

ABOUT COMMUNITY MINDED

The Community Minded group represents the second highest median age, and many have lived at their current address for 15+ years. Most have Medicare. In addition to their own health and wellness concerns, many individuals in this group have caretaker/caregiver responsibilities for patients over age 65. Regular television viewing includes «CBS Evening News,» «CSI: Crime Scene Investigation» and «NCIS.» Group members tend to choose more traditional services over equivalent online services. For example, in the last 12 months, users in this group referred to paper Yellow Pages and processed photos at a drugstore.

COMMUNITY MINDED, A DAY IN THE LIFE

Name of protagonist: "Eloise"

Wakes up... at 7:00 a.m. to a cup of decaf coffee with skim milk and her favorite artificial sweetener. She reads the local newspaper from front to back, paying particular attention to the editorial section.

Spends the day... browsing a local antiques mall with her friend Marjorie. They meet their other friend Jean at a local restaurant for lunch. That afternoon, she stops by the drugstore to print some recent photos. While she's there, she remembers to pick up a new package of knee-high stockings.

Talks about weekend plans to... tend to her garden and go to her daughter's home in nearby Taunton. It's their grandson Jerry's 13th birthday, and she's bringing his favorite treat – her from-scratch pumpkin pie.

Has a meeting with... her garden club to plot out the fall displays.

Spends the evening... lounging in her favorite recliner, eating fat-free vanilla ice cream and catching up on the day's news.

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

Watching... figure skating, until her husband urges her to get up from the recliner and go to bed.



HOUSEHOLDS: 9,487,580 (6.77% OF U.S.)

CLUSTERS

25 Clubs & Causes
28 Community Pillars
36 Persistent & Productive

WHEN THEY GREW UP...

- Elvis Presley's single "Don't Be Cruel/Hound Dog" stays at No. 1 for 11 weeks, a record for a single
- Dow Jones industrial average closes above 500 for first time (500.24)
- Abigail Van Buren's "Dear Abby" column first appears in newspapers
- Martin Luther King Jr.'s home bombed

SHOPPING...

- Books
- Gift Cards
- Catalog Clothing
- Traditional Consumers
- Heavy Grocery Store Shoppers

DIGITAL/ONLINE...

- Not Early Adopters
- Microsoft Windows '98
- Own Desktop Computer
- Online Occasionals
- Gateway

FINANCIAL...

- U.S. Bank Card
- Not Online Bankers
- AAA
- Low Credit Card Use
- Carry Life Insurance

TV/RADIO...

- Religion/Christian Radio
- "Fox Report with Shepard Smith"
- "Leverage"
- Cooking Channel
- "Everybody Loves Raymond"

MAGAZINES/NEWSPAPERS...

- Enjoy Newspapers
- Sunset
- Reader's Digest
- National Geographic
- Family Circle

ACTIVITIES...

- Bingo
- Crochet
- Indoor Gardening/Plants
- Collect Antiques
- Fans of the Olympics

TRAVEL/AUTO...

- Walking
- Foreign Travel 30+ Nights
- Domestic Travel 15+ Nights
- Travel Security Concerns
- Days Inn

Group Info

Age	66+
Marital Status	Married/Single
Home Ownership	Owner
Kids	School-age Kids
Income	\$35,000 - \$59,999
Income Rank	10
Urbanicity	Outer Suburbs & Towns
Urbanicity Rank	11
Net Worth	\$10K-\$499K
Net Worth Rank	8



	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	0.0%	18.5%	0
46-55 Years	0.0%	21.1%	0
56-65 Years	0.0%	17.8%	0
66-75 Years	50.0%	11.2%	447
76+ Years	50.0%	10.0%	501
MEAN AGE	76.40	50.70	

	Group %	National %	Index
Estimated Income			
<\$15,000	7.3%	12.5%	58
\$15,000-\$19,999	4.6%	5.7%	81
\$20,000-\$29,999	6.3%	10.6%	60
\$30,000-\$39,999	9.6%	10.0%	97
\$40,000-\$49,999	12.6%	9.7%	129
\$50,000-\$74,999	38.1%	21.6%	176
\$75,000-\$99,999	14.7%	11.4%	129
\$100,000-\$124,999	6.3%	6.4%	97
\$125,000-\$149,999	0.1%	1.7%	8
\$150,000+	0.4%	10.5%	4

	Group %	National %	Index
Presence and Age of Children			
No Children Present	49.2%	63.3%	78
Ages 0-2	6.3%	4.9%	128
Ages 3-5	9.1%	8.7%	104
Ages 6-10	18.1%	13.5%	134
Ages 11-15	16.6%	14.7%	113
Ages 16-17	5.5%	6.1%	90

	Group %	National %	Index
Marital Status			
Single	38.2%	51.3%	75
Married	61.8%	48.7%	127



	Group %	National %	Index
Estimated Net Worth			
< \$1	4.9%	13.6%	36
\$1 - \$4,999	4.4%	7.5%	58
\$5,000 - \$9,999	4.2%	5.4%	79
\$10,000 - \$24,999	7.5%	7.7%	97
\$25,000 - \$49,999	9.1%	7.9%	115
\$50,000 - \$99,999	14.7%	10.8%	136
\$100,000 - \$249,999	27.0%	16.4%	165
\$250,000 - \$499,999	22.4%	12.0%	187
\$500,000 - \$999,999	4.5%	8.1%	56
\$1,000,000 - \$1,999,999	1.2%	5.6%	22
\$2,000,000+	0.0%	5.0%	0

	Group %	National %	Index
Home Ownership Status			
Renter	9.8%	27.6%	36
Home Owner	90.2%	72.4%	125

	Group %	National %	Index
Population Density - HH per Sq. Mile			
0-28	4.4%	9.7%	46
29-103	8.6%	10.2%	84
104-925	37.5%	31.1%	121
926-2508	34.7%	30.4%	114
2509-4371	8.9%	9.5%	93
4372-8167	3.5%	4.5%	77
8168+	2.4%	4.6%	52

	Group %	National %	Index
Length of Residence			
<2 Years	9.1%	15.3%	59
2-5 Years	17.4%	20.9%	83
6-14 Years	31.8%	35.1%	91
15+ Years	41.7%	28.7%	145



	Group %	National %	Index
Market Value of Home			
<\$50,000	7.6%	7.6%	99
\$50,000-\$99,999	20.7%	19.2%	108
\$100,000-\$124,999	12.2%	9.9%	123
\$125,000-\$149,999	12.1%	9.2%	132
\$150,000-\$199,999	18.8%	14.5%	130
\$200,000-\$299,999	16.8%	16.4%	103
\$300,000-\$499,999	7.8%	13.8%	57
\$500,000+	3.9%	9.4%	42

	Group %	National %	Index
Dwelling Unit Size			
Single Family Dwelling	85.0%	85.1%	100
Multiple Family Dwelling	15.0%	14.9%	100

	Group %	National %	Index
Occupation			
Professional/Technical	18.1%	27.9%	65
Administration/Management	6.6%	8.2%	81
Sales/Service	2.2%	2.7%	82
Clerical/White Collar	12.0%	16.8%	72
Craftsman/Blue Collar	11.2%	18.4%	61
Student	0.2%	0.7%	28
Housewife	7.5%	5.8%	128
Retired	35.7%	11.7%	304
Other	4.0%	4.7%	85
Self Employed	2.5%	3.1%	81

	Group %	National %	Index
Education			
Completed High School	50.6%	56.8%	89
Completed College	36.2%	30.6%	118
Completed Graduate School	12.8%	12.2%	105
Attended Vocational/Technical	0.4%	0.4%	85



	Group %	National %	Index
Ethnicity			
Caucasian/Other	82.3%	73.9%	111
African American	6.9%	11.0%	62
Hispanic	8.7%	11.5%	76
Asian	2.1%	3.6%	58

	Group %	National %	Index
Household Size			
One Person Household	12.5%	29.3%	43
Two Person Household	32.6%	26.8%	122
Three Person Household	28.7%	19.8%	145
Four Person Household	13.7%	11.8%	116
Five+ Person Household	12.4%	12.3%	101

	Group %	National %	Index
Mail Responsive			
Mail Order Responsive	90.3%	68.4%	132
Mail Order Buyer	90.2%	68.4%	132
Mail Order Donor	4.3%	1.4%	298

	Group %	National %	Index
Buying Channel Preference - Score = 01			
Internet	5.5%	9.0%	61
Mail	19.0%	9.5%	201
Phone	11.5%	9.2%	124

