

**A STATUS REPORT:**  
**MIDDLETOWN DOWNTOWN MARKET AREA PLAN**

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- a) A Review of Key Planning Documents Related to Downtown*
- b) Downtown Tenants in Comparable College Communities*
- c) Socio Economic Profile and Retail Market Potential*
- d) Citizen Profile for Middletown Residents*

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## **THE STATUS REPORT**

Mullin Associates Incorporated has been undertaking research and obtaining data related to the Downtown Area Marketing Plan. We have completed the review of previous studies and reports. We have obtained most of the market potential information and socio economic information that would support the market assessment. We have also performed a comparative analyses of tenant structure and mix in other college communities.

We are in the process of coding and assessing all tenants in the Downtown area. Once this is complete, we will provide the City with a coded map as well as an assessment report on the strengths, weaknesses, opportunities and threats for Downtown. We have begun the interview process and will write up the findings when complete.

This report consists of our findings to date. We will use the data presented to assess the market conditions, retail potential and optimum retail mix. This is a status report and is not for public distribution. The contents include:

- a) A Review of Key Planning Documents Related to Downtown
- b) Downtown Tenants in Comparable College Communities
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# A REVIEW OF KEY PLANNING DOCUMENTS CONCERNING HOW THEY RELATE TO MIDDLETOWN'S CENTRAL BUSINESS DISTRICT

## I. Purpose

Mullin Associates Incorporated has reviewed important existing planning documents to determine how they perceived the future of Middletown's Central Business District. The following represent our perspectives on these reports.

## II. The Reports

- A. *"Middletown, Connecticut: Downtown Visions: 2000 and Beyond", as prepared by the City of Middletown Planning and Zoning Downtown Subcommittee (no year or date of publication mentioned).*

### 1. Introduction

This publication was completed within the last year. Although it is not a "master plan" as such, it is a comprehensive planning document for the downtown area. It includes a "Vision Statement", a "Conceptual Development Plan" with approximately 79 specific enumerated proposals, and an "Implementation Strategy" with 32 objectives. Of all the documents we have reviewed, this document is "head and shoulders" above the rest. It is well written, recently published, and very clearly and extensively expresses the City's official points of view, preferences, and policy guidelines for any follow-up plan or program. It is important to be aware of this document and to understand its thrust, content and focus.

### 2. Key Points

From these 111 proposals, and additional text, the following points are salient:

- a. This "plan" provides a well-stated overall strategy to keep the CBD a "vital mixed use district", and provides a very cogent overall goal: "to attract more people and investment to the Downtown".
- b. The secondary goals of the plan are also well described: to maintain a "segment of the City's tax base", to allow the Downtown to provide goods and services for residents, to maintain an attractive business and investment climate, and to "provide a direct physical and visual connection to the river".
- c. An extensive list of specific proposals is included in this plan. Relevant ones are highlighted as follows:
  - 1) Promoting office development, and more upscale residential use.
  - 2) "Promoting more lodging, bed and breakfast and conference type establishments" in the CBD.
  - 3) Certain retail frontage uses such as banks, theaters, and restaurants, are to be encouraged for development purposes via zoning definitions ("permitted and special exceptions" uses in the CBD) in the city's zoning by-law.
  - 4) "Undesirable or inappropriate uses" such as adult book stores, adult entertainment, liquor stores, massage parlors, and check cashing and pawn

shops, "should be deleted". Cafeterias should also be denied "accessory use" in the CBD.

- 5) CBD parking policies and strategies should be revised with the idea of maximizing pedestrian activity. "Shared parking" should be considered and any "interconnected parking garages should be discouraged".
- 6) Historic buildings should be restored and sidewalks should be upgraded.
- 7) The river should be linked to downtown and the City should organize special events in both locations.
- 8) A central location should be developed in the CBD for arts and culture "special events".
- 9) A system of pedestrian walkways should be provided which connect all activity areas. This same system should guarantee that pedestrian circulation is separated from motor vehicular circulation.

### **3. Summary**

This publication serves its purpose quite well as an excellent overall mission statement and strategic plan for the Downtown area. However, two important issues were not addressed in this document which are relevant to any marketing plan, and which affect the CBD for better or worse.

The first is the relationship of Wesleyan University to the downtown area. While there are allusions to Wesleyan from time to time in this document, no overall recognition of this relationship is covered in any detail. This is important given Wesleyan new awareness of the Middletown CBD, and willingness to help on the part of the senior administrative officials of the University.

The second is the relationship of the Downtown area to all of its neighboring districts. This consideration is important for all neighborhoods to the south, west, and north of the City. It is especially important regarding the "North End" of the CBD (this section of the City also includes a residential area) and the immediately adjacent "North End Industrial Area".

Plans are currently being developed for the latter area of the City. These plans include the development of an industrial growth policy for Middletown, and a proactive program of increased industrialization for this particular area of the City. Needless to say, the outcome of these plans, one way or the other, could have a significant impact on the CBD.

- B. *"North End/CBD Urban Renewal Plan" prepared by the Middletown "Municipal Development Office Staff", April, 1990.*

### **1. Introduction**

This publication provides an excellent physical definition of the so-called "North End" of the Middletown CBD. It also serves as a good discussion basis for planning and public policy issues as they affect this particular subsection of the Downtown Area.

### **2. Key Points**

This document focuses on the residential aspects of this northern boundary of the Downtown area, and includes 16 "short range" and "long range" "Goals and Opportunities" for its improvement.

Among the more pertinent of these goals and opportunities, in terms of a marketing plan for the entire CBD, are the following:

- a. The City has to do a better job of "code enforcement for the landlord-owned residential properties in the North End".
- b. Public-private partnerships should acquire and clear "substandard, deteriorated, or incompatible structures" in the area.
- c. The City should work with the Connecticut Department of Transportation and local interest groups to create new interchanges entering and exiting Route 9, with the objectives being improved access to both the CBD and the "North End Industrial Area".
- d. The City should plan and construct a new pedestrian bridge to the river over Route 9, from the CBD, and should construct "new boat landing and marina facilities along the Connecticut River front adjacent to the Project Area".
- e. And last, but not least, there needs to be a much "stronger relationship" between North End private sector interests and Wesleyan University, especially in terms of restaurants, specialty shops, and neighborhood residential possibilities.

### **3. Summary**

One problem with this document is that it is six years old. A second is that it offers a micro view of only one area of the CBD. On the other hand, this area of the CBD has many deep-rooted problems not faced by the rest of the downtown, and a micro view of this area is warranted.

It is important that these five important short and long range "North End" goals be considered for inclusion or integration into the Planning and Zoning Commission's "Downtown Visions" publication.

- C. *"Middletown, Connecticut: North End Industrial Area Preliminary Market Area Plan and Implementation Strategy", prepared by Harare-Michalowski Associates, Inc., May, 1993.*

**1. Introduction**

This important publication describes the revitalization of the "North End Industrial Area", which abuts the North End residential and commercial district within the CBD.

**2. Key Points**

It describes an industrialization plan which has four overall objectives:

- a. Retention of an industrial use district within the City and adjacent to the CBD.
- b. Revitalization of this area in co-ordination with existing property owners and businesses located on North Main Street.
- c. Improvement in road and rail access to the Area, and a plan for rehabilitation and modernization of the buildings and sites.
- d. Overall promotion of the industrial area to a "small business incubator and wholesale/distribution district".

**3. Summary**

These are very worthwhile objectives for any community embarking on an industrial development revitalization mission.

The question is whether or not the "Downtown Visions" authors and planners were (are) aware of these ambitious efforts in their downtown neighborhood, whether these industrial site plans were discussed by the Downtown Visions planners, and whether these industrial plans are supplementary, complementary or contrary to the goals and objectives in the "2000 and Beyond" publication.

- D. *"Middletown, Connecticut: Municipal Development Plan: North End Industrial Area", prepared by Harrall-Michalowski Associates, Inc., August, 1994.*

**1. Introduction**

This document supplements document #3, and lists 6 objectives of the Middletown "Plan" for the "North End Industrial Area".

**2. Key Point**

One of these objectives, Objective #5, contains an oblique reference to the desirability of supporting the "retail and service sectors of the City's business base".

**3. Summary**

In terms of a Marketing Plan for the Middletown Downtown Area, this document has limited, if any, value.

- E. *"Middletown, Connecticut: Downtown Traffic Study", prepared by Wilbur Smith Associates in August, 1989.*

This seven year old document with a very technical orientation offers a clear delineation and definition of the City's street layouts, and signalization patterns within the downtown area.

- F. *Findings and recommendations of a conference entitled, "Downtown Middletown Revitalization Roundtable", held on May 29 and May 30, 1996, and sponsored by the Office of the Mayor and the President of Wesleyan University.*

This document indicates the existence of a new partnership between Wesleyan University and the Middletown Mayor's Office, and a willingness to co-operate regarding the future of the City's Downtown Area.

### **III. Conclusions**

After reviewing all of the documents and with an intent of identifying major themes, we conclude the following:

- A. Downtown is intended to be a mixed use center where retail, office, housing and institutional uses co-exist.
- B. Downtown is intended to serve as a retail hub for the City and part of its region.
- C. Downtown needs to have increased investment that has a mark of "quality."
- D. Increased attention to the opportunities for revitalization needs to be undertaken.
- E. Access to the River needs to be dramatically improved.
- F. The Downtown lacks lodging and conference/meeting facilities.
- G. Wesleyan College, despite its close location to the Central Business District, has only played a minor role (to date) in CBD revitalization.

## **DOWNTOWN TENANTS IN COMPARABLE COLLEGE COMMUNITIES**

Our research on college communities indicate that the following retail/commercial components were typical : Marketplace, food service, student services, entertainment, recreation, and conference facilities.

### **Typical On and off campus offerings:**

- Barnes & Nobel super stores/including bookstore, textbook, computer offerings and coffee shop
- Taco Bell, Pizza Hut, upscale grazing, grills 24 Hour coffee shop/ Java Net computer/ internet cafe GAP and other clothing
- T-shirts/ Student items/ Co-op
- Faces
- Jewelry/beads
- Museum shops
- Sam Goody's: CD's tapes/Music
- Newbury Comics
- Computer store
- Computer service
- Pub
- Travel agency
- Hair salons
- Optician
- Green grocery/ convenience store/general store post office
- Copy/print/fax center
- Cleaners
- Theaters
- Game rooms/ pool/billiards/table games
- Vendor carts
- Recreational facilities/ gym/ exercise etc.

The following pages outline, in detail, tenants in three comparable college communities of Northampton, Amherst and South Hadley. These tenants have been coded as to whether they are used by college/university related people (students, faculty and parents). We are currently in the process of coding all tenants in the Middletown Downtown area.

## DOWNTOWN AMHERST

<i>NAME OF STORE</i>	<i>PRODUCT OR SERVICE OFFERED</i>	<i>STUDENTS WILL BUY</i>	<i>STUDENTS WITH PARENTS OR PARENTS WILL BUY</i>
BayBank	Banking services	X	X
Bertucci's	Pizza	X	X
The Pub	Pub & restaurant	X	
Kinkos	Copy center	X	
Copycat	Copy center	X	
Subway	Sandwiches & subs	X	
Bucci's	Hair cuts	X	
Rasa Sayang	Malaysian restaurant	X	X
Antonio's	Pizza	X	
MacDonald's	Burgers	X	
Bart's	Ice Cream	X	
CVS Pharmacy	Pharmacy	X	X
Pinocchio's	Italian restaurant		X
Pruddy's	Latin American Cuisine	X	
Black Sheep	Sandwiches	X	X
Always in Bloom	Florist		X
Hair East	Hair salon	X	
Fleet Bank	Banking Services	X	X
Lots for Little	Arts and Crafts	X	X
I used to be a tree	Crafts		X
Call Opticians	Opticians		X
Henion Bakery	Bakery	X	X
Classic Cafe	Cafe	X	X
Mobil	Gas Station	X	X
Amherst Post Office	Post Office	X	X
Church	Church		
Speed Wash	Car Wash	X	X
Charlie's Tavern	Pub	X	
Cousin's Market	Super Market		X
Valley Books	Books	X	X
Professional Building	Dermatologist, Realtors, Financial Service, Greenfield OB-GYN Associates		
Amherst Newsroom	Newspapers, books, etc.	X	
For the Record	Records, CDs and Tapes	X	
Time Out	Bar	X	
Wootton's Books	Book Store	X	
Ritz Camera	Camera store	X	X
Smith Insurance	Insurance firm		
Hastings	Shoes and Greeting cards	X	X
Jeffrey Amherst	Book Store	X	
Peter Pan	Bus Station	X	
Kamin's Real Estate	Real Estate dealers		

<i>NAME OF STORE</i>	<i>PRODUCT OR SERVICE OFFERED</i>	<i>STUDENTS WILL BUY</i>	<i>STUDENTS WITH PARENTS OR PARENTS WILL BUY</i>
Collective Copies	Copy store	X	
Town and Country Realtors	Realtors		
Bonducci's Cafe	Cafe	X	
Design Supply Studio	Arts		X
Matthew's Shoes	Shoes	X	X
Lord Jeffrey Inn	Inn		X
J. Austin Jewelers	Jeweler		X
IL Pirata	Italian Restaurant	X	
Russell's Liquors	Liquor	X	X
Dunn Associates	Financial Services		
Atticus Albion Bookshop	Book Store	X	X
Nancy Jones Restaurant	Restaurant	X	
Amherst Barbers	Barbers	X	
Council Travel	Travel agency	X	
Newbury Comics	Books, Comics, etc.	X	
Caribbean Cravings	Caribbean Cuisine	X	
Amber Waves	Far East Cuisine	X	
Amherst Chinese Food	Chinese Restaurant	X	X
Associate Realty	Realtors		
Harlow Properties	Property Management Services		
Paradise of India	Indian Cuisine	X	
Webster House	Architects, Attorneys, Graphic Designers, Triple 'A' Student Painters and Men's Resource Center		
Bananarama	Frozen Yogurt	X	
Bagel Delight	Bagel Shop	X	
Bueno Y Sano	Mexican Restaurant	X	
Bangs Community Center	Community Center	X	
Fezziwig's Books	Book Store	X	
Panda East	Chinese Food	X	X
Paul's Shoe Repair	Shoe Repair		X
El Acuna	Mexican Restaurant	X	
D'Angelo	Sandwiches	X	
Chip's	Ice Cream	X	
The Acupuncture Center of Amherst	Acupuncture		
D. P. Dough	Dough Shop	X	
Delano's	Food and Spirits	X	
Amherst Typewriter and Office Supply	Supplies		X

<i>NAME OF STORE</i>	<i>PRODUCT OR SERVICE OFFERED</i>	<i>STUDENTS WILL BUY</i>	<i>STUDENTS WITH PARENTS OR PARENTS WILL BUY</i>
Pioneer Valley Coffee Co.	Coffee House	X	X
Traditional Asian Healing Arts	Asian Shop		X
The Camera Shop	Camera Shop	X	X
Food for Thought	Book Store	X	X
New India Restaurant	Indian Cuisine	X	
Rao's Coffee	Coffee House	X	
Braff's Royal Cleaners	Cleaners	X	X
The Salvation Army Thrift Store	Thrift Shop	X	
Bruegger's Bagel Bakery	Bakery	X	
Carroll Travel and Cruise Center	Travel Agency		
Henion Bakery	Bakery	X	
Knowles Flower Shop	Florist		X
Regency Hair Styles	Hair Salon	X	
Amherst Optical Shop	Opticians	X	X
Dance Stuff	Dance clothing, etc. shop	X	
Le Boudoir	Intimate Fashions	X	X
Chava	Kitchenware		X
Adventura Travel	Travel Agency	X	
Amherst Antiques	Antique Shop		X
Amherst Delicatessen	Deli	X	
Amherst Hair Co.	Hair Salon	X	
Amherst Music House	Music Store	X	
Amherst Wines and Spirits	Liquor	X	X
Birthright of Amherst	Counselors for pregnant women	X	
Creative Needle	Crafts	X	X
Jungle Red Salon	Salon	X	
Claudia's Cafe	Cafe	X	
Micro Research	Macintosh Super Service		X
Radical Solutions	Printing, Graphic Design and Promotions	X	X
Pioneer Valley Knife and Tool	Knives and Tools Store	X	X
Mass. PIRG	Campaign Office		
Montgomery's Florist	Florist		X
The Raw Carrot	Juice Bar	X	
Mercantile	Clothing, Gifts, Room Decor	X	X
Airwaves Service	VCR, TV and Audio Shop	X	X
A Branch Beyond	Crafts		X
Douglas Funeral Service	Funeral Services		
Amber Waves	Middle East Cuisine	X	

**DOWNTOWN NORTHAMPTON**

<i>NAME OF STORE</i>	<i>PRODUCT OR SERVICE OFFERED</i>	<i>STUDENTS WILL BUY</i>	<i>STUDENTS WITH PARENTS OR PARENTS WILL BUY</i>
Hampshire Realty Co.	Realtors		
Raymond Insurance	Insurance Agency		
Smith Charities	Charity House		
Country Cafe	Cafe	X	
Amanouz Cafe	Moroccan and Mediterranean food	X	
Taipei & Tokyo	Chinese and Japanese Cuisine	X	X
India Palace	Indian Cuisine	X	X
Grecian Corner	Greek Cuisine	X	X
Western Village	Ski and Sports store	X	X
Thai Kitchen Restaurant	Thai Restaurant	X	X
Don Mueller Gallery	Crafts and Jewelry		X
Florence Savings Bank	Banking Services	X	
Rosemary Caine	Bridal Studio		
Spatial Designs	Furniture, Arts and Industry Gallery		X
Fitzwilly's	Restaurant and Bar	X	
La Veracruzana	Mexican Restaurant	X	
New Dawn	Furniture and Futon shop		X
Rugs and Tapestries Inc.	Rugs and Tapestries		X
Hot Harry's	Pizza	X	
Greenfield Savings Bank	Banking Services	X	X
McMahon & Driscoll	Law Office		
Kathy's Diner	Booth Diner	X	
Backyard's Birds	Birdwatcher's store	X	X
Yes Computers	Macintosh rentals, service & sales	X	X
Northampton Wools	Wools		X
The Pleasant Street Theater	Theaters	X	X
Downtown Sounds	Music Store	X	
Gwen and Deb's Hours	Deli	X	
Eileen Fisher	Fashion Boutique		X
The Electronic Center	Electronic Shop	X	X
Copycat	Copy Shop	X	
Panda Garden	Chinese Restaurant	X	
The Globe Bookshop	Book Store		X
Northampton Post Office	Post Office	X	X
Servicenet	Integrated Human Service Systems		
Child and Family Outpatient Clinic	Medical Clinic		
Turn It Up	Music Store	X	
Sweeties	Candy Store	X	
Lizotte's	Tobacco and Magazine Store	X	X
The Camera Shop	Camera Shop	X	X
Essentials	Furniture and Crafts		X

<i>NAME OF STORE</i>	<i>PRODUCT OR SERVICE OFFERED</i>	<i>STUDENTS WILL BUY</i>	<i>STUDENTS WITH PARENTS OR PARENTS WILL BUY</i>
CVS Pharmacy	Pharmacy	X	X
Bruegger's Bagel Bakery	Bakery	X	
Guild Art Center	Art supplies and Framing		X
Panthea	Leather Shop	X	X
Ann August	Clothes Boutique		X
Options	Earth, Body and Mind	X	X
Runner's Shop	Athletic Store	X	
Curtis and Schwartz	Cafe	X	X
Pinocchio's	Pizza	X	
Serendipity	Clothes and Shoes Shop	X	X
R. Michelson Galleries	Art Gallery		X
Cha Cha Cha	Mexican Grill	X	
Cathy Cross	Clothes Boutique		X
Morrison Opticians	Opticians		X
Bucci's	Hair Salon	X	
Words and Pictures Museum	Fine Sequential Art		X
Bay Bank	Banking Services	X	X
Cedar Chest	Crafts		X
The Soup Kitchen Cafe	Soup, Salad and Sandwiches	X	X
SIS Bank	Banking Services	X	X
Faces	Boutique		X
Details	Boutique	X	
Flowers a la Carte	Florist		X
Marketplace Cafe	Cafe	X	
Black Orchid	Jewelers		X
Taylor Men and Taylor Women	Boutique		X
Learning Store	Educational Shop		X
Strada	Shoe Shop	X	
Glimpse of Tibet	Tibetan Shop		X
Herrel's Ice Cream	Ice Cream Shop	X	
25 Central	Boutique	X	
Changes Hair Salon	Hair Salon	X	
Different Drummer's Kitchen	Kitchen supplies		X
The After School	Dance Gallery	X	
Your Own Gym	Gym Equipment Store	X	X
Paul and Elizabeth's	Natural Foods Restaurant		X
Dynamite Records	Music Store	X	
Cornucopia	Whole Food Store		X
Tedd's Boot Shop	Shoe Store	X	
Whalen Stationers	Stationery Store		X
Iris Photo	Camera Shop		X
Fire and Water	Cafe Performance Space	X	

<i>NAME OF STORE</i>	<i>PRODUCT OR SERVICE OFFERED</i>	<i>STUDENTS WILL BUY</i>	<i>STUDENTS WITH PARENTS OR PARENTS WILL BUY</i>
Raven Used Books	Book Store	X	
A Stitch in Time	Tuxedo Rental	X	X
Tiangui's	Mexican Regional Art	X	X
Glamourama	Hair and Skin Care Salon	X	
Ryan Imported Car Repair	Car Repair Shop	X	X
L'Darris	Club and Grill	X	
Northampton Brewery	Brewery	X	X
Adams	Goldsmith		X
Beyond Words	Book Shop		X
Mainstreet Cleaners	Cleaners		X
Strut Designer Shoes	Shoes	X	
Bananarama	Frozen Yogurt	X	
Bakery Normund	Bakery		X
Harlow Luggage & Luggage	Leather and Luggage shop		X
A Notch Above	Hair Salon	X	
Dwyer Florist	Florist		X
Metcalfe Printing	Print Shop	X	X
Pizzeria Paradiso	Pizza	X	
Sweet Expectations	Candy Store	X	
Sabin's Locksmiths	Locksmiths	X	
The Tile Gallery	Tile Shop		X
The Printing Press	Print Shop	X	
Jola	Body Products	X	X
The Coffee Connection	Coffee House		X
Northampton City Hall	City Hall		
Alexander's	Gemologist		X
Unitarian Society	Unitarian Society		
Mainstreet Records	Music Store	X	
Skera Gallery	Clothes Boutique		X
Sutter's Mall	Goldsmiths and Diamond Merchants		X
W. M. Baczek	Fine Arts		X
Java Net Cafe	Cafe	X	
Bart's	Ice Cream	X	
Hair Phanatixs	Hair Salon	X	
Broadside Bookshop	Book Store	X	
Fresh Pasta, Co.	Pasta	X	X
Army Barracks	Military Clothing and Equipment		
Peacework	Crafts Gallery		X
Bloomingdales	Clothes Boutique	X	X
La Salle	Florist		X
The Edwards Church	Church	X	X
Academy of Music	Music Hall	X	X
Lulu's	Toys, art and Posters	X	

<i>NAME OF STORE</i>	<i>PRODUCT OR SERVICE OFFERED</i>	<i>STUDENTS WILL BUY</i>	<i>STUDENTS WITH PARENTS OR PARENTS WILL BUY</i>
Masonic Street Laundry	Laundromat	X	
J. Rich	Clothing for Men		X
Haymarket	Bookstore and Cafe		X
Pinch Pottery	Pottery Shop		X
Chocolate Emporium	Candy Store	X	
The First Combined Church of Christ	Church	X	X

**DOWNTOWN SOUTH HADLEY**

<i>NAME OF STORE</i>	<i>PRODUCT OR SERVICE OFFERED</i>	<i>STUDENTS WILL BUY</i>	<i>STUDENTS WITH PARENTS OR PARENTS WILL BUY</i>
Tailgate Picnic	Deli Market	X	
Joe's Shoe Repair	Shoe Repairs	X	X
Village Cleaners	Cleaners		X
The Odyssey Bookshop	Book Store		X
Main Moon	Chinese Restaurant	X	X
60 Min. Photo	Camera shop		X
Crabtree and Evelyn	Toiletries and Gourmet Foods		X
Crazy Moon	Clothes Boutique		X
Eyes on the Common	Optical Shop		X
Fast Freddy's	Pizza, Pasta and Grinders	X	
Frameworks	Frame Shop		X
From the Heart	Card and Gift Shop	X	X
Mona's Lace Place	Lace Shop		X
Neuchatel Chocolates	Chocolate Shop	X	X
Ochoa for Hair	Hair Salon		X
Oriel	Contemporary Craft Gallery		X
The Perfect Fit	Clothes Boutique		X
South Hadley's Tower Theaters	Theaters	X	X
The Thirsty Mind	Coffee House		X
Underlings	Lingerie Boutique	X	X
Windows on the Common	Restaurant		X
Yankee Candle Co.	Candle Shop	X	X
European Aesthetics and Spa	Spa		X
Woodbridges	Cafe	X	
Chaffee - Helliwell	Insurance Agency		
Marjorie Dunn	Attorneys		
Japanese Cultural Center	Japanese art	X	X
Darby O'Brien	Advertising Agency		
Village Travel	Travel Agency	X	
Bay Bank	Banking Services	X	X
Fleet Bank	Banking Services	X	X
Red Fern Travel	Travel Agency		
Trans America Medical Systems	Medical Systems Office		
Liberty Mutual Insurance	Insurance Agency		
Richard P. Taume	Management Consultant		
Just Sit Back and Enjoy the Ride	Production Co.		
Dr. R. Scott Smith	Orthodontist	X	X
Edmund G. Woods	Realtor		

## **SOCIO ECONOMIC PROFILE AND RETAIL MARKET POTENTIAL**

The Market Potential Database was developed using a multiple regression technique to analyze data from the Consumer Expenditure Survey and the Nielsen Household Panel. This technique established the relationship between demographics and household expenditures. Mathematical equations (models) were created that weight those demographics variables that were the most correlated with household expenditures. All models were adjusted and validated with data from various government and trade publications.

The Market Potential estimates for a given product category are generated when the models are applied to an area's unique demography. The demographics fed into the models are a collection of Donnelley's current year estimates and five-year projections, as well as 1990 Census data.

Each Market Potential product category has five corresponding regional models. Donnelley has divided the United States into five different consumption regions. Consumption regions are defined as one region for MSA households in each of the four census regions (Northeast, North Central, South and West), and one region for non-MSA households throughout the United States. If you define an area that falls totally within one of these five consumption regions, then the demographic variables within the user-defined area are fed into the models for that region. If your area crosses one or more regions, then a weighted average approach is taken. For example, if you specified the United States, five models would be used to obtain estimates for each Market Potential product category on a report. If the report contained ten product categories, then 50 different models would be used to obtain the ten Market Potential estimates for that report.

Some report variables use information in addition to modeled data. These variables include the "All Other Items" estimates and the Retail Support Potential estimates. To determine the All Other Items estimates, government and trade publications were used to establish the percentage of store type sales not covered by the Market Potential merchandise line. The expenditure estimates for this category are calculated by Retail Support Potential estimates, government and trade publications data are again used to establish a given store type's average sales per square foot of retail space. The Retail Support Potential variable is calculated by dividing the store type's total Market Potential for an area by the store type's average sales per square foot of retail space.

### **Annual Update**

The Market Potential product is updated annually using Donnelley current year estimates and five-year projected demographics. Once the new demographics are run through the models, the resulting expenditure potential estimates are validated and adjusted. The validation process analyzes historic expenditure data using time series techniques to make model adjustments that are particularly sensitive to industry trends. The results from this analysis are then compared to data from various government and trade publications and the adjustments are re-calibrated if necessary.

### **Socio-Economic Measure (SEM) of the Neighborhood**

SMI has created its own Socio-Economic Measure (SEM) as a mechanism for ranking clusters. This neighborhood measure not only incorporates the socio-economic quality of the immediate neighborhood but also integrates information describing the environment in which the neighborhood resides.

Measures of education, occupation, housing, income, and neighborhood demographics are supplemented with information on the surrounding locality including crime statistics, access to health care, access to arts and entertainment, cost of living, and climate.

## **Benchmark**

The relative amount by which the percentage of households within a particular cluster in a geographic area differs from that in another geographic area, usually the nation. This other area is referred to as the benchmark. Values below 100 signify that the area has a lower percentage of households in a particular cluster than the benchmark area. Values above 100 signify the area has a higher percentage of households in a particular cluster than the benchmark area. For example, a benchmark index of 150 indicates that the defined area has 50 percent more households active in a particular cluster than the national benchmark.

## **Index**

A measure that relates numbers to a base. It is calculated by dividing a number by the base and multiplying the result by 100. This is used to quickly demonstrate what is above average (101) or, average (100) and below average (99 or less).

## Socio Economic Characteristics of Middletown

Description	1995	%	1995	%
	Adult Pop	Pop	Households	HH's
<b>Totals</b>	<b>33,754</b>	<b>100.00</b>	<b>16,983</b>	<b>100.00</b>
<b>Highest Socio Economic Measures</b>	<b>2,140</b>	<b>6.30</b>	<b>986</b>	<b>5.80</b>
Established wealthy, highly educated professionals, prestige homes	0	0.00	0	0.00
Middle age affluent, teens, highest educated, professionals, new homes	0	0.00	0	0.00
Well educated, affluent married professionals, prime real estate	1,488	4.40	679	4.00
Married affluent homeowners, highly educated, white collar	652	1.90	307	1.80
<b>Higher Socio Economic Measures</b>	<b>1,035</b>	<b>3.10</b>	<b>500</b>	<b>2.90</b>
Affluent professionals, average age, high incidence of kids	72	0.20	29	0.20
Well educated, affluent couples, prime real estate	13	0.00	6	0.00
Younger couples, highest incidence of kids, very high income	432	1.30	217	1.30
Well educated, high income, professionals, large older homes	385	1.10	183	1.10
Older couples, high income professionals, well educated	133	0.40	65	0.40
<b>High Socio Economic Measures</b>	<b>9,611</b>	<b>28.50</b>	<b>5,196</b>	<b>30.60</b>
New families, white collar, high income, new homes	0	0.00	0	0.00
Settled affluent w/few kids, prestige older homes	1,150	3.40	524	3.10
High income, settled couples and families, homeowners	592	1.80	258	1.50
Average age white collar workers, above average educated, high value homes	1,192	3.50	574	3.40
White collar, high value apartments and condos, mobile, high income	560	1.70	356	2.10
Highly educated, singles, professionals, apartment dwellers, high rent	3,522	10.40	2,167	12.80
Average age couples with kids, new homes	24	0.10	11	0.10
Mid-age professionals, retirees, fewer kids, apartments and condos	2,571	7.60	1,306	7.70
<b>Above Average Socio Economic Measures</b>	<b>2,962</b>	<b>8.80</b>	<b>1,488</b>	<b>8.80</b>
Younger homeowners, Hispanics and Asians, high income	131	0.40	65	0.40
White collar, average age, average income, average value homes	0	0.00	0	0.00
Retirees, professionals and white collar workers, apartment dwellers	349	1.00	175	1.00
Married couples, mid-age, low mobility homeowners	0	0.00	0	0.00
Younger working couples, high incidence kids, new homes	0	0.00	0	0.00
Younger homeowners, low value homes, married w/kids	537	1.60	256	1.50
Average income, apartment dwellers, fewer kids, middle age	1,945	5.80	992	5.80
<b>Average Socio Economic Measures</b>	<b>10,555</b>	<b>31.30</b>	<b>5,717</b>	<b>33.70</b>
Young singles, white collar apartment dwellers, very mobile	2,849	8.40	1,725	10.20
Settled blue collar families with kids	0	0.00	0	0.00
Younger, ethnic mix, Hispanic, apartment dwellings, mobile, average income	4,068	12.10	2,053	12.10
Settled, married couples, low value homes, below average income	11	0.00	6	0.00
Average age and below average income, few kids, older homes and apartments	3,310	9.80	1,758	10.40
Average age homeowners, low value older homes	290	0.90	163	1.00
Young, very mobile, below average income, older apartments	25	0.10	11	0.10
Retirees, below average income, settled, homeowners, newer homes	2	0.00	1	0.00

## Socio Economic Characteristics of Middletown

<b>Below Average Socio Economic Measures</b>	<b>177</b>	<b>0.50</b>	<b>92</b>	<b>0.50</b>
Avg. age and income, black singles, high unemployment	54	0.20	31	0.20
Younger, Hispanic and Asian, mobile, average income, hi value homes	0	0.00	0	0.00
Average age and income, less educated, blue collar workers	0	0.00	0	0.00
Ethnic mix, Hispanic, younger, average income, high rent, mobile	123	0.40	61	0.40
Average age, below average income, blue collar and unskilled	0	0.00	0	0.00
Retirees, homeowners, below average income, less educated	0	0.00	0	0.00
<b>Low Socio Economic Measures</b>	<b>2,900</b>	<b>8.60</b>	<b>1,819</b>	<b>10.70</b>
Low income retirees, low rent apartments, female head of household	0	0.00	0	0.00
Younger, very mobile singles, average education, low income	2,860	8.50	1,791	10.50
Settled families w/teens, below average income, some farmers	0	0.00	0	0.00
Low income average age families w/kids, many Hispanics	0	0.00	0	0.00
Blue collar and unskilled, below average income, less educated	0	0.00	0	0.00
Black families, average age, low income, female head of household	40	0.10	28	0.20
<b>Lower Socio Economic Measures</b>	<b>823</b>	<b>2.40</b>	<b>563</b>	<b>3.30</b>
Average age, low income, less educated, black, female headed families	0	0.00	0	0.00
Average age, low income, low rents, few kids	0	0.00	0	0.00
Below average income, working couples, blue collar/unskilled	0	0.00	0	0.00
Younger Hispanics, large families, blue collar laborers	0	0.00	0	0.00
Less educated black female headed household, low income, old apartments	0	0.00	0	0.00
Younger Hispanic families, blue collar laborers	0	0.00	0	0.00
Unskilled, less educated, older housing, low income	0	0.00	0	0.00
Mid-age, low income, fewer kids, old housing, female head of household	424	1.30	350	2.10
Low income, ethnic mix, unskilled, renters	0	0.00	0	0.00
Younger, black female head of household w/young kids	399	1.20	213	1.30
<b>Lowest Socio Economic Measures</b>	<b>438</b>	<b>1.30</b>	<b>277</b>	<b>1.60</b>
Low income and education, mobile Hispanic families	0	0.00	0	0.00
Black families, low value newer homes, settled	0	0.00	0	0.00
Younger, lowest income, mobile, black female head of household	438	1.30	277	1.60
<b>Group Quarters</b>	<b>3,113</b>	<b>9.20</b>	<b>345</b>	<b>2.00</b>
Group Quarters: Colleges	1,600	4.70	134	0.80
Group Quarters: Military	0	0.00	0	0.00
Group Quarters: Other	1,513	4.50	211	1.20

## Retail Market Potential for Middletown

<b>Shopping Center/Total Retail Expenditure Index: 102.1</b>						
1995 Retail Support Potential: 1,902,000 square feet						
Demographics:						
					1995	2000
Total Population					43,037	43,223
Total Households					16,983	17,132
Average HH Size					2.31	2.30
Median HH Income					\$42,405	\$47,491
					Yearly	
	1995 Total	2000 Total	1995	2000	Growth Rate	Benchmark
	\$0	\$0	\$ Per HH	\$ Per HH	Total %age	Index
<b>Total Retail</b>	<b>484,760</b>	<b>521,719</b>	<b>28,544</b>	<b>30,453</b>		
Apparel Store	18,166	19,989	1,070	1,167	1.93	104.5
Appliance Store	1,402	1,180	83	69	-3.39	96.8
Auto-Aftermarket Store	29,311	30,204	1,726	1,763	0.60	103.2
Convenience Store	15,642	16,052	921	937	0.52	101.7
Department Store	18,521	19,893	1,091	1,161	1.44	103.2
Drug Store	13,043	16,270	768	950	4.52	97.7
Electronics Store	7,088	9,336	417	545	5.66	107.4
Fast Food Restaurant Store	17,548	15,487	1,033	904	-2.47	108.1
Full Service Restaurant Store	17,462	15,263	1,028	891	-2.66	109.9
Furniture Store	6,382	5,930	376	346	-1.46	101.2
Grocery Store	68,036	76,910	4,006	4,489	2.48	98.1
Hardware Store	3,171	3,430	187	200	1.58	101.5
Home Centers Store	14,879	17,429	876	1,017	3.21	100.2
Jewelry Store	3,093	3,164	182	185	0.46	107.7
Liquor Store	4,421	4,006	260	234	-1.95	102.4
Mass Merchandiser Store	24,569	27,290	1,447	1,593	2.12	102.2
Photo Store	345	342	20	20	-0.19	105.5
Shoe Store	3,528	4,106	208	240	3.08	104.3
Sporting Goods Store	3,143	3,638	185	212	2.97	103.4
Toy Store	2,136	1,987	126	116	-1.43	98.5
Variety Store	1,397	1,571	82	92	2.37	101.5
Video Store	1,056	1,779	62	104	11.00	107.8
All Other Stores	210,419	226,462	12,390	13,219		
<b>Total Shopping Center</b>	<b>274,341</b>	<b>295,257</b>	<b>16,154</b>	<b>17,234</b>		

## CITIZEN PROFILE FOR MIDDLETOWN RESIDENTS

The following profile is provided by CACI Marketing Systems, Standard Rate and Data Service (SRDS) and the National Demographics and Lifestyle (NDL) Marketing firms. They use standard acceptable statistical analysis to extrapolate community profiles. The profile for Middletown is compared to that of the United States as well as its Area of Dominant Influence (ADI). The ADI is based on measurable television viewing patterns of the region. In this case, the ADI consists of Hartford, Litchfield, Middlesex, New Haven, New London, Tolland and Windham Counties.

### The Good Life

#### 1) Attend Cultural Events

- 19.6% of all households in Middletown have a member who is interested in attending cultural and arts events.
- Middletown's rate of participation in cultural events is 5% higher than the total US

Arts Culture 5% higher than ADI

- Middletown's rate of participation is 5% higher than the total US
- \* *Attend Cultural Events: These enthusiasts are more likely to attend performances, and are more inclined to listen to classical music.*

Career oriented 38%

Fashion Clothing 30%

Gourmet Cooking 2%

Home Improvement 16%

#### 2) Career Oriented Activities

- 16.4% of all households in Middletown have a member who is interested in Career Oriented Activities.
- Middletown's rate of participation in these activities is 5% higher than the total US
- Middletown's rate of participation is 31% higher than the total US
- \* *Career Oriented Activities: Enthusiasts are more likely to hold managerial positions with a keen eye on career advancement in self-improvement and education programs.*

Scienc Fiction 10%

Scienc New Tech 11%

Tennis 11%

Company Hobby 12%

Heavy Shirts 6%

Motorcycles 6%

RV's 13%

Environ 4%

#### 3) Fashion Clothing

- 17.5% of all households in Middletown have a member who is interested in Fashion Clothing.
- Middletown's rate of participation in these activities is 30% higher than the total US
- Middletown's rate of participation is 30% higher than the total US

Collectibles 12%

Health Food Vitamins 16%

Self Improve 13%

\* *Fashion Clothing: Single female households account for more than 1/3 of these enthusiasts. They are heavy credit users, male enthusiasts are more likely to spend on sports jackets and suits and female enthusiasts are more likely to spend on swim suits, skirts, dresses, blouses, designer jeans, etc.*

#### **4) Fine Arts/Antiques**

- 11.3% of all households in Middletown have a member who is interested in Fine Arts/Antiques.
  - Middletown's rate of participation in these activities is 10% higher than the rate of participation for the total US
  - Middletown's rate of participation is 4% lower than the ADI rate of participation.
- \* Fine Arts/Antiques: Enthusiasts are a relatively affluent group, more than 30% of these households have a income of \$50,000 or more. They are also more likely to collect art and antiques.*

#### **5) Foreign Travel**

- 15.5% of all households in Middletown have a member who is interested in Foreign travel.
  - Middletown's rate of participation in these activities is 18% higher than the rate of participation for the total US
  - Middletown's rate of participation is 6% lower than the ADI rate of participation.
- \* Foreign Travel: Enthusiasts are more likely than the general public to take foreign trips within a three year period, their favorite destinations are the Caribbean, U.K., Europe and Scandinavia. More than 20% use an all inclusive package, while 33% use a travel agent and 40% of these trips are vacations.*

#### **6) Frequent Flyer**

- 11.9% of all households in Middletown have a member who is a frequent flyer.
  - Middletown's rate of participation in these activities is 4% higher than the rate of participation for the total US
  - Middletown's rate of participation is 15% lower than the ADI rate of participation.
- \* Frequent Flyer: These enthusiasts are heavy business travelers, and over 50% have traveled to a foreign country in the past three years.*

#### **7) Gourmet Cooking**

- 26.3% of all households in Middletown have a member who is a gourmet cooking enthusiast.
  - Middletown's rate of participation in these activities is 30% higher than the rate of participation for the total US
  - Middletown's rate of participation is 2% higher than the ADI rate of participation.
- \* Gourmet Cooking: These enthusiasts like to cook for fun, and tend to make salad dressings from scratch.*

## 8) Home Furnishings

- 18.1% of all households in Middletown have a member who is a home furnishing enthusiast.
  - Middletown's rate of participation in these activities is 5% lower than the rate of participation for the total US
  - Middletown's rate of participation is 8% lower than the ADI rate of participation.
- \* Home Furnishings: These enthusiasts are more likely to have purchased a sofa, cedar chest, kitchen furniture, dining room furniture or wall-to-wall carpeting in the past year. Over 9% of these enthusiasts are actively involved in refinishing furniture.*

## 9) Money Making Opportunities

- 9.2% of all households in Middletown have a member who is interested in money making opportunities.
  - Middletown's rate of participation in these activities is the same as the rate of participation for the total US
  - Middletown's rate of participation is 16% higher than the ADI rate of participation.
- \* Money Making Opportunities: Nearly 20% of these people are heavy lottery players and are 1.5 times more likely to participate in casino gambling than general population.*

## 10) Real Estate Investments

- 6.8% of all households in Middletown have a member who is interested in real estate investments.
  - Middletown's rate of participation in these activities is 8% higher than the rate of participation for the total US
  - Middletown's rate of participation is 2% higher than the ADI rate of participation.
- \* Real Estate Investments: These people are more likely to own investment real estate, and are also more inclined to read business, finance and sports magazines.*

## 11) Stock/Bond Investments

- 10.6% of all households in Middletown are interested in stock or bond investments.
  - Middletown's rate of participation in these activities is 12% lower than the rate of participation for the total US
  - Middletown's rate of participation is 23% lower than the ADI rate of participation.
- \* Stock/Bond Investments: More than 10% of these people own common or preferred stock in companies they work for, 15% own stock in other companies, 5% own city, municipal, or state bonds, 10% own mutual funds, 15% own money market funds, and 5% own tax exempt funds.*

## 12) Wines

- 17.5% of all households in Middletown have a member who is interested in wines.
  - Middletown's rate of participation in these activities is 62% higher than the rate of participation for the total US
  - Middletown's rate of participation is 18% higher than the ADI rate of participation.
- \* Wines: Wine enthusiasts consume a wide variety of wines and related alcoholic beverages, 50% drink domestic table wines, 25% drink imported table wines, 40% drink wine coolers, 15% drink port, sherry, or dessert wines, and 30% drink champagne.*

## High Tech Activities

### 1) Electronics

- 7.7% of all households in Middletown have a member who is an electronics enthusiast.
  - Middletown's rate of participation in electronics is 13% lower than the total US
  - Middletown's rate of participation is 5% lower than the ADI rate of participation.
- \* Electronics: Enthusiasts have a fascination with high tech products, they are more likely to own a personal computer, video camera, or a CD player. They like maintaining a home workshop, working on automobiles, keeping up with science and technology, and reading science fiction.*

### 2) Home Video Games

- 10% of all households in Middletown have a member who is a home video games enthusiast.
  - Middletown's rate of participation in home video games is 12% lower than the US
  - Middletown's rate of participation is 3% higher than the ADI rate of participation.
- \* Home Video Games: Enthusiasts are more likely to own a PC and play electronic games. 60% of households containing these enthusiasts also contain children under 18 years living at home. 10% of households have purchased a children's video game in the past 12 months.*

### 3) Personal/Home Computers

- 17.9% of all households in Middletown have a member who is a personal computer enthusiast.
  - Middletown's rate of participation in personal computers is 12% lower than US
  - Middletown's rate of participation is 16% lower than the ADI rate of participation.
- \* Personal/Home Computers: 25% of enthusiasts own financial software, database or filing software, word processing software, education or training software, and game or entertainment software.*

#### 4) Photography

- 24.3% of all households in Middletown have a member who is a photography enthusiast.
  - Middletown's rate of participation in photography is 23% higher than the rate of participation for the total US
  - Middletown's rate of participation is 11% higher than the ADI rate of participation.
- \* Photography: 25% of enthusiasts participate in this activity at least once a week. They are also likely to own 35mm SLR cameras, auto focus cameras, and video cameras. 50% purchase at least 7 rolls of film a year, they also prefer to develop film at a specialty camera store, one hour service center, or through mail order service.*

#### 5) Science Fiction

- 8.2% of all households in Middletown have a member who is a science fiction enthusiast.
  - Middletown's rate of participation in science fiction is 8% higher than the US
  - Middletown's rate of participation is 10% higher than the ADI rate of participation.
- \* Science Fiction: More than 60% of enthusiasts are between 25 and 44 years of age, they are well informed on issues concerning science, nature, environment and new technology.*

#### 6) Science/New Technology

- 10.4% of all households in Middletown have a member who is a science/new technology enthusiast.
  - Middletown's rate of participation in science/new technology is 26% higher than the US
  - Middletown's rate of participation is 11% higher than the ADI rate of participation.
- \* Science/New Technology: Enthusiasts enjoy using PCs, keeping up with wildlife and environmental issues, reading science fiction and working with electronic equipment. Single male householders account for nearly 35% of these enthusiasts.*

#### 7) Stereo/Record Tapes

- 50.1% of all households in Middletown have a member who is a stereo or record tapes enthusiast.
  - Middletown's rate of participation in stereo/record tapes is 17% higher than the US
  - Middletown's rate of participation is 13% higher than the ADI rate of participation.
- \* Stereo/Record Tapes: Enthusiasts are more likely to own a cassette recorder, equalizer, headphones, compact disc or laser disc players, speakers, turntables, etc. 20% of enthusiasts buy at least 11 records or tapes each year.*

## 8) VCR Recording/Viewing

- 40.7% of all households in Middletown have a member who is a VCR recording or viewing enthusiast.
- Middletown's rate of participation in VCR recording/viewing is 7% higher than the rate of participation for the total US
- Middletown's rate of participation is 12% higher than the ADI rate of participation.
- \* *VCR Recording/Viewing: These households take pleasure in owning high tech products and electronic gadgetry. They are also more likely to subscribe to cable TV, own a PC, and purchase home video games.*

## 9) Watching Cable TV

- 44.2% of all households in Middletown have a member who is a cable watching enthusiast.
- Middletown's rate of participation in watching cable is 8% higher than the rate of participation for the total US
- Middletown's rate of participation is 4% lower than the ADI rate of participation.
- \* *Watching Cable TV: 1/3 of these households have watched cable TV for 15 or more hours in the past 7 days, and watch a variety of pay channels.*

## Sports And Leisure

### 1) Bicycling Frequently

- 16.3% of all households in Middletown have a member who is a bicycling enthusiast.
- Middletown's rate of participation in bicycling is 2% lower than the US
- Middletown's rate of participation is 7% higher than the ADI rate of participation.
- \* *Bicycling: 40% of enthusiasts bike at least once a week, more than 25% bike at least twice a week and 80% own a bicycle.*

### 2) Boating/Sailing

- 15.7% of all households in Middletown have a member who is a boating enthusiast.
- Middletown's rate of participation in boating is 28% higher than the US
- Middletown's rate of participation is 6% higher than the ADI rate of participation.
- \* *Boating/Sailing: Over 25% of the enthusiasts own a boat, 80% prefer boating and 25% prefer sailing, they also enjoy water skiing, scuba diving, snorkeling, skin diving and fishing.*

### 3) Bowling

- 12.6% of all households in Middletown have a member who is a bowling enthusiast.
  - Middletown's rate of participation in bowling is 14% lower than the rate of participation for the total US
  - Middletown's rate of participation is 9% lower than the ADI rate of participation.
- \* *Bowling: Over 33% of enthusiasts bowl at least once a week, over 50% own a bowling ball, and they watch bowling on TV and attend bowling tournaments.*

### 4) Golfing

- 20.8% of all households in Middletown have a member who is a golfing enthusiast.
  - Middletown's rate of participation in golfing is 13% higher than the rate of participation for the total US
  - Middletown's rate of participation is the same as the ADI rate of participation
- \* *Golfing: 30% of enthusiasts golf at least once a month, 70% have their own golf clubs, and are more likely to belong to country club. They like watching golf on TV and attend golf tournaments.*

### 5) Physical Fitness/Exercise

- 41.8% of all households in Middletown have a member who is a fitness enthusiast.
  - Middletown's rate of participation in fitness and exercise is 25% higher than the rate of participation for the total US
  - Middletown's rate of participation is 15% higher than the ADI rate of participation
- \* *Physical Fitness/Exercise: Enthusiasts like to work out in a gym or club, participate in aerobic exercises, bicycle, jog, and lift weights. More than 35% own a bicycle, 30% own weight lifting equipment, and 15% own a stationary bike.*

### 6) Running/Jogging

- 15.3% of all households in Middletown have a member who is a running or jogging enthusiast.
  - Middletown's rate of participation in running or jogging is 32% higher than the rate of participation for the total US
  - Middletown's rate of participation is 33% higher than the ADI rate of participation
- \* *Running/Jogging: Over 50% of enthusiasts run or jog at least once a week, they watch marathons, road running, triathlons, endurance and track and field events on TV.*

## 7) Snow Skiing

- 16.1% of all households in Middletown have a member who is a snow skiing enthusiast.
  - Middletown's rate of participation in snow skiing is 99% higher than the rate of participation for the total US
  - Middletown's rate of participation is 34% higher than the ADI rate of participation
- \* Snow Skiing: Over 70% of enthusiasts prefer downhill skiing and 40% pre cross-country skiing and 10% enjoy both. 25% of snow skiers also water ski.*

## 8) Tennis

- 9.9% of all households in Middletown have a member who is a tennis enthusiast.
  - Middletown's rate of participation in tennis is 47% higher than the rate of participation for the total US
  - Middletown's rate of participation is 11% higher than the ADI rate of participation
- \* Tennis: 25% of enthusiasts play tennis at least once a week and are likely to belong to a country club and inclined to watch tennis on TV or attend tennis tournaments.*

## 9) Walking for Health

- 36% of all households in Middletown have a member who is a walking enthusiast.
  - Middletown's rate of participation in walking for health is 2% lower than the rate of participation for the total US
  - Middletown's rate of participation is 7% lower than the ADI rate of participation
- \* Walking for Health: Enthusiasts view this as a recreational form of exercise and more than 45% are age 55 and older and tend to supplement their diets with health foods and vitamins.*

## 10) Watching Sports on TV

- 35.6% of all households in Middletown have a member who is a sports enthusiast.
  - Middletown's rate of participation in watching sports on TV is 4% lower than the rate of participation for the total US
  - Middletown's rate of participation is 1% higher than the ADI rate of participation
- \* Watching sports on TV: Enthusiasts are mainly male sports fans and types of events viewed include professional and college football, professional and college basketball and baseball.*

## Outdoor Activities

### 1) Camping / Hiking

- 19.7% of all households in Middletown have a member who is an camping/hiking enthusiast.
- Middletown's rate of participation in camping is 11% lower than the rate of participation for the total US
- Middletown's rate of participation is 12% higher than the ADI rate of participation.
- \* *Camping/Hiking: Enthusiasts take more camping trips and 15% of them own a camper.*

### 2) Fishing

- 15.5% of all households in Middletown have a member who is an fishing enthusiast.
- Middletown's rate of participation in fishing is 34% lower than the rate of participation for the total US
- Middletown's rate of participation is 5% lower than the ADI rate of participation.
- \* *Fishing: Enthusiasts like to go fresh water fishing more than salt water fishing. More than 75% of them have their own fishing rods, tackle and reels. Many of them fish at least once a week.*

### 3) Hunting/Shooting

- 10% of all households in Middletown have a member who is a hunting enthusiast.
- Middletown's rate of participation in hunting is 36% lower than the rate of participation for the total US
- Middletown's rate of participation is 6% higher than the ADI rate of participation.
- \* *Hunting/Shooting: 25% of enthusiasts go hunting at least once a week, and activities include hunting with a rifle, hunting with a shotgun, target shooting, and archery.*

### 4) Motorcycles

- 7.3% of all households in Middletown have a member who is a motorcycling enthusiast.
- Middletown's rate of participation in motorcycling is 2% higher than the rate of participation for the total US
- Middletown's rate of participation is 10% higher than the ADI rate of participation.
- \* *Motorcycles: Enthusiasts are more likely to own street bikes, and dirt or trail bikes. Single males account for over 1/3 of motorcyclists.*

## **5) Recreational Vehicles/4-WD**

- 6.3% of all households in Middletown have a member who is a recreational vehicle enthusiast.
  - Middletown's rate of participation in recreational vehicles is 20% lower than the rate of participation for the total US
  - Middletown's rate of participation is 13% higher than the ADI rate of participation.
- \* Recreational Vehicles: Enthusiasts are more likely to own a motor home, snowmobile, power boat or tent trailer.*

## **6) Wildlife/Environmental**

- 17% of all households in Middletown have a member who is an environmental and wildlife enthusiast.
  - Middletown's rate of participation in wildlife is 9% higher than the US
  - Middletown's rate of participation is 4% higher than the ADI rate of participation.
- \* Wildlife/ Environmental: Enthusiasts enjoy the adventure of outdoors. They are likely to show awareness of global issues concerning science, technology and environment. They also like camping, hiking, hunting and shooting.*

## **Domestic Activities**

### **1) Automotive Work**

- 12.9% of all households in Middletown have a member who is an automotive work enthusiast.
  - Middletown's rate of participation in automotive work is 12% lower than the US
  - Middletown's rate of participation is 4% lower than the ADI rate of participation.
- \* Automotive Work: Activities include installing spark plugs, installing shock absorbers, adding or changing motor oil, installing oil filters, draining radiators to add antifreeze, installing air filters, installing car batteries and installing radio or tape players.*

### **2) Avid Book Reading**

- 39.4% of all households in Middletown have a member who is an avid book reader.
  - Middletown's rate of participation in avid book reading is 1% higher than the US
  - Middletown's rate of participation is 8% lower than the ADI rate of participation.
- \* Avid Book Reading: Enthusiasts prefer paper backs over hard covers, enjoy reading novels, non-fiction, mysteries, juvenile, romance self-help, religious and science fiction. More likely to purchase books from book stores than from book clubs or through a mail order service.*

### 3) Bible/Devotional Reading

- 8.5% of all households in Middletown have a member who is a regular bible/devotional book reader.
- Middletown's rate of participation in devotional book reading is 51% lower than the rate of participation for the total US
- Middletown's rate of participation is 1% higher than the ADI rate of participation.
- \* *Bible/Devotional Reading: Enthusiasts are regular church attenders. 10% are active church board members and are more likely to work as volunteers and take part in civic issues.*

### 4) Coin/Stamp Collecting

- 7.2% of all households in Middletown have a member who is a regular coin/stamp collector.
- Middletown's rate of participation in coin/stamp collection is 6% lower than the rate of participation for the total US
- Middletown's rate of participation is 9% lower than the ADI rate of participation.
- \* *Coin/Stamp Collecting: Enthusiasts enjoy the collection both as a hobby and as an investment strategy. They are likely to invest in stocks, bonds, or real estate. They also enjoy collecting antiques and fine art.*

### 5) Collectibles/Collections

- 10.4% of all households in Middletown have a member who has an interest in collectibles/collections.
- Middletown's rate of participation in collectibles is 9% lower than the rate of participation for the total US
- Middletown's rate of participation is 12% lower than the ADI rate of participation.
- \* *Collectibles/Collections: Enthusiasts are likely to collect art, antiques, coins and stamps. They also enjoy crafts, home decorating and entering sweepstakes.*

### 6) Crafts

- 24.2% of all households in Middletown have a member who has an interest in crafts.
- Middletown's rate of participation in crafts is 7% lower than the rate of participation for the total US
- Middletown's rate of participation is 1% lower than the ADI rate of participation.
- \* *Crafts: Enthusiasts are predominantly married females. They enjoy reading books, sewing, needlework and knitting and home decorating.*

## 7) Crossword Puzzles

- 15.8% of all households in Middletown have a member who is a crossword puzzle enthusiast.
- Middletown's rate of participation in crossword puzzle solving is 17% lower than the rate of participation for the total US
- Middletown's rate of participation is 18% lower than the ADI rate of participation too.
- \* *Crossword Puzzles: Enthusiasts are usually 55 years or older and heavy book readers. They also enjoy needlework and knitting, crafts and home decorating.*

## 8) Current Affairs/Politics

- 16.5% of all households in Middletown have a member who is interested in current affairs and politics.
- Middletown's rate of participation in current affairs and politics is the same as the rate of participation for the total US
- Middletown's rate of participation is 7% lower than the ADI rate of participation.
- \* *Current Affairs/Politics: Enthusiasts have voted in federal, state, or local elections in the past year, likely to have worked for a political party or candidate and belong to a civic organization, business club, or veterans group.*

## 9) Entering Sweepstakes

- 13.2% of all households in Middletown have a member who is interested in entering sweepstakes.
- Middletown's rate of participation in sweepstakes is 12% lower than the US
- Middletown's rate of participation is 1% lower than the ADI rate of participation.
- \* *Entering Sweepstakes: Enthusiasts are usually in search of convenient money making opportunities, are normally 45 years or older with a total household income of under \$30,000.*

## 10) Gardening

- 26.4% of all households in Middletown have a member who is interested in gardening.
- Middletown's rate of participation in gardening is 23% lower than the US
- Middletown's rate of participation is 25% lower than the ADI rate of participation.
- \* *Gardening: Enthusiasts enjoy outdoor and indoor gardening, more likely to plan and maintain a garden, own a garden tractor, tiller, trimmer and purchase seeds, plants or supplies through the mail. They also like to buy flower seeds, fertilizers, shrubs and plants, vegetable plants and vegetable seeds.*

## 11) Grandchildren

- 11.7% of all households in Middletown have members whose main interest is to shower their grandchildren with gifts.
- Middletown's rate of participation by grandparents in gifting their grandchildren often is 37% lower than the rate of participation for the total US
- Middletown's rate of participation is also 31% lower than the ADI rate of participation.
- \* *Grandchildren: Enthusiastic grandparents spend at least \$150 a year on gifts and toys for their grandchildren. Other interests include walking for health, gardening, knitting, sewing and reading the bible.*

## 12) Health Foods/Vitamins

- 15.3% of all households in Middletown have members who are interested in health foods.
- Middletown's rate of participation in health food and vitamin consumption is 13% higher than the rate of participation for the total US
- Middletown's rate of participation is also 16% higher than the ADI rate of participation.
- \* *Health Foods/Vitamins: Enthusiasts are more likely to take vitamins. They also enjoy fashion, self-improvement programs, gourmet cooking and attending cultural events. They are also very much inclined to read health magazines.*

## 13) Home Workshop

- 20.7% of all households in Middletown have home workshop enthusiasts.
- Middletown's rate of participation in home workshops is 9% lower than the US
- Middletown's rate of participation is 12% lower than the ADI rate of participation.
- \* *Home Workshop: Enthusiasts are more likely to own work tools and accessories such as stationary table saw, portable workbench, paint sprayer, electric drill, air compressor, etc. They enjoy woodworking, refinishing furniture and reading mechanics and technology magazines.*

## 14) Household Pets

- 31.4% of all households in Middletown have household pet enthusiasts.
- Middletown's rate of participation in owning household pets is 13% lower than the US
- Middletown's rate of participation is 9% lower than the ADI rate of participation.
- \* *Household Pets: Enthusiasts own either a dog or a cat, traditional family households account for 25% of this group. They are more likely to play home video games, record and rent video tapes and drive four wheel drive vehicles.*

### **15) Needlework/Knitting**

- 18.2% of all households in Middletown have members interested in needlework and knitting.
- Middletown's rate of participation in needlework and knitting is 6% lower than the rate of participation for the total US
- Middletown's rate of participation is 6% lower than the ADI rate of participation.
- \* *Needlework/Knitting: Enthusiasts are more likely to enjoy sewing garments from patterns, crocheting, crewel, and needlepoint. Other interests are crafts, gardening, solving crossword puzzles and home decorating.*

### **16) Self-improvement**

- 16.9% of all households in Middletown have members interested in self-improvement.
- Middletown's rate of participation in self-improvement is 5% higher than the rate of participation for the total US
- Middletown's rate of participation is 13% higher than the ADI rate of participation.
- \* *Self-improvement: Enthusiasts seek to improve the physical, mental, and financial aspects of their lives. They are more likely to be involved in career oriented activities such as attending seminars and night classes, eat health foods, attend cultural arts events and invest in real estate.*

### **17) Sewing**

- 14.9% of all households in Middletown have members interested in sewing.
- Middletown's rate of participation in sewing is 26% lower than the rate of participation for the total US
- Middletown's rate of participation is 12% lower than the ADI rate of participation.
- \* *Sewing: Enthusiasts are likely to order hobby or craft supplies through the mail and activities include general mending, sewing garments from patterns, crocheting, needlepoint and knitting.*

### **18) Veterans Benefits/Programs**

- 3.4% of all households in Middletown have members interested in veteran programs.
- Middletown's rate of participation in veteran programs is 29% lower than the rate of participation for the total US
- Middletown's rate of participation is 16% lower than the ADI rate of participation.
- \* *Veterans Benefits/Programs: Enthusiasts are primarily military veterans, age 55 and older, they enjoy visiting their grandchildren, entering sweepstakes, participating in community and civic activities and collecting coins and stamps.*

