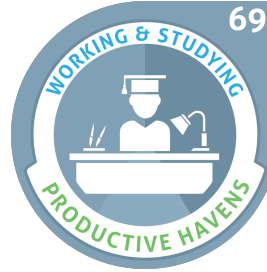


### ABOUT PRODUCTIVE HAVENS

Productive Havens members are uniformly single homeowners in the lowest possible household income bracket, but have relatively higher net worth. These households show a significantly greater-than-average presence of African-Americans and Hispanics. Inclusive of a high rate of students, these cohorts live on a budget supported by a mix of part-time, low-wage technical, white- and blue-collar jobs. Their homes do appear to be their havens, where they often enjoy soothing, home-based activities, including trivia games, chess, backgammon and collecting figurines.



HOUSEHOLDS: 701,180 (0.50% OF U.S.)



#### Cluster Info

Age	24-45
Marital Status	Single
Home Ownership	Owner
Kids	No Kids
Income	< \$15,000
Income Rank	70
Urbanicity	City & Surrounds
Urbanicity Rank	15
Net Worth	<\$50K
Net Worth Rank	58

### WHEN THEY GREW UP...

- Cher's "Believe" tops charts
- Actor Michael J. Fox reveals Parkinson's disease diagnosis
- PageRank, the algorithm behind Google, is patented
- President Clinton impeachment trial

### SHOPPING...

- Coupon Driven
- Dollar General
- Food Lion
- PETCO
- Stop-N-Go Convenience Store

### DIGITAL/ONLINE...

- Use Apple/Mac at Work
- MacBook Pro
- CNET.com
- nbc.com
- foxsports.com

### FINANCIAL...

- Consider Company Size
- Financial Burdens
- Phone Banking
- Farm Bureau Insurance
- Selling Home Soon

### TV/RADIO...

- Classic Rock Music
- "The Jerry Springer Show"
- "River Monsters"
- "MythBusters"
- ESPN's "Around The Horn"

### MAGAZINES/NEWSPAPERS...

- Hot Rod
- Game & Fish/Sportsman
- Family Handyman
- American Baby
- Women's Health

### ACTIVITIES...

- Collect Figurines
- Chess
- Backgammon
- Trivia Games
- Rifle Hunting

### TRAVEL/AUTO...

- Motorcycles
- Ride Bicycles
- Advanced Auto Parts Store
- Chevrolet Silverado
- Planning South America Travel



	Cluster %	National %	Index
<b>Age - Head of Household</b>			
18-23 Years	1.2%	3.7%	34
24-29 Years	24.6%	7.9%	313
30-35 Years	31.1%	9.9%	313
36-45 Years	43.0%	18.5%	233
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	0.0%	10.0%	0
MEAN AGE	33.80	5070.0%	

	Cluster %	National %	Index
<b>Estimated Income</b>			
<\$15,000	98.0%	12.5%	786
\$15,000-\$19,999	2.0%	5.7%	36
\$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	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
<b>Presence and Age of Children</b>			
No Children Present	97.7%	63.3%	154
Ages 0-2	100.0%	4.9%	2052
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
<b>Marital Status</b>			
Single	100.0%	51.3%	195
Married	0.0%	48.7%	0



	Cluster %	National %	Index
<b>Estimated Net Worth</b>			
< \$1	19.3%	13.6%	142
\$1 - \$4,999	26.3%	7.5%	349
\$5,000 - \$9,999	15.8%	5.4%	293
\$10,000 - \$24,999	15.0%	7.7%	194
\$25,000 - \$49,999	9.2%	7.9%	117
\$50,000 - \$99,999	7.0%	10.8%	64
\$100,000 - \$249,999	4.6%	16.4%	28
\$250,000 - \$499,999	2.1%	12.0%	17
\$500,000 - \$999,999	0.7%	8.1%	9
\$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	0.0%	27.6%	0
Home Owner	100.0%	72.4%	138

	Cluster %	National %	Index
<b>Population Density - HH per Sq. Mile</b>			
0-28	0.0%	9.7%	0
29-103	7.0%	10.2%	69
104-925	29.4%	31.1%	95
926-2508	36.0%	30.4%	119
2509-4371	15.1%	9.5%	158
4372-8167	11.0%	4.5%	242
8168+	1.4%	4.6%	31

	Cluster %	National %	Index
<b>Length of Residence</b>			
<2 Years	15.3%	15.3%	100
2-5 Years	23.4%	20.9%	112
6-14 Years	39.9%	35.1%	114
15+ Years	21.4%	28.7%	74



	Cluster %	National %	Index
<b>Market Value of Home</b>			
<\$50000	20.2%	7.6%	265
\$50000-\$99999	34.3%	19.2%	179
\$100000-\$124999	11.1%	9.9%	112
\$125000-\$149999	7.7%	9.2%	84
\$150000-\$199999	9.8%	14.5%	68
\$200000-\$299999	8.4%	16.4%	51
\$300000-\$499999	5.5%	13.8%	40
\$500000+	3.0%	9.4%	32

	Cluster %	National %	Index
<b>Dwelling Unit Size</b>			
Single Family Dwelling	84.0%	85.1%	99
Multiple Family Dwelling	16.0%	14.9%	107

	Cluster %	National %	Index
<b>Occupation</b>			
Professional/Technical	19.6%	27.9%	70
Administration/Management	7.1%	8.2%	86
Sales/Service	4.3%	2.7%	157
Clerical/White Collar	21.2%	16.8%	126
Craftsman/Blue Collar	21.0%	18.4%	114
Student	7.8%	0.7%	1119
Housewife	7.1%	5.8%	122
Retired	4.5%	11.7%	39
Other	5.1%	4.7%	109
Self Employed	2.4%	3.1%	77

	Cluster %	National %	Index
<b>Education</b>			
Completed High School	72.2%	0.57	127
Completed College	23.0%	30.6%	75
Completed Graduate School	3.9%	12.2%	32
Attended Vocational/Technical	0.8%	0.4%	190



	Cluster %	National %	Index
<b>Ethnicity</b>			
Caucasian/Other	53.1%	73.9%	72
African American	22.8%	11.0%	206
Hispanic	21.1%	11.5%	184
Asian	3.0%	3.6%	82

	Cluster %	National %	Index
<b>Household Size</b>			
One Person Household	68.9%	29.3%	235
Two Person Household	19.9%	26.8%	74
Three Person Household	6.6%	19.8%	33
Four Person Household	2.7%	11.8%	22
Five+ Person Household	2.0%	12.3%	16

	Cluster %	National %	Index
<b>Mail Responsive</b>			
Mail Order Responsive	33.3%	68.4%	49
Mail Order Buyer	33.2%	68.4%	49
Mail Order Donor	0.4%	1.4%	24

	Cluster %	National %	Index
<b>Buying Channel Preference - Score = 01</b>			
Internet	1.8%	9.0%	20
Mail	0.2%	9.5%	2
Phone	0.0%	9.2%	0

