

ABOUT BARGAIN HUNTERS

During the day, Bargain Hunters can often be found keeping up with television shows like «Judge Judy,» «Judge Mathis,» «People's Court,» «The Bold & the Beautiful,» «The Dr. Oz Show» and «The View.» Group members also enjoy gospel music on the radio. Most live alone, and income is modest. Gasoline is not a significant expenditure for these consumers – less than \$50 in the previous month. They do, however, treat themselves to health and beauty products ordered from Avon. None have children under 18.

BARGAIN HUNTERS, A DAY IN THE LIFE

Name of protagonist: "Joe»"

Wakes up... at 6:00 a.m. He quickly showers and shaves for work.

Spends the day... working in the shoe repair shop that he has owned for the past 30 years. Since he divorced, there is a lot more paperwork for him to keep up with.

Talks about weekend plans to... drive the old compact pickup down to Quinton to see his daughter and her two kids, Kenny, 8, and Michele, 6. He wants to take them to a movie Sunday.

Has a meeting with... his friends at the coffee shop down the street from the shoe repair store. They usually meet after work. Most of them are single, older men who work in the neighborhood. They often get together to play cards or try their luck at bingo at the veteran's club.

Spends the evening... eating roast and potatoes that he cooked in the slow cooker and watching classic movies on TCM.

Goes to bed at... 10:00 p.m.,

Watching... classic sitcoms on TV Land and the nightly news. He also calls his daughter to say goodnight to her and the grandkids.



HOUSEHOLDS: 8,618,800 (6.15% OF U.S.)

CLUSTERS

- 43 Work & Causes
- 44 Open Houses
- 55 Community Life
- 63 Staying Home
- 68 Staying Healthy

WHEN THEY GREW UP...

- Serial killer "Son of Sam" attacks begin in New York City
- First female cadets accepted to West Point
- Supreme Court rules death penalty not inherently cruel or unusual
- «Roots» is the first TV miniseries

SHOPPING...

- Price Driven
- Family Dollar
- Save-A-Lot
- Offline Only Shoppers
- Brand Name Superior to Generic

DIGITAL/ONLINE...

- Online Occasionals
- Growing Comfort With Computers
- Not Concerned With Online Privacy
- Not Online Shoppers
- Technology Not a Priority

FINANCIAL...

- Financial Pressures
- Drop-in Bankers
- Borrow Money
- One Insured Vehicle
- Medicaid

TV/RADIO...

- High TV Trust
- Urban Radio
- Gospel Radio
- Oxygen
- "Ghost Hunters"

MAGAZINES/NEWSPAPERS...

- Ebony
- O, the Oprah Magazine
- Jet
- Motorcycle Magazines
- Woman's Day

ACTIVITIES...

- NASCAR
- Professional Wrestling
- Concerts on Radio
- Indoor Gardening/Plants
- Fans of the Olympics

TRAVEL/AUTO...

- Travel Security Concerns
- Light Drivers
- Own One Vehicle
- Infrequent Travel
- Change Own Oil

Group Info

Age	46-65
Marital Status	Single/Married
Home Ownership	Owner/Renter
Kids	No Kids
Income	\$15,000 - \$24,999
Income Rank	18
Urbanicity	City & Surrounds
Urbanicity Rank	4
Net Worth	<\$250K
Net Worth Rank	17



	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	0.0%	9.9%	0
36-45 Years	0.2%	18.5%	1
46-55 Years	43.9%	21.1%	208
56-65 Years	50.6%	17.8%	284
66-75 Years	5.1%	11.2%	45
76+ Years	0.2%	10.0%	2
MEAN AGE	56.10	50.70	

	Group %	National %	Index
Estimated Income			
<\$15,000	31.2%	12.5%	250
\$15,000-\$19,999	12.5%	5.7%	220
\$20,000-\$29,999	26.1%	10.6%	247
\$30,000-\$39,999	20.2%	10.0%	202
\$40,000-\$49,999	10.1%	9.7%	104
\$50,000-\$74,999	0.0%	21.6%	0
\$75,000-\$99,999	0.0%	11.4%	0
\$100,000-\$124,999	0.0%	6.4%	0
\$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	76.1%	51.3%	148
Married	23.9%	48.7%	49



	Group %	National %	Index
Estimated Net Worth			
< \$1	30.3%	13.6%	222
\$1 - \$4,999	13.2%	7.5%	175
\$5,000 - \$9,999	8.9%	5.4%	165
\$10,000 - \$24,999	11.6%	7.7%	151
\$25,000 - \$49,999	10.1%	7.9%	128
\$50,000 - \$99,999	10.5%	10.8%	97
\$100,000 - \$249,999	9.8%	16.4%	60
\$250,000 - \$499,999	4.4%	12.0%	37
\$500,000 - \$999,999	1.2%	8.1%	15
\$1,000,000 - \$1,999,999	0.1%	5.6%	1
\$2,000,000+	0.0%	5.0%	0

	Group %	National %	Index
Home Ownership Status			
Renter	40.7%	27.6%	147
Home Owner	59.3%	72.4%	82

	Group %	National %	Index
Population Density - HH per Sq. Mile			
0-28	1.1%	9.7%	11
29-103	1.1%	10.2%	11
104-925	32.8%	31.1%	106
926-2508	39.3%	30.4%	130
2509-4371	14.4%	9.5%	151
4372-8167	7.8%	4.5%	171
8168+	3.5%	4.6%	75

	Group %	National %	Index
Length of Residence			
<2 Years	12.0%	15.3%	78
2-5 Years	20.0%	20.9%	96
6-14 Years	38.6%	35.1%	110
15+ Years	29.4%	28.7%	102



	Group %	National %	Index
Market Value of Home			
<\$50,000	12.2%	7.6%	160
\$50,000-\$99,999	28.0%	19.2%	146
\$100,000-\$124,999	11.8%	9.9%	119
\$125,000-\$149,999	9.6%	9.2%	105
\$150,000-\$199,999	13.3%	14.5%	92
\$200,000-\$299,999	12.3%	16.4%	75
\$300,000-\$499,999	8.5%	13.8%	62
\$500,000+	4.3%	9.4%	45

	Group %	National %	Index
Dwelling Unit Size			
Single Family Dwelling	78.1%	85.1%	92
Multiple Family Dwelling	21.9%	14.9%	147

	Group %	National %	Index
Occupation			
Professional/Technical	21.9%	27.9%	78
Administration/Management	7.7%	8.2%	94
Sales/Service	3.2%	2.7%	116
Clerical/White Collar	20.0%	16.8%	119
Craftsman/Blue Collar	23.8%	18.4%	129
Student	0.6%	0.7%	87
Housewife	6.6%	5.8%	114
Retired	7.7%	11.7%	65
Other	5.4%	4.7%	116
Self Employed	3.2%	3.1%	104

	Group %	National %	Index
Education			
Completed High School	58.6%	56.8%	103
Completed College	31.3%	30.6%	102
Completed Graduate School	9.1%	12.2%	75
Attended Vocational/Technical	0.9%	0.4%	213



	Group %	National %	Index
Ethnicity			
Caucasian/Other	64.9%	73.9%	88
African American	17.0%	11.0%	154
Hispanic	15.6%	11.5%	136
Asian	2.6%	3.6%	70

	Group %	National %	Index
Household Size			
One Person Household	57.2%	29.3%	195
Two Person Household	25.5%	26.8%	95
Three Person Household	9.0%	19.8%	46
Four Person Household	4.6%	11.8%	39
Five+ Person Household	3.6%	12.3%	29

	Group %	National %	Index
Mail Responsive			
Mail Order Responsive	51.6%	68.4%	75
Mail Order Buyer	51.5%	68.4%	75
Mail Order Donor	1.1%	1.4%	78

	Group %	National %	Index
Buying Channel Preference - Score = 01			
Internet	3.6%	9.0%	40
Mail	3.9%	9.5%	41
Phone	1.8%	9.2%	19

