

### ABOUT COMMUNITY PILLARS

Community Pillars households are well-established members of their city and suburban communities. Nearly half (48%) of this cluster has lived in their homes for 15+ years. This group is squarely in the upper-middle class, with above-average incomes and net worth, and steady investments. They use a financial advisor and make contributions to social services. They run errands at Ace Hardware, the discount retailer optical center and at the grocery store, where they often make five trips each week. They own higher-end – but still practical – domestic cars that are likely 5+ years old.



HOUSEHOLDS: 2,314,180 (1.65% OF U.S.)



#### Cluster Info

Age	76+
Marital Status	Married/Single
Home Ownership	Owner
Kids	No Kids
Income	\$60,000 - \$74,999
Income Rank	29
Urbanicity	City & Surrounds
Urbanicity Rank	26
Net Worth	\$50K-\$500K
Net Worth Rank	28

### WHEN THEY GREW UP...

- World Health Organization is formed
- Baseball legend Babe Ruth dies
- Abstract expressionism breaks out in NYC
- First tape recorder is sold

### SHOPPING...

- Ace Hardware
- Belk
- Purchase Eyeglasses at Discount Store Optical Centers
- Publix Grocery Store
- 5 Grocery Trips Each Week

### DIGITAL/ONLINE...

- Microsoft Windows 98
- AOL Mail
- Internet Has Little Impact on Daily Life
- Do Not Meet People Online
- Not Early Technology Adopters

### FINANCIAL...

- CDs
- Social Services Contributions
- Use Financial Advisor
- Edward Jones Brokerage Firm
- Own Common Stock

### TV/RADIO...

- News/Talk Radio Format
- Turner Classic Movie Network
- "The O'Reilly Factor"
- "Jeopardy!"
- "Wheel of Fortune"

### MAGAZINES/NEWSPAPERS...

- Newspaper, Comics & Sports
- Consumer Reports
- Birds & Blooms
- Family Circle
- Reader's Digest

### ACTIVITIES...

- Play Cards
- Sudoku Puzzles
- Concerts on Radio
- Crossword Puzzles
- Golf

### TRAVEL/AUTO...

- Own Luxury Car
- Buy Domestic
- Vehicle 5+ Years Old
- Own Buick
- Visited Canada



	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	0.0%	18.5%	0
46-55 Years	0.0%	21.1%	0
56-65 Years	0.0%	17.8%	0
66-75 Years	0.0%	11.2%	0
76+ Years	100.0%	10.0%	1004
MEAN AGE	83.60	5070.0%	

	Cluster %	National %	Index
<b>Estimated Income</b>			
<\$15,000	0.0%	12.5%	0
\$15,000-\$19,999	0.0%	5.7%	0
\$20,000-\$29,999	0.0%	10.6%	0
\$30,000-\$39,999	10.5%	10.0%	106
\$40,000-\$49,999	8.7%	9.7%	89
\$50,000-\$74,999	50.3%	21.6%	233
\$75,000-\$99,999	20.8%	11.4%	183
\$100,000-\$124,999	9.5%	6.4%	148
\$125,000-\$149,999	0.1%	1.7%	3
\$150,000+	0.1%	10.5%	1

	Cluster %	National %	Index
<b>Presence and Age of Children</b>			
No Children Present	100.0%	63.3%	158
Ages 0-2	80.6%	4.9%	1655
Ages 3-5	19.4%	8.7%	221
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	46.6%	51.3%	91
Married	53.4%	48.7%	110



	Cluster %	National %	Index
<b>Estimated Net Worth</b>			
< \$1	0.9%	13.6%	6
\$1 - \$4,999	2.1%	7.5%	28
\$5,000 - \$9,999	2.6%	0.05	47
\$10,000 - \$24,999	5.5%	7.7%	71
\$25,000 - \$49,999	8.3%	7.9%	105
\$50,000 - \$99,999	15.7%	10.8%	145
\$100,000 - \$249,999	34.0%	16.4%	208
\$250,000 - \$499,999	31.0%	12.0%	260
\$500,000 - \$999,999	0.0%	8.1%	0
\$1,000,000 - \$1,999,999	0.0%	5.6%	0
\$2,000,000+	0.0%	5.0%	0

	Cluster %	National %	Index
<b>Home Ownership Status</b>			
Renter	8.2%	27.6%	30
Home Owner	91.8%	72.4%	127

	Cluster %	National %	Index
<b>Population Density - HH per Sq. Mile</b>			
0-28	0.7%	9.7%	8
29-103	4.9%	10.2%	48
104-925	40.1%	31.1%	129
926-2508	39.0%	30.4%	129
2509-4371	9.4%	9.5%	98
4372-8167	3.2%	4.5%	70
8168+	2.7%	4.6%	58

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<b>Length of Residence</b>			
<2 Years	8.2%	15.3%	54
2-5 Years	13.2%	20.9%	63
6-14 Years	30.3%	35.1%	86
15+ Years	48.2%	28.7%	168



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<b>Market Value of Home</b>			
<\$50000	5.6%	7.6%	73
\$50000-\$99999	17.1%	19.2%	89
\$100000-\$124999	12.6%	9.9%	127
\$125000-\$149999	13.5%	9.2%	147
\$150000-\$199999	22.2%	14.5%	153
\$200000-\$299999	18.3%	16.4%	112
\$300000-\$499999	7.0%	13.8%	51
\$500000+	3.8%	9.4%	40

	Cluster %	National %	Index
<b>Dwelling Unit Size</b>			
Single Family Dwelling	81.0%	85.1%	95
Multiple Family Dwelling	19.0%	14.9%	127

	Cluster %	National %	Index
<b>Occupation</b>			
Professional/Technical	14.2%	27.9%	51
Administration/Management	5.8%	8.2%	71
Sales/Service	1.7%	2.7%	64
Clerical/White Collar	7.5%	16.8%	45
Craftsman/Blue Collar	6.4%	18.4%	35
Student	0.1%	0.7%	20
Housewife	7.6%	5.8%	130
Retired	51.3%	11.7%	437
Other	3.1%	4.7%	65
Self Employed	2.2%	3.1%	69

	Cluster %	National %	Index
<b>Education</b>			
Completed High School	45.7%	56.8%	81
Completed College	38.4%	30.6%	126
Completed Graduate School	15.5%	12.2%	127
Attended Vocational/Technical	0.4%	0.4%	91



	Cluster %	National %	Index
<b>Ethnicity</b>			
Caucasian/Other	88.3%	73.9%	120
African American	4.1%	11.0%	38
Hispanic	5.7%	11.5%	50
Asian	1.8%	3.6%	50

	Cluster %	National %	Index
<b>Household Size</b>			
One Person Household	30.2%	29.3%	103
Two Person Household	42.0%	26.8%	157
Three Person Household	16.4%	19.8%	83
Four Person Household	7.0%	11.8%	59
Five+ Person Household	4.4%	12.3%	36

	Cluster %	National %	Index
<b>Mail Responsive</b>			
Mail Order Responsive	89.9%	68.4%	131
Mail Order Buyer	89.8%	68.4%	131
Mail Order Donor	6.6%	1.4%	456

	Cluster %	National %	Index
<b>Buying Channel Preference - Score = 01</b>			
Internet	4.2%	9.0%	47
Mail	24.4%	9.5%	258
Phone	11.2%	9.2%	121

