

GROUP 9B

BOOMER SINGLES

GROUP	9B	BOOMER SINGLES	NUMBER OF HH'S	3,105,600 (2.96% of U.S.)
CLUSTERS	29	City Mixers		
	35	Solo & Stable		
	56	Modest Wages		



ABOUT BOOMER SINGLES

Group, 9B, “Boomer Singles” is the only group wholly comprised of mixed Baby Boomers and the so-called “Me/Gen X” cohort. Now ranging in age from 36–45, they came of age as wide-eyed observers of a grim TV series called *Viet Nam*, topped off by Watergate. At a mean age of 40, all are unmarried—some perhaps divorced—and with no children. They are self-described “worriers” and, as one would expect, they spend money on themselves from entry level sports cars to designer clothes.

BOOMER SINGLES, A DAY IN THE LIFE

Name of protagonist: “Richard”

Wakes up... hits the remote and catches the morning news. The meteorologists are predicting rain today. He jumps on the subway, and it's shoulder-to-shoulder as usual.

Spends the day... at his cubicle in the insurance claims department, researching his company's benefits policies and checking on his IRA.

Talks about weekend plans to... give Paula, his 36-year-old “friend” a call even though it has been two months since they last talked. He has two tickets to the Santana concert and thinks she'll be a fun date. Afterwards they might grab a bite at Dave's.

Has a meeting with... his dentist. He notices that his teeth are dingy; although he doesn't want to spend the money. He's never going to find a wife if he has yellow teeth.

Spends the evening... working-out in the spare bedroom. He showers and then has a Smart Choice dinner while watching the Thursday night football game.

Goes to bed at... 11:30 p.m., *watching...* the sports scores on the local news.

Above is a short, fictional narrative that is intended to further bring the data to life and to illustrate the differences among Life Stage Groups.

WHEN THEY GREW UP...

- “Affirmed” wins Triple Crown
- Evert vs. Navratilova tennis rivalry
- Ronald Reagan survives assassination attempt
- Soviets invade Afghanistan

BOOMER SINGLES—CITY MIXERS

(Cluster 29)

City Mixers households are single, boomer-generation urbanites. At a mean age of 40, they remain childless and work in a broad spectrum of white-collar jobs.



CLUSTER SIZE

931,900 Households
0.90% of U.S. Households

ACTIVITIES:

Metal Sculptures
Art Associations
Distance Running
Pro Football
College Football

OPINIONS:

I usually give flowers as presents
I feel cable TV has too many channels
I enjoy reading ads in magazines
I change brands often
I worry a lot about myself

SHOPPING:

Dress Barn
AmEx Green Card
Portable Cassette Player
J. Crew Catalog
Digital Camera

RADIO & TELEVISION:

Hispanic Heritage Awards
Buffy, the Vampire Slayer
American Comedy Awards
Roswell
New Age Radio

READ:

Premiere
New York Magazine
New Yorker
Bride's
Esquire

FINANCE/INSURANCE:

Home/Tenants Insurance >\$10K
Mutuals, Value >10K
Medical Insurance—Medicaid
Corporate Bonds
No Life Insurance

ABOUT BOOMER SINGLES—CITY MIXERS

City Mixers is markedly single, childless and urban. These white-collar professionals live in the nation's largest DMAs. They are well-educated, often holding graduate degrees. Their spending reflects a moderate standard of living, with purchases made from Dress Barn and J. Crew Catalogs. The group is particularly ethnically diverse—almost four times as likely to include Asians, and twice as likely to include African Americans and Hispanics. There is a mix of renters and homeowners; although, as city dwellers, homes tend to be apartments, condominiums and co-ops, not single-family dwellings. As residents in the nation's biggest cities, this group enjoys a rich cultural existence, mixing travel, live theater, concerts and the arts with barhopping and dancing.

WHEN THEY GREW UP...

- First test tube baby is born
- McEnroe vs. Borg tennis rivalry
- Margaret Thatcher is elected Prime Minister
- *The Deer Hunter* is released

DISTRIBUTION OF BOOMER SINGLES—CITY MIXERS



DEMOGRAPHIC SUMMARY DATA

BOOMER SINGLES—CITY MIXERS

(Cluster 29)

Selected Mid-Year 2001 Demographic Variables	National Average % IB	Cluster Code % IB	Index
Age—Head of Household			
18–25	4.0	1.2	31
26–35	18.5	23.5	127
36–45	27.6	55.2	200
46–55	22.7	14.3	63
56–65	12.5	5.7	46
66+	14.8	0.0	0
MEAN AGE			40.0

Estimated Income			
<\$15,000	13.3	3.0	22
\$15,000–\$19,999	5.9	5.4	91
\$20,000–\$29,999	11.9	16.1	135
\$30,000–\$39,999	12.5	11.8	94
\$40,000–\$49,999	11.6	9.6	83
\$50,000–\$74,999	21.8	22.1	101
\$75,000–\$99,999	10.8	21.6	199
\$100,000–\$124,999	4.3	10.5	245
\$125,000+	8.0	0.0	0

Presence of Children			
Children Present	33.1	0.0	0
No Children Present	66.9	100.0	149

Child Ages Present in Household			
00–05	9.5	0.0	0
06–10	11.8	0.0	0
11–17	19.9	0.0	0

Marital Status			
Single	47.2	91.4	194
Married	52.8	8.6	16

Estimated Net Worth			
\$2,000,000+	2.7	0.0	0
\$1,000,000–\$2,000,000	2.5	0.1	3
\$500,000–\$1,000,000	6.1	9.1	150
\$250,000–\$500,000	12.3	8.4	68
\$100,000–\$250,000	21.1	20.3	96
<\$100,000	55.2	62.2	113

Home Ownership Status			
Renter	18.7	36.1	193
Owner of Home	81.3	63.9	79

Length of Residence			
<2 Years	12.2	13.5	111
2–5 Years	38.1	51.7	136
6–14 Years	35.1	29.2	83
15+ Years	14.6	5.6	38

Selected Mid-Year 2001 Demographic Variables	National Average % IB	Cluster Code % IB	Index
Market Value of Home			
<\$50,000	10.3	5.1	50
\$50,000–\$75,000	14.7	6.0	40
\$75,000–\$100,000	16.3	5.7	35
\$100,000–\$125,000	13.9	6.3	46
\$125,000–\$150,000	11.3	6.2	55
\$150,000–\$200,000	14.7	17.1	116
\$200,000–\$300,000	10.9	28.4	260
\$300,000+	7.8	25.2	324

Dwelling Unit Size			
Single Family Dwelling	75.5	21.2	28
Multiple Family Dwelling	24.5	78.8	322

Occupation			
Professional/Technical	29.6	37.0	125
Administrative/Managerial	15.2	19.7	130
Sales/Service	5.4	7.3	135
Clerical/White Collar	8.2	14.2	173
Craftsman/Blue Collar	14.1	8.3	59
Student	1.9	2.8	152
Housewife	2.8	0.8	29
Retired	17.0	3.0	18
Self Employed	5.1	5.9	115
Other	0.8	1.0	121

Education			
Completed High School	75.8	60.0	79
Completed College	16.2	24.6	153
Completed Graduate School	7.3	15.2	210
Attended Vocational/Technical	0.8	0.2	20

Ethnicity			
White	81.7	60.6	74
African American	5.3	10.6	199
Hispanic	9.6	16.4	171
Asian	2.3	8.7	384
Other	1.2	3.7	317

Household Size			
1 Person Household	31.4	68.6	218
2 Person Household	24.3	18.3	75
3 Person Household	16.0	7.4	46
4 Person Household	12.0	2.9	25
5 or More Person Household	16.4	2.8	17

Mail Responsive			
Mail Order Responder	49.5	25.6	52
Mail Order Buyer	46.8	22.5	48
Mail Order Donor	5.6	1.5	27

BOOMER SINGLES—SOLO & STABLE

(Cluster 35)

These boomer-aged singles are all homeowners who work in mainly white-collar professional, sales/service and clerical jobs. Their education and income place them just below average in the middle class.



CLUSTER SIZE

1,283,400 Households
1.22% of U.S. Households

ACTIVITIES:

Miniature Art
Model Railroading
Skin Diving/Snorkeling
Street Motorbiking
Fly Fishing

OPINIONS:

I worry a lot about myself
I like to try new food products
I believe in knowing about ingredients
I'd rather have a boring job than none
I tend to spend money without thinking

SHOPPING:

Silver-Plated Flatware
Free Weights/Dumbbells
Ross Dress For Less
Crystal Tableware
Nicotine Gum

RADIO & TELEVISION:

Horse Racing
Supermarket Sweep
The View
Good Morning America
Soft Rock Radio

READ:

Salt Water Sportsman
Outside
Mademoiselle
North American Fisherman
Walking

FINANCE/INSURANCE:

Morgan Stanley Dean Witter
Fidelity Investments
Internet Checking at Full-Service Broker
Home Equity Loan from Mortgage Company
Financial Management Planning

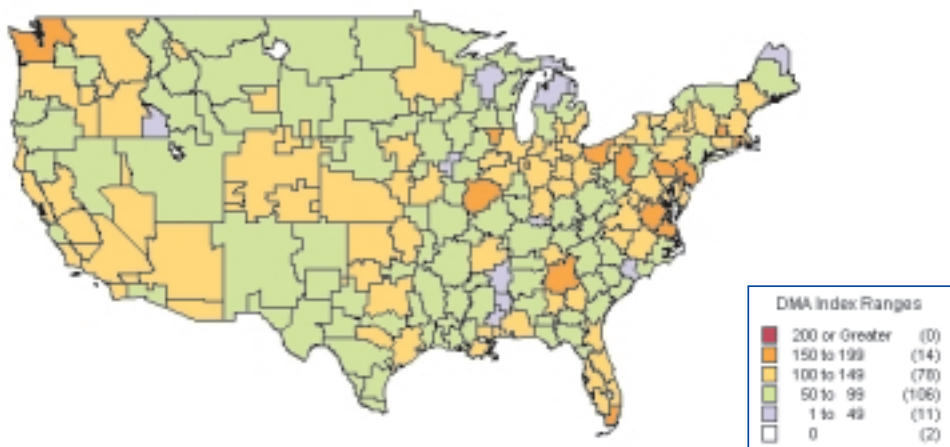
ABOUT BOOMER SINGLES—SOLO & STABLE

Solo & Stable households are between the ages of 36 and 45 and are single with no children. More than 60% of the cluster has bought their homes in the past five years. This group has a mix of high school and some college education and works in a diverse range of white-collar occupations. Their income, ranging between \$30K and \$50K, ranks just below average in the middle class. They are investors and tend to deal with large, full-service brokers. They enjoy more sedate outdoor activities, including snorkeling and fly-fishing, and are more likely to use home fitness equipment than go to a gym. Their reading preferences are similarly aligned, falling into three broad interests: travel, outdoors and health and fitness. Their propensity to purchase flatware, crystal and tableware might indicate regular entertaining. They are avid followers of the Preakness Stakes and the Kentucky Derby.

WHEN THEY GREW UP..

- *Star Wars* is released
- Ronald Reagan survives assassination attempt
- John Paul II becomes the Pope
- *The World According to Garp* is published

DISTRIBUTION OF BOOMER SINGLES—SOLO & STABLE



DEMOGRAPHIC SUMMARY DATA

BOOMER SINGLES—SOLO AND STABLE

(Cluster 35)

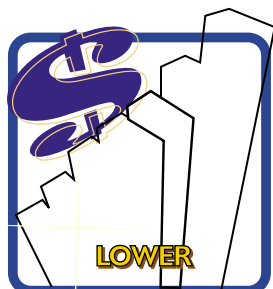
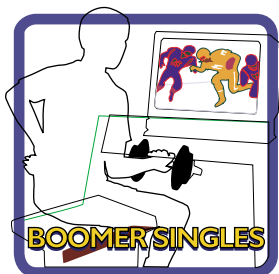
Selected Mid-Year 2001 Demographic Variables	National Average % IB	Cluster Code % IB	Index
Age—Head of Household			
18–25	4.0	0.0	0
26–35	18.5	0.0	0
36–45	27.6	100.0	363
46–55	22.7	0.0	0
56–65	12.5	0.0	0
66+	14.8	0.0	0
MEAN AGE			40.5
Estimated Income			
<\$15,000	13.3	0.0	0
\$15,000–\$19,999	5.9	0.0	0
\$20,000–\$29,999	11.9	0.0	0
\$30,000–\$39,999	12.5	53.7	430
\$40,000–\$49,999	11.6	46.4	401
\$50,000–\$74,999	21.8	0.0	0
\$75,000–\$99,999	10.8	0.0	0
\$100,000–\$124,999	4.3	0.0	0
\$125,000+	8.0	0.0	0
Presence of Children			
Children Present	33.1	0.0	0
No Children Present	66.9	100.0	149
Child Ages Present in Household			
00–05	9.5	0.0	0
06–10	11.8	0.0	0
11–17	19.9	0.0	0
Marital Status			
Single	47.2	100.0	212
Married	52.8	0.0	0
Estimated Net Worth			
\$2,000,000+	2.7	0.0	0
\$1,000,000–\$2,000,000	2.5	0.0	0
\$500,000–\$1,000,000	6.1	1.5	24
\$250,000–\$500,000	12.3	6.7	54
\$100,000–\$250,000	21.1	11.7	55
<\$100,000	55.2	80.2	145
Home Ownership Status			
Renter	18.7	0.0	0
Owner of Home	81.3	100.0	123
Length of Residence			
<2 Years	12.2	12.9	106
2–5 Years	38.1	46.0	121
6–14 Years	35.1	33.5	96
15+ Years	14.6	7.6	52

Selected Mid-Year 2001 Demographic Variables	National Average % IB	Cluster Code % IB	Index
Market Value of Home			
<\$50,000	10.3	10.2	99
\$50,000–\$75,000	14.7	17.8	121
\$75,000–\$100,000	16.3	20.6	126
\$100,000–\$125,000	13.9	16.9	122
\$125,000–\$150,000	11.3	12.2	107
\$150,000–\$200,000	14.7	12.9	88
\$200,000–\$300,000	10.9	6.3	57
\$300,000+	7.8	3.1	40
Dwelling Unit Size			
Single Family Dwelling	75.5	72.9	97
Multiple Family Dwelling	24.5	27.1	111
Occupation			
Professional/Technical	29.6	38.3	130
Administrative/Managerial	15.2	15.4	102
Sales/Service	5.4	6.5	121
Clerical/White Collar	8.2	11.5	140
Craftsman/Blue Collar	14.1	16.1	114
Student	1.9	1.4	74
Housewife	2.8	1.1	38
Retired	17.0	4.2	25
Self Employed	5.1	4.5	87
Other	0.8	1.1	137
Education			
Completed High School	75.8	76.1	100
Completed College	16.2	19.0	118
Completed Graduate School	7.3	4.3	58
Attended Vocational/Technical	0.8	0.6	77
Ethnicity			
White	81.7	79.2	97
African American	5.3	6.3	118
Hispanic	9.6	10.6	110
Asian	2.3	2.6	113
Other	1.2	1.3	113
Household Size			
1 Person Household	31.4	63.7	203
2 Person Household	24.3	18.1	75
3 Person Household	16.0	9.8	61
4 Person Household	12.0	4.5	38
5 or More Person Household	16.4	3.9	24
Mail Responsive			
Mail Order Responder	49.5	32.8	66
Mail Order Buyer	46.8	30.5	65
Mail Order Donor	5.6	3.0	53

BOOMER SINGLES—MODEST WAGES

(Cluster 56)

Modest Wages represents low-income singles living in a mix of smaller, industrial cities.



CLUSTER SIZE

890,300 Households

0.85% of U.S. Households

ACTIVITIES:

Postage Stamp Collecting
 Animation Art
 Mountain Biking
 Visit Elected Official
 Bowling

OPINIONS:

I worry a lot about myself
 I think the stock market is too risky
 I find all TV advertising annoying
 I'd pay anything to keep my health
 I don't have time to fix healthy meals

SHOPPING:

Ralph Lauren Polo Shop
 Videos from Drug Store
 Pre-Recorded Sports Video
 Comp. Products from Catalog
 Chewing Tobacco

RADIO & TELEVISION:

Unhappily Ever After
Judge Mills Lane
Sister-Sister
City of Angels
Real TV

READ:

Audio
Tennis
Natural History
Golf World
Yachting

FINANCE/INSURANCE:

Home Equity Loan from Mortgage Company
 Home/Tenants Insurance \$10–25K
 Home/Tenants Insurance >\$10K
 Annuity (Life Insurance)
 IRA w/Savings & Loan

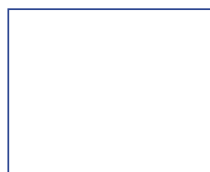
ABOUT BOOMER SINGLES—MODEST WAGES

Modest Wages households are metro singles, in their late 30s and early 40s. This group graduated primarily from high schools. They work in a mix of lower-echelon, white-collar and blue-collar jobs. They are all homeowners living in both single-family houses and condos. They are eclectic shoppers—for example, frequenting both Ralph Lauren Polo and the Dollar General Store. This cluster contains heavy TV viewers, with a preference for African-American programming and pre-recorded sports and music videos.

WHEN THEY GREW UP...

- “Affirmed” wins Triple Crown
- Evert vs. Navratilova tennis rivalry
- Movie legend John Wayne dies
- Soviets invade Afghanistan

DISTRIBUTION OF BOOMER SINGLES—MODEST WAGES



DEMOGRAPHIC SUMMARY DATA

BOOMER SINGLES—MODEST WAGES

(Cluster 56)

Selected Mid-Year 2001 Demographic Variables	National Average % IB	Cluster Code % IB	Index
Age—Head of Household			
18–25	4.0	0.0	0
26–35	18.5	0.3	2
36–45	27.6	99.7	362
46–55	22.7	0.0	0
56–65	12.5	0.0	0
66+	14.8	0.0	0
MEAN AGE			40.0

Estimated Income			
<\$15,000	13.3	0.0	0
\$15,000–\$19,999	5.9	27.9	477
\$20,000–\$29,999	11.9	72.1	606
\$30,000–\$39,999	12.5	0.0	0
\$40,000–\$49,999	11.6	0.0	0
\$50,000–\$74,999	21.8	0.0	0
\$75,000–\$99,999	10.8	0.0	0
\$100,000–\$124,999	4.3	0.0	0
\$125,000+	8.0	0.0	0

Presence of Children			
Children Present	33.1	0.0	0
No Children Present	66.9	100.0	149

Child Ages Present in Household			
00–05	9.5	0.0	0
06–10	11.8	0.0	0
11–17	19.9	0.0	0

Marital Status			
Single	47.2	100.0	212
Married	52.8	0.0	0

Estimated Net Worth			
\$2,000,000+	2.7	0.0	0
\$1,000,000–\$2,000,000	2.5	0.0	0
\$500,000–\$1,000,000	6.1	2.6	43
\$250,000–\$500,000	12.3	6.5	52
\$100,000–\$250,000	21.1	10.2	48
<\$100,000	55.2	80.8	146

Home Ownership Status			
Renter	18.7	0.0	0
Owner of Home	81.3	100.0	123

Length of Residence			
<2 Years	12.2	13.8	113
2–5 Years	38.1	43.9	115
6–14 Years	35.1	32.6	93
15+ Years	14.6	9.8	67

Selected Mid-Year 2001 Demographic Variables	National Average % IB	Cluster Code % IB	Index
Market Value of Home			
<\$50,000	10.3	19.0	184
\$50,000–\$75,000	14.7	22.2	151
\$75,000–\$100,000	16.3	21.4	131
\$100,000–\$125,000	13.9	13.1	95
\$125,000–\$150,000	11.3	9.0	80
\$150,000–\$200,000	14.7	8.1	55
\$200,000–\$300,000	10.9	4.3	39
\$300,000+	7.8	2.8	36

Dwelling Unit Size			
Single Family Dwelling	75.5	74.0	98
Multiple Family Dwelling	24.5	26.0	106

Occupation			
Professional/Technical	29.6	24.9	84
Administrative/Managerial	15.2	10.7	71
Sales/Service	5.4	6.8	125
Clerical/White Collar	8.2	16.2	197
Craftsman/Blue Collar	14.1	23.7	169
Student	1.9	2.1	113
Housewife	2.8	1.6	56
Retired	17.0	8.6	51
Self Employed	5.1	4.9	96
Other	0.8	0.5	64

Education			
Completed High School	75.8	86.0	113
Completed College	16.2	10.8	67
Completed Graduate School	7.3	2.2	30
Attended Vocational/Tech.	0.8	1.0	128

Ethnicity			
White	81.7	75.2	92
African American	5.3	9.1	171
Hispanic	9.6	12.6	131
Asian	2.3	2.1	92
Other	1.2	1.0	86

Household Size			
1 Person Household	31.4	59.6	190
2 Person Household	24.3	19.0	78
3 Person Household	16.0	10.8	68
4 Person Household	12.0	5.8	48
5 or More Person Household	16.4	4.9	30

Mail Responsive			
Mail Order Responder	49.5	33.3	67
Mail Order Buyer	46.8	31.2	67
Mail Order Donor	5.6	3.9	69