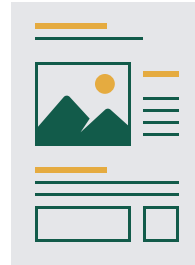


# Buxton® REPORTS GUIDE



**This document contains a comprehensive description of the reports contained within the SCOUT reporting suite. If you have any questions or would like further information, please contact your account manager or call the Buxton office at (817) 332-3681.**

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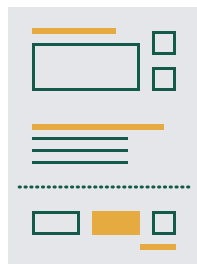
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## Report #1: Custom Variable Report (Demographic Report)

Outputs Available: PDF, Microsoft Excel, Microsoft Word

### How to Use This Report:

Use this report to gain a foundational understanding of the consumers in a given trade area or geography. Demographic data is useful for gathering basic insights, but is strongest when coupled with additional reports (such as the Create Profiles Report).

### Contents:

The Demographic Report contains a comprehensive review of all variables as measured by the U.S. Census. Current year and future year estimates are available based on forecasts.

There are numerous variations of this report containing different insights. Please see below for a brief description of each report type:

- **Age by Sex\*:** Provides the user with a breakdown of the population by age and sex. Offers total population figures for several years and breaks this information down further by sex and age range.
- **Basic Demographic Chart\*:** Provides the user with a breakdown in chart form of the population by general categories. These categories include households by income; household size; age, race and ethnicity percent change; educational attainment percent change; marital status; and household and population percent change.
- **Complete Demographic\*:** Provides the user with a breakdown of the population by specific groups, for 2000 and 2010 census numbers, current year estimates, and 5-year projections. These categories include population demographics, population by race/ethnicity, population by age, median age, households by income, employment, housing units, vehicles available, marital status, and educational attainment.
- **Housing Units Summary:** Provides the user with a breakdown of households within a specified geography. Information contained in this report includes total number of housing units, owner vs. renter statistics, home value of owned homes, and monthly cash rent.
- **Income by Age Summary:** Provides the user with a breakdown of household demographics and income by age of head of household for the 2000 and 2010 censuses, current year estimates, and 5-year projections.
- **Income Report\*:** Provides the user with a breakdown of population demographics and splits the households into groups by income for both the 2000 and 2010 censuses, current

year estimates, and 5-year projections.

- **Mosaic Comparison Summary:** Gives the user a population and percentage breakdown of the 71 segment groups found in Mosaic 71.
- **Mosaic Detail Charts:** Gives the user a demographic overview and a graph that visually shows the breakdown of the 20 Mosaic groups that are within the specified geography. This report also informs the user which group is dominant and sorts each group by percentage.
- **Population Comparison Report:** Gives the user the total population, female vs. male population, educational attainment, marital status, race, and Hispanic ethnicity as percentages. These numbers are based on 2000 & 2010 census data, current year estimates, and 5-year projections.

\*These reports can be run as summary or comparison reports. The summary report allows you to see results for multiple geographic regions combined, or a single drive time or radius. The comparison report allows you to compare up to 5 geographies side-by-side in the same output.

# Report #2: Consumer Propensity Report

Outputs Available: Microsoft Excel

## How to Use This Report:

The Consumer Propensity Report is an excellent barometer for how the consumers of a given trade area are likely to consume goods and services or possess certain attitudes and opinions. The information contained in this report can help local business owners and store managers better optimize their merchandise/product offerings or their local marketing strategies.

## Contents:

The Consumer Propensity Report contains measurements on the likelihood of residents or workers within the examined trade area to purchase various merchandise or to exhibit particular lifestyle traits. The measurement is based on an index score, in which a score of 100 represents an “average likelihood” for the consumers in the trade area to exhibit the given characteristic. Scores below 100 represent a “less likely than average” tendency to exhibit the characteristic, whereas those above 100 are “more likely than average.”

The categories evaluated within this report are below:

- **Apparel**
- **Automotive**
- **Beverages - Alcoholic Drinks**
- **Beverages - Non-Alcoholic Drinks**
- **Cable/Television/Radio**
- **Cleaning Products**
- **Computers/Internet**
- **Dining**
- **Electronics**
- **Entertainment/Leisure**
- **Financial Services**
- **Food**
- **Food - Baking**
- **Food - Condiments**
- **Food - Dairy**
- **Food - Frozen**
- **Food - General**
- **Food - Meat**
- **Food - Snack/Dessert**
- **Health and Beauty Aids**
- **Home Furnishings & Appliances**
- **Home Improvement**
- **Household Products**
- **Lawn & Garden**
- **Lifestyle Statements**
- **Medicine/Drugs/Ailments**
- **Pets & Pet Food**
- **Print Media**
- **Shopping**
- **Spanish Language Media - Topline**
- **Telecom**
- **Tobacco**

## Report #3: Create Profiles Report

Outputs Available: PDF, Microsoft Excel

### How to Use This Report:

Generate a profile of a specific trade area in order to determine the likes/dislikes, spending behavior, and marketing preferences of the households and workers within that geography. This information can help you evaluate a market's retail potential or enhance marketing efforts.

### Contents:

The Create Profiles Report identifies the quantity and percent makeup of the residential and workforce consumer base as defined by the Mosaic segments they belong to. There are 71 segments in total, and associated numerical statistics are provided alongside bar-chart visuals.

For further information on the individual Mosaic Segments, please cross-reference the online "Mosaic Guide:" <http://www.segmentationportal.com/us/>

## Report #4: Healthcare Report

Outputs Available: PDF

### Contents:

The Demographic Report contains a comprehensive review of all variables as measured by the U.S. Census. Current year and future year estimates are available based on forecasts.

There are numerous variations of this report containing different insights. Please see below for a brief description of each report type:

- **Major Diagnostic Codes:** This output measures healthcare demand based on the major diagnostic categories (MDC), which are determined by dividing all possible principal diagnoses into 25 mutually exclusive diagnosis areas. The diagnoses in each MDC correspond to a single organ system or causation and, in general, are associated with a particular medical specialty.
- **Cases by DRG:** This output measures healthcare demand based on diagnosis-related groups (DRG). DRG is a system used to classify hospital cases into one of 467 groups, with the 467th group being “ungroupable.” This system of classification was developed with the intent to identify the “products” that a hospital provides. One example of a “product” is an appendectomy.
- **Physician Office Visits by Payment Source:** This output measures the estimated number of healthcare cases as it relates to the payment type used for the visit. The classifications included are:
  - Medicaid Insurance Visits
  - Medicare Insurance Visits
  - No Charge Visits
  - Other Payment for Visits
  - Private Insurance Paid Visits
  - Self-Pay Visits
  - Unknown Payment Visits
  - Workman Comp Insurance Visits

- **Physician Office Visits by Physician Setting:** This output measures the estimated number of healthcare cases received at specific physician settings. The settings quantified are:
  - Community Health Center
  - Family Planning Clinic
  - Faculty Practice Plan
  - Free Standing Clinic/Urgicenter (Non-Hospital)
  - Mental Health Center
  - Health Maintenance Organization (HMO) or Prepaid
  - Non-Federal Government Clinic
  - Private Solo or Group Practice
  - All Other
  
- **Physician Office Visits by Physician Specialty:** This output measures the estimated number of healthcare cases based on the type of physician specialty that provided the service. This report also includes insights on the specialty type (medical care, primary care, or surgical care visits). These physician specialties include:
  - Cardiovascular Disease
  - Dermatology
  - General Surgery
  - General and Family Medicine
  - Internal Medicine
  - Neurology
  - Obstetrics and Gynecology
  - Ophthalmology
  - Orthopedic Surgery
  - Otolaryngology
  - Pediatric
  - Psychiatry
  - Urology
  - All Other Visits

## Report #5: Physician's Intelligence Report

Outputs Available: PDF, Microsoft Excel

### How to Use This Report:

The Physician's Intelligence Report provides insight toward understanding the current supply of healthcare within a given market. This data can be used to determine whether there are gaps between the healthcare being provided and what the population needs.

### Contents:

The Physician's Intelligence Report details the number of full-time equivalency hours (FTE's) at a given location within the examined trade area. An FTE of 1.00 indicates that there is 1 full-time employed individual at the location. An FTE of 0.5 would indicate a physician is only practicing at the location for half of his or her time. There are four types of outputs available for this report:

- **Physician Count by Practice:** This output measures the number of FTE's based on the observed physician practices, offices, or hospitals within the trade area.
- **Physician Count by Specialty:** This output measures the number of FTE's based on the specialties of the physicians practicing in the trade area. Specialty and major specialty categories are included.
- **Physician Export:** This output compiles a report detailing the practices within the measured trade area. The report provides detailed address information.
- **Dentist Export:** This output compiles a report detailing the dental practices within the measured trade area. The report provides detailed address information.

## Report #6: Retail Leakage and Surplus Report

Outputs Available: PDF

### How to Use This Report:

The Retail Leakage and Surplus Report examines the quantitative aspect of the community's retail opportunities. It is a guide to understanding retail opportunities, but it is not an analysis that indicates unconditional opportunities. The analysis is sometimes called "a gap analysis" or a "supply and demand analysis" and can aid in the following:

- **Indicating how well the retail needs of local residents are being met**
- **Uncovering unmet demand and possible opportunities**
- **Understanding the strengths and weaknesses of the local retail sector**
- **Measuring the difference between actual and potential retail sales**

### Contents:

The Retail Leakage and Surplus Report contain visual and statistical representations of the potential surplus or leakage in a trade area. These figures are based on the ratio of estimated sales potential to estimated actual sales for a given retail category. Information on the following general retail categories is presented, but more specific retail categories are described within the report itself:

- **Motor Vehicle Parts & Dealers** (3 Subcategories)
- **Furniture & Home Furnishing Stores** (2 Subcategories)
- **Electronics & Appliance Stores** (3 Subcategories)
- **Building Material & Garden Equipment & Supply Dealers** (6 Subcategories)
- **Food & Beverage Stores** (4 Subcategories)
- **Health & Personal Care Stores** (4 Subcategories)
- **Clothing & Clothing Accessory Stores** (9 Subcategories)
- **Sporting Goods, Hobby, Book & Music Stores** (6 Subcategories)
- **General Merchandise Stores**
- **Miscellaneous Store Retailers** (5 Subcategories)
- **Foodservice & Drinking Places** (3 Subcategories)

The retail categories contained in the report are defined by the North American Industry Classification System (NAICS). For more information on NAICS, please visit the NAICS Association Website: <http://www.naics.com>

## Report #7: Green Awareness Report

### How to Use This Report:

This report can be used as a directional gauge regarding a population's reception of a city service like an enhanced recycling program. A business could also use this data to effectively target a marketing program and improve the quality of its mix of goods and services as it caters to the various "Green Segments."

### Contents:

The Green Awareness Report contains summary statistics on the percent makeup of both residents and workers within a given trade area as defined by four "Green Segments." Benchmarks for the U.S., region, and state are included.

The four "Green Segments" are explained below:

- **Behavioral Green:** This segment comprises approximately 62 million Americans who think and act "Green," hold negative attitudes toward products that pollute, incorporate Green practices regularly and include Green as one of their purchasing criteria. A portion of purchases typically go toward environmental causes, and they are likely to buy from eco-friendly companies.

Behavioral Greens tend to be optimistic and have traditional values. They are concerned about their own health while balancing career and personal interests. Family is important to them, but their children are out of the house so they focus on relaxing and maintaining healthy lifestyles. Some Behavioral Greens are entering retirement and enjoying a new chapter in life.

#### Segment Snapshot:

- Mature adults and retirees
- College graduates or higher degrees
- Above-average incomes
- Typically own their homes
- Liberal
- Shopping behavior - brand loyalists, knowledgeable consumers and approval seekers

**How to Reach Them:** This group tends to be more receptive to traditional advertising than any of the other GreenAware™ segments. Behavioral Greens maintain that they remember ads when shopping, that advertising can help them learn about available products and that they expect advertising to be interesting.

- **Think Green:** This segment is concerned about the future of the environment and over the past three years the number of Think Greens, consumers who think Green but do not necessarily act Green, has increased by more than 4 million. This consumer group consists of 48 million adults and represents 22 percent of the total adult population - or twice the market share of True Browns, the least environmentally conscious and most distrustful of Green causes.

Think Greens have an active role in their health, trying to stay active and eat healthy. Home is important to them; they like to make their place homey and spend time decorating and remodeling. Their children are grown up so they have more free time to pursue their interests. They like to travel and continue learning.

**Segment Snapshot:**

- Established and mid-life adults
- College graduates or higher degrees
- High incomes
- Typically married
- Likely to own their homes
- Liberal or conservative
- Shopping behavior - brand loyalists and informed consumers

**How to Reach Them:** In reaching out to Think Green consumers, marketers are best served by a strategy that contains a strong educational component. Providing information to these people while they are still early in the evaluation process is more likely to yield brand loyalty when they move to the purchase phase. Traditional media outlets such as direct marketing will fulfill a Think Green's desire to understand.

- **Potential Green:** This segment neither thinks nor behaves along particularly environmentally conscious lines. However, 71 percent of them express concern over the future of our environment. Over the past three years, the number of Potential Greens has decreased by more than 14 million, yet this is the largest of the four segments. This consumer group consists of 71 million adults and represents 36 percent of the total adult population.

The Potential Greens segment is also the youngest GreenAware™ group. They are still into self-discovery. Always on the go, they multitask, are busy with life and like to be up-to-date. They are tech-savvy and always looking for the next upgrade. This is a perfect group for marketers to “show the way” to become Green.

**Segment Snapshot:**

- Mainly young, diverse adults
- Education ranges from high school through some college
- Below-average incomes
- Typically single or divorced
- Likely to rent
- Shopping behavior - up-to-date with the latest electronic products

**How to Reach Them:** Get your message to Potential Greens via traditional advertising, such as direct mail, periodicals, radio and transit.

- **True Brown:** This consumer segment is not environmentally conscious and may in fact have negative attitudes about the Green movement. True Browns represent an opportunity for marketers. Those who know how to connect with True Browns today are more likely to foster long-term relationships with these consumers. Then, as True Browns migrate to the environmentally friendly segments, marketers will benefit from enhanced brand loyalty and support.

True Browns are ambitious and status-driven adults who value entertainment and social life. Self-confident, they value individualism and self-discovery. They also have to make decisions quickly and prefer everything to be accessible, quick and easy. Interestingly, 60 percent of them express concern about the future of our environment.

The True Brown consumer group consists of 34 million people and represents 11 percent of the total adult population. It is the smallest of the four segments, and there is a declining trend, indicating that consumers in this group are moving into one of the other three environmental segments as ecological consciousness grows.

**Segment Snapshot:**

- Mainly young, established adults
- Education ranges from high school through postgraduate studies
- High incomes
- Typically single or married
- Likely to own their homes
- Conservative
- Shopping behavior - impulse shoppers

**How to Reach Them:** Marketers who desire to reach True Brown consumers will be best served by presenting their cases with a quick, easy and accessible approach. Product and service information should offer unambiguous, concise calls to action. Marketers also should consider using multiple media channels to influence a True Brown.

Source: <http://www.experian.com/small-business/green-consumer.jsp>

## Report #8: Count Base Daytime Population Report (Workplace)

Outputs Available: Microsoft Excel

### How to Use This Report:

This report allows you to gain insights about how the population in the trade area differs during work hours so local businesses can cater to different types of workers.

### Contents:

The Daytime Population Report looks at the workforce in the study area and provides a count of the workforce population by industry. It also allows you to see a count of businesses in the area by two digit SIC and workforce size.

The industry categories included within this report are listed below:

- **Management**
- **Business and financial operations**
- **Computer and mathematical**
- **Architecture and engineering**
- **Life, physical, and social science**
- **Community and social services**
- **Legal**
- **Education, training, and library**
- **Arts, design, entertainment, sports, and media**
- **Healthcare practitioner and technical**
- **Healthcare support**
- **Personal care and service**
- **Fire fighting and prevention, other protective services**
- **Law enforcement workers, including supervisors**
- **Food preparation and service related**
- **Building and grounds cleaning and maintenance**
- **Sales and related**
- **Office and administrative support**
- **Farming, fishing, and forestry**
- **Construction, extraction, maintenance, and repair**
- **Production, transportation, and material moving**