

ABOUT HELPING HANDS

Helping Hands is made up of singles (80%) and married couples who, at a mean age of 84, remain busy and engaged. They are mainly retired and rank low on income, but have relatively higher net worth. Cautious financial attitudes correspond to small, if any, investments in annuities and CDs. This cluster is, however, three times more likely to make financial donations by mail. They are often involved with veterans and religious clubs and enjoy activities like bingo and crossword puzzles. They drop in to bank, visit drugstores to process photos, and order from catalogs. Travel is not a priority.



HOUSEHOLDS: 1,835,260 (1.31% OF U.S.)



Cluster Info	
Age	76+
Marital Status	Single/Married
Home Ownership	Owner
Kids	No Kids
Income	< \$15,000
Income Rank	65
Urbanicity	Downtown Metro
Urbanicity Rank	5
Net Worth	<\$250K
Net Worth Rank	53

WHEN THEY GREW UP...

- Israel declares independence
- Invention of the transistor
- Alcoholics Anonymous founded
- "Candid Camera" debuts on ABC

SHOPPING...

- Prefer Auctions to Fixed Pricing
- Not Impulse Shoppers
- Not Brand Loyal
- Mail Order Books
- Drug Store for Film & Photo Processing

DIGITAL/ONLINE...

- Internet Has Little Impact on Daily Life
- Do Not Connect With Family/Friends Online
- Computers Not Used for Entertainment
- Not Interested in New Technology
- Do Not Research Electronics Before Buying

FINANCIAL...

- PNC Bank Card
- SunTrust Bank
- Drop-In Bankers
- Stock Market is Too Risky
- CDs

TV/RADIO...

- News/Talk Radio Format
- Hallmark Channel
- QVC
- Fox Local TV News
- "Entertainment Tonight"

MAGAZINES/NEWSPAPERS...

- House Beautiful
- AARP The Magazine
- Reader's Digest
- USA Weekend
- Good Housekeeping

ACTIVITIES...

- Collect Coins
- Play Cards
- Concerts on Radio
- Bingo
- Members of Religious Clubs

TRAVEL/AUTO...

- Standard-Size Car
- Always Follow Mechanic's Advice
- Prefer Familiar Vehicle Models
- Think of Vehicles as Basic Transportation
- Security Concerns Reduce Travel



	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	0.0%	17.8%	0
66-75 Years	2.1%	11.2%	19
76+ Years	97.9%	10.0%	983
MEAN AGE	83.90	5070.0%	

	Cluster %	National %	Index
Estimated Income			
<\$15,000	63.6%	12.5%	510
\$15,000-\$19,999	15.8%	5.7%	279
\$20,000-\$29,999	18.9%	10.6%	179
\$30,000-\$39,999	1.7%	10.0%	17
\$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
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	79.9%	51.3%	156
Married	20.1%	48.7%	41



	Cluster %	National %	Index
Estimated Net Worth			
< \$1	13.7%	13.6%	101
\$1 - \$4,999	13.0%	7.5%	173
\$5,000 - \$9,999	11.5%	5.4%	214
\$10,000 - \$24,999	15.4%	7.7%	200
\$25,000 - \$49,999	13.3%	7.9%	169
\$50,000 - \$99,999	13.8%	10.8%	127
\$100,000 - \$249,999	12.5%	16.4%	76
\$250,000 - \$499,999	5.4%	12.0%	45
\$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

	Cluster %	National %	Index
Home Ownership Status			
Renter	11.1%	27.6%	40
Home Owner	88.9%	72.4%	123

	Cluster %	National %	Index
Population Density - HH per Sq. Mile			
0-28	0.0%	9.7%	0
29-103	2.9%	10.2%	29
104-925	32.7%	31.1%	105
926-2508	31.3%	30.4%	103
2509-4371	14.2%	9.5%	149
4372-8167	8.3%	4.5%	182
8168+	10.5%	4.6%	229

	Cluster %	National %	Index
Length of Residence			
<2 Years	6.5%	15.3%	43
2-5 Years	12.5%	20.9%	60
6-14 Years	31.0%	35.1%	88
15+ Years	50.0%	28.7%	174



	Cluster %	National %	Index
Market Value of Home			
<\$50000	13.9%	7.6%	182
\$50000-\$99999	27.9%	19.2%	146
\$100000-\$124999	11.2%	9.9%	113
\$125000-\$149999	9.0%	9.2%	98
\$150000-\$199999	12.6%	14.5%	86
\$200000-\$299999	11.7%	16.4%	72
\$300000-\$499999	8.6%	13.8%	62
\$500000+	5.0%	9.4%	53

	Cluster %	National %	Index
Dwelling Unit Size			
Single Family Dwelling	74.8%	85.1%	88
Multiple Family Dwelling	25.2%	14.9%	169

	Cluster %	National %	Index
Occupation			
Professional/Technical	7.6%	27.9%	27
Administration/Management	3.3%	8.2%	40
Sales/Service	1.5%	2.7%	54
Clerical/White Collar	7.3%	16.8%	43
Craftsman/Blue Collar	6.5%	18.4%	35
Student	0.1%	0.7%	21
Housewife	11.8%	5.8%	203
Retired	58.3%	11.7%	498
Other	2.5%	4.7%	53
Self Employed	1.1%	3.1%	35

	Cluster %	National %	Index
Education			
Completed High School	51.8%	0.57	91
Completed College	40.0%	30.6%	131
Completed Graduate School	7.6%	12.2%	62
Attended Vocational/Technical	0.6%	0.4%	136



	Cluster %	National %	Index
Ethnicity			
Caucasian/Other	76.6%	73.9%	104
African American	9.7%	11.0%	88
Hispanic	11.3%	11.5%	98
Asian	2.5%	3.6%	68

	Cluster %	National %	Index
Household Size			
One Person Household	52.8%	29.3%	180
Two Person Household	31.0%	26.8%	115
Three Person Household	10.0%	19.8%	51
Four Person Household	3.9%	11.8%	33
Five+ Person Household	2.3%	12.3%	19

	Cluster %	National %	Index
Mail Responsive			
Mail Order Responsive	72.8%	68.4%	106
Mail Order Buyer	72.6%	68.4%	106
Mail Order Donor	4.9%	1.4%	340

	Cluster %	National %	Index
Buying Channel Preference - Score = 01			
Internet	1.4%	9.0%	16
Mail	9.5%	9.5%	101
Phone	0.1%	9.2%	2

