

ABOUT LIVING WELL

The members of Living Well have grown children, enjoying comfortable incomes and the freedom of an empty nest. A small majority is married, and most are homeowners with a long length of residence. Major expenses include home remodeling projects – often adding a porch, deck or patio – in the past 12 months, and many plan to tackle a bathroom remodel in the upcoming year. Home improvements in the past 12 months account for an additional several hundred dollars. Motorcycles are another shared interest. When they're not behind the wheel of a compact pickup, you might find Living Well members enjoying a leisurely ride on their newly purchased Harley-Davidson cruisers.

LIVING WELL, A DAY IN THE LIFE

Name of protagonist: "Jack"

Wakes up... at 5:30 a.m. and pulls on comfortable clothes for a fast-paced fitness walk. His class reunion is about a month away and he wants to shed a few pounds. He showers, brews coffee and heads to his small real estate office.

Spends the day... showing ranch-style homes to a couple that is moving to the area. After about 15 houses, he knows that he is going to have to work for this commission.

Talks about weekend plans to... enjoy a scenic ride on his new Harley. It's something he's wanted for a while, and he loves the feeling of freedom.

Has a meeting with... his broker to look at taking some money out of his mutual fund to buy a few undervalued stocks that his broker recommends. He wants to retire a little more «upscale» than where his current investments would allow, and is willing to take a bit more risk to get there.

Spends the evening... attending a professional real estate agent quarterly meeting, but he'll have to remember to steer clear of free snacks if he's going to drop 10 pounds.

Goes to bed at... 11:15 p.m.,

Watching... not watching, but reading a recent bestseller that his son and daughter-in-law sent him for his birthday.



HOUSEHOLDS: 6,053,100 (4.32% OF U.S.)

CLUSTERS

- 14 Career Centered
- 15 Country Ways
- 23 Good Neighbors

WHEN THEY GREW UP...

- HBO begins program distribution via satellite
- "Laverne & Shirley" premieres on ABC-TV
- Kenneth Gibson is first black president of U.S. Conference of Mayors
- The first electron micrograph of an Ebola viral particle was obtained by Dr. F.A. Murphy

SHOPPING...

- Lowe's
- Chico's
- Hallmark Gold Crown
- Pier 1 Imports
- Smith's

DIGITAL/ONLINE...

- CenturyLink
- Computers 5+ Years Old
- Bing Maps
- Technology Homepages
- Desktop Publishing

FINANCIAL...

- Credit Unions
- American Express Platinum
- Farmers Insurance
- Delta Dental Insurance
- Own Vacation/Weekend Home

TV/RADIO...

- Classic Rock
- Oldies
- Home Living Network
- QVC
- "Property Virgins"

MAGAZINES/NEWSPAPERS...

- Consumer Reports
- Family Handyman
- Prevention
- Woman's World
- Cover-to-Cover Newspaper Readers

ACTIVITIES...

- Baking
- Sewing
- Collect Antiques
- Own Boats
- Fitness Walking

TRAVEL/AUTO...

- Compact Pickups
- Harley-Davidson
- Nissan
- Take Cruises
- Comfort Inns

Group Info

Age	46-65
Marital Status	Married/Single
Home Ownership	Owner
Kids	No Kids
Income	\$75,000 - \$119,999
Income Rank	6
Urbanicity	Outer Suburbs & Towns
Urbanicity Rank	18
Net Worth	\$25K-\$499K
Net Worth Rank	7



	Group %	National %	Index
Age - Head of Household			
18-23 Years	0.0%	3.7%	0
24-29 Years	0.0%	7.9%	0
30-35 Years	0.1%	9.9%	1
36-45 Years	0.5%	18.5%	3
46-55 Years	31.5%	21.1%	149
56-65 Years	62.7%	17.8%	352
66-75 Years	5.0%	11.2%	45
76+ Years	0.1%	10.0%	1
MEAN AGE	57.10	50.70	

	Group %	National %	Index
Estimated Income			
<\$15,000	0.0%	12.5%	0
\$15,000-\$19,999	0.0%	5.7%	0
\$20,000-\$29,999	0.0%	10.6%	0
\$30,000-\$39,999	0.0%	10.0%	0
\$40,000-\$49,999	0.0%	9.7%	0
\$50,000-\$74,999	58.3%	21.6%	270
\$75,000-\$99,999	30.3%	11.4%	266
\$100,000-\$124,999	11.3%	6.4%	177
\$125,000-\$149,999	0.0%	1.7%	0
\$150,000+	0.0%	10.5%	0

	Group %	National %	Index
Presence and Age of Children			
No Children Present	100.0%	63.3%	158
Ages 0-2	0.0%	4.9%	0
Ages 3-5	0.0%	8.7%	0
Ages 6-10	0.0%	13.5%	0
Ages 11-15	0.0%	14.7%	0
Ages 16-17	0.0%	6.1%	0

	Group %	National %	Index
Marital Status			
Single	42.2%	51.3%	82
Married	57.8%	48.7%	119



	Group %	National %	Index
Estimated Net Worth			
< \$1	0.2%	13.6%	1
\$1 - \$4,999	1.0%	7.5%	13
\$5,000 - \$9,999	1.6%	5.4%	30
\$10,000 - \$24,999	4.4%	7.7%	57
\$25,000 - \$49,999	7.9%	7.9%	100
\$50,000 - \$99,999	16.8%	10.8%	156
\$100,000 - \$249,999	37.3%	16.4%	228
\$250,000 - \$499,999	29.5%	12.0%	247
\$500,000 - \$999,999	1.3%	8.1%	15
\$1,000,000 - \$1,999,999	0.0%	5.6%	0
\$2,000,000+	0.0%	5.0%	0

	Group %	National %	Index
Home Ownership Status			
Renter	2.1%	27.6%	8
Home Owner	97.9%	72.4%	135

	Group %	National %	Index
Population Density - HH per Sq. Mile			
0-28	16.5%	9.7%	171
29-103	14.2%	10.2%	139
104-925	28.0%	31.1%	90
926-2508	30.2%	30.4%	99
2509-4371	8.6%	9.5%	90
4372-8167	2.4%	4.5%	53
8168+	0.1%	4.6%	2

	Group %	National %	Index
Length of Residence			
<2 Years	6.3%	15.3%	41
2-5 Years	15.2%	20.9%	73
6-14 Years	37.1%	35.1%	106
15+ Years	41.4%	28.7%	144



	Group %	National %	Index
Market Value of Home			
<\$50,000	7.0%	7.6%	92
\$50,000-\$99,999	22.8%	19.2%	119
\$100,000-\$124,999	13.5%	9.9%	136
\$125,000-\$149,999	13.5%	9.2%	147
\$150,000-\$199,999	20.7%	14.5%	142
\$200,000-\$299,999	16.2%	16.4%	99
\$300,000-\$499,999	4.3%	13.8%	31
\$500,000+	2.0%	9.4%	21

	Group %	National %	Index
Dwelling Unit Size			
Single Family Dwelling	93.0%	85.1%	109
Multiple Family Dwelling	7.0%	14.9%	47

	Group %	National %	Index
Occupation			
Professional/Technical	30.0%	27.9%	108
Administration/Management	9.9%	8.2%	120
Sales/Service	2.6%	2.7%	97
Clerical/White Collar	17.6%	16.8%	105
Craftsman/Blue Collar	23.1%	18.4%	125
Student	0.3%	0.7%	39
Housewife	3.2%	5.8%	54
Retired	4.1%	11.7%	35
Other	5.7%	4.7%	121
Self Employed	3.6%	3.1%	117

	Group %	National %	Index
Education			
Completed High School	54.8%	56.8%	97
Completed College	30.9%	30.6%	101
Completed Graduate School	13.7%	12.2%	113
Attended Vocational/Technical	0.6%	0.4%	134



	Group %	National %	Index
Ethnicity			
Caucasian/Other	83.8%	73.9%	113
African American	6.6%	11.0%	59
Hispanic	7.3%	11.5%	64
Asian	2.3%	3.6%	64

	Group %	National %	Index
Household Size			
One Person Household	28.4%	29.3%	97
Two Person Household	37.1%	26.8%	138
Three Person Household	17.9%	19.8%	91
Four Person Household	10.2%	11.8%	87
Five+ Person Household	6.4%	12.3%	52

	Group %	National %	Index
Mail Responsive			
Mail Order Responsive	86.8%	68.4%	127
Mail Order Buyer	86.7%	68.4%	127
Mail Order Donor	1.5%	1.4%	105

	Group %	National %	Index
Buying Channel Preference - Score = 01			
Internet	9.6%	9.0%	107
Mail	13.1%	9.5%	139
Phone	14.7%	9.2%	159

