

ABOUT HOME & GARDEN

Despite a relatively low-middle-income ranking (households are 58% retired), Home & Garden enjoys a comparatively high net worth. At a mean age of 83, they are likely military veterans and grandparents. Buying American products is important, and they are loyal to favorite brands. They also appreciate charitable companies. These elderly couples pursue less strenuous activities such as collecting coins and playing bingo. But they also remain quite active in community organizations, including veterans and fraternal clubs. Many own or lease one vehicle – likely a small truck – and they maintain it according to manufacturer recommendations.



HOUSEHOLDS: 1,914,080 (1.37% OF U.S.)



Cluster Info	
Age	76+
Marital Status	Married
Home Ownership	Owner
Kids	No Kids
Income	\$25,000 - \$34,999
Income Rank	47
Urbanicity	City & Surrounds
Urbanicity Rank	23
Net Worth	\$10K-\$500K
Net Worth Rank	33

WHEN THEY GREW UP...

- President Truman raises taxes for Marshall Plan
- First color newsreel filmed
- NASCAR is incorporated
- ABC-TV network begins

SHOPPING...

- Buying American Products is Important
- Only Use Coupons for Usual Brands
- Charitable Brands
- Sears
- Aldi Grocery Store

DIGITAL/ONLINE...

- Computer 5+ Years Old
- Computer Confusion
- Do Not Use Computers for Entertainment
- Do Not Enjoy Learning About Electronics and Technology
- Not Willing to Pay More for Quality

FINANCIAL...

- Regions Bank
- Save Before Investing
- Economy Directly Influences Spending
- Travelers Auto Insurance
- Prudential Life Insurance

TV/RADIO...

- Gospel Radio Format
- "On the Record with Greta Van Susteren"
- "Nancy Grace"
- CBS Local TV News
- "The Price is Right"

MAGAZINES/NEWSPAPERS...

- Daily Newspapers
- Guideposts
- Smithsonian
- Reader's Digest
- Good Housekeeping

ACTIVITIES...

- Collect Coins
- Bingo
- AARP Member
- Member of Fraternal Orders
- NASCAR

TRAVEL/AUTO...

- Own or Lease 1 Vehicle
- Drive Compact Pickups
- Follow Manufacturer's Maintenance Manual
- Group Tours
- Prefer Domestic Over Foreign 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	0.0%	11.2%	0
76+ Years	100.0%	10.0%	1004
MEAN AGE	83.90	5070.0%	

	Cluster %	National %	Index
Estimated Income			
<\$15,000	0.6%	12.5%	5
\$15,000-\$19,999	15.2%	5.7%	269
\$20,000-\$29,999	28.1%	10.6%	266
\$30,000-\$39,999	31.0%	10.0%	311
\$40,000-\$49,999	25.0%	9.7%	258
\$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	0.0%	51.3%	0
Married	100.0%	48.7%	205



	Cluster %	National %	Index
Estimated Net Worth			
< \$1	2.0%	13.6%	15
\$1 - \$4,999	3.6%	7.5%	48
\$5,000 - \$9,999	4.9%	5.4%	91
\$10,000 - \$24,999	10.5%	7.7%	136
\$25,000 - \$49,999	13.4%	7.9%	169
\$50,000 - \$99,999	19.7%	10.8%	182
\$100,000 - \$249,999	27.9%	16.4%	170
\$250,000 - \$499,999	15.2%	12.0%	127
\$500,000 - \$999,999	2.8%	8.1%	35
\$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	4.4%	27.6%	16
Home Owner	95.6%	72.4%	132

	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	44.2%	31.1%	142
926-2508	39.4%	30.4%	130
2509-4371	10.1%	9.5%	106
4372-8167	3.5%	4.5%	78
8168+	2.7%	4.6%	59

	Cluster %	National %	Index
Length of Residence			
<2 Years	4.8%	15.3%	32
2-5 Years	10.7%	20.9%	51
6-14 Years	26.4%	35.1%	75
15+ Years	58.0%	0.29	202



	Cluster %	National %	Index
Market Value of Home			
<\$50000	8.2%	7.6%	107
\$50000-\$99999	25.7%	19.2%	134
\$100000-\$124999	13.8%	9.9%	139
\$125000-\$149999	12.5%	9.2%	137
\$150000-\$199999	17.4%	14.5%	120
\$200000-\$299999	13.6%	16.4%	83
\$300000-\$499999	6.1%	13.8%	45
\$500000+	2.6%	9.4%	27

	Cluster %	National %	Index
Dwelling Unit Size			
Single Family Dwelling	87.0%	85.1%	102
Multiple Family Dwelling	13.0%	14.9%	87

	Cluster %	National %	Index
Occupation			
Professional/Technical	9.0%	27.9%	32
Administration/Management	4.2%	8.2%	52
Sales/Service	1.6%	2.7%	59
Clerical/White Collar	5.3%	16.8%	32
Craftsman/Blue Collar	7.8%	18.4%	43
Student	0.1%	0.7%	16
Housewife	9.1%	5.8%	155
Retired	58.4%	11.7%	498
Other	2.8%	4.7%	59
Self Employed	1.7%	3.1%	55

	Cluster %	National %	Index
Education			
Completed High School	51.1%	56.8%	90
Completed College	37.8%	30.6%	124
Completed Graduate School	10.5%	12.2%	86
Attended Vocational/Technical	0.7%	0.4%	168



	Cluster %	National %	Index
Ethnicity			
Caucasian/Other	86.1%	73.9%	117
African American	5.5%	11.0%	50
Hispanic	6.7%	11.5%	58
Asian	1.6%	3.6%	45

	Cluster %	National %	Index
Household Size			
One Person Household	2.4%	29.3%	8
Two Person Household	60.6%	26.8%	226
Three Person Household	22.4%	19.8%	113
Four Person Household	9.2%	11.8%	78
Five+ Person Household	5.5%	12.3%	45

	Cluster %	National %	Index
Mail Responsive			
Mail Order Responsive	95.8%	68.4%	140
Mail Order Buyer	95.6%	68.4%	140
Mail Order Donor	9.1%	1.4%	632

	Cluster %	National %	Index
Buying Channel Preference - Score = 01			
Internet	2.6%	9.0%	29
Mail	25.7%	9.5%	272
Phone	4.4%	9.2%	47

