

ABOUT SOLID PRESTIGE

This group is approaching retirement on solid financial footing and enjoying the perks of financial security. Members consult financial planners for advice and guidance, pursuing stocks, money market funds and investment real estate. They invest in their homes, too, with significant expenditures in property and garden maintenance in the past year. Away from home, members enjoy foreign vacations and take advantage of airline mile rewards. They watch the Golf Channel and read Golf Digest. Group members shop by mail/phone. They also shop online at retailers such as Lands' End and L.L.Bean. You might spot Solid Prestige members driving a Lexus or a convertible.

SOLID PRESTIGE, A DAY IN THE LIFE

Name of protagonist: "Marion"

Wakes up... and grinds coffee beans for her morning pick-me-up, then reads the editorial page of the paper while listening to talk radio.

Spends the day... making phone calls to her friends and husband's partners at the firm to solicit donations for the annual arts festival.

Talks about weekend plans to... take her granddaughters to Nordstrom to look for dresses for their painted portrait. She wants the dresses to match the living room and be just the right shade of green.

Has a meeting with... the artist who will paint the portrait of her granddaughters. The price for the portrait seems reasonable, but what he wants for the frame is exorbitant.

Spends the evening... grazing on mixed nuts and bleu cheese at the holiday party that the investment firm has for their most valued clients.

Goes to bed at... 10:30 p.m.,

Watching... nothing. Instead, she's curled up in her favorite chenille robe working on a sudoku puzzle while her husband is doing their finances.



HOUSEHOLDS: 8,416,180 (6.01% OF U.S.)

CLUSTERS

- 05 Active & Involved
- 08 Solid Surroundings
- 09 Busy Schedules

WHEN THEY GREW UP...

- «All in the Family» breaks new ground, dealing openly with bigotry and narrow-mindedness
- The Public Broadcasting Network is established
- The start of «Monday Night Football» with Howard Cosell
- Neil Armstrong walks on the moon

SHOPPING...

- Home Depot
- Dress Barn
- Trader Joe's
- Whole Foods Market
- Staples

DIGITAL/ONLINE...

- Own iMacs
- Personal Finance/Tax Prep Software
- Professional Computer Service
- Tech Savvy
- Online Investors

FINANCIAL...

- Money Market Accounts
- Personal Lines of Credit
- Pay Off Credit Cards
- Store Cards
- Allstate

TV/RADIO...

- News/Talk Radio
- "The O'Reilly Factor"
- Fox News
- "Good Morning America"
- "Rizzoli & Isles"

MAGAZINES/NEWSPAPERS...

- Cover-to-Cover Newspaper Readers
- Architectural Digest
- Money
- Better Homes & Gardens
- Ladies' Home Journal

ACTIVITIES...

- Birdwatching
- Dining Out
- Play Golf
- Garden
- Members of AARP

TRAVEL/AUTO...

- Luxury Cars
- Convertibles
- Travel to Italy
- Cruises
- Travel Agents

Group Info

Age	46+
Marital Status	Married/Single
Home Ownership	Owner
Kids	No Kids
Income	\$75,000 - \$119,999
Income Rank	3
Urbanicity	Outer Suburbs & Towns
Urbanicity Rank	13
Net Worth	\$100K-\$2MM
Net Worth Rank	3



	Group %	National %	Index
Age - Head of Household			
18-23 Years	0.0%	3.7%	1
24-29 Years	0.3%	7.9%	3
30-35 Years	0.9%	9.9%	9
36-45 Years	5.3%	18.5%	29
46-55 Years	23.7%	21.1%	112
56-65 Years	30.4%	17.8%	171
66-75 Years	21.9%	11.2%	196
76+ Years	17.5%	10.0%	176
MEAN AGE	62.40	50.70	

	Group %	National %	Index
Estimated Income			
<\$15,000	0.2%	12.5%	2
\$15,000-\$19,999	0.3%	5.7%	5
\$20,000-\$29,999	0.9%	10.6%	8
\$30,000-\$39,999	2.2%	10.0%	22
\$40,000-\$49,999	4.4%	9.7%	45
\$50,000-\$74,999	22.9%	21.6%	106
\$75,000-\$99,999	18.4%	11.4%	162
\$100,000-\$124,999	16.7%	6.4%	261
\$125,000-\$149,999	6.3%	1.7%	374
\$150,000+	27.7%	10.5%	263

	Group %	National %	Index
Presence and Age of Children			
No Children Present	99.6%	63.3%	157
Ages 0-2	0.2%	4.9%	5
Ages 3-5	0.1%	8.7%	1
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	30.5%	51.3%	59
Married	69.5%	48.7%	143



	Group %	National %	Index
Estimated Net Worth			
< \$1	0.1%	13.6%	0
\$1 - \$4,999	0.2%	7.5%	2
\$5,000 - \$9,999	0.3%	5.4%	5
\$10,000 - \$24,999	0.7%	7.7%	9
\$25,000 - \$49,999	1.3%	7.9%	16
\$50,000 - \$99,999	3.0%	10.8%	27
\$100,000 - \$249,999	9.5%	16.4%	58
\$250,000 - \$499,999	14.3%	12.0%	120
\$500,000 - \$999,999	53.1%	8.1%	657
\$1,000,000 - \$1,999,999	17.6%	5.6%	313
\$2,000,000+	0.0%	5.0%	0

	Group %	National %	Index
Home Ownership Status			
Renter	3.7%	27.6%	14
Home Owner	96.3%	72.4%	133

	Group %	National %	Index
Population Density - HH per Sq. Mile			
0-28	4.3%	9.7%	44
29-103	9.9%	10.2%	97
104-925	38.8%	31.1%	125
926-2508	32.3%	30.4%	106
2509-4371	9.0%	9.5%	94
4372-8167	3.5%	4.5%	77
8168+	2.2%	4.6%	48

	Group %	National %	Index
Length of Residence			
<2 Years	7.8%	15.3%	51
2-5 Years	14.3%	20.9%	68
6-14 Years	36.0%	35.1%	103
15+ Years	41.9%	28.7%	146



	Group %	National %	Index
Market Value of Home			
<\$50,000	1.5%	7.6%	20
\$50,000-\$99,999	4.5%	19.2%	23
\$100,000-\$124,999	3.8%	9.9%	38
\$125,000-\$149,999	5.1%	9.2%	56
\$150,000-\$199,999	13.7%	14.5%	94
\$200,000-\$299,999	30.8%	16.4%	188
\$300,000-\$499,999	26.5%	13.8%	193
\$500,000+	14.1%	9.4%	149

	Group %	National %	Index
Dwelling Unit Size			
Single Family Dwelling	94.6%	85.1%	111
Multiple Family Dwelling	5.4%	14.9%	36

	Group %	National %	Index
Occupation			
Professional/Technical	35.5%	27.9%	127
Administration/Management	10.1%	8.2%	123
Sales/Service	2.5%	2.7%	91
Clerical/White Collar	14.7%	16.8%	88
Craftsman/Blue Collar	12.0%	18.4%	65
Student	0.3%	0.7%	49
Housewife	3.3%	5.8%	56
Retired	14.8%	11.7%	126
Other	3.4%	4.7%	73
Self Employed	3.4%	3.1%	111

	Group %	National %	Index
Education			
Completed High School	42.5%	56.8%	75
Completed College	35.0%	30.6%	114
Completed Graduate School	22.1%	12.2%	181
Attended Vocational/Technical	0.4%	0.4%	92



	Group %	National %	Index
Ethnicity			
Caucasian/Other	83.3%	73.9%	113
African American	4.8%	11.0%	44
Hispanic	6.7%	11.5%	58
Asian	5.2%	3.6%	142

	Group %	National %	Index
Household Size			
One Person Household	22.0%	29.3%	75
Two Person Household	40.3%	26.8%	150
Three Person Household	19.1%	19.8%	97
Four Person Household	11.3%	11.8%	96
Five+ Person Household	7.3%	12.3%	59

	Group %	National %	Index
Mail Responsive			
Mail Order Responsive	82.2%	68.4%	120
Mail Order Buyer	82.2%	68.4%	120
Mail Order Donor	3.5%	1.4%	243

	Group %	National %	Index
Buying Channel Preference - Score = 01			
Internet	14.3%	9.0%	159
Mail	23.1%	9.5%	244
Phone	23.6%	9.2%	255

