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E – American Diversity :	9.73
E01 Ethnic Urban Mix	1.89
E02 Urban Blues	1.74
E03 Professional Urbanites	2.09
E04 Suburban Advantage	1.15
E05 American Great Outdoors	1.37
E06 Mature America	1.48
F – Metro Fringe:	10.63
F01 Steadfast Conservative	6.51
F02 Moderate Conventionalists	1.60
F03 Southern Blues	0.92
F04 Urban Grit:	0.55
F05 Grass-Roots Living	1.05
G – Remote America:	7.39
G01 Hardy Rural Families	2.70
G02 Rural Southern Living	2.71
G03 Coal And Crops	1.81
G04 Native Americana	0.18
H – Aspiring Contemporaries:	11.18
H01 Young Cosmopolitans	3.22
H02 Minority Metro Communities	2.20
H03 Stable Careers	4.29
H04 Aspiring Hispania	1.48
I – Rural Villages and Farms:	4.77
I01 Industrious Country Living	1.30
I02 Americas Farmlands	1.04
I03 Comfy Country Living	0.73
I04 Small-Town Connections	0.48
I05 Hinterland Families	1.23
J – Struggling Societies:	8.20
J01 Rugged Rural Style	1.62
J02 Latino Nuevo	2.91
J03 Struggling City Centers	1.72
J04 College Town Communities	0.98
J05 Metro Beginnings	0.98
K – Urban Essence:	8.63
K01 Unattached Multi-Cultures	0.38
K02 Academic Influences	0.47
K03 African-American Neighborhoods	1.93
K04 Urban Diversity	2.44
K05 New Generation Activists	2.37
K06 Getting By	1.05
L – Varying Lifestyles:	0.80
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L02 Major University Towns	0.27
L03 Gray Perspectives	0.22

Statistical Forecasting



Statistical modelling

For the majority of reports, Mintel produces five-year forecasts based on an advanced statistical technique known as ‘multivariate time series auto-regression’ using the statistical software package SPSS.

The model is based on historical market size data taken from Mintel’s own market size database and supplemented by published macroeconomic and demographic data from various private and public sources including the Federal Reserve Board, the U.S. Commerce Department, the Census Bureau, the Council of Economic Advisers, and the Congressional Budget Office.

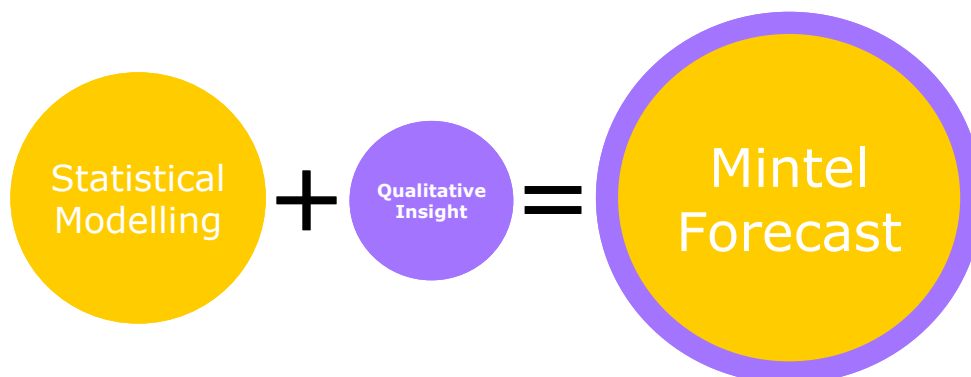
The model searches for relationships between actual market sizes and a selection of relevant and significant macroeconomic and demographic determinants (independent variables) to identify those predictors having the most influence on the market.

Factors used in a forecast are stated in the relevant report section alongside an interpretation of their role in explaining the development in demand for the product or market in question.

Qualitative insight

At Mintel we understand that historic data is limited in its capacity to act as the only force behind the future state of markets. Thus, rich qualitative insights from industry experts regarding future events that might impact upon various markets play an invaluable role in our post statistical modeling evaluation process.

As a result, the Mintel forecast complements a rigorous statistical process with in-depth market knowledge and expertise to allow for additional factors or market conditions outside of the capacity of the statistical forecast.



The Mintel fan chart

Forecasts of future economic outcomes are always subject to uncertainty. In order to raise awareness amongst our clients and to illustrate this uncertainty, Mintel has introduced a new way of displaying market size forecasts in the form of a fan-chart.

Next to historical market sizes and a current year estimate, the fan chart illustrates the probability of various outcomes for the market value/volume over the next five years.

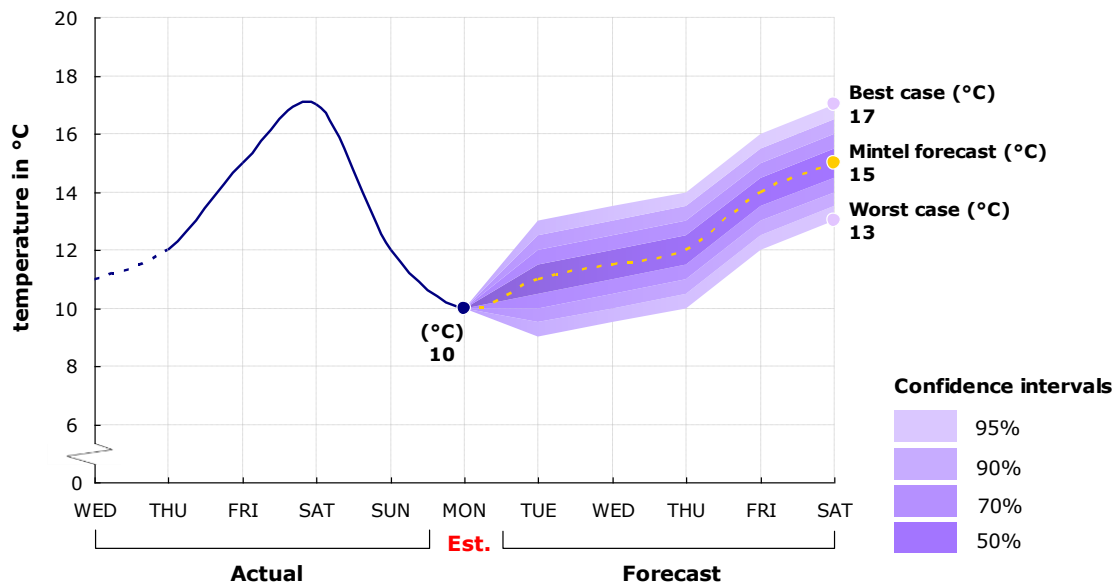
At a 95% confidence interval, we are saying that 95 out of 100 times, the forecast will fall within these outer limits, which we call the best and worst case forecast as these, based on the statistically driven forecast, are the highest (best case) and lowest (worst case) market sizes the market is expected to achieve.

Over the next five years, the widening bands successively show the developments that occur within 95%, 90%, 70% and 50% probability intervals. Statistical processes predict the central forecast to fall within the darker shaded area which illustrates 50% probability, i.e. a 5 in 10 chance.

A general conclusion: Based on our current knowledge of given historic market size data as well as projections for key macro- and socio-economic measures that were used to create the forecast, we can assume that in 95% of the time the actual market size will fall within the purple shaded fan. In 5% of all cases this model might not be correct due to random errors and the actual market size will fall out of these boundaries.

Weather analogy

To illustrate uncertainty in forecasting in an everyday example, let us assume the following weather forecast was produced based on the meteorologists' current knowledge of the previous weather condition during the last few days, atmospheric observations, incoming weather fronts etc.



Now, how accurate is this forecast and how certain can we be that the temperature on Saturday will indeed be 15°C?

To state that *the temperature in central London on Saturday will rise to exactly 15°C* is possible but one can't be 100% certain about that fact.

To say *the temperature on Saturday will be between 13°C and 17°C* is a broader statement and much more probable.

In general, we can say that based on the existing statistical model, one can be 95% certain that the temperature on Saturday will be between 13°C and 17°C, and respectively 50% certain it will be between about 14.5°C and 15.5°C. Again, only in 5% of all cases this model might not be correct due to random errors and the actual temperature on Saturday will fall out of these boundaries and thus will be below 13°C or above 17°C.

(To learn more about uncertainty in weather forecasts visit:

<http://research.metoffice.gov.uk/research/nwp/ensemble/uncertainty.html>)

Appendix: What is Mintel?

Mintel provides industry-leading market intelligence

Mintel began over three decades ago, providing food and drink research in the UK. Now the brand spans all corners of the globe. Mintel's leading analysts are world-renowned experts called upon daily by the media to comment, and trusted by the world's leading brands as their preferred research partner. Mintel's clients gain global insight into consumer behaviour, product innovation and competitive marketing strategies. Our high quality data, meaningful analysis and actionable recommendations always positively impact our clients' business. We help them tap into new product opportunities, build brands, recognise competitive threats and respond to their individual business needs, so they gain competitive strength and profitability.

Insight + Impact: Mintel's commitment to its clients is encapsulated in this simple formula.

Mintel Solutions:

Mintel Oxygen Reports

Mintel Oxygen is a one-stop online platform, designed to give you easy and fast access to our forward-looking consumer and market insight. Mintel Oxygen answers the burning questions impacting your marketplace while offering an inspiring point of view to fuel practical business solutions.

Mintel GNPD

Mintel's Global New Products Database provides unbeatable online coverage of new products worldwide, keeping you informed of trends, competitors and category developments. Our global team works closely with our clients to ensure that our high-quality data, market insight and strategic advice provide you with customised product innovation intelligence.

Mintel Inspire

Mintel Inspire is a database tracking emerging trends that hold potential for sales success. Mintel experts scour the marketing, social and cultural world on a daily basis, turning observations into readable, entertaining and actionable insights. Benefit from Mintel's experts evaluation of how the newest trends and observations may impact your business.

Mintel Beauty Innovation

Mintel Beauty Innovation is your window to the world of Beauty and Personal Care products, covering mass market launches and top global prestige and niche introductions. Our online solution gives you access to over 370,000 new products and encompasses editorial and analysis on global trends created by our team of expert beauty consultants.

Mintel Menu Insights

Stay on top of the latest food and beverage trends in the US with Mintel Menu Insights, your online connection to trends in the foodservice industry. Spot and respond to changes in price, menu items, ingredients, preparations, or even entirely new restaurant menus.

Mintel Research Consultancy

Mintel Research Consultancy is a dedicated team, with a wealth of industry experience that implements high quality business-to-business and consumer research programmes specifically to meet your needs. Clients utilise our research expertise to deliver custom market, competitive, and consumer intelligence solutions.

Mintel Comperemedia

Mintel Comperemedia is a searchable, competitive database tracking direct mail and print advertising in the US and Canada, as well as email in the US. Our online database enables clients to track trends, monitor competitors and develop differentiated direct marketing strategies in credit cards, banking, insurance, investments, telecom, travel and automotive.

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