

### ABOUT COMMUNITY LIFE

These couples are the long-established members of their small-town communities. Community Life families earn modest incomes in a mix of blue- and white-collar jobs, and include a greater percentage of housewives. They avoid new technology and financial risks. Shopping preferences are dictated by trusted childhood brands, often purchased at small, discount retailers like Family Dollar and Fred's. They spend time watching tropical fish and birds, performing vehicle maintenance and enjoying NASCAR. Many of these households have three or more people, which may indicate the presence of older parents or adult children.



HOUSEHOLDS: 1,860,460 (1.33% OF U.S.)



Cluster Info	
Age	46-65
Marital Status	Married
Home Ownership	Owner
Kids	No Kids
Income	\$15,000 - \$24,999
Income Rank	57
Urbanicity	Suburbs & Towns
Urbanicity Rank	54
Net Worth	<\$250K
Net Worth Rank	42

### WHEN THEY GREW UP...

- NBC replaces the peacock logo
- Cuba adopts its constitution
- Reclusive billionaire Howard Hughes dies
- U.S. Supreme Court rules death penalty not cruel or unusual

### SHOPPING...

- Buy Childhood Brands
- Advanced Auto Parts Store
- Family Dollar
- Fred's
- Winn-Dixie Grocery Store

### DIGITAL/ONLINE...

- eMachines
- Internet Non-Users
- Do Not Shop Online
- Computer Confusion
- Avoid Technology

### FINANCIAL...

- SunTrust Bank
- MasterCard Debit Card
- Farmers Insurance Group
- Humana
- Stock Market is Too Risky

### TV/RADIO...

- Religion/Christian Radio Format
- "River Monsters"
- "The View"
- "America's Funniest Home Videos"
- "Hell's Kitchen"

### MAGAZINES/NEWSPAPERS...

- Newspaper, Classifieds
- Cooking with Paula Deen
- Guideposts
- Prevention
- Garden Design

### ACTIVITIES...

- Tropical Fish
- Bird Watching
- Veterans Clubs
- NASCAR
- Road Bicycling

### TRAVEL/AUTO...

- Truck for Hauling
- Minivans
- Do Own Vehicle Servicing
- Chevrolet
- Do Not Book Trips Online



	Cluster %	National %	Index
<b>Age - Head of Household</b>			
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	1.0%	18.5%	6
46-55 Years	43.9%	21.1%	208
56-65 Years	55.1%	17.8%	309
66-75 Years	0.0%	11.2%	0
76+ Years	0.0%	10.0%	0
MEAN AGE	55.50	5070.0%	

	Cluster %	National %	Index
<b>Estimated Income</b>			
<\$15,000	25.6%	12.5%	206
\$15,000-\$19,999	11.4%	5.7%	202
\$20,000-\$29,999	26.2%	10.6%	248
\$30,000-\$39,999	36.8%	10.0%	368
\$40,000-\$49,999	0.0%	9.7%	0
\$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

	Cluster %	National %	Index
<b>Presence and Age of Children</b>			
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

	Cluster %	National %	Index
<b>Marital Status</b>			
Single	0.0%	51.3%	0
Married	100.0%	48.7%	205



	Cluster %	National %	Index
<b>Estimated Net Worth</b>			
< \$1	7.0%	13.6%	52
\$1 - \$4,999	11.0%	7.5%	146
\$5,000 - \$9,999	10.4%	5.4%	194
\$10,000 - \$24,999	15.6%	7.7%	203
\$25,000 - \$49,999	14.6%	7.9%	184
\$50,000 - \$99,999	15.5%	10.8%	144
\$100,000 - \$249,999	15.4%	16.4%	94
\$250,000 - \$499,999	7.3%	12.0%	61
\$500,000 - \$999,999	2.7%	8.1%	33
\$1,000,000 - \$1,999,999	0.4%	5.6%	7
\$2,000,000+	0.0%	5.0%	0

	Cluster %	National %	Index
<b>Home Ownership Status</b>			
Renter	6.5%	27.6%	24
Home Owner	93.5%	72.4%	129

	Cluster %	National %	Index
<b>Population Density - HH per Sq. Mile</b>			
0-28	5.0%	9.7%	51
29-103	4.5%	10.2%	44
104-925	39.6%	31.1%	128
926-2508	38.0%	30.4%	125
2509-4371	11.2%	9.5%	118
4372-8167	1.7%	4.5%	36
8168+	0.0%	4.6%	0

	Cluster %	National %	Index
<b>Length of Residence</b>			
<2 Years	5.2%	15.3%	34
2-5 Years	14.6%	20.9%	70
6-14 Years	33.9%	35.1%	97
15+ Years	46.2%	0.29	161



	Cluster %	National %	Index
<b>Market Value of Home</b>			
<\$50000	14.3%	7.6%	186
\$50000-\$99999	32.7%	19.2%	171
\$100000-\$124999	12.1%	9.9%	122
\$125000-\$149999	9.5%	9.2%	104
\$150000-\$199999	12.3%	14.5%	85
\$200000-\$299999	10.8%	16.4%	66
\$300000-\$499999	6.0%	13.8%	44
\$500000+	2.4%	9.4%	25

	Cluster %	National %	Index
<b>Dwelling Unit Size</b>			
Single Family Dwelling	92.9%	85.1%	109
Multiple Family Dwelling	7.1%	14.9%	48

	Cluster %	National %	Index
<b>Occupation</b>			
Professional/Technical	20.7%	27.9%	74
Administration/Management	7.7%	8.2%	94
Sales/Service	2.8%	2.7%	105
Clerical/White Collar	15.0%	16.8%	89
Craftsman/Blue Collar	28.4%	18.4%	154
Student	0.6%	0.7%	79
Housewife	7.5%	5.8%	129
Retired	8.4%	11.7%	71
Other	5.4%	4.7%	116
Self Employed	3.5%	3.1%	114

	Cluster %	National %	Index
<b>Education</b>			
Completed High School	60.2%	56.8%	106
Completed College	29.8%	30.6%	98
Completed Graduate School	9.0%	12.2%	73
Attended Vocational/Technical	1.0%	0.4%	230



	Cluster %	National %	Index
<b>Ethnicity</b>			
Caucasian/Other	71.0%	73.9%	96
African American	11.0%	11.0%	100
Hispanic	15.6%	11.5%	136
Asian	2.3%	3.6%	65

	Cluster %	National %	Index
<b>Household Size</b>			
One Person Household	3.4%	29.3%	12
Two Person Household	51.9%	26.8%	193
Three Person Household	21.2%	19.8%	107
Four Person Household	12.9%	11.8%	110
Five+ Person Household	10.6%	12.3%	86

	Cluster %	National %	Index
<b>Mail Responsive</b>			
Mail Order Responsive	84.5%	68.4%	123
Mail Order Buyer	84.4%	68.4%	123
Mail Order Donor	2.8%	1.4%	191

	Cluster %	National %	Index
<b>Buying Channel Preference - Score = 01</b>			
Internet	5.1%	9.0%	57
Mail	7.8%	9.5%	82
Phone	2.6%	9.2%	28

