
Niches 2.0

Introducing Niches 2.0

This document will give you a detailed description of each Niche within the Niches 2.0 segmentation system.

What are Niches? Know your customers from A to Z

Niches represent stages in life. By statistically weighting data like age, income and interests, we have divided our 115+ million-name TotalSource XL™ database into 26 distinct clusters. During our lifetime we all move through a number of Niches. You might recognize yourself right out of college in one Niche. You may see yourself in another today. And in yet another Niche, you may see where you'd like to be at retirement.

With 26 Niches ranging from the young and wealthy "Already Affluent" Niche to the least prosperous "Zero Mobility" Niche, this tool will give you a complete A to Z picture of your customers and prospects and make it easier to craft the kind of targeted communications that make people feel like you are talking to them individually. It's the type of detailed knowledge you might get with custom research, but at a fraction of the cost. If you want to get even more specific information, we can divide your list into 108 SuperNiches™.

The power of Niches is that it clusters information at the household level, unlike geo-demographic systems that base information at the ZIP + 4 level. Niches 2.0 help you target your marketing message, choose premiums to fit your customers, and identify cross-sell opportunities.

Niche A – Already Affluent

Average Age: 29
 Average Income: \$166K

The households in this Niche are extremely upscale, both with respect to their earnings and their propensity to spend. The household typically consists of two adults between the ages of 18 and 34 with no children. They own their homes with an average value of \$221,000 and are more likely to have a length of residence less than 5 years. They are highly educated with most completing college or graduate school.

Majority of the households are employed in professional, technical, managerial and sales/service occupations. They own credit cards and are known to be mail responsive and purchase items thru the mail. They purchase more electronics than the population and they are very enthusiastic about moneymaking opportunities, real estate investments and stock and bond investments.

These households enjoy the pleasures of high society: wines, gourmet foods, fashion, travel and cultural events. They are extremely fitness conscious and are heavily into exercise and self improvement. This Niche enjoys active outdoor sports such as snow skiing, tennis, golf, running, jogging and biking. They also enjoy reading, photography and casino gambling.

SuperNiche	A1	A2
% of Niche	33%	67%
Average Age	29	29
Average Income	\$166K	\$165K
Mail Responsive	Above Average	Below Average
Credit Card Ownership / Usage	Above Average	Below Average
Length of Residence	Longer	Shorter
Occupation	White Collar, Sales/Service	White Collar, Blue Collar, Proprietors, Students
Education	Above Average	Below Average
Children	No	No
Home Ownership	Owners	Owners

Note: SuperNiche descriptions are based on comparisons against the Parent Niche. For example, a value of Below Average means that the SuperNiche is Below Average for this criteria compared to the parent Niche.

NA = Not Applicable to this Niche or SuperNiche OR information is Not Available.

Niche B – Big Spender Parents

Average Age: 43
 Average Income: \$162K

This Niche is dominated by middle aged, traditional family households with one to four children and some pets. These households are employed in professional/technical or managerial positions. Many of these professionals hold post-graduate degrees. They own homes with average values of \$264,000 in which they have resided for 2 to 14 years.

Niche B households own credit cards and use them to shop via internet or catalogs. They purchase items thru the mail and are generally mail responsive. Some of the things that these households purchase are items for the home, audio equipment and CD's. They also have an interest in stocks/bond and real estate investing and many donate to charitable causes.

Outdoor recreation and physical fitness is important to this Niche. Activities include running/jogging, snow skiing, tennis and golf. In addition, family activities such as camping/hiking and fishing are also popular. There is a high concentration of households with interests in book reading, gardening, travel - especially foreign, and wines.

SuperNiche	B1	B2
% of Niche	83%	17%
Average Age	44	42
Average Income	\$162K	\$162K
Mail Responsive	Above Average	Below Average
Credit Card Ownership / Usage	Above Average	Below Average
Length of Residence	Longer	Shorter
Occupation	White Collar, Proprietors, Sales/Service, Homemakers	White Collar, Blue Collar
Education	Above Average	Below Average
Children	Yes	Yes
Home Ownership	Owners	Owners

Note: SuperNiche descriptions are based on comparisons against the Parent Niche. For example, a value of Below Average means that the SuperNiche is Below Average for this criteria compared to the parent Niche.

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Niche C – Chic Society

Average Age: 49
Average Income: \$169K

The households in this Niche are very business and culturally oriented. These 49 year old headed households typically have no children. There is extensive domestic business and foreign travel in this Niche. It is no wonder they are frequent flier members. These homeowners have residences that have an average value of about \$265,000 and they have lived there for about 6 years, many of them as long as 20 years or more. They are also more likely than the general population to own a vacation property.

These households own many credit cards and have a known history of being mail responsive and to purchase items through the mail. They purchase many items thru the mail, including books and music, general merchandise, magazines and women’s apparel. The households in this Niche are also more likely to donate to charitable causes, like wildlife and environmental issues. They have a great interest in monetary investing, specifically mutual funds, stock/bond investments and real estate investments.

Niche C households tend to lead very cultural, high society lives. Their activities and interests include fine arts and antiques, cultural events, fashion, wine, gourmet food and book reading. Other interests include photography, home furnishings and decorating, golf and bicycling. They are very health conscious with regular physical fitness, exercise, dieting and self improvement.

SuperNiche	C1	C2	C3	C4	C5
% of Niche	22%	28%	28%	3%	18%
Average Age	45	43	65	28	40
Average Income	\$167K	\$167K	\$166K	\$162K	\$168K
Mail Responsive	Above Average	Below Average	Above Average	Same	Same
Credit Card Ownership / Usage	Above Average	Below Average	Above Average	Below Average	Below Average
Length of Residence	Longer	Shorter	Same	Shorter	Shorter
Occupation	White Collar, Sales/Service	Blue Collar	White Collar, Sales/Service, Retired, Homemakers	White Collar, Blue Collar, Sales/Service, Students	Blue Collar
Education	Same	Below Average	Above Average	Below Average	Below Average
Children	No	No	No	No	No
Home Ownership	Owners	Owners	Owners	Owners	Owners

Note: SuperNiche descriptions are based on comparisons against the Parent Niche. For example, a value of Below Average means that the SuperNiche is Below Average for this criteria compared to the parent Niche.

NA = Not Applicable to this Niche or SuperNiche OR information is Not Available.

Niche D – Diamonds-to-Go

Average Age: 48
Average Income: \$123K

The households in this Niche are likely to include one or more children and a household pet. Nearly 90% of the households own their homes with an average value of \$200,000 and have lived in them for 4 or more years. Most of these high powered executives hold college or graduate degrees, although about a quarter have not completed any schooling since high school.

These households have a very high propensity to spend and are considerably more likely to own credit cards than the general population. They are also very mail responsive and purchase often from catalogs and the internet. They like to purchase items such as home furnishings and decorating essentials, stocks and bonds, as well as, books, music and videos. These households own computers and like to surf the internet. They are very active with many charities and donate consistently.

Gourmet cooking, wines and gardening are some of the interests within this Niche. They subscribe and enjoy watching cable, especially sports. Even with all that TV watching, they still like to keep physically fit on the golf course or running, jogging and biking. They are twice as likely as the general population to be members of frequent flier clubs and do quite a bit of traveling.

SuperNiche	D1	D2	D3	D4
% of Niche	37%	15%	1%	47%
Average Age	45	62	65	45
Average Income	\$165K	\$165K	\$174K	\$75K
Mail Responsive	Above Average	Above Average	Below Average	Below Average
Credit Card Ownership / Usage	Above Average	Above Average	Above Average	Below Average
Length of Residence	Same	Longer	Shorter	Shorter
Occupation	White Collar, Proprietors, Homemakers	White Collar, Proprietors, Retired, Homemakers	White Collar, Retired, Homemakers	White Collar, Blue Collar, Sales/Service
Education	Above Average	Above Average	Above Average	Below Average
Children	Yes	Yes	No	No
Home Ownership	Owners	Owners	Renters	Owners

Note: SuperNiche descriptions are based on comparisons against the Parent Niche. For example, a value of Below Average means that the SuperNiche is Below Average for this criteria compared to the parent Niche.

NA = Not Applicable to this Niche or SuperNiche OR information is Not Available.

Niche E – Easy Street

Average Age: 64
 Average Income: \$161K

The households in this Niche are typically older, white collar and educated. They have grown children, possibly still living with them. All of the households within this Niche own their homes and have lived at the same address for 7 years or more. On average, their homes are worth about \$250,000. They are more likely than the general population to have a pool and to own a vacation home.

Despite the level of affluence in this Niche, they surprisingly have lower credit card ownership and usage compared to the general population. However, they are mail responsive and purchase items thru the mail, catalogs and the internet. They spend money on home workshops, books, music and grandchildren. They are frequent flyers and travel quite a bit both in the US and abroad. They are very active with stocks, bonds and real estate investments.

Fond of outdoor activities, these households have interests in golf, gardening, fishing and sailing. Other interests include gourmet cooking/food, wine, cultural events, photography and watching sports on TV. These households also have in interest in leading a healthy lifestyle. They walk or exercise regularly and enjoy healthy foods.

SuperNiche	E1	E2
% of Niche	90%	10%
Average Age	64	64
Average Income	\$161K	\$161K
Mail Responsive	Same	NA
Credit Card Ownership / Usage	Above Average	Below Average
Length of Residence	Longer	Shorter
Occupation	White Collar, Proprietors, Sales/Service, Homemakers	Blue Collar, Retired
Education	Above Average	Below Average
Children	Yes	Yes
Home Ownership	Owners	Owners

Note: SuperNiche descriptions are based on comparisons against the Parent Niche. For example, a value of Below Average means that the SuperNiche is Below Average for this criteria compared to the parent Niche.

NA = Not Applicable to this Niche or SuperNiche OR information is Not Available.

Niche F – Feathering-the-Nest

Average Age: 31
Average Income: \$163K

The households in this Niche are mostly young, although some are just young-at-heart. There is a very high incidence of children in this Niche. These households are one and a half times more likely to be employed in a professional/technical or managerial occupation than the general population. Majority of the households in this Niche are highly educated and own their homes valued at about \$218,000. They have shorter length of residence, typically six years or less.

In addition to buying items for their children, they use their many credit cards to buy electronics (like video recorders), videos, books, CD's, fashion clothing and home workshop products. They are mail responsive and purchase items thru all mediums: retail, mail, catalog and internet.

This Niche is into physical fitness and is overall very active. Their recreational activities include outdoor sports such as bicycling, golf, running/jogging and snow skiing, as well as, camping, hiking and hunting/shooting. They also enjoy more relaxing activities such as gardening, cooking and crafts. When indoors, they prefer to watch sports on TV, surf the internet or read. They enjoy traveling and are more likely than the general population to be part of an airline club or frequent flyer program and to have done some foreign travel.

SuperNiche	F1	F2	F3	F4
% of Niche	38%	3%	11%	3%
Average Age	29	62	28	29
Average Income	\$165K	\$171K	\$160K	\$168K
Mail Responsive	Above Average	Above Average	NA	Above Average
Credit Card Ownership / Usage	Above Average	Above Average	Below Average	Above Average
Length of Residence	Longer	Longer	Shorter	Shorter
Occupation	White Collar, Sales/ Service	White Collar, Retired	White Collar, Blue Collar, Students, Homemakers	White Collar, Sales/ Service, Students, Homemakers
Education	Above Average	Above Average	Below Average	Above Average
Children	Yes	Yes	Yes	Yes
Home Ownership	Owners	Renters	Owners	Renters

SuperNiche	F5	F6	F7	F8
% of Niche	34%	3%	5%	2%
Average Age	29	63	28	28
Average Income	\$162K	\$166K	\$166K	\$160K
Mail Responsive	Below Average	Below Average	Below Average	NA
Credit Card Ownership / Usage	Below Average	Below Average	Below Average	Below Average
Length of Residence	Shorter	Longer	Shorter	Shorter
Occupation	White Collar, Blue Collar, Students, Homemakers	White Collar, Blue Collar, Proprietors, Retired	White Collar, Blue Collar, Sales/ Service, Student	White Collar, Sales/ Service, Students, Homemakers
Education	Below Average	Above Average	Above Average	Below Average
Children	Yes	Yes	Yes	Yes
Home Ownership	Owners	Renters	Renters	Renters

Note: SuperNiche descriptions are based on comparisons against the Parent Niche. For example, a value of Below Average means that the SuperNiche is Below Average for this criteria compared to the parent Niche.

NA = Not Applicable to this Niche or SuperNiche OR information is Not Available.

Niche G – Go-Go Families

Average Age: 43
Average Income: \$166K

As the name suggests, the households in this Niche are highly mobile. Though they are in their 40's and have children, they tend to move often. Naturally, a substantial portion lives in rented housing units and has lived at their dwelling for less than 7 years. These are high income households employed in professional and managerial positions, with some evidence of proprietors. They are considerably more likely than the general population to travel internationally and belong to frequent flyer clubs.

These households are slightly more likely than the general population to be mail responsive, but less likely to purchase items through the mail. However, they own many credit cards and show a high propensity to shop on the internet and at retail stores. Not surprisingly, they spend a lot of time in stores purchasing personal computers, fashion clothing, electronics, videos, music, audio equipment and home workshop items. They keep up to date on new technology and do quite a bit of stock and bond investing.

This Niche has a blend of outdoor and indoor interests. Indoor interests include gourmet cooking, wine, reading - especially science fiction, surfing the internet and watching sports on TV. Outdoor interests include tennis, snow skiing, bicycling, golf, running/jogging, as well as, camping/hiking, fishing and gardening. They also enjoy physical fitness and exercise, stamp/coin collecting, casino gambling, cultural events and photography.

SuperNiche	G1	G2	G3
% of Niche	40%	47%	13%
Average Age	44	43	42
Average Income	\$169K	\$165K	\$159K
Mail Responsive	Above Average	Below Average	NA
Credit Card Ownership / Usage	Above Average	Below Average	Below Average
Length of Residence	Longer	Same	Shorter
Occupation	White Collar, Sales/Service	White Collar, Blue Collar, Homemaker	White Collar, Blue Collar
Education	Above Average	Above Average	Below Average
Children	Yes	Yes	Yes
Home Ownership	Renters	Renters	Renters

Note: SuperNiche descriptions are based on comparisons against the Parent Niche. For example, a value of Below Average means that the SuperNiche is Below Average for this criteria compared to the parent Niche.

NA = Not Applicable to this Niche or SuperNiche OR information is Not Available.

Niche H – Home Hoppers

Average Age: 40
Average Income: \$125K

Households in this Niche are headed by adults 40 years of age and are not very likely to have children. Mostly renters, these households are highly mobile and have a length of residence typically less than 7 years. They are educated and work in mostly professional and management fields, with some still actively pursuing their education. They are very active travelers and travel both within the US and abroad, for vacations and business.

This Niche is economically active. They own many credit cards and shop via all channels: retail, mail, catalog and internet. These households tend to spend their money on things like audio equipment and electronics, computers, photography essentials, music and videos, as well as, activities like casino gambling and stock/bond investing. They are also more likely than the general population to donate to charitable causes, especially wildlife and environmental issues.

This Niche has very diverse interests. In their free time, they enjoy cultural events, wines, gourmet food, art and antiques and fashion clothing. They are health conscious and follow regular exercise routines and are always dieting/watching their weight and looking for ways to improve themselves. They enjoy many different types of outdoor activities, such as bicycling, golf, running/jogging, camping/hiking and gardening. To relax, they like to read, do crafts, watch sports on TV and surf the internet.

SuperNiche	H1	H2	H3	H4	H5	H6
% of Niche	3%	12%	2%	5%	13%	7%
Average Age	43	42	29	67	29	41
Average Income	\$177K	\$176K	\$178K	\$175K	\$178K	\$169K
Mail Responsive	Above Average	Below Average	Above Average	Below Average	Below Average	NA
Credit Card Ownership / Usage	Above Average	Below Average	Above Average	Below Average	Below Average	Below Average
Length of Residence	Longer	Same	Shorter	Longer	Shorter	Shorter
Occupation	White Collar, Proprietors	White Collar, Proprietors	White Collar, Sales/Service, Students	White Collar, Retired, Homemakers	Sales/Service, Students	Proprietors, Homemakers
Education	Above Average	Above Average	Above Average	Above Average	Above Average	Below Average
Children	No	No	No	No	No	No
Home Ownership	Renters	Renters	Renters	Renters	Renters	Renters

SuperNiche	H7	H8	H9	H10	H11	H12
% of Niche	2%	0.01%	9%	23%	10%	15%
Average Age	68	64	29	29	66	44
Average Income	\$171K	\$161K	\$171K	\$73K	\$69K	\$70K
Mail Responsive	NA	NA	NA	Above Average	Above Average	Above Average
Credit Card Ownership / Usage	Below Average	Below Average	Below Average	Above Average	Above Average	Above Average
Length of Residence	Longer	Longer	Shorter	Longer	Longer	Longer
Occupation	Proprietors, Retired, Homemakers	Retired	Students, Homemakers	Sales/Service, Students	White Collar, Blue Collar, Students, Proprietors, Homemakers	White Collar, Blue Collar, Proprietors, Sales/Service
Education	Below Average	Below Average	Below Average	Below Average	Below Average	Below Average
Children	No	Yes	No	No	No	No
Home Ownership	Renters	Renters	Renters	Owners	Renters	Renters

Note: SuperNiche descriptions are based on comparisons against the Parent Niche. For example, a value of Below Average means that the SuperNiche is Below Average for this criteria compared to the parent Niche.

NA = Not Applicable to this Niche or SuperNiche OR information is Not Available.

Niche I – IRA Spenders

Average Age: 67
Average Income: \$91K

This Niche contains older households that are not likely to have children still living with them. The majority of these households are homeowners with long length of residence, often 20 years or more. The average value of their homes is \$146,000. A large portion of this Niche is retired and those that are employed are mostly in professional/technical or administrative/managerial type position. More than half of this Niche has completed college or graduate school.

The households in this Niche are mail responsive and purchase items thru the mail and catalogs. They own and use many credit cards with which they purchase big ticket items. These purchases include home furnishings, audio equipment, art, antiques and other collectibles. This Niche is also more active in the stock market and real estate than the general population. These generous households also contribute to various fund raising causes, like veteran, wildlife and environmental charities.

Although these households enjoy playing golf, for the most part, they are much more likely to work in their gardens, read a book, listen to music, watch sports on TV, or play with their grandchildren. They also have an interest in cultural events and casino gambling. They like to stay physically fit, so they exercise regularly and watch their diets. The households in this Niche are also avid travelers, much more so than the general population.

SuperNiche	I1	I2	I3
% of Niche	16%	4%	80%
Average Age	67	68	67
Average Income	\$167K	\$168K	\$72K
Mail Responsive	Below Average	Below Average	Above Average
Credit Card Ownership / Usage	Above Average	Below Average	Above Average
Length of Residence	Shorter	Shorter	Longer
Occupation	Proprietors, Homemakers		White Collar, Sales/Service, Retired
Education	Above Average	Below Average	Same
Children	No	No	No
Home Ownership	Owners	Owners	Owners

Note: SuperNiche descriptions are based on comparisons against the Parent Niche. For example, a value of Below Average means that the SuperNiche is Below Average for this criteria compared to the parent Niche.

NA = Not Applicable to this Niche or SuperNiche OR information is Not Available.

Niche J – Just Sailing Along

Average Age: 31
Average Income: \$68K

This Niche is dominated by young adults around 31 years of age. Majority of these have completed college or graduate school and a third have high school degrees. More than half work in professional/technical fields, although management and sales/service areas are also evident. They are also more likely than the general population to still be students. These young households typically rent their dwellings and have lived there for 4 years or less.

There are a smaller proportion of credit card owners in this Niche than is found in the general population. They are also less mail responsive. They purchase camping equipment, electronics, wines and gourmet foods. They are also interested in new technology, moneymaking opportunities, mutual funds and real estate.

This is a very active group. They enjoy activities such as bicycling, running/jogging, snow skiing, tennis and exercise. They like to keep up to date on the latest fashions, cultural events and new technology. This Niche is also big on camping/hiking and fishing. Additional interests include golf, surfing the internet, watching sports on TV, reading science fiction, photography, casino gambling and traveling abroad.

SuperNiche	J1	J2	J3	J4	J5
% of Niche	19%	22%	19%	21%	19%
Average Age	28	28	42	28	28
Average Income	\$69K	\$67K	\$69K	\$70K	\$66K
Mail Responsive	Below Average	Below Average	Above Average	Above Average	NA
Credit Card Ownership / Usage	Above Average	Below Average	Above Average	Above Average	Below Average
Length of Residence	Shorter	Shorter	Shorter	Longer	Shorter
Occupation	White Collar, Sales/Service, Students	Students, Homemakers	White Collar, Blue Collar, Proprietors	White Collar, Sales/Service, Students	Students, Homemakers
Education					
Children	No	No	No	No	No
Home Ownership	Renters	Renters	Renters	Owners	Owners

Note: SuperNiche descriptions are based on comparisons against the Parent Niche. For example, a value of Below Average means that the SuperNiche is Below Average for this criteria compared to the parent Niche.

NA = Not Applicable to this Niche or SuperNiche OR information is Not Available.

Niche K – Kiddie Kastles

Average Age: 43
Average Income: \$73K

The households in this Niche have an average age of about 43 and are considerably more likely than the general population to have children present. Most of this Niche is homeowners who have resided in their homes for 5 or more years. The average value of the homes is about \$125,000. These white collar households are employed in professional/technical or management fields and are more likely than the general population to have completed college.

Majority of these households own credit cards and are almost twice as likely as the general population to do so. They are highly mail responsive and buy extensively thru the mail, from catalogs and the internet. Overall, this Niche is very economically active. They buy computers, electronics, home furnishings, video cameras, videos, music and books. They are also quite a bit more likely than the general population to purchase children's items. These households invest in stocks and bonds and actively donate to charities.

The households in this Niche are active and like to stay fit. They participate in outdoor activities like camping, hiking, hunting, shooting, fishing, golf, bicycling and running. They also enjoy gardening, working in their home workshop and working on their cars. To relax, there is an interest in reading, video games, crafts, surfing the internet, watching sports on TV and playing with their pets. They travel often for both business and pleasure, especially within the United States.

SuperNiche	K1	K2	K3	K4	K5	K6
% of Niche	47%	6%	1%	39%	2%	5%
Average Age	45	29	28	44	44	43
Average Income	\$77K	\$73K	\$66K	\$71K	\$69K	\$65K
Mail Responsive	Above Average	Above Average	Above Average	Below Average	Above Average	Below Average
Credit Card Ownership / Usage	Above Average	Below Average	Below Average	Below Average	Above Average	Below Average
Length of Residence	Longer	Shorter	Shorter	Shorter	Shorter	Shorter
Occupation	White Collar, Proprietors	White Collar, Sales/ Service	White Collar, Sales/ Service, Students, Homemaker	White Collar, Blue Collar, Proprietors, Homemaker	White Collar, Sales/ Service, Homemaker	White Collar, Blue Collar, Sales/ Service, Homemaker
Education	Above Average	Above Average	Above Average	Below Average	Above Average	Above Average
Children	Yes	Yes	Yes	Yes	Yes	Yes
Home Ownership	Owners	Owners	Renters	Owners	Renters	Renters

Note: SuperNiche descriptions are based on comparisons against the Parent Niche. For example, a value of Below Average means that the SuperNiche is Below Average for this criteria compared to the parent Niche.

NA = Not Applicable to this Niche or SuperNiche OR information is Not Available.

Niche L – Loose Change

Average Age: 43
Average Income: \$71K

This Niche is dominated by households containing two adults and no children. These households tend to be homeowners and typically have longer length of residence - between two and thirteen years. Their homes are valued at about \$120,000. These professional households are more likely to contain a post graduate degree than the households in the general population.

These households are not big Credit Card owners and users, and fall below the general population use of Credit Cards. They are also less mail responsive, but do shop retail and on the internet, and occasionally from catalogs. They purchase electronics, home improvement and workshop items and wines. These households travel abroad, often on business, and are members of frequent flyer clubs. They also contribute to wildlife and environmental charities.

This Niche is marked by its interest in the rugged outdoors. They are fond of camping, hiking, bicycling, horseback riding, power boating, hunting and shooting, snow skiing and motorcycling. As compared to the general population, this Niche is much more likely to own household pets. They are interested in a healthy lifestyle and try to watch their diets. Additional interests include golf, watching sports on TV, surfing the internet, science fiction, working on cars, cultural events and stock/bond investing.

SuperNiche	L1	L2
% of Niche	96%	4%
Average Age	43	29
Average Income	\$71K	\$71K
Mail Responsive	Below Average	Above Average
Credit Card Ownership / Usage	Below Average	Above Average
Length of Residence	Longer	Shorter
Occupation	White Collar, Blue Collar, Proprietors	White Collar, Sales/Service, Students
Education	Below Average	Above Average
Children	No	No
Home Ownership	Owners	Renters

Note: SuperNiche descriptions are based on comparisons against the Parent Niche. For example, a value of Below Average means that the SuperNiche is Below Average for this criteria compared to the parent Niche.

NA = Not Applicable to this Niche or SuperNiche OR information is Not Available.

Niche M – Mid-Life Munchkins

Average Age: 55
Average Income: \$71K

Households in this Niche are twice as likely as the general population to have at least one child present or to have grandchildren. They own pets, especially dogs. They live in homes that they own valued on average at \$118,000 and have length of residence of seven years or more. There is a higher concentration of white collar employees with college or graduate degrees in this Niche than are found in the general population. They do quite a bit of business travel - actually, any kind of travel.

These credit card holders are very mail responsive and shop often thru the mail and catalogs. They are also more likely than the general population to shop via the internet. They purchase tools, furnishings, video cameras, books, music, videos and collectibles/antiques. They are heavy investors and are involved with stocks, bonds, mutual funds, real estate and other moneymaking opportunities. They do like to give back to the communities and are involved with many different kinds of charities.

They hobbies include home workshop and automotive work. They are fond of TV sports, hunting, shooting, camping, hiking, fishing, golf and bicycling. These household also have a large concentration of people interested in cultural events, crafts, photography, contests/sweepstakes and casino gambling. They exercise and eat healthy foods in order to stay fit and active. They are also more likely than the general population to enjoy gardening and surfing the internet and to own a recreational vehicle.

SuperNiche	M1	M2	M3	M4
% of Niche	45%	30%	17%	7%
Average Age	63	64	28	42
Average Income	\$74K	\$69K	\$69K	\$159K
Mail Responsive	Above Average	Below Average	Below Average	NA
Credit Card Ownership / Usage	Above Average	Below Average	Below Average	Below Average
Length of Residence	Longer	Same	Shorter	Shorter
Occupation	White Collar, Proprietors, Retired	White Collar, Blue Collar, Proprietors, Retired, Homemakers	White Collar, Blue Collar, Sales/Service, Students, Homemakers	Blue Collar, Students, Homemakers
Education	Above Average	Below Average	Above Average	Below Average
Children	Yes	Yes	Yes	Yes
Home Ownership	Owners	Owners	Owners	Owners

Note: SuperNiche descriptions are based on comparisons against the Parent Niche. For example, a value of Below Average means that the SuperNiche is Below Average for this criteria compared to the parent Niche.

NA = Not Applicable to this Niche or SuperNiche OR information is Not Available.

Niche N – Nice-&Easy Grandparents

Average Age: 68
Average Income: \$68K

Niche N households are mostly empty nest ones consisting of two adults and no children. They live in homes that are owned and valued at \$107,000, and have lived there for seven or more years. These households are quite educated and if they are not retired, then they are usually employed in professional or management positions. They are very active with their grandchildren and are more likely to have a military veteran in the household than the general population.

They tend to own less credit cards compared to the general population, and slightly less mail responsive. This group purchases tools, stereo equipment, music, books, stocks and bonds. They are active with fundraising and are involved with many charities, especially veteran and Our Nation’s Heritage type of charities.

Households in this Niche are interested in gardening - flower and vegetable, golf, crafts, photography, reading and sports on TV. They take part in cultural and civic activities and bible devotion, and spend time with their grandchildren. They monitor their diets and have an interest in health foods and walking for health. Although this group does show a propensity to travel, it is slightly below that of the general population.

SuperNiche	N1	N2	N3
% of Niche	69%	11%	21%
Average Age	69	68	68
Average Income	\$68K	\$67K	\$69K
Mail Responsive	Above Average	Above Average	NA
Credit Card Ownership / Usage	Above Average	Above Average	Below Average
Length of Residence	Longer	Shorter	Shorter
Occupation	White Collar, Blue Collar, Proprietors, Sales/Service, Retired, Homemakers	White Collar	
Education	Above Average	Above Average	Below Average
Children	No	No	No
Home Ownership	Owners	Renters	Owners

Note: SuperNiche descriptions are based on comparisons against the Parent Niche. For example, a value of Below Average means that the SuperNiche is Below Average for this criteria compared to the parent Niche.

NA = Not Applicable to this Niche or SuperNiche OR information is Not Available.

Niche 0 – Oodles of Offspring

Average Age: 28
Average Income: \$36K

This Niche contains young households with many children in the house. Compared to the rest of the nation, this Niche contains a smaller portion of home owners, college graduates and white collar employees. Most have completed high school and have some college or a vocational/technical school education and work in sales, clerical or craftsman positions. They own homes valued at \$71,000 and have lived there for less than 6 years.

These households own fewer credit cards compared to the general population and are generally less mail responsive. However, they are often buying on the internet. They are most likely to purchase personal home computers, electronics, video cameras and fashion clothing. They are very eager to be a part of moneymaking opportunities and enjoy stock and bond investing. They take domestic vacations and cruises.

These households also have an interest in books, music, videos and video games. They are fond of motorcycles and outdoor sports and recreation such as camping, hiking, fishing, hunting, shooting, running and juggling. They enjoy photography, working on their cars, gardening, crafts, surfing the internet and watching sports on television. They are more likely than the general population to gamble at casinos and enter sweepstakes and contests.

SuperNiche	O1	O2	O3	O4	O5	O6	O7
% of Niche	11%	15%	8%	23%	4%	14%	24%
Average Age	27	28	28	28	28	28	27
Average Income	\$61K	\$63K	\$29K	\$28K	\$27K	\$28K	\$25K
Mail Responsive	NA	Above Average	Above Average	Below Average	Above Average	NA	Below Average
Credit Card Ownership / Usage	Below Average	Above Average	Above Average	Same	Above Average	Below Average	Same
Length of Residence	Shorter	Shorter	Longer	Longer	Longer	Same	Shorter
Occupation	White Collar	White Collar, Proprietors	White Collar, Proprietors	Blue Collar	White Collar, Student	Blue Collar, Student, Homemaker	White Collar, Student, Homemaker
Education	Above Average	Below Average	Above Average	Below Average	Above Average	Below Average	Below Average
Children	Fewer	Same	More	More	More	Fewer	Fewer
Home Ownership	Renter	Renter	Owners	Owners	Renters	Owners	Renters

Note: SuperNiche descriptions are based on comparisons against the Parent Niche. For example, a value of Below Average means that the SuperNiche is Below Average for this criteria compared to the parent Niche.

NA = Not Applicable to this Niche or SuperNiche OR information is Not Available.

Niche P – Parks, Parts & Prayers

Average Age: 38
Average Income: \$31K

Niche P consists largely of households with at least one child. There are considerably less married persons in this Niche compared to the general population, indicating a higher proportion of single parent households. About two-thirds are home owners and live in homes valued at \$72,000. They are fairly mobile and have shorter lengths of residence (typically less than seven years). Most of this Niche has a high school education with only some continuing on to vocational/technical or college degrees. They are employed in clerical or craftsman type positions, with some evidence of students and homemakers.

Credit cards are not very common within this Niche. They are much less likely to be mail responsive than the general population, but they do make some purchases thru mail order catalogs and the internet. Among the items more likely to be purchased are video cameras and videos, computers, stereos and music, automotive tools and fashion clothing. They are more likely than the general population to volunteer their time for worthy causes and charities and to get involved in moneymaking opportunities.

Households in this Niche have a strong interest in automotive work. Outdoor leisure activities include camping, hiking, fishing, hunting and shooting. They also enjoy rollerblading and skateboarding. Indoor leisure activities include gourmet cooking, bible devotion, reading, listening to music, household pets (especially cats) and watching sports on television. Physical fitness, dieting and self improvement are prevalent in their lives. Some domestic travel is seen within this Niche.

SuperNiche	P1	P2	P3	P4
% of Niche	10%	24%	33%	33%
Average Age	42	43	42	28
Average Income	\$62K	\$25K	\$28K	\$29K
Mail Responsive	NA	Above Average	NA	NA
Credit Card Ownership / Usage	Below Average	Above Average	Below Average	Below Average
Length of Residence	Same	Longer	Longer	Shorter
Occupation	White Collar	White Collar, Blue Collar, Retired, Proprietors, Homemakers	Blue Collar, Retired, Proprietors	Students
Education	Above Average	Above Average	Below Average	Below Average
Children	More	More	More	None
Home Ownership	Renters	Renters	Owners	Owners

Note: SuperNiche descriptions are based on comparisons against the Parent Niche. For example, a value of Below Average means that the SuperNiche is Below Average for this criteria compared to the parent Niche.

NA = Not Applicable to this Niche or SuperNiche OR information is Not Available.

Niche Q – Quiet Homebodies

Average Age: 43
Average Income: \$55K

This Niche is dominated by middle-aged adults and about half of them have children in the household. They are more likely than the general population to own their homes that are valued at about \$104,000 and have lived there for less than 4 years. Majority of these households have a high school education and possibly some college. However, some of the households in this Niche are still students. The households in this Niche are employed in a large variety of jobs, but for the most part this Niche consists of Clerical and Blue Collar workers.

There is not as much credit card use compared to the national average within this Niche. They are also less likely to be mail responsive and purchase items thru the mail. The households in this Niche purchase items such as collectibles, cameras, tools and personal computers. They are more likely than the general population to own and purchase a variety of pets, especially cats and dogs. They enjoy getting involved in moneymaking opportunities and do some investing in stocks and bonds.

Vacations are typically domestic and include camping, hiking, fishing, hunting and shooting. They have an interest in bicycling, recreational vehicles and motorcycles, and some are NASCAR® enthusiasts. They are often dieting, but still enjoy gourmet food and cooking. Other interests include gardening (especially vegetable), working on their cars, contests and sweepstakes and crafts. TV lovers, they subscribe to cable TV, and watching sports and videos.

SuperNiche	Q1	Q2	Q3	Q4	Q5	Q6
% of Niche	4%	16%	49%	11%	19%	2%
Average Age	64	42	41	45	44	28
Average Income	\$65K	\$68K	\$68K	\$28K	\$28K	\$29K
Mail Responsive	NA	NA	NA	Above Average	Above Average	Above Average
Credit Card Ownership / Usage	Below Average	Below Average	Below Average	Above Average	Above Average	Above Average
Length of Residence	Longer	Longer	Same	Longer	Longer	Longer
Occupation	Retired	White Collar	White Collar	White Collar, Proprietors, Students, Retired	White Collar, Proprietors, Students, Retired	White Collar, Students
Education	Above Average	Below Average	Above Average	Above Average	Below Average	Above Average
Children	More	More	None	More	More	None
Home Ownership	Owners	Owners	Owners	Owners	Owners	Owners

Note: SuperNiche descriptions are based on comparisons against the Parent Niche. For example, a value of Below Average means that the SuperNiche is Below Average for this criteria compared to the parent Niche.

NA = Not Applicable to this Niche or SuperNiche OR information is Not Available.

Niche R – Rocky Road

Average Age: 44
Average Income: \$40K

This Niche typically consists of households with one to two adults and no children. The household head has a high school education and is typically employed in a clerical, blue collar or service occupation. More than half of the households in this Niche are renters. Among those that own their homes, the average value is about \$63,000. The length of residence for these households is usually less than seven years. They are more likely than the general population to have pets, especially cats.

There are fewer credit card owners in this Niche than are generally found in the population. They are less mail responsive and do not tend to buy through the mail. They purchase video cameras, pre-recorded videos, audio equipment, tools, fashion clothing and items to remodel their homes. They like to watch out for career oriented activities, moneymaking opportunities and enter many contests and sweepstakes.

This Niche enjoys the outdoors and does plenty of camping, hiking and fishing. They also enjoy bicycling, gardening, cars and automotive work and photography. In their spare time, they enjoy watching videos, listening to music and surfing the internet on their personal computers. Gourmet foods, diet control, physical fitness, bible devotion, self improvement and some domestic travel are also of interest.

SuperNiche	R1	R2	R3	R4
% of Niche	7%	26%	41%	26%
Average Age	68	41	44	42
Average Income	\$66K	\$66K	\$28K	\$26K
Mail Responsive	NA	NA	Above Average	Above Average
Credit Card Ownership / Usage	Below Average	Below Average	Above Average	Above Average
Length of Residence	Same	Shorter	Longer	Same
Occupation	Retired	Same	White Collar, Blue Collar, Proprietors, Retired	White Collar, Student, Homemaker
Education	Above Average	Above Average	Below Average	Above Average
Children	None	None	None	None
Home Ownership	Renters	Renters	Owners	Renters

Note: SuperNiche descriptions are based on comparisons against the Parent Niche. For example, a value of Below Average means that the SuperNiche is Below Average for this criteria compared to the parent Niche.

NA = Not Applicable to this Niche or SuperNiche OR information is Not Available.

Niche S – Still Going Strong

Average Age: 63
Average Income: \$32K

Householders in this Niche are mostly over 60 and have 2 adults in the household. There are some children present in these households and grandchildren are typical. About two-thirds are home owners with home values averaging \$85,000. They are not very mobile with length of residence of seven years or more. The majority of these households have a high school education, but white collar professionals are less frequent in this Niche than are typically found in the general population. In actuality, these households are considerably more likely to be retired and to contain a military veteran.

Credit card ownership and usage are extremely common among the household in this Niche. They are very mail responsive and purchase often thru the mail and from catalogs. Household furnishings, tools, audio and photography equipment, video recorders, videos, books and collectibles - especially coins and stamps, are purchased quite often. Although their income is below that of the national average, they are more likely to donate to charitable causes than the general population.

Most of the activities and interests are geared toward the indoors. They love crafts, sewing, needlework and knitting, watching cable TV and TV sports, bible devotion and playing with their grandchildren. When they do get outdoors, they enjoy all aspects of gardening - flower and vegetable, and also take on some golf and fishing. They enjoy casino gambling, contests and sweepstakes, and are more likely than the general population to have an interest in recreational vehicles. They watch their diets and travel occasionally within the United States.

SuperNiche	S1	S2	S3	S4	S5
% of Niche	6%	9%	63%	10%	13%
Average Age	63	64	66	44	65
Average Income	\$68K	\$64K	\$27K	\$27K	\$24K
Mail Responsive	Above Average	Same	Above Average	Same	Below Average
Credit Card Ownership / Usage	Above Average	Below Average	Above Average	Above Average	Below Average
Length of Residence	Shorter	Shorter	Longer	Shorter	Shorter
Occupation	White Collar	White Collar	White Collar, Blue Collar, Retired	White Collar, Students, Homemakers	Retired, Homemaker
Education	Above Average	Same	Below Average	Above Average	Below Average
Children	Yes	Yes	Yes	Yes	Yes
Home Ownership	Renters	Renter	Owners	Owners	Owners

Note: SuperNiche descriptions are based on comparisons against the Parent Niche. For example, a value of Below Average means that the SuperNiche is Below Average for this criteria compared to the parent Niche.

NA = Not Applicable to this Niche or SuperNiche OR information is Not Available.

Niche T – Totebaggers

Average Age: 28
Average Income: \$26K

This Niche is comprised mostly of young, single, active adults. They are renters with short length of residence, four years or less. About half have a high school education and another third have completed college. However, a large portion of the households in this Niche are still students. There is a lower concentration of professional occupations and most are employed in sales, service or clerical type of positions.

Credit card usage is low within this Niche compared to the general population. They are not very mail responsive and not as likely to purchase items thru the mail. They are, however, internet shoppers. They keep up to date on new technology and purchase electronics, personal computers and stereos. Other items often purchased by this Niche include music, wine and fashion clothing. Some investing in moneymaking opportunities, real estate and mutual funds is evident.

These are very active households. They enjoy keeping physically fit by running, jogging, rollerblading, snow boarding and skiing, and other extreme sports. They also enjoy camping and hiking, photography, cultural events, reading and entering contests and sweepstakes. They watch their diets and are always looking for ways to self-improve. This Niche travels quite a bit, especially abroad.

SuperNiche	T1	T2
% of Niche	9%	91%
Average Age	28	28
Average Income	\$27K	\$26K
Mail Responsive	Above Average	Below Average
Credit Card Ownership / Usage	Above Average	Below Average
Length of Residence	Longer	Shorter
Occupation	White Collar, Sales/Service	Blue Collar, Students, Homemakers
Education	Above Average	Below Average
Children	No	No
Home Ownership	Renters	Renters

Note: SuperNiche descriptions are based on comparisons against the Parent Niche. For example, a value of Below Average means that the SuperNiche is Below Average for this criteria compared to the parent Niche.

NA = Not Applicable to this Niche or SuperNiche OR information is Not Available.

Niche U – Under-the-Car

Average Age: 37
Average Income: \$28K

Households in this Niche are typically comprised of two adults, no children and several pets. They are homeowners with average home values of \$73,000. They have a wide range of length of residence, anywhere from 1 to 14 years, even some as long as 20 or more years. Majority of these households have only a high school education, however, about a third do have college degrees and many are still studying. These households are generally employed in white collar clerical positions or blue collar craftsman positions.

A large portion of this Niche owns credit cards and uses them often. They have a history of mail response and mail order purchases, especially from catalogs. Compared to the general population, they are more likely to make home improvements, purchase fashion clothing, computers, tools, video cameras, stereos, music and videos. They are also more likely to spend their money at the casino and on moneymaking opportunities.

These households are do-it-yourselfers, and when in need of auto service, they love doing the work themselves. They other interests include entering sweepstakes, crafts, art, cultural events, photography, reading and surfing the internet. Outdoors, they enjoy vegetable gardening and other recreational activities such as bicycling, camping, hiking, hunting, shooting and fishing. They are also always trying to improve their health and overall well being.

SuperNiche	U1	U2
% of Niche	52%	48%
Average Age	45	28
Average Income	\$28K	\$29K
Mail Responsive	Above Average	Below Average
Credit Card Ownership / Usage	Above Average	Below Average
Length of Residence	Longer	Shorter
Occupation	White Collar, Blue Collar, Proprietors, Retired, Homemakers	Sales/Service, Students
Education	Above Average	Below Average
Children	No	No
Home Ownership	Owners	Owners

Note: SuperNiche descriptions are based on comparisons against the Parent Niche. For example, a value of Below Average means that the SuperNiche is Below Average for this criteria compared to the parent Niche.

NA = Not Applicable to this Niche or SuperNiche OR information is Not Available.

Niche V – Very Spartan

Average Age: 37
Average Income: \$26K

This Niche is composed of households who do not have children and about two-thirds live in rented units. The average home value for those that do own their homes is about \$73,000. The households in this Niche are highly mobile and have very short length of residences, usually less than 4 years. These are mostly blue collar workers that have a high school or college education.

They do not own credit cards, are not mail responsive and do not make purchases through the mail. They do, however, show some propensity to be catalog shoppers. The households in this Niche purchase electronics, computers, stereos, videos and music. They enjoy contests and sweepstakes and are likely to get involved in moneymaking opportunities.

Their outdoor interests include camping, hiking, fishing, rollerblading, skate boarding and other extreme sports. In addition, they also enjoy working on their cars, home improvement projects, playing video games, watching sports on television, reading, bible devotion and self improvement. Some domestic travel is evident within this Niche.

SuperNiche	V1	V2	V3
% of Niche	35%	30%	34%
Average Age	41	41	28
Average Income	\$29K	\$24K	\$24K
Mail Responsive	Same	Same	Same
Credit Card Ownership / Usage	None	None	None
Length of Residence	Longer	Longer	Shorter
Occupation	White Collar, Blue Collar, Proprietors, Retired	White Collar, Blue Collar, Retired, Homemakers	Sales/Service, Students
Education	Below Average	Above Average	Above Average
Children	None	None	None
Home Ownership	Owners	Renters	Renters

Note: SuperNiche descriptions are based on comparisons against the Parent Niche. For example, a value of Below Average means that the SuperNiche is Below Average for this criteria compared to the parent Niche.

NA = Not Applicable to this Niche or SuperNiche OR information is Not Available.

Niche W – Working Hard

Average Age: 42
Average Income: \$25K

Most households in this Niche consist of hard-working adults with children. They are mostly renters, with only a small portion owning their homes with an average value of \$58,000. Their length of residence is shorter than the national average and they are more likely to have lived at a single address for four years or less. Almost three-quarters of this Niche have only a high school education and are mostly employed in Blue Collar or Clerical occupations.

There is no history of credit card ownership or mail responsiveness within this Niche. Although some purchase activity from catalogs is noted. Despite their low incomes, they try to take advantage of moneymaking opportunities and like to enter contests and sweepstakes. Their purchases include collectible stamps and coins, audio equipment, fashion clothing, music and videos.

Popular outdoor interests and hobbies include hunting, shooting, camping, hiking and fishing. They enjoy automotive work, sewing and home improvement projects. To relax, they watch cable TV, play video games, read mystery and romance books, crafts and bible devotion.

SuperNiche	W1	W2	W3	W4	W5
% of Niche	3%	16%	36%	38%	7%
Average Age	64	65	42	26	64
Average Income	\$62K	\$27K	\$24K	\$23K	\$23K
Mail Responsive	NA	NA	NA	NA	NA
Credit Card Ownership / Usage	NA	NA	NA	NA	NA
Length of Residence	Longer	Longer	Longer	Shorter	Longer
Occupation	White Collar, Retired	Retired	White Collar, Blue Collar, Proprietors, Homemakers	White Collar, Sales/Service, Student, Homemakers	Retired
Education	Above Average	Below Average	Above Average	Same	Below Average
Children	Less	Less	More	More	Less
Home Ownership	Renters	Owners	Renters	Renters	Renters

Note: SuperNiche descriptions are based on comparisons against the Parent Niche. For example, a value of Below Average means that the SuperNiche is Below Average for this criteria compared to the parent Niche.

NA = Not Applicable to this Niche or SuperNiche OR information is Not Available.

Niche X – X-tra Needy

Average Age: 66
Average Income: \$25K

This Niche is headed by an older person, generally in their late 60's. There are no children present in these households, but there is a great interest in grandchildren. About half of this Niche owns their homes which are valued at about \$53,000 and have lived there for four or more years. The majority of the households have a high school education and are employed in blue collar occupations. However, over a third of the households in this Niche are retired.

A very small proportion of this group is known credit card owners. They have modest incomes and are not very economically active. Mail responsiveness and buying thru the mail are not very common among this group. They purchase stereo music, videos and books for economical in-home entertainment.

They take a great interest in improving their health and enjoy walking for physical activity. Other interests include reading, crafts, bible devotion, needlework, sewing and house plants. They also enjoy fishing, gardening, watching cable TV and spending time with their grandchildren.

SuperNiche	X1	X2	X3
% of Niche	10%	58%	32%
Average Age	44	69	68
Average Income	\$27K	\$26K	\$23K
Mail Responsive	Above Average	NA	NA
Credit Card Ownership / Usage	Above Average	None	None
Length of Residence	Shorter	Same	Shorter
Occupation	White Collar, Blue Collar, Proprietors, Sales/Service, Students	Proprietors, Retired, Homemakers	Retired, Homemakers
Education	Above Average	Below Average	Same
Children	None	None	None
Home Ownership	Renters	Owners	Renters

Note: SuperNiche descriptions are based on comparisons against the Parent Niche. For example, a value of Below Average means that the SuperNiche is Below Average for this criteria compared to the parent Niche.

NA = Not Applicable to this Niche or SuperNiche OR information is Not Available.

Niche Y – Young-At-Heart

Average Age: 70
Average Income: \$26K

This Niche is dominated by older households, some of whom still have older children in the home. They are more likely than the general population to have a military veteran in the household. They tend to be homeowners that do not move very often, the majority of which have length of residence of nine years or more. The average value of their homes is about \$73,000. About a third of this Niche is retired households. Among those that are still employed, most tend to be blue collar or clerical workers.

These are credit card owning households that are very likely to be mail responsive and make mail order purchases. The items that they are likely to purchase are home furnishings, collectibles, stereo records, tools and books. They are more likely to donate to charity, especially veteran charities, and do some investing in stocks and bonds. Even with tight budgets, these households enjoy trying their luck at the casino.

These households have interests in their grandchildren, bible devotion, gardening, needlework, knitting, sewing, crafts and traveling within the United States. They take care of themselves by watching what they eat and walking for health. They also enjoy contests and sweepstakes, redecorating their home and listening to country and easy listening music.

SuperNiche	Y1	Y2	Y3
% of Niche	60%	33%	7%
Average Age	71	66	69
Average Income	\$26K	\$26K	\$24K
Mail Responsive	Above Average	Below Average	Above Average
Credit Card Ownership / Usage	Above Average	Below Average	Above Average
Length of Residence	Longer	Same	Shorter
Occupation	White Collar, Sales/Service, Retired	Proprietors, Blue Collar, Homemakers	White Collar, Retired, Homemakers
Education	Below Average	Above Average	Above Average
Children	No	Yes	No
Home Ownership	Owners	Owners	Renters

Note: SuperNiche descriptions are based on comparisons against the Parent Niche. For example, a value of Below Average means that the SuperNiche is Below Average for this criteria compared to the parent Niche.

NA = Not Applicable to this Niche or SuperNiche OR information is Not Available.

Niche Z – Zero Mobility

Average Age: 71
Average Income: \$25K

Households in this Niche are mostly headed by empty-nesters in their early 70's. Over three-quarters own their homes valued at about \$60,000. Being older and retired, they have longer length of residences compared to the general population - 7 or more years. Those that are not retired are employed in blue collar or clerical type occupations, or are homemakers.

These households have a slightly lower than general population credit card ownership. They are, however, very mail responsive and purchase often thru the mail and catalogs. They purchase tools, stereo music, books, house plants, healthy foods and items for their grandchildren.

They are mostly fond of indoor activities such as visiting with grandchildren, bible devotion, reading, crafts, sewing, knitting and needlepoint. When they do get outdoors, they enjoy gardening, walking for health and domestic travel. They also have an interest in contests and sweepstakes and enter many of them.

SuperNiche	Z1	Z2	Z3
% of Niche	1%	78%	21%
Average Age	64	72	70
Average Income	\$26K	\$25K	\$24K
Mail Responsive	Above Average	Above Average	Below Average
Credit Card Ownership / Usage	Above Average	Same	Below Average
Length of Residence	Shorter	Longer	Shorter
Occupation	White Collar, Blue Collar, Sales/Service	White Collar, Blue Collar, Proprietors, Retired	White Collar, Sales/Service, Homemakers
Education	Above Average	Below Average	Above Average
Children	Yes	No	No
Home Ownership	Renters	Owners	Renters

Note: SuperNiche descriptions are based on comparisons against the Parent Niche. For example, a value of Below Average means that the SuperNiche is Below Average for this criteria compared to the parent Niche.

NA = Not Applicable to this Niche or SuperNiche OR information is Not Available.