

**Hughes Electronics Corporation Response to
FCC Initial Request for Information dated January 4, 2002**

Production #s: FCC4A0000000118 - FCC4A0000000390

**Source: Matt Downing
Directv Broadband**

FCC Request Responsive to: XV.C.

RECEIVED
APR 26 2002
COMMUNICATIONS DIVISION
FEDERAL COMMUNICATIONS COMMISSION

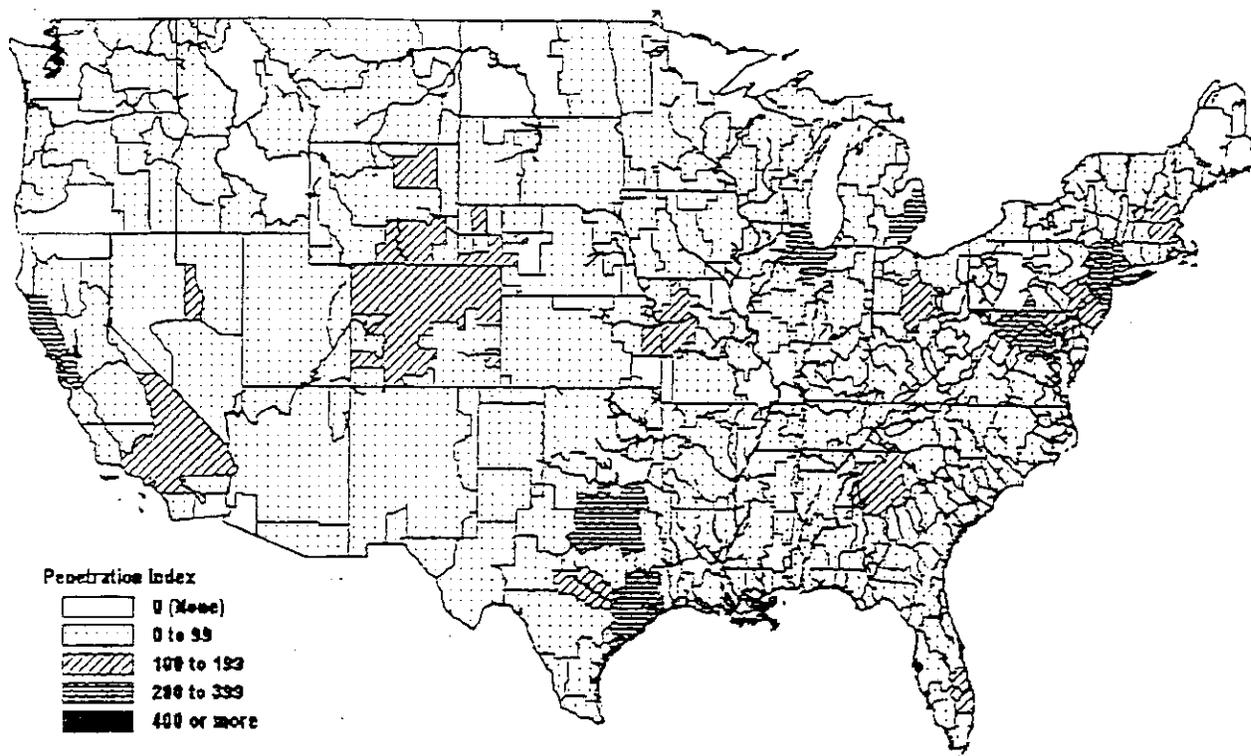
USER ID: PRINT01
DATE: 4/24/02 TIME: 10:05:25 PM

DOCUMENT SEPARATOR SHEET

Print Batch Document #: 1

1 Upper Crust

Segment Concentration by Designated Market Area (DMA)



These are families with older children located in the suburbs. They have very high levels of income and education and work in executive and managerial, sales, and other white-collar occupations.

Upper Crust has the highest median and average household income of all the segments, both of which are over three times the national average. Upper Crust adults are the most likely of all segments to be between the ages of 50 and 59 years old, children are present in 41% of these households (just above average) and there are typically two to six people in the household. Over three-quarters of Upper Crust households are married couples, ranking them second. This segment is the most likely to live in the suburbs; 76% of these households are located in suburban areas, primarily around Washington D.C., New York, Chicago, Houston, and San Francisco. Adults in this segment rank second in the percentage who have earned Bachelors Degrees and Post Graduate Degrees, respectively, and they rank first in the percentage of children enrolled in private schools. Almost 90% work in white collar jobs, and they rank first in the percentage of people working in executive and managerial, and sales occupations. They are over 40% more likely than average to own their home and their median property value is over three times the national average.

These are the most active households in many financial services including investing in stocks, mutual funds, and money market accounts. They are large contributors to PBS and are the most likely to be technology savvy. They like to keep informed by reading business magazines and listening to all news radio stations, and they relax by listening to classical stations.

Demographic Data

AGE (1999)

	MEAN	INDEX	RANK
0 to 4 Years	5.86	83	36
5 to 9 Years	6.28	86	36
10 to 14 Years	6.76	96	29
15 to 17 Years	4.39	109	17
18 to 20 Years	3.79	91	31
21 Years	1.12	86	32
22 to 24 Years	3.73	98	22
25 to 29 Years	6.43	91	41
30 to 34 Years	5.11	72	50
35 to 39 Years	5.12	65	49
40 to 44 Years	8.13	102	19
45 to 49 Years	9.58	135	2
50 to 54 Years	8.91	148	1
55 to 59 Years	6.96	146	1
60 to 64 Years	5.30	133	2
65 to 69 Years	4.24	116	12
70 to 74 Years	3.40	101	21
75 to 84 Years	3.77	82	37
85 or More Years	1.14	66	39
Average Age	38.66	106	14
Median Age	40.66	112	9

INCOME (1999)

	MEAN	INDEX	RANK
\$ 0 to 15,000	2.48	14	49
\$ 15,000 to 25,000	2.33	17	49
\$ 25,000 to 35,000	2.80	22	49
\$ 35,000 to 50,000	5.21	32	50
\$ 50,000 to 75,000	11.51	59	44
\$ 75,000 to 100,000	13.39	139	11
\$100,000 to 150,000	21.95	334	2
\$150,000 or More	40.32	882	1
Average Income	\$ 169,798	302	1
Median Income	\$ 127,959	313	1

1 - Upper Crust Segment
Accumulated Wealth Group

1999

Demographic Data

URBANIZATION (1999)

	MEAN	INDEX	RANK
Urban	15.52	47	43
Suburban	75.62	179	1
Rural	8.86	36	25

RACE / ETHNICITY

	MEAN	INDEX	RANK
White	92.50	115	8
Black	2.08	17	50
Native American	0.16	21	50
Asian	4.69	169	12
Pacific Islander	0.04	29	44
Other	0.52	13	50
Hispanic	2.64	29	48

EDUCATION

	MEAN	INDEX	RANK
Some High School	4.97	20	50
High School Graduate	13.71	46	49
Some College Attendance	17.83	95	31
Associate Degree	5.94	96	25
Bachelors Degree	32.23	246	2
Post Graduate Degree	25.33	351	2

OCCUPATIONS

	MEAN	INDEX	RANK
Total White Collar	86.25	148	2
Total Blue Collar	13.75	33	49

WORKERS

	MEAN	INDEX	RANK
No Workers	6.24	48	44
1 Worker	27.62	98	29
2 Workers	49.41	108	17
3 or More Workers	16.73	125	6

1999

1 - Upper Crust Segment
Accumulated Wealth Group

Demographic Data

OWNER / RENTER

	MEAN	INDEX	RANK
Owner Occupied	90.62	141	2
Renter Occupied	9.38	26	49
Median Rent Paid	\$ 711	190	2

PROPERTY VALUE (1999)

	MEAN	INDEX	RANK
\$ 0 to 50,000	0.26	2	50
\$ 50,000 to 100,000	1.49	5	50
\$100,000 to 150,000	6.71	31	48
\$150,000 to 200,000	11.53	98	22
\$200,000 to 300,000	25.48	240	4
\$300,000 to 400,000	18.19	447	1
\$400,000 to 500,000	11.72	613	2
\$500,000 or More	24.62	916	3
Median Property Value	\$ 324,944	307	3

PERSONS IN UNIT

	MEAN	INDEX	RANK
1 Person	12.58	51	46
2 Persons	34.20	107	17
3 to 4 Persons	41.24	127	6
5 to 6 Persons	11.00	119	12
7 or More Persons	0.98	57	36
Average Household Size	2.91	111	10

UNITS IN STRUCTURE

	MEAN	INDEX	RANK
1 Unit (Attached)	5.70	108	21
1 Unit (Detached)	87.29	148	2
2 Units	0.97	20	49
3 to 9 Units	2.19	23	49
10 to 49 Units	2.16	25	41
50 or More Units	0.96	22	31
Mobile Home	0.27	4	47
Other Type of Unit	0.47	43	49

1 - Upper Crust Segment
Accumulated Wealth Group

1999

1999 Lifestyle Data

Lifestyle Profiles with the *Highest* Market Index

LEISURE & RECREATION	Percent Penetration	MicroVision Index	Rank
1. Shopped at Lord & Taylor in the past 4 weeks	13.2	506	1
2. Shopped at Neiman Marcus/Saks Fifth Ave. in the past 4 weeks	10.0	441	1
3. Contributed \$50 or more to PBS last year	11.4	358	2
4. Eat at quick service specialty bagel outlets	3.0	343	2
5. Shopped at Nordstrom in the past 4 weeks	12.4	333	4
6. Spent \$100 or more on dry cleaning in last 6 months	20.5	323	1
7. Eat at fine dining restaurants	15.3	313	3
8. Have an Exxon credit card	10.3	286	1
9. Used a professional cleaning service in last 12 months	9.8	276	2
10. Used a maid/housekeeper in the last 12 months	24.5	261	2
11. Shopped at Eddie Bauer in the last 4 weeks	10.7	257	2
12. Eat at quick service deli restaurants	9.8	255	4
13. Drank imported wine in the last 6 months	17.6	244	3
14. Own a passport	46.6	242	2
15. Own or lease a luxury car (e.g. Porsche/BMW)	30.5	240	2
16. Have a Mobil credit card	11.1	235	2
17. Played tennis in the past year	10.8	234	2
18. Rented a car for business use in the past 12 months	15.9	234	3
19. Have a Shell credit card	9.6	233	2
20. Shopped at The Limited in the past 4 weeks	6.6	231	3

COMMUNICATIONS & TECHNOLOGY	Percent Penetration	MicroVision Index	Rank
1. Reason for having 2 or more lines is to use with fax machine	13.3	334	3
2. Reason for having 2 or more lines is to use with PC modem	24.1	256	4
3. Use internet/online services 1-5 times/week	23.4	246	1
4. Primary wireless phone is analog	21.3	240	2
5. PC primarily used for business work	18.6	235	3
6. Have more than one personal PC in household	24.9	234	3
7. Average monthly expenses for online/internet is < \$15	10.3	232	5
8. Reason for having primary wireless phone is business	10.5	232	2
9. Second wireless phone is cellular	13.5	232	2
10. Second wireless phone is a portable	11.8	229	2

FINANCIAL SERVICES	Percent Penetration	MicroVision Index	Rank
1. Have total investable assets >\$200k	31.0	446	1
2. Made savings/investments totaling over \$20,000 last year	23.1	370	2
3. Hold an American Express Green, Gold, or Platinum credit card	37.4	352	1
4. Use discount brokerage services	23.1	306	3
5. Have a money market deposit account	22.1	278	1
6. Own stock funds	46.0	272	1
7. Use credit card(s) more than 10 times per month	50.9	271	2
8. Use full service brokerage services	48.6	269	1
9. Have a money market deposit account	39.8	261	2
10. Own money market mutual funds	38.6	236	2

1 - Upper Crust Segment
Accumulated Wealth Group

1999 Lifestyle Data

MEDIA PREFERENCES		Percent Penetration	MicroVision Index	Rank
1.	Read Worth Magazine	15.0	542	1
2.	Read George Magazine	21.3	467	4
3.	Listen to classical radio format	13.5	437	3
4.	Listen to all news radio format	23.0	319	1
5.	Read Travel Magazines	22.8	312	1
6.	Read Airline Magazines	13.2	304	2
7.	Listen to NPR (National Public Radio)	10.6	277	4
8.	Read Golf Digest Magazine	9.3	277	1
9.	Listen to Wall Street Journal network	16.9	266	1
10.	Read Smithsonian Magazine	11.6	254	2
11.	Read Epicurean Magazines	14.0	252	1
12.	Read Golf For Women Magazine	14.3	244	1
13.	Read This Old House Magazine	10.8	235	1
14.	Read Money Magazine	11.3	235	3
15.	Read House Beautiful Magazine	8.1	230	2
16.	Listen to all sports radio format	21.4	223	2
17.	Read Business/Finance Magazines	45.0	217	2
18.	Read US News & World Report	12.4	216	1
19.	Read Newsweek Magazine	22.7	212	1
20.	Watch Tennis	7.9	211	1

HOME FURNISHINGS & IMPROVEMENTS		Percent Penetration	MicroVision Index	Rank
1.	Own a trash compactor	15.2	370	1
2.	Own a hot tub/whirlpool spa	14.5	275	2
3.	Own a pasta machine	8.9	261	3
4.	Home has a oven (non-convection) separate from stove (range top)	37.5	260	2
5.	Home has a oven (non-convection) separate from stove (range top)	48.4	259	1
6.	Own a fireplace	34.1	258	2
7.	Home has a fireplace with no glass doors	14.7	251	2
8.	Own a espresso/cappuccino maker	43.2	250	1
9.	Home has a timers for indoor lights	43.4	247	3
10.	Home has a fireplace with glass doors	28.1	243	1
11.	Own a burglar alarm			

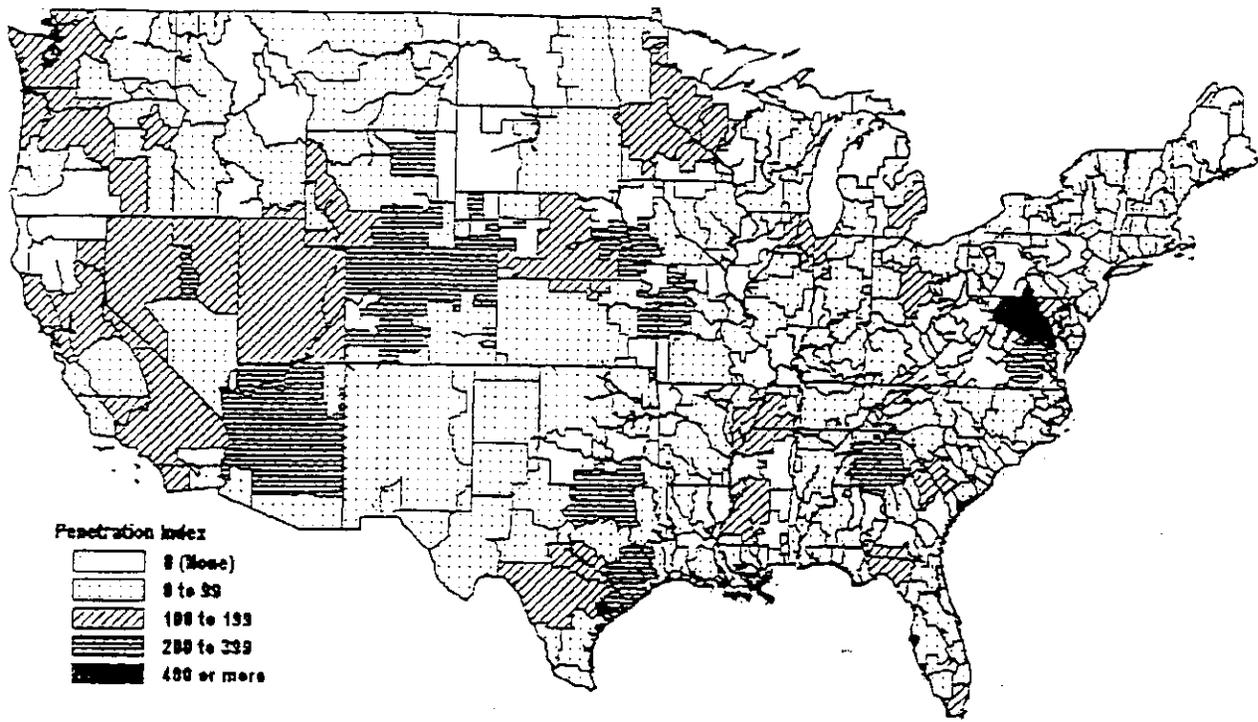
POWER UTILITIES		Percent Penetration	MicroVision Index	Rank
1.	Have 2 or more central air conditioners	10.9	335	2
2.	Have a natural gas fireplace with glass doors	14.3	313	5
3.	Have an electric oven (non-conv.) separate from range top	33.9	309	2
4.	Have a natural gas fireplace with no glass doors	10.4	294	4
5.	Have a natural gas fireplace with no glass doors	31.4	276	1
6.	Have an electric range top separate from oven (non-conv.)	10.4	252	2
7.	Have an electric grill	13.0	243	3
8.	Pay gas bill with automatic payment method	37.2	236	3
9.	Have a home security system	28.1	227	4
10.	Have a non-natural gas fireplace with glass doors	14.0	223	2
11.	Have used voluntary time-of-use rates in current home			

1 - Upper Crust Segment
Accumulated Wealth Group

1999

2 Lap Of Luxury

Segment Concentration by Designated Market Area (DMA)



These are family homeowners with children, living in the suburbs. They have very high incomes and education, and work in white-collar occupations. Most contain two or more workers and three or more people.

The Lap of Luxury segment ranks second in median household income and ranks first in the percentage earning between \$75,000 and \$100,000, and between \$100,000 and \$150,000. Those in the Lap of Luxury segment are more likely to be married than any other segment and children are present in 58% of these households (59% above average). Adults in this segment are the most likely of all segments to be between the ages of 45 and 49. They also rank first in households with three to four people, and have the third largest average household size. Lap of Luxury households are found in suburban areas around major cities across the country. Adults are over twice as likely to have a bachelor or post graduate degree than the national average. This segment is comprised primarily of white collar workers (81%) and ranks second in the percentage working in sales, and third in the percent working in executive and managerial occupations. They rank third in driving alone to work and are above average in having two or more workers in the household. They tend to live in newer, owner-occupied, detached houses.

This segment is the most likely to have more than one PC in the household with two or more lines for a modem/fax machine. They are also the most likely to go on domestic business trips and to read computer magazines.

Demographic Data

AGE (1999)

	MEAN	INDEX	RANK
0 to 4 Years	8.56	121	6
5 to 9 Years	8.83	122	5
10 to 14 Years	8.77	124	4
15 to 17 Years	5.13	127	2
18 to 20 Years	3.87	93	26
21 Years	1.02	78	46
22 to 24 Years	3.49	92	39
25 to 29 Years	6.12	87	48
30 to 34 Years	5.39	76	48
35 to 39 Years	8.39	106	13
40 to 44 Years	11.08	139	2
45 to 49 Years	9.75	137	1
50 to 54 Years	7.43	123	6
55 to 59 Years	4.70	99	23
60 to 64 Years	2.81	71	45
65 to 69 Years	1.83	50	47
70 to 74 Years	1.27	38	48
75 to 84 Years	1.25	27	48
85 or More Years	0.30	18	50
Average Age	32.20	88	44
Median Age	33.65	93	39

INCOME (1999)

	MEAN	INDEX	RANK
\$ 0 to 15,000	1.87	11	50
\$ 15,000 to 25,000	1.92	14	50
\$ 25,000 to 35,000	2.76	22	50
\$ 35,000 to 50,000	6.12	38	49
\$ 50,000 to 75,000	19.52	101	19
\$ 75,000 to 100,000	24.31	252	1
\$100,000 to 150,000	26.85	409	1
\$150,000 or More	16.66	365	4
Average Income	\$ 106,680	190	4
Median Income	\$ 93,324	228	2

2 - Lap Of Luxury Segment
Accumulated Wealth Group

1999

Demographic Data

URBANIZATION (1999)

	MEAN	INDEX	RANK
Urban	26.05	79	28
Suburban	69.39	165	4
Rural	4.56	18	31

RACE / ETHNICITY

	MEAN	INDEX	RANK
White	88.84	111	22
Black	3.11	26	42
Native American	0.28	35	47
Asian	6.46	233	7
Pacific Islander	0.10	66	24
Other	1.21	31	41
Hispanic	4.47	50	35

EDUCATION

	MEAN	INDEX	RANK
Some High School	5.37	22	49
High School Graduate	16.84	56	46
Some College Attendance	23.16	124	4
Associate Degree	8.37	136	2
Bachelors Degree	30.95	236	3
Post Graduate Degree	15.31	212	9

OCCUPATIONS

	MEAN	INDEX	RANK
Total White Collar	80.93	139	4
Total Blue Collar	19.07	46	47

WORKERS

	MEAN	INDEX	RANK
No Workers	2.58	20	50
1 Worker	23.02	82	48
2 Workers	58.40	128	2
3 or More Workers	16.01	120	10

1999

2 - Lap Of Luxury Segment
Accumulated Wealth Group

Demographic Data

OWNER / RENTER

	MEAN	INDEX	RANK
Owner Occupied	90.69	141	1
Renter Occupied	9.31	26	50
Median Rent Paid	\$ 757	202	1

PROPERTY VALUE (1999)

	MEAN	INDEX	RANK
\$ 0 to 50,000	0.27	2	49
\$ 50,000 to 100,000	3.30	10	48
\$100,000 to 150,000	20.34	94	24
\$150,000 to 200,000	25.14	215	1
\$200,000 to 300,000	29.73	280	2
\$300,000 to 400,000	12.32	303	5
\$400,000 to 500,000	5.26	275	7
\$500,000 or More	3.65	136	11
Median Property Value	\$ 203,209	192	7

PERSONS IN UNIT

	MEAN	INDEX	RANK
1 Person	8.06	33	50
2 Persons	25.90	81	45
3 to 4 Persons	50.77	156	1
5 to 6 Persons	13.95	151	3
7 or More Persons	1.33	77	23
Average Household Size	3.23	123	3

UNITS IN STRUCTURE

	MEAN	INDEX	RANK
1 Unit (Attached)	8.20	156	8
1 Unit (Detached)	88.40	150	1
2 Units	0.27	6	50
3 to 9 Units	1.33	14	50
10 to 49 Units	0.93	11	49
50 or More Units	0.19	5	44
Mobile Home	0.43	6	46
Other Type of Unit	0.25	23	50

2 - Lap Of Luxury Segment
Accumulated Wealth Group

1999

1999 Lifestyle Data

Lifestyle Profiles with the *Highest* Market Index

LEISURE & RECREATION

	Percent Penetration	MicroVision Index	Rank
1. Shopped at Neiman Marcus/Saks Fifth Ave. in the past 4 weeks	7.5	333	3
2. Ate at Chili's in the last 4 weeks	2.8	317	1
3. Shopped at Nordstrom in the past 4 weeks	11.2	300	6
4. Eat at casual Asian restaurants	12.4	288	2
5. Ate at the Olive Garden in the last 4 weeks	5.0	286	1
6. Ate at T.G.I. Fridays in the last 4 weeks	1.7	285	1
7. Rented a car for business use in the past 12 months	18.4	271	1
8. Shop at Price Clubs	1.6	269	3
9. Spent \$100 or more on dry cleaning in last 6 months	16.8	266	3
10. Used a professional cleaning service in last 12 months	9.2	260	3
11. Ate at Boston Market in the last 4 weeks	4.7	252	1
12. Eat at quick service specialty bagel outlets	2.2	249	5
13. Eat at casual bar & grill restaurant	19.4	244	1
14. Shopped at Eddie Bauer in the last 4 weeks	9.9	239	3
15. Have an Exxon credit card	8.5	235	2
16. Took a domestic business trip last year	18.4	230	1
17. Ate at Applebee's in the last 4 weeks	3.1	227	2
18. Shopped at The Limited in the past 4 weeks	6.5	226	4
19. Eat at casual Mexican restaurants	12.8	225	2
20. Ate at Baskin Robbins in the last 4 weeks	1.9	225	2

COMMUNICATIONS & TECHNOLOGY

	Percent Penetration	MicroVision Index	Rank
1. PC primarily used for banking/budgeting/taxes	13.7	337	1
2. Have a pager that has national coverage or alphanumeric display	16.5	294	2
3. Switched online/internet service provider at least once last year	9.9	281	3
4. Have more than one personal PC in household	28.2	265	2
5. Primary reason for pager company services is business use	26.2	262	2
6. Reason for having 2 or more lines is to use with fax machine	10.4	251	4
7. Reason for having 2 or more lines is to use with PC modem	23.7	252	5
8. Spend less than 10 hours/week telecommuting	11.8	247	4
9. Second wireless phone is a portable	12.8	246	1
10. Average monthly expenses for online/internet is < \$15	10.7	241	3

FINANCIAL SERVICES

	Percent Penetration	MicroVision Index	Rank
1. Hold an American Express Green, Gold, or Platinum credit card	31.7	298	3
2. Receive primary financial advice from a financial planner	25.2	274	1
3. Use discount brokerage services	19.5	259	5
4. Use financial software	49.5	250	1
5. Use credit card(s) more than 10 times per month	44.5	237	3
6. Have an auto lease	16.9	232	3
7. Have a mutual fund with a load fee	16.3	230	3
8. Have a SEP/KEOGH account	11.8	212	4
9. Use on-line service for research and to obtain financial info	47.4	212	1
10. Have invested in three or more mutual fund families	16.8	212	5

1999

2 - Lap Of Luxury Segment
Accumulated Wealth Group

1999 Lifestyle Data

MEDIA PREFERENCES		Percent Penetration	MicroVision Index	Rank
1.	Read Airline Magazines	14.2	327	1
2.	Read Worth Magazine	8.1	292	5
3.	Listen to classical radio format	8.7	280	6
4.	Read Money Magazine	12.5	261	1
5.	Read PC Magazine	7.3	227	3
6.	Listen to NPR (National Public Radio)	8.7	227	8
7.	Read Golf Digest Magazine	7.2	216	2
8.	Read PC World	6.2	212	1
9.	Read Martha Stewart Living Magazine	8.2	206	1
10.	Listen to all news radio format	14.8	206	8
11.	Listen to jazz format	11.7	196	7
12.	Read Epicurean Magazines	10.3	193	5
13.	Read Golf For Women Magazine	11.3	192	4
14.	Listen to Wall Street Journal network	12.1	191	3
15.	Read Newsweek Magazine	20.2	189	5
16.	Read Business/Finance Magazines	38.8	187	4
17.	Listen to all sports radio format	18.0	187	5
18.	Read Consumer Reports	16.9	180	3
19.	Listen to news/talk radio format	33.7	180	5
20.	Read Computer Magazines	15.6	180	4

HOME FURNISHINGS & IMPROVEMENTS		Percent Penetration	MicroVision Index	Rank
1.	Own a trash compactor	13.2	322	3
2.	Home has a fireplace with glass doors	52.9	301	1
3.	Own a hot tub/whirlpool spa	15.6	296	1
4.	Own a hot tub	46.0	246	2
5.	Own a fireplace	13.6	233	4
6.	Own a espresso/cappuccino maker	20.2	228	3
7.	Home has a pool or hot tub	23.0	225	3
8.	Home has a timers for outdoor lights	7.6	225	5
9.	Own a pasta machine	53.1	220	1
10.	Own a garage door opener	47.5	218	2
11.	Home has a programmable thermostat			

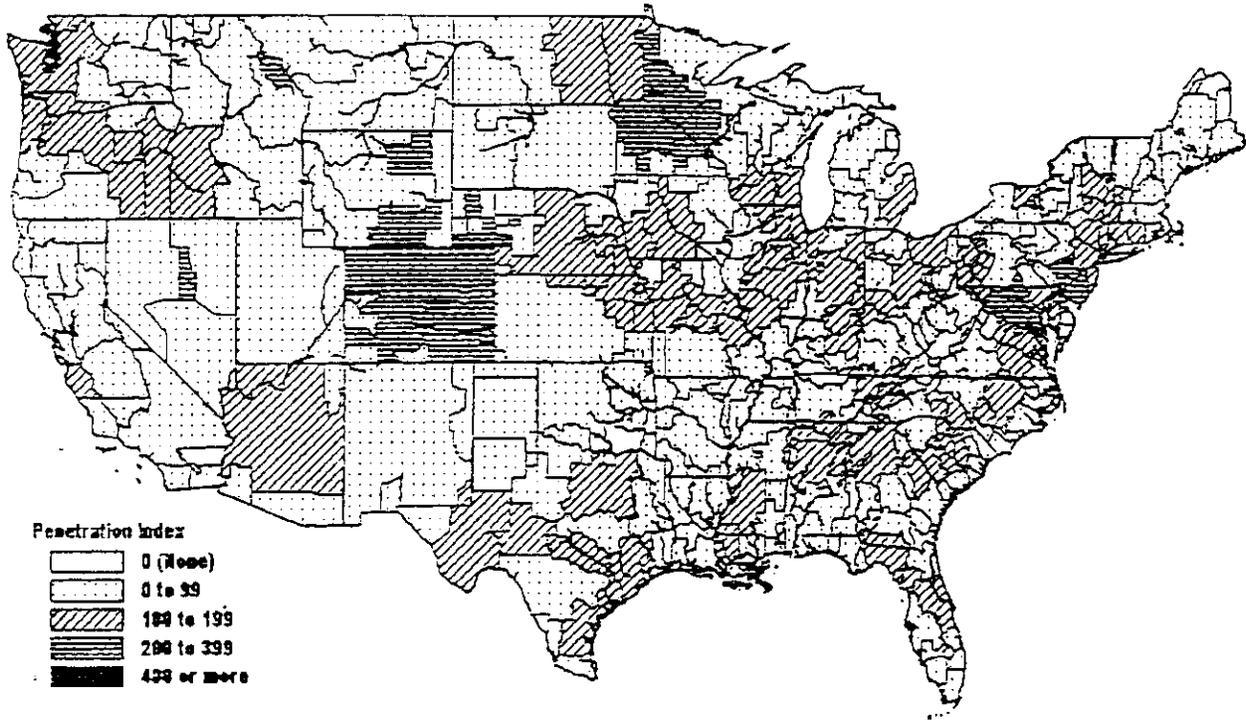
POWER UTILITIES		Percent Penetration	MicroVision Index	Rank
1.	Have a natural gas fireplace with glass doors	24.2	531	1
2.	Have a natural gas fireplace with no glass doors	10.6	301	3
3.	Have 2 or more central air conditioners	9.5	291	3
4.	Have a non-natural gas fireplace with glass doors	31.6	255	1
5.	Have a natural gas grill	16.4	232	1
6.	Have an electric pool or hot tub	13.9	222	3
7.	Have an electric pool or hot tub	13.9	222	3
8.	Last contacted gas company to change or add service	9.8	214	2
9.	Have a gas range top separate from non-convection oven	13.5	211	4
10.	Have a gas range top separate from non-convection oven	22.9	208	5
11.	Have an electric oven (non-conv.) separate from range top	23.2	204	5
12.	Have an electric range top separate from oven (non-conv.)			

2 - Lap Of Luxury Segment
Accumulated Wealth Group

1999

3 Established Wealth

Segment Concentration by Designated Market Area (DMA)



These are families with and without children. They are typically homeowners located in suburban areas. They have very high levels of income and education and work in white collar, sales and executive and managerial occupations.

Established Wealth adults are more likely than average to be between the ages of 40 and 59 and children are more likely than average to be between 5 and 17 years old. Over 70% are married households and they are 18% more likely than average to have children. Their median household income is 89% above the national average, ranking this segment third. Established Wealth households are the second most likely to live in the suburbs, especially in such cold weather areas as Denver and Minneapolis. They are over twice as likely as average to have a bachelors or post graduate degree, and over 80% have white-collar occupations (ranking them fifth). The Established Wealth segment ranks particularly high in the sales, executive management and professional specialty categories. These households typically contain two or three workers, and are the second most likely to drive alone to work. Their median home property value is 59% higher than the national average and they rank well above average for the share of homes valued above \$100,000 (from the 1990 Census).

These households are over twice as likely to use a wide variety of financial services including stocks and mutual funds, and receive advice from a financial planner. They are also fairly technical and likely to own a PC they use daily for email or business work.

Demographic Data

AGE (1999)

	MEAN	INDEX	RANK
0 to 4 Years	7.07	100	22
5 to 9 Years	7.40	102	21
10 to 14 Years	7.48	106	17
15 to 17 Years	4.43	110	15
18 to 20 Years	3.57	85	36
21 Years	1.03	79	42
22 to 24 Years	3.42	90	42
25 to 29 Years	6.38	91	44
30 to 34 Years	6.14	86	42
35 to 39 Years	7.96	100	20
40 to 44 Years	9.52	121	4
45 to 49 Years	9.16	129	4
50 to 54 Years	7.69	127	4
55 to 59 Years	5.45	114	8
60 to 64 Years	3.90	98	27
65 to 69 Years	3.09	85	36
70 to 74 Years	2.52	75	40
75 to 84 Years	2.86	62	41
85 or More Years	0.83	49	42
Average Age	35.71	98	33
Median Age	37.15	103	20

INCOME (1999)

	MEAN	INDEX	RANK
\$ 0 to 15,000	3.70	21	47
\$ 15,000 to 25,000	4.30	31	47
\$ 25,000 to 35,000	5.60	45	48
\$ 35,000 to 50,000	10.89	67	45
\$ 50,000 to 75,000	23.71	122	8
\$ 75,000 to 100,000	20.46	212	3
\$100,000 to 150,000	18.84	287	3
\$150,000 or More	12.49	273	6
Average Income	\$ 93,351	166	6
Median Income	\$ 77,194	189	3

3 - Established Wealth Segment
Accumulated Wealth Group

1999

Demographic Data

URBANIZATION (1999)

	MEAN	INDEX	RANK
Urban	21.88	66	34
Suburban	74.57	177	2
Rural	3.55	14	34

RACE / ETHNICITY

	MEAN	INDEX	RANK
White	92.49	115	9
Black	3.37	28	40
Native American	0.25	32	48
Asian	2.99	108	20
Pacific Islander	0.04	27	47
Other	0.86	22	47
Hispanic	3.29	37	45

EDUCATION

	MEAN	INDEX	RANK
Some High School	6.78	27	48
High School Graduate	19.19	64	42
Some College Attendance	21.27	113	13
Associate Degree	7.54	122	10
Bachelors Degree	28.67	219	5
Post Graduate Degree	16.55	229	8

OCCUPATIONS

	MEAN	INDEX	RANK
Total White Collar	80.03	138	5
Total Blue Collar	19.97	48	46

WORKERS

	MEAN	INDEX	RANK
No Workers	5.84	45	46
1 Worker	23.75	85	47
2 Workers	55.16	121	4
3 or More Workers	15.25	114	13

1999

3 - Established Wealth Segment
Accumulated Wealth Group

Demographic Data

OWNER / RENTER

	MEAN	INDEX	RANK
Owner Occupied	83.09	129	6
Renter Occupied	16.91	47	45
Median Rent Paid	\$ 554	148	7

PROPERTY VALUE (1999)

	MEAN	INDEX	RANK
\$ 0 to 50,000	0.55	4	48
\$ 50,000 to 100,000	10.20	31	44
\$100,000 to 150,000	30.16	140	6
\$150,000 to 200,000	24.39	208	2
\$200,000 to 300,000	22.55	212	6
\$300,000 to 400,000	7.21	177	11
\$400,000 to 500,000	2.67	140	11
\$500,000 or More	2.27	85	13
Median Property Value	\$ 168,633	159	11

PERSONS IN UNIT

	MEAN	INDEX	RANK
1 Person	15.62	64	42
2 Persons	32.75	102	25
3 to 4 Persons	40.90	126	7
5 to 6 Persons	9.87	107	16
7 or More Persons	0.86	50	40
Average Household Size	2.82	107	13

UNITS IN STRUCTURE

	MEAN	INDEX	RANK
1 Unit (Attached)	9.72	185	6
1 Unit (Detached)	77.06	131	7
2 Units	1.61	33	47
3 to 9 Units	4.97	52	39
10 to 49 Units	4.51	53	35
50 or More Units	0.77	18	36
Mobile Home	0.80	11	42
Other Type of Unit	0.56	51	46

3 - Established Wealth Segment
Accumulated Wealth Group

1999

1999 Lifestyle Data

Lifestyle Profiles with the *Highest* Market Index

LEISURE & RECREATION	Percent Penetration	MicroVision Index	Rank
1. Eat at quick service specialty bagel outlets	2.2	246	6
2. Eat at midscale Italian restaurants	6.2	233	3
3. Purchased a men's business suit this past year	14.9	215	4
4. Ate at Applebee's in the last 4 weeks	2.9	212	3
5. Eat at fine dining restaurants	10.3	210	7
6. Eat at casual Asian restaurants	8.9	208	6
7. Eat at casual steak restaurants	6.5	202	4
8. Ate at Subway in the last 4 weeks	10.9	196	3
9. Wired flowers in the last 6 months	11.6	194	4
10. Rented a car for business use in the past 12 months	13.1	193	4
11. Eat at casual bar & grill restaurant	15.4	193	3
12. Have a Shell credit card	7.9	192	5
13. Ate at Chick-Fil-A in the last 4 weeks	1.9	188	5
14. Eat at quick service coffee house restaurants	2.1	187	11
15. Spent \$100 or more on dry cleaning in last 5 months	11.8	186	7
16. Contributed \$50 or more to PBS last year	5.9	186	8
17. Eat at midscale hotel restaurants	3.7	185	5
18. Shopped at Eddie Bauer in the last 4 weeks	7.7	185	6
19. Eat at quick service bakery/bagel shops	8.7	185	6
20. Ate at the Olive Garden in the last 4 weeks	3.2	184	3

COMMUNICATIONS & TECHNOLOGY	Percent Penetration	MicroVision Index	Rank
1. Reason for having 2 or more lines is to use with PC modem	22.5	239	6
2. Reason for having 2 or more lines is to use with fax machine	9.3	232	6
3. Use internet/online services 1-5 times/week	20.8	218	5
4. PC primarily used for business work	16.5	209	6
5. PC primarily used for email	10.3	207	2
6. Have voice mail with wireless phone	8.9	206	2
7. Second wireless phone is cellular	11.5	198	6
8. Have more than one personal PC in household	21.1	198	5
9. Primary wireless phone is analog	17.4	196	3
10. Switched online/internet service provider at least once last year	6.7	191	6

FINANCIAL SERVICES	Percent Penetration	MicroVision Index	Rank
1. Have invested in three or more mutual fund families	19.9	251	3
2. Use discount brokerage services	38.3	242	6
3. Receive primary financial advice from a financial planner	22.1	240	2
4. Have total investable assets >\$200k	16.5	237	7
5. Use credit card(s) more than 10 times per month	41.8	222	5
6. Own stock funds	36.1	214	6
7. Participate in an automatic investment program	18.6	210	1
8. Transfer funds over the telephone	20.4	202	3
9. Hold an American Express Green, Gold, or Platinum credit card	21.5	202	6
10. Hold equity loans	21.0	196	3

3 - Established Wealth Segment
Accumulated Wealth Group

1999

1999 Lifestyle Data

MEDIA PREFERENCES		Percent Penetration	MicroVision Index	Rank
1.	Listen to NPR (National Public Radio)	8.0	209	10
2.	Read Worth Magazine	5.6	201	8
3.	Read Airline Magazines	8.4	192	8
4.	Listen to Wall Street Journal network	11.5	181	4
5.	Listen to all sports radio format	16.6	173	7
6.	Read Smithsonian Magazine	7.5	170	8
7.	Read Money Magazine	8.1	169	6
8.	Read PC Magazine	5.4	168	9
9.	Listen to jazz format	10.0	168	10
10.	Listen to classical radio format	5.2	167	9
11.	Read Computer Magazines	14.1	163	8
12.	Read Consumer Reports	15.0	160	7
13.	Read Consumer Reports	29.3	157	8
14.	Listen to news/talk radio format	9.0	156	7
15.	Read Southern Living Magazine	7.4	155	9
16.	Watch Kennedy Center Honors	5.2	154	8
17.	Read Golf Digest Magazine	31.9	154	6
18.	Read Business/Finance Magazines	14.5	154	7
19.	Watched the US Open Golf Championships	8.2	152	10
20.	Read Epicurean Magazines	11.0	152	13
	Listen to all news radio format			

HOME FURNISHINGS & IMPROVEMENTS		Percent Penetration	MicroVision Index	Rank
1.	Home has a fireplace with glass doors	41.4	236	4
2.	Home has a timers for indoor lights	34.3	198	5
3.	Home has a fireplace with no glass doors	24.8	188	7
4.	Own a fireplace	34.9	187	5
5.	Own a garbage disposer	44.9	185	4
6.	Own a hot tub/whirlpool spa	9.6	183	7
7.	Own a garage door opener	43.2	179	5
8.	Home has a programmable thermostat	38.6	178	5
9.	Home has a programmable thermostat	16.3	170	6
10.	Own a dehumidifier	19.5	169	5
	Own a burglar alarm			

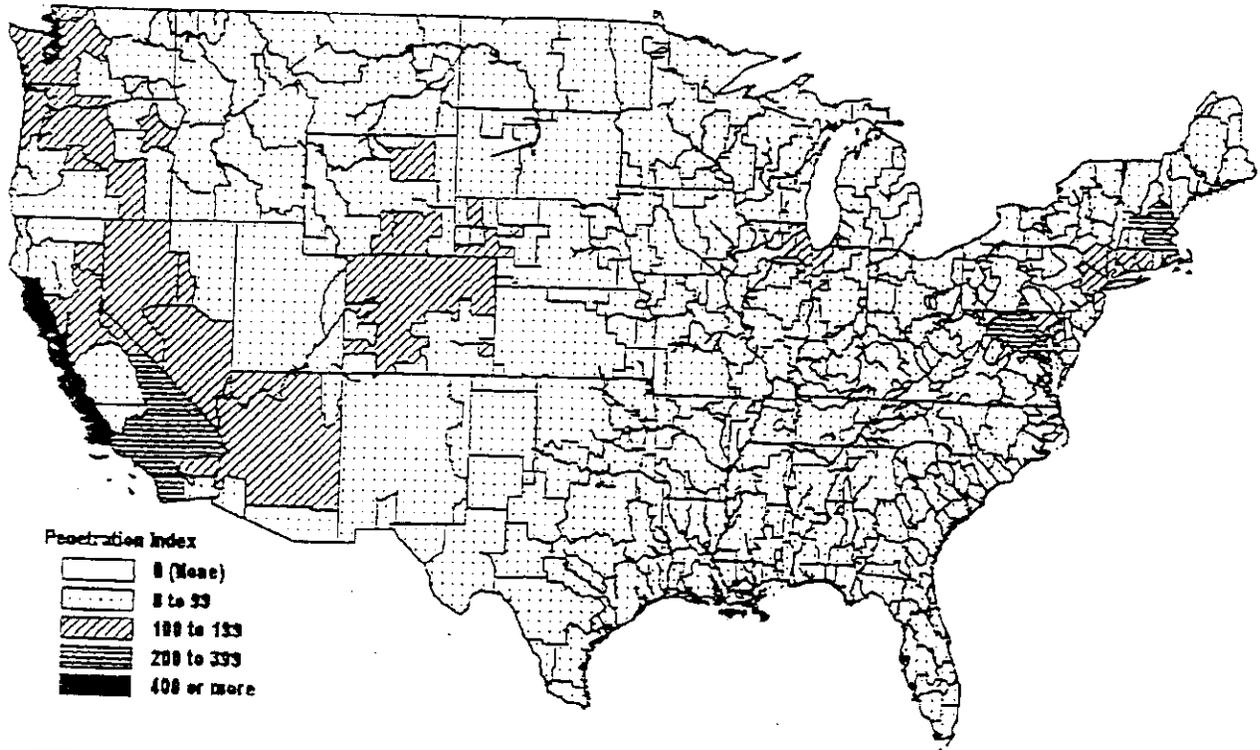
POWER UTILITIES		Percent Penetration	MicroVision Index	Rank
1.	Have a natural gas fireplace with glass doors	14.2	311	6
2.	Have 2 or more central air conditioners	8.0	246	5
3.	Have 2 or more central air conditioners	12.5	234	4
4.	Pay gas bill with automatic payment method	25.6	207	5
5.	Have a non-natural gas fireplace with glass doors	7.1	202	7
6.	Have a natural gas fireplace with no glass doors	5.9	191	5
7.	Heat pump used as air conditioner is 0-5 years old	13.1	180	7
8.	Pay electric bill with automatic payment	18.1	165	6
9.	Have an electric oven (non-conv.) separate from range top	11.2	165	7
10.	Heat pump is used as air conditioner	18.2	159	7
	Have an electric range top separate from oven (non-conv.)			

3 - Established Wealth Segment
Accumulated Wealth Group

1999

4 Mid-Life Success

Segment Concentration by Designated Market Area (DMA)



These are households with very high incomes living in suburban areas. They are homeowners with very high property values, primarily working in white-collar occupations.

Adults in this segment are over 20% more likely than average to be between 45 and 59 years old. Mid-Life Success households have a median income 78% above the national average, ranking them fourth in this category. These households are more likely than average to contain two to four people and just over 36% have children, which is average. Most of these households are in suburban areas along the two coasts. This segment ranks tenth in having a bachelors or post graduate degree respectively, and eighth in having a white-collar occupation. Specifically, they rank above average in sales, executive and managerial, technical support, and professional specialty positions. They are also over 10% more likely than average to have two or more workers in the household. The majority own their home, which has an average value of over two times the national norm.

This segment is very likely to own more than one PC and contains the highest share using them to access on-line services. Financially they are typically able to save over \$20,000 annually and they like to use discount brokers to purchase stocks. They keep informed by reading business magazines and listening to all news radio stations.

Demographic Data

AGE (1999)

	MEAN	INDEX	RANK
0 to 4 Years	6.29	89	33
5 to 9 Years	6.62	91	33
10 to 14 Years	6.64	94	32
15 to 17 Years	3.89	96	30
18 to 20 Years	3.41	82	40
21 Years	1.04	80	41
22 to 24 Years	3.39	89	44
25 to 29 Years	6.54	93	39
30 to 34 Years	6.47	91	37
35 to 39 Years	7.63	96	27
40 to 44 Years	8.94	112	9
45 to 49 Years	8.72	123	6
50 to 54 Years	7.65	127	5
55 to 59 Years	5.84	123	4
60 to 64 Years	4.48	113	11
65 to 69 Years	3.79	104	20
70 to 74 Years	3.24	96	30
75 to 84 Years	4.05	88	33
85 or More Years	1.35	79	35
Average Age	37.92	104	19
Median Age	39.01	108	13

INCOME (1999)

	MEAN	INDEX	RANK
\$ 0 to 15,000	5.79	34	45
\$ 15,000 to 25,000	5.99	43	46
\$ 25,000 to 35,000	6.89	55	46
\$ 35,000 to 50,000	11.87	73	42
\$ 50,000 to 75,000	21.44	111	13
\$ 75,000 to 100,000	16.93	175	6
\$100,000 to 150,000	16.43	250	5
\$150,000 or More	14.66	321	5
Average Income	\$ 94,609	168	5
Median Income	\$ 72,694	178	4

4 - Mid-Life Success Segment
Accumulated Wealth Group

1999

Demographic Data

URBANIZATION (1999)

	MEAN	INDEX	RANK
Urban	29.42	89	24
Suburban	56.58	134	19
Rural	14.00	56	19

RACE / ETHNICITY

	MEAN	INDEX	RANK
White	88.73	111	23
Black	2.74	23	47
Native American	0.37	47	41
Asian	6.09	219	9
Pacific Islander	0.22	151	10
Other	1.84	47	32
Hispanic	5.81	65	26

EDUCATION

	MEAN	INDEX	RANK
Some High School	9.78	39	45
High School Graduate	20.62	69	39
Some College Attendance	22.05	118	9
Associate Degree	7.86	127	6
Bachelors Degree	24.57	187	10
Post Graduate Degree	15.12	209	10

OCCUPATIONS

	MEAN	INDEX	RANK
Total White Collar	75.43	130	8
Total Blue Collar	24.57	59	43

WORKERS

	MEAN	INDEX	RANK
No Workers	8.36	64	40
1 Worker	25.24	90	42
2 Workers	50.82	112	15
3 or More Workers	15.58	117	12

1999

4 - Mid-Life Success Segment
Accumulated Wealth Group

Demographic Data

OWNER / RENTER

	MEAN	INDEX	RANK
Owner Occupied	77.46	121	13
Renter Occupied	22.54	63	38
Median Rent Paid	\$ 618	165	5

PROPERTY VALUE (1999)

	MEAN	INDEX	RANK
\$ 0 to 50,000	0.75	5	45
\$ 50,000 to 100,000	5.16	16	47
\$100,000 to 150,000	13.09	61	38
\$150,000 to 200,000	15.32	131	13
\$200,000 to 300,000	26.92	253	3
\$300,000 to 400,000	16.99	418	2
\$400,000 to 500,000	9.68	507	4
\$500,000 or More	12.08	449	5
Median Property Value	\$ 258,225	244	4

PERSONS IN UNIT

	MEAN	INDEX	RANK
1 Person	18.62	76	37
2 Persons	34.74	108	12
3 to 4 Persons	36.31	112	13
5 to 6 Persons	9.16	99	28
7 or More Persons	1.17	67	29
Average Household Size	2.72	103	18

UNITS IN STRUCTURE

	MEAN	INDEX	RANK
1 Unit (Attached)	7.86	149	10
1 Unit (Detached)	72.85	123	12
2 Units	2.39	49	37
3 to 9 Units	6.32	66	35
10 to 49 Units	5.92	70	25
50 or More Units	1.86	43	26
Mobile Home	1.95	27	37
Other Type of Unit	0.80	73	42

4 - Mid-Life Success Segment
Accumulated Wealth Group

1999

1999 Lifestyle Data

Lifestyle Profiles with the *Highest* Market Index

LEISURE & RECREATION		Percent Penetration	MicroVision Index	Rank
1.	Shopped at Nordstrom in the past 4 weeks	13.3	355	3
2.	Shop at Price Clubs	1.8	293	2
3.	Have a Chevron credit card	9.6	270	2
4.	Shopped at Macy's in the last 4 weeks	21.8	265	3
5.	Ate at Carl's Jr. in the last 4 weeks	3.4	264	3
6.	Rented a car for business use in the past 12 months	17.2	253	2
7.	Own downhill skis/boots	12.1	252	2
8.	Used a professional cleaning service in last 12 months	8.9	251	4
9.	Spent \$100 or more on dry cleaning in last 6 months	15.4	243	4
10.	Contributed \$50 or more to PBS last year	7.7	242	4
11.	Traveled to foreign country for 15 or more nights in last 3 years	11.4	232	4
12.	Eat at casual Mexican restaurants	12.9	228	1
13.	Own a passport	43.9	227	4
14.	Eat at quick service coffee house restaurants	2.6	225	5
15.	Rented a car for personal use in the last 12 months	27.9	223	2
16.	Went snow skiing in the last year	9.9	222	3
17.	Shopped at Lord & Taylor in the past 4 weeks	5.8	222	4
18.	Took a domestic business trip last year	17.4	218	2
19.	Drank domestic white wine in the last 6 months	19.7	218	2
20.	Used a travel agent to plan a foreign trip in last 3 years	28.5	217	2

COMMUNICATIONS & TECHNOLOGY		Percent Penetration	MicroVision Index	Rank
1.	Reason for having 2 or more lines is to use with fax machine	14.5	363	2
2.	Reason for having 2 or more lines is to use with PC modem	26.7	283	2
3.	Have more than one personal PC in household	28.7	269	1
4.	Reason for having primary wireless phone is business	12.0	266	1
5.	Use internet/online services 1-5 times/week	23.3	244	2
6.	Primary wireless phone is analog	21.6	243	1
7.	Average monthly expenses for online/internet is < \$15	10.6	239	4
8.	PC primarily used for business work	18.7	237	2
9.	Have more than one phone line	36.9	220	2
10.	Have a pager that has national coverage or alphanumeric display	12.0	215	4

FINANCIAL SERVICES		Percent Penetration	MicroVision Index	Rank
1.	Made savings/investments totaling over \$20,000 last year	20.2	324	3
2.	Have invested in three or more mutual fund families	25.0	315	2
3.	Have total investable assets >\$200k	20.2	291	4
4.	Use credit card(s) more than 10 times per month	52.3	278	1
5.	Use discount brokerage services	20.7	274	4
6.	Hold an American Express Green, Gold, or Platinum credit card	25.6	241	4
7.	Have a mutual fund with a load fee	16.9	238	2
8.	Own stock funds	38.5	228	3
9.	Own money market mutual funds	36.9	225	3
10.	Have an auto lease	16.2	223	5

1999

4 - Mid-Life Success Segment
Accumulated Wealth Group

1999 Lifestyle Data

MEDIA PREFERENCES	Percent Penetration	MicroVision Index	Rank
1. Read Worth Magazine	9.2	332	3
2. Listen to classical radio format	9.9	319	5
3. Read Airline Magazines	12.7	293	3
4. Listen to NPR (National Public Radio)	10.1	265	6
5. Listen to all news radio format	17.3	240	4
6. Read George Magazine	10.6	233	6
7. Read Travel Magazines	16.5	226	4
8. Read Golf For Women Magazine	13.2	225	2
9. Read Epicurean Magazines	11.8	220	3
10. Read This Old House Magazine	9.6	209	4
11. Read Money Magazine	10.0	209	4
12. Read Smithsonian Magazine	8.9	203	6
13. Listen to news/talk radio format	36.5	195	2
14. Listen to jazz format	11.5	192	8
15. Watch Tennis	7.2	192	2
16. Read Business/Finance Magazines	39.4	191	3
17. Read Golf Digest Magazine	6.4	190	4
18. Read Newsweek Magazine	20.3	190	4
19. Read Martha Stewart Living Magazine	7.5	190	2
20. Read PC Magazine	5.0	187	6

HOME FURNISHINGS & IMPROVEMENTS	Percent Penetration	MicroVision Index	Rank
1. Home has a pool or hot tub	24.0	271	1
2. Own a hot tub/whirlpool spa	13.9	265	4
3. Home has a fireplace with no glass doors	34.7	263	1
4. Home has a fireplace with glass doors	43.5	248	2
5. Home has a timers for outdoor lights	24.6	241	1
6. Home has a espresso/cappuccino maker	13.8	236	3
7. Own a espresso/cappuccino maker	33.9	235	3
8. Home has a oven (non-convection) separate from stove (range top)	33.0	226	2
9. Own a electric coffee grinders	7.4	217	6
10. Own a pasta machine	8.8	216	5
11. Own a trash compactor			

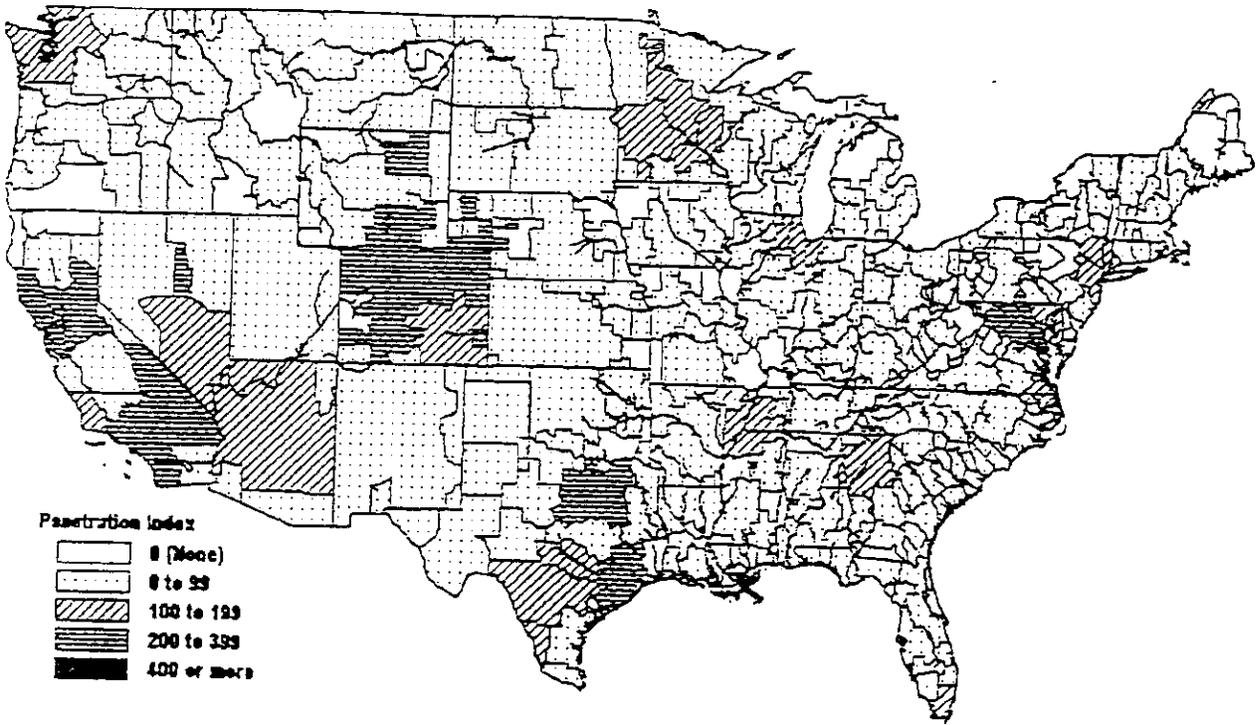
POWER UTILITIES	Percent Penetration	MicroVision Index	Rank
1. Have a natural gas fireplace with no glass doors	13.3	377	2
2. Have a natural gas fireplace with glass doors	16.9	370	3
3. Have 2 or more central air conditioners	9.1	281	4
4. Have a gas range top separate from non-convection oven	16.7	262	2
5. Have a gas range top separate from non-convection oven	27.0	246	3
6. Have an electric oven (non-conv.) separate from range top	37.3	237	2
7. Have a home security system	14.0	225	2
8. Have an electric pool or hot tub	14.0	225	2
9. Have a non-natural gas fireplace with glass doors	25.0	202	6
10. Have a gas non-convection oven separate from range top	7.3	198	5
11. Have a natural gas grill	13.6	192	4

4 - Mid-Life Success Segment
Accumulated Wealth Group

1999

5 Prosperous Metro Mix

Segment Concentration by Designated Market Area (DMA)



These are typically married couples with young children, living in suburban and urban areas. They have high income and education levels, are homeowners and work in white-collar occupations.

Over half of these households have children, ranking them sixth, and they are more likely than average to have children of all ages. Adults in this segment are more likely than average to be between 35 and 54. Prosperous Metro Mix households are typically large and they rank fourth in the average number of people in the household. These households have a median income 75% above the national average. They are most likely to live in urban and suburban areas, and very unlikely to live in rural areas (94% below average). This segment contains slightly less than the average share of white households, and ranks first in terms of concentration of Asian households. In terms of education, these households rank first in receiving an associate degree, and second in having attended some college. They also score above average in having received their bachelors and graduate degrees. They rank 11th in working in white collar occupations (22% above the national average) and score very high in technical and executive and managerial positions. In addition, they rank fifth in being in the armed forces (with 1.4% currently serving in the military). Homes in this segment are typically owner-occupied (31% above average) with property values 65% above the national average. Renters in this segment pay the third highest median rent.

These are the more likely to have home equity loans and they have the highest share of second mortgages. They are likely to own a PC and are most likely to switch wireless/pager companies due to price.

Demographic Data

AGE (1999)

	MEAN	INDEX	RANK
0 to 4 Years	8.17	115	7
5 to 9 Years	8.17	112	8
10 to 14 Years	7.82	111	8
15 to 17 Years	4.45	110	13
18 to 20 Years	3.75	90	33
21 Years	1.10	85	35
22 to 24 Years	3.59	95	32
25 to 29 Years	6.84	97	25
30 to 34 Years	6.99	98	24
35 to 39 Years	8.84	112	9
40 to 44 Years	9.51	119	6
45 to 49 Years	8.38	118	7
50 to 54 Years	6.81	113	13
55 to 59 Years	4.79	100	18
60 to 64 Years	3.42	86	37
65 to 69 Years	2.61	72	44
70 to 74 Years	2.02	60	44
75 to 84 Years	2.16	47	45
85 or More Years	0.59	34	48
Average Age	33.62	92	41
Median Age	34.39	95	36

INCOME (1999)

	MEAN	INDEX	RANK
\$ 0 to 15,000	3.53	20	48
\$ 15,000 to 25,000	4.21	31	48
\$ 25,000 to 35,000	5.73	46	47
\$ 35,000 to 50,000	12.27	76	41
\$ 50,000 to 75,000	27.97	144	2
\$ 75,000 to 100,000	21.73	225	2
\$100,000 to 150,000	16.73	255	4
\$150,000 or More	7.83	171	10
Average Income	\$ 82,687	147	8
Median Income	\$ 71,684	175	5

5 - Prosperous Metro Mix Segment
Accumulated Wealth Group

1999

Demographic Data

URBANIZATION (1999)

	MEAN	INDEX	RANK
Urban	41.54	126	18
Suburban	57.09	135	18
Rural	1.38	6	43

RACE / ETHNICITY

	MEAN	INDEX	RANK
White	78.35	98	34
Black	6.48	54	23
Native American	0.41	52	36
Asian	11.13	401	2
Pacific Islander	0.72	493	3
Other	2.91	74	19
Hispanic	8.36	93	14

EDUCATION

	MEAN	INDEX	RANK
Some High School	10.79	44	43
High School Graduate	24.91	83	38
Some College Attendance	24.70	132	2
Associate Degree	9.10	148	1
Bachelors Degree	21.08	161	12
Post Graduate Degree	9.42	130	15

OCCUPATIONS

	MEAN	INDEX	RANK
Total White Collar	71.10	122	11
Total Blue Collar	28.90	69	40

WORKERS

	MEAN	INDEX	RANK
No Workers	4.49	34	48
1 Worker	22.22	79	50
2 Workers	54.59	120	6
3 or More Workers	18.70	140	1

1999

5 - Prosperous Metro Mix Segment
Accumulated Wealth Group

Demographic Data

OWNER / RENTER

	MEAN	INDEX	RANK
Owner Occupied	84.12	131	4
Renter Occupied	15.88	44	47
Median Rent Paid	\$ 672	180	3

PROPERTY VALUE (1999)

	MEAN	INDEX	RANK
\$ 0 to 50,000	0.67	4	47
\$ 50,000 to 100,000	11.15	34	43
\$100,000 to 150,000	27.09	126	10
\$150,000 to 200,000	21.92	187	4
\$200,000 to 300,000	24.58	231	5
\$300,000 to 400,000	9.30	229	9
\$400,000 to 500,000	3.33	174	10
\$500,000 or More	1.97	73	16
Median Property Value	\$ 175,305	165	8

PERSONS IN UNIT

	MEAN	INDEX	RANK
1 Person	10.75	44	49
2 Persons	27.78	87	40
3 to 4 Persons	45.62	141	3
5 to 6 Persons	13.69	148	5
7 or More Persons	2.16	125	9
Average Household Size	3.15	120	4

UNITS IN STRUCTURE

	MEAN	INDEX	RANK
1 Unit (Attached)	8.44	160	7
1 Unit (Detached)	83.50	141	5
2 Units	1.05	22	48
3 to 9 Units	2.93	30	45
10 to 49 Units	2.04	24	42
50 or More Units	0.58	13	41
Mobile Home	0.96	13	40
Other Type of Unit	0.51	46	48

5 - Prosperous Metro Mix Segment
Accumulated Wealth Group

1999

1999 Lifestyle Data

Lifestyle Profiles with the *Highest* Market Index

LEISURE & RECREATION

	Percent Penetration	MicroVision Index	Rank
1. Ate at Jack In The Box in the last 4 weeks	3.5	258	3
2. Shopped at the White Hen in the last 6 months	6.0	253	3
3. Shop at Price Clubs	1.5	252	4
4. Ate at Carl's Jr. in the last 4 weeks	3.2	251	5
5. Ate at Chili's in the last 4 weeks	2.1	242	2
6. Shopped at Nordstrom in the past 4 weeks	8.6	231	7
7. Shopped at ARCO in the last 6 months	7.4	203	7
8. Ate at Outback Steakhouse in the last 4 weeks	1.6	201	2
9. Shopped at The Limited in the past 4 weeks	5.5	193	6
10. Shopped at Home Depot in last 4 weeks	38.0	192	1
11. Shopped at Macy's in the last 4 weeks	15.6	190	6
12. Have a Shell credit card	7.8	190	6
13. Ate at T.G.I. Fridays in the last 4 weeks	1.1	190	7
14. Shopped at Lord & Taylor in the past 4 weeks	4.9	187	6
15. Eat at quick service specialty bagel outlets	1.5	185	9
16. Own racquetball equipment	9.6	184	5
17. Ate at IHOP in the last 4 weeks	2.0	181	3
18. Shopped at Marshall's in the last 4 weeks	9.9	179	6
19. Ate at the Olive Garden in the last 4 weeks	3.1	177	4
20. Eat at casual Mexican restaurants	10.0	177	6

COMMUNICATIONS & TECHNOLOGY

	Percent Penetration	MicroVision Index	Rank
1. PC primarily used for banking/budgeting/taxes	8.9	218	5
2. Switched wireless/pager company due to price	7.5	206	1
3. Reason for having 2 or more lines is to use with PC modem	19.1	202	7
4. Have a pager that has national coverage or alphanumeric display	11.1	198	5
5. Reason for having 2 or more lines is due to family size/teenagers	8.8	188	7
6. Average monthly expenses for wireless services are \$51+	13.4	182	5
7. Average monthly expenses for online/internet is < \$15	8.0	181	9
8. Have more than one phone line	30.3	181	6
9. Average monthly expenses for pager services are <\$10	11.5	180	1
10. Average pages received per week is 11+	14.5	180	4

FINANCIAL SERVICES

	Percent Penetration	MicroVision Index	Rank
1. Have a second mortgage on the primary residence	14.5	240	1
2. Participate in an automatic investment program	18.0	203	2
3. Hold equity loans	20.2	188	4
4. Hold an American Express Green, Gold, or Platinum credit card	19.7	185	7
5. Have invested in three or more mutual fund families	14.6	184	7
6. Have a fixed rate first mortgage on the primary residence	41.6	175	5
7. Have Farmers property/casualty insurance	14.3	172	5
8. Use discount brokerage services	12.9	171	11
9. Use credit card(s) more than 10 times per month	32.0	170	10
10. Acquired a home equity line of credit last year	10.3	169	6

1999

5 - Prosperous Metro Mix Segment
Accumulated Wealth Group

1999 Lifestyle Data

MEDIA PREFERENCES

	Percent Penetration	MicroVision Index	Rank
1. Read PC World	5.9	203	2
2. Listen to all news radio format	13.7	190	9
3. Read PC Magazine	5.9	183	7
4. Listen to jazz format	9.9	166	11
5. Listen to classical radio format	5.1	166	10
6. Read Computer Magazines	14.2	164	6
7. Read Worth Magazine	4.4	158	13
8. Read Money Magazine	7.6	158	8
9. Listen to contemporary hits radio format	18.4	156	9
10. Listen to Wall Street Journal network	9.8	154	5
11. Read Consumer Reports	14.2	151	8
12. Listen to album oriented/progressive rock format	14.3	151	6
13. Read Airline Magazines	6.5	150	12
14. Read This Old House Magazine	6.9	150	8
15. Watch Newsradio	5.2	149	3
16. Listen to golden oldies radio format	21.3	148	3
17. Read Vogue Magazine	6.3	148	13
18. Watched ESPN2 last week	12.3	148	3
19. Watch Ally McSeal	6.2	147	9
20. Listen to modern rock	6.9	147	13

HOME FURNISHINGS & IMPROVEMENTS

	Percent Penetration	MicroVision Index	Rank
1. Home has a pool or hot tub	19.2	217	4
2. Own a trash compactor	8.6	211	5
3. Home has a fireplace with glass doors	35.8	204	7
4. Home has a fireplace with no glass doors	25.7	195	6
5. Own a hot tub/whirlpool spa	9.4	179	8
6. Own a built-in gas oven	22.6	179	2
7. Own a clothes dryer (gas)	29.1	179	2
8. Own a fireplace	33.1	177	7
9. Home has a programmable thermostat	38.4	177	6
10. Home has a timers for outdoor lights	17.6	173	5

POWER UTILITIES

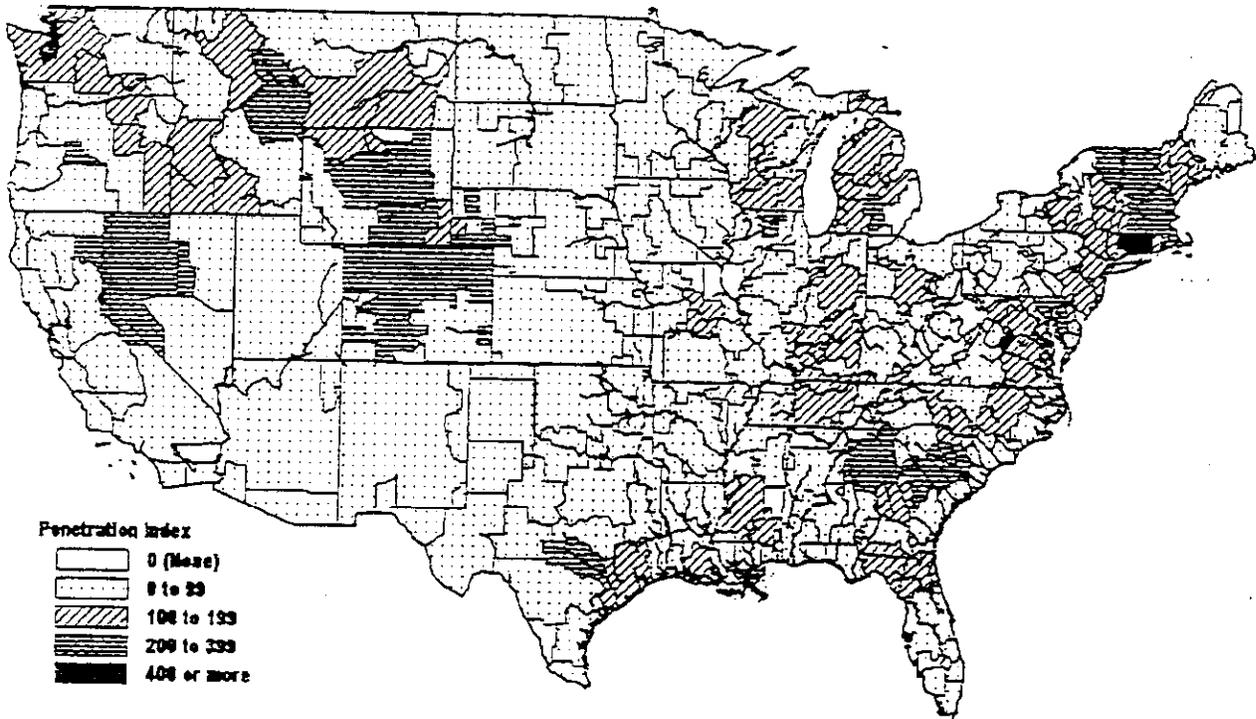
	Percent Penetration	MicroVision Index	Rank
1. Have a natural gas fireplace with glass doors	14.9	326	4
2. Have a natural gas fireplace with no glass doors	8.7	248	5
3. Have an electric pool or hot tub	13.2	211	5
4. Heat pump used as air conditioner is 6+ years old	6.8	206	3
5. Have used voluntary time-of-use rates in current home	11.3	180	4
6. Heater type is heat pump	13.4	178	6
7. Have a gas non-convection oven separate from range top	6.3	171	11
8. Have a home security system	25.4	168	7
9. Received cash rebates for energy eff. appliances in current home	10.8	165	3
10. Have clothes dryer fueled by natural gas	32.0	163	4

5 - Prosperous Metro Mix Segment
Accumulated Wealth Group

1999

6 Good Family Life

Segment Concentration by Designated Market Area (DMA)



These are typically high income, married couples with children. They live in rural areas and live in owner-occupied, single family detached units. They have a high level of education and work in white-collar occupations.

Good Family Life adults are more likely than average to be between the ages of 35 and 59 years, and over 10% more likely than average to have children ages 10 to 17. Their median household income is 67% above average, ranking them seventh. These adults are the second most likely to be married (24% above average) and third most likely to live in owner-occupied and single family detached housing. Over 80% of these households are located in rural areas, which is over three times the national average. They are found in particularly high concentrations in the rural parts of New England, the Midwest and the West. Although they are primarily located in rural areas, their property value is over 50% higher than the national average. They rank third in having an associate degree and are over 40% more likely than average to have a bachelors or post graduate degree. They are 16% more likely to have a white-collar job, ranking highest in the technical support (11th) and executive and managerial (12th) occupations. They are the fourth most likely to drive alone to work, and have an above average commute time

This segment is the most likely to own a powerboat and go power boating last year. They read golf magazines and are likely to own cross-country boots or ski equipment.

Demographic Data

AGE (1999)

	MEAN	INDEX	RANK
0 to 4 Years	7.39	104	17
5 to 9 Years	7.73	106	14
10 to 14 Years	7.76	110	10
15 to 17 Years	4.62	114	9
18 to 20 Years	3.85	92	28
21 Years	1.09	83	38
22 to 24 Years	3.52	93	36
25 to 29 Years	6.38	91	43
30 to 34 Years	5.91	83	46
35 to 39 Years	7.98	101	18
40 to 44 Years	9.66	121	3
45 to 49 Years	9.02	127	5
50 to 54 Years	7.40	123	7
55 to 59 Years	5.34	112	10
60 to 64 Years	3.79	95	33
65 to 69 Years	2.91	80	38
70 to 74 Years	2.29	68	42
75 to 84 Years	2.58	56	42
85 or More Years	0.77	45	44
Average Age	34.94	95	37
Median Age	36.16	100	25

INCOME (1999)

	MEAN	INDEX	RANK
\$ 0 to 15,000	5.44	32	46
\$ 15,000 to 25,000	6.04	44	45
\$ 25,000 to 35,000	7.08	56	45
\$ 35,000 to 50,000	12.82	79	39
\$ 50,000 to 75,000	25.56	132	5
\$ 75,000 to 100,000	19.09	198	4
\$100,000 to 150,000	15.12	230	6
\$150,000 or More	8.86	194	9
Average Income	\$ 82,460	147	9
Median Income	\$ 68,219	167	7

6 - Good Family Life Segment
Accumulated Wealth Group

1999

Demographic Data

URBANIZATION (1999)

	MEAN	INDEX	RANK
Urban	1.15	3	47
Suburban	16.23	38	42
Rural	82.62	333	5

RACE / ETHNICITY

	MEAN	INDEX	RANK
White	95.45	119	1
Black	2.52	21	49
Native American	0.35	44	43
Asian	0.98	35	41
Pacific Islander	0.04	30	43
Other	0.66	17	49
Hispanic	2.23	25	50

EDUCATION

	MEAN	INDEX	RANK
Some High School	11.81	48	39
High School Graduate	28.06	94	29
Some College Attendance	21.59	115	12
Associate Degree	8.28	134	3
Bachelors Degree	19.87	151	14
Post Graduate Degree	10.39	144	14

OCCUPATIONS

	MEAN	INDEX	RANK
Total White Collar	67.33	116	14
Total Blue Collar	32.67	78	37

WORKERS

	MEAN	INDEX	RANK
No Workers	5.81	45	47
1 Worker	22.67	81	49
2 Workers	55.06	121	5
3 or More Workers	16.46	123	8

1999

6 - Good Family Life Segment
Accumulated Wealth Group

Demographic Data

OWNER / RENTER

	MEAN	INDEX	RANK
Owner Occupied	86.29	134	3
Renter Occupied	13.71	38	48
Median Rent Paid	\$ 445	119	17

PROPERTY VALUE (1999)

	MEAN	INDEX	RANK
\$ 0 to 50,000	1.57	11	42
\$ 50,000 to 100,000	15.10	46	40
\$100,000 to 150,000	28.39	132	7
\$150,000 to 200,000	22.84	195	3
\$200,000 to 300,000	21.47	202	7
\$300,000 to 400,000	6.49	159	12
\$400,000 to 500,000	2.27	119	14
\$500,000 or More	1.88	70	18
Median Property Value	\$ 160,827	152	12

PERSONS IN UNIT

	MEAN	INDEX	RANK
1 Person	12.76	52	45
2 Persons	31.25	98	30
3 to 4 Persons	43.32	134	5
5 to 6 Persons	11.57	125	10
7 or More Persons	1.10	64	31
Average Household Size	2.96	113	9

UNITS IN STRUCTURE

	MEAN	INDEX	RANK
1 Unit (Attached)	2.99	57	39
1 Unit (Detached)	85.56	145	3
2 Units	1.98	41	43
3 to 9 Units	2.63	27	46
10 to 49 Units	1.56	18	44
50 or More Units	0.19	4	45
Mobile Home	4.40	61	25
Other Type of Unit	0.70	64	44

6 - Good Family Life Segment
Accumulated Wealth Group

1999

1999 Lifestyle Data

Lifestyle Profiles with the *Highest* Market Index

LEISURE & RECREATION	Percent Penetration	MicroVision Index	Rank
1. Ate at Friendly's in the last 4 weeks	2.6	248	2
2. Ate at Chick-Fil-A in the last 4 weeks	2.4	239	2
3. Ate at Dunkin' donuts in the last 4 weeks	3.6	238	2
4. Own cross country boots or skis	7.8	235	2
5. Ate at Baskin Robbins in the last 4 weeks	2.0	234	1
6. Own downhill skis/boots	11.0	229	3
7. Ate at Applebee's in the last 4 weeks	3.1	228	1
8. Shopped at Ames in the last 4 weeks	10.2	205	4
9. Ate at Chili's in the last 4 weeks	1.7	193	6
10. Eat at fine dining restaurants	9.4	191	11
11. Went bird watching in the last year	9.3	190	3
12. Eat at quick service specialty bagel outlets	1.7	189	8
13. Own a stair stepper	6.8	186	3
14. Eat at casual bar & grill restaurant	14.6	184	6
15. Went snow skiing in the last year	8.2	184	9
16. Drive a mini-van	12.2	183	2
17. Ate at Outback Steakhouse in the last 4 weeks	1.4	183	6
18. Went power boating last year	11.2	183	1
19. Purchased girls' coats and jackets in the last 12 months	12.0	179	2
20. Own a power boat	6.2	178	1

COMMUNICATIONS & TECHNOLOGY	Percent Penetration	MicroVision Index	Rank
1. Primary reason for pager company services is business use	20.2	202	3
2. Have more than one personal PC in household	20.7	194	6
3. PC primarily used for business work	15.2	192	7
4. Reason for having primary wireless phone is business	8.4	186	5
5. Reason for having 2 or more lines is to use with fax machine	7.4	185	8
6. Have a pager that has national coverage or alphanumeric display	10.1	181	6
7. Use internet/online services 1-5 times/week	17.0	179	8
8. PC primarily used for education/school	15.6	175	4
9. Second wireless phone is cellular	10.1	174	7
10. Average monthly expenses for online/internet is < \$15	7.7	173	11

FINANCIAL SERVICES	Percent Penetration	MicroVision Index	Rank
1. Hold equity loans	22.4	209	1
2. Have a second mortgage on the primary residence	12.6	206	2
3. Have a fixed rate first mortgage on the primary residence	44.2	187	2
4. Strongly Agree: Mutual fund companies give reliable advice	11.4	185	5
5. Have invested in three or more mutual fund families	13.9	175	9
6. Hold U.S. Savings Bonds	30.5	171	2
7. Made savings/investments totaling over \$20,000 last year	10.5	168	9
8. Worked w/financial planner to set up financial plan	11.7	167	6
9. Receive primary financial advice from a financial planner	15.2	166	7
10. Have a SEP/KEOGH account	9.2	165	9

6 - Good Family Life Segment
Accumulated Wealth Group

1999

1999 Lifestyle Data

MEDIA PREFERENCES

	Percent Penetration	MicroVision Index	Rank
1. Listen to modern rock	8.0	170	7
2. Read Golf Digest Magazine	5.5	166	7
3. Watch Country Living Magazine	8.8	165	3
4. Read Martha Stewart Living Magazine	6.3	159	6
5. Watch Suddenly Susan	5.7	153	5
6. Listen to album oriented/progressive rock format	14.2	151	7
7. Read Airline Magazines	6.5	150	13
8. Listen to Wall Street Journal network	9.5	150	7
9. Watch Spin City	6.3	149	3
10. Read Country Home Magazine	5.8	146	5
11. Read Golf For Women Magazine	8.5	145	9
12. Read Popular Mechanics Magazine	6.8	144	4
13. Read Car & Driver Magazine	5.0	144	8
14. Read Money Magazine	6.9	143	10
15. Read Money Magazine	5.5	143	13
16. Listen to NPR (National Public Radio)	4.6	142	4
17. Watch Veronica's Closet	11.4	141	7
18. Listen to classic rock	4.5	141	13
19. Read PC Magazine	13.4	139	12
20. Listen to all sports radio format	6.1	139	13
21. Read Smithsonian Magazine			

HOME FURNISHINGS & IMPROVEMENTS

	Percent Penetration	MicroVision Index	Rank
1. Home has a water purifier attached to main water supply	14.7	322	1
2. Home has a water softener attached to main water supply	23.4	257	1
3. Own a water softener	19.0	242	2
4. Own a water softener	40.9	233	5
5. Home has a fireplace with glass doors	20.0	209	2
6. Own a dehumidifier	20.3	204	5
7. Own a riding lawn mower	29.4	201	2
8. Home has a dehumidifier	10.5	199	6
9. Own a hot tub/whirlpool spa	16.1	195	1
10. Own a snowblower	16.8	189	6
11. Home has a pool or hot tub			

POWER UTILITIES

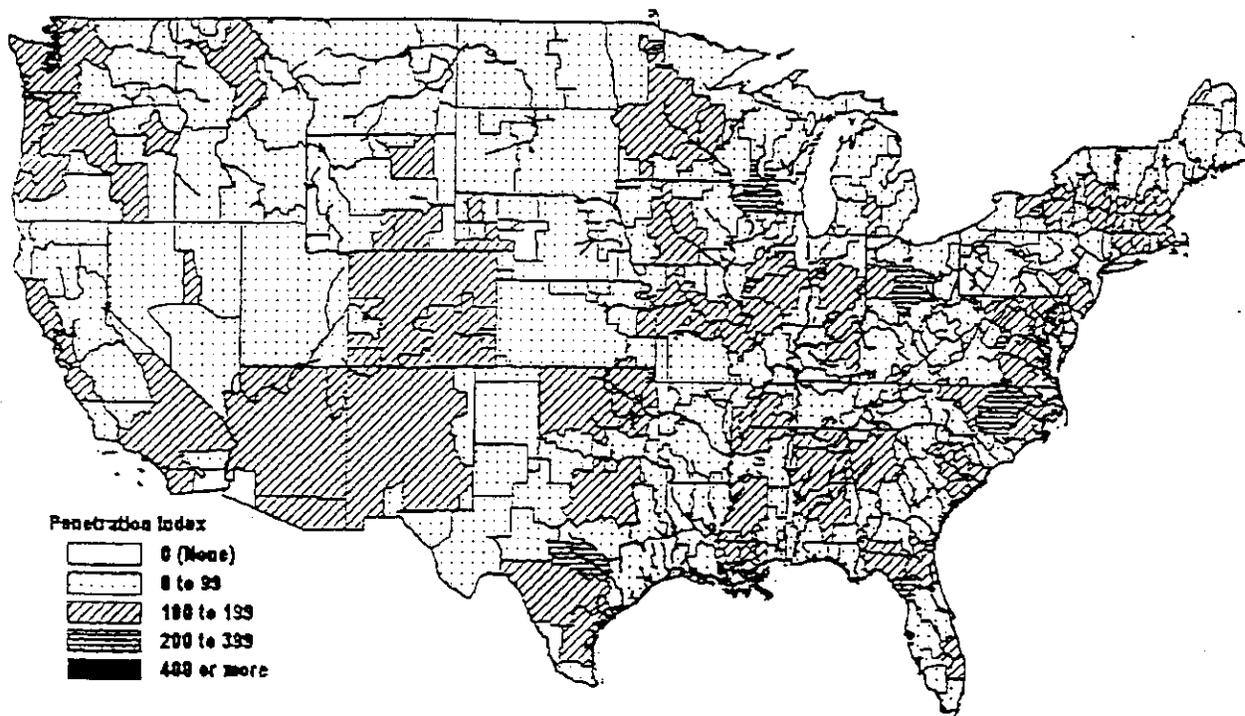
	Percent Penetration	MicroVision Index	Rank
1. Have an oil/propane water heater	15.7	281	1
2. Prime heating system is oil	20.6	234	3
3. Have a non-natural gas fireplace with glass doors	28.8	233	3
4. Have a non-natural gas fireplace with glass doors	13.3	214	4
5. Have an electric pool or hot tub	6.7	205	6
6. Have 2 or more central air conditioners	6.2	200	4
7. Heat pump used as air conditioner is 0-5 years old	7.1	197	10
8. Have a propane, non-convection stove and oven combination	6.8	193	8
9. Have a natural gas fireplace with glass doors	9.9	184	7
10. Water heater is part of a furnace or boiler	11.8	174	4
11. Heat pump is used as air conditioner			

6 - Good Family Life Segment
Accumulated Wealth Group

1999

8 Movers And Shakers

Segment Concentration by Designated Market Area (DMA)



These are typically households containing singles and couples, with two workers and no children. They live in the suburbs and some urban areas and have high levels of education and income.

Movers and Shakers are more likely to contain adults 30 years old and above. They rank third in having two persons in the household (17% above average) and are also more likely than average to have only one person. Movers and Shakers have a median household income that is 52% above average and rank fourth in terms of per capita income. About 65% of these households live in the suburbs and another 32% live in urban areas. They are over twice as likely to have received a bachelors or post graduate degree and rank third in working in a white-collar occupation. They rank third in working in professional specialty, fifth in executive and managerial and eighth in sales positions. About one-third of these households are renters, they pay a rent which is 36% above average and they rank third in living in single unit attached housing. Over 50% have two workers in the household and they typically have one or two vehicles.

They are more likely to eat at fine dining restaurants, own a PC for email and business purposes, and to obtain investments from a full-service or discount broker.

Demographic Data

AGE (1999)

	MEAN	INDEX	RANK
0 to 4 Years	5.26	74	40
5 to 9 Years	5.72	79	39
10 to 14 Years	5.55	78	40
15 to 17 Years	2.99	74	40
18 to 20 Years	2.85	68	47
21 Years	0.98	75	47
22 to 24 Years	3.23	85	45
25 to 29 Years	6.88	98	24
30 to 34 Years	7.91	111	13
35 to 39 Years	9.00	114	7
40 to 44 Years	8.94	112	10
45 to 49 Years	8.22	116	9
50 to 54 Years	7.25	120	9
55 to 59 Years	5.57	117	7
60 to 64 Years	4.45	112	14
65 to 69 Years	4.05	111	16
70 to 74 Years	3.78	112	16
75 to 84 Years	5.32	115	17
85 or More Years	2.04	119	16
Average Age	40.00	109	10
Median Age	40.54	112	10

INCOME (1999)

	MEAN	INDEX	RANK
\$ 0 to 15,000	7.43	43	41
\$ 15,000 to 25,000	7.81	57	41
\$ 25,000 to 35,000	9.14	73	41
\$ 35,000 to 50,000	14.71	91	34
\$ 50,000 to 75,000	22.52	116	11
\$ 75,000 to 100,000	14.84	154	10
\$100,000 to 150,000	12.57	191	8
\$150,000 or More	10.98	240	7
Average Income	\$ 82,884	148	7
Median Income	\$ 62,108	152	10

8 - Movers And Shakers Segment
Mainstream Singles Group

1999

Demographic Data

URBANIZATION (1999)

	MEAN	INDEX	RANK
Urban	32.43	98	22
Suburban	64.16	152	9
Rural	3.41	14	35

RACE / ETHNICITY

	MEAN	INDEX	RANK
White	90.98	113	16
Black	4.23	35	37
Native American	0.30	38	45
Asian	3.32	120	17
Pacific Islander	0.06	38	38
Other	1.12	28	42
Hispanic	3.81	42	40

EDUCATION

	MEAN	INDEX	RANK
Some High School	7.67	31	47
High School Graduate	17.05	57	45
Some College Attendance	20.04	107	22
Associate Degree	6.30	102	20
Bachelors Degree	29.03	221	4
Post Graduate Degree	19.91	276	6

OCCUPATIONS

	MEAN	INDEX	RANK
Total White Collar	81.60	140	3
Total Blue Collar	18.40	44	48

WORKERS

	MEAN	INDEX	RANK
No Workers	10.17	78	35
1 Worker	25.87	92	40
2 Workers	52.47	115	9
3 or More Workers	11.49	86	30

1999

8 - Movers And Shakers Segment
Mainstream Singles Group

Demographic Data

OWNER / RENTER

	MEAN	INDEX	RANK
Owner Occupied	64.19	100	28
Renter Occupied	35.81	100	23
Median Rent Paid	\$ 510	136	8

PROPERTY VALUE (1999)

	MEAN	INDEX	RANK
\$ 0 to 50,000	0.98	7	44
\$ 50,000 to 100,000	13.61	42	41
\$100,000 to 150,000	26.14	121	12
\$150,000 to 200,000	19.41	166	6
\$200,000 to 300,000	20.86	196	9
\$300,000 to 400,000	8.89	218	10
\$400,000 to 500,000	4.37	228	9
\$500,000 or More	5.75	214	9
Median Property Value	\$ 173,896	164	9

PERSONS IN UNIT

	MEAN	INDEX	RANK
1 Person	29.86	122	16
2 Persons	37.36	117	3
3 to 4 Persons	26.93	83	39
5 to 6 Persons	5.31	57	42
7 or More Persons	0.54	31	44
Average Household Size	2.29	87	42

UNITS IN STRUCTURE

	MEAN	INDEX	RANK
1 Unit (Attached)	10.75	204	3
1 Unit (Detached)	53.49	91	33
2 Units	4.97	103	18
3 to 9 Units	13.41	139	18
10 to 49 Units	12.49	146	13
50 or More Units	3.20	75	18
Mobile Home	0.60	8	44
Other Type of Unit	1.08	98	32

8 - Movers And Shakers Segment
Mainstream Singles Group

1999

1999 Lifestyle Data

Lifestyle Profiles with the *Highest* Market Index

LEISURE & RECREATION		Percent Penetration	MicroVision Index	Rank
1.	Eat at quick service specialty bagel outlets	3.0	336	3
2.	Eat at Asian restaurants	9.2	226	3
3.	Ate at Boston Market in the last 4 weeks	4.0	216	5
4.	Eat at quick service coffee house restaurants	2.4	212	8
5.	Eat at casual Asian restaurants	9.1	212	5
6.	Eat at fine dining restaurants	10.2	208	8
7.	Spent \$100 or more on dry cleaning in last 6 months	12.9	204	6
8.	Ate at Papa John's in the last 4 weeks	2.4	204	3
9.	Shopped at Nordstrom in the past 4 weeks	7.6	203	8
10.	Ate at T.G.I. Fridays in the last 4 weeks	1.2	200	4
11.	Ate at Carl's Jr. in the last 4 weeks	2.6	200	8
12.	Used a professional cleaning service in last 12 months	7.0	198	5
13.	Ate at Chili's in the last 4 weeks	1.8	198	4
14.	Played tennis in the past year	8.9	194	7
15.	Shopped at Neiman Marcus/Saks Fifth Ave. in the past 4 weeks	4.4	193	9
16.	Ate at Chick-Fil-A in the last 4 weeks	1.9	193	4
17.	Eat at casual bar & grill restaurant	15.3	192	4
18.	Traveled to foreign country for 15 or more nights in last 3 years	9.4	192	7
19.	Eat at quick service bakery/bagel shops	8.9	190	5
20.	Eat at casual Mexican restaurants	10.7	189	5

COMMUNICATIONS & TECHNOLOGY		Percent Penetration	MicroVision Index	Rank
1.	Average monthly expenses for online/internet is < \$15	8.8	199	6
2.	PC primarily used for business work	14.8	187	8
3.	Spend less than 10 hours/week telecommuting	8.8	185	9
4.	PC primarily used for email	8.6	172	6
5.	PC primarily used for other purposes	6.2	171	5
6.	Use internet/online services 1-5 times/week	15.6	163	10
7.	Have voice mail with wireless phone	6.8	157	11
8.	Have more than one personal PC in household	16.6	156	10
9.	Use internet/online services 11 or more times/week	10.5	153	10
10.	Primary wireless phone is analog	13.6	153	7

FINANCIAL SERVICES		Percent Penetration	MicroVision Index	Rank
1.	Made savings/investments totaling over \$20,000 last year	14.0	225	5
2.	Hold an American Express Green, Gold, or Platinum credit card	21.9	206	5
3.	Use credit card(s) more than 10 times per month	38.6	205	7
4.	Strongly Agree: Brokerage firms give reliable advice	12.7	201	2
5.	Use discount brokerage services	14.8	197	9
6.	Have total investable assets >\$200k	15.4	193	10
7.	Use full service brokerage services	32.9	182	6
8.	Have invested in three or more mutual fund families	14.2	179	8
9.	Have a SEP/KEOGH account	9.7	175	7
10.	Have a money market deposit account	13.7	172	8

8 - Movers And Shakers Segment
Mainstream Singles Group

1999

71

1999 Lifestyle Data

MEDIA PREFERENCES

	Percent Penetration	MicroVision Index	Rank
1. Listen to NPR (National Public Radio)	10.2	268	5
2. Read Airline Magazines	10.1	232	6
3. Read Worth Magazine	6.4	230	6
4. Read Smithsonian Magazine	9.4	215	5
5. Read Golf Digest Magazine	6.7	200	3
6. Read Golf For Women Magazine	11.1	189	5
7. Read Martha Stewart Living Magazine	7.4	188	3
8. Read Travel Magazines	13.7	187	5
9. Listen to classical radio format	5.7	185	7
10. Read George Magazine	8.2	181	8
11. Read PC Magazine	5.8	179	8
12. Watch Tennis	6.5	174	6
13. Read Epicurean Magazines	9.3	174	7
14. Read Money Magazine	8.2	171	5
15. Read Women's Fashion Magazines	10.1	168	9
16. Read This Old House Magazine	7.7	167	6
17. Read Vogue Magazine	7.1	166	9
18. Read PC World	4.8	165	6
19. Read Business/Finance Magazines	33.7	163	5
20. Read Newsweek Magazine	17.1	160	8

HOME FURNISHINGS & IMPROVEMENTS

	Percent Penetration	MicroVision Index	Rank
1. Home has a fireplace with no glass doors	26.5	201	4
2. Own a espresso/cappuccino maker	11.0	189	6
3. Own a trash compactor	7.3	178	7
4. Own a pasta machine	5.8	172	10
5. Own a electric coffee grinders	23.3	160	6
6. Home has a timers for indoor lights	27.0	155	7
7. Home has a fireplace with glass doors	26.9	153	11
8. Own a hot tub/whirlpool spa	7.9	151	9
9. Own a garbage disposer	36.5	150	8
10. Own a fireplace	26.7	143	10

POWER UTILITIES

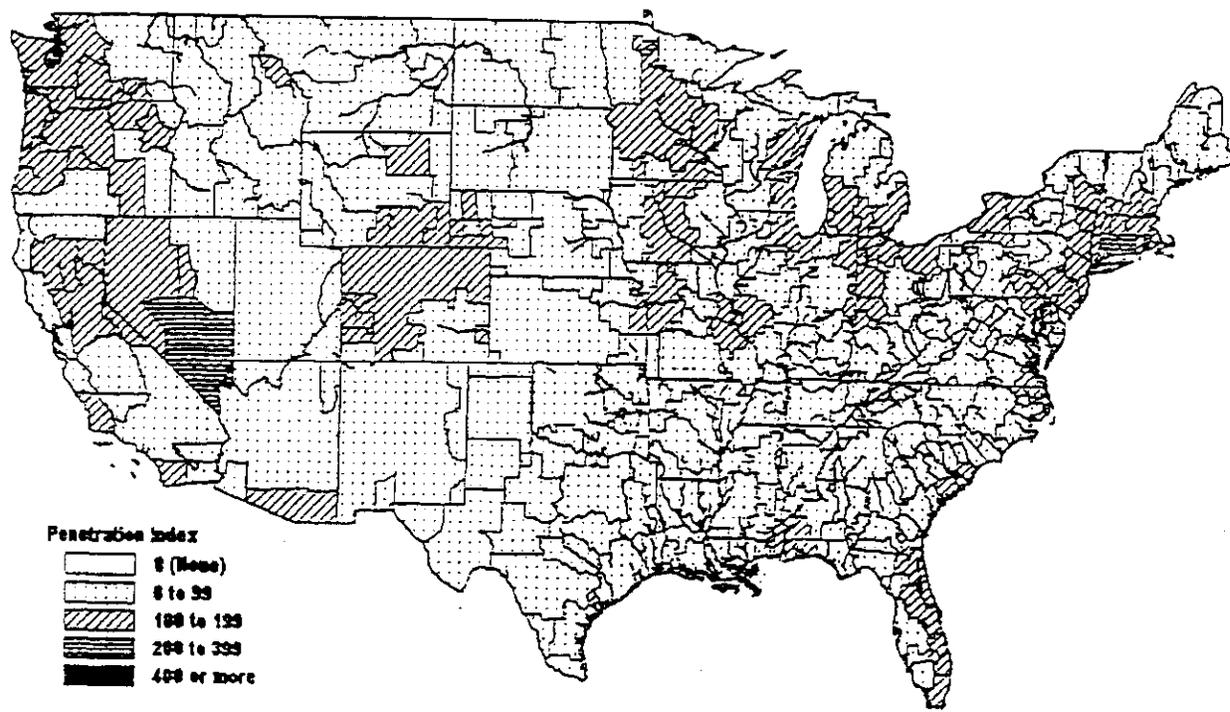
	Percent Penetration	MicroVision Index	Rank
1. Pay gas bill with automatic payment method	13.3	249	1
2. Have a natural gas fireplace with no glass doors	6.9	197	9
3. Pay electric bill with automatic payment	14.0	193	6
4. Heat pump used as air conditioner is 6+ years old	5.7	175	6
5. Have a natural gas fireplace with glass doors	7.9	172	11
6. Have an electric grill	6.7	162	5
7. Have a home security system	22.5	143	10
8. Have a non-natural gas fireplace with glass doors	17.6	142	12
9. Heater type is heat pump	10.4	138	10
10. Have used voluntary time-of-use rates in current home	8.5	135	9

8 - Movers And Shakers Segment
Mainstream Singles Group

1999

10 Home Sweet Home

Segment Concentration by Designated Market Area (DMA)



These households are typically married couples with one or no children at home. They have an above average household income, own their home and are primarily concentrated in the suburbs.

Adults in the Home Sweet Home segment are more likely than average to be 40 years of age or older. Children are present in about 37% of these households, which is slightly higher than the national average. They rank in the top 15 in both median household and per capita income, and rank ninth in the percentage that receive retirement income. These households are more likely than average to contain two to four people. They are 56% more likely than average to live in the suburbs, ranking them eighth. They have an above average likelihood of having a college or graduate degree and they are 18% more likely than average to have a white-collar occupation. In particular, they are over 20% more likely than average to work in executive and managerial, and professional specialty positions. Almost 80% own their homes and their property value is about one-third higher than the national average. They typically have two or more vehicles and workers in the household, drive alone to work and have an about average commute time of just under 22 minutes.

This segment is more likely to have a second mortgage or home equity loan and are actively saving for retirement. They eat at fine dining or casual restaurants, shop at up-scale department stores, and listen to all sports and news radio.

Demographic Data

AGE (1999)

	MEAN	INDEX	RANK
0 to 4 Years	6.37	90	32
5 to 9 Years	6.64	91	32
10 to 14 Years	6.63	94	33
15 to 17 Years	3.91	97	29
18 to 20 Years	3.54	85	38
21 Years	1.10	85	34
22 to 24 Years	3.49	92	38
25 to 29 Years	6.62	94	34
30 to 34 Years	6.66	94	32
35 to 39 Years	7.79	98	24
40 to 44 Years	8.42	106	14
45 to 49 Years	7.91	111	13
50 to 54 Years	7.01	116	10
55 to 59 Years	5.57	117	6
60 to 64 Years	4.56	115	8
65 to 69 Years	4.06	111	15
70 to 74 Years	3.63	108	18
75 to 84 Years	4.59	100	28
85 or More Years	1.50	88	33
Average Age	38.10	104	17
Median Age	38.58	107	15

INCOME (1999)

	MEAN	INDEX	RANK
\$ 0 to 15,000	7.20	42	42
\$ 15,000 to 25,000	8.38	61	39
\$ 25,000 to 35,000	9.76	78	38
\$ 35,000 to 50,000	16.09	99	26
\$ 50,000 to 75,000	25.32	136	3
\$ 75,000 to 100,000	15.88	165	8
\$100,000 to 150,000	10.88	166	11
\$150,000 or More	5.48	120	13
Average Income	\$ 69,825	124	12
Median Income	\$ 58,142	142	11

10 - Home Sweet Home Segment
Mainstream Families Group

1999

Demographic Data

URBANIZATION (1999)

	MEAN	INDEX	RANK
Urban	30.20	91	23
Suburban	65.88	156	8
Rural	3.92	16	32

RACE / ETHNICITY

	MEAN	INDEX	RANK
White	92.11	115	11
Black	3.57	30	39
Native American	0.38	49	39
Asian	2.45	88	22
Pacific Islander	0.07	48	33
Other	1.42	36	39
Hispanic	4.66	52	34

EDUCATION

	MEAN	INDEX	RANK
Some High School	13.91	56	35
High School Graduate	29.37	98	26
Some College Attendance	22.19	118	7
Associate Degree	7.72	125	8
Bachelors Degree	17.72	135	16
Post Graduate Degree	9.09	126	16

OCCUPATIONS

	MEAN	INDEX	RANK
Total White Collar	68.61	118	12
Total Blue Collar	31.39	75	39

WORKERS

	MEAN	INDEX	RANK
No Workers	9.75	75	37
1 Worker	24.58	88	44
2 Workers	49.20	108	19
3 or More Workers	16.47	123	7

1999

10 - Home Sweet Home Segment
Mainstream Families Group

Demographic D:

OWNER / RENTER

	M
Owner Occupied	
Renter Occupied	
Median Rent Paid	\$

PROPERTY VALUE (1999)

	N
\$ 0 to 50,000	
\$ 50,000 to 100,000	
\$100,000 to 150,000	
\$150,000 to 200,000	
\$200,000 to 300,000	
\$300,000 to 400,000	
\$400,000 to 500,000	
\$500,000 or More	
Median Property Value	\$ 13

PERSONS IN UNIT

	N
1 Person	
2 Persons	
3 to 4 Persons	
5 to 6 Persons	
7 or More Persons	
Average Household Size	

UNITS IN STRUCTURE

	N
1 Unit (Attached)	
1 Unit (Detached)	
2 Units	
3 to 9 Units	
10 to 49 Units	
50 or More Units	
Mobile Home	
Other Type of Unit	

10 - Home Sweet Home Segment
Mainstream Families Group

1999 Lifestyle Data

Lifestyle Profiles with the *Highest* Market Index

LEISURE & RECREATION	Percent Penetration	MicroVision Index	Rank
1. Ate at Friendly's in the last 4 weeks	2.3	219	3
2. Ate at Dunkin' donuts in the last 4 weeks	3.1	203	4
3. Ate at T.G.I. Fridays in the last 4 weeks	1.0	173	9
4. Eat at quick service donut restaurants	4.8	168	3
5. Eat at family style coffee shops	5.4	160	9
5. Shopped at Lord & Taylor in the past 4 weeks	4.0	154	11
7. Ate at the Olive Garden in the last 4 weeks	2.6	151	6
8. Shopped at Home Depot in last 4 weeks	29.1	147	9
9. Own a stair stepper	5.4	146	8
10. Eat at casual Italian restaurants	6.8	146	13
11. Shopped at Macy's in the last 4 weeks	11.9	145	14
12. Eat at casual bar & grill restaurant	11.5	145	12
13. Ate at Jack In The Box in the last 4 weeks	2.0	144	10
14. Have a Mobil credit card	6.8	143	10
15. Used professional carpet cleaning service in last 12 months	11.9	143	10
16. Eat at fine dining restaurants	7.0	143	16
17. Ate at Boston Market in the last 4 weeks	2.7	143	14
18. Own or lease a station wagon	7.9	143	7
19. Purchase full service gasoline	13.2	142	6
20. Own golf clubs	17.5	142	9

COMMUNICATIONS & TECHNOLOGY	Percent Penetration	MicroVision Index	Rank
1. Average monthly expenses for online/internet is < \$15	6.5	147	15
2. Reason for having 2 or more lines is to use with PC modem	13.8	146	10
3. Primary wireless phone is analog	12.7	143	11
4. Reason for having primary wireless phone is business	6.3	139	10
5. Second wireless phone is cellular	8.0	138	10
6. Average monthly expenses for wireless services are <\$20	7.5	137	8
7. PC primarily used for surfing internet or world wide web	4.7	136	12
8. Use internet/online services 11 or more times/week	9.3	135	13
9. Reason for having primary wireless phone is safety	20.2	135	7
10. PC primarily used for other purposes	4.9	134	10

FINANCIAL SERVICES	Percent Penetration	MicroVision Index	Rank
1. Hold equity loans	17.9	167	6
2. Have a second mortgage on the primary residence	9.8	160	5
3. Have an auto lease	11.0	151	10
4. Hold an AT&T Universal Card	19.0	149	10
5. Have a fixed rate first mortgage on the primary residence	34.6	147	8
6. Have a mutual fund with a load fee	10.4	146	12
7. Invest in an annuity for retirement savings	10.6	143	10
8. Strongly Agree: Mutual fund companies give reliable advice	8.7	141	12
9. Own stock funds	23.8	141	13
10. Use on-line service for research and to obtain financial info	31.3	140	12

1999 Lifestyle Data

MEDIA PREFERENCES

	Percent Penetration	MicroVision Index	Rank
1. Listen to all sports radio format	14.1	147	10
2. Listen to all news radio format	10.3	143	17
3. Watched the US Open Golf Championships	13.4	143	9
4. Listen to classical radio format	4.4	141	14
5. Read Martha Stewart Living Magazine	5.6	141	10
6. Watch Kennedy Center Honors	6.7	140	11
7. Read Consumer Reports	13.0	138	10
8. Listen to Wall Street Journal network	8.8	138	9
9. Read Golf Digest Magazine	4.6	137	13
10. Listen to modern rock	6.3	135	17
11. Read PC World	3.9	135	16
12. Read Golf For Women Magazine	7.9	134	12
13. Listen to jazz format	8.0	134	19
14. Watch Spin City	5.6	133	7
15. Listen to golden oldies radio format	19.0	133	9
16. Read Money Magazine	6.4	133	12
17. Read Worth Magazine	3.6	132	14
18. Watched CNBC last week	14.5	131	13
19. Read Airline Magazines	5.7	131	15
20. Watch Drew Carey Show	11.4	130	4

HOME FURNISHINGS & IMPROVEMENTS

	Percent Penetration	MicroVision Index	Rank
1. Home has a fireplace with glass doors	28.5	162	10
2. Home has a dehumidifier	23.7	162	5
3. Own a dehumidifier	15.1	158	7
4. Own a snowblower	12.4	151	10
5. Home has a timers for indoor lights	26.0	150	9
6. Home has a pool or hot tub	13.3	150	10
7. Own a fireplace	27.8	149	9
8. Own a pasta machine	5.0	148	14
9. Home has a carbon monoxide detector	28.1	146	4
10. Own a clothes dryer (gas)	23.5	144	9

POWER UTILITIES

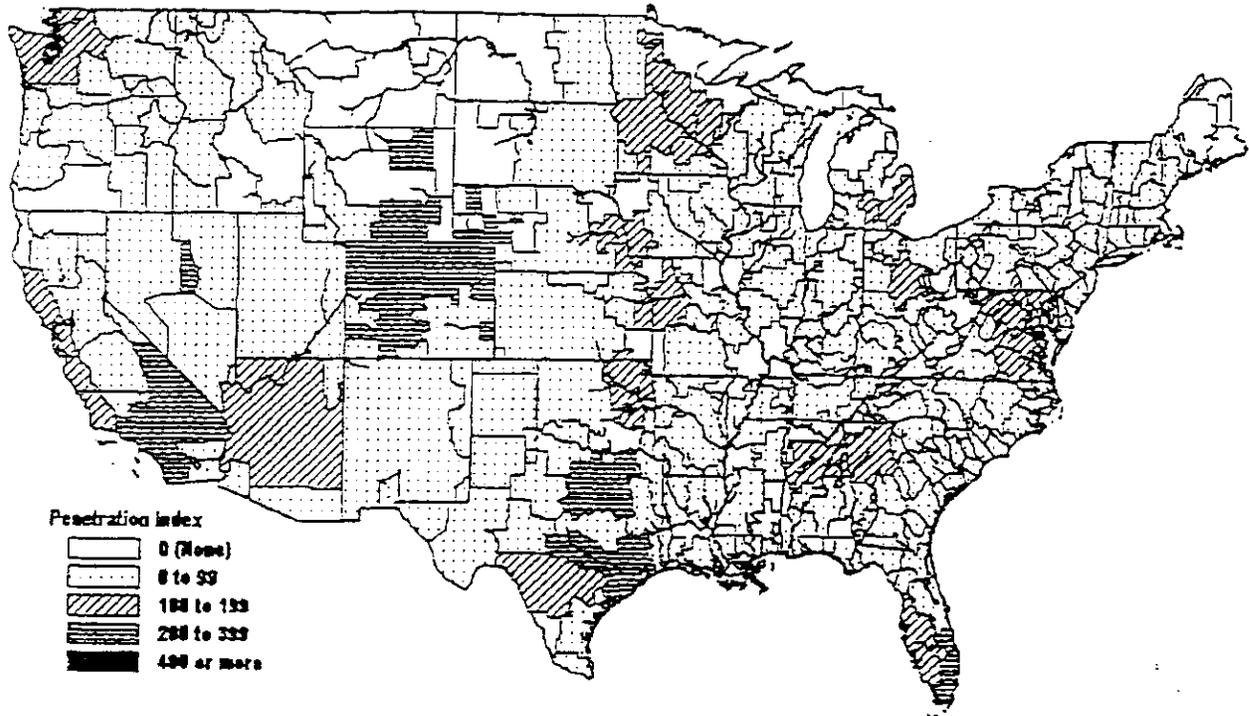
	Percent Penetration	MicroVision Index	Rank
1. Have a non-natural gas fireplace with glass doors	20.4	165	8
2. Last contacted gas company to report a service disruption	5.3	164	5
3. Have a natural gas grill	11.3	160	6
4. Pay gas bill with automatic payment method	8.3	155	11
5. Have an extended service contract from utility company	7.1	154	7
6. Received cash rebates to buy energy eff. appl. in current home	10.0	152	5
7. Have an electric pool or hot tub	9.4	151	9
8. Have a natural gas fireplace with glass doors	6.8	149	12
9. Have clothes dryer fueled by natural gas	28.7	146	6
10. Have participated in home energy audits in current home	16.3	143	8

10 - Home Sweet Home Segment
Mainstream Families Group

1999

12 A Good Step Forward

Segment Concentration by Designated Market Area (DMA)



These are typically 22 to 44 year olds living in non-family households with one or two people. They are concentrated in urban areas, are renters, have above average household income, and high per capita income.

This segment contains a very large share of adults with an average age of 41. Another 9% are over the age of 75, which is also well above average. Over 40% are non-family households (ranking them fourth), and only 13% of these households have children, well below the national average. Over 48% of these are single person households (98% above average) and another 35% have two occupants. Although the median household income of this segment is just above the national average, they rank eighth in per capita income (51% above average). They are 85% more likely than average to live in urban areas, and less than one percent live in rural areas. About two-thirds of these are renter-occupied households (well above average), and they rank ninth in amount of rent paid. They are over twice as likely to have a bachelors or graduate degree, and almost 80% have white-collar occupations (ranking them sixth in this category). They rank in the top five in living in structures with between 10 to 49 units and 50 or more units. Over half of these households contain two workers, and they rank first in having one vehicle in the household.

A Good Step Forward is the most likely to have renters insurance and the second most likely to have changed their residence or relocated last year. They are also likely to eat at casual dining restaurants, shop at upscale department stores, and read women's magazines.

Demographic Data

AGE (1999)

	MEAN	INDEX	RANK
0 to 4 Years	3.79	54	45
5 to 9 Years	4.22	58	43
10 to 14 Years	3.60	51	45
15 to 17 Years	1.57	39	47
18 to 20 Years	1.97	47	49
21 Years	0.92	71	48
22 to 24 Years	4.18	110	11
25 to 29 Years	9.97	142	3
30 to 34 Years	10.77	151	2
35 to 39 Years	11.29	142	3
40 to 44 Years	9.29	117	7
45 to 49 Years	7.14	101	16
50 to 54 Years	5.81	96	25
55 to 59 Years	4.47	94	33
60 to 64 Years	3.81	96	31
65 to 69 Years	3.80	104	19
70 to 74 Years	3.90	116	14
75 to 84 Years	6.56	142	8
85 or More Years	2.95	172	6
Average Age	41.57	114	7
Median Age	40.77	113	8

INCOME (1999)

	MEAN	INDEX	RANK
\$ 0 to 15,000	13.44	78	33
\$ 15,000 to 25,000	13.25	96	36
\$ 25,000 to 35,000	14.27	114	21
\$ 35,000 to 50,000	18.93	117	6
\$ 50,000 to 75,000	19.59	101	18
\$ 75,000 to 100,000	9.24	96	18
\$100,000 to 150,000	6.11	93	15
\$150,000 or More	5.16	113	14
Average Income	\$ 57,543	102	15
Median Income	\$ 42,157	103	17

12 - A Good Step Forward Segment
Mainstream Singles Group

1999

Demographic Data

URBANIZATION (1999)

	MEAN	INDEX	RANK
Urban	60.98	185	10
Suburban	38.22	91	29
Rural	0.80	3	44

RACE / ETHNICITY

	MEAN	INDEX	RANK
White	86.76	108	25
Black	6.44	53	25
Native American	0.36	46	42
Asian	4.12	148	15
Pacific Islander	0.11	78	21
Other	2.21	56	27
Hispanic	6.61	74	24

EDUCATION

	MEAN	INDEX	RANK
Some High School	10.68	43	44
High School Graduate	19.64	65	41
Some College Attendance	21.91	117	11
Associate Degree	6.65	108	15
Bachelors Degree	26.23	200	7
Post Graduate Degree	14.89	206	11

OCCUPATIONS

	MEAN	INDEX	RANK
Total White Collar	78.34	135	6
Total Blue Collar	21.66	52	45

WORKERS

	MEAN	INDEX	RANK
No Workers	13.26	102	27
1 Worker	26.98	96	36
2 Workers	52.28	115	11
3 or More Workers	7.48	56	44

1999

12 - A Good Step Forward Segment
Mainstream Singles Group

Demographic Data

OWNER / RENTER

	MEAN	INDEX	RANK
Owner Occupied	30.28	47	42
Renter Occupied	69.72	195	9
Median Rent Paid	\$ 498	133	9

PROPERTY VALUE (1999)

	MEAN	INDEX	RANK
\$ 0 to 50,000	1.70	11	41
\$ 50,000 to 100,000	16.94	52	39
\$100,000 to 150,000	23.68	110	17
\$150,000 to 200,000	16.07	137	12
\$200,000 to 300,000	18.49	174	11
\$300,000 to 400,000	9.65	237	8
\$400,000 to 500,000	5.39	282	6
\$500,000 or More	8.08	301	7
Median Property Value	\$ 173,895	164	10

PERSONS IN UNIT

	MEAN	INDEX	RANK
1 Person	48.59	198	4
2 Persons	34.86	109	11
3 to 4 Persons	14.24	44	47
5 to 6 Persons	2.04	22	47
7 or More Persons	0.27	16	49
Average Household Size	1.79	68	47

UNITS IN STRUCTURE

	MEAN	INDEX	RANK
1 Unit (Attached)	5.55	105	22
1 Unit (Detached)	13.60	23	45
2 Units	2.86	59	35
3 to 9 Units	18.81	195	9
10 to 49 Units	33.96	396	1
50 or More Units	23.28	542	5
Mobile Home	0.55	8	45
Other Type of Unit	1.38	126	14

12 - A Good Step Forward Segment
Mainstream Singles Group

1999

1999 Lifestyle Data

Lifestyle Profiles with the *Highest* Market Index

LEISURE & RECREATION

	Percent Penetration	MicroVision Index	Rank
1. Shopped at Neiman Marcus/Saks Fifth Ave. in the past 4 weeks	6.0	267	5
2. Eat at quick service coffee house restaurants	2.4	213	7
3. Eat at casual Asian restaurants	8.9	206	7
4. Eat at quick service deli restaurants	7.9	204	5
5. Eat at fine dining restaurants	10.0	204	9
6. Ate at Chili's in the last 4 weeks	1.8	200	3
7. Eat at quick service specialty bagel outlets	1.8	200	7
8. Eat at casual Mexican restaurants	11.3	199	4
9. Exercise 2 times per week at a fitness club	16.7	199	3
10. Eat at casual Italian restaurants	9.1	194	4
11. Eat at midscale Italian restaurants	5.2	193	4
12. Ate at T.G.I. Fridays in the last 4 weeks	1.1	191	6
13. Shopped at The Limited in the past 4 weeks	5.4	187	8
14. Shopped at Nordstrom in the past 4 weeks	6.9	184	9
15. Shopped at The Gap in the last 4 weeks	11.7	183	9
16. Eat at casual bar & grill restaurant	14.6	183	7
17. Shopped at Lord & Taylor in the past 4 weeks	4.8	182	9
18. Ate at Boston Market in the last 4 weeks	3.3	180	7
19. Ate at Outback Steakhouse in the last 4 weeks	1.4	176	9
20. Attended movies 2-3 times per month	12.3	174	4

COMMUNICATIONS & TECHNOLOGY

	Percent Penetration	MicroVision Index	Rank
1. Switched online/internet service provider at least once last year	6.1	172	10
2. Have voice mail with wireless phone	7.2	165	9
3. PC primarily used for email	8.2	164	7
4. Have call waiting with wireless phone	12.9	160	3
5. PC primarily used for business work	12.5	158	13
6. Have voice mail for regular wire phone	16.5	157	6
7. Spend less than 10 hours/week telecommuting	7.4	155	12
8. Primary reason for pager company services is business use	15.4	154	7
9. PC primarily used for other purposes	5.4	150	6
10. Switched long distance company due to competitor's promotion	13.9	148	5

FINANCIAL SERVICES

	Percent Penetration	MicroVision Index	Rank
1. Have renter insurance	31.6	329	1
2. Use discount brokerage services	16.1	214	8
3. Made savings/investments totaling over \$20,000 last year	11.5	184	8
4. Use credit card(s) more than 10 times per month	34.6	184	9
5. Changed residence or relocated last year	22.9	184	2
6. Hold an American Express Green, Gold, or Platinum credit card	18.0	169	10
7. Have invested in three or more mutual fund families	13.3	168	10
8. Use on-line service for research and to obtain financial info	37.3	167	7
9. Have accidental death & dismemberment insurance	14.3	166	3
10. Have a mutual fund with no load fee	32.3	163	6

1999

95

12 - A Good Step Forward Segment
Mainstream Singles Group

1999 Lifestyle Data

MEDIA PREFERENCES

	Percent Penetration	MicroVision Index	Rank
1. Read Women's Fashion Magazines	12.1	200	5
2. Read Vogue Magazine	8.4	197	6
3. Listen to jazz format	11.8	197	6
4. Read George Magazine	8.8	194	7
5. Read Worth Magazine	5.3	191	9
6. Listen to NPR (National Public Radio)	7.2	187	11
7. Read Cosmopolitan Magazine	14.2	186	5
8. Listen to modern rock	8.7	185	5
9. Read Rolling Stone Magazine	7.4	183	9
10. Read Airline Magazines	7.9	182	9
11. Read Glamour Magazine	10.3	181	6
12. Read Travel Magazines	12.7	174	6
13. Read PC Magazine	5.4	166	11
14. Read Epicurean Magazines	8.8	165	8
15. Listen to classical radio format	5.1	163	11
16. Listen to album oriented/progressive rock format	15.4	163	4
17. Read Newsweek Magazine	17.0	159	9
18. Read US News & World Report	8.9	155	10
19. Read Computer Magazines	13.3	154	10
20. Read PC World	4.5	153	9

HOME FURNISHINGS & IMPROVEMENTS

	Percent Penetration	MicroVision Index	Rank
1. Home has a fireplace with no glass doors	19.7	150	11
2. Own a espresso/cappuccino maker	8.0	137	13
3. Own a trash compactor	5.5	134	11
4. Home has a dishwasher	70.7	126	14
5. Home has a water purifier/filter	19.7	123	15
6. Own a electric steam cooker	10.8	122	13
7. Own a garbage disposer	29.1	120	16
8. Home has a water purifier attached to a faucet	9.3	120	12
9. Home has a timers for indoor lights	20.4	118	14
10. Own a electric coffee grinders	17.0	117	15

POWER UTILITIES

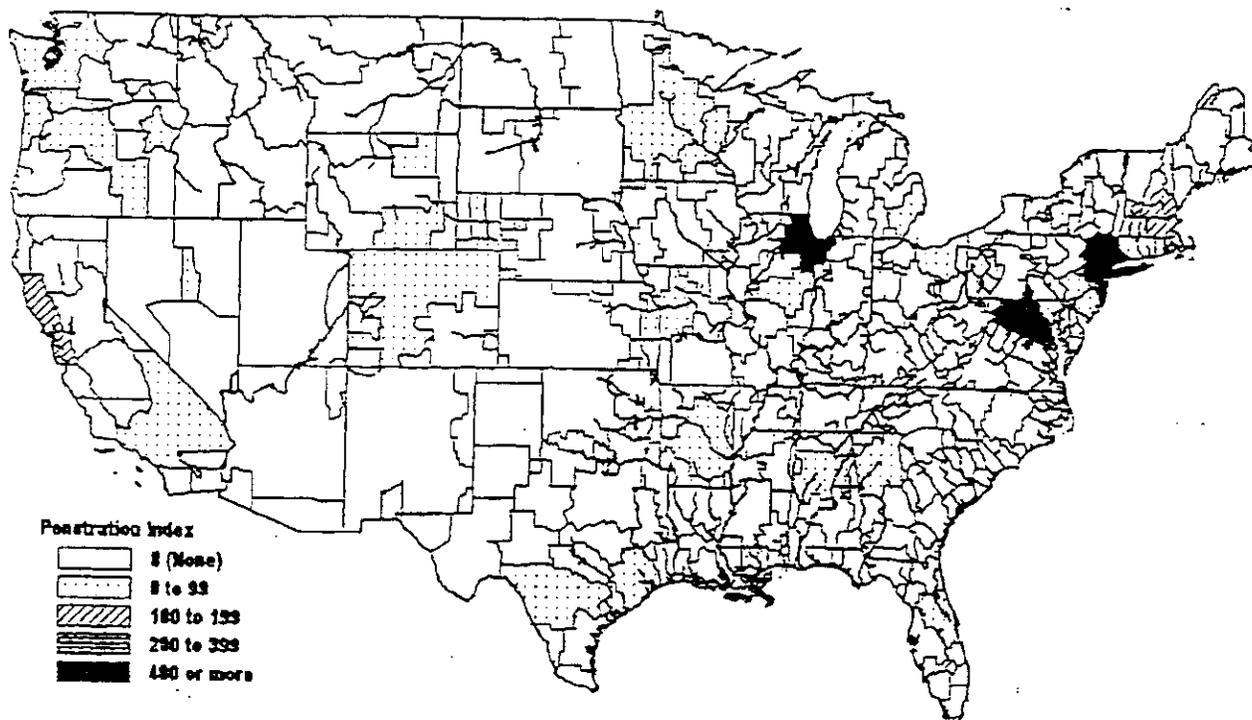
	Percent Penetration	MicroVision Index	Rank
1. Don't know type of water heater	29.5	281	7
2. Don't know heater type	15.6	221	6
3. Electric bill averages less than \$40	35.3	183	7
4. Gas bill averages \$25 or less	26.2	174	7
5. Have a natural gas fireplace with no glass doors	6.1	174	10
6. Water heater is part of a furnace or boiler	9.2	171	8
7. Last contacted electric company to change or add a service	11.0	171	5
8. Prime heating system fuel is electricity	37.5	160	7
9. Would like to read own meter online over PC	18.1	139	6
10. Do not use electric services	4.2	135	17

12 - A Good Step Forward Segment
Mainstream Singles Group

1999

13 Successful Singles

Segment Concentration by Designated Market Area (DMA)



These are renter-occupied, non-family households, usually containing one person and sometimes two, located in urban areas. They have very high income and education levels, and white collar occupations.

Adults in this segment are typically between the ages of 25 and 64, and this segment ranks first in people between the ages of 35 and 44 years. They are over three times as likely to be non-family households and they are the second least likely to have children. They are over twice as likely to have one person in the household and they have the second smallest average household size. This segment has a median household income 66% above average, and ranks first in per capita income (over 3.2 times the national average). These households are found in the highest concentrations around New York, Washington D.C. and Chicago. Over 32% have a bachelor's degree and another 31% have a graduate degree (ranking them first in both categories). They rank second in the executive and managerial, and first in the professional specialty occupations. They are over twice as likely to live in renter-occupied housing, and they rank first in living in structures with 50 or more units. Over 50% take public transportation to work and another 21% walk (ranking them second and fourth, respectively). They are the least likely segment to work in blue-collar occupations, car pool to work, and live in mobile homes.

This segment ranks first for eating at quick service or fine dining restaurants. They also are more likely to use such financial services as a discount broker, owning an American Express card and primarily bank by ATM.

Demographic Data

AGE (1999)

	MEAN	INDEX	RANK
0 to 4 Years	2.88	41	49
5 to 9 Years	3.50	48	48
10 to 14 Years	2.91	41	48
15 to 17 Years	1.15	28	49
18 to 20 Years	1.31	31	50
21 Years	0.44	34	50
22 to 24 Years	3.00	79	49
25 to 29 Years	9.10	129	4
30 to 34 Years	10.55	148	3
35 to 39 Years	11.83	149	1
40 to 44 Years	11.23	141	1
45 to 49 Years	9.46	133	3
50 to 54 Years	7.82	129	2
55 to 59 Years	5.83	122	5
60 to 64 Years	4.51	113	10
65 to 69 Years	3.80	104	18
70 to 74 Years	3.37	100	23
75 to 84 Years	5.07	110	18
85 or More Years	2.24	130	13
Average Age	42.70	117	6
Median Age	41.85	116	6

INCOME (1999)

	MEAN	INDEX	RANK
\$ 0 to 15,000	9.82	57	38
\$ 15,000 to 25,000	6.98	51	44
\$ 25,000 to 35,000	7.64	61	44
\$ 35,000 to 50,000	12.28	76	40
\$ 50,000 to 75,000	18.38	95	22
\$ 75,000 to 100,000	12.76	132	12
\$100,000 to 150,000	11.68	178	10
\$150,000 or More	20.47	448	3
Average Income	\$ 107,582	191	3
Median Income	\$ 68,071	166	8

13 - Successful Singles Segment
Sustaining Singles Group

1999

Demographic Data

URBANIZATION (1999)

	MEAN	INDEX	RANK
Urban	99.28	301	1
Suburban	0.72	2	50
Rural	0.00	0	50

RACE / ETHNICITY

	MEAN	INDEX	RANK
White	85.73	107	28
Black	6.36	53	26
Native American	0.20	26	49
Asian	5.27	190	10
Pacific Islander	0.05	35	40
Other	2.39	60	25
Hispanic	7.80	87	17

EDUCATION

	MEAN	INDEX	RANK
Some High School	7.83	32	46
High School Graduate	11.17	37	50
Some College Attendance	14.20	76	44
Associate Degree	3.95	64	46
Bachelors Degree	32.43	247	1
Post Graduate Degree	30.42	421	1

OCCUPATIONS

	MEAN	INDEX	RANK
Total White Collar	88.74	153	1
Total Blue Collar	11.26	27	50

WORKERS

	MEAN	INDEX	RANK
No Workers	8.35	64	41
1 Worker	26.61	95	38
2 Workers	59.31	130	1
3 or More Workers	5.73	43	49

1999

13 - Successful Singles Segment
Sustaining Singles Group

Demographic Data

OWNER / RENTER

	MEAN	INDEX	RANK
Owner Occupied	26.98	42	44
Renter Occupied	73.03	204	7
Median Rent Paid	\$ 631	169	4

PROPERTY VALUE (1999)

	MEAN	INDEX	RANK
\$ 0 to 50,000	0.72	5	46
\$ 50,000 to 100,000	1.71	5	49
\$100,000 to 150,000	3.48	16	50
\$150,000 to 200,000	5.22	45	42
\$200,000 to 300,000	17.64	166	12
\$300,000 to 400,000	15.75	387	3
\$400,000 to 500,000	12.74	666	1
\$500,000 or More	42.75	1591	1
Median Property Value	\$ 443,040	418	1

PERSONS IN UNIT

	MEAN	INDEX	RANK
1 Person	57.36	234	3
2 Persons	29.86	93	33
3 to 4 Persons	11.21	35	48
5 to 6 Persons	1.36	15	50
7 or More Persons	0.20	11	50
Average Household Size	1.63	62	49

UNITS IN STRUCTURE

	MEAN	INDEX	RANK
1 Unit (Attached)	1.80	34	45
1 Unit (Detached)	1.08	2	50
2 Units	1.92	40	44
3 to 9 Units	11.00	114	19
10 to 49 Units	26.51	309	7
50 or More Units	56.38	1312	1
Mobile Home	0.01	0	50
Other Type of Unit	1.29	118	20

13 - Successful Singles Segment
Sustaining Singles Group

1999