

Customer Profiling and Retail Matching  
Dallas-Fort Worth Airport  
Local Parking and Connector Intercept Customers

A Summary of Findings from Buxton

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## **I. Executive Summary**

Buxton's analysis of Local Parking and Connector Intercept customers reveals many similarities in demographics and psychographics between the two groups.

### **Primary Core Customers**

In general, the primary core customers from both the Local Parking and Connector Intercept profiles come from the wealthiest psychographic segments. The highest percentage of these customers belongs to the Family Life Lifestage Group, closely followed by customers representing the Younger Years Lifestage Group. Customers from the Mature Years Lifestage Group are also part of the DFW Airport customer base, but to a smaller extent than the other groups.

### **Purchasing Behavior**

Further examination of DFW Airport customer segments reveals preferences in what they like to buy, where they like to shop and where they prefer to dine. In general, DFW Airport customers have a strong tendency to buy men's and women's business and casual clothing and electronic equipment such as digital cameras. Their alcohol choices run highly to specialty beers, and they drink a variety of bottled waters.

The analysis revealed retailers and restaurants that these customers have frequented in the past 6 or 12 months. These are considered "preferred" stores.

The top five preferred restaurants are:

- Houlihan's
- Cheesecake Factory
- Chevy's
- California Pizza Kitchen
- Bertucci's Brick Oven Pizza

The top five preferred retailers (excluding Internet and catalog purchases) are:

- The Bombay Company
- Nordstrom
- Ann Taylor
- Banana Republic
- Ethan Allen Galleries

### **Restaurant/Retailer Matches**

In addition to defining DFW Airport's core customers and analyzing their buying habits, Buxton identified retailers and restaurants whose trade area customer profiles (Buxton's TenantID product) are similar to that of DFW Airport Local Parking and Connector Intercept profiles. The resulting TenantID lists reveal more than 150 retailers and restaurants that locate in areas with customer profiles similar to DFW Airport's.

The stores on these lists have a strong potential to show interest in locating in areas with customers similar to DFW Airport's customer profile.

## **II. Data Collection**

### **Local Parking**

- 152,776 households were used to create the Local Parking customer profile.
- These are parking customers who had an airport stay of at least eight hours.

### **Connector Intercept**

- 954 households were used to create the Connector Intercept customer profile.
- These customer records were obtained from an in-terminal contest.

### **III. Primary Core Customers**

#### **Overview**

Buxton analyzed Local Parking and Connector Intercept customers at DFW Airport and grouped these customers into psychographic segments.

Psychographic data takes into account traditional demographic information (such as income and age) and combines it with data about a customer's spending habits and other lifestyle factors. All U.S. households fall into one of 66 psychographic segments. These segments are identical across the United States. For instance, Segment 41 identifies people with the same income, lifestyle and buying habits regardless of whether they live in Los Angeles, Dallas or Philadelphia. This analysis is especially helpful in a situation like DFW Airport's, where customers come from across the United States rather than from the surrounding community.

Buxton's analysis resulted in a list of primary core customers, secondary core customers, tertiary core customers and non-core customers for each profile. Primary core customers represent a large percentage of the customer base and are very likely to be customers. This summary will focus on the primary core customers for Local Parking and Connector Intercept customers.

For purposes of this summary, we placed the segments into three broader Lifestage Groups based on three variables: affluence, householder age, and whether there are children living at home. The three Lifestage Groups are Younger Years, Family Life and Mature Years.

**Local Parking Primary Core Customers**

Buxton identified 14 consumer segments as primary core customers for the Local Parking profile. These 14 segments represent 66% of all Local Parking customers.

Local Parking primary core customers come exclusively from the Wealthy and Upscale segments, and are broken into Lifestage Groups as follows:

<b>Family Life Lifestage Group</b>	
<b>Percentage of customers</b>	31%
<b>Age range</b>	25-64 (high concentration from 35-64)
<b>Median household income</b>	\$55,000 to \$113,000
<b>Psychographic summary</b>	These customers range from young, middle-class, dual-income couples who live in small, rustic towns to couples with children who live in million-dollar homes in the suburbs.
<b>Younger Years</b>	
<b>Percentage of customers</b>	25%
<b>Age range</b>	25-64 (high concentration from 25-44)
<b>Median household income</b>	\$51,000 to \$98,000
<b>Psychographic summary</b>	These customers include young, mobile urbanites who catch the latest movies and frequent nightclubs as well as tech-savvy singles and couples who frequent fitness clubs and clothing boutiques.
<b>Mature Years</b>	
<b>Percentage of customers</b>	10%
<b>Age range</b>	45+
<b>Median household income</b>	\$72,000 to \$106,000
<b>Psychographic summary</b>	These customers range from prosperous executives who live in satellite cities to the people from the most affluent psychographic segment, who live at the most exclusive addresses and have the most opulent standard of living.

**Connector Intercept Primary Core Customers**

Buxton identified eight consumer segments as primary core customers for the Connector Intercept profile. These eight segments represent 27% of all Connector Intercept customers.

Most Connector Intercept primary core customers come from the Wealthy and Upscale segments, but some also come from the Upper Middle segment. They are broken into Lifestage Groups as follows:

<b>Family Life Lifestage Group</b>	
<b>Percentage of customers</b>	16.5%
<b>Age range</b>	25-64 (high concentration from 35-64)
<b>Median household income</b>	\$54,000 to \$113,000
<b>Psychographic summary</b>	These customers include couples with large families who live in new-money subdivisions.
<b>Younger Years</b>	
<b>Percentage of customers</b>	6.5%
<b>Age range</b>	25-64 (high concentration from 25-44)
<b>Median household income</b>	\$82,000 to \$98,000
<b>Psychographic summary</b>	These customers range from upper-middle-class couples with high-power jobs and spacious homes to college-degreed, small business owners.
<b>Mature Years</b>	
<b>Percentage of customers</b>	3%
<b>Age range</b>	45+
<b>Median household income</b>	\$75,000 - \$150,000
<b>Psychographic summary</b>	These customers tend to be prosperous executives who live in satellite cities and who enjoy cultural activities.

## **IV. Purchasing Behavior**

### **Overview**

For both the Local Parking and the Connector Intercept profiles, Buxton completed a Consumer Packaged Good ID (CPGID) Cross Profile Category Index report. The report analyzed the likelihood of customers to make purchases of more than 3,100 products.

### **Local Parking/Connector Intercept Cross-Profile Category Index**

The Local Parking and Connector Intercept Cross Profile Category results were similar. The following table shows some of the types of purchases that Local Parking and Connector Intercept customers tend to make and tend to not make for selected categories.

<b>Category</b>	<b>Types of Products Often Purchased</b>	<b>Types of Products Not Often Purchased</b>
Alcohol & Tobacco	Prefer to buy specialty beers, such as Anchor Steam and Amstel Light.	Less likely to smoke cigarettes, or drink malt liquor or brandy.
Apparel & Jewelry	Likely to buy men’s suits, men’s dress and casual slacks, and sports shirts. Also likely to buy women’s casual slacks, women’s sweaters, watches and handbags.	Less likely to buy work boots, western boots or canvas shoes.
Electronics	Like to use the Internet to buy computers and make stock trades. More likely to buy digital cameras and camera accessories and to own electronic personal organizers.	Less likely to buy instant cameras, own a regular-screen TV or buy a personal computer at a department store.
Restaurants	Prefer to eat at these restaurants (starting with the most preferred): <ul style="list-style-type: none"> <li>• Houlihan’s</li> <li>• Cheesecake Factory</li> <li>• Chevy’s</li> <li>• California Pizza Kitchen</li> <li>• Bertucci’s Brick Oven Pizza</li> <li>• Fuddrucker’s</li> <li>• Bob’s Big Boy</li> </ul>	Less likely to eat at Ponderosa, Shoney’s, Hardee’s, Church’s Chicken and Golden Corral.

	<ul style="list-style-type: none"> <li>• Round Table Pizza</li> <li>• Chi-Chi's</li> <li>• Bennigan's</li> <li>• Boston Market</li> <li>• Benihana</li> <li>• Chili's Grill &amp; Bar</li> <li>• Quizno's</li> <li>• Friendly's</li> <li>• Chik-Fil-A</li> <li>• Del Taco</li> <li>• T.G.I. Friday's</li> <li>• Hooters</li> <li>• Carl Jr.</li> <li>• Dunkin Donuts</li> <li>• Outback Steakhouse</li> <li>• Ruby Tuesday's</li> <li>• Steak N Ale</li> <li>• Red Lobster</li> <li>• Taco Bell</li> <li>• Wendy's</li> <li>• Whataburger</li> <li>• McDonald's</li> <li>• Dairy Queen</li> <li>• Denny's</li> <li>• Cracker Barrell</li> <li>• White Castle</li> <li>• Sonic Drive-in</li> </ul>	
<p>Retailer's &amp; Shopping</p>	<p>Likely to order from the Internet or catalogs, specifically buy.com, amazon.com, Eddie Bauer and J. Crew. Likely to shop at these retailers (starting with the most preferred):</p> <ul style="list-style-type: none"> <li>• Nordstrom</li> <li>• The Bombay Company</li> <li>• Ann Taylor</li> </ul>	<p>Less likely to order from Publisher's Clearing House or Reader's Digest Assoc. Less likely to shop at Wal-Mart Pharmacy, True Value and Kmart.</p>

	<ul style="list-style-type: none"><li>• Banana Republic</li><li>• Lord &amp; Taylor</li><li>• Victoria's Secret</li><li>• Eddie Bauer</li><li>• Neiman Marcus</li><li>• Bloomingdale's</li><li>• Talbot's</li><li>• Disney Store</li><li>• Macy's</li><li>• The Gap</li><li>• Saks Fifth Avenue</li><li>• The Limited</li><li>• Kohl's</li><li>• Bed, Bath &amp; Beyond</li><li>• Office Depot</li><li>• Office Max</li><li>• Circuit City</li><li>• Old Navy</li><li>• Home Depot</li><li>• Staples</li><li>• TJ Maxx</li><li>• Target</li><li>• Lowe's</li><li>• RadioShack</li></ul>	
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## **V. Restaurant/Retailer Matches (Tenant/ID)**

### **Overview**

In order to expand the list of available retailers to match, Buxton has created a Tenant/ID profile for every retailer in the country. These retailer profiles assume that the retailer has an expansion strategy targeting their best customers. By evaluating where these retailer open stores, Buxton can create a profile of targeted consumers for every retailer in the country. To identify matching retailers, Buxton compared national trade area profiles for restaurants and retailers to the Local Parking and Connector Intercept customer profiles.

The retailers and restaurants whose trade area profiles are similar to the DFW Airport’s customer profiles were identified. More than 150 retailer and restaurant matches were found each for the Local Parking profile and for the Connector Intercept profile. Seventy-eight of these matches were found on both profiles (thirty retailers and forty-eight restaurants).

The following tables list, in alphabetical order, the retail and restaurant matches that appear in both profiles. All results are provided, regardless of suitability and application. These lists show those retailers and restaurants who prefer to locate new stores in trade areas with a demographic profile similar to the one at DFW Airport.

### **Retailers: Local Parking and Connector Intercept**

1.	April Cornell
2.	Baby’s Room Inc.
3.	Bachrach
4.	Bailey Banks & Biddle
5.	Beacon Pharmacy
6.	Bergman Luggage
7.	Bob’s Stores
8.	Bostonian Shoe Shop
9.	Chico’s
10.	Coldwater Creek
11.	Country Sampler Group
12.	Delia’s

13.	Draper's and Damon's Inc
14.	Drug Fair
15.	Field of Dreams
16.	Forth & Towne
17.	Franklin Mint
18.	Harry & David
19.	J.Jill the Store
20.	Jared Galleria of Jewelry
21.	Joseph A Bank Clothiers
22.	Keds Corp
23.	Long's Drug Stores
24.	Marty's Shoes Inc.
25.	Mayor's Jewelers
26.	Tinder Box
27.	Versace
28.	Walking Co.
29.	Wolf Camera
30.	Zutopia

**Restaurants: Local Parking and Connector Intercept**

1.	American Cafe
2.	Baja Fresh
3.	Bertucci's Brick Oven Pizzeria
4.	BJ's Brewery
5.	Brio's
6.	Buffalo's Cafe
7.	Bugaboo Creek Steak House
8.	C B & Potts Restaurant & Brewery
9.	Cantina Laredo
10.	Champps Americana
11.	Charlie Brown's Steakhouse
12.	Cheeseburger in Paradise
13.	Cookie Factory Bakery
14.	Cool River Café
15.	Country Buffet
16.	Cozymel's Coastal Mexican Grill
17.	Cucina Cucina
18.	Dickey's Barbecue
19.	Donovan's Steakhouse
20.	Elephant Bar
21.	Elliott's Off Broadway Deli
22.	Fuddrucker's Inc
23.	Good Eats Café
24.	Hungry Hunter

25.	Jerry's Subs & Pizza
26.	Joe's American Bar & Grill
27.	La Madeleine French Bakery
28.	LePeep Restaurant
29.	Melting Pot Restaurant
30.	Mishmash Bar & Club
31.	Morrison's Cafeteria
32.	Nancy's Pizzeria
33.	Ninety-Nine Restaurant & Pub
34.	Oberweis Dairy
35.	Olga's Kitchen
36.	Original Pasta Co.
37.	Panera Bread
38.	Papa Razzi
39.	Pappadeaux
40.	Philly Connection
41.	Rockfish Seafood Grill
42.	Romano's Macaroni Grill
43.	Rosati's Pizza
44.	Stoney River Legendary Steaks
45.	Tortuga Coastal Cantina
46.	Vie de France Bakery & Cafe
47.	Yard House
48.	Zutopia