

**WASHINGTON STATE  
DEPARTMENT OF ECOLOGY**

**HSIEO PHONE USER PROFILE STUDY  
SUMMARY  
SEPTEMBER 2006**

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## INTRODUCTION

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As the Washington State Department of Ecology (Ecology) looks to expand services provided by HSIEO, a more current User Profile has become a priority. The in-house analysis done in 1990 and 1991 no longer represents the User base. In order to better target the User and expand the usage of the services through advertising to promote the toll free phone line and the HSIEO web site, a careful analysis of the demographics of the current user was necessary.

In order to profile the User, phone records from June 2003 through May 2006 were analyzed. Secondary demographic information was obtained to help create the basis for Ecology to formulate an outreach and marketing plan for the HSIEO phone line.

Hebert Research has conducted a market analysis of the 14,734 phone call records of Ecology's Hazardous Substance Information and Education Office (HSIEO).

## METHODOLOGY

Hebert Research was provided with a database of phone numbers from callers to the Washington Department of Ecology's Hazardous Substance Information and Education Office (HSIEO) over a 3-year period (through AT&T). This list included 14,734 call records. Out of this list, 12,989 records were placed within Washington State and 1,745 or 11.8% were made from an out-of-state location.

Hebert Research was also provided with a list of 7,681 businesses that are known to place calls to the HSIEO on the same telephone number to address their hazardous waste Environmental Planning and Community Right to Know (EPCRA) Reporting technical assistance needs. Hebert Research compared this list against the 12,989 phone numbers using MS Access and identified those numbers on the original list that were really businesses rather than home residences. This process also eliminated duplicate phone numbers within the larger list. There were a total of 8,473 individual phone number contacts remaining at this point.

The list of 8,473 contacts was forwarded for address matching and data appending to CASS, a consumer database and list company based in Omaha, NE. A process of address matching and demographic appending was conducted, which resulted in 1,581 records successfully coded with addresses and demographic data. Another 750 records that did not have addresses appended were matched with at least partial demographics based on the phone number. Thus, a total of 2,331 records (27.5%) had at least partial demographics available.

Data append match rates for telephone numbers converted to addresses are typically much lower than for converting addresses into phone numbers, because the address is a far more important item and phone numbers can easily be traced based on the address. Rates of conversion from address to phone are typically 40-60%, and rates for conversion from phone numbers to addresses are typically 25-35%.

There were several reasons why the match rate for the data append was not higher. First, the age of the list was a factor. Restricting the list to only the past year would presumably have resulted in a higher rate of matches. One trend in recent years is that some residents have shifted from relying on their home phone to using a cell phone exclusively – which would mean their old telephone number would be canceled. Another potential factor is potential conflicts with suppression of data due to having unlisted addresses from the Direct Marketing Association's "do not mail" list.

Sample sizes for major demographics were generally 75-85% of the 2,331 total sample of callers with data appended:

<b>Variable</b>	<b>Cases (n=)</b>
Age	1,972
Income	1,972
Homeowner Type	1,972
Occupation	500
Marital Status	1,424
Presence of children	907
Religious Background	1,789
Language Preference	1,792
Ethnic Background	1,786
PRIZM Lifestyle Cluster	1,581

### **Data Viability**

Several things can be said about the general accuracy of the data presented. First of all, the very high percentage of addresses with available demographics is a good indicator of overall reliability and the quality of the process used for the appending. Many times, once a database of correct addresses is specified and appended, only a small minority of cases can be successfully matched with any one demographic indicator such as income. This typically happens because the appending company only has access to a single source of household level data and many households do not appear on that list. Or, it may be that very little household level data is available so the data is all modeled but the modeling procedure isn't available to all households because of a lack of available inputs.

In this case, there were often more households with available demographics than the total count of available addresses. This was due to the superior methodology of the vendor. CASS has access to household level data possessed by one of the 3 leading credit bureaus (i.e. Experian, Equifax and TransUnion) which is an extremely accurate source of recently updated basic income, employment and demographic information for individual families and individuals. The only households not on this database are those with absolutely no credit history. They then combine this rich database with several other large consumer databases that can double check items and also provide additional demographics not tracked in the credit bureau files.

In the case of the PRIZM data purchased from Claritas, we have a very high level of confidence in their proven methodology, which draws on the same sources of credit bureau data, other consumer databases and trended Census data down to the block group level. Claritas has been refining PRIZM since the 1970's and recently expanded it from the neighborhood to the household level for greater accuracy in predicting individual lifestyles and backgrounds. There are only a few competing models to PRIZM and the best of them was purchased by Claritas, which is MicroVision. The remaining models are generally much less sophisticated and have not had the successful track record of PRIZM. Through profile research and continuing studies, Claritas fully understands the

peculiar tendencies and characteristics of each of the 66 clusters and can tell you what type of magazines they read, cars they buy, types of vacations and hobbies, college degrees they go after, attitudes toward marriage and child raising, etc.

One final point should be made regarding accuracy. As good as the 27.5% match rate for at least 1 demographic is for this type of project, the question should be asked whether the 72.5% of residents with no data are significantly different than the group that was profiled. To the extent the group we profiled are statistically similar to, or are representative of, the larger population of call-ins we are studying, then the potential for bias is minimized or eliminated. However, if somehow the 27.5% are different from the other 72.5% in one or more demographic factors, then the overall demographics will reflect that bias and be somewhat skewed from actual levels. In survey research this is known as the problem of “non-response” error. In survey research this can be a problem when those refusing to participate are also naturally less likely to buy the product being studied (and based on the general introduction they decided it wasn’t something they might consider doing) or they are less likely to use the public facility that is being discussed for expansion and a tax increase to fund it. In this case, the overall level of support might be artificially higher due to the absence of an appropriate number of those giving low ratings. However, in data appending, those being appended have no knowledge of their data being analyzed and thus their willingness to “participate” in no way affects the outcome. Whether an address is successfully located or not really has little to do with the type of person being studied, but has more to do with the mechanics of computer searching and filtering. For these reasons, Hebert Research has a high level of confidence in all data expressed in this report.

## DEMOGRAPHICS

Hebert Research compared the demographic makeup of callers to the demographic makeup of Washington State as a whole, indexing the caller demographics to the state demographics.

Included in each table is an index value. The index value calculates the degree to which callers in each demographic over-or-under indexes the normal distribution of household demographics. An index of 1.0 indicates the number of callers for a given demographic was at a level expected relative to its population profile.

The median age of head of household for callers was slightly higher than that of state population figures. Those in the 45-54 age bracket were particularly dominant in the study, over-indexing the state considerably, with an index of 2.27. The least represented age bracket is those under 25, who make up 5.9% of householders in Washington State, but only represent 0.8% of callers.

Age of Head of Household	% Callers	% WA State	Index
Under 25	0.8%	5.9%	0.14
25-34	5.4%	16.4%	0.33
35-44	17.4%	20.7%	0.84
45-54	50.0%	22.1%	2.27
55-64	13.3%	16.3%	0.81
65-74	6.7%	9.5%	0.71
75+	6.4%	9.1%	0.71
<b>Median Age</b>	<b>49.5</b>	<b>47.8</b>	<b>1.04</b>
<i>Base:</i>	<i>1,972</i>	<i>2,432,897</i>	

Those with household incomes in the very low range and the very high range over-indexed the state averages. In particular, the index for callers with a household income less than \$15,000 was very high, 93% higher than the expected level. Callers with household incomes between \$150,000 and \$250,000 also indexed high, about 55-58% above expected levels.

Household Income	% Callers	% WA State	Index
Up to 14,999	21.1%	11.0%	1.93
15,000-24,999	7.3%	9.9%	0.73
25,000-34,999	7.0%	10.9%	0.65
35,000-49,999	13.5%	16.0%	0.85
50,000-74,999	22.9%	21.0%	1.09
75,000-99,999	11.9%	13.2%	0.90
100,000-124,999	6.0%	7.9%	0.76
125,000-149,999	3.0%	4.1%	0.74
150,000-199,999	4.5%	2.9%	1.55

200,000-249,999	2.2%	1.4%	1.58
250,000+	0.5%	1.7%	0.27
<b>Median Household Income</b>	<b>\$62,500</b>	<b>\$52,415</b>	<b>1.19</b>
<i>Base:</i>	1,972	2,432,897	

The overwhelming majority of callers were homeowners rather than renters. 92.4% of callers owned their own home. Only 7.6% of callers were renters, which is 22% of what would be the expected level.

Homeowner Status	% Callers	% WA State	Index
Homeowner	92.4%	64.9%	1.42
Renter	7.6%	35.1%	0.22
<i>Base:</i>	1,972	2,432,897	

Callers were also more likely to be married than single. In fact, nearly four-fifths of all callers came from a married household. Despite the overwhelming number of married callers, a higher than expected 74.3% of callers did not have children living at home. This is in part because 56.2% of callers were married, but had no children. This is also due to the prevalence of older callers whose adult children would have left home.

Marital Status	% Callers	% WA State	Index
Married Household	78.8%	52.3%	1.51
Single Household	21.2%	47.7%	0.44
<i>Base</i>	1,424	2,432,897	

Presence of Children	% Callers	% WA State	Index
Children living at home	25.7%	32.8%	0.78
No children at home	74.3%	67.2%	1.11
<i>Base</i>	907	2,432,897	

Household Type	% Callers	% WA State	Index
Married with children	22.6%	24.1%	0.94
Married no children	56.2%	28.2%	1.99
Single with children	3.1%	8.8%	0.35
Single no children	18.1%	38.9%	0.46
<i>Base</i>	907	2,432,897	

Callers were overwhelmingly white, although the number of white callers was only slightly higher than average. All other races under-indexed the state. Particularly underrepresented were Asians, African-American and Native American. In fact, the index for Native American callers was zero.

Ethnic Group	% Callers	% WA State	Index
White	90.0%	82.2%	1.10
Black	0.5%	3.1%	0.16
Asian	2.4%	5.5%	0.43
Hispanic	5.3%	5.6%	0.93
Native American	0.0%	1.2%	0.00
Other	1.9%	2.3%	0.81
<b>TOTAL</b>	<b>100.0%</b>	<b>100.0%</b>	<b>1.00</b>
<i>Base:</i>	1,786	2,432,897	

Breaking down caller demographics by religion, 74.2% of all callers were Protestant, with 20.7% Catholic.

Occupation	% Callers	% WA State	Index
Protestant	74.2%	N/A	N/A
Catholic	20.7%	N/A	N/A
Jewish	2.0%	N/A	N/A
Buddhist	1.1%	N/A	N/A
Eastern Orthodox	0.9%	N/A	N/A
Shinto	0.5%	N/A	N/A
Greek Orthodox	0.2%	N/A	N/A
Islamic	0.2%	N/A	N/A
Sikh	0.2%	N/A	N/A
<i>Base</i>	1,789	N/A	N/A

96.5 percent of callers prefer English as their first language.

Language Preferred	% Callers	% WA State	Index
English	96.5%	N/A	N/A
Spanish	2.0%	N/A	N/A
Other	1.5%	N/A	N/A
<i>Base</i>	1,792	N/A	N/A

16.6% of callers were retired, while 38% are professionals.

Occupation	% Callers	% WA State	Index
Administrator/Executive	0.8%	N/A	N/A
Clerical/Office	6.8%	N/A	N/A
Craftsman	11.2%	N/A	N/A
Homemaker	4.6%	N/A	N/A
Professional	38.0%	N/A	N/A
Proprietor, Business owner	5.6%	N/A	N/A
Sales/Marketing	6.6%	N/A	N/A
Service worker	0.2%	N/A	N/A
Student	0.8%	N/A	N/A
Supervisor	0.2%	N/A	N/A
Upper Management	8.6%	N/A	N/A
Retired	16.6%	N/A	N/A
Base	500	N/A	N/A

State demographics for religion, language, and professional status are not available at this time.

## COUNTY ANALYSIS – LOCATION BY COUNTY

In order to examine the locations of callers, the database was sorted by county. A total of 1,581 caller records had complete address information and were profiled. The following table gives the number of callers by county along with the total households (2006 est.). The index value calculates the degree to which callers in each county over- or under-indexes the normal distribution of households by county. An index of 1.0 indicates the number of callers for a given county was at a level expected relative to its population size.

The top five counties with the highest indexes rank among the smaller counties in Washington, with none over 30,000 population. Pierce County, with an index of 1.89, is the highest ranking county among the larger counties in the state. King County, the largest county, had an index of just .64 – considerably under-indexing relative to its size.

County	Callers	State HH	% Callers	% of State	Ratio
Columbia	4	1,763	0.3%	0.1%	3.49
Ferry	5	3,036	0.3%	0.1%	2.53
Clallam	43	29,354	2.7%	1.2%	2.25
Stevens	21	15,760	1.3%	0.6%	2.05
San Juan	9	7,300	0.6%	0.3%	1.90
Pierce	350	284,788	22.1%	11.7%	1.89
Skagit	49	42,296	3.1%	1.7%	1.78
Lewis	32	27,899	2.0%	1.1%	1.77
Okanogan	17	15,106	1.1%	0.6%	1.73
Grays Harbor	27	27,501	1.7%	1.1%	1.51
Whatcom	70	71,394	4.4%	2.9%	1.51
Clark	141	148,830	8.9%	6.1%	1.46
Cowlitz	33	37,505	2.1%	1.5%	1.35
Walla Walla	18	20,595	1.1%	0.8%	1.34
Jefferson	11	12,665	0.7%	0.5%	1.34
Kittitas	11	14,593	0.7%	0.6%	1.16
Lincoln	3	4,253	0.2%	0.2%	1.09
Kitsap	64	91,102	4.0%	3.7%	1.08
Wahkiakum	1	1,548	0.1%	0.1%	0.99
Pacific	6	9,363	0.4%	0.4%	0.99
Thurston	57	90,377	3.6%	3.7%	0.97
Mason	13	20,691	0.8%	0.9%	0.97
Yakima	47	75,409	3.0%	3.1%	0.96
Chelan	16	25,721	1.0%	1.1%	0.96
Adams	3	5,237	0.2%	0.2%	0.88
Klickitat	4	7,854	0.3%	0.3%	0.78
Grant	13	26,702	0.8%	1.1%	0.75
Island	15	30,868	0.9%	1.3%	0.75

Asotin	4	8,611	0.3%	0.4%	0.71
Spokane	74	172,950	4.7%	7.1%	0.66
King	309	739,926	19.5%	30.4%	0.64
Snohomish	85	245,688	5.4%	10.1%	0.53
Douglas	4	12,503	0.3%	0.5%	0.49
Whitman	5	16,001	0.3%	0.7%	0.48
Franklin	5	18,295	0.3%	0.8%	0.42
Skamania	1	4,066	0.1%	0.2%	0.38
Pend O'Reille	1	4,979	0.1%	0.2%	0.31
Benton	10	59,401	0.6%	2.4%	0.26
Garfield	0	967	0.0%	0.0%	0.00
<b>Total</b>	<b>1581</b>	<b>2,432,897</b>	<b>100.0%</b>	<b>100.0%</b>	<b>1.00</b>

## COUNTY ANALYSIS

An analysis was conducted at the county level to determine whether differences in index levels could be attributed to basic demographic characteristics of the counties. This analysis had two parts: the first part examined secondary data for all households to understand general differences between counties. The second analysis delved deeper into the specific demographics of the callers.

Looking at entire counties, it was apparent from the first analysis that household sizes in the over-indexing counties are generally somewhat larger (2.64) compared to the state average of 2.59. Furthermore, household incomes tended to be slightly lower (\$50,146) than the state (\$52,415). Another important characteristic about the higher indexing counties is that they are more rural than the lower indexing counties: 69.5 persons per mile compared to 118.9 among the lower indexing counties.

County	Population	Households	Persons per Household	Square Miles	Pop. Density persons per mile)	Median Income	Index of Callers
Columbia County	4,189	1,763	2.38	869	4.8	\$39,518	3.49
Ferry County	7,541	3,036	2.48	2,204	3.4	\$33,012	2.53
Clallam County	68,103	29,354	2.32	1,739	39.2	\$42,616	2.25
Stevens County	41,487	15,760	2.63	2,478	16.7	\$39,700	2.05
San Juan County	15,611	7,300	2.14	175	89.2	\$49,360	1.90
Pierce County	761,461	284,788	2.67	1,679	453.5	\$53,198	1.89
Skagit County	112,867	42,296	2.67	1,735	65.0	\$50,240	1.78
Lewis County	72,356	27,899	2.59	2,408	30.1	\$41,184	1.77
Okanogan County	39,718	15,106	2.63	5,268	7.5	\$34,770	1.73
Grays Harbor County	70,959	27,501	2.58	1,917	37.0	\$39,922	1.51
Whatcom County	183,747	71,394	2.57	2,120	86.7	\$45,816	1.51
Clark County	405,074	148,830	2.72	628	644.8	\$55,576	1.46
Cowlitz County	97,107	37,505	2.59	1,139	85.3	\$45,002	1.35
Walla Walla County	57,949	20,595	2.81	1,271	45.6	\$42,021	1.34
Jefferson County	28,082	12,665	2.22	1,814	15.5	\$43,826	1.34
Kittitas County	36,799	14,593	2.52	2,297	16.0	\$38,416	1.16
Lincoln County	10,421	4,253	2.45	2,311	4.5	\$41,325	1.09
Kitsap County	242,104	91,102	2.66	396	611.4	\$55,664	1.08
<b>Total Over-Indexing</b>	<b>2,255,575</b>	<b>855,740</b>	<b>2.64</b>	<b>32,448</b>	<b>69.5</b>	<b>\$50,146</b>	<b>1.63</b>
<b>Total at least 1.5 Index</b>	<b>1,378,039</b>	<b>526,197</b>	<b>2.62</b>	<b>22,592</b>	<b>61.0</b>	<b>\$48,889</b>	<b>1.83</b>
<b>Under-Indexing</b>	<b>4,055,679</b>	<b>1,577,157</b>	<b>2.57</b>	<b>34,096</b>	<b>118.9</b>	<b>\$54,404</b>	<b>0.66</b>
<b>All Counties</b>	<b>6,311,254</b>	<b>2,432,897</b>	<b>2.59</b>	<b>66,544</b>	<b>94.8</b>	<b>\$52,415</b>	<b>1.00</b>

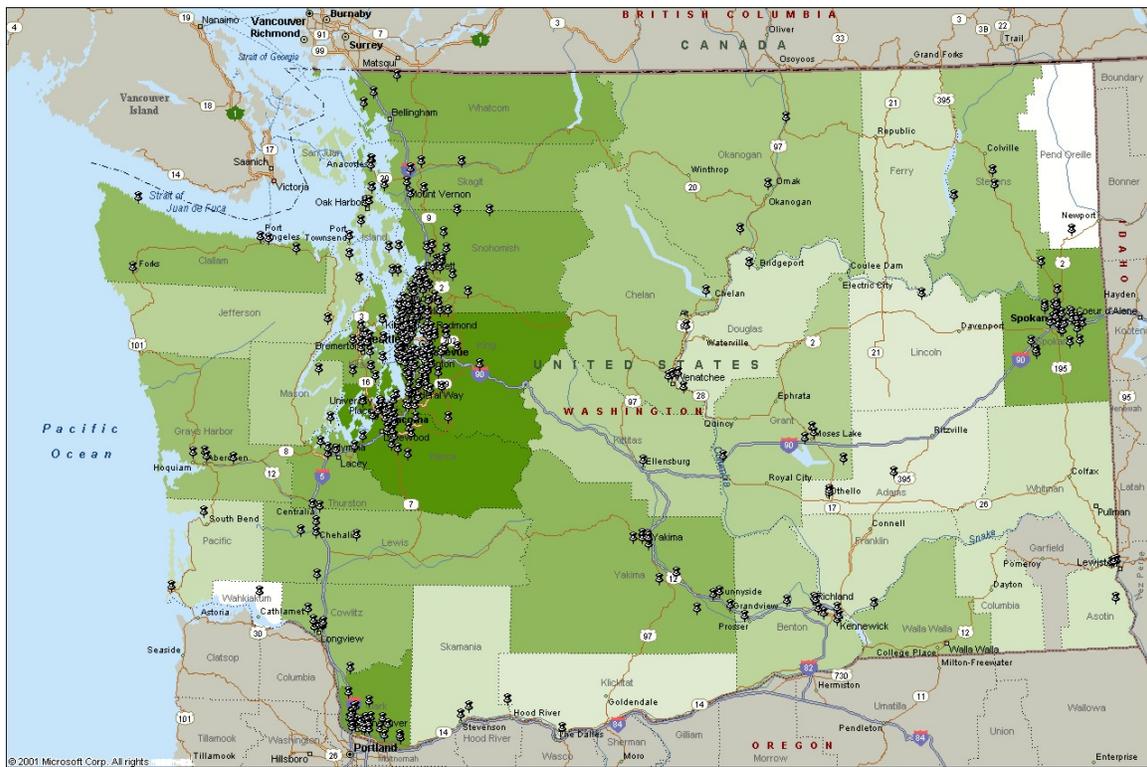
## COUNTY ANALYSIS – CALLER PROFILES

The second analysis of caller demographics highlighted similar differences between callers and the general population that were described earlier in the report. This includes higher incomes, greater incidence of home ownership, slightly older, higher percentage of married couples, and higher percentage White/Caucasian.

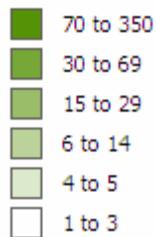
Beyond this, there were some differences worth noting between the group of higher indexing counties and all counties. The figures show that the higher indexing counties have slightly lower incomes compared to the state (both in the overall data and with the caller database). They also have slightly older heads of household (50.1 vs. 49.5) and a higher share of married households (81.1% vs. 78.8%).

County	Index of Callers	Total HH in County	Pop. Density persons per mile)	HH Size (all HH)	Median Income (all HH)	Median Income (callers)	Median Age	% Home owner	% Married	% with Children	% White
Columbia County	3.49	1,763	4.8	2.38	\$39,518	na	na	na	na	na	na
Ferry County	2.53	3,036	3.4	2.48	\$33,012	na	na	na	na	na	na
Clallam County	2.25	29,354	39.2	2.32	\$42,616	\$42,500	60	93.0%	88.9%	11.1%	97.4%
Stevens County	2.05	15,760	16.7	2.63	\$39,700	\$42,500	50	95.2%	80.0%	20.0%	95.2%
San Juan County	1.90	7,300	89.2	2.14	\$49,360	\$62,500	50	100.0%	na	na	100.0%
Pierce County	1.89	284,788	453.5	2.67	\$53,198	\$62,500	50	88.0%	76.5%	27.0%	85.2%
Skagit County	1.78	42,296	65.0	2.67	\$50,240	\$62,500	50	95.9%	83.9%	25.9%	97.9%
Lewis County	1.77	27,899	30.1	2.59	\$41,184	\$42,500	50	93.8%	87.5%	41.7%	87.5%
Okanogan County	1.73	15,106	7.5	2.63	\$34,770	\$30,000	50	100.0%	100.0%	0.0%	100.0%
Grays Harbor County	1.51	27,501	37.0	2.58	\$39,922	\$42,500	50	92.6%	78.6%	21.4%	96.0%
Whatcom County	1.51	71,394	86.7	2.57	\$45,816	\$62,500	50	94.3%	76.2%	23.8%	95.2%
Clark County	1.46	148,830	644.8	2.72	\$55,576	\$62,500	50	94.3%	83.7%	30.5%	92.1%
Cowlitz County	1.35	37,505	85.3	2.59	\$45,002	\$42,500	50	87.8%	79.2%	33.3%	96.4%
Walla Walla County	1.34	20,595	45.6	2.81	\$42,021	\$62,500	50	88.9%	88.9%	44.4%	87.5%
Jefferson County	1.34	12,665	15.5	2.22	\$43,826	\$62,500	60	100.0%	66.7%	0.0%	90.0%
Kittitas County	1.16	14,593	16.0	2.52	\$38,416	\$62,500	50	81.8%	100.0%	37.5%	90.9%
Lincoln County	1.09	4,253	4.5	2.45	\$41,325	na	na	na	na	na	na
Kitsap County	1.08	91,102	611.4	2.66	\$55,664	\$62,500	50	87.5%	89.3%	28.6%	95.0%
<b>Total Selected</b>	<b>1.63</b>	<b>855,740</b>	<b>69.5</b>	<b>2.64</b>	<b>\$50,146</b>	<b>\$58,401</b>	<b>50.1</b>	<b>91.1%</b>	<b>81.1%</b>	<b>26.6%</b>	<b>90.7%</b>
<b>All Callers</b>	<b>1.00</b>	na	na	na	na	<b>\$62,500</b>	<b>49.5</b>	<b>92.4%</b>	<b>78.8%</b>	<b>25.7%</b>	<b>90.0%</b>
<b>Statewide</b>	<b>1.00</b>	<b>2,432,897</b>	<b>94.8</b>	<b>2.59</b>	<b>\$52,415</b>	na	<b>47.8</b>	<b>64.9%</b>	<b>52.3%</b>	<b>32.8%</b>	<b>82.2%</b>

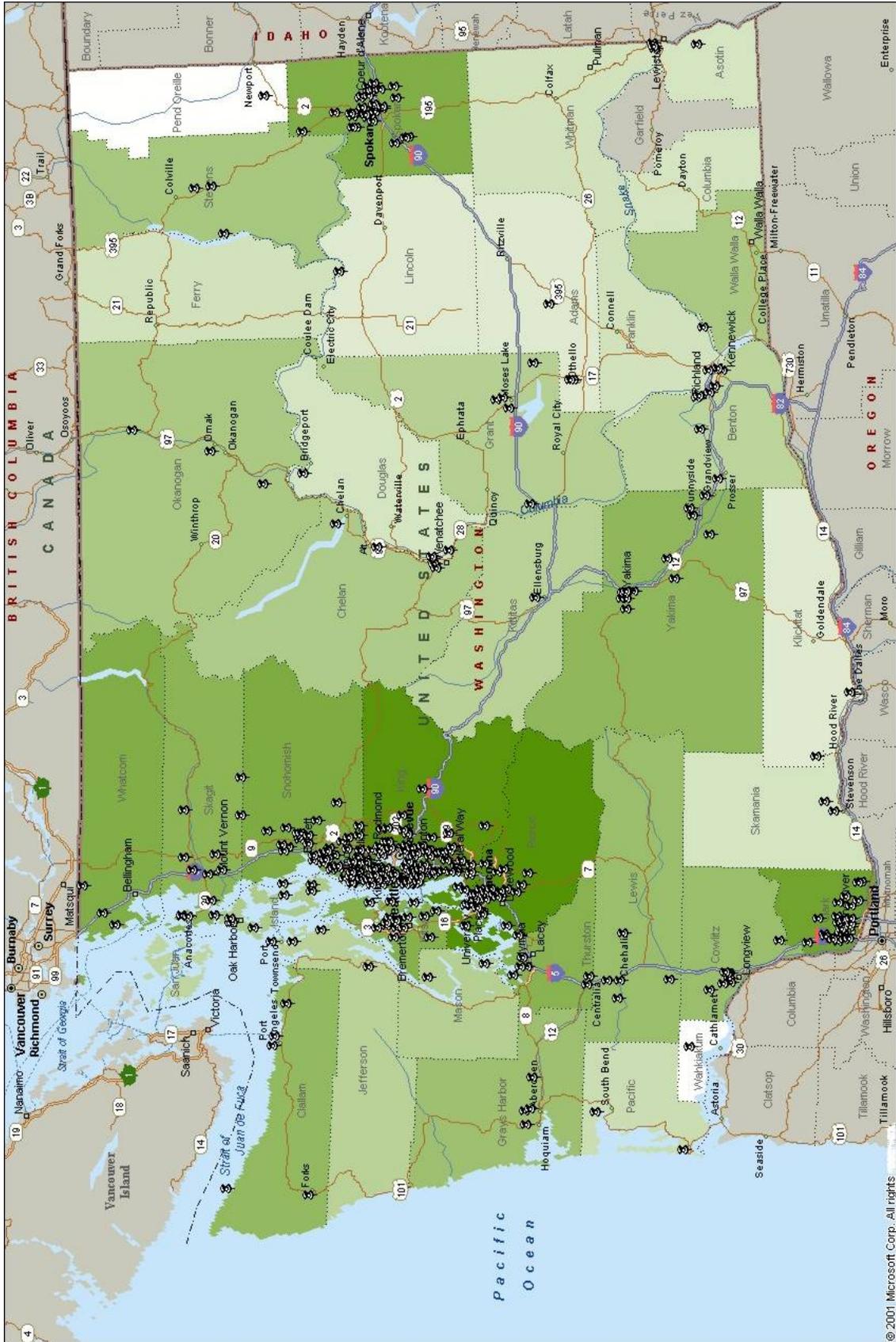
# COUNTY ANALYSIS MAP



Each gradient represents the density of total callers by county.



Push pins indicate the actual address for the phone numbers captured.



## ZIP CODE ANALYSIS – LOCATION BY ZIP CODE

In order to further examine the locations of callers, the database was sorted by zip code, and the top zip codes were selected for further analysis. The following table gives the number of callers by zip code along with the total households (2006 est.) The index value calculates the degree to which callers in each zip code over- or under-indexes the normal distribution of households by county. An index of 1.0 indicates the number of callers for a given zip code was at a level expected relative to its population size.

By zip code, more callers came from the 98382 zip code than any other zip code. Despite making up only 0.5% of the state households, 1.5% of callers came from 98382, which serves the city of Sequim. However, the zip code with the highest index was 98390, which serves Sumner in Pierce County. That zip code contains 0.2% of all households in the state, but 0.8% of callers.

Zip	City	County	Count	State HH	% of Callers	% of State	Index
98390	Sumner	Pierce	13	4,378	0.80%	0.20%	4.57
98371	Puyallup	Pierce	19	8,154	1.20%	0.30%	3.59
98382	Sequim	Clallam	24	11,219	1.50%	0.50%	3.29
98335	Gig Harbor	Pierce	18	9,495	1.10%	0.40%	2.92
98338	Graham	Pierce	13	8,363	0.80%	0.30%	2.39
98532	Chehalis	Lewis	13	8,377	0.80%	0.30%	2.39
98408	Tacoma	Pierce	11	7,186	0.70%	0.30%	2.36
98499	Lakewood	Pierce	19	12,508	1.20%	0.50%	2.34
98662	Vancouver	Clark	15	10,293	0.90%	0.40%	2.24
98404	Tacoma	Pierce	15	10,503	0.90%	0.40%	2.2
98221	Anacortes	Skagit	12	8,645	0.80%	0.40%	2.14
98362	Port Angeles	Clallam	13	9,490	0.80%	0.40%	2.11
98444	Parkland	Pierce	16	12,081	1.00%	0.50%	2.04
98374	Puyallup	Pierce	17	12,906	1.10%	0.50%	2.03
98387	Tacoma	Pierce	16	13,503	1.00%	0.60%	1.82
98604	Battle Ground	Clark	12	10,349	0.80%	0.40%	1.78
99362	Walla Walla	Walla Walla	11	9,490	0.70%	0.40%	1.78
98498	Lakewood	Pierce	12	11,575	0.80%	0.50%	1.6
98002	Auburn	King	12	12,463	0.80%	0.50%	1.48
98391	Bonney Lake	Pierce	14	15,036	0.90%	0.60%	1.43
98226	Bellingham	Whatcom	12	13,631	0.80%	0.60%	1.35
98042	Covington	King	12	13,831	0.80%	0.60%	1.34
98223	Arlington	Snohomish	12	14,655	0.80%	0.60%	1.26
98661	Vancouver	Clark	13	16,238	0.80%	0.70%	1.23
98003	Federal Way	King	13	16,671	0.80%	0.70%	1.2
98682	Vancouver	Clark	13	17,370	0.80%	0.70%	1.15

98225	Bellingham	Whatcom	14	18,888	0.90%	0.80%	1.14
98034	Kirkland	King	12	16,142	0.80%	0.70%	1.14
98902	Yakima	Yakima	12	16,536	0.80%	0.70%	1.12
98632	Longview	Cowlitz	11	19,275	0.70%	0.80%	0.88
	<b>Total</b>		<b>419</b>	<b>369,251</b>	<b>26.50%</b>	<b>15.20%</b>	<b>1.75</b>

## ZIP CODE ANALYSIS – CALLER PROFILES

An analysis of the top zip codes with indexes over 1.0 revealed a profile that was generally similar to that of the entire caller database. Pierce County zip codes represented 7 of the top 8 zip codes.

The difference worth noting among these target residents was somewhat lower median incomes (\$56K versus \$63K). All other demographics were close enough to the overall profile to not be statistically meaningful. It should be noted that the high index of Sequim could be influenced by the type and length of time for homeownership based on a predominantly retirement community (where telephone numbers change less often).

Zip Code	% of Callers	Nearest City	County	Median Income	Median Age	% Home owner	% Married	% with Children
98003	0.80%	Federal Way	King	\$62,500	50	84.60%	83.30%	33.30%
98371	1.20%	Puyallup	Pierce	\$62,500	40	94.80%	100.00%	30.80%
98382	1.50%	Sequim	Clallam	\$42,500	70	100.00%	85.70%	7.10%
98335	1.10%	Gig Harbor	Pierce	\$87,500	45	100.00%	84.60%	7.70%
98338	0.80%	Graham	Pierce	\$62,500	60	100.00%	77.80%	22.20%
98362	0.80%	Port Angeles	Clallam	\$42,500	50	76.90%	100.00%	50.00%
98408	0.70%	Tacoma	Pierce	\$42,500	50	100.00%	85.70%	57.10%
98499	1.20%	Lakewood	Pierce	\$42,500	50	68.40%	72.70%	18.20%
98404	0.90%	Tacoma	Pierce	\$30,000	50	93.30%	22.20%	33.30%
98662	0.90%	Vancouver	Clark	\$87,500	50	100.00%	84.60%	30.80%
98002	0.80%	Auburn	King	\$15,000	50	100.00%	80.00%	0.00%
98390	0.80%	Sumner	Pierce	\$62,500	50	100.00%	87.50%	37.50%
98387	1.00%	Tacoma	Pierce	\$42,500	50	93.80%	71.40%	42.90%
98374	1.10%	Puyallup	Pierce	\$62,500	50	94.10%	100.00%	45.50%
98444	1.00%	Parkland	Pierce	\$25,000	50	87.50%	66.70%	50.00%
98034	0.80%	Kirkland	King	\$100,000	50	100.00%	77.80%	11.10%
98632	0.70%	Longview	Cowlitz	\$30,000	50	81.80%	85.70%	28.60%
98042	0.80%	Covington	King	\$100,000	50	91.70%	90.00%	30.00%
98221	0.80%	Anacortes	Skagit	\$75,000	55	100.00%	83.30%	16.70%
98225	0.90%	Bellingham	Whatcom	\$42,500	40	71.40%	50.00%	37.50%
98223	0.80%	Arlington	Snohomish	\$62,500	40	100.00%	77.80%	11.10%
98226	0.80%	Bellingham	Whatcom	\$75,000	50	100.00%	85.70%	28.60%
98498	0.80%	Lakewood	Pierce	\$62,500	50	83.30%	60.00%	20.00%
98532	0.80%	Chehalis	Lewis	\$42,500	50	92.30%	83.30%	25.00%
98661	0.80%	Vancouver	Clark	\$30,000	50	69.20%	100.00%	20.00%
98682	0.80%	Vancouver	Clark	\$62,500	50	92.30%	66.70%	16.70%
98391	0.90%	Bonney Lake	Pierce	\$62,500	50	85.70%	55.60%	0.00%
98604	0.80%	Battle Ground	Clark	\$87,500	50	100.00%	100.00%	28.60%

98902	0.80%	Yakima	Yakima	\$36,250	55	100.00%	60.00%	0.00%
99362	0.70%	Walla Walla	Walla Walla	\$62,500	50	90.90%	75.00%	75.00%
<b>TOTAL</b>	<b>26.50%</b>	<b>na</b>	<b>na</b>	<b>\$56,229</b>	<b>50</b>	<b>91.60%</b>	<b>78.60%</b>	<b>26.70%</b>
All Callers	100.00%	na	na	\$62,500	49.5	92.40%	78.80%	25.70%
<b>State</b>	<b>na</b>	<b>na</b>	<b>na</b>	<b>\$52,415</b>	<b>47.8</b>	<b>64.90%</b>	<b>52.30%</b>	<b>32.80%</b>

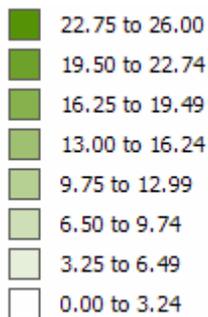
*\*Note: Because of smaller sample sizes in zip codes with less than 1% of the total base, care should be taken in evaluating individual demographic data for these neighborhoods*

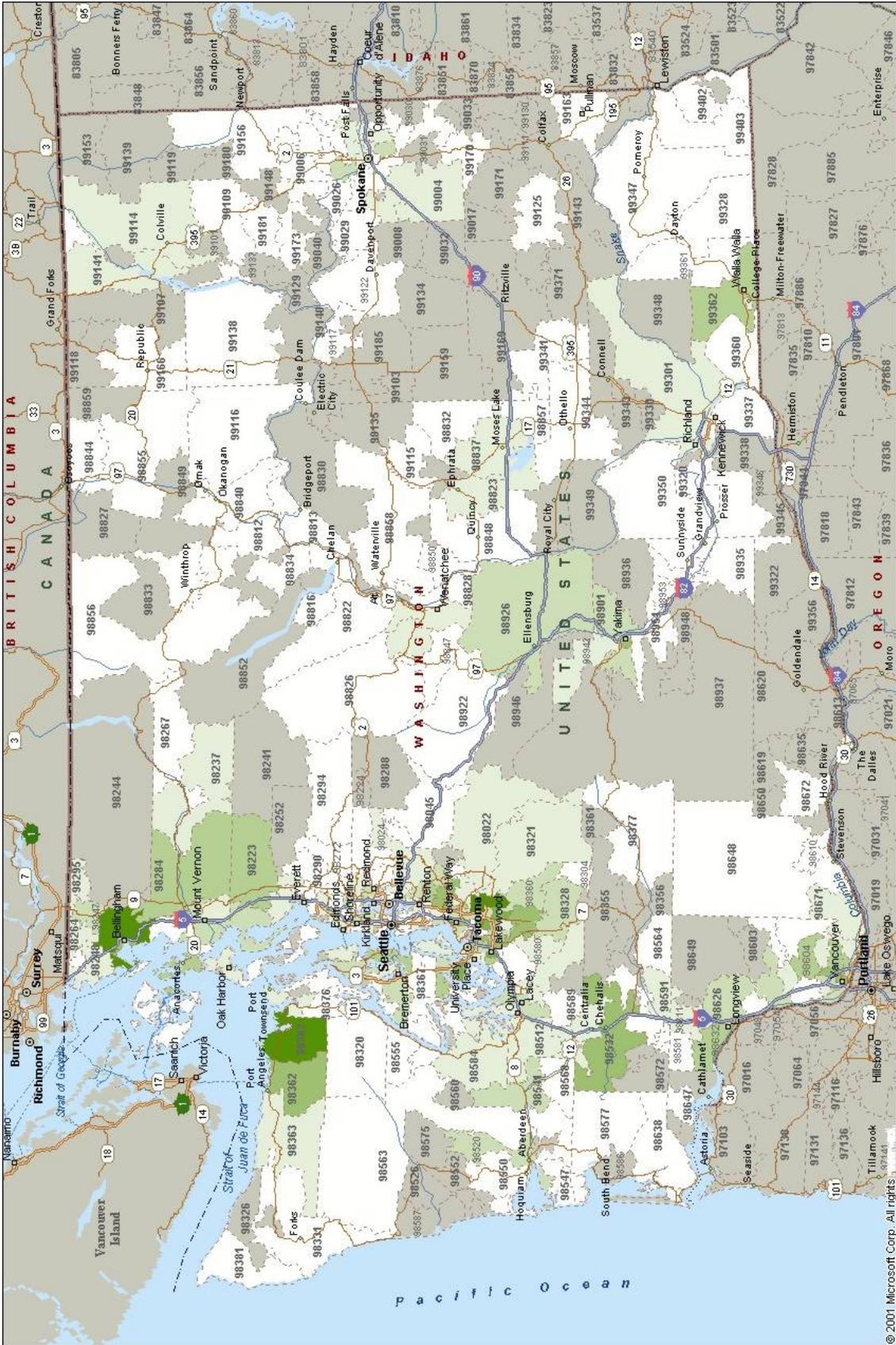
# ZIP CODE ANALYSIS – MAPS

Callers by Zip Code



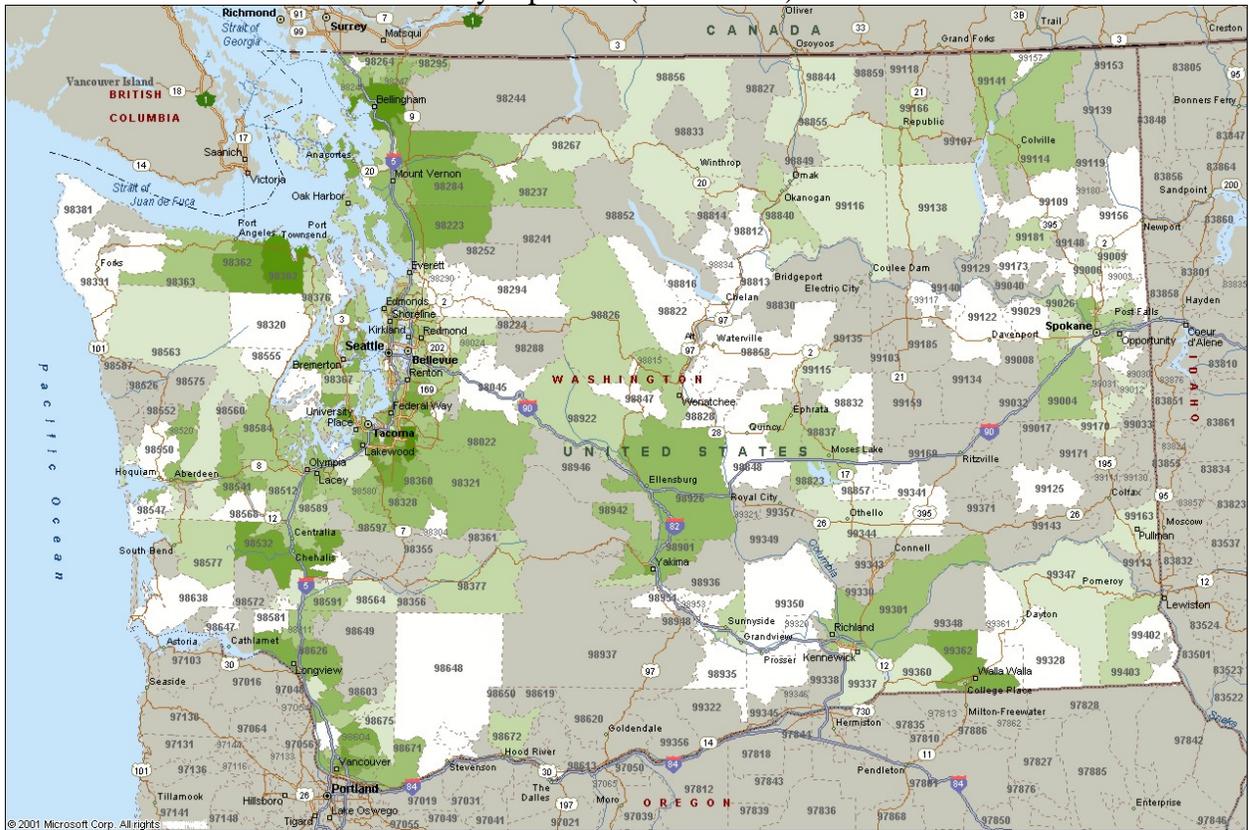
Each gradient graphically displays the density of callers by Zip Code – segmented scale.



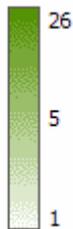


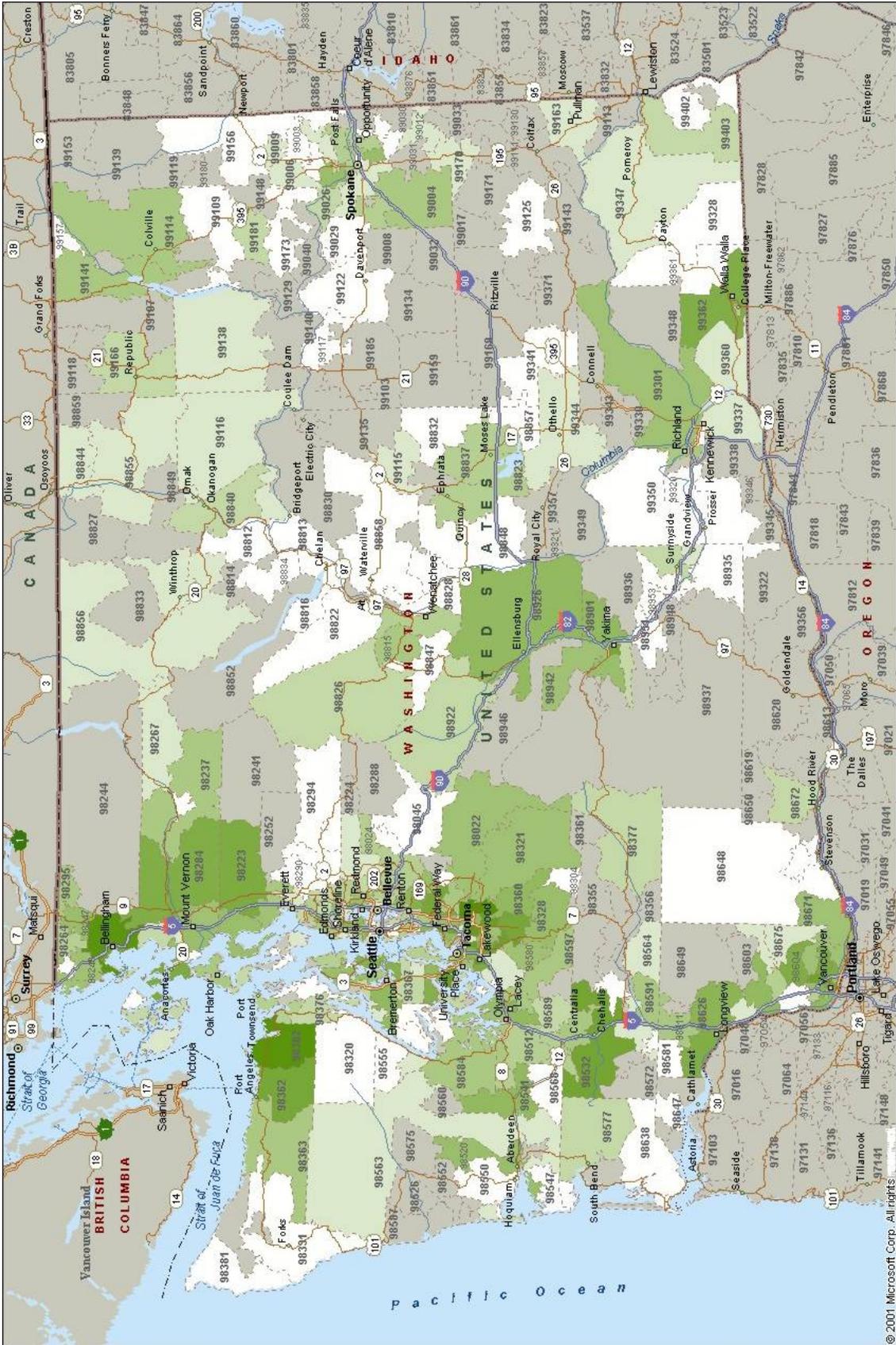
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## Callers by Zip Code (Continuous)



Each gradient graphically displays the density of callers by Zip Code – continuous graphing scale.





## PRIZM ANALYSIS - BACKGROUND

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The PRIZM NE lifestyle system, developed by Claritas, is a "neighborhood lifestyle segmentation" system that classifies all U.S. households into one of 66 categories based on census data, leading consumer surveys and media measurement data, and other public and private sources of demographic and consumer information. PRIZM NE is updated annually to reflect the latest available demographic and consumer information.

PRIZM NE operates on the principle that "birds of a feather flock together." It's a worldwide phenomenon that individuals with similar cultural backgrounds, needs, and perspectives naturally gravitate toward one another. They choose to live in neighborhoods offering affordable advantages and compatible lifestyles. That's why, for instance, many young career singles and couples choose dynamic urban neighborhoods in Seattle, while families with children prefer the suburbs which offer more affordable housing, convenient shopping, and strong local schools.

The 66 PRIZM lifestyle segments were organized into 14 Social Groups and 4 levels of urban development. The cluster definitions were based on combinations of urban density and affluence with other differentiating characteristics such as ethnicity, family size, age, etc. Each cluster has a set of unique factors and is associated with particular types of consumer preferences and values. The segmentation is done at the household level, and the list of 1,581 callers with addresses was appended at this level, with the exception of a few that were appended at the zip + 4 level, which is basically a small neighborhood street.

One of the fundamental elements of PRIZM is identifying the type of neighborhood or community of each household. Town/country (T1, T2, etc.) covers rural and smaller town areas. Suburban (S1, S2, etc.) clusters include neighborhoods and bedroom communities surrounding major metro cities like Seattle. 2<sup>nd</sup> City clusters (C1, C2, etc.) refer to mid-sized cities such as Tacoma, Everett and Olympia that are not large enough to be major urban cities like Seattle but have a substantial economic base and are larger than the smaller towns. Finally, the urban clusters (U1, U2, etc.) are concentrated in the City of Seattle.

As the following table shows, the town/country level of urban development is the only one that over-indexes relative to its size within the state. While 34.7% of households statewide live in this type of community, 45.0% of the callers were from this type (30% greater than normal in the index). While the suburbs were about average in the index, 2<sup>nd</sup> City and urban neighborhoods were below average.

### Urban Density

Level of Urbanization	Description	# Callers	# State HH	% of Callers	% of State	Index
Town/Country Total	All other towns	701	833,107	45.02%	34.67%	<b>1.30</b>
Suburban Total	Suburbs of Seattle	531	838,594	34.10%	34.90%	<b>0.98</b>
2nd City Total	Secondary cities (i.e. Tacoma, Spokane)	261	514,616	16.76%	21.42%	<b>0.78</b>
Urban Total	Major urban (Seattle)	64	216,722	4.11%	9.02%	<b>0.46</b>

# PRIZM ANALYSIS – SOCIAL GROUPS

The distribution of PRIZM clusters and social groups is shown in the following table:

## Social Groups for the PRIZM NE Lifestyle Segments

Urban	Suburban	Second City	Town and Country
<b>U1</b> <b>Urban Uptown</b> 04 Young and Digerati 07 Money and Brains 16 Bohemian Mix 26 The Cosmopolitans 29 American Dreams	<b>S1</b> <b>Elite Suburbs</b> 01 Upper Crust 02 Blue Blood Estates 03 Movers and Shakers 06 Winner's Circle	<b>C1</b> <b>Second City Society</b> 10 Second City Elite 12 Brite Lites, Li'l City 13 Upward Bound	<b>T1</b> <b>Landed Gentry</b> 05 Country Squires 09 Big Fish, Small Pond 11 God's Country 20 Fast-Track Families 25 Country Casuals
<b>U2</b> <b>Midtown Mix</b> 31 Urban Achievers 40 Close-In Couples 54 Multi-Culti Mosaic	<b>S2</b> <b>The Affluentials</b> 08 Executive Suites 14 New Empty Nests 15 Pools & Patios 17 Beltway Boomers 18 Kids & Cul-de-Sacs 19 Home Sweet Home	<b>C2</b> <b>City Centers</b> 24 Up-and-Comers 27 Middleburg Managers 34 White Picket Fences 35 Boomtown Singles 41 Sunset Blues	<b>T2</b> <b>Country Comfort</b> 23 Greenbelt Sports 28 Traditional Times 32 New Homesteaders 33 Big Sky Families 37 Mayberry-ville
	<b>S3</b> <b>Middleburbs</b> 21 Gray Power 22 Young Influentials 30 Suburban Sprawl 36 Blue Chip Blues 39 Domestic Duos		<b>T3</b> <b>Middle America</b> 38 Simple Pleasures 42 Red, White & Blues 43 Heartlanders 45 Blue Highways 50 Kid Country, USA 51 Shotguns & Pickups
<b>U3</b> <b>Urban Cores</b> 59 Urban Elders 61 City Roots 65 Big City Blues 66 Low-Rise Living	<b>S4</b> <b>Inner Suburbs</b> 44 New Beginnings 46 Old Glories 49 American Classics 52 Suburban Pioneers	<b>C3</b> <b>Micro-City Blues</b> 47 City Startups 53 Mobility Blues 60 Park Bench Seniors 62 Hometown Retired 63 Family Thrifts	<b>T4</b> <b>Rustic Living</b> 48 Young & Rustic 55 Golden Ponds 56 Crossroad Villagers 57 Old Milltowns 58 Back Country Folks 64 Bedrock America

### Urban Uptown (U1)

The five segments in Urban Uptown are home to the nation's wealthiest urban consumers. Members of this social group tend to be affluent to middle class, college educated and ethnically diverse, with above-average concentrations of Asian and Hispanic Americans. Although this group is diverse in terms of housing styles and family sizes, residents share an upscale urban perspective that's reflected in their marketplace choices. Urban Uptown consumers tend to frequent the arts, shop at exclusive retailers, drive luxury imports, travel abroad and spend heavily on computer and wireless technology.

### Midtown Mix (U2)

Diversity is the hallmark of Midtown Mix, a group of midscale urban segments. It's the most ethnically diverse social group, besides containing a mix of singles and couples, homeowners and renters, college alumnae and high school graduates. In U2, the households are dominated by childless consumers who pursue active social lives—

frequenting bars, health clubs and restaurants at high rates—listen to progressive music, drive small imports and acquire the latest consumer electronics.

### **Urban Cores (U3)**

Urban Cores segments are characterized by relatively modest incomes, educations and rental apartments, but affordable housing is part of the allure for the group's young singles and aging retirees. One of the least affluent social groups, U3 has a high concentration of Hispanics and African-Americans, and surveys indicate a fondness for both ethnic and mainstream media and products. Among the group's preferences: TV news and daytime programming, Spanish and black radio, telephony services and pagers, cheap fast food and high-end department stores.

### **Elite Suburbs (S1)**

The most affluent suburban social group, Elite Suburbs is a world of six-figure incomes, post-graduate degrees, single-family homes and managerial and professional occupations. The segments here are predominantly white with significant concentrations of well-off Asian Americans. Befitting their lofty salaries, S1 members are big consumers of large homes, expensive clothes, luxury cars and foreign travel. Despite representing a small portion of the U.S. population, they hold a large share of the nation's personal net worth.

### **The Affluentials (S2)**

The six segments in The Affluentials are one socioeconomic rung down from the Elite Suburbs—with a 25 percent drop in median income—but their residents still enjoy comfortable, suburban lifestyles. The median income in S2 is nearly \$60,000, the median home value is about \$200,000, and the mostly couples in this social group tend to have college degrees and white-collar jobs. Asian Americans make up an important minority in these predominantly white segments. As consumers, The Affluentials are big fans of health foods, computer equipment, consumer electronics and the full range of big-box retailers.

### **Middleburbs (S3)**

The five segments that comprise Middleburbs share a middle-class, suburban perspective, but there the similarity ends. Two groups are filled with very young residents, two are filled with seniors and one is middle-aged. In addition, S3 includes a mix of both, homeowners and renters as well as high school graduates and college alums. With good jobs and money in their jeans, the members of Middleburbs tend to have plenty of discretionary income to visit nightclubs and casual-dining restaurants, shop at midscale department stores, buy dance and easy listening CDs by the dozen and travel across the U.S. and Canada.

### **Inner Suburbs (S4)**

The four segments in the Inner Suburbs social group are concentrated in the inner-ring suburbs of major metros—areas where residents tend to be high school educated, unmarried and lower-middle class. There's diversity in this group, with segments that are racially mixed, divided evenly between homeowners and renters and filled with households that are either young or aging in place. However, the consumer behavior of

the S4 segments are dominated by older Americans who enjoy social activities at veterans clubs and fraternal orders, TV news and talk shows, and shopping at discount department stores.

### **Second City Society (C1)**

Among second-tier cities, Second City Society stands at the top of the heap, a social group consisting of the wealthiest families who live outside the nation's metropolitan core. The three segments in this group are dominated with married couples with children, college degrees, large homes, and executive jobs. Ethnically, the residents are predominantly white with above-average rates of Asian Americans. In the marketplace, they spend big on digital and wireless technology, business and cultural media, casual-dining restaurants, upscale retailers, foreign travel and luxury cars.

### **City Centers (C2)**

The five segments in the C2 social group consist of a mix of Americans—old and young, homeowners and renters, families and singles—who've settled in the nation's satellite cities. What they share is a middle-class status, some college educations and a lifestyle heavy on leisure and recreation. The members of City Centers tend to be big fans of home-centered activities: computer surfing, video renting, TV viewing and playing games and musical instruments. Outside their homes, they go to movies, museums and bowling alleys at high rates.

### **Micro City Blues (C3)**

Micro-City Blues was created via the predominantly downscale residents living in the affordable housing found throughout the nation's smaller cities. A diverse social group, these five segments contain a mix of old and young, singles and widowers, whites, African-Americans and Hispanics. Most of the workers hold blue-collar jobs—hence the name—and their marketplace behaviors reflect the segments' varied lifestyles. This is one of the few social groups where consumers have a high index for video games and bingo, aerobic exercise and fishing, BET and the Country Music Network.

### **Landed Gentry (T1)**

Widely scattered throughout the nation, the five segments in the Landed Gentry social group consist of wealthy Americans who migrated to the smaller boomtowns beyond the nation's beltways. Many of the households contain Boomer families and couples with college degrees, professional jobs—they're twice as likely as average Americans to telecommute—and expansive homes. With their upscale incomes, they can afford to spend heavily on consumer electronics, wireless and computer technology, luxury cars, powerboats, books and magazines, children's toys and exercise equipment.

### **Country Comfort (T2)**

The five segments in Country Comfort are filled with predominantly white, middle-class homeowners. In their placid towns and scenic bedroom communities, these Americans tend to be married, between the ages of 25 and 54, with or without children. They enjoy comfortable upscale lifestyles, exhibiting high indices for barbecuing, bar-hopping and

playing golf as well as home-based activities such as gardening, woodworking and crafts. Reflecting their rural, family environment, they prefer trucks, SUVs and minivans to cars.

### **Middle America (T3)**

The six segments in Middle America are filled with middle-class homeowners living in small towns and remote exurbs. Typically found in scenic settings throughout the nation's heartland, Middle Americans tend to be white, high school educated, living as couples or larger families, and ranging in age from under 25 to over 65. Like many residents of remote communities, these conservative consumers tend to prefer traditional rural pursuits: fishing, hunting, making crafts, antique collecting, watching television and meeting at civic and veterans clubs for recreation and companionship. Friday nights are for celebrating high school sports.

### **Rustic Living (T4)**

The six segments in Rustic America represent the nation's most isolated towns and rural villages. As a group, T4 residents have relatively modest incomes, low educational levels, aging homes and blue-collar occupations. Many of the residents, a mix of young singles and seniors, are unmarried, and they've watched scores of their neighbors migrate to the city. In their remote communities, these consumers spend their leisure time in such traditional small-town activities as fishing and hunting, attending social activities at the local church and veterans club, enjoying country music and car racing.

## PRIZM ANALYSIS – URBANIZATION

One of the clear findings in the PRIZM analysis is that income by itself is not a very effective determiner of likelihood to make a call to theHSIEO.

The following table profiles the 14 Social Groups and is sorted in descending order by the index. The top Social Group is Rustic Living, which is coded T4 because it is the 4<sup>th</sup> (and lowest) in affluence of the Town/Country Social Groups. This group was found among 10.9% of the callers but only 7.6% of all households (1.44 index). The more affluent small town social groups of Country Comfort (T2) and the wealthy Landed Gentry (T1) ranked second and forth, respectively.

At this level of breakout, two suburban social groups ranked above average in the index: Inner Suburbs (S4) and Elite Suburbs (S1). These represent both low income city dwellers and high income privileged suburban residents.

PRIZM Social Group	Level of Urban Devel.	# Callers	# State HH	% of Callers	% of State	Index
Rustic Living (T4)	Town/Country	170	182,000	10.9%	7.6%	<b>1.44</b>
Country Comfort (T2)	Town/Country	216	249,334	13.9%	10.4%	<b>1.34</b>
Middle America (T3)	Town/Country	149	187,094	9.6%	7.8%	<b>1.23</b>
Landed Gentry (T1)	Town/Country	166	214,679	10.7%	8.9%	<b>1.19</b>
Inner Suburbs (S4)	Suburban	129	179,084	8.3%	7.5%	<b>1.11</b>
Elite Suburbs (S1)	Suburban	99	144,373	6.36%	6.01%	<b>1.06</b>
The Affluentials (S2)	Suburban	176	285,291	11.3%	11.9%	<b>0.95</b>
Middleburbs (S3)	Suburban	127	229,846	8.2%	9.6%	<b>0.85</b>
City Centers (C2)	2nd City	111	205,500	7.1%	8.6%	<b>0.83</b>
Second City Society (C1)	2nd City	59	121,582	3.8%	5.1%	<b>0.75</b>
Micro City Blues (C3)	2nd City	91	187,534	5.8%	7.8%	<b>0.75</b>
Urban Uptown (U1)	Urban	51	135,846	3.3%	5.7%	<b>0.58</b>
Midtown Mix (U2)	Urban	10	61,557	0.64%	2.56%	<b>0.25</b>
Urban Cores (U3)	Urban	3	19,319	0.19%	0.80%	<b>0.24</b>

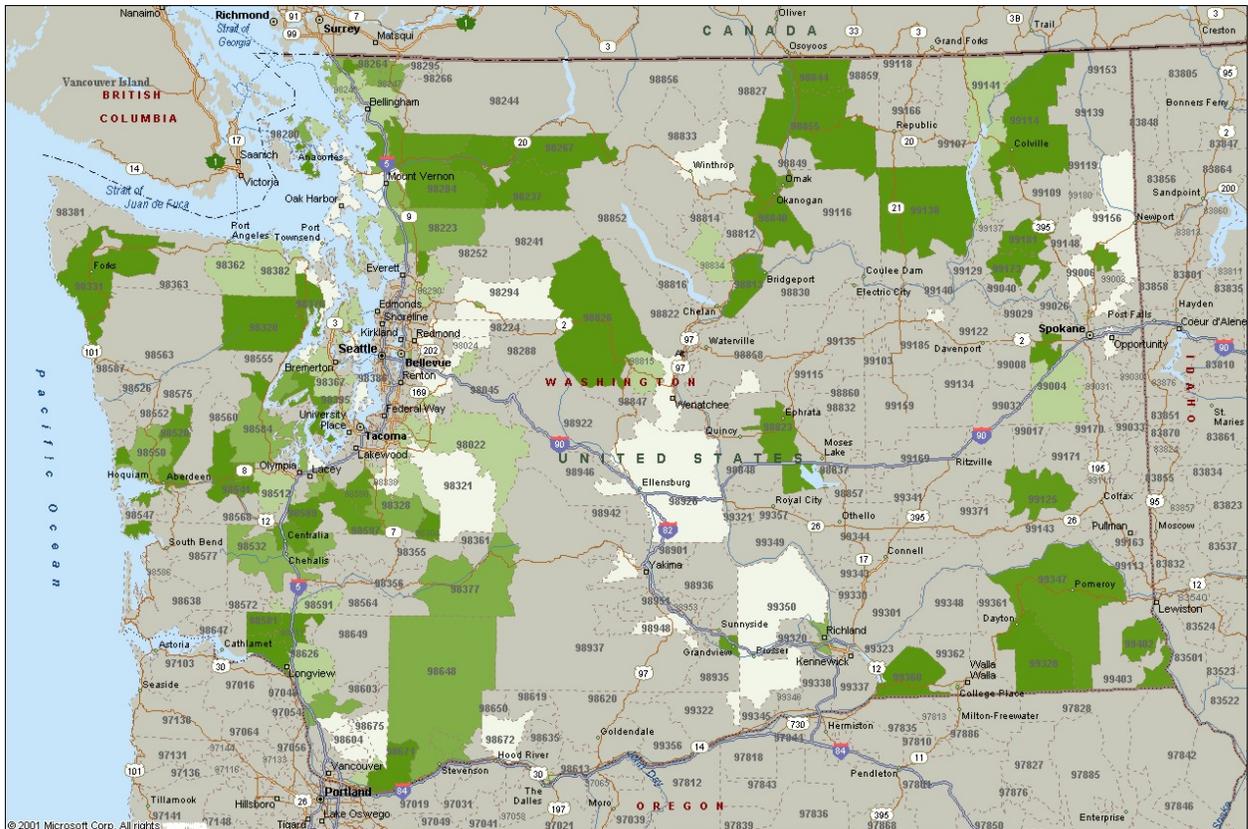
## PRIZM ANALYSIS – PRIZM CLUSTERS

A full listing of the individual PRIZM clusters that over-index the state are shown in the following table. The top six clusters highlighted in yellow were all from town/country social groups, representing a wide mix of affluence from lower to middle class to high income. These all had indexes of at least 1.75. The second tier of clusters, shown in blue, have indexes of between 1.35 and 1.73 and include a mix of suburban and town/country neighborhoods with one upscale 2<sup>nd</sup> City cluster. The third tier has six clusters ranging from 1.1 to 1.26 in the index and half are from the 2<sup>nd</sup> City social groups.

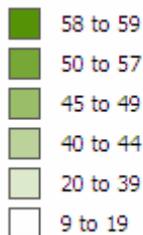
PRIZM Cluster	Social Group	# Callers	# StateHH	% of Callers	% of State	Index
58 - Back Country Folks	Rustic Living (T4)	51	31,315	3.3%	1.3%	2.51
28 - Traditional Times	Country Comfort (T2)	82	60,796	5.3%	2.5%	2.08
56 - Crossroads Villagers	Rustic Living (T4)	28	22,206	1.8%	0.9%	1.95
09 - Big Fish, Small Pond	Landed Gentry (T1)	63	53,583	4.0%	2.2%	1.81
45 - Blue Highways	Middle America (T3)	24	20,864	1.5%	0.9%	1.78
42 - Red, White and Blues	Middle America (T3)	22	19,158	1.4%	0.8%	1.77
01 - Upper Crust	Elite Suburbs (S1)	42	37,557	2.7%	1.6%	1.73
39 - Domestic Duos	Middleburbs (S3)	32	29,346	2.1%	1.2%	1.68
37 - Mayberry-ville	Country Comfort (T2)	45	43,066	2.9%	1.8%	1.61
55 - Golden Ponds	Rustic Living (T4)	28	27,520	1.8%	1.1%	1.57
44 - New Beginnings	Inner Suburbs (S4)	66	70,409	4.2%	2.9%	1.45
14 - New Empty Nests	The Affluentials (S2)	30	32,038	1.9%	1.3%	1.45
23 - Greenbelt Sports	Country Comfort (T2)	47	51,652	3.0%	2.1%	1.40
25 - Country Casuals	Landed Gentry (T1)	28	31,654	1.8%	1.3%	1.37
10 - Second City Elite	Second City Society (C1)	26	29,599	1.7%	1.2%	1.36
38 - Simple Pleasures	Middle America (T3)	44	50,143	2.8%	2.1%	1.35
15 - Pools & Patios	The Affluentials (S2)	33	40,329	2.1%	1.7%	1.26
43 - Heartlanders	Middle America (T3)	30	37,056	1.9%	1.5%	1.25
51 - Shotguns & Pickups	Middle America (T3)	21	28,489	1.3%	1.2%	1.14
24 - Up and Comers	City Centers (C2)	30	40,892	1.9%	1.7%	1.13
60 - Park Bench Seniors	Micro City Blues (C3)	21	29,257	1.3%	1.2%	1.11
53 - Mobility Blues	Micro City Blues (C3)	21	29,418	1.3%	1.2%	1.10
<b>TOTAL</b>		<b>814</b>	<b>816,347</b>	<b>52.3%</b>	<b>34.0%</b>	<b>1.54</b>

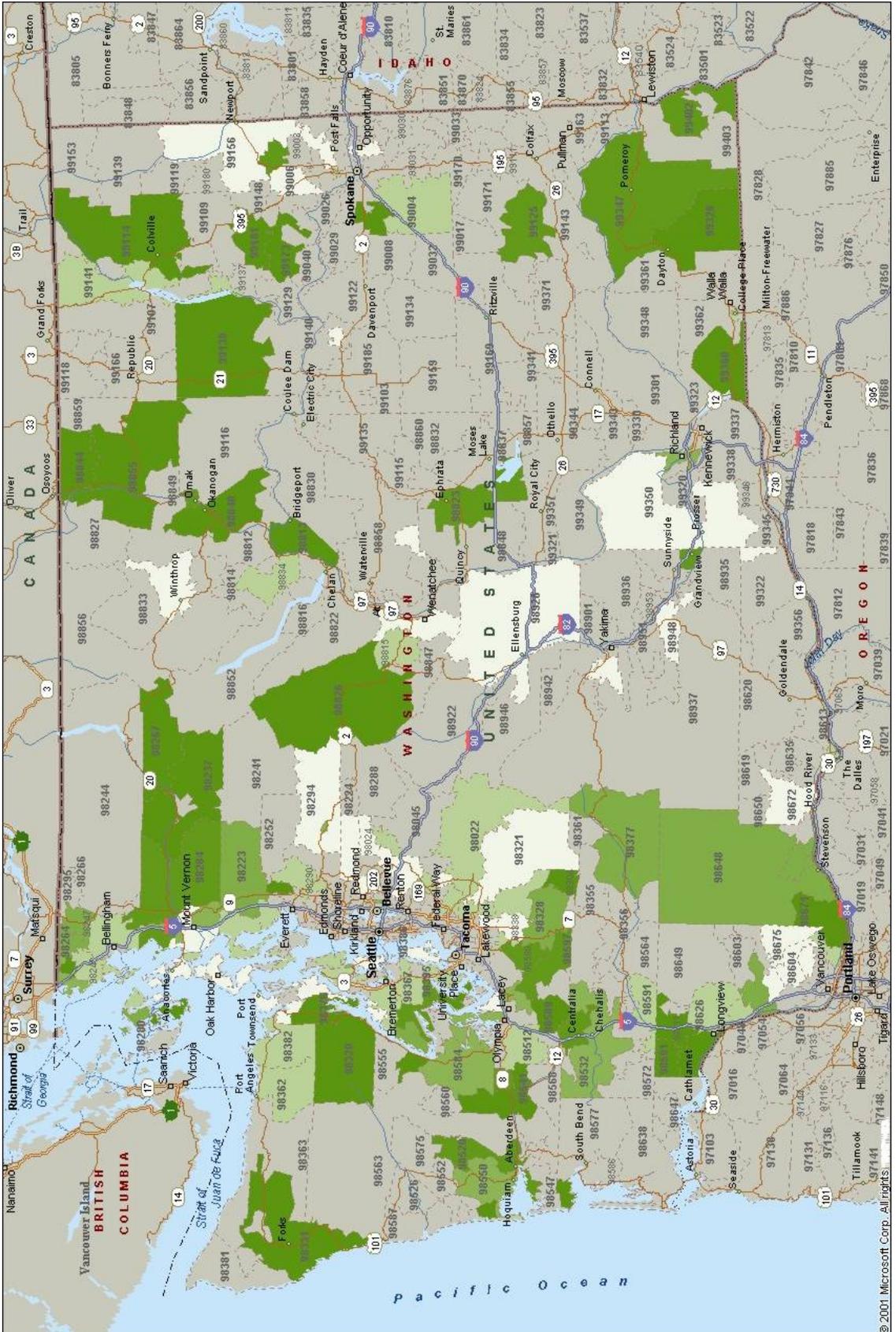
# PRIZM ANALYSIS – MAP OF HIGHEST SOCIAL GROUPS

The zip code distribution of the top 6 over-indexing PRIZM clusters were shown in the following map, with the heavier green shading indicating greater density of households from one of these lifestyle clusters. Note the high concentration of small town or rural communities.



Each gradient graphically displays the density of callers by Zip Code – segmented scale.

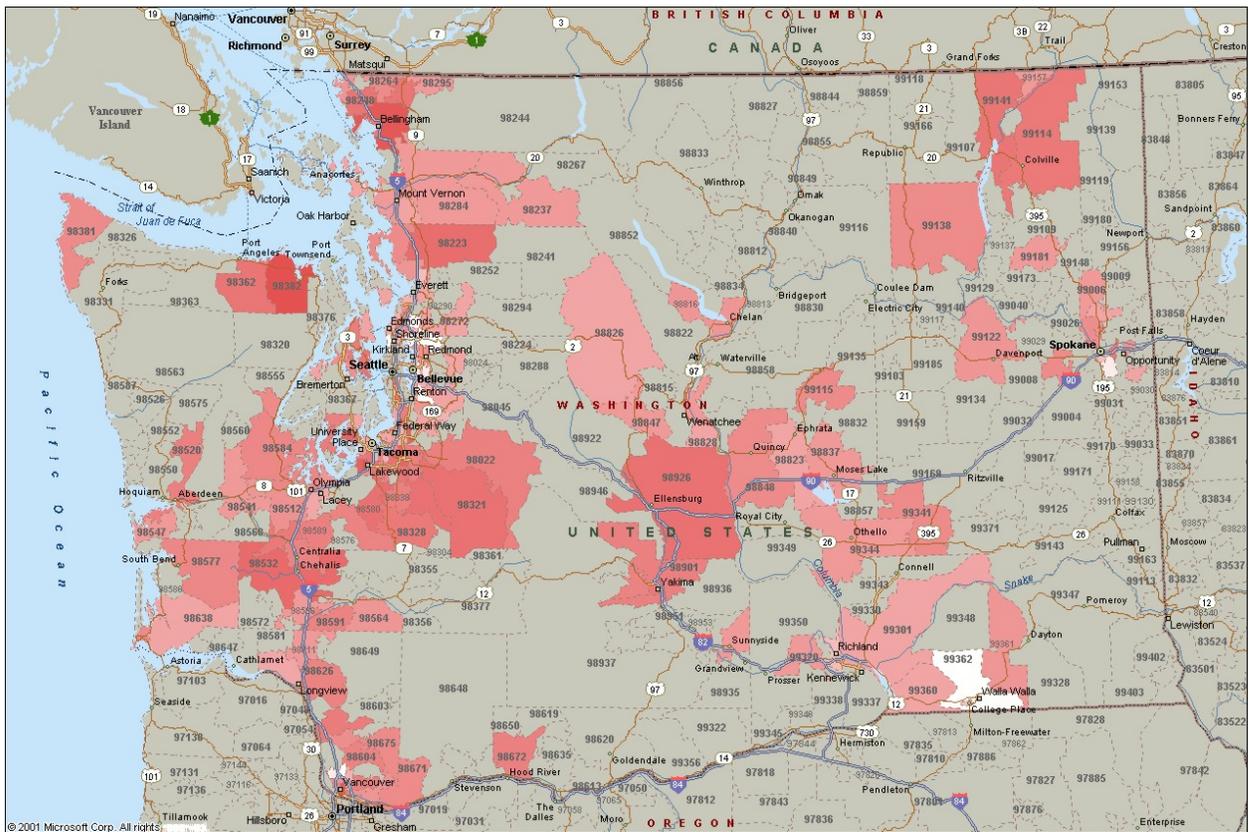




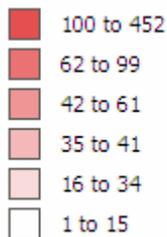
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# PRIZM ANALYSIS – MAP OF SECOND HIGHEST SOCIAL GROUPS

The spatial distribution of the second tier of 10 over-indexing PRIZM clusters was shown below. The heavier red shading indicates higher concentrations of households within these clusters. Note that a greater number of zip codes within the Central Puget Sound region were included.



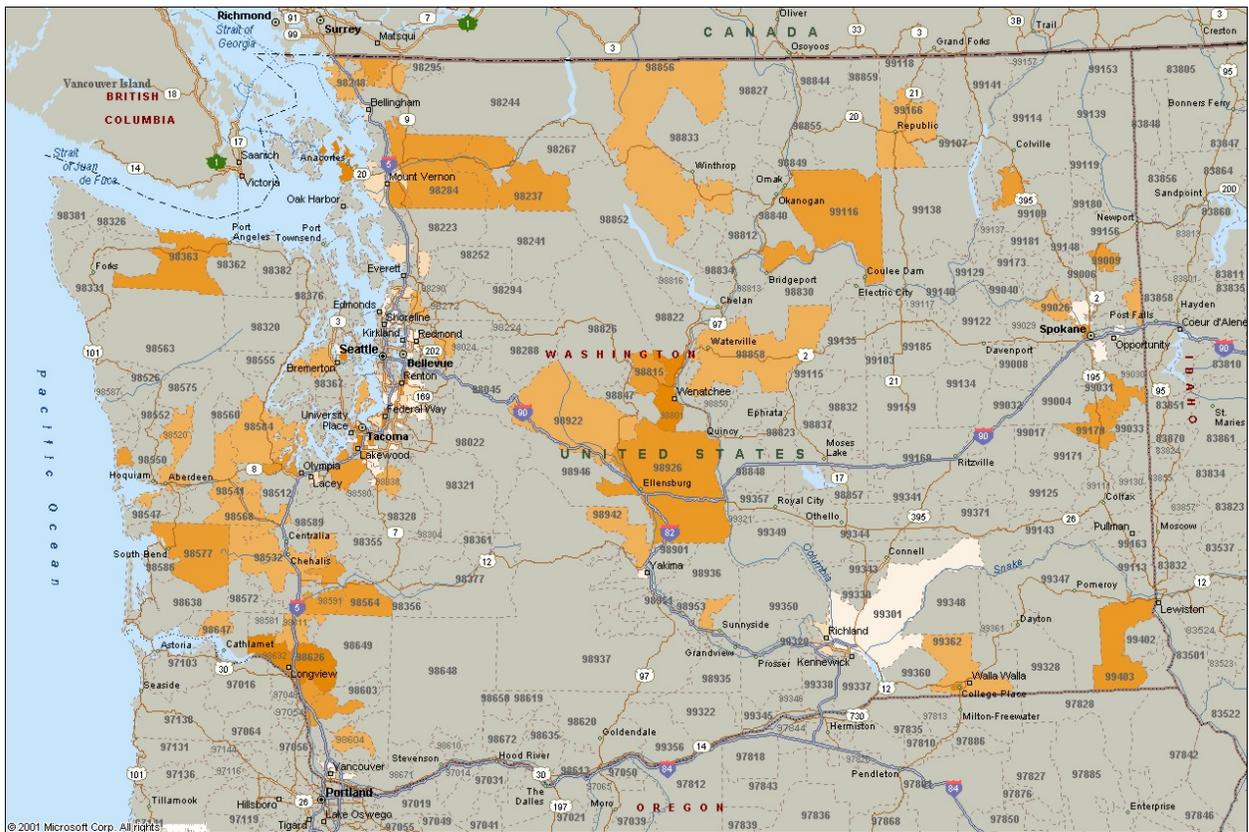
Each gradient represents the density of total callers by Zip Code – segmented scale.



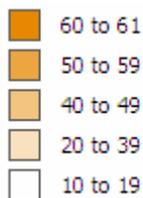


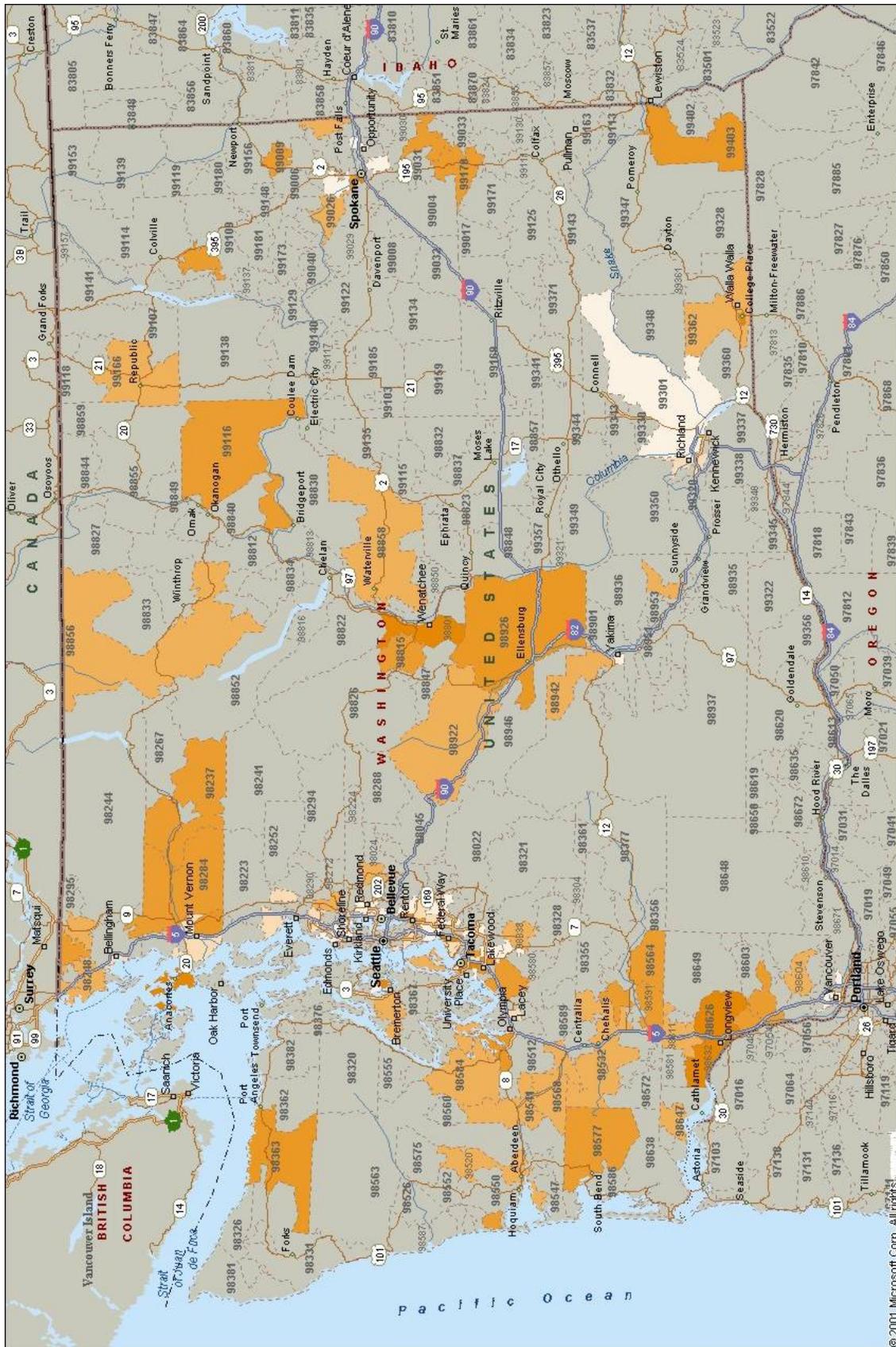
# PRIZM ANALYSIS – MAP OF THIRD TIER OF SOCIAL GROUPS

The spatial distribution of the third tier of 6 over-indexing PRIZM clusters was shown below. The heavier orange shading indicates higher concentrations of households within these clusters. As with the second tier of clusters, many zip codes within the Central Puget Sound region were included in this grouping of households.



Each shade graphically displays the density of callers by Zip Code – segmented scale.





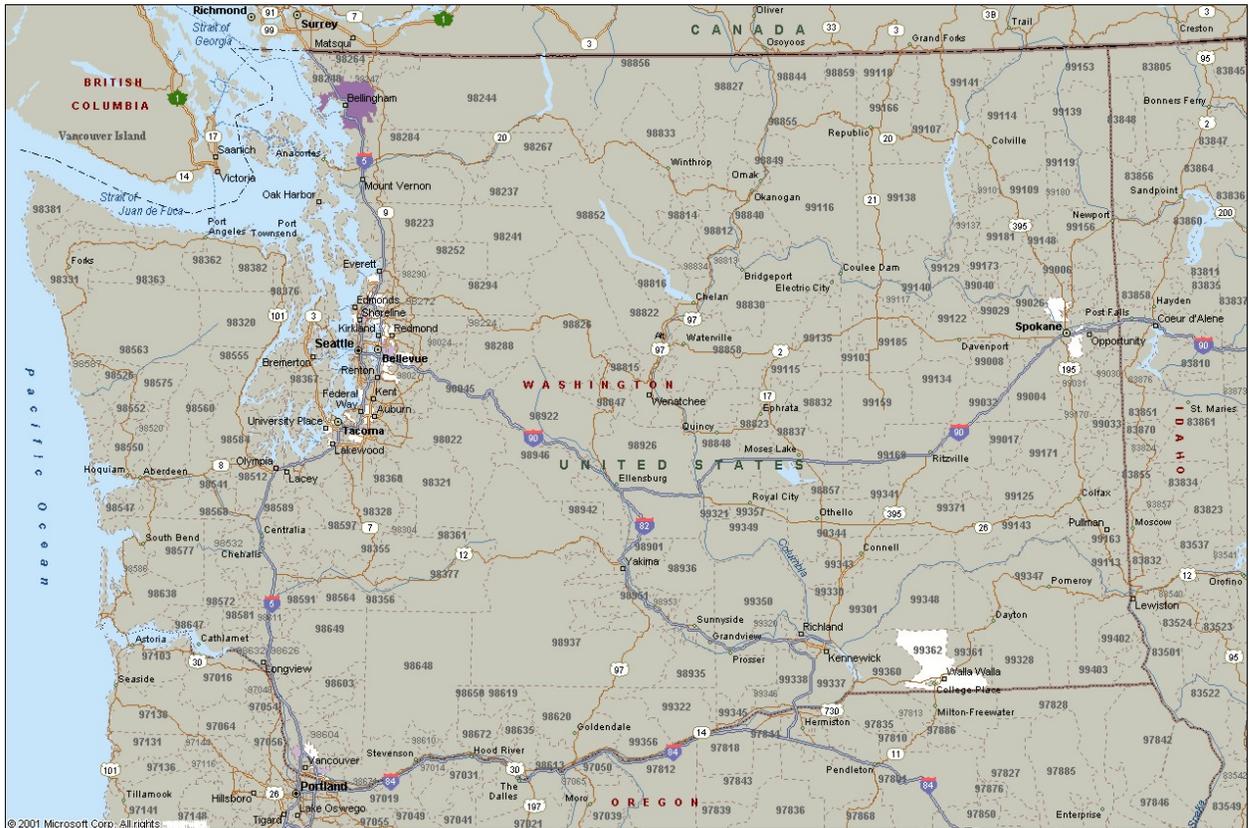
# PRIZM ANALYSIS - MAPS

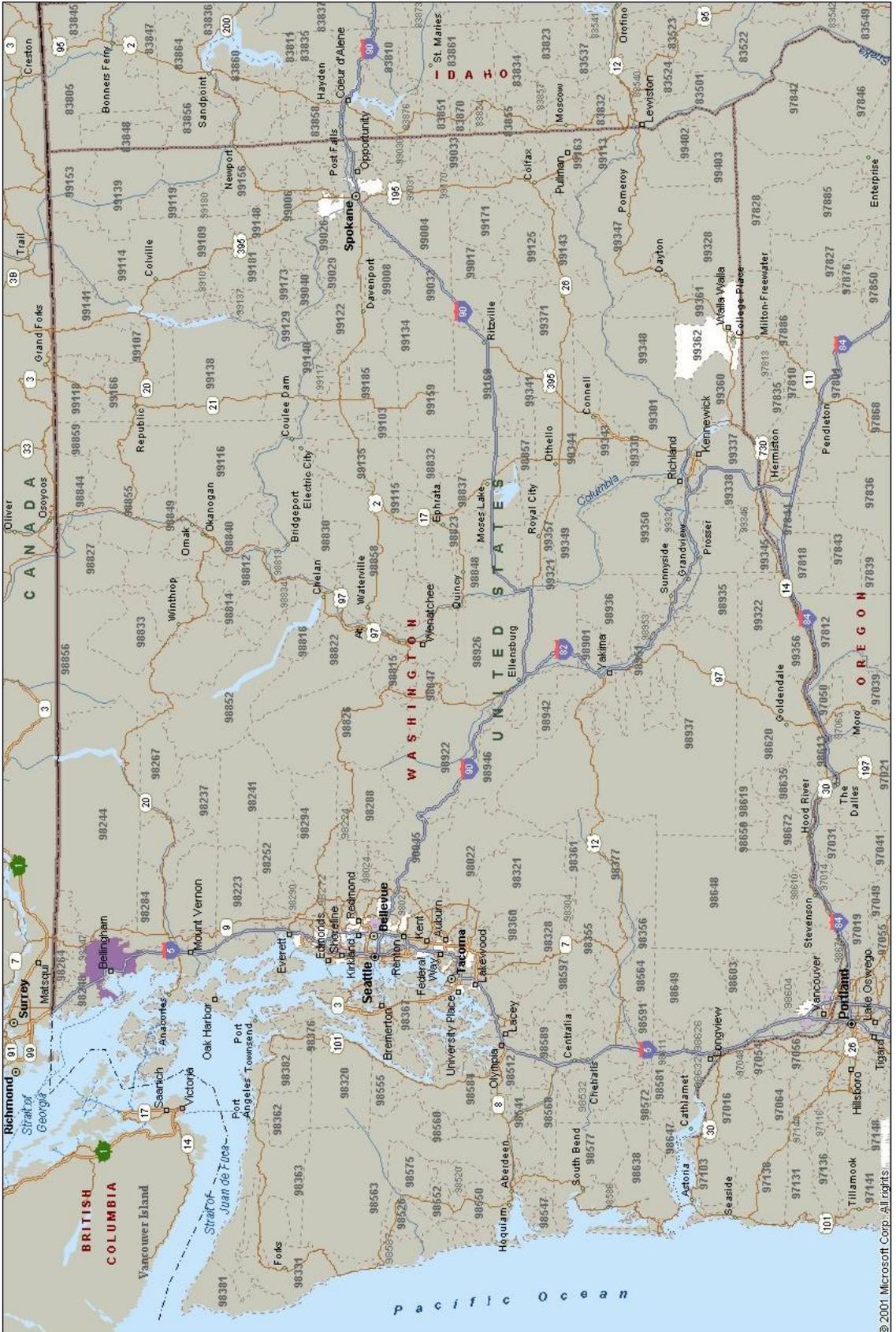
Included in this section are maps of Washington and the Puget Sound area, containing caller information by PRIZM demographics.

## 01 Upper Crust

The nation's most exclusive address, Upper Crust is the wealthiest lifestyle in America—a haven for empty-nesting couples over 55 years old. No segment has a higher concentration of residents earning over \$200,000 a year or possessing a postgraduate degree. And none has a more opulent standard of living.

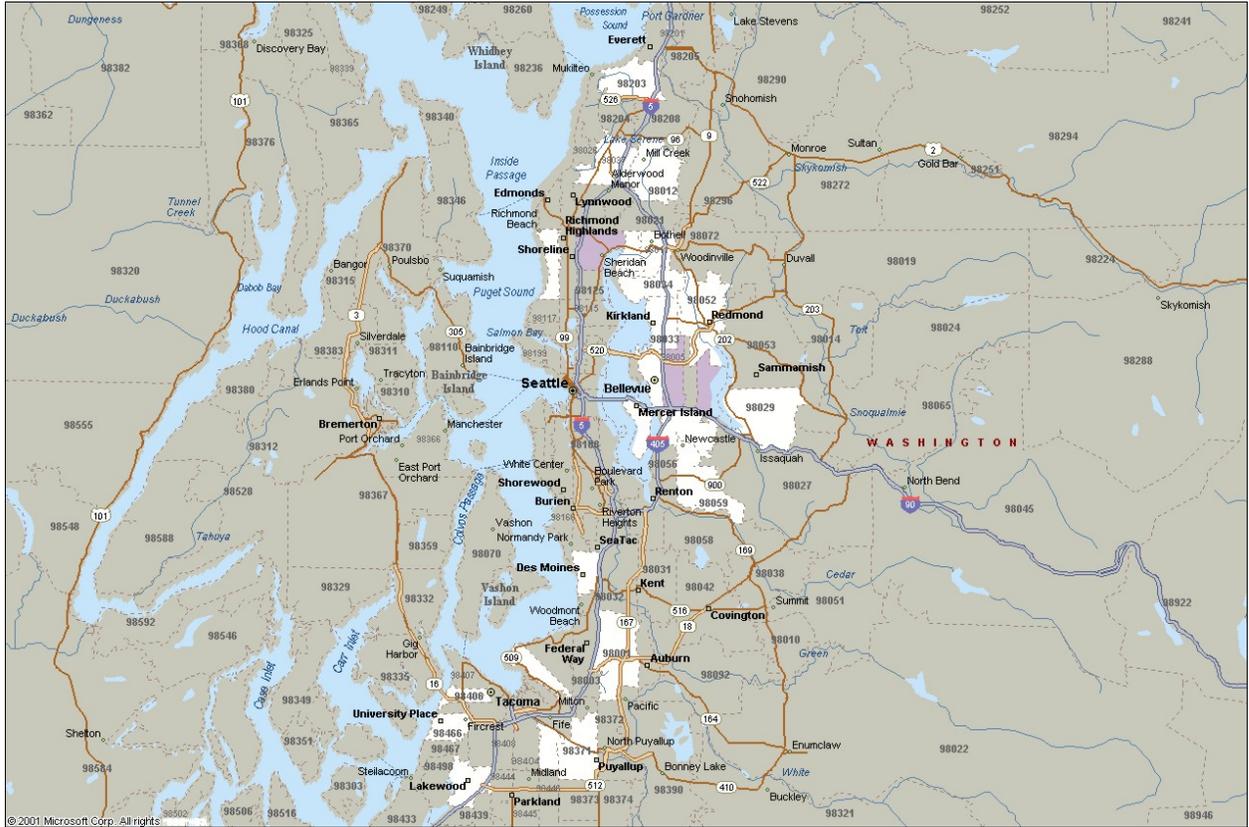
Demographics Traits	
Ethnic Diversity	Predominantly White
Family Types	Empty-nesting Couples
Age Ranges	Over 55
Education Levels	Postgraduate
Employment Levels	White Collar
Housing Types	Owner of Single Unit
Urbanicity	Suburban





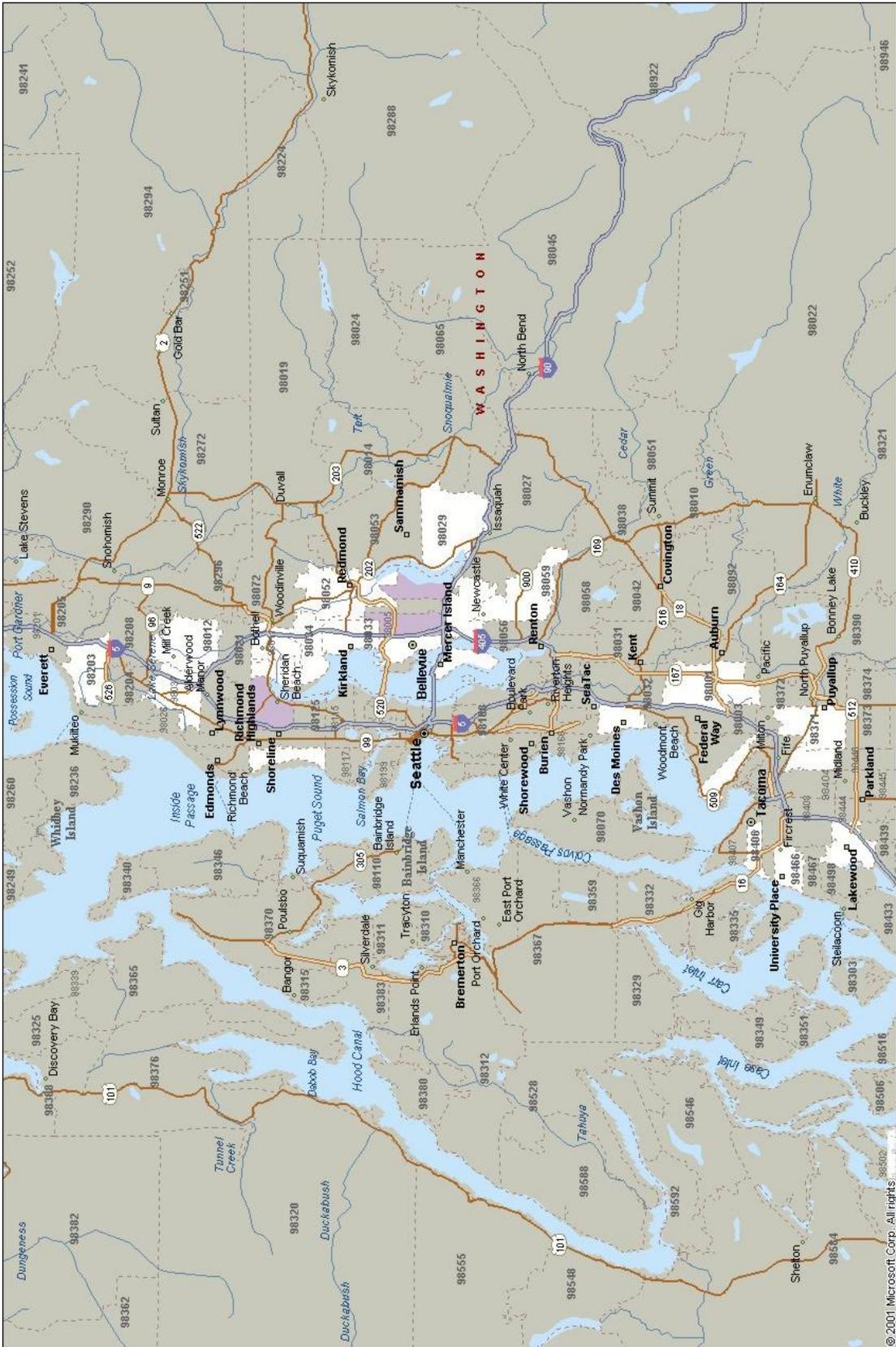
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# 01 Upper Crust: Puget Sound



Scale represents concentration of PRIZM NE 01 callers by Zip Code.





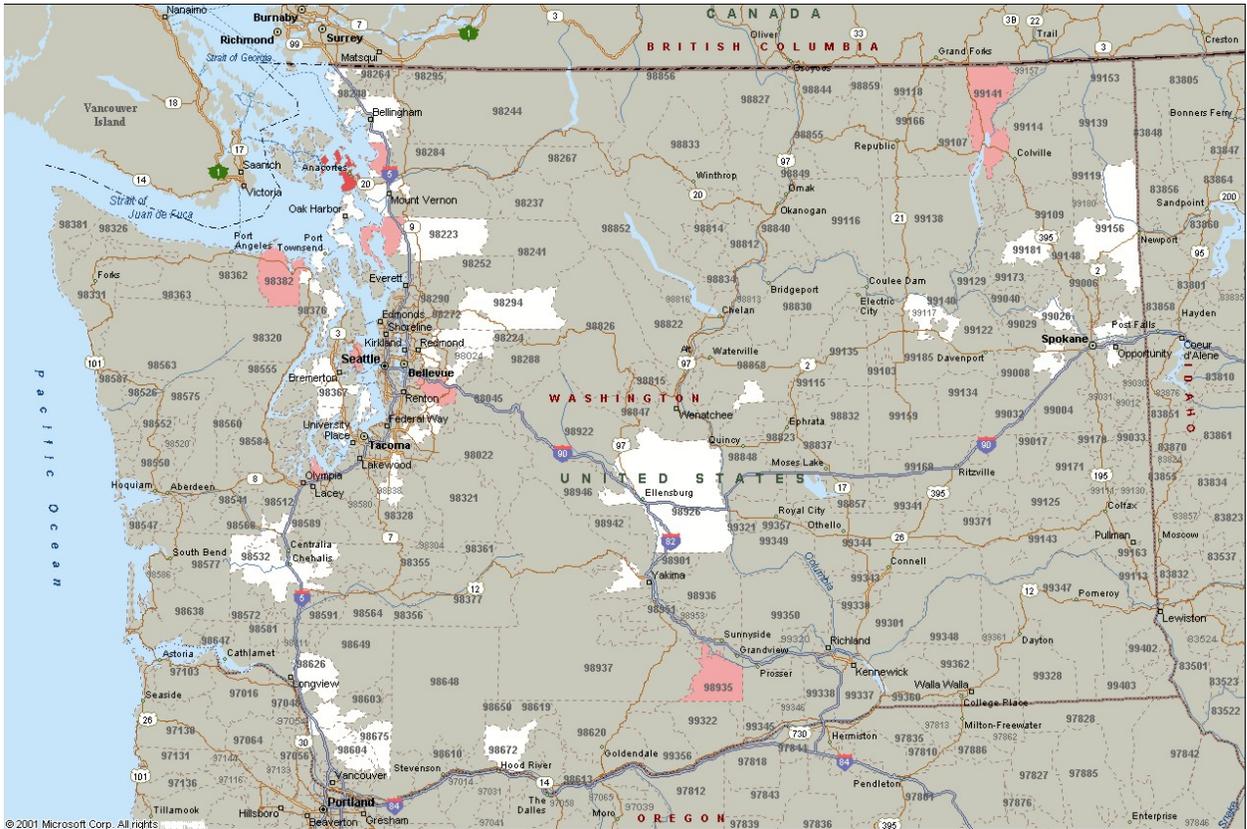
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## 09 Big Fish, Small Pond

Older, upper-class, college-educated professionals, the members of Big Fish, Small Pond are often among the leading citizens of their small-town communities. These upscale, empty-nesting couples enjoy the trappings of success, belonging to country clubs, maintaining large investment portfolios and spending freely on computer technology.

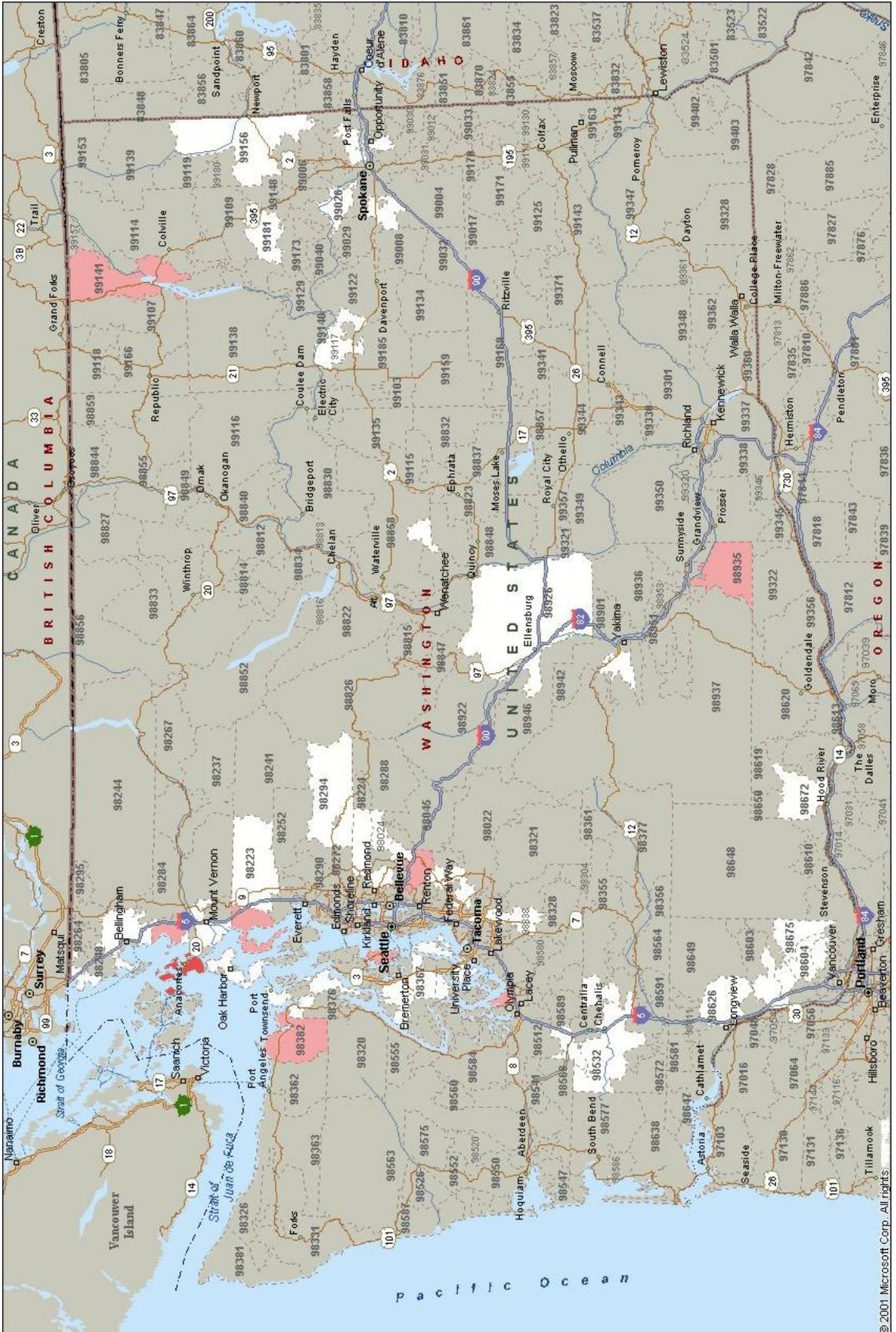
### Demographics Traits

Ethnic Diversity	Predominantly White
Family Types	Empty-nesting Couples
Age Ranges	Predominantly 55+
Education Levels	College
Employment Levels	White Collar
Housing Types	Owner of Single Unit
Urbanicity	Rural



Each gradient represents the number of PRIZM NE 09 callers by Zip Code.





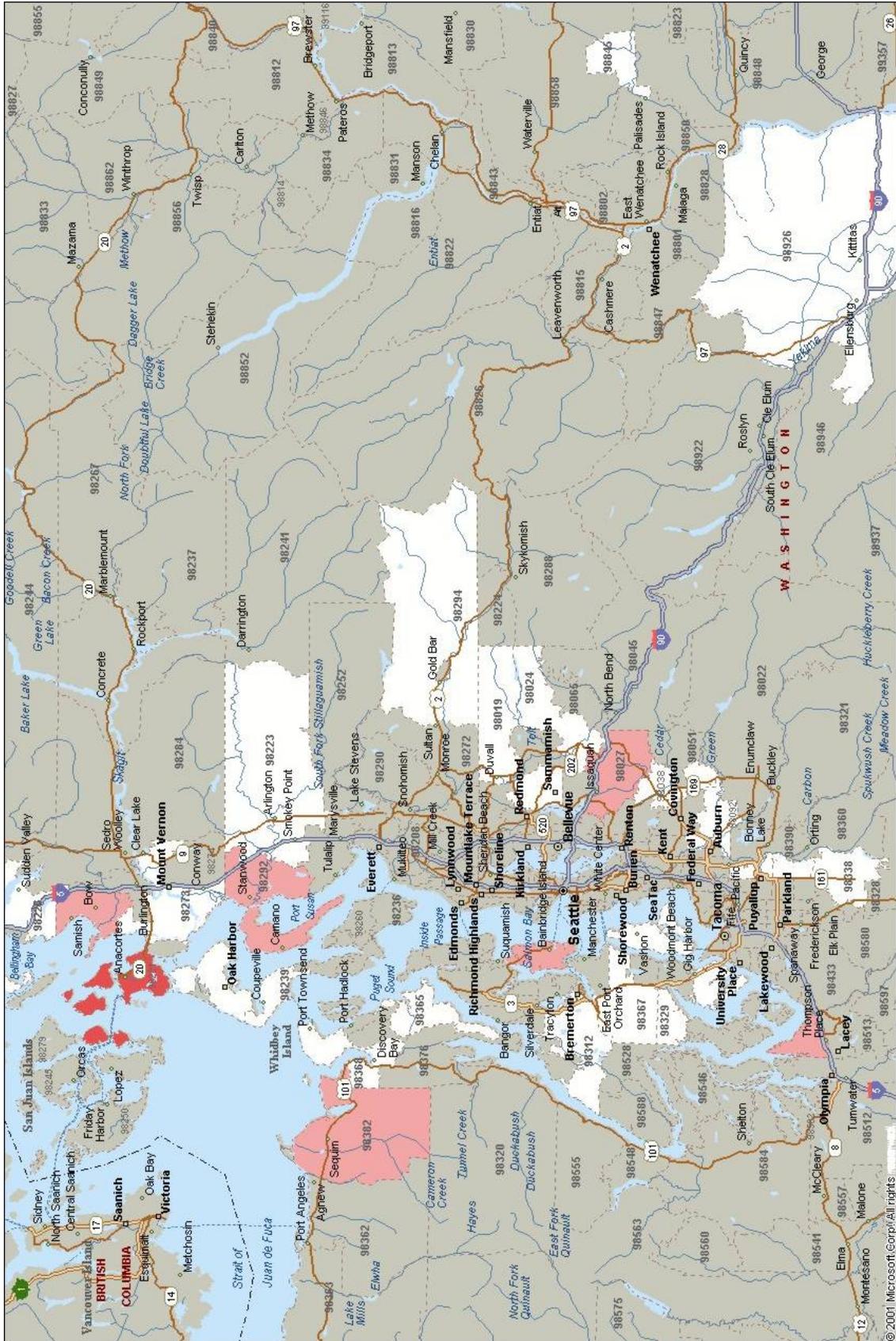
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## 09 Big Fish, Small Pond: Puget Sound



Each shade graphically displays the number of PRIZM NE 09 callers by Zip Code.

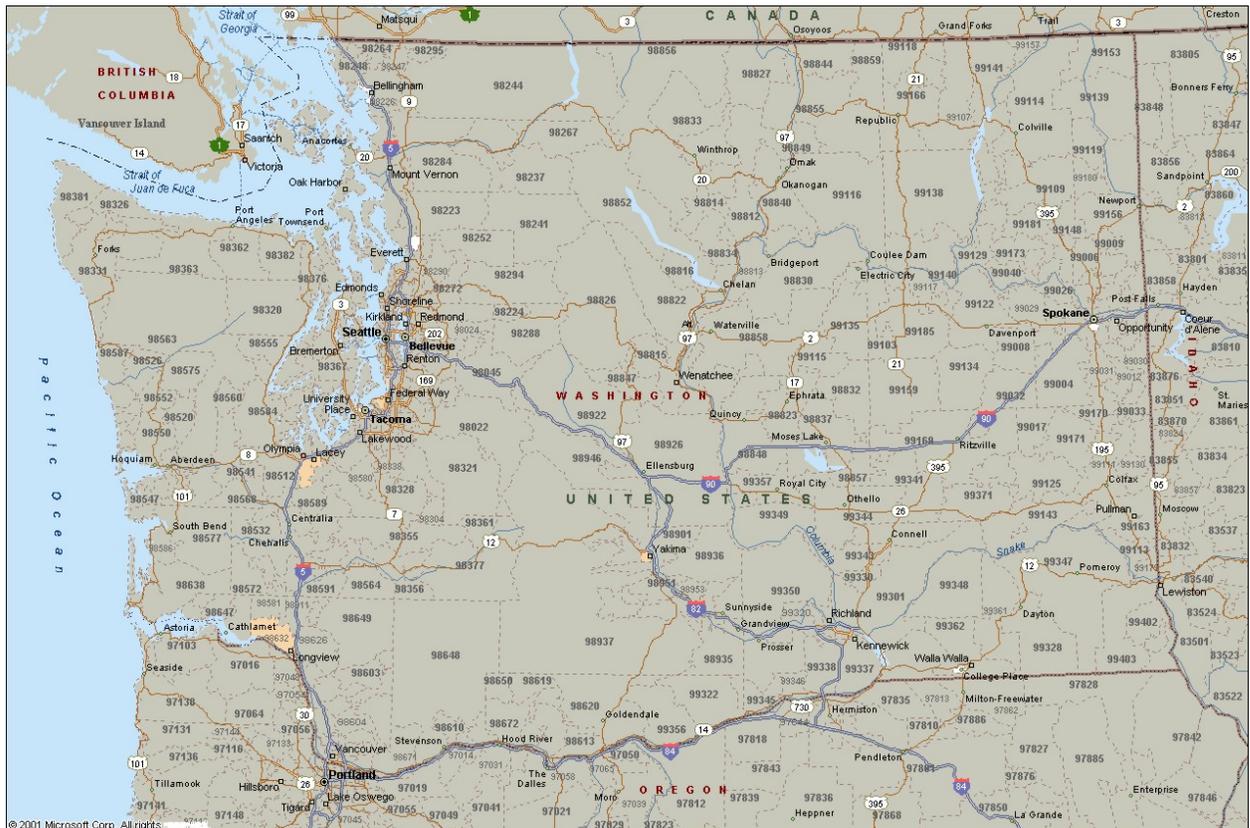




## 10 Second City Elite

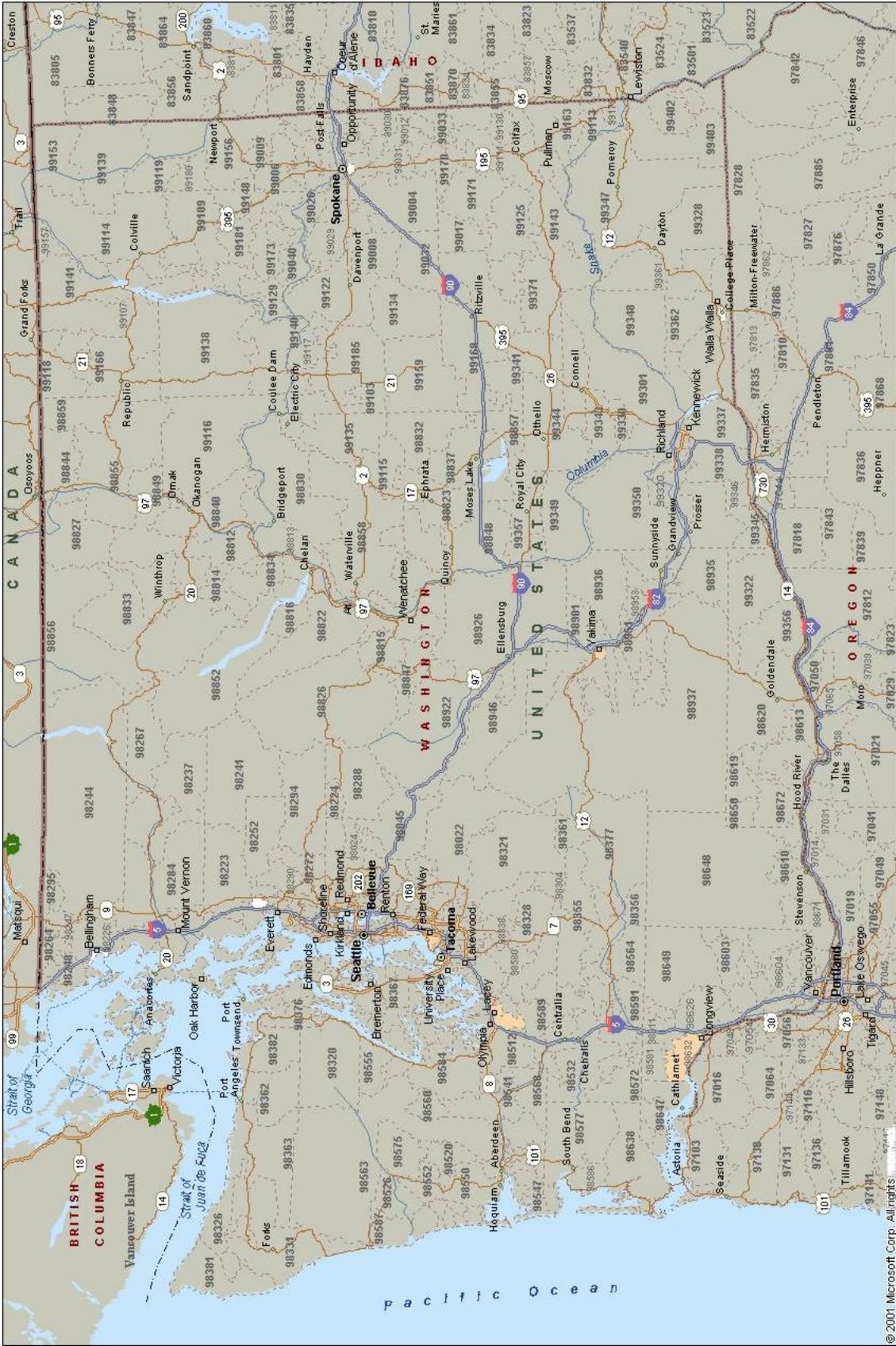
The residents of these satellite cities tend to be prosperous executives who decorate their \$200,000 homes with multiple computers, large screen TV sets and an impressive collection of wines. With more than half holding college degrees, Second City Elite residents enjoy cultural activities-from reading books to attending theater to dance productions.

Demographics Traits	
Ethnic Diversity	Predominantly White
Family Types	Empty-nesting Couples
Age Ranges	Varied
Education Levels	College
Employment Levels	White Collar
Housing Types	Owner of Single Unit
Urbanicity	Suburban



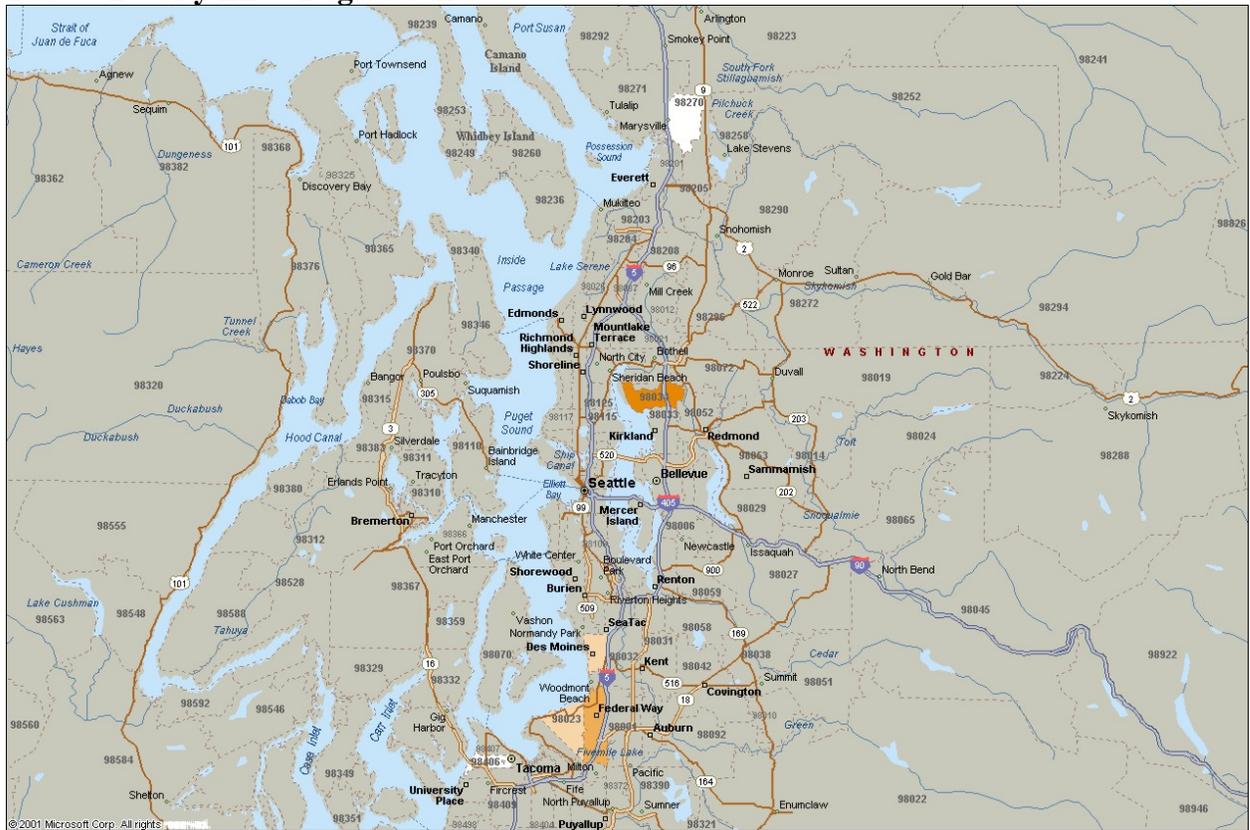
Each gradient represents the number of PRIZM NE 10 callers by Zip Code.





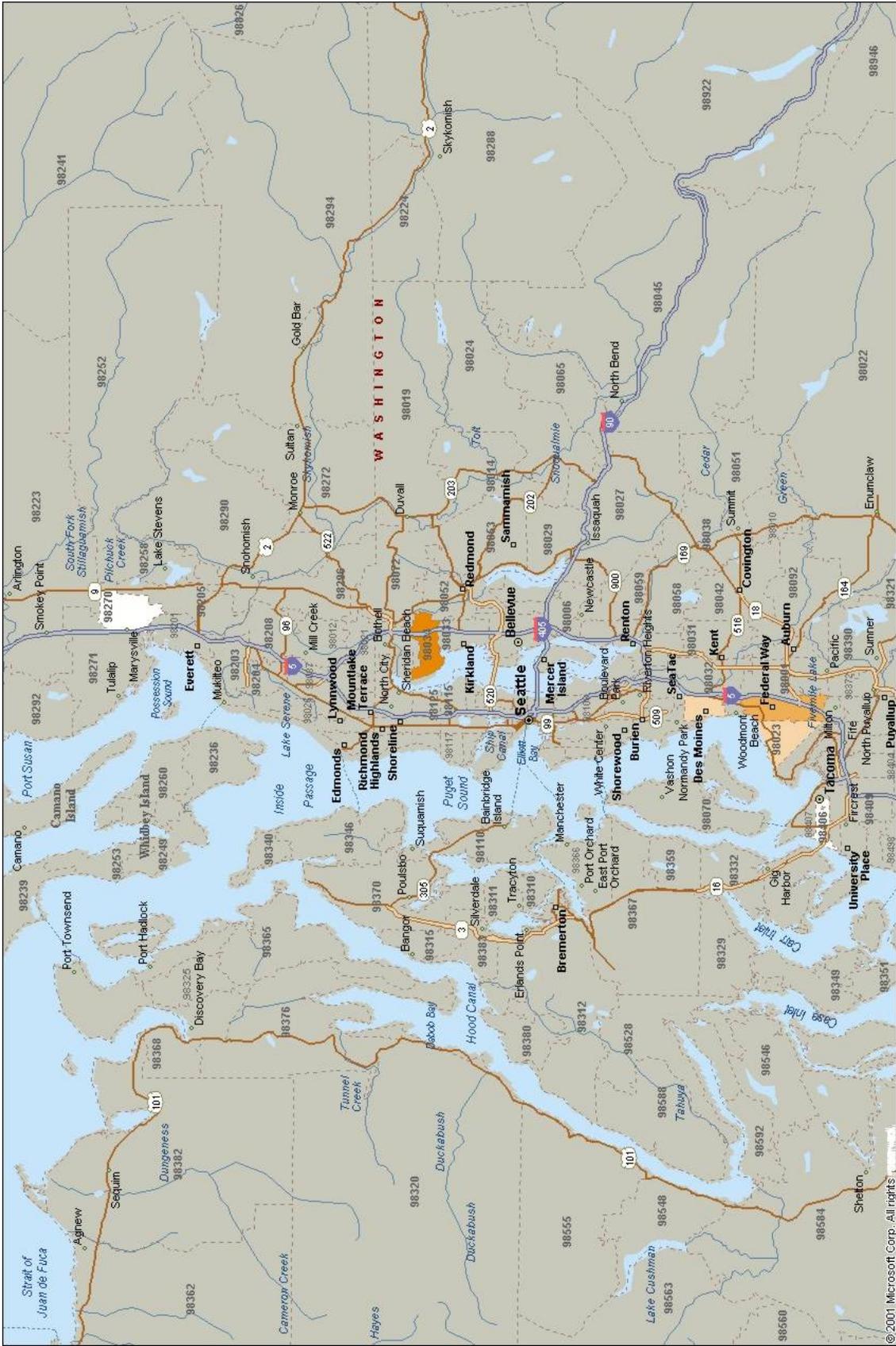
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# 10 Second City Elite: Puget Sound



Each shade graphically displays the number of PRIZM NE 10 callers by Zip Code.



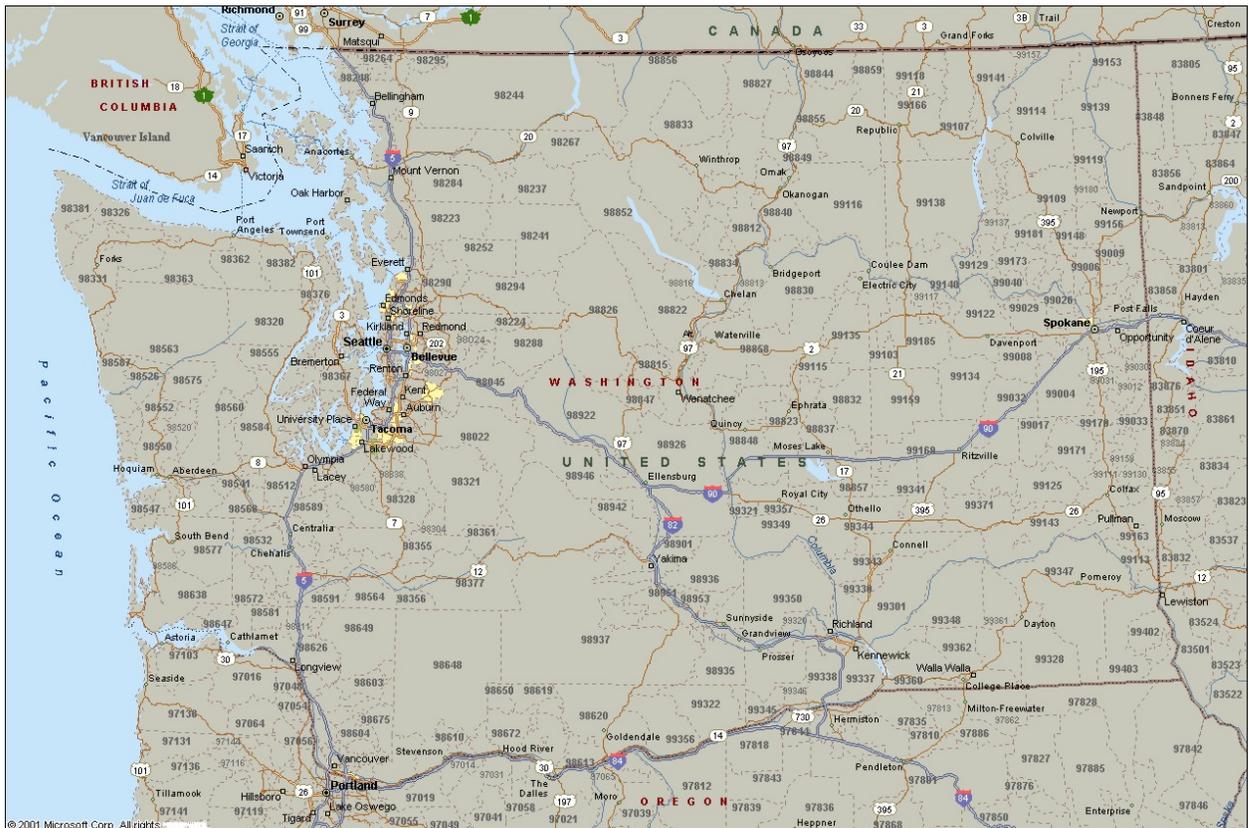


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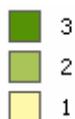
## 14 New Empty Nests

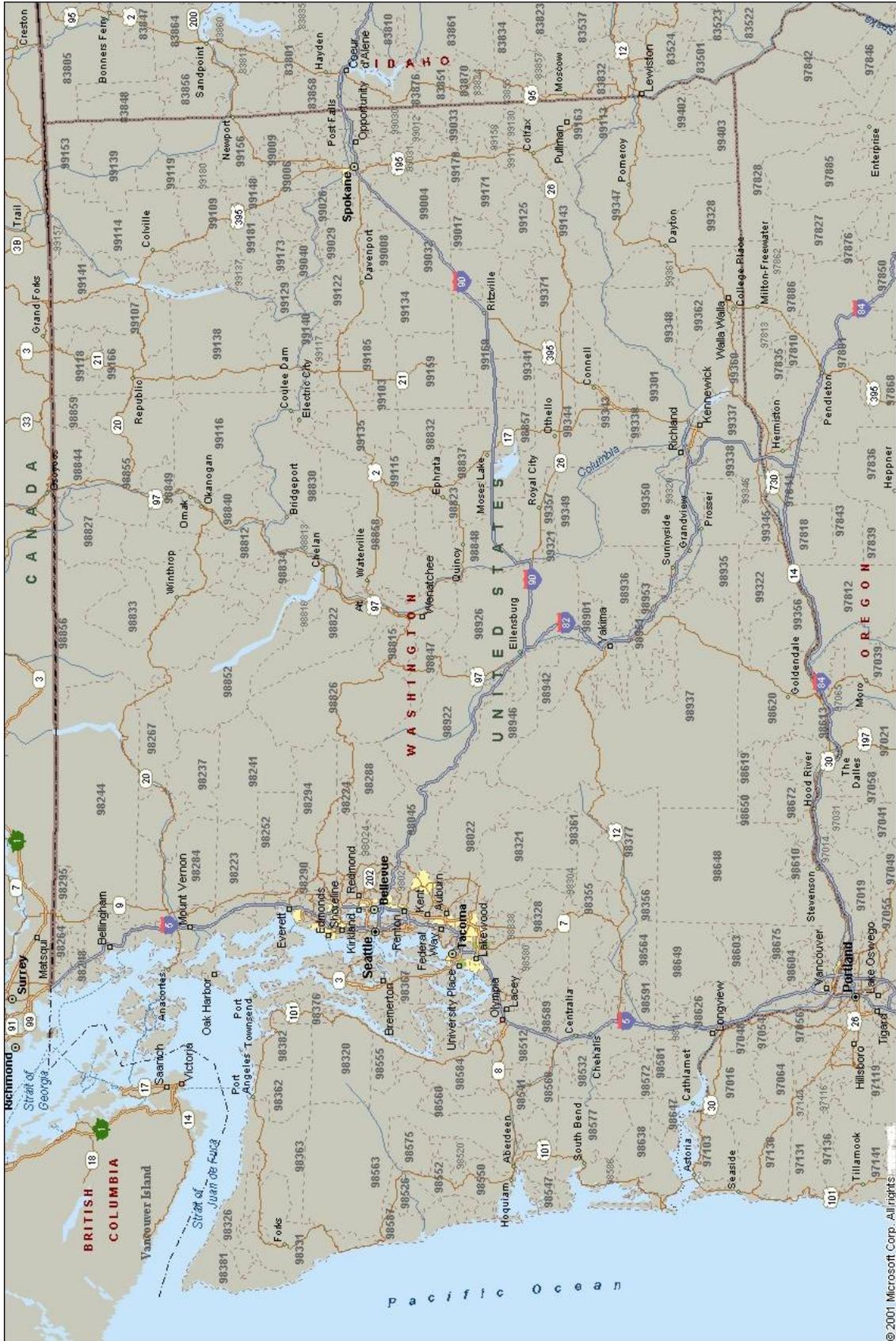
With their grown-up children recently out of the house, New Empty Nests is composed of upscale older Americans who pursue active—and activist—lifestyles. Nearly three-quarters of residents are over 65 years old, but they show no interest in a rest-home retirement. This is the top-ranked segment for all-inclusive travel packages; the favorite destination is Italy.

Demographics Traits	
Ethnic Diversity	Predominantly White
Family Types	Empty-nesting Couples
Age Ranges	Predominantly 65+
Education Levels	College-Educated
Employment Levels	Retired
Housing Types	Owner of Single Unit
Urbanicity	Suburban

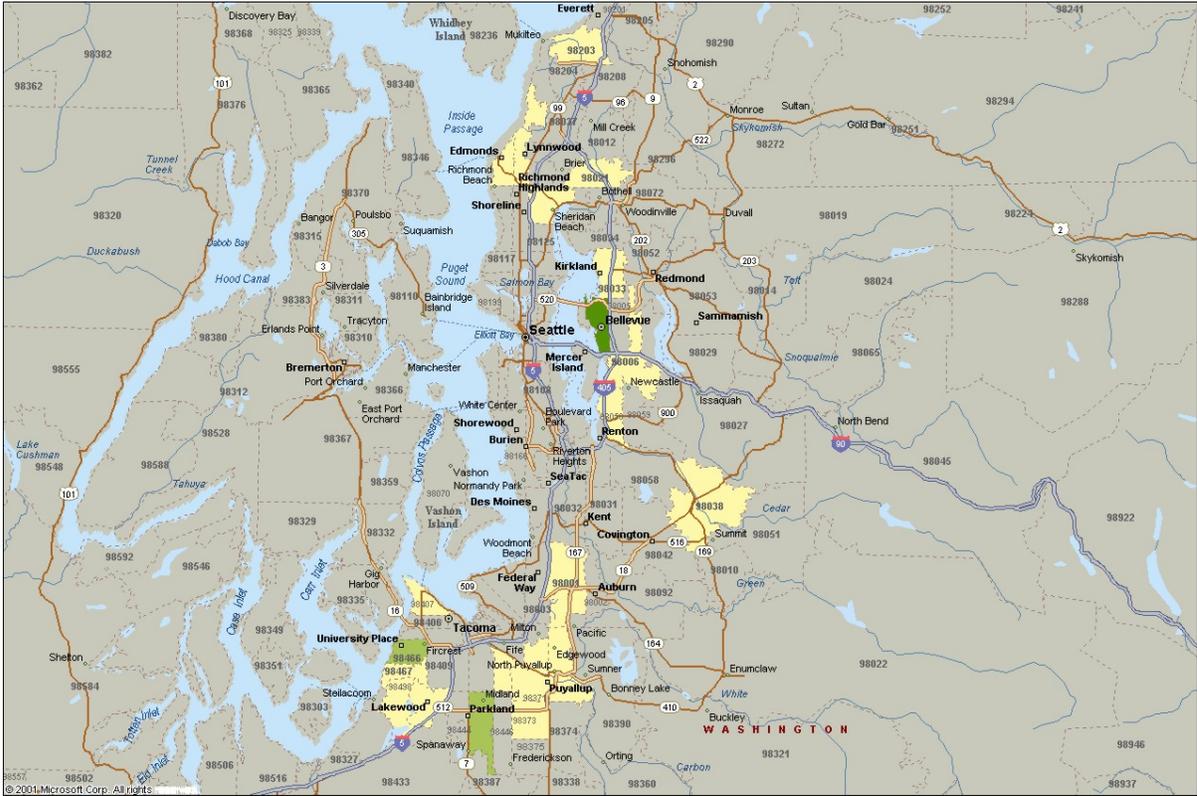


Each gradient represents the number of PRIZM NE 14 callers by Zip Code.



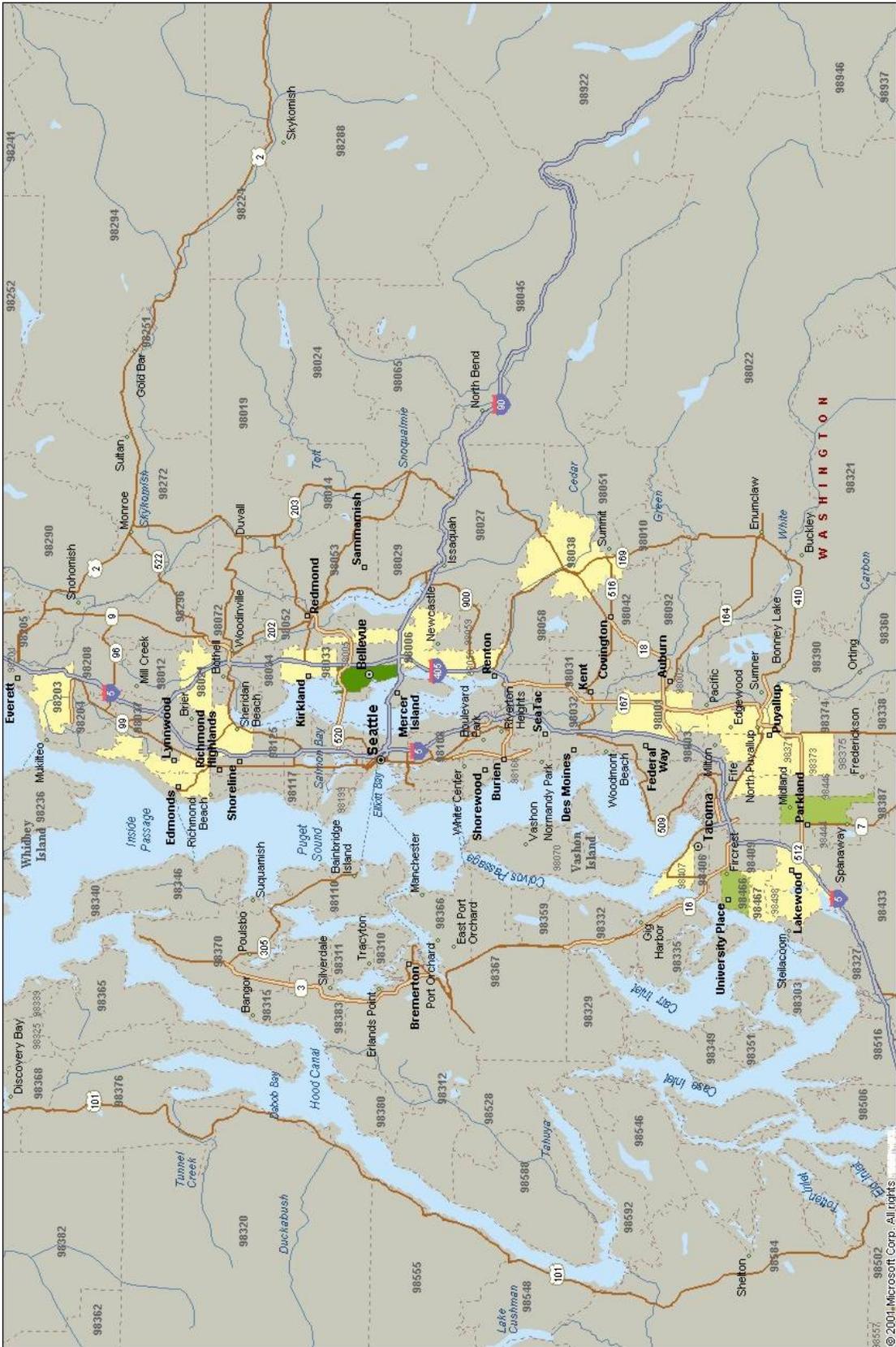


# 14 New Empty Nests: Puget Sound



Each shade graphically displays the number of PRIZM NE 14 callers by Zip Code.

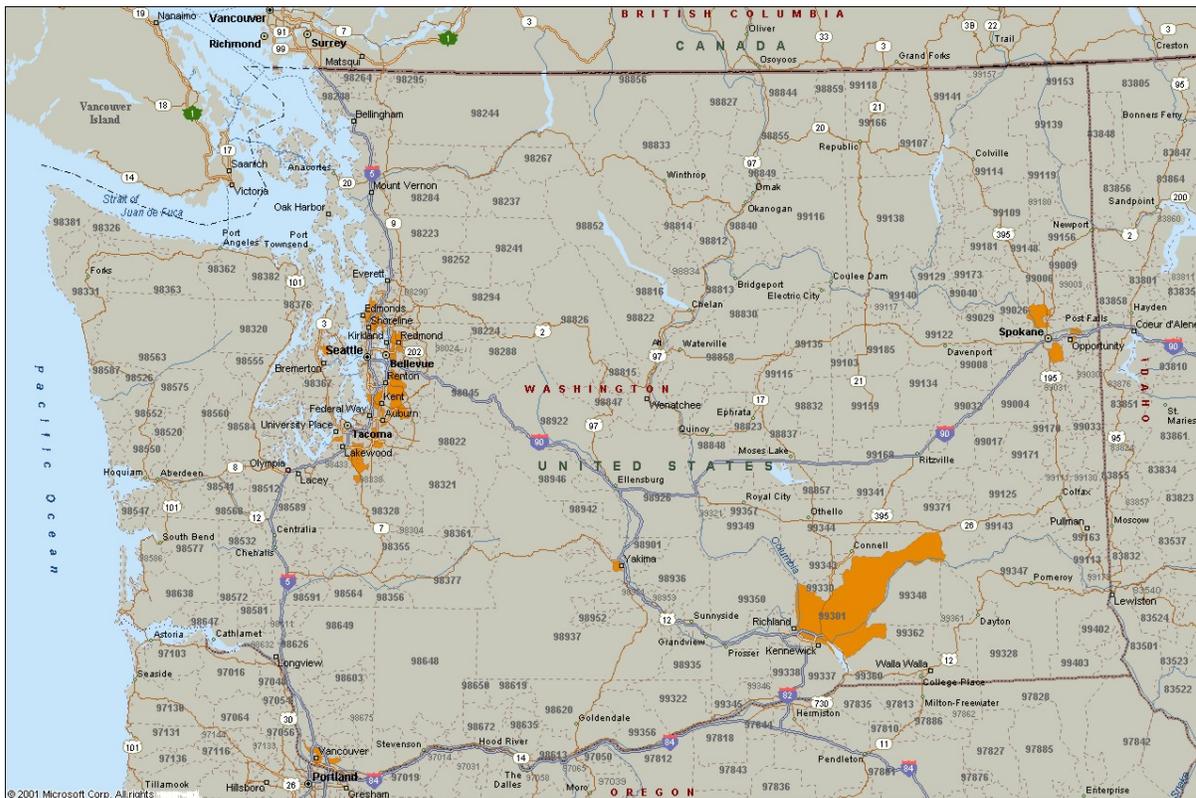




## 15 Pools & Patios

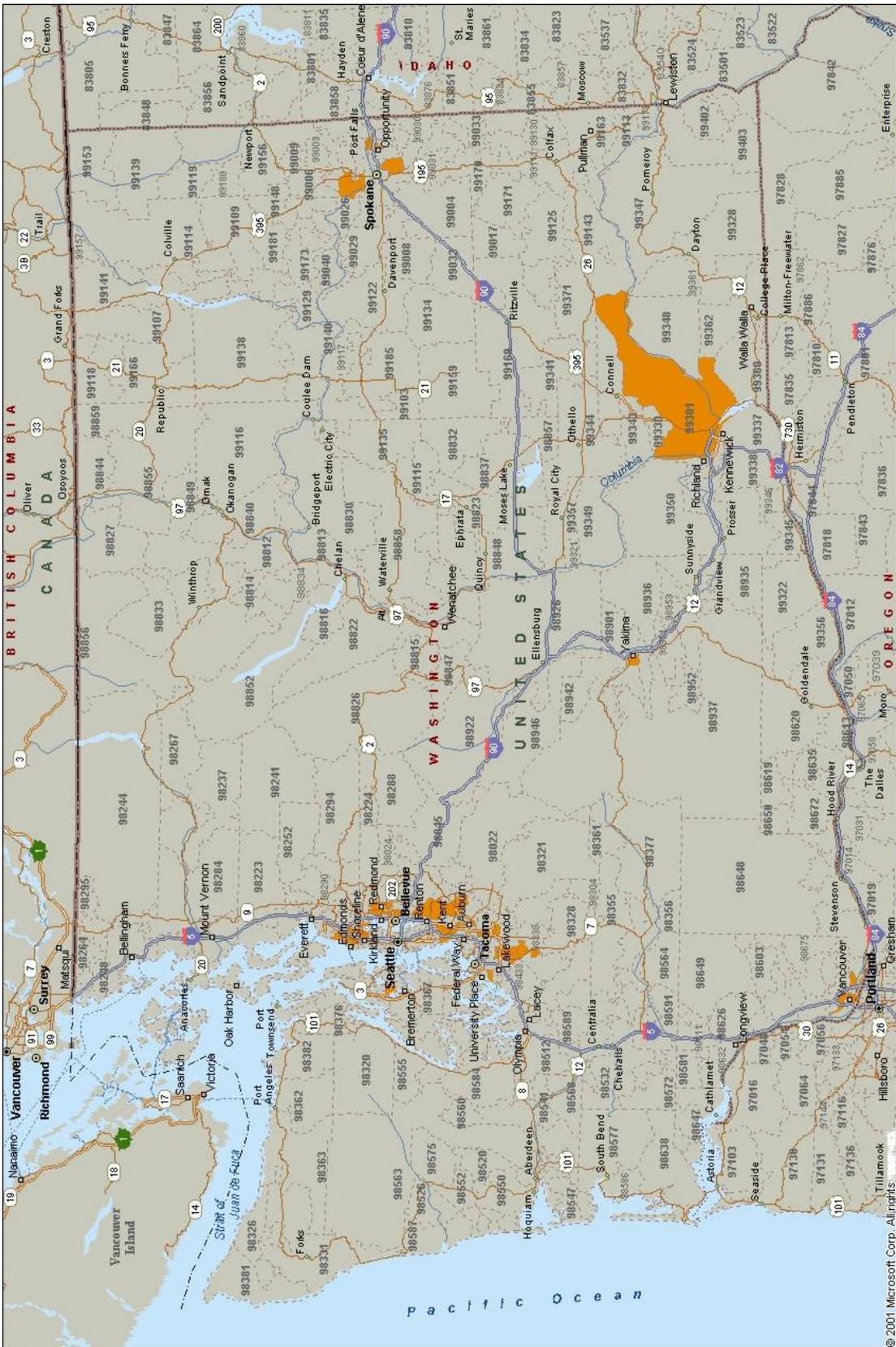
Formed during the postwar Baby Boom, Pools & Patios has evolved from a segment of young suburban families to one for mature, empty-nesting couples. In these stable neighborhoods graced with backyard pools and patios-the highest proportion of homes were built in the 1960s-residents work as white-collar managers and professionals, and are now at the top of their careers.

Demographics Traits	
Ethnic Diversity	Predominantly White
Family Types	Empty-nesting Couples
Age Ranges	Middle Age
Education Levels	Varied
Employment Levels	White Collar
Housing Types	Owner of Single Unit
Urbanicity	Suburban



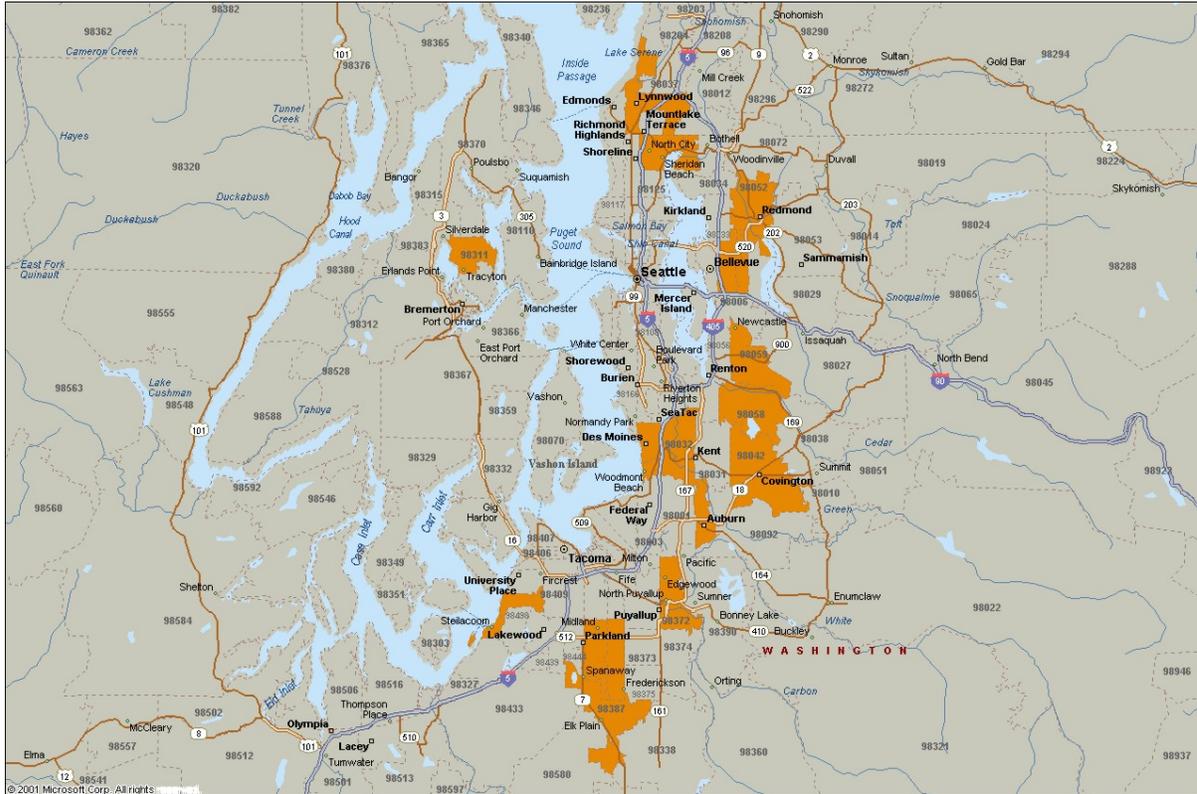
Each gradient represents the number of PRIZM NE 15 callers by Zip Code.





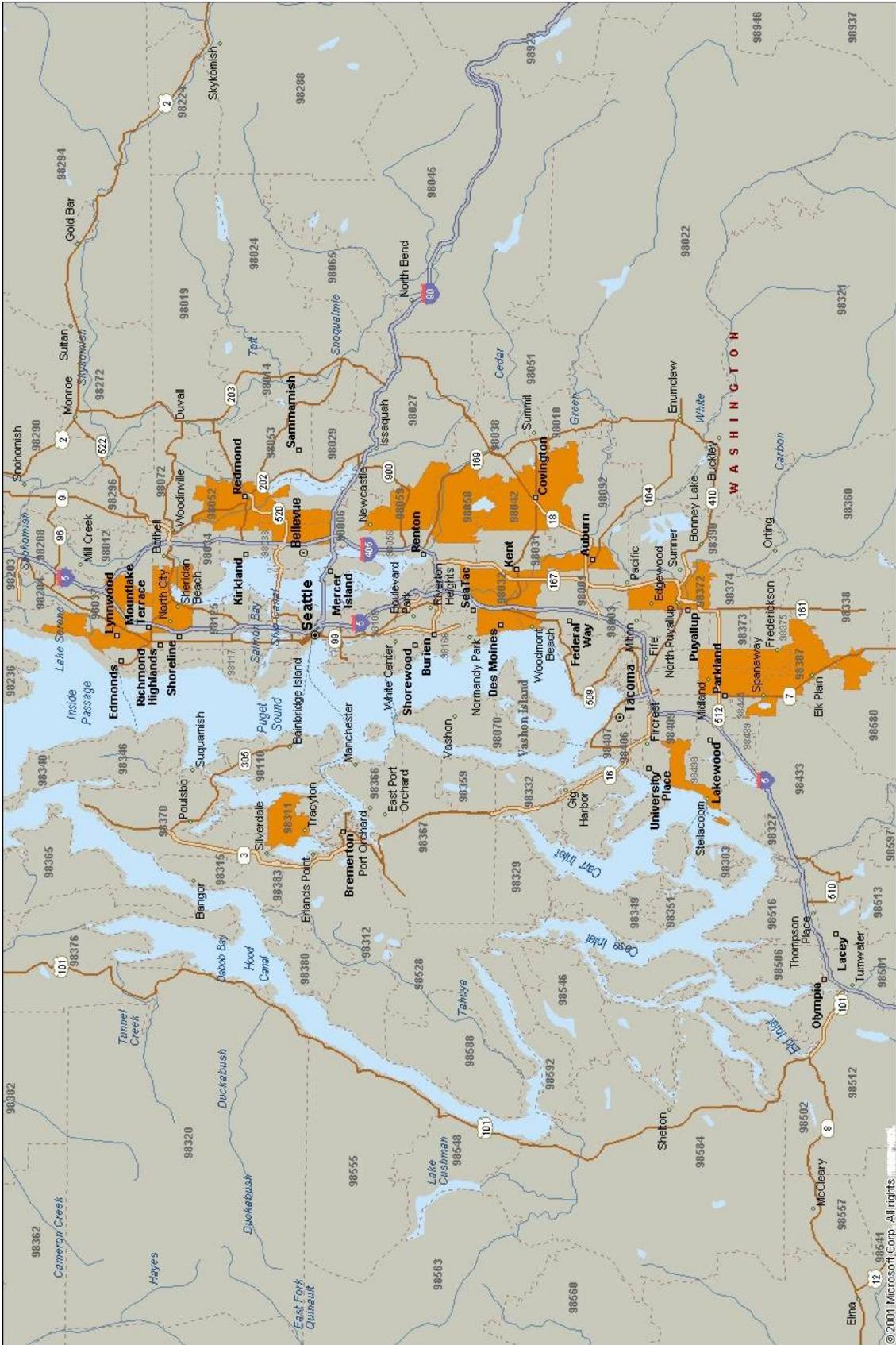
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## 15 Pools & Patios: Puget Sound



Each shade graphically displays the number of PRIZM NE 15 callers by Zip Code.

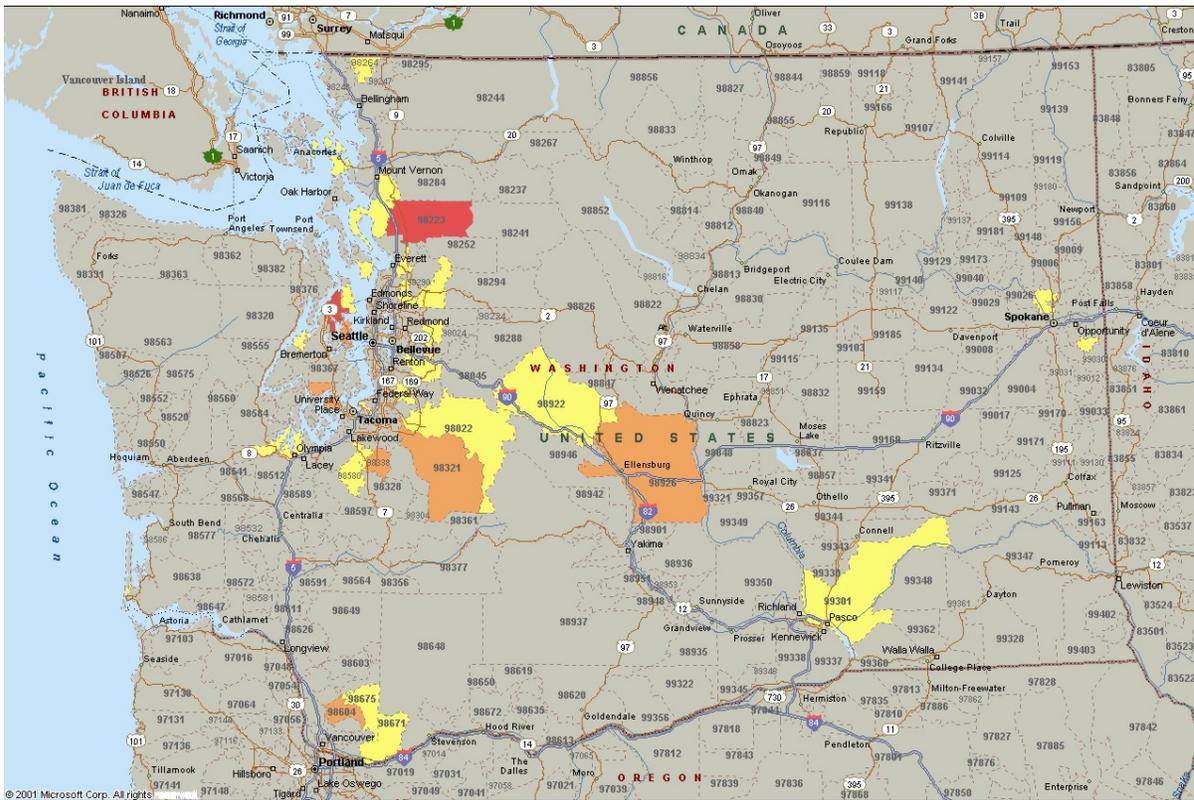




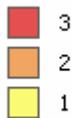
## 23 Greenbelt Sports

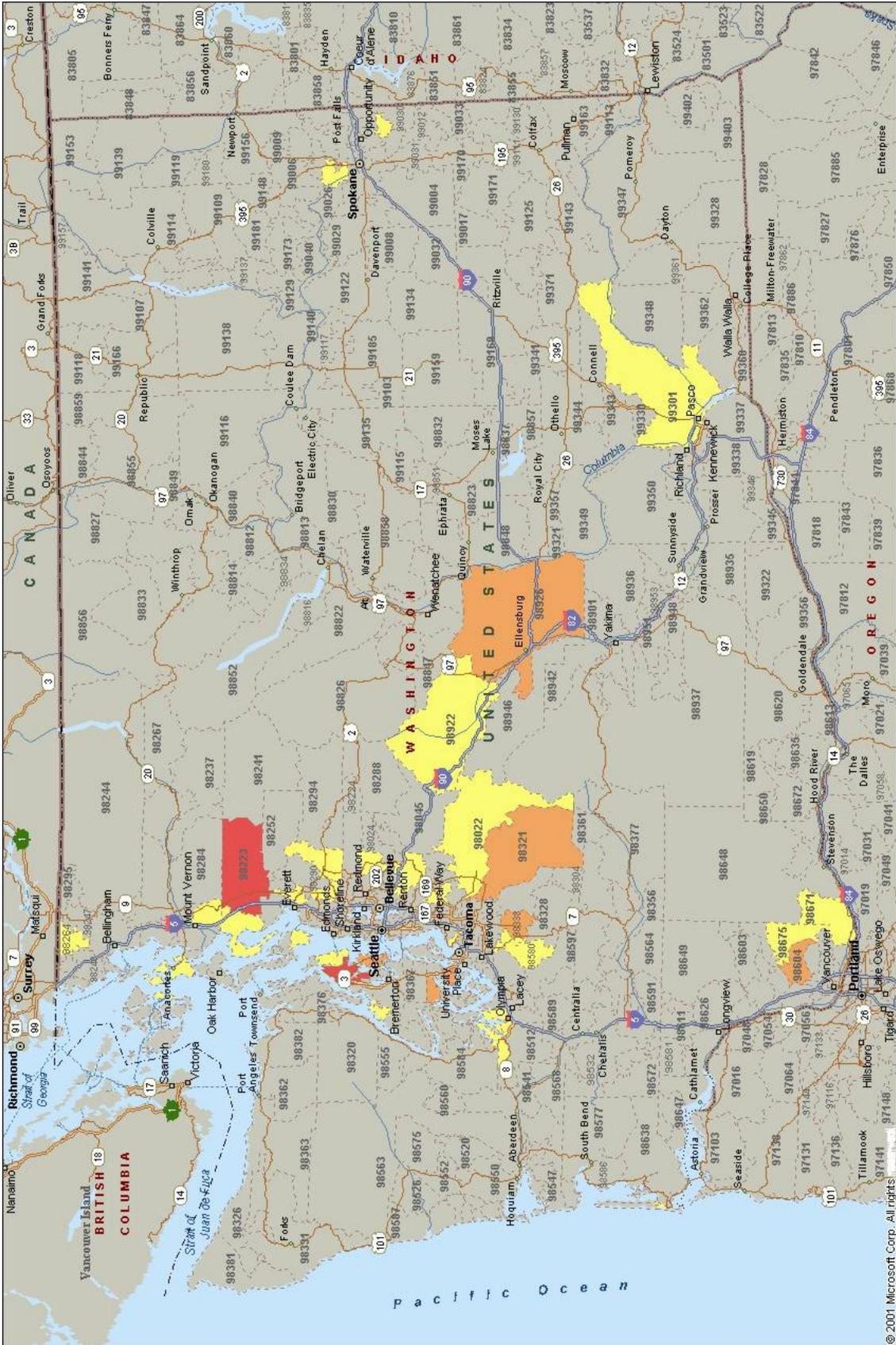
A segment of middle-class exurban couples, Greenbelt Sports is known for its active lifestyle. Most of these middle-aged residents are married, college-educated and own new homes; about a third have children. And few segments have higher rates for pursuing outdoor activities such as skiing, canoeing, backpacking, boating and mountain biking.

Demographics Traits	
Ethnic Diversity	Predominantly White
Family Types	Couples/ Families
Age Ranges	Middle-Aged
Education Levels	College
Employment Levels	Blue/ White Collar
Housing Types	Owner of Single Unit
Urbanicity	Exurban



Each gradient represents the number of PRIZM NE 23 callers by Zip Code



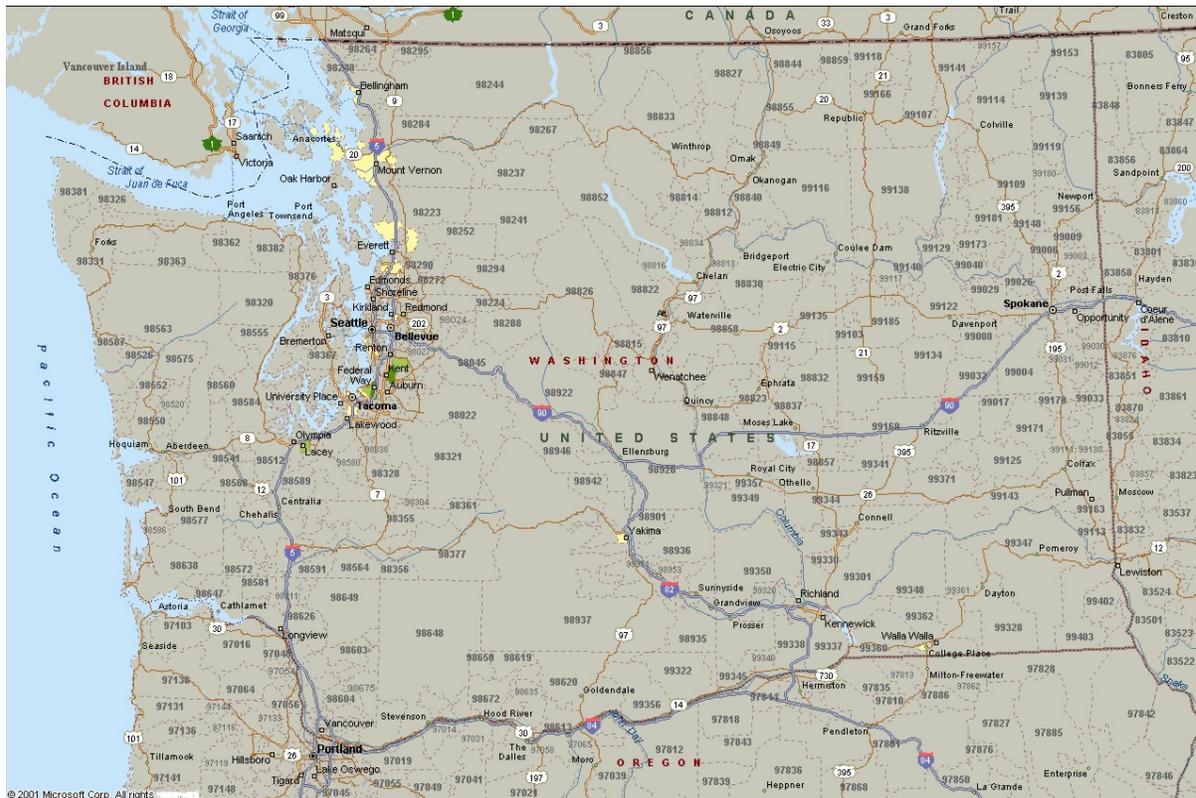


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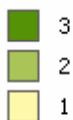
## 24 Up-and-Comers

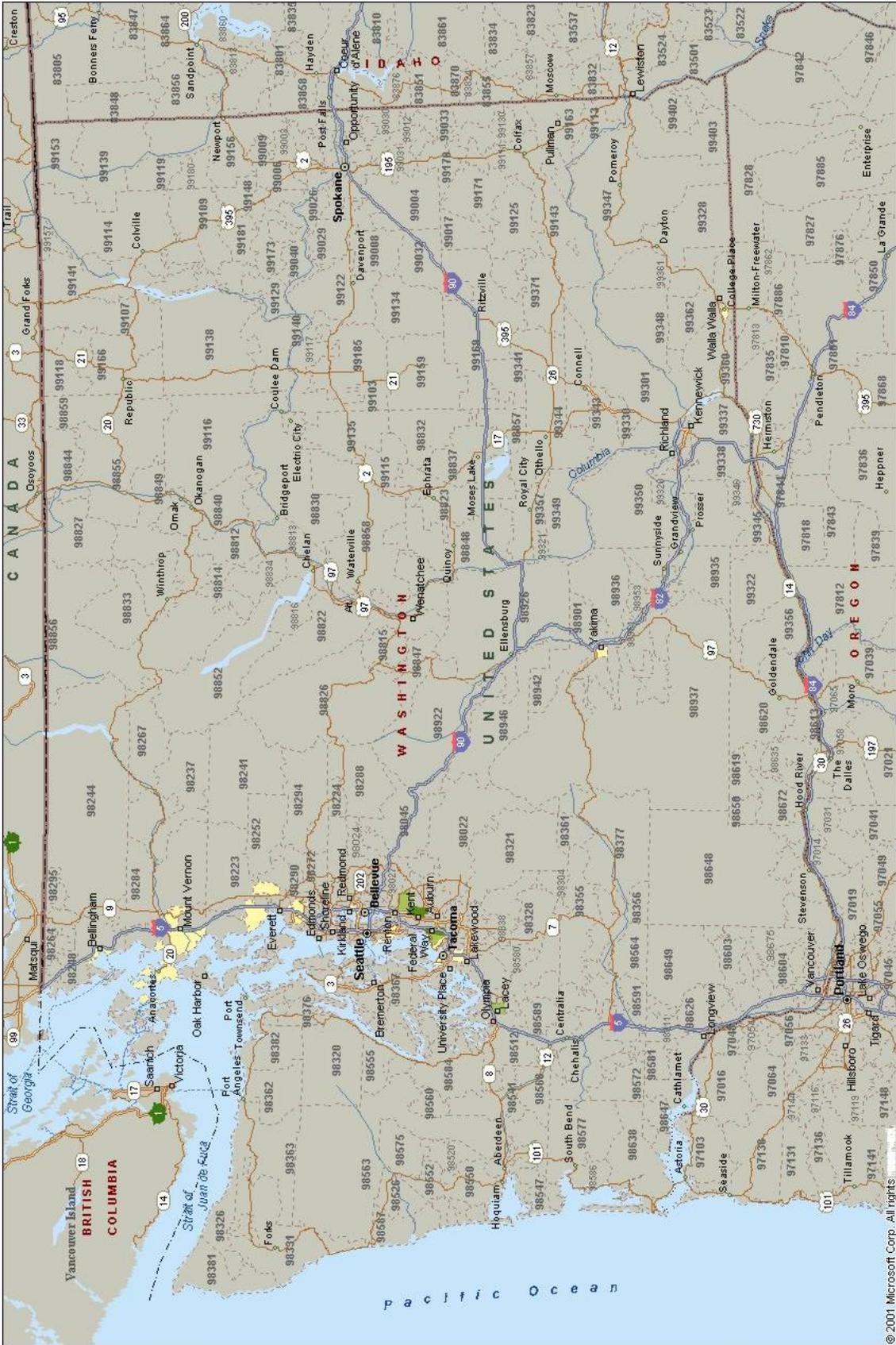
Up-and-Comers is a stopover for young, midscale singles before they marry, have families and establish more deskbound lifestyles. Found in second-tier cities, these mobile, twentysomethings include a disproportionate number of recent college graduates who are into athletic activities, the latest technology and nightlife entertainment.

Demographics Traits	
Ethnic Diversity	Predominantly White
Family Types	Singles
Age Ranges	20-30
Education Levels	College
Employment Levels	Blue/ White Collar
Housing Types	Multifamily
Urbanicity	Second-tier city



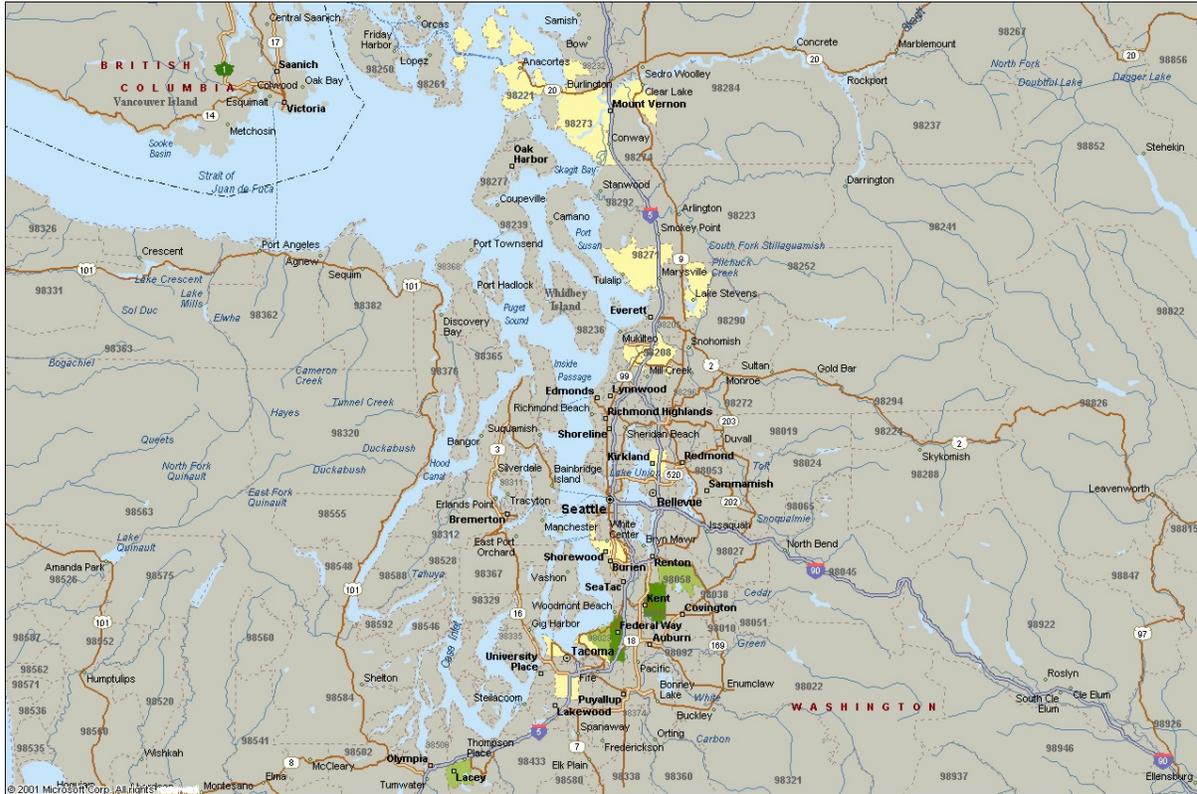
Each shade graphically displays the number of PRIZM NE 24 callers by Zip Code.



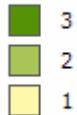


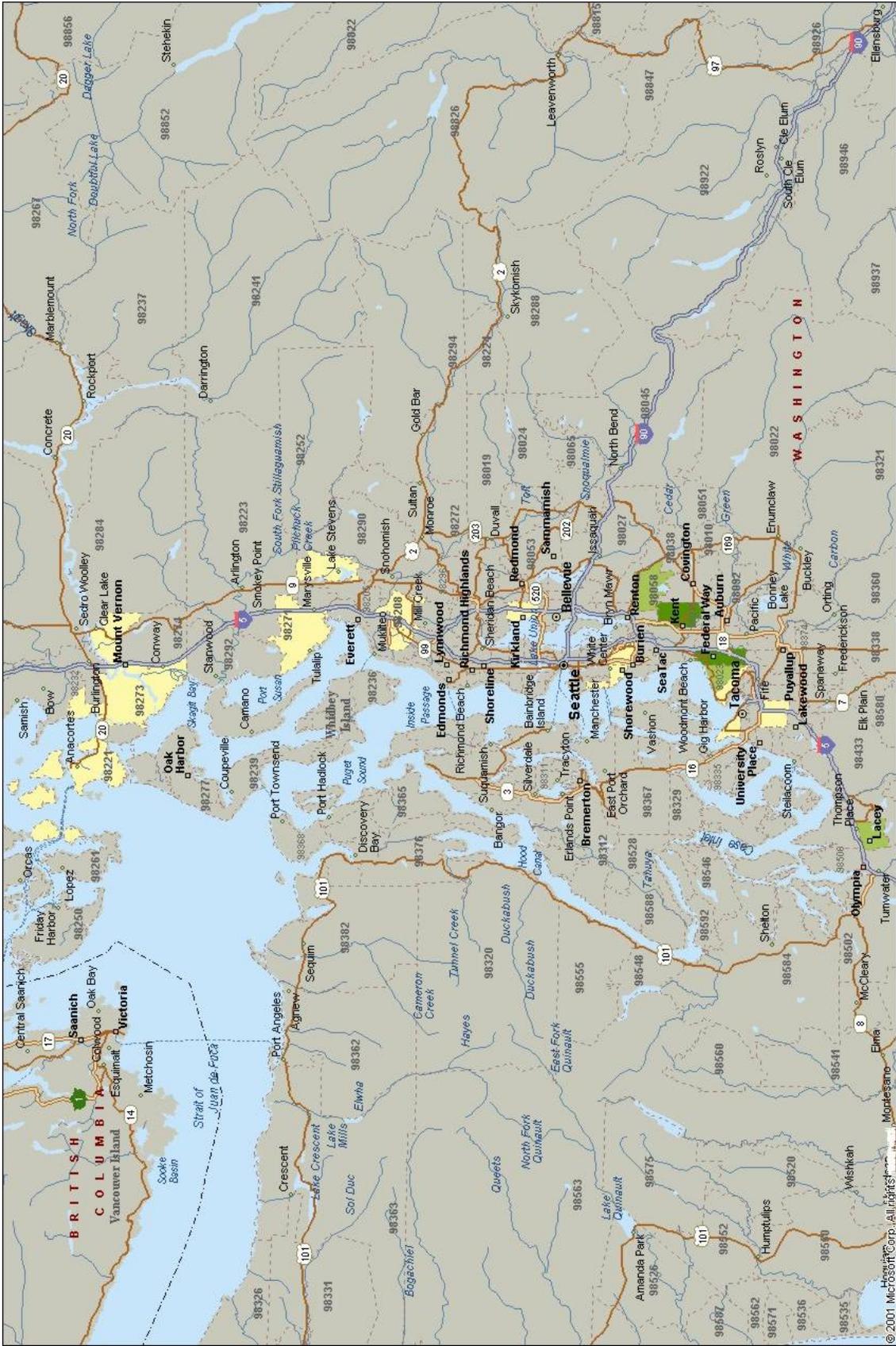
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## 24 Up-and-Comers: Puget Sound



Each shade graphically displays the number of PRIZM NE 24 callers by Zip Code.



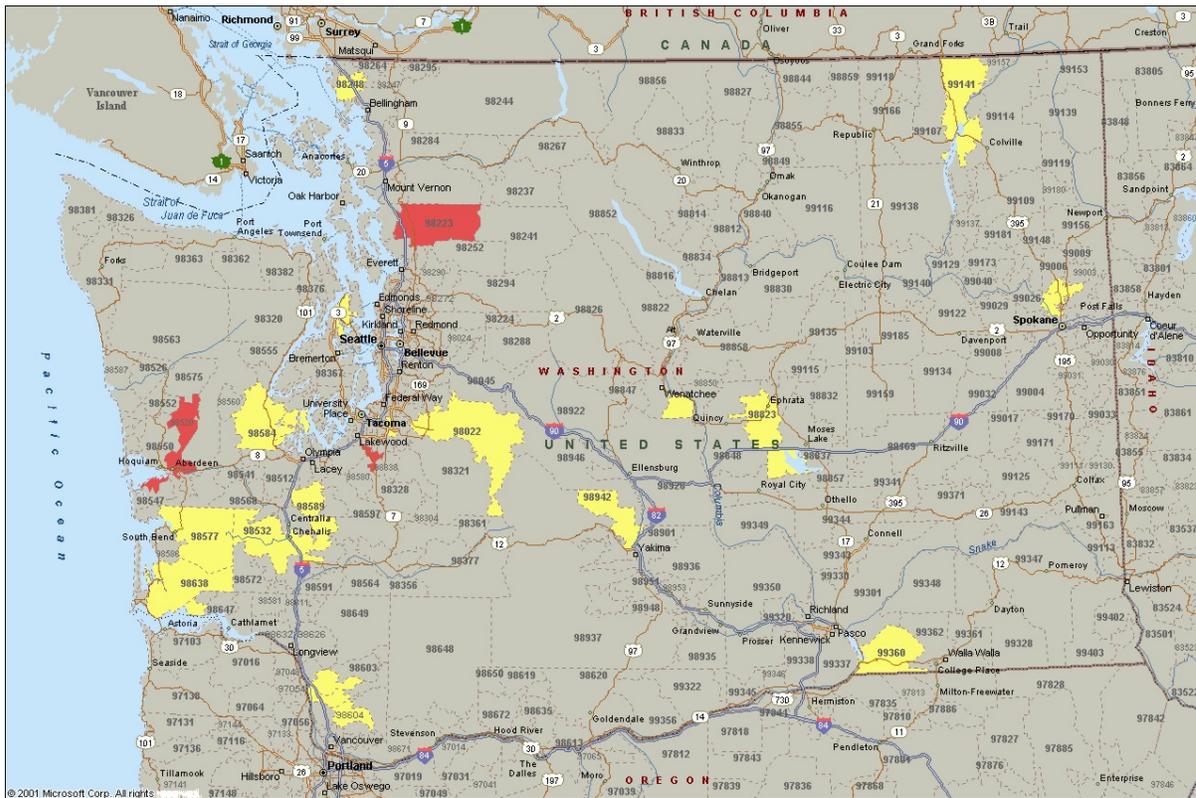


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## 25 Country Casuals

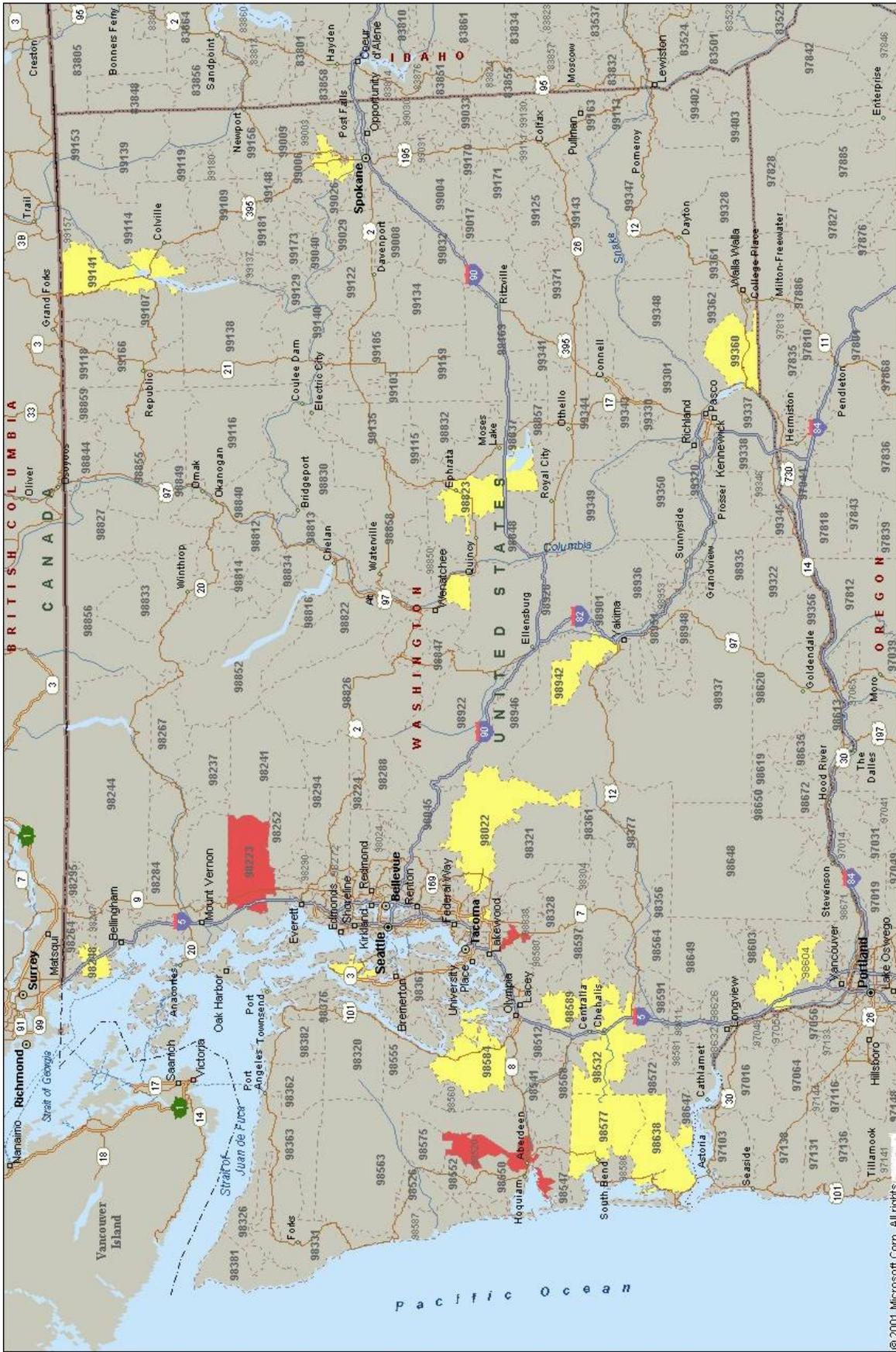
There's a laid-back atmosphere in Country Casuals, a collection of middle-aged, upper middle-class households that have started to empty-nest. Workers here-and most households boast two earners-have well paying blue- or white collar jobs, or own small businesses. Today these Baby-Boom couples have the disposable income to enjoy traveling, owning timeshares and going out to eat.

Demographics Traits	
Ethnic Diversity	Predominantly White
Family Types	Beginning Empty-nesting Couples
Age Ranges	Middle-aged
Education Levels	College
Employment Levels	Blue/ White Collar
Housing Types	Owner of Single Unit
Urbanicity	Rural



Each gradient represents the number of PRIZM NE 25 callers by Zip Code.

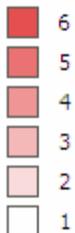
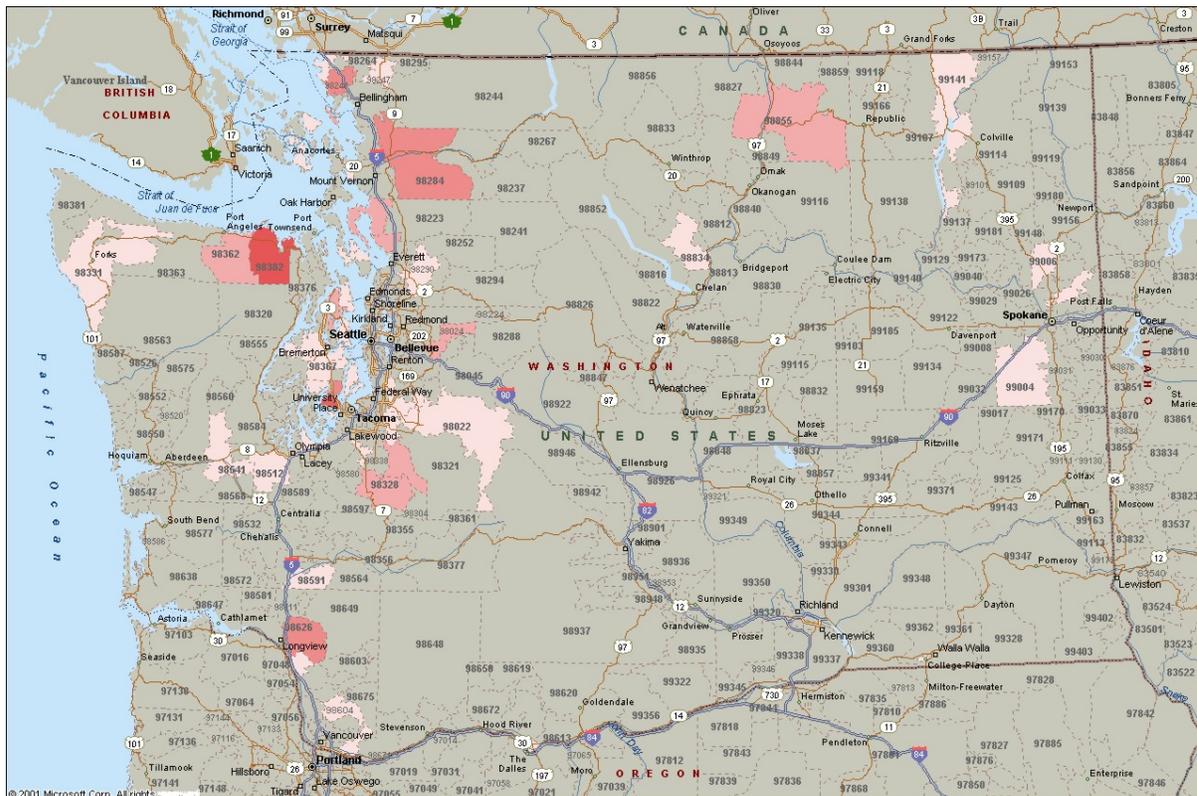




## 28 Traditional Times

Traditional Times is the kind of lifestyle where small-town couples nearing retirement are beginning to enjoy their first empty-nest years. Typically in their fifties and sixties, these middle-class Americans pursue a kind of granola-and-grits lifestyle. On their coffee tables are magazines with titles ranging from Country Living and Country Home to Gourmet and Forbes. But they're big travelers, especially in recreational vehicles and campers.

Demographics Traits	
Ethnic Diversity	Predominantly White
Family Types	Beginning Empty-nesting Couples
Age Ranges	50s and 60s
Education Levels	High School / College
Employment Levels	Blue / White Collar
Housing Types	Owner of Single Unit
Urbanicity	Rural



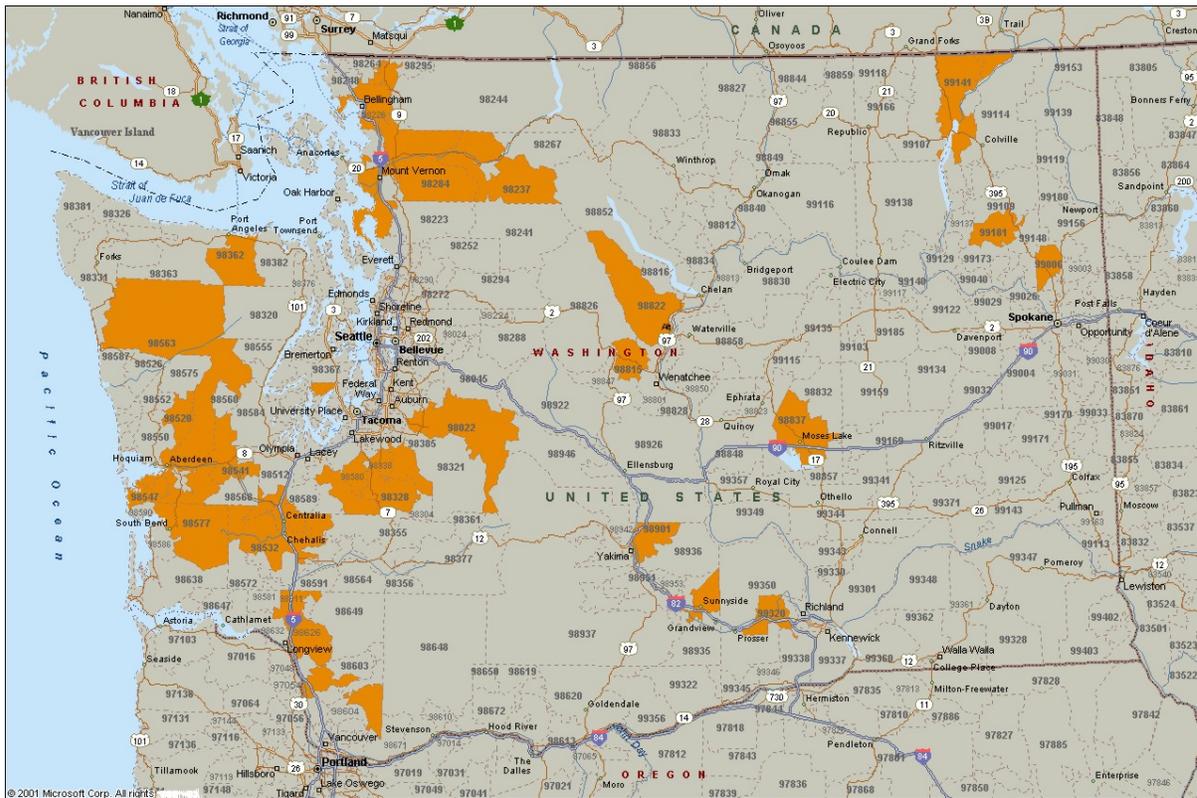
Each shade graphically displays the number of PRIZM NE 25 callers by Zip Code.



### 37 Mayberry-ville

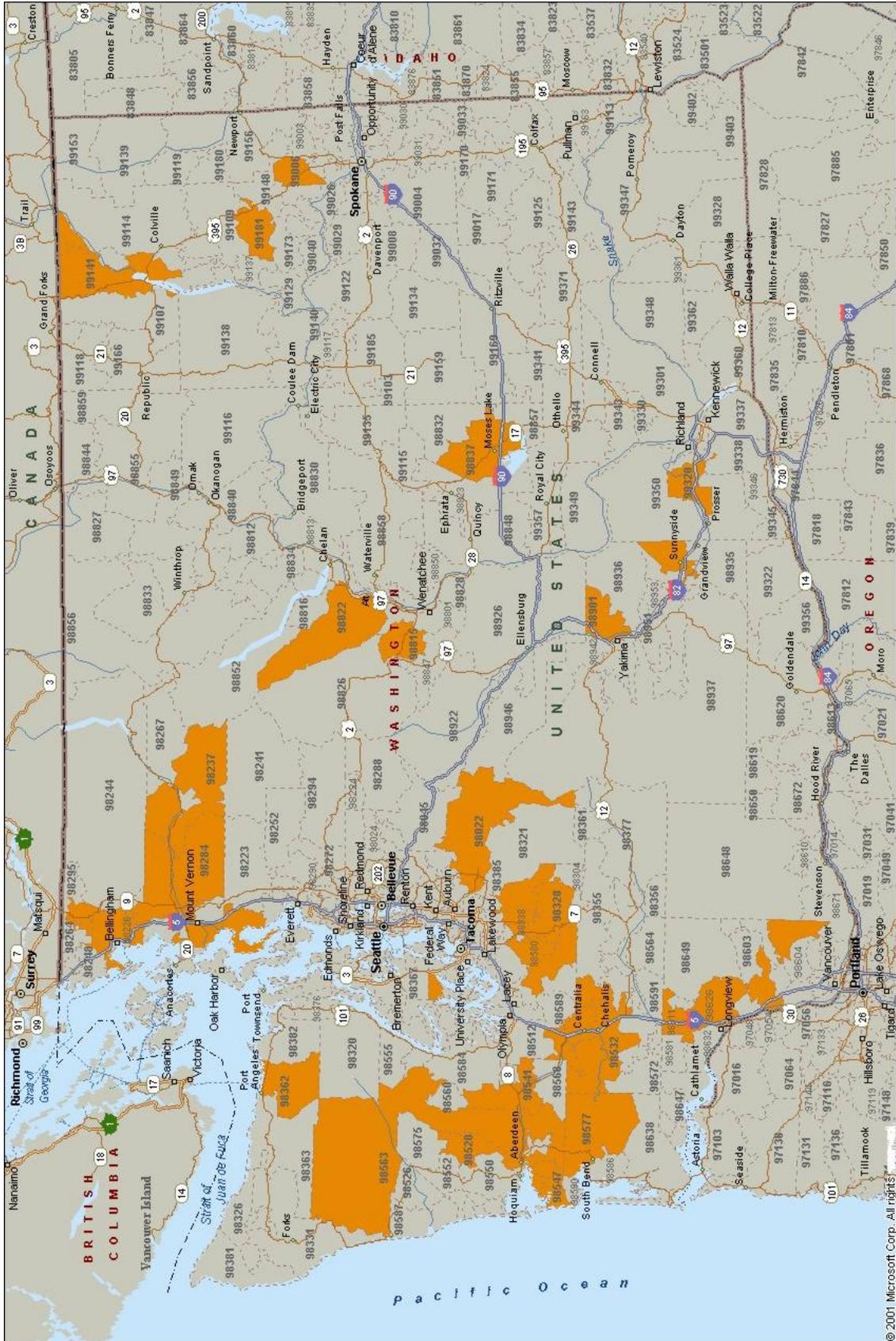
Like the old Andy Griffith show set in a quaint picturesque berg, Mayberry-ville harks back to an old-fashioned way of life. In these small towns, middle-class couples and families like to fish and hunt during the day, and stay home and watch TV at night. With lucrative blue-collar jobs and moderately priced housing, residents use their discretionary cash to purchase boats, campers, motorcycles and pickup trucks.

Demographics Traits	
Ethnic Diversity	Predominantly White
Family Types	Couples and Families
Age Ranges	Varied
Education Levels	High School / Some College
Employment Levels	Blue Collar
Housing Types	Owner of Single Unit
Urbanicity	Rural



Each gradient represents the number of PRIZM NE 37 callers by Zip Code.

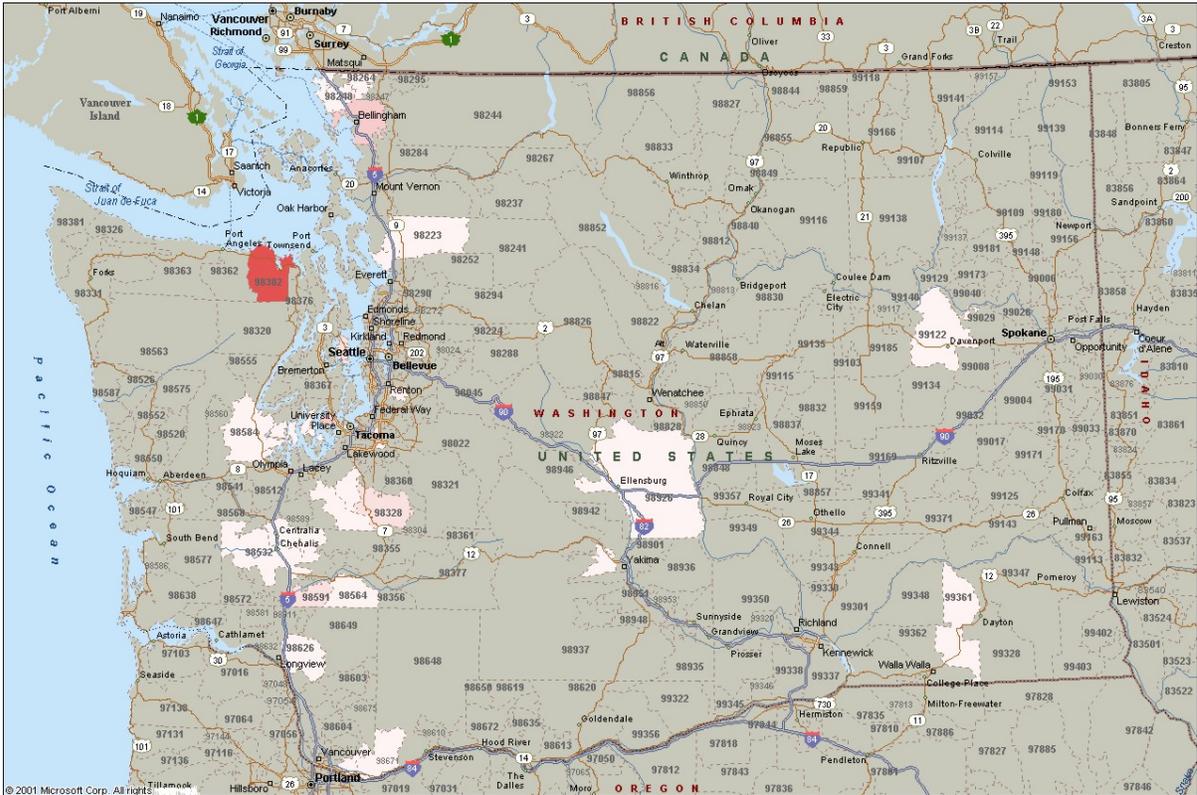




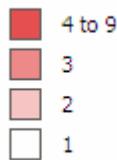
### 38 Simple Pleasures

With more than two-thirds of its residents over 65 years old, Simple Pleasures is mostly a retirement lifestyle: a neighborhood of lower-middle-class singles and couples living in modestly priced homes. Many are high school-educated seniors who held blue-collar jobs before their retirement. And a disproportionate number served in the military; no segment has more members of veterans clubs.

Demographics Traits	
Ethnic Diversity	Predominantly White
Family Types	Singles and Couples
Age Ranges	Over 65
Education Levels	High School
Employment Levels	Retired
Housing Types	Owner of Single Unit
Urbanicity	Suburban / Rural



Each gradient represents the number of PRIZM NE 38 callers by Zip Code.

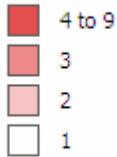


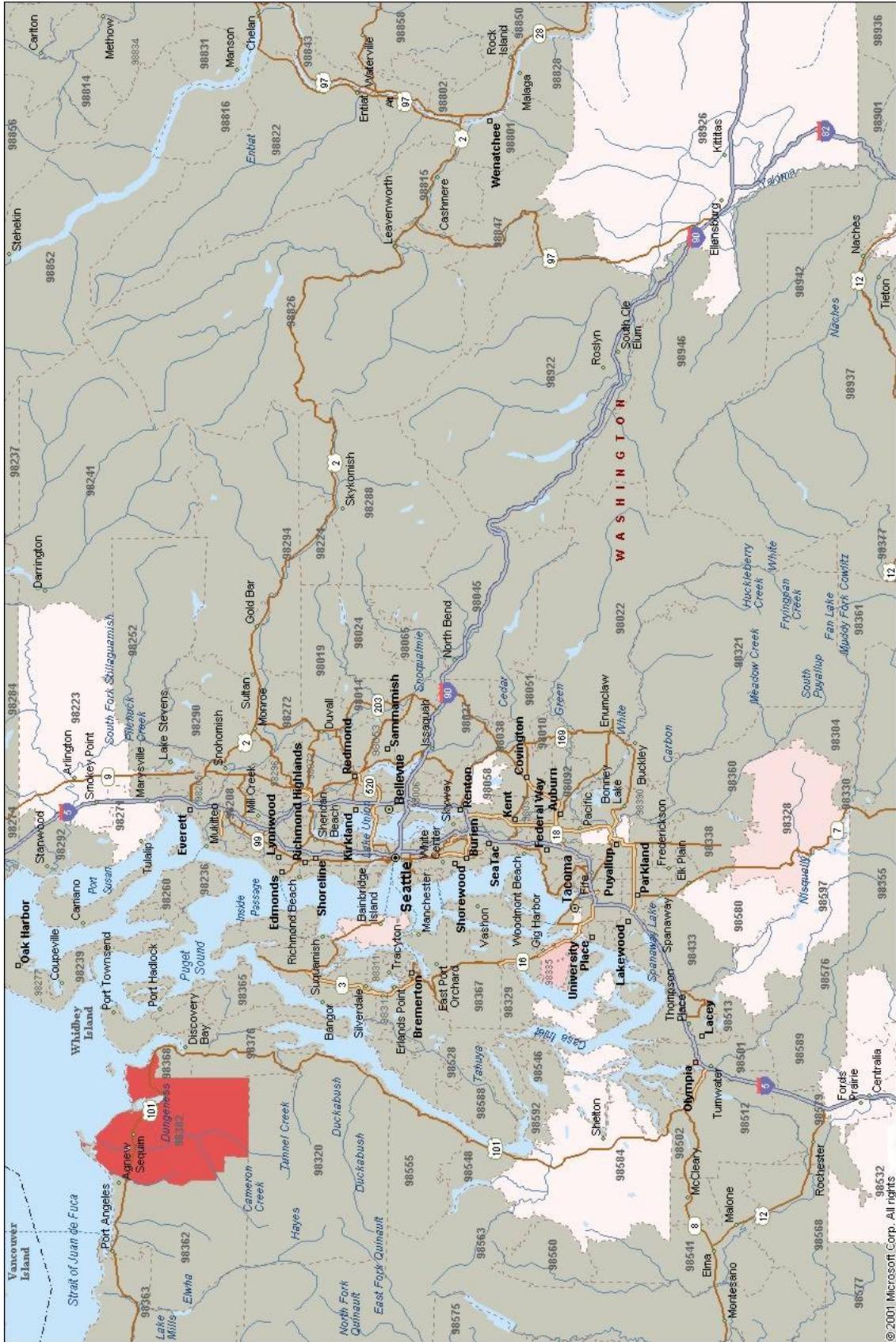


## 38 Simple Pleasures: Puget Sound



Each shade graphically displays the number of PRIZM NE 38 callers by Zip Code.



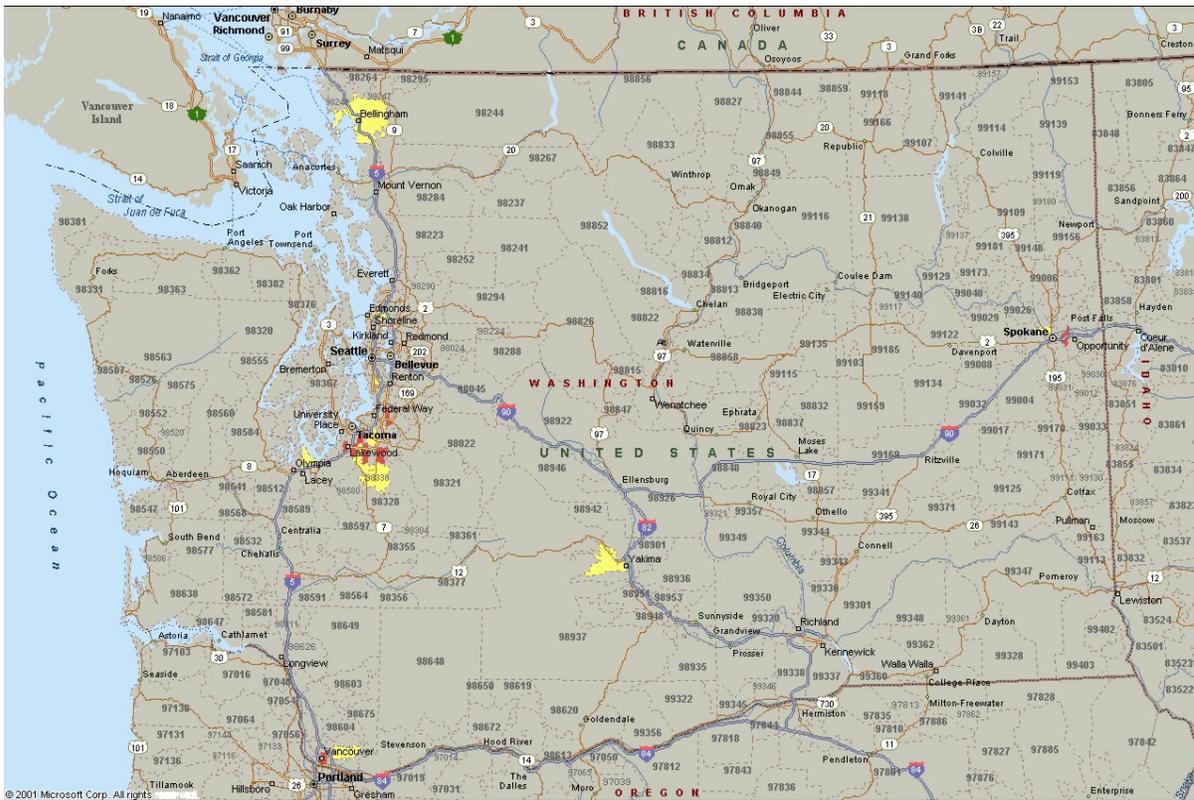


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### 39 Domestic Duos

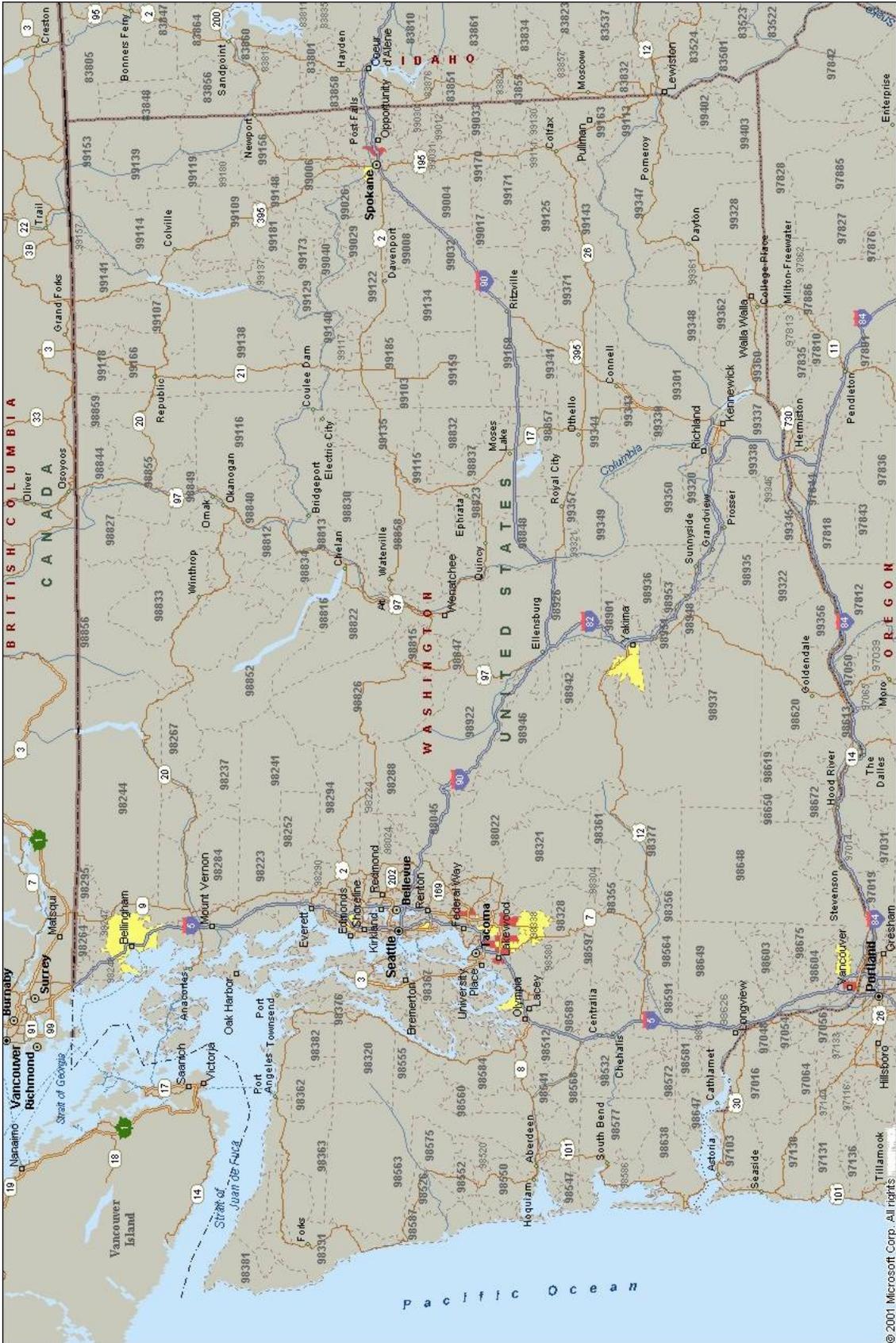
Domestic Duos represents a middle-class mix of mainly over 55 singles and married couples living in older suburban homes. With their high-school educations and fixed incomes, segment residents maintain an easy-going lifestyle. Residents like to socialize by going bowling, seeing a play, meeting at the local fraternal order or going out to eat.

Demographics Traits	
Ethnic Diversity	Predominantly White
Family Types	Singles and Couples
Age Ranges	Over 55
Education Levels	High School
Employment Levels	Retired
Housing Types	Owner of Single Unit
Urbanicity	Suburban



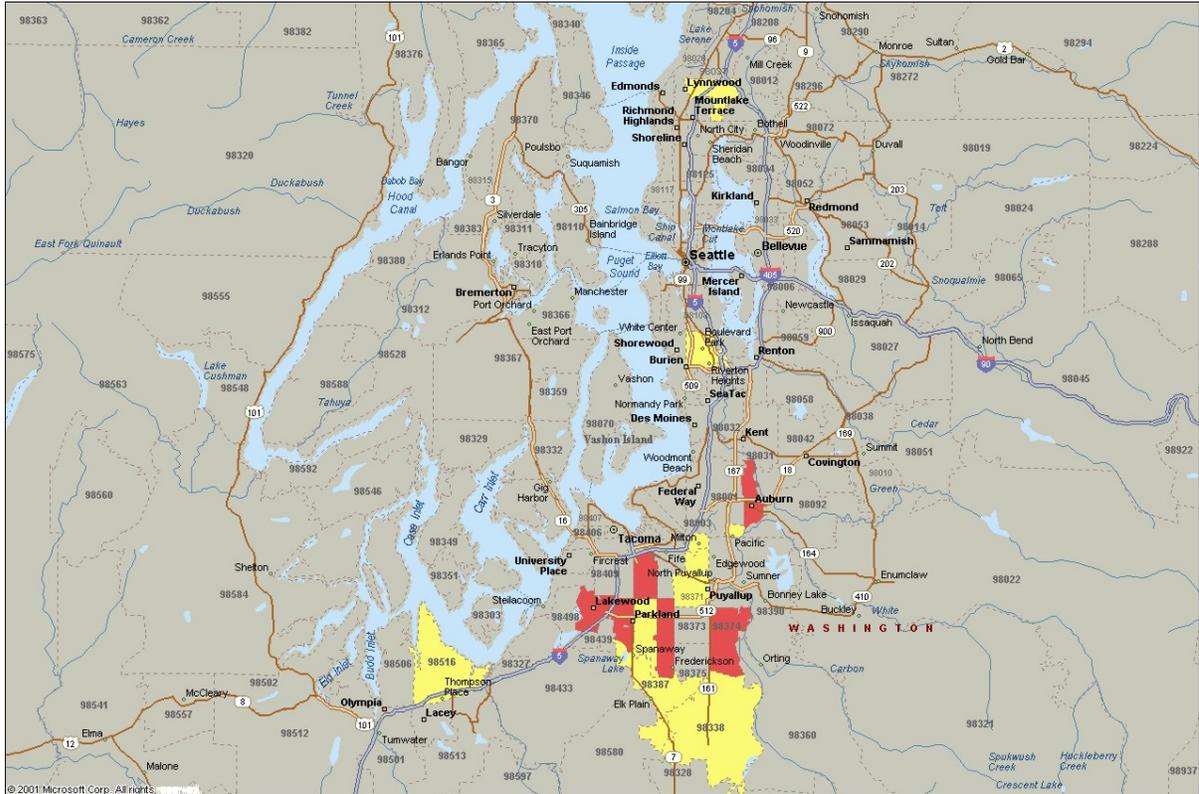
Each gradient represents the number of PRIZM NE 39 callers by Zip Code.





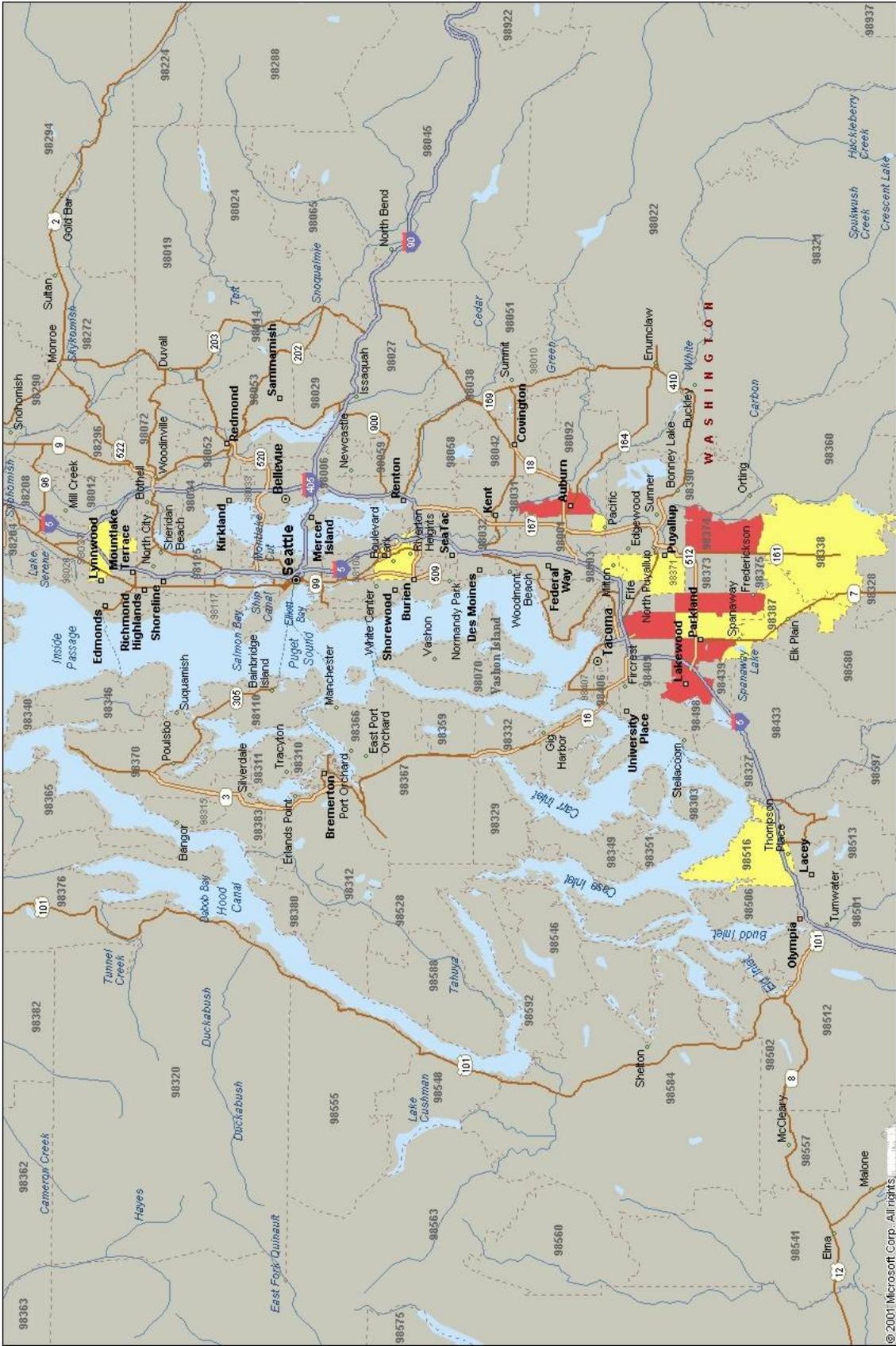
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## 39 Domestic Duos: Puget Sound



Each shade graphically displays the number of PRIZM NE 39 callers by Zip Code.

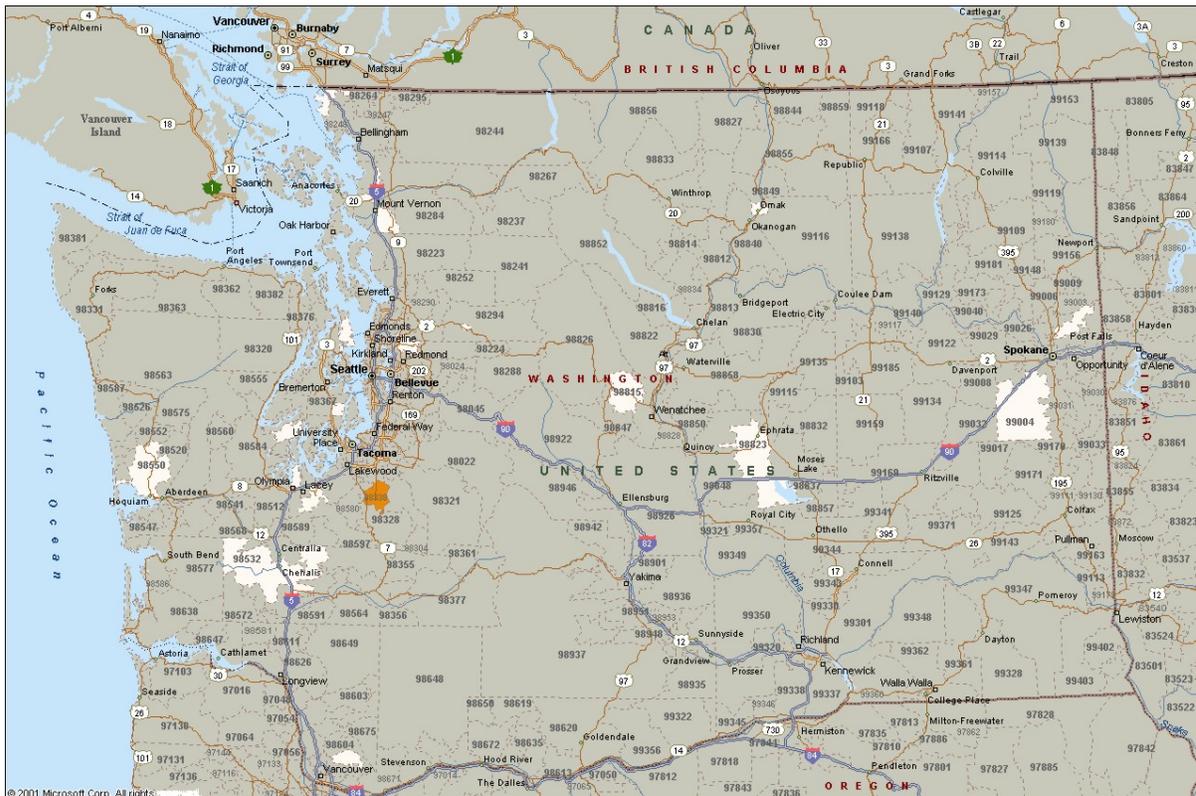




## 42 Red, White & Blues

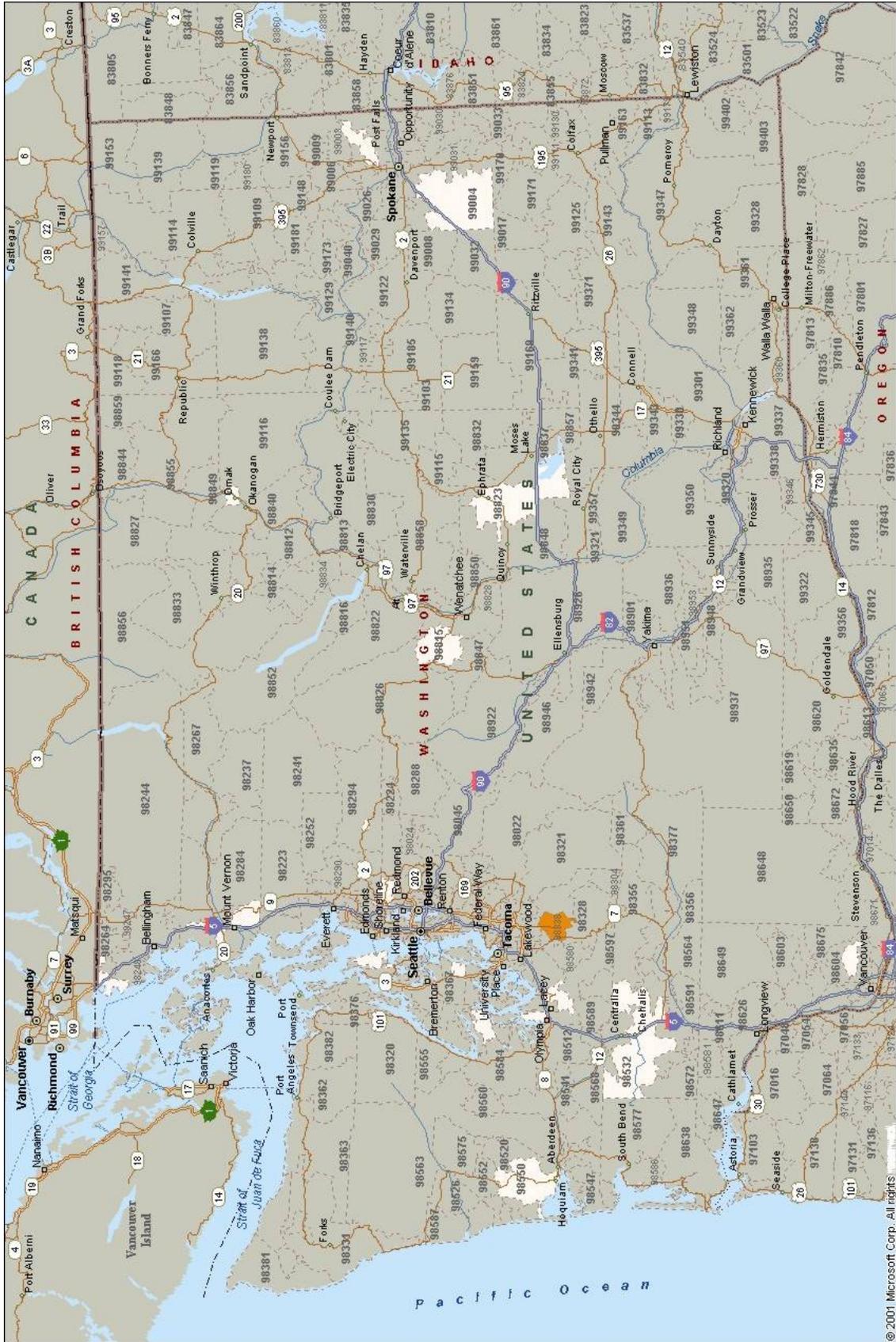
The residents of Red, White & Blues typically live in exurban towns rapidly morphing into bedroom suburbs. Their streets feature new fast-food restaurants, and locals have recently celebrated the arrival of chains like Wal-Mart, Radio Shack and Payless Shoes. Middle-aged, high school educated and lower-middle class, these folks tend to have solid, blue-collar jobs in manufacturing, milling and construction.

Demographics Traits	
Ethnic Diversity	Predominantly White
Family Types	Varied
Age Ranges	Middle-Aged
Education Levels	High School
Employment Levels	Blue Collar
Housing Types	Owner of Single Unit
Urbanicity	Exurban/Suburban



Each gradient represents the number of PRIZM NE 42 callers by Zip Code.





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### 43 Heartlanders

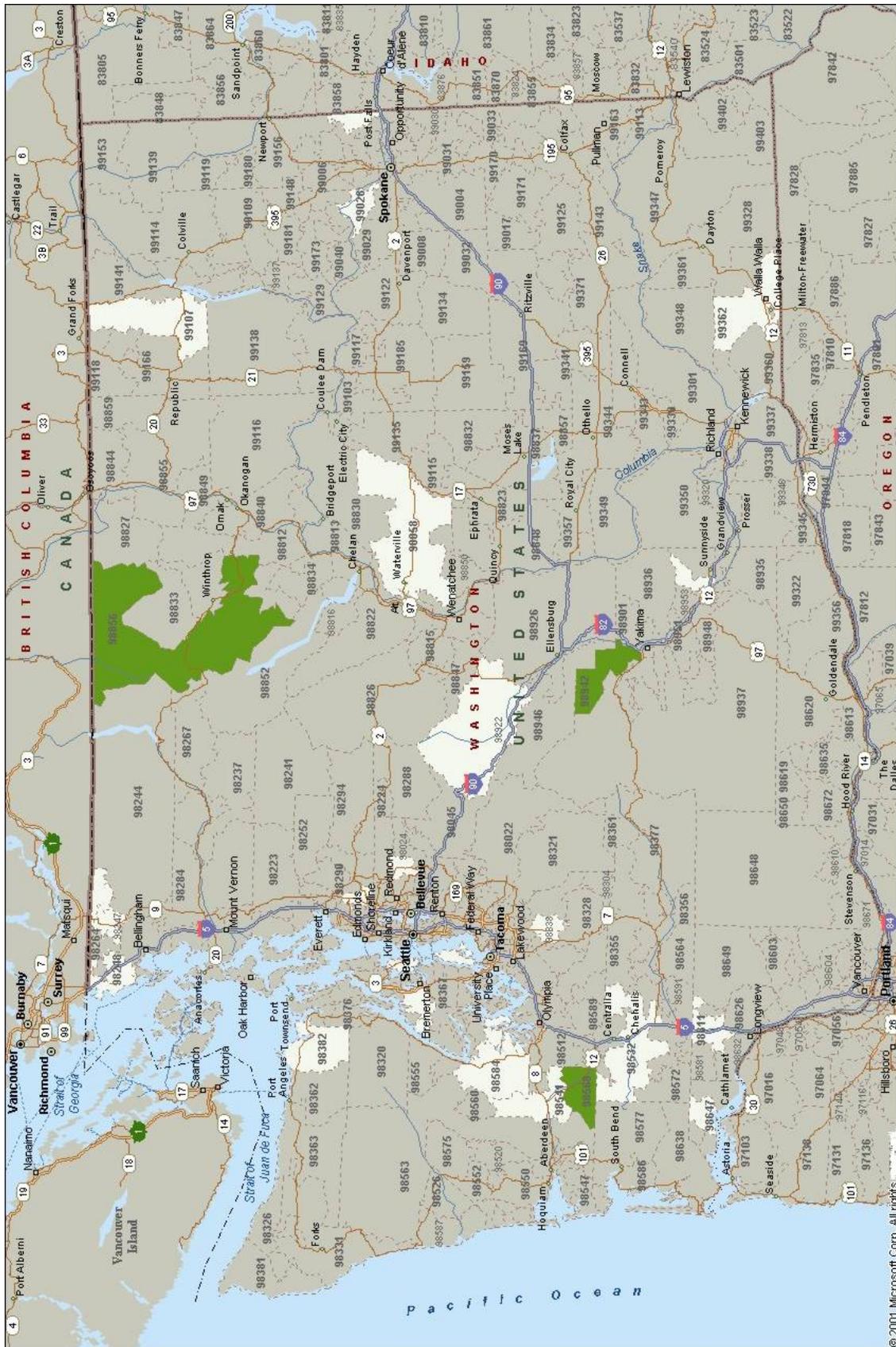
America was once a land of small middleclass towns, which can still be found today among Heartlanders. This widespread segment consists of middle-aged couples with working-class jobs living in sturdy, unpretentious homes. In these communities of small families and empty-nesting couples, Heartlanders pursue a rustic lifestyle where hunting and fishing remain prime leisure activities along with cooking, sewing, camping and boating.

Demographics Traits	
Ethnic Diversity	Predominantly White
Family Types	Small families and empty-nesting couples
Age Ranges	Middle-Aged
Education Levels	High School
Employment Levels	Blue Collar
Housing Types	Owner of Single Unit
Urbanicity	Rural



Each shade graphically displays the number of PRIZM NE 42 callers by Zip Code.



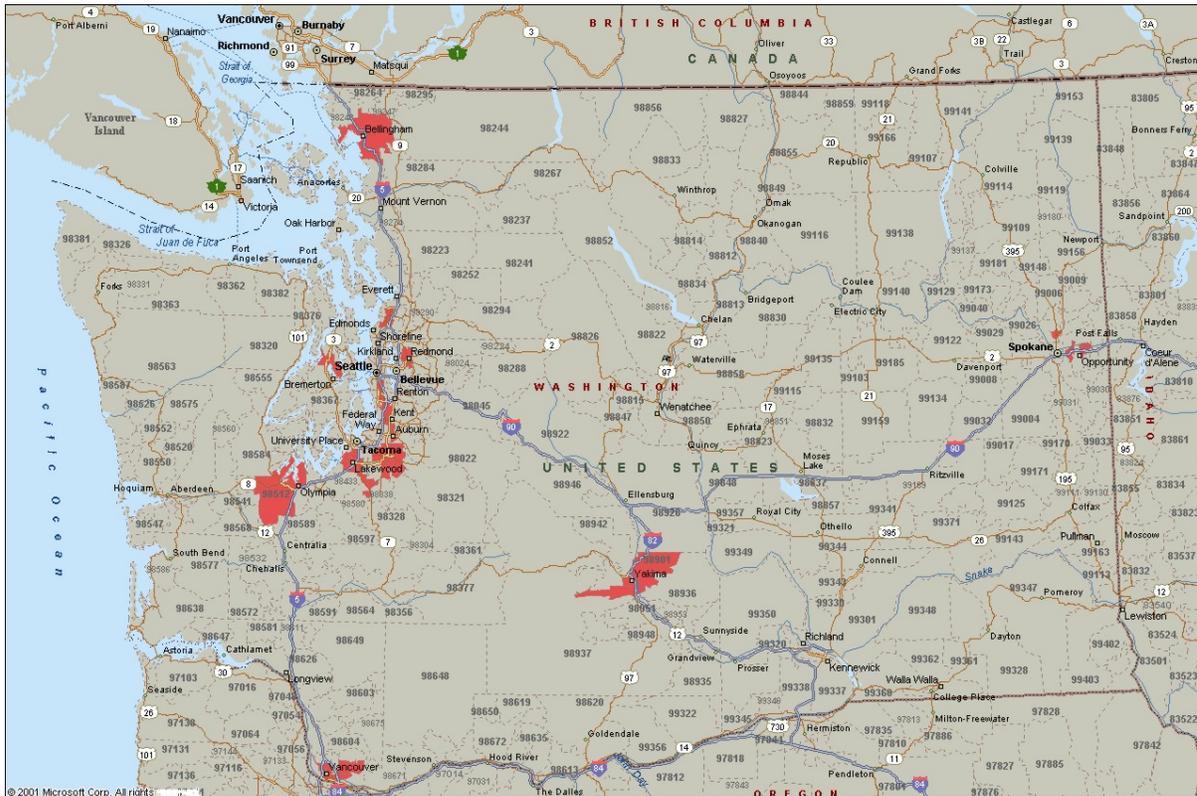


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## 44 New Beginnings

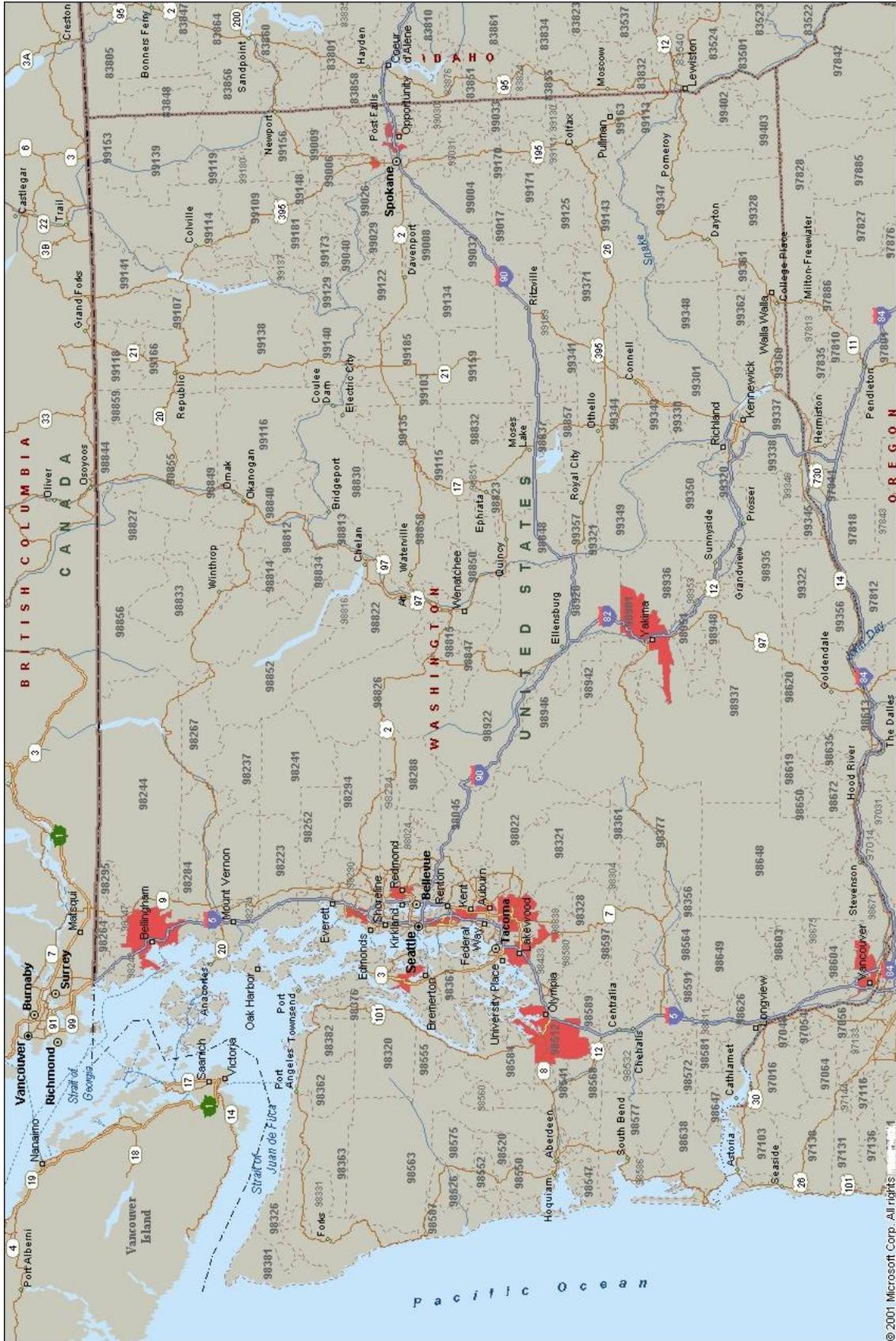
Filled with young, single adults, New Beginnings is a magnet for adults in transition. Many of its residents are twentysomething singles and couples just starting out on their career paths-or starting over after recent divorces or company transfers. Ethnically diverse-with nearly half its residents Hispanic, Asian or African-American-New Beginnings households tend to have the modest living standards typical of transient apartment dwellers.

Demographics Traits	
Ethnic Diversity	Mixed
Family Types	Singles
Age Ranges	20s
Education Levels	College Educated
Employment Levels	Blue and White Collar
Housing Types	Apartment
Urbanicity	Urban, Suburban

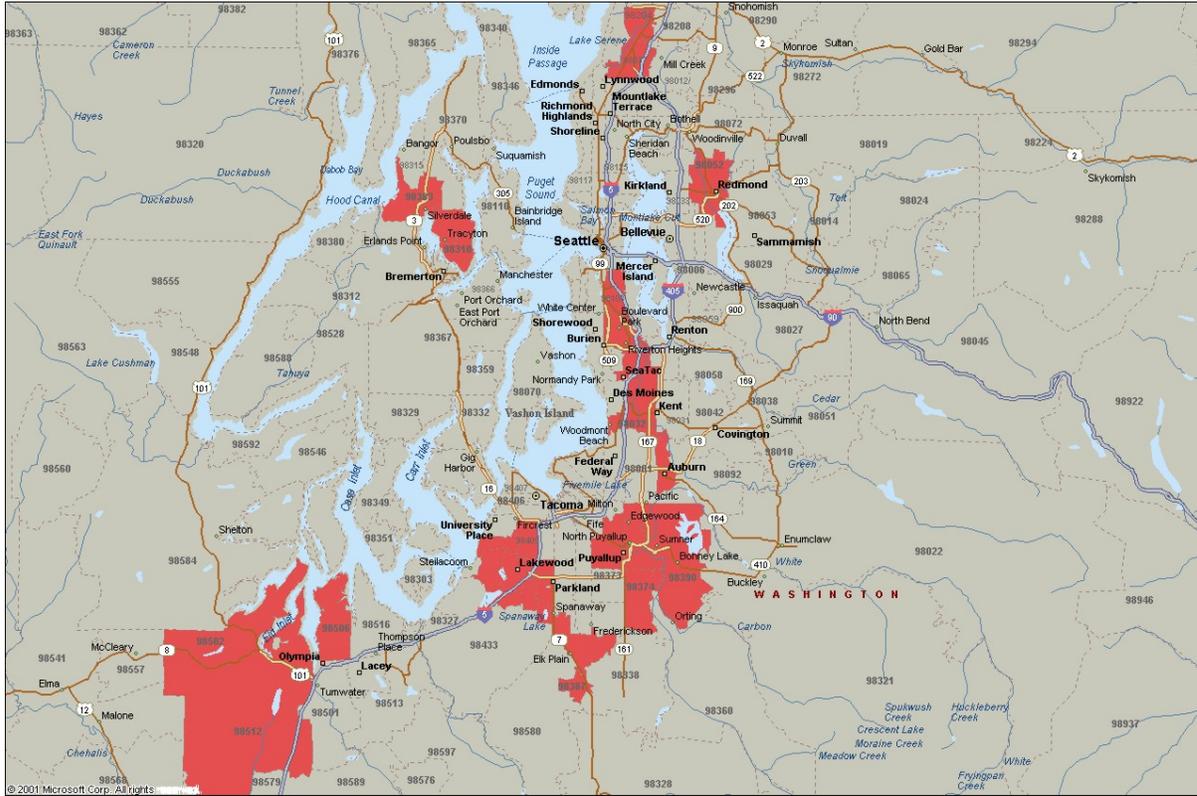


Each gradient represents the number of PRIZM NE 44 callers by Zip Code.



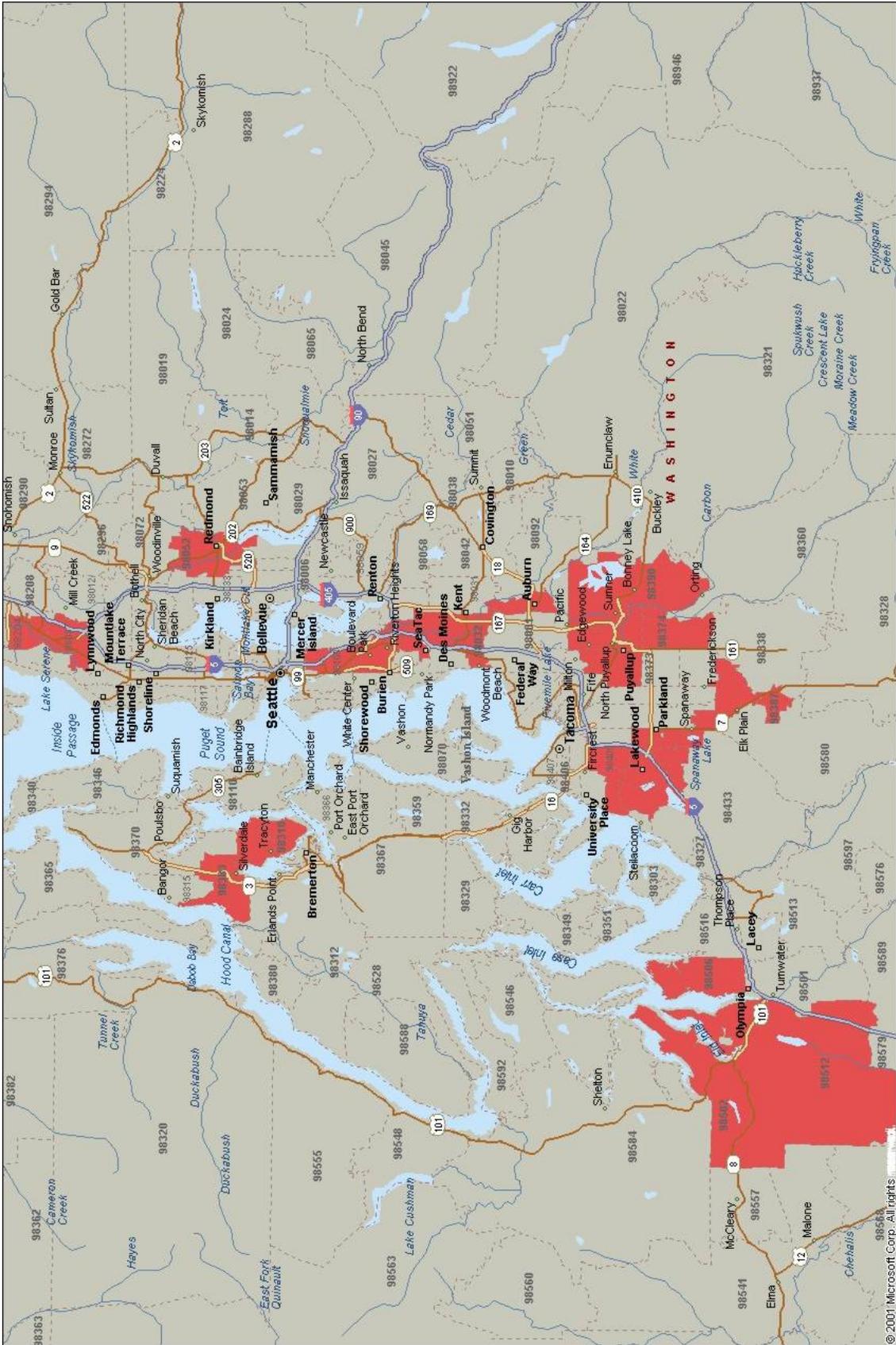


# 44 New Beginnings: Puget Sound



Each shade graphically displays the number of PRIZM NE 44 callers by Zip Code.

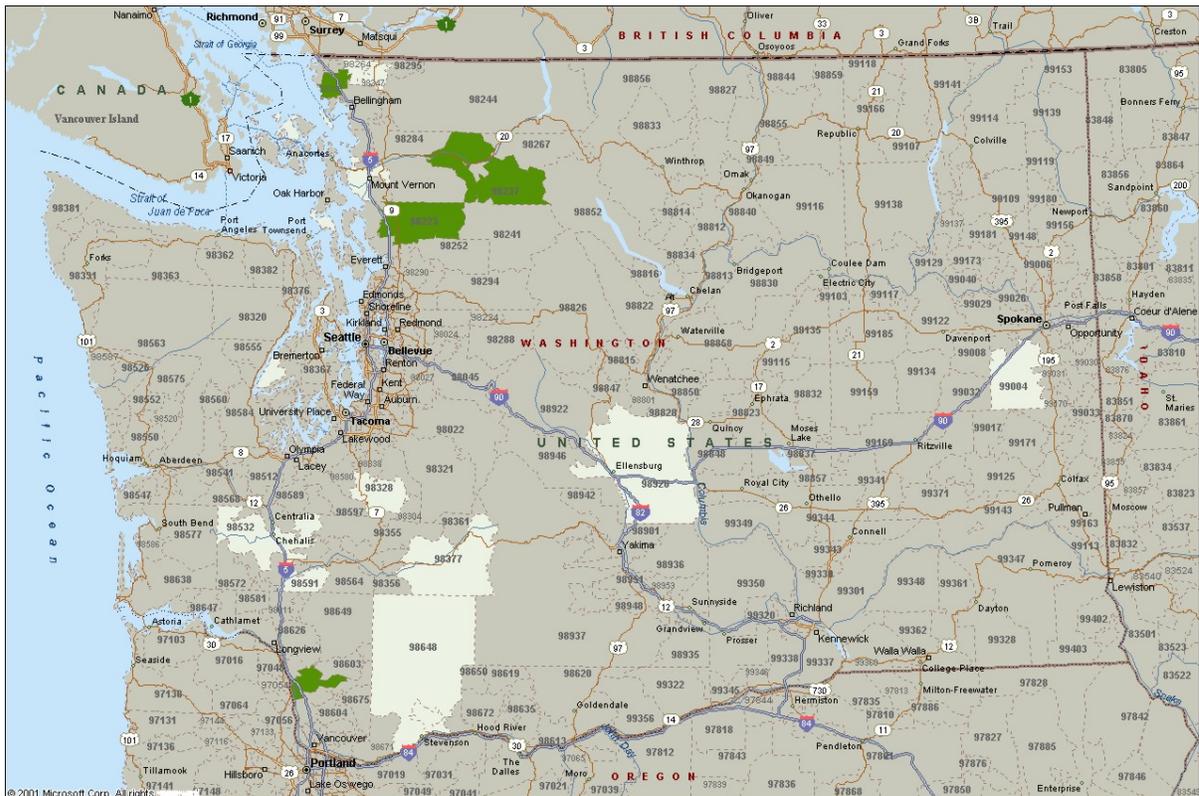




## 45 Blue Highways

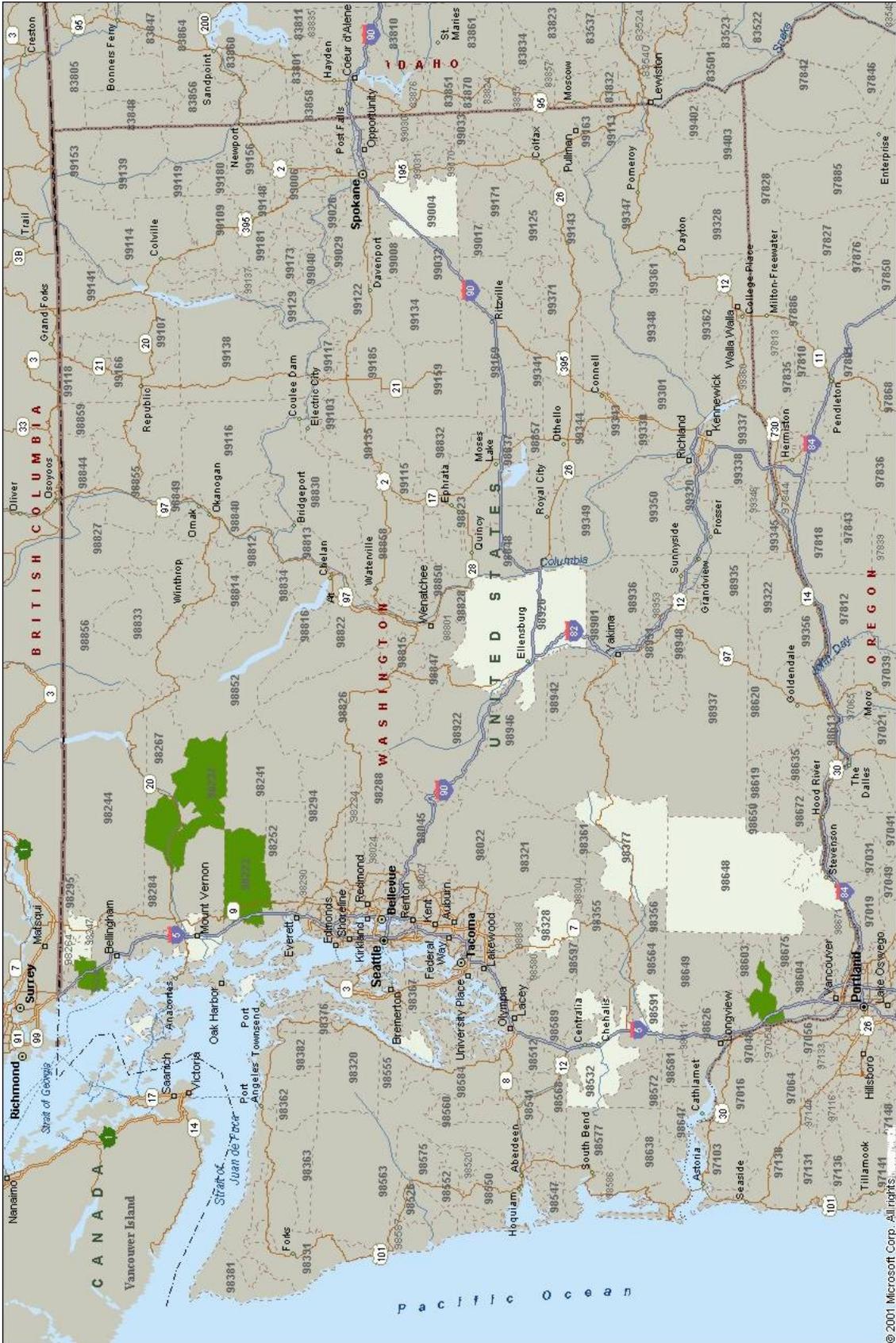
On maps, blue highways are often two-lane roads that wind through remote stretches of the American landscape. Among lifestyles, Blue Highways is the standout for lower middle-class couples and families who live in isolated towns and farmsteads. Here, Boomer men like to hunt and fish, the women enjoy sewing and crafts, and everyone looks forward to going out to a country music concert.

Demographics Traits	
Ethnic Diversity	Predominantly White
Family Types	Couples and Families
Age Ranges	Varies
Education Levels	High School
Employment Levels	Blue Collar
Housing Types	Owner of Single Unit
Urbanicity	Rural



Each gradient represents the number of PRIZM NE 45 callers by Zip Code.



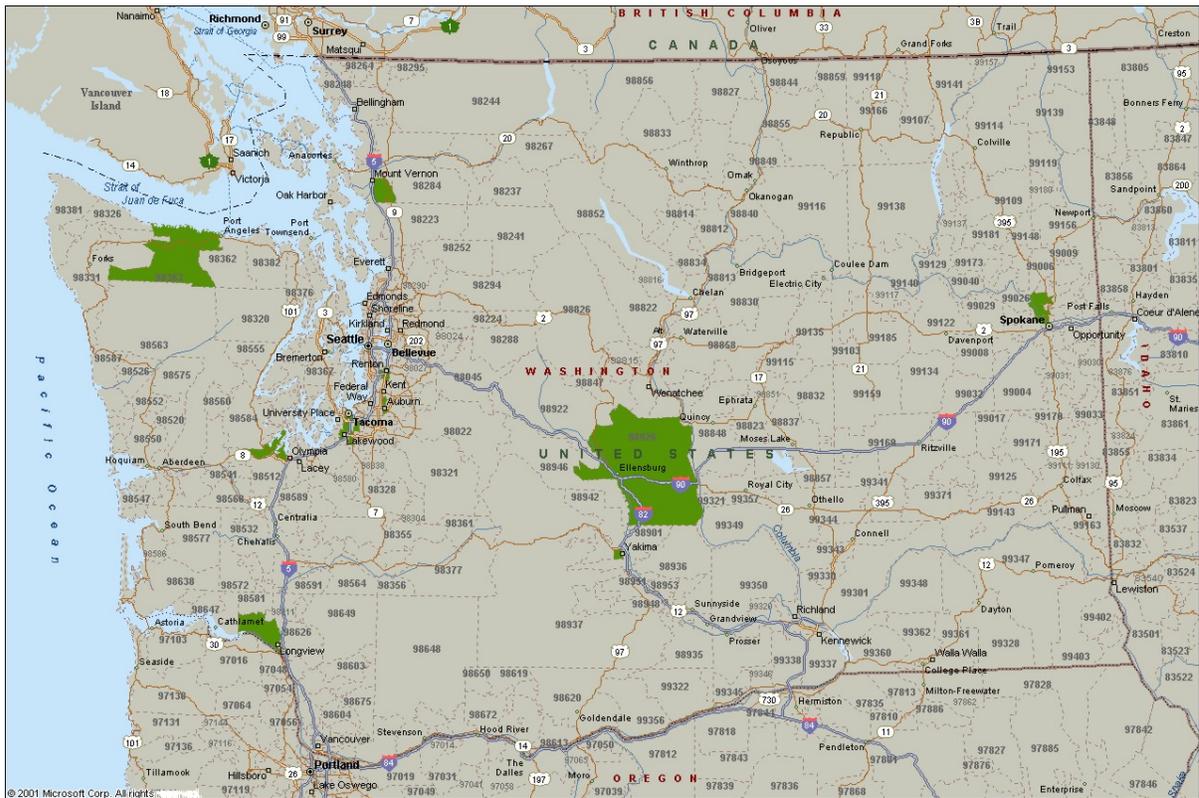


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### 53 Mobility Blues

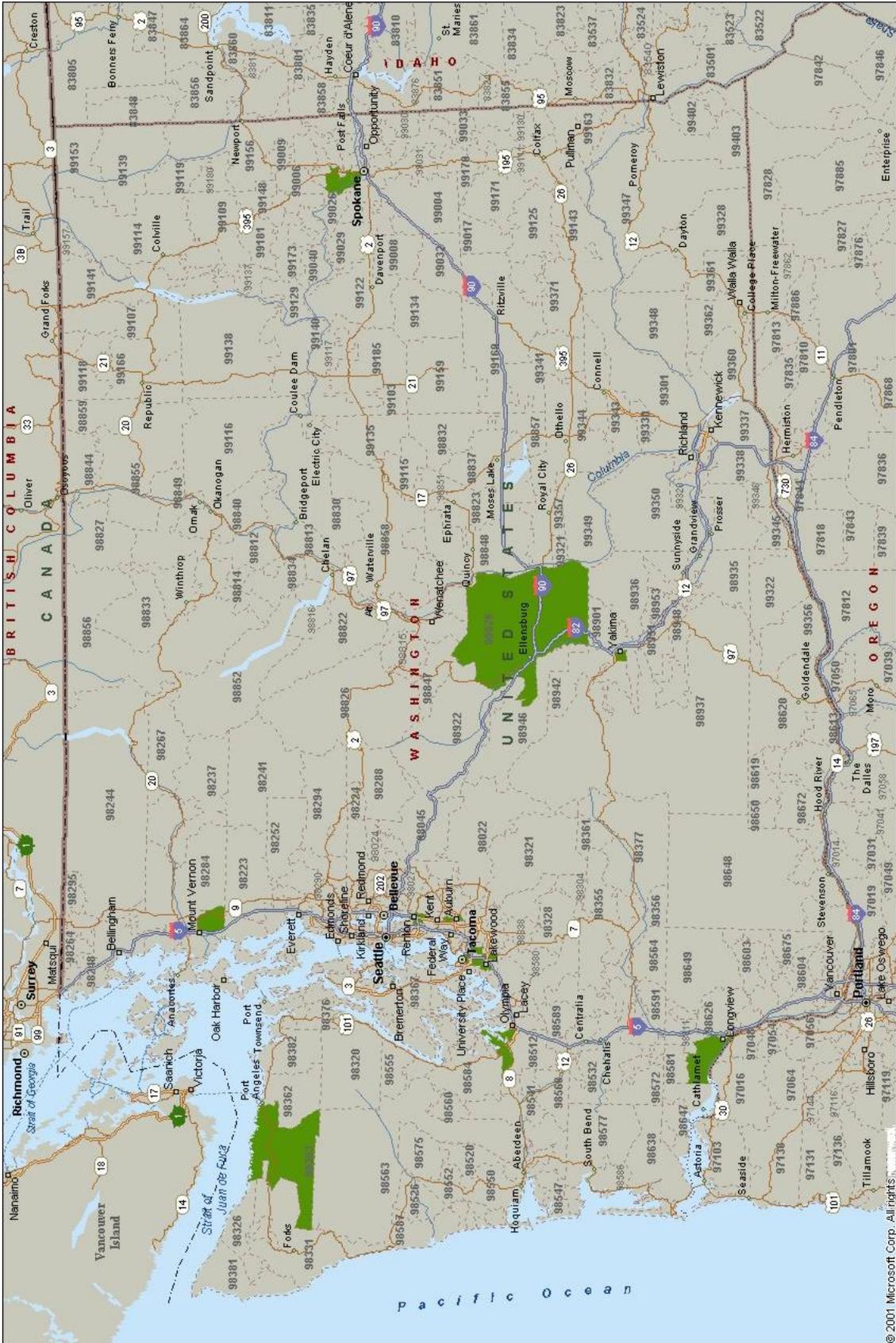
Young singles and single parents make their way to Mobility Blues, a segment of working-class neighborhoods in America's satellite cities. Racially mixed and under 25 years old, these transient Americans tend to have modest lifestyles due to their lower income blue-collar jobs. Surveys show they excel in going to movies, playing basketball and shooting pool

Demographics Traits	
Ethnic Diversity	Mixed
Family Types	Singles and Single Parents
Age Ranges	Under 25
Education Levels	High School
Employment Levels	Blue Collar
Housing Types	Multifamily
Urbanicity	Suburban

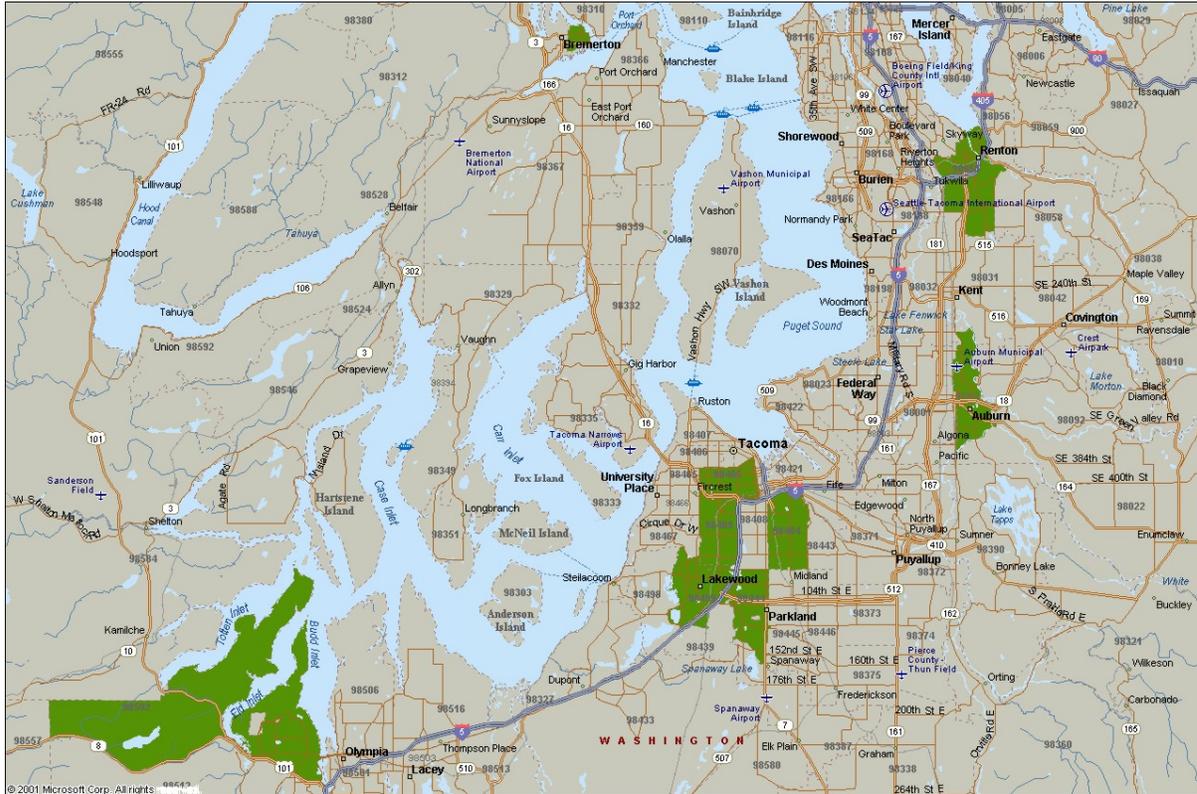


Each shade graphically displays the number of PRIZM NE 53 callers by Zip Code.



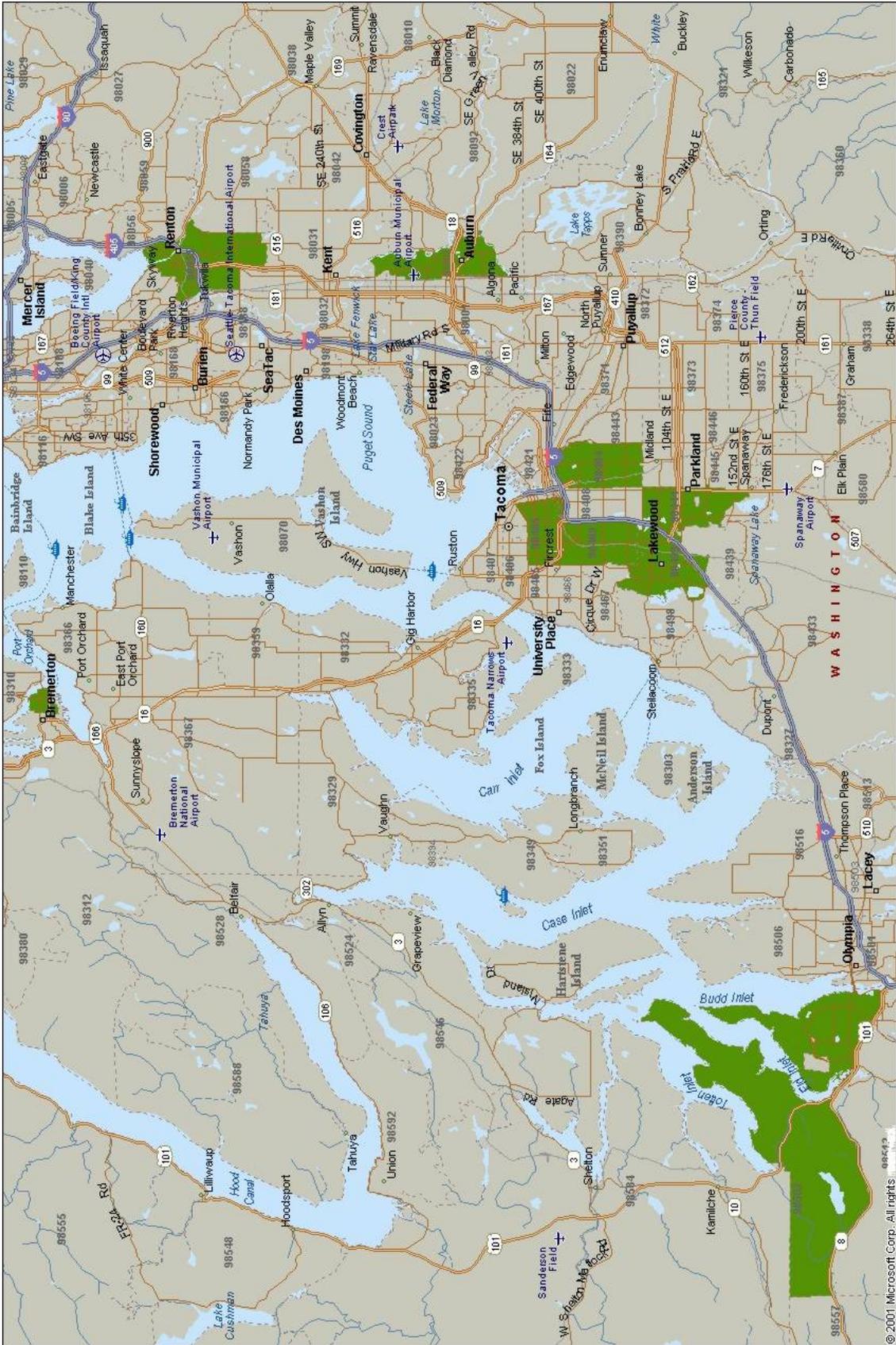


## 53 Mobility Blues: Puget Sound



Each gradient represents the number of PRIZM NE 53 callers by Zip Code.

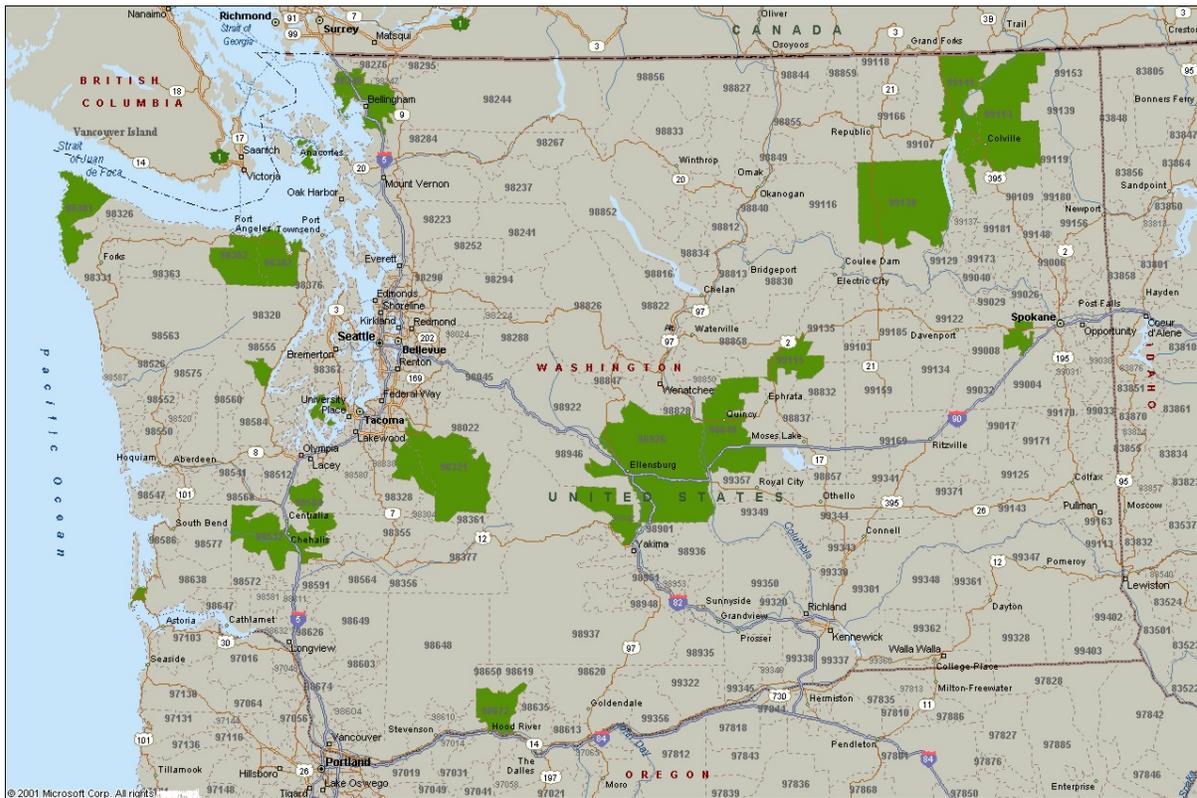




## 55 Golden Ponds

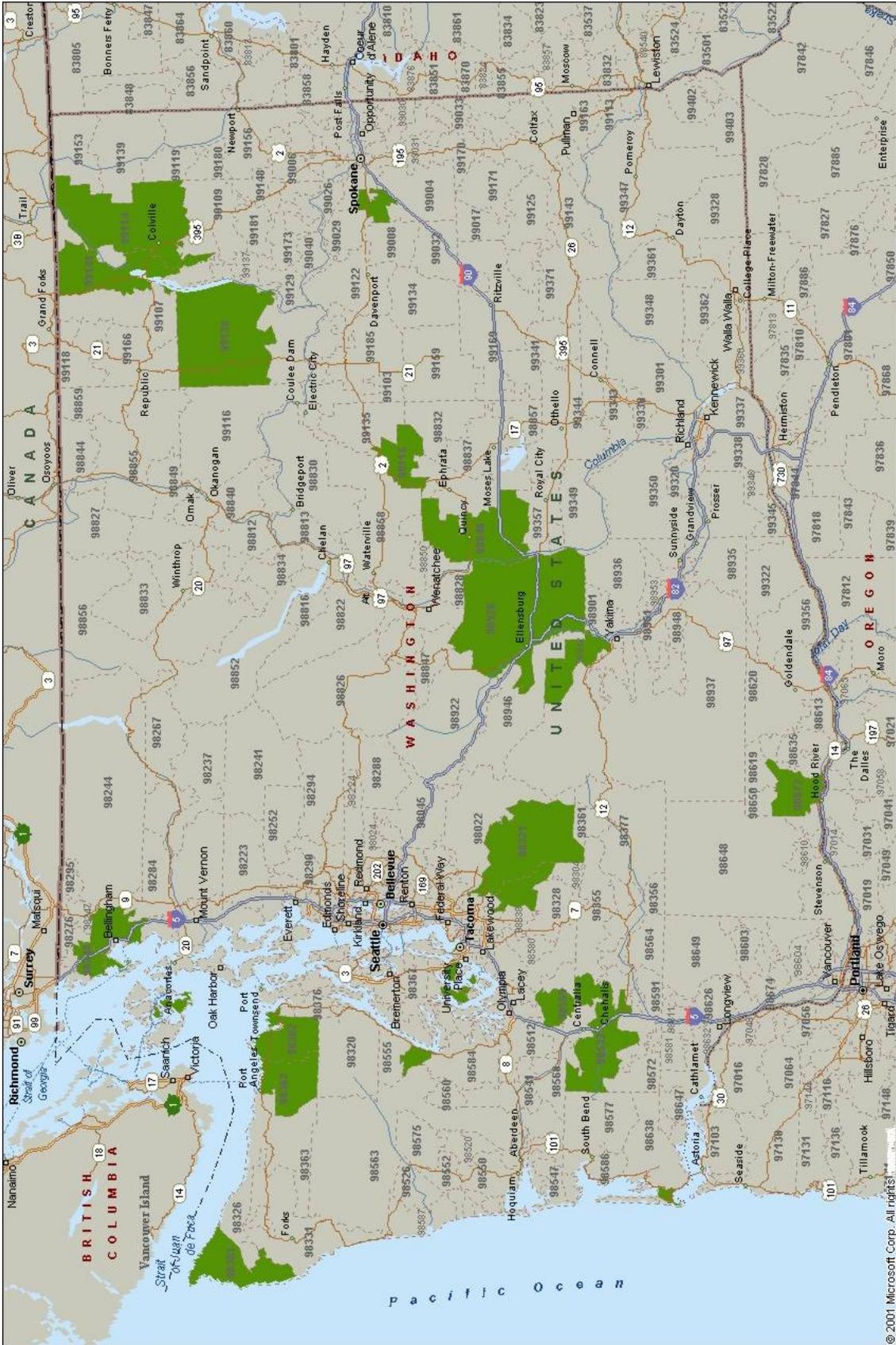
Golden Ponds is mostly a retirement lifestyle, dominated by downscale singles and couples over 65 years old. Found in small bucolic towns around the country, these high school-educated seniors live in small apartments on less than \$25,000 a year; one in five resides in a nursing home. For these elderly residents, daily life is often a succession of sedentary activities such as reading, watching TV, playing bingo and doing craft projects.

Demographics Traits	
Ethnic Diversity	Predominantly White
Family Types	Singles and Couples
Age Ranges	Over 65
Education Levels	High School
Employment Levels	Retired
Housing Types	Apartments
Urbanicity	Rural



Each shade graphically displays the number of PRIZM NE 55 callers by Zip Code.

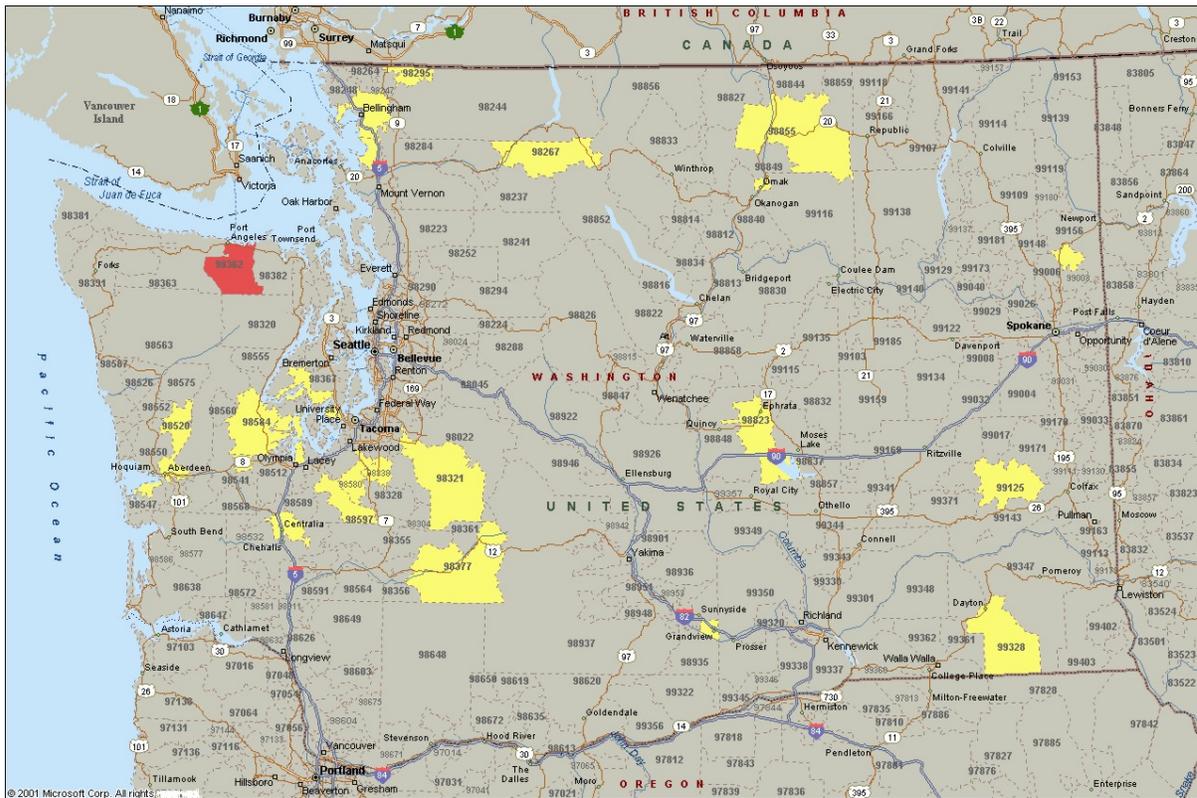




## 56 Crossroads Villagers

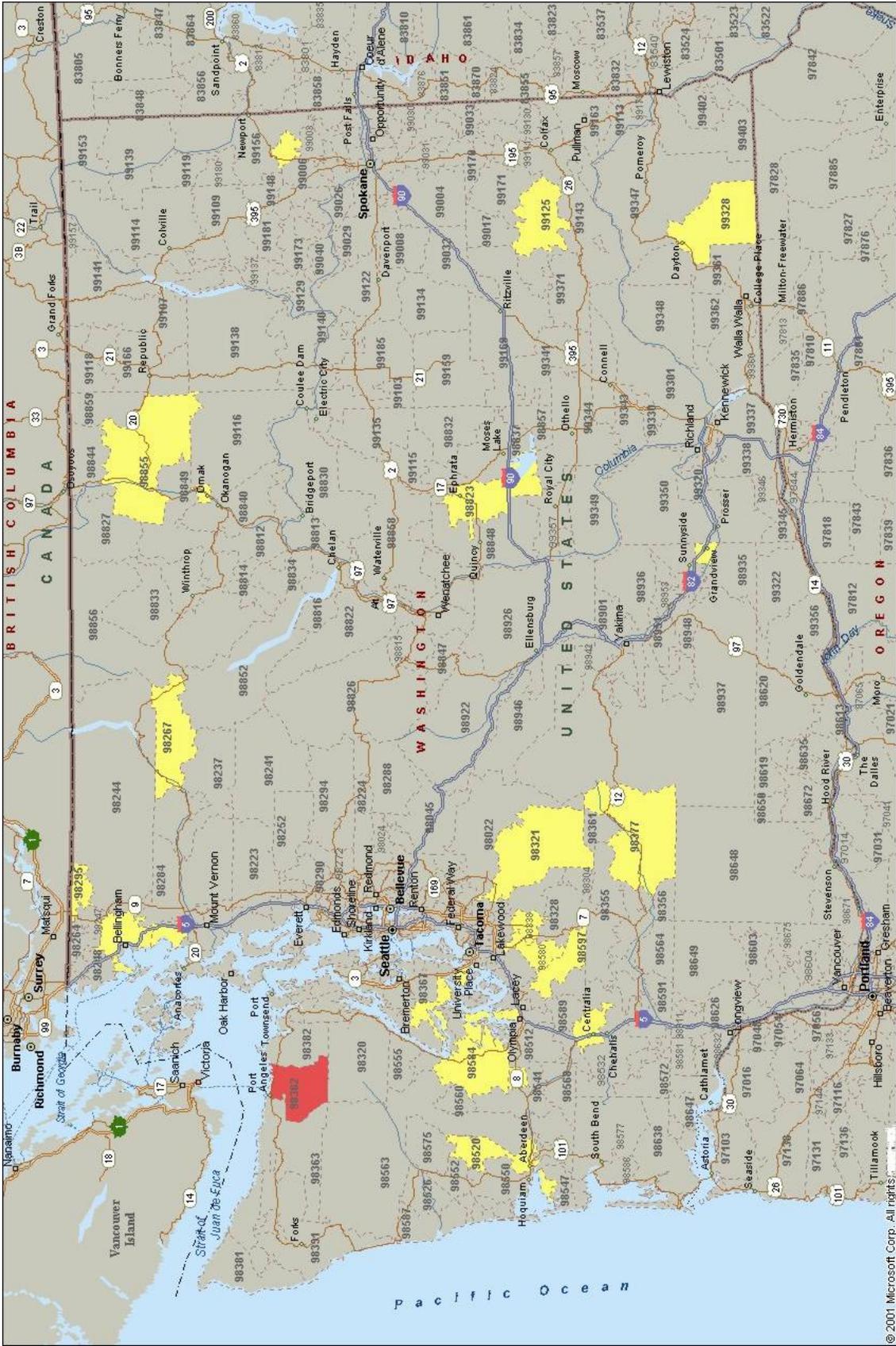
With a population of middle-aged, blue collar couples and families, Crossroads Villagers is a classic rural lifestyle. Residents are high school-educated, with lower-middle incomes and modest housing; one-quarter live in mobile homes. And there's an air of self-reliance in these households as Crossroads Villagers help put food on the table through fishing, gardening and hunting.

Demographics Traits	
Ethnic Diversity	Predominantly White
Family Types	Couples and Families
Age Ranges	Middle-Aged
Education Levels	High School
Employment Levels	Blue Collar
Housing Types	Owner of Single Unit
Urbanicity	Rural



Each gradient represents the number of PRIZM NE 56 callers by Zip Code.

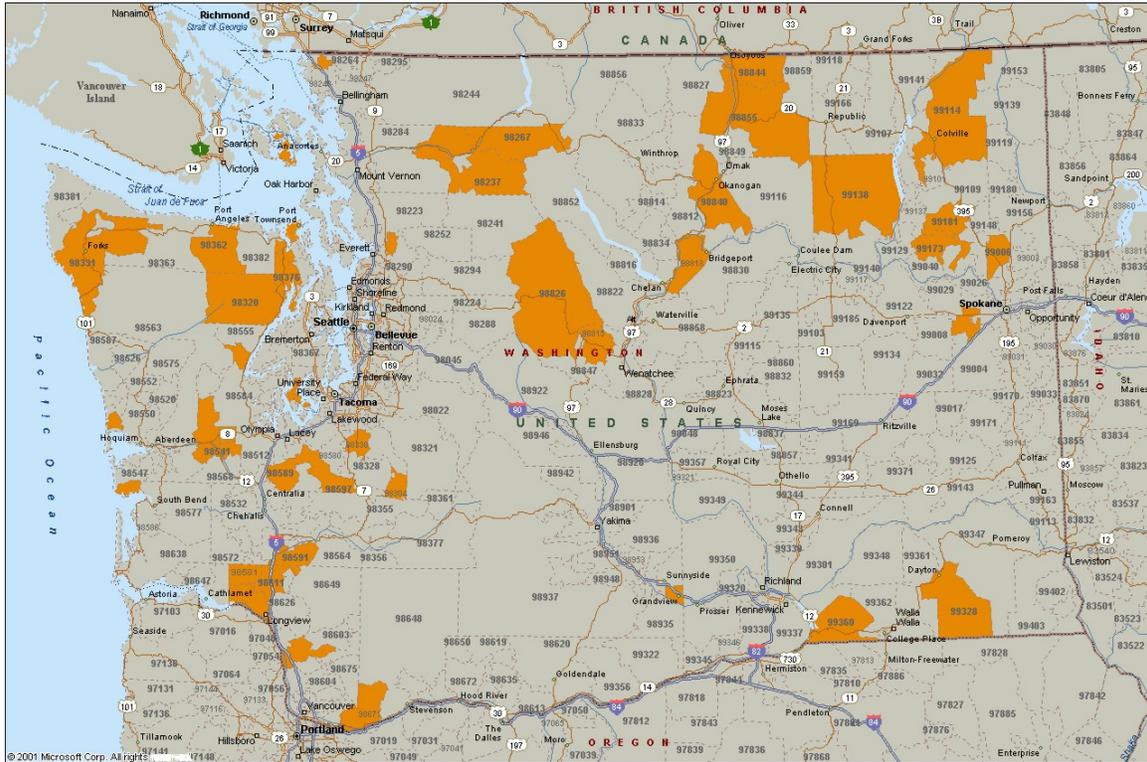




## 58 Back Country Folks

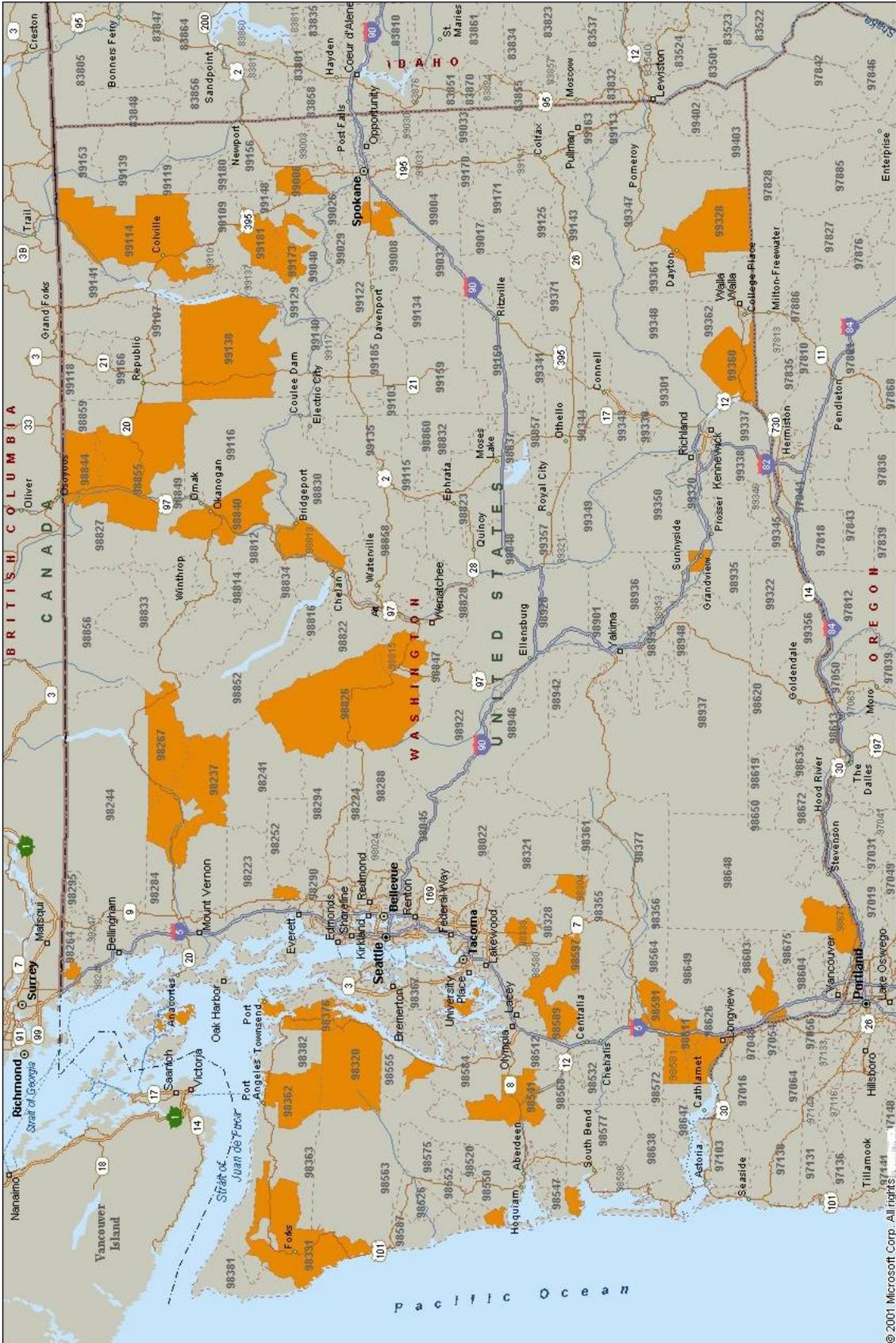
Strewn among remote farm communities across the nation, Back Country Folks are a long way away from economic paradise. The residents tend to be poor, over 55 years old and living in older, modest-sized homes and manufactured housing. Typically, life in this segment is a throwback to an earlier era when farming dominated the American landscape.

Demographics Traits	
Ethnic Diversity	Predominantly White
Family Types	Mixed
Age Ranges	Over 55
Education Levels	High School
Employment Levels	Blue Collar
Housing Types	Owner of Single Unit/ Manufactured Homes
Urbanicity	Rural



Each shade graphically displays the number of PRIZM NE 58 callers by Zip Code.



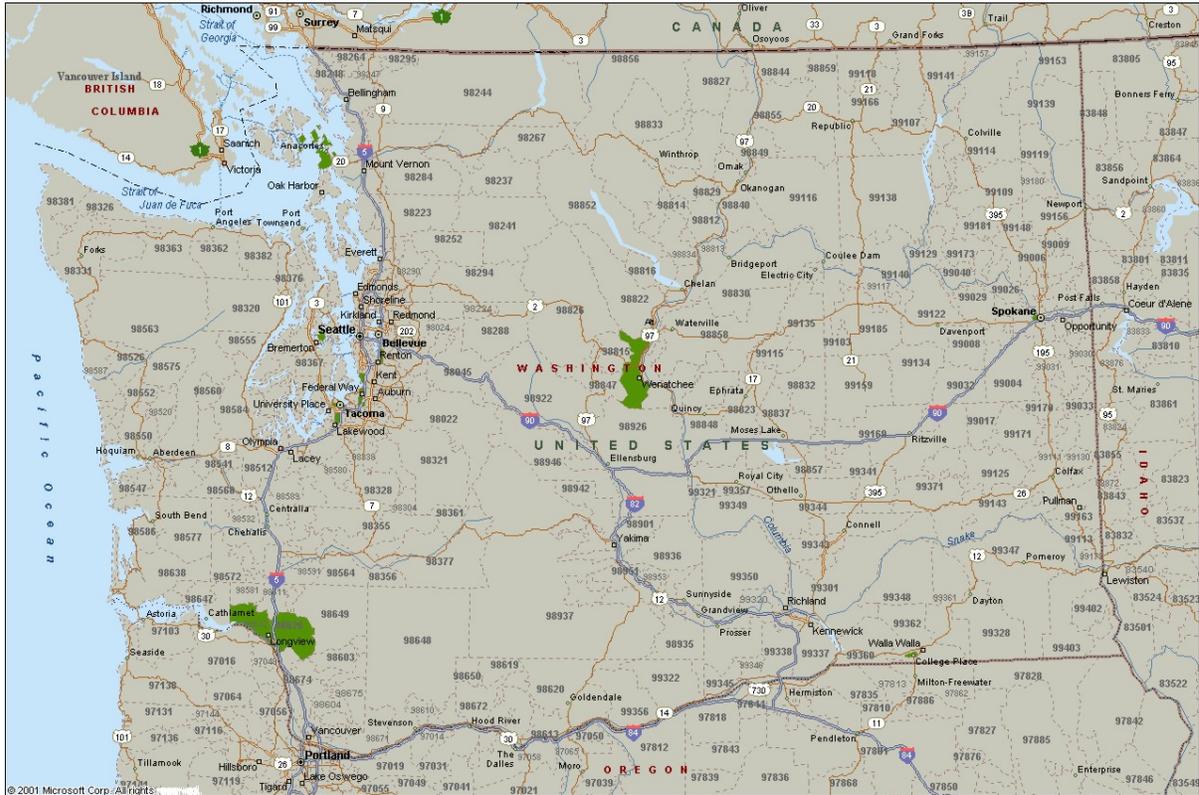


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## 60 Park Bench Seniors

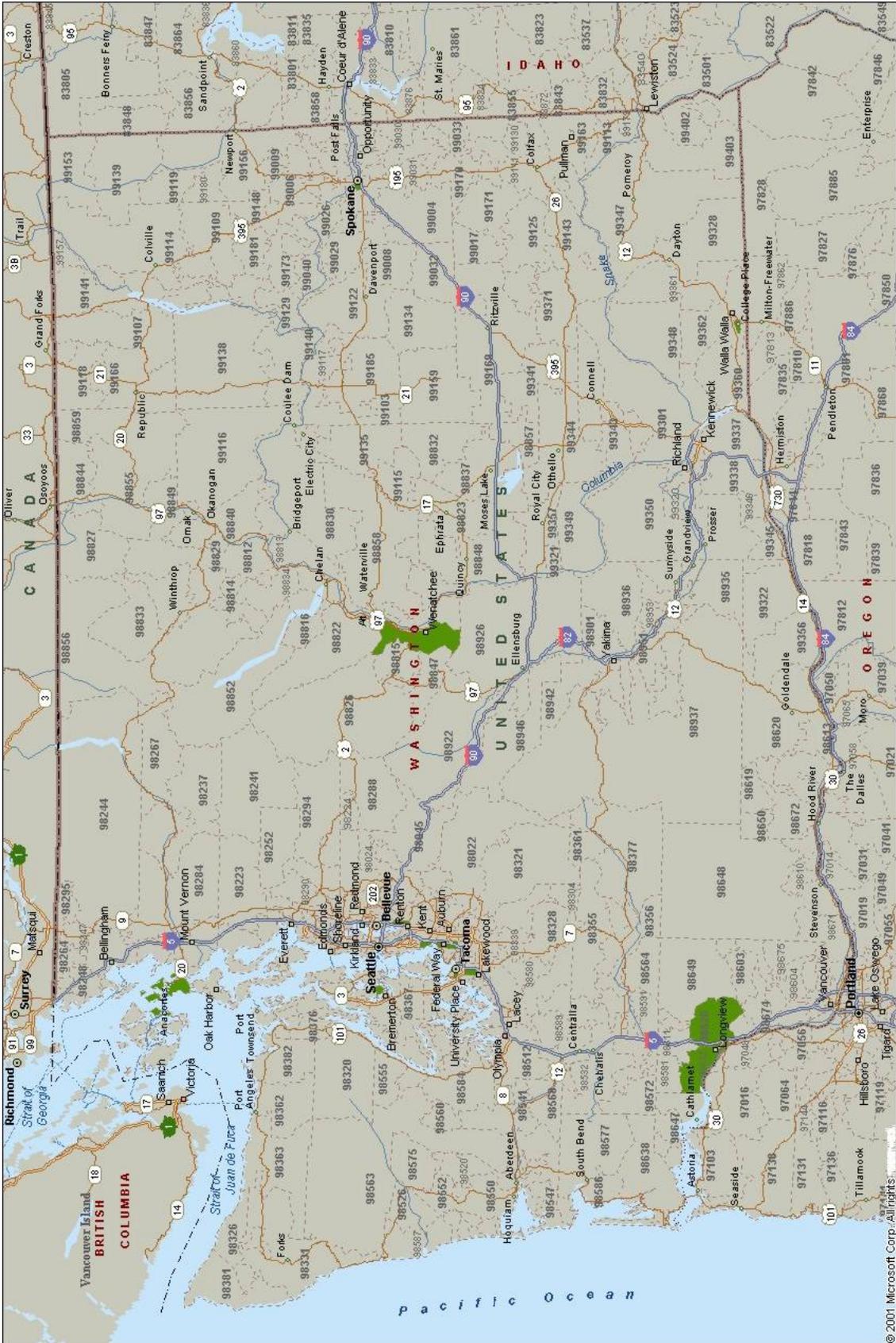
Park Bench Seniors typically are retired singles living in the racially mixed neighborhoods of the nation's satellite cities. With modest educations and incomes, these residents maintain low-key, sedentary lifestyles. They are one of the top-ranked segments for TV viewing, especially daytime soaps and game shows.

Demographics Traits	
Ethnic Diversity	Mixed
Family Types	Singles
Age Ranges	Over 65
Education Levels	High School/ College
Employment Levels	Retired
Housing Types	Owner of Single Unit/ Manufactured Homes
Urbanicity	Suburban



Each gradient represents the number of PRIZM NE 60 callers by Zip Code.





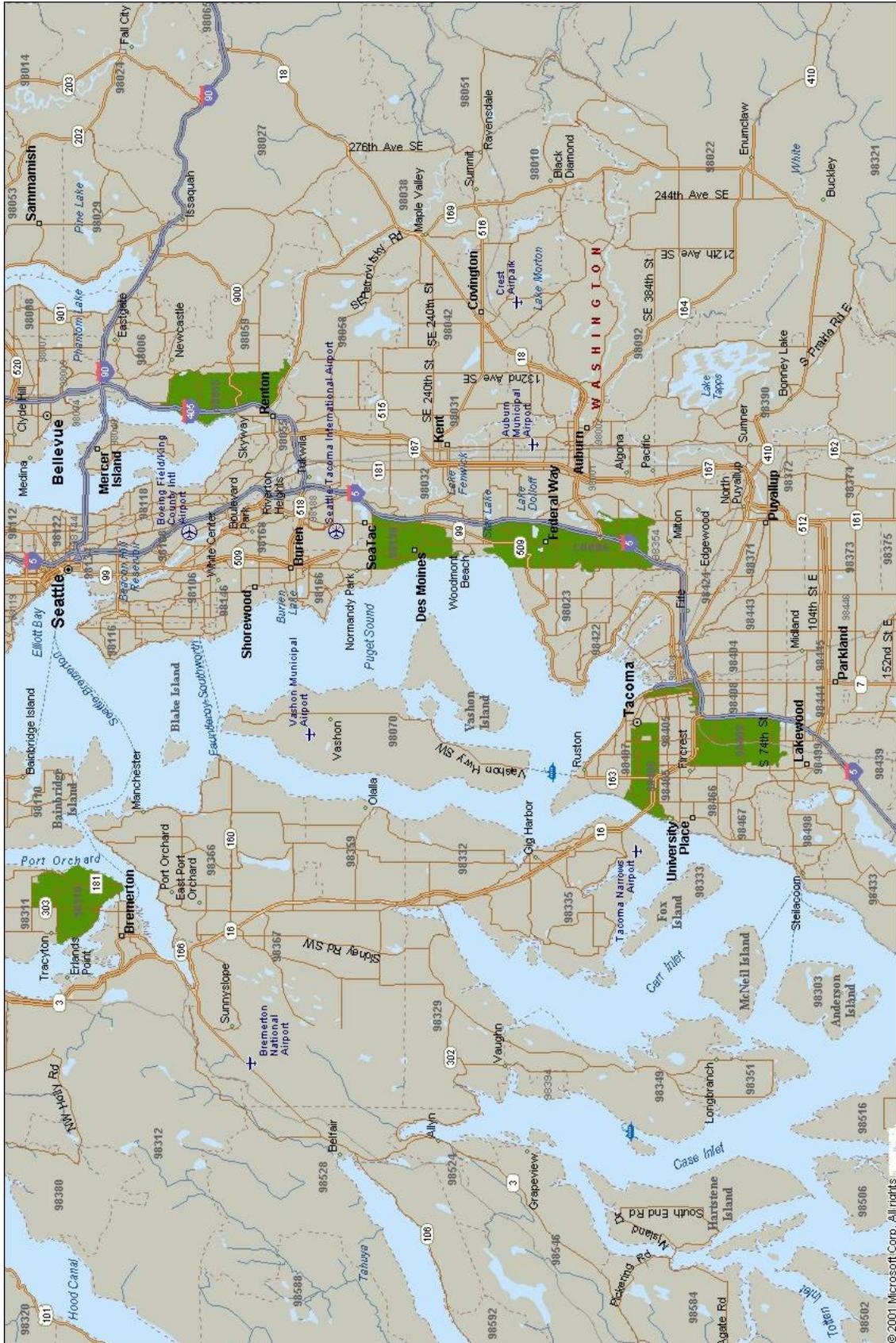
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# 60 Park Bench Seniors: Puget Sound



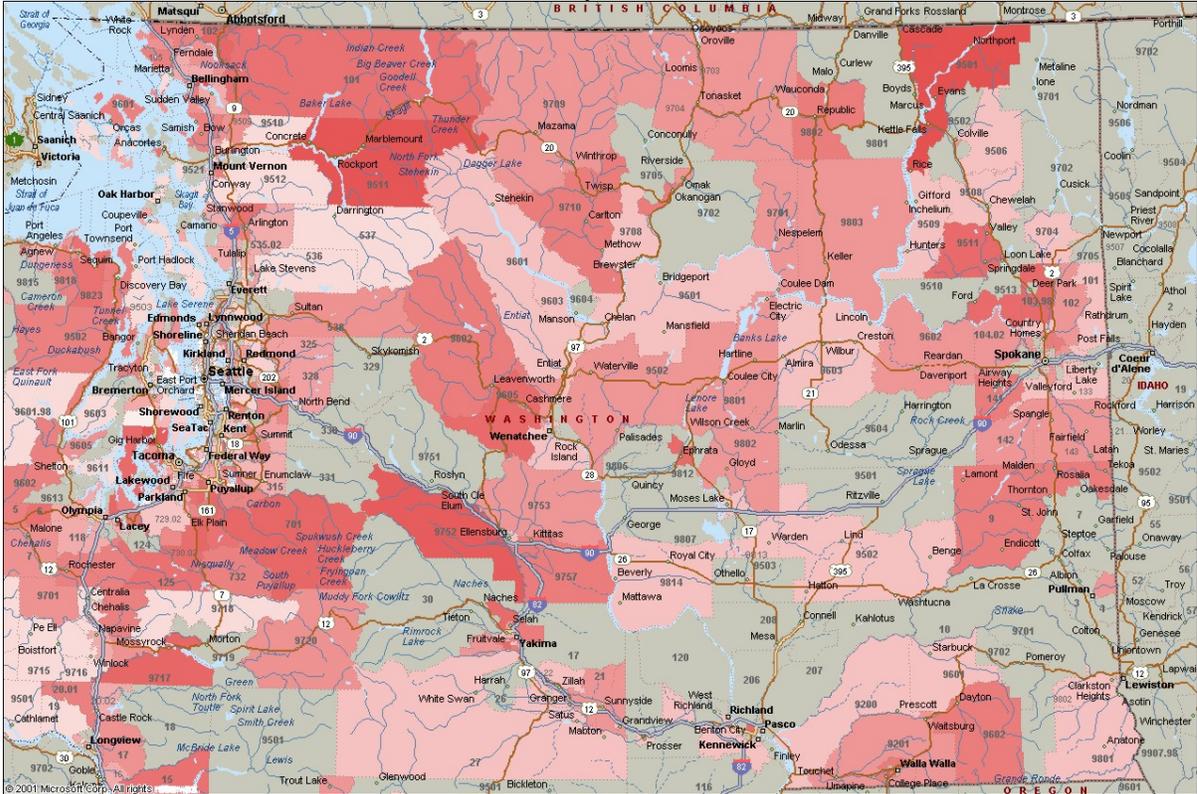
Each shade graphically displays the number of PRIZM NE 60 callers by Zip Code.



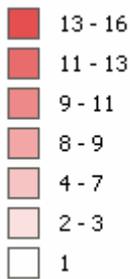


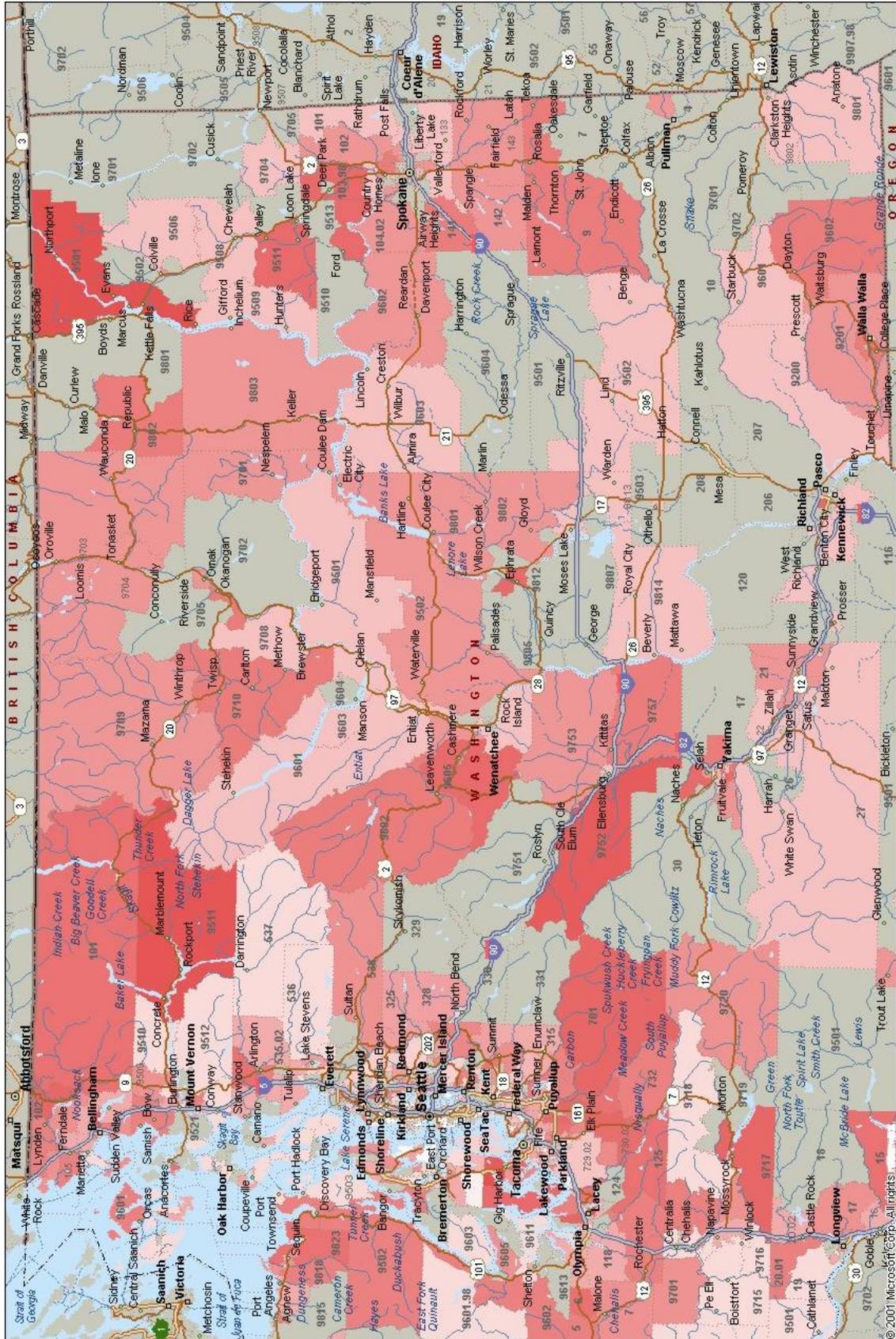
# MAPS OF CALLERS BY TRACT AND ZIP CODE

Sum of Addresses by Census Tract NE



Each gradient represents the number of addresses by Census Tract.

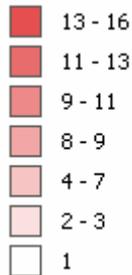




## Sum of Addresses by Census Tract NW

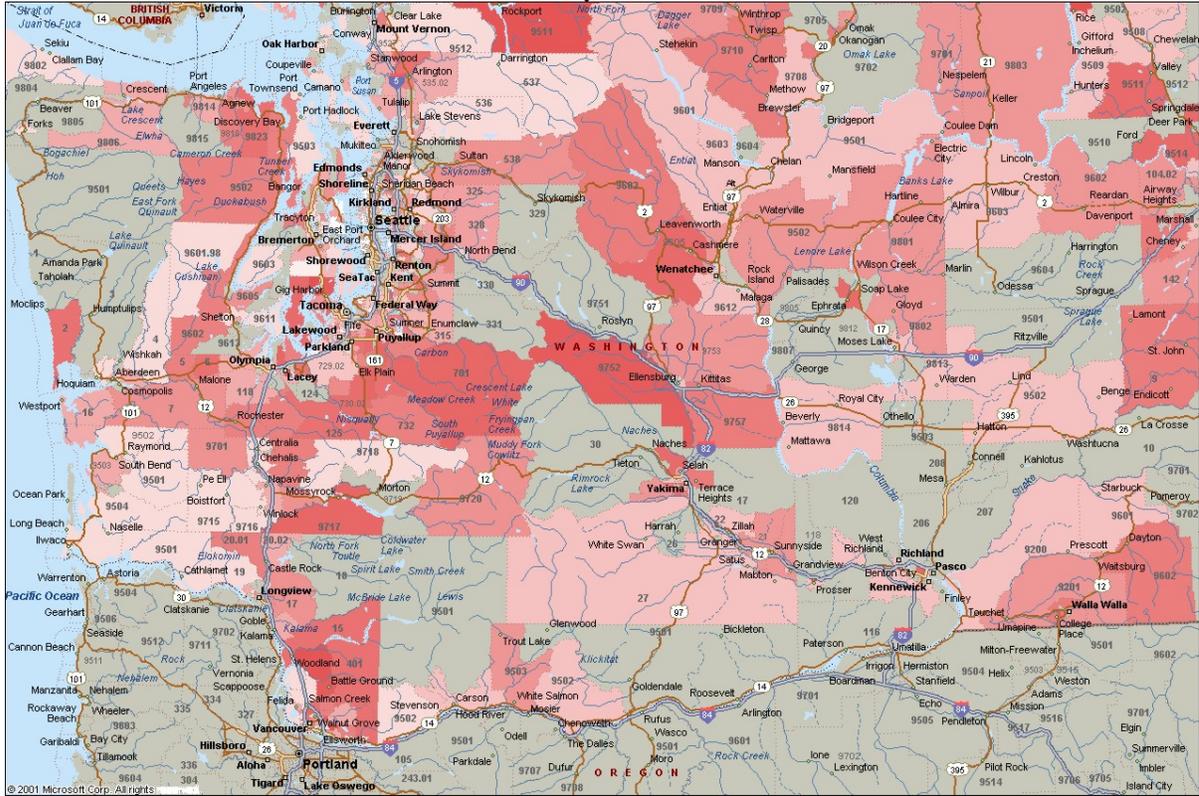


Each gradient represents the number of addresses by Census Tract.

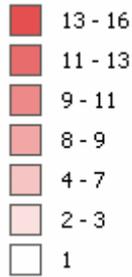


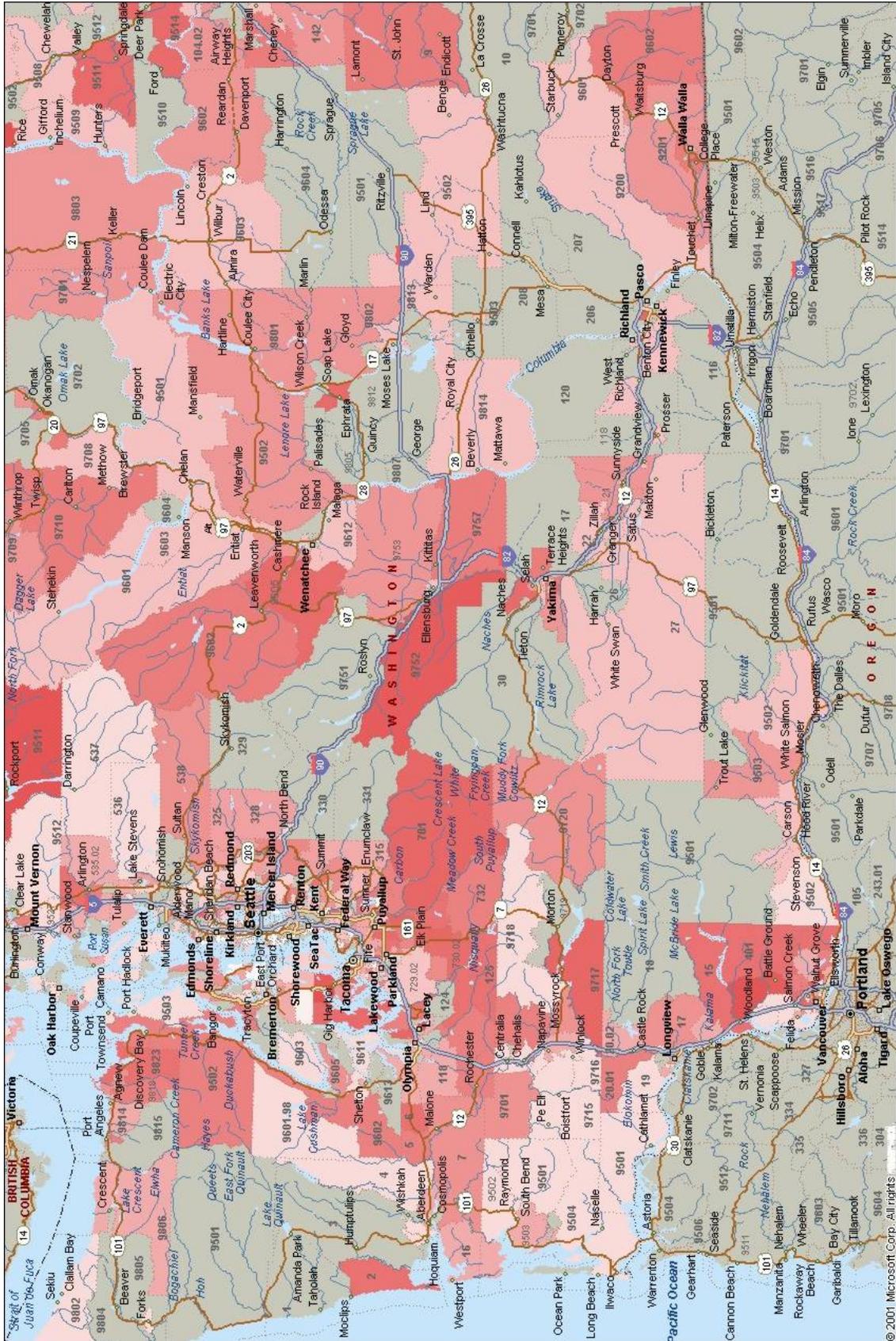


## Sum of Addresses by Census Tract SW



Each gradient represents the number of addresses by Census Tract.



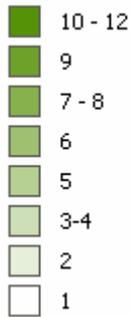


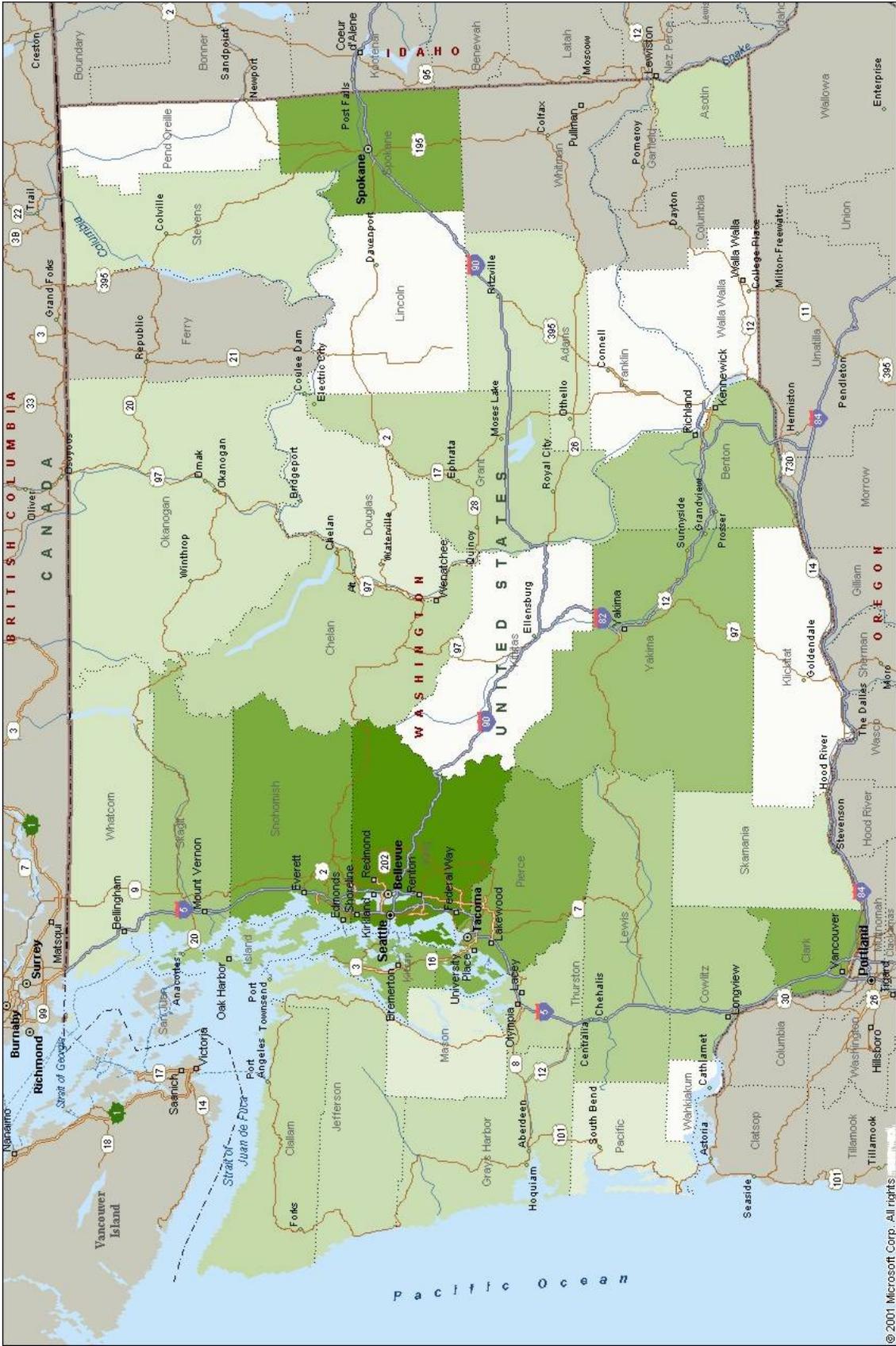
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## Sum of Full Census Tract by County



Each shade graphically displays the number of Census Tracts containing callers by county.



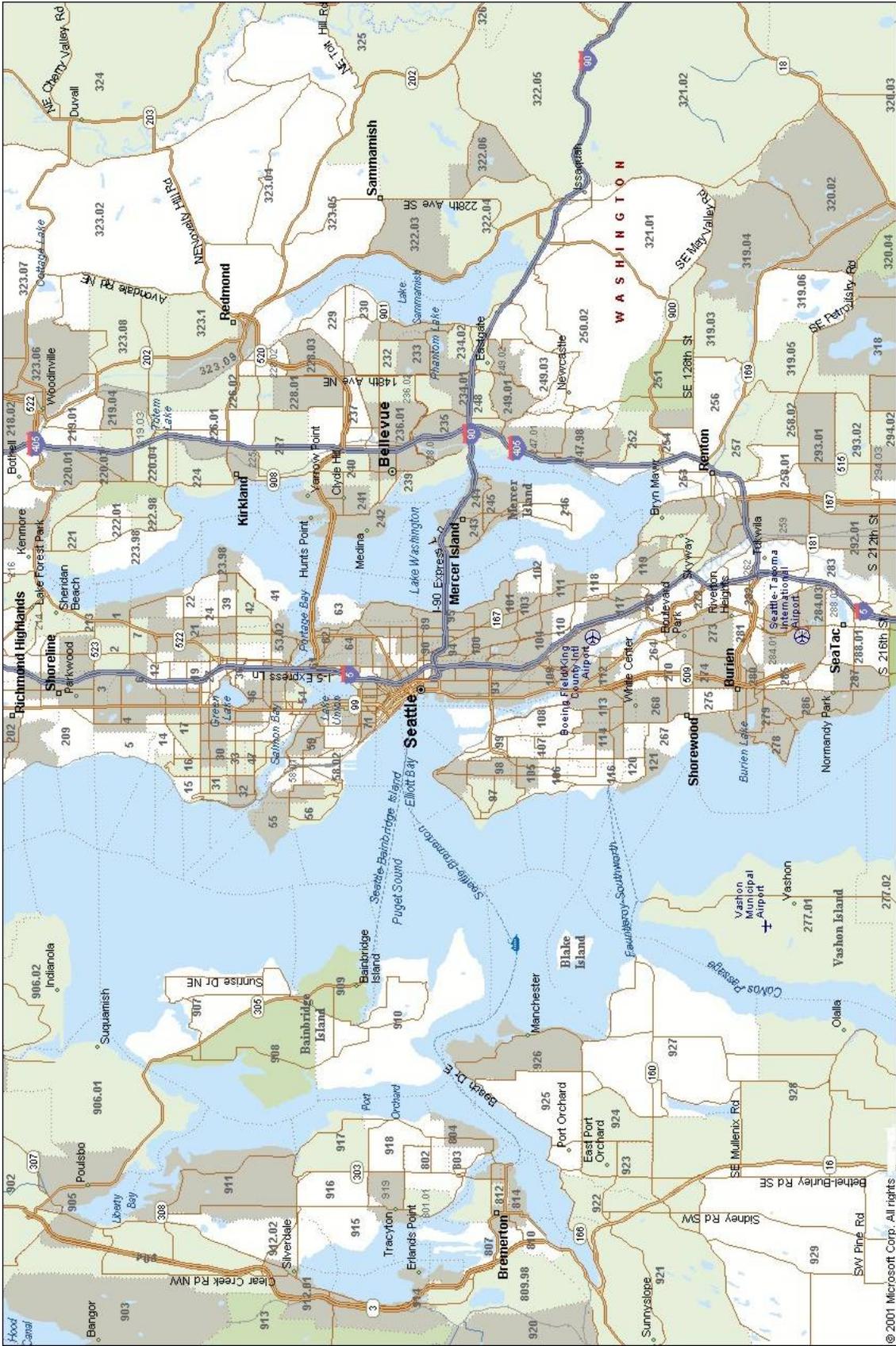


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## Sum of Full Census Tract – Greater Seattle

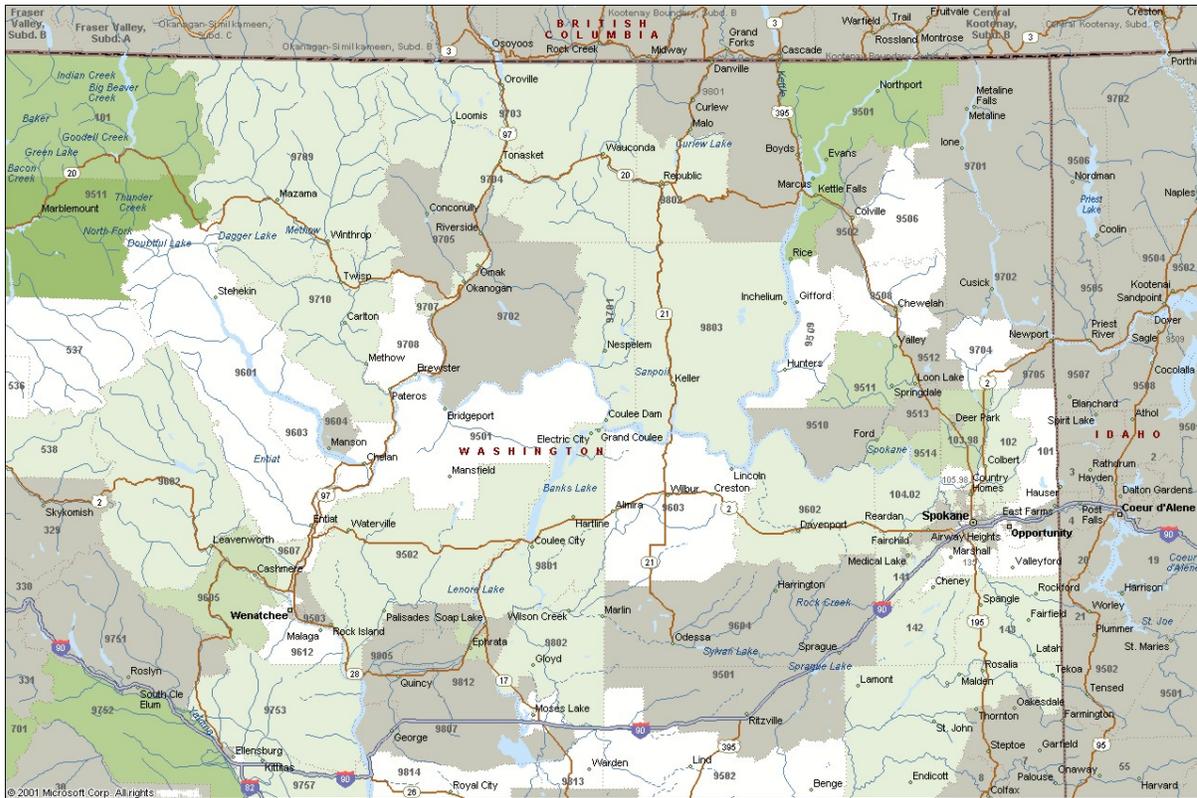


Each shade graphically displays the number of callers within the Greater Seattle Census Tracts.

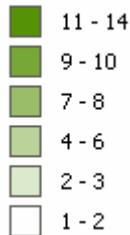


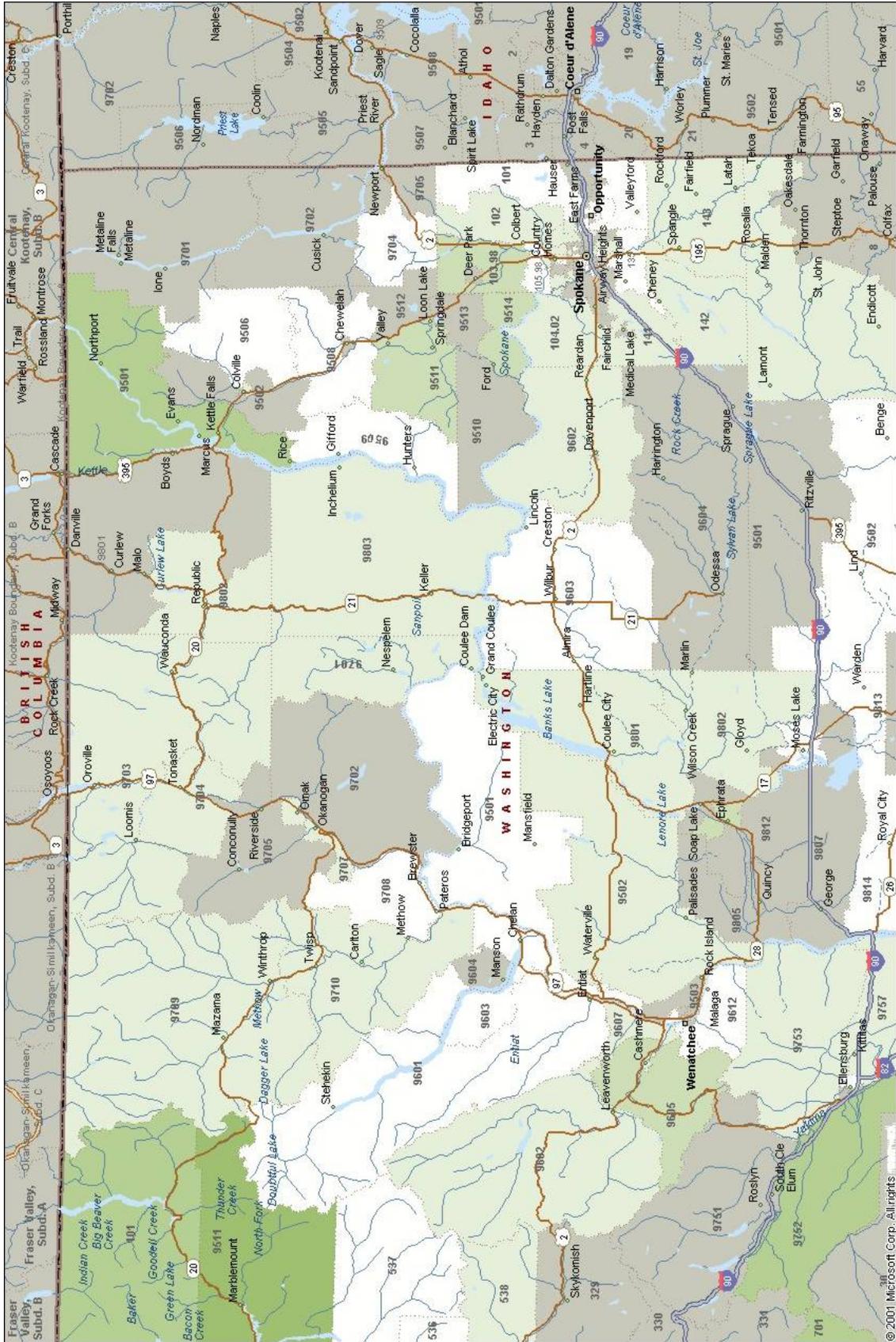
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## Sum of Full Census Tract – NE



Each shade graphically displays the number of callers within the NE Census Tracts.



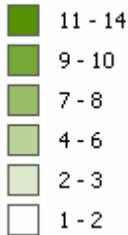


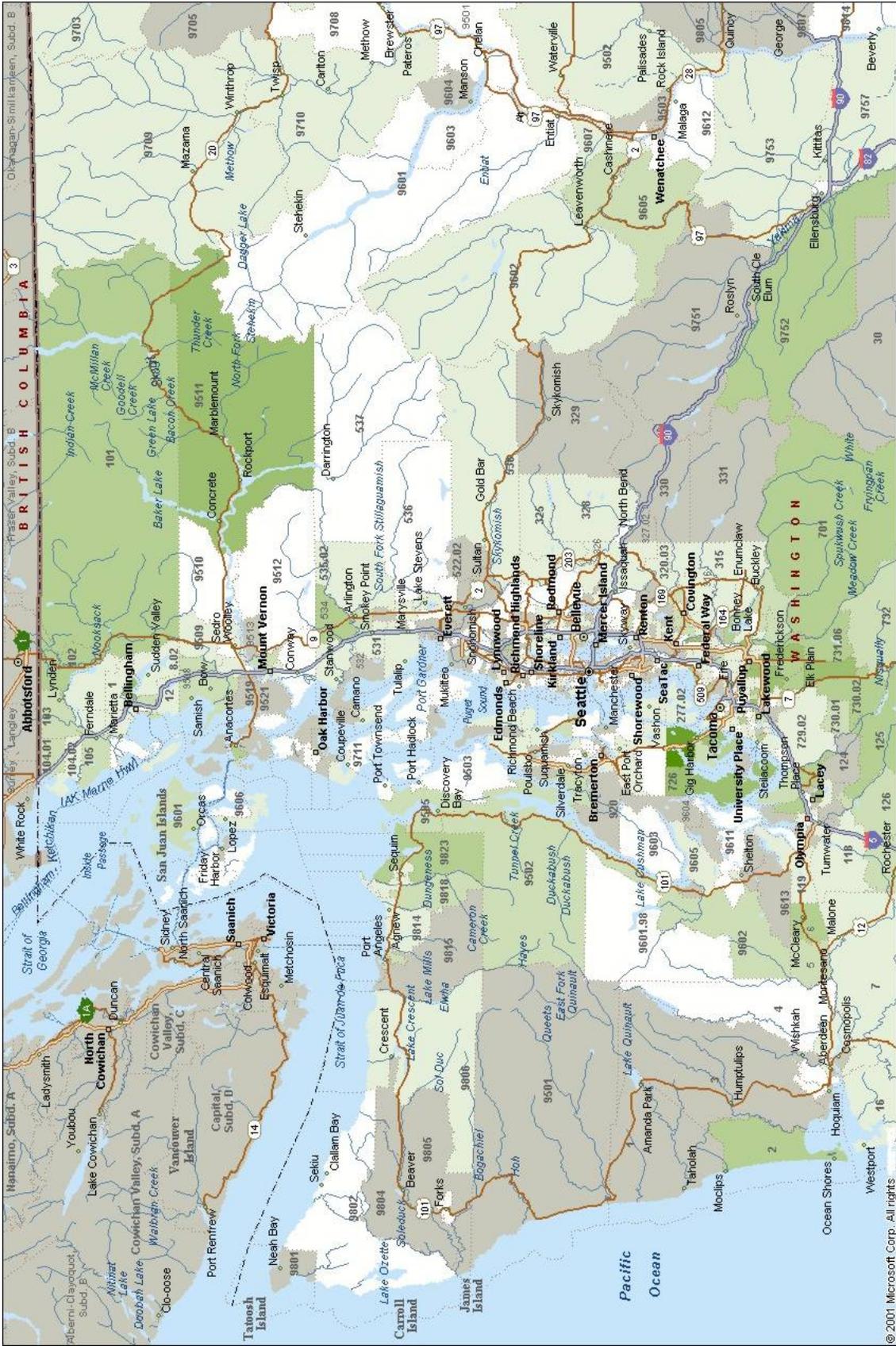
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## Sum of Full Census Tract – NW



Each shade graphically displays the number of callers within the NW Census Tracts.

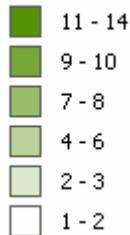


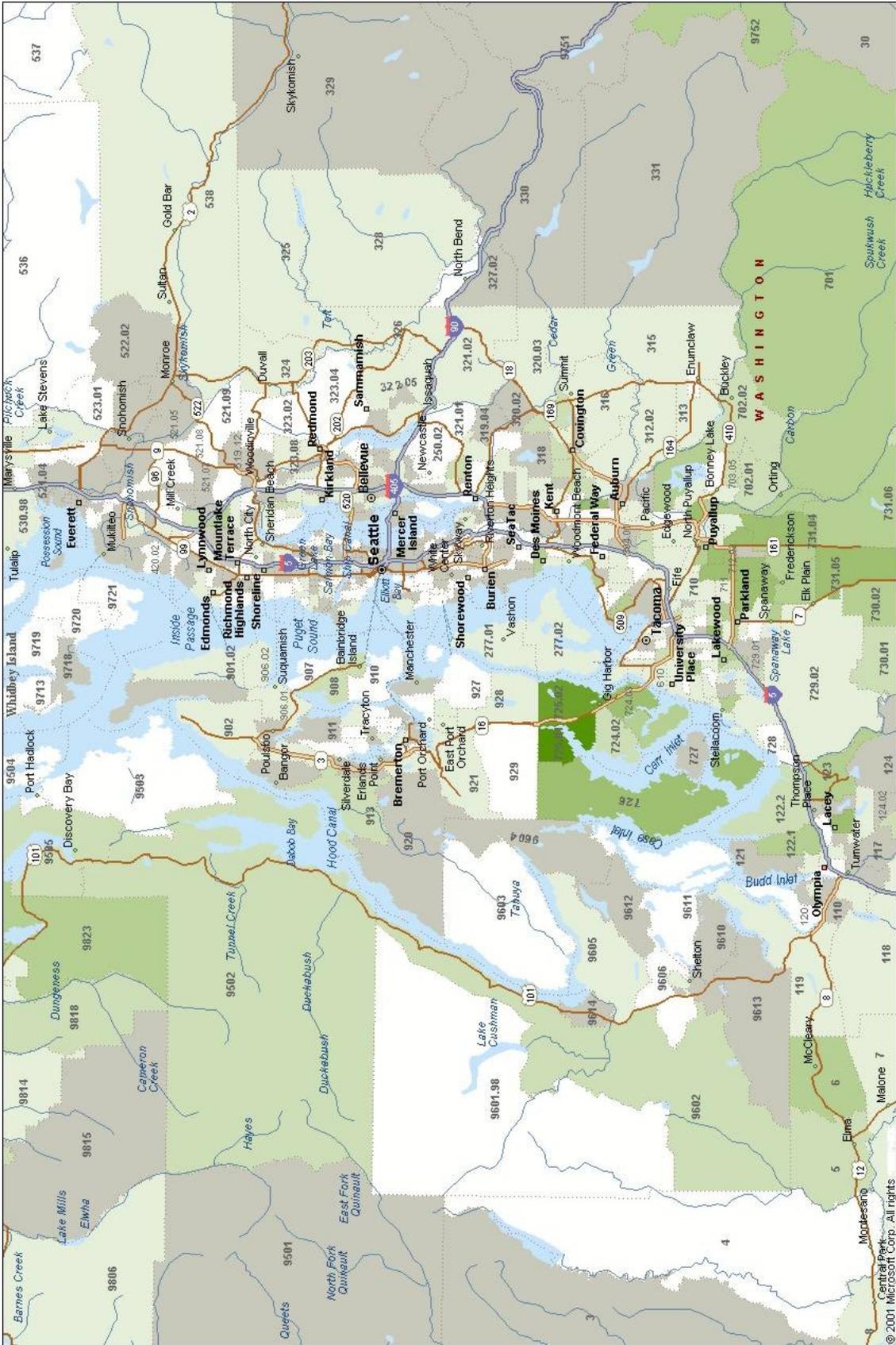


## Sum of Full Census Tract – Puget Sound



Each gradient represents the number of callers within the Puget Sound Census Tracts.

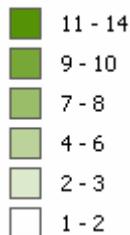


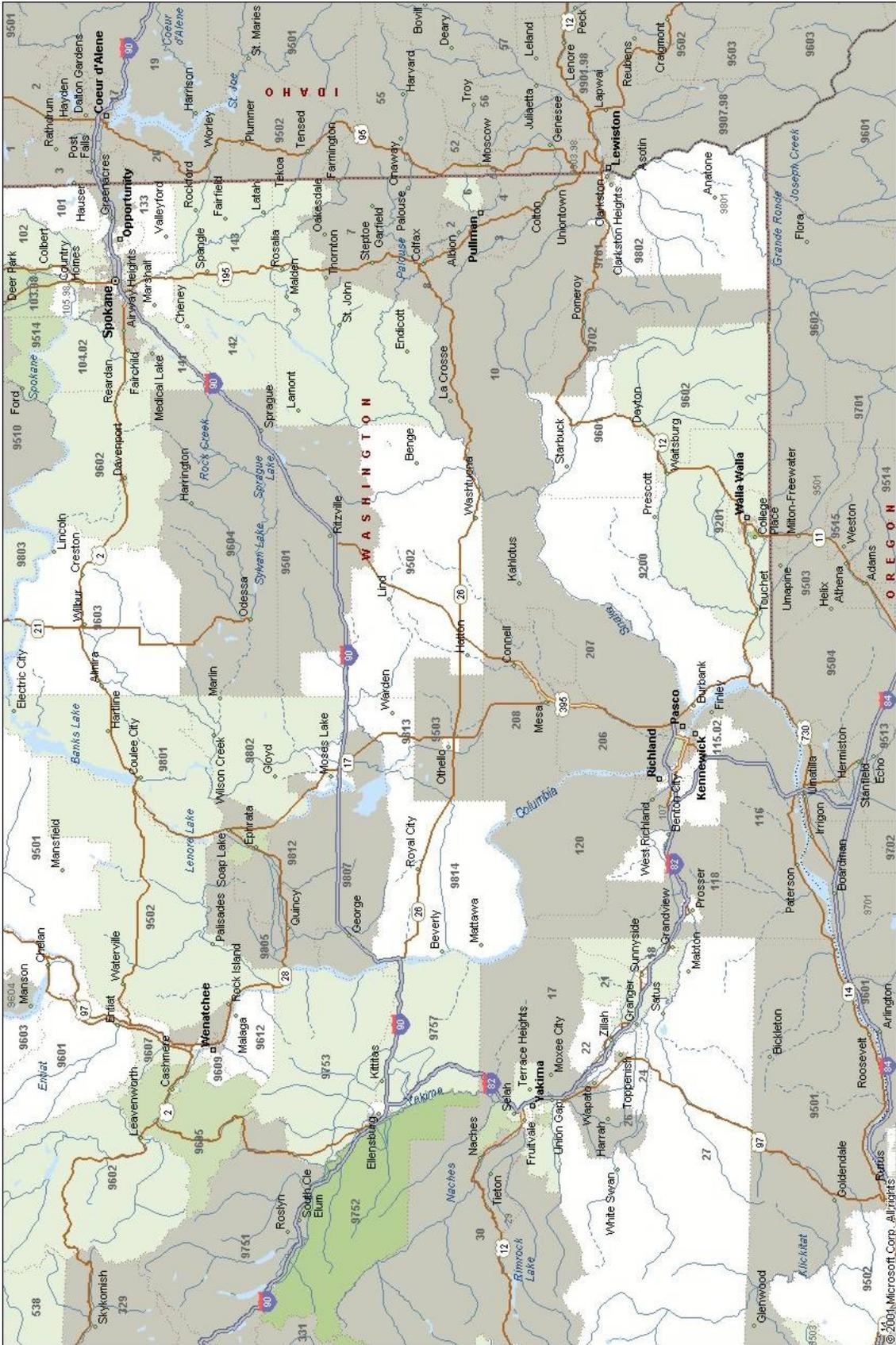


## Sum of Full Census Tract – SE

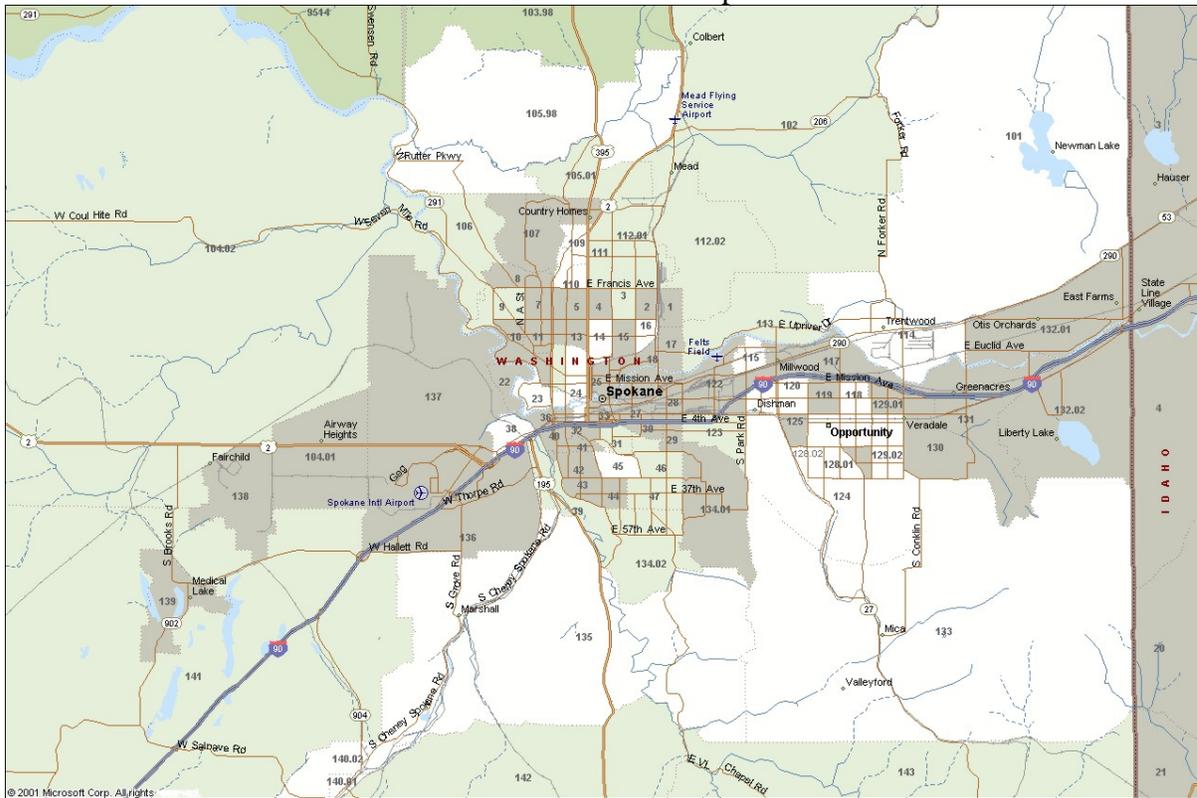


Each shade graphically displays the number of callers within the SE Census Tracts.

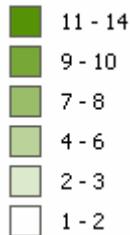


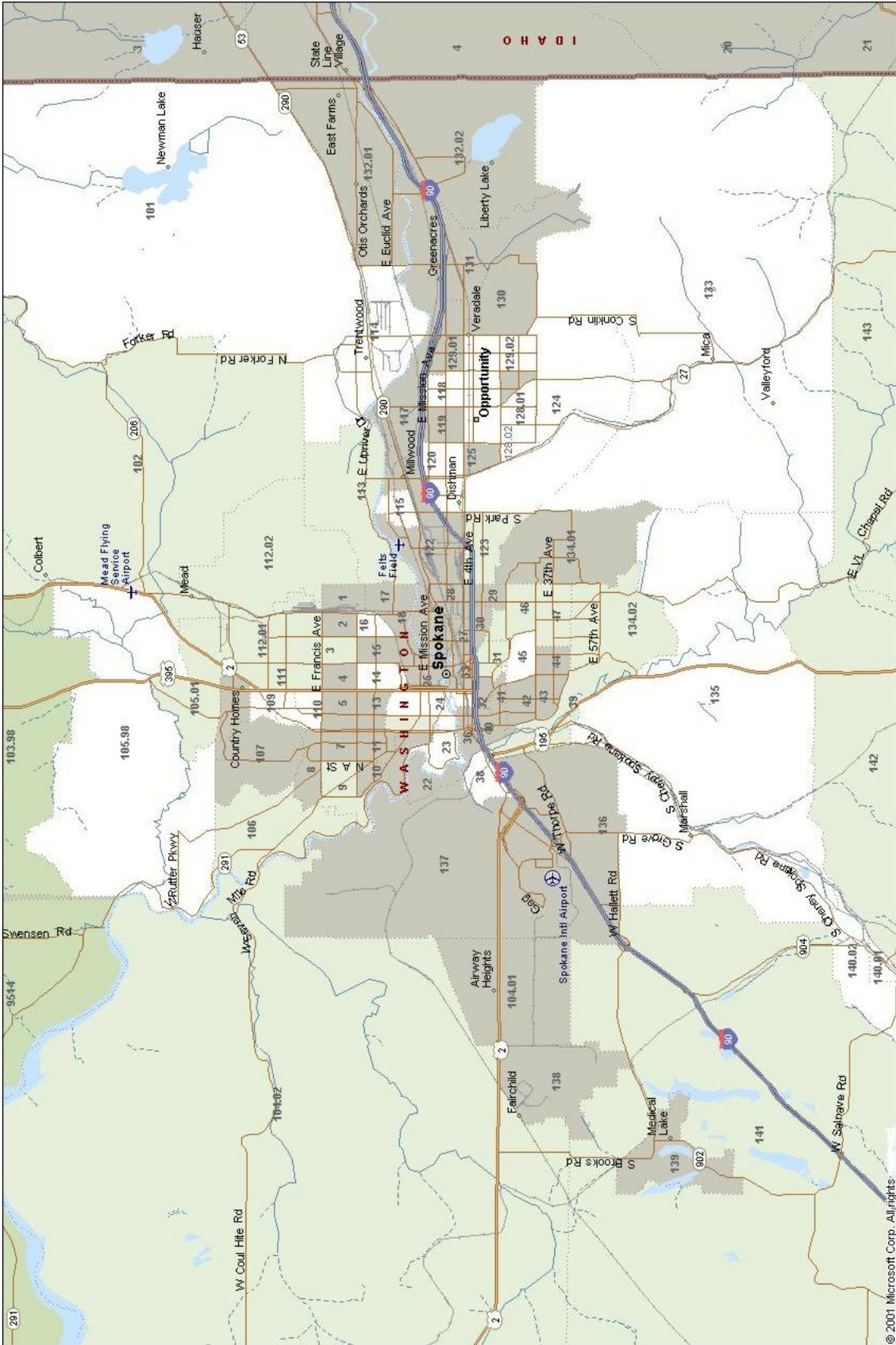


## Sum of Full Census Tract – Spokane



Each shade graphically displays the number of callers within the Spokane Census Tracts.



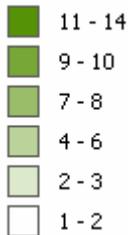


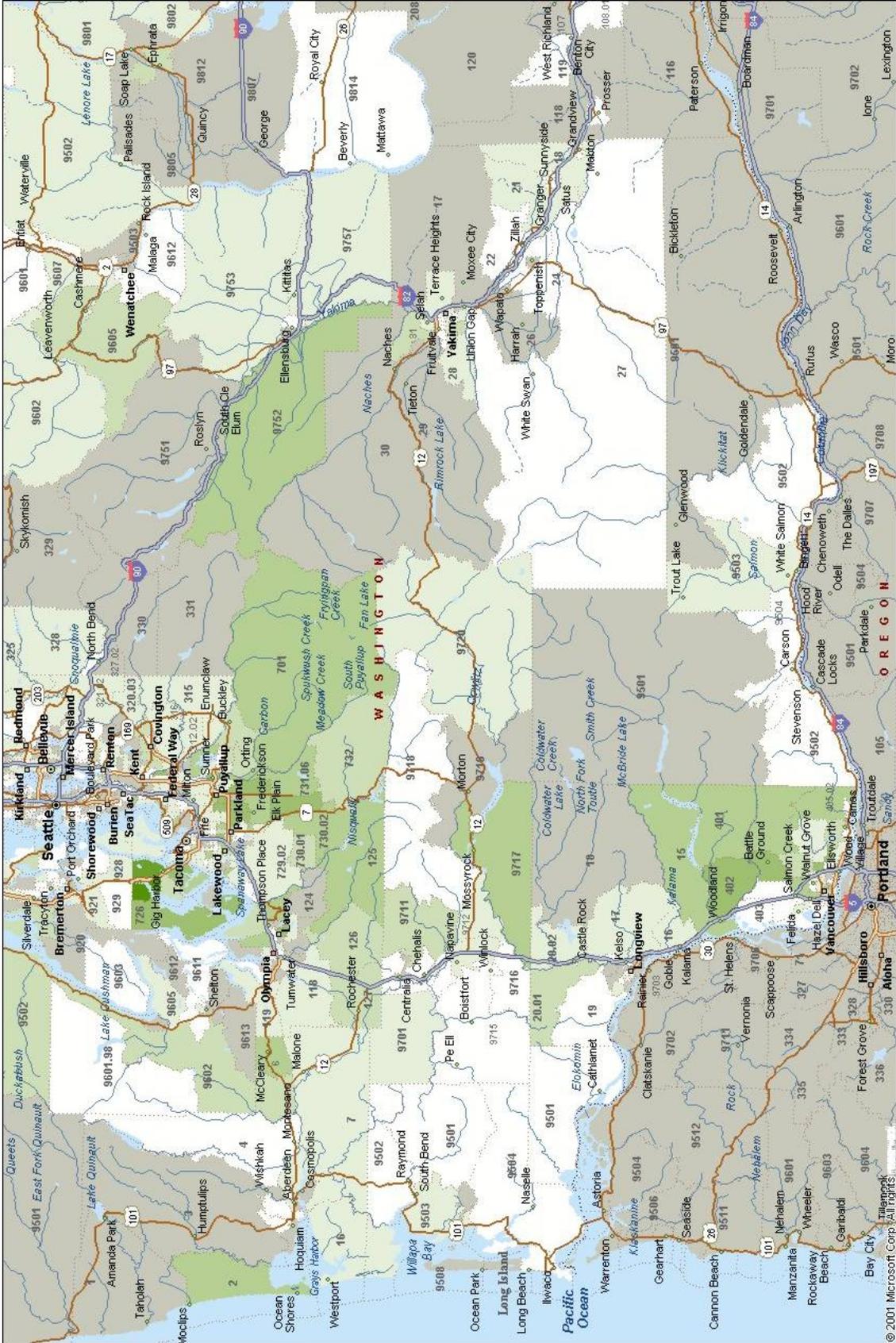
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## Sum of Full Census Tract – SW

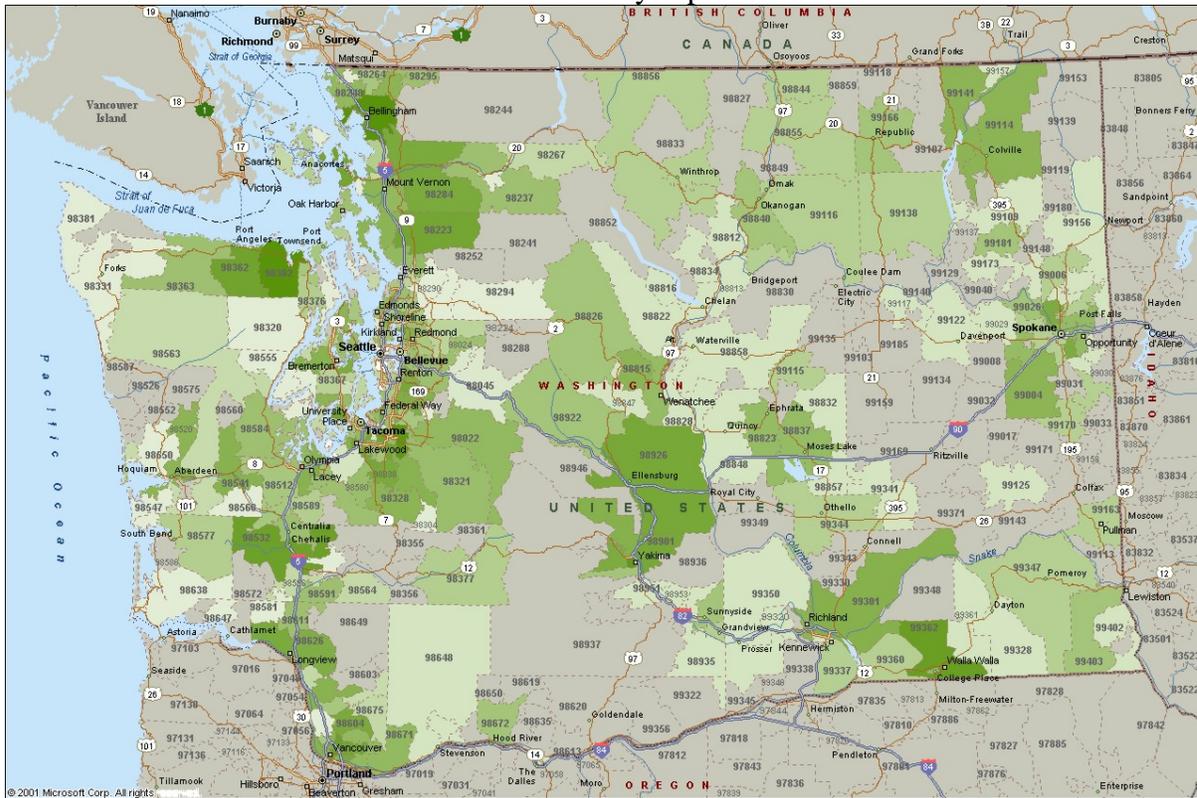


Each gradient represents the number of callers within the SW Census Tracts.

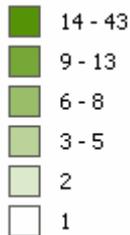




## Sum of Addresses by Zip Code

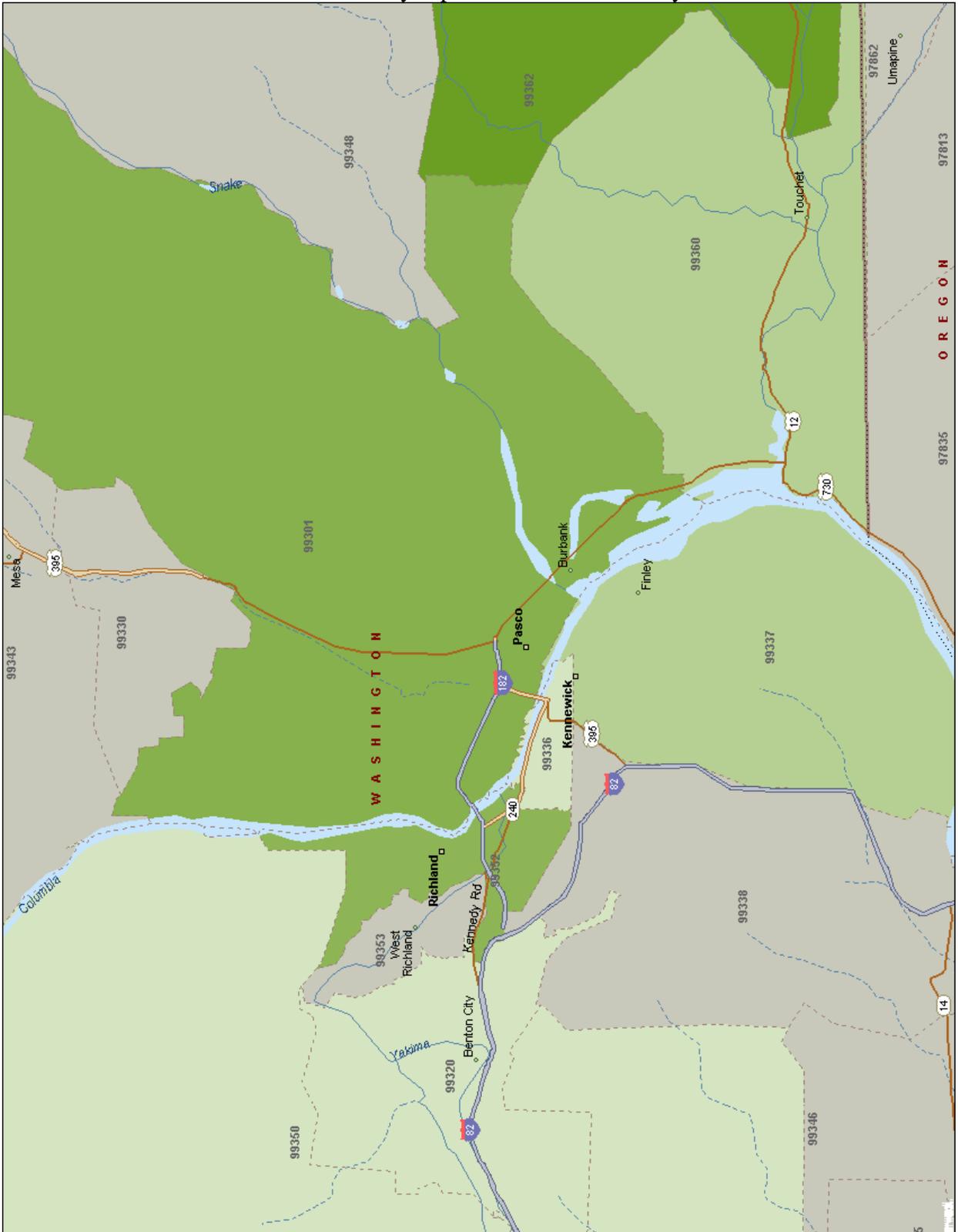


Each gradient represents the density of callers by Zip Code – segmented scale.

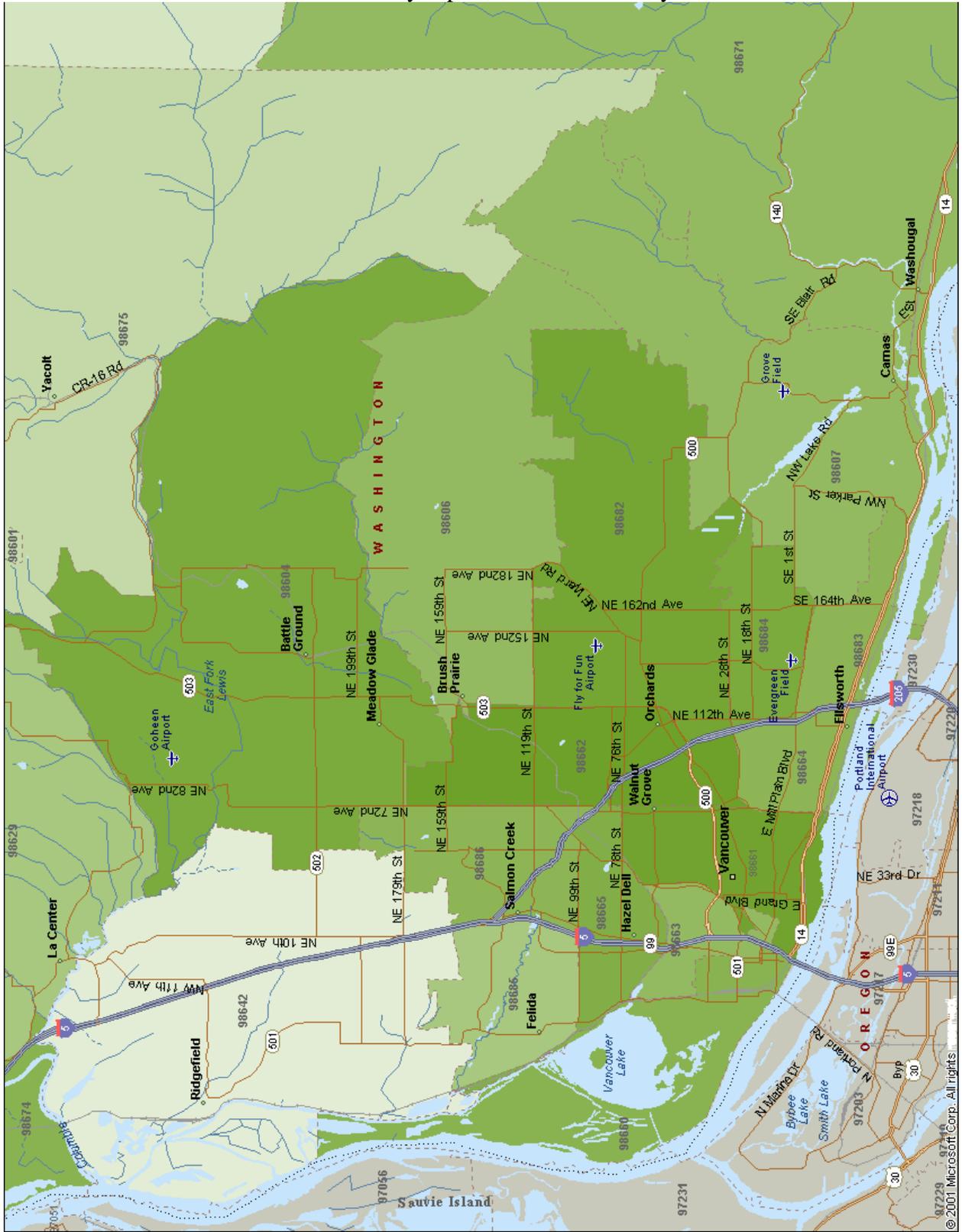




Sum of Addresses by Zip Code – Benton County



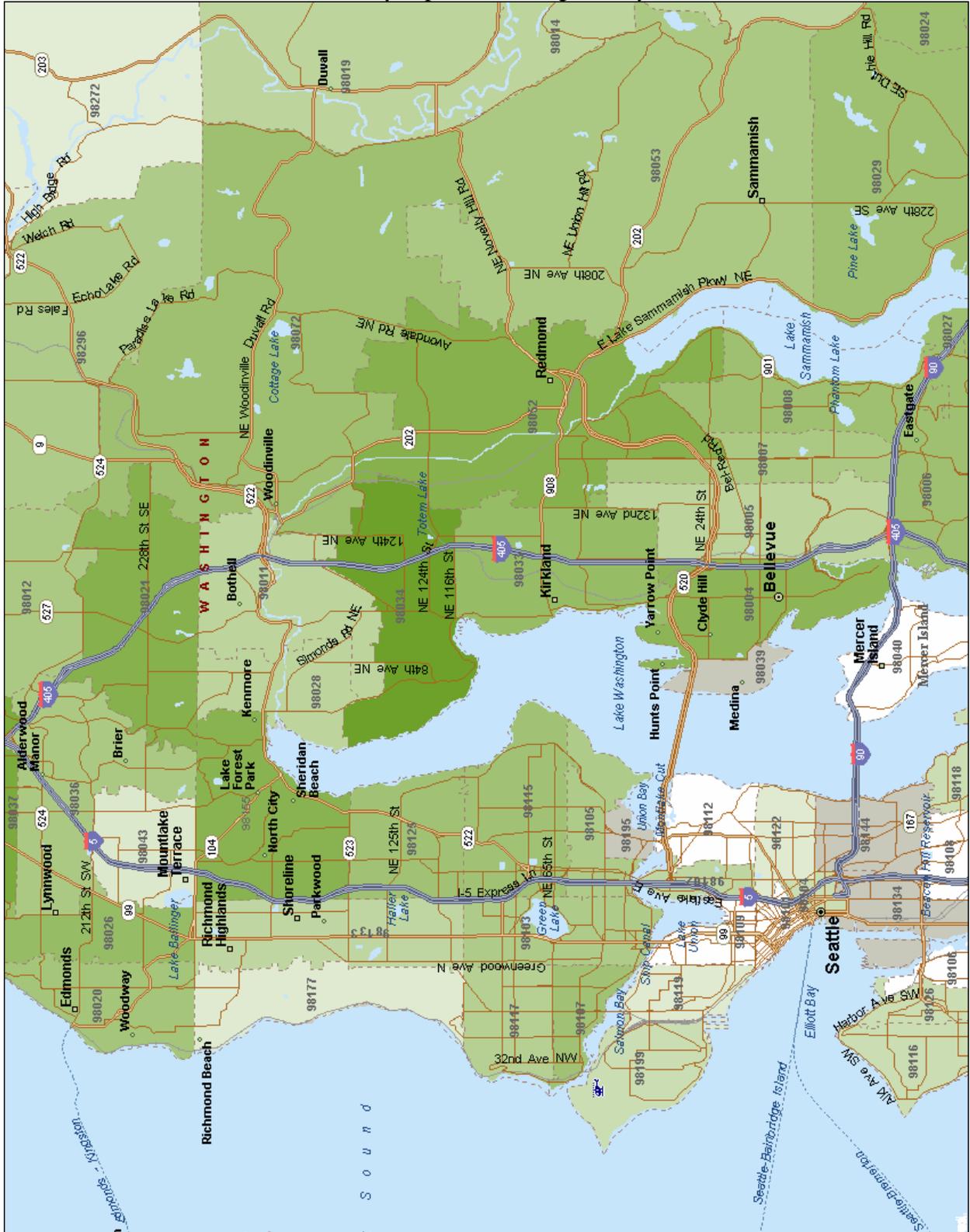
Sum of Addresses by Zip Code – Clark County



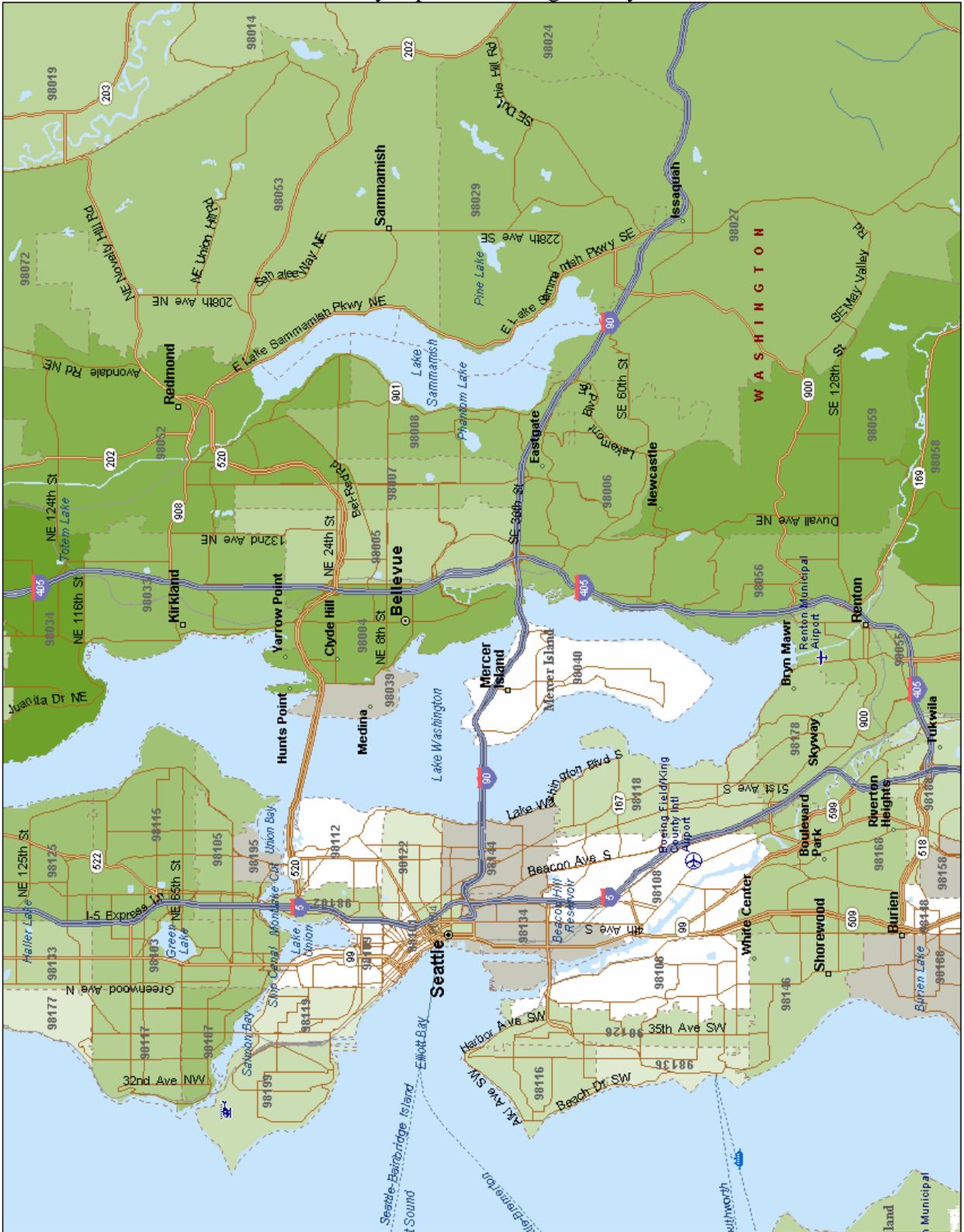
Sum of Addresses by Zip Code – King County



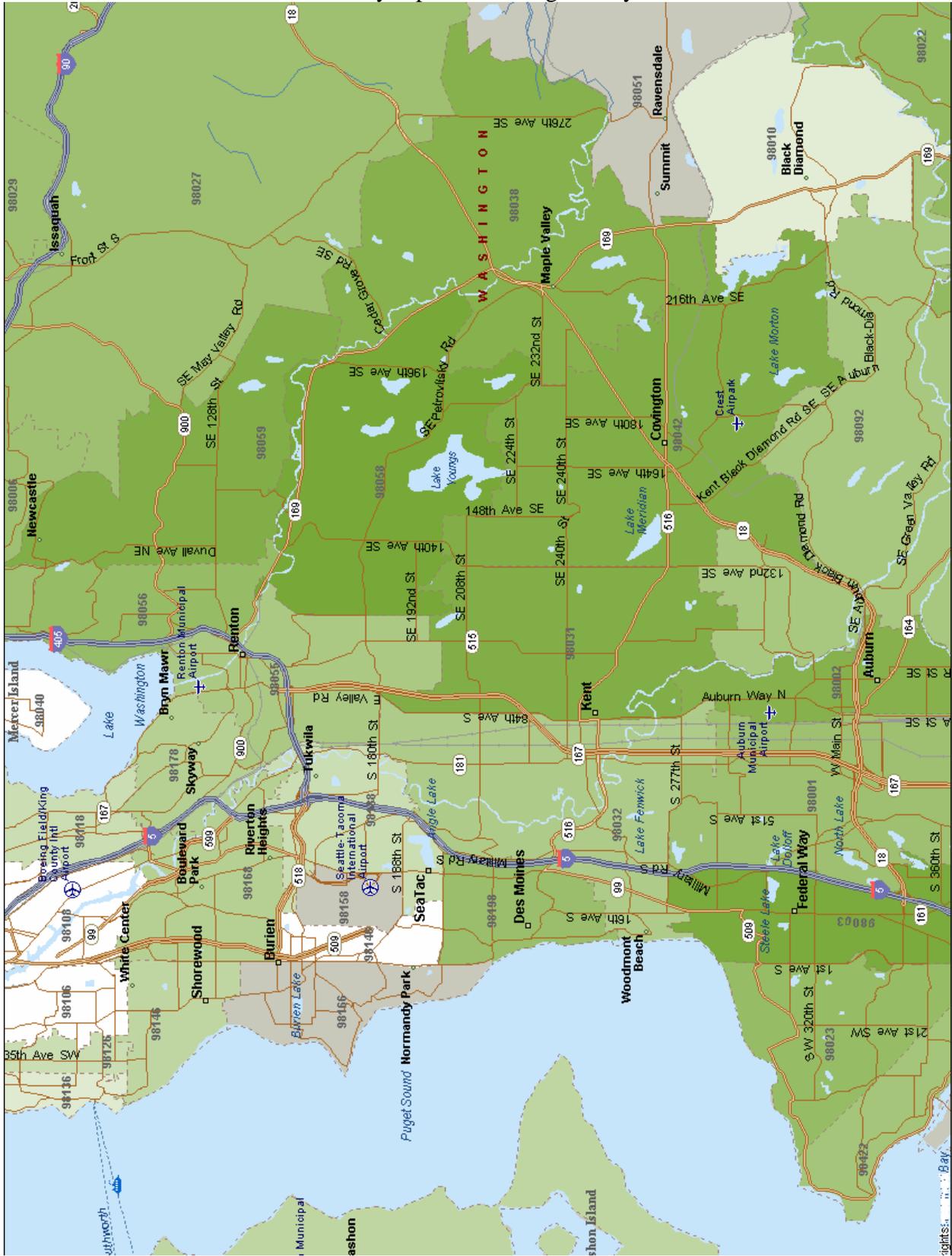
# Sum of Addresses by Zip Code – King County North



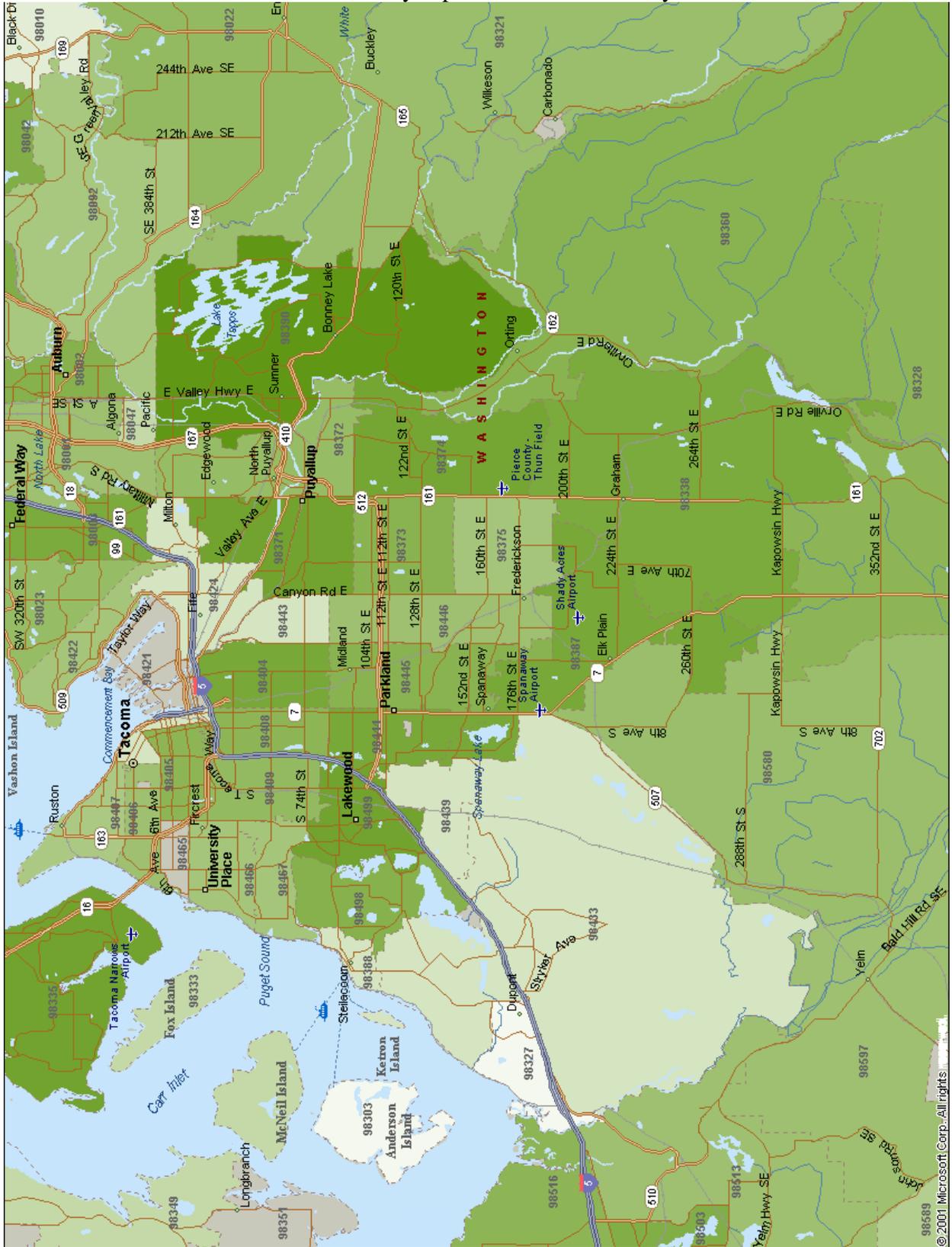
Sum of Addresses by Zip Code – King County Central



Sum of Addresses by Zip Code – King County South



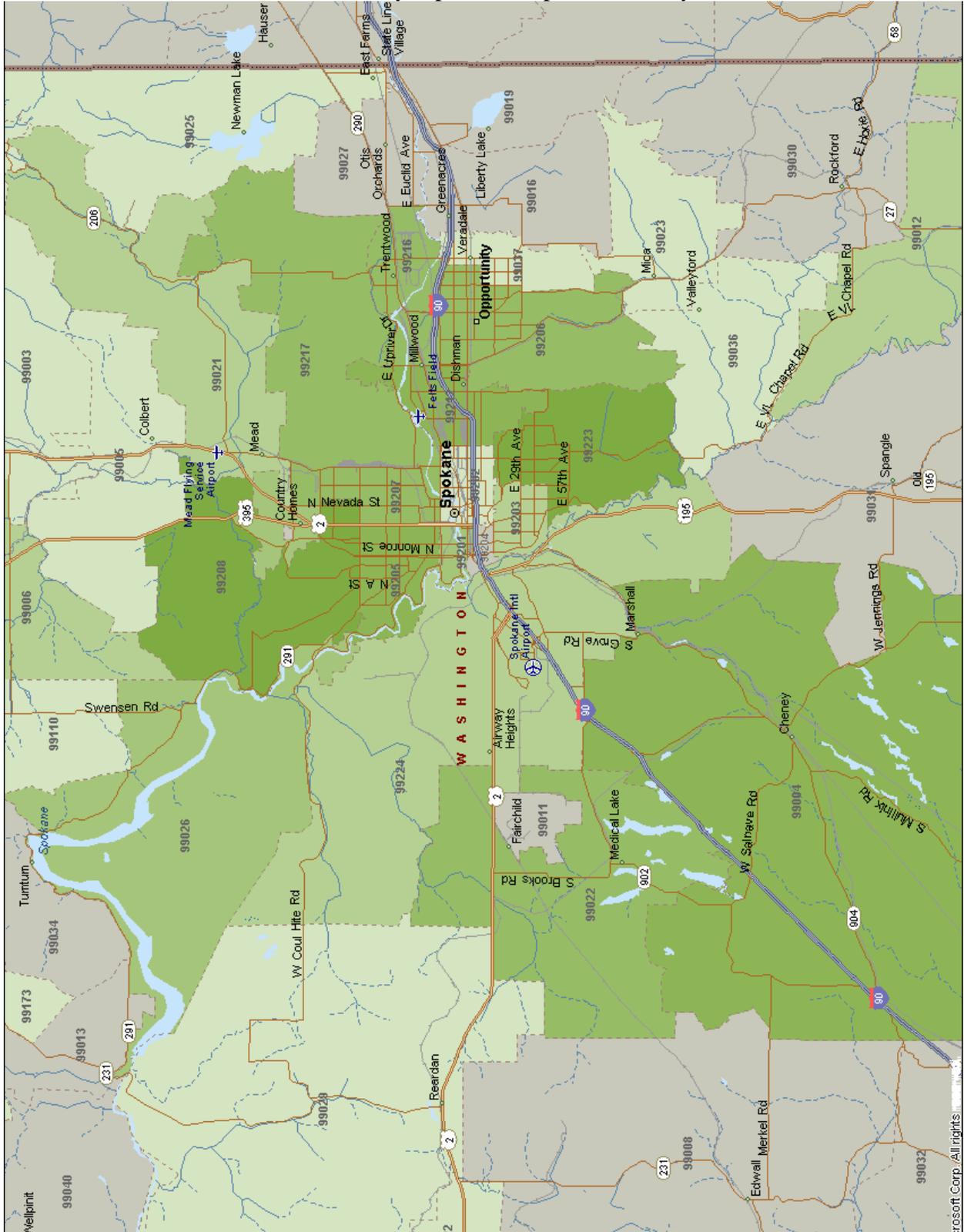
# Sum of Addresses by Zip Code – Pierce County



Sum of Addresses by Zip Code – Snohomish County



# Sum of Addresses by Zip Code – Spokane County

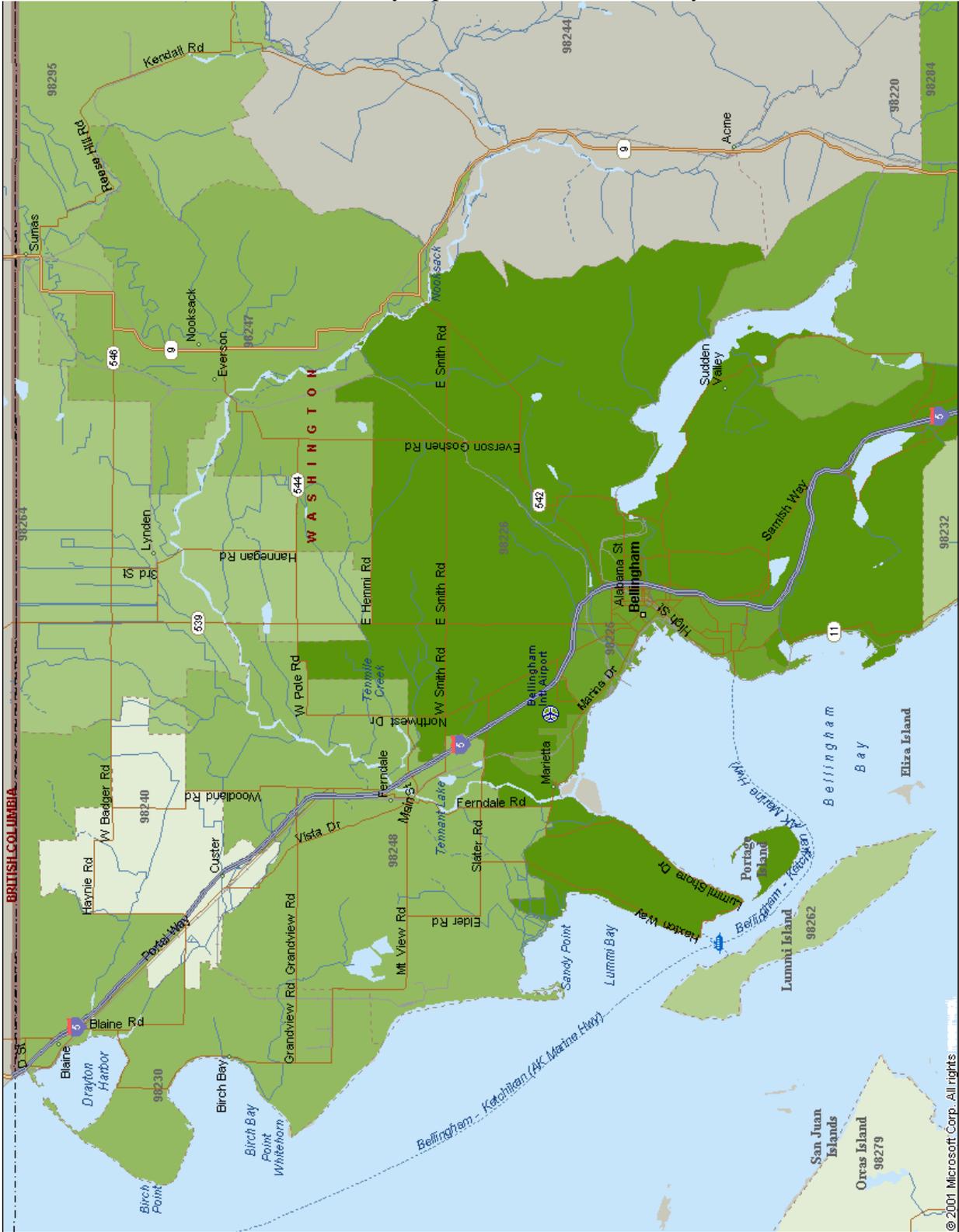




Sum of Addresses by Zip Code – Thurston County



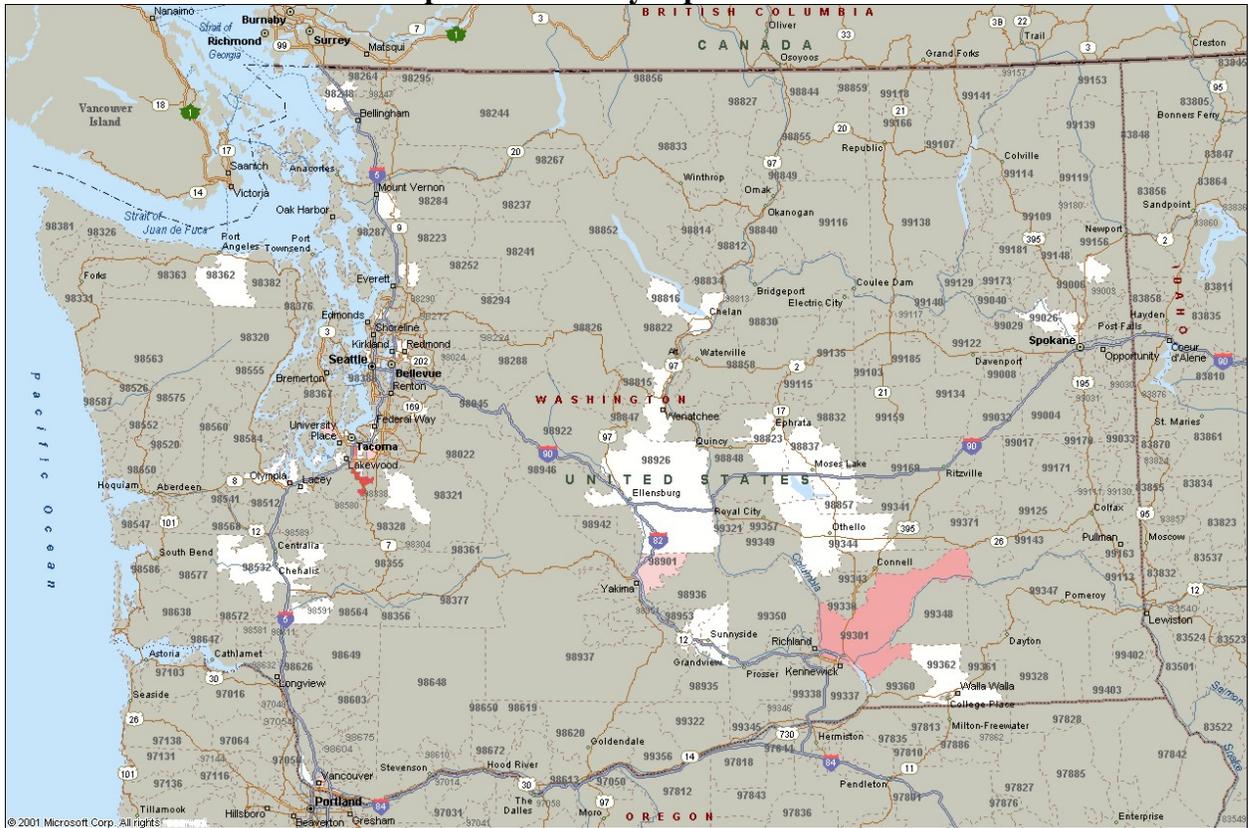
Sum of Addresses by Zip Code – Whatcom County



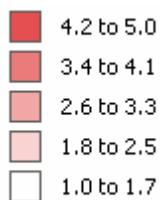


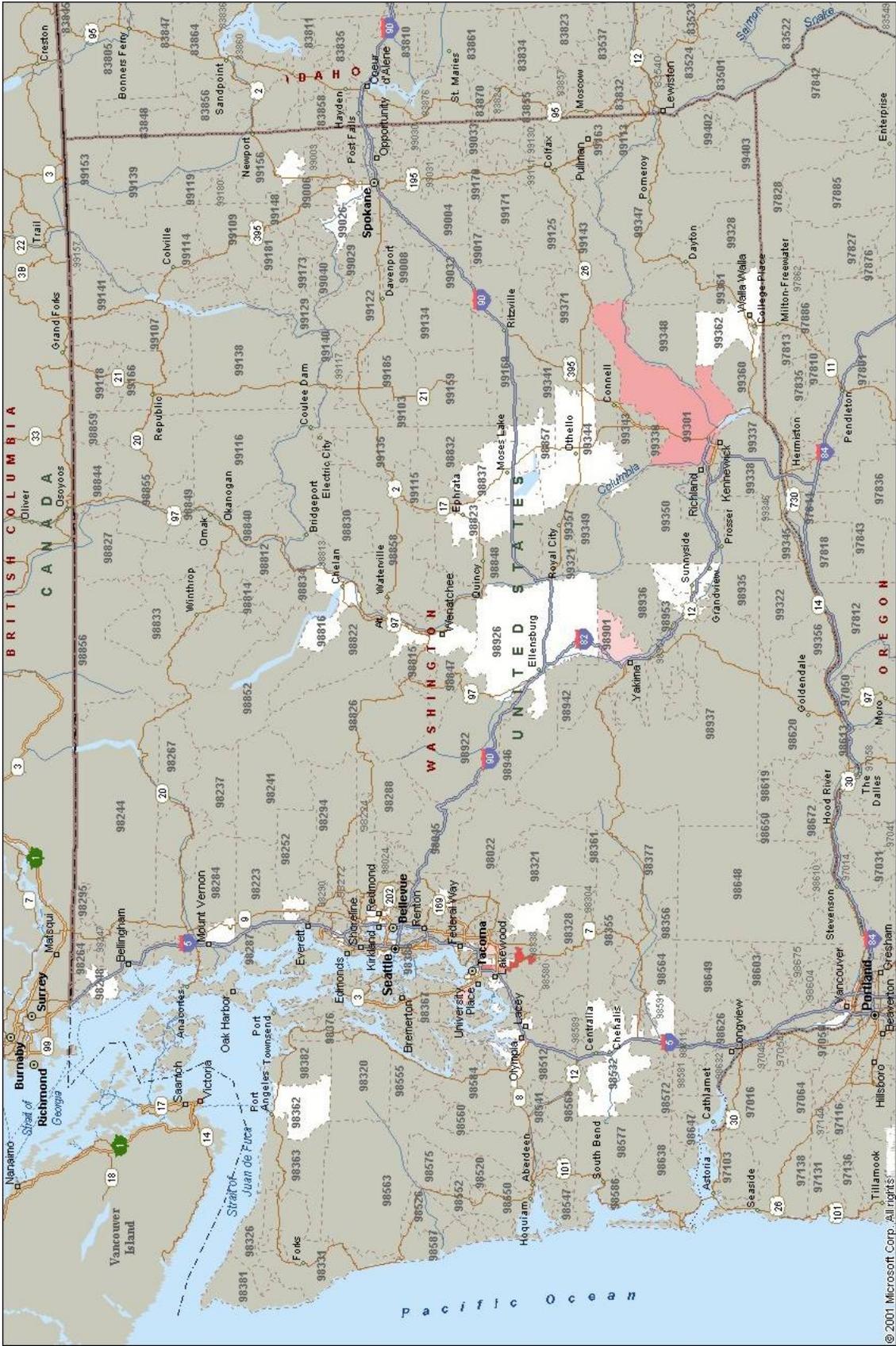
# ETHNIC CALLER CONCENTRATIONS

## Hispanic Callers by Zip Code



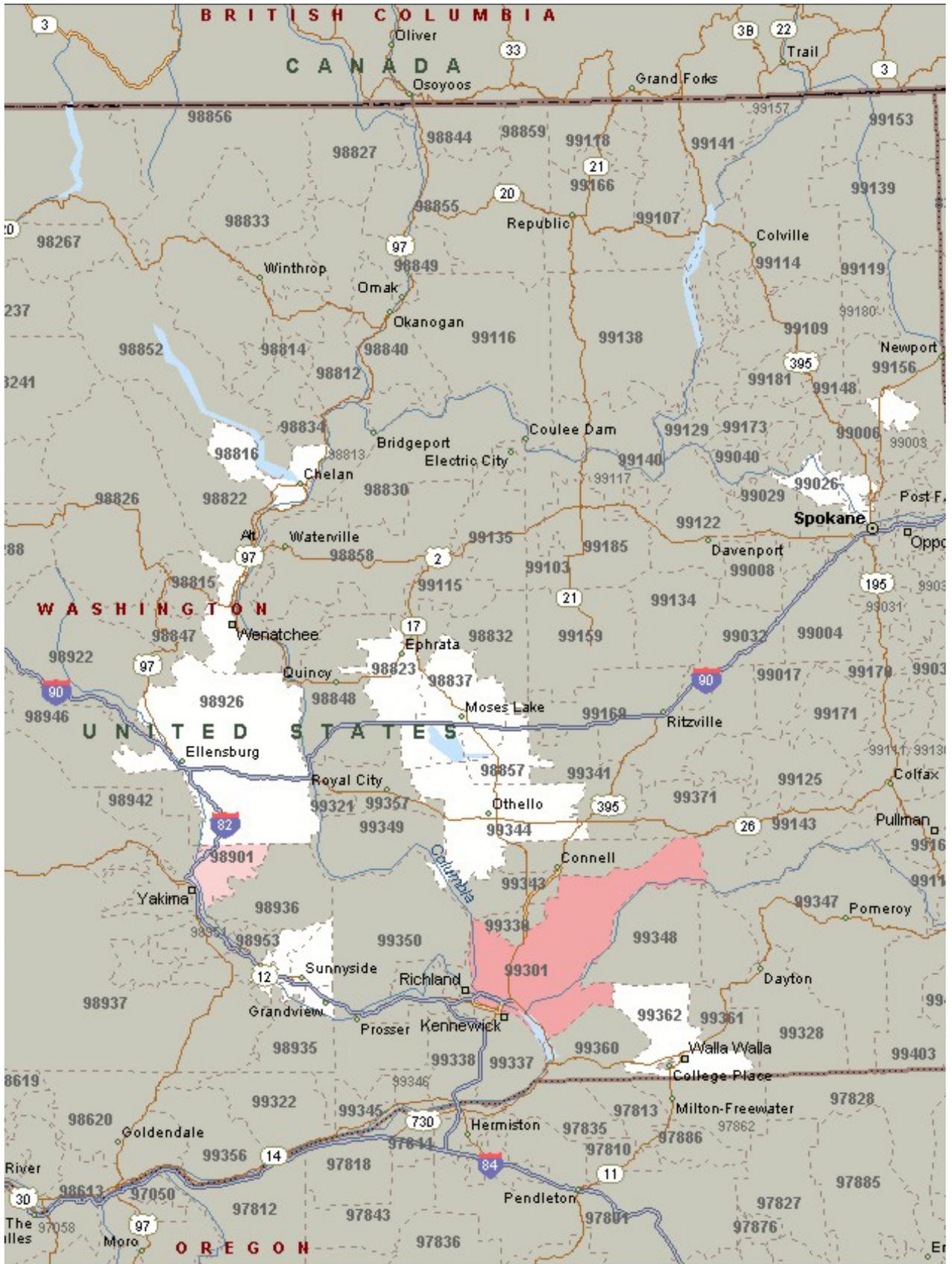
Each gradient represents the density of Hispanic callers by Zip Code.



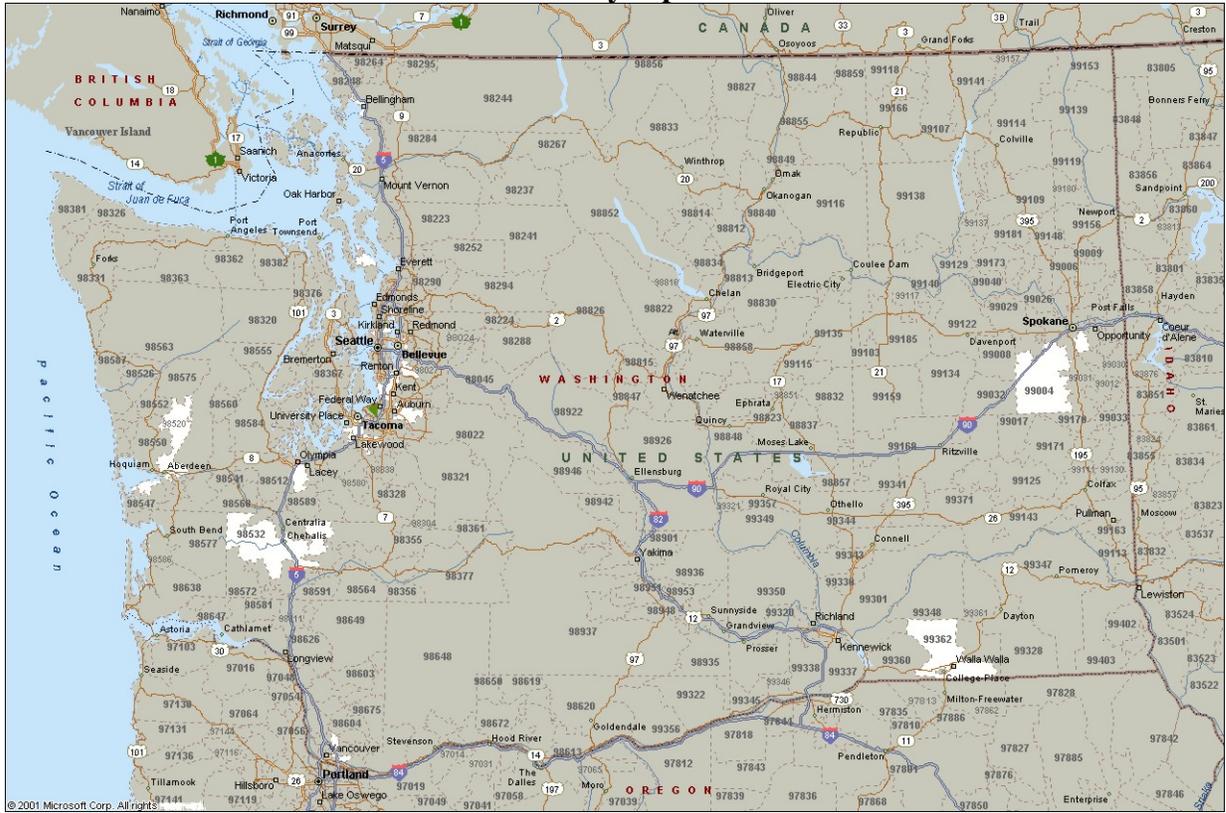


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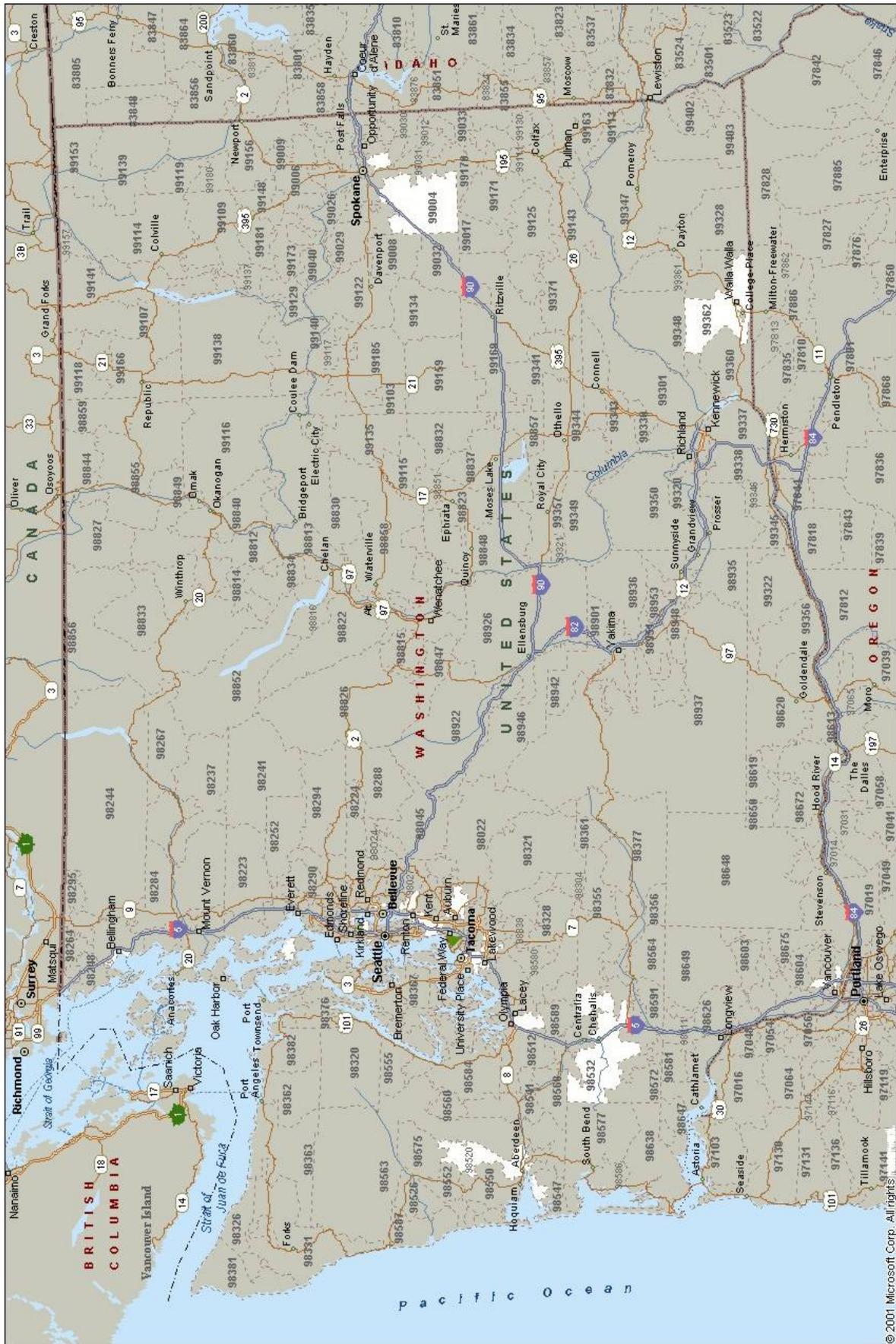


## Asian Callers by Zip Code

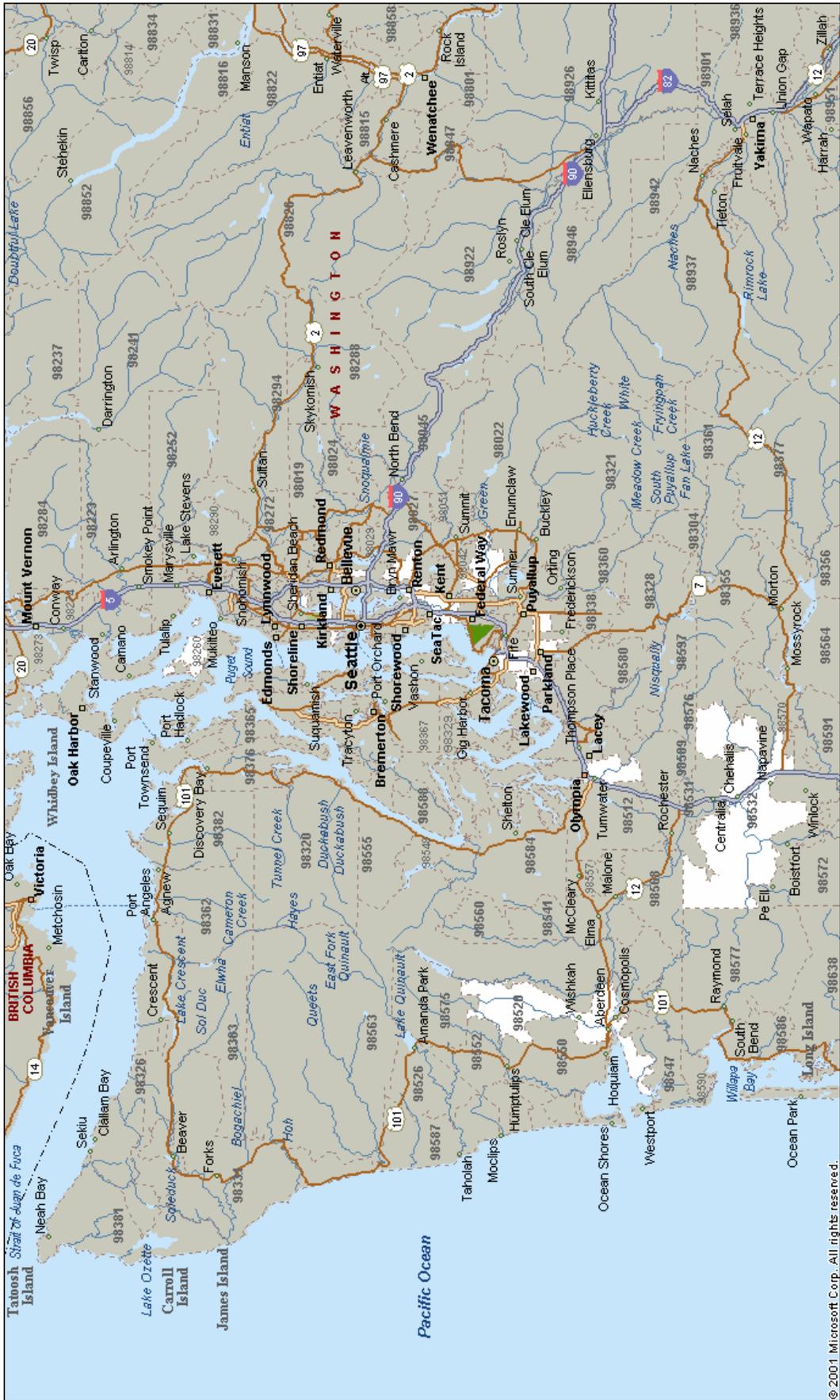


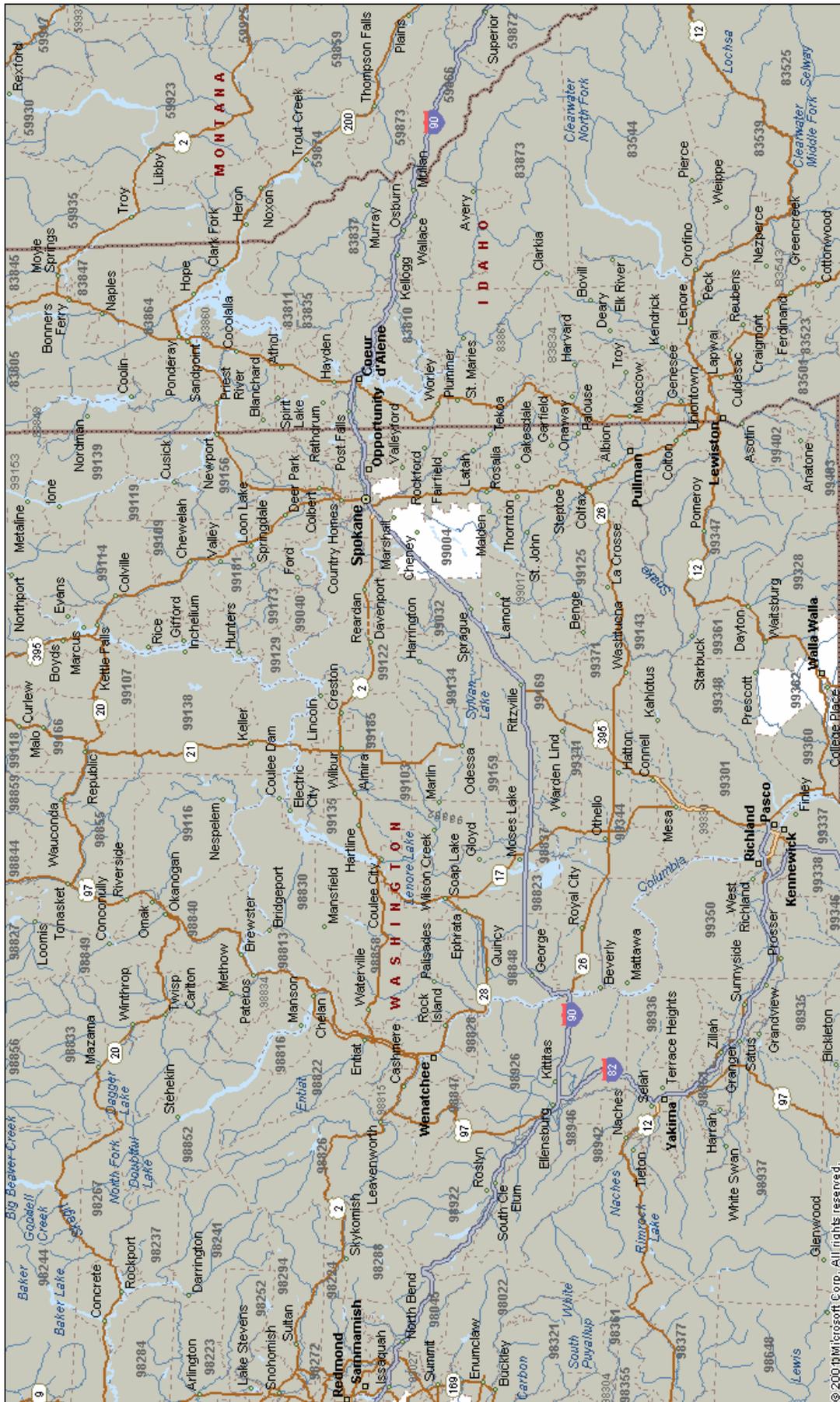
Each gradient represents the density of Asian callers by Zip Code.





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## SUMMARY OF FINDINGS

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When considering the findings of this report, it is important to consider comparisons between the makeup of Ecology callers, and the overall makeup of the state population. For example, an overwhelming number of callers (90%) were white, but due to the largely white makeup of the state, the number only over-indexes the state by 1.1. Thus, the percentage of callers is not as significant as the index. African-Americans made up only 0.5% of all callers, which under indexes the state by 0.16. Part of this may be attributed to the propensity for callers to be from rural areas. It may also indicate that African-Americans as a community are not aware of the resources available to them by the Department of Ecology. As this example shows, it is also important to consider the reasons behind over- and under-indexing state averages.

The lack of callers who rent apartments or homes may have an impact on the types of people calling the HSIEO phone line. Renting tenants are less likely to be responsible for spills or hazardous materials at home, leaving those concerns to landlords and property owners. Those who own their own homes must take on that responsibility for themselves. The least likely callers tend to be single, under 35, in a metropolitan area or in a sparsely populated county in Eastern Washington. Renters are more likely to be younger and unmarried. They also tend to live in metropolitan areas where housing costs are high and available land is difficult to find.

Furthermore, metropolitan counties such as King County have well developed hazardous substance programs that residents may be more likely to call. Rather than relying on state resources, callers may prefer to call a local alternative.

The low incidence of renters does not account for the low index of callers from Eastern Washington, in particular east of the Columbia River. 8 out of the 11 counties with the lowest indexes were counties in Eastern Washington. Residents on the east side of the state may be unaware of the resources available to them in Olympia. It is also possible that environmental awareness is not as prevalent in the sparsely populated eastern side of the mountains. This indicates a need for the HSIEO to increase awareness of how and why HSIEO services are made available to residents by the state.

When evaluating household incomes, it is interesting to note the wide disparity between the two income levels that over-index the state. Callers are more likely to be very poor (household incomes under \$15,000) or very wealthy (household incomes between \$150,000 and \$250,000 – is this really considered “very wealthy” anymore – especially in a two income household?). It is possible that those with very low incomes are more likely to encounter hazardous chemicals. There are several possible explanations for those with high incomes. Higher income individuals are typically better educated, more likely to own their own business, be civic-minded, and have a place within the community as a fully participating citizen or civic leader. In this capacity they are often used to having influence, being respected and taken seriously by government officials

and other leaders. Under this profile, it would be expected that having become aware of an environmental hazard, such a person would be more likely to figure out how to report it to the appropriate governmental authority to solve the problem. Since these residents are more likely to be a business owner, this may include some calls from home that actually relate to other business properties they control. They may be more likely to report nearby infractions or suspicious materials from their neighbors in the interest of protecting their greater assets from harm. Or, their hired workers may encounter hazardous materials in their home or on their property, and they may call because they want to ensure those materials are handled properly.

Overall, the analysis shows that the typical caller to the HSIEO toll-free line is a married homeowner, between the age of 45 and 54, most likely living in a relatively rural county on the west side of the state.

## CONCLUSIONS AND MARKETING RECOMMENDATIONS

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The primary goal of the Hazardous Substance Information and Education Office for this research project was to better understand the individual callers who have taken advantage of the toll-free phone line. The purpose is to translate those insights in to marketing and communication tactics and strategies to encourage additional use of the phone line for information and reporting.

What is graphically represented in this study's maps is a pattern of usage that is large and yet diverse. No one segment or groups of segments are overpowering. As would be expected, population densities play a role but do not provide manageable specific target marketing areas. This creates a budget conundrum; how does the agency take limited resources, reach such a large and diverse area, and yet provide the program support needed?

Key to the HSIEO's future success is awareness of available services. Though associated messages are informational and educational, making the general population aware of the phone line should be the primary marketing and communication task. From the perspective of Hebert Research, all marketing efforts should focus on creating awareness of the HSIEO's services.

This will require a focused and carefully managed marketing and communication strategy. A major element will be the development of a HSIEO brand . This is not necessarily a new name or a cute symbol, but an overall image and presentation that is well-coordinated and speaks with one voice no matter which medium is used. It is recommended that an outside marketing and communication consultant be retained to guide this process and manage its implementation. This can be either a full service Advertising Agency or a Public Relations firm with experience marketing messages to diverse constituents. As part of the branding program, key metrics for communications roll-out and awareness measurement will need to be established.

Because of limited existing personnel and production resources within the HSIEO and Ecology, the consultant would be responsible for the following areas:

- Brand development
- Concept development
- Campaign creation and management
- Creative direction
- Design services as required
- Copywriting services as required
- Press Release and Communication input and guidelines for program consistency
- Production management
- Video production
- Consultation and program review

The intent is that most of the actual work and production be handled in-house (within the Department of Ecology) requiring only strategic and tactical participation by the consultant once an overall marketing/communication plan is established. Those tasks that cannot be efficiently handled in this manner, the consultant would take on as assigned projects

Research designed to understand the various audiences and the effectiveness of the marketing/communication plan will be an important tool for the HSIEO. The current study was based on appended telephone records of non-business calls to the phone line. The collection of these numbers and appending in two-year cycles will help measure change longitudinally (over time), for example. An increased call count will also help verify whether the awareness and key messages are increasing use of the phone. One future challenge will be the increased use of cellular phones as the primary point of connection for households, particularly with younger populations. The ability to append to these numbers will be increasingly difficult, resulting in the necessity to use other forms of data collection technologies to understand phone users.

Though the web is now a primary source of information for most individuals, the convenience of the phone for an initial contact is still highly desired. A staffed phone line with the ability to redirect callers to local programs by pass-through connection (direct phone connection) would be highly valued by a public that is more and more time conscious. The fewer steps a caller has to take to get information or report a potential problem the better. Unless there is significant change, people will still prefer to talk to a real person.

HSIEO should explore a new phone number. This would give the HSIEO something new to build an awareness campaign around. The goal is a number that is memorable and may have secondary meaning as part of an overall marketing/communications plan. If the HSIEO could obtain a number like 800-123-4567, the simplicity of the number works from a mnemonic standpoint and may provide HSIEO the opportunity to develop 7 key actions or understandings to build all of their educational messages around.

Online information and education is extremely important, and easy navigation to areas of interest or answers is critical. Any branding done for the HSIEO should include the web as well as all other media and communications. The web site should become the primary ongoing resource and point of communication for the public.

Major measured media (television, radio, newspapers) opportunities are numerous and should be explored. Though expensive, using these media would provide an opportunity to reach concentrated mass audiences with targeted messages. The dispersion of HSIEO callers, indicates that all target populations fall within the primary ADI's (media defined Areas of Dominant Influence) of the state. It is true that these ADI's cover the major metropolitan areas that have their own hazardous substance programs, however they also correlate with the identified secondary, tertiary, suburban, and rural markets that have the greatest propensity to use the HSIEO phone line.

This is not to say that these forms of mass communications do not come without their own challenges. I-pods, satellite radio, cellular broadcasting, Blackberries', and the web are increasingly taking attention away from television, radio and newspapers. The web for instance is becoming a dominant force in the presentation of the news and entertainment. Plus, localized broadcast television has given way to cable and satellite forms of delivery, which means that delivery of localized messages has become challenging. However, television is still the most viable way to reach the largest audience and build awareness.

A suggested tactic in the use of television would be to do a blend of purchased and public service spots. The spots would be the same with a strong attention-getting device, and only 10 – 15 seconds in length. Working closely with the various broadcast entities in each media market plus the cable systems, the HSIEO may find unique opportunities relative to unsold or inexpensive inventory in other than prime-time programming. Even 5 second spots or the banner position on the bottom of the screen on local newscasts or NW Cable News may be a viable option. Public relations news stories about the campaign to use the phone line and other HSIEO services and the reasons behind are recommended. A campaign rollout would be an important PR opportunity. Again, the objective of the communication should be awareness.

Radio offers some of the same opportunities, but on a more limited scale because it is an over-the-air broadcast medium. Some radio stations are now simulcasting on the web and this trend will grow. The messages and strategy should be the same as television. One unique opportunity is to be able to use ethnic language specific stations throughout the state. Also, banner ads tied to web broadcast and news sources are recommended.

Outdoor media is normally defined as billboards and transit signs (exterior and interior bus cards). Outdoor media has traditionally been used to build awareness through reach and frequency against a single message or image. It is best used in conjunction with other media at the same time (television/outdoor or radio/outdoor for example). Outdoor media has a tendency to be more clustered in the major metro markets. As transit reaches further and further into the suburban and rural areas of primary counties, particularly in western Washington, outdoor media would be a valuable part of the media mix for the HSIEO.

Newspapers continue to lose circulation and readership. As a medium, it is most valuable to HSIEO for Public Relations opportunities and story creation. Because of an increasing trend in online readership by current subscribers to the major regional newspapers, banner advertising may be a cost effective way to reach this audience.

Mail is still a powerful way to disseminate key messages. With the State of Washington's internal printing resources, coordinated household mailings are highly advised as a means to spread the brand and position the resources of the HSIEO. Additional opportunities may include working with banks, credit unions, insurance companies, doctors and dentist offices, major retailers, or any company or organization that sends out monthly statements by including an insert with their mailing.

The phone companies have historically sold lists of new move-in connects for direct marketing, which would work well for an introduction. The inclusion of a magnet with the phone number may be a good continuing reminder source. Moving companies and U-Haul and Penske franchisees, plus other moving related companies should be provided with materials to include with every rental transaction. Equipment rental companies should also have this available for their customers.

Yellow Pages and phone books have been the key advertising and awareness vehicle for the HSIEO phone line up to this point. As time progresses, the effectiveness of this type of advertising will diminish due to the increased use of the web to provide traditional phone book services. It will be important to continue to have a presence in the State Government section of the White Pages as long as they are being published.

As part of the awareness campaign, a coordinated plan of communication and education should be used. The campaign should provide information as well as point individuals to the web site. Opportunities include but are not limited to:

- Libraries

- Schools (public and private K-12) including school districts

- Community Colleges and Universities

- The Health Care community

- Organizations such as

  - Chambers of Commerce

  - Rotary

  - Service organizations such as the Lions, Volunteers of America, etc.

  - Churches

- Clubs including

  - Automobile and motorcycle in all of their forms

  - Fishing and hunting

  - 4H, Horse and agriculture

  - Gardening

- Manufacturers (focusing on employee education and awareness)

- Unions (focusing on member education and awareness)

- Youth organizations

HSIEO has had limited communications packaging, budgets and marketing resources. Therefore a key recommendation is a strategy of Macro to Micro. The need is to raise awareness followed by education and increasing understanding. Chosen tools (media) and techniques will become obvious once the branding takes place and a clear positioning of services are established, followed by strategically targeting key identified audiences.

To this end, a strategic marketing/communications plan to accomplish the recommended actions would take the following form. The budgets are rough estimates seen as guidelines, subject to the State's biennial fiscal process.

**Year One:**

- Hire a Marketing/Communications consultant
- Develop the Brand
- Create the media and communications strategy for the Brand
- Develop the tactics to implement the strategy
- Create the materials that will support the tactical roll out of all strategic elements
- Garner buy-in by all stakeholders, departments and interested political parties
- Prepare for full roll-out in year two
- Plan for additional staffing within the department if required
  - Hire and train in preparation for program implementation in Year Two, or personnel realignment for specific program focus
- Begin integration of the brand with the web site
- Maintain all current efforts and be prepared to brand them as part of the new program if their continuance is appropriate
- Estimated budget:

Marketing/Communications Agency	
Including creative services	\$250,000.00
Maintenance of existing programs and plans	50,000.00
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Year One Total	\$300,000.00

**Year Two:**

- Retain and maintain working relationship with Marketing/Communications consultancy/Agency
- Tactically implement the media and communications strategy for the Brand
- Produce branded marketing and communications materials
  - All printed publications using the 1 color, 2 color, and 4 color printing resources within the State government were possible based on a planned roll-out
  - Audio & video materials
  - Media materials for broadcast
  - Digital materials for distribution
- Kick off media based statewide awareness campaign
- Fully integrate brand into web site
- Institute Public Relations programs
  - Targeted articles for the media
  - White papers
  - Press releases
  - Speaker's bureau
- Begin educational programs including materials and resources for school districts, universities, and libraries
- Work with the counties, and local communities
- Brand the Hazardous Substance Phone line and its presentation
- Seek synergistic program partners in an attempt to stretch budgets and enhance awareness opportunities

Estimated budget:

Marketing/Communications Agency	
Including Public Relations and creative services	\$125,000.00
Production of all materials	150,000.00
Media including Broadcast, Print, DM, Outdoor	250,000.00
Phone line phone services and phone book advertising	50,000.00
News generation and Public Relations costs	75,000.00
Year Two Total	<u>\$650,000.00</u>