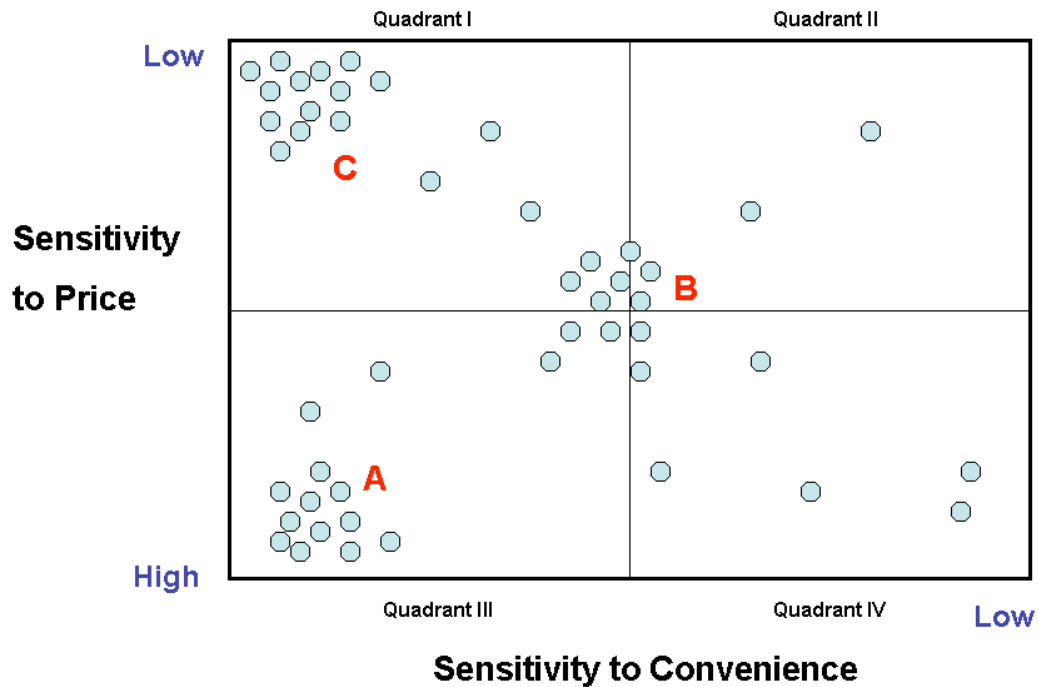


Cluster Diagram



In this cluster diagram above, two key drivers “Price” and “Convenience” are mapped together showing the distribution of dog-grooming customers. Groups of these customers are represented by Clusters A, B, and C. Each cluster has different sensitivities to price and convenience. For example, a consumer in Cluster B is moderately sensitive to price and moderately concerned with convenience.

Cluster A represented 15.4% of survey respondents, Cluster B 19.5%, and Cluster C 16.5%.

Summary of Survey Results

Each major cluster of customers can be referred to as a **market segment**. Defining your target market begins with identifying the most common demographic and psychographic factors within market segments. Use the summary of survey results grouped by cluster below to pinpoint Petopia's target market.

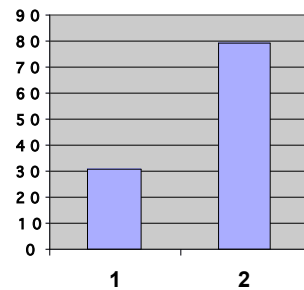
Cluster A represented 15.4% of survey respondents, Cluster B 19.5%, and Cluster C 16.5%.

Question responding to:

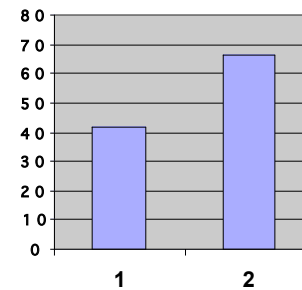
Are you a...

- (1) Male?
- (2) Female?

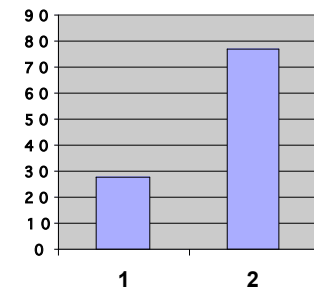
Distribution of Cluster A



Distribution of Cluster B

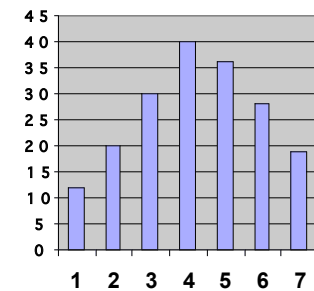
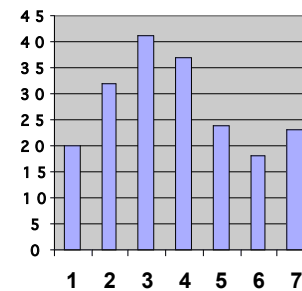
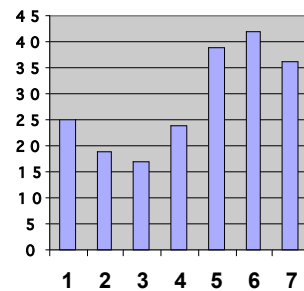


Distribution of Cluster C



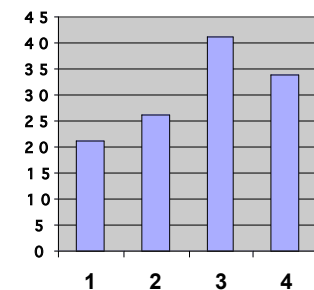
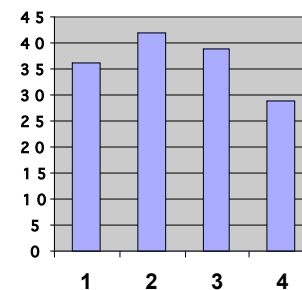
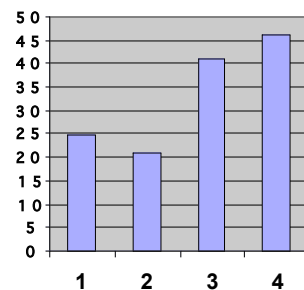
What is your age?

- (1) Under 18
- (2) 18-24
- (3) 25-34
- (4) 35-44
- (5) 45-54
- (6) 55-64
- (7) 65+



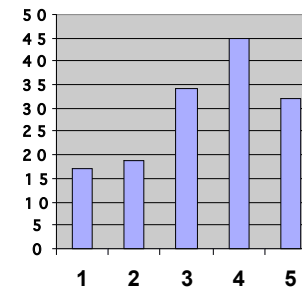
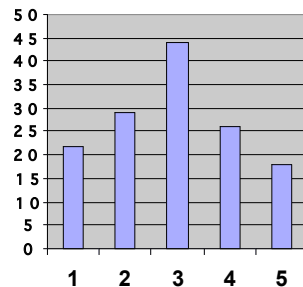
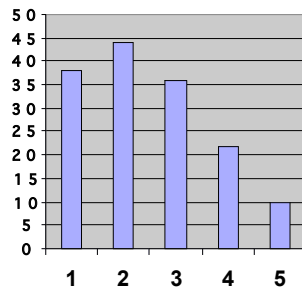
What is your household status?

- (1) Single?
- (2) Domestic couple?
- (3) Married couple with kids at home?
- (4) Married couple with no kids at home?



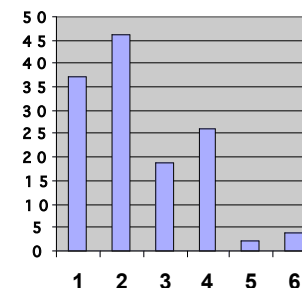
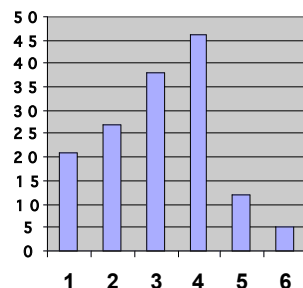
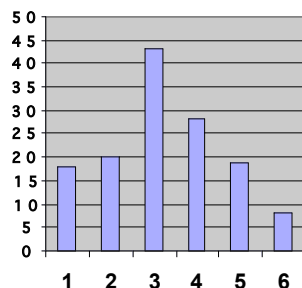
What is your total household income?

- (1) *Less than \$20,000*
- (2) *\$20,000-\$39,999*
- (3) *\$40,000-\$74,999*
- (4) *\$75,000-\$99,000*
- (5) *\$100,000 or more*



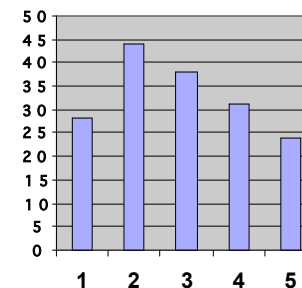
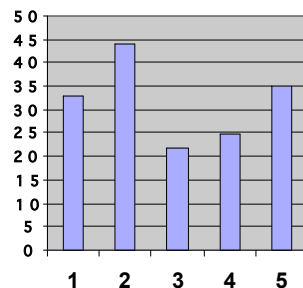
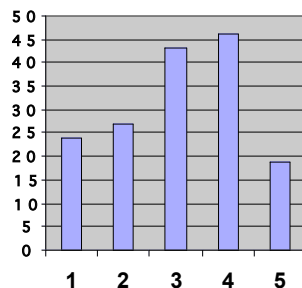
How would you describe the street where you live?

- (1) *Urban commercial*
- (2) *Urban residential*
- (3) *Suburban commercial*
- (4) *Suburban residential*
- (5) *Rural*
- (6) *Other*



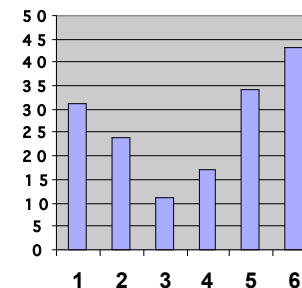
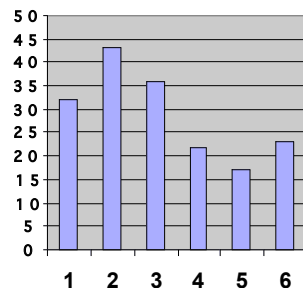
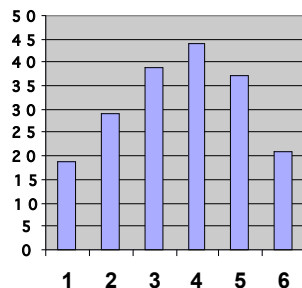
Which recreational activities do you most often participate in?

- (1) *Spectator sports*
- (2) *Outdoor activities*
- (3) *Theater/cultural*
- (4) *Music & Dance*
- (5) *Home improvement*



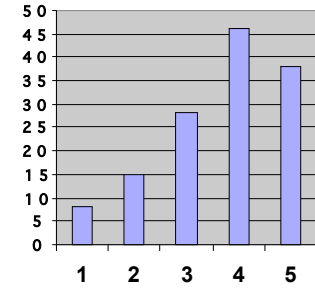
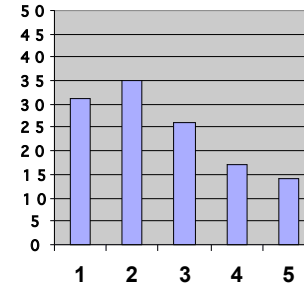
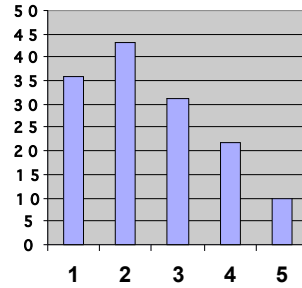
What days do you typically schedule grooming appointments?

- (1) *Monday*
- (2) *Tuesday*
- (3) *Wednesday*
- (4) *Thursday*
- (5) *Friday*
- (6) *Weekends*



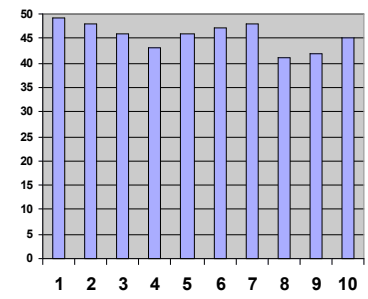
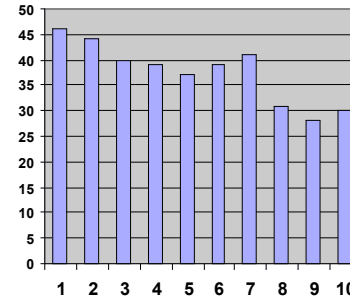
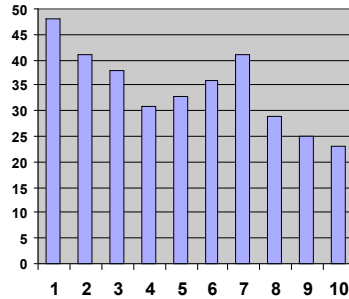
How often do you purchase professional grooming services?

- (1) *Less than once a year*
- (2) *Once a year*
- (3) *2-3 times per year*
- (4) *3-5 times per year*
- (5) *More than 5 times a year*



What services do you expect from a groomer?

- (1) *Full bath and trim*
- (2) *Flea dip*
- (3) *Nail clipping*
- (4) *Teeth brushing*
- (5) *Cleaning of ears*
- (6) *Fur dematting*
- (7) *Breed-appropriate styling*
- (8) *Skin therapy*
- (9) *Massage therapy*
- (10) *Specialized beauty services*



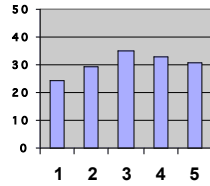
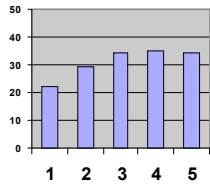
Please rate each service or feature in terms of its importance to you on a scale of 1-5, as well as Care n Clip's performance in the particular area.

Cluster A

Importance/Satisfaction

Styling expertise
Important
 1 (not at all) to 5 (very)

Satisfied
 1 (not at all) to 5 (very)

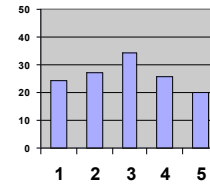
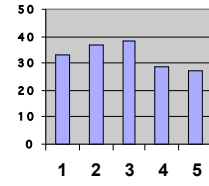
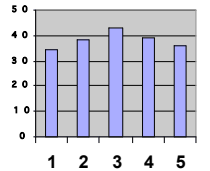
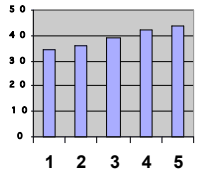


Cluster B

Importance/Satisfaction

Knowledge of dog health
Important
 1 (not at all) to 5 (very)

Satisfied
 1 (not at all) to 5 (very)

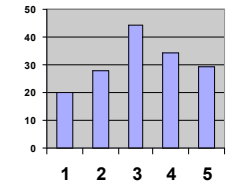
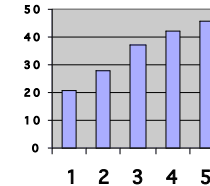
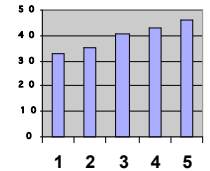
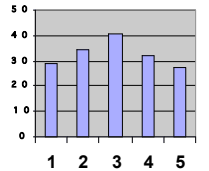
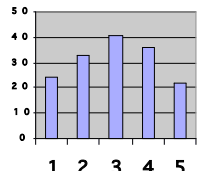
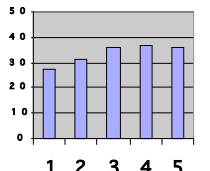


Cluster C

Importance/Satisfaction

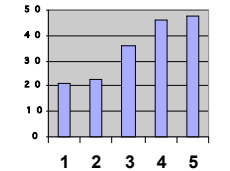
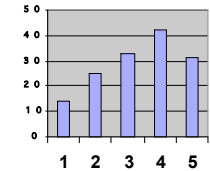
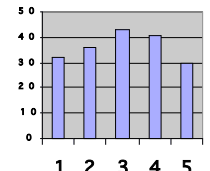
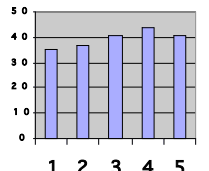
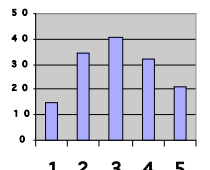
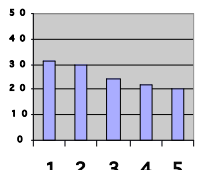
Dog handling experience
Important
 1 (not at all) to 5 (very)

Satisfied
 1 (not at all) to 5 (very)



Use of natural or organic products
Important
 1 (not at all) to 5 (very)

Satisfied
 1 (not at all) to 5 (very)



Specialized grooming services
Important
 1 (not at all) to 5 (very)

Satisfied
 1 (not at all) to 5 (very)

