

ABOUT SOLID SURROUNDINGS

Solid Surroundings contains highly educated, well-paid, professional singles and couples in their 40s to mid-60s. They are deliberate investors, using a certified financial planner and owning annuities and money market funds. Their media and activity preferences reflect an assortment of intellectual and artistic pursuits – watching independent films; listening to classical radio; reading Smithsonian magazine; and participating in book clubs and photography. They have AAA memberships to go along with their multiple vehicles and cruiser motorcycles. Travel to Italy is common among this cluster.



HOUSEHOLDS: 2,298,460 (1.64% OF U.S.)



Cluster Info	
Age	36-65
Marital Status	Married/Single
Home Ownership	Owner
Kids	No Kids
Income	\$60,000 - \$74,999
Income Rank	21
Urbanicity	Suburbs & Towns
Urbanicity Rank	42
Net Worth	\$500K-\$2MM
Net Worth Rank	6

WHEN THEY GREW UP...

- Ted Turner's Cable News Network debuts
- Attica prison riot
- Who shot J.R.?
- Mount St. Helens erupts

SHOPPING...

- Sherwin Williams
- Cumberland Farms Convenience Store
- J.Crew
- Sports Authority
- Vons Grocery Store

DIGITAL/ONLINE...

- Asus Computers
- Comcast/Xfinity Internet Service
- Groupon.com
- pbs.org
- WebMD.com

FINANCIAL...

- Home Equity Line of Credit
- Kaiser Permanente Medical Insurance
- Use Certified Financial Planner
- Own Annuities
- Own Money Market Funds

TV/RADIO...

- Major League Baseball on Radio
- Classical Radio Format
- Independent Film Channel
- "The Daily Show with Jon Stewart"
- "Leverage"

MAGAZINES/NEWSPAPERS...

- Newspaper, Lifestyle & Ads
- Smithsonian
- Real Simple
- Cooking Light
- Sunset

ACTIVITIES...

- Camp at Independently Owned Campgrounds
- Book Clubs
- Refinish Furniture
- Photography
- Knitting

TRAVEL/AUTO...

- AAA Members
- Own 5+ Vehicles
- Own Cruiser Motorcycle
- Own BMW
- Travel to Italy



	Cluster %	National %	Index
Age - Head of Household			
18-23 Years	0.1%	3.7%	2
24-29 Years	0.9%	7.9%	12
30-35 Years	3.2%	9.9%	32
36-45 Years	19.5%	18.5%	105
46-55 Years	34.8%	21.1%	165
56-65 Years	41.5%	17.8%	233
66-75 Years	0.0%	11.2%	0
76+ Years	0.0%	10.0%	0
MEAN AGE	51.50	50.70	

	Cluster %	National %	Index
Estimated Income			
<\$15,000	0.3%	12.5%	3
\$15,000-\$19,999	0.6%	5.7%	10
\$20,000-\$29,999	1.3%	10.6%	12
\$30,000-\$39,999	1.9%	10.0%	19
\$40,000-\$49,999	5.6%	9.7%	58
\$50,000-\$74,999	47.9%	21.6%	222
\$75,000-\$99,999	34.3%	11.4%	301
\$100,000-\$124,999	8.1%	6.4%	126
\$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	99.6%	63.3%	157
Ages 0-2	45.9%	4.9%	942
Ages 3-5	59.8%	8.7%	684
Ages 6-10	0.4%	13.5%	3
Ages 11-15	0.6%	14.7%	4
Ages 16-17	0.2%	6.1%	3

	Cluster %	National %	Index
Marital Status			
Single	40.2%	51.3%	78
Married	59.8%	48.7%	123



	Cluster %	National %	Index
Estimated Net Worth			
< \$1	0.0%	13.6%	0
\$1 - \$4,999	0.0%	7.5%	0
\$5,000 - \$9,999	0.0%	5.4%	0
\$10,000 - \$24,999	0.0%	7.7%	0
\$25,000 - \$49,999	0.0%	7.9%	0
\$50,000 - \$99,999	0.0%	10.8%	0
\$100,000 - \$249,999	0.0%	16.4%	0
\$250,000 - \$499,999	0.0%	12.0%	0
\$500,000 - \$999,999	72.7%	8.1%	899
\$1,000,000 - \$1,999,999	27.3%	5.6%	484
\$2,000,000+	0.0%	5.0%	0

	Cluster %	National %	Index
Home Ownership Status			
Renter	1.8%	27.6%	6
Home Owner	98.2%	72.4%	136

	Cluster %	National %	Index
Population Density - HH per Sq. Mile			
0-28	1.1%	9.7%	11
29-103	10.3%	10.2%	101
104-925	38.8%	31.1%	125
926-2508	32.1%	30.4%	106
2509-4371	12.1%	9.5%	127
4372-8167	4.5%	4.5%	99
8168+	1.1%	4.6%	24

	Cluster %	National %	Index
Length of Residence			
<2 Years	5.3%	15.3%	35
2-5 Years	15.2%	20.9%	73
6-14 Years	42.1%	35.1%	120
15+ Years	37.3%	28.7%	130



	Cluster %	National %	Index
Market Value of Home			
<\$50000	0.3%	7.6%	3
\$50000-\$99999	0.4%	19.2%	2
\$100000-\$124999	0.5%	9.9%	5
\$125000-\$149999	1.2%	9.2%	13
\$150000-\$199999	7.4%	14.5%	51
\$200000-\$299999	34.4%	16.4%	210
\$300000-\$499999	39.2%	13.8%	285
\$500000+	16.6%	9.4%	176

	Cluster %	National %	Index
Dwelling Unit Size			
Single Family Dwelling	96.5%	85.1%	113
Multiple Family Dwelling	3.5%	14.9%	24

	Cluster %	National %	Index
Occupation			
Professional/Technical	41.6%	27.9%	149
Administration/Management	10.7%	8.2%	130
Sales/Service	2.9%	2.7%	108
Clerical/White Collar	18.1%	16.8%	108
Craftsman/Blue Collar	14.0%	18.4%	76
Student	0.6%	0.7%	87
Housewife	2.5%	5.8%	43
Retired	3.1%	11.7%	26
Other	2.9%	4.7%	62
Self Employed	3.6%	3.1%	116

	Cluster %	National %	Index
Education			
Completed High School	44.7%	56.8%	79
Completed College	35.4%	30.6%	116
Completed Graduate School	19.5%	12.2%	160
Attended Vocational/Technical	0.4%	0.4%	103



	Cluster %	National %	Index
Ethnicity			
Caucasian/Other	81.4%	73.9%	110
African American	3.2%	11.0%	29
Hispanic	8.0%	11.5%	69
Asian	7.5%	3.6%	207

	Cluster %	National %	Index
Household Size			
One Person Household	24.3%	29.3%	83
Two Person Household	38.5%	26.8%	143
Three Person Household	17.9%	19.8%	91
Four Person Household	11.3%	11.8%	96
Five+ Person Household	8.0%	12.3%	65

	Cluster %	National %	Index
Mail Responsive			
Mail Order Responsive	88.9%	68.4%	130
Mail Order Buyer	88.8%	68.4%	130
Mail Order Donor	2.0%	1.4%	140

	Cluster %	National %	Index
Buying Channel Preference - Score = 01			
Internet	15.6%	9.0%	174
Mail	18.7%	9.5%	197
Phone	22.8%	9.2%	247

