

ABOUT GOOD NEIGHBORS

At a mean age of 59, Good Neighbors is the bedrock of their established neighborhoods, with more than half having lived in their homes for 15 years or longer. Aging, upper-middle income and now child-free, these married couples now have time to spend on interests like gardening and collecting coins, as well as decorating their homes. Other activities include cooking out, swimming, walking for exercise and making a trip to the fabric store. Cruises are likely to be a care-free vacation option for this group. They are more conservative with their investments at this stage of their life, making CDs an attractive option.



HOUSEHOLDS: 1,671,020 (1.19% OF U.S.)



Cluster Info	
Age	56-65
Marital Status	Married
Home Ownership	Owner
Kids	No Kids
Income	\$60,000 - \$74,999
Income Rank	22
Urbanicity	Suburbs & Towns
Urbanicity Rank	56
Net Worth	\$50K-\$500K
Net Worth Rank	23

WHEN THEY GREW UP...

- "Deliverance" hits theaters
- Nixon orders Christmas bombing of North Vietnam
- American swimmer Mark Spitz wins seven Olympic gold medals
- George Wallace, Alabama governor, shot at campaign rally

SHOPPING...

- Interior Decorating
- Ace Hardware
- Bealls Clothing Store
- Jo-Ann Fabric and Craft Store
- Kohl's

DIGITAL/ONLINE...

- Gateway Computers
- Computer 5+ Years Old
- Surge Protectors
- Charter Internet Service
- foxsports.com

FINANCIAL...

- Credit Unions
- CDs
- MasterCard Gold
- Gas Credit/Debit Cards
- Cigna Medical Insurance

TV/RADIO...

- "Anderson Cooper 360"
- Classic Hits Radio Format
- DIY Network
- "Property Virgins"
- "House Hunters"

MAGAZINES/NEWSPAPERS...

- Redbook
- Southern Living
- Good Housekeeping
- Reader's Digest
- People

ACTIVITIES...

- Outdoor Gardening
- Collect Coins
- Swimming
- Walk for Exercise
- Barbecuing

TRAVEL/AUTO...

- Honda ATVs/UTVs
- Mid-Sized SUVs
- OnStar Tele Aid or Other Vehicle Monitoring Systems
- Carnival Cruises
- Best Western



	Cluster %	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	100.0%	17.8%	562
66-75 Years	0.0%	11.2%	0
76+ Years	0.0%	10.0%	0
MEAN AGE	59.80	5070.0%	

	Cluster %	National %	Index
Estimated Income			
<\$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	0.0%	10.0%	0
\$40,000-\$49,999	0.0%	9.7%	0
\$50,000-\$74,999	62.5%	21.6%	289
\$75,000-\$99,999	37.5%	11.4%	329
\$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
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

	Cluster %	National %	Index
Marital Status			
Single	0.0%	51.3%	0
Married	100.0%	48.7%	205



	Cluster %	National %	Index
Estimated Net Worth			
< \$1	0.1%	13.6%	1
\$1 - \$4,999	0.6%	7.5%	8
\$5,000 - \$9,999	1.2%	0.05	21
\$10,000 - \$24,999	3.4%	7.7%	44
\$25,000 - \$49,999	7.0%	7.9%	89
\$50,000 - \$99,999	16.0%	10.8%	148
\$100,000 - \$249,999	38.7%	16.4%	237
\$250,000 - \$499,999	32.9%	12.0%	275
\$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
Home Ownership Status			
Renter	0.0%	27.6%	0
Home Owner	100.0%	72.4%	138

	Cluster %	National %	Index
Population Density - HH per Sq. Mile			
0-28	0.0%	9.7%	0
29-103	0.0%	10.2%	0
104-925	46.0%	31.1%	148
926-2508	43.8%	30.4%	144
2509-4371	10.2%	9.5%	107
4372-8167	0.0%	4.5%	0
8168+	0.0%	4.6%	1

	Cluster %	National %	Index
Length of Residence			
<2 Years	5.9%	15.3%	38
2-5 Years	12.2%	20.9%	58
6-14 Years	30.8%	35.1%	88
15+ Years	51.1%	28.7%	178



	Cluster %	National %	Index
Market Value of Home			
<\$50000	5.2%	7.6%	68
\$50000-\$99999	22.9%	19.2%	120
\$100000-\$124999	14.7%	9.9%	148
\$125000-\$149999	15.1%	9.2%	164
\$150000-\$199999	22.4%	14.5%	154
\$200000-\$299999	15.7%	16.4%	96
\$300000-\$499999	3.1%	13.8%	22
\$500000+	1.0%	9.4%	10

	Cluster %	National %	Index
Dwelling Unit Size			
Single Family Dwelling	94.9%	85.1%	112
Multiple Family Dwelling	5.1%	14.9%	34

	Cluster %	National %	Index
Occupation			
Professional/Technical	31.3%	27.9%	112
Administration/Management	10.8%	8.2%	132
Sales/Service	2.9%	2.7%	107
Clerical/White Collar	17.0%	16.8%	101
Craftsman/Blue Collar	23.3%	18.4%	126
Student	0.2%	0.7%	33
Housewife	3.2%	5.8%	54
Retired	3.8%	11.7%	33
Other	4.1%	4.7%	87
Self Employed	3.4%	3.1%	110

	Cluster %	National %	Index
Education			
Completed High School	52.9%	56.8%	93
Completed College	31.5%	30.6%	103
Completed Graduate School	14.9%	12.2%	122
Attended Vocational/Technical	0.7%	0.4%	152



	Cluster %	National %	Index
Ethnicity			
Caucasian/Other	83.5%	73.9%	113
African American	6.4%	11.0%	58
Hispanic	8.0%	11.5%	70
Asian	2.2%	3.6%	59

	Cluster %	National %	Index
Household Size			
One Person Household	2.0%	29.3%	7
Two Person Household	48.3%	26.8%	180
Three Person Household	24.4%	19.8%	124
Four Person Household	15.3%	11.8%	130
Five+ Person Household	9.9%	12.3%	81

	Cluster %	National %	Index
Mail Responsive			
Mail Order Responsive	94.8%	68.4%	139
Mail Order Buyer	94.8%	68.4%	139
Mail Order Donor	2.7%	1.4%	188

	Cluster %	National %	Index
Buying Channel Preference - Score = 01			
Internet	9.7%	9.0%	108
Mail	16.9%	9.5%	179
Phone	20.1%	9.2%	217

