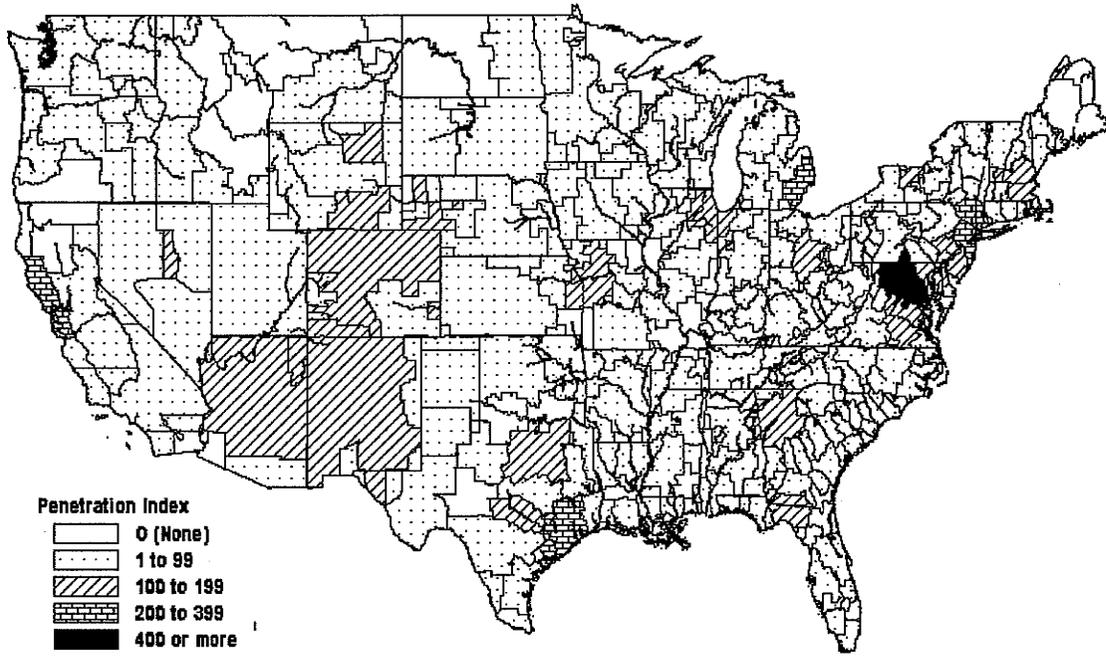


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# 1 Upper Crust

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## Segment Concentration by Designated Market Area (DMA)



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These are families with older children located in the suburbs. They have very high-income levels and advanced education. They work in executive, managerial, sales and other white-collar occupations.

The Upper Crust segment has the highest median and average household income of all the segments, nearly three times the national average. Upper Crust adults are the most likely of all segments to be between the ages of 50 and 59 years old. Children are present in 42% of these households (just above average) and there are typically two to four people living in a household. Over three-quarters of Upper Crust households are married couples, ranking them third among the segments. Almost 80% of these households are located in suburban areas. Adults in this segment rank second in percentage of those who have earned bachelors and postgraduate degrees. They rank first in the percentage of children enrolled in private schools. This segment is over 85% more likely to work in white-collar jobs and they rank first in the percentage of people working in executive, managerial and sales occupations.

These are the most active households in many financial services including investing in stocks, bonds, mutual funds, and IRAs. They are large contributors to PBS and are likely to own a notebook computer. They like to keep informed listening to all news radio stations and they relax by listening to classical stations.

# Demographic Data

Age	Mean	Index	Rank
0 - 4 Years	5.95	85	36
5 - 9 Years	6.42	90	35
10 - 14 Years	6.67	93	35
15 - 17 Years	4.39	107	20
18 - 20 Years	3.75	90	32
21 Years	1.16	85	36
22 - 24 Years	3.71	96	30
25 - 29 Years	6.54	101	19
30 - 34 Years	5.98	84	49
35 - 39 Years	5.01	67	48
40 - 44 Years	7.49	93	31
45 - 49 Years	9.08	123	4
50 - 54 Years	9.22	139	1
55 - 59 Years	7.11	143	1
60 - 64 Years	5.42	131	2
65 - 69 Years	4.11	114	13
70 - 74 Years	3.33	100	21
75 - 84 Years	3.66	81	37
85 + Years	1.02	65	40
<b>Average Age</b>	<b>38.40</b>	<b>104</b>	<b>14</b>
<b>Median Age</b>	<b>39.92</b>	<b>109</b>	<b>11</b>

Income	Mean	Index	Rank
< \$15,000	1.92	13	49
\$15,000 - \$25,000	1.88	15	49
\$25,000 - \$35,000	2.26	19	49
\$35,000 - \$50,000	4.36	28	50
\$50,000 - \$75,000	9.96	50	47
\$75,000 - \$100,000	12.63	112	13
\$100,000 - \$150,000	23.17	279	2
\$150,000 +	43.84	771	1
<b>Average Income</b>	<b>\$184,834</b>	<b>299</b>	<b>1</b>
<b>Median Income</b>	<b>\$136,698</b>	<b>301</b>	<b>1</b>

Race/Ethnicity	Mean	Index	Rank
White	92.29	115	10
Black	2.23	18	50
Native American	0.16	21	50
Asian	4.71	169	11
Pacific Islander	0.04	28	44
Other	0.57	15	50
Hispanic	2.75	31	48

Population Type	Mean	Index	Rank
Family HHs	91.84	110	6
Non-family HHs	6.81	50	44
Group Quarters	1.34	50	39

Owner/Renter	Mean	Index	Rank
Owner Occupied	90.29	141	1
Renter Occupied	9.70	27	50
<b>Median Rent Paid</b>	<b>\$708</b>	<b>189</b>	<b>2</b>

Property Value	Mean	Index	Rank
< \$50,000	0.22	2	50
\$50,000 - \$100,000	1.12	4	50
\$100,000 - \$150,000	5.57	25	49
\$150,000 - \$200,000	10.41	84	27
\$200,000 - \$300,000	25.32	203	7
\$300,000 - \$400,000	18.88	384	1
\$400,000 - \$500,000	12.26	524	2
\$500,000+	26.23	755	3
<b>Median Property Value</b>	<b>\$339,006</b>	<b>287</b>	<b>3</b>

Units in Structure	Mean	Index	Rank
1 Unit (Attached)	5.79	110	21
1 Unit (Detached)	86.98	147	2
2 Units	1.04	21	49
3 - 9 Units	2.23	23	49
10 - 49 Units	2.19	26	41
50 + Units	1.01	24	30
Mobile Home	0.28	4	47
Other Type of Unit	0.47	43	49

Education	Mean	Index	Rank
Some High School	5.29	21	50
High School Graduate	14.50	48	48
Some College	18.32	98	28
Associate Degree	6.17	100	23
Bachelors Degree	31.73	242	2
Post Graduate Degree	23.99	332	2

Persons in Unit	Mean	Index	Rank
1 Person	12.43	51	46
2 Persons	33.57	105	18
3 - 4 Persons	41.81	129	6
5 - 6 Persons	11.17	121	12
7+ Persons	1.02	59	36
<b>Average HH Size</b>	<b>2.93</b>	<b>111</b>	<b>10</b>

# Lifestyle Data

## Upper Crust Members are more likely to...

### Leisure & Recreation

	Index
1. Contribute \$50 or more to Public Broadcasting	274
2. Spend \$100 or more on dry cleaning in six months	256
3. Use a professional cleaning service	242
4. Purchase gasoline with a credit card	237
5. Play tennis	232
6. Rent a car for business use	226
7. Use a maid or housekeeper	222
8. Purchase a men's business suit	222
9. Own or lease a luxury car	212
10. Go snow skiing	208
11. Own a passport	206
12. Order items by internet	203
13. Have taken a foreign vacation in the last three years	202
14. Own a vehicle with a sun/moon roof	194
15. Attend live theater	190

### Communications & Technology

	Index
1. Have two or more phone lines for use with a fax machine	335
2. Have three or more PCs in the household	316
3. Use Bell Atlantic Mobile as a wireless service provider	258
4. Have a fax machine for business use	252
5. Make international phone calls	251
6. Make 3+ calls from a hotel room phone monthly when not at home	237
7. Have household telephone lines billed to the same account	221
8. Use AT&T as a wireless service provider	213
9. Telecommute eight or more hours a week	200
10. Have four or more working televisions connected to cable television	197

### Financial Services

	Index
1. Have homeowner or personal property insurance greater than \$300K	403
2. Have a first mortgage greater than \$150,000	390
3. Have an asset/cash management investment account	369
4. Have a sweep (checking/DDA) account	349
5. Utilize trust/estate planning services	347
6. Use discount brokerage services	329
7. Have IRA in other investment retirement products	324
8. Have mutual funds obtained by internet	312
9. Have made stock trades in the last six months	308
10. Have government securities	287

# Lifestyle Data

## Upper Crust Members are more likely to...

### Media Preferences

	<b>Index</b>
1. Listen to classical radio format	356
2. Read airline magazines	299
3. Listen to all news radio format	254
4. Read Bon Appetite magazine	243
5. Read Golf for Women magazine	239
6. Read Money magazine	224
7. Read travel magazines	214
8. Read House Beautiful magazine	206
9. Read business/finance magazines	199
10. Listen to news/talk radio format	198
11. Read Newsweek magazine	194
12. Read Consumer Reports	186
13. Read Martha Stewart Living magazine	185
14. Read Cooking Light magazine	182
15. Watch Bravo	180

### Home Furnishings & Improvements

	<b>Index</b>
1. Own a laptop PC	232
2. Own an espresso/cappuccino maker	217
3. Own a trash compactor	213
4. Own a fireplace	213
5. Own a hot tub/whirlpool spa	203
6. Own a piano	192
7. Own a pasta machine	180
8. Own a burglar alarm	179
9. Use a professional exterminator two or more times a year	173
10. Own four or more televisions	164

### Power Utilities

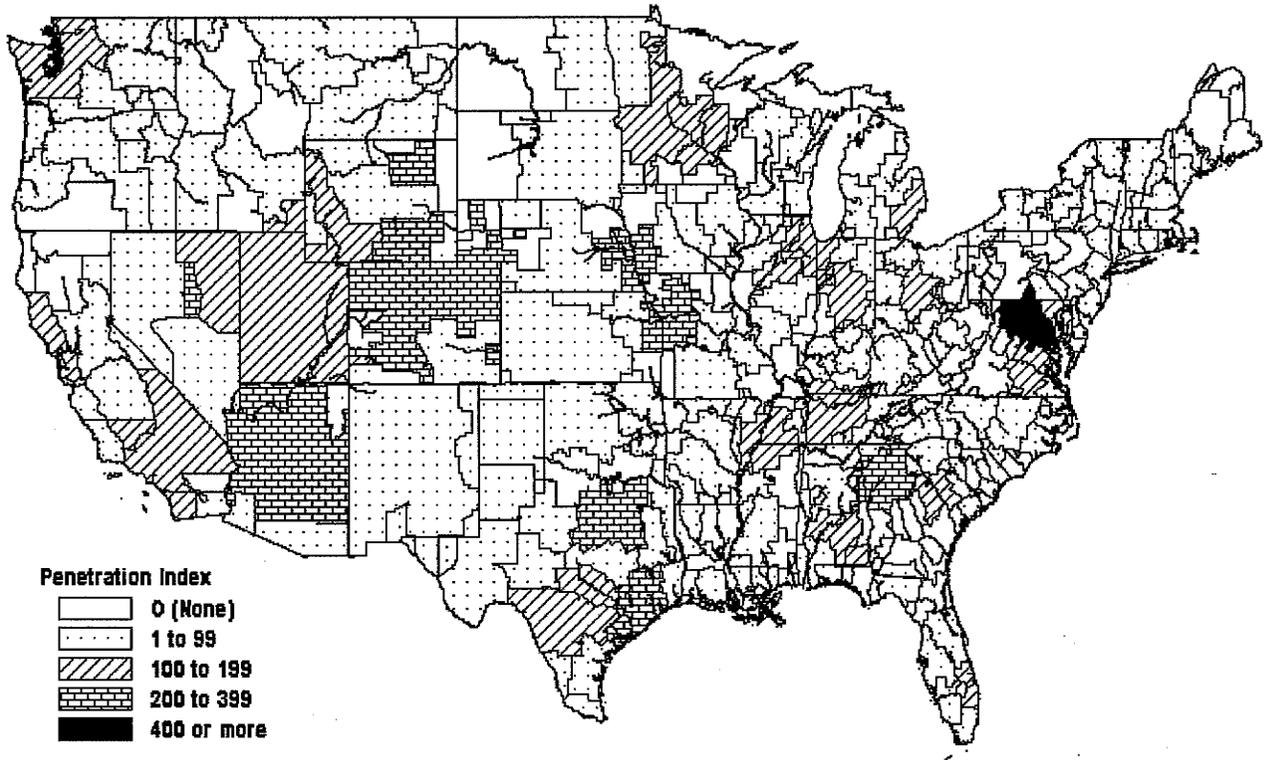
	<b>Index</b>
1. Have a fireplace with gas logs	256
2. Have a programmable thermostat	227
3. Have a home security system	223
4. Have timers for lights	196
5. Have an extended warranty or service contract for the heating system	193
6. Have a dehumidifier	192
7. Have a natural gas grill	175
8. Participate in a load management program	169
9. Have voluntary time-of-use rates or time-of-day rates	162
10. Have a carbon monoxide detector	156

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## 2 Lap of Luxury

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### Segment Concentration by Designated Market Area (DMA)



These families are homeowners with children, living in the suburbs. They have very high incomes and education, and work in white-collar occupations. Most households contain two or more workers and three or more persons sharing the residence.

The Lap of Luxury segment ranks second in median-household income and ranks first in the percentage earning between \$100,000 and \$150,000. They are more likely to be married than any other segment and children are present in 58% of these households (59% above the national average). Adults in this segment are the second most likely of all segments to be between the ages of 40 and 49 and are more likely than average to have children. They also rank first in households with three to four people, and have the third largest average household size. Lap of Luxury households are found in suburban areas around major cities across the country. Adults are more than twice as likely to have a bachelor's or postgraduate degree than the national average.

This segment is likely to access the Internet for their financial needs. They read business/finance and airline magazines. Lap of Luxury members have an abundance of household amenities to keep them comfortable such as hot tubs, fireplaces and central air conditioning.

# Demographic Data

Age	Mean	Index	Rank
0 - 4 Years	8.63	123	5
5 - 9 Years	8.85	124	5
10 - 14 Years	8.68	121	5
15 - 17 Years	5.09	124	3
18 - 20 Years	3.72	90	33
21 Years	1.05	77	47
22 - 24 Years	3.48	90	42
25 - 29 Years	6.21	96	38
30 - 34 Years	6.19	87	48
35 - 39 Years	7.33	98	23
40 - 44 Years	10.43	130	2
45 - 49 Years	9.61	131	2
50 - 54 Years	7.97	120	8
55 - 59 Years	4.96	100	19
60 - 64 Years	3.03	73	44
65 - 69 Years	1.89	53	47
70 - 74 Years	1.32	40	47
75 - 84 Years	1.28	28	49
85 + Years	0.28	18	50
<b>Average Age</b>	<b>32.34</b>	<b>88</b>	<b>44</b>
<b>Median Age</b>	<b>33.31</b>	<b>91</b>	<b>41</b>

Income	Mean	Index	Rank
< \$15,000	1.36	9	50
\$15,000 - \$25,000	1.31	10	50
\$25,000 - \$35,000	1.94	16	50
\$35,000 - \$50,000	4.60	29	49
\$50,000 - \$75,000	14.77	74	40
\$75,000 - \$100,000	22.14	197	2
\$100,000 - \$150,000	31.18	376	1
\$150,000 +	22.70	399	3
<b>Average Income</b>	<b>\$121,384</b>	<b>196</b>	<b>3</b>
<b>Median Income</b>	<b>\$106,224</b>	<b>234</b>	<b>2</b>

Race/Ethnicity	Mean	Index	Rank
White	87.27	109	24
Black	3.36	28	42
Native American	0.29	86	47
Asian	7.52	271	6
Pacific Islander	0.10	69	22
Other	1.46	37	38
Hispanic	4.98	55	31

Population Type	Mean	Index	Rank
Family HHs	94.12	112	1
Non-family HHs	5.01	37	49
Group Quarters	0.86	32	47

Owner/Renter	Mean	Index	Rank
Owner Occupied	90.29	141	2
Renter Occupied	9.70	27	49
<b>Median Rent Paid</b>	<b>\$762</b>	<b>204</b>	<b>1</b>

Property Value	Mean	Index	Rank
< \$50,000	0.24	2	49
\$50,000 - \$100,000	1.95	7	48
\$100,000 - \$150,000	15.67	69	37
\$150,000 - \$200,000	23.66	191	2
\$200,000 - \$300,000	32.92	264	2
\$300,000 - \$400,000	13.03	265	5
\$400,000 - \$500,000	6.66	284	7
\$500,000+	5.87	169	10
<b>Median Property Value</b>	<b>\$225,765</b>	<b>191</b>	<b>7</b>

Units in Structure	Mean	Index	Rank
1 Unit (Attached)	9.38	178	7
1 Unit (Detached)	87.28	148	1
2 Units	0.27	6	50
3 - 9 Units	1.37	14	50
10 - 49 Units	0.83	10	50
50 + Units	0.15	4	46
Mobile Home	0.44	6	46
Other Type of Unit	0.27	25	50

Education	Mean	Index	Rank
Some High School	5.79	23	49
High School Graduate	17.32	58	45
Some College	23.52	125	4
Associate Degree	8.62	140	2
Bachelors Degree	30.53	233	3
Post Graduate Degree	14.22	197	11

Persons in Unit	Mean	Index	Rank
1 Person	8.24	34	50
2 Persons	25.97	81	45
3 - 4 Persons	50.35	155	1
5 - 6 Persons	13.93	151	4
7+ Persons	1.52	88	18
<b>Average HH Size</b>	<b>3.23</b>	<b>123</b>	<b>3</b>

# Lifestyle Data

## Lap of Luxury Members are more likely to...

### Leisure & Recreation

	Index
1. Rent a car for business use	274
2. Eat at Chick-Fil-A	256
3. Purchase a men's business suit	242
4. Use a professional cleaning service	237
5. Own racquetball equipment	232
6. Spend \$100 or more on dry cleaning in six months	226
7. Play tennis	222
8. Purchase gasoline with a credit card	222
9. Rent a car for personal use	212
10. Eat at Chili's Grill & Bar	208
11. Eat at Boston Market	206
12. Own or lease a minivan	203
13. Own or lease a Toyota	202
14. Go jogging	194
15. Book foreign travel through a travel agent	190

### Communications & Technology

	Index
1. Use AirTouch as a wireless provider	312
2. Use a personal computer at work for finances	279
3. Have three or more PCs in the household	267
4. Use the internet at home to make travel plans	256
5. Rate internet service provider's reliability of service as neutral	238
6. Have a DVD player	231
7. Have two or more phone lines for convenience	213
8. Switch long distance service provider because of an inducement	209
9. Have a local, long distance and wireless phone, online, and paging	209
10. Have internet access at work	203

### Financial Services

	Index
1. Access financial accounts online	327
2. Have a first mortgage greater than \$150,000	321
3. Connect to financial accounts by internet	294
4. Have mutual funds obtained by internet	290
5. Have face value life insurance greater than \$250,000	287
6. Pay bills by internet	267
7. Use personal finance management software	260
8. Use internet banking	254
9. Have mutual funds obtained by mail	247
10. Have homeowner or personal property insurance greater than \$300K	246

# Lifestyle Data

## Lap of Luxury Members are more likely to...

### Media Preferences

	Index
1. Read airline magazines	288
2. Read PC Magazine	232
3. Read Golf Digest magazine	225
4. Listen to all sports radio format	207
5. Read Southern Living magazine	198
6. Read Consumer Reports	187
7. Listen to news/talk radio format	177
8. Rent videotapes four to five times a month	170
9. Read business/finance magazines	169
10. Watch US Open Golf	168
11. Read Newsweek magazine	164
12. Listen to all news radio format	160
13. Read Parade magazine	159
14. Refer to yellow pages for automobile repair/service	159
15. Read Cooking Light Magazine	158

### Home Furnishings & Improvements

	Index
1. Own a hot tub/whirlpool spa	226
2. Own a laptop PC	222
3. Own an espresso/cappuccino maker	221
4. Own a fireplace	216
5. Own a burglar alarm	181
6. Own an electric wok	180
7. Have central air conditioning	179
8. Own home office furniture	176
9. Use a professional exterminator two or more times a year	174
10. Own a video camera	170

### Power Utilities

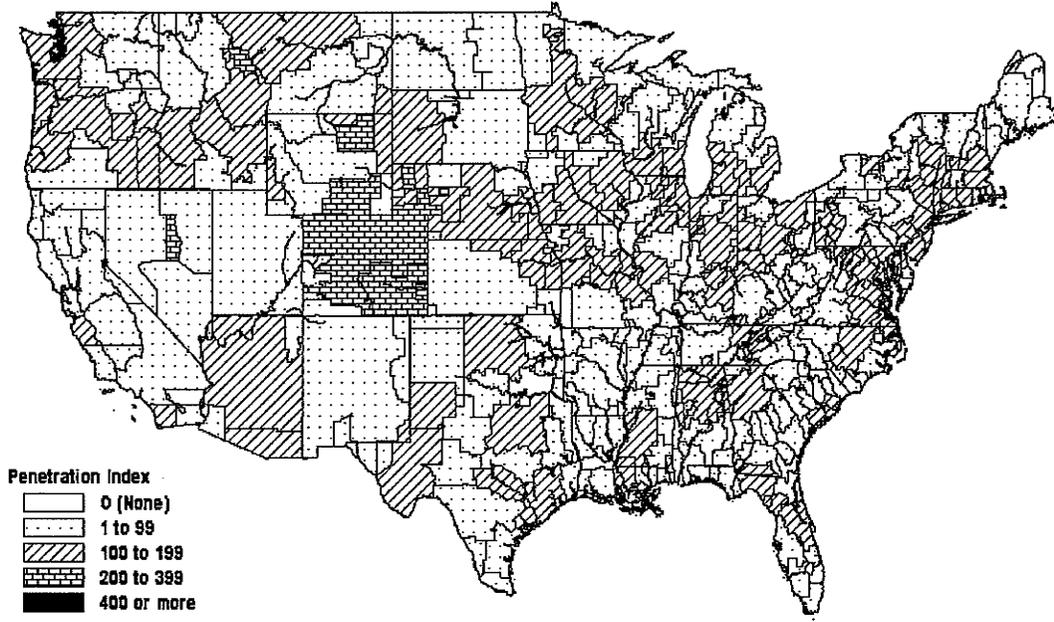
	Index
1. Use a heat pump for cooling equipment	295
2. Have a fireplace with gas logs	282
3. Have voluntary time-of-use rates or time-of-day rates	227
4. Have timers for lights	200
5. Be interested in ordering new services online	199
6. Have a programmable thermostat	197
7. Have a home security system	187
8. Have a natural gas grill	177
9. Participate in online energy audits	170
10. Choose to replace heating system with a central warm air furnace	163

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## 3 Established Wealth

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### Segment Concentration by Designated Market Area (DMA)



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These households are more likely to be couples without children. They are typically homeowners living in suburban areas. They have above average incomes and education. This segment works in white-collar, sales, executive and managerial occupations.

Established Wealth adults are nearly 25% more likely than average to be between the ages of 45 and 54. Over 65% are married households and they are only 17% more likely than average to have children. Their median household income is 86% above the national average, ranking this segment third. Established Wealth households are the second most likely to live in the suburbs, especially in areas such as Denver and Minneapolis. They are more than twice as likely than average to have a bachelors or post graduate degree, and nearly 80% have white-collar occupations (ranking them fifth). Their median home property value is 86% higher than the national average and the Established Wealth segment ranks well above average for the share of homes valued above \$100,000. These households typically contain two or three workers.

These households are over twice as likely to use a wide variety of financial services including mutual funds, money market accounts and IRAs. They order items online and read a variety of magazine types.

# Demographic Data

Age	Mean	Index	Rank
0 - 4 Years	7.14	102	22
5 - 9 Years	7.38	103	21
10 - 14 Years	7.51	105	17
15 - 17 Years	4.39	107	18
18 - 20 Years	3.46	83	39
21 Years	1.07	78	45
22 - 24 Years	3.42	89	44
25 - 29 Years	6.28	97	30
30 - 34 Years	6.56	92	39
35 - 39 Years	7.60	102	16
40 - 44 Years	9.49	118	5
45 - 49 Years	9.11	124	3
50 - 54 Years	8.13	122	5
55 - 59 Years	5.59	112	9
60 - 64 Years	3.97	96	30
65 - 69 Years	2.98	83	36
70 - 74 Years	2.44	73	40
75 - 84 Years	2.75	61	41
85 + Years	0.73	46	43
<b>Average Age</b>	<b>35.63</b>	<b>97</b>	<b>34</b>
<b>Median Age</b>	<b>36.94</b>	<b>101</b>	<b>21</b>

Income	Mean	Index	Rank
< \$15,000	2.74	19	47
\$15,000 - \$25,000	3.39	27	47
\$25,000 - \$35,000	4.58	38	47
\$35,000 - \$50,000	9.43	60	48
\$50,000 - \$75,000	21.44	107	14
\$75,000 - \$100,000	21.75	194	3
\$100,000 - \$150,000	21.84	263	3
\$150,000 +	14.82	261	6
<b>Average Income</b>	<b>\$100,924</b>	<b>163</b>	<b>6</b>
<b>Median Income</b>	<b>\$84,673</b>	<b>186</b>	<b>3</b>

Race/Ethnicity	Mean	Index	Rank
White	91.87	114	13
Black	3.68	31	38
Native American	0.26	33	48
Asian	3.18	115	18
Pacific Islander	0.04	28	45
Other	0.96	24	46
Hispanic	3.51	39	42

Population Type	Mean	Index	Rank
Family HHs	89.71	107	10
Non-family HHs	9.76	72	38
Group Quarters	0.53	20	50

Owner/Renter	Mean	Index	Rank
Owner Occupied	81.64	127	8
Renter Occupied	18.35	51	43
<b>Median Rent Paid</b>	<b>\$563</b>	<b>151</b>	<b>7</b>

Property Value	Mean	Index	Rank
< \$50,000	0.42	3	48
\$50,000 - \$100,000	6.63	22	44
\$100,000 - \$150,000	26.82	118	12
\$150,000 - \$200,000	24.79	201	1
\$200,000 - \$300,000	26.13	209	5
\$300,000 - \$400,000	8.97	182	11
\$400,000 - \$500,000	3.30	141	11
\$500,000+	2.94	85	12
<b>Median Property Value</b>	<b>\$182,536</b>	<b>154</b>	<b>11</b>

Units in Structure	Mean	Index	Rank
1 Unit (Attached)	11.19	213	3
1 Unit (Detached)	74.13	126	11
2 Units	1.81	37	45
3 - 9 Units	5.51	57	39
10 - 49 Units	5.19	61	30
50 + Units	0.78	18	35
Mobile Home	0.76	10	42
Other Type of Unit	0.62	56	46

Education	Mean	Index	Rank
Some High School	6.99	28	48
High School Graduate	19.59	65	42
Some College	21.31	114	13
Associate Degree	7.64	124	9
Bachelors Degree	28.51	217	5
Post Graduate Degree	15.97	221	8

Persons in Unit	Mean	Index	Rank
1 Person	16.14	66	42
2 Persons	32.79	102	25
3 - 4 Persons	40.61	125	7
5 - 6 Persons	9.61	104	20
7+ Persons	0.86	49	40
<b>Average HH Size</b>	<b>2.80</b>	<b>107</b>	<b>13</b>

# Lifestyle Data

## Upper Crust Members are more likely to...

### Leisure & Recreation

	<b>Index</b>
1. Purchase gasoline with a credit card	185
2. Eat at Bob Evan's	184
3. Eat at Chili's Grill & Bar	181
4. Play tennis	178
5. Own racquetball equipment	176
6. Travel domestically for business	174
7. Eat at T.G.I.Friday's	173
8. Shop at Wawa	172
9. Eat at Boston Market	172
10. Rent a car for business use	171
11. Purchase a men's business suit	170
12. Order items by internet	169
13. Own a sports watch	163
14. Spend \$100 or more on dry cleaning in six months	162
15. Visit Disney World (FL)	161

### Communications & Technology

	<b>Index</b>
1. Use Bell Atlantic Mobile as a wireless provider	211
2. Use the internet at home and work for education	201
3. Have a modem with less than 56 kbps speed	200
4. Use the internet to check credit card balances	170
5. Use the internet at home for investments	169
6. Rate wireless phone service provider's clarity of bill as poor/very poor	164
7. Have three or more PCs in the household	164
8. Use the internet to purchase gifts	164
9. Be interested in a cable modem	163
10. Use the internet at home and work for email	162

### Financial Services

	<b>Index</b>
1. Have a ROTH IRA	222
2. Have mutual funds obtained by mail	195
3. Have an asset/cash management investment account	195
4. Have made stock trades in the last six months	185
5. Have money market mutual funds	185
6. Use a full service brokerage	181
7. Have an IRA in security products	180
8. Have money market funds	178
9. Use internet banking	178
10. Lease an automobile through a dealership	174

# Lifestyle Data

## Upper Crust Members are more likely to...

### Media Preferences

	Index
1. Read airline magazines	206
2. Read PC Magazine	187
3. Listen to classical radio format	180
4. Read Money magazine	176
5. Listen to all sports radio format	176
6. Read Consumer Reports	165
7. Read Golf Digest magazine	164
8. Read business/finance magazines	154
9. Refer to yellow pages for airlines and tickets	148
10. Watch US Open Golf	145
11. Watch CNBC	144
12. Read computer magazines	140
13. Watch The Travel Channel	139
14. Read PC World magazine	138
15. Read Smithsonian magazine	135

### Home Furnishings & Improvements

	Index
1. Own a garbage disposal	173
2. Own a fireplace	169
3. Own a laptop PC	168
4. Own a humidifier	164
5. Have central air conditioning	157
6. Own a piano	153
7. Own a receiver	145
8. Have purchased wall to wall carpet in the last year	140
9. Own an electric air cleaner	139
10. Have purchased seven or more rolls of film in the last year	138

### Power Utilities

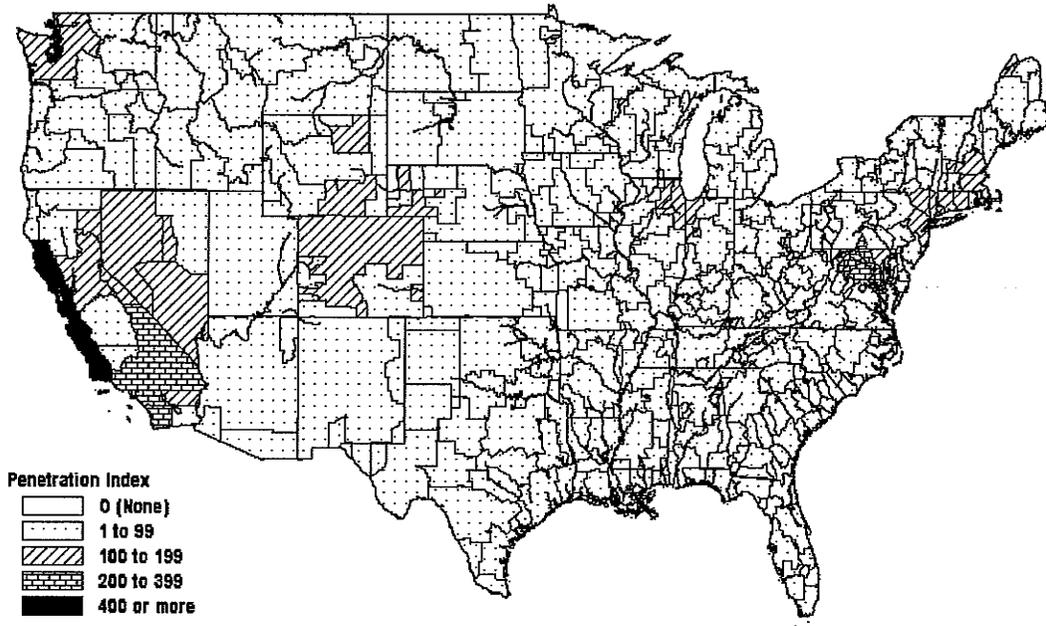
	Index
1. Have a fireplace with gas logs	188
2. Have an extended warranty or service contract for the cooling system	184
3. Use a heat pump as the primary heating system	180
4. Have a programmable thermostat	180
5. Participate in a load management program	177
6. Have a natural gas grill	157
7. Have a current water heater that replaced a natural gas water heater	156
8. Have point-of-use surge protection	140
9. Have a carbon monoxide detector	140
10. Participate in online energy audits	140

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## 4 Mid-Life Success

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### Segment Concentration by Designated Market Area (DMA)



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These households have very high incomes and live primarily in suburban areas. They are homeowners with very high property values, who work in white-collar occupations such as sales.

Adults in this segment are over 20% more likely than average to be between 50 and 59 years old. Mid-Life Success households have a median income that is 77% above the national average, ranking them fifth in this category. These households are more likely than average to contain two to four people and just over 36% have children. Although predominately white, nearly six percent of these households are Asian, which is more than twice the national mean. Most of these households are located in suburban areas along the two coasts. This segment ranks tenth in having a bachelors or post graduate degree and eighth in having a white-collar occupation. Specifically, they rank eighth in sales, seventh in executive and managerial positions and ninth in professional specialty occupations. Mid-Life Success households are 12% more likely than average to have two or more workers in the household. A majority of this segment owns a home that values two-and-a-half times the national average.

This segment is very likely to own an Apple/Mac PC and obtain financial services on-line. They like to use discount brokers to purchase stocks. Mid-Life Success members keep informed by reading news and travel magazines.

# Demographic Data

Age	Mean	Index	Rank
0 - 4 Years	6.25	89	33
5 - 9 Years	6.55	92	33
10 - 14 Years	6.73	94	32
15 - 17 Years	3.97	97	30
18 - 20 Years	3.42	82	42
21 Years	1.11	81	41
22 - 24 Years	3.46	90	43
25 - 29 Years	6.26	96	33
30 - 34 Years	6.72	95	34
35 - 39 Years	7.10	95	31
40 - 44 Years	8.67	108	12
45 - 49 Years	8.70	118	6
50 - 54 Years	8.18	123	3
55 - 59 Years	6.08	122	5
60 - 64 Years	4.67	113	12
65 - 69 Years	3.73	104	19
70 - 74 Years	3.21	96	26
75 - 84 Years	3.96	88	33
85 + Years	1.24	79	35
<b>Average Age</b>	<b>37.94</b>	<b>103</b>	<b>19</b>
<b>Median Age</b>	<b>39.00</b>	<b>107</b>	<b>13</b>

Income	Mean	Index	Rank
< \$15,000	4.44	31	45
\$15,000 - \$25,000	5.06	40	45
\$25,000 - \$35,000	5.98	50	45
\$35,000 - \$50,000	10.59	67	45
\$50,000 - \$75,000	20.09	101	19
\$75,000 - \$100,000	17.84	159	8
\$100,000 - \$150,000	19.16	231	6
\$150,000 +	16.84	296	5
<b>Average Income</b>	<b>\$103,203</b>	<b>167</b>	<b>5</b>
<b>Median Income</b>	<b>\$80,388</b>	<b>177</b>	<b>5</b>

Race/Ethnicity	Mean	Index	Rank
White	88.88	111	22
Black	2.72	23	45
Native American	0.38	48	41
Asian	5.92	213	9
Pacific Islander	0.22	152	10
Other	1.88	48	32
Hispanic	5.87	65	26

Population Type	Mean	Index	Rank
Family HHs	86.48	103	19
Non-family HHs	12.25	90	28
Group Quarters	1.27	47	40

Owner/Renter	Mean	Index	Rank
Owner Occupied	76.76	120	13
Renter Occupied	23.24	65	38
<b>Median Rent Paid</b>	<b>\$613</b>	<b>164</b>	<b>5</b>

Property Value	Mean	Index	Rank
< \$50,000	0.63	5	45
\$50,000 - \$100,000	4.09	14	47
\$100,000 - \$150,000	12.04	53	43
\$150,000 - \$200,000	14.43	117	14
\$200,000 - \$300,000	26.52	213	4
\$300,000 - \$400,000	17.41	354	2
\$400,000 - \$500,000	10.42	445	3
\$500,000+	14.46	416	4
<b>Median Property Value</b>	<b>\$270,951</b>	<b>229</b>	<b>4</b>

Units in Structure	Mean	Index	Rank
1 Unit (Attached)	7.76	148	10
1 Unit (Detached)	72.23	122	14
2 Units	2.60	54	37
3 - 9 Units	6.60	68	35
10 - 49 Units	6.13	71	23
50 + Units	1.89	44	26
Mobile Home	1.98	27	37
Other Type of Unit	0.82	74	41

Education	Mean	Index	Rank
Some High School	10.02	40	45
High School Graduate	21.01	70	39
Some College	22.17	118	9
Associate Degree	7.88	128	6
Bachelors Degree	24.20	185	10
Post Graduate Degree	14.72	204	10

Persons in Unit	Mean	Index	Rank
1 Person	18.98	77	37
2 Persons	34.77	109	11
3 - 4 Persons	36.00	111	14
5 - 6 Persons	9.08	98	28
7+ Persons	1.17	68	28
<b>Average HH Size</b>	<b>2.70</b>	<b>103</b>	<b>18</b>

## Lifestyle Data

### Mid-Life Success Members are more likely to...

#### Leisure & Recreation

	Index
1. Visit Disneyland (CA)	371
2. Eat at Carl's Jr.	275
3. Use a professional cleaning service	242
4. Shop at Arco AM/PM	239
5. Purchase gasoline with a credit card	223
6. Use a maid or housekeeper	218
7. Have stayed 15 or more nights on foreign travel in the last 3 years	214
8. Rent a car for business use	210
9. Eat at Jack-In-The-Box	210
10. Contribute \$50 or more to Public Broadcasting	208
11. Go snow skiing	206
12. Own racquetball equipment	203
13. Have carpets professionally cleaned	200
14. Own or lease a luxury car	200
15. Belong to AAA	197

#### Communications & Technology

	Index
1. Have two or more phone lines for use with a fax machine	303
2. Use the internet at home for investments	279
3. Have three or more PCs in the household	255
4. Make international phone calls	239
5. Make 3+ calls from a hotel room phone monthly when not at home	235
6. Have a fax machine for both personal and business use	233
7. Use the internet to purchase travel	227
8. Use AirTouch as a wireless service provider	219
9. Have two or more phone lines for convenience	217
10. Use the internet to purchase clothing	209

#### Financial Services

	Index
1. Have a first mortgage greater than \$150,000	599
2. Have mutual funds obtained by internet	381
3. Have homeowner or personal property insurance greater than \$300K	377
4. Utilize trust/estate planning services	333
5. Have an asset/cash management investment account	327
6. Have future/warrants/options investment products	320
7. Have a sweep (checking/DDA) account	316
8. Use discount brokerage services	313
9. Have made stock trades in last six months	277
10. Have an IRA in other investment retirement products	271

# Lifestyle Data

## Mid-Life Success Members are more likely to...

### Media Preferences

	Index
1. Listen to all news radio format	265
2. Read airline magazines	259
3. Listen to classical radio format	257
4. Read Bon Appetite magazine	238
5. Read Money magazine	222
6. Read Smithsonian magazine	195
7. Read Epicurean magazines	194
8. Read travel magazines	172
9. Read House Beautiful magazine	168
10. Refer to yellow pages for furniture	167
11. Refer to yellow pages for airlines and tickets	165
12. Read US News & World Report	161
13. Read Cooking Light magazine	159
14. Own four or more televisions	156
15. Read Time magazine	156

### Home Furnishings & Improvements

	Index
1. Own a hot tub/whirlpool spa	279
2. Own a trash compactor	278
3. Own a fireplace	211
4. Own an Apple/Mac PC	207
5. Own an espresso/cappuccino maker	204
6. Own a gas clothes dryer	199
7. Own an electric juicer	168
8. Own an automatic dishwasher	163
9. Have purchased exterior light fixtures in the last year	161
10. Spend \$100 or more on property/garden maintenance yearly	161

### Power Utilities

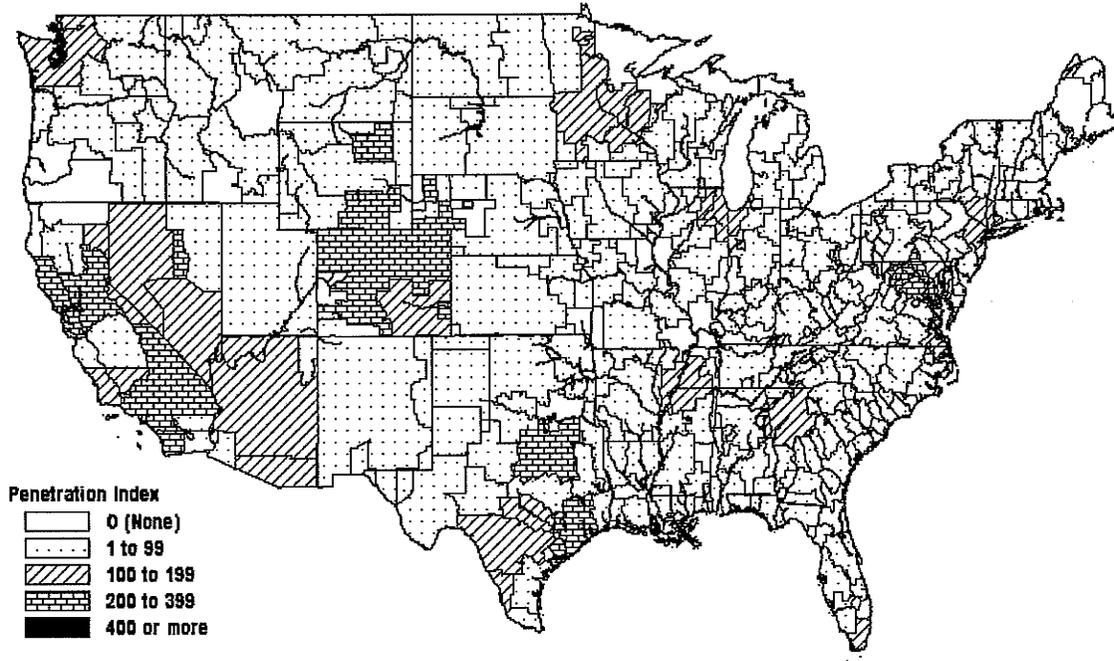
	Index
1. Have a fireplace with gas logs	315
2. Have a home security system	245
3. Have a programmable thermostat	223
4. Have timers for lights	190
5. Have a natural gas dryer	177
6. Be very likely to participate in online energy audits	173
7. Participate in a load management program	172
8. Have voluntary time-of-use rates or time-of-day rates	170
9. Rate gas provider's overall service as neutral	158
10. Have a natural gas grill	155

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# 5 Prosperous Metro Mix

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## Segment Concentration by Designated Market Area (DMA)



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These are typically married couples with young children, living in suburban and urban areas. They have high income and education levels, are homeowners and work in white-collar occupations.

Over half of these households have children, ranking them sixth, and they are more likely than average to have children of all ages. Adults in this segment are more likely than average to be between 40 and 54 years of age. Prosperous Metro Mix households are typically large and they rank fourth in the average number of people in the household. These households have a median income 80% above the national average. They are most likely to live in urban and suburban areas. This segment contains slightly less than the average share of white households, and ranks first and second in terms of concentration of Asian and Pacific Islander households. In terms of education, these households rank first in receiving an associate degree, and second in having attended some college. They also are above average in having received their bachelors and postgraduate degrees. They rank 11th in working in white-collar occupations (22% above the national average) and score very high in technical and administrative support positions.

Prosperous Metro Mix members are likely to have a first mortgage greater than \$150,000. They are likely to own high-end electronic equipment such as video cameras, personal computers and televisions with picture-in-picture.

# Demographic Data

Age	Mean	Index	Rank
0 - 4 Years	7.94	114	9
5 - 9 Years	7.95	111	9
10 - 14 Years	7.74	108	9
15 - 17 Years	4.50	109	12
18 - 20 Years	3.80	91	30
21 Years	1.19	87	33
22 - 24 Years	3.69	96	31
25 - 29 Years	6.73	104	14
30 - 34 Years	7.06	100	22
35 - 39 Years	7.70	103	14
40 - 44 Years	9.20	114	8
45 - 49 Years	8.55	116	7
50 - 54 Years	7.56	114	11
55 - 59 Years	5.15	104	16
60 - 64 Years	3.69	89	35
65 - 69 Years	2.69	75	41
70 - 74 Years	2.08	63	44
75 - 84 Years	2.23	49	44
85 + Years	0.56	35	49
<b>Average Age</b>	<b>34.07</b>	<b>93</b>	<b>41</b>
<b>Median Age</b>	<b>34.61</b>	<b>95</b>	<b>36</b>

Income	Mean	Index	Rank
< \$15,000	2.66	18	48
\$15,000 - \$25,000	3.29	26	48
\$25,000 - \$35,000	4.47	37	48
\$35,000 - \$50,000	9.77	62	47
\$50,000 - \$75,000	23.69	119	8
\$75,000 - \$100,000	23.23	207	1
\$100,000 - \$150,000	21.74	262	4
\$150,000 +	11.15	196	9
<b>Average Income</b>	<b>\$93,094</b>	<b>150</b>	<b>8</b>
<b>Median Income</b>	<b>\$81,589</b>	<b>180</b>	<b>4</b>

Race/Ethnicity	Mean	Index	Rank
White	77.97	97	34
Black	6.70	56	23
Native American	0.40	51	37
Asian	11.29	407	1
Pacific Islander	0.69	467	2
Other	2.95	75	18
Hispanic	8.44	94	12

Population Type	Mean	Index	Rank
Family HHs	92.78	111	3
Non-family HHs	6.57	48	45
Group Quarters	0.65	24	48

Owner/Renter	Mean	Index	Rank
Owner Occupied	84.33	131	4
Renter Occupied	15.67	44	47
<b>Median Rent Paid</b>	<b>\$674</b>	<b>180</b>	<b>3</b>

Property Value	Mean	Index	Rank
< \$50,000	0.52	4	47
\$50,000 - \$100,000	7.09	24	43
\$100,000 - \$150,000	24.93	110	20
\$150,000 - \$200,000	21.75	176	4
\$200,000 - \$300,000	27.14	218	3
\$300,000 - \$400,000	11.18	227	8
\$400,000 - \$500,000	4.51	193	10
\$500,000+	2.88	83	13
<b>Median Property Value</b>	<b>\$190,133</b>	<b>161</b>	<b>8</b>

Units in Structure	Mean	Index	Rank
1 Unit (Attached)	8.30	158	8
1 Unit (Detached)	83.85	142	5
2 Units	1.14	24	48
3 - 9 Units	2.86	30	44
10 - 49 Units	1.94	23	42
50 + Units	0.55	13	41
Mobile Home	0.84	12	41
Other Type of Unit	0.51	46	48

Education	Mean	Index	Rank
Some High School	11.02	44	41
High School Graduate	25.13	84	38
Some College	24.63	131	2
Associate Degree	9.07	147	1
Bachelors Degree	20.82	159	13
Post Graduate Degree	9.34	129	15

Persons in Unit	Mean	Index	Rank
1 Person	10.57	43	49
2 Persons	27.51	86	40
3 - 4 Persons	45.74	141	3
5 - 6 Persons	13.93	151	5
7+ Persons	2.24	129	8
<b>Average HH Size</b>	<b>3.17</b>	<b>120</b>	<b>4</b>

# Lifestyle Data

## Prosperous Metro Mix Members are more likely to...

### Leisure & Recreation

	Index
1. Visit Disneyland (CA)	243
2. Eat at Carl's Jr.	240
3. Shop at Arco AM/PM	213
4. Eat at Jack-In-The-Box	209
5. Visit a Six Flags Amusement Park	180
6. Eat at Chili's Grill & Bar	171
7. Purchase gasoline with a debit card	167
8. Own or lease a Nissan	164
9. Spend \$100 or more on dry cleaning in six months	160
10. Purchase a men's business suit	156
11. Purchase a car with a credit union loan	156
12. Eat at T.G.I.Friday's	155
13. Eat at IHOP	154
14. Shop at 7-11	153
15. Have taken a cruise in the last three years	151

### Communications & Technology

	Index
1. Have a local, long distance and wireless phone, online, and paging	216
2. Have three or more PCs in the household	203
3. Use the internet at home and work for work	197
4. Have a digital camera for personal use	188
5. Use Bell Atlantic Mobile as a wireless provider	188
6. Have four or more working televisions connected to cable television	187
7. Use the internet to check credit card balances	181
8. Use the internet to purchase travel	179
9. Use AT&T as a wireless service provider	178
10. Have a DVD player	177

### Financial Services

	Index
1. Have a first mortgage greater than \$150,000	244
2. Pay bills by internet	196
3. Have a personal loan for home improvements	179
4. Use personal finance management software	178
5. Have face value life insurance greater than \$250,000	177
6. Use internet banking	177
7. Have an American Express card	167
8. Have a VISA gold card	160
9. Have a second mortgage or equity loan	153
10. Use a real estate agent	153

# Lifestyle Data

## Prosperous Metro Mix Members are more likely to...

### Media Preferences

	Index
1. Listen to all news radio format	179
2. Read computer magazines	155
3. Listen to album oriented progress rock radio format	147
4. Watch the Disney Channel	147
5. Watch Showtime	145
6. Watch E!	142
7. Watch MTV	142
8. Watch CNBC	141
9. Watch Star Trek: Voyager	141
10. Read airline magazines	140
11. Read fitness magazines	139
12. Read People magazine	137
13. Read Car & Driver magazine	136
14. Watch Animal Planet	136
15. Read Parade magazine	135

### Home Furnishings & Improvements

	Index
1. Own a fireplace	166
2. Own a burglar alarm	165
3. Own a television with picture-in-picture	151
4. Own a video camera	150
5. Own a personal computer	150
6. Own home office furniture	141
7. Have central air conditioning	140
8. Own a carpet steam cleaner	139
9. Have purchased interior light fixtures in the last year	136
10. Have purchased lawn/porch furniture in the last year	134

### Power Utilities

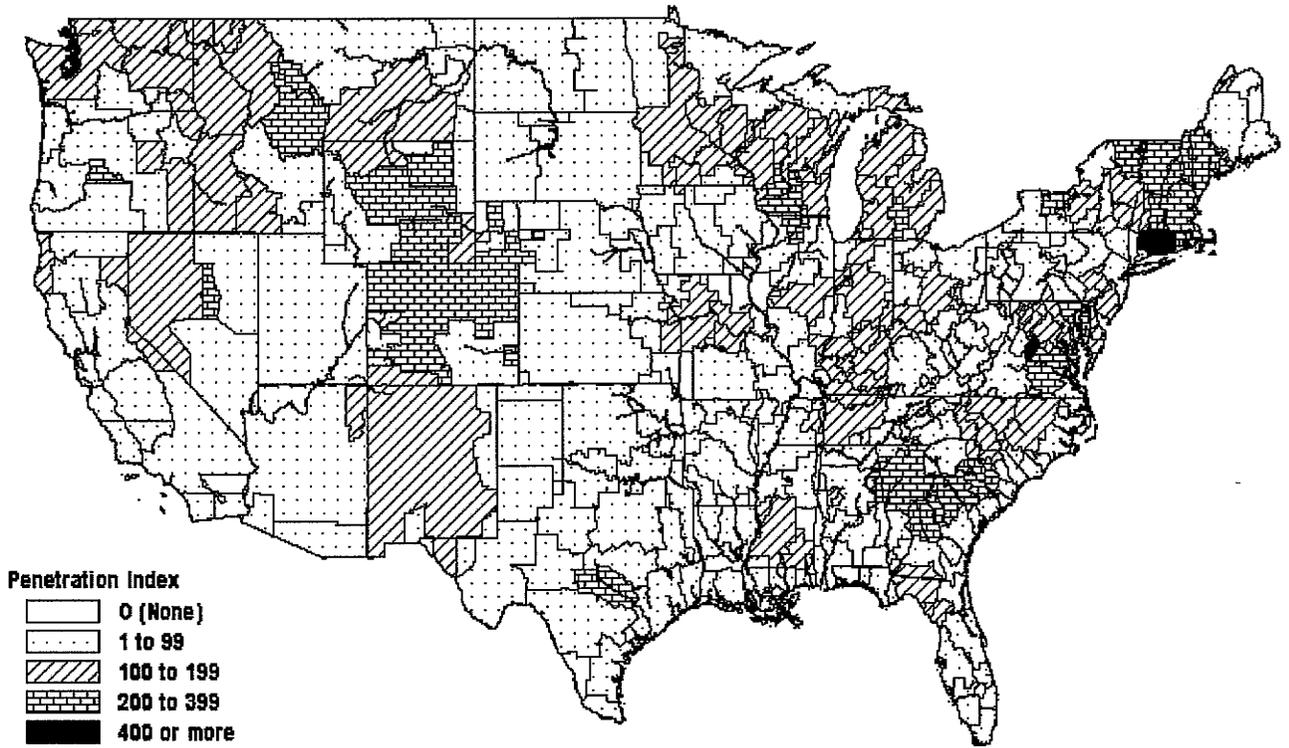
	Index
1. Have a fireplace with gas logs	194
2. Have a programmable thermostat	184
3. Have a home security system	179
4. Have a natural gas dryer	166
5. Be very likely to participate in online energy audits	156
6. Have a current water heater that replaced a natural gas water heater	148
7. Have a natural gas grill	143
8. Have timers for lights	142
9. Have an extended warranty on any household appliance	136
10. Use a central air conditioner	135

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# 6 Good Family Life

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## Segment Concentration by Designated Market Area (DMA)



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These households are typically married couples with children and above average incomes. They reside in rural areas and live in owner-occupied, single family detached homes. The education level of this segment is above the national average and they are more likely to work in white-collar occupations.

Good Family Life adults are more likely than average to be between the ages of 40 and 59 years of age, and have children present in the home. Their median household income is 72% above average, ranking them seventh. These adults are the fifth most likely to be married (36% above average) and third most likely to live in owner-occupied and single family detached housing. Over 85% of these households are located in rural areas; well over three times the national average. Good Family Life are found in the rural parts of New England, the Midwest and the West. Although they are primarily located in rural areas, their property value is 49% higher than the national average.

This segment is very active in sports and outdoor activities. Their reading and television habits are also very sports oriented. Good Family Life members are the “do it yourself” types when it comes to home improvements in and around the house.

# Demographic Data

Age	Mean	Index	Rank
0 - 4 Years	7.37	105	17
5 - 9 Years	7.71	108	11
10 - 14 Years	7.69	107	10
15 - 17 Years	4.61	112	9
18 - 20 Years	3.78	91	31
21 Years	1.15	84	38
22 - 24 Years	3.58	93	36
25 - 29 Years	6.29	97	28
30 - 34 Years	6.32	89	45
35 - 39 Years	6.99	94	34
40 - 44 Years	9.23	115	7
45 - 49 Years	9.07	123	5
50 - 54 Years	8.01	121	6
55 - 59 Years	5.61	113	8
60 - 64 Years	4.05	98	26
65 - 69 Years	2.97	82	37
70 - 74 Years	2.34	70	41
75 - 84 Years	2.54	56	42
85 + Years	0.68	43	45
<b>Average Age</b>	<b>35.12</b>	<b>96</b>	<b>36</b>
<b>Median Age</b>	<b>36.13</b>	<b>99</b>	<b>27</b>

Income	Mean	Index	Rank
< \$15,000	3.89	27	46
\$15,000 - \$25,000	4.67	37	46
\$25,000 - \$35,000	5.63	47	46
\$35,000 - \$50,000	10.64	67	44
\$50,000 - \$75,000	22.64	114	10
\$75,000 - \$100,000	21.14	188	4
\$100,000 - \$150,000	19.46	235	5
\$150,000 +	11.92	210	8
<b>Average Income</b>	<b>\$93,386</b>	<b>151</b>	<b>7</b>
<b>Median Income</b>	<b>\$77,983</b>	<b>172</b>	<b>7</b>

Race/Ethnicity	Mean	Index	Rank
White	95.62	119	1
Black	2.36	20	49
Native American	0.33	41	44
Asian	0.97	35	41
Pacific Islander	0.04	26	47
Other	0.67	17	49
Hispanic	2.27	25	49

Population Type	Mean	Index	Rank
Family HHs	92.00	110	5
Non-family HHs	7.07	52	43
Group Quarters	0.92	34	46

Owner/Renter	Mean	Index	Rank
Owner Occupied	86.56	135	3
Renter Occupied	13.44	38	48
<b>Median Rent Paid</b>	<b>\$455</b>	<b>122</b>	<b>14</b>

Property Value	Mean	Index	Rank
< \$50,000	1.06	9	42
\$50,000 - \$100,000	10.54	36	41
\$100,000 - \$150,000	26.34	116	14
\$150,000 - \$200,000	23.02	186	3
\$200,000 - \$300,000	25.44	204	6
\$300,000 - \$400,000	8.20	167	12
\$400,000 - \$500,000	2.88	123	12
\$500,000+	2.52	73	15
<b>Median Property Value</b>	<b>\$176,200</b>	<b>149</b>	<b>12</b>

Units in Structure	Mean	Index	Rank
1 Unit (Attached)	3.16	60	37
1 Unit (Detached)	85.72	145	3
2 Units	1.97	41	42
3 - 9 Units	2.53	26	47
10 - 49 Units	1.45	17	44
50 + Units	0.15	4	45
Mobile Home	4.32	60	25
Other Type of Unit	0.69	63	44

Education	Mean	Index	Rank
Some High School	11.58	47	39
High School Graduate	28.15	94	29
Some College	21.68	116	12
Associate Degree	8.35	135	3
Bachelors Degree	19.92	152	14
Post Graduate Degree	10.33	143	14

Persons in Unit	Mean	Index	Rank
1 Person	12.49	51	45
2 Persons	31.11	97	30
3 - 4 Persons	43.64	135	5
5 - 6 Persons	11.65	126	10
7+ Persons	1.11	64	31
<b>Average HH Size</b>	<b>2.98</b>	<b>113</b>	<b>8</b>

# Lifestyle Data

## Good Family Life Members are more likely to...

### Leisure & Recreation

	<b>Index</b>
1. Go snow skiing	214
2. Own racquetball equipment	178
3. Own or lease a minivan	176
4. Visit Disney World (FL)	170
5. Purchase gasoline with a credit card	169
6. Travel six to ten miles to a grocery store	169
7. Own or lease an SUV	166
8. Eat at Bob Evan's	165
9. Eat at Friendly's	165
10. Own golf clubs	165
11. Own a treadmill	165
12. Rollerblade or in-line skate	161
13. Buy running/jogging shoes	161
14. Go backpacking or hiking	159
15. Play tennis	159

### Communications & Technology

	<b>Index</b>
1. Use Bell Atlantic Mobile as a wireless provider	282
2. Rate wireless service provider's value for money spent as poor	199
3. Use a personal computer at work for finances	197
4. Use the internet at home and work for work	197
5. Have a fax machine for business use	191
6. Have two or more working televisions connected to satellite television	189
7. Use the internet at home and work for email	188
8. Use the internet to research major purchases	185
9. Have a wireless phone for work	180
10. Have a DVD player	178

### Financial Services

	<b>Index</b>
1. Have a first mortgage greater than \$150,000	244
2. Have a home equity line of credit	206
3. Have mutual funds obtained by internet	191
4. Own stock	188
5. Have a ROTH IRA	187
6. Have homeowner or personal property insurance btwn \$100K - \$300K	183
7. Utilize financial planning	181
8. Use a discount brokerage service	180
9. Use personal finance management software	172
10. Have lost income insurance	170

# Lifestyle Data

## Good Family Life Members are more likely to...

### Media Preferences

	Index
1. Read airline magazines	189
2. Refer to yellow pages for garden/nursery	170
3. Listen to modern rock radio format	169
4. Read Golf Digest	168
5. Read PC Magazine	159
6. Have a satellite dish/disc	148
7. Read Country Living magazine	142
8. Refer to yellow pages for automobile tires	141
9. Watch US Open Golf	141
10. Read Consumer Reports	139
11. Read Southern Living magazine	138
12. Rent videotapes four to five times a month	136
13. Listen to news/talk radio format	133
14. Watch The Learning Channel (TLC)	132
15. Watch ESPN2	131

### Home Furnishings & Improvements

	Index
1. Own a snow blower	217
2. Own water softener	217
3. Own a hot tub/whirlpool spa	202
4. Own a riding lawn mower	195
5. Own a paint sprayer	180
6. Own a chain saw	179
7. Own a gas grill	177
8. Spend \$100 or more on property/garden maintenance yearly	173
9. Have purchased lawn/porch furniture in the last year	172
10. Own a bread making machine	159

### Power Utilities

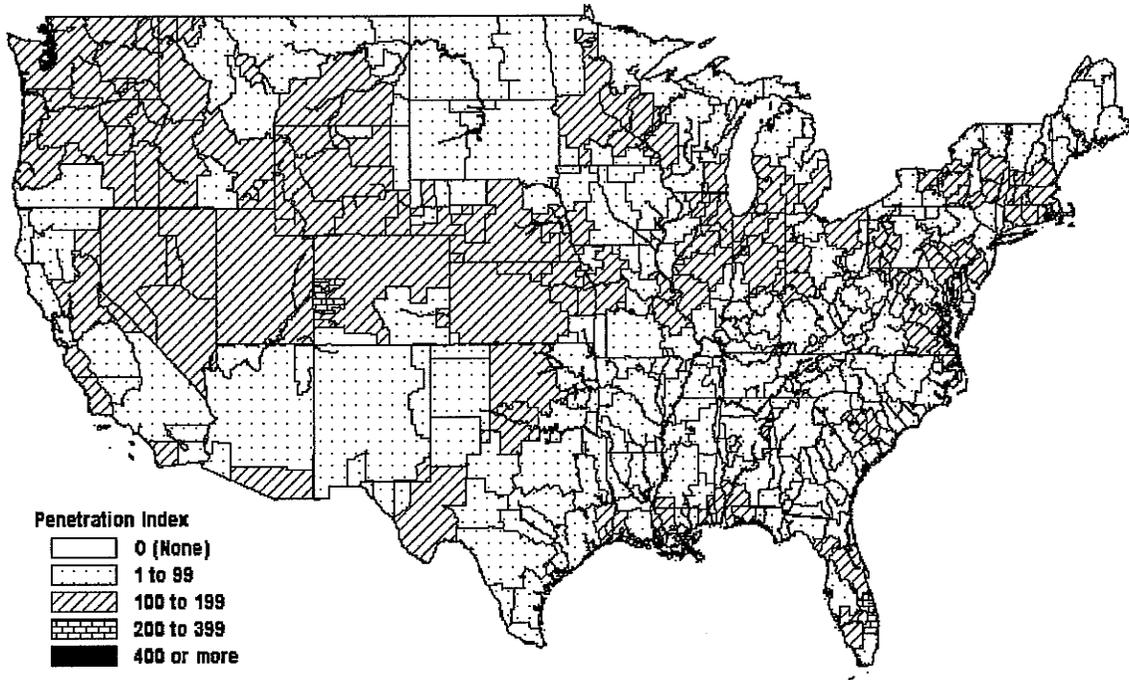
	Index
1. Have an oil or propane water heater	252
2. Use a heat pump as the primary heating system	204
3. Use a heat pump for cooling equipment	203
4. Have a fireplace with gas logs	187
5. Have a programmable thermostat	147
6. Be neutral toward ordering new services online	144
7. Have timers for lights	142
8. Have a home security system	140
9. Participate in cash rebates	137
10. Have point-of-use surge protection	126

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# 7 Comfortable Times

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## Segment Concentration by Designated Market Area (DMA)



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These are typically high-income households, with slightly older than average married couples and families. They live in the suburbs, own their home, have a high level of education and work in white-collar occupations.

The Comfortable Times segment households have a median household income that is 57% above the national average (ranking them ninth) and are slightly more likely than average to receive retirement income. They are more likely than average to be between the ages of 50 and 69. They rank ninth in two person households but also score 16% above average in three to four person households. Over 73% of these households are found in the suburbs, ranking them third among all segments. Over 80% of these households own their home and live in detached single-family units. They have median property values that are 38% higher than the national average. They are above average in being likely to have attended some college and obtained a degree.

Households in this segment are very likely to have variable rate annuities and government securities. They are very civic minded, belonging to veteran's clubs, contributing to Public Broadcasting and writing elected officials.

# Demographic Data

Age	Mean	Index	Rank
0 - 4 Years	6.16	88	34
5 - 9 Years	6.52	91	34
10 - 14 Years	6.68	93	34
15 - 17 Years	4.10	100	28
18 - 20 Years	3.53	85	38
21 Years	1.13	83	40
22 - 24 Years	3.52	91	39
25 - 29 Years	6.23	96	35
30 - 34 Years	6.33	89	44
35 - 39 Years	6.42	86	44
40 - 44 Years	7.98	99	20
45 - 49 Years	8.22	112	10
50 - 54 Years	7.98	120	7
55 - 59 Years	6.19	125	4
60 - 64 Years	5.07	123	5
65 - 69 Years	4.30	119	10
70 - 74 Years	3.81	114	14
75 - 84 Years	4.56	101	25
85 + Years	1.28	81	34
<b>Average Age</b>	<b>38.64</b>	<b>105</b>	<b>13</b>
<b>Median Age</b>	<b>39.61</b>	<b>109</b>	<b>12</b>

Income	Mean	Index	Rank
< \$15,000	4.50	31	44
\$15,000 - \$25,000	5.71	45	44
\$25,000 - \$35,000	7.12	59	43
\$35,000 - \$50,000	12.58	79	38
\$50,000 - \$75,000	23.80	119	7
\$75,000 - \$100,000	18.93	169	6
\$100,000 - \$150,000	16.51	199	7
\$150,000 +	10.85	191	10
<b>Average Income</b>	<b>\$89,249</b>	<b>144</b>	<b>10</b>
<b>Median Income</b>	<b>\$71,104</b>	<b>157</b>	<b>9</b>

Race/Ethnicity	Mean	Index	Rank
White	93.53	116	5
Black	2.86	24	44
Native American	0.33	42	43
Asian	2.21	80	23
Pacific Islander	0.07	49	32
Other	0.99	25	44
Hispanic	3.42	38	44

Population Type	Mean	Index	Rank
Family HHs	90.03	108	8
Non-family HHs	8.98	66	41
Group Quarters	0.98	36	45

Owner/Renter	Mean	Index	Rank
Owner Occupied	83.32	130	5
Renter Occupied	16.68	47	46
<b>Median Rent Paid</b>	<b>\$482</b>	<b>129</b>	<b>10</b>

Property Value	Mean	Index	Rank
< \$50,000	1.03	8	43
\$50,000 - \$100,000	14.06	48	37
\$100,000 - \$150,000	29.36	129	6
\$150,000 - \$200,000	20.81	168	5
\$200,000 - \$300,000	21.75	174	10
\$300,000 - \$400,000	7.36	150	13
\$400,000 - \$500,000	2.81	120	13
\$500,000+	2.82	81	14
<b>Median Property Value</b>	<b>\$163,338</b>	<b>138</b>	<b>13</b>

Units in Structure	Mean	Index	Rank
1 Unit (Attached)	5.30	101	25
1 Unit (Detached)	80.56	136	6
2 Units	2.20	45	39
3 - 9 Units	4.71	49	40
10 - 49 Units	3.79	44	39
50 + Units	0.78	18	36
Mobile Home	2.00	28	36
Other Type of Unit	0.65	60	45

Education	Mean	Index	Rank
Some High School	11.23	45	40
High School Graduate	26.43	88	34
Some College	22.01	117	10
Associate Degree	7.59	123	10
Bachelors Degree	20.96	160	12
Post Graduate Degree	11.77	163	13

Persons in Unit	Mean	Index	Rank
1 Person	16.36	67	40
2 Persons	35.48	111	9
3 - 4 Persons	37.59	116	11
5 - 6 Persons	9.55	103	21
7+ Persons	1.02	59	35
<b>Average HH Size</b>	<b>2.76</b>	<b>105</b>	<b>16</b>

# Lifestyle Data

## Comfortable Times Members are more likely to...

### Leisure & Recreation

	<b>Index</b>
1. Eat at Friendly's	244
2. Travel domestically 15 or more nights a year	222
3. Contribute to Public Broadcasting	186
4. Own or lease a Buick	184
5. Have carpets professionally cleaned	179
6. Have oil changed at a gas station	179
7. Purchase a women's blazer	178
8. Redeem coupons at a drug store	174
9. Eat at Bob Evan's	174
10. Own a stationary bike	172
11. Be a member of a veteran club	165
12. Have taken a cruise in the last three years	163
13. Spend \$100 or more at a beauty parlor in six months	160
14. Purchase travelers checks	159
15. Write an elected official	151

### Communications & Technology

	<b>Index</b>
1. Not be interested in wireless phone service	156
2. Be very unlikely to purchase wireless service in the next six months	155
3. Use Cellular One as a wireless provider	153
4. Rate cable television service provider's overall service as very good	147
5. Rate long distance service provider's overall service as very good	145
6. Believe it unimportant to consolidate communication & energy service	143
7. Not know if they have digital cable television	142
8. Subscribe to call waiting (wireline)	140
9. Be interested in purchasing a new personal computer	140
10. Have basic cable	133

### Financial Services

	<b>Index</b>
1. Have variable rate annuities	308
2. Have an asset/cash management investment account	258
3. Have annuity insurance	255
4. Have Social Security direct deposit	232
5. Have an IRA invested in certificates of deposit	231
6. Have government securities	231
7. Access financial accounts online	218
8. Utilize trust/estate planning services	216
9. Own money market funds	213
10. Have corporate/municipal bonds	212

# Lifestyle Data

## Comfortable Times Members are more likely to...

### Media Preferences

	<b>Index</b>
1. Read Modern Maturity magazine	293
2. Read mature market magazines	289
3. Watch TV Specials: Kennedy Center Honors	202
4. Watch TV Specials: Hallmark Hall of Fame	195
5. Listen to classical radio format	186
6. Read Smithsonian magazine	184
7. Watch ABC World News Tonight (Sunday)	184
8. Read Bon Appetite magazine	183
9. Watch Diagnosis Murder	183
10. Listen to all news radio format	177
11. Read Cooking Light magazine	175
12. Read Ladies' Home Journal	171
13. Refer to yellow pages for carpet cleaners	171
14. Read Prevention magazine	167
15. Watch AMC	166

### Home Furnishings & Improvements

	<b>Index</b>
1. Own a snow blower	183
2. Own water softener	177
3. Own a fireplace	156
4. Own a piano	155
5. Own a pressure cooker	152
6. Own a space heater	145
7. Own an automatic dishwasher	139
8. Own a sewing machine	138
9. Own wall to wall carpet	134
10. Have purchased kitchen or bath faucets in the last year	132

### Power Utilities

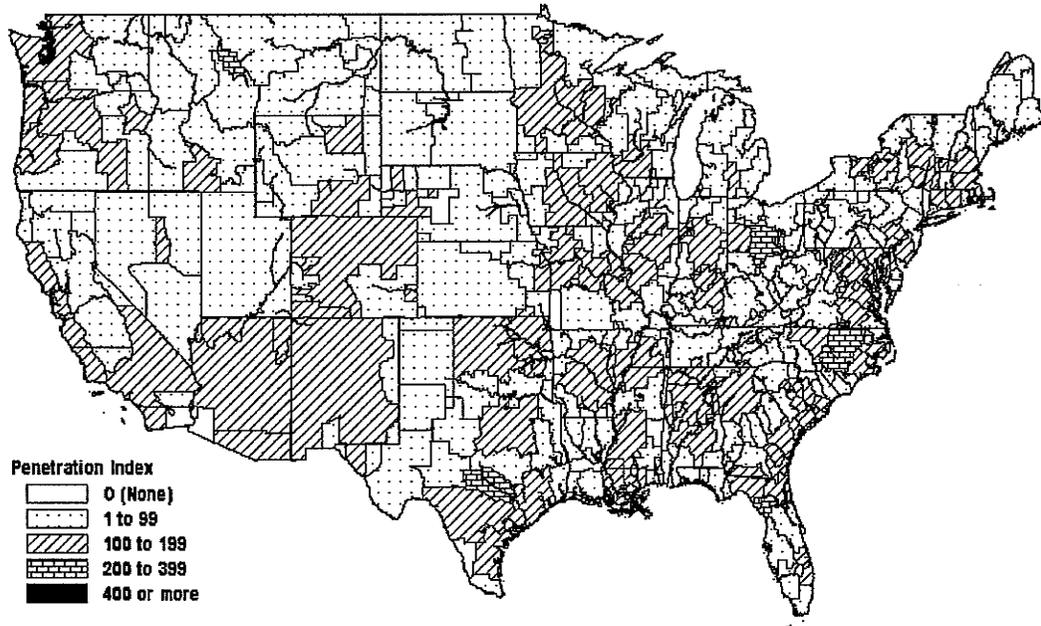
	<b>Index</b>
1. Have a fireplace with gas logs	176
2. Participate in a load management program	163
3. Have an air cleaner	154
4. Currently participate in home energy audits	153
5. Have an extended warranty or service contract for the heating system	153
6. Have a dehumidifier	152
7. Have timers for lights	148
8. Rate gas provider's overall service as very good	146
9. Use oil for the primary heating system fuel	145
10. Have a current water heater that replaced a natural gas water heater	144

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## 8 Movers and Shakers

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### Segment Concentration by Designated Market Area (DMA)



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Movers and Shakers are typically households containing employed singles and couples with no children. They live in the suburbs and have high levels of education and income.

This segment is primarily comprised of adults over the age of 35. They are slightly less likely than average to be married and have children. They rank fourth in having two persons in the household (16% above average) and are also more likely than average to have persons living alone. Movers and Shakers have a median household income that is 49% above average and rank fourth in terms of per capita income. About 65% of these households live in the suburbs and another 31% live in urban areas. They are more than twice as likely to have received a bachelor or post graduate degree and rank third in white-collar employment. They rank second in the professional specialty category, fifth in executive and managerial and seventh in sales positions. About one-third of these households are renters. They pay rent that is 36% above the national average and they rank fourth in living in single unit attached housing. Over 50% are comprised of two worker households with one or two vehicles.

Households in this segment are likely to visit museums and attend live theater. They are also active Internet users and are likely to order merchandise online as well as bank and purchase mutual funds via the Internet.

# Demographic Data

Age	Mean	Index	Rank
0 - 4 Years	5.13	73	40
5 - 9 Years	5.50	77	39
10 - 14 Years	5.82	81	39
15 - 17 Years	3.13	76	40
18 - 20 Years	2.91	70	47
21 Years	1.07	78	46
22 - 24 Years	3.34	87	45
25 - 29 Years	6.26	96	32
30 - 34 Years	7.42	105	16
35 - 39 Years	8.71	117	7
40 - 44 Years	9.07	113	10
45 - 49 Years	8.44	115	8
50 - 54 Years	7.92	119	9
55 - 59 Years	5.93	119	6
60 - 64 Years	4.68	113	11
65 - 69 Years	3.96	110	15
70 - 74 Years	3.69	111	16
75 - 84 Years	5.15	114	16
85 + Years	1.88	119	16
<b>Average Age</b>	<b>40.12</b>	<b>109</b>	<b>9</b>
<b>Median Age</b>	<b>40.99</b>	<b>112</b>	<b>9</b>

Income	Mean	Index	Rank
< \$15,000	5.81	40	40
\$15,000 - \$25,000	6.61	53	41
\$25,000 - \$35,000	8.08	67	41
\$35,000 - \$50,000	13.69	86	37
\$50,000 - \$75,000	22.59	113	11
\$75,000 - \$100,000	16.32	145	10
\$100,000 - \$150,000	14.71	177	9
\$150,000 +	12.20	214	7
<b>Average Income</b>	<b>\$89,425</b>	<b>144</b>	<b>9</b>
<b>Median Income</b>	<b>\$67,506</b>	<b>149</b>	<b>10</b>

Race/Ethnicity	Mean	Index	Rank
White	90.87	113	17
Black	4.25	35	37
Native American	0.30	38	45
Asian	3.38	122	17
Pacific Islander	0.06	38	39
Other	1.14	29	42
Hispanic	3.83	43	40

Population Type	Mean	Index	Rank
Family HHs	76.99	92	37
Non-family HHs	21.22	156	11
Group Quarters	1.78	66	35

Owner/Renter	Mean	Index	Rank
Owner Occupied	63.35	99	31
Renter Occupied	36.65	102	20
<b>Median Rent Paid</b>	<b>\$508</b>	<b>136</b>	<b>8</b>

Property Value	Mean	Index	Rank
< \$50,000	0.76	6	44
\$50,000 - \$100,000	10.08	34	42
\$100,000 - \$150,000	24.37	107	21
\$150,000 - \$200,000	19.53	158	8
\$200,000 - \$300,000	23.19	186	8
\$300,000 - \$400,000	10.09	205	10
\$400,000 - \$500,000	4.95	211	9
\$500,000+	7.03	202	8
<b>Median Property Value</b>	<b>\$187,859</b>	<b>159</b>	<b>10</b>

Units in Structure	Mean	Index	Rank
1 Unit (Attached)	10.69	203	4
1 Unit (Detached)	52.61	89	33
2 Units	4.99	103	20
3 - 9 Units	13.73	142	17
10 - 49 Units	12.97	151	13
50 + Units	3.39	79	17
Mobile Home	0.57	8	45
Other Type of Unit	1.07	98	30

Education	Mean	Index	Rank
Some High School	7.66	31	47
High School Graduate	17.12	57	46
Some College	20.04	107	22
Associate Degree	6.33	103	19
Bachelors Degree	28.97	221	4
Post Graduate Degree	19.88	275	6

Persons in Unit	Mean	Index	Rank
1 Person	30.00	122	16
2 Persons	37.26	116	4
3 - 4 Persons	26.89	83	39
5 - 6 Persons	5.32	58	42
7+ Persons	0.54	31	44
<b>Average HH Size</b>	<b>2.29</b>	<b>87</b>	<b>41</b>

# Lifestyle Data

## Movers and Shakers Members are more likely to...

### Leisure & Recreation

	Index
1. Spend \$100 or more on dry cleaning in six months	177
2. Use a professional cleaning service	171
3. Travel domestically for business	169
4. Purchase gasoline with a credit card	169
5. Own or lease a Toyota	166
6. Exercise two or more times a week at a club	164
7. Go snow skiing	164
8. Contribute \$50 or more to Public Broadcasting	164
9. Own a passport	164
10. Order items by internet	161
11. Go backpacking or hiking	160
12. Visit museums	157
13. Eat at Boston Market	156
14. Participate in weightlifting	151
15. Attend live theater	150

### Communications & Technology

	Index
1. Use the internet at work to make travel plans	199
2. Use the internet at home and work to transfer files and pictures	196
3. Use a household personal computer for investments	186
4. Use the internet to purchase travel	178
5. Use the internet to purchase books	167
6. Use the internet to check bank and investment accounts	167
7. Make international phone calls	166
8. Be interested in paying monthly bills online	163
9. Use internet at work for email	159
10. Telecommute less than eight hours a week	153

### Financial Services

	Index
1. Have mutual funds obtained by internet	244
2. Have an asset/cash management investment account	214
3. Have mutual funds obtained by mail	208
4. Have a ROTH IRA	204
5. Use personal finance management software	193
6. Use broker advise	187
7. Have made stock trades in last six months	182
8. Use internet banking	174
9. Own money market funds	172
10. Have an American Express card	163

# Lifestyle Data

## Movers and Shakers Members are more likely to...

### Media Preferences

	Index
1. Listen to classical radio format	257
2. Read airline magazines	216
3. Read Bon Appetite magazine	197
4. Read Smithsonian magazine	191
5. Read Epicurean magazines	179
6. Listen to jazz radio format	176
7. Read Golf for Women magazine	166
8. Read PC Magazine	161
9. Watch Bravo	159
10. Watch tennis	148
11. Read Rolling Stone magazine	143
12. Read Vogue magazine	143
13. Read National Geographic magazine	140
14. Watch Ally McBeal	140
15. Refer to yellow pages for sporting goods	138

### Home Furnishings & Improvements

	Index
1. Own a laptop PC	174
2. Own a coffee grinder	150
3. Own an espresso/cappuccino maker	148
4. Own a fireplace	142
5. Have purchased lawn/porch furniture in the last year	134
6. Have purchased a sofa sectional in the last year	131
7. Use a professional exterminator two or more times a year	130
8. Own an automatic dishwasher	129
9. Have purchases seven or more rolls of film in the last year	128
10. Own a portable CD player	126

### Power Utilities

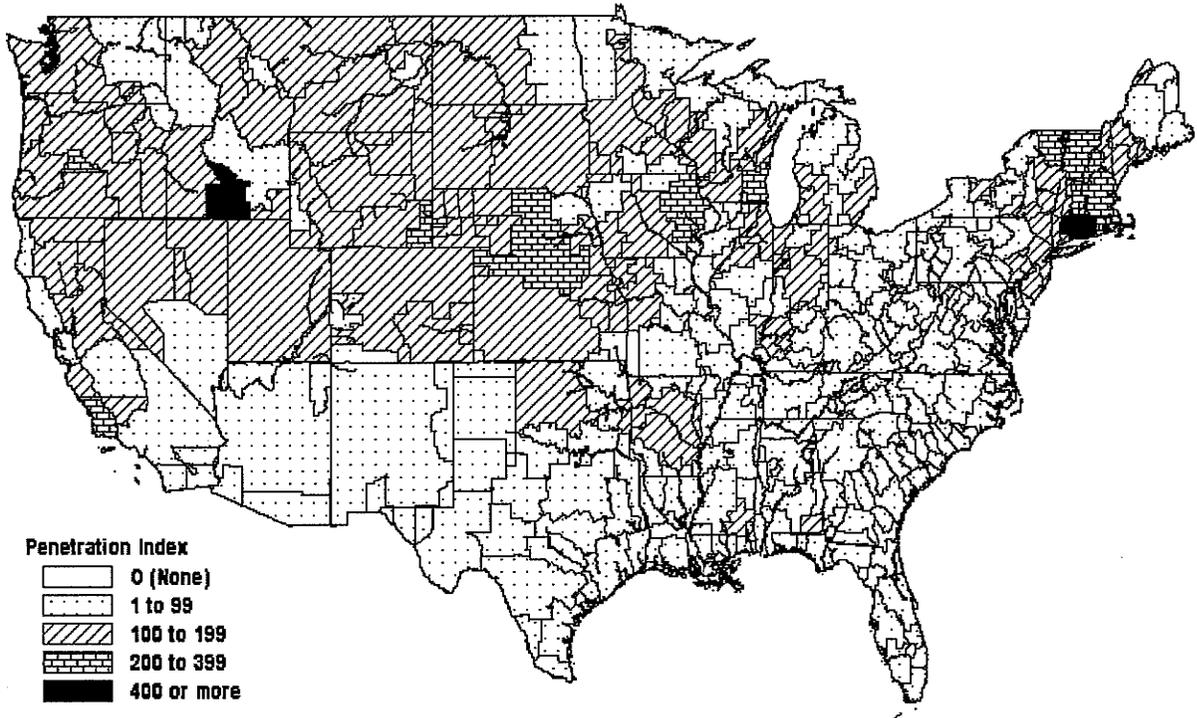
	Index
1. Have a fireplace with gas logs	165
2. Currently participate in home energy audits	160
3. Have a home security system	150
4. Have a programmable thermostat	146
5. Have an extended warranty or service contract for the heating system	143
6. Rate gas provider's overall service as neutral	143
7. Have a current water heater that replaced a natural gas water heater	139
8. Have an extended warranty or service contract for the cooling system	135
9. Have timers for lights	134
10. Use a heat pump as the primary heating system	129

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# 9 Building a Home Life

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## Segment Concentration by Designated Market Area (DMA)



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Those in the Building a Home Life segment are typically married couples with children, who own detached single-family units. They have above average income and are most likely to live in suburban areas.

These households have a higher than average concentration of adults between 45 and 59 years of age. They are slightly more likely to have children. Over 33% of these households contain two people, while another 38% contain three to four people (19% above average). The Building a Home Life households have a slightly above average median income, ranking them 12th in this category. About 67% of these households are located in the suburbs, which is 57% above the national average. This segment is more likely to have advanced education degrees. In terms of employment, nearly two-thirds work in white-collar occupations and they are more than 14% more likely than average to be in executive, managerial and professional specialty positions. Nearly 80% own their home with a property value 18% above the national average. They are more likely to be households with two or more workers and vehicles.

This segment has a high concentration of “do-it-yourselfers” and a very high share of purchases for use in home improvement and car repair projects. They also tend to enjoy home delivery meals and are heavy coupon users.

# Demographic Data

Age	Mean	Index	Rank
0 - 4 Years	6.91	99	25
5 - 9 Years	7.18	100	26
10 - 14 Years	7.23	101	27
15 - 17 Years	4.32	105	23
18 - 20 Years	4.08	98	21
21 Years	1.31	96	22
22 - 24 Years	3.77	98	25
25 - 29 Years	6.45	99	22
30 - 34 Years	6.73	95	33
35 - 39 Years	7.37	99	21
40 - 44 Years	8.58	107	13
45 - 49 Years	8.17	111	12
50 - 54 Years	7.49	113	12
55 - 59 Years	5.43	109	14
60 - 64 Years	4.15	101	19
65 - 69 Years	3.33	92	32
70 - 74 Years	2.90	87	34
75 - 84 Years	3.52	78	38
85 + Years	1.06	68	38
<b>Average Age</b>	<b>36.18</b>	<b>98</b>	<b>29</b>
<b>Median Age</b>	<b>36.65</b>	<b>100</b>	<b>23</b>

Income	Mean	Index	Rank
< \$15,000	5.74	40	41
\$15,000 - \$25,000	7.21	57	38
\$25,000 - \$35,000	8.71	73	38
\$35,000 - \$50,000	14.80	94	34
\$50,000 - \$75,000	25.85	130	2
\$75,000 - \$100,000	17.68	157	9
\$100,000 - \$150,000	13.00	157	12
\$150,000 +	7.00	123	11
<b>Average Income</b>	<b>\$76,308</b>	<b>123</b>	<b>12</b>
<b>Median Income</b>	<b>\$63,085</b>	<b>139</b>	<b>13</b>

Race/Ethnicity	Mean	Index	Rank
White	92.30	115	9
Black	3.43	28	41
Native American	0.62	79	25
Asian	2.04	74	25
Pacific Islander	0.16	106	14
Other	1.45	37	39
Hispanic	4.22	47	37

Population Type	Mean	Index	Rank
Family HHs	87.90	105	15
Non-family HHs	9.99	73	36
Group Quarters	2.11	78	30

Owner/Renter	Mean	Index	Rank
Owner Occupied	76.28	119	14
Renter Occupied	23.72	66	37
<b>Median Rent Paid</b>	<b>\$434</b>	<b>116</b>	<b>18</b>

Property Value	Mean	Index	Rank
< \$50,000	1.83	15	38
\$50,000 - \$100,000	21.96	74	35
\$100,000 - \$150,000	33.33	147	2
\$150,000 - \$200,000	18.16	147	9
\$200,000 - \$300,000	15.58	125	16
\$300,000 - \$400,000	4.94	100	17
\$400,000 - \$500,000	1.93	82	18
\$500,000+	2.28	66	18
<b>Median Property Value</b>	<b>\$139,331</b>	<b>118</b>	<b>17</b>

Units in Structure	Mean	Index	Rank
1 Unit (Attached)	4.91	93	28
1 Unit (Detached)	74.72	127	10
2 Units	3.06	63	34
3 - 9 Units	6.46	67	37
10 - 49 Units	5.32	62	29
50 + Units	0.75	17	37
Mobile Home	4.01	55	28
Other Type of Unit	0.78	71	42

Education	Mean	Index	Rank
Some High School	13.82	56	36
High School Graduate	29.88	100	25
Some College	22.57	120	7
Associate Degree	8.05	131	5
Bachelors Degree	17.06	130	18
Post Graduate Degree	8.62	119	17

Persons in Unit	Mean	Index	Rank
1 Person	17.23	70	39
2 Persons	33.12	103	20
3 - 4 Persons	38.51	119	10
5 - 6 Persons	10.02	108	15
7+ Persons	1.13	65	30
<b>Average HH Size</b>	<b>2.79</b>	<b>106</b>	<b>14</b>

## Lifestyle Data

### Building a Home Life Members are more likely to...

#### Leisure & Recreation

	Index
1. Own racquetball equipment	310
2. Eat at Chick-Fil-A	266
3. Exercise two or more times a week at a club	238
4. Eat at Papa John's	232
5. Order home delivery meals	214
6. Own or lease a Pontiac	206
7. Order items by internet	201
8. Buy hot dogs at a convenience store	183
9. Play tennis	182
10. Own golf clubs	179
11. Rent a car for personal use	174
12. Purchase a women's sweatshirt	173
13. Use coupons heavily	168
14. Attend live theater	161
15. Go fishing	157

#### Communications & Technology

	Index
1. Choose to consolidate electric, cable, and internet services	475
2. Use a work PC for education	434
3. Have a wireless phone for work	330
4. Be very interested in DSL	313
5. Be interested in a cable modem	309
6. Rate phone provider's variety of programs/services offered as poor	306
7. Use the internet at work for education	294
8. Switch long distance service provider because of an inducement	263
9. Have three or more PCs in the household	263
10. Rate wireless service provider's reliability of service as neutral	249

#### Financial Services

	Index
1. Have a ROTH IRA	306
2. Have a personal loan	272
3. Use a telephone bill paying service	218
4. Have a student loan	171
5. Have mutual funds obtained by mail	165
6. Use a real estate agent	164
7. Own a certificate of deposit	161
8. Have variable rate annuities	160
9. Have an American Express Optima card	150
10. Own stock	149

# Lifestyle Data

## Building a Home Life Members are more likely to...

### Media Preferences

	Index
1. Read Country Home magazine	277
2. Read Cooking Light magazine	233
3. Read Parents' Magazine	228
4. Read gardening magazines	226
5. Refer to yellow pages for florists	222
6. Watch MTV	207
7. Listen to album oriented progressive rock radio format	205
8. Watch Seinfeld	202
9. Refer to yellow pages for auto body repair	200
10. Watch The Travel Channel	198
11. Watch The Today Show	197
12. Read Prevention magazine	193
13. Watch Cinemax	190
14. Read US News & World Report	188
15. Read Field & Stream magazine	174

### Home Furnishings & Improvements

	Index
1. Purchase cartridge film	227
2. Own a kerosene heater	207
3. Have purchased a sofa sectional in the last year	193
4. Own an ice cream maker	192
5. Have purchased a television for \$300 or more in the last year	183
6. Have purchased curtains in the last year	170
7. Own a waterbed	168
8. Own a chain saw	162
9. Have purchased seven or more rolls of film in the last year	160
10. Own a riding lawn mower	154

### Power Utilities

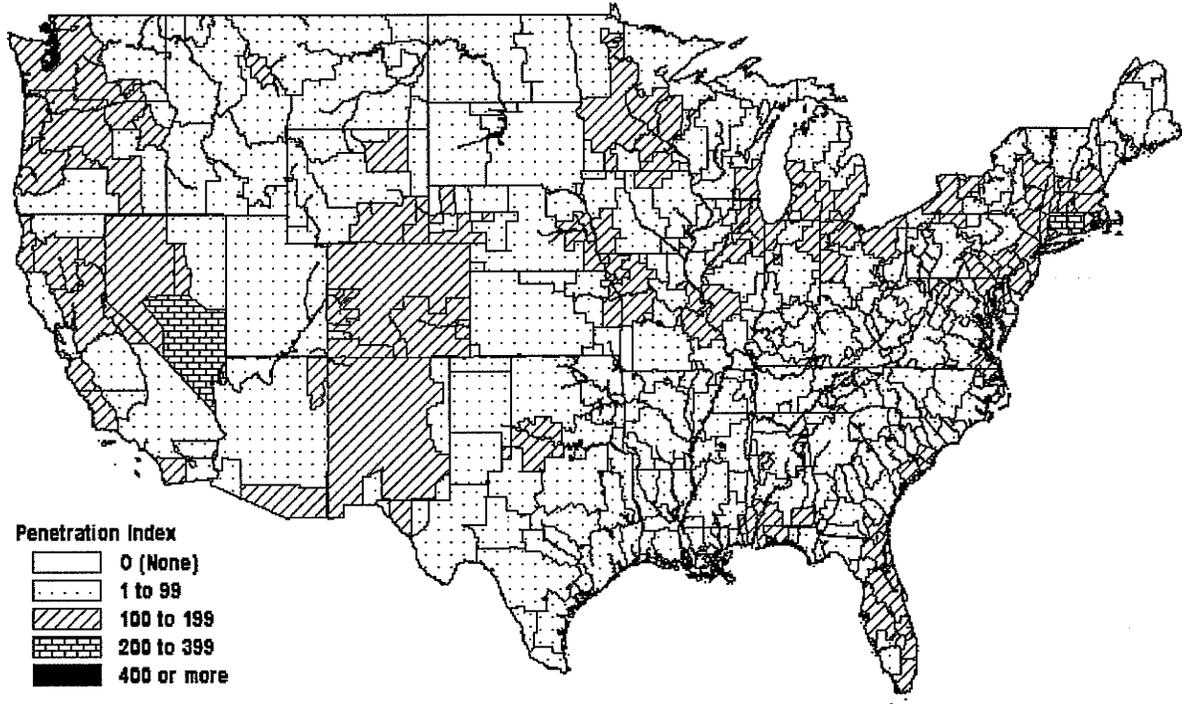
	Index
1. Be very likely to purchase a home security system	236
2. Rate electricity provider's overall service as neutral	210
3. Have a natural gas grill	208
4. Use electricity for the primary heating system fuel	194
5. Be very interested in purchasing a programmable thermostat	166
6. Purchase a payment protection plan	164
7. Have one window or wall-mounted room air conditioner	162
8. Rate gas provider's overall service as neutral	157
9. Use built-in room or baseboard heaters as primary heating system	150
10. Participate in a fixed rate billing plan	144

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# 10 Home Sweet Home

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## Segment Concentration by Designated Market Area (DMA)



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These households are typically married couples with few if any children living in the home. They have above average household incomes, own their homes and are primarily concentrated in the suburbs.

Adults in the Home Sweet Home segment are more likely than average to be between 50 and 74 years of age. Children are present in about 37% of these households, which is just slightly above the national average. They rank in the top 13 in both median household and per capita income, and rank ninth in the percentage that receive retirement income. These households are more likely than average to contain two to four people. They are 67% more likely than average to live in the suburbs, ranking them eighth. They have an above average likelihood of having a college or graduate degree and they are 18% more likely than average to work in the white-collar employment sector. In particular, they are over 22% more likely than average to work in executive and managerial, as well as professional specialty positions. The property value of this segment is about 25% higher than the national average. They are more likely to be households with two or more workers and vehicles.

This segment tends to have a great deal invested in their homes. They are likely to lease their most recent vehicle and have a home equity line of credit or a second mortgage.

# Demographic Data

Age	Mean	Index	Rank
0 - 4 Years	6.29	90	32
5 - 9 Years	6.56	92	32
10 - 14 Years	6.70	93	33
15 - 17 Years	3.99	97	29
18 - 20 Years	3.56	86	37
21 Years	1.18	86	35
22 - 24 Years	3.55	92	37
25 - 29 Years	6.30	97	27
30 - 34 Years	6.72	95	35
35 - 39 Years	7.19	96	30
40 - 44 Years	8.36	104	17
45 - 49 Years	8.10	110	13
50 - 54 Years	7.64	115	10
55 - 59 Years	5.79	117	7
60 - 64 Years	4.69	114	9
65 - 69 Years	3.95	110	16
70 - 74 Years	3.56	107	17
75 - 84 Years	4.49	99	26
85 + Years	1.38	88	33
<b>Average Age</b>	<b>38.16</b>	104	17
<b>Median Age</b>	<b>38.82</b>	106	14

Income	Mean	Index	Rank
< \$15,000	5.54	38	42
\$15,000 - \$25,000	7.00	56	39
\$25,000 - \$35,000	8.59	72	39
\$35,000 - \$50,000	14.60	92	35
\$50,000 - \$75,000	25.58	128	3
\$75,000 - \$100,000	18.01	160	7
\$100,000 - \$150,000	13.75	166	11
\$150,000 +	6.92	122	12
<b>Average Income</b>	<b>\$76,427</b>	123	11
<b>Median Income</b>	<b>\$63,941</b>	141	11

Race/Ethnicity	Mean	Index	Rank
White	92.06	115	11
Black	3.57	30	40
Native American	0.38	48	40
Asian	2.47	89	22
Pacific Islander	0.07	48	33
Other	1.45	37	40
Hispanic	4.74	53	35

Population Type	Mean	Index	Rank
Family HHs	88.53	106	12
Non-family HHs	10.40	76	34
Group Quarters	1.07	40	43

Owner/Renter	Mean	Index	Rank
Owner Occupied	78.84	123	9
Renter Occupied	21.16	59	42
<b>Median Rent Paid</b>	<b>\$474</b>	127	11

Property Value	Mean	Index	Rank
< \$50,000	1.28	10	41
\$50,000 - \$100,000	18.21	62	36
\$100,000 - \$150,000	32.09	141	3
\$150,000 - \$200,000	20.10	163	6
\$200,000 - \$300,000	19.77	158	13
\$300,000 - \$400,000	5.46	111	16
\$400,000 - \$500,000	1.72	73	21
\$500,000+	1.37	39	25
<b>Median Property Value</b>	<b>\$147,530</b>	125	15

Units in Structure	Mean	Index	Rank
1 Unit (Attached)	6.13	117	18
1 Unit (Detached)	75.61	128	8
2 Units	3.93	81	29
3 - 9 Units	6.12	63	38
10 - 49 Units	4.72	55	33
50 + Units	0.81	19	34
Mobile Home	1.94	27	38
Other Type of Unit	0.72	66	43

Education	Mean	Index	Rank
Some High School	13.93	56	35
High School Graduate	29.43	98	26
Some College	22.20	118	8
Associate Degree	7.75	126	7
Bachelors Degree	17.67	135	16
Post Graduate Degree	9.02	125	16

Persons in Unit	Mean	Index	Rank
1 Person	18.37	75	38
2 Persons	34.35	107	14
3 - 4 Persons	36.87	114	12
5 - 6 Persons	9.34	101	27
7+ Persons	1.07	62	33
<b>Average HH Size</b>	<b>2.72</b>	103	17

# Lifestyle Data

## Home Sweet Home Members are more likely to...

### Leisure & Recreation

	Index
1. Shop at Wawa	164
2. Eat at Friendly's	149
3. Eat at Dunkin Donuts	139
4. Spend \$100 or more on dry cleaning in six months	138
5. Own or lease a minivan	138
6. Eat at Boston Market	137
7. Own a stationary bike	136
8. Lease most recent vehicle	135
9. Purchase gasoline with a credit card	135
10. Belong to AAA	133
11. Play golf	132
12. Be a union member	131
13. Go snow skiing	129
14. Have taken a cruise in the last three years	129
15. Eat at Outback Steakhouse	129

### Communications & Technology

	Index
1. Use Bell Atlantic Mobile as a wireless provider	162
2. Use the internet at home for investments	155
3. Have four or more working televisions connected to cable television	149
4. Use the internet to check bank or investment accounts	145
5. Use the internet to purchase travel	144
6. Have a local, long distance and wireless phone, online, and paging	140
7. Use AOL as an internet service provider	140
8. Have a wireless phone for work	138
9. Rate internet provider's overall service as neutral	137
10. Rate cable television provider's value for money spent as poor	135

### Financial Services

	Index
1. Have fixed rate annuities	155
2. Have a second mortgage or personal loan	154
3. Have variable rate annuities	153
4. Have IRA invested in certificates of deposit	152
5. Have a home equity line of credit	152
6. Have homeowner or personal property insurance btwn \$100K - \$300K	150
7. Lease an automobile	145
8. Have mutual funds obtained by mail	145
9. Use discount brokerage services	145
10. Have made stock trades in the last six months	145

# Lifestyle Data

## Home Sweet Home Members are more likely to...

### Media Preferences

	Index
1. Listen to all news radio format	150
2. Read Golf Digest magazine	144
3. Listen to modern rock radio format	142
4. Listen to all sports radio format	140
5. Read Consumer Reports	137
6. Read Money magazine	133
7. Watch Bravo	132
8. Refer to yellow pages for garden/nursery	129
9. Watch Home & Garden TV	129
10. Read Martha Stewart Living magazine	128
11. Watch Food Network	128
12. Watch Spin City	128
13. Read Epicurean magazines	126
14. Refer to yellow pages for furniture	126
15. Watch E!	126

### Home Furnishings & Improvements

	Index
1. Own a snow blower	164
2. Own a dehumidifier	149
3. Own a gas clothes dryer	145
4. Own a coffee grinder	139
5. Own a fireplace	139
6. Have purchased wall to wall carpeting in the last year	137
7. Own an Apple/Mac PC	134
8. Own a gas grill	132
9. Spend \$100 or more on property/garden maintenance yearly	130
10. Own four or more televisions	130

### Power Utilities

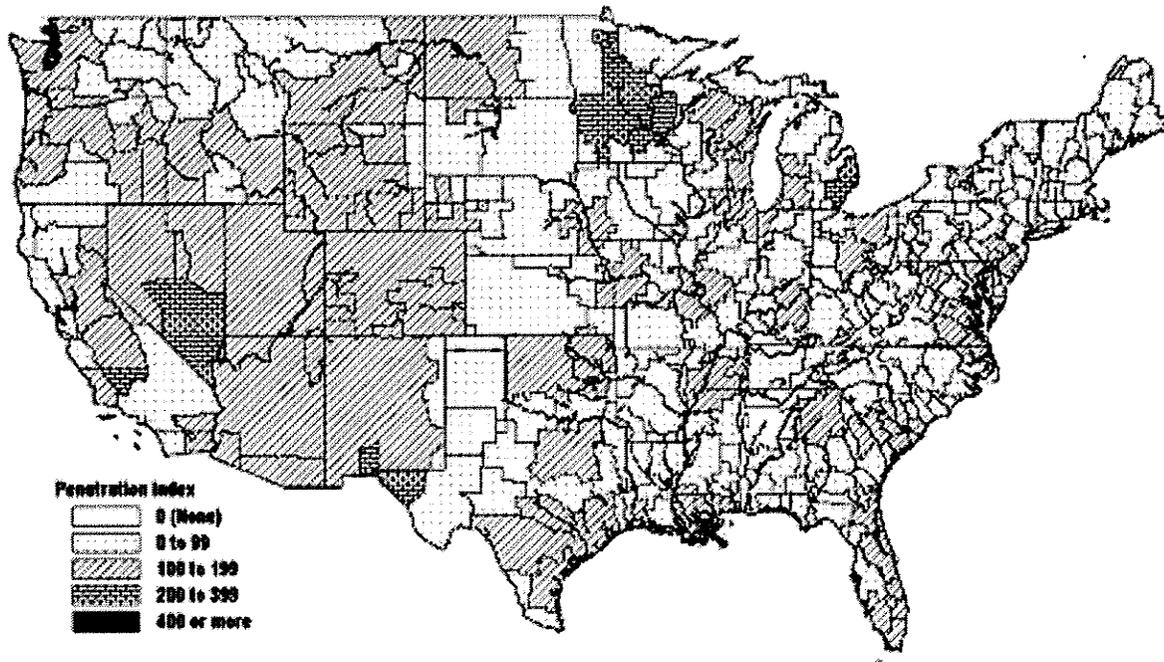
	Index
1. Have a programmable thermostat	167
2. Currently participate in home energy audits	159
3. Have three or more window or wall-mounted room air conditioners	145
4. Have timers for lights	142
5. Have an extended warranty or service contract for the heating system	141
6. Use oil as the primary heating system fuel	140
7. Currently have balanced billing	140
8. Have a fireplace with gas logs	134
9. Have a carbon monoxide detector	131
10. Have a natural gas water heater	130

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# 11 Family Ties

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## Segment Concentration by Designated Market Area (DMA)



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These households are generally families with children, living in suburban areas in the west. Family Ties have an above average median income, have attended at least some college, and own single unit detached homes.

These households are more likely than average to have children less than 17 years of age, and adults are typically between the ages of 40 and 49 years. They are nearly 40% more likely than average to have three to six people in the household, ranking them sixth among the segments in average household size. This segment lives primarily in family households, and 41% are more likely to have children (ranking them fifth). While their median household income is 39% above average, due to their large household size, their per capita income is just below average. Almost 70% of these households live in the suburbs (ranking them seventh). This segment ranks third in having attended some college, and fourth in having received an associate degree, but they score slightly below average in having a bachelor's degree. They rank in the top ten in administrative support and protective service occupations. They are the fourth most likely to live in a one unit detached structure and they are more likely than average to have two or more workers and vehicles in the household.

This segment likes to get out and go boating, camping, bowling and in-line skating. They are heavily insured and they utilize direct deposit. They prefer the television to either radio or magazines.

# Demographic Data

Age	Mean	Index	Rank
0 - 4 Years	8.13	116	7
5 - 9 Years	8.32	116	6
10 - 14 Years	8.11	113	7
15 - 17 Years	4.82	117	7
18 - 20 Years	4.09	99	20
21 Years	1.28	94	24
22 - 24 Years	3.85	100	20
25 - 29 Years	6.62	102	15
30 - 34 Years	6.61	93	38
35 - 39 Years	7.64	102	15
40 - 44 Years	9.10	113	9
45 - 49 Years	8.24	112	9
50 - 54 Years	7.11	107	14
55 - 59 Years	4.85	97	23
60 - 64 Years	3.52	85	37
65 - 69 Years	2.65	73	44
70 - 74 Years	2.12	64	43
75 - 84 Years	2.33	52	43
85 + Years	0.59	37	47
<b>Average Age</b>	<b>33.53</b>	<b>91</b>	<b>42</b>
<b>Median Age</b>	<b>33.53</b>	<b>92</b>	<b>39</b>

Income	Mean	Index	Rank
< \$15,000	4.83	33	43
\$15,000 - \$25,000	6.28	50	42
\$25,000 - \$35,000	8.18	68	40
\$35,000 - \$50,000	15.38	97	31
\$50,000 - \$75,000	29.14	146	1
\$75,000 - \$100,000	19.44	173	5
\$100,000 - \$150,000	12.37	149	13
\$150,000 +	4.38	77	19
<b>Average Income</b>	<b>\$71,301</b>	<b>115</b>	<b>13</b>
<b>Median Income</b>	<b>\$63,152</b>	<b>139</b>	<b>12</b>

Race/Ethnicity	Mean	Index	Rank
White	90.79	113	18
Black	4.37	36	35
Native American	0.51	65	32
Asian	1.84	66	28
Pacific Islander	0.09	59	27
Other	2.39	61	26
Hispanic	7.09	79	20

Population Type	Mean	Index	Rank
Family HHs	92.86	111	2
Non-family HHs	6.51	48	46
Group Quarters	0.62	23	49

Owner/Renter	Mean	Index	Rank
Owner Occupied	82.99	129	6
Renter Occupied	17.01	48	45
<b>Median Rent Paid</b>	<b>\$453</b>	<b>121</b>	<b>15</b>

Property Value	Mean	Index	Rank
< \$50,000	1.74	14	39
\$50,000 - \$100,000	29.96	102	33
\$100,000 - \$150,000	37.95	167	1
\$150,000 - \$200,000	17.63	143	12
\$200,000 - \$300,000	10.39	83	25
\$300,000 - \$400,000	1.66	34	33
\$400,000 - \$500,000	0.39	17	36
\$500,000+	0.29	8	38
<b>Median Property Value</b>	<b>\$124,106</b>	<b>105</b>	<b>20</b>

Units in Structure	Mean	Index	Rank
1 Unit (Attached)	4.90	93	29
1 Unit (Detached)	83.99	142	4
2 Units	2.05	42	41
3 - 9 Units	3.00	31	42
10 - 49 Units	1.77	21	43
50 + Units	0.28	6	43
Mobile Home	3.47	48	30
Other Type of Unit	0.53	49	47

Education	Mean	Index	Rank
Some High School	16.68	67	32
High School Graduate	34.71	116	9
Some College	23.99	128	3
Associate Degree	8.16	132	4
Bachelors Degree	11.94	91	24
Post Graduate Degree	4.52	63	32

Persons in Unit	Mean	Index	Rank
1 Person	11.83	48	48
2 Persons	27.68	86	39
3 - 4 Persons	45.17	139	4
5 - 6 Persons	13.63	148	6
7+ Persons	1.69	98	16
<b>Average HH Size</b>	<b>3.10</b>	<b>118</b>	<b>6</b>

# Lifestyle Data

## Family Ties Members are more likely to...

### Leisure & Recreation

	<b>Index</b>
1. Shop at Wawa	157
2. Own a power boat	152
3. Own a bowling ball	146
4. Own a stair stepper	146
5. Own or lease a minivan	145
6. Eat at Chick-Fil-A	142
7. Eat at Jack-In-The-Box	141
8. Own rollerblades or in-line skates	140
9. Own or lease a Dodge truck, van or SUV	135
10. Purchase gasoline with a debit card	135
11. Eat at Olive Garden	135
12. Purchase a vehicle through dealer financing	134
13. Purchase an oil filter at K-Mart	134
14. Use coupons heavily	130
15. Go to the zoo	130

### Communications & Technology

	<b>Index</b>
1. Use AT&T as a wireless service provider	162
2. Have a local, long distance and wireless phone, online, and paging	156
3. Pay an additional cost for call block response (wireline)	156
4. Have two or more wireless phones	147
5. Pay an additional cost for call waiting ID (wireline)	146
6. Rate local phone provider's ability to be easily reached as poor	142
7. Have four or more working televisions	140
8. Rate internet service provider's reliability as poor	139
9. Use the internet at home and work to transfer files and pictures	138
10. Use the internet to check bank and investment accounts	138

### Financial Services

	<b>Index</b>
1. Have a second mortgage or personal loan	175
2. Have homeowner or personal property insurance btwn \$100K - \$300K	137
3. Have disability insurance	134
4. Have a personal loan for home improvements	134
5. Have an auto loan obtained directly through a financial institution	133
6. Have lost income insurance	131
7. Have dental insurance	130
8. Have stocks through employer	130
9. Have payroll direct deposit	125
10. Have a 401K plan	124

# Lifestyle Data

## Family Ties Members are more likely to...

### Media Preferences

	<b>Index</b>
1. Listen to album oriented progressive rock radio format	168
2. Watch FX	148
3. Listen to classic rock radio format	146
4. Watch Bravo	144
5. Watch Cartoon Network	139
6. Watch Nickelodeon	138
7. Watch Dharma & Greg	137
8. Watch Bob Vila Home Again	134
9. Watch the Disney Channel	132
10. Watch E!	129
11. Watch HBO	129
12. Watch Showtime	129
13. Watch VH-1	129
14. Watch Spin City	129
15. Watch Friends	128

### Home Furnishings & Improvements

	<b>Index</b>
1. Own a waterbed	149
2. Own a snow blower	147
3. Own a burglar alarm	142
4. Own a gas clothes dryer	141
5. Own four or more televisions	137
6. Own a gas grill	137
7. Own a video camera	136
8. Own a carpet steam cleaner	134
9. Have remodeled a bathroom in the last year	131
10. Own two or more VCRs	129

### Power Utilities

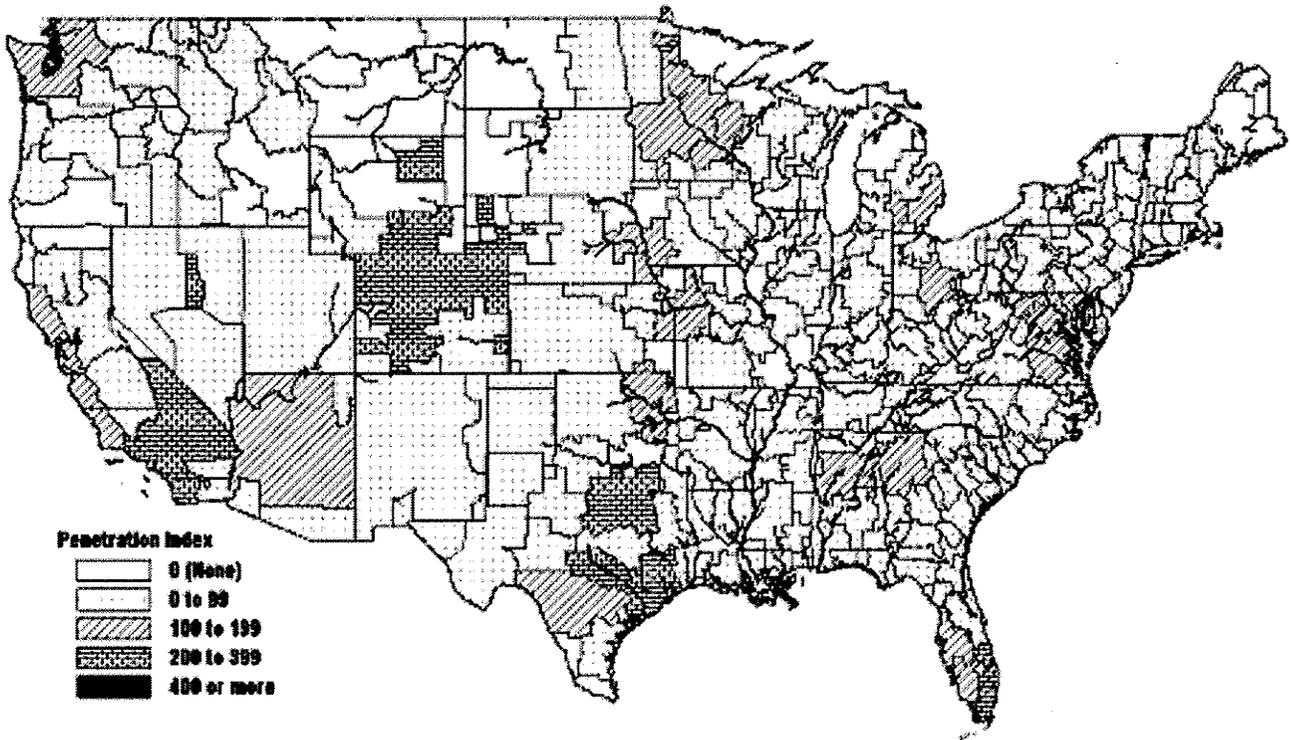
	<b>Index</b>
1. Participate in a load management program	171
2. Have a programmable thermostat	158
3. Currently have balanced billing	151
4. Choose to replace current heat system with central warm air furnace	144
5. Have an extended warranty or service contract for heating system	140
6. Have voluntary time-of-use rates or time-of day rates	139
7. Be interested in online energy audits	133
8. Have a home security system	131
9. Use a central air conditioner	129
10. Be interested in cash rebates	125

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# 12 A Good Step Forward

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## Segment Concentration by Designated Market Area (DMA)



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This segment is primarily comprised of 25 to 44 year olds living in one or two person, non-family households. They are concentrated in urban areas, rent their homes and have above average household incomes.

A Good Step Forward contains primarily single, young adults. However, a significant portion of this segment is also above the age of 75. Just over 40% are non-family households (ranking them fourth), and only 13% of these households have children, which is well below the national average. Over 48% of these are single person households (99% above average) and another 35% have two occupants. Although the median household income of this segment is only 12% above the national average, they rank eighth among the segments in per capita income (46% above average). They are 93% more likely than average to live in urban areas, and less than one percent live in rural areas. Over two-thirds of these households are renters (96% above the average), and they rank ninth in the amount of rent paid. Over half of these households contain two workers.

A Good Step Forward members are travelers and enjoy seeing movies in the theater. They utilize the Internet heavily when it comes to financial services.

# Demographic Data

Age	Mean	Index	Rank
0 - 4 Years	3.73	53	45
5 - 9 Years	3.97	56	45
10 - 14 Years	4.22	59	43
15 - 17 Years	1.76	43	47
18 - 20 Years	2.12	51	49
21 Years	1.02	75	48
22 - 24 Years	4.32	112	10
25 - 29 Years	8.33	128	3
30 - 34 Years	9.56	135	2
35 - 39 Years	11.15	150	3
40 - 44 Years	10.19	127	4
45 - 49 Years	7.80	106	16
50 - 54 Years	6.50	98	21
55 - 59 Years	4.78	96	26
60 - 64 Years	4.00	97	27
65 - 69 Years	3.72	103	20
70 - 74 Years	3.81	115	13
75 - 84 Years	6.34	140	8
85 + Years	2.68	170	7
<b>Average Age</b>	<b>41.68</b>	113	7
<b>Median Age</b>	<b>41.36</b>	113	7

Income	Mean	Index	Rank
< \$15,000	10.90	76	33
\$15,000 - \$25,000	11.60	92	36
\$25,000 - \$35,000	13.32	111	28
\$35,000 - \$50,000	18.79	119	5
\$50,000 - \$75,000	21.48	108	13
\$75,000 - \$100,000	10.77	96	19
\$100,000 - \$150,000	7.60	92	15
\$150,000 +	5.54	97	13
<b>Average Income</b>	<b>\$61,199</b>	99	15
<b>Median Income</b>	<b>\$46,320</b>	102	16

Race/Ethnicity	Mean	Index	Rank
White	86.84	108	26
Black	6.42	53	24
Native American	0.37	47	42
Asian	4.05	146	15
Pacific Islander	0.11	75	20
Other	2.21	56	28
Hispanic	6.62	74	23

Population Type	Mean	Index	Rank
Family HHs	56.44	67	44
Non-family HHs	40.95	300	4
Group Quarters	2.61	97	19

Owner/Renter	Mean	Index	Rank
Owner Occupied	29.87	47	43
Renter Occupied	70.14	196	8
<b>Median Rent Paid</b>	<b>\$494</b>	132	9

Property Value	Mean	Index	Rank
< \$50,000	1.37	11	40
\$50,000 - \$100,000	13.45	46	38
\$100,000 - \$150,000	22.87	101	23
\$150,000 - \$200,000	16.16	131	13
\$200,000 - \$300,000	20.03	161	12
\$300,000 - \$400,000	10.41	212	9
\$400,000 - \$500,000	5.84	249	8
\$500,000+	9.86	284	6
<b>Median Property Value</b>	<b>\$188,075</b>	159	9

Units in Structure	Mean	Index	Rank
1 Unit (Attached)	5.43	103	22
1 Unit (Detached)	13.47	23	45
2 Units	2.87	59	35
3 - 9 Units	18.87	196	9
10 - 49 Units	34.15	398	1
50 + Units	23.25	541	5
Mobile Home	0.59	8	44
Other Type of Unit	1.38	126	15

Education	Mean	Index	Rank
Some High School	10.78	44	42
High School Graduate	19.68	66	41
Some College	21.94	117	11
Associate Degree	6.66	108	14
Bachelors Degree	26.14	199	7
Post Graduate Degree	14.80	205	9

Persons in Unit	Mean	Index	Rank
1 Person	48.85	199	4
2 Persons	34.76	109	12
3 - 4 Persons	14.10	43	47
5 - 6 Persons	2.02	22	47
7+ Persons	0.27	16	49
<b>Average HH Size</b>	<b>1.78</b>	68	47

# Lifestyle Data

## A Good Step Forward Members are more likely to...

### Leisure & Recreation

	Index
1. Play tennis	196
2. Have stayed 15 or more nights on foreign travel in the last 3 years	190
3. Purchase gasoline with a credit card	181
4. Eat at Carl's Jr.	173
5. Own a passport	169
6. Spend \$100 or more on dry cleaning in six months	165
7. Purchase gasoline with a debit card	161
8. Purchase a men's business suit	159
9. Eat at Boston Market	158
10. Participate in weightlifting	155
11. Visit Disneyland (CA)	153
12. Eat at Chili's Grill & Bar	152
13. Own racquetball equipment	151
14. Attend movies two to three times a month	147
15. Own or lease a Honda	147

### Communications & Technology

	Index
1. Use the internet at work to make travel plans	189
2. Make 3+ calls from a hotel room phone monthly when not at home	170
3. Use the internet at work to transfer files and pictures	170
4. Use the internet at home and work for education	164
5. Use the internet at home and work for research	156
6. Rate local phone service provider's bill clarity as poor	148
7. Make international phone calls	147
8. Use the internet to check credit card balances	147
9. Have one working television connected to cable television	145
10. Use the internet to check bank and investment accounts	145

### Financial Services

	Index
1. Have mutual funds obtained by internet	214
2. Have an asset/cash management investment account	181
3. Have a sweep (checking/DDA) account	176
4. Have been offered internet bill paying	175
5. Have an American Express card	174
6. Use a discount brokerage service	166
7. Have a student loan	163
8. Have made stock trades in the last six months	148
9. Have government securities	141
10. Have mutual funds (stocks/bonds)	141

# Lifestyle Data

## A Good Step Forward Members are more likely to...

### Media Preferences

	<b>Index</b>
1. Read airline magazines	224
2. Read women's fashion magazines	198
3. Read Vogue magazine	185
4. Read Money magazine	162
5. Refer to yellow pages for airlines and tickets	154
6. Watch Bravo	151
7. Read travel magazines	149
8. Listen to all news radio format	148
9. Read PC World magazine	145
10. Listen to jazz radio format	145
11. Read House Beautiful magazine	144
12. Read Smithsonian magazine	142
13. Watch Ally McBeal	142
14. Watch VH-1	140
15. Watch E!	139

### Home Furnishings & Improvements

	<b>Index</b>
1. Own a laptop PC	170
2. Own an espresso/cappuccino maker	135
3. Have purchased a sofa sectional in the last year	127
4. Own a pasta machine	127
5. Have purchased living room furniture in the last year	125
6. Own a coffee grinder	124
7. Have purchased bedroom furniture in the last year	115
8. Have purchased a camera in the last year	113
9. Have purchased a vacuum cleaner in the last year	112
10. Have purchased table settings in the last year	111

### Power Utilities

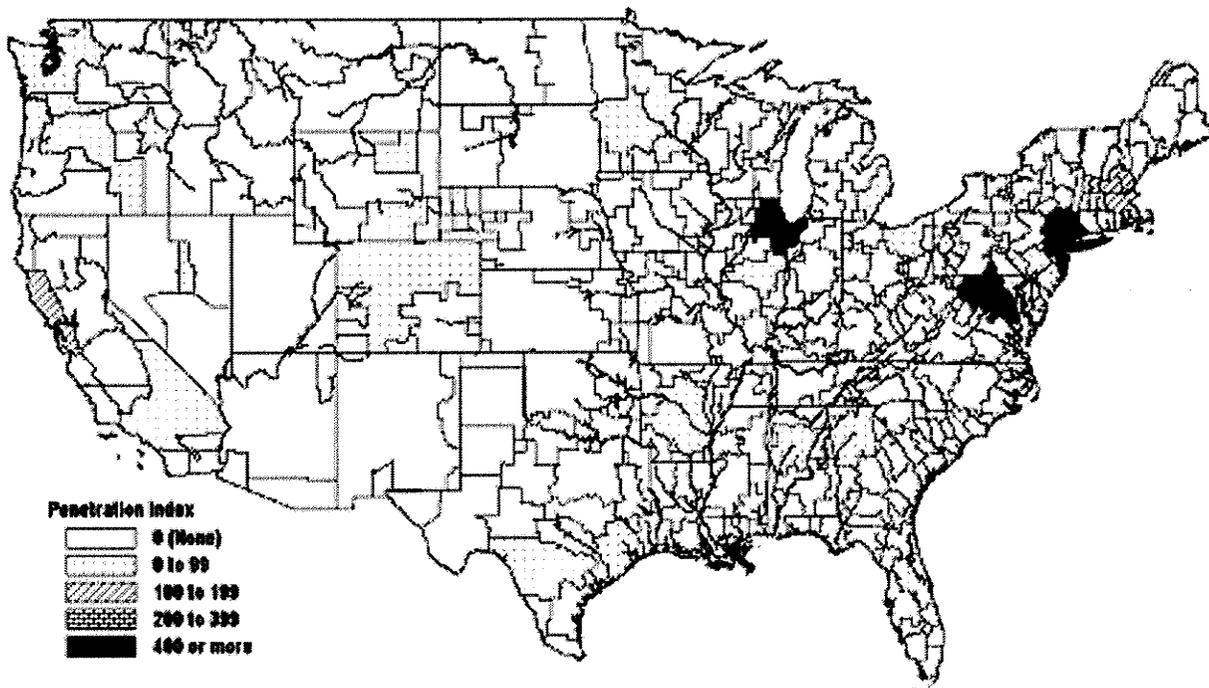
	<b>Index</b>
1. Not know what type of system used as the primary heating system	190
2. Be very interested in ordering new services online	142
3. Use a central air conditioner	130
4. Have an extended warranty or service contract for the cooling system	125
5. Not participate in cash rebates	121
6. Not purchase a payment protection plan	115
7. Use a heat pump as the primary heating system	112
8. Be very interested in online energy audits	112
9. Not purchase a wire warranty	111
10. Not purchase whole-house surge protection	110

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# 13 Successful Singles

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## Segment Concentration by Designated Market Area (DMA)



Renter-occupied, non-family households, containing one or two persons and located in urban areas, characterize this segment. They have above average income and educational attainment, and work primarily in white-collar occupations.

Adults in this segment are typically between the ages of 25 and 59 years of age and this segment ranks first in persons between the ages of 40 and 49 years. They are three times more likely to be non-family households and they are the second least likely to have children. This segment is more than twice as likely to have one person in the household and they have the second smallest average household size among the segments. The median household income for Successful Singles is 68% above average and they rank first in per capita income (over three times the national average). These households are found in the highest concentrations in areas like New York, Washington D.C. and Chicago. Over 32% have a bachelor's degree and another 31% have a graduate degree (ranking them first in both categories). They rank second in the executive and managerial, and first in the professional specialty occupations. They are more than twice as likely as the national average to rent and they rank first for living in structures with 50 or more units. Over 50% take public transportation to work and another 21% walk (ranking them second and fourth, respectively).

This segment ranks first in terms of foreign travel. They are likely to utilize financial services such as a discount broker, own an American Express card and have mutual funds.

# Demographic Data

Age	Mean	Index	Rank
0 - 4 Years	2.73	39	49
5 - 9 Years	3.14	44	49
10 - 14 Years	3.53	49	48
15 - 17 Years	1.30	32	49
18 - 20 Years	1.45	35	50
21 Years	0.49	36	50
22 - 24 Years	3.15	82	48
25 - 29 Years	7.77	120	4
30 - 34 Years	9.41	133	3
35 - 39 Years	11.30	152	2
40 - 44 Years	11.69	145	1
45 - 49 Years	10.06	137	1
50 - 54 Years	8.68	131	2
55 - 59 Years	6.25	126	3
60 - 64 Years	4.83	117	7
65 - 69 Years	3.79	105	17
70 - 74 Years	3.40	102	20
75 - 84 Years	4.98	110	18
85 + Years	2.05	130	13
<b>Average Age</b>	<b>43.08</b>	<b>117</b>	<b>4</b>
<b>Median Age</b>	<b>42.65</b>	<b>117</b>	<b>6</b>

Income	Mean	Index	Rank
< \$15,000	7.46	52	38
\$15,000 - \$25,000	6.19	49	43
\$25,000 - \$35,000	6.32	53	44
\$35,000 - \$50,000	11.00	70	41
\$50,000 - \$75,000	18.22	91	26
\$75,000 - \$100,000	13.92	124	12
\$100,000 - \$150,000	14.71	177	8
\$150,000 +	22.18	390	4
<b>Average Income</b>	<b>\$120,033</b>	<b>194</b>	<b>4</b>
<b>Median Income</b>	<b>\$76,460</b>	<b>168</b>	<b>8</b>

Race/Ethnicity	Mean	Index	Rank
White	85.71	107	28
Black	6.28	52	25
Native American	0.21	26	49
Asian	5.36	193	10
Pacific Islander	0.05	35	41
Other	2.39	61	25
Hispanic	7.85	87	13

Population Type	Mean	Index	Rank
Family HHs	46.88	56	45
Non-family HHs	50.17	368	2
Group Quarters	2.95	110	17

Owner/Renter	Mean	Index	Rank
Owner Occupied	26.52	41	44
Renter Occupied	73.49	205	7
<b>Median Rent Paid</b>	<b>\$631</b>	<b>169</b>	<b>4</b>

Property Value	Mean	Index	Rank
< \$50,000	0.61	5	46
\$50,000 - \$100,000	1.32	4	49
\$100,000 - \$150,000	2.83	12	50
\$150,000 - \$200,000	3.90	32	45
\$200,000 - \$300,000	14.49	116	18
\$300,000 - \$400,000	15.63	318	4
\$400,000 - \$500,000	12.86	549	1
\$500,000+	48.37	1392	1
<b>Median Property Value</b>	<b>\$487,303</b>	<b>412</b>	<b>1</b>

Units in Structure	Mean	Index	Rank
1 Unit (Attached)	1.72	33	45
1 Unit (Detached)	1.12	2	50
2 Units	1.93	40	44
3 - 9 Units	11.09	115	19
10 - 49 Units	26.55	309	7
50 + Units	56.31	1310	1
Mobile Home	0.01	0	50
Other Type of Unit	1.29	118	20

Education	Mean	Index	Rank
Some High School	7.91	32	46
High School Graduate	11.23	37	50
Some College	14.24	76	45
Associate Degree	3.95	64	46
Bachelors Degree	32.38	247	1
Post Graduate Degree	30.29	419	1

Persons in Unit	Mean	Index	Rank
1 Person	57.50	234	3
2 Persons	29.83	93	33
3 - 4 Persons	11.12	34	48
5 - 6 Persons	1.35	15	50
7+ Persons	0.20	11	50
<b>Average HH Size</b>	<b>1.63</b>	<b>62</b>	<b>49</b>

# Lifestyle Data

## Successful Singles Members are more likely to...

### Leisure & Recreation

	<b>Index</b>
1. Go jogging	297
2. Own a passport	273
3. Use a laundromat	271
4. Have stayed 15 or more nights on foreign travel in the last 3 years	266
5. Contribute \$50 or more to Public Broadcasting	265
6. Visit museums	245
7. Purchase fresh sandwiches at convenience stores	244
8. Exercise two or more times a week at a club	238
9. Travel less than one mile to a grocery store	235
10. Rollerblade or in-line skate	231
11. Play tennis	212
12. Attend live theater	205
13. Purchase costume bracelets	203
14. Eat at Dunkin Donuts	201
15. Have taken an adult education course in the last year	181

### Communications & Technology

	<b>Index</b>
1. Make international phone calls	411
2. Use Bell Atlantic Mobile as a wireless service provider	350
3. Use the internet to pay bills	342
4. Use the internet at home to make travel plans	318
5. Use the internet to purchase clothing	294
6. Have switched local phone service provider once in the last year	259
7. Use the internet to purchase books	235
8. Make 3+personal calling card calls monthly when not at home	232
9. Have an answering machine for both personal and business use	226
10. Telecommute less than eight hours a week	217

### Financial Services

	<b>Index</b>
1. Have an American Express Optima card	380
2. Have been offered internet bill paying	322
3. Have mutual funds obtained by internet	317
4. Use a discount brokerage service	298
5. Have a sweep (checking/DDA) account	228
6. Have corporate/municipal bonds	226
7. Have made stock trades in the last six months	224
8. Have a ROTH IRA	208
9. Have money market mutual savings products	204
10. Have mutual funds (stocks/bonds)	203

# Lifestyle Data

## Successful Singles Members are more likely to...

### Media Preferences

	Index
1. Listen to classical radio format	375
2. Read women's fashion magazines	329
3. Read Vogue magazine	328
4. Read Rolling Stone magazine	301
5. Watch Bravo	296
6. Listen to modern rock radio format	270
7. Listen to all news radio format	246
8. Read travel magazines	209
9. Read Bon Appetite magazine	203
10. Read Entertainment Weekly magazine	196
11. Watch Ally McBeal	168
12. Read men's magazines	167
13. Watch the Tony Awards	167
14. Watch the Food Network	164
15. Watch tennis	160

### Home Furnishings & Improvements

	Index
1. Own an Apple/Mac PC	224
2. Own a laptop PC	222
3. Have purchased kitchen/dining room furniture in the last year	143
4. Have purchased curtains in the last year	120
5. Have purchased table settings in the last year	116
6. Own an electric toaster oven	110
7. Have purchased low ticket furnishings in the last year	108
8. Own an electric air cleaner	105
9. Have purchased a climate control device in the last year	103
10. Have purchased bedding/bath goods in the last year	103

### Power Utilities

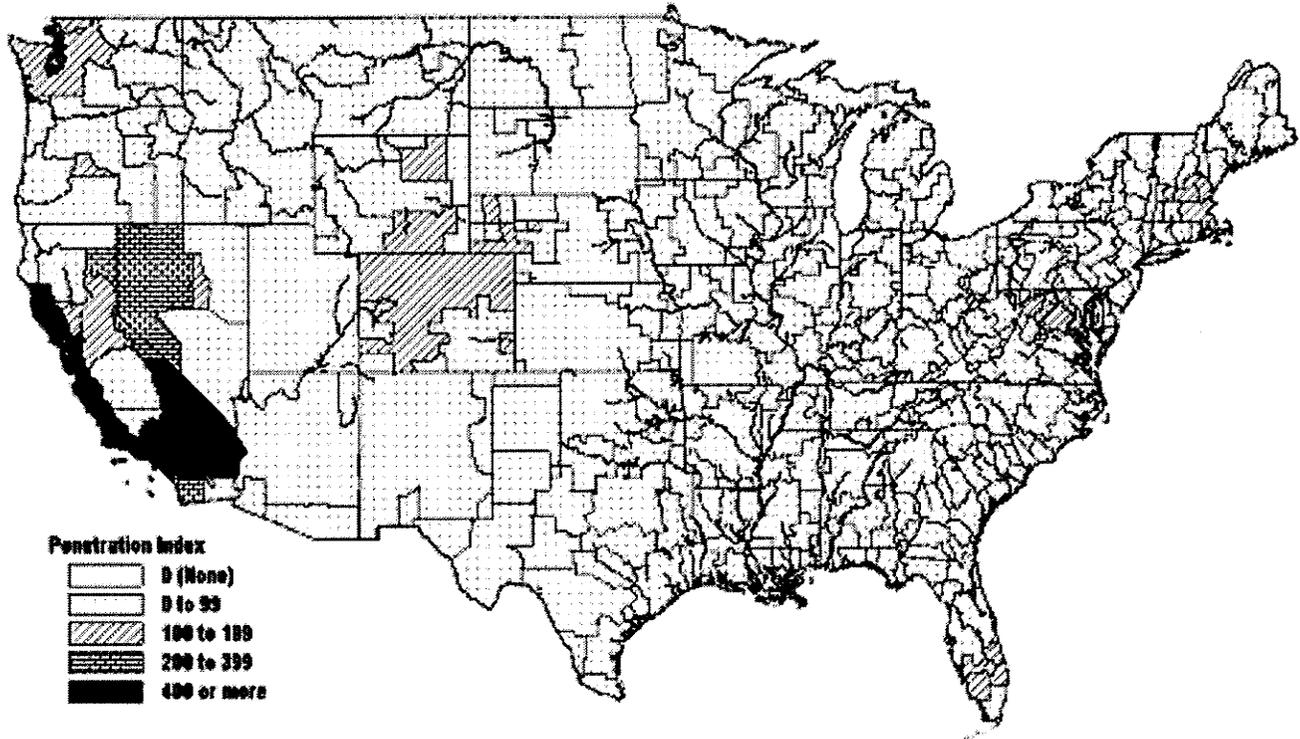
	Index
1. Use steam or hot water as the primary heating system	406
2. Have two window or wall-mounted room air conditioners	300
3. Use oil for the primary heating system fuel	270
4. Be very interested in ordering services online	216
5. Have a gas stove	194
6. Rate gas provider's overall service as neutral	184
7. Have an oil or propane water heater	161
8. Rate electric provider's overall service as neutral	157
9. Not purchase whole-house surge protection	140
10. Not purchase a programmable thermostat	140

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# 14 Middle Years

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## Segment Concentration by Designated Market Area (DMA)



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This segment has an above average income level, is primarily over the age of 50 and typically works in white-collar occupations. They are more likely than the national average to own their home, have two persons in the household and live in suburban areas.

Middle Years adults are over 23% more likely than average to be between 50 and 69 years of age. These households are most likely to be married couples without children living in the home. Their median household income is 72% above average, while their per capita income is more than twice the national average (ranking them third). Although predominantly white, this segment has above average concentrations of Asian and Pacific Islander households. These households are located in the suburbs (56%) and 27% live in urban areas. They are found in the highest concentration along the California Coast. Middle Years rank ninth and seventh in having a bachelor's degree or graduate degree. They are 29% more likely than average to work in white-collar occupations, scoring high in sales, professional, executive and managerial positions. They rank just above the national average in living in owner-occupied units, but their median property value is nearly four times the national average.

Middle Years are likely to belong to AAA, maintain a sweep account, and own a hot tub. They enjoy reading travel and airline magazines as well as listening to all news radio.

# Demographic Data

Age	Mean	Index	Rank
0 - 4 Years	5.51	79	38
5 - 9 Years	5.83	82	38
10 - 14 Years	6.04	84	37
15 - 17 Years	3.62	88	33
18 - 20 Years	3.61	87	36
21 Years	1.18	87	34
22 - 24 Years	3.49	91	41
25 - 29 Years	6.27	97	31
30 - 34 Years	6.70	95	36
35 - 39 Years	6.55	88	40
40 - 44 Years	7.70	96	25
45 - 49 Years	8.21	112	11
50 - 54 Years	8.17	123	4
55 - 59 Years	6.40	129	2
60 - 64 Years	5.24	127	4
65 - 69 Years	4.45	124	7
70 - 74 Years	4.00	120	10
75 - 84 Years	5.23	116	14
85 + Years	1.80	115	20
<b>Average Age</b>	<b>40.06</b>	<b>109</b>	<b>10</b>
<b>Median Age</b>	<b>41.11</b>	<b>113</b>	<b>8</b>

Income	Mean	Index	Rank
< \$15,000	7.37	51	39
\$15,000 - \$25,000	6.96	55	40
\$25,000 - \$35,000	7.17	60	42
\$35,000 - \$50,000	10.73	68	43
\$50,000 - \$75,000	16.18	81	37
\$75,000 - \$100,000	12.32	110	15
\$100,000 - \$150,000	14.25	172	10
\$150,000 +	25.01	440	2
<b>Average Income</b>	<b>\$135,315</b>	<b>219</b>	<b>2</b>
<b>Median Income</b>	<b>\$78,205</b>	<b>172</b>	<b>6</b>

Race/Ethnicity	Mean	Index	Rank
White	86.93	108	25
Black	3.59	30	39
Native American	0.42	54	36
Asian	6.03	217	8
Pacific Islander	0.27	184	8
Other	2.76	70	21
Hispanic	7.38	82	18

Population Type	Mean	Index	Rank
Family HHs	81.70	98	31
Non-family HHs	15.21	112	19
Group Quarters	3.09	115	16

Owner/Renter	Mean	Index	Rank
Owner Occupied	70.33	110	21
Renter Occupied	29.67	83	30
<b>Median Rent Paid</b>	<b>\$578</b>	<b>155</b>	<b>6</b>

Property Value	Mean	Index	Rank
< \$50,000	1.84	15	37
\$50,000 - \$100,000	6.01	20	45
\$100,000 - \$150,000	7.82	34	47
\$150,000 - \$200,000	7.03	57	35
\$200,000 - \$300,000	12.97	104	19
\$300,000 - \$400,000	11.21	228	7
\$400,000 - \$500,000	9.71	415	4
\$500,000+	43.41	1249	2
<b>Median Property Value</b>	<b>\$432,093</b>	<b>366</b>	<b>2</b>

Units in Structure	Mean	Index	Rank
1 Unit (Attached)	5.91	112	20
1 Unit (Detached)	64.15	109	25
2 Units	2.80	58	36
3 - 9 Units	8.35	87	27
10 - 49 Units	9.33	109	17
50 + Units	4.82	112	13
Mobile Home	3.47	48	31
Other Type of Unit	1.16	106	27

Education	Mean	Index	Rank
Some High School	12.09	49	38
High School Graduate	18.49	62	44
Some College	20.26	108	19
Associate Degree	6.58	107	16
Bachelors Degree	24.71	188	9
Post Graduate Degree	17.87	247	7

Persons in Unit	Mean	Index	Rank
1 Person	24.14	98	26
2 Persons	36.15	113	8
3 - 4 Persons	30.54	94	31
5 - 6 Persons	7.94	86	35
7+ Persons	1.22	70	27
<b>Average HH Size</b>	<b>2.53</b>	<b>96</b>	<b>32</b>

# Lifestyle Data

## Middle Years Members are more likely to...

### Leisure & Recreation

	Index
1. Contribute \$50 or more to Public Broadcasting	349
2. Visit Disneyland (CA)	329
3. Go snow skiing	295
4. Have stayed 15 or more nights on foreign travel in the last 3 years	281
5. Play tennis	276
6. Use a maid or housekeeper	272
7. Own or lease a luxury car	272
8. Eat at Carl's Jr.	255
9. Attend live theater	240
10. Have taken a cruise in the last three years	234
11. Go backpacking or hiking	213
12. Order items by internet	213
13. Own or lease a station wagon	211
14. Write an elected official	206
15. Belong to AAA	206

### Communications & Technology

	Index
1. Have two or more phone lines for use with a fax machine	405
2. Use home PC for investments	316
3. Make 3+ calls from a hotel room phone monthly when not at home	290
4. Use AirTouch as a wireless service provider	279
5. Have three or more PCs in the household	274
6. Telecommute eight or more hours a week	247
7. Use the internet to check bank and investment accounts	216
8. Have a wireless phone for work	215
9. Make international calls to contact friends and family	210
10. Have household telephone lines billed to the same account	207

### Financial Services

	Index
1. Have a sweep (checking/DDA) account	670
2. Utilize trust/estate planning services	581
3. Have homeowner or personal property insurance greater than \$300K	519
4. Have a first mortgage greater than \$150,000	479
5. Have an asset/cash management investment account	402
6. Have futures/warrants/options investment products	373
7. Use a discount brokerage service	333
8. Have mutual funds obtained by internet	312
9. Have made stock trades in the last six months	282
10. Have corporate/municipal bonds	267

# Lifestyle Data

## Middle Years Members are more likely to...

### Media Preferences

	<b>Index</b>
1. Listen to all news radio format	315
2. Read airline magazines	290
3. Read Bon Appetite	279
4. Listen to classical radio format	257
5. Read Smithsonian magazine	243
6. Read Car & Driver magazine	231
7. Read business/finance magazines	229
8. Read Golf Digest	203
9. Read travel magazines	199
10. Read Consumer Reports	186
11. Refer to yellow pages for garden/nursery	184
12. Watch the Today Show	168
13. Read National Geographic magazine	159
14. Read Newsweek magazine	149
15. Watch CNN	143

### Home Furnishings & Improvements

	<b>Index</b>
1. Own a pasta machine	310
2. Own a hot tub/whirlpool spa	296
3. Own a laptop PC	276
4. Own an espresso/cappuccino maker	238
5. Own a piano	225
6. Have purchased wall to wall carpet in the last year	188
7. Have purchases exterior light fixtures in the last year	178
8. Own home office furniture	177
9. Own an electric juicer	166
10. Own a stationary table saw	162

### Power Utilities

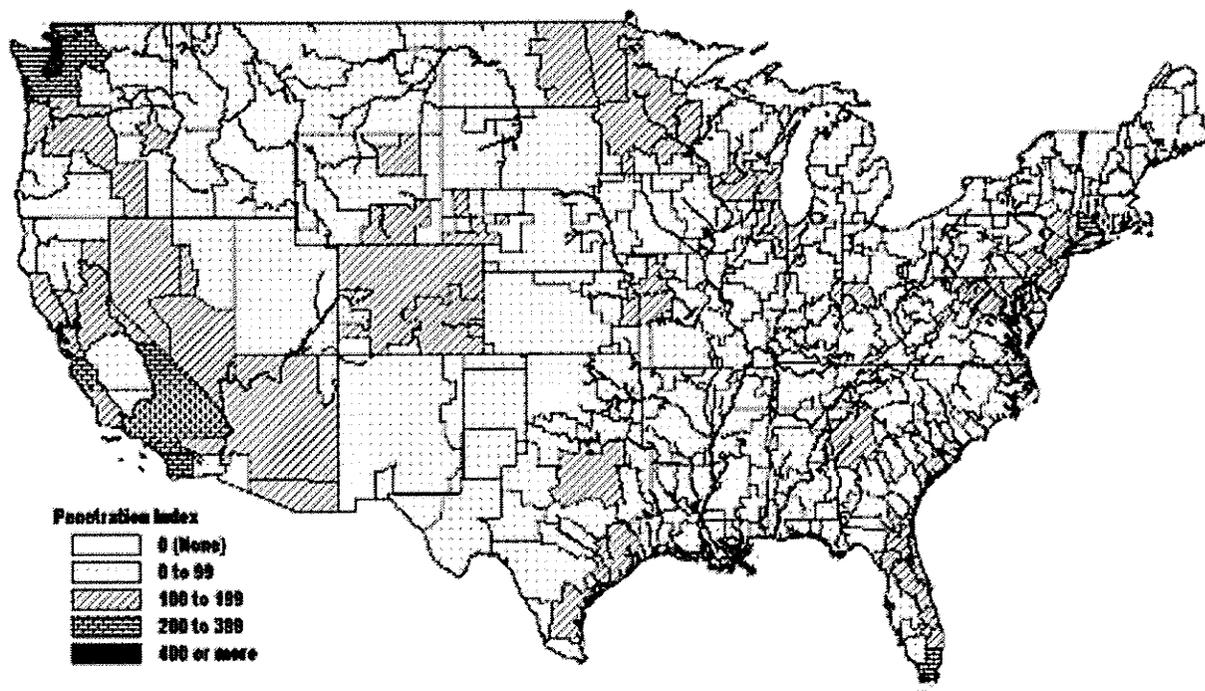
	<b>Index</b>
1. Have a fireplace with gas logs	280
2. Have a home security system	243
3. Participate in a load management program	233
4. Have a programmable thermostat	218
5. Have point-of-use surge protection	216
6. Have timers for lights	185
7. Have an air cleaner	172
8. Be interested in ordering services online	167
9. Use a heat pump for cooling equipment	150
10. Be very likely to participate in online energy audits	142

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# 15 Great Beginnings

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## Segment Concentration by Designated Market Area (DMA)



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These are typically households with one or two young adults, living in renter-occupied housing and located in urban and suburban areas. Their median household income is slightly higher than the national average and they are more likely to have attended at least some college and work in white-collar occupations.

Great Beginnings contains younger adults, typically between 22 and 44 years of age. Only 30% of these households have children (20% below average). While this segment is more likely than average to contain one or two persons and have a smaller than average household size, 28% contain three to four people. Over 22% of Great Beginnings are non-family households, which is 66% above average. The median household income of this segment is slightly above the national average. They are more likely than average to live in urban and suburban areas and are concentrated along the two coasts, especially in Boston, Miami, parts of California and Seattle. This segment ranks high in all white-collar occupations, particularly technical and administrative support. They are 66% more likely to live in renter-occupied housing and over twice as likely to live in structures with three or more units.

This segment is likely to own a Honda and purchase gasoline using a debit card. They also tend to listen to modern rock radio stations and read weekly news and entertainment magazines.

# Demographic Data

Age	Mean	Index	Rank
0 - 4 Years	6.62	95	31
5 - 9 Years	6.68	94	31
10 - 14 Years	6.84	95	31
15 - 17 Years	3.38	82	38
18 - 20 Years	3.24	78	46
21 Years	1.28	93	27
22 - 24 Years	3.97	103	15
25 - 29 Years	6.86	106	13
30 - 34 Years	8.85	125	6
35 - 39 Years	10.39	139	4
40 - 44 Years	9.48	118	6
45 - 49 Years	7.45	101	17
50 - 54 Years	6.23	94	31
55 - 59 Years	4.41	89	36
60 - 64 Years	3.47	84	39
65 - 69 Years	2.92	81	38
70 - 74 Years	2.71	81	37
75 - 84 Years	3.78	84	35
85 + Years	1.44	91	31
<b>Average Age</b>	<b>36.18</b>	<b>98</b>	<b>30</b>
<b>Median Age</b>	<b>36.24</b>	<b>99</b>	<b>26</b>

Income	Mean	Index	Rank
< \$15,000	9.99	69	35
\$15,000 - \$25,000	11.88	94	34
\$25,000 - \$35,000	13.75	115	24
\$35,000 - \$50,000	19.52	123	2
\$50,000 - \$75,000	23.25	117	9
\$75,000 - \$100,000	11.55	103	16
\$100,000 - \$150,000	7.02	85	18
\$150,000 +	3.04	53	23
<b>Average Income</b>	<b>\$55,435</b>	<b>90</b>	<b>21</b>
<b>Median Income</b>	<b>\$46,053</b>	<b>101</b>	<b>17</b>

Race/Ethnicity	Mean	Index	Rank
White	83.31	104	30
Black	7.64	63	22
Native American	0.56	71	30
Asian	4.64	167	12
Pacific Islander	0.19	128	13
Other	3.66	93	11
Hispanic	9.44	105	11

Population Type	Mean	Index	Rank
Family HHs	75.79	91	39
Non-family HHs	22.66	166	9
Group Quarters	1.55	58	37

Owner/Renter	Mean	Index	Rank
Owner Occupied	40.74	63	38
Renter Occupied	59.27	166	13
<b>Median Rent Paid</b>	<b>\$458</b>	<b>123</b>	<b>13</b>

Property Value	Mean	Index	Rank
< \$50,000	1.92	16	36
\$50,000 - \$100,000	22.46	76	34
\$100,000 - \$150,000	31.24	138	4
\$150,000 - \$200,000	17.83	144	10
\$200,000 - \$300,000	17.07	137	15
\$300,000 - \$400,000	5.52	112	15
\$400,000 - \$500,000	2.14	91	16
\$500,000+	1.82	52	21
<b>Median Property Value</b>	<b>\$141,003</b>	<b>119</b>	<b>16</b>

Units in Structure	Mean	Index	Rank
1 Unit (Attached)	6.71	128	15
1 Unit (Detached)	31.54	53	41
2 Units	5.21	108	16
3 - 9 Units	19.31	200	7
10 - 49 Units	26.23	306	8
50 + Units	7.66	178	10
Mobile Home	2.34	32	32
Other Type of Unit	1.02	93	36

Education	Mean	Index	Rank
Some High School	16.46	66	33
High School Graduate	27.77	93	30
Some College	23.05	123	5
Associate Degree	7.72	125	8
Bachelors Degree	17.21	131	17
Post Graduate Degree	7.79	108	19

Persons in Unit	Mean	Index	Rank
1 Person	31.53	128	14
2 Persons	34.23	107	15
3 - 4 Persons	27.55	85	37
5 - 6 Persons	5.82	63	41
7+ Persons	0.88	51	39
<b>Average HH Size</b>	<b>2.31</b>	<b>88</b>	<b>38</b>

# Lifestyle Data

## Great Beginnings Members are more likely to...

### Leisure & Recreation

	<b>Index</b>
1. Shop at Arco AM/PM	167
2. Purchase gasoline with a debit card	148
3. Own or lease a Honda	147
4. Rollerblade or in-line skate	145
5. Eat at Dunkin Donuts	141
6. Shop at 7-11	137
7. Eat at T.G.I.Friday's	137
8. Have rented a truck or trailer in the last year	134
9. Own downhill ski equipment	133
10. Visit Disneyland (CA)	132
11. Use a Laundromat	132
12. Eat at Jack-In-The-Box	132
13. Eat at Boston Market	130
14. Rent a car for personal use	127
15. Purchase gasoline at a full service station	127

### Communications & Technology

	<b>Index</b>
1. Subscribe to Univision	163
2. Be very interested in ordering other products and services online	153
3. Be very interested in ordering new services online	151
4. Be very interested in adding or deleting services online	150
5. Have a DVD player	140
6. Use the internet to pay bills	139
7. Have internet access at work	138
8. Switch long distance service provider because of an inducement	134
9. Be interested in instant messaging on wireless phone	132
10. Use AOL as an internet service provider	130

### Financial Services

	<b>Index</b>
1. Have a student loan	146
2. Have a ROTH IRA	145
3. Have been offered internet bill paying	137
4. Use internet banking	131
5. Use personal finance management software	131
6. Have an American Express Optima card	128
7. Have a checking account with restricted teller use	127
8. Have a debit card with the VISA or MasterCard logo	124
9. Have a mutual fund obtained from a bank, S&L, or credit union	124
10. Bank at an ATM	122

# Lifestyle Data

## Great Beginnings Members are more likely to...

### Media Preferences

	Index
1. Read Rolling Stone magazine	163
2. Watch MTV	159
3. Listen to modern rock radio format	157
4. Read PC Magazine	156
5. Read Cosmopolitan magazine	154
6. Watch VH-1	149
7. Read Entertainment Weekly magazine	147
8. Watch E!	146
9. Watch Comedy Central	144
10. Listen to album oriented progressive rock radio format	143
11. Watch FX	139
12. Read Vogue magazine	135
13. Read fitness magazines	133
14. Read Martha Stewart Living magazine	131
15. Read men's magazines	125

### Home Furnishings & Improvements

	Index
1. Own a laptop PC	131
2. Own an Apple/Mac PC	129
3. Have purchased kitchen or dining room furniture in the last year	123
4. Own a CD player	113
5. Have purchased table settings in the last year	113
6. Have purchased big ticket furniture items in the last year	112
7. Have purchased kitchen/cooking products in the last year	112
8. Have purchased a sofa sectional in the last year	111
9. Have purchased curtains in the last year	111
10. Have purchased a vacuum cleaner in the last year	111

### Power Utilities

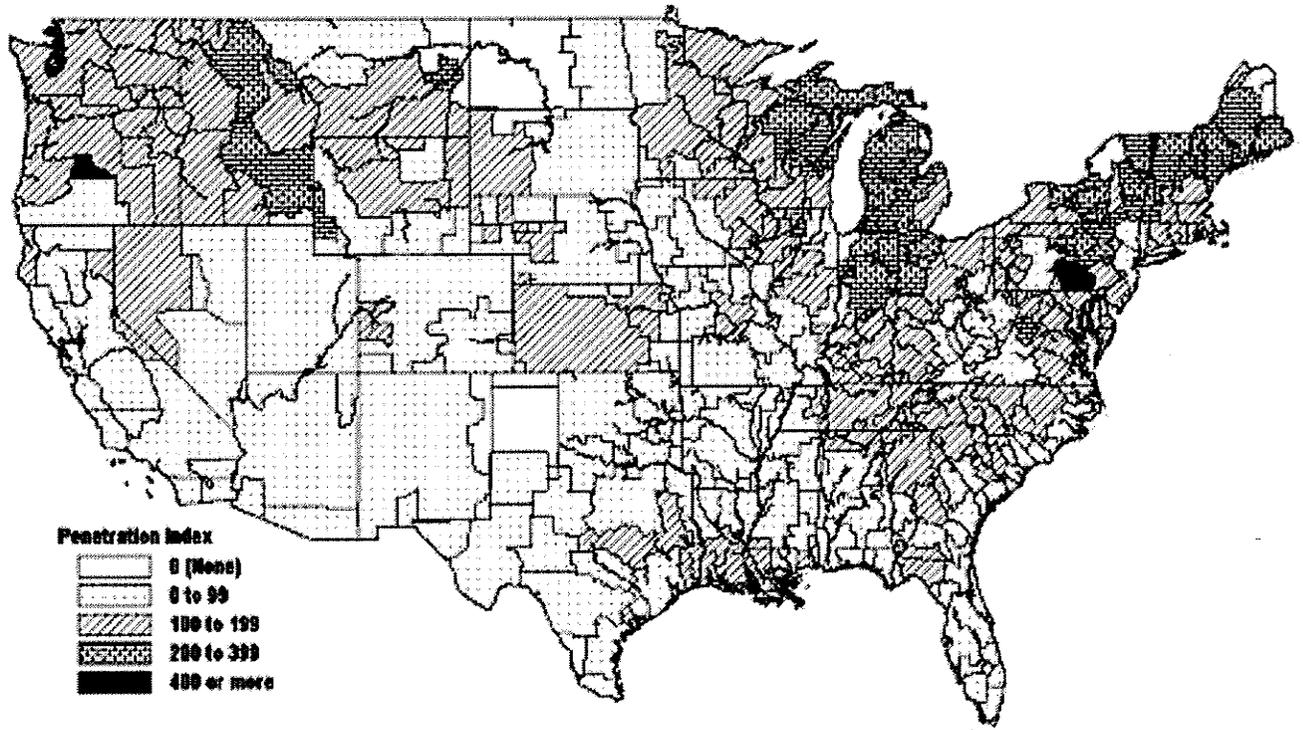
	Index
1. Be very likely to participate in online energy audits	131
2. Use built-in room or baseboard heaters as primary heating system	128
3. Rate gas provider's overall service as neutral	126
4. Rate electric provider's overall service as neutral	124
5. Use electricity for the primary heating system fuel	120
6. Have one central air conditioner	119
7. Purchase an extended warranty	118
8. Be very interested in purchasing a home security system	117
9. Be very likely to participate in a fixed rate billing plan	117
10. Be very interested in purchasing a programmable thermostat	117

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# 16 Country Home Families

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## Segment Concentration by Designated Market Area (DMA)



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Country Home Families are typically married couples with children, and living in rural areas. They have a median household income slightly above the national average. They are likely to own their home and work in blue-collar occupations.

The households in this segment are typically families with children present in the home. Adults in this segment are likely to be between the ages of 45 and 59. They have above average median household income and a per capita income just below the national average. Over 91% of these households live in rural areas, which is more than 3.6 times the national average. They are found in the highest concentrations in the northern parts of the country. This segment is more likely to be high school educated and nearly 16% are civilian veterans. They are 17% more likely to work in blue-collar occupations and rank first in the precision production and craft trades. Over 82% own their homes (ranking them seventh in this category) and almost 15% live in mobile homes (twice the national average). They rank fourth in having three or more vehicles in the household.

These households enjoy outdoor activities such as hunting and camping. They tend to own motor homes, boats, rifles and fishing equipment. They use credit unions, listen to country music stations and read hunting and fishing magazines.

# Demographic Data

Age	Mean	Index	Rank
0 - 4 Years	6.93	99	24
5 - 9 Years	7.37	103	23
10 - 14 Years	7.49	104	19
15 - 17 Years	4.54	110	10
18 - 20 Years	3.92	94	25
21 Years	1.24	91	28
22 - 24 Years	3.77	98	26
25 - 29 Years	6.40	99	25
30 - 34 Years	6.35	90	43
35 - 39 Years	6.84	92	37
40 - 44 Years	8.26	103	18
45 - 49 Years	8.06	109	14
50 - 54 Years	7.43	112	13
55 - 59 Years	5.57	112	10
60 - 64 Years	4.39	106	17
65 - 69 Years	3.53	98	25
70 - 74 Years	3.06	92	33
75 - 84 Years	3.73	82	36
85 + Years	1.13	72	36
<b>Average Age</b>	<b>36.37</b>	<b>99</b>	<b>25</b>
<b>Median Age</b>	<b>36.51</b>	<b>100</b>	<b>24</b>

Income	Mean	Index	Rank
< \$15,000	8.77	61	37
\$15,000 - \$25,000	10.13	80	37
\$25,000 - \$35,000	11.12	93	37
\$35,000 - \$50,000	16.89	107	21
\$50,000 - \$75,000	25.37	127	4
\$75,000 - \$100,000	14.55	130	11
\$100,000 - \$150,000	9.01	109	14
\$150,000 +	4.16	73	20
<b>Average Income</b>	<b>\$64,276</b>	<b>104</b>	<b>14</b>
<b>Median Income</b>	<b>\$53,047</b>	<b>117</b>	<b>14</b>

Race/Ethnicity	Mean	Index	Rank
White	95.33	119	2
Black	2.70	22	46
Native American	0.60	76	28
Asian	0.50	18	46
Pacific Islander	0.04	29	43
Other	0.83	21	48
Hispanic	2.21	25	50

Population Type	Mean	Index	Rank
Family HHs	90.19	108	7
Non-family HHs	8.37	61	42
Group Quarters	1.43	53	38

Owner/Renter	Mean	Index	Rank
Owner Occupied	82.15	128	7
Renter Occupied	17.85	50	44
<b>Median Rent Paid</b>	<b>\$311</b>	<b>83</b>	<b>34</b>

Property Value	Mean	Index	Rank
< \$50,000	7.49	61	29
\$50,000 - \$100,000	33.02	112	25
\$100,000 - \$150,000	30.64	135	5
\$150,000 - \$200,000	14.33	116	15
\$200,000 - \$300,000	10.30	83	26
\$300,000 - \$400,000	2.57	52	25
\$400,000 - \$500,000	0.85	36	30
\$500,000+	0.80	23	30
<b>Median Property Value</b>	<b>\$115,489</b>	<b>98</b>	<b>25</b>

Units in Structure	Mean	Index	Rank
1 Unit (Attached)	1.68	32	46
1 Unit (Detached)	76.57	130	7
2 Units	2.18	45	40
3 - 9 Units	2.84	29	45
10 - 49 Units	1.17	14	46
50 + Units	0.14	3	47
Mobile Home	14.39	199	6
Other Type of Unit	1.02	93	34

Education	Mean	Index	Rank
Some High School	21.53	87	30
High School Graduate	37.65	126	2
Some College	18.64	99	26
Associate Degree	6.82	111	13
Bachelors Degree	10.31	79	27
Post Graduate Degree	5.07	70	29

Persons in Unit	Mean	Index	Rank
1 Person	16.14	66	41
2 Persons	32.81	102	24
3 - 4 Persons	38.83	120	9
5 - 6 Persons	10.89	118	13
7+ Persons	1.33	77	23
<b>Average HH Size</b>	<b>2.85</b>	<b>108</b>	<b>12</b>

# Lifestyle Data

## County Home Families Members are more likely to...

### Leisure & Recreation

	<b>Index</b>
1. Travel six to ten miles to a grocery store	251
2. Own a boat	188
3. Go hunting	179
4. Own a motor home or camper	174
5. Own a shotgun or rifle	167
6. Own or lease a motorcycle	163
7. Own a vehicle with 4-wheel drive	152
8. Go bird watching	148
9. Eat at Bob Evan's	144
10. Own or lease a truck, van or SUV	142
11. Shop at Citgo Quik Mart	140
12. Eat at Cracker Barrel	140
13. Go fishing	137
14. Own a tent	137
15. Have a pet	136

### Communications & Technology

	<b>Index</b>
1. Have a satellite	169
2. Have two or more working televisions connected to satellite television	169
3. Use a local internet service provider	153
4. Be very interested in an ISDN line	136
5. Use Cellular One as a wireless service provider	135
6. Be very interested in a cable modem	135
7. Use the local phone company as a long distance provider	129
8. Rate phone provider's variety of programs/services offered as poor	129
9. Use home PC for desktop publishing	126
10. Rate wireless service provider's overall service as good	125

### Financial Services

	<b>Index</b>
1. Have a home equity line of credit	155
2. Have a second mortgage or equity loan	149
3. Have lost income insurance	141
4. Own investment real estate	141
5. Have a new car loan	138
6. Have face value life insurance between \$100,000 - \$249,000	130
7. Use a bank branch closest to work	130
8. Have homeowner or personal property insurance btwn \$100K - \$300K	127
9. Have disability insurance	127
10. Use a credit union	123

# Lifestyle Data

## Country Home Families Members are more likely to...

### Media Preferences

	Index
1. Have a satellite dish or disc	205
2. Read Country Home magazine	183
3. Read Field & Stream magazine	173
4. Read Country Living magazine	168
5. Listen to country radio format	155
6. Read fishing and hunting magazines	154
7. Read gardening magazines	146
8. Refer to yellow pages for automobile parts and supplies	146
9. Watch the Academy of Country Music Awards	141
10. Watch Country Music TV	133
11. Watch When Animals Attack	133
12. Watch Antiques Roadshow	132
13. Watch the Indianapolis 500	131
14. Watch the Drew Carey Show	129
15. Read Popular Mechanics magazine	125

### Home Furnishings & Improvements

	Index
1. Own a riding lawn mower	223
2. Own a kerosene heater	208
3. Own water softener	189
4. Own a stationary table saw	179
5. Own a paint sprayer	170
6. Own a hot tub/whirlpool spa	150
7. Own a waterbed	149
8. Have done exterior paint work in the last year	148
9. Own a gas grill	147
10. Own an electric drill (cordless)	144

### Power Utilities

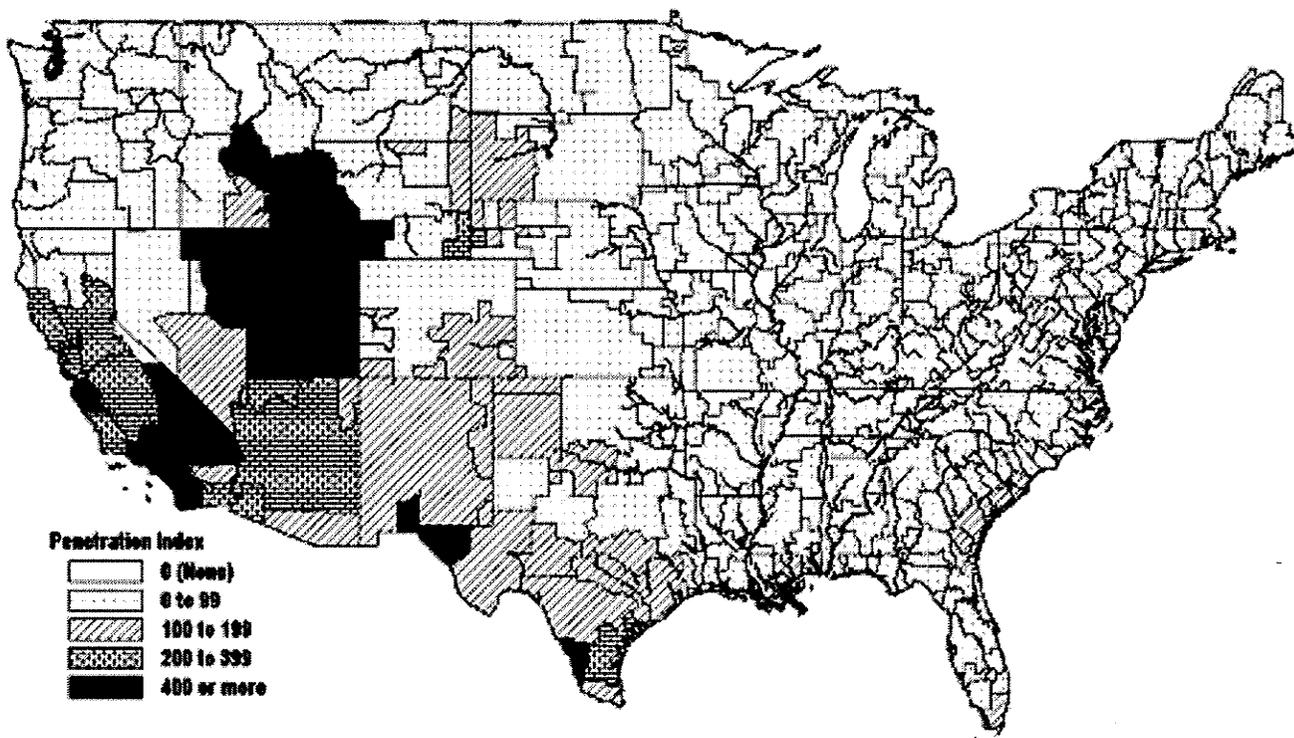
	Index
1. Use propane for the primary heating system fuel	279
2. Have an oil or propane water heater	236
3. Have a dehumidifier	158
4. Use a heat pump for cooling equipment	148
5. Have a current water heater that replaced an electric water heater	142
6. Have a freezer separate from the refrigerator	132
7. Have voluntary time-of-use rates or time-of-day rates	122
8. Have a carbon monoxide detector	120
9. Have a fireplace with gas logs	118
10. Not purchase an extended warranty	117

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# 17 Stars and Stripes

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## Segment Concentration by Designated Market Area (DMA)



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This segment is comprised of young families with children. They live primarily in urban and suburban areas, have slightly above average median household incomes and work in blue-collar occupations.

Stars and Stripes are more likely than average to be under age 39. Children make up approximately one-third of the total household population of these households, and there are above average concentrations of children of all ages. They rank second in average household size and in having five or more persons in the household. This is an ethnically diverse segment with higher than average concentrations of Asian, Pacific Islander and Hispanic households. They have an average median household income, while their per capita income is 29% below average due to their large household size. They are 92% more likely than average to live in urban areas (primarily in the West) and are 13% more likely to be renters. They are more likely than average to have attended college, although less likely than average to have received a bachelors (or higher) degree. Stars and Stripes are more likely to work in blue-collar occupations; rank fourth in precision products and crafts and over 8% are in the armed forces, ranking them third in this category. They are 91% more likely than average to live in single unit attached housing.

Stars and Stripes like to eat at quick service hamburger restaurants. They frequent convenience stores and play video games. They tend to have checking account overdraft protection and use the telephone to transfer funds.

# Demographic Data

Age	Mean	Index	Rank
0 - 4 Years	9.82	141	3
5 - 9 Years	9.55	134	3
10 - 14 Years	8.98	125	3
15 - 17 Years	4.93	120	5
18 - 20 Years	4.91	118	8
21 Years	1.66	121	9
22 - 24 Years	4.57	119	6
25 - 29 Years	7.21	111	9
30 - 34 Years	7.38	104	17
35 - 39 Years	7.72	103	13
40 - 44 Years	7.83	97	22
45 - 49 Years	6.61	90	36
50 - 54 Years	5.34	80	39
55 - 59 Years	3.65	74	44
60 - 64 Years	2.84	69	46
65 - 69 Years	2.26	63	45
70 - 74 Years	1.88	56	45
75 - 84 Years	2.20	49	45
85 + Years	0.66	42	46
<b>Average Age</b>	<b>30.79</b>	<b>84</b>	<b>46</b>
<b>Median Age</b>	<b>29.08</b>	<b>80</b>	<b>45</b>

Income	Mean	Index	Rank
< \$15,000	9.48	66	36
\$15,000 - \$25,000	11.67	93	35
\$25,000 - \$35,000	12.90	108	31
\$35,000 - \$50,000	18.63	118	7
\$50,000 - \$75,000	24.44	123	5
\$75,000 - \$100,000	12.57	112	14
\$100,000 - \$150,000	7.48	90	16
\$150,000 +	2.82	50	26
<b>Average Income</b>	<b>\$57,608</b>	<b>93</b>	<b>18</b>
<b>Median Income</b>	<b>\$47,835</b>	<b>105</b>	<b>15</b>

Race/Ethnicity	Mean	Index	Rank
White	65.75	82	43
Black	9.48	79	17
Native American	1.04	132	14
Asian	8.28	298	5
Pacific Islander	1.06	724	1
Other	14.40	365	3
Hispanic	30.52	340	3

Population Type	Mean	Index	Rank
Family HHs	89.96	108	9
Non-family HHs	6.27	46	47
Group Quarters	3.77	140	11

Owner/Renter	Mean	Index	Rank
Owner Occupied	59.36	92	32
Renter Occupied	40.64	113	19
<b>Median Rent Paid</b>	<b>\$469</b>	<b>125</b>	<b>12</b>

Property Value	Mean	Index	Rank
< \$50,000	4.75	39	33
\$50,000 - \$100,000	30.08	102	31
\$100,000 - \$150,000	26.26	116	15
\$150,000 - \$200,000	17.73	143	11
\$200,000 - \$300,000	15.17	122	17
\$300,000 - \$400,000	4.06	83	23
\$400,000 - \$500,000	1.23	53	24
\$500,000+	0.71	20	32
<b>Median Property Value</b>	<b>\$128,877</b>	<b>109</b>	<b>18</b>

Units in Structure	Mean	Index	Rank
1 Unit (Attached)	10.04	191	6
1 Unit (Detached)	64.88	110	23
2 Units	3.39	70	32
3 - 9 Units	9.33	97	21
10 - 49 Units	5.63	66	26
50 + Units	1.63	38	28
Mobile Home	4.07	56	27
Other Type of Unit	1.02	93	35

Education	Mean	Index	Rank
Some High School	28.88	117	21
High School Graduate	29.16	97	27
Some College	22.92	122	6
Associate Degree	7.34	119	11
Bachelors Degree	8.50	65	37
Post Graduate Degree	3.20	44	44

Persons in Unit	Mean	Index	Rank
1 Person	12.22	50	47
2 Persons	23.21	72	48
3 - 4 Persons	39.66	122	8
5 - 6 Persons	18.61	202	2
7+ Persons	6.30	363	2
<b>Average HH Size</b>	<b>3.48</b>	<b>132</b>	<b>2</b>

# Lifestyle Data

## Stars and Stripes Members are more likely to...

### Leisure & Recreation

	<b>Index</b>
1. Eat at Carl's Jr.	476
2. Visit Disneyland (CA)	469
3. Shop Arco AM/PM	445
4. Eat at Jack-In-The-Box	383
5. Shop at Circle K	191
6. Eat at Denny's	180
7. Purchase hot dogs at a convenience store	175
8. Visit SeaWorld Marine Parks	171
9. Purchase men's nightwear	162
10. Own or lease a Honda	161
11. Shop at 7-11	159
12. Own or lease a Nissan	157
13. Own a camp stove	146
14. Purchase oil filters at an auto parts store	137
15. Eat at Little Caesar's Pizza	137

### Communications & Technology

	<b>Index</b>
1. Use AirTouch as a wireless service provider	219
2. Use the internet to check credit card balances	153
3. Have a DVD player	152
4. Not subscribe to cable or satellite TV because it is too expensive	149
5. Subscribe to Univision	147
6. Have switched long distance provider because of billing problems	146
7. Subscribe to caller ID blocking (wireline)	141
8. Have received collect calls in the last six months	139
9. Have a digital camera	136
10. Use home PC for banking, budgeting and taxes	132

### Financial Services

	<b>Index</b>
1. Have a non-interest checking account with restricted teller use	143
2. Use the telephone to transfer funds	142
3. Be a member of an HMO/PPO	132
4. Have been offered internet bill paying	132
5. Have overdraft protection (personal checking)	123
6. Use home banking services	123
7. Have payroll direct deposit	123
8. Use personal finance management software	118
9. Use an ATM or debit card	116
10. Have a personal loan for home improvements	113

# Lifestyle Data

## Stars and Stripes Members are more likely to...

### Media Preferences

	<b>Index</b>
1. Listen to contemporary hits radio format	160
2. Read fitness magazines	154
3. Read Popular Mechanics magazine	145
4. Read The Cable Guide magazine	141
5. Read automotive magazines	137
6. Listen to golden oldies radio format	137
7. Rent videotapes six or more times a month	136
8. Watch When Animals Attack	132
9. Read Cosmopolitan	130
10. Read Car & Driver magazine	127
11. Refer to yellow pages in the last three months	127
12. Watch the Jenny Jones Show	126
13. Watch Cartoon Network	122
14. Watch Cops	121
15. Read National Enquirer magazine	120

### Home Furnishings & Improvements

	<b>Index</b>
1. Own an electric steam cooker	149
2. Own a gas clothes dryer	141
3. Own an electric juicer	137
4. Own a video game system	126
5. Own an Apple/Mac PC	125
6. Purchase cartridge film	123
7. Own a video camera	119
8. Own a television with picture-in-picture	119
9. Own automotive tools	114
10. Have remodeled a bathroom in the last year	108

### Power Utilities

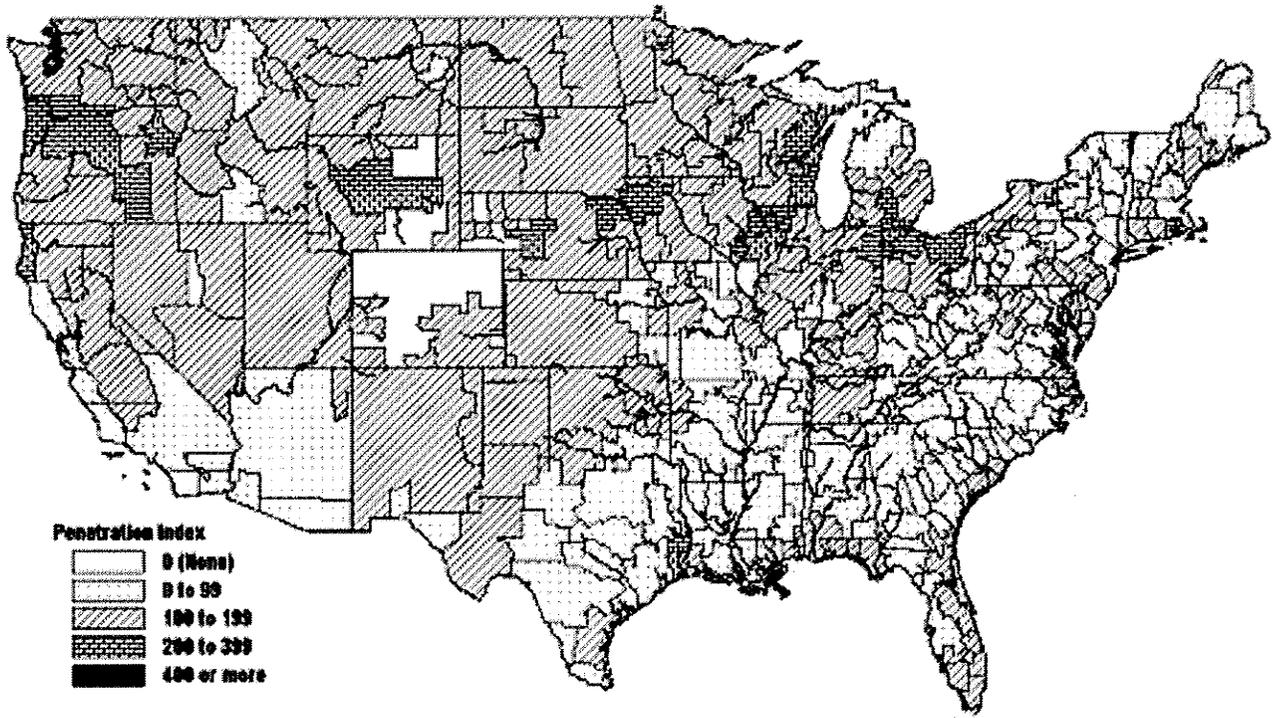
	<b>Index</b>
1. Rate gas providers overall service as neutral	156
2. Currently participate in a fixed rate billing plan	151
3. Have a natural gas water heater	145
4. Purchase a payment protection plan	138
5. Use natural gas for the primary heating system fuel	133
6. Purchase an extended warranty	130
7. Currently have balanced billing	127
8. Purchase a wire warranty	122
9. Have a gas stove	121
10. Be very likely to purchase a programmable thermostat	121

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# 18 White Picket Fences

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## Segment Concentration by Designated Market Area (DMA)



These are typically suburban families with one or two children. They have median household incomes just below the national average, own their homes and work in blue-collar occupations.

White Picket Fence adults tend to be between 35 and 44 years of age. They are more likely than average to be married. These families are 10% more likely than average to be three to four persons households. Their median household income is just below the national average and their per capita income is 17% below average. Their concentration in suburban areas is very high and a slightly higher than average percentage live in urban areas as well. These households tend to be located in the Midwest and West. They rank fifth in terms of ending their education after graduating high school and they are 12% more likely than average to have blue-collar occupations. They rank ninth in precision production and crafts and they are 11% more likely than average to work in administrative support positions. Seventy percent own their homes (9% above average) and their median property value is 22% below the national average

Many of these households enjoy bingo, bowling and home delivery meals, such as pizza. They utilize credit unions and have personal loans for home improvement projects. They are likely to have purchased wallpaper, carpeting, roofing and doors within the last year.

# Demographic Data

Age	Mean	Index	Rank
0 - 4 Years	7.53	108	14
5 - 9 Years	7.63	107	14
10 - 14 Years	7.56	105	16
15 - 17 Years	4.30	105	26
18 - 20 Years	3.85	93	27
21 Years	1.28	94	25
22 - 24 Years	3.69	96	32
25 - 29 Years	6.25	96	34
30 - 34 Years	7.06	99	23
35 - 39 Years	8.02	108	11
40 - 44 Years	8.42	105	16
45 - 49 Years	7.28	99	19
50 - 54 Years	6.35	96	24
55 - 59 Years	4.67	94	31
60 - 64 Years	3.91	95	32
65 - 69 Years	3.39	94	30
70 - 74 Years	3.17	95	29
75 - 84 Years	4.24	94	32
85 + Years	1.41	90	32
<b>Average Age</b>	<b>35.92</b>	<b>98</b>	<b>32</b>
<b>Median Age</b>	<b>35.58</b>	<b>97</b>	<b>32</b>

Income	Mean	Index	Rank
< \$15,000	11.16	77	32
\$15,000 - \$25,000	12.87	102	32
\$25,000 - \$35,000	13.88	116	22
\$35,000 - \$50,000	19.79	125	1
\$50,000 - \$75,000	24.33	122	6
\$75,000 - \$100,000	10.83	96	18
\$100,000 - \$150,000	5.38	65	27
\$150,000 +	1.74	31	37
<b>Average Income</b>	<b>\$51,794</b>	<b>84</b>	<b>25</b>
<b>Median Income</b>	<b>\$44,154</b>	<b>97</b>	<b>18</b>

Race/Ethnicity	Mean	Index	Rank
White	90.19	112	19
Black	4.93	41	30
Native American	0.66	84	21
Asian	1.46	53	33
Pacific Islander	0.08	56	28
Other	2.67	68	23
Hispanic	7.15	80	19

Population Type	Mean	Index	Rank
Family HHs	86.92	104	18
Non-family HHs	11.86	87	31
Group Quarters	1.22	45	41

Owner/Renter	Mean	Index	Rank
Owner Occupied	69.79	109	22
Renter Occupied	30.21	84	29
<b>Median Rent Paid</b>	<b>\$353</b>	<b>94</b>	<b>27</b>

Property Value	Mean	Index	Rank
< \$50,000	8.91	73	27
\$50,000 - \$100,000	50.08	170	1
\$100,000 - \$150,000	27.17	120	10
\$150,000 - \$200,000	8.16	66	31
\$200,000 - \$300,000	4.41	35	39
\$300,000 - \$400,000	0.83	17	42
\$400,000 - \$500,000	0.24	10	44
\$500,000+	0.20	6	45
<b>Median Property Value</b>	<b>\$91,617</b>	<b>78</b>	<b>31</b>

Units in Structure	Mean	Index	Rank
1 Unit (Attached)	5.13	98	27
1 Unit (Detached)	66.58	113	20
2 Units	6.17	128	12
3 - 9 Units	8.50	88	26
10 - 49 Units	4.98	58	32
50 + Units	0.74	17	38
Mobile Home	7.02	97	19
Other Type of Unit	0.86	79	40

Education	Mean	Index	Rank
Some High School	24.24	98	24
High School Graduate	36.49	122	5
Some College	20.25	108	20
Associate Degree	6.52	106	17
Bachelors Degree	8.77	67	33
Post Graduate Degree	3.73	52	40

Persons in Unit	Mean	Index	Rank
1 Person	21.29	87	34
2 Persons	32.43	101	27
3 - 4 Persons	35.58	110	15
5 - 6 Persons	9.42	102	23
7+ Persons	1.29	74	26
<b>Average HH Size</b>	<b>2.69</b>	<b>102</b>	<b>20</b>

## Lifestyle Data

### White Picket Fence Members are more likely to...

#### Leisure & Recreation

	Index
1. Shop at Wawa	155
2. Play bingo	143
3. Purchase an air filter at K-Mart	140
4. Eat at Little Caesar's Pizza	136
5. Own or lease a Mercury	134
6. Own a bowling ball	132
7. Shop at Arco AM/PM	131
8. Play volleyball	129
9. Own or lease a motorcycle	129
10. Visit SeaWorld Marine Parks	125
11. Shop at Convenient Food Mart	125
12. Rollerblade or in-line skate	124
13. Purchase a used automobile	123
14. Order home delivery meals	122
15. Eat at Taco Bell	122

#### Communications & Technology

	Index
1. Have heard about new LD phone provider or product by telemarketing	128
2. Have digital cable	128
3. Rate cable provider's overall service as poor/very poor	124
4. Rate long distance provider's overall service as poor/very poor	123
5. Use AirTouch as a wireless service provider	119
6. Use the internet at home to chat	119
7. Have two working televisions connected to cable television	118
8. Make 6+ calls from another standard phone monthly when not at home	117
9. Rate cable television provider's value for money spent as very poor	117
10. Use the internet at home to play games	116

#### Financial Services

	Index
1. Have a personal loan for home improvements	140
2. Have homeowner or personal property insurance btwn \$25K - \$99K	124
3. Have a second mortgage or personal loan	124
4. Have an auto loan through a dealership	121
5. Have vision care insurance	120
6. Have disability insurance	115
7. Use a credit union	114
8. Have installment credit products	113
9. Have a combination term/whole life insurance policy	112
10. Have a non-interest checking account	112

# Lifestyle Data

## White Picket Fence Members are more likely to...

### Media Preferences

	Index
1. Listen to classic rock radio format	149
2. Watch FX	138
3. Watch Food Network	136
4. Watch SCI-FI Channel	134
5. Watch Bob Vila Home Again	132
6. Watch the Drew Carey Show	132
7. Watch VH-1	131
8. Read Entertainment Weekly magazine	129
9. Watch MTV	129
10. Watch Cops	128
11. Read The Cable Guide magazine	126
12. Read Popular Mechanics magazine	126
13. Read Rolling Stone magazine	126
14. Watch Nick at Night	125
15. Watch General Hospital	121

### Home Furnishings & Improvements

	Index
1. Own a snow blower	132
2. Own a video game system	130
3. Have remodeled a bathroom in the last year	128
4. Have purchased interior/exterior doors in the last year	127
5. Have purchased wall to wall carpet in the last year	125
6. Have remodeled a kitchen in the last year	125
7. Have purchased a clothes dryer in the last year	123
8. Have purchased roofing in the last year	122
9. Own a carpet steam cleaner	118
10. Have purchased wallpaper in the last year	116

### Power Utilities

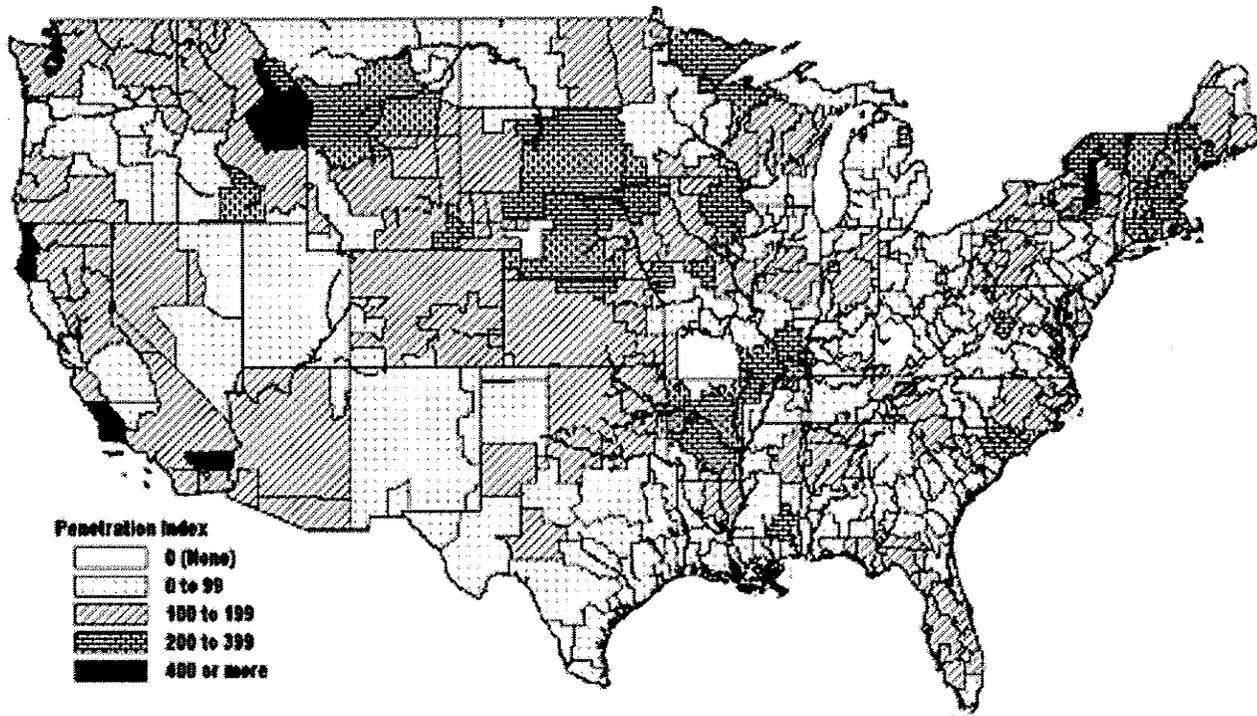
	Index
1. Rate gas provider's overall service as good	134
2. Have a natural gas water heater	127
3. Currently participate in a fixed rate billing plan	127
4. Have a natural gas dryer	126
5. Have three or more window or wall-mounted room air conditioners	118
6. Be very likely to use balanced billing	120
7. Have a natural gas grill	118
8. Have a carbon monoxide detector	117
9. Be very likely to participate in financing for appliances	115
10. Have an extended warranty or service contract for the water heater	112

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# 19 Young and Carefree

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## Segment Concentration by Designated Market Area (DMA)



This segment consists primarily of college educated, young adults without children. They are typically one and two person households renting in suburban areas. They have a slightly below average median household income and are more likely to work in white-collar occupations.

The Young and Carefree segment contains above average concentrations of young adults under age 24. In addition, 9% are over age 75, which is also above the national average. They rank third in having two persons in the household, and also rank above average for single person households. They are less likely than average to be married, to have children, and to be family households. While their median household income is just below the national average, their low household size contributes to a per capita income that is 3% above average. In addition, they have the seventh highest share of households receiving some form of retirement income. About 62% live in suburban areas (45% above average) while another 25% reside in urban areas. These households can be found in all parts of the country, but are most highly concentrated in areas like Lincoln, Nebraska; Butte, Montana; Utica, New York; Palm Springs and Santa Barbara, California. They are more likely than average to have attended college and to have earned a degree. They are 16% more likely than average to work in white-collar occupations and 16% more likely to rent their homes.

This segment tends to utilize discount broker services, own real estate, and to bank by mail. They are also very likely to own or lease a hatchback and enjoy morning news programs.

# Demographic Data

Age	Mean	Index	Rank
0 - 4 Years	4.76	68	42
5 - 9 Years	5.00	70	41
10 - 14 Years	5.13	71	41
15 - 17 Years	2.87	70	41
18 - 20 Years	8.98	216	4
21 Years	2.73	200	4
22 - 24 Years	4.32	112	11
25 - 29 Years	5.38	83	47
30 - 34 Years	7.32	103	19
35 - 39 Years	7.21	97	29
40 - 44 Years	7.00	87	40
45 - 49 Years	6.40	87	39
50 - 54 Years	5.98	90	35
55 - 59 Years	4.66	94	32
60 - 64 Years	4.27	104	18
65 - 69 Years	4.37	121	8
70 - 74 Years	4.40	132	7
75 - 84 Years	6.51	144	7
85 + Years	2.71	172	6
<b>Average Age</b>	<b>39.67</b>	<b>108</b>	<b>12</b>
<b>Median Age</b>	<b>38.60</b>	<b>106</b>	<b>15</b>

Income	Mean	Index	Rank
< \$15,000	13.78	96	30
\$15,000 - \$25,000	13.73	109	30
\$25,000 - \$35,000	13.55	113	25
\$35,000 - \$50,000	17.30	109	16
\$50,000 - \$75,000	20.08	101	20
\$75,000 - \$100,000	10.21	91	20
\$100,000 - \$150,000	6.86	83	20
\$150,000 +	4.49	79	18
<b>Average Income</b>	<b>\$57,282</b>	<b>93</b>	<b>19</b>
<b>Median Income</b>	<b>\$42,751</b>	<b>94</b>	<b>21</b>

Race/Ethnicity	Mean	Index	Rank
White	91.21	114	16
Black	4.51	37	32
Native American	0.55	70	31
Asian	2.17	78	24
Pacific Islander	0.09	59	26
Other	1.47	37	37
Hispanic	3.94	44	38

Population Type	Mean	Index	Rank
Family HHs	68.09	81	41
Non-family HHs	20.75	152	12
Group Quarters	11.18	415	5

Owner/Renter	Mean	Index	Rank
Owner Occupied	58.55	91	33
Renter Occupied	41.45	116	18
<b>Median Rent Paid</b>	<b>\$375</b>	<b>100</b>	<b>22</b>

Property Value	Mean	Index	Rank
< \$50,000	6.29	51	32
\$50,000 - \$100,000	30.02	102	32
\$100,000 - \$150,000	26.64	117	13
\$150,000 - \$200,000	13.64	110	19
\$200,000 - \$300,000	12.80	103	21
\$300,000 - \$400,000	4.89	99	19
\$400,000 - \$500,000	2.33	100	15
\$500,000+	3.37	97	11
<b>Median Property Value</b>	<b>\$125,681</b>	<b>106</b>	<b>19</b>

Units in Structure	Mean	Index	Rank
1 Unit (Attached)	5.39	103	24
1 Unit (Detached)	55.57	94	31
2 Units	5.87	121	13
3 - 9 Units	13.33	138	18
10 - 49 Units	10.99	128	15
50 + Units	3.20	74	18
Mobile Home	4.39	61	24
Other Type of Unit	1.26	115	22

Education	Mean	Index	Rank
Some High School	15.77	64	34
High School Graduate	26.17	87	36
Some College	20.89	111	15
Associate Degree	6.59	107	15
Bachelors Degree	18.75	143	15
Post Graduate Degree	11.83	164	12

Persons in Unit	Mean	Index	Rank
1 Person	31.78	129	13
2 Persons	37.50	117	3
3 - 4 Persons	24.87	77	40
5 - 6 Persons	5.22	56	43
7+ Persons	0.64	37	42
<b>Average HH Size</b>	<b>2.24</b>	<b>85</b>	<b>43</b>

# Lifestyle Data

## Young and Carefree Members are more likely to...

### Leisure & Recreation

	Index
1. Own or lease a three door hatchback automobile	330
2. Eat at Papa John's	304
3. Purchase an oil filter at Quick Lube	281
4. Shop at Amoco Food Mart	234
5. Purchase men's nightwear	232
6. Go jogging	228
7. Eat at Hardee's	223
8. Have purchased running/jogging shoes in the last year	205
9. Own or lease a motorcycle	198
10. Own or lease a Honda	197
11. Eat at Boston Market	196
12. Purchase a men's business suit	188
13. Eat at Long John Silver	188
14. Purchase high ticket sporting equipment	187
15. Eat at Domino's Pizza	185

### Communications & Technology

	Index
1. Have one working television connected to cable television	148
2. Not subscribe to digital cable	138
3. Rate cable provider's value for money spent as very good	135
4. Use the internet at work for education	132
5. Be disinterested in obtaining account status information online	128
6. Pay an additional cost for voice mail (wireline)	123
7. Rate local phone provider's overall service as poor/very poor	122
8. Rate internet provider's overall service as very good	122
9. Not be interested in wireless phone service	121
10. Have switched local phone service provider once in the last year	119

### Financial Services

	Index
1. Own stock	203
2. Have government securities	184
3. Have futures/warrants/options investment products	169
4. Have a sweep (checking/DDA) account	166
5. Use a discount brokerage service	158
6. Own any real estate	149
7. Have variable rate annuities	146
8. Own a certificate of deposit	141
9. Use a bank branch closest to work	139
10. Have a home mortgage (1 <sup>st</sup> )	134

# Lifestyle Data

## Young and Carefree Members are more likely to...

### Media Preferences

	<b>Index</b>
1. Watch Bravo	298
2. Watch Home & Garden TV	244
3. Read Golf Digest magazine	234
4. Read House Beautiful magazine	210
5. Watch QVC	209
6. Watch One Life to Live	206
7. Watch NBC Meet the Press	197
8. Read Country Home magazine	195
9. Refer to yellow pages for hardware stores	193
10. Read Glamour magazine	192
11. Watch Home Shopping Network	188
12. Read Parents' Magazine	179
13. Watch Comedy Central	175
14. Watch Fox News Channel	169
15. Watch The Learning Channel (TLC)	169

### Home Furnishings & Improvements

	<b>Index</b>
1. Have purchased curtains in the last year	224
2. Own automotive tools	166
3. Purchase cartridge film	156
4. Have purchase wall to wall carpet in the last year	153
5. Own an Apple/Mac PC	153
6. Have purchased roofing in the last year	146
7. Have done exterior paint work in the last year	146
8. Spend \$100 or more on property/garden maintenance yearly	145
9. Own a paint sprayer	143
10. Have purchased a washing machine in the last year	143

### Power Utilities

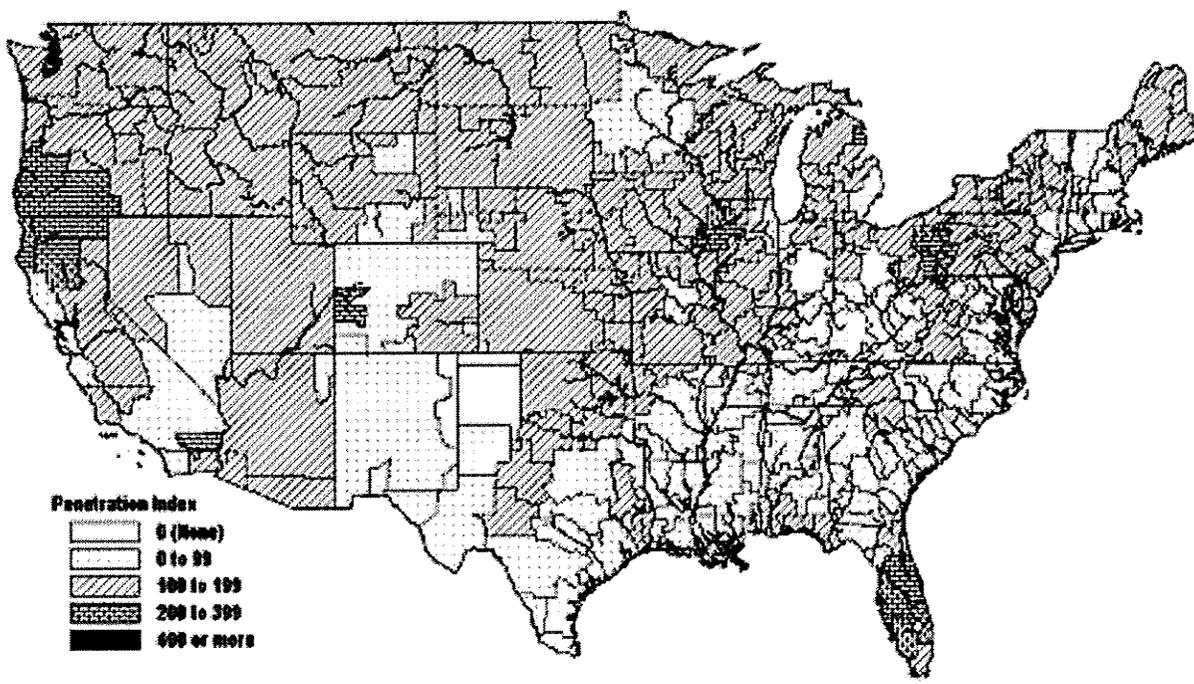
	<b>Index</b>
1. Rate gas provider's overall service as good	134
2. Have a natural gas water heater	127
3. Currently participate in a fixed rate billing plan	127
4. Be very likely to use balanced billing	122
5. Have three or more window or wall-mounted room air conditioners	118
6. Have a natural gas grill	118
7. Have a carbon monoxide detector	117
8. Use a central warm air furnace as the primary heating system	113
9. Have an extended warranty or service contract for the water heater	112
10. Have an air cleaner	109

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# 20 Secure Adults

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## Segment Concentration by Designated Market Area (DMA)



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Older singles and couples with no children living in the suburbs typify this segment. They have median household incomes slightly below the national average. They are more likely to be homeowners, living in single unit detached or mobile homes.

The Secure Adults segment ranks above the national average in every age range above 55 years. These households are 6% more likely than average to contain one person and 14% more likely to contain two people. They typically contain married couples or previously married females and have a smaller than average household size. Their median household income is 7% below the national average, and their per capita income is 6% below average. Also, they rank fifth in percent receiving retirement income. This segment is primarily located in suburban areas, scoring 35% above average for urbanicity. They have typically graduated high school and many have attended some college. The percent working in white- and blue-collar occupations is very close to the national averages (58% and 42%, respectively). They have the third highest share of civilian veterans. They are 11% more likely than average to own single-family homes with 16% more likely than average to reside in a mobile home.

This segment is more likely to be members of a fraternal order, civic, or veterans club. They prefer Oldsmobile and Buick automobiles and enjoy prime time television programming. They are likely to read mature market magazines.

# Demographic Data

Age	Mean	Index	Rank
0 - 4 Years	6.15	88	35
5 - 9 Years	6.41	90	36
10 - 14 Years	6.51	91	36
15 - 17 Years	3.75	91	31
18 - 20 Years	3.38	81	43
21 Years	1.10	80	42
22 - 24 Years	3.28	85	46
25 - 29 Years	5.80	89	42
30 - 34 Years	6.62	93	37
35 - 39 Years	6.91	93	35
40 - 44 Years	7.53	94	28
45 - 49 Years	7.01	95	26
50 - 54 Years	6.53	98	19
55 - 59 Years	5.15	104	17
60 - 64 Years	4.81	117	8
65 - 69 Years	4.87	135	5
70 - 74 Years	4.88	146	6
75 - 84 Years	6.90	153	6
85 + Years	2.41	153	8
<b>Average Age</b>	<b>40.38</b>	110	8
<b>Median Age</b>	<b>40.64</b>	111	10

Income	Mean	Index	Rank
< \$15,000	14.02	97	29
\$15,000 - \$25,000	14.22	113	29
\$25,000 - \$35,000	13.78	115	23
\$35,000 - \$50,000	17.84	113	15
\$50,000 - \$75,000	20.88	105	18
\$75,000 - \$100,000	10.07	90	21
\$100,000 - \$150,000	6.07	73	23
\$150,000 +	3.12	55	22
<b>Average Income</b>	<b>\$53,537</b>	86	23
<b>Median Income</b>	<b>\$41,707</b>	92	22

Race/Ethnicity	Mean	Index	Rank
White	91.97	115	12
Black	4.28	35	36
Native American	0.60	77	27
Asian	1.31	47	36
Pacific Islander	0.07	46	34
Other	1.76	45	33
Hispanic	4.77	53	34

Population Type	Mean	Index	Rank
Family HHs	83.55	100	30
Non-family HHs	14.24	104	20
Group Quarters	2.21	82	29

Owner/Renter	Mean	Index	Rank
Owner Occupied	71.18	111	19
Renter Occupied	28.82	80	32
<b>Median Rent Paid</b>	<b>\$338</b>	90	29

Property Value	Mean	Index	Rank
< \$50,000	11.60	95	21
\$50,000 - \$100,000	38.28	130	18
\$100,000 - \$150,000	26.23	116	16
\$150,000 - \$200,000	11.06	89	25
\$200,000 - \$300,000	8.43	68	27
\$300,000 - \$400,000	2.50	51	26
\$400,000 - \$500,000	0.92	39	29
\$500,000+	0.98	28	28
<b>Median Property Value</b>	<b>\$100,232</b>	85	29

Units in Structure	Mean	Index	Rank
1 Unit (Attached)	4.54	86	30
1 Unit (Detached)	65.47	111	22
2 Units	4.36	90	24
3 - 9 Units	7.98	83	29
10 - 49 Units	6.17	72	21
50 + Units	2.08	48	23
Mobile Home	8.39	116	15
Other Type of Unit	1.00	91	37

Education	Mean	Index	Rank
Some High School	22.74	92	26
High School Graduate	33.22	111	12
Some College	19.55	104	23
Associate Degree	6.32	103	20
Bachelors Degree	11.96	91	23
Post Graduate Degree	6.22	86	24

Persons in Unit	Mean	Index	Rank
1 Person	26.04	106	20
2 Persons	36.64	114	5
3 - 4 Persons	29.17	90	33
5 - 6 Persons	7.21	78	37
7+ Persons	0.93	54	37
<b>Average HH Size</b>	<b>2.45</b>	93	36

# Lifestyle Data

## Secure Adults Members are more likely to...

### Leisure & Recreation

	Index
1. Purchase denture cleaners	172
2. Contribute \$50 or more to Public Broadcasting	169
3. Be a member of a civic club	168
4. Be a member of a fraternal order	163
5. Be a member of a veteran club	160
6. Own or lease a Buick	157
7. Play bingo	154
8. Eat at Friendly's	153
9. Have oil changed at a dealership	140
10. Go grocery shopping in the morning	137
11. Have taken a cruise in the last three years	133
12. Write an elected official	132
13. Own or lease an Oldsmobile	130
14. Drink meal replacement shakes	127
15. Go bird watching	126

### Communications & Technology

	Index
1. Not subscribe to wireless service because they don't need it	160
2. Believe it unimportant to consolidate comm and energy services	149
3. Not subscribe to call waiting (wireline)	138
4. Rate cable television provider's value for money spent as very good	135
5. Have basic cable	130
6. Have one working television connected to cable television	128
7. Rate long distance provider's overall service as very good	123
8. Definitely not be interested in purchasing a new PC	122
9. Be not at all interested in digital cable	120
10. Rates phone provider's ability to be easily reached as very good	117

### Financial Services

	Index
1. Have Social Security direct deposit	229
2. Have fixed rate annuities	189
3. Have annuity insurance	178
4. Own a certificate of deposit	164
5. Have government securities	158
6. Own money market funds	142
7. Have an asset/cash management investment account	135
8. Utilize trust/estate planning services	134
9. Use broker advice	133
10. Have purchased or sold stock in the last year	127

# Lifestyle Data

Secure Adults Members are more likely to...

## Media Preferences

	Index
1. Read Modern Maturity magazine	218
2. Read mature market magazines	215
3. Watch TV Specials: Kennedy Center Honors	195
4. Watch Wheel of Fortune	183
5. Watch Jeopardy	170
6. Watch The Price Is Right	162
7. Watch NBC Meet the Press	156
8. Watch TV Specials: Hallmark Hall of Fame	156
9. Watch Diagnosis Murder	152
10. Watch Bravo	148
11. Watch 60 Minutes	148
12. Watch TV Specials: Miss America Pageant	148
13. Watch Touched by an Angel	145
14. Watch Everybody Loves Raymond	142
15. Read Reader's Digest	138

## Home Furnishings & Improvements

	Index
1. Have purchased a recliner in the last year	157
2. Purchase cartridge film	147
3. Own an electric air cleaner	119
4. Own a hand vacuum cleaner	115
5. Own an electric grill	113
6. Own an electric juicer	112
7. Have purchased a washing machine in the last year	112
8. Use a professional exterminator	111
9. Have purchased roofing in the last year	107
10. Own a pressure cooker	107

## Power Utilities

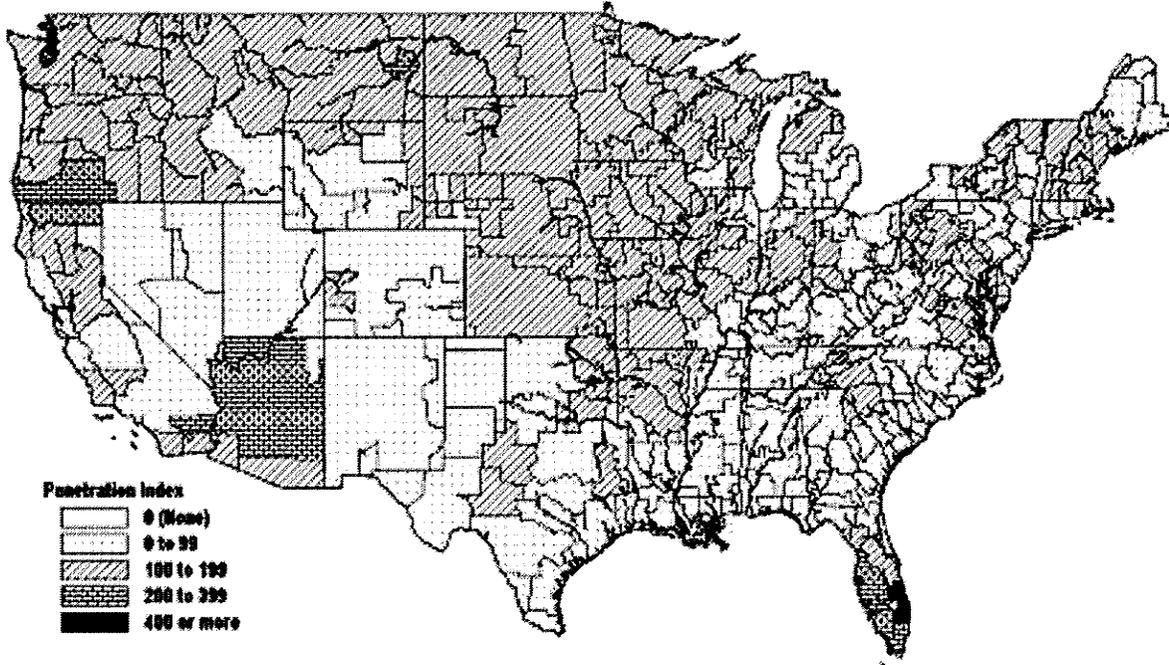
	Index
1. Rate electricity provider's overall service as very good	125
2. Be not at all likely to participate in time-of-use rates	123
3. Be not at all likely to participate in cash rebates	121
4. Be not at all likely to participate in a fixed rate billing plan	118
5. Be not at all likely to purchase a programmable thermostat	118
6. Use built-in room or baseboard heaters as primary heating system	117
7. Have an air cleaner	117
8. Have one window or wall-mounted room air conditioner	116
9. Have timers for lights	116
10. Be not at all interested in purchasing an outage alert system	116

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# 21 American Classics

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## Segment Concentration by Designated Market Area (DMA)



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This segment is comprised of older singles and couples, living primarily in suburban areas. They are no more likely to own than rent their homes. They have a slightly below average median household income and many receive retirement income.

American Classics are typically over 60 years of age, and are more than twice as likely as the national average to be over age 75. Over two-thirds of these households are married or previously married and they are more likely than average to live in non-family households or group quarters. Their median household income is 10% below the national average and they rank fifth in the percentage of households receiving retirement income. They are more likely than average to live in suburban areas and are very highly concentrated in Florida. About one-fourth have not graduated from high school and about half have not attended college. This segment is slightly more likely than average to work in sales, administrative support, and precision products and crafts, but are also 32% more likely to have no workers in the household. Although 52% live in single unit detached structures, they have a higher than average share living in single unit attached houses, mobile homes, and in structures with 3 or more units (particularly those with 50+ units).

This segment ranks high for using denture cleaners. They are also likely to own or lease a Buick and have their oil changed at a gas station. They watch a great deal of television, particularly during the daytime.

# Demographic Data

Age	Mean	Index	Rank
0 - 4 Years	5.68	81	37
5 - 9 Years	5.92	83	37
10 - 14 Years	6.03	84	38
15 - 17 Years	3.41	83	37
18 - 20 Years	3.29	79	44
21 Years	1.08	79	44
22 - 24 Years	3.15	82	47
25 - 29 Years	5.51	85	46
30 - 34 Years	6.43	91	41
35 - 39 Years	6.65	89	38
40 - 44 Years	7.07	88	39
45 - 49 Years	6.52	89	37
50 - 54 Years	6.05	91	34
55 - 59 Years	4.73	95	28
60 - 64 Years	4.46	108	16
65 - 69 Years	4.97	138	4
70 - 74 Years	5.52	166	5
75 - 84 Years	9.32	206	4
85 + Years	4.20	267	3
<b>Average Age</b>	<b>42.87</b>	<b>117</b>	<b>6</b>
<b>Median Age</b>	<b>43.33</b>	<b>119</b>	<b>5</b>

Income	Mean	Index	Rank
< \$15,000	15.89	110	25
\$15,000 - \$25,000	14.46	115	27
\$25,000 - \$35,000	13.42	112	26
\$35,000 - \$50,000	16.55	105	24
\$50,000 - \$75,000	18.85	94	23
\$75,000 - \$100,000	9.68	86	23
\$100,000 - \$150,000	6.67	80	21
\$150,000 +	4.49	79	17
<b>Average Income</b>	<b>\$55,643</b>	<b>90</b>	<b>20</b>
<b>Median Income</b>	<b>\$40,652</b>	<b>90</b>	<b>24</b>

Race/Ethnicity	Mean	Index	Rank
White	89.62	112	21
Black	5.93	49	28
Native American	0.67	85	20
Asian	1.73	62	29
Pacific Islander	0.09	62	24
Other	1.96	50	31
Hispanic	4.97	55	32

Population Type	Mean	Index	Rank
Family HHs	77.56	93	35
Non-family HHs	17.68	130	16
Group Quarters	4.77	177	10

Owner/Renter	Mean	Index	Rank
Owner Occupied	63.99	100	30
Renter Occupied	36.01	101	21
<b>Median Rent Paid</b>	<b>\$397</b>	<b>106</b>	<b>19</b>

Property Value	Mean	Index	Rank
< \$50,000	11.28	92	22
\$50,000 - \$100,000	30.52	103	29
\$100,000 - \$150,000	25.09	111	19
\$150,000 - \$200,000	12.74	103	23
\$200,000 - \$300,000	11.66	93	23
\$300,000 - \$400,000	4.37	89	22
\$400,000 - \$500,000	1.90	81	19
\$500,000+	2.44	70	16
<b>Median Property Value</b>	<b>\$116,349</b>	<b>98</b>	<b>24</b>

Units in Structure	Mean	Index	Rank
1 Unit (Attached)	6.15	117	17
1 Unit (Detached)	51.48	87	34
2 Units	3.54	73	31
3 - 9 Units	10.22	106	20
10 - 49 Units	10.86	127	16
50 + Units	8.22	191	9
Mobile Home	8.06	111	16
Other Type of Unit	1.47	134	9

Education	Mean	Index	Rank
Some High School	22.65	91	27
High School Graduate	30.33	101	22
Some College	19.22	103	25
Associate Degree	5.94	96	25
Bachelors Degree	13.93	106	19
Post Graduate Degree	7.92	110	18

Persons in Unit	Mean	Index	Rank
1 Person	32.06	131	12
2 Persons	36.22	113	7
3 - 4 Persons	24.59	76	41
5 - 6 Persons	6.22	67	39
7+ Persons	0.91	53	38
<b>Average HH Size</b>	<b>2.29</b>	<b>87</b>	<b>40</b>

# Lifestyle Data

## American Classics Members are more likely to...

### Leisure & Recreation

	<b>Index</b>
1. Purchase denture cleaners	231
2. Own or lease a Buick	223
3. Use a professional cleaning service	205
4. Drive less than 5,000 miles a year	183
5. Be a member of a fraternal order	181
6. Own a vehicle purchased five or more years ago	174
7. Contribute to Public Broadcasting	168
8. Go bird watching	160
9. Write an elected official	157
10. Own or lease a Mercury	148
11. Be a member of a religious club	146
12. Be a member of a church board	144
13. Go grocery shopping in the morning	144
14. Travel less than one mile to a grocery store	141
15. Have oil changed at a gas station	140

### Communications & Technology

	<b>Index</b>
1. Be very unlikely to purchase wireless service in the next six months	241
2. Have one working television in the household	233
3. Not pay bills online because they do not have internet access	217
4. Not subscribe to additional cable channels	193
5. Believe it very unimportant to consolidate comm. & energy services	191
6. Have basic cable	156
7. Be not at all interested in digital cable	146
8. Rate cable provider's value for money spent as very good	145
9. Be not at all likely to subscribe to call waiting (wireline)	141
10. Definitely not be interested in purchasing a new PC	130

### Financial Services

	<b>Index</b>
1. Have fixed rate annuities	410
2. Have government securities	349
3. Have Social Security direct deposit	301
4. Have annuity insurance	257
5. Own a certificate of deposit	222
6. Have corporate/municipal bonds	197
7. Use a real estate agent	151
8. Utilize trust/estate planning services	151
9. Own money market funds	148
10. Have personal liability insurance	147

# Lifestyle Data

## American Classics Members are more likely to...

### Media Preferences

	<b>Index</b>
1. Read Modern Maturity magazine	306
2. Watch TV Specials: Kennedy Center Honors	306
3. Read mature market magazines	293
4. Watch NBC Nightly News (Sunday)	275
5. Read Smithsonian magazine	244
6. Watch The Price Is Right	230
7. Watch NBC Meet the Press	225
8. Watch Diagnosis Murder	218
9. Watch NBC Nightly News (Monday – Friday)	203
10. Watch Martha Stewart Living	191
11. Read Cooking Light	188
12. Watch Good Morning America (Sunday)	186
13. Read Reader's Digest	172
14. Read Family Circle magazine	169
15. Have referred to yellow pages in the last three months	165

### Home Furnishings & Improvements

	<b>Index</b>
1. Have purchased a coffee maker in the last year	147
2. Use a professional exterminator	123
3. Have purchased roofing in the last year	107
4. Own a cook top stove	107
5. Own a trash compactor	106
6. Have purchased wallpaper in the last year	100
7. Own a color portable television	99
8. Own a built-in electric oven	99
9. Own a color floor model television	95
10. Have purchased a recliner in the last year	95

### Power Utilities

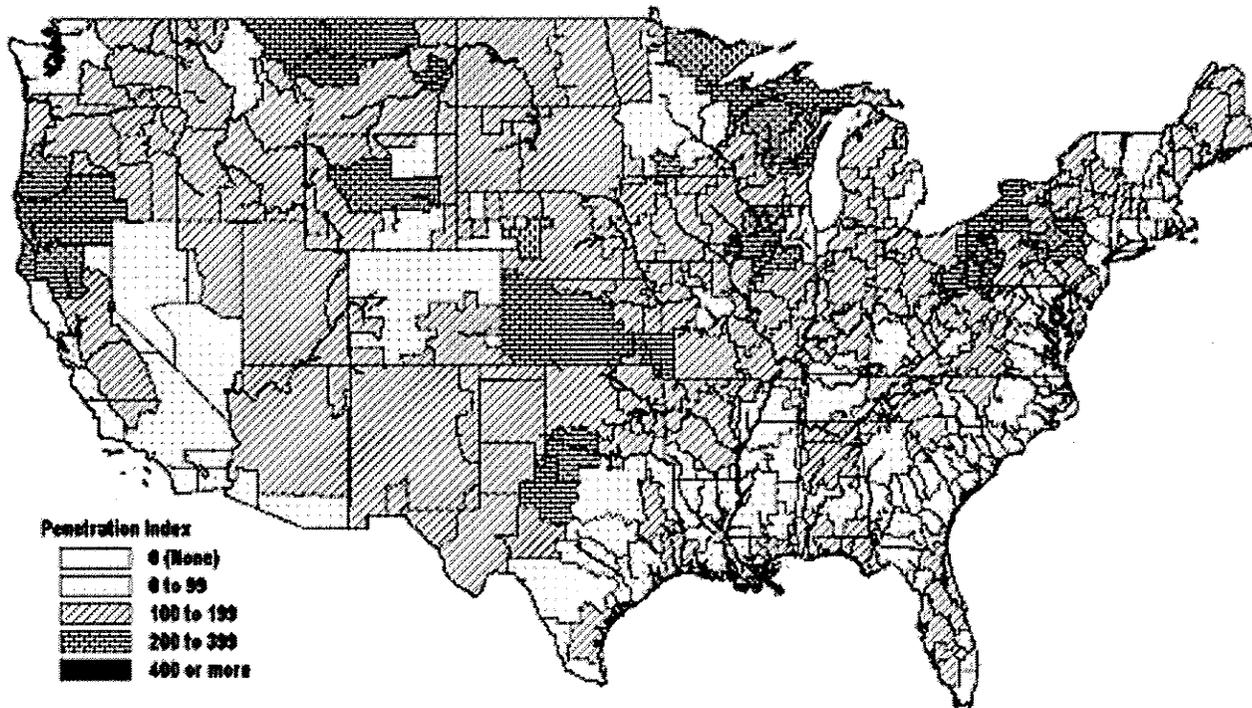
	<b>Index</b>
1. Not know what type of system used as the primary heating system	231
2. Not order services online because they do not have internet access	211
3. Use electricity for the primary heating system fuel	163
4. Use built-in room or baseboard heaters as primary heating system	158
5. Use a heat pump for cooling equipment	137
6. Have an electric stove	132
7. Have an electric water heater	115
8. Be not at all likely to participate in cash rebates	114
9. Be not at all likely to purchase whole-house surge protection	103
10. Currently participate in a load management program	101

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## 22 Traditional Times

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### Segment Concentration by Designated Market Area (DMA)



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This segment is a good mix of married and single persons with some children present. They have below average incomes and are not likely to have attained a college degree. They are primarily located in suburban areas, own their homes and work in blue-collar occupations.

Traditional Times contains a higher than average concentration of adults over age 55, particularly in the 70 to 85+ age range. They are less likely than average to be households with children present. They have an average household size of 2.57 persons and are 7% more likely to be two person households. Their median household income is 12% below the national average and the per capita income is 18% below. Households in this segment are found in suburban areas at a rate 51% above average and they are 12% more likely to own their home. They are 21% more likely than average to have ended their education after graduating high school, and are 12% more likely to work in a blue-collar occupation. They rank fifth in the share of civilian veteran. They rank 20% above average in living in single detached units and are 7% more likely to live in mobile homes, while their median property value is 29% below the national average.

Traditional Times are likely to frequent restaurants like Bob Evan's, Cracker Barrel and Friendly's. They have their social security directly deposited and are likely to have annuities.

# Demographic Data

Age	Mean	Index	Rank
0 - 4 Years	6.77	97	28
5 - 9 Years	7.02	98	29
10 - 14 Years	7.07	99	29
15 - 17 Years	4.11	100	27
18 - 20 Years	3.63	87	35
21 Years	1.19	87	32
22 - 24 Years	3.52	91	40
25 - 29 Years	6.08	94	41
30 - 34 Years	6.76	95	32
35 - 39 Years	7.26	97	25
40 - 44 Years	7.84	98	21
45 - 49 Years	7.12	97	24
50 - 54 Years	6.51	98	20
55 - 59 Years	5.05	102	18
60 - 64 Years	4.51	109	14
65 - 69 Years	4.17	116	11
70 - 74 Years	4.02	121	9
75 - 84 Years	5.47	121	11
85 + Years	1.89	120	15
<b>Average Age</b>	<b>38.16</b>	<b>104</b>	<b>16</b>
<b>Median Age</b>	<b>37.88</b>	<b>104</b>	<b>18</b>

Income	Mean	Index	Rank
< \$15,000	14.33	99	28
\$15,000 - \$25,000	14.94	119	23
\$25,000 - \$35,000	14.67	122	14
\$35,000 - \$50,000	19.03	120	4
\$50,000 - \$75,000	21.52	108	12
\$75,000 - \$100,000	9.13	81	26
\$100,000 - \$150,000	4.62	56	33
\$150,000 +	1.77	31	36
<b>Average Income</b>	<b>\$48,651</b>	<b>79</b>	<b>29</b>
<b>Median Income</b>	<b>\$39,781</b>	<b>88</b>	<b>26</b>

Race/Ethnicity	Mean	Index	Rank
White	91.76	114	14
Black	4.48	37	34
Native American	0.69	88	19
Asian	0.98	35	40
Pacific Islander	0.06	39	38
Other	2.02	51	30
Hispanic	5.51	61	28

Population Type	Mean	Index	Rank
Family HHs	85.91	103	22
Non-family HHs	12.37	91	25
Group Quarters	1.71	64	36

Owner/Renter	Mean	Index	Rank
Owner Occupied	72.10	112	18
Renter Occupied	27.90	78	33
<b>Median Rent Paid</b>	<b>\$301</b>	<b>80</b>	<b>36</b>

Property Value	Mean	Index	Rank
< \$50,000	15.72	128	19
\$50,000 - \$100,000	49.37	167	2
\$100,000 - \$150,000	23.16	102	22
\$150,000 - \$200,000	6.76	55	38
\$200,000 - \$300,000	3.69	30	41
\$300,000 - \$400,000	0.81	17	43
\$400,000 - \$500,000	0.25	11	43
\$500,000+	0.24	7	43
<b>Median Property Value</b>	<b>\$84,385</b>	<b>71</b>	<b>34</b>

Units in Structure	Mean	Index	Rank
1 Unit (Attached)	3.64	69	33
1 Unit (Detached)	70.96	120	16
2 Units	5.01	104	19
3 - 9 Units	7.05	73	34
10 - 49 Units	4.01	47	38
50 + Units	0.68	16	39
Mobile Home	7.73	107	17
Other Type of Unit	0.91	83	39

Education	Mean	Index	Rank
Some High School	25.91	105	23
High School Graduate	36.31	121	6
Some College	18.63	99	27
Associate Degree	6.13	99	24
Bachelors Degree	8.85	67	32
Post Graduate Degree	4.17	58	34

Persons in Unit	Mean	Index	Rank
1 Person	23.36	95	28
2 Persons	34.43	107	13
3 - 4 Persons	32.82	101	24
5 - 6 Persons	8.31	90	31
7+ Persons	1.07	62	34
<b>Average HH Size</b>	<b>2.57</b>	<b>98</b>	<b>30</b>

# Lifestyle Data

## Traditional Times Members are more likely to...

### Leisure & Recreation

	<b>Index</b>
1. Eat at Bob Evan's	205
2. Purchase denture cleaners	170
3. Eat at Cracker Barrel	162
4. Own or lease a Buick	161
5. Own a stationary bike	160
6. Have oil changed at a dealership	158
7. Shop at Convenient Food Mart	152
8. Eat at Friendly's	152
9. Own a bowling ball	147
10. Be a member of a civic club	140
11. Travel domestically 15 or more nights a year	140
12. Own or lease a Mercury	135
13. Own a handgun	133
14. Use coupons to try new products	130
15. Play bingo	129

### Communications & Technology

	<b>Index</b>
1. Not subscribe to wireless service because they are not interested	141
2. Be not at all likely to subscribe to call waiting (wireline)	129
3. Not have digital cable	127
4. Have enhanced basic cable	122
5. Not subscribe to additional cable channels	120
6. Rate cable television provider's overall service as very good	120
7. Have three working televisions connected to cable television	116
8. Be not at all interested in digital cable	114
9. Not subscribe to wireless service because it is too expensive	113
10. Rate local phone provider's ability to be easily reached as poor	112

### Financial Services

	<b>Index</b>
1. Have Social Security direct deposit	189
2. Own a certificate of deposit	163
3. Have fixed rate annuities	152
4. Have annuity insurance	144
5. Have IRAs invested in certificates of deposit	142
6. Have homeowner or personal property insurance btwn \$25K - \$99K	136
7. Have a home equity line of credit	128
8. Have variable rate annuities	128
9. Have a whole life insurance policy	125
10. Have a department store credit card	123

# Lifestyle Data

Traditional Times Members are more likely to...

## Media Preferences

	Index
1. Watch Diagnosis Murder	180
2. Read mature market magazines	178
3. Read Modern Maturity magazine	175
4. Read Popular Mechanics magazine	165
5. Watch TNN (Nashville Network)	160
6. Read Consumer Digest	157
7. Watch Everybody Loves Raymond	153
8. Watch Martha Stewart Living	153
9. Watch Bob Vila Home Again	148
10. Watch The Price Is Right	147
11. Watch Wheel of Fortune	147
12. Watch Nash Bridges	144
13. Watch 48 Hours	142
14. Watch Antiques Roadshow	142
15. Watch 60 Minutes	137

## Home Furnishings & Improvements

	Index
1. Own a snow blower	173
2. Own a dehumidifier	173
3. Own a gas clothes dryer	140
4. Have purchased bathroom/kitchen plumbing items in the last year	136
5. Have done exterior paint work in the last year	134
6. Own a kerosene heater	134
7. Have purchased lawn/porch furniture in the last year	133
8. Have purchased interior/exterior doors in the last year	129
9. Own a separate freezer	124
10. Own a circular saw	123

## Power Utilities

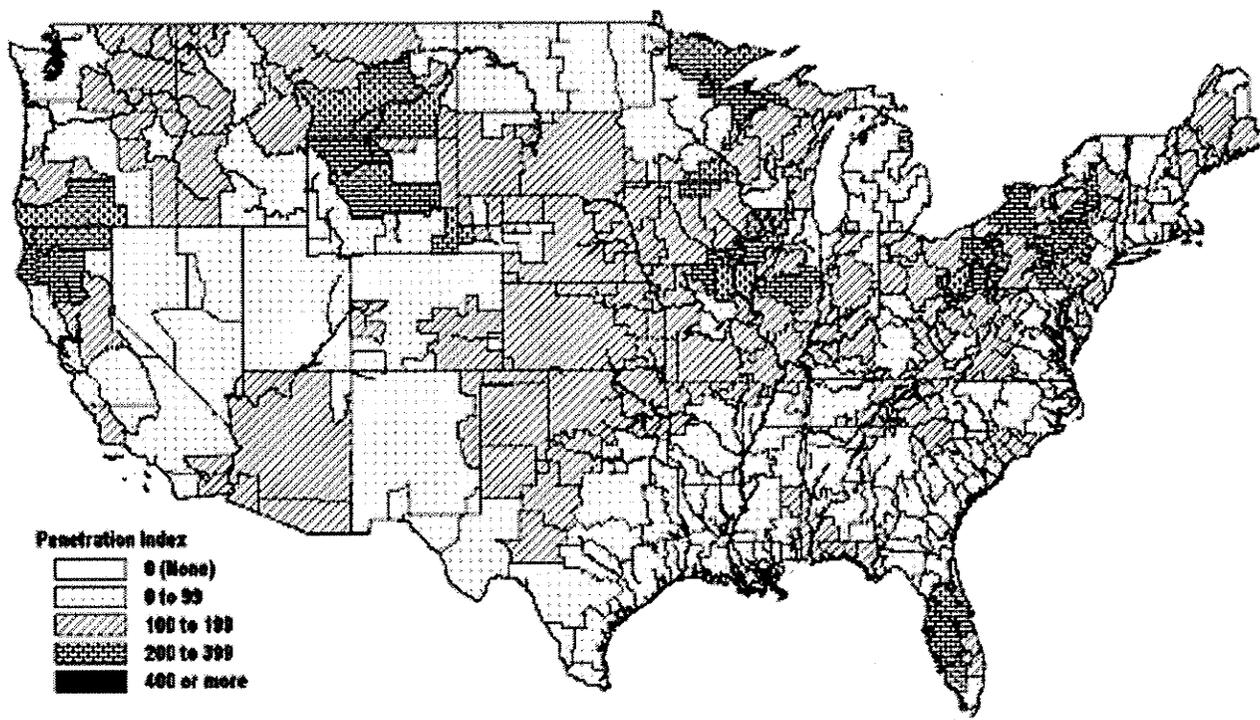
	Index
1. Have a current water heater that replaced a natural gas water heater	192
2. Have a dehumidifier	129
3. Use natural gas for the primary heating system fuel	127
4. Rate gas provider's overall service as good	127
5. Currently have balanced billing	122
6. Have a freezer separate from the refrigerator	121
7. Have an air cleaner	120
8. Have a carbon monoxide detector	118
9. Be not at all likely to purchase a programmable thermostat	114
10. Rate electric provider's overall service as very good	110

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## 23 Settled In

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### Segment Concentration by Designated Market Area (DMA)



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These are primarily households of older couples or singles, with no children. They live in suburban areas, have slightly below average median income and are likely to be retired.

Settled In adults are more likely than average to be 55 years of age or older and there is a high likelihood of being above age 70. They rank fourth in highest median age and second in having two persons in the household. They also rank 14% above average for having one-person households. Their household income is 9% below average, and their per capita income is 4% below. They rank second in the percentage of households that receive retirement income (53% above average). They are over 65% more likely than average to live in suburban areas, and are found in high concentrations around the Great Lakes Region and in the Midwest. They are 16% more likely to own their home and their property values are 18% below average. Their education levels are similar to the national average. They are slightly more likely to work in white-collar occupations and rank 10% above average in sales and protective service occupations. This segment is above average for living in detached single unit housing. They rank second in the share of civilian veterans.

Settled In members like to stay active and enjoy doing things themselves, including minor home improvements and automobile oil changes. Their media choices are often home and garden oriented.

# Demographic Data

Age	Mean	Index	Rank
0 - 4 Years	5.18	74	39
5 - 9 Years	5.48	77	40
10 - 14 Years	5.63	78	40
15 - 17 Years	3.27	80	39
18 - 20 Years	3.43	83	41
21 Years	1.08	79	43
22 - 24 Years	3.09	80	49
25 - 29 Years	5.56	86	44
30 - 34 Years	6.46	91	40
35 - 39 Years	6.46	87	41
40 - 44 Years	7.20	90	37
45 - 49 Years	6.92	94	32
50 - 54 Years	6.68	101	18
55 - 59 Years	5.44	109	12
60 - 64 Years	5.36	130	3
65 - 69 Years	5.62	156	2
70 - 74 Years	5.69	171	4
75 - 84 Years	8.31	184	5
85 + Years	3.15	200	5
<b>Average Age</b>	<b>43.07</b>	<b>117</b>	<b>5</b>
<b>Median Age</b>	<b>43.63</b>	<b>120</b>	<b>4</b>

Income	Mean	Index	Rank
< \$15,000	13.17	91	31
\$15,000 - \$25,000	14.54	115	26
\$25,000 - \$35,000	14.35	120	15
\$35,000 - \$50,000	18.63	118	6
\$50,000 - \$75,000	21.29	107	16
\$75,000 - \$100,000	9.76	87	22
\$100,000 - \$150,000	5.55	67	26
\$150,000 +	2.71	48	27
<b>Average Income</b>	<b>\$52,397</b>	<b>85</b>	<b>24</b>
<b>Median Income</b>	<b>\$41,391</b>	<b>91</b>	<b>23</b>

Race/Ethnicity	Mean	Index	Rank
White	94.94	118	4
Black	2.67	22	47
Native American	0.44	56	35
Asian	0.95	34	42
Pacific Islander	0.04	24	48
Other	0.96	24	47
Hispanic	2.99	33	46

Population Type	Mean	Index	Rank
Family HHs	81.23	97	32
Non-family HHs	15.26	112	18
Group Quarters	3.51	130	13

Owner/Renter	Mean	Index	Rank
Owner Occupied	74.61	116	16
Renter Occupied	25.38	71	35
<b>Median Rent Paid</b>	<b>\$321</b>	<b>86</b>	<b>32</b>

Property Value	Mean	Index	Rank
< \$50,000	9.78	80	25
\$50,000 - \$100,000	43.48	147	7
\$100,000 - \$150,000	27.00	119	11
\$150,000 - \$200,000	9.82	79	28
\$200,000 - \$300,000	6.71	54	31
\$300,000 - \$400,000	1.83	37	30
\$400,000 - \$500,000	0.66	28	32
\$500,000+	0.72	21	31
<b>Median Property Value</b>	<b>\$96,533</b>	<b>82</b>	<b>30</b>

Units in Structure	Mean	Index	Rank
1 Unit (Attached)	5.19	99	26
1 Unit (Detached)	70.99	120	15
2 Units	5.05	104	17
3 - 9 Units	7.08	73	32
10 - 49 Units	4.43	52	35
50 + Units	0.99	23	31
Mobile Home	5.32	74	22
Other Type of Unit	0.94	86	38

Education	Mean	Index	Rank
Some High School	21.73	88	29
High School Graduate	33.68	112	11
Some College	19.49	104	24
Associate Degree	6.26	102	22
Bachelors Degree	12.30	94	22
Post Graduate Degree	6.54	91	23

Persons in Unit	Mean	Index	Rank
1 Person	28.03	114	18
2 Persons	38.21	119	2
3 - 4 Persons	27.09	83	38
5 - 6 Persons	6.04	65	40
7+ Persons	0.63	37	43
<b>Average HH Size</b>	<b>2.34</b>	<b>89</b>	<b>37</b>

# Lifestyle Data

## Settled In Members are more likely to...

### Leisure & Recreation

	Index
1. Eat at Bob Evan's	168
2. Own a stationary bike	137
3. Be a member of a fraternal order	136
4. Be a member of a veteran club	135
5. Own or lease a Buick	134
6. Eat at Cracker Barrel	133
7. Visit Disney World (FL)	132
8. Be a union member	131
9. Own or lease an Oldsmobile	131
10. Own golf clubs	131
11. Own an outboard motor boat	129
12. Purchase a women's blazer	125
13. Purchase a women's pants suit	125
14. Exercise two or more times a week	124
15. Shop at a flower shop	123

### Communications & Technology

	Index
1. Use a local internet service provider	140
2. Not subscribe to wireless service because they are not interested	125
3. Rate cable provider's value for money spent as poor	123
4. Have basic cable	120
5. Be disinterested in obtaining account status information online	117
6. Rate local phone provider's bill clarity as very poor	116
7. Be unlikely to purchase wireless service in the next six months	155
8. Have four or more working televisions connected to cable television	113
9. Use the internet at home for phone calls	112
10. Rate phone service provider's value for money spent as very good	111

### Financial Services

	Index
1. Own a certificate of deposit	146
2. Have a ROTH IRA	146
3. Have a personal loan for home improvements	137
4. Have homeowner or personal property insurance btwn \$25K - \$99K	127
5. Own investment real estate	127
6. Have annuity insurance	127
7. Own mutual funds	125
8. Own money market funds	123
9. Use broker advice	122
10. Use a savings and loan	121

# Lifestyle Data

## Settled In Members are more likely to...

### Media Preferences

	Index
1. Watch The Travel Channel	153
2. Read Modern Maturity magazine	143
3. Watch TV Specials: Kennedy Center Honors	143
4. Read mature market magazines	140
5. Watch Everybody Loves Raymond	137
6. Read Golf Digest magazine	134
7. Watch NBC Meet the Press	132
8. Watch US Open Golf	132
9. Watch TV Specials: Miss America Pageant	131
10. Refer to yellow pages for garden/nursery	129
11. Watch TV Specials: Hallmark Hall of Fame	128
12. Refer to yellow pages for carpet cleaning	127
13. Watch Home & Garden TV	127
14. Watch Antiques Roadshow	127
15. Read Ladies' Home Journal	124

### Home Furnishings & Improvements

	Index
1. Own a dehumidifier	160
2. Own a snow blower	157
3. Have purchased bathroom/kitchen plumbing in the last year	133
4. Have purchased a recliner in the last year	133
5. Own a piano	127
6. Own a gas clothes dryer	123
7. Own a gas grill	123
8. Have remodeled a bathroom in the last year	122
9. Have central air conditioning	122
10. Purchase cartridge film	122

### Power Utilities

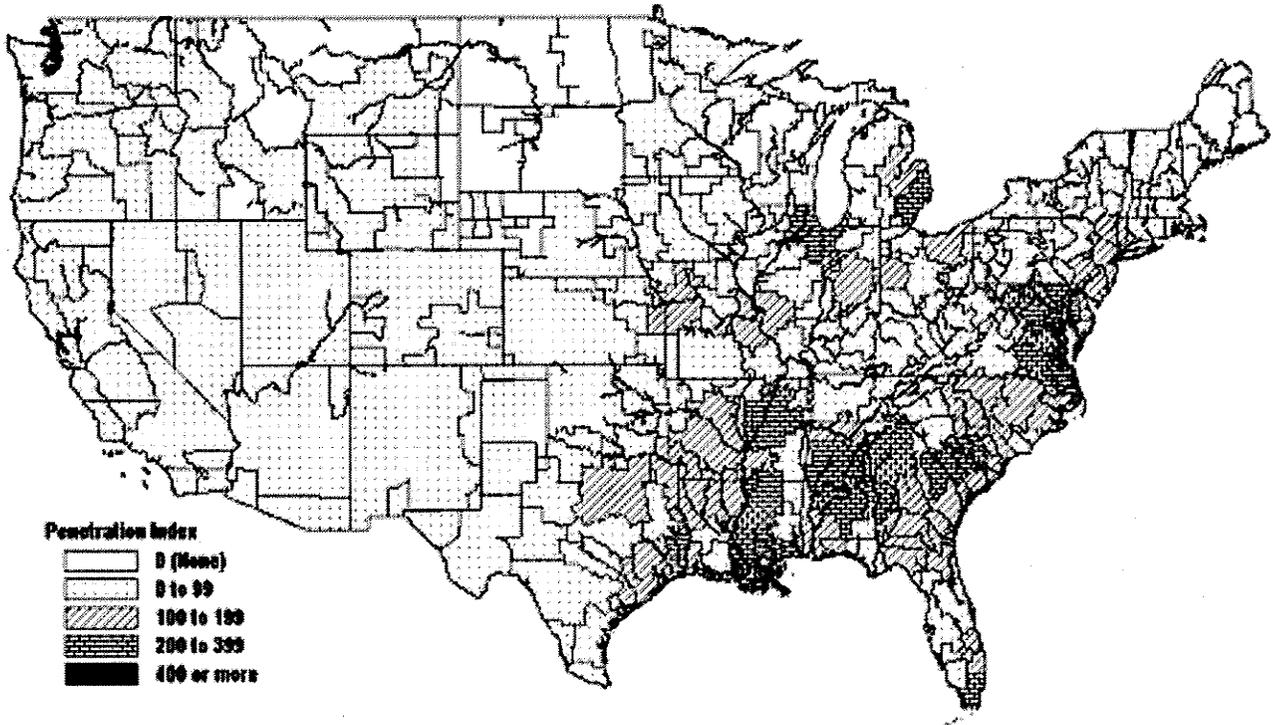
	Index
1. Have a dehumidifier	136
2. Rate gas provider's overall service as good	127
3. Currently participate in home energy audits	124
4. Use natural gas for the primary heating system fuel	120
5. Have a natural gas grill	115
6. Currently have balanced billing	115
7. Have a humidifier	114
8. Be not at all likely to purchase a home security system	111
9. Currently participate in a load management program	109
10. Have timers for lights	108

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# 24 City Ties

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## Segment Concentration by Designated Market Area (DMA)



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These are families with a relatively large number of children. They live primarily in urban areas and have just below average median household income and education levels. They tend to work in blue-collar occupations and take public transportation to work.

City Ties is a young segment with a majority of the population under age 34. These households are much more likely than average to contain children and are less likely than average to be a married couple. This segment contains the third highest percent of households headed by a female, and they are likely to be households with three or more people. Nearly 75% of these households are African American. Their median household income is 4% below average, and their per capita income is 24% below due to their large household size. The concentration of these households in urban areas is 77% above the national average and very high in the Southeast. Relatively few in this segment have a college degree, and they are 22% more likely than average to have only attended some high school. They rank first in protective services and third in administrative support, and are 14% more likely to work in blue-collar occupations. They are five percent more likely to own their home, their property value is 29% lower than average, and they rank fifth for living in single attached units.

City Ties are likely to frequent convenience stores. They belong to religious clubs and purchase women's designer clothes and jewelry. They also own video game systems and listen to urban contemporary radio stations.

# Demographic Data

Age	Mean	Index	Rank
0 - 4 Years	7.72	110	10
5 - 9 Years	7.75	108	10
10 - 14 Years	7.66	107	12
15 - 17 Years	4.45	108	14
18 - 20 Years	4.25	102	15
21 Years	1.49	109	14
22 - 24 Years	4.30	112	12
25 - 29 Years	7.50	115	5
30 - 34 Years	7.55	106	13
35 - 39 Years	7.21	97	28
40 - 44 Years	7.52	94	30
45 - 49 Years	7.04	96	25
50 - 54 Years	6.42	97	23
55 - 59 Years	4.84	97	24
60 - 64 Years	4.08	99	24
65 - 69 Years	3.34	93	31
70 - 74 Years	2.67	80	38
75 - 84 Years	3.18	70	39
85 + Years	1.03	65	39
<b>Average Age</b>	<b>34.60</b>	<b>94</b>	<b>39</b>
<b>Median Age</b>	<b>33.42</b>	<b>92</b>	<b>40</b>

Income	Mean	Index	Rank
< \$15,000	14.80	103	27
\$15,000 - \$25,000	12.69	101	33
\$25,000 - \$35,000	12.66	106	33
\$35,000 - \$50,000	16.93	107	20
\$50,000 - \$75,000	21.34	107	15
\$75,000 - \$100,000	11.33	101	17
\$100,000 - \$150,000	7.36	89	17
\$150,000 +	2.89	51	25
<b>Average Income</b>	<b>\$53,792</b>	<b>87</b>	<b>22</b>
<b>Median Income</b>	<b>\$43,727</b>	<b>96</b>	<b>19</b>

Race/Ethnicity	Mean	Index	Rank
White	20.56	26	49
Black	74.94	622	2
Native American	0.30	32	46
Asian	1.27	46	37
Pacific Islander	0.08	54	31
Other	2.87	73	19
Hispanic	5.82	65	27

Population Type	Mean	Index	Rank
Family HHs	89.31	107	11
Non-family HHs	9.68	71	39
Group Quarters	1.01	37	44

Owner/Renter	Mean	Index	Rank
Owner Occupied	67.40	105	24
Renter Occupied	32.60	91	27
<b>Median Rent Paid</b>	<b>\$361</b>	<b>97</b>	<b>24</b>

Property Value	Mean	Index	Rank
< \$50,000	18.27	149	18
\$50,000 - \$100,000	44.97	153	5
\$100,000 - \$150,000	20.49	90	28
\$150,000 - \$200,000	7.91	64	33
\$200,000 - \$300,000	6.52	52	32
\$300,000 - \$400,000	1.30	26	36
\$400,000 - \$500,000	0.31	13	39
\$500,000+	0.25	7	41
<b>Median Property Value</b>	<b>\$83,730</b>	<b>71</b>	<b>35</b>

Units in Structure	Mean	Index	Rank
1 Unit (Attached)	10.34	197	5
1 Unit (Detached)	64.43	109	24
2 Units	6.97	144	8
3 - 9 Units	8.96	93	24
10 - 49 Units	5.10	59	31
50 + Units	0.89	21	32
Mobile Home	2.17	30	34
Other Type of Unit	1.14	104	29

Education	Mean	Index	Rank
Some High School	30.30	122	18
High School Graduate	30.18	101	23
Some College	20.31	108	17
Associate Degree	5.85	95	26
Bachelors Degree	8.72	66	35
Post Graduate Degree	4.64	64	30

Persons in Unit	Mean	Index	Rank
1 Person	19.87	81	36
2 Persons	26.47	83	42
3 - 4 Persons	36.20	112	13
5 - 6 Persons	13.38	145	8
7+ Persons	4.08	236	4
<b>Average HH Size</b>	<b>3.01</b>	<b>114</b>	<b>7</b>

# Lifestyle Data

## City Ties Members are more likely to...

### Leisure & Recreation

	<b>Index</b>
1. Eat at Popeyes Chicken	318
2. Purchase a women's suit with a skirt	207
3. Eat at IHOP	194
4. Purchase precious bracelets	188
5. Be a member of a church board	168
6. Eat at KFC	167
7. Purchase juice at a convenience store	164
8. Shop at Wawa	162
9. Purchase women's designer jeans	152
10. Purchase bakery items at a convenience store	151
11. Eat at Red Lobster	151
12. Be a member of a religious club	145
13. Shop at Amoco Food Mart	145
14. Spend \$100 or more on dry cleaning in six months	137
15. Use a prepaid calling card	137

### Communications & Technology

	<b>Index</b>
1. Pay an additional cost for caller ID (wireline)	236
2. Have prepaid wireless phone service	207
3. Believe it very important to consolidate comm. & energy service	200
4. Be definitely interested in purchasing a new PC	192
5. Have premium cable	171
6. Use a paging service	169
7. Be very unlikely to purchase wireless service in the next six months	166
8. Be very interested in digital cable	166
9. Have four or more working televisions in the household	165
10. Be interested in instant messaging for wireless phone	163

### Financial Services

	<b>Index</b>
1. Have a personal loan for home improvements	164
2. Have an auto loan obtained directly from a financial institution	155
3. Have a whole life insurance policy	138
4. Have a checking account with restricted teller use	134
5. Have life insurance between \$50,000 - \$99,000	118
6. Have an American Express Optima card	113
7. Use the telephone to access account balances	109
8. Have a personal loan	108
9. Have a student loan	108
10. Have payroll direct deposit	102

# Lifestyle Data

## City Ties Members are more likely to...

### Media Preferences

	Index
1. Read Jet magazine	793
2. Read Ebony magazine	744
3. Watch BET	535
4. Listen to urban contemporary radio format	453
5. Watch the Jenny Jones Show	297
6. Watch the Montel Williams Show	248
7. Watch the Jerry Springer Show	233
8. Listen to jazz radio format	232
9. Watch the Billboard Music Awards	219
10. Watch The Young and the Restless	214
11. Watch the Home Shopping Network	191
12. Watch One Life to Live	191
13. Watch The Movie Channel	187
14. Watch Court TV	183
15. Read Vogue magazine	182

### Home Furnishings & Improvements

	Index
1. Own a burglar alarm	151
2. Own a television/VCR combination	123
3. Have purchased a video game system in the last year	121
4. Use a professional exterminator	111
5. Own an electric juicer	107
6. Have purchased table settings in the last year	105
7. Own a carpet steam cleaner	101
8. Have purchased a clothes dryer in the last year	101
9. Own a charcoal grill	101
10. Have remodeled a kitchen in the last year	100

### Power Utilities

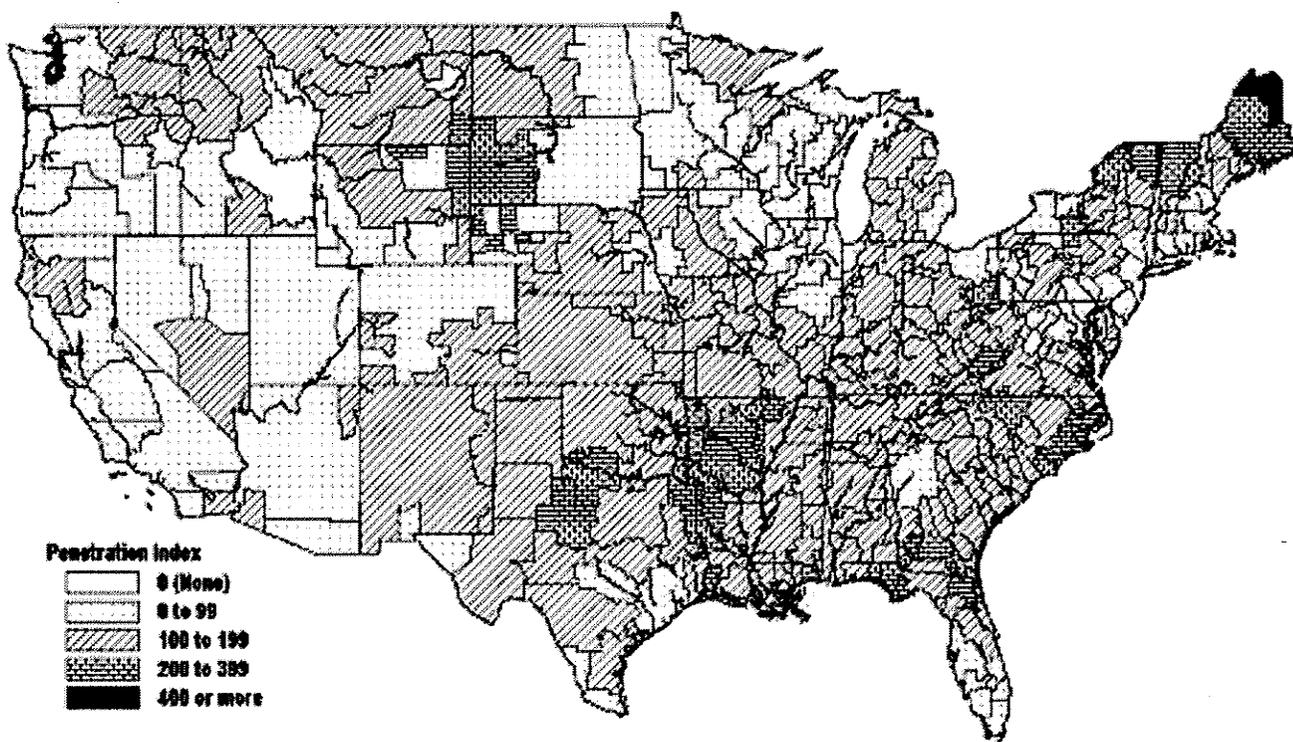
	Index
1. Have a home security system	226
2. Be very likely to purchase an extended warranty	213
3. Be very likely to purchase a payment protection plan	206
4. Have an extended warranty or service contract for the water heater	186
5. Have an extended warranty or service contract on any appliance	178
6. Currently participate in a fixed rate billing plan	172
7. Rate gas provider's overall service as neutral	153
8. Be very likely to participate in time-of-use rates	147
9. Have three or more window or wall-mounted room air conditioners	132
10. Use natural gas for the primary heating system fuel	125

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# 25 Bedrock America

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## Segment Concentration by Designated Market Area (DMA)



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This segment consists of families with children and is located primarily in rural areas. These households have median income and education levels below the national average. They own their homes and work in blue-collar occupations.

Bedrock America resembles the average age structure of the nation with slightly higher numbers of children. They are 7% more likely than average to have children and three to four persons in the household. The median household income is 12% below average and the per capita income is 20% below. Households in this segment are 52% more likely than average to live in rural areas, particularly in the states of Arkansas and Maine. They rank eighth in terms of ending their education upon graduating high school and are 14% more likely than average not to have attained a high school diploma. They are 19% more likely than average to work in blue-collar occupations ranking eighth in precision products and crafts occupations. This segment is 10% more likely to own their home with a median property value that is 27% below average the national average. They typically own single family or mobile homes.

Bedrock Americans enjoy dining out, ordering home delivery meals and frequently shop convenience stores. They prefer country music, outdoor magazines and are likely to use a credit union.

## Demographic Data

Age	Mean	Index	Rank
0 - 4 Years	7.29	104	21
5 - 9 Years	7.46	104	17
10 - 14 Years	7.49	104	20
15 - 17 Years	4.35	106	21
18 - 20 Years	3.94	95	24
21 Years	1.29	95	23
22 - 24 Years	3.79	98	22
25 - 29 Years	6.42	99	23
30 - 34 Years	6.94	98	28
35 - 39 Years	7.47	100	19
40 - 44 Years	8.02	100	19
45 - 49 Years	7.23	98	20
50 - 54 Years	6.49	98	22
55 - 59 Years	4.90	99	21
60 - 64 Years	4.09	99	23
65 - 69 Years	3.56	99	24
70 - 74 Years	3.30	99	23
75 - 84 Years	4.45	98	29
85 + Years	1.52	96	30
<b>Average Age</b>	<b>36.35</b>	<b>99</b>	<b>26</b>
<b>Median Age</b>	<b>35.92</b>	<b>98</b>	<b>28</b>

Income	Mean	Index	Rank
< \$15,000	15.33	106	26
\$15,000 - \$25,000	14.70	117	25
\$25,000 - \$35,000	14.09	118	18
\$35,000 - \$50,000	18.18	115	8
\$50,000 - \$75,000	20.91	105	17
\$75,000 - \$100,000	9.48	84	24
\$100,000 - \$150,000	5.17	62	28
\$150,000 +	2.13	37	31
<b>Average Income</b>	<b>\$49,553</b>	<b>80</b>	<b>27</b>
<b>Median Income</b>	<b>\$39,848</b>	<b>88</b>	<b>25</b>

Race/Ethnicity	Mean	Index	Rank
White	86.72	108	27
Black	8.12	67	18
Native American	0.98	125	15
Asian	1.31	47	35
Pacific Islander	0.15	104	15
Other	2.71	69	22
Hispanic	6.58	73	24

Population Type	Mean	Index	Rank
Family HHs	86.36	103	20
Non-family HHs	11.65	85	32
Group Quarters	1.99	74	31

Owner/Renter	Mean	Index	Rank
Owner Occupied	70.36	110	20
Renter Occupied	29.64	83	31
<b>Median Rent Paid</b>	<b>\$312</b>	<b>83</b>	<b>33</b>

Property Value	Mean	Index	Rank
< \$50,000	18.56	151	17
\$50,000 - \$100,000	43.17	146	10
\$100,000 - \$150,000	22.62	100	24
\$150,000 - \$200,000	8.26	67	30
\$200,000 - \$300,000	5.30	43	36
\$300,000 - \$400,000	1.27	26	37
\$400,000 - \$500,000	0.42	18	35
\$500,000+	0.40	11	35
<b>Median Property Value</b>	<b>\$85,899</b>	<b>73</b>	<b>33</b>

Units in Structure	Mean	Index	Rank
1 Unit (Attached)	3.62	69	34
1 Unit (Detached)	66.28	112	21
2 Units	4.32	89	25
3 - 9 Units	7.07	73	33
10 - 49 Units	4.20	49	36
50 + Units	0.87	20	33
Mobile Home	12.57	174	10
Other Type of Unit	1.06	96	33

Education	Mean	Index	Rank
Some High School	28.24	114	22
High School Graduate	34.81	116	8
Some College	18.20	97	30
Associate Degree	5.85	95	27
Bachelors Degree	8.76	67	34
Post Graduate Degree	4.14	57	36

Persons in Unit	Mean	Index	Rank
1 Person	22.13	90	31
2 Persons	32.48	101	26
3 - 4 Persons	34.57	107	17
5 - 6 Persons	9.40	102	25
7+ Persons	1.42	82	21
<b>Average HH Size</b>	<b>2.67</b>	<b>102</b>	<b>24</b>

# Lifestyle Data

## Bedrock American Members are more likely to...

### Leisure & Recreation

	<b>Index</b>
1. Eat at Shoney's	203
2. Eat at Sonic Drive-In	180
3. Shop at Circle K	166
4. Eat at Hardee's	158
5. Shop at Amoco Food Mart	154
6. Eat at Chick-Fil-A	147
7. Eat at Little Caesar's Pizza	146
8. Shop at Citgo Quik Mart	142
9. Purchase gasoline at a convenience store	139
10. Own an outboard motor boat	139
11. Order home delivery meals	137
12. Purchase a used automobile	137
13. Play bingo	135
14. Purchase canned soft drinks at a convenience store	135
15. Go fishing	133

### Communications & Technology

	<b>Index</b>
1. Have one working television connected to satellite television	146
2. Have switched long distance provider for better services	141
3. Have enhanced movie satellite	137
4. Be very likely to subscribe to call waiting (wireline)	136
5. Have a satellite	136
6. Not subscribe to wireless service because it is too expensive	134
7. Rate long distance provider's ability to assist in work at home as good	123
8. Use the internet at home for phone calls	123
9. Have received collect calls in the last six months	122
10. Have made collect calls in the last six months	120

### Financial Services

	<b>Index</b>
1. Have a personal loan	141
2. Have homeowner or personal property insurance btwn \$25K - \$99K	129
3. Have a combination term/whole life insurance policy	126
4. Have an auto loan obtained through a dealership	122
5. Have life insurance between \$100,000 - \$249,000	119
6. Have installment credit products	111
7. Use a credit union	107
8. Use a bank branch closest to work	107
9. Have lost income insurance	104
10. Have a mortgage (1 <sup>st</sup> )	104

# Lifestyle Data

## Bedrock America Members are more likely to...

### Media Preferences

	Index
1. Watch Country Music TV	184
2. Watch TNN (Nashville Network)	154
3. Read gardening magazines	153
4. Read National Enquirer magazine	148
5. Read fishing/hunting magazines	147
6. Read Women's World magazine	146
7. Watch the Jenny Jones Show	146
8. Listen to country music radio format	144
9. Refer to yellow pages for auto parts and supplies	142
10. Read Field & Stream magazine	141
11. Read Parents' Magazine	139
12. Watch police docudrama shows	139
13. Watch The Movie Channel	137
14. Watch Showtime	137
15. Watch Cops	136

### Home Furnishings & Improvements

	Index
1. Have purchased a video game system in the last year	139
2. Have purchased curtains in the last year	128
3. Own a deep fryer	128
4. Have purchased wall to wall carpet in the last year	120
5. Have purchased kitchen/cooking products in the last year	120
6. Own a riding lawn mower	120
7. Own a waterbed	119
8. Have purchased a coffee maker in the last year	117
9. Have purchased any exterior paint in the last year	114
10. Own a chain saw	113

### Power Utilities

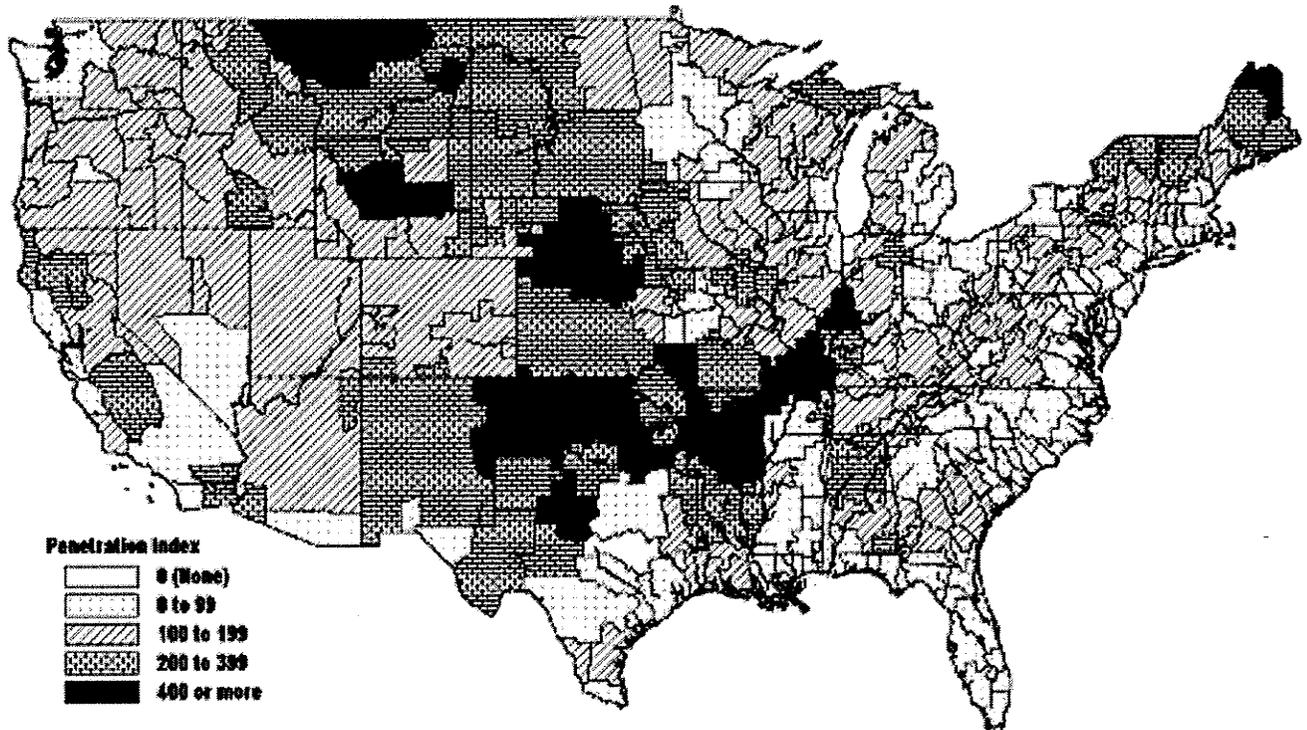
	Index
1. Use propane for the primary heating system fuel	156
2. Be very likely to purchase a payment protection plan	144
3. Have an electric water heater	132
4. Be very likely to participate in balanced billing	131
5. Participate in a Pay-Go metering program	126
6. Currently participate in a fixed rate billing plan	124
7. Be very likely to purchase an extended warranty	122
8. Be very likely to participate in time-of-use rates	120
9. Use a heat pump for cooling equipment	118
10. Have an electric dryer	115

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## 26 The Mature Years

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### Segment Concentration by Designated Market Area (DMA)



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These households are typically older singles and couples located primarily in suburban areas. They have income and education levels below the national average and work in blue-collar occupations.

The Mature Years segment is more likely to be over the age of 60, with a significantly higher portion above age 75. Although a large portion of this segment is older adults, it also contains some younger families just slightly more likely than average to have children. Both their median household income and per capita income are approximately 20% below average. This segment is 44% more likely than average to live in suburban areas and ten percent less likely to live in rural areas. They are primarily located in the central and midwestern parts of the country. Adults in this segment are more likely than average not to have graduated from high school or stopped their education upon graduation. They are 24% more likely than average to work in a blue-collar occupation, especially in the farming, forestry and fishing industries. The Mature Years are only 4% more likely than average to own their home and their median property value is 39% below the national average.

This segment is comprised of active adults who enjoy volleyball, softball, hunting and other outdoor activities. They are very likely to access accounts online and frequently use the yellow pages.

# Demographic Data

Age	Mean	Index	Rank
0 - 4 Years	7.30	104	20
5 - 9 Years	7.50	105	16
10 - 14 Years	7.50	105	18
15 - 17 Years	4.31	105	25
18 - 20 Years	4.39	106	14
21 Years	1.39	102	17
22 - 24 Years	3.78	98	24
25 - 29 Years	6.21	96	37
30 - 34 Years	6.99	98	25
35 - 39 Years	7.21	97	27
40 - 44 Years	7.55	94	27
45 - 49 Years	6.78	92	34
50 - 54 Years	6.09	92	33
55 - 59 Years	4.65	93	33
60 - 64 Years	4.00	97	29
65 - 69 Years	3.63	101	22
70 - 74 Years	3.54	106	18
75 - 84 Years	5.21	115	15
85 + Years	1.99	126	14
<b>Average Age</b>	<b>36.74</b>	<b>100</b>	<b>23</b>
<b>Median Age</b>	<b>35.88</b>	<b>98</b>	<b>29</b>

Income	Mean	Index	Rank
< \$15,000	19.53	135	19
\$15,000 - \$25,000	17.41	138	13
\$25,000 - \$35,000	15.23	127	7
\$35,000 - \$50,000	17.91	113	14
\$50,000 - \$75,000	17.94	90	27
\$75,000 - \$100,000	7.00	62	38
\$100,000 - \$150,000	3.46	42	38
\$150,000 +	1.51	27	39
<b>Average Income</b>	<b>\$43,142</b>	<b>70</b>	<b>38</b>
<b>Median Income</b>	<b>\$33,573</b>	<b>74</b>	<b>37</b>

Race/Ethnicity	Mean	Index	Rank
White	87.67	109	23
Black	6.14	51	26
Native American	1.42	181	7
Asian	1.18	42	38
Pacific Islander	0.15	100	16
Other	3.45	87	14
Hispanic	7.66	85	15

Population Type	Mean	Index	Rank
Family HHs	83.65	100	29
Non-family HHs	13.13	96	23
Group Quarters	3.22	119	15

Owner/Renter	Mean	Index	Rank
Owner Occupied	66.81	104	25
Renter Occupied	33.19	93	26
<b>Median Rent Paid</b>	<b>\$268</b>	<b>72</b>	<b>41</b>

Property Value	Mean	Index	Rank
< \$50,000	27.47	224	12
\$50,000 - \$100,000	45.00	153	4
\$100,000 - \$150,000	17.33	76	33
\$150,000 - \$200,000	5.56	45	42
\$200,000 - \$300,000	3.35	27	43
\$300,000 - \$400,000	0.80	16	44
\$400,000 - \$500,000	0.25	11	42
\$500,000+	0.24	7	42
<b>Median Property Value</b>	<b>\$71,787</b>	<b>61</b>	<b>41</b>

Units in Structure	Mean	Index	Rank
1 Unit (Attached)	2.66	50	42
1 Unit (Detached)	67.82	115	19
2 Units	4.84	100	22
3 - 9 Units	7.86	81	30
10 - 49 Units	4.05	47	37
50 + Units	0.64	15	40
Mobile Home	11.06	153	13
Other Type of Unit	1.06	97	32

Education	Mean	Index	Rank
Some High School	30.11	122	19
High School Graduate	34.31	114	10
Some College	17.71	94	32
Associate Degree	5.61	91	29
Bachelors Degree	8.19	62	38
Post Graduate Degree	4.08	56	37

Persons in Unit	Mean	Index	Rank
1 Person	25.13	102	22
2 Persons	32.99	103	22
3 - 4 Persons	31.77	98	29
5 - 6 Persons	8.74	95	29
7+ Persons	1.36	79	22
<b>Average HH Size</b>	<b>2.58</b>	<b>98</b>	<b>29</b>

# Lifestyle Data

## The Mature Years Members are more likely to...

### Leisure & Recreation

	<b>Index</b>
1. Play volleyball	604
2. Play softball	368
3. Visit Disney World (FL)	364
4. Go hunting	338
5. Purchase a men's swimsuit	338
6. Drink meal replacement shakes	291
7. Play tennis	273
8. Go boating	253
9. Own or lease a Chevy truck, van or SUV	244
10. Own a shotgun	231
11. Eat at Golden Corral	230
12. Eat at Long John Silver	215
13. Have purchased camping equipment in the last year	213
14. Eat at Denny's	205
15. Own a motor home or camper	200

### Communications & Technology

	<b>Index</b>
1. Rate phone provider's variety of programs/services offered as poor	275
2. Have switched long distance provider for better services	263
3. Not subscribe to wireless service because it is too expensive	251
4. Possibly purchase a new PC	206
5. Rate local phone provider's bill clarity as very poor	192
6. Have heard about new phone company service or product by mail	190
7. Be very interested in a cable modem	186
8. Use a local internet service provider	180
9. Use the internet at home to play group games	175
10. Use the internet to purchase clothing	171

### Financial Services

	<b>Index</b>
1. Access financial accounts online	365
2. Access financial accounts by dialing a special phone number	229
3. Have futures/warrants/options investment products	158
4. Have an auto loan obtained directly through a financial institution	140
5. Own investment real estate	139
6. Have a personal loan for home improvements	139
7. Have a sweep (checking/DDA) account	138
8. Have a second mortgage or personal loan	136
9. Have a home equity line of credit	134
10. Have been offered internet bill paying	125

# Lifestyle Data

## The Mature Years Members are more likely to...

### Media Preferences

	Index
1. Refer to yellow pages for garden/nursery	303
2. Refer to yellow pages for sporting goods	281
3. Watch the Maury Povich Show	265
4. Watch ESPN News Network	242
5. Read Entertainment Weekly magazine	234
6. Read Martha Stewart Living magazine	233
7. Read Car & Driver magazine	219
8. Watch Saturday Night Live	202
9. Read Popular Mechanics magazine	194
10. Watch Seinfeld	188
11. Listen to adult contemporary radio format	183
12. Watch Cops	179
13. Rent videotapes four to five times a month	177
14. Read Field & Stream magazine	170
15. Read music magazines	168

### Home Furnishings & Improvements

	Index
1. Have purchased a washing machine in the last year	273
2. Have purchased curtains in the last year	263
3. Have purchased a clothes dryer in the last year	192
4. Own a bread making machine	158
5. Have purchased seven or more rolls of film in the last year	141
6. Have purchased a camera in the last year	140
7. Use a professional exterminator two or more times a year	132
8. Own a pressure cooker	132
9. Have purchase big ticket furniture items in the last year	130
10. Own a deep fryer	130

### Power Utilities

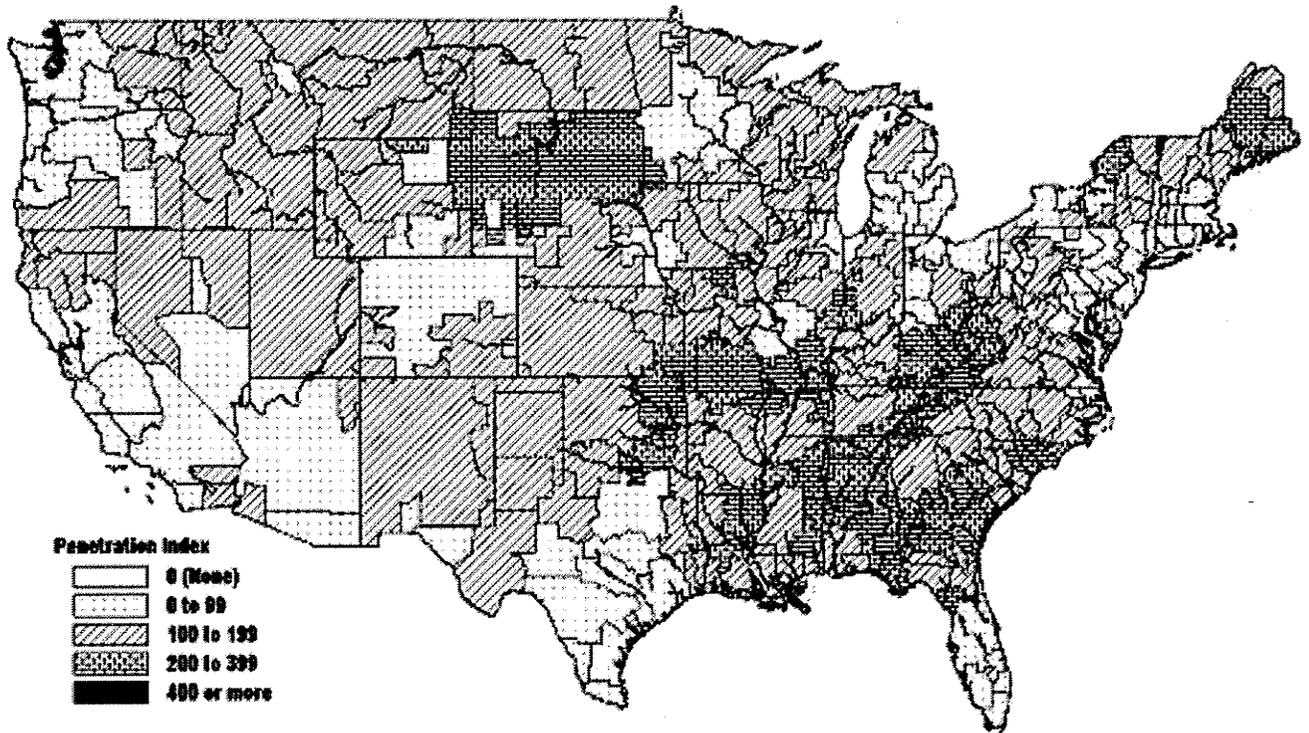
	Index
1. Have two window or wall-mounted room air conditioners	187
2. Rate electric provider's overall service as good	176
3. Use a heat pump for cooling equipment	173
4. Be very likely to participate in time-of-use rates	164
5. Have an extended warranty or service contract for any appliance	152
6. Have a humidifier	148
7. Purchase a payment protection plan	145
8. Currently participate in a fixed rate billing plan	144
9. Rate gas provider's overall service as good	144
10. Have point-of-use surge protection	140

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## 27 Middle of the Road

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### Segment Concentration by Designated Market Area (DMA)



This segment consists primarily of households with children present residing in rural areas. Their median income and education levels are below the national average. They are likely to work in blue-collar occupations, particularly the farming, forestry and fishing industries.

In the Middle of the Road segment children are present in 38% of the households, which is 6% above the national average. There are above average concentrations of children in all age ranges, while the age distribution of adults in this segment mirrors that of the nation. They are more likely than average to have five or more people in the household, but the average household size for the cluster is quite close to the national average. Although predominately white, they have higher than average shares of African American households, and rank fourth in Native American households. Their median household income level is 26% below average. About 52% of these households are found in rural areas, which is over twice the national average. They are 37% more likely than average to have not finished high school and about 15% less likely than average to have attended college. Middle of the Road households work in blue-collar occupations at a rate 29% above average and rank seventh in being employed in the farming, forestry and fishing industry.

This segment enjoys daytime television and listening to modern rock radio formats. They are likely to drive a hatchback, use a laundromat and travel between six and ten miles to a grocery store.

# Demographic Data

Age	Mean	Index	Rank
0 - 4 Years	7.38	106	16
5 - 9 Years	7.55	106	15
10 - 14 Years	7.62	106	14
15 - 17 Years	4.43	108	15
18 - 20 Years	4.06	98	22
21 Years	1.32	96	21
22 - 24 Years	3.87	100	19
25 - 29 Years	6.54	101	21
30 - 34 Years	6.94	98	29
35 - 39 Years	7.07	95	33
40 - 44 Years	7.53	94	29
45 - 49 Years	6.93	94	30
50 - 54 Years	6.32	95	27
55 - 59 Years	4.88	98	22
60 - 64 Years	4.13	100	20
65 - 69 Years	3.63	101	21
70 - 74 Years	3.40	102	19
75 - 84 Years	4.72	105	21
85 + Years	1.68	107	23
<b>Average Age</b>	<b>36.39</b>	<b>99</b>	<b>24</b>
<b>Median Age</b>	<b>35.60</b>	<b>98</b>	<b>31</b>

Income	Mean	Index	Rank
< \$15,000	21.08	146	14
\$15,000 - \$25,000	16.57	132	18
\$25,000 - \$35,000	14.12	118	17
\$35,000 - \$50,000	16.57	105	23
\$50,000 - \$75,000	17.32	87	31
\$75,000 - \$100,000	7.57	67	37
\$100,000 - \$150,000	4.36	53	35
\$150,000 +	2.42	43	29
<b>Average Income</b>	<b>\$45,856</b>	<b>74</b>	<b>34</b>
<b>Median Income</b>	<b>\$33,748</b>	<b>74</b>	<b>36</b>

Race/Ethnicity	Mean	Index	Rank
White	78.45	98	33
Black	14.43	120	13
Native American	2.07	262	4
Asian	1.37	49	34
Pacific Islander	0.14	98	17
Other	3.54	90	13
Hispanic	7.59	84	16

Population Type	Mean	Index	Rank
Family HHs	85.22	102	23
Non-family HHs	12.33	90	27
Group Quarters	2.45	91	22

Owner/Renter	Mean	Index	Rank
Owner Occupied	65.97	103	26
Renter Occupied	34.03	95	25
<b>Median Rent Paid</b>	<b>\$280</b>	<b>75</b>	<b>39</b>

Property Value	Mean	Index	Rank
< \$50,000	28.11	229	11
\$50,000 - \$100,000	38.15	129	19
\$100,000 - \$150,000	17.58	77	32
\$150,000 - \$200,000	6.90	56	37
\$200,000 - \$300,000	5.41	43	35
\$300,000 - \$400,000	1.82	37	31
\$400,000 - \$500,000	0.82	35	31
\$500,000+	1.20	35	26
<b>Median Property Value</b>	<b>\$75,507</b>	<b>64</b>	<b>39</b>

Units in Structure	Mean	Index	Rank
1 Unit (Attached)	2.67	51	41
1 Unit (Detached)	63.03	107	26
2 Units	3.78	78	30
3 - 9 Units	7.78	81	31
10 - 49 Units	5.58	65	27
50 + Units	1.96	46	24
Mobile Home	13.92	192	7
Other Type of Unit	1.29	117	21

Education	Mean	Index	Rank
Some High School	33.88	137	11
High School Graduate	32.78	109	15
Some College	15.99	85	39
Associate Degree	5.08	82	38
Bachelors Degree	8.13	62	39
Post Graduate Degree	4.14	57	35

Persons in Unit	Mean	Index	Rank
1 Person	24.25	99	23
2 Persons	31.66	99	28
3 - 4 Persons	32.46	100	27
5 - 6 Persons	9.67	105	19
7+ Persons	1.96	113	12
<b>Average HH Size</b>	<b>2.66</b>	<b>101</b>	<b>26</b>

# Lifestyle Data

## Middle of the Road Members are more likely to...

### Leisure & Recreation

	Index
1. Own or lease a three door hatchback automobile	252
2. Shop at Convenient Food Mart	225
3. Own or lease a Chevy truck, van or SUV	198
4. Eat at Bob Evan's	193
5. Visit Disney World (FL)	182
6. Use a laundromat	174
7. Eat at Red Lobster	173
8. Purchase women's designer jeans	172
9. Own or lease a Honda	171
10. Visit SeaWorld Marine Parks	167
11. Shop at Stop-N-Go	163
12. Shop at Amoco Food Mart	158
13. Purchase a dress watch	154
14. Own a motor home or camper	147
15. Travel six to ten miles to a grocery store	144

### Communications & Technology

	Index
1. Have one working television connected to satellite television	281
2. Have switched long distance provider for better services	276
3. Purchase wireless service in the next six months	267
4. Have a satellite	233
5. Have basic satellite	229
6. Have enhanced movie satellite	211
7. Make 3+ calls from a pay phone monthly when not at home	189
8. Rate local phone provider's reliability as neutral	168
9. Have received collect calls in the last six months	167
10. Pay an additional cost for call block response (wireline)	166

### Financial Services

	Index
1. Access financial accounts online	202
2. Pay bills by internet	178
3. Have an auto loan obtained directly through a financial institution	140
4. Own investment real estate	133
5. Have a mutual fund	127
6. Own any real estate	119
7. Utilize trust/estate planning services	117
8. Have futures/warrants/options investment accounts	115
9. Have homeowner or personal property insurance btwn \$25K - \$99K	114
10. Have a student loan	107

# Lifestyle Data

## Middle of the Road Members are more likely to...

### Media Preferences

	Index
1. Watch Star Trek: Voyager	212
2. Listen to modern rock radio format	200
3. Watch The Young and the Restless	199
4. Watch Country Music TV	193
5. Watch One Life to Live	180
6. Watch Days of Our Lives	169
7. Read Field & Stream magazine	166
8. Watch the Maury Povich Show	162
9. Watch the Jenny Jones Show	159
10. Read Parents' Magazine	156
11. Read fitness magazines	155
12. Watch The Price Is Right	153
13. Watch General Hospital	149
14. Read Vogue magazine	146
15. Watch Court TV	144

### Home Furnishings & Improvements

	Index
1. Own a kerosene heater	197
2. Have purchased a sofa sectional in the last year	168
3. Have purchased interior/exterior doors in the last year	155
4. Have purchased table settings in the last year	138
5. Own a separate freezer	138
6. Own water softener	135
7. Own a humidifier	135
8. Own a deep fryer	133
9. Have purchased lawn/porch furniture in the last year	115
10. Have remodeled a kitchen in the last year	112

### Power Utilities

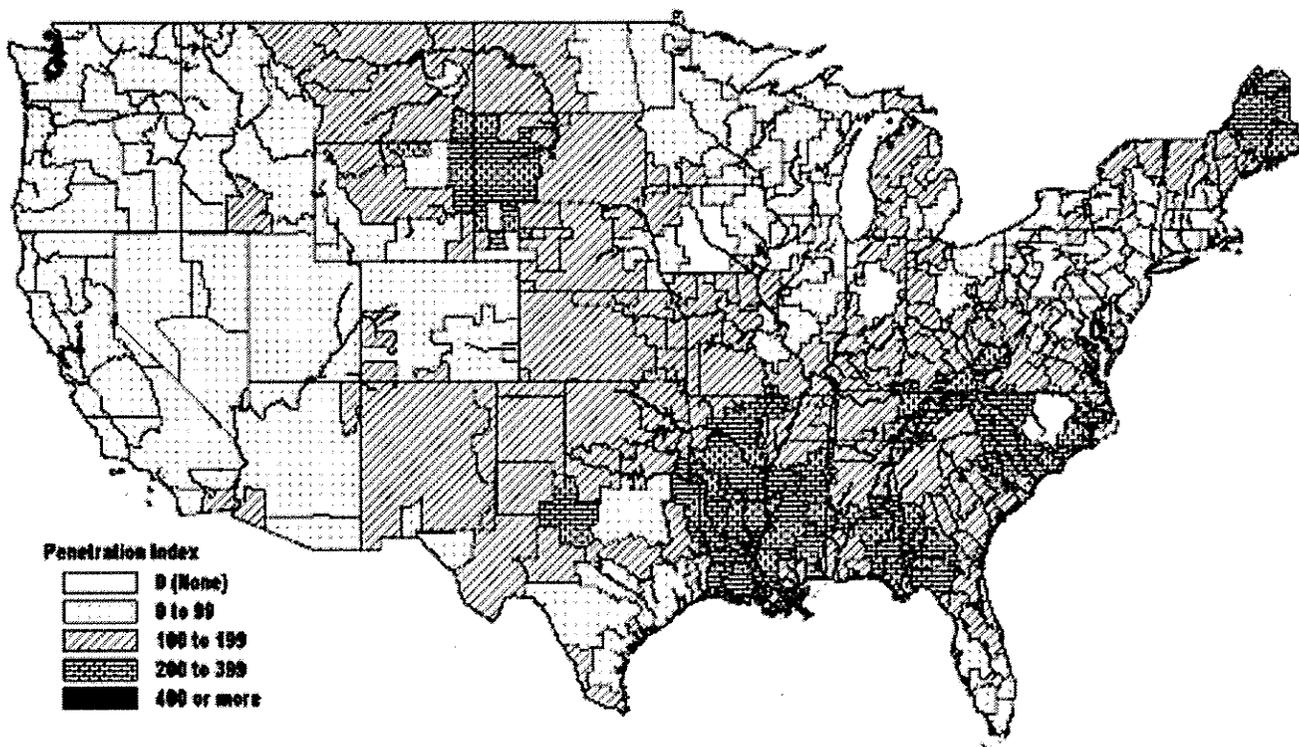
	Index
1. Use propane for the primary heating system fuel	497
2. Be very likely to participate in a fuel cells program	227
3. Be very likely to participate in financing for appliances	176
4. Be very likely to purchase a wire warranty	152
5. Have an oil or propane water heater	142
6. Be interested in purchasing an extended warranty from utility provider	138
7. Be very likely to use balanced billing	130
8. Participate in a load management program	125
9. Have two window or wall-mounted room air conditioners	124
10. Have an extended warranty or service contract for the cooling system	114

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# 28 Building a Family

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## Segment Concentration by Designated Market Area (DMA)



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These are slightly younger than average households with children that live in rural areas. They work in blue-collar occupations and are equally as likely to own or rent their homes.

The Building a Family segment is slightly more likely than average to have children and is over 13% more likely than average to have seven or more people in the household. They rank slightly higher than average in all age ranges under 29 years. The median household and per capita incomes are about 20 to 25% below the national average, and they are 33% more likely than average to have incomes below the poverty level. They are 44% more likely to reside in rural areas than the national average. These households are less likely than average to have continued their education beyond high school. They are 22% more likely than average to work in blue-collar occupations and rank sixth among the segments for being in the armed forces. Their median property value is 31% below the national average and they are more likely to live in older homes.

This segment eats on the go and is likely to frequent fast food restaurants and convenience stores. They enjoy reading magazines and watching prime time television programming. They are likely to have lost income insurance.

# Demographic Data

Age	Mean	Index	Rank
0 - 4 Years	7.57	108	13
5 - 9 Years	7.66	107	12
10 - 14 Years	7.66	107	13
15 - 17 Years	4.40	107	17
18 - 20 Years	4.15	100	17
21 Years	1.38	101	18
22 - 24 Years	3.96	103	16
25 - 29 Years	6.60	102	17
30 - 34 Years	7.11	100	20
35 - 39 Years	7.43	100	20
40 - 44 Years	7.79	97	23
45 - 49 Years	6.99	95	27
50 - 54 Years	6.24	94	30
55 - 59 Years	4.69	94	30
60 - 64 Years	3.92	95	31
65 - 69 Years	3.42	95	28
70 - 74 Years	3.16	95	31
75 - 84 Years	4.34	96	31
85 + Years	1.54	98	29
<b>Average Age</b>	<b>35.76</b>	<b>97</b>	<b>33</b>
<b>Median Age</b>	<b>34.98</b>	<b>96</b>	<b>35</b>

Income	Mean	Index	Rank
< \$15,000	18.90	131	21
\$15,000 - \$25,000	15.61	124	21
\$25,000 - \$35,000	14.00	117	20
\$35,000 - \$50,000	17.08	108	18
\$50,000 - \$75,000	18.77	94	25
\$75,000 - \$100,000	8.54	76	27
\$100,000 - \$150,000	4.89	59	30
\$150,000 +	2.22	39	30
<b>Average Income</b>	<b>\$47,086</b>	<b>76</b>	<b>31</b>
<b>Median Income</b>	<b>\$36,310</b>	<b>80</b>	<b>28</b>

Race/Ethnicity	Mean	Index	Rank
White	75.75	94	38
Black	17.22	143	10
Native American	1.23	157	10
Asian	1.88	68	27
Pacific Islander	0.36	245	5
Other	3.56	90	12
Hispanic	7.77	86	14

Population Type	Mean	Index	Rank
Family HHs	85.18	102	25
Non-family HHs	12.44	91	24
Group Quarters	2.38	88	24

Owner/Renter	Mean	Index	Rank
Owner Occupied	64.21	100	29
Renter Occupied	35.80	100	22
<b>Median Rent Paid</b>	<b>\$301</b>	<b>81</b>	<b>35</b>

Property Value	Mean	Index	Rank
< \$50,000	23.05	188	15
\$50,000 - \$100,000	40.41	137	13
\$100,000 - \$150,000	20.27	89	29
\$150,000 - \$200,000	7.89	64	34
\$200,000 - \$300,000	5.63	45	34
\$300,000 - \$400,000	1.59	32	34
\$400,000 - \$500,000	0.58	25	33
\$500,000+	0.58	17	34
<b>Median Property Value</b>	<b>\$81,789</b>	<b>69</b>	<b>37</b>

Units in Structure	Mean	Index	Rank
1 Unit (Attached)	4.00	76	31
1 Unit (Detached)	61.17	104	29
2 Units	5.03	104	18
3 - 9 Units	9.19	95	22
10 - 49 Units	6.16	72	22
50 + Units	1.92	45	25
Mobile Home	11.37	157	11
Other Type of Unit	1.16	105	28

Education	Mean	Index	Rank
Some High School	31.70	128	16
High School Graduate	32.85	110	14
Some College	17.20	92	33
Associate Degree	5.48	89	32
Bachelors Degree	8.58	65	36
Post Graduate Degree	4.19	58	33

Persons in Unit	Mean	Index	Rank
1 Person	23.83	97	27
2 Persons	31.04	97	31
3 - 4 Persons	33.39	103	20
5 - 6 Persons	9.79	106	16
7+ Persons	1.95	113	13
<b>Average HH Size</b>	<b>2.68</b>	<b>102</b>	<b>21</b>

# Lifestyle Data

## Building a Family Members are more likely to...

### Leisure & Recreation

	Index
1. Eat at Little Caesar's Pizza	164
2. Purchase hot dogs from a convenience store	148
3. Purchase costume bracelets	143
4. Drive 30,000 miles or more in a year	140
5. Travel six to ten miles to a grocery store	140
6. Shop at Stop-N-Go	138
7. Purchase fresh sandwiches at a convenience store	136
8. Eat at Golden Corral	135
9. Eat at Shoney's	131
10. Eat at Chick-Fil-A	127
11. Purchase men's designer jeans	124
12. Purchase a men's sweatshirt	124
13. Visit a Six Flags Amusement Park	120
14. Purchase costume rings	120
15. Play softball	119

### Communications & Technology

	Index
1. Have one working television connected to satellite television	177
2. Have basic satellite	158
3. Probably purchase a new PC in the next six months	155
4. Have enhanced movie satellite	149
5. Pay an additional cost for an unlisted or private number (wireline)	144
6. Access the internet at a local library	143
7. Have made collect calls in the last six months	142
8. Rate phone provider's variety of programs/services offered as v good	136
9. Make 3+ calls with a prepaid calling card monthly when not at home	134
10. Have a laser disc player	130

### Financial Services

	Index
1. Have lost income insurance	123
2. Have a personal loan for home improvements	122
3. Have any personal loan	121
4. Access financial accounts online	115
5. Have a non-interest checking account with restricted teller use	114
6. Have homeowner or personal property insurance btwn \$25K - \$99K	109
7. Have a student loan	109
8. Have a checking account with restricted teller use	105
9. Pay bills by telephone	103
10. Have installment credit products	101

# Lifestyle Data

## Building a Family Members are more likely to...

### Media Preferences

	Index
1. Read Jet magazine	185
2. Read Women's World magazine	174
3. Read Ebony magazine	170
4. Read National Enquirer magazine	152
5. Watch Buffy the Vampire Slayer	149
6. Read Country Living magazine	146
7. Watch the Jerry Springer Show	144
8. Watch Days of Our Lives	143
9. Watch QVC	138
10. Watch BET	136
11. Watch CBS Evening News (Sunday)	132
12. Read Rolling Stone magazine	131
13. Watch Sabrina the Teenage Witch	131
14. Read music magazines	130
15. Read gardening magazines	129

### Home Furnishings & Improvements

	Index
1. Have purchased a coffee maker in the last year	142
2. Own a deep fryer	120
3. Have purchased curtains in the last year	118
4. Have purchased a vacuum cleaner in the last year	115
5. Own an ice cream maker	113
6. Own a video game system	112
7. Have purchased a sofa sectional in the last year	112
8. Have purchased a recliner in the last year	111
9. Own an electric clothes dryer	107
10. Own a paint sprayer	106

### Power Utilities

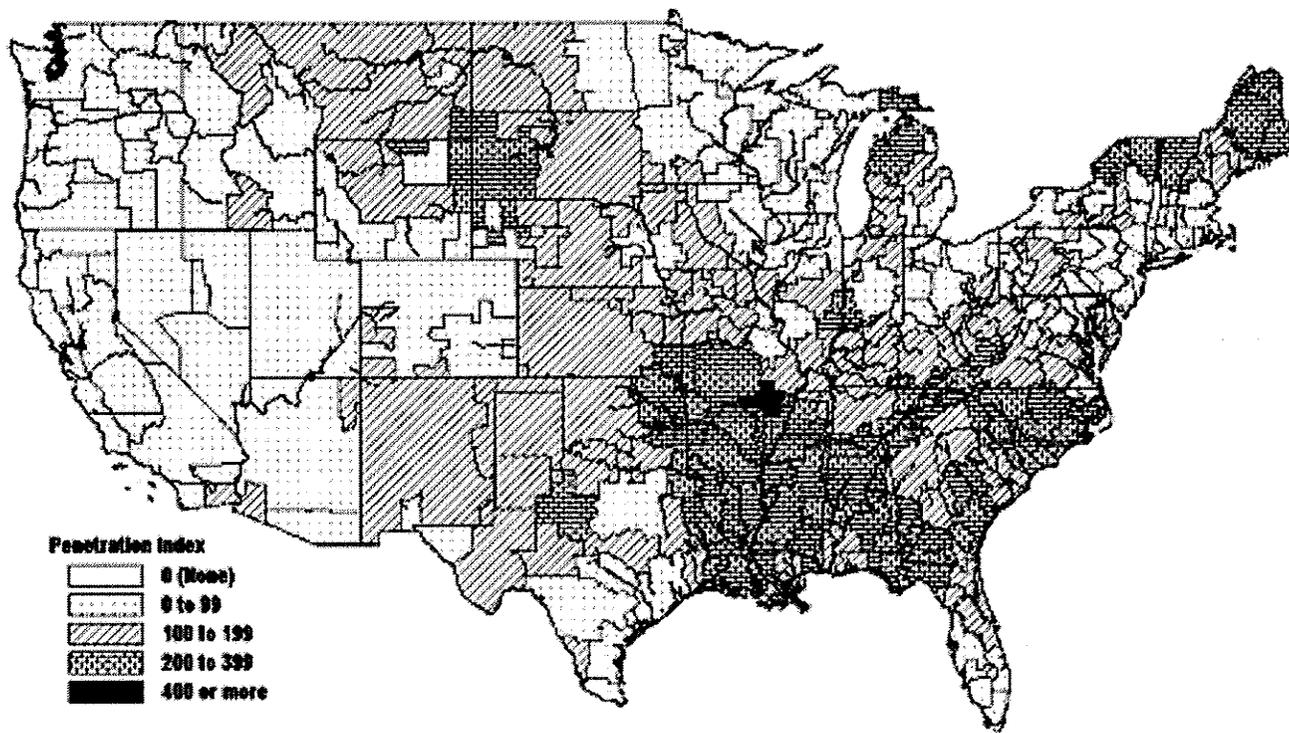
	Index
1. Be very likely to purchase an extended warranty	208
2. Be very likely to purchase a home security system	205
3. Be very likely to purchase a payment protection plan	204
4. Have one window or wall-mounted room air conditioner	175
5. Participate in a Pay-Go metering program	165
6. Use propane for the primary heating system fuel	145
7. Be very likely to use balanced billing	144
8. Use window or wall-mounted room air conditioners	142
9. Currently participate in a fixed rate billing plan	123
10. Be very likely to purchase an outage alert system	122

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## 29 Establishing Roots

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### Segment Concentration by Designated Market Area (DMA)



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This segment consists primarily of larger families living in rural areas. Their median household income and property values are below the national average. They generally work in blue-collar occupations.

The age distribution of adults in Establishing Roots roughly mirrors that of the nation, while children under age 17 are present at a slightly above average rate. These households are eight percent more likely than average to have children and are over 14% more likely to be households of seven or more persons. Their median and per capita incomes are 24% and 27% below the national average, respectively, and they are 49% more likely than average to have an income below the poverty level. Forty-two percent of the households in this segment live in rural areas. They rank fourteenth in terms of leaving high school prior to graduation, and are 27% more likely to work in blue-collar occupations. They score above average for all blue-collar occupations and score very high in the farming, fishing and forestry industries. This segment has an average share of homeowners and a median property value that is 35% below average. They tend to live in older homes and are almost twice as likely to live in a mobile home. These households are over 15% more likely than average to have no workers in the household.

These households are very likely to work on home improvement projects. They tend to purchase home fixtures and do their own remodeling. They are likely to eat at fast food restaurants and frequent convenience stores.

# Demographic Data

Age	Mean	Index	Rank
0 - 4 Years	7.53	108	15
5 - 9 Years	7.65	107	13
10 - 14 Years	7.66	107	11
15 - 17 Years	4.43	108	16
18 - 20 Years	4.16	100	16
21 Years	1.38	101	19
22 - 24 Years	3.96	103	17
25 - 29 Years	6.60	102	18
30 - 34 Years	7.02	99	24
35 - 39 Years	7.23	97	26
40 - 44 Years	7.64	95	26
45 - 49 Years	6.93	94	31
50 - 54 Years	6.25	94	29
55 - 59 Years	4.75	96	27
60 - 64 Years	4.00	97	28
65 - 69 Years	3.49	97	27
70 - 74 Years	3.25	97	25
75 - 84 Years	4.48	99	27
85 + Years	1.60	101	25
<b>Average Age</b>	<b>35.94</b>	<b>98</b>	<b>31</b>
<b>Median Age</b>	<b>35.09</b>	<b>96</b>	<b>34</b>

Income	Mean	Index	Rank
< \$15,000	20.65	143	15
\$15,000 - \$25,000	16.17	129	20
\$25,000 - \$35,000	14.06	117	19
\$35,000 - \$50,000	16.77	106	22
\$50,000 - \$75,000	17.91	90	28
\$75,000 - \$100,000	7.87	70	31
\$100,000 - \$150,000	4.45	54	34
\$150,000 +	2.12	37	32
<b>Average Income</b>	<b>\$45,455</b>	<b>73</b>	<b>36</b>
<b>Median Income</b>	<b>\$34,372</b>	<b>76</b>	<b>35</b>

Race/Ethnicity	Mean	Index	Rank
White	74.45	93	39
Black	19.06	158	9
Native American	1.44	182	6
Asian	1.56	56	31
Pacific Islander	0.36	245	6
Other	3.14	80	16
Hispanic	6.79	76	22

Population Type	Mean	Index	Rank
Family HHs	85.20	102	24
Non-family HHs	12.37	91	26
Group Quarters	2.43	90	23

Owner/Renter	Mean	Index	Rank
Owner Occupied	64.39	100	28
Renter Occupied	35.61	99	23
<b>Median Rent Paid</b>	<b>\$281</b>	<b>75</b>	<b>38</b>

Property Value	Mean	Index	Rank
< \$50,000	26.48	216	13
\$50,000 - \$100,000	40.31	137	14
\$100,000 - \$150,000	18.70	82	30
\$150,000 - \$200,000	6.96	56	36
\$200,000 - \$300,000	4.94	40	37
\$300,000 - \$400,000	1.44	29	35
\$400,000 - \$500,000	0.55	23	34
\$500,000+	0.63	18	33
<b>Median Property Value</b>	<b>\$76,395</b>	<b>65</b>	<b>38</b>

Units in Structure	Mean	Index	Rank
1 Unit (Attached)	3.37	64	35
1 Unit (Detached)	61.54	104	28
2 Units	4.57	94	23
3 - 9 Units	8.58	89	25
10 - 49 Units	5.86	68	24
50 + Units	2.17	51	22
Mobile Home	12.69	175	9
Other Type of Unit	1.21	110	25

Education	Mean	Index	Rank
Some High School	33.46	135	14
High School Graduate	32.91	110	13
Some College	16.41	88	36
Associate Degree	5.22	85	35
Bachelors Degree	8.01	61	40
Post Graduate Degree	3.99	55	38

Persons in Unit	Mean	Index	Rank
1 Person	24.18	98	24
2 Persons	31.02	97	32
3 - 4 Persons	33.08	102	21
5 - 6 Persons	9.74	106	17
7+ Persons	1.97	114	11
<b>Average HH Size</b>	<b>2.68</b>	<b>102</b>	<b>22</b>

# Lifestyle Data

## Establishing Roots Members are more likely to...

### Leisure & Recreation

	Index
1. Spend \$100 or more on long distance calls in a month	222
2. Eat at Golden Corral	209
3. Eat at Popeyes Chicken	196
4. Eat at Hardee's	188
5. Eat at Shoney's	179
6. Purchase women's dress boots	170
7. Own or lease a Buick	165
8. Use denture cleaners	156
9. Purchase a women's evening dress	155
10. Drink meal replacement shakes	153
11. Be a member of a church board	151
12. Own a motor home or camper	150
13. Eat at Sonic Drive-In	147
14. Play baseball	145
15. Eat at Red Lobster	142

### Communications & Technology

	Index
1. Have one working television connected to satellite television	218
2. Probably purchase a new PC in the next six months	183
3. Be very interested in digital cable	182
4. Have made collect calls in the last six months	181
5. Have enhanced movie satellite	166
6. Rate long distance provider's value for money spent as very good	160
7. Have basic satellite	159
8. Have received collect calls in the last six months	142
9. Purchase wireless service in the next six months	140
10. Subscribe to the Home 800 Number plan (wireline)	138

### Financial Services

	Index
1. Access financial accounts by dialing a phone number (by computer)	132
2. Have homeowner or personal property insurance btwn \$25K - \$99K	129
3. Have a ROTH IRA	123
4. Have whole life insurance policy	111
5. Have an auto loan obtained through a dealership	111
6. Have personal liability insurance	109
7. Have installment credit products	108
8. Have a second mortgage or personal loan	104
9. Have a checking account with restricted teller use	103
10. Use a bank branch closest to work	100

# Lifestyle Data

## Establishing Roots Members are more likely to...

### Media Preferences

	<b>Index</b>
1. Watch the Jenny Jones Show	270
2. Watch the Home Shopping Network	255
3. Watch QVC	253
4. Read Ebony magazine	249
5. Watch Buffy the Vampire Slayer	249
6. Watch BET	238
7. Listen to urban contemporary radio format	236
8. Read Jet magazine	220
9. Read Glamour magazine	191
10. Watch the Montel Williams Show	183
11. Refer to yellow pages for auto body repair	181
12. Watch the Maury Povich Show	181
13. Watch Country Music TV	180
14. Watch All My Children	175
15. Watch Showtime	174

### Home Furnishings & Improvements

	<b>Index</b>
1. Own a kerosene heater	184
2. Have purchased curtains in the last year	151
3. Own a video game system	126
4. Have purchased wall to wall carpet in the last year	118
5. Have purchased wallpaper in the last year	115
6. Own an electric steam cooker	114
7. Have purchased a television in the last year	111
8. Own a pasta machine	110
9. Own an ice cream maker	109
10. Have purchased bedding/bath goods in the last year	107

### Power Utilities

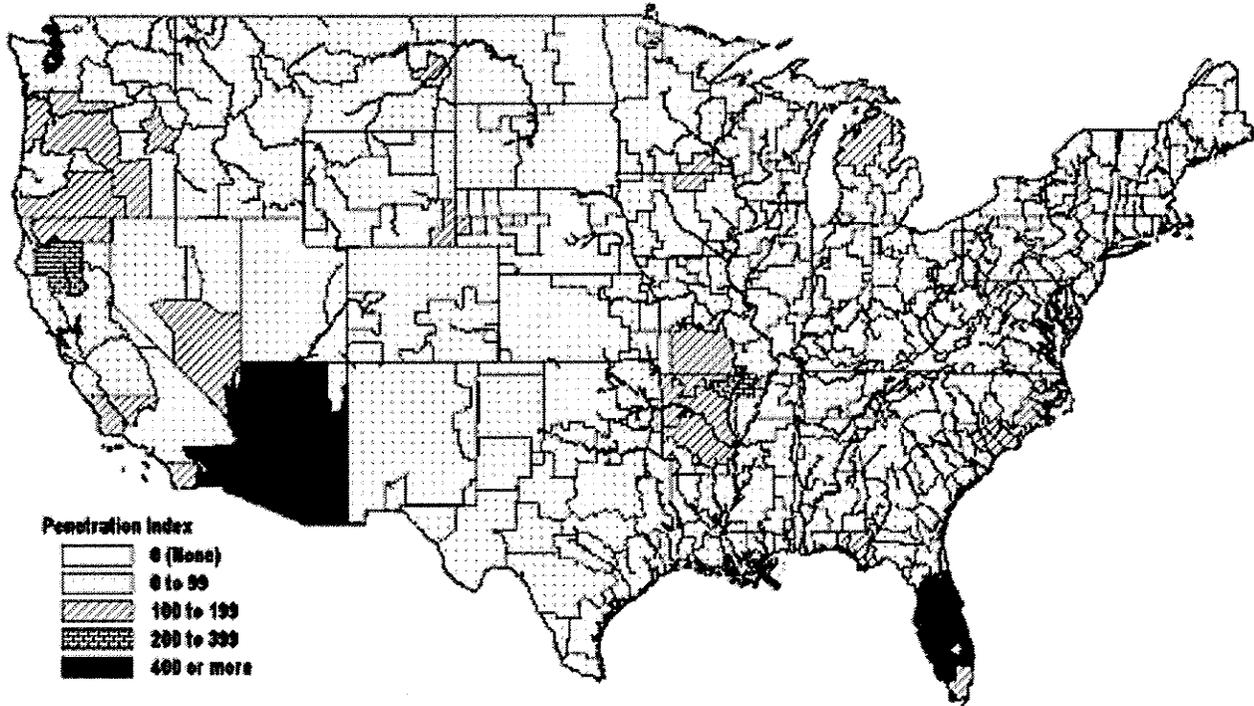
	<b>Index</b>
1. Use propane for the primary heating system fuel	198
2. Currently participate in a fixed rate billing plan	157
3. Have one window or wall-mounted room air conditioner	149
4. Have an electric water heater	146
5. Be very likely to purchase a home security system	123
6. Be very likely to purchase a programmable thermostat	114
7. Be not at all likely to participate in cash rebates	114
8. Rate electric provider's overall service as very good	112
9. Have point-of-use surge protection	111
10. Be not at all likely to participate in a load management program	107

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# 30 Domestic Duos

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## Segment Concentration by Designated Market Area (DMA)



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This segment is comprised primarily of seniors living in suburban areas. They live in one-unit attached and multi-unit housing units and are one to two person households. One-third of this segment receives retirement income.

Domestic Duos adults rank first in all age ranges between 60 and 84 years and have the highest median age among the segments. Children are present in a very low percentage of these households (16%). They rank first in the concentration of two person households and are also well above average for one-person households. They are more than twice as likely as average to receive retirement income (ranking them first among the segments). Domestic Duos live primarily in suburban retirement destinations like parts of Florida and Arizona. This segment contains the largest share of civilian veterans and ranks first for the percentage of households with no workers (37%). Among those still working, they rank fourth in sales positions, and thirteenth in protective services. Homeowners make up the majority of this segment and their median property values are at the national average.

These households are likely to travel domestically fifteen or more nights a year and to have taken a cruise in the last three years. They enjoy mature market magazines and special television programming. These households are very likely to have their social security directly deposited.

# Demographic Data

Age	Mean	Index	Rank
0 - 4 Years	3.49	50	47
5 - 9 Years	3.68	52	46
10 - 14 Years	3.82	53	46
15 - 17 Years	2.08	51	45
18 - 20 Years	2.31	56	48
21 Years	0.75	55	49
22 - 24 Years	2.10	54	50
25 - 29 Years	4.09	63	49
30 - 34 Years	5.44	77	50
35 - 39 Years	4.88	65	49
40 - 44 Years	5.09	63	48
45 - 49 Years	4.80	65	47
50 - 54 Years	4.85	73	42
55 - 59 Years	4.80	96	25
60 - 64 Years	7.35	178	1
65 - 69 Years	10.81	300	1
70 - 74 Years	11.17	335	1
75 - 84 Years	14.34	318	1
85 + Years	4.14	263	4
<b>Average Age</b>	<b>51.85</b>	<b>141</b>	<b>1</b>
<b>Median Age</b>	<b>54.22</b>	<b>149</b>	<b>1</b>

Income	Mean	Index	Rank
< \$15,000	16.18	112	24
\$15,000 - \$25,000	17.23	137	15
\$25,000 - \$35,000	16.02	134	3
\$35,000 - \$50,000	17.94	113	11
\$50,000 - \$75,000	17.30	87	32
\$75,000 - \$100,000	7.60	68	36
\$100,000 - \$150,000	4.70	57	32
\$150,000 +	3.02	53	24
<b>Average Income</b>	<b>\$48,931</b>	<b>79</b>	<b>28</b>
<b>Median Income</b>	<b>\$35,474</b>	<b>78</b>	<b>29</b>

Race/Ethnicity	Mean	Index	Rank
White	95.31	119	3
Black	2.42	20	48
Native American	0.40	50	38
Asian	0.87	31	43
Pacific Islander	0.04	26	46
Other	0.97	25	45
Hispanic	3.18	35	45

Population Type	Mean	Index	Rank
Family HHs	76.58	92	38
Non-family HHs	19.73	145	14
Group Quarters	3.70	137	12

Owner/Renter	Mean	Index	Rank
Owner Occupied	74.95	117	15
Renter Occupied	25.05	70	36
<b>Median Rent Paid</b>	<b>\$365</b>	<b>98</b>	<b>23</b>

Property Value	Mean	Index	Rank
< \$50,000	6.55	53	31
\$50,000 - \$100,000	32.97	112	26
\$100,000 - \$150,000	28.61	126	7
\$150,000 - \$200,000	13.68	111	18
\$200,000 - \$300,000	11.09	89	24
\$300,000 - \$400,000	3.76	77	24
\$400,000 - \$500,000	1.53	65	22
\$500,000+	1.81	52	22
<b>Median Property Value</b>	<b>\$118,310</b>	<b>100</b>	<b>23</b>

Units in Structure	Mean	Index	Rank
1 Unit (Attached)	7.98	152	9
1 Unit (Detached)	45.78	78	36
2 Units	3.12	64	33
3 - 9 Units	8.97	93	23
10 - 49 Units	9.05	105	18
50 + Units	3.86	90	16
Mobile Home	20.07	277	3
Other Type of Unit	1.17	107	26

Education	Mean	Index	Rank
Some High School	22.35	90	28
High School Graduate	32.70	109	16
Some College	20.30	108	18
Associate Degree	5.38	87	34
Bachelors Degree	12.32	94	21
Post Graduate Degree	6.94	96	21

Persons in Unit	Mean	Index	Rank
1 Person	32.59	133	10
2 Persons	47.76	149	1
3 - 4 Persons	16.05	49	46
5 - 6 Persons	3.21	35	46
7+ Persons	0.39	22	47
<b>Average HH Size</b>	<b>2.02</b>	<b>77</b>	<b>45</b>

# Lifestyle Data

## Domestic Duos Members are more likely to...

### Leisure & Recreation

	<b>Index</b>
1. Travel domestically 15 or more nights in a year	219
2. Be a member of a civic club	211
3. Be a member of a veteran club	211
4. Own or lease a Buick	188
5. Be a member of a fraternal order	187
6. Use denture cleaners	184
7. Use a professional exterminator	176
8. Eat at Shoney's	175
9. Write an elected official	163
10. Eat at Cracker Barrel	161
11. Go grocery shopping in the morning	157
12. Have carpets professionally cleaned	156
13. Contribute to Public Broadcasting	148
14. Have oil changed at a gas station	148
15. Have taken a cruise in the last three years	145

### Communications & Technology

	<b>Index</b>
1. Rate cable provider's value for money spent as very good	157
2. Have basic cable	150
3. Rate long distance provider's value for money spent as very good	146
4. Not subscribe to wireless service because they don't need it	146
5. Use Sprint as the primary long distance provider	133
6. Have one working television connected to cable television	129
7. Be not at all interested in digital cable	128
8. Definitely not purchase a new PC	127
9. Be not interested in ordering other products/services online	126
10. Have enhanced basic cable	126

### Financial Services

	<b>Index</b>
1. Have Social Security direct deposit	283
2. Have government securities	273
3. Have variable rate annuities	266
4. Have fixed rate annuities	222
5. Utilize trust/estate planning services	196
6. Have an asset/cash management investment account	195
7. Have corporate/municipal bonds	185
8. Have a unit investment trust	176
9. Have mutual funds obtained by phone	175
10. Own a certificate of deposit	169

# Lifestyle Data

## Domestic Duos Members are more likely to...

### Media Preferences

	Index
1. Read Modern Maturity magazine	332
2. Read mature market magazines	322
3. Watch TV Specials: Kennedy Center Honors	240
4. Read Smithsonian magazine	236
5. Watch the Tony Awards	230
6. Read Golf for Women magazine	207
7. Watch NBC Meet the Press	191
8. Watch 60 Minutes	189
9. Read Southern Living magazine	188
10. Watch Diagnosis Murder	184
11. Watch Jeopardy	180
12. Watch CNBC	175
13. Listen to classical radio format	174
14. Watch Antiques Roadshow	171
15. Read Bon Appetite magazine	170

### Home Furnishings & Improvements

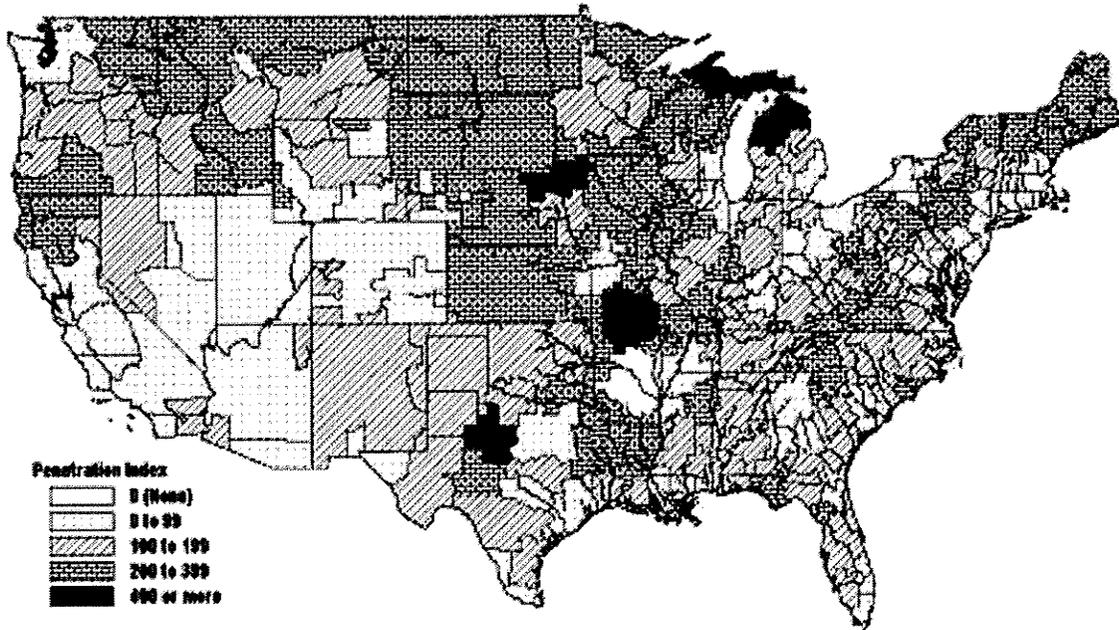
	Index
1. Use a professional exterminator two or more times a year	188
2. Have purchased a recliner in the last year	176
3. Have purchased lawn/porch furniture in the last year	134
4. Own an electric juicer	133
5. Own a hand vacuum cleaner	127
6. Have purchased roofing in the last year	124
7. Have central air conditioning	124
8. Purchase cartridge film	117
9. Own a sewing machine	117
10. Own an automatic dishwasher	114

### Power Utilities

	Index
1. Currently participate in a load management program	339
2. Currently have voluntary time-of-use rates or time-of-day rates	264
3. Use a heat pump as the primary heating system	259
4. Have an extended warranty or service contract for the cooling system	250
5. Use a heat pump for cooling equipment	223
6. Use electric for the primary heating system fuel	199
7. Have point-of-use surge protection	177
8. Currently participate in home energy audits	160
9. Rate electric provider's overall service as very good	137
10. Be not at all likely to purchase a programmable thermostat	131

# 31 Country Classics

## Segment Concentration by Designated Market Area (DMA)



These are owner-occupied households, containing mature couples and some children. They live in rural areas, have below average median household incomes and work in blue-collar occupations.

Country Classics households are predominantly adults over the age of 70. In some households, there are older children present. These households are nine percent more likely than average to contain two people, and are of average household size. Both their household and per capita income are about 25% lower than the national average, and they rank 12<sup>th</sup> among the segments receiving retirement income. Over 80% of Country Classics live in rural America, which is over three times the national average. They are found in high concentration in areas like northern Michigan; Springfield, Missouri; Sioux City, Iowa; and Abilene-Sweetwater, Texas. The majority have not attained education past the high school level. They are more likely to work in blue-collar positions with considerably above average representation in the farming, fishing and forestry industries. Most own their own homes that are valued at 38% below the national average. Eighteen percent of Country Classics homeowners live in mobile homes, which is nearly 2.5 times the national norm. Another 73% live in single family, detached housing.

This segment is likely to own or lease a Buick and be a member of a Veteran Club. They travel greater distances to reach grocery stores. Country Classics are likely to own certificates of deposit and enjoy gardening magazines.

# Demographic Data

Age	Mean	Index	Rank
0 - 4 Years	6.68	96	29
5 - 9 Years	7.09	99	27
10 - 14 Years	7.24	101	26
15 - 17 Years	4.39	107	19
18 - 20 Years	3.65	88	34
21 Years	1.14	83	39
22 - 24 Years	3.61	94	34
25 - 29 Years	6.29	97	29
30 - 34 Years	6.30	89	46
35 - 39 Years	6.32	85	45
40 - 44 Years	7.32	91	36
45 - 49 Years	7.13	97	23
50 - 54 Years	6.75	102	16
55 - 59 Years	5.44	109	11
60 - 64 Years	4.84	117	6
65 - 69 Years	4.36	121	9
70 - 74 Years	4.09	123	8
75 - 84 Years	5.49	122	10
85 + Years	1.87	119	17
<b>Average Age</b>	<b>38.33</b>	<b>104</b>	<b>15</b>
<b>Median Age</b>	<b>38.06</b>	<b>104</b>	<b>17</b>

Income	Mean	Index	Rank
< \$15,000	18.09	125	22
\$15,000 - \$25,000	16.69	133	17
\$25,000 - \$35,000	14.86	124	12
\$35,000 - \$50,000	17.93	113	13
\$50,000 - \$75,000	18.79	94	24
\$75,000 - \$100,000	7.75	69	32
\$100,000 - \$150,000	3.99	48	36
\$150,000 +	1.90	33	34
<b>Average Income</b>	<b>\$46,022</b>	<b>74</b>	<b>33</b>
<b>Median Income</b>	<b>\$35,303</b>	<b>78</b>	<b>32</b>

Race/Ethnicity	Mean	Index	Rank
White	92.37	115	8
Black	4.49	37	33
Native American	1.14	144	11
Asian	0.44	16	48
Pacific Islander	0.06	39	37
Other	1.51	38	36
Hispanic	3.82	43	41

Population Type	Mean	Index	Rank
Family HHs	87.57	105	17
Non-family HHs	10.44	77	33
Group Quarters	1.98	74	32

Owner/Renter	Mean	Index	Rank
Owner Occupied	77.94	121	12
Renter Occupied	22.05	62	39
<b>Median Rent Paid</b>	<b>\$228</b>	<b>61</b>	<b>46</b>

Property Value	Mean	Index	Rank
< \$50,000	28.23	230	10
\$50,000 - \$100,000	41.01	139	11
\$100,000 - \$150,000	18.48	81	31
\$150,000 - \$200,000	6.39	52	40
\$200,000 - \$300,000	4.08	33	40
\$300,000 - \$400,000	1.06	21	39
\$400,000 - \$500,000	0.36	15	37
\$500,000+	0.39	11	36
<b>Median Property Value</b>	<b>\$73,806</b>	<b>62</b>	<b>40</b>

Units in Structure	Mean	Index	Rank
1 Unit (Attached)	1.35	26	48
1 Unit (Detached)	73.02	124	12
2 Units	1.94	40	43
3 - 9 Units	2.99	31	43
10 - 49 Units	1.25	15	45
50 + Units	0.16	4	44
Mobile Home	17.99	249	4
Other Type of Unit	1.30	119	18

Education	Mean	Index	Rank
Some High School	30.35	123	17
High School Graduate	37.03	123	4
Some College	16.11	86	38
Associate Degree	5.45	89	33
Bachelors Degree	7.49	57	42
Post Graduate Degree	3.57	49	41

Persons in Unit	Mean	Index	Rank
1 Person	21.57	88	32
2 Persons	35.06	109	10
3 - 4 Persons	32.68	101	26
5 - 6 Persons	9.37	101	26
7+ Persons	1.31	76	24
<b>Average HH Size</b>	<b>2.65</b>	<b>101</b>	<b>27</b>

# Lifestyle Data

## Country Classics Members are more likely to...

### Leisure & Recreation

	<b>Index</b>
1. Own or lease a Buick	295
2. Be a member of a veteran club	290
3. Purchase canvas shoes	213
4. Travel six to ten miles to a grocery store	211
5. Eat at Friendly's	210
6. Eat at Shoney's	205
7. Own or lease a motorcycle	205
8. Use denture cleaners	202
9. Have oil changed at a dealership	186
10. Go grocery shopping in the morning	184
11. Eat at Long John Silver	182
12. Travel domestically 15 or more nights in a year	168
13. Take part in a local civic issue	163
14. Go bird watching	162
15. Own a motor home or camper	162

### Communications & Technology

	<b>Index</b>
1. Not subscribe to wireless service because they are not interested	175
2. Have basic satellite	173
3. Have two or more working televisions connected to satellite television	154
4. Not subscribe to call waiting (wireline)	146
5. Rate long distance provider's bill clarity as very good	142
6. Rate local phone provider's value for money spent as very good	138
7. Use a local internet service provider	138
8. Have other satellite options	135
9. Believe it unimportant to consolidate communication & energy service	124
10. Have switched long distance provider because of deceptive pricing	122

### Financial Services

	<b>Index</b>
1. Have Social Security direct deposit	240
2. Own a certificate of deposit	222
3. Have fixed rate annuities	167
4. Have IRAs invested in certificates of deposit	166
5. Bank by mail	162
6. Have homeowner personal property insurance btwn \$25K - \$99K	159
7. Have annuity insurance	148
8. Own real estate	144
9. Have an interest checking account	137
10. Have a department store credit card	130

# Lifestyle Data

## Country Classics Members are more likely to...

### Media Preferences

	Index
1. Read gardening magazines	307
2. Watch NBC Meet the Press	272
3. Have a satellite dish/disc	271
4. Read Prevention magazine	262
5. Read Country Home magazine	242
6. Read Modern Maturity magazine	242
7. Read Ladies' Home Journal	237
8. Read mature market magazines	231
9. Watch CBS Evening News (Saturday)	231
10. Watch Good Morning America (Sunday)	228
11. Read Cooking Light	222
12. Read Field & Stream magazine	217
13. Watch The Price Is Right	210
14. Read McCall's magazine	209
15. Read Southern Living magazine	203

### Home Furnishings & Improvements

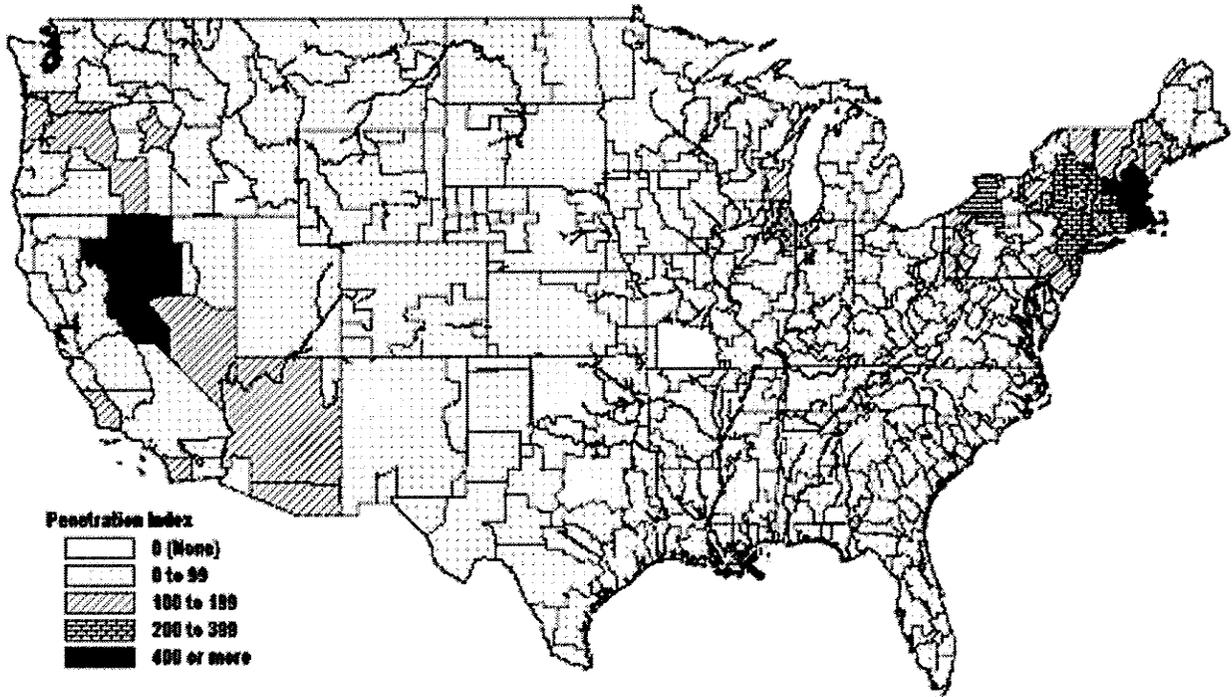
	Index
1. Own a riding lawn mower	257
2. Have purchased a recliner in the last year	240
3. Own a clean air machine	209
4. Own a pressure cooker	179
5. Own a separate freezer	174
6. Own a hot tub/whirlpool spa	172
7. Own a stationary table saw	170
8. Have done exterior paint work in the last year	166
9. Own a chain saw	163
10. Own a sewing machine	154

### Power Utilities

	Index
1. Use propane for the primary heating system fuel	309
2. Have point-of-use surge protection	183
3. Use a heat pump as the primary heating system	165
4. Have an electric water heater	161
5. Currently participate in a load management program	158
6. Have a dehumidifier	155
7. Have a freezer separate from the refrigerator	138
8. Rate electric provider's overall service as very good	132
9. Be not at all likely to participate in time-of-use rates	125
10. Have a humidifier	115

# 32 Metro Singles

## Segment Concentration by Designated Market Area (DMA)



These households are relatively young singles and some couples with small numbers of children present. They are more likely to rent, live in urban areas and have below average income and education levels. They are employed primarily in the blue-collar sector.

Metro Singles are more likely than average to be between 25 and 44 years of age. These households are 32% more likely than average to contain one person and they are 27% less likely than average to be a married couple. This segment ranks fourth among Hispanic households with 21%. The median household and per capita incomes are both 23% below the national norm. This segment ranks fourth in the share of households located in urban areas, particularly around the cities of New York, and Boston. Educational attainment beyond high school is below average and about half work in blue-collar positions (15% above average). This segment is more than three times as likely to take public transportation to work. Metro Singles are more likely to rent and rank first for the percentage living two to nine unit structures.

These households are likely to frequent convenience stores and purchase items such as juice, dairy products and lottery tickets. They are likely to use a savings and loan and prepaid calling cards.

# Demographic Data

Age	Mean	Index	Rank
0 - 4 Years	7.34	105	18
5 - 9 Years	7.18	101	25
10 - 14 Years	7.21	100	28
15 - 17 Years	3.61	88	35
18 - 20 Years	3.45	83	40
21 Years	1.28	94	26
22 - 24 Years	3.74	97	28
25 - 29 Years	6.54	101	20
30 - 34 Years	8.38	118	9
35 - 39 Years	9.24	124	6
40 - 44 Years	8.69	108	11
45 - 49 Years	6.98	95	29
50 - 54 Years	5.75	87	37
55 - 59 Years	4.17	84	39
60 - 64 Years	3.62	88	36
65 - 69 Years	3.24	90	34
70 - 74 Years	3.19	96	28
75 - 84 Years	4.64	103	23
85 + Years	1.76	112	21
<b>Average Age</b>	<b>36.34</b>	<b>99</b>	<b>27</b>
<b>Median Age</b>	<b>35.86</b>	<b>98</b>	<b>30</b>

Income	Mean	Index	Rank
< \$15,000	19.10	132	20
\$15,000 - \$25,000	16.30	129	19
\$25,000 - \$35,000	14.77	123	13
\$35,000 - \$50,000	17.23	109	17
\$50,000 - \$75,000	17.71	89	30
\$75,000 - \$100,000	7.99	71	30
\$100,000 - \$150,000	4.90	59	29
\$150,000 +	2.01	35	33
<b>Average Income</b>	<b>\$44,874</b>	<b>72</b>	<b>37</b>
<b>Median Income</b>	<b>\$34,887</b>	<b>77</b>	<b>33</b>

Race/Ethnicity	Mean	Index	Rank
White	79.10	99	32
Black	7.83	65	20
Native American	0.64	82	23
Asian	4.23	152	14
Pacific Islander	0.10	68	23
Other	8.09	205	5
Hispanic	19.84	221	4

Population Type	Mean	Index	Rank
Family HHs	77.31	92	36
Non-family HHs	19.79	145	13
Group Quarters	2.90	108	18

Owner/Renter	Mean	Index	Rank
Owner Occupied	34.98	54	41
Renter Occupied	65.03	182	10
<b>Median Rent Paid</b>	<b>\$386</b>	<b>103</b>	<b>21</b>

Property Value	Mean	Index	Rank
< \$50,000	10.29	84	23
\$50,000 - \$100,000	31.03	105	28
\$100,000 - \$150,000	21.28	94	26
\$150,000 - \$200,000	13.18	107	21
\$200,000 - \$300,000	17.25	138	14
\$300,000 - \$400,000	4.63	94	21
\$400,000 - \$500,000	1.38	59	23
\$500,000+	0.96	28	29
<b>Median Property Value</b>	<b>\$120,405</b>	<b>102</b>	<b>22</b>

Units in Structure	Mean	Index	Rank
1 Unit (Attached)	7.18	136	11
1 Unit (Detached)	18.36	31	43
2 Units	21.01	434	1
3 - 9 Units	29.15	302	1
10 - 49 Units	15.45	180	12
50 + Units	5.17	120	12
Mobile Home	2.21	30	33
Other Type of Unit	1.49	136	8

Education	Mean	Index	Rank
Some High School	34.77	140	9
High School Graduate	30.87	103	20
Some College	15.67	84	42
Associate Degree	5.14	83	36
Bachelors Degree	9.01	69	31
Post Graduate Degree	4.54	63	31

Persons in Unit	Mean	Index	Rank
1 Person	32.41	132	11
2 Persons	29.22	91	35
3 - 4 Persons	28.31	87	35
5 - 6 Persons	8.20	89	33
7+ Persons	1.86	107	14
<b>Average HH Size</b>	<b>2.46</b>	<b>93</b>	<b>35</b>

# Lifestyle Data

## Metro Singles Members are more likely to...

### Leisure & Recreation

	Index
1. Eat at Dunkin Donuts	235
2. Eat at Friendly's	212
3. Purchase gasoline at a full service station	197
4. Eat at Boston Market	149
5. Shop at Wawa	144
6. Travel less than one mile to a grocery store	140
7. Use a laundromat	132
8. Purchase juice at a convenience store	130
9. Have oil changed at a gas station	128
10. Purchase ice cream at a convenience store	128
11. Purchase women's gloves	127
12. Play bingo	126
13. Purchase milk at a convenience store	126
14. Go dancing	125
15. Use a prepaid calling card	122

### Communications & Technology

	Index
1. Use Bell Atlantic Mobile as a wireless service provider	182
2. Have switched local phone service provider once in the last year	170
3. Make 3+ calls from a pay phone monthly when not at home	157
4. Pay an additional cost for an unlisted or private number (wireline)	152
5. Use the internet at home for group games	145
6. Make international phone calls to contact friends and family	135
7. Rate long distance provider's value for money spent as very poor	134
8. Subscribe to Univision	132
9. Be definitely interested in purchasing a new PC	130
10. Have digital cable	128

### Financial Services

	Index
1. Use a savings and loan	136
2. Have a student loan	126
3. Have an American Express Optima card	118
4. Have a non-interest checking account with restricted teller use	117
5. Use a telephone bill paying service	111
6. Have any personal loan	109
7. Pay bills by internet	107
8. Use an ATM/Debit card	103
9. Be a member of an HMO/PPO	102
10. Have an IRAs invested in a certificates of deposit	102

# Lifestyle Data

## Metro Singles Members are more likely to...

### Media Preferences

	<b>Index</b>
1. Listen to all news radio format	169
2. Listen to contemporary hits radio format	167
3. Read Star magazine	166
4. Read Rolling Stone magazine	156
5. Watch General Hospital	155
6. Watch Buffy the Vampire Slayer	150
7. Listen to modern rock radio format	148
8. Watch Bravo	143
9. Read National Enquirer magazine	142
10. Watch Bob Vila Home Again	141
11. Watch One Life to Live	141
12. Read Glamour magazine	140
13. Read Sports Illustrated magazine	134
14. Watch Court TV	132
15. Watch E!	131

### Home Furnishings & Improvements

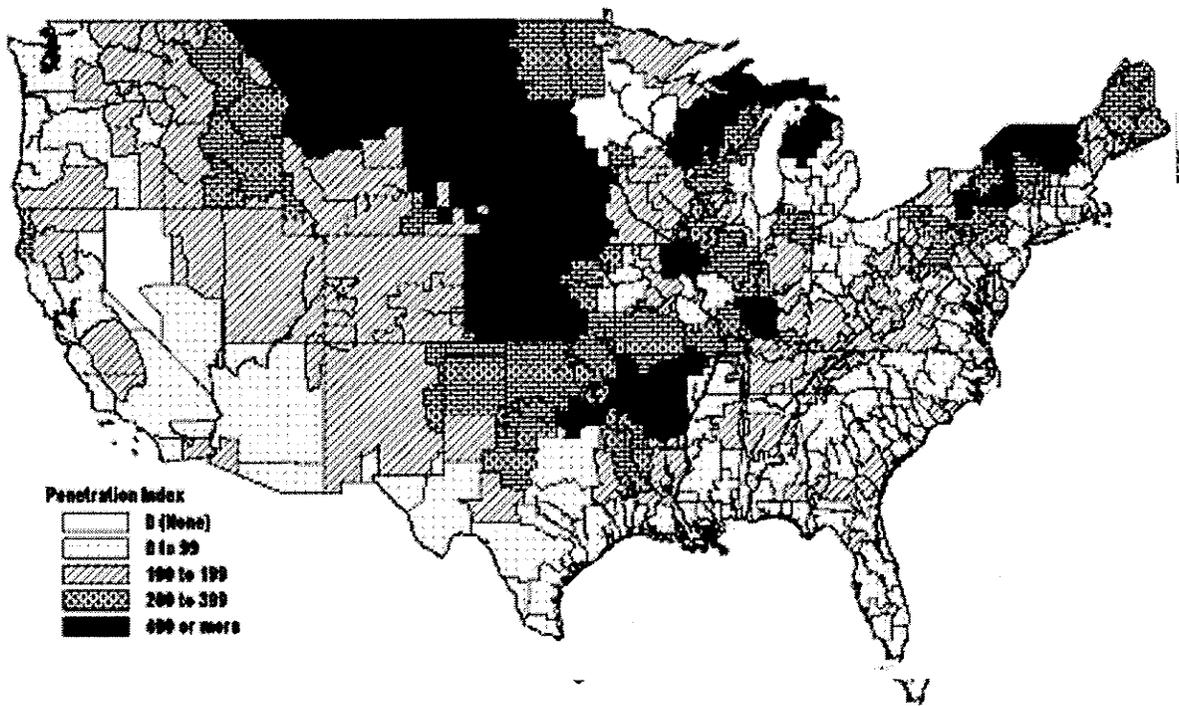
	<b>Index</b>
1. Have purchased curtains in the last year	169
2. Have remodeled a kitchen in the last year	122
3. Purchase cartridge film	117
4. Have purchased a vacuum cleaner in the last year	112
5. Have purchased kitchen/dining room furniture in the last year	110
6. Have purchased low ticket furniture items in the last year	106
7. Have purchased living room furniture in the last year	104
8. Have purchased table settings in the last year	104
9. Have purchased bedroom items in the last year	103
10. Own a gas clothes dryer	103

### Power Utilities

	<b>Index</b>
1. Have a steam or hot water heater	297
2. Have three or more window or wall-mounted room air conditioners	287
3. Have a natural gas dryer	183
4. Have a gas stove	171
5. Use oil for the primary heating system fuel	139
6. Be very likely to participate in a fuel cells program	138
7. Rate gas provider's overall service as very good	137
8. Currently participate in home energy audits	130
9. Be very likely to purchase a payment protection plan	130
10. Be very likely to participate in a fixed rate billing plan	129

# 33 Living Off the Land

## Segment Concentration by Designated Market Area (DMA)



These are married couples with larger than average household sizes. They are primarily located in rural areas. They have below average median income, own their homes and are likely to be employed in the fishing, farming and forestry industries.

The Living Off the Land segment households are more likely than average to be over age 50 with older children present. Households are 19% more likely than average to contain married couples and 5% more likely to have children. These households are likely to be two to six persons, which is slightly above the average household size. Both their household and per capita incomes are more than 20% below the national average. Living Off the Land ranks first in the share of households located in rural areas, and they are most highly concentrated in the Northeast and Midwest. This segment ranks first for the percentage of adults having earned a high school diploma as their highest level of education completed, and ranks below average for the percentage having attended college. Most workers are employed in blue-collar positions and they rank first in the farming, forestry and fishing occupation category. Most live in owner-occupied housing (78%) with a median property value 42% below average. While 75% live in single-family detached homes, another 17% live in mobile homes, which is over twice the national average. Also indicative of its rural nature, this segment ranks first for the percentage using wood as their energy source for heating fuel.

People in this segment are likely to go hunting, own real estate and have a satellite dish/disc. They enjoy country music and are likely to own a riding lawn mower.

# Demographic Data

Age	Mean	Index	Rank
0 - 4 Years	6.84	98	27
5 - 9 Years	7.32	102	24
10 - 14 Years	7.47	104	21
15 - 17 Years	4.52	110	11
18 - 20 Years	3.90	94	26
21 Years	1.20	87	31
22 - 24 Years	3.69	96	33
25 - 29 Years	6.33	97	26
30 - 34 Years	6.22	88	47
35 - 39 Years	6.31	85	46
40 - 44 Years	7.34	91	35
45 - 49 Years	7.15	97	21
50 - 54 Years	6.71	101	17
55 - 59 Years	5.35	108	15
60 - 64 Years	4.60	111	13
65 - 69 Years	4.07	113	14
70 - 74 Years	3.85	116	12
75 - 84 Years	5.28	117	13
85 + Years	1.85	118	18
<b>Average Age</b>	<b>37.71</b>	<b>103</b>	<b>20</b>
<b>Median Age</b>	<b>37.16</b>	<b>102</b>	<b>20</b>

Income	Mean	Index	Rank
< \$15,000	17.93	124	23
\$15,000 - \$25,000	16.70	133	16
\$25,000 - \$35,000	14.94	125	11
\$35,000 - \$50,000	18.11	114	9
\$50,000 - \$75,000	18.93	95	22
\$75,000 - \$100,000	7.67	68	35
\$100,000 - \$150,000	3.87	47	37
\$150,000 +	1.86	33	35
<b>Average Income</b>	<b>\$45,848</b>	<b>74</b>	<b>35</b>
<b>Median Income</b>	<b>\$35,361</b>	<b>78</b>	<b>31</b>

Race/Ethnicity	Mean	Index	Rank
White	93.53	116	6
Black	3.08	26	43
Native American	1.39	176	8
Asian	0.47	17	47
Pacific Islander	0.11	75	21
Other	1.42	36	41
Hispanic	3.48	39	43

Population Type	Mean	Index	Rank
Family HHs	87.65	105	16
Non-family HHs	10.08	74	35
Group Quarters	2.26	84	28

Owner/Renter	Mean	Index	Rank
Owner Occupied	78.08	122	11
Renter Occupied	21.92	61	40
<b>Median Rent Paid</b>	<b>\$217</b>	<b>58</b>	<b>47</b>

Property Value	Mean	Index	Rank
< \$50,000	32.98	269	8
\$50,000 - \$100,000	39.61	134	16
\$100,000 - \$150,000	16.61	73	36
\$150,000 - \$200,000	5.65	46	41
\$200,000 - \$300,000	3.53	28	42
\$300,000 - \$400,000	0.93	19	40
\$400,000 - \$500,000	0.32	14	38
\$500,000+	0.37	11	37
<b>Median Property Value</b>	<b>\$68,684</b>	<b>58</b>	<b>42</b>

Units in Structure	Mean	Index	Rank
1 Unit (Attached)	1.10	21	49
1 Unit (Detached)	74.97	127	9
2 Units	1.76	36	46
3 - 9 Units	2.62	27	46
10 - 49 Units	0.92	11	49
50 + Units	0.08	2	50
Mobile Home	17.19	238	5
Other Type of Unit	1.36	124	16

Education	Mean	Index	Rank
Some High School	29.87	121	20
High School Graduate	37.91	126	1
Some College	15.76	84	41
Associate Degree	5.50	89	31
Bachelors Degree	7.46	57	43
Post Graduate Degree	3.51	49	42

Persons in Unit	Mean	Index	Rank
1 Person	21.35	87	33
2 Persons	34.22	107	16
3 - 4 Persons	32.85	101	23
5 - 6 Persons	10.12	110	14
7+ Persons	1.46	84	20
<b>Average HH Size</b>	<b>2.69</b>	<b>102</b>	<b>19</b>

# Lifestyle Data

## Living Off the Land Members are more likely to...

### Leisure & Recreation

	Index
1. Travel 11 or more miles to a grocery store	493
2. Own or lease a Nissan	385
3. Be a member of a church board	378
4. Eat at Chick-Fil-A	376
5. Own or lease an Oldsmobile	370
6. Own or lease a Pontiac	357
7. Own a motor home or camper	337
8. Eat at Friendly's	327
9. Buy camping equipment	301
10. Purchase a men's sports shirt	262
11. Go hunting	253
12. Eat at Golden Corral	241
13. Be a member of a veteran club	237
14. Order videos by mail or phone	230
15. Spend between \$60 and \$99 a week on groceries	226

### Communications & Technology

	Index
1. Have two or more working televisions connected to satellite television	440
2. Use the local phone company as a long distance provider	306
3. Have enhanced movie satellite	296
4. Be very likely to purchase wireless service in the next six months	285
5. Have basic satellite	243
6. Subscribe to Univision	233
7. Prefer to communicate with utility provider in person	208
8. Rate long distance provider's appointment setting ability as very good	206
9. Rate long distance provider's overall service as poor/very poor	188
10. Have switched long distance provider because of billing problems	183

### Financial Services

	Index
1. Own any real estate	288
2. Have life insurance between \$100,000 - \$249,000	227
3. Have fixed rate annuities	213
4. Have lost income insurance	204
5. Use financial planning	188
6. Have a combination term and whole life insurance policy	174
7. Have homeowner or personal property insurance – policy floater	171
8. Have money market mutual funds	170
9. Own a certificate of deposit	164
10. Have purchased or sold stock in the last year	157

# Lifestyle Data

## Living Off the Land Members are more likely to...

### Media Preferences

	Index
1. Have a satellite dish/disc	523
2. Read Bon Appetite magazine	340
3. Watch Country Music TV	328
4. Watch the Maury Povich Show	303
5. Read Cooking Light magazine	296
6. Watch Bob Vila Home Again	272
7. Have referred to yellow pages over three months ago	262
8. Watch The Young and the Restless	249
9. Watch NBC Nightly News (Saturday)	246
10. Read McCall's magazine	223
11. Watch Dateline (Tuesday)	220
12. Listen to country music radio format	219
13. Read Money magazine	218
14. Read Reader's Digest	215
15. Watch the Oprah Winfrey Show	211

### Home Furnishings & Improvements

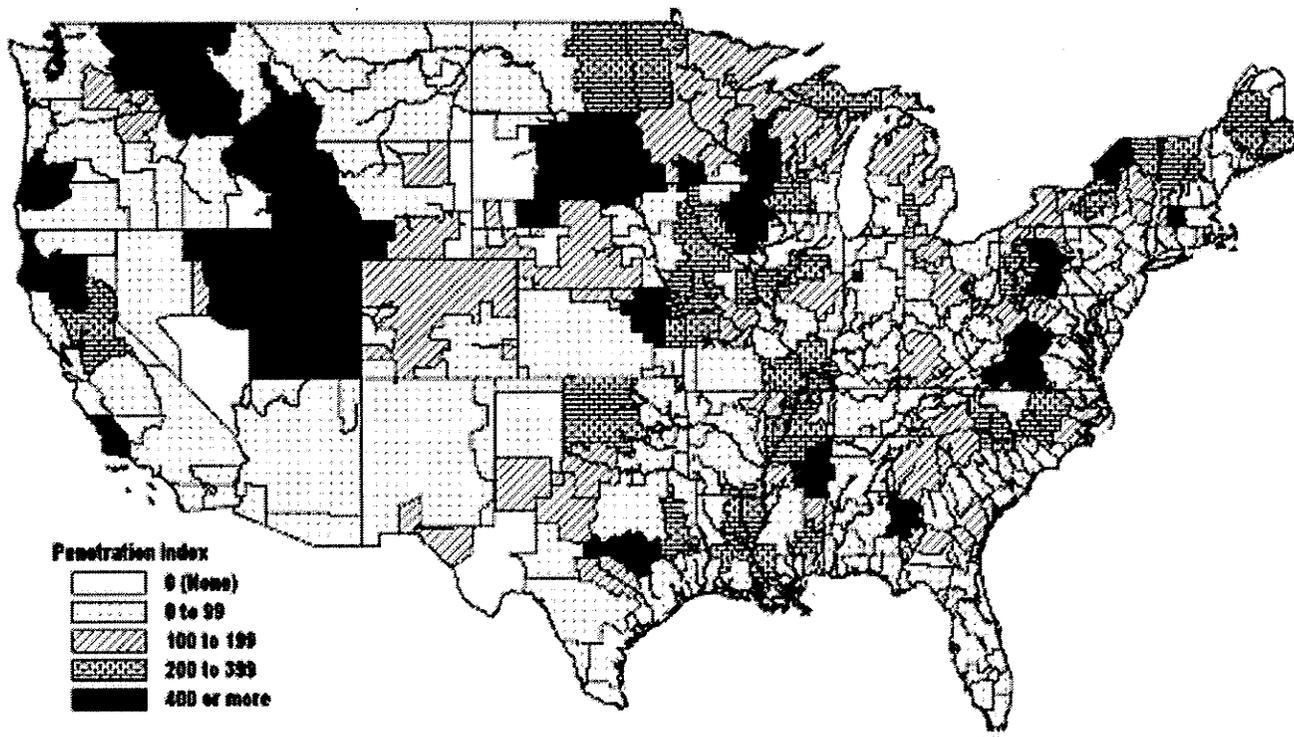
	Index
1. Own a riding lawn mower	374
2. Have purchased wall to wall carpet in the last year	296
3. Own a Sega game system	272
4. Own a chain saw	256
5. Own a separate freezer	218
6. Own an electric popcorn maker	214
7. Own a piano	198
8. Own a bread making machine	198
9. Have purchased roofing in the last year	188
10. Own a snow blower	181

### Power Utilities

	Index
1. Use propane for the primary heating system fuel	375
2. Participate in a Pay-Go metering program	254
3. Purchase a home security system	193
4. Have an extended warranty or service contract for the heating system	186
5. Have an extended warranty or service contract for the cooling system	183
6. Currently participate in a fixed rate billing plan	175
7. Be very likely to purchase a payment protection plan	175
8. Be very likely to purchase renewable resource energy	164
9. Purchase whole-house surge protection	163
10. Be very likely to purchase a wire warranty	159

# 34 Books and New Recruits

## Segment Concentration by Designated Market Area (DMA)



This segment consists of young, single adults, living in rental or group quarters housing, in urban and suburban areas. They have an above average education but below average median income. They are likely to work in white-collar occupations or be a member of the armed forces.

Books and New Recruits consists primarily of young adults between the ages of 18 and 24 years. These households are less likely to contain adults over the age of 34 or children. Individuals in this segment are 49% less likely than average to be married and rank third for living in group quarters. The average household income is 23% below the national average. This segment is largely non-rural with relatively high concentrations located in suburbs and cities. Eighty-two percent of those enrolled in school in this segment are in college, ranking second in this category among the segments. Most of these households contain two to four people, and the majority have at least two workers. Books and New Recruits work primarily in white-collar occupations, with above average concentrations in professional specialty, technical and administrative support positions. Over 13 percent are currently in the armed forces, which is over 14 times the national average and ranks second in this category among the segments. Over 60% rent their homes and they pay a slightly below average median rent. Relatively large percentages live in structures with 2 to 49 units.

Books and New Recruits are likely to purchase men's designer jeans, eat pizza and play baseball or softball. They are likely to have a student loan and read entertainment magazines.

# Demographic Data

Age	Mean	Index	Rank
0 - 4 Years	4.30	62	44
5 - 9 Years	4.10	57	44
10 - 14 Years	3.98	55	44
15 - 17 Years	2.42	59	43
18 - 20 Years	26.30	633	2
21 Years	8.50	622	2
22 - 24 Years	10.11	262	3
25 - 29 Years	5.51	85	45
30 - 34 Years	7.51	106	14
35 - 39 Years	6.24	84	47
40 - 44 Years	4.68	58	49
45 - 49 Years	3.73	51	49
50 - 54 Years	3.12	47	49
55 - 59 Years	2.19	44	49
60 - 64 Years	1.70	41	49
65 - 69 Years	1.41	39	49
70 - 74 Years	1.31	39	48
75 - 84 Years	1.96	44	47
85 + Years	0.91	58	41
<b>Average Age</b>	<b>28.82</b>	<b>78</b>	<b>49</b>
<b>Median Age</b>	<b>25.19</b>	<b>69</b>	<b>49</b>

Income	Mean	Index	Rank
< \$15,000	21.80	151	12
\$15,000 - \$25,000	17.37	138	14
\$25,000 - \$35,000	13.92	116	21
\$35,000 - \$50,000	14.86	94	33
\$50,000 - \$75,000	14.90	75	38
\$75,000 - \$100,000	7.70	69	33
\$100,000 - \$150,000	5.83	70	24
\$150,000 +	3.60	63	21
<b>Average Income</b>	<b>\$47,457</b>	<b>77</b>	<b>30</b>
<b>Median Income</b>	<b>\$32,776</b>	<b>72</b>	<b>39</b>

Race/Ethnicity	Mean	Index	Rank
White	82.85	103	31
Black	9.52	79	16
Native American	0.63	80	24
Asian	4.64	167	13
Pacific Islander	0.23	156	9
Other	2.14	54	29
Hispanic	4.95	55	33

Population Type	Mean	Index	Rank
Family HHs	41.66	50	46
Non-family HHs	22.46	165	10
Group Quarters	35.97	1336	3

Owner/Renter	Mean	Index	Rank
Owner Occupied	37.66	59	39
Renter Occupied	62.35	174	12
<b>Median Rent Paid</b>	<b>\$361</b>	<b>96</b>	<b>25</b>

Property Value	Mean	Index	Rank
< \$50,000	6.77	55	30
\$50,000 - \$100,000	30.26	103	30
\$100,000 - \$150,000	27.19	120	9
\$150,000 - \$200,000	14.25	115	16
\$200,000 - \$300,000	12.82	103	20
\$300,000 - \$400,000	4.90	100	18
\$400,000 - \$500,000	1.86	79	20
\$500,000+	1.96	56	20
<b>Median Property Value</b>	<b>\$123,858</b>	<b>105</b>	<b>21</b>

Units in Structure	Mean	Index	Rank
1 Unit (Attached)	6.99	133	13
1 Unit (Detached)	40.31	68	37
2 Units	8.29	171	7
3 - 9 Units	19.67	204	6
10 - 49 Units	16.83	196	11
50 + Units	2.86	67	19
Mobile Home	3.83	53	29
Other Type of Unit	1.24	113	23

Education	Mean	Index	Rank
Some High School	10.67	43	44
High School Graduate	19.21	64	43
Some College	21.02	112	14
Associate Degree	6.28	102	21
Bachelors Degree	22.34	170	11
Post Graduate Degree	20.49	284	5

Persons in Unit	Mean	Index	Rank
1 Person	23.24	95	29
2 Persons	32.93	103	23
3 - 4 Persons	34.70	107	16
5 - 6 Persons	8.05	87	34
7+ Persons	1.08	63	32
<b>Average HH Size</b>	<b>2.60</b>	<b>99</b>	<b>28</b>

# Lifestyle Data

## Books and New Recruits Members are more likely to...

### Leisure & Recreation

	Index
1. Eat at Papa John's	373
2. Purchase men's designer jeans	221
3. Go backpacking or hiking	215
4. Exercise two or more times a week at a club	194
5. Eat at Golden Corral	193
6. Own rollerblades/in-line skates	193
7. Own or lease a Nissan	189
8. Play softball	188
9. Spend \$100 or more a month on long distance	187
10. Be a member of a fraternal order	186
11. Use a laundromat	183
12. Purchase a men's sweater	183
13. Play baseball	174
14. Own or lease a subcompact car	172
15. Use a prepaid calling card	169

### Communications & Technology

	Index
1. Have internet access at school	264
2. Use the internet at home and work for education	253
3. Rate long distance provider's overall service as poor/very poor	242
4. Use the internet to purchase clothing	221
5. Be very interested in DSL	213
6. Make 1 or 2 personal calling card calls monthly when not at home	199
7. Use the internet to purchase books	189
8. Rate long distance provider's value for money spent as very poor	188
9. Use the internet to research major purchases	186
10. Have three or more PCs in the household	176

### Financial Services

	Index
1. Have a ROTH IRA	308
2. Have a student loan	220
3. Have a personal loan	185
4. Bank by mail	158
5. Have a non-interest checking account with restricted teller use	149
6. Use investment counselor services	148
7. Own investment real estate	145
8. Have an auto loan obtained directly through a financial institution	134
9. Utilize trust/estate planning services	131
10. Have a VISA	125

# Lifestyle Data

## Books and New Recruits Members are more likely to...

### Media Preferences

	Index
1. Read Rolling Stone magazine	377
2. Watch MTV	268
3. Watch FX	243
4. Listen to classical music radio format	235
5. Watch Bravo	213
6. Watch Comedy Central	213
7. Refer to yellow pages for hotels/motels	207
8. Read Entertainment Weekly magazine	204
9. Read US News & World Report	200
10. Read music magazines	187
11. Read Southern Living magazine	185
12. Listen to contemporary hits radio format	184
13. Watch The Learning Channel (TLC)	177
14. Read Sports Illustrated magazine	173
15. Watch Cartoon Network	

### Home Furnishings & Improvements

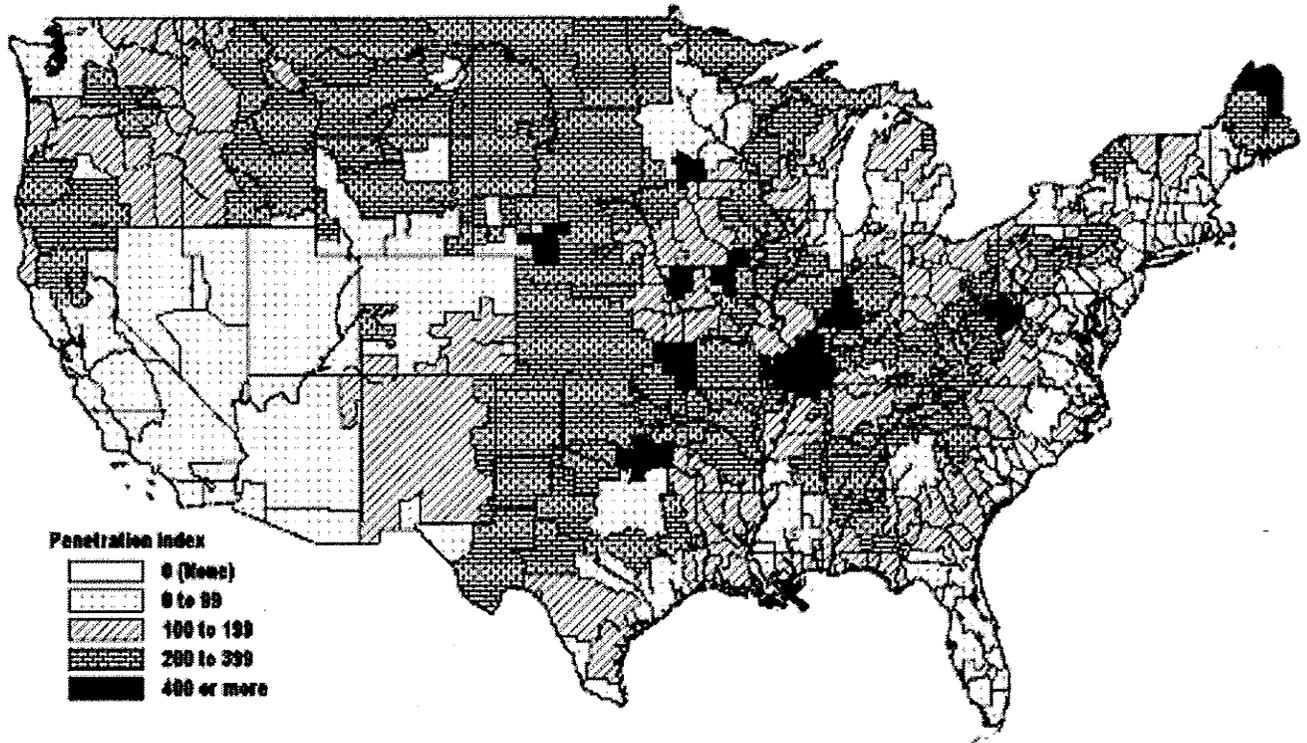
	Index
1. Own a laptop PC	217
2. Have purchased living room furniture in the last year	172
3. Own an espresso/cappuccino maker	155
4. Own a hot tub/whirlpool spa	149
5. Own a portable CD player	143
6. Have purchased bedroom furniture in the last year	142
7. Have purchased kitchen/dining room furniture in the last year	125
8. Have purchased a coffee maker in the last year	122
9. Have purchased a vacuum cleaner in the last year	122
10. Own home office furniture	111

### Power Utilities

	Index
1. Currently have time-of-use rates or time-of-day rates	193
2. Not know what type of system is used as the primary heating system	168
3. Be interested in ordering services online	160
4. Use a heat pump for cooling equipment	159
5. Be very likely to participate in financing for appliances	148
6. Have point-of-use surge protection	137
7. Participate in online energy audits	136
8. Have a dehumidifier	135
9. Purchase a home security system	133
10. Use electric for the primary heating system fuel	126

# 35 Buy American

## Segment Concentration by Designated Market Area (DMA)



This segment is primarily married families with children, residing in suburban and some rural areas. Most are homeowners with below average median household income, working in blue-collar occupations. They are less likely to have attained an education beyond the high school level.

Adults in Buy American are more highly concentrated in the over 60 age range. These households have about an average likelihood to contain one to four persons and they are likely to be married, family households. Their median household and per capita incomes are 31% below the national average. Buy American households are found in all regions of the country and are concentrated in suburban areas at (34% above average). Most adults have not gone beyond a high school education. Most workers are employed in blue-collar professions and they rank seventh in machine operator, transportation and material moving occupations. This segment is primarily homeowners with single-family detached housing units. They have one of the lowest property values among the segments, with a median property value that is 53% below the national average. They are 23% more likely than average to have no workers in the household.

The Buy American segment is likely to frequent fast food burger establishments. They enjoy hunting and perform vehicle maintenance themselves. They are likely to have personal loans and use a bank branch closest to work.

# Demographic Data

Age	Mean	Index	Rank
0 - 4 Years	7.12	102	23
5 - 9 Years	7.38	103	20
10 - 14 Years	7.47	104	22
15 - 17 Years	4.33	106	22
18 - 20 Years	3.81	92	28
21 Years	1.23	90	29
22 - 24 Years	3.59	93	35
25 - 29 Years	6.12	94	39
30 - 34 Years	6.84	96	31
35 - 39 Years	7.33	98	24
40 - 44 Years	7.71	96	24
45 - 49 Years	6.90	94	33
50 - 54 Years	6.17	93	32
55 - 59 Years	4.72	95	29
60 - 64 Years	4.12	100	22
65 - 69 Years	3.77	105	18
70 - 74 Years	3.75	113	15
75 - 84 Years	5.56	123	9
85 + Years	2.10	133	12
<b>Average Age</b>	<b>37.41</b>	<b>102</b>	<b>21</b>
<b>Median Age</b>	<b>36.67</b>	<b>100</b>	<b>22</b>

Income	Mean	Index	Rank
< \$15,000	21.10	146	13
\$15,000 - \$25,000	18.57	148	8
\$25,000 - \$35,000	16.02	134	2
\$35,000 - \$50,000	18.00	114	10
\$50,000 - \$75,000	16.75	84	35
\$75,000 - \$100,000	5.81	52	41
\$100,000 - \$150,000	2.64	32	44
\$150,000 +	1.11	20	45
<b>Average Income</b>	<b>\$39,852</b>	<b>64</b>	<b>41</b>
<b>Median Income</b>	<b>\$31,447</b>	<b>69</b>	<b>40</b>

Race/Ethnicity	Mean	Index	Rank
White	90.10	112	20
Black	5.96	49	27
Native American	1.08	137	13
Asian	0.57	21	45
Pacific Islander	0.04	24	49
Other	2.25	57	27
Hispanic	5.39	60	29

Population Type	Mean	Index	Rank
Family HHs	84.21	101	28
Non-family HHs	13.46	99	21
Group Quarters	2.33	87	25

Owner/Renter	Mean	Index	Rank
Owner Occupied	69.06	108	23
Renter Occupied	30.94	86	28
<b>Median Rent Paid</b>	<b>\$237</b>	<b>63</b>	<b>45</b>

Property Value	Mean	Index	Rank
< \$50,000	34.08	278	5
\$50,000 - \$100,000	48.75	165	3
\$100,000 - \$150,000	12.36	54	41
\$150,000 - \$200,000	2.88	23	48
\$200,000 - \$300,000	1.41	11	49
\$300,000 - \$400,000	0.32	6	49
\$400,000 - \$500,000	0.10	4	49
\$500,000+	0.10	3	50
<b>Median Property Value</b>	<b>\$62,880</b>	<b>53</b>	<b>46</b>

Units in Structure	Mean	Index	Rank
1 Unit (Attached)	2.84	54	40
1 Unit (Detached)	70.22	119	17
2 Units	5.31	110	15
3 - 9 Units	6.51	67	36
10 - 49 Units	2.69	31	40
50 + Units	0.42	10	42
Mobile Home	10.94	151	14
Other Type of Unit	1.07	97	31

Education	Mean	Index	Rank
Some High School	33.52	135	13
High School Graduate	35.51	118	7
Some College	15.92	85	40
Associate Degree	5.03	82	40
Bachelors Degree	6.75	51	44
Post Graduate Degree	3.27	45	43

Persons in Unit	Mean	Index	Rank
1 Person	26.06	106	19
2 Persons	33.07	103	21
3 - 4 Persons	31.53	97	30
5 - 6 Persons	8.21	89	32
7+ Persons	1.13	65	29
<b>Average HH Size</b>	<b>2.53</b>	<b>96</b>	<b>33</b>

# Lifestyle Data

## Buy American Members are more likely to...

### Leisure & Recreation

	<b>Index</b>
1. Eat at Hardee's	227
2. Eat at Sonic Drive-In	227
3. Purchase an air filter at Wal-Mart	201
4. Eat at Long John Silver	195
5. Eat at Shoney's	177
6. Own or lease a Pontiac	172
7. Eat at Golden Corral	172
8. Go hunting	169
9. Eat at Dairy Queen	169
10. Purchase gasoline at a convenience store	155
11. Own or lease a Dodge truck, van or SUV	153
12. Purchase tennis shoes	144
13. Eat at KFC	143
14. Eat at Cracker Barrel	141
15. Travel 11 or more miles to a grocery store	139

### Communications & Technology

	<b>Index</b>
1. Use a local internet service provider	171
2. Prefer to communicate with utility provider in person	142
3. Use the local phone company as a long distance provider	132
4. Rate local phone provider's ability to assist in work at home as poor	130
5. Have one working television in the household	130
6. Have basic satellite	129
7. Subscribe to cable radio	129
8. Not subscribe to wireless service because it is too expensive	126
9. Rate phone provider's variety of programs/services offered as poor	125
10. Purchase wireless service in the next six months	124

### Financial Services

	<b>Index</b>
1. Have homeowner or personal property insurance btwn \$25K - \$99K	151
2. Have life insurance between \$50,000 - \$99,000	136
3. Have a personal loan	127
4. Have a personal loan for home improvements	120
5. Have a new car loan	117
6. Have a combination term and whole life insurance policy	113
7. Have a non-interest checking account	110
8. Have installment credit products	107
9. Use a full service bank	105
10. Use a bank branch closest to home	102

# Lifestyle Data

## Buy America Members are more likely to...

### Media Preferences

	Index
1. Watch Country Music TV	217
2. Watch TNN (Nashville Network)	179
3. Listen to country music radio format	171
4. Read Field & Stream magazine	162
5. Watch Cops	161
6. Watch The Young and the Restless	154
7. Watch Days of Our Lives	152
8. Watch King of the Hill	152
9. Have referred to yellow pages four or more times in the last week	151
10. Watch the Jerry Springer Show	141
11. Read automotive magazines	136
12. Read fishing/hunting magazines	134
13. Read Star magazine	134
14. Watch QVC	134
15. Have a satellite dish/disc	129

### Home Furnishings & Improvements

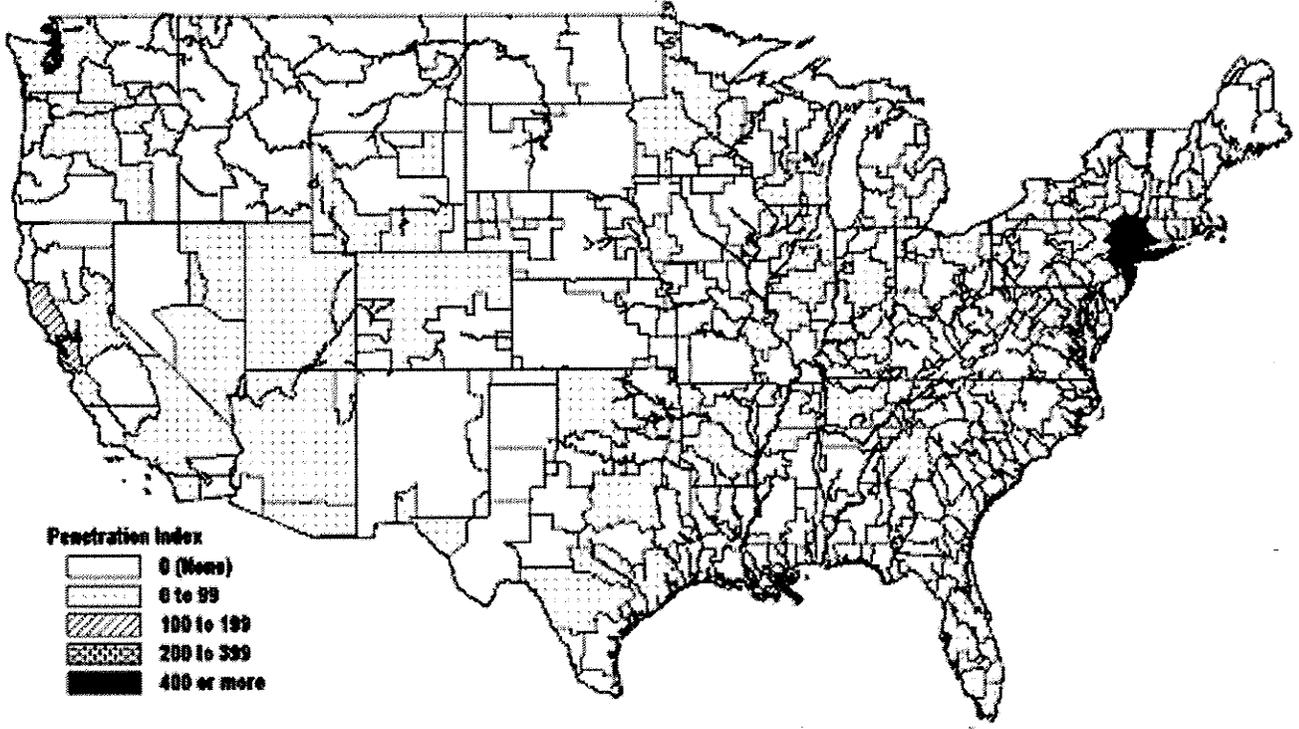
	Index
1. Have purchased interior/exterior doors in the last year	182
2. Have purchased lawn/porch furniture in the last year	164
3. Own a riding lawn mower	162
4. Have purchased a video game system in the last year	152
5. Own a deep fryer	152
6. Own a pressure cooker	151
7. Own a kerosene heater	146
8. Have purchased a coffee maker in the last year	143
9. Have purchased a recliner in the last year	138
10. Have purchased curtains in the last year	137

### Power Utilities

	Index
1. Use propane for the primary heating system fuel	158
2. Have one window or wall-mounted room air conditioner	149
3. Be very likely to purchase a payment protection plan	133
4. Have an electric water heater	126
5. Be very likely to participate in a load management program	126
6. Be very likely to use balanced billing	124
7. Be very likely to purchase a wire warranty	118
8. Have an electric dryer	116
9. Be not at all likely to purchase a programmable thermostat	116
10. Have a freezer separate from the refrigerator	113

# 36 Metro Mix

## Segment Concentration by Designated Market Area (DMA)



This segment is typically young singles living in non-family households that are located in urban areas. Primarily renters with below average median income and overall education levels, this segment is likely to work in administrative support and service occupations.

Metro Mix adults are over 10% more likely than average to be in the 25 to 44 year old age range. They are 36% more likely than average to be non-family households and are 36% less likely to contain a married couple. This is an ethnically diverse segment, ranking second and third in its share of Hispanic and Asian households, respectively. This segment ranks high for the percentage of households with children headed by single parents. The median household and per capita income levels are both 24% below average. Almost all households in the Metro Mix segment live in cities (99%), primarily in New York. They are more likely than average not to have completed high school. This segment is likely to work in administrative support positions, where they rank second. Within blue-collar jobs, there are above average percentages of the Metro Mix working in the service occupations. This segment ranks first for the percentage taking public transportation to work, and they have the longest commute. Over 80% live in renter-occupied housing compared to the national average of just 36%. One-third of this segment lives in structures containing 50 or more units.

This segment is very likely to use a Laundromat and travel less than a mile to a grocery store. They pay bills using the Internet and are likely to have an American Express Optima card.

# Demographic Data

Age	Mean	Index	Rank
0 - 4 Years	6.88	98	26
5 - 9 Years	6.95	97	30
10 - 14 Years	7.02	98	30
15 - 17 Years	3.54	86	36
18 - 20 Years	3.27	79	45
21 Years	1.15	84	37
22 - 24 Years	3.74	97	27
25 - 29 Years	6.96	107	12
30 - 34 Years	8.19	116	10
35 - 39 Years	8.55	115	8
40 - 44 Years	8.47	105	15
45 - 49 Years	7.38	100	18
50 - 54 Years	6.34	95	26
55 - 59 Years	4.58	92	34
60 - 64 Years	4.06	98	25
65 - 69 Years	3.51	97	26
70 - 74 Years	3.20	96	27
75 - 84 Years	4.64	103	22
85 + Years	1.57	100	27
<b>Average Age</b>	<b>36.95</b>	<b>101</b>	<b>22</b>
<b>Median Age</b>	<b>36.43</b>	<b>100</b>	<b>25</b>

Income	Mean	Index	Rank
< \$15,000	23.13	160	10
\$15,000 - \$25,000	14.28	113	28
\$25,000 - \$35,000	13.04	109	30
\$35,000 - \$50,000	15.92	101	27
\$50,000 - \$75,000	17.01	85	33
\$75,000 - \$100,000	8.36	74	29
\$100,000 - \$150,000	5.62	68	25
\$150,000 +	2.63	46	28
<b>Average Income</b>	<b>\$46,530</b>	<b>75</b>	<b>32</b>
<b>Median Income</b>	<b>\$34,654</b>	<b>76</b>	<b>34</b>

Race/Ethnicity	Mean	Index	Rank
White	46.34	58	46
Black	27.13	225	6
Native American	0.48	61	33
Asian	9.93	357	3
Pacific Islander	0.08	55	30
Other	16.05	407	2
Hispanic	33.03	367	2

Population Type	Mean	Index	Rank
Family HHs	79.18	95	34
Non-family HHs	18.49	136	15
Group Quarters	2.33	87	26

Owner/Renter	Mean	Index	Rank
Owner Occupied	16.01	25	48
Renter Occupied	84.00	235	3
<b>Median Rent Paid</b>	<b>\$395</b>	<b>106</b>	<b>20</b>

Property Value	Mean	Index	Rank
< \$50,000	3.56	29	34
\$50,000 - \$100,000	5.90	20	46
\$100,000 - \$150,000	10.17	45	45
\$150,000 - \$200,000	13.35	108	20
\$200,000 - \$300,000	37.45	300	1
\$300,000 - \$400,000	16.77	341	3
\$400,000 - \$500,000	6.76	289	6
\$500,000+	6.04	174	9
<b>Median Property Value</b>	<b>\$245,448</b>	<b>208</b>	<b>5</b>

Units in Structure	Mean	Index	Rank
1 Unit (Attached)	3.29	63	36
1 Unit (Detached)	2.92	5	49
2 Units	8.39	173	6
3 - 9 Units	16.86	175	12
10 - 49 Units	31.45	367	4
50 + Units	35.49	826	3
Mobile Home	0.02	0	49
Other Type of Unit	1.58	144	6

Education	Mean	Index	Rank
Some High School	36.99	149	8
High School Graduate	26.22	87	35
Some College	14.17	76	46
Associate Degree	4.65	75	43
Bachelors Degree	10.98	84	26
Post Graduate Degree	6.99	97	20

Persons in Unit	Mean	Index	Rank
1 Person	32.95	134	9
2 Persons	26.66	83	41
3 - 4 Persons	28.16	87	36
5 - 6 Persons	9.41	102	24
7+ Persons	2.82	163	7
<b>Average HH Size</b>	<b>2.55</b>	<b>97</b>	<b>31</b>

# Lifestyle Data

## Metro Mix Members are more likely to...

### Leisure & Recreation

	<b>Index</b>
1. Use a Laundromat	216
2. Travel less than one mile to a grocery store	203
3. Purchase fresh sandwiches at a convenience store	193
4. Eat at Dunkin Donuts	191
5. Own a passport	189
6. Go jogging	167
7. Have purchased a sports watch in the last year	165
8. Contribute less than \$50 to Public Broadcasting	156
9. Have stayed 15 or more nights on foreign travel in the last 3 years	152
10. Eat at Popeyes Chicken	151
11. Purchase dress boots	142
12. Purchase bakery items at a convenience store	141
13. Purchase men's designer jeans	136
14. Purchase costume bracelets	135
15. Go dancing	132

### Communications & Technology

	<b>Index</b>
1. Make 3+ calls from a pay phone monthly when not at home	305
2. Have switched local phone provider once in the last year	246
3. Make international phone calls to contact friends and family	236
4. Subscribe to Univision	190
5. Use AT&T as a wireless service provider	185
6. Be very interested in an ISDN line	165
7. Have premium cable	161
8. Definitely be interested in purchasing a new PC	158
9. Have one working television connected to cable television	154
10. Have digital cable	148

### Financial Services

	<b>Index</b>
1. Pay bills by internet	219
2. Have an American Express Optima card	208
3. Have been offered internet bill paying	149
4. Have a mutual fund obtained through a bank, S & L, or credit union	142
5. Have an interest checking account with restricted teller use	140
6. Have a student loan	139
7. Use a bank branch closest to work	129
8. Use a savings and loan	128
9. Use a discount brokerage service	114
10. Have a unit investment trust	112

# Lifestyle Data

## Metro Mix Members are more likely to...

### Media Preferences

	<b>Index</b>
1. Listen to all news radio format	284
2. Watch Bravo	219
3. Read women's fashion magazines	176
4. Read Vogue magazine	176
5. Watch Buffy the Vampire Slayer	170
6. Listen to contemporary hits radio format	156
7. Watch One Life to Live	153
8. Read Entertainment Weekly magazine	146
9. Watch Star Trek: Voyager	146
10. Watch the Home Shopping Network	139
11. Watch Ally McBeal	137
12. Watch Court TV	134
13. Watch Seinfeld	131
14. Read music magazines	130
15. Watch the Food Network	125

### Home Furnishings & Improvements

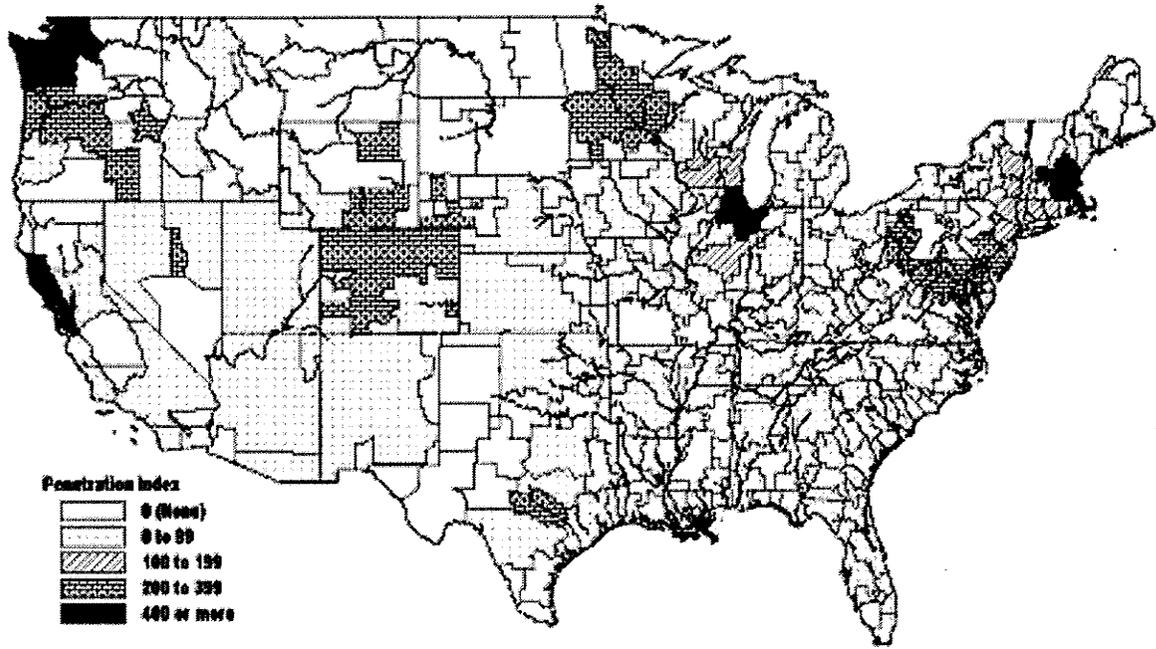
	<b>Index</b>
1. Have purchased kitchen/dining room furniture in the last year	135
2. Have purchased table settings in the last year	120
3. Have purchased curtains in the last year	116
4. Own an Apple/Mac PC	113
5. Own a laptop PC	107
6. Have purchased bedding/bath goods in the last year	94
7. Own a VCR	93
8. Own an electric juicer	93
9. Own an electric toaster oven	92
10. Have purchased low ticket furniture items in the last year	91

### Power Utilities

	<b>Index</b>
1. Have a steam or hot water heater	403
2. Use oil for the primary heating system fuel	294
3. Have three or more window or wall-mounted room air conditioners	292
4. Have a gas stove	208
5. Have an oil or propane water heater	175
6. Use built-in room or baseboard heaters as primary heating system	142
7. Be very likely to purchase an extended warranty	137
8. Be not at all likely to purchase a programmable thermostat	117
9. Be very likely to participate in a fixed rate billing plan	115
10. Be not at all likely to purchase an outage alert system	114

# 37 Urban Up and Comers

## Segment Concentration by Designated Market Area (DMA)



This segment consists of single persons who rent their homes and are likely to live alone. They live in urban areas, are highly educated and work primarily in white-collar occupations.

Urban Up and Comes are likely to be non-family or single person households. Adults in this segment are more likely than average to be between 18 and 49 years of age. In fact, they have the highest rank among segments in the 30 to 39 age range. While over 70% of these households are white, they have the fourth highest share of Asian households (over three times the national average). The median household income is 19% below the national average, but the per capita income is 27% above average. This is an almost entirely urban segment with 93% of these households living in cities. They are likely to live in cities like Washington D.C., Chicago, Boston and San Francisco. The educational attainment for Urban Up and Comers is well above average. This segment has over two times the national average of bachelors and postgraduate degree earners. Over 77% work in white-collar occupations, particularly in technical support, professional specialty executive and managerial positions. Also indicative of their urban concentration, they are much more likely than average to rent their homes (83% are renters). This segment ranks third in living in structures with 10 to 49 units and fourth for structures with 50 or more units.

Urban Up and Comers are likely to bank by Internet and have a student loan. They are also very likely to play tennis, go jogging and own a laptop PC. They are much more likely to read a magazine or listen to the radio than watch television.

# Demographic Data

Age	Mean	Index	Rank
0 - 4 Years	3.01	43	48
5 - 9 Years	3.21	45	48
10 - 14 Years	3.23	45	49
15 - 17 Years	1.31	32	48
18 - 20 Years	4.79	115	10
21 Years	2.09	153	6
22 - 24 Years	6.15	160	4
25 - 29 Years	8.82	136	2
30 - 34 Years	10.65	150	1
35 - 39 Years	11.58	155	1
40 - 44 Years	10.26	128	3
45 - 49 Years	7.84	107	15
50 - 54 Years	6.30	95	28
55 - 59 Years	4.36	88	37
60 - 64 Years	3.41	83	41
65 - 69 Years	2.88	80	39
70 - 74 Years	2.80	84	36
75 - 84 Years	4.98	110	19
85 + Years	2.33	148	9
<b>Average Age</b>	<b>39.86</b>	<b>108</b>	<b>11</b>
<b>Median Age</b>	<b>38.39</b>	<b>105</b>	<b>16</b>

Income	Mean	Index	Rank
< \$15,000	20.07	139	17
\$15,000 - \$25,000	14.74	117	24
\$25,000 - \$35,000	13.15	110	29
\$35,000 - \$50,000	16.11	102	25
\$50,000 - \$75,000	16.28	82	36
\$75,000 - \$100,000	8.45	75	28
\$100,000 - \$150,000	6.34	76	22
\$150,000 +	4.86	85	16
<b>Average Income</b>	<b>\$51,003</b>	<b>82</b>	<b>26</b>
<b>Median Income</b>	<b>\$36,899</b>	<b>81</b>	<b>27</b>

Race/Ethnicity	Mean	Index	Rank
White	70.62	88	41
Black	16.25	135	11
Native American	0.61	77	26
Asian	9.30	335	4
Pacific Islander	0.21	142	12
Other	3.01	76	17
Hispanic	7.42	83	17

Population Type	Mean	Index	Rank
Family HHs	37.58	45	48
Non-family HHs	53.36	391	1
Group Quarters	9.07	337	7

Owner/Renter	Mean	Index	Rank
Owner Occupied	16.11	25	47
Renter Occupied	83.90	234	4
<b>Median Rent Paid</b>	<b>\$444</b>	<b>119</b>	<b>16</b>

Property Value	Mean	Index	Rank
< \$50,000	2.41	20	35
\$50,000 - \$100,000	10.67	36	40
\$100,000 - \$150,000	16.86	74	34
\$150,000 - \$200,000	14.06	114	17
\$200,000 - \$300,000	21.52	172	11
\$300,000 - \$400,000	12.92	263	6
\$400,000 - \$500,000	7.11	304	5
\$500,000+	14.44	416	5
<b>Median Property Value</b>	<b>\$227,880</b>	<b>193</b>	<b>6</b>

Units in Structure	Mean	Index	Rank
1 Unit (Attached)	3.14	60	38
1 Unit (Detached)	3.93	7	48
2 Units	3.97	82	28
3 - 9 Units	18.93	196	8
10 - 49 Units	32.88	383	3
50 + Units	35.32	822	4
Mobile Home	0.04	1	48
Other Type of Unit	1.80	164	3

Education	Mean	Index	Rank
Some High School	13.80	56	37
High School Graduate	15.58	52	47
Some College	17.94	96	31
Associate Degree	5.06	82	39
Bachelors Degree	26.49	202	6
Post Graduate Degree	21.12	292	4

Persons in Unit	Mean	Index	Rank
1 Person	58.92	240	2
2 Persons	27.99	87	38
3 - 4 Persons	10.99	34	49
5 - 6 Persons	1.74	19	49
7+ Persons	0.36	21	48
<b>Average HH Size</b>	<b>1.63</b>	<b>62</b>	<b>48</b>

# Lifestyle Data

## Urban Up and Comers Members are more likely to...

### Leisure & Recreation

	<b>Index</b>
1. Have stayed 15 or more nights on foreign travel in the last 3 years	323
2. Go jogging	249
3. Use a Laundromat	244
4. Play tennis	218
5. Exercise two or more times a week at a club	212
6. Eat at Dunkin Donuts	202
7. Purchase aerobic/fitness shoes	189
8. Go dancing	188
9. Purchase a men's sweater	188
10. Participate in weightlifting	185
11. Eat at T.G.I.Friday's	185
12. Travel less than one mile to a grocery store	182
13. Order items by internet	175
14. Visit a museum	172
15. Go to a bar or nightclub	171

### Communications & Technology

	<b>Index</b>
1. Use the internet at home and work to transfer files and pictures	316
2. Use the internet at work to make travel plans	313
3. Use the internet to pay bills	295
4. Use the internet to check credit card balances	291
5. Use a personal computer at work for education	282
6. Be very interested in monitoring utility consumption online	268
7. Have one working television in the household	264
8. Be very interested in DSL	227
9. Make international phone calls	219
10. Pay an additional cost for voice mail (wireline)	204

### Financial Services

	<b>Index</b>
1. Access financial accounts online	319
2. Have a student loan	242
3. Have any personal loan	205
4. Have a non-interest checking account with restricted teller use	200
5. Have an asset/cash management account	185
6. Have a ROTH IRA	177
7. Access financial accounts directly through the institution's website	172
8. Have an American Express Optima card	171
9. Have been offered internet bill paying	165
10. Use personal financial management software	163

# Lifestyle Data

## Urban Up and Comers Members are more likely to...

### Media Preferences

	Index
1. Listen to classical radio format	334
2. Read Rolling Stone magazine	229
3. Listen to all news radio format	225
4. Read Newsweek magazine	203
5. Read Entertainment Weekly magazine	188
6. Read Golf for Women magazine	180
7. Read women's fashion magazines	176
8. Read travel magazines	170
9. Listen to modern rock radio format	171
10. Refer to yellow pages for dry cleaners	169
11. Read science/technology magazines	167
12. Listen to jazz radio format	165
13. Read US News & World Report	161
14. Read Time magazine	155
15. Read Vogue magazine	151

### Home Furnishings & Improvements

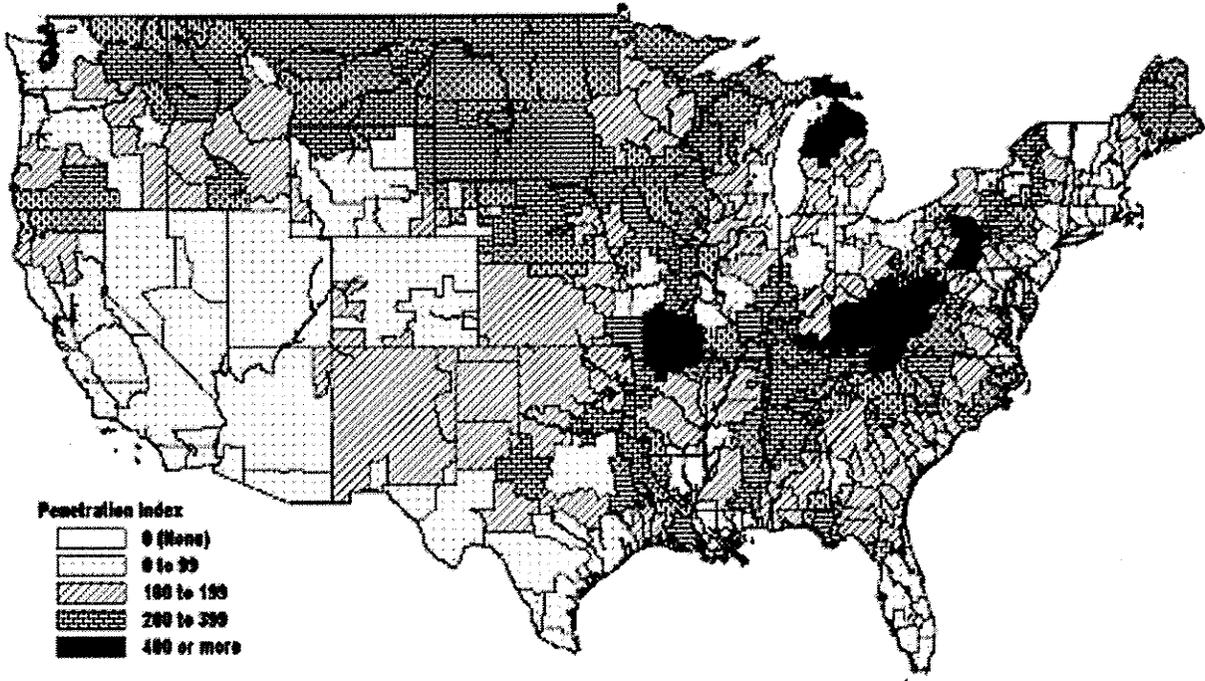
	Index
1. Own a laptop PC	263
2. Have purchased kitchen/dining room furniture in the last year	242
3. Have purchased a sofa sectional in the last year	164
4. Have purchased kitchen/cooking products in the last year	123
5. Have purchased table settings in the last year	119
6. Have purchased big ticket furniture items in the last year	110
7. Own a humidifier	108
8. Have purchased curtains in the last year	107
9. Own a built-in gas oven	105
10. Have purchased low ticket furniture items in the last year	104

### Power Utilities

	Index
1. Have a steam or hot water heater	271
2. Use built-in room or baseboard heaters as primary heating system	208
3. Be very likely to purchase renewable resource energy	193
4. Have one window or wall-mounted room air conditioner	183
5. Be very likely to use balanced billing	143
6. Be very likely to purchase a programmable thermostat	138
7. Participate in online energy audits	131
8. Have a gas stove	125
9. Be very likely to participate in financing for appliances	120
10. Be not at all likely to purchase whole-house surge protection	119

# 38 Rustic Homesteaders

## Segment Concentration by Designated Market Area (DMA)



These households are primarily rural and are likely to be married couples with older children present. They are not likely to have an education beyond the high school level and they are employed in blue-collar occupations.

Adults in the Rustic Homesteaders segment are more likely than average to be over 50 years of age. Children in this segment are more likely than average to be between 10 and 17 years of age. These tend to be married family households with children present. Both the average household and per capita incomes are approximately 30% lower than the national average. Rustic Homesteaders live in rural areas of the country, particularly in West Virginia and northern Michigan. Educational attainment beyond high school is below average. This segment ranks third for the percentage of adults having earned a high school diploma as their highest level of schooling completed. Most work in blue-collar professions, and they have the highest employment percentages in the following categories: Farming, forestry and fishing (second); precision production and crafts (second); and transportation and material moving (first). Nearly 80% are homeowners, but their property value is 44% below the national value. One in five Rustic Homesteaders live in mobile homes ranking them second in this category.

Rustic Homesteaders are likely to go hunting, to drive a regular size pick-up truck and to own a separate freezer. They are also very likely to go fishing, obtain financial advice from a banker and listen to country music radio stations.

# Demographic Data

Age	Mean	Index	Rank
0 - 4 Years	6.63	95	30
5 - 9 Years	7.06	99	28
10 - 14 Years	7.32	102	24
15 - 17 Years	4.49	109	13
18 - 20 Years	3.80	92	29
21 Years	1.20	88	30
22 - 24 Years	3.73	97	29
25 - 29 Years	6.41	99	24
30 - 34 Years	6.42	90	42
35 - 39 Years	6.45	87	42
40 - 44 Years	7.35	91	34
45 - 49 Years	7.13	97	22
50 - 54 Years	6.80	102	15
55 - 59 Years	5.43	109	13
60 - 64 Years	4.68	113	10
65 - 69 Years	4.12	114	12
70 - 74 Years	3.86	116	11
75 - 84 Years	5.28	117	12
85 + Years	1.84	117	19
<b>Average Age</b>	<b>37.96</b>	<b>103</b>	<b>18</b>
<b>Median Age</b>	<b>37.46</b>	<b>103</b>	<b>19</b>

Income	Mean	Index	Rank
< \$15,000	19.92	138	18
\$15,000 - \$25,000	17.57	140	12
\$25,000 - \$35,000	15.25	127	6
\$35,000 - \$50,000	17.94	113	12
\$50,000 - \$75,000	17.88	90	29
\$75,000 - \$100,000	6.76	60	39
\$100,000 - \$150,000	3.21	39	40
\$150,000 +	1.47	26	40
<b>Average Income</b>	<b>\$42,928</b>	<b>69</b>	<b>39</b>
<b>Median Income</b>	<b>\$33,200</b>	<b>73</b>	<b>38</b>

Race/Ethnicity	Mean	Index	Rank
White	92.83	116	7
Black	4.78	40	31
Native American	0.98	124	16
Asian	0.27	10	50
Pacific Islander	0.03	21	50
Other	1.11	28	43
Hispanic	2.78	31	47

Population Type	Mean	Index	Rank
Family HHs	88.07	105	13
Non-family HHs	9.96	73	37
Group Quarters	1.97	73	33

Owner/Renter	Mean	Index	Rank
Owner Occupied	78.71	123	10
Renter Occupied	21.29	59	41
<b>Median Rent Paid</b>	<b>\$202</b>	<b>54</b>	<b>48</b>

Property Value	Mean	Index	Rank
< \$50,000	34.07	278	6
\$50,000 - \$100,000	43.18	146	9
\$100,000 - \$150,000	15.33	68	38
\$150,000 - \$200,000	4.22	34	44
\$200,000 - \$300,000	2.30	18	45
\$300,000 - \$400,000	0.54	11	45
\$400,000 - \$500,000	0.17	7	45
\$500,000+	0.19	6	46
<b>Median Property Value</b>	<b>\$65,681</b>	<b>56</b>	<b>45</b>

Units in Structure	Mean	Index	Rank
1 Unit (Attached)	1.08	20	50
1 Unit (Detached)	72.25	122	13
2 Units	1.61	33	47
3 - 9 Units	2.50	26	48
10 - 49 Units	0.94	11	48
50 + Units	0.10	2	49
Mobile Home	20.21	279	2
Other Type of Unit	1.31	120	17

Education	Mean	Index	Rank
Some High School	34.41	139	10
High School Graduate	37.39	125	3
Some College	14.25	76	44
Associate Degree	4.86	79	42
Bachelors Degree	6.13	47	45
Post Graduate Degree	2.95	41	45

Persons in Unit	Mean	Index	Rank
1 Person	21.23	86	35
2 Persons	34.01	106	17
3 - 4 Persons	33.94	105	19
5 - 6 Persons	9.51	103	22
7+ Persons	1.31	76	25
<b>Average HH Size</b>	<b>2.67</b>	<b>101</b>	<b>25</b>

# Lifestyle Data

## Rustic Homesteaders Members are more likely to...

### Leisure & Recreation

	<b>Index</b>
1. Travel 11 or more miles to a grocery store	412
2. Purchase an air filter at Wal-Mart	268
3. Purchase an oil filter at Wal-Mart	265
4. Eat at Hardee's	254
5. Go hunting	223
6. Eat at Shoney's	200
7. Own a motor home or camper	198
8. Own an outboard motor boat	171
9. Eat at Sonic Drive-In	169
10. Eat at Long John Silver	168
11. Eat at Dairy Queen	164
12. Eat at Golden Corral	162
13. Own or lease a Chevy truck, van or SUV	158
14. Shop at Citgo Quik Mart	156
15. Purchase gasoline at a convenience store	153

### Communications & Technology

	<b>Index</b>
1. Have one working television connected to satellite television	276
2. Have basic satellite	246
3. Have enhanced movie satellite	205
4. Use a local internet service provider	172
5. Use the local phone company as a long distance provider	153
6. Prefer to communicate with utility provider in person	138
7. Be very likely to subscribe to call waiting (wireline)	134
8. Rate phone provider's variety of programs/services offered as poor	130
9. Have made collect calls in the last six months	129
10. Not subscribe to wireless service because it is too expensive	126

### Financial Services

	<b>Index</b>
1. Have homeowner or personal property insurance btwn \$25K - \$99K	170
2. Own any real estate	155
3. Have an auto loan obtained directly through a financial institution	137
4. Have any personal loan	127
5. Have a combination term/whole life insurance policy	122
6. Use a bank branch closest to work	116
7. Have a non-interest checking account	113
8. Have installment credit products	112
9. Use a full service bank	111
10. Have homeowner or personal property fire insurance	111

# Lifestyle Data

## Rustic Homesteaders Members are more likely to...

### Media Preferences

	<b>Index</b>
1. Have a satellite dish/disc	325
2. Watch Country Music TV	228
3. Read Field & Stream magazine	224
4. Listen to country music radio format	214
5. Watch TNN (Nashville Network)	193
6. Read fishing/hunting magazines	193
7. Read Country Living magazine	185
8. Watch Days of Our Lives	174
9. Read Southern Living magazine	162
10. Watch Walker Texas Ranger	152
11. Read Women's World magazine	149
12. Read Country Home magazine	146
13. Read McCall's magazine	140
14. Watch The Disney Channel	137
15. Watch The Young and the Restless	128

### Home Furnishings & Improvements

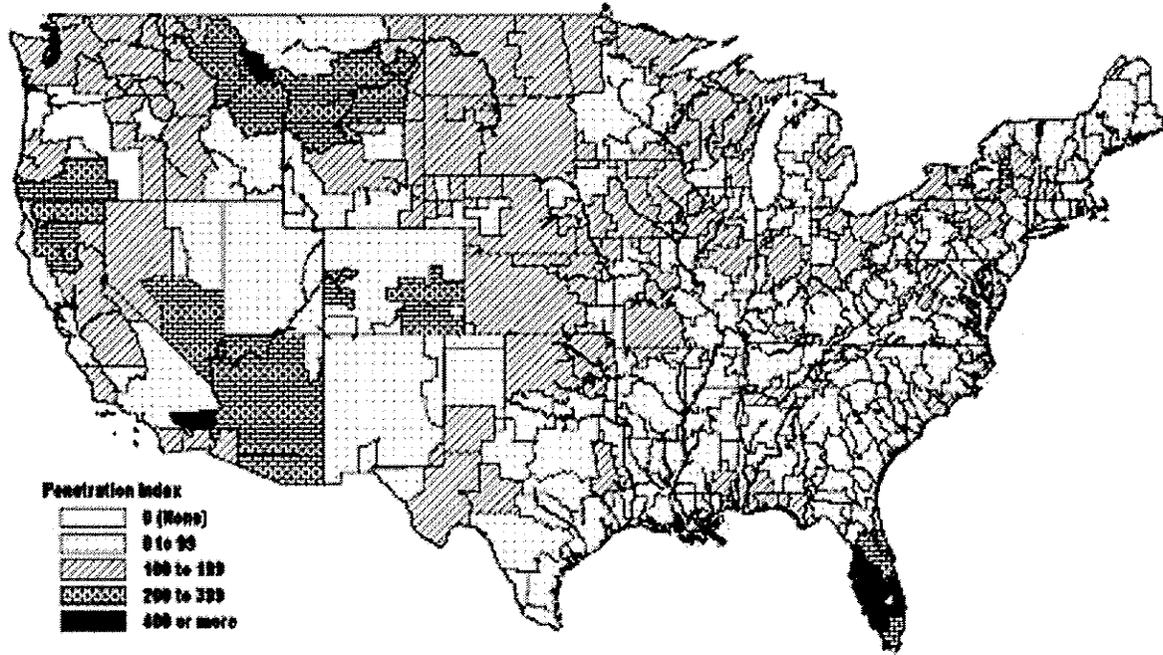
	<b>Index</b>
1. Own a riding lawn mower	239
2. Own a chain saw	153
3. Own a separate freezer	153
4. Have purchased wallpaper in the last year	141
5. Own a waterbed	137
6. Own a paint sprayer	135
7. Own automotive tools	131
8. Have purchased a recliner in the last year	130
9. Have purchased roofing in the last year	122
10. Have remodeled a bathroom in the last year	119

### Power Utilities

	<b>Index</b>
1. Use propane for the primary heating system fuel	376
2. Have an oil or propane water heater	196
3. Have a freezer separate from the refrigerator	141
4. Use a heat pump for cooling equipment	129
5. Have one window or wall-mounted room air conditioner	128
6. Have an electric dryer	127
7. Be not at all likely to purchase a programmable thermostat	120
8. Be very likely to use financing for improvements	119
9. Be very likely to purchase whole-house surge protection	117
10. Not have any extended warranty	110

# 39 On Their Own

## Segment Concentration by Designated Market Area (DMA)



This segment is typically seniors with some young adults also present. They live primarily in renter occupied housing that is located in urban or suburban areas. These households contain one or two persons working in white-collar specialty and blue-collar service occupations.

The On Their Own segment contains above average concentrations of adults age 21, and age 30 to 39, but is comprised primarily of those over age 60. Individuals in this segment are about 20% less likely than average to be married, and to live in family households. They are 74% more likely than average to have only one person in the household (ranking them fifth). The median household income is 33% below the national average, and the per capita income is 15% below. On Their Own households are found in non-rural locations, especially in warm weather areas such as Las Vegas, Arizona and Florida. Their educational attainment is relatively similar to that of the nation and they are more likely than average to have white-collar occupations, particularly in the technical and administrative support fields. This segment consists mostly of renters paying a median rent below the national norm. They are more than twice as likely to live in structures with three or more units and 11% reside in mobile homes.

On Their Own ranks high in owning a hatchback automobile and frequenting convenience stores. They are also very likely to have a ROTH IRA and enjoy primetime television programming.

# Demographic Data

Age	Mean	Index	Rank
0 - 4 Years	4.40	63	43
5 - 9 Years	4.57	64	42
10 - 14 Years	4.70	65	42
15 - 17 Years	2.36	57	44
18 - 20 Years	4.65	112	11
21 Years	1.68	123	8
22 - 24 Years	3.53	92	38
25 - 29 Years	5.12	79	48
30 - 34 Years	7.46	105	15
35 - 39 Years	7.54	101	18
40 - 44 Years	6.84	85	43
45 - 49 Years	5.74	78	41
50 - 54 Years	5.22	79	40
55 - 59 Years	4.24	85	38
60 - 64 Years	4.47	108	15
65 - 69 Years	5.60	155	3
70 - 74 Years	6.53	196	2
75 - 84 Years	10.94	242	3
85 + Years	4.42	281	2
<b>Average Age</b>	<b>44.89</b>	122	3
<b>Median Age</b>	<b>45.20</b>	124	3

Income	Mean	Index	Rank
< \$15,000	22.25	154	11
\$15,000 - \$25,000	19.01	151	7
\$25,000 - \$35,000	16.17	135	1
\$35,000 - \$50,000	17.00	107	19
\$50,000 - \$75,000	14.78	74	39
\$75,000 - \$100,000	5.86	52	40
\$100,000 - \$150,000	3.23	39	39
\$150,000 +	1.70	30	38
<b>Average Income</b>	<b>\$39,915</b>	64	40
<b>Median Income</b>	<b>\$30,402</b>	67	41

Race/Ethnicity	Mean	Index	Rank
White	91.34	114	15
Black	4.98	41	29
Native American	0.56	71	29
Asian	1.52	55	32
Pacific Islander	0.06	40	36
Other	1.53	39	35
Hispanic	4.46	50	36

Population Type	Mean	Index	Rank
Family HHs	64.02	77	43
Non-family HHs	28.35	208	6
Group Quarters	7.64	284	8

Owner/Renter	Mean	Index	Rank
Owner Occupied	48.92	76	34
Renter Occupied	51.08	143	17
<b>Median Rent Paid</b>	<b>\$333</b>	89	31

Property Value	Mean	Index	Rank
< \$50,000	9.05	74	26
\$50,000 - \$100,000	39.95	135	15
\$100,000 - \$150,000	27.31	120	8
\$150,000 - \$200,000	10.94	89	26
\$200,000 - \$300,000	8.23	66	28
\$300,000 - \$400,000	2.47	50	27
\$400,000 - \$500,000	0.95	41	28
\$500,000+	1.11	32	27
<b>Median Property Value</b>	<b>\$101,837</b>	86	28

Units in Structure	Mean	Index	Rank
1 Unit (Attached)	5.39	103	23
1 Unit (Detached)	32.02	54	40
2 Units	5.63	116	14
3 - 9 Units	17.75	184	11
10 - 49 Units	17.69	206	10
50 + Units	8.92	208	8
Mobile Home	11.16	154	12
Other Type of Unit	1.44	132	10

Education	Mean	Index	Rank
Some High School	23.90	97	25
High School Graduate	30.51	102	21
Some College	20.10	107	21
Associate Degree	5.84	95	28
Bachelors Degree	12.78	97	20
Post Graduate Degree	6.86	95	22

Persons in Unit	Mean	Index	Rank
1 Person	42.72	174	5
2 Persons	36.27	113	6
3 - 4 Persons	17.24	53	45
5 - 6 Persons	3.33	36	45
7+ Persons	0.44	25	45
<b>Average HH Size</b>	<b>1.94</b>	74	46

# Lifestyle Data

## On Their Own Members are more likely to...

### Leisure & Recreation

	<b>Index</b>
1. Own or lease a three door hatchback automobile	154
2. Eat at Little Caesar's	153
3. Shop at Circle K	144
4. Eat at Friendly's	144
5. Order flowers by wire	142
6. Use a Laundromat	140
7. Travel domestically 15 or more nights in a year	133
8. Drink meal replacement shakes	129
9. Eat at Outback Steakhouse	129
10. Purchase women's t-shirts	128
11. Purchase hot dogs at a convenience store	128
12. Eat at Olive Garden	128
13. Own a stair stepper	128
14. Purchase women's gloves	127
15. Own or lease a Nissan	125

### Communications & Technology

	<b>Index</b>
1. Have one working television connected to cable television	146
2. Not have digital cable	138
3. Rate cable provider's value for money spent as very good	135
4. Not be interested in viewing account status online	133
5. Use the internet at work for education	131
6. Rate cable provider's overall service as very good	127
7. Subscribe to Univision	125
8. Rate local phone provider's value for money spent as poor	123
9. Not subscribe to wireless service because they don't need it	123
10. Have switched local phone service provider once in the last year	121

### Financial Services

	<b>Index</b>
1. Have a ROTH IRA	130
2. Have a student loan	125
3. Have fixed rate annuities	119
4. Use a nontraditional bank branch	114
5. Have any personal loan	113
6. Have a mutual fund obtained from a bank, S&L, or credit union	112
7. Have an interest checking account	110
8. Have Social Security direct deposit	110
9. Have a debit card with the VISA or MasterCard logo	108
10. Have a MasterCard	106

# Lifestyle Data

On Their Own Members are more likely to...

## Media Preferences

	Index
1. Read health magazines	139
2. Watch TV Specials: Kennedy Center Honors	139
3. Read Prevention magazine	137
4. Read Rolling Stone magazine	137
5. Read fitness magazines	136
6. Watch CBS Evening News (Sunday)	134
7. Have referred to yellow pages four or more times in the last week	132
8. Watch Just Shoot Me	131
9. Read People magazine	130
10. Listen to classical radio format	130
11. Watch Dateline (Sunday)	129
12. Read Cooking Light magazine	128
13. Watch Cops	125
14. Watch Comedy Central	125
15. Listen to album oriented progressive rock radio format	123

## Home Furnishings & Improvements

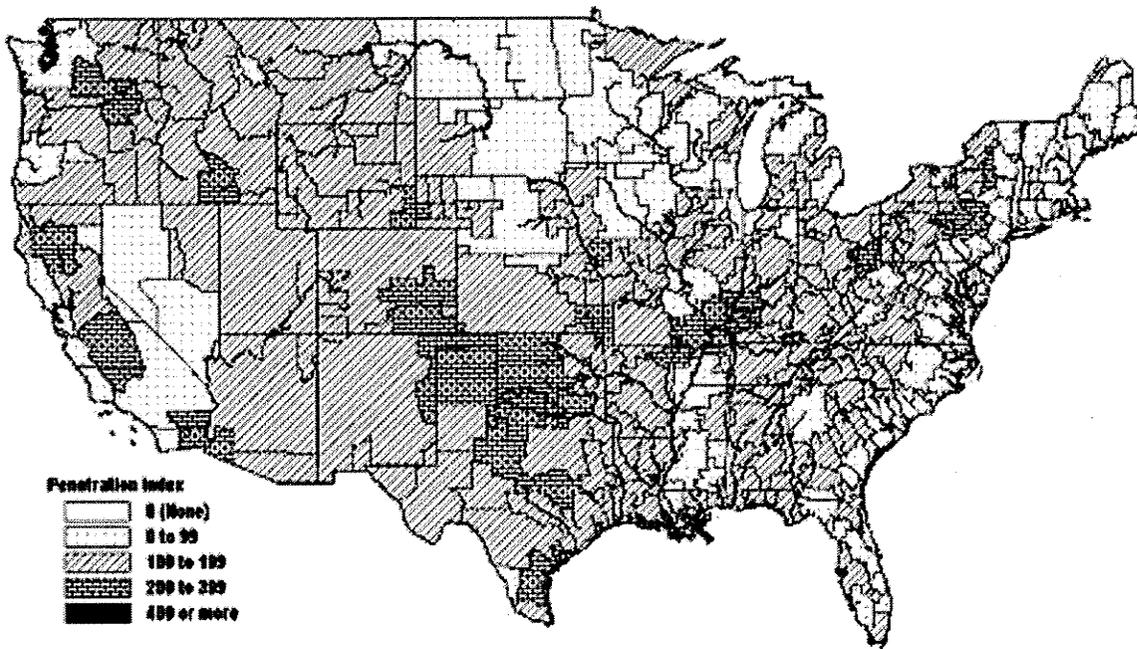
	Index
1. Have purchased kitchen/dining room furniture in the last year	127
2. Own an espresso/cappuccino maker	115
3. Own a receiver	113
4. Have purchased lawn/porch furniture in the last year	110
5. Own a pasta machine	110
6. Have remodeled a kitchen in the last year	108
7. Have purchased interior/exterior doors in the last year	107
8. Own a carpet steam cleaner	107
9. Own a coffee grinder	105
10. Use a professional exterminator	101

## Power Utilities

	Index
1. Currently participate in a load management program	146
2. Use electric for the primary heating system fuel	144
3. Have one central air conditioner	126
4. Participate in a Pay-Go metering program	125
5. Be very likely to participate in a fixed rate billing plan	121
6. Have an electric water heater	119
7. Purchase whole-house surge protection	114
8. Purchase point-of-use surge protection	114
9. Currently participate in home energy audits	114
10. Purchase an outage alert system	111

# 40 Trying Metro Times

## Segment Concentration by Designated Market Area (DMA)



Young, single parents and seniors make up this segment. They live in urban and suburban areas and are typically renters. They have well below average income and education levels and work in blue-collar occupations.

Adults in this segment are typically found in the age ranges between 30 and 39 years of age or are 75 years and older. Children in this segment are most likely to be younger than 14 years of age. The Trying Metro Times segment is more likely than average to be single and living in non-family households. Children are present in 38% of the households, which is just below the national average. The median household income is 45% below average and the per capita income is also in this range. Trying Metro Times households are found in concentrations around 30% greater than average in both suburban and urban areas. Education beyond high school is not likely. Over 19% of these households contain no worker (ranking them ninth) while another 33% have one worker. The majority of this segment's workers are employed in blue-collar positions, particularly in the machine operators and laborers categories. They are more likely than average to rent and their median rent is 31% below average. This segment is likely to live in two unit housing structures and they have one of the lowest median property values.

Trying Metro Times are more likely than average to shop at convenience food marts and use prepaid calling cards. They have made several home furniture and appliance purchases in the last year.

# Demographic Data

Age	Mean	Index	Rank
0 - 4 Years	8.58	123	6
5 - 9 Years	8.30	116	7
10 - 14 Years	8.09	113	8
15 - 17 Years	4.32	105	24
18 - 20 Years	4.13	99	18
21 Years	1.41	103	16
22 - 24 Years	3.82	99	21
25 - 29 Years	6.23	96	36
30 - 34 Years	7.63	108	12
35 - 39 Years	7.81	105	12
40 - 44 Years	7.40	92	33
45 - 49 Years	6.09	83	40
50 - 54 Years	5.18	78	41
55 - 59 Years	3.86	78	40
60 - 64 Years	3.43	83	40
65 - 69 Years	3.22	89	35
70 - 74 Years	3.27	98	24
75 - 84 Years	5.13	114	17
85 + Years	2.10	134	11
<b>Average Age</b>	<b>35.19</b>	96	35
<b>Median Age</b>	<b>33.72</b>	92	38

Income	Mean	Index	Rank
< \$15,000	29.69	206	6
\$15,000 - \$25,000	20.52	163	2
\$25,000 - \$35,000	15.53	129	5
\$35,000 - \$50,000	15.56	98	30
\$50,000 - \$75,000	12.43	62	44
\$75,000 - \$100,000	3.95	35	46
\$100,000 - \$150,000	1.71	21	47
\$150,000 +	0.61	11	49
<b>Average Income</b>	<b>\$32,301</b>	52	45
<b>Median Income</b>	<b>\$24,897</b>	55	45

Race/Ethnicity	Mean	Index	Rank
White	77.13	96	36
Black	13.44	112	14
Native American	1.13	144	12
Asian	1.59	57	30
Pacific Islander	0.09	61	25
Other	6.61	168	8
Hispanic	14.66	163	6

Population Type	Mean	Index	Rank
Family HHs	80.45	96	33
Non-family HHs	16.94	124	17
Group Quarters	2.61	97	20

Owner/Renter	Mean	Index	Rank
Owner Occupied	48.79	76	35
Renter Occupied	51.21	143	16
<b>Median Rent Paid</b>	<b>\$257</b>	69	43

Property Value	Mean	Index	Rank
< \$50,000	39.14	319	4
\$50,000 - \$100,000	44.75	152	6
\$100,000 - \$150,000	11.22	49	44
\$150,000 - \$200,000	2.84	23	49
\$200,000 - \$300,000	1.50	12	48
\$300,000 - \$400,000	0.33	7	48
\$400,000 - \$500,000	0.10	4	48
\$500,000+	0.12	3	49
<b>Median Property Value</b>	<b>\$59,512</b>	50	47

Units in Structure	Mean	Index	Rank
1 Unit (Attached)	6.30	120	16
1 Unit (Detached)	50.42	85	35
2 Units	10.09	209	3
3 - 9 Units	15.24	158	14
10 - 49 Units	7.88	92	19
50 + Units	2.57	60	20
Mobile Home	6.21	86	21
Other Type of Unit	1.30	118	19

Education	Mean	Index	Rank
Some High School	40.19	162	5
High School Graduate	31.86	106	17
Some College	15.37	82	43
Associate Degree	4.56	74	44
Bachelors Degree	5.46	42	47
Post Graduate Degree	2.57	36	47

Persons in Unit	Mean	Index	Rank
1 Person	30.93	126	15
2 Persons	29.56	92	34
3 - 4 Persons	28.98	89	34
5 - 6 Persons	8.67	94	30
7+ Persons	1.86	107	15
<b>Average HH Size</b>	<b>2.50</b>	95	34

## Lifestyle Data

### Trying Metro Times Members are more likely to...

#### Leisure & Recreation

	Index
1. Eat at Sonic Drive-In	179
2. Shop at Stop-N-Go	147
3. Eat at Long John Silver	142
4. Eat at Hardee's	136
5. Use tooth/cold sore remedies	133
6. Use prepaid calling cards	128
7. Spend less than \$60 a week on groceries	127
8. Use a Laundromat	125
9. Purchase hot dogs at a convenience store	125
10. Eat at Papa John's	124
11. Play softball	123
12. Shop for groceries four or more times a week	123
13. Eat at Arby's	122
14. Purchase casual watches	122
15. Drive less than 5,000 miles in a year	

#### Communications & Technology

	Index
1. Rate cable provider's value for money spent as very good	167
2. Not subscribe to wireless service because it is too expensive	147
3. Be very likely to subscribe to call waiting (wireline)	144
4. Prefer to communicate with utility provider in person	141
5. Be very unlikely to purchase wireless service in the next six months	137
6. Have switched long distance provider for better services	133
7. Have made collect calls in the last six months	128
8. Rate local phone provider's ability to be easily reached as very poor	127
9. Have one working television connected to cable television	121
10. Use the local phone company as a long distance provider	120

#### Financial Services

	Index
1. Use a SMART card	113
2. Have homeowner or personal property insurance btwn \$25K - \$99K	105
3. Have an auto loan obtained through a dealership	103
4. Have a student loan	103
5. Have a non-interest checking account with restricted teller use	103
6. Have installment credit products	100
7. Have an automobile loan	100
8. Have any personal loan	100
9. Have a personal loan for home improvements	100
10. Have Social Security direct deposit	100

# Lifestyle Data

## Trying Metro Times Members are more likely to...

### Media Preferences

	Index
1. Watch BET	170
2. Watch The Young and the Restless	163
3. Watch Sabrina the Teenage Witch	157
4. Watch the Jerry Springer Show	157
5. Watch One Life to Live	153
6. Watch Cartoon Network	150
7. Watch the Montel Williams Show	149
8. Watch Days of Our Lives	148
9. Read Ebony magazine	147
10. Watch The Price Is Right	147
11. Read Parents' Magazine	145
12. Watch Country Music TV	144
13. Watch Cops	142
14. Read parenthood magazines	141
15. Watch Court TV	141

### Home Furnishings & Improvements

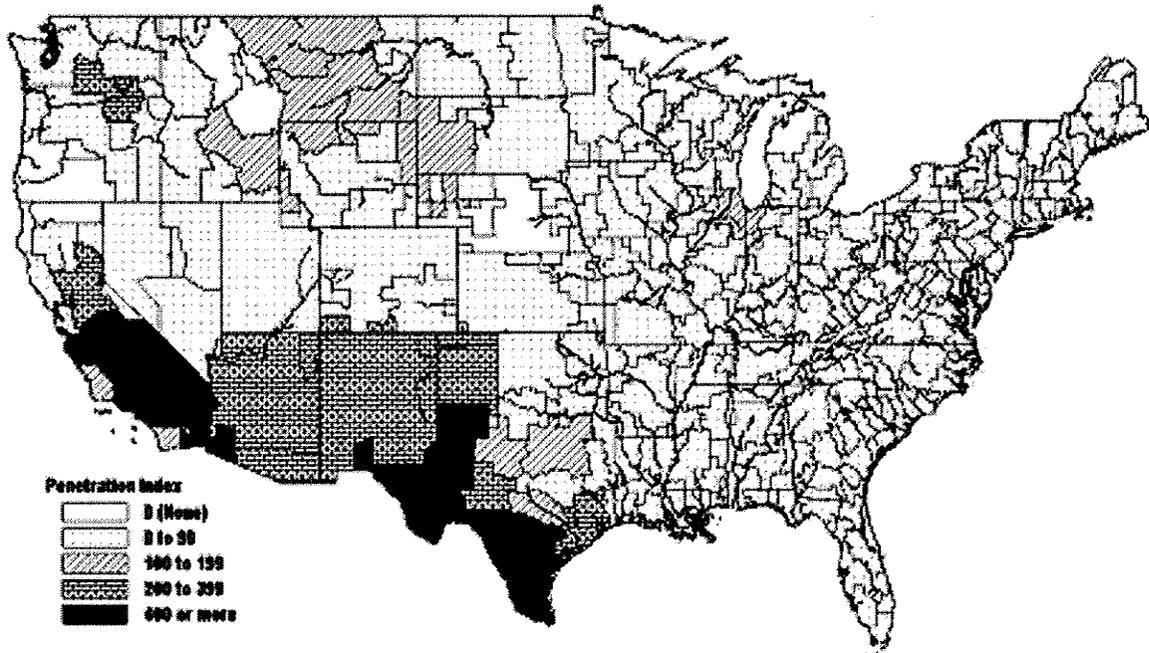
	Index
1. Have purchased living room furniture in the last year	142
2. Have purchased a vacuum cleaner in the last year	128
3. Have purchased a clothes dryer in the last year	124
4. Have purchased a washing machine in the last year	116
5. Have purchased kitchen/dining room furniture in the last year	108
6. Have purchased any television in the last year	106
7. Have purchased a recliner in the last year	106
8. Have purchased a coffee maker in the last year	106
9. Own a video game system	102
10. Have purchased bedroom furniture in the last year	101

### Power Utilities

	Index
1. Have two window or wall-mounted room air conditioners	142
2. Currently participate in a fixed rate billing plan	141
3. Rate gas provider's overall service as neutral	138
4. Be very likely to purchase a payment protection plan	135
5. Use natural gas for the primary heating system fuel	130
6. Have a natural gas water heater	122
7. Use built-in room or baseboard heaters as primary heating system	120
8. Have a gas stove	118
9. Use financing for improvements	117
10. Be very likely to use balanced billing	114

# 41 Close-Knit Families

## Segment Concentration by Designated Market Area (DMA)



These households are comprised of young adults with children. They are typically renters living in urban areas, with income levels and educational attainment below the national average. This segment is likely to be employed as laborers, machine operators, or other blue-collar occupations.

Close Knit Families rank first for having children in all age ranges less than 18 years. Adults are more likely than average to be between the ages of 18 and 34. Nearly 60% of the households in this segment have children, ranking them third in this category. They also rank first in average household size (47% above the national average), and they are nearly seven times as likely to be a household of seven or more persons. This segment has relatively large proportions of family households headed by single men or single women. Over two thirds of these households are Hispanic (ranking them first). They also rank first in Native American and Other Race households. Their median household income is 38% below the national average, and this segment ranks second to last in per capita income. They are two and one half times more likely to have an income below the poverty line. Households in this segment are concentrated in urban parts of the Southwest. Over 60% of adults in Close Knit Families have not graduated from high school; almost 70% work in blue-collar occupations. Just over half of these households are renters, which is 48% above the national average, and they are over 2.7 times more likely than average to have a property value under \$50,000.

This segment tends to eat at fast food restaurants and utilizes non-traditional banking services. They are likely to listen to contemporary hits radio enjoy daytime television.

# Demographic Data

Age	Mean	Index	Rank
0 - 4 Years	11.36	163	1
5 - 9 Years	10.65	149	1
10 - 14 Years	9.88	138	1
15 - 17 Years	5.53	135	1
18 - 20 Years	4.97	120	7
21 Years	1.61	117	11
22 - 24 Years	4.49	116	7
25 - 29 Years	7.49	115	6
30 - 34 Years	7.99	113	11
35 - 39 Years	7.34	98	22
40 - 44 Years	6.59	82	45
45 - 49 Years	5.38	73	46
50 - 54 Years	4.28	65	47
55 - 59 Years	3.06	62	47
60 - 64 Years	2.52	61	47
65 - 69 Years	2.10	58	46
70 - 74 Years	1.80	54	46
75 - 84 Years	2.18	48	46
85 + Years	0.76	48	42
<b>Average Age</b>	<b>28.95</b>	<b>79</b>	<b>48</b>
<b>Median Age</b>	<b>26.07</b>	<b>71</b>	<b>48</b>

Income	Mean	Index	Rank
< \$15,000	25.49	177	9
\$15,000 - \$25,000	19.54	155	5
\$25,000 - \$35,000	14.97	125	10
\$35,000 - \$50,000	15.82	100	28
\$50,000 - \$75,000	14.37	72	41
\$75,000 - \$100,000	5.60	50	42
\$100,000 - \$150,000	3.02	36	42
\$150,000 +	1.19	21	43
<b>Average Income</b>	<b>\$38,219</b>	<b>62</b>	<b>42</b>
<b>Median Income</b>	<b>\$28,315</b>	<b>62</b>	<b>42</b>

Race/Ethnicity	Mean	Index	Rank
White	47.46	59	45
Black	7.74	64	21
Native American	4.43	562	1
Asian	3.87	139	16
Pacific Islander	0.22	149	11
Other	36.28	920	1
Hispanic	69.49	773	1

Population Type	Mean	Index	Rank
Family HHs	92.67	111	4
Non-family HHs	6.12	45	48
Group Quarters	1.20	45	42

Owner/Renter	Mean	Index	Rank
Owner Occupied	47.00	73	37
Renter Occupied	53.01	148	14
<b>Median Rent Paid</b>	<b>\$335</b>	<b>90</b>	<b>30</b>

Property Value	Mean	Index	Rank
< \$50,000	34.01	278	7
\$50,000 - \$100,000	37.29	126	21
\$100,000 - \$150,000	13.05	57	40
\$150,000 - \$200,000	7.93	64	32
\$200,000 - \$300,000	5.96	48	33
\$300,000 - \$400,000	1.18	24	38
\$400,000 - \$500,000	0.31	13	40
\$500,000+	0.27	8	39
<b>Median Property Value</b>	<b>\$67,059</b>	<b>57</b>	<b>43</b>

Units in Structure	Mean	Index	Rank
1 Unit (Attached)	7.01	133	12
1 Unit (Detached)	54.06	92	32
2 Units	6.76	140	9
3 - 9 Units	14.59	151	15
10 - 49 Units	7.69	90	20
50 + Units	1.75	41	27
Mobile Home	6.26	86	20
Other Type of Unit	1.89	173	2

Education	Mean	Index	Rank
Some High School	61.81	250	1
High School Graduate	19.82	66	40
Some College	10.54	56	50
Associate Degree	3.36	54	50
Bachelors Degree	3.06	23	50
Post Graduate Degree	1.42	20	50

Persons in Unit	Mean	Index	Rank
1 Person	14.09	57	43
2 Persons	18.36	57	50
3 - 4 Persons	32.93	102	22
5 - 6 Persons	22.51	244	1
7+ Persons	12.10	698	1
<b>Average HH Size</b>	<b>3.87</b>	<b>147</b>	<b>1</b>

# Lifestyle Data

## Close-Knit Families Members are more likely to...

### Leisure & Recreation

	Index
1. Eat at Carl's Jr.	390
2. Eat at Jack-In-The-Box	318
3. Visit Disneyland (CA)	286
4. Shop at Arco AM/PM	207
5. Shop at Circle K	199
6. Visit a Six Flags Amusement Park	168
7. Eat at Little Caesar's	158
8. Eat at Denny's	151
9. Purchase hot dogs at a convenience store	147
10. Eat at Golden Corral	145
11. Have purchased regular passenger tires in the last year	144
12. Purchase men's nightwear	142
13. Eat at Long John Silver	135
14. Eat at Popeyes Chicken	135
15. Shop at 7-11	134

### Communications & Technology

	Index
1. Subscribe to Univision	250
2. Make international phone calls to contact friends and family	171
3. Have an unlisted or private number (wireline)	162
4. Be very likely to purchase wireless service in the next six months	157
5. Be very likely to subscribe to the Home 800 Number plan (wireline)	145
6. Probably purchase a new PC in the next six months	141
7. Make 3+ calls with a prepaid calling card monthly when not at home	137
8. Rate long distance provider's ability to do job right 1st time as poor	134
9. Have no working televisions connected to cable television	134
10. Rate phone provider's variety of programs/services offered as poor	130

### Financial Services

	Index
1. Have a checking account with restricted teller use	100
2. Have a non-interest checking account with restricted teller use	98
3. Have an interest checking account with restricted teller use	98
4. Use a telephone bill paying service	97
5. Have any personal loan	93
6. Have an auto loan obtained through a dealership	89
7. Have a gasoline credit card	88
8. Use a savings and loan	87
9. Have vision care insurance	83
10. Have regular/non-interest DDA products	81

# Lifestyle Data

## Close-Knit Families Members are more likely to...

### Media Preferences

	<b>Index</b>
1. Read National Enquirer magazine	216
2. Watch One Life to Live	206
3. Watch the Jerry Springer Show	206
4. Watch Buffy the Vampire Slayer	203
5. Read Star magazine	189
6. Watch General Hospital	185
7. Watch Entertainment Weekly	183
8. Watch All My Children	170
9. Read Jet magazine	169
10. Watch Sabrina the Teenage Witch	163
11. Watch Cops	156
12. Read Ebony magazine	155
13. Watch the Maury Povich Show	155
14. Watch police docudramas	155
15. Listen to urban contemporary radio format	151

### Home Furnishings & Improvements

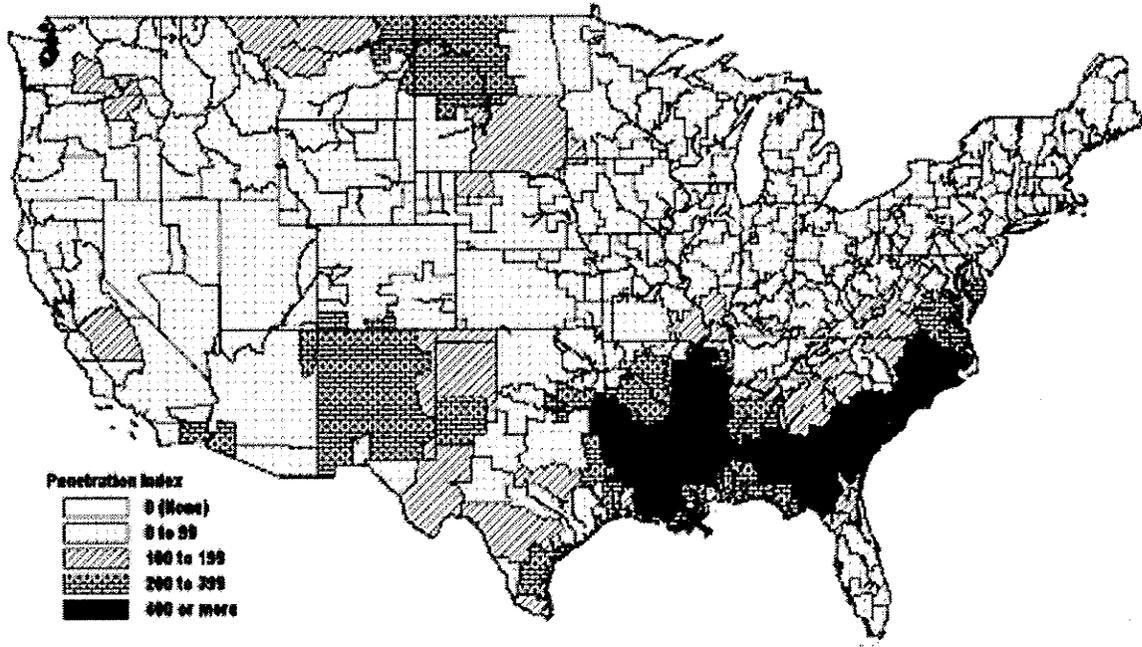
	<b>Index</b>
1. Have purchased a coffee maker in the last year	113
2. Have purchased any videos in the last month	111
3. Have purchased a television in the last year	110
4. Have remodeled a kitchen in the last year	107
5. Own a Nintendo video game system	97
6. Own a color portable television	96
7. Have purchased living room furniture in the last year	95
8. Own a VCR	93
9. Have purchased kitchen/dining room furniture in the last year	92
10. Own a gas clothes dryer	92

### Power Utilities

	<b>Index</b>
1. Be very likely to participate in a fuel cells program	174
2. Be very likely to use balanced billing	169
3. Be very likely to purchase a home security system	166
4. Have a gas stove	166
5. Use built-in room or baseboard heaters as primary heating system	157
6. Have three or more window or wall-mounted room air conditioners	137
7. Have an extended warranty or service contract on any appliance	134
8. Rate gas provider's overall service as very good	134
9. Be very likely to purchase point-of-use surge protection	133
10. Have a natural gas water heater	132

# 42 Trying Rural Times

## Segment Concentration by Designated Market Area (DMA)



This segment is typically young, rural households with children. They are primarily homeowners with median income and education levels well below the national average. They are more likely to work in blue-collar occupations.

Adults in the Trying Rural Times segment are more likely than average to be young adults between the ages of 18 and 29. These households are 19% more likely than average to have children and are much more likely than average to contain over three persons. This segment contains the second and fifth highest share of Native Americans and Black households, respectively. Their median household income is 40% below the national average, as is their per capita income. They are over twice as likely to have an income that is below the poverty level (ranking them sixth). More than three-fourths of Trying Rural Times households are located in rural areas, primarily in the southern states. Slightly more than half are married. Educational attainment beyond high school is below average. Sixty-two percent of workers are employed in blue-collar occupations (ranking third) and they rank first in the share of transportation and material moving workers. Most own their homes and more than one in five live in mobile homes, ranking them first in this category. They have the third lowest property value of all the segments.

Trying Rural Times members are likely to be on a church board and travel 11 or more miles to a grocery store. They enjoy daytime television, country music and are likely to own a riding lawn mower.

# Demographic Data

Age	Mean	Index	Rank
0 - 4 Years	7.98	114	8
5 - 9 Years	8.17	114	8
10 - 14 Years	8.17	114	6
15 - 17 Years	4.88	119	6
18 - 20 Years	4.40	106	13
21 Years	1.42	104	15
22 - 24 Years	4.16	108	14
25 - 29 Years	7.06	109	11
30 - 34 Years	6.95	98	27
35 - 39 Years	6.55	88	39
40 - 44 Years	6.89	86	42
45 - 49 Years	6.46	88	38
50 - 54 Years	5.87	88	36
55 - 59 Years	4.55	91	35
60 - 64 Years	3.87	94	33
65 - 69 Years	3.42	95	29
70 - 74 Years	3.17	95	30
75 - 84 Years	4.45	98	28
85 + Years	1.59	101	26
<b>Average Age</b>	<b>35.01</b>	95	37
<b>Median Age</b>	<b>33.10</b>	91	42

Income	Mean	Index	Rank
< \$15,000	28.33	196	7
\$15,000 - \$25,000	18.54	147	9
\$25,000 - \$35,000	14.12	118	16
\$35,000 - \$50,000	15.31	97	32
\$50,000 - \$75,000	14.25	71	42
\$75,000 - \$100,000	5.40	48	44
\$100,000 - \$150,000	2.73	33	43
\$150,000 +	1.32	23	42
<b>Average Income</b>	<b>\$37,553</b>	61	43
<b>Median Income</b>	<b>\$27,219</b>	60	44

Race/Ethnicity	Mean	Index	Rank
White	53.33	66	44
Black	40.50	336	5
Native American	3.24	412	2
Asian	0.36	13	49
Pacific Islander	0.05	36	40
Other	2.52	64	24
Hispanic	5.28	59	30

Population Type	Mean	Index	Rank
Family HHs	87.90	105	14
Non-family HHs	9.51	70	40
Group Quarters	2.59	96	21

Owner/Renter	Mean	Index	Rank
Owner Occupied	72.90	114	17
Renter Occupied	27.10	76	34
<b>Median Rent Paid</b>	<b>\$166</b>	44	50

Property Value	Mean	Index	Rank
< \$50,000	40.96	334	3
\$50,000 - \$100,000	40.89	139	12
\$100,000 - \$150,000	12.31	54	42
\$150,000 - \$200,000	3.28	27	46
\$200,000 - \$300,000	1.79	14	47
\$300,000 - \$400,000	0.42	9	47
\$400,000 - \$500,000	0.15	6	46
\$500,000+	0.21	6	44
<b>Median Property Value</b>	<b>\$58,814</b>	50	48

Units in Structure	Mean	Index	Rank
1 Unit (Attached)	1.43	27	47
1 Unit (Detached)	68.77	116	18
2 Units	2.32	48	38
3 - 9 Units	3.38	35	41
10 - 49 Units	1.15	13	47
50 + Units	0.11	3	48
Mobile Home	21.44	296	1
Other Type of Unit	1.38	126	14

Education	Mean	Index	Rank
Some High School	44.37	179	4
High School Graduate	31.06	104	19
Some College	12.50	67	49
Associate Degree	3.86	63	47
Bachelors Degree	5.54	42	46
Post Graduate Degree	2.68	37	46

Persons in Unit	Mean	Index	Rank
1 Person	22.23	91	30
2 Persons	28.84	90	37
3 - 4 Persons	34.10	105	18
5 - 6 Persons	11.75	127	9
7+ Persons	3.09	178	6
<b>Average HH Size</b>	<b>2.85</b>	108	11

# Lifestyle Data

## Trying Rural Times Members are more likely to...

### Leisure & Recreation

	<b>Index</b>
1. Travel 11 or more miles to a grocery store	319
2. Purchase an air filter at Wal-Mart	233
3. Eat at Shoney's	208
4. Eat at Golden Corral	204
5. Eat at Hardee's	204
6. Be a member of a church board	200
7. Shop at Amoco Food Mart	195
8. Use denture cleaners	188
9. Eat at Sonic Drive-In	175
10. Eat at Cracker Barrel	160
11. Eat at Chick-Fil-A	160
12. Shop for groceries four or more times a week	156
13. Shop at Citgo Quik Mart	155
14. Purchase costume bracelets	153
15. Purchase costume rings	153

### Communications & Technology

	<b>Index</b>
1. Have one working television connected to satellite television	285
2. Have enhanced movie satellite	264
3. Have basic satellite	234
4. Have other satellite options	214
5. Be very likely to subscribe to the Home 800 Number plan (wireline)	162
6. Use Sprint as the primary long distance service provider	160
7. Not subscribe to wireless service because it is too expensive	154
8. Be very interested in digital cable	150
9. Probably purchase a new PC in the next six months	148
10. Have made collect calls in the last six months	141

### Financial Services

	<b>Index</b>
1. Have homeowner or personal property insurance btwn \$25 - \$99K	143
2. Have an IRA invested in regular money market accounts	138
3. Have a personal loan	134
4. Have a sweep account	129
5. Have an auto loan obtained directly through a financial institution	127
6. Use a bank branch closest to work	119
7. Have a personal loan for home improvements	118
8. Have an auto lease obtained directly through a financial institution	107
9. Have life insurance	102
10. Have a combination term/whole life insurance policy	100

# Lifestyle Data

## Trying Rural Times Members are more likely to...

### Media Preferences

	<b>Index</b>
1. Read Southern Living magazine	300
2. Read Jet magazine	269
3. Read Ebony magazine	255
4. Listen to urban contemporary radio format	249
5. Have a satellite dish/disc	243
6. Watch One Life to Live	237
7. Watch All My Children	230
8. Watch BET	216
9. Watch The Young and the Restless	216
10. Watch Days of Our Lives	188
11. Watch the Montel Williams Show	188
12. Watch General Hospital	180
13. Watch Walker Texas Ranger	160
14. Watch the Jerry Springer Show	144
15. Watch Cinemax	141

### Home Furnishings & Improvements

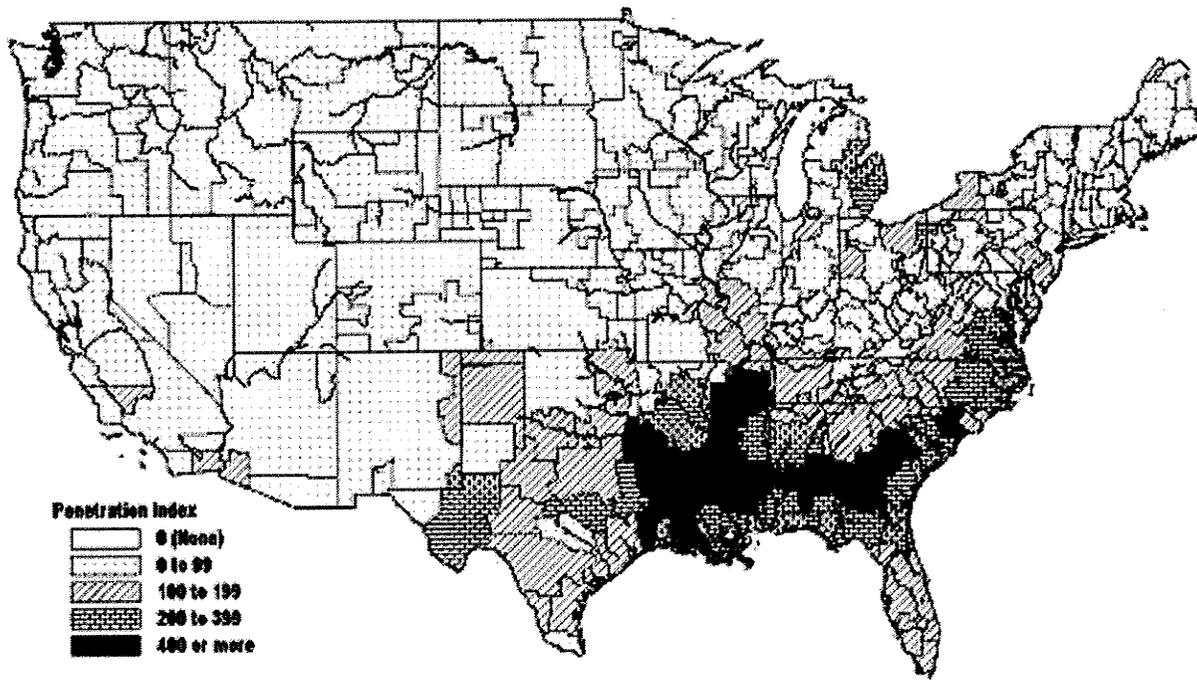
	<b>Index</b>
1. Use a professional exterminator two or more times a year	173
2. Own a riding lawn mower	173
3. Have purchased roofing in the last year	141
4. Have purchased a recliner in the last year	141
5. Own a kerosene heater	136
6. Own a Sega game system	135
7. Have purchased additions, extensions, or conversions in the last year	125
8. Have purchased bath/kitchen plumbing in the last year	121
9. Have purchased wallpaper in the last year	115
10. Own a stationary table saw	112

### Power Utilities

	<b>Index</b>
1. Use propane for the primary heating system fuel	369
2. Be very likely to purchase an extended warranty	209
3. Be very likely to purchase a payment protection plan	186
4. Use a heat pump for cooling equipment	175
5. Have an electric water heater	175
6. Be very likely to participate in a fixed rate billing plan	172
7. Be very likely to purchase point-of-use surge protection	161
8. Have two window or wall-mounted room air conditioners	144
9. Be very interested in purchasing an outage alert system	135
10. Have a freezer separate from the refrigerator	132

# 43 Manufacturing USA

## Segment Concentration by Designated Market Area (DMA)



This segment consists of very low-income households located in urban and suburban areas. They are likely to be young adults with children, or elderly. They live in renter-occupied housing, have low levels of education and work in the service sector or other blue-collar occupations.

Manufacturing USA adults are more likely than average to be young (between 18 and 29 years) or seniors (over age 85). This segment scores over 20% above the national average in all age ranges of children. There are an above average number of one person households and households with five or more persons. Forty-two percent of the households have children (above average) and single parents, particularly women, head an above average percentage of these. At over 70%, this segment contains the third highest share of African American households. This segment has a median household income that is 56% below the national average, ranking them second to last in this category. Manufacturing USA households live primarily in the cities and suburbs of the South. Most adults are not educated beyond high school and half have not earned a high school diploma. Sixty-three percent work in blue-collar occupations (ranking them second) and over 20% work in the service sector (ranking second).

This segment is likely to use denture cleaners and have Social Security direct deposit. They shop at convenience stores and are involved in church and civic groups.

# Demographic Data

Age	Mean	Index	Rank
0 - 4 Years	9.51	136	4
5 - 9 Years	9.18	128	4
10 - 14 Years	8.87	124	4
15 - 17 Years	4.94	120	4
18 - 20 Years	4.58	110	12
21 Years	1.50	110	13
22 - 24 Years	4.23	110	13
25 - 29 Years	7.10	109	10
30 - 34 Years	7.08	100	21
35 - 39 Years	6.43	86	43
40 - 44 Years	6.40	80	46
45 - 49 Years	5.62	76	43
50 - 54 Years	4.78	72	43
55 - 59 Years	3.71	75	43
60 - 64 Years	3.52	85	38
65 - 69 Years	3.33	92	33
70 - 74 Years	3.10	93	32
75 - 84 Years	4.43	98	30
85 + Years	1.71	108	22
<b>Average Age</b>	<b>33.38</b>	91	43
<b>Median Age</b>	<b>30.62</b>	84	44

Income	Mean	Index	Rank
< \$15,000	41.63	289	3
\$15,000 - \$25,000	19.37	154	6
\$25,000 - \$35,000	12.52	104	35
\$35,000 - \$50,000	11.73	74	40
\$50,000 - \$75,000	9.44	47	48
\$75,000 - \$100,000	3.21	29	48
\$100,000 - \$150,000	1.51	18	50
\$150,000 +	0.58	10	50
<b>Average Income</b>	<b>\$27,525</b>	44	48
<b>Median Income</b>	<b>\$19,320</b>	43	48

Race/Ethnicity	Mean	Index	Rank
White	21.56	27	48
Black	73.30	608	3
Native American	0.81	103	18
Asian	0.64	23	44
Pacific Islander	0.05	33	42
Other	3.67	93	10
Hispanic	6.90	77	21

Population Type	Mean	Index	Rank
Family HHs	84.57	101	26
Non-family HHs	13.17	97	22
Group Quarters	2.26	84	27

Owner/Renter	Mean	Index	Rank
Owner Occupied	47.83	75	36
Renter Occupied	52.18	146	15
<b>Median Rent Paid</b>	<b>\$188</b>	50	49

Property Value	Mean	Index	Rank
< \$50,000	51.67	422	1
\$50,000 - \$100,000	37.38	127	20
\$100,000 - \$150,000	7.75	34	48
\$150,000 - \$200,000	1.78	14	50
\$200,000 - \$300,000	0.97	8	50
\$300,000 - \$400,000	0.23	5	50
\$400,000 - \$500,000	0.08	3	50
\$500,000+	0.14	4	48
<b>Median Property Value</b>	<b>\$48,727</b>	41	50

Units in Structure	Mean	Index	Rank
1 Unit (Attached)	6.90	131	14
1 Unit (Detached)	56.39	96	30
2 Units	9.96	206	4
3 - 9 Units	13.88	144	16
10 - 49 Units	5.48	64	28
50 + Units	1.60	37	29
Mobile Home	4.30	59	26
Other Type of Unit	1.49	136	7

Education	Mean	Index	Rank
Some High School	49.95	202	2
High School Graduate	27.27	91	32
Some College	12.93	69	48
Associate Degree	3.42	55	49
Bachelors Degree	4.23	32	48
Post Graduate Degree	2.20	30	48

Persons in Unit	Mean	Index	Rank
1 Person	28.20	115	17
2 Persons	25.98	81	44
3 - 4 Persons	30.51	94	32
5 - 6 Persons	11.55	125	11
7+ Persons	3.76	217	5
<b>Average HH Size</b>	<b>2.76</b>	105	15

# Lifestyle Data

## Manufacturing USA Members are more likely to...

### Leisure & Recreation

	Index
1. Be a member of a church board	235
2. Be a member of a civic club	212
3. Shop at Citgo Quik Mart	200
4. Eat at Shoney's	192
5. Use sore throat remedies	186
6. Shop at Amoco Food Mart	172
7. Use denture cleaners	168
8. Spend \$100 or more a month on long distance	167
9. Eat at KFC	167
10. Eat at Popeyes Chicken	164
11. Drink meal replacement shakes	159
12. Be a member of a religious club	155
13. Shop at Stop-N-Go	150
14. Eat at Golden Corral	150
15. Purchase costume rings	150

### Communications & Technology

	Index
1. Be very likely to purchase wireless service in the next six months	256
2. Prefer to communicate with utility provider in person	179
3. Have prepaid wireless service	179
4. Be very interested in digital cable	173
5. Probably purchase a new PC in the next six months	164
6. Subscribe to call waiting ID (wireline)	160
7. Make 3+ calls with a prepaid calling card monthly when not at home	158
8. Have received collect calls in the last six months	157
9. Rate cable provider's value for money spent as very good	155
10. Rate phone provider's complaint resolution as very good	139

### Financial Services

	Index
1. Have Social Security direct deposit	167
2. Have a combination whole/term life insurance policy	135
3. Have a personal loan for home improvements	126
4. Have life insurance between \$50,000 - \$99,000	121
5. Have a term life insurance policy	112
6. Use a telephone bill paying service	111
7. Have an interest checking account with restricted teller use	100
8. Use a bank branch closest to home	96
9. Have an IRA in regular money market savings products	95
10. Have homeowner or personal property insurance btwn \$25K - \$99K	94

# Lifestyle Data

## Manufacturing USA Members are more likely to...

### Media Preferences

	<b>Index</b>
1. Read Jet magazine	612
2. Read Ebony magazine	536
3. Watch BET	463
4. Listen to urban contemporary radio format	417
5. Watch The Young and the Restless	287
6. Watch CBS Evening News (Saturday)	269
7. Watch the Jerry Springer Show	268
8. Watch The Price Is Right	235
9. Watch the Maury Povich Show	224
10. Watch the Montel Williams Show	203
11. Watch ABC News Nightline	197
12. Watch TV Specials: The Orange Bowl Parade	189
13. Watch Touched By an Angel	187
14. Watch Good Morning America (Sunday)	187
15. Watch The Tony Awards	178

### Home Furnishings & Improvements

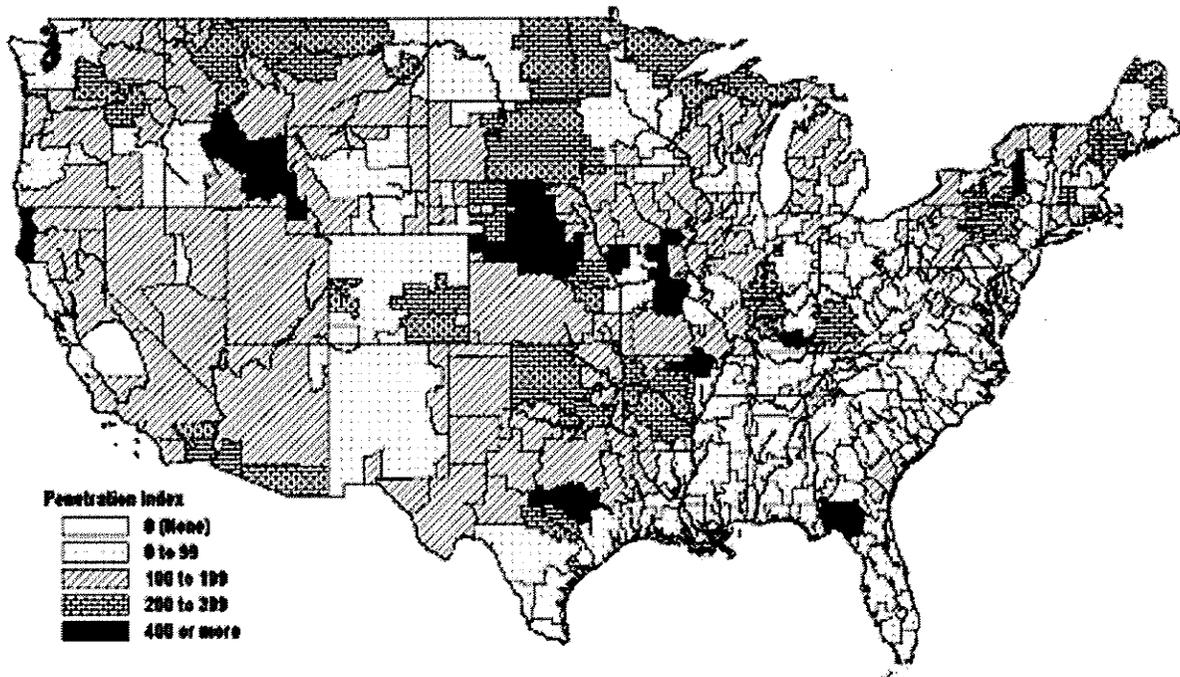
	<b>Index</b>
1. Have purchased a small television recently	121
2. Buy cartridge film	118
3. Have purchased any television in the last year	110
4. Own a gas stove/range	110
5. Own a waterbed	109
6. Have purchased curtains in the last year	101
7. Have purchased a clothes dryer in the last year	101
8. Have purchased a video in the last month	100
9. Own a deep fryer	100
10. Use a professional exterminator	99

### Power Utilities

	<b>Index</b>
1. Have three or more window or wall-mounted room air conditioners	242
2. Be very likely to participate in a load management program	211
3. Be very likely to purchase an extended warranty	211
4. Be very likely to purchase a home security system	196
5. Be very likely to purchase a payment protection plan	196
6. Have an extended warranty or service contract for the cooling system	196
7. Be very likely to purchase a wire warranty	189
8. Be interested in purchasing an extended warranty from utility provider	160
9. Be very likely to use balanced billing	150
10. Currently participate in a fixed rate billing plan	145

# 44 Hard Years

## Segment Concentration by Designated Market Area (DMA)



This segment is likely to be young adults or seniors, renting in urban or suburban areas. They have income and education levels well below the national average and live in multi-family dwelling units.

Hard Years adults are more likely than average to be young (between 18 and 39 years) or seniors (over age 75). Of those households with children, there are above average proportions of households headed by single parents. Nearly 15% of these households are Hispanic, ranking them seventh in this category. They are 57% more likely than average to be one-person households and the median household income is 50% below the national average. These households are about 59% more likely than average to live in urban areas across the country. They are 94% more likely to be renters and educational attainment for the Hard Years is below average. The majority of workers are employed in blue-collar positions. Nineteen percent of these households have no workers and 33% have only one worker, which are both above the national averages for those categories. Most live in structures with multiple units and vehicle ownership is relatively low.

Individuals in the Hard Years segment are active and enjoy sports activities such as basketball and in-line skating. They are likely to have purchased men's designer jeans and a television during the past year. They are among the heaviest television viewers and yellow pages users.

# Demographic Data

Age	Mean	Index	Rank
0 - 4 Years	7.69	110	11
5 - 9 Years	7.38	103	22
10 - 14 Years	7.31	102	25
15 - 17 Years	3.65	89	32
18 - 20 Years	7.48	180	5
21 Years	2.45	179	5
22 - 24 Years	4.75	123	5
25 - 29 Years	6.10	94	40
30 - 34 Years	8.56	121	7
35 - 39 Years	8.46	113	9
40 - 44 Years	7.18	89	38
45 - 49 Years	5.60	76	44
50 - 54 Years	4.54	68	46
55 - 59 Years	3.28	66	46
60 - 64 Years	2.86	69	45
65 - 69 Years	2.69	75	42
70 - 74 Years	2.81	84	35
75 - 84 Years	4.90	108	20
85 + Years	2.32	147	10
<b>Average Age</b>	<b>34.45</b>	94	40
<b>Median Age</b>	<b>32.83</b>	90	43

Income	Mean	Index	Rank
< \$15,000	33.62	233	5
\$15,000 - \$25,000	21.13	168	1
\$25,000 - \$35,000	15.13	126	8
\$35,000 - \$50,000	14.00	88	36
\$50,000 - \$75,000	10.36	52	46
\$75,000 - \$100,000	3.41	30	47
\$100,000 - \$150,000	1.65	20	48
\$150,000 +	0.70	12	48
<b>Average Income</b>	<b>\$29,880</b>	48	47
<b>Median Income</b>	<b>\$22,753</b>	50	46

Race/Ethnicity	Mean	Index	Rank
White	76.04	95	37
Black	12.91	107	15
Native American	1.36	172	9
Asian	2.61	94	20
Pacific Islander	0.13	87	18
Other	6.96	177	7
Hispanic	14.25	159	7

Population Type	Mean	Index	Rank
Family HHs	66.46	79	42
Non-family HHs	24.42	179	8
Group Quarters	9.14	339	6

Owner/Renter	Mean	Index	Rank
Owner Occupied	30.39	47	42
Renter Occupied	69.62	194	9
<b>Median Rent Paid</b>	<b>\$280</b>	75	40

Property Value	Mean	Index	Rank
< \$50,000	32.55	266	9
\$50,000 - \$100,000	43.27	147	8
\$100,000 - \$150,000	14.64	65	39
\$150,000 - \$200,000	4.90	40	43
\$200,000 - \$300,000	3.26	26	44
\$300,000 - \$400,000	0.86	17	41
\$400,000 - \$500,000	0.26	11	41
\$500,000+	0.26	8	40
<b>Median Property Value</b>	<b>\$66,879</b>	57	44

Units in Structure	Mean	Index	Rank
1 Unit (Attached)	3.65	69	32
1 Unit (Detached)	29.81	50	42
2 Units	9.88	204	5
3 - 9 Units	24.83	257	3
10 - 49 Units	18.36	214	9
50 + Units	6.84	159	11
Mobile Home	5.21	72	23
Other Type of Unit	1.44	131	11

Education	Mean	Index	Rank
Some High School	37.32	151	6
High School Graduate	28.78	96	28
Some College	17.01	91	34
Associate Degree	5.02	81	41
Bachelors Degree	7.94	61	41
Post Graduate Degree	3.93	54	39

Persons in Unit	Mean	Index	Rank
1 Person	38.50	157	7
2 Persons	29.13	91	36
3 - 4 Persons	24.25	75	42
5 - 6 Persons	6.56	71	38
7+ Persons	1.55	90	17
<b>Average HH Size</b>	<b>2.26</b>	86	42

# Lifestyle Data

## Hard Years Members are more likely to...

### Leisure & Recreation

	<b>Index</b>
1. Purchase hot dogs at a convenience store	355
2. Eat at Hardee's	269
3. Have had the clutch replaced in an automobile in the last year	251
4. Purchase men's designer jeans	248
5. Have oil changed at a gas station	246
6. Go jogging	244
7. Eat at Olive Garden	238
8. Eat at Outback Steakhouse	236
9. Go boating	222
10. Play basketball	220
11. Rollerblade or in-line skate	220
12. Purchase fresh sandwiches at a convenience store	217
13. Order videos by mail or phone	214
14. Eat at Sonic Drive-In	211
15. Eat at Papa John's	210

### Communications & Technology

	<b>Index</b>
1. Access the internet at a local library	217
2. Not subscribe to cable/satellite television because it is too expensive	195
3. Make 3+ phone calls from a pay phone monthly when not at home	190
4. Have voice mail (wireline)	177
5. Believe it important to consolidate communication & energy service	176
6. Have one working television in the household	171
7. Be very likely to purchase wireless service in the next six months	166
8. Be definitely interested in purchasing a new PC	159
9. Make 3+ calls with a prepaid calling card monthly when not at home	157
10. Subscribe to cable radio	150

### Financial Services

	<b>Index</b>
1. Use a telephone bill paying service	244
2. Have a student loan	184
3. Use broker advice	136
4. Have life insurance between \$50,000 - \$99,000	129
5. Have lost income insurance	127
6. Have a mutual fund	125
7. Access financial accounts directly through the institution's website	122
8. Have a non-interest checking account with restricted teller use	120
9. Have a personal loan	117
10. Use a nontraditional bank branch	109

# Lifestyle Data

## Hard Years Members are more likely to...

### Media Preferences

	Index
1. Refer to yellow pages for pets/kennels	325
2. Listen to contemporary hits radio format	311
3. Watch ESPN News Network	310
4. Watch The Simpsons	293
5. Refer to yellow pages for sporting goods	287
6. Watch CBS Evening News (Saturday)	269
7. Watch MTV	266
8. Refer to yellow pages for churches	257
9. Read Sports Illustrated magazine	255
10. Watch FX	246
11. Watch CBS Evening News (Sunday)	231
12. Read science/technology magazines	219
13. Watch Saturday Night Live	213
14. Watch The Billboard Music Awards	205
15. Read Popular Mechanics magazine	204

### Home Furnishings & Improvements

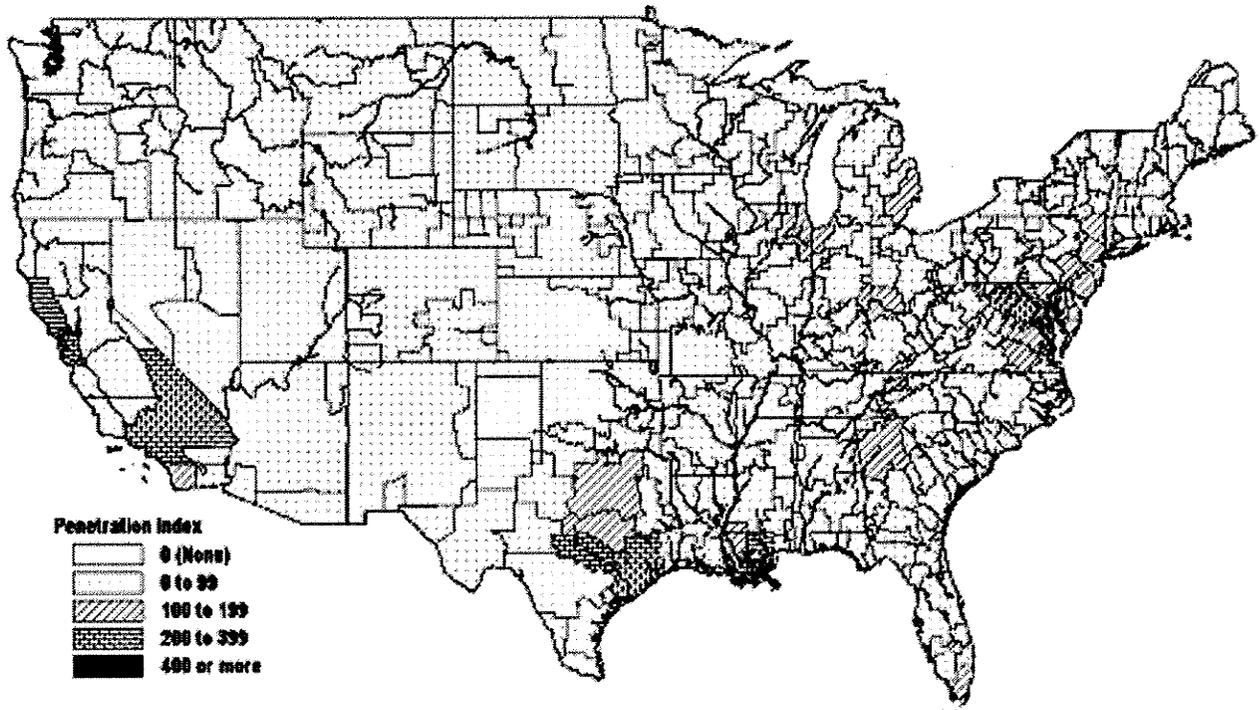
	Index
1. Own a clean air machine	152
2. Own a laptop PC	150
3. Have purchased a television in the last year	133
4. Own a portable CD player	132
5. Own a receiver	129
6. Own an IBM/IBM compatible PC	123
7. Own an Apple/Mac PC	123
8. Own speakers	111
9. Have purchased a sofa sectional in the last year	104
10. Have purchased seven or more rolls of film in the last year	102

### Power Utilities

	Index
1. Be very likely to purchase a home security system	180
2. Use built-in room or baseboard heaters as primary heating system	173
3. Be very likely to participate in a fuel cells program	169
4. Be very likely to purchase renewable resource energy	155
5. Be very likely to purchase a payment protection plan	151
6. Be very likely to purchase point-of-use surge protection	145
7. Be very likely to participate in home energy audits	137
8. Have two window or wall-mounted room air conditioners	136
9. Participate in a Pay-Go metering program	134
10. Have a gas stove	128

# 45 Struggling Metro Mix

## Segment Concentration by Designated Market Area (DMA)



These households are typically younger singles, renting their home in urban areas. They are less likely to have children. Their median household income and educational attainment are below average. Many are employed in blue-collar or administrative support positions.

Struggling Metro Mix households tend to be young adults, ranking in the top ten in all age ranges between 22 and 39 years of age. These households are less likely to have children and of those that do, the children are typically under 14 years old. This ethnically diverse segment contains the second highest share of Asian households, and fourth highest share of African Americans. These households are 63% more likely than average to contain one person and the median household income for the segment is 39% lower than the national average. Only 33% are married, and above average percentages live in non-family households or group quarters. Eighty percent are renters, which is more than twice the national average. Struggling Metro Mix households are primarily located in urban areas, particularly cities like New York, D.C., Chicago, New Orleans, Houston, Austin, Los Angeles, San Francisco, and Honolulu. Education beyond high school is not likely and one-third have not earned a high school diploma.

Struggling Metro Mix ranks in the top five segments in shopping at convenience food marts, using a Laundromat and primarily banking near their work. They also rank high in listening to urban contemporary radio stations and reading *Jet* and *Ebony* magazines.

# Demographic Data

Age	Mean	Index	Rank
0 - 4 Years	7.61	109	12
5 - 9 Years	7.42	104	19
10 - 14 Years	7.44	104	23
15 - 17 Years	3.62	88	34
18 - 20 Years	4.04	97	23
21 Years	1.56	114	12
22 - 24 Years	4.37	113	9
25 - 29 Years	7.32	113	7
30 - 34 Years	9.02	127	5
35 - 39 Years	9.31	125	5
40 - 44 Years	8.47	105	14
45 - 49 Years	6.77	92	35
50 - 54 Years	5.42	82	38
55 - 59 Years	3.76	76	41
60 - 64 Years	3.18	77	42
65 - 69 Years	2.79	78	40
70 - 74 Years	2.56	77	39
75 - 84 Years	3.80	84	34
85 + Years	1.54	98	28
<b>Average Age</b>	<b>34.65</b>	<b>94</b>	<b>38</b>
<b>Median Age</b>	<b>34.05</b>	<b>93</b>	<b>37</b>

Income	Mean	Index	Rank
< \$15,000	28.09	195	8
\$15,000 - \$25,000	18.02	143	11
\$25,000 - \$35,000	15.00	125	9
\$35,000 - \$50,000	15.65	99	29
\$50,000 - \$75,000	13.43	67	43
\$75,000 - \$100,000	5.40	48	43
\$100,000 - \$150,000	3.06	37	41
\$150,000 +	1.36	24	41
<b>Average Income</b>	<b>\$36,200</b>	<b>58</b>	<b>44</b>
<b>Median Income</b>	<b>\$27,595</b>	<b>61</b>	<b>43</b>

Race/Ethnicity	Mean	Index	Rank
White	35.51	44	47
Black	43.16	358	4
Native American	0.65	82	22
Asian	11.21	404	2
Pacific Islander	0.68	466	3
Other	8.81	223	4
Hispanic	16.91	188	5

Population Type	Mean	Index	Rank
Family HHs	70.10	84	40
Non-family HHs	24.95	183	7
Group Quarters	4.96	184	9

Owner/Renter	Mean	Index	Rank
Owner Occupied	19.31	30	45
Renter Occupied	80.70	225	6
<b>Median Rent Paid</b>	<b>\$350</b>	<b>94</b>	<b>28</b>

Property Value	Mean	Index	Rank
< \$50,000	13.59	111	20
\$50,000 - \$100,000	31.06	105	27
\$100,000 - \$150,000	22.42	99	25
\$150,000 - \$200,000	11.69	95	24
\$200,000 - \$300,000	12.24	98	22
\$300,000 - \$400,000	4.82	98	20
\$400,000 - \$500,000	2.11	90	17
\$500,000+	2.08	60	19
<b>Median Property Value</b>	<b>\$111,940</b>	<b>95</b>	<b>26</b>

Units in Structure	Mean	Index	Rank
1 Unit (Attached)	6.09	116	19
1 Unit (Detached)	13.13	22	46
2 Units	6.65	137	10
3 - 9 Units	23.99	249	4
10 - 49 Units	30.28	353	5
50 + Units	17.85	415	6
Mobile Home	0.63	9	43
Other Type of Unit	1.39	126	13

Education	Mean	Index	Rank
Some High School	33.63	136	12
High School Graduate	25.29	84	37
Some College	18.30	98	29
Associate Degree	5.57	90	30
Bachelors Degree	11.23	86	25
Post Graduate Degree	5.97	83	25

Persons in Unit	Mean	Index	Rank
1 Person	40.14	163	6
2 Persons	26.42	82	43
3 - 4 Persons	23.99	74	44
5 - 6 Persons	7.24	78	36
7+ Persons	2.21	128	9
<b>Average HH Size</b>	<b>2.30</b>	<b>88</b>	<b>39</b>

# Lifestyle Data

## Struggling Metro Mix Members are more likely to...

### Leisure & Recreation

	Index
1. Eat at Popeyes Chicken	247
2. Eat at Jack-In-The-Box	190
3. Shop Arco AM/PM	163
4. Visit a Six Flags Amusement Park	146
5. Shop at 7-11	143
6. Eat at Carl's Jr.	141
7. Purchase a women's suit with a skirt	136
8. Eat at T.G.I.Friday's	136
9. Eat at Denny's	133
10. Purchase hot dogs at a convenience store	132
11. Spend \$100 or more a month on long distance	128
12. Purchase costume rings	126
13. Use nonprescription cough syrup	125
14. Have Sprint as the primary long distance carrier	124
15. Use a Laundromat	124

### Communications & Technology

	Index
1. Access the internet at a local library	213
2. Make 3+ phone calls from a pay phone monthly when not at home	194
3. Not subscribe to cable/satellite television because it is too expensive	191
4. Believe it important to consolidate communication & energy service	182
5. Have one working television in the household	167
6. Make 3+ calls with a prepaid calling card monthly when not at home	161
7. Subscribe to Univision	153
8. Have premium cable	150
9. Have made collect calls in the last six months	144
10. Subscribe to the Inside Wire Maintenance plan (wireline)	138

### Financial Services

	Index
1. Have a student loan	148
2. Use a telephone bill paying service	133
3. Have a checking account with restricted teller use	125
4. Use a SMART card	106
5. Use a bank branch closest to work	106
6. Use a nontraditional bank branch	105
7. Use a telephone to access account balances	102
8. Use a telephone access service	101
9. Have an auto lease obtained directly from a financial institution	101
10. Use an ATM/Debit card	101

# Lifestyle Data

## Struggling Metro Mix Members are more likely to...

### Media Preferences

	Index
1. Read Jet magazine	483
2. Read Ebony magazine	423
3. Watch BET	273
4. Listen to urban contemporary radio format	271
5. Watch The Billboard Music Awards	190
6. Read Vogue magazine	189
7. Watch the Jenny Jones Show	167
8. Watch Court TV	166
9. Read women's fashion magazines	164
10. Read music magazines	162
11. Watch General Hospital	158
12. Read National Enquirer magazine	154
13. Listen to all news radio format	154
14. Watch Buffy the Vampire Slayer	151
15. Watch ABC News Nightline	151

### Home Furnishings & Improvements

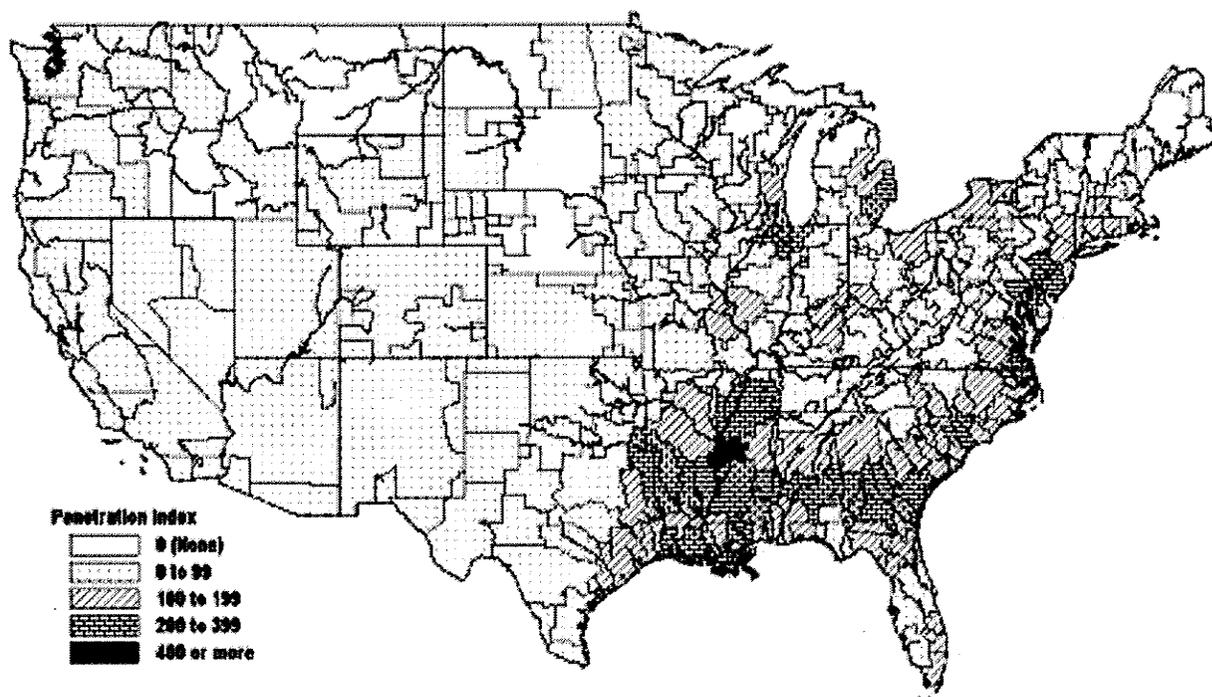
	Index
1. Purchase cartridge film	179
2. Have purchased a coffee maker in the last year	118
3. Have purchased a video game system in the last year	116
4. Have purchased a television for \$300 or more in the last year	108
5. Own a gas stove/range	105
6. Have purchased a washing machine in the last year	104
7. Have purchased living room furniture in the last year	101
8. Have purchased table settings in the last year	99
9. Own a television with picture-in-picture	97
10. Have purchased kitchen/cooking products in the last year	95

### Power Utilities

	Index
1. Be very likely to purchase a home security system	180
2. Use built-in room or baseboard heaters as primary heating system	170
3. Be very likely to participate in a fuel cells program	169
4. Be very likely to purchase renewable resource energy	158
5. Be very likely to purchase a payment protection plan	152
6. Be very likely to purchase point-of-use surge protection	141
7. Have two window or wall-mounted room air conditioners	141
8. Be very likely to participate in home energy audits	135
9. Have a gas stove	131
10. Be very likely to participate in a fixed rate billing plan	128

# 46 Difficult Times

## Segment Concentration by Designated Market Area (DMA)



This segment is primarily comprised of families with children. They have well below the national average income and education levels. They are likely to be renters and work in the service sector or other blue-collar occupations.

Adults in the Difficult Times segment are more likely than average to be between the ages of 18 and 34 and they are 30% more likely than average to have children. They rank second in the percentage of children of all ages. Of the households with children, over 60% are non-married, female-headed families. In general, these households are 56% less likely than average to contain a married couple. At 78%, this segment ranks first in its share of African American households (over six times the national average). They rank near last in household and per capita income and are over three times as likely to have an income below the poverty level. Difficult Times households are over twice as likely as average to be in urban areas, especially in Louisiana, Mississippi, Alabama and Georgia. This segment is also top ranking for the percent of households with one worker, and ranks third for percent with no workers. Half of the individuals in Difficult Times have not completed high school. Sixty percent of workers are employed in blue-collar positions, particularly in the services sector. Two-thirds live in rented housing and Difficult Times ranks second for the percentage of households living in one-unit attached and two-unit structures.

This segment is likely to make jewelry purchases and buy men and women's designer jeans. They also watch a great deal of daytime television and are likely to own a Sega Game System.

# Demographic Data

Age	Mean	Index	Rank
0 - 4 Years	10.42	149	2
5 - 9 Years	9.90	138	2
10 - 14 Years	9.47	132	2
15 - 17 Years	5.18	126	2
18 - 20 Years	4.83	116	9
21 Years	1.61	118	10
22 - 24 Years	4.48	116	8
25 - 29 Years	7.31	113	8
30 - 34 Years	7.37	104	18
35 - 39 Years	6.87	92	36
40 - 44 Years	6.62	82	44
45 - 49 Years	5.66	77	42
50 - 54 Years	4.67	70	45
55 - 59 Years	3.44	69	45
60 - 64 Years	3.06	74	43
65 - 69 Years	2.67	74	43
70 - 74 Years	2.31	69	42
75 - 84 Years	3.04	67	40
85 + Years	1.11	70	37
<b>Average Age</b>	<b>30.96</b>	<b>84</b>	<b>45</b>
<b>Median Age</b>	<b>28.23</b>	<b>77</b>	<b>47</b>

Income	Mean	Index	Rank
< \$15,000	39.17	272	4
\$15,000 - \$25,000	18.49	147	10
\$25,000 - \$35,000	12.66	106	32
\$35,000 - \$50,000	12.21	77	39
\$50,000 - \$75,000	10.50	53	45
\$75,000 - \$100,000	4.05	36	45
\$100,000 - \$150,000	2.12	26	45
\$150,000 +	0.79	14	47
<b>Average Income</b>	<b>\$30,077</b>	<b>49</b>	<b>46</b>
<b>Median Income</b>	<b>\$20,857</b>	<b>46</b>	<b>47</b>

Race/Ethnicity	Mean	Index	Rank
White	13.05	16	50
Black	77.78	645	1
Native American	0.38	48	39
Asian	1.08	39	39
Pacific Islander	0.06	42	35
Other	7.67	195	6
Hispanic	12.60	140	8

Population Type	Mean	Index	Rank
Family HHs	86.34	103	21
Non-family HHs	11.86	87	30
Group Quarters	1.80	67	34

Owner/Renter	Mean	Index	Rank
Owner Occupied	35.59	55	40
Renter Occupied	64.42	180	11
<b>Median Rent Paid</b>	<b>\$243</b>	<b>65</b>	<b>44</b>

Property Value	Mean	Index	Rank
< \$50,000	48.56	396	2
\$50,000 - \$100,000	36.35	123	23
\$100,000 - \$150,000	9.42	41	46
\$150,000 - \$200,000	3.02	24	47
\$200,000 - \$300,000	1.94	16	46
\$300,000 - \$400,000	0.43	9	46
\$400,000 - \$500,000	0.12	5	47
\$500,000+	0.16	5	47
<b>Median Property Value</b>	<b>\$51,493</b>	<b>44</b>	<b>49</b>

Units in Structure	Mean	Index	Rank
1 Unit (Attached)	12.43	236	2
1 Unit (Detached)	34.57	59	38
2 Units	12.93	267	2
3 - 9 Units	21.73	225	5
10 - 49 Units	11.06	129	14
50 + Units	4.37	102	14
Mobile Home	1.49	21	39
Other Type of Unit	1.42	130	12

Education	Mean	Index	Rank
Some High School	49.49	200	3
High School Graduate	27.61	92	31
Some College	13.53	72	47
Associate Degree	3.62	59	48
Bachelors Degree	3.90	30	49
Post Graduate Degree	1.86	26	49

Persons in Unit	Mean	Index	Rank
1 Person	25.58	104	21
2 Persons	23.39	73	47
3 - 4 Persons	32.43	100	28
5 - 6 Persons	13.56	147	7
7+ Persons	5.05	292	3
<b>Average HH Size</b>	<b>2.96</b>	<b>113</b>	<b>9</b>

# Lifestyle Data

## Difficult Times Members are more likely to...

### Leisure & Recreation

	Index
1. Eat at Popeyes Chicken	359
2. Purchase precious bracelets	184
3. Purchase costume bracelets	175
4. Purchase a women's slip	167
5. Purchase dress boots	167
6. Purchase juice drinks at a convenience store	167
7. Purchase costume rings	157
8. Purchase men's designer jeans	156
9. Purchase hot dogs at a convenience store	156
10. Purchase women's designer jeans	150
11. Use sore throat remedies	148
12. Purchase dress watches	148
13. Use a Laundromat	147
14. Purchase precious earrings	142
15. Visit a Six Flags Amusement Park	138

### Communications & Technology

	Index
1. Believe it very important to consolidate comm. & energy service	274
2. Be very likely to purchase wireless service in the next six months	259
3. Have prepaid wireless service	255
4. Subscribe to caller ID blocking (wireline)	220
5. Make 3+ calls from a pay phone monthly when not at home	212
6. Prefer to communicate with utility provider in person	207
7. Be definitely interested in purchasing a new PC	197
8. Be very interested in digital cable	185
9. Have premium cable	176
10. Subscribe to the Home 800 Number plan (wireline)	175

### Financial Services

	Index
1. Have an interest checking account with restricted teller use	122
2. Have a checking account with restricted teller use	113
3. Use a telephone bill paying service	110
4. Have a non-interest checking account with restricted teller use	107
5. Have a student loan	90
6. Have an auto lease obtained directly through a financial institution	86
7. Have Social Security direct deposit	86
8. Have a personal loan for home improvements	85
9. Use a bank branch closest to work	83
10. Use a nontraditional bank branch	82

# Lifestyle Data

## Difficult Times Members are more likely to...

### Media Preferences

	<b>Index</b>
1. Read Jet magazine	565
2. Read Ebony magazine	539
3. Watch BET	401
4. Listen to urban contemporary radio format	389
5. Watch One Life to Live	294
6. Watch All My Children	269
7. Watch the Jenny Jones Show	259
8. Watch the Jerry Springer Show	239
9. Read Star magazine	227
10. Watch the Montel Williams Show	227
11. Watch The Young and the Restless	223
12. Watch General Hospital	222
13. Watch The Billboard Music Awards	206
14. Watch the Maury Povich Show	205
15. Watch Buffy the Vampire Slayer	186

### Home Furnishings & Improvements

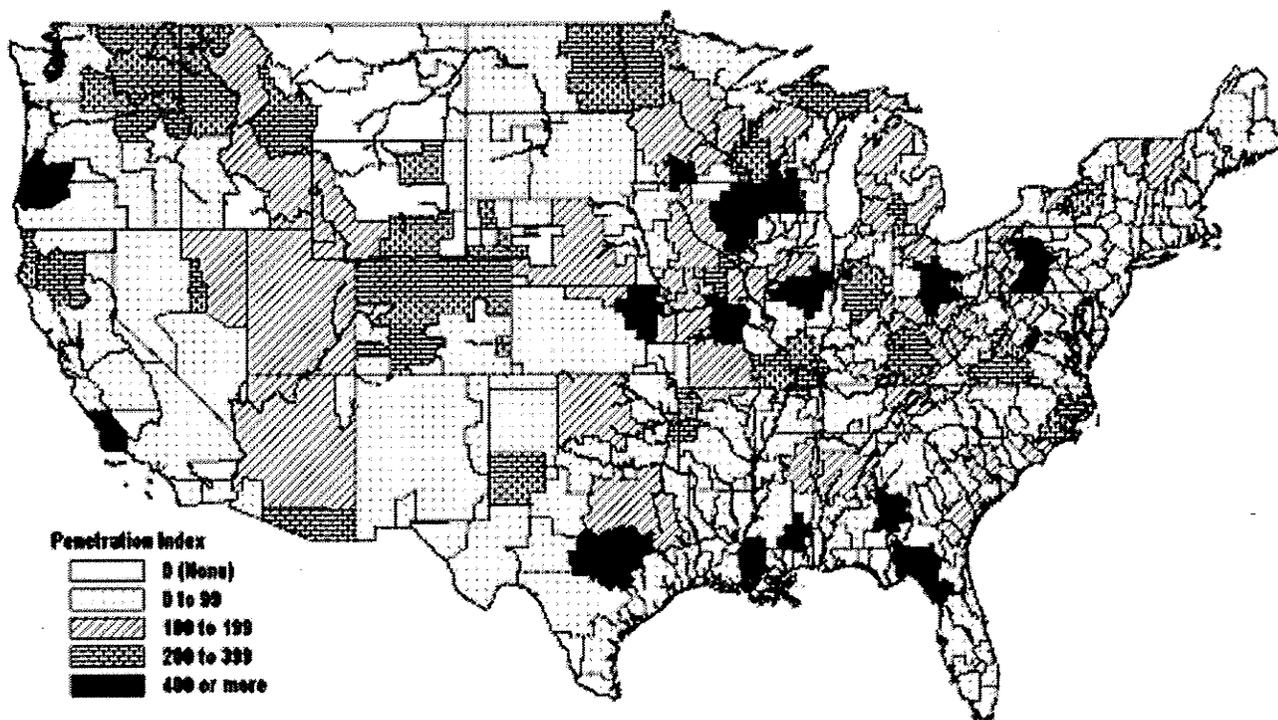
	<b>Index</b>
1. Have purchased a small television recently	113
2. Own a Sega Game System	108
3. Have remodeled a kitchen in the last year	107
4. Have purchased any television in the last year	107
5. Own four or more televisions	98
6. Own a TV/VCR combination	91
7. Have purchased bedroom furniture in the last year	91
8. Have remodeled other rooms in the last year	87
9. Have purchased table settings in the last year	86
10. Own a gas stove/range	85

### Power Utilities

	<b>Index</b>
1. Be very likely to purchase a payment protection plan	257
2. Be very likely to purchase an extended warranty	256
3. Be very likely to purchase a home security system	248
4. Be very likely to purchase a wire warranty	218
5. Currently participate in a fixed rate billing plan	201
6. Be very likely to participate in a load management program	196
7. Have two window or wall-mounted room air conditioners	192
8. Participate in a Pay-Go metering program	190
9. Be interested in purchasing an extended warranty from utility provider	175
10. Have an extended warranty or service contract for the water heater	168

# 47 University USA

## Segment Concentration by Designated Market Area (DMA)



This segment is typically young singles with very low incomes, living in non-family households and group quarters. They live primarily in urban areas. Almost all are currently in college, living in one or two person households and in structures with two or more units.

University USA has the highest share of young adults between 18 and 24 years of age. These households typically have one or two persons and a median household income less than half that of the national average. Although containing, predominately, white households, Asian households are present at a rate more than twice that of the average. Only 9% of these individuals are married, 86% live in non-family households or group quarters (ranking fifth and second, respectively), and only 10% of these households have children. Ninety-six percent are currently enrolled in college, and University USA households are primarily located in college towns such as Gainesville and Tallahassee, Florida; Columbus, Ohio; Madison, Wisconsin; and Eugene, Oregon. Those in the University USA segment work in white-collar positions, ranking first for the percentage employed in administrative support and second in technical support positions. This segment also ranks first for the percentage living in rental housing.

University USA ranks high in participating in many leisure activities such as jogging, weightlifting, in-line skating and hiking. This segment is also very likely to have student loans, use an ATM or debit card and own a laptop.

# Demographic Data

Age	Mean	Index	Rank
0 - 4 Years	1.72	25	50
5 - 9 Years	1.74	24	50
10 - 14 Years	1.49	21	50
15 - 17 Years	1.05	26	50
18 - 20 Years	44.65	1074	1
21 Years	12.34	902	1
22 - 24 Years	11.55	300	1
25 - 29 Years	3.62	56	50
30 - 34 Years	6.96	98	26
35 - 39 Years	4.78	64	50
40 - 44 Years	2.73	34	50
45 - 49 Years	1.78	24	50
50 - 54 Years	1.31	20	50
55 - 59 Years	0.92	19	50
60 - 64 Years	0.70	17	50
65 - 69 Years	0.57	16	50
70 - 74 Years	0.55	17	50
75 - 84 Years	0.96	21	50
85 + Years	0.59	37	48
<b>Average Age</b>	<b>25.28</b>	<b>69</b>	<b>50</b>
<b>Median Age</b>	<b>22.28</b>	<b>61</b>	<b>50</b>

Income	Mean	Index	Rank
< \$15,000	42.26	293	2
\$15,000 - \$25,000	20.48	163	3
\$25,000 - \$35,000	12.59	105	34
\$35,000 - \$50,000	10.83	68	42
\$50,000 - \$75,000	7.72	39	49
\$75,000 - \$100,000	3.06	27	49
\$100,000 - \$150,000	1.90	23	46
\$150,000 +	1.16	20	44
<b>Average Income</b>	<b>\$27,154</b>	<b>44</b>	<b>49</b>
<b>Median Income</b>	<b>\$18,779</b>	<b>41</b>	<b>49</b>

Race/Ethnicity	Mean	Index	Rank
White	83.84	104	29
Black	7.88	65	19
Native American	0.44	56	34
Asian	6.06	218	7
Pacific Islander	0.12	82	19
Other	1.66	42	34
Hispanic	3.85	43	39

Population Type	Mean	Index	Rank
Family HHs	14.07	17	50
Non-family HHs	30.02	220	5
Group Quarters	56.06	2082	2

Owner/Renter	Mean	Index	Rank
Owner Occupied	14.07	22	50
Renter Occupied	85.94	240	1
<b>Median Rent Paid</b>	<b>\$354</b>	<b>95</b>	<b>26</b>

Property Value	Mean	Index	Rank
< \$50,000	10.14	83	24
\$50,000 - \$100,000	38.51	131	17
\$100,000 - \$150,000	25.72	113	17
\$150,000 - \$200,000	13.04	105	22
\$200,000 - \$300,000	7.52	60	29
\$300,000 - \$400,000	2.44	50	28
\$400,000 - \$500,000	1.10	47	26
\$500,000+	1.53	44	23
<b>Median Property Value</b>	<b>\$102,617</b>	<b>87</b>	<b>27</b>

Units in Structure	Mean	Index	Rank
1 Unit (Attached)	2.43	46	43
1 Unit (Detached)	16.61	28	44
2 Units	6.36	131	11
3 - 9 Units	26.05	270	2
10 - 49 Units	33.34	389	2
50 + Units	11.48	267	7
Mobile Home	2.02	28	35
Other Type of Unit	1.73	158	5

Education	Mean	Index	Rank
Some High School	10.67	43	43
High School Graduate	13.73	46	49
Some College	20.48	109	16
Associate Degree	6.46	105	18
Bachelors Degree	25.92	198	8
Post Graduate Degree	22.73	315	3

Persons in Unit	Mean	Index	Rank
1 Person	37.64	153	8
2 Persons	33.52	105	19
3 - 4 Persons	24.15	74	43
5 - 6 Persons	4.00	43	44
7+ Persons	0.70	40	41
<b>Average HH Size</b>	<b>2.14</b>	<b>81</b>	<b>44</b>

# Lifestyle Data

## University USA Members are more likely to...

### Leisure & Recreation

	<b>Index</b>
1. Rollerblade or in-line skate	431
2. Shop at Circle K	400
3. Be a member of a fraternal order	308
4. Play softball	270
5. Have stayed 15 or more nights on foreign travel in the last 3 years	261
6. Use a Laundromat	258
7. Purchase a women's evening dress	246
8. Spend more than \$60 a month on long distance	227
9. Wear soft contact lenses	226
10. Shop at Stop-N-Go	221
11. Go jogging	219
12. Go to a bar or nightclub	217
13. Purchase fountain soft drinks at a convenience store	214
14. Play tennis	211
15. Participate in weightlifting	204

### Communications & Technology

	<b>Index</b>
1. Have internet access at school	580
2. Have internet access at a local library	398
3. Make 1 or 2 prepaid calling card calls monthly when not at home	285
4. Rate local phone provider's overall service as poor/very poor	281
5. Have one working television in the household	272
6. Have a DVD player	256
7. Use the internet at home and work for education	244
8. Rate phone provider's variety of programs/services offered as poor	234
9. Be interested in a cable modem	223
10. Use the internet at home to listen to music	218

### Financial Services

	<b>Index</b>
1. Have a student loan	335
2. Have any personal loan	255
3. Bank by mail	200
4. Have a non-interest checking account with restricted teller use	172
5. Have a ROTH IRA	169
6. Use a SMART card	160
7. Access financial accounts online	145
8. Have an American Express card	134
9. Have a debit card with the VISA or MasterCard logo	129
10. Use an ATM/Debit card	124

# Lifestyle Data

## University USA Members are more likely to...

### Media Preferences

	<b>Index</b>
1. Read Glamour magazine	379
2. Read Entertainment Weekly magazine	337
3. Read Rolling Stone magazine	325
4. Read Vogue magazine	308
5. Read Cosmopolitan magazine	296
6. Listen to modern rock radio format	241
7. Watch The Simpsons	239
8. Watch MTV	231
9. Watch VH-1	229
10. Watch Seinfeld	222
11. Refer to yellow pages for dry cleaners	221
12. Watch Showtime	213
13. Watch Comedy Central	198
14. Watch Days of Our Lives	196
15. Watch Friends	195

### Home Furnishings & Improvements

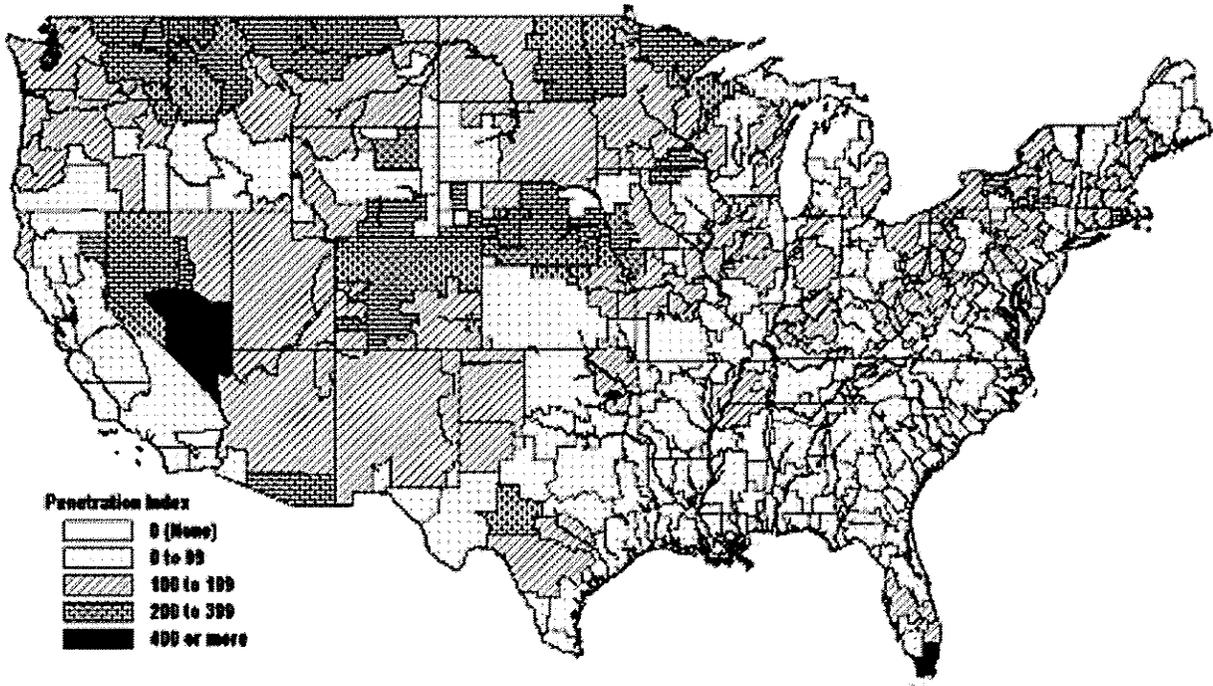
	<b>Index</b>
1. Own a laptop PC	310
2. Have purchases a vacuum cleaner in the last year	201
3. Own a CD player	145
4. Own an espresso/cappuccino maker	136
5. On a Nintendo game system	131
6. Have purchased table settings in the last year	125
7. Have purchased bedding/bath goods in the last year	123
8. On a desktop PC	121
9. Have purchased seven or more rolls of film in the last year	119
10. Have purchased low ticket furniture items in the last year	119

### Power Utilities

	<b>Index</b>
1. Be very interested in online energy audits	342
2. Not know what type of system is used as the primary heating system	235
3. Be very likely to participate in a load management program	209
4. Use built-in room or baseboard heaters as primary heating system	207
5. Be very likely to purchase renewable resource energy	181
6. Be very likely to purchase a home security system	178
7. Be interested in ordering new services online	178
8. Be very likely to participate in home energy audits	168
9. Use electric for the primary heating system fuel	155
10. Rate electric providers overall services as neutral	153

# 48 Urban Singles

## Segment Concentration by Designated Market Area (DMA)



This segment contains primarily young adults and seniors, renting in urban or suburban areas. They are most likely single occupant households residing in multi-unit structures. They have a very low level of income and a lower than average level of education.

Urban Singles are primarily young adults age 18 to 21 and 30 to 39 years or seniors over the age of 65. They rank first in the concentration of adults over 85, and have the second highest average and median age. Children are present in less than ten percent of Urban Singles households, a much lower rate than average, and they rank first in percentage of one-person households. This is also a relatively ethnically diverse segment, containing above average shares of African American, Native American and Hispanic households. Their median household income is less than half the national average and the per capita income is 32% below the national average. Both the Miami and Las Vegas areas have very high concentrations of Urban Singles. Educational attainment beyond some high school is below average. Twenty-nine percent of these households have no workers (twice the national average) and 30% have one worker. The ratio of white- to blue-collar workers is similar to that of the nation, but they do have the highest share of workers in service occupations.

Urban Singles are likely to enjoy traveling and dining out. They shop frequently at convenience stores and are likely to own a video game system.

# Demographic Data

Age	Mean	Index	Rank
0 - 4 Years	3.67	52	46
5 - 9 Years	3.68	51	47
10 - 14 Years	3.68	51	47
15 - 17 Years	1.81	44	46
18 - 20 Years	5.27	127	6
21 Years	1.70	124	7
22 - 24 Years	3.78	98	23
25 - 29 Years	5.79	89	43
30 - 34 Years	8.53	120	8
35 - 39 Years	8.25	111	10
40 - 44 Years	6.96	87	41
45 - 49 Years	5.54	75	45
50 - 54 Years	4.75	71	44
55 - 59 Years	3.76	76	42
60 - 64 Years	3.76	91	34
65 - 69 Years	4.49	125	6
70 - 74 Years	5.78	174	3
75 - 84 Years	12.91	286	2
85 + Years	5.90	375	1
<b>Average Age</b>	<b>46.14</b>	126	2
<b>Median Age</b>	<b>46.44</b>	127	2

Income	Mean	Index	Rank
< \$15,000	45.89	318	1
\$15,000 - \$25,000	19.66	156	4
\$25,000 - \$35,000	11.93	100	36
\$35,000 - \$50,000	9.99	63	46
\$50,000 - \$75,000	7.41	37	50
\$75,000 - \$100,000	2.61	23	50
\$100,000 - \$150,000	1.53	18	49
\$150,000 +	0.98	17	46
<b>Average Income</b>	<b>\$25,889</b>	42	50
<b>Median Income</b>	<b>\$17,091</b>	38	50

Race/Ethnicity	Mean	Index	Rank
White	77.90	97	35
Black	15.15	126	12
Native American	0.94	120	17
Asian	2.55	92	21
Pacific Islander	0.08	55	29
Other	3.37	85	15
Hispanic	9.88	110	10

Population Type	Mean	Index	Rank
Family HHs	39.42	47	47
Non-family HHs	44.78	328	3
Group Quarters	15.83	588	4

Owner/Renter	Mean	Index	Rank
Owner Occupied	15.99	25	49
Renter Occupied	84.02	235	2
<b>Median Rent Paid</b>	<b>\$264</b>	71	42

Property Value	Mean	Index	Rank
< \$50,000	21.41	175	16
\$50,000 - \$100,000	37.19	126	22
\$100,000 - \$150,000	20.95	92	27
\$150,000 - \$200,000	8.75	71	29
\$200,000 - \$300,000	6.94	56	30
\$300,000 - \$400,000	2.36	48	29
\$400,000 - \$500,000	1.01	43	27
\$500,000+	1.40	40	24
<b>Median Property Value</b>	<b>\$87,600</b>	74	32

Units in Structure	Mean	Index	Rank
1 Unit (Attached)	2.13	41	44
1 Unit (Detached)	8.11	14	47
2 Units	4.27	88	26
3 - 9 Units	15.27	158	13
10 - 49 Units	26.92	314	6
50 + Units	39.87	928	2
Mobile Home	0.92	13	40
Other Type of Unit	2.51	229	1

Education	Mean	Index	Rank
Some High School	37.26	150	7
High School Graduate	26.54	89	33
Some College	16.61	89	35
Associate Degree	4.44	72	45
Bachelors Degree	9.45	72	29
Post Graduate Degree	5.70	79	26

Persons in Unit	Mean	Index	Rank
1 Person	66.13	269	1
2 Persons	22.46	70	49
3 - 4 Persons	9.12	28	50
5 - 6 Persons	1.89	20	48
7+ Persons	0.39	23	46
<b>Average HH Size</b>	<b>1.55</b>	59	50

# Lifestyle Data

## Urban Singles Members are more likely to...

### Leisure & Recreation

	<b>Index</b>
1. Eat at Papa John's	302
2. Use a Laundromat	271
3. Shop at Circle K	253
4. Use motor oil additive	230
5. Shop at Stop-N-Go	228
6. Have stayed 15 or more nights on foreign travel in the last 3 years	190
7. Purchase costume rings	182
8. Travel less than one mile to a grocery store	178
9. Purchase ice cream at a convenience store	176
10. Visit Disney World (FL)	171
11. Go bowling	170
12. Purchase dress watches	165
13. Go to the zoo	162
14. Eat at Long John Silver	161
15. Eat at Subway	161

### Communications & Technology

	<b>Index</b>
1. Have one working television in the household	224
2. Not subscribe to wireless service because they don't need it	204
3. Rate local phone provider's ability to assist in work at home as poor	178
4. Rate long distance provider's value for money spent as very poor	169
5. Rate phone provider's variety of programs/services offered as poor	147
6. Rate cable provider's value for money spent as very good	146
7. Have switched long distance provider 2+ times in the last year	144
8. Subscribe to Univision	144
9. Have switched long distance provider because of billing problems	139
10. Prefer to communicate with utility provider by mail	130

### Financial Services

	<b>Index</b>
1. Have Social Security direct deposit	137
2. Use a telephone bill paying service	114
3. Have a student loan	110
4. Bank at an ATM	109
5. Have a savings account	107
6. Have a non-interest checking account with restricted teller use	105
7. Have homeowner or personal property insurance greater than \$300K	104
8. Have a checking account with restricted teller use	103
9. Have any MasterCard	100
10. Use nontraditional banking	100

# Lifestyle Data

## Urban Singles Members are more likely to...

### Media Preferences

	<b>Index</b>
1. Read The Cable Guide	239
2. Read Smithsonian magazine	228
3. Watch King of the Hill	227
4. Read Star magazine	215
5. Read science/technology magazines	213
6. Watch FX	212
7. Read Glamour magazine	211
8. Listen to urban contemporary radio format	211
9. Read Time magazine	198
10. Read Jet magazine	196
11. Read US News & World Report	194
12. Watch VH-1	194
13. Listen to album oriented progressive rock radio format	192
14. Read Ebony magazine	190
15. Read Martha Stewart Living magazine	186

### Home Furnishings & Improvements

	<b>Index</b>
1. Own a Sega game system	218
2. Have purchased living room furniture in the last year	176
3. Own an Apple/Mac PC	168
4. Purchase cartridge film	143
5. Have purchased curtains in the last year	143
6. Have purchased a sofa sectional in the last year	141
7. Have purchased a coffee maker in the last year	141
8. Have purchased bedroom furniture in the last year	134
9. Have purchased interior light fixtures in the last year	116
10. Have purchased table settings in the last year	116

### Power Utilities

	<b>Index</b>
1. Use built-in room or baseboard heaters as primary heating system	193
2. Use steam or hot water as the primary heating system	180
3. Have one window or wall-mounted room air conditioner	179
4. Be not at all likely to participate in cash rebates	131
5. Use electric for the primary heating system fuel	124
6. Be not at all likely to purchase a programmable thermostat	116
7. Be not at all likely to purchase whole-house surge protection	113
8. Be not at all likely to participate in time-of-use rates	112
9. Have an electric stove	109
10. Be not at all likely to purchase an outage alert system	108

## 49 Anomalies

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In every cluster solution, there are some observations that do not fit perfectly with the identified cluster. In the case of MicroVision, there were a small number of ZIP+4s whose characteristics were unusual and unlike the homogeneous clusters in the solution.

Many times these “outliers” can be forced into a clustering solution to make the resulting segmentation scheme look better. However, this can result in a loss of homogeneity within a cluster. Therefore, the ZIP+4 outliers in MicroVision have been assigned to their own segment in order to eliminate them from consideration in the development of a target market definition.

Statistically, these outliers include any ZIP+4 whose characteristics were more than three standard deviations away from any of the cluster centroids. Functionally, these ZIP+4s represent a small number of unusual areas that should not be included in a marketing plan. While data exist for the ZIP+4s in this segment, by definition, they are not homogeneous and cannot be expected to behave in a consistent manner.

## 50 Unclassified

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The small numbers of ZIP+4s included in this segment are unclassified due to a lack of residential data. As a result, these areas are similar to Segment 49 in their lack of homogeneity. Since they reflect a lack of data indicating residential populations, they are likely to be business ZIP+4s or PO Boxes.