

ABOUT LEISURE SEEKERS

As the group with the highest median age – nearly 78 years old – all Leisure Seekers clusters share common concerns about age-related health and wellness. Most are enrolled in Medicare. Close to half are retired. Consumers in this group do not use the Internet for shopping, day-to-day banking or services, or to connect with family and friends. Television habits feature local and national news, along with long-running talk shows and game shows such as «The Price is Right,» «Let's Make a Deal,» and «The Dr. Phil Show.» Favorite magazines include Guideposts and Family Circle.

LEISURE SEEKERS, A DAY IN THE LIFE

Name of protagonist: "Mary»"

Wakes up... at 7:00 a.m. and turns on the TV to a local morning show. She watches it faithfully, as they have a «Dialing for Dollars» contest each morning. If they call and you can name the amount of the prize, you win! She reads the local newspaper while watching the telecast.

Spends the day... watching game shows. There are two that she watches daily, «Wheel of Fortune» and «The Price is Right.» Sometimes she works on a crossword puzzle during the commercials.

Talks about weekend plans to... do some pruning on the rose bushes and rake up some of the leaves left over from winter. She can't let her son know she's going to do it, though. He doesn't want her to over-exert herself.

Has a meeting with... her pastor's wife. They enjoy visiting, and the ladies group is interested in purchasing new flower arrangements for the fellowship hall.

Spends the evening... watching both the national and local news on TV. She has her son and his wife over for a healthy, home-cooked meal. After dinner, she spends the next hour cleaning up the mess left from cooking.

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

Watching... not much. She's tucked out from the yard work and a nice family dinner.



HOUSEHOLDS: 9,173,080 (6.55% OF U.S.)

CLUSTERS

- 49 Home & Garden
- 51 Role Models
- 64 Practical & Careful
- 65 Hobbies & Shopping
- 66 Helping Hands

WHEN THEY GREW UP...

- The Hudson Motor Car Company merges with Nash-Kelvinator Corporation, forming the American Motors Corporation
- USS Nautilus, the first nuclear-powered submarine, launched on the Thames, Connecticut
- Disneyland groundbreaking
- First TV soap opera, "Secret Storm," premieres

SHOPPING...

- Brand Loyal
- Conscientious Consumers
- Sears
- Morning Grocery Shoppers
- Books

DIGITAL/ONLINE...

- Internet Non-user
- Concern About Too Much Technology
- Computer Confusion
- No Online Entertainment
- Computers 5+ Years Old

FINANCIAL...

- J.C. Penney Cards
- Walmart Cards
- Save Money
- Economy Impacts Spending
- Humana

TV/RADIO...

- Check Newspaper for TV Listings
- TV Most Trusted
- Radio Non-users
- Turner Classic Movies
- "Nancy Grace"

MAGAZINES/NEWSPAPERS...

- Circulars/Inserts/Flyers
- Birds & Blooms
- AARP the Magazine
- Family Circle
- Reader's Digest

ACTIVITIES...

- Crossword Puzzles
- Veterans Clubs
- AARP
- Knitting
- Bingo

TRAVEL/AUTO...

- Own One Vehicle
- Prefer Group Tours
- Buick
- Vehicle Quality Matters
- Trust Mechanic

Group Info

Age	66+
Marital Status	Single/Married
Home Ownership	Owner/Renter
Kids	No Kids
Income	\$15,000 - \$24,999
Income Rank	19
Urbanicity	Outer Suburbs & Towns
Urbanicity Rank	10
Net Worth	<\$500K
Net Worth Rank	15



	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	41.8%	11.2%	374
76+ Years	58.2%	10.0%	584
MEAN AGE	77.90	50.70	

	Group %	National %	Index
Estimated Income			
<\$15,000	35.8%	12.5%	287
\$15,000-\$19,999	15.4%	5.7%	273
\$20,000-\$29,999	22.4%	10.6%	212
\$30,000-\$39,999	16.5%	10.0%	166
\$40,000-\$49,999	9.4%	9.7%	96
\$50,000-\$74,999	0.3%	21.6%	1
\$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%	1
\$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	61.8%	51.3%	120
Married	38.2%	48.7%	78



	Group %	National %	Index
Estimated Net Worth			
< \$1	20.1%	13.6%	147
\$1 - \$4,999	11.9%	7.5%	159
\$5,000 - \$9,999	8.7%	5.4%	162
\$10,000 - \$24,999	12.1%	7.7%	157
\$25,000 - \$49,999	11.3%	7.9%	143
\$50,000 - \$99,999	13.1%	10.8%	121
\$100,000 - \$249,999	14.5%	16.4%	88
\$250,000 - \$499,999	6.9%	12.0%	58
\$500,000 - \$999,999	1.3%	8.1%	16
\$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	30.3%	27.6%	110
Home Owner	69.7%	72.4%	96

	Group %	National %	Index
Population Density - HH per Sq. Mile			
0-28	7.9%	9.7%	81
29-103	8.1%	10.2%	79
104-925	35.0%	31.1%	113
926-2508	31.8%	30.4%	105
2509-4371	10.2%	9.5%	107
4372-8167	4.1%	4.5%	90
8168+	2.9%	4.6%	64

	Group %	National %	Index
Length of Residence			
<2 Years	11.3%	15.3%	74
2-5 Years	16.2%	20.9%	78
6-14 Years	32.0%	35.1%	91
15+ Years	40.4%	28.7%	141



	Group %	National %	Index
Market Value of Home			
<\$50,000	12.1%	7.6%	159
\$50,000-\$99,999	27.8%	19.2%	145
\$100,000-\$124,999	12.5%	9.9%	127
\$125,000-\$149,999	10.5%	9.2%	115
\$150,000-\$199,999	14.4%	14.5%	99
\$200,000-\$299,999	12.1%	16.4%	74
\$300,000-\$499,999	6.8%	13.8%	50
\$500,000+	3.6%	9.4%	38

	Group %	National %	Index
Dwelling Unit Size			
Single Family Dwelling	80.2%	85.1%	94
Multiple Family Dwelling	19.8%	14.9%	132

	Group %	National %	Index
Occupation			
Professional/Technical	10.8%	27.9%	39
Administration/Management	4.6%	8.2%	56
Sales/Service	2.0%	2.7%	74
Clerical/White Collar	9.3%	16.8%	56
Craftsman/Blue Collar	9.9%	18.4%	54
Student	0.2%	0.7%	25
Housewife	9.8%	5.8%	168
Retired	48.1%	11.7%	410
Other	3.5%	4.7%	74
Self Employed	1.9%	3.1%	61

	Group %	National %	Index
Education			
Completed High School	53.2%	56.8%	94
Completed College	37.1%	30.6%	121
Completed Graduate School	9.1%	12.2%	74
Attended Vocational/Technical	0.6%	0.4%	145



	Group %	National %	Index
Ethnicity			
Caucasian/Other	77.9%	73.9%	105
African American	10.7%	11.0%	97
Hispanic	9.6%	11.5%	84
Asian	1.8%	3.6%	49

	Group %	National %	Index
Household Size			
One Person Household	47.6%	29.3%	163
Two Person Household	33.8%	26.8%	126
Three Person Household	11.1%	19.8%	56
Four Person Household	4.7%	11.8%	39
Five+ Person Household	2.8%	12.3%	23

	Group %	National %	Index
Mail Responsive			
Mail Order Responsive	68.9%	68.4%	101
Mail Order Buyer	68.8%	68.4%	101
Mail Order Donor	3.7%	1.4%	256

	Group %	National %	Index
Buying Channel Preference - Score = 01			
Internet	2.6%	9.0%	29
Mail	11.8%	9.5%	125
Phone	1.9%	9.2%	21

