	132
HH owns space heater (electric)	131
HH owns smoke/fire detector	131
HH owns coffee maker (automatic drip)	127
HH owns sewing machine	127

HH owns electric wok	127
Purchased area rug in last 12 months	126
HH owns combination range/microwave	125

## Garden/Lawn

The people of Northfield can afford to hire property/garden maintenance services, housekeepers/maids or outside contractors for home improvements. They invest a good amount of money in home improvements and remodeling as well as the upkeep of their lawns and gardens.

Garden Lawn	Index
Used service for property/garden maint last 12 mo	507
Used housekeeper/maid in last 12 months	499
Spent on property/garden maintenance: \$500+	463
Home improvement done by outside contractor/12 mo	416
Used housekeeper/maid/prof HH cleaning srv/12 mo	411
Spent on home improvements in last 12 mo: \$1000+	387
HH used professional carpet cleaning service/12 mo	297
Purchased organic soil additives in last 12 months	293
Purchased lawn maintenance service in last 12 mo	292
Spent on home remodeling last 12 mo: \$5000+	275
Home remodeling last 12 mo: concrete/masonry work	273
Bought down spouts/gutters in last 12 months	269
Home remodeling done by outside contractor/12 mo	256
Spent on home improvements in last 12 mo: \$500-999	246
Home remodeling last 12 mo: hardwood floor	226
Have a garden	218
Spent \$101+ on paint/stain in last 12 months	214
Bought yard fence in last 12 months	213
Purchased outdoor shrub/plant in last 12 months	213
Spent on home remodeling last 12 mo: \$2500-4999	208
Purchased garden fertilizer in last 12 months	203
HH owns chain saw (electric)	198
Purchased lawn seed in last 12 months	196
Purch lawn fertilizer (no weed control) last 12 mo	190
Had exterior painting done in last 12 months	182
Purchased bulbs in last 12 months	175
Participated in outdoor gardening in last 12 mo	171
Bought exterior light fixtures in last 12 months	171
HH used professional exterminator in last 12 mo	169
Home remodeling last 12 mo: exterior doors	168
Spent on property/garden maintenance: \$300-499	164
Purch lawn fertilizer w/weed control in last 12 mo	163
Purchased potting soil in last 12 months	159
Had bathroom remodeling done in last 12 months	157
Bought bathroom or kitchen faucets in last 12 mo	156
Bought exterior paint in last 12 months	156

Bought exterior paint/stain in last 12 months	153
HH owns trimmer/edger (electric)	151
Bought interior light fixtures in last 12 months	150
Any home improvement in last 12 months	149
Purchased garden insecticide in last 12 months	149
HH owns shears (non-electric)	147
Had home remodeling done in last 12 months	146
Had interior painting done in last 12 months	145
Purchased tree in last 12 months	144
Purchased vegetable plants in last 12 months	137
Bought interior paint/stain in last 12 months	133
Bought interior paint in last 12 months	132
Bought interior stain in last 12 months	131
Home remodeling last 12 mo: carpeting	130
HH owns shovel	128
Purchased 4-7 gallons of paint/stain in last 12 mo	128
Bought paint/stain in last 12 months	126

## Grocery/Alcohol

Northfield residents are almost nine times more likely than average to shop at high-end grocery stores such as Whole Foods Market. They like to consume alcohol and drink imported wine, scotch whisky, champagne and super premium domestic beer. They buy their coffee beans at Starbucks or other gourmet/specialty shops.

Grocery/Alcohol	Index
Shopped at grocery store/6 mo: Whole Foods Market	892
Shopped at grocery store/6 mo: Stop`N Shop	786
Shopped at grocery store/6 mo: A & P	763
Drank white imported dinner/table wine last 6 mo	658
Drank red imported dinner/table wine in last 6 mo	640
Drank imported dinner/table wine in last 6 months	501
Drank red domestic dinner/table wine in last 6 mo	486
Shopped at grocery store/6 mo: Safeway	453
Drank scotch whisky in last 6 months	421
Shopped at grocery store/6 mo: Vons	400
Drank champagne/sparkling wine in last 6 months	382
Drank white domestic dinner/table wine last 6 mo	376
Drank domestic dinner/table wine in last 6 months	336
Used whole coffee beans last 6 mo: Starbucks	329
Used pita bread in last 6 months	328
Bought coffee beans/6 mo: gourmet/specialty shop	323
Ground coffee used/6 mo: Starbucks	304
Shopped at grocery store/6 mo: Giant	302
Used unflavored whole coffee beans in last 6 mo	291
Shopped at grocery store/6 mo: Pathmark	280
Used sourdough bread in last 6 months	275
Used decaffeinated whole coffee beans in last 6 mo	268

Used 3+ pounds whole coffee beans in last 30 days	267
Used regular whole coffee beans in last 6 mo	266
Drank super premium domestic beer/ale in last 6 mo	265
Drank imported beer/ale in last 6 months	263
Drank vermouth in last 6 months	259
Used vegetarian frozen burger in last 6 months	240
Used whole coffee beans in last 6 months	231
Drank gin in last 6 months	228
Used firelog in last 12 months	227
Used rye bread in last 6 months	225
Used multi-grain bread in last 6 months	223
Shopped at grocery store/6 mo: Wegmans	222
Drank vodka in last 6 months	220
Shopped at grocery store/6 mo: Acme	214
Drank Irish whiskey in last 6 months	206
Drank cordial/liqueur in last 6 months	205
Used English muffins in last 6 months	204
Bought coffee beans/6 mo: supermrkt/grocery store	188
Used bran bread in last 6 months	179
Shopped at grocery store/6 mo: Albertson's	179
Used automatic dishwasher detergent in last 6 mo	176
Used French bread in last 6 months	171
Used Italian bread in last 6 months	171
Used dried fruit in last 6 months	170
Drank port/sherry/dessert wine in last 6 months	168
Avg spent per week by HH at food stores: \$150+	167
Drank diet cola (caffeine-free) in last 6 months	164
Used rice cakes in last 6 months	162
Used rubber gloves in last 6 months	162
Purchased boxed chocolates in last 6 months	162
Used soy sauce in last 6 months	156
Drank tequila in last 6 months	156
Used yogurt in last 6 months	152
Used frozen yogurt in last 6 months	151
Used pumpernickel bread in last 6 months	149
Used bagels in last 6 months	148
Used butter in last 6 months	146
Used bread crumbs/coating mix in last 6 months	145
Used reduced calorie/light bread in last 6 months	145
Used olives in last 6 months	140
Used vinegar in last 6 months	140
Used honey in last 6 months	139
Used plastic kitchen wrap in last 6 months	139
Used cellophane/transparent tape in last 6 months	138
Used cheese (natural or imported) in last 6 months	137
Purchased greeting card in last 6 months	135
Used paper napkins in last 6 months	135

Used pretzels in last 6 months	134
Used facial tissues in last 6 months	134
Drank rum in last 6 months	134
Drank bottled water/seltzer in last 6 months	132
Bought nuts in last 6 months	131
Drank beer/ale in last 6 months	128
Used cream cheese in last 6 months	128
Used potato bread in last 6 months	127
Used baking chips in last 6 months	126
Used packaged froz refrigerated pasta in last 6 mo	126
Used bar baking chocolate in last 6 months	125
Used scouring cleanser in last 6 months	125

## Health/Beauty

Northfield residents like to pamper themselves. They're about four times more likely than the national average to treat themselves to facials or massages and three times more likely to receive professional manicures/pedicures. They're furthermore three times more likely to exercise regularly at a club. They prefer natural and organic food and purchase various vitamins and supplements. They take care of their looks: they visit the dermatologist regularly, wear sunscreen, use exercise programs for diet methods, and diet for physical fitness, brush their teeth two or more times a day, and own exercise machines such as treadmills and stationary bicycles.

Health/Beauty	Index
Had professional facial/massage last 6 months	431
Visited doctor in last 12 mo: dermatologist	406
Visited doctor in last 12 mo: internist	395
Exercise at club 2+ times per week	324
Spent \$100+ at beauty parlors in last 6 months	322
Buy foods specifically labeled as natural/organic	316
Buy foods specifically labeled as lactose-free	293
Used nutrition/energy bar in last 6 months	274
Had professional manicure/pedicure last 6 months	272
Buy foods specifically labeled as high fiber	267
Exercise at other facility (not club) 2+ times/wk	261
Spent \$100+ at barber shops in last 6 months	258
Buy foods specifically labeled as high protein	251
Bought electric toothbrush in last 6 months	251
Used Weight Watchers as diet method	250
Vitamin/dietary suppl used/6 mo: zinc	237
Spent on contact lenses in last 12 mo: \$200+	236
Vitamin/dietary suppl used/6 mo: B complex	229
Used complexion care prod: dry facial skin type	226
Vitamin/dietary suppl used/6 mo: calcium	224
Used exercise program for diet method	224
Diet control for physical fitness	217



Used last 12 mo: SPF 15+ suntan/sunscreen product	213
Own stationary bicycle	213
Visited doctor in last 12 mo: physical therapist	208
Vitamin/dietary suppl/6 mo: Caltrate 600	207
Vitamin/dietary suppl used/6 mo: glucosamine	205
Diet control to maintain weight	204
Vitamin/dietary suppl used/6 mo: D	202
Buy foods specifically labeled as low-fat	200
Spent on contact lenses in last 12 mo: \$100-199	199
Buy foods specifically labeled as low-calorie	193
Used last 12 mo: suntan/sunscreen product	189
Wear disposable contact lenses	188
Buy foods specifically labeled as low-cholesterol	186
Vitamin/dietary suppl used/6 mo: antioxidant	184
Vitamin/dietary suppl used/6 mo: multiple formula	182
Own weight lifting equipment	181
Used complexion care product 11+ times last week	175
Used last 6 mo: contact lens cleaning solution	172
Vitamin/dietary suppl used/6 mo: E	169
Vitamin/dietary suppl/6 mo: Centrum	166
Visited doctor in last 12 mo: dentist	166
Visited doctor in last 12 mo: urologist	166
Buy foods specifically labeled as low-sodium	165
Vitamin/dietary suppl/6 mo: Nature Made	165
Visited doctor in last 12 months: 8+ times	164
Vitamin/dietary suppl used/6 mo: mult w/minerals	163
Vitamin/dietary suppl used/6 mo: C	162
Used last 6 mo: lactose intolerance product	160
Used hand & body cream in last 6 months	159
Vitamin/dietary suppl used/6 mo: B-6	156
Wear soft contact lenses	154
Bought prescription eyewear: retail optical chain	153
Own treadmill	152
Visited doctor in last 12 mo: podiatrist	151
Visited doctor in last 12 mo: eye	151
Buy foods specifically labeled as fat-free	149
Visited doctor in last 12 mo: cardiologist	146
Visited doctor in last 12 mo: allergist	145
Used vitamin/dietary supplement in last 6 months	145
Used complexion care prod: normal facial skin type	144
Used dental floss in last 6 months	143
Vitamin/dietary suppl used/6 mo: multiple w/iron	140
Used hair growth product in last 6 months	140
Visited doctor in last 12 months: 4-7 times	139
Used toothpaste 15+ times in last 7 days	139
Visited doctor in last 12 mo: ear/nose/throat	138
Presently controlling diet	137

Buy foods specifically labeled as low-carb	135
Used hand & body oil in last 6 months	129
Used complexion care product in last 6 months	128
Diet control for cholesterol level	125
Exercise at home 2+ times per week	125

## Leisure

Even their leisure activities reflect an upscale and highly educated lifestyle. Northfield residents are 4.5 times more likely than the national average to attend classical music or opera performances, four times more likely to go to the museum, and 3.5 times more likely to attend horse races or live theater. They read a lot, including history books and biographies. They're 2.5 times more likely to go to the beach and twice as likely to dine out two or more times a week.

Leisure	Index
Attended classical music/opera performance/12 mo	467
Bought book at Borders in last 12 months	458
Went to museum in last 12 months	393
Bought history book in last 12 months	374
Attended horse races in last 12 months	364
Bought book at warehouse store in last 12 months	359
Went to live theater in last 12 months	358
Bought biography in last 12 months	357
Member of charitable organization	352
Bought book through Internet in last 12 mo	338
Gambled in Atlantic City in last 12 months	333
Member of business club	317
Bought personal/business self-help book last 12 mo	317
Bought 6+ hardcover books in last 12 months	311
Participated in book club in last 12 months	300
Bought book at Barnes & Noble in last 12 months	277
Went to beach in last 12 months	264
Gambled in Las Vegas in last 12 months	259
Attended dance performance in last 12 months	256
Bought 7+ paperback books in last 12 months	252
Did photography in last 12 months	247
Bought book (non-fiction) in last 12 months	240
Bought 10+ books in last 12 months	239
Bought book at book store in last 12 months	227
Attended rock music performance in last 12 months	214
Bought book (fiction) in last 12 months	209
Dine out 2+ times per week	207
Visited Disney World (FL)/12 mo: Magic Kingdom	206
Bought hardcover book in last 12 months	205
Attended music performance in last 12 months	204
Visited any Six Flags in last 12 months	199
Attended movies in last 90 days: 2-3 times a month	197

Bought 4-9 books in last 12 months	195
Bought 3-5 hardcover books in last 12 months	194
Bought paperback book in last 12 months	190
Bought 3-6 paperback books in last 12 months	189
Dine out once a week	189
Prefer to see movie after second week of release	184
Dine out once a month	184
Dine out 2-3 times a month	182
Attended movies in last 90 days: once a month	182
Bought children`s book in last 12 months	181
Bought mystery book in last 12 months	181
Member of AARP	179
Dined out in last 12 months	175
Read book in last 12 months	171
Attended adult education course in last 12 months	167
Bought book in last 12 months	166
Bought cookbook in last 12 months	163
Did painting/drawing in last 12 months	156
Bought <3 hardcover books in last 12 months	154
Visited a theme park in last 12 months	152
Did crossword puzzle in last 12 months	150
Attended movies in last 90 days: < once a month	147
Bought <3 paperback books in last 12 months	147
Attended movies in last 6 months	145
Attended movies in last 90 days: once/week or more	142
Cooked for fun in last 12 months	141
Gambled at casino in last 12 months	141
Went to zoo in last 12 months	140
Played backgammon in last 12 months	140
Bought book at drug store in last 12 months	140
Participated in fantasy sports league last 12 mo	135
Danced/went dancing in last 12 months	132
Participated in word games in last 12 months	127

## Listen

When it comes to listening to the radio, the people of Northfield also seem rather sophisticated. They're 14 times more likely than the national average to listen to all news stations, 6.5 times more likely to listen to classical or public radio and 4.5 times more likely to listen to news/talk radio. They're 57% more likely to be medium to heavy radio listeners, and do so mainly between 6:00 am - 10:00 am or 3:00pm - 7:00 pm on weekdays.

Listen	Index
Radio format listen to: all news	1431
Radio format listen to: classical	660
Radio format listen to: public	644
Radio format listen to: news/talk	446

Radio format listen to: sports	419
Radio format listen to: jazz	404
Radio format listen to: all talk	363
Radio format listen to: alternative	287
Radio listening: baseball (regular season)	222
Radio listening: baseball playoffs/World Series	195
Radio listening: ice hockey	191
Radio format listen to: soft adult contemporary	186
Medium-heavy radio listener	157
Radio format listen to: adult contemporary	157
Medium radio listener	140
Listen to Radio: 6:00 am - 10:00 am weekday	127
Listen to Radio: 3:00 pm - 7:00 pm weekday	126

## Read

They're heavy newspaper readers, most reading two or more daily newspapers as well as two or more Sunday newspapers. When reading the paper, they read the science and technology section, the travel section and the business/finance sections. Northfield's residents are also heavy magazine readers. They mostly enjoy travel magazines, airline magazines, business/finance magazines, women's fashion magazines or epicurean magazines.

Read	Index
Read travel magazines	556
Read two or more daily newspapers	526
Read airline magazines	461
Read two or more Sunday newspapers	421
Read newspaper: science & technology section	396
Read business/finance magazines	392
Read newspaper: travel section	364
Read newspaper: home/furnishings/gardening section	335
Heavy newspaper reader	335
Read newspaper: business/finance section	332
Read newspaper: fashion section	303
Read women's fashion magazines	288
Read newspaper: international/national news	284
Read Epicurean magazines	267
Read newspaper: editorial page	244
Read newspaper: health section	240
Read computer magazines	231
Read newspaper: entertainment/lifestyle section	228
Read newspaper: movie listings/reviews section	215
Heavy magazine reader	202
Read any daily newspaper	196
Read science/technology magazines	178
Read newspaper: food/cooking section	173
Read sports magazines	172

Read general editorial magazines	171
Read any Sunday newspaper	162
Read home service magazines	160
Read news and entertainment weekly magazines	159
Read newspaper: main news/front page	159
Medium-heavy magazine reader	152
Read newspaper: local news section	142
Read one daily newspaper	141
Read newspaper: sports section	140
Read one Sunday newspaper	130
Read newspaper: TV listings section	127

## Watch

Northfield residents purchase premium channels such as HBO, Cinemax and Showtime. They have DVRs and purchase Video on Demand and pay-per-view. They enjoy watching news and sports. They're only light to medium primetime TV watchers, but follow shows such as Grey's Anatomy, Medium or Desperate Housewives.

Watch	Index
Watched last week: BBC America	340
Watched last week: Golf Channel	284
HH has digital video recorder (DVR)	270
Watch TV aired once/wk: The Office	259
HH's cable/fiber optic co. offers Video on Demand	251
Watched last week: Bravo	246
Watched last week: CNBC	237
Watched last week: HBO	234
Watch on TV: tennis	232
Watch TV aired once/wk: NOVA	215
Watch on TV: alpine skiing/ski jumping	214
Watched last week: Independent Film Channel	212
Watched last week: CNN (Cable News Network)	208
Watched last week: MSNBC	207
Watch TV aired once/wk: NBC Meet the Press	192
Watch on TV: ice hockey	192
Watched last week: The Movie Channel	192
Watch TV aired once/wk: ABC This Week	187
Watch on TV: figure skating	186
Watched any pay-per-view movie in last 12 months	182
Watch on TV: golf	172
Watched last week: Cinemax	168
Watched last week: Headline News	161
Watched last week: E!	160
HH subscribes to cable TV	156
Watch TV aired once/wk: Grey's Anatomy	155
Watched last week: Encore	154
Watched any pay-per-view in last 12 months	152

Watch on TV: gymnastics	152
Watch on TV: horse racing (flats/runners)	152
Watch on TV: baseball	152
Watch TV aired once/wk: Saturday Night Live	149
Watch Syndicated TV (M-F): Jeopardy!	148
Watch on TV: marathon/road running/triathlon	147
Watched last week: National Geographic Channel	146
Watch TV aired once/wk: 60 Minutes	146
Watched last week: Showtime	146
Watch on TV: soccer	145
Watched last week: Travel Channel	142
Watch TV aired once/wk: 20/20	142
Watch on TV: bicycle racing	139
Watched last week: ESPN	137
Watch TV aired once/wk: CBS Face the Nation	135
Watch Syndicated TV (M-F): Access Hollywood	133
Watched last week: Starz!	132
Watch TV aired once/wk: Medium	130
Light-medium viewer of primetime TV	130
Watched last week: Food Network	129
Watched last week: Fox Sports Net	127
Watch TV aired once/wk: Desperate Housewives	126
Medium viewer of primetime TV	125
Watched last week: Home & Garden Television	125
Watch on TV: basketball (pro)	125

## Pets

Overall, the people of Northfield do not purchase large quantities of pet food. That's because they only index average when it comes to owning pets. But those who do own pets take good care of them and are 26% more likely to have taken them to the vet 3 times in the past year.

Pets	Index
Bought pet food from vet in last 12 months	156
HH used <2 packages of dog biscuits/treats last mo	133
HH member took pet to vet in last 12 mo: 3 times	126
HH used <5 pounds of packaged dry cat food last mo	126

## Restaurants

When Northfield residents eat out, it's most likely at café-type fast-casual restaurants such as Boston Market, Panera, Starbucks or Dunkin' Donuts, etc. When they go to nicer restaurants, it's mainly casual restaurants such as Cheesecake Factory or T.G.I. Friday's.

<b>Restaurants</b>	<b>Index</b>
Fam rest/steak hse last 6 mo: Cheesecake Factory	430
Fast food/drive-in last 6 mo: Boston Market	363
Fast food/drive-in last 6 mo: Panera Bread	331
Fast food/drive-in last 6 mo: Starbucks	299
Fast food/drive-in last 6 mo: Dunkin` Donuts	283
Fam rest/steak hse last 6 mo: Friendly`s	242
Fast food/drive-in last 6 mo: Chipotle Mex. Grill	198
Fast food/drive-in last 6 mo: Carl`s Jr.	191
Fam rest/steak hse last 6 mo: Bennigan`s	172
Fast food/drive-in last 6 mo: Fuddruckers	172
Fast food/drive-in last 6 mo: Del Taco	163
Fast food/drive-in last 6 mo: snack	151
Fam rest/steak hse last 6 mo: T.G.I. Friday`s	142
Fam rest/steak hse last 6 mo: Sizzler	139
Fast food/drive-in last 6 mo: Quiznos	135
Fam rest/steak hse last 6 mo: Intl Hse of Pancakes	135
Family restaurant/steak house last mo: <2 times	130
Fast food/drive-in last 6 mo: take-out/walk-in	126

## Shopping

Because Northfield is made up of rather affluent Tapestry segments, they are more likely to shop at high-end stores such as Nordstrom, Banana Republic, The Gap, L.L. Bean, Bed, Bath & Beyond, etc. They often shop by phone, mail or the Internet and are 4.5 times more likely than average to have spent \$800 or more doing so in the past year. They are smart shoppers, however, and clip coupons from the mail or Sunday newspaper and are 5 times more likely than average to shop at Costco.

<b>Shopping</b>	<b>Index</b>
Drug store shopped at last 6 mo: Longs Drug Store	1398
Dept/clothing/variety store/3 mo: Nordstrom	1205
Warehouse/club store/6 mo: Costco	531
Dept/clothing/variety store/3 mo: Banana Republic	491
Dept/clothing/variety store/3 mo: The Gap	471
Spent on mail/phone/Internet orders/12 mo: \$800+	463
Ordered last 12 mo from: L.L. Bean	422
Spent on mail orders in last 12 months: \$500+	405
Ordered last 12 mo from: Lands` End	403
Dept/clothing/variety store/3 mo: Macy`s	369
Shopped at Wawa in last 6 months	365
Spent on phone orders in last 12 months: \$500+	361
Dept/clothing/variety store/3 mo: Bed Bath & Beyond	345
Office/computer supply store/12 mo: Staples	323
Dept/clothing/variety store/3 mo: Marshalls	283
Spent \$100+ at flower shops in last 6 months	283
Spent on mail/phone/Internet orders/12 mo: \$500-799	278
Office/computer supply store/12 mo: FedEx Kinko`s	276

Ordered clothing by mail/phone in last 12 months	226
Shopped at 7-Eleven in last 6 months	224
Warehouse/club store/6 mo: BJ's Wholesale Club	218
Ordered any item by mail/phone/Internet last 12 mo	208
Dept/clothing/variety store/3 mo: T.J. Maxx	207
Coupons used/12 mo: received at register	203
Drug store shopped at last 6 mo: CVS Pharmacy	193
Spent on phone orders in last 12 months: <\$100	193
Dept/clothing/variety store/3 mo: Pier One Imports	190
Ordered any item by mail/phone in last 12 months	189
Spent on phone orders in last 12 months: \$100-199	189
Dept/clothing/variety store/3 mo: Express	179
Dept/clothing/variety store/3 mo: Toys R Us	174
Drug store shopped at last 6 mo: Rite Aid/Eckerd	174
Spent on mail orders in last 12 months: \$200-499	174
Spent at c-store/30 days: <\$20	172
Appl/hardware/electr store/12 mo: Home Depot	170
Dept/clothing/variety store/3 mo: Target	167
Appl/hardware/electr store/12 mo: Best Buy	165
Ordered last 12 mo from: QVC	162
Office/computer supply store/12 mo: Office Depot	158
Coupons used/12 mo: clipped from wkday news insert	157
Appl/hardware/electr store/12 mo: Ace Hardware	156
Dept/clothing/variety store/3 mo: The Disney Store	152
Appl/hardware/electr store/12 mo: Radio Shack	147
Coupons used/12 mo: clipped from mail	144
Used cents off coupons 8+ times in last 3 months	141
Coupons used/12 mo: clipped from Sun. news insert	132
Spent at c-store/30 days: \$20-39	131
Dept/clothing/variety store/3 mo: Kohl's	131
Spent on phone orders in last 12 months: \$200-499	130
Dept/clothing/variety store/3 mo: Old Navy	128
Used cents off coupons in last 12 months	124

## Sports

As mentioned earlier, the people of Northfield are highly active and health-conscious. They participate in sports such as yoga, Pilates, and jogging/running. They engage in higher-end sports, such as downhill skiing, snowboarding and horseback riding. When it comes to attending sports, they are about twice as likely to go to baseball games, ice hockey games or tennis matches.

Sports	Index
Participated in downhill skiing	675
Participated in yoga	436
Participated in Pilates	376
Participated in ice skating	299
Participated in jogging/running	275



Participated in tennis	257
Participated in backpacking/hiking	224
Participated in weight lifting	209
Attend sports event: baseball game	208
Participated in aerobics	206
Participated in bicycling (road)	192
Participated in bicycling (mountain)	191
Attend sports event: ice hockey game	188
Participated in snowboarding	186
Participated in horseback riding	182
Participated in walking for exercise	182
Participated in swimming	177
Attend sports event: tennis match	172
Play golf < once a month	163
Attend sports event: basketball game (college)	162
Participated in golf	157
Participated in canoeing/kayaking	156
Play golf 1+ times a month	153
Attend sports event: golf tournament	151
Participated in soccer	136
Attend sports event: football-weekend game (pro)	136
Attend sports event: basketball game (pro)	132
Attend sports event: soccer game	128

## Telephones

Northfield residents tend to own multiple cell phones (3+) and generally use BlackBerrys or Palms. They use long distance phone services and are 3.5 times more likely than the national average to have made phone calls to foreign countries in the last month.

When they use the Yellow Pages, it's to look up taxicabs/limousines, airlines/tickets, or repair services.

Telephones	Index
HH made phone call to foreign country last 30 days	349
HH has long distance service through Verizon	318
Cell phone srv on main phone: Verizon Wireless	290
Brand of cell/mobile phone/PDA: BlackBerry	270
HH's avg monthly long distance phone bill: \$60+	242
HH's avg monthly long distance phone bill: \$26-59	230
Yellow Pages/12 mo: taxicabs/limousines	223
Yellow Pages/12 mo: airlines/tickets	205
Own a PDA only (no phone service)	199
Brand of cell/mobile phone/PDA: Palm	198
Yellow Pages/12 mo: plumbers	192
HH owns 3+ cell phones	186

Bought cell/mobile phone/PDA: electronics store	174
HH phone service used: voice messaging/voice mail	171
HH's avg monthly long distance phone bill: \$16-25	169
Yellow Pages/12 mo: appliance repair	165
Cell phone srv on main phone: AT&T	164
Bought cell/mobile phone/PDA: Internet	153
HH owns answering machine	151
HH phone service used: repeat dialing	147
HH has long distance service through AT&T	146
Avg monthly cell/mobile phone/PDA bill: \$100+	143
HH phone service used: call waiting	141
Yellow Pages/12 mo: hotels/motels	141
Referred to Yellow Pages on Internet in last 12 mo	139
HH purchased in-home cordless phone in last 12 mo	138
HH has a landline telephone	135
Yellow Pages/12 mo: restaurants	133
Brand of cell/mobile phone/PDA: LG	132
HH owns in-home cordless telephone	131
Yellow Pages/12 mo: florists	129
HH owns 2 cell phones	128
Brand of cell/mobile phone/PDA: Motorola	125
Bought cell/mobile phone/PDA: carrier-owned store	125
HH phone service used: caller identification	125

## Travel

Northfield residents love to travel, and they do so in style. They travel internationally to destinations such as Italy, England or France and are not afraid to spend \$3,000 or more on their travel. When they stay at hotels, it's at the Hilton or Marriott. They travel frequently – domestically as well as internationally – and they do so for leisure as well as for business. They're also six times more likely to be a member of a frequent flyer program.

Travel	Index
Visited on foreign trip last 3 yrs: Italy	1164
Took 3+ foreign non-business trips by plane/3 yrs	1018
Spent on foreign vacations last 12 mo: \$3000+	994
Took 3+ foreign trips by plane in last 3 yrs	926
Visited on foreign trip last 3 yrs: England	762
Visited on foreign trip last 3 yrs: France	719
Airline used for foreign trip/3 yrs: United	683
Took 3+ round trips by plane in last 12 months	628
Member of any frequent flyer program	608
Airline used for domestic trip/12 mo: American	604
Airline used for domestic trip/12 mo: United	552
Airline used for foreign trip/3 yrs: American	518
Visited on foreign trip last 3 yrs: Hawaii	504
Spent on domestic vacations last 12 mo: \$3000+	485

Airline used for domestic trip/12 mo: Continental	469
Airline used for foreign trip/3 yrs: Continental	467
Visited on domestic trip last 12 mo: Northeast	451
Foreign travel - vacation/honeymoon in last 3 yrs	420
Visited on foreign trip last 3 yrs: Germany	381
Hotel/motel stayed in/12 mo: Hilton	368
Foreign travel in last 3 years	364
Hotel/motel stayed in/12 mo: Courtyard (Marriott)	346
Visited on foreign trip last 3 yrs: Canada	338
Hotel/motel stayed in/12 mo: Marriott	330
Visited on domestic trip last 12 mo: West	330
Airline used for domestic trip/12 mo: Delta	326
Spent on foreign vacations last 12 mo: <\$1000	325
Airline used for domestic trip/12 mo: Southwest	308
Spent \$100+ on luggage in last 12 months	306
Took foreign trip w/all-inclusive travel pkg/3 yrs	300
Airline used for foreign trip/3 yrs: Delta	287
Took cruise of more than one day in last 3 years	272
Spent on domestic vacations last 12 mo: \$1500-1999	260
Foreign travel - personal (not vacation)/3 yrs	257
Went to beach on domestic vacation in last 12 mo	255
Took foreign trip by cruise ship in last 3 yrs	255
Spent on foreign vacations last 12 mo: \$1000-2999	251
Spent on domestic vacations last 12 mo: \$2000-2999	234
Visited relative/friend on domestic vacation/12 mo	231
Went backpacking/hiking on domestic vacation/12 mo	226
Rented car on domestic trip in last 12 months	219
Hotel/motel stayed in/12 mo: Hampton Inn	218
Visited on foreign trip last 3 yrs: Mexico	215
Took 3+ domestic non-business trips last 12 months	214
Took 3+ domestic trips in last 12 months	207
Domestic travel for business in last 12 months	206
Did general sightseeing on domestic vacation/12 mo	205
Visited National Park on domestic vacation/12 mo	200
Domestic travel - vacation/honeymoon in last 12 mo	188
Stayed 1+ nights at hotel/motel in last 12 months	181
Domestic travel in last 12 months	170
Spent on domestic vacations last 12 mo: \$1000-1499	163
Airline used for domestic trip/12 mo: US Airways	162
Domestic travel - personal (not vacation)/12 mo	158
Bought travelers checks in last 12 months	154
Hotel/motel stayed in/12 mo: Best Western	130
Visited on domestic trip last 12 mo: South	126