

ABOUT OPEN HOUSES

Open Houses households are, at a mean age of 60, well-established members of their communities, with more than one-third having resided in their home for 15 years or longer. Despite middle to low income and average educational attainment, this group ranks upper-middle for net worth. As single empty nesters, these individuals have the time to beautify their homes, making lawn care and indoor gardening popular pastimes. Reading House Beautiful and newspaper sections covering home design and gardening further reflect these interests. They are also likely to play an instrument and enjoy word games.



HOUSEHOLDS: 1,359,820 (0.97% OF U.S.)



Cluster Info	
Age	56-65
Marital Status	Single
Home Ownership	Owner
Kids	No Kids
Income	\$25,000 - \$34,999
Income Rank	45
Urbanicity	City & Surrounds
Urbanicity Rank	32
Net Worth	\$5K-\$250K
Net Worth Rank	44

WHEN THEY GREW UP...

- Atari introduces "Pong" in arcades
- "The Godfather" is in theaters
- Watergate scandal
- Billie Jean King triumphs at the French Open

SHOPPING...

- Online Auctions
- Auto Parts Stores
- Drugstore for Film and Photo Processing
- Avon
- Discount Tire Co.

DIGITAL/ONLINE...

- Compaq Computers
- Microsoft Windows 98
- People Magazine Online
- NBCNews.com
- AOL.com

FINANCIAL...

- Regions Bank
- Liberty Mutual Auto Insurance
- Travelers Home Insurance
- JC Penney Cards
- You Alone Medical Insurance

TV/RADIO...

- Variety/Other Radio Format
- Hallmark Movie Channel
- Turner Classic Movies
- "Royal Pains"
- NBC Local TV News

MAGAZINES/NEWSPAPERS...

- Newspaper, Home/Home Design/Furnishings/Gardening
- Newspaper, Movie Listings and Reviews
- Discover
- Prevention
- House Beautiful

ACTIVITIES...

- Lawn Care
- Indoor Gardening & Plants
- Play a Musical Instrument
- Word Games
- Golf

TRAVEL/AUTO...

- Own or Lease 1 Vehicle
- Compact Pickup
- Domestic Travel 15+ Nights Away
- Tour Groups
- Chevrolet



	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	97.8%	17.8%	549
66-75 Years	2.2%	11.2%	20
76+ Years	0.0%	10.0%	0
MEAN AGE	60.10	5070.0%	

	Cluster %	National %	Index
Estimated Income			
<\$15,000	0.0%	12.5%	0
\$15,000-\$19,999	12.5%	5.7%	220
\$20,000-\$29,999	29.3%	10.6%	277
\$30,000-\$39,999	30.1%	10.0%	302
\$40,000-\$49,999	28.2%	9.7%	290
\$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	100.0%	51.3%	195
Married	0.0%	48.7%	0



	Cluster %	National %	Index
Estimated Net Worth			
< \$1	2.2%	13.6%	16
\$1 - \$4,999	7.6%	7.5%	102
\$5,000 - \$9,999	9.5%	5.4%	176
\$10,000 - \$24,999	16.7%	7.7%	217
\$25,000 - \$49,999	17.0%	7.9%	214
\$50,000 - \$99,999	19.0%	10.8%	175
\$100,000 - \$249,999	18.2%	16.4%	111
\$250,000 - \$499,999	8.3%	12.0%	70
\$500,000 - \$999,999	1.4%	8.1%	18
\$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	35.2%	31.1%	113
926-2508	42.0%	30.4%	138
2509-4371	14.6%	9.5%	153
4372-8167	8.1%	4.5%	178
8168+	0.0%	4.6%	0

	Cluster %	National %	Index
Length of Residence			
<2 Years	7.9%	15.3%	52
2-5 Years	17.4%	20.9%	83
6-14 Years	38.0%	35.1%	108
15+ Years	36.7%	0.29	128



Personicx Online Guide

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The households of Open Houses are community-minded, lower-to-middle income singles. They are in their late 50s to early 60s, some retired, but many still working, mainly in lower-level clerical white-collar and blue-collar jobs. All are homeowners.

	Cluster %	National %	Index
Market Value of Home			
<\$50000	11.2%	7.6%	146
\$50000-\$99999	30.0%	19.2%	157
\$100000-\$124999	13.2%	9.9%	134
\$125000-\$149999	10.9%	9.2%	119
\$150000-\$199999	14.0%	14.5%	97
\$200000-\$299999	11.9%	16.4%	73
\$300000-\$499999	6.2%	13.8%	45
\$500000+	2.5%	9.4%	26

	Cluster %	National %	Index
Dwelling Unit Size			
Single Family Dwelling	87.7%	85.1%	103
Multiple Family Dwelling	12.3%	14.9%	82

	Cluster %	National %	Index
Occupation			
Professional/Technical	26.0%	27.9%	93
Administration/Management	8.4%	8.2%	102
Sales/Service	3.2%	2.7%	118
Clerical/White Collar	23.0%	16.8%	137
Craftsman/Blue Collar	20.2%	18.4%	109
Student	0.4%	0.7%	64
Housewife	4.4%	5.8%	75
Retired	6.9%	11.7%	59
Other	4.4%	4.7%	94
Self Employed	3.1%	3.1%	101

	Cluster %	National %	Index
Education			
Completed High School	55.4%	56.8%	98
Completed College	32.1%	30.6%	105
Completed Graduate School	11.7%	12.2%	96
Attended Vocational/Technical	0.8%	0.4%	189



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Ethnicity			
Caucasian/Other	73.4%	73.9%	99
African American	12.3%	11.0%	111
Hispanic	11.6%	11.5%	101
Asian	2.8%	3.6%	76

	Cluster %	National %	Index
Household Size			
One Person Household	63.9%	29.3%	218
Two Person Household	21.1%	26.8%	78
Three Person Household	8.2%	19.8%	42
Four Person Household	4.0%	11.8%	34
Five+ Person Household	2.8%	12.3%	23

	Cluster %	National %	Index
Mail Responsive			
Mail Order Responsive	67.0%	68.4%	98
Mail Order Buyer	66.9%	68.4%	98
Mail Order Donor	1.5%	1.4%	103

	Cluster %	National %	Index
Buying Channel Preference - Score = 01			
Internet	4.5%	9.0%	50
Mail	7.7%	9.5%	82
Phone	5.4%	9.2%	58



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