

ABOUT ROLE MODELS

Despite a mean age of 70, Role Models couples and some singles are far more likely to be working than to be retired. They are long-time homeowners in their suburban neighborhoods. Financially, they are lower middle class in terms of income and net worth, with cautious investments. They favor discount retailers such as Dollar Tree and Big Lots, but are willing to pay more for environmentally safe products. Buying American is also important. Sedate activities include collecting antiques, enjoying tropical fish, completing word games, and crossword puzzles, and crocheting.



HOUSEHOLDS: 1,332,680 (0.95% OF U.S.)



Cluster Info

Age	66-75
Marital Status	Married/Single
Home Ownership	Owner
Kids	No Kids
Income	\$25,000 - \$34,999
Income Rank	48
Urbanicity	Suburbs & Towns
Urbanicity Rank	47
Net Worth	\$10K-\$500K
Net Worth Rank	41

WHEN THEY GREW UP...

- Building of the Berlin Wall
- The original "The Parent Trap" is in theaters
- Robert Frost recites a poem at JFK's inauguration
- Patsy Cline sings "I Fall to Pieces"

SHOPPING...

- Buying American Products is Important
- Willing to Pay More for Environmental Safety
- Dress to Please Self, Not Others
- Big Lots
- Dollar Tree

DIGITAL/ONLINE...

- Do Not Enjoy Getting Online
- CenturyLink Internet Service
- Internet Has Little Impact on Daily Life
- Computer is 5+ Years Old
- Do Not Connect With Family/Friends Online

FINANCIAL...

- MasterCard Gold
- PNC Bank
- Sears Card
- Track Bank Account Balance
- Low-Risk Investing

TV/RADIO...

- Oldies Radio Format
- H2 Channel
- QVC
- "Say Yes to the Dress"
- "Pawn Stars"

MAGAZINES/NEWSPAPERS...

- House Beautiful
- Cooking with Paula Deen
- Family Handyman
- Birds & Blooms
- Health

ACTIVITIES...

- Collect Antiques
- Tropical Fish
- Word Games
- Crossword Puzzles
- Crocheting

TRAVEL/AUTO...

- Always Follow Mechanic's Advice
- Think of Vehicles as Basic Transportation
- Best Western
- Do Not Trust Internet Security for Travel Plans
- Group Tours



	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	100.0%	11.2%	894
76+ Years	0.0%	10.0%	0
MEAN AGE	69.90	5070.0%	

	Cluster %	National %	Index
Estimated Income			
<\$15,000	3.5%	12.5%	28
\$15,000-\$19,999	10.2%	5.7%	180
\$20,000-\$29,999	21.9%	10.6%	207
\$30,000-\$39,999	46.5%	10.0%	467
\$40,000-\$49,999	17.9%	9.7%	184
\$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	36.7%	51.3%	72
Married	63.3%	48.7%	130



	Cluster %	National %	Index
Estimated Net Worth			
< \$1	5.8%	13.6%	43
\$1 - \$4,999	5.7%	7.5%	76
\$5,000 - \$9,999	6.5%	5.4%	121
\$10,000 - \$24,999	12.8%	7.7%	166
\$25,000 - \$49,999	14.7%	7.9%	186
\$50,000 - \$99,999	19.1%	10.8%	177
\$100,000 - \$249,999	23.0%	16.4%	141
\$250,000 - \$499,999	11.2%	12.0%	94
\$500,000 - \$999,999	1.1%	8.1%	14
\$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	8.2%	27.6%	30
Home Owner	91.8%	72.4%	127

	Cluster %	National %	Index
Population Density - HH per Sq. Mile			
0-28	0.0%	9.7%	0
29-103	2.6%	10.2%	25
104-925	41.9%	31.1%	135
926-2508	39.4%	30.4%	130
2509-4371	11.8%	9.5%	124
4372-8167	3.7%	4.5%	83
8168+	0.5%	4.6%	11

	Cluster %	National %	Index
Length of Residence			
<2 Years	6.4%	15.3%	42
2-5 Years	14.6%	20.9%	70
6-14 Years	33.6%	35.1%	96
15+ Years	45.4%	0.29	158



	Cluster %	National %	Index
Market Value of Home			
<\$50000	10.3%	7.6%	134
\$50000-\$99999	28.4%	19.2%	148
\$100000-\$124999	13.5%	9.9%	136
\$125000-\$149999	11.7%	9.2%	128
\$150000-\$199999	15.8%	14.5%	109
\$200000-\$299999	12.5%	16.4%	76
\$300000-\$499999	5.7%	13.8%	41
\$500000+	2.1%	9.4%	22

	Cluster %	National %	Index
Dwelling Unit Size			
Single Family Dwelling	88.2%	85.1%	104
Multiple Family Dwelling	11.8%	14.9%	79

	Cluster %	National %	Index
Occupation			
Professional/Technical	17.2%	27.9%	62
Administration/Management	7.2%	8.2%	88
Sales/Service	2.9%	2.7%	106
Clerical/White Collar	14.2%	16.8%	85
Craftsman/Blue Collar	16.0%	18.4%	87
Student	0.3%	0.7%	39
Housewife	6.3%	5.8%	108
Retired	29.5%	11.7%	252
Other	3.7%	4.7%	80
Self Employed	2.7%	3.1%	86

	Cluster %	National %	Index
Education			
Completed High School	55.5%	56.8%	98
Completed College	32.8%	30.6%	107
Completed Graduate School	10.9%	12.2%	90
Attended Vocational/Technical	0.8%	0.4%	176



	Cluster %	National %	Index
Ethnicity			
Caucasian/Other	76.1%	73.9%	103
African American	10.2%	11.0%	92
Hispanic	11.6%	11.5%	101
Asian	2.2%	3.6%	61

	Cluster %	National %	Index
Household Size			
One Person Household	27.5%	29.3%	94
Two Person Household	42.9%	26.8%	160
Three Person Household	16.1%	19.8%	82
Four Person Household	8.1%	11.8%	69
Five+ Person Household	5.3%	12.3%	43

	Cluster %	National %	Index
Mail Responsive			
Mail Order Responsive	82.6%	68.4%	121
Mail Order Buyer	82.5%	68.4%	121
Mail Order Donor	3.1%	1.4%	217

	Cluster %	National %	Index
Buying Channel Preference - Score = 01			
Internet	4.8%	9.0%	54
Mail	16.3%	9.5%	172
Phone	5.4%	9.2%	59

