

Segment	Residential Count	Residential Percent	Workplace Count	Workplace Percent
A01: Americas Wealthiest	10	0.0%	562	0.7%
A02: Dream Weavers	4	0.0%	2,702	3.2%
A03: White-collar Suburbia	0	0.0%	701	0.8%
A04: Upscale Suburbanites	0	0.0%	230	0.3%
A05: Enterprising Couples	1	0.0%	2,337	2.8%
A06: Small-town Success	5	0.0%	4,660	5.5%
A07: New Suburbia Families	1	0.0%	3,815	4.5%
B01: Status-conscious Consumers	0	0.0%	609	0.7%
B02: Affluent Urban Professionals	25	0.1%	327	0.4%
B03: Urban Commuter Families	154	0.3%	5,131	6.1%
B04: Solid Suburban Life	0	0.0%	289	0.3%
B05: Second-generation Success	375	0.8%	2,044	2.4%
B06: Successful Suburbia	12	0.0%	857	1.0%
C01: Second City Homebodies	23	0.1%	205	0.2%
C02: Prime Middle America	41	0.1%	5,587	6.6%
C03: Suburban Optimists	55	0.1%	219	0.3%
C04: Family Convenience	1	0.0%	2,128	2.5%
C05: Mid-market Enterprise	29	0.1%	247	0.3%
D01: Nuevo Hispanic Families	218	0.5%	603	0.7%
D02: Working Rural Communities	49	0.1%	132	0.2%
D03: Lower-income Essentials	60	0.1%	35	0.0%
D04: Small-city Endeavors	214	0.5%	106	0.1%
E01: Ethnic Urban Mix	33	0.1%	73	0.1%
E02: Urban Blues	437	1.0%	525	0.6%
E03: Professional Urbanites	1	0.0%	278	0.3%
E04: Suburban Advantage	6	0.0%	102	0.1%
E05: American Great Outdoors	41	0.1%	44	0.1%
E06: Mature America	12	0.0%	8	0.0%
F01: Steadfast Conservative	796	1.8%	2,025	2.4%
F02: Moderate Conventionalists	19	0.0%	444	0.5%
F03: Southern Blues	506	1.1%	565	0.7%
F04: Urban Grit	641	1.4%	546	0.6%
F05: Grass-roots Living	35	0.1%	111	0.1%
G01: Hardy Rural Families	1	0.0%	217	0.3%
G02: Rural Southern Living	21	0.0%	978	1.2%
G03: Coal and Crops	0	0.0%	50	0.1%
G04: Native Americana	0	0.0%	32	0.0%
H01: Young Cosmopolitans	10	0.0%	2,344	2.8%
H02: Minority Metro Communities	17,553	39.4%	23,435	27.9%
H03: Stable Careers	97	0.2%	843	1.0%
H04: Aspiring Hispania	285	0.6%	601	0.7%
I01: Industrious Country Living	1	0.0%	286	0.3%
I02: America's Farmlands	0	0.0%	22	0.0%
I03: Comfy Country Living	12	0.0%	113	0.1%
I04: Small-town Connections	3	0.0%	64	0.1%
I05: Hinterland Families	0	0.0%	320	0.4%
J01: Rugged Rural Style	0	0.0%	39	0.0%
J02: Latino Nuevo	634	1.4%	612	0.7%
J03: Struggling City Centers	3,336	7.5%	2,245	2.7%
J04: College Town Communities	7	0.0%	75	0.1%
J05: Metro Beginnings	38	0.1%	37	0.0%
K01: Unattached Multicultures	5	0.0%	9	0.0%
K02: Academic Influences	11	0.0%	38	0.0%
K03: African-American Neighborhoods	13,171	29.6%	10,662	12.7%
K04: Urban Diversity	761	1.7%	476	0.6%
K05: New Generation Activists	313	0.7%	206	0.2%
K06: Getting By	4,445	10.0%	2,093	2.5%
L01: Military Family Life	0	0.0%	0	0.0%
L02: Major University Towns	0	0.0%	52	0.1%
L03: Gray Perspectives	0	0.0%	21	0.0%
U00: Unknown	0	0.0%	0	0.0%
Total	44,508	100.0%	84,117	100.0%

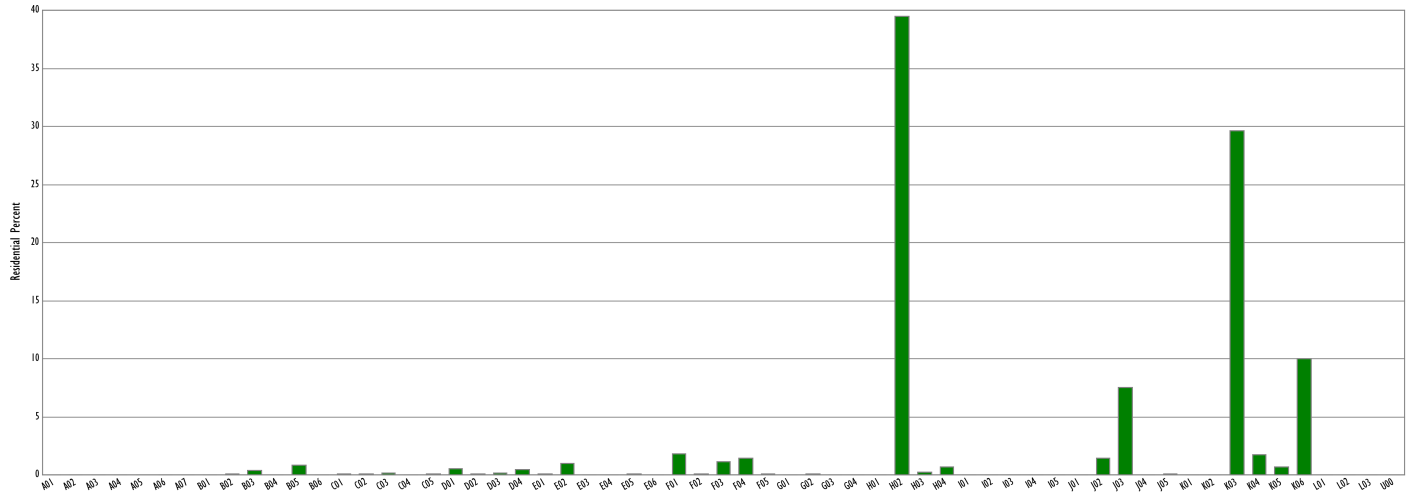
*This is representative of the households within the specified geography, and is not representative of core customers.

Buxton
 2651 South Polaris Drive
 Fort Worth, TX 76137

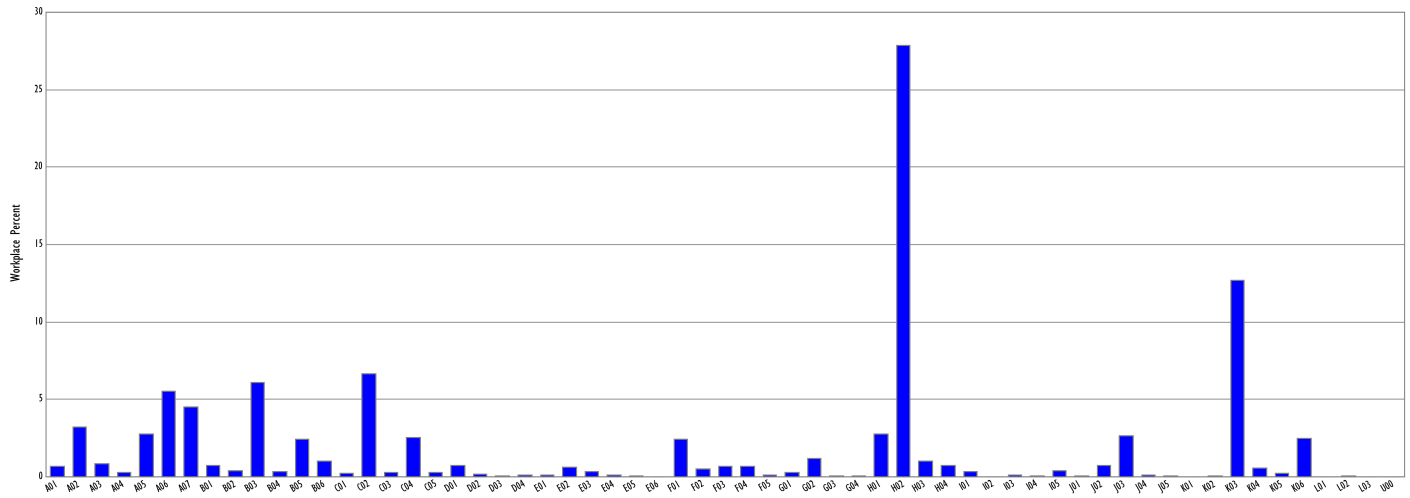


Tel: 817.332.3681
 Fax: 817.332.3686
 www.buxtonco.com

Residential Profile



Workplace Profile



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