

**Niches® – Household Based Segmentation System Offered By DietrichDirect**

Niches® was developed to assist marketers in developing a comprehensive view of the stages in life that people pass through. By statistically weighting data like age, income and interests, DietrichDirect’s ConsumerVision® database is divided into 26 distinct clusters. During our lifetimes we all move through a number of Niches. You might recognize yourself right out of college in one Niche. See yourself today in another. And where you’d like to be at retirement in a third.

With 26 Niches ranging from the young and wealthy “*Already Affluent*” Niche to the least prosperous “*Zero Mobility*” Niche, this tool will give you an A to Z, clear 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 very detailed knowledge you might get with custom research 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 all this information at a household level as opposed to geo-demographic systems based on ZIP+4 level information. An important concept to understand about a household based segmentation system and traditional Zip+4 level segmentation systems can best be described using this simple statement:

*“You Look Like Someone Who Shares Similar Demographics and Lifestyles – Regardless of Where You Live...”*

*Versus*

*“You Are Where You Live.”*

Niches® help you target your marketing message, choose premiums and offers to fit your customers, and identify cross-sell possibilities. Call DietrichDirect today to find out more about Niches® and get a better picture of *your* business. 800-798-4572.

NICHE		Median Income	Median Age	Demographic Profile	Products
Already Affluent	A1	\$78,000	29	Homeowners, fewer kids, mail responders, mail buyers, credit card owners, professional.	Auto tools, stock/bonds, gardening, any tools, beer, cable TV, TV sports, stereo, computers, cigarettes/cigars.
	A2	\$79,000	29	Homeowners, few mail responders, few mail buyers, credit card owners, few kids, fewer professionals.	Retirement savings, TV baseball, cable television, light lottery user, stamps/coins.
Big Spender Parents	B1	\$81,000	44	Homeowners, professional, post graduate degree, credit card owners, high home value, kids, mail buyers, mail responders.	Racquetball, gardening, magazines, volunteer work, fund raising, foreign travel, reader, audio equipment, jewelry.
	B2	\$77,000	42	Homeowners, high home value, few credit card owners, few mail responders, few mail buyers, fewer kids.	Motorcycles, video games, bowling, electronics, sports magazines, casino gambling, home furnishings, running, tennis, money making opportunities.
Cash-To-Carry	C1	\$81,000	46	Homeowners, professional, mail responders, mail buyers, credit card owners, few kids.	New age music, equity loans, running, camping, lottery user, computers, real estate, HH pets, volunteer work, auto tools.
	C2	\$81,000	45	Homeowners, professional, credit card owners, mail responders, few mail buyers, few kids.	Pay TV, Public TV donor, lottery user, motorcycles, snow ski, home remodeling, cable TV, running, hunting, frequent flyer.

<b>NICHE</b>		<b>Median Income</b>	<b>Median Age</b>	<b>Demographic Profile</b>	<b>Products</b>
Cash-To-Carry (continued)	C3	\$81,000	67	Homeowners, mail buyers, mail responders, retired, credit card owners, professional.	Grandchildren, camping equipment, volunteer work, civic activity, stock/bonds, fund raising, new age music, foreign travel, knitting/ needlework.
	C4	\$75,000	30	Fewer homeowners, few credit cards, few mail responders, few mail buyers, few kids.	Motorcycles, hunting/ shooting, video games, cigarettes/cigars, auto work, women's clothes, diet control.
	C5	\$77,000	41	Mostly renters, few mail buyers, few credit card owners, few mail responders, few kids.	Lottery user, volunteer work, video games, motorcycles, recreational vehicles, camping equipment, hunting.
Diamonds-To-Go	D1	\$82,000	45	Homeowners, kids, credit cards, few mail buyers, few mail responders, professional.	Video games, late night talk shows, snow ski, running, computers, tennis, computer magazines, camping, HH Pets, country music.
	D2	\$82,000	64	Homeowners, retired, mail responders, mail buyers, credit card owners.	Grandchildren, auto tools, foreign travel, cook for fun, stocks/bonds, truck owner, own one car, domestic wine, civic activity.
	D3	\$77,000	67	Active and mobile HH's, mail buyers, renters, mail responders, retired, few credit card owners, few kids.	Auto tools, frequent flyer, domestic business travel, early PM news, grandchildren, foreign travel, wines, cultural events.
	D4	\$35,000	46	Homeowners, few kids, credit card owners, some college.	Football bowl games, video camera, motorcycle, wildlife/ ecology, computers, health foods, domestic business travel, auto tools, pay TV, collectibles.
Easy Street	E1	\$81,000	65	Homeowners, credit card owners, mail buyers, mail responders, white collar, some college, kids.	Video games, auto Do-It-For-Me, snow ski, daily paper reader, computers, running, tennis, HH pets, camping, coupon user.
	E2	\$77,000	65	Retired, fewer homeowners, not HS graduate, few credit cards, few mail responders, few mail buyers, few kids.	Motorcycle, hunting, video games, auto work, women's magazines, early AM news, domestic wine, beer, diet control.
Feathering-The-Nest	F1	\$78,000	30	Homeowners, kids, credit card owners, mail responders, mail buyers, professional.	Foreign travel, TV sports, golf, home workshop, pets, computers, home furnishings, jewelry, vitamins.
	F2	\$79,000	64	Renters, credit card owners, mail buyers, mail responders, retired.	Grandchildren, auto tools, beer, cultural events, science/ new technology, own multiple cards, non-prescription drugs, coupon user.
	F3	\$75,000	29	Homeowners, few credit card owners, few mail buyers, few mail responders, few kids.	Motorcycle, hunting, fishing, home workshop, foreign travel, stocks, business magazines, TV basketball.

<b>NICHE</b>		<b>Median Income</b>	<b>Median Age</b>	<b>Demographic Profile</b>	<b>Products</b>
Feathering- The-Nest (continued)	F4	\$73,000	29	Renters, kids, professional, credit card owners, mail responders, mail buyers.	Daytime game shows, collectibles, science fiction, electronics, snow ski, fine arts/antiques, fashion design, book reader, volunteer work.
	F5	\$78,000	29	Homeowners, kids, mail buyers, mail responders, credit card owners, professional.	Home improvement, auto tools, new import car, motorcycle, daytime game shows, weekly news magazines, fishing, snow ski, camping.
	F6	\$76,000	65	Renters, retired, credit card owners, mail responders, mail buyers.	Grandchildren, home remodeling, home improvement, women's magazines, own one car, women's clothes, coupon user, collectibles.
	F7	\$74,000	29	Renters, few white collar, few kids, few mail buyers.	Science fiction, new domestic car, contests, own one car, cultural events, gourmet foods, beer, weekly news magazines.
	F8	\$72,000	28	Renters, few credit cards, few mail buyers, few mail responders, blue collar or service oriented.	Science fiction, bowling, electronics, science/new technology, running, tennis, fashion design, snow ski.
Go-Go Families	G1	\$80,000	45	Homeowners, credit card owners, mail responders, mail buyers, professional, kids.	Cultural events, wine, wildlife/ecology, camping, catalog by mail, snow ski, HH pets, auto do-it-yourself, book reader.
	G2	\$77,000	44	Homeowners, credit card owners, mail buyers, mail responders, kids, professional.	Racquetball, men's clothes, audio equipment, stamps/ coins, tennis, clothes store shopper.
	G3	\$73,000	42	Renters, few credit card owners, few mail buyers, few mail responders, few kids.	Radio news/talk shows, bowling, contests/ sweepstakes, motorcycle, video games, science fiction, coupon user, women's clothes.
Home Hoppers	H1	\$76,000	45	Homeowners, credit card owners, mail buyers, mail responders, few kids, professional.	Sunday paper reader, collectibles, cultural events, book reader, knitting/ needlework, coffee, bedding/ bath, cable TV.
	H2	\$76,000	43	Mostly renters, credit card owners, mail buyers, mail responders, few kids, professional.	Audio equipment, catalog by mail, truck owners, pay TV, home improvement, wines, science/new technology, domestic vacation, health foods.
	H3	\$76,000	30	Mostly renters, credit card owners, mail buyers, mail responders, professional, few kids, very mobile.	Snow ski, fashion design, biking, golf, computers, physical fitness, gourmet foods, truck owner, diet control, auto Do-It-For-Me.
	H4	\$75,000	69	Mostly renters, retired professional, credit card owners, mail buyers, mail responders, few kids.	Lottery user, daytime game shows, beer, own one car, audio equipment, racquetball, civic activity, HH furnishing,

NICHE		Median Income	Median Age	Demographic Profile	Products
	H5	\$74,000	29	Renters, few kids, credit card owners, mail buyers, mail responders, professional, mobile.	stocks/bonds, coffee. Snow ski, running, tennis, biking, audio equipments, gardening, camping/hiking, physical fitness, retirement savings.
Home Hoppers (continued)	H6	\$73,000	42	Renters, few kids, few credit cards, few mail buyers, few mail responders, blue collar, service oriented.	Auto club member, domestic wine, lottery user, cigarettes/cigars, civic activity, pay TV, fine arts/antiques, catalog by mail.
	H7	\$74,000	69	Renters, few kids, few credit cards, few mail buyers, few mail responders.	Truck owner, lottery user, pay TV, civic activity, clothes store shopper, stocks/bonds, women's clothes, Bible devotion.
	H8	\$74,000	67	Renters, kids, few credit cards, few mail buyers, few mail responders, retired, blue collar, not HS graduate.	Daytime game shows, auto work, vitamins, sewing, hunting, video games, Bible devotion, new domestic car, tools, HH furnishing.
	H9	\$72,000	29	Renters, very mobile, blue collar, few kids, few credit cards, few mail buyers, few mail responders.	Daytime game shows, science/new technology, catalog by phone, new domestic car, science fiction, running, stereo electronics, bedding/bath, biking.
	H10	\$35,000	29	Homeowners, credit card owners, mail buyers, mail responders, professional, few kids.	Hunting, home workshop, auto work, gardening, HH pets, auto do-it-yourself, stereo/ records & tapes, snow ski, men's clothes.
	H11	\$34,000	67	Professional, retired, few kids, credit card owners, mail buyers, mail responders.	Vitamins, sewing, contest/sweepstakes, knitting/needlework, stocks/bonds, auto do-it-yourself, multiple car owner.
	H12	\$33,000	45	Homeowners, few kids, credit card owners, mail buyers, mail responders, professional.	New import car, Bible devotion, collectibles, book reader, beer, gardening, cultural events, video recording, men's clothes.
IRA Spenders	I1	\$79,000	69	Homeowners, few kids, credit card owners, mail buyers, mail responders, professional, post-graduate degree.	Tennis, snow ski, health magazines, catalog orders by phone, computers, video camera, fund raising, foreign travel, wines, antiques.
	I2	\$76,000	69	Mostly renters, few kids, few credit cards, few mail buyers, few mail responders.	Motorcycle, recreational vehicles, real estate, boating/sailing, adventure/ western TV, mature market magazines, lottery user, foreign travel.
	I3	\$34,000	67	Homeowners, credit card owners, mail responders, mail buyers, professional, retired, few kids.	Audio equipment, public TV donor, crafts, sewing, grandchildren, home workshop, auto Do-It-For-Me, home remodeling, TV sports, stocks.
Just Sailing Along	J1	\$34,000	29	Mostly renters, professional, credit card owners, few kids, mail buyers & mail responders,	Tennis, video games, pro basketball TV, snow ski, catalog orders by phone, physical fitness,

NICHE		Median Income	Median Age	Demographic Profile	Products
				college degree.	fashion design, foreign travel, computers, stereo/records & tapes.
Just Sailing Along (continued)	J2	\$34,000	29	Renters, graduated HS, few mail responders, few mail buyers, few credit cards, few kids.	Fund raising, computers, tennis, running, science/new technology, science fiction, real estate, fashion design, self-improvement.
	J3	\$34,000	43	Renters, credit card owners, mail responders, mail buyers, few kids, professional.	Domestic wine, health magazines, cigarettes/cigars, early AM news, cultural events, book reader, health foods, Bible devotion, lottery user.
	J4	\$34,000	29	Homeowners, few kids, professional, credit card owners, mail buyers, mail responders, not HS graduate.	Home workshop, hunting, gardening, auto work, volunteer work, HH pets, pay TV, domestic wine, new import car, non-prescription drugs.
	J5	\$32,000	29	Homeowners, few credit cards, few mail buyers, few mail responders, few kids, not HS graduate.	Gardening, hunting, recreational vehicles, fishing, HH pets, early AM news, health magazines, real estate, auto club member.
Kiddie Kastles	K1	\$36,000	45	Homeowners, kids, credit card owners, mail buyers, mail responders, professional	Camping equipment, classical music, auto magazines, volunteer work, home remodeling, home improvement, catalog orders by phone, auto tools.
	K2	\$36,000	30	Homeowners, kids, credit card owners, mail buyers, mail responders, professional	Classical music, camping equipment, golf, home furnishing, physical fitness, hunting, home remodeling, stereo/records & tapes, auto club member.
	K3	\$34,000	29	Renters, kids, credit card owners, mail responders, mail buyers, professional	Electronics, fashion design, running, physical fitness, classical music, auto Do-It-For-Me, truck owner, cigarettes/cigars, bedding/bath.
	K4	\$35,000	44	Homeowners, few credit card owners, few mail responders, few mail buyers, few kids.	Auto Do-It-For-Me, Public TV donor, cigarettes/cigars, bedding/bath, lottery user, real estate, Bible devotion.
	K5	\$34,000	44	Renters, few kids, credit card owners, mail responders, mail buyers.	Auto magazines, auto tools, bedding/bath, fashion design, book reader, auto do-it-yourself, new import car, cable TV, physical fitness.
	K6	\$34,000	43	Renters, few kids, few credit card owners, few mail buyers, few mail responders, post-graduate degree.	Science fiction, classical music, gourmet foods, auto Do-It-For-Me, contest/ sweepstakes, audio equipment, auto tools, stocks.
Loose Change	L1	\$34,000	45	Homeowners, credit card owners, mail buyers, mail responders, few	Gardening, jewelry, auto magazines, sewing, adventure/

	L2	\$33,000	29	kids. Renters, few kids, professional credit card owners, few mail buyers, few mail responders, post-graduate degree.	western TV, crafts, home workshop, clothes store shopper, volunteer work. Tennis, snow ski, running, physical fitness, frequent flyer, biking, camping/hiking, auto do-it-yourself, HH furnishing.
<b>NICHE</b>		<b>Median Income</b>	<b>Median Age</b>	<b>Demographic Profile</b>	<b>Products</b>
Mid-Life Munchkins	M1	\$35,000	64	Homeowners, more likely retired, white collar, credit card owners, mail buyers, mail responders.	Grandchildren, new import car, truck owner, domestic business travel, stocks/bonds, cultural events, non-prescription drugs, men's clothes, book reader.
	M2	\$34,000	65	Homeowners, credit card owners, mail responders, mail buyers, retired, few kids.	Video camera, lottery user, domestic business travel, grandchildren auto do-it-yourself, daily paper reader, civic activity, Bible devotion, beer.
	M3	\$34,000	29	Homeowners, credit card owners, few mail buyers, few mail responders, professional, kids.	Snow ski, video games, auto work, hunting, camping/hiking, prerecorded tapes, beer, tools.
	M4	\$33,000	29	Homeowners, few credit cards, few mail buyers, few mail responders, few kids, not HS graduate.	Motorcycles, hunting, recreational vehicles, video games, auto work, camping, pets, prime time TV drama, home workshop, gardening.
Nomadic Grandparents	N1	\$34,000	68	Homeowners, credit card owners, mail buyers, mail responders, professional, retired, few kids.	Home remodeling, early AM news, catalog by phone, oldies, music, auto club membership, fund raising, fishing, gardening, home furnishing, pets.
	N2	\$34,000	68	Renters, few kids, credit card owners, mail buyers, mail responders.	Video games, tennis, imported wine, cultural events, fashion design, truck owner, new import car, fund raising, bonds/notes.
	N3	\$33,000	69	More likely renters, few credit cards, few mail buyers, few mail responders, few kids.	Hunting, recreational vehicles, motorcycles, fishing, auto work, audio equipment, gardening, knitting, lottery user, health magazines.
Oodles of Offspring	O1	\$35,000	28	Renters, few credit cards, few mail buyers, few mail responders, few kids, not HS graduate.	Tennis, science/new technology, science fiction, electronics, bowling, video games, nostalgic music, country music, jewelry, domestic wine.
	O2	\$34,000	29	Renters, credit card owners, mail buyers, mail responders, professional, kids.	Camping equipment, stocks/bonds, snow ski, wines, golf, cultural events, any tools, catalog by mail, kids clothes, retirement savings.
	O3	\$22,000	29	Homeowners, credit card owners, mail buyers, mail responders, kids, professional.	Multiple car owner, computers, gardening, HH pets, coupon user, women's clothes, video recording.
	O4	\$21,000	29	Homeowners, credit card owners,	Gardening, hunting, recreational

NICHE		Median Income	Median Age	Demographic Profile	Products
	O5	\$21,000	29	mail buyers, mail responders, professional, kids. Renters, credit card owners, mail buyers, mail responders, professional, kids.	vehicles, HH pets, home workshop, fishing, cable TV, auto work, vitamins. Running, multiple car owners, auto Do-It-For-Me, non-prescription drugs, cable TV, truck owner.
Oodles of Offspring (continued)	O6	\$19,000	29	Mostly renters, few credit cards, few mail buyers, few mail responders, few kids, blue collar, service oriented.	Recreational vehicles, gardening, sewing, hunting, fishing, home workshop, motorcycle, auto work, camping.
	O7	\$19,000	28	Renters, credit card owners, mail buyers, mail responders, kids, professional.	Early evening news, new import car, gardening, gourmet foods, diet control, collectibles, contests, book reader.
Parentus Singularis	P1	\$34,000	42	Mostly renters, few credit cards, few mail buyers, few mail responders, professional, kids.	Cable TV, physical fitness, fashion design, lottery user, science fiction, auto Do-It-For-Me, new import car, bonds/notes, catalog by mail.
	P2	\$20,000	43	Mostly renters, credit card owners, mail buyers, mail responders, kids, professional.	Camping equipment, physical fitness, cable TV, cultural events, stocks, any tools, gourmet foods, catalog by mail, kids clothes.
	P3	\$20,000	42	Homeowners, few credit cards, few mail buyers, few mail responders, kids.	Science magazines, auto tools, golf, computers, home furnishings, video camera, boating/sailing, camping equipment, home workshop.
	P4	\$18,000	30	Few homeowners, few credit cards, few mail buyers, few mail responders, few kids, blue collar.	Gardening, hunting, fishing, wildlife/ecology, sewing, Bible devotion, HH pets, motorcycles, auto work, vitamins.
Quiet Homebodies	Q1	\$33,000	66	Retired, mostly renters, few credit cards, few mail buyers, few mail responders, few kids.	Lottery user, new import car, recreational vehicles, motorcycles, sewing, hunting, Bible devotion, auto work, video games, fishing.
	Q2	\$34,000	42	Mostly renters, few credit cards, few mail buyers, few mail responders, kids, blue collar.	Video games, bowling, electronics, science fiction, auto tools, auto work, recreational vehicles, motorcycles, collectibles.
	Q3	\$33,000	42	Renters, few credit cards, few mail buyers, few mail responders, few kids, blue collar, mobile, not HS graduate.	Civic activity, fine arts/ antiques, early evening news, new import car, knitting, health magazines.
	Q4	\$22,000	45	Homeowners, credit card owners, mail buyers, mail responders, professional, kids.	Domestic vacations, snow ski, new domestic car, computers, women's clothes, lottery user, science magazines, cable TV, TV sports, physical fitness.
	Q5	\$21,000	44	Homeowners, credit card owners,	Bonds/notes, cook for fun, any

	Q6	\$22,000	29	mail buyers, mail responders, professional, kids. Homeowners, credit card owners, mail buyers, mail responders, professional, few kids.	tools, science magazines, men's clothes, lottery user, auto work, Bible devotion, fishing. Snow ski, domestic business travel, new import car, physical fitness, biking, women's clothes, auto do-it-yourself, cable TV, pay TV.
<b>NICHE</b>		<b>Median Income</b>	<b>Median Age</b>	<b>Demographic Profile</b>	<b>Products</b>
Rocky Road	R1	\$34,000	68	Retired, renters, few credit cards, few mail buyers, few mail responders, blue collar, few kids.	Audio equipment, stocks/bonds, civic activity, cigarettes, golf, foreign travel, grandchildren, camping equipment, frequent flyer, kid's clothes.
	R2	\$34,000	42	Mostly renters, few credit cards, few mail buyers, few mail responders, few kids.	Tennis, foreign travel, catalog by phone, fashion design, science/new technology, cultural events, science fiction, self-improvement.
	R3	\$20,000	44	Homeowners, credit card owners, mail buyers, mail responders, professional, few kids.	Auto Do-It-For-Me, home workshop, gardening, collectibles, auto club member, new domestic car, vitamins, HH pets, domestic vacations.
	R4	\$19,000	43	Renters, credit card owners, mail buyers, mail responders, professional, few kids.	Science/new technology, cultural events, multiple car owner, self-improvement, fashion design, science fiction, retirement savings.
Still Going Strong	S1	\$35,000	64	Renters, credit card owners, mail buyers, mail responders, kids, professional	Auto club member, own one car, wines, foreign travel, computers, coffee, clothes store shopper, physical fitness.
	S2	\$34,000	65	Renters, few credit cards, few mail buyers, few mail responders, kids.	Home improvement, snow ski, science fiction, tuck owner, cultural events, fine arts/antiques, running, own one car, men's clothes.
	S3	\$21,000	67	Homeowners, retired, white collar, not HS graduate, mail responders, mail buyers, credit card owners, kids.	Grandchildren, any tools, gardening, HH furnishing, home workshop, bedding/ bath, women's magazines, HH pets, TV sports, sewing.
	S4	\$21,000	44	Renters, kids, professional, credit card owners, mail buyers, mail responders.	Computers, running, fashion design, sewing, stereo, auto do-it-yourself, video recording, truck owner, variety store shopper, own one car.
	S5	\$18,000	67	Renters, kids, credit card owners, few mail buyers, few mail responders, retired.	Racquetball, women's magazines, own multiple cars, coupon user, daily paper reader, bedding/bath, clothes store shopper, men's clothes.

Totebaggers	T1	\$21,000	28	Homeowners, few kids, credit card owners, mail buyers, mail responders, white collar, not HS graduate.	New import car, beer, crafts, video recording, knitting, book reader, cable TV, fashion design, physical fitness. Casino gambling, cook for fun, public TV donor, volunteer work, TV baseball, hunting, prime time TV drama, auto work, fishing.
	T2	\$18,000	29	Mostly renters, few credit card owners, few mail buyers, few mail responders, few kids, few pro.	
		<b>Median Income</b>	<b>Median Age</b>	<b>Demographic Profile</b>	<b>Products</b>
Under-the-Car	U1	\$21,000	45	Homeowners, credit card owners, mail responders, mail buyers, some retired, pro, few kids.	Grandchildren, new domestic car, sewing, knitting, gardening, non-prescription drugs, cable TV, book reader, vitamins, women's clothes. Motorcycles, video games, running, electronics, hunting, snow ski, camping/hiking, new import car, coupon user.
	U2	\$19,000	29	Mostly renters, few credit card owners, few mail buyers, few mail responders, few kids.	
Very Spartan	V1	\$18,000	41	Homeowners, few credit cards, few mail buyers, few mail responders, few kids.	Gardening, home workshop, recreational vehicles, hunting, fishing, camping equipment, auto tools, motorcycles, public TV donor. TV football bowl games, import wine, truck owner, domestic business travel, fitness magazines, diet control, cable TV. Stereo/records & tapes, physical fitness, science/new technology, running.
	V2	\$17,000	41	Renters, few credit cards, few mail buyers, few mail responders, few kids, not HS graduate.	
	V3	\$17,000	29	Renters, very mobile, blue collar/student, few credit cards, few mail responders, few mail buyers, few kids.	
Working Hard	W1	\$34,000	65	Renters, few credit cards, few mail buyers, few mail responders, retired, kids, not HS graduate.	Casino gambling, truck owner, kids clothes, new domestic car, civic activity, fine arts/ antiques, cultural events, vitamins, golf. Gardening, grandchildren, recreational vehicles, fund raising, hunting, fishing, beer, pay TV, kids clothes, auto work. Music magazines, auto equipment, domestic vacations, daytime game shows, any tools, Bible devotion, contests/ sweepstakes. Classical music, computer magazines, physical fitness, auto tools, video games, video recording, science fiction, domestic wine, domestic business travel.
	W2	\$19,000	66	Homeowners, few credit cards, few mail buyers, few mail responders, few kids, retired.	
	W3	\$18,000	42	Renters, few credit cards, few mail buyers, few mail responders, kids.	
	W4	\$18,000	27	Renters, few credit cards, few mail buyers, few mail responders, few kids.	

	W5	\$17,000	67	Retired, renters, few credit cards, few mail buyers, few mail responders.	Casino gambling, auto work, grand kids, civic activity, non-prescription drugs, truck owner, coupon user, cable TV, auto tools, own multiple cars.
X-tra Needy	X1	\$20,000	44	Renters, credit card owners, mail buyers, mail responders, pro, few kids.	Spanish radio, video recording, physical fitness, computer, book reader, own one car, Public TV donor, variety store shopper. Gardening, home workshop, fishing, hunting, recreational vehicles, grand kids, knitting, TV football bowl games, sewing, stocks.
	X2	\$18,000	70	Homeowners, few credit cards, few mail responders, few mail buyers, few kids, retired.	
		<b>Median Income</b>	<b>Median Age</b>	<b>Demographic Profile</b>	<b>Products</b>
X-tra Needy (continued)	X3	\$17,000	69	Renters, retired, few kids, few credit cards, few mail buyers, few mail responders, not HS graduate.	Spanish radio, cultural events, foreign travel, running, fashion design, lottery user, auto club member, public TV donor.
Young-at-Heart	Y1	\$20,000	70	Homeowners, few kids, retired, credit card owners, mail buyers, mail responders.	Golf, frequent flyer, bonds/ notes, casino gambling, cable TV, TV sports, book reader, retirement savings, real estate.
	Y2	\$20,000	68	Mostly renters, kids, few credit cards, few mail buyers, few mail responders.	Tools, auto do-it-yourself, prime time TV drama, hunting, auto work, own multiple cars, camping, pets, men's clothes.
	Y3	\$19,000	69	Renters, credit card owners, mail buyers, mail responders, few kids, retired.	Cultural events, fashion design, domestic wine, book reader, own one car, real estate, coupon user, new domestic car.
Zero Mobility	Z1	\$20,000	66	Renters, kids, some professional, mostly retired, credit card owners, mail buyers, mail responders.	Running, golf, own one car, video recording, HH furnishings, cable TV, new domestic car, coffee.
	Z2	\$19,000	71	Homeowners, few kids, retired, professional, credit card owners, mail buyers, mail responders, post graduate degree.	Home workshop, gardening, HH pets, hunting, fishing, Bible devotion, sewing, daytime game shows, grandchildren, casino gambling.
	Z3	\$17,000	71	Renters, few kids, few credit card owners, few mail buyers, few mail responders.	Bonds/notes, stocks, fund raising, casino gambling, Public TV donor, import wine, frequent flyer, bowling.

# N I C H E S

Niche	Average HHLI Income	Average Age HHLI	% Niches HHLI	Demographic Profile	Product Interests
<b>A. ALREADY AFFLUENT</b>	Over \$75000	30	0.8	White collar, few kids, high home value	Stocks, home improvement, import cars, extensive travel, multiple credit cards
<b>B. BIG SPENDERS</b>	Over \$75000	44	4.5	Traditional family with kids, white collar	Video cameras, home computers, camping equipment, home improvements
<b>C. CASH-TO-CARRY</b>	Over \$75000	50	4.1	High home ownership, 2 or more adults, no kids, high education	Stocks/bonds, apparel, home remodeling
<b>D. DIAMONDS-TO-GO</b>	Over \$75000	52	3.3	Two or more adults, 1 or more kids, highly mail responsive	Multiple new car buyers, catalog by phone, frequent flyers
<b>E. EASY STREET</b>	Over \$75000	65	2.0	High home ownership, white collar, 2+ adults	Home computers, high credit card spending
<b>F. FEATHERING-THE-NEST</b>	\$50000 - \$75000	34	2.3	High presence of kids, white collar, high mobility	Kid & baby items, video cameras, catalog buyers, multiple credit cards, import car loyalty
<b>G. GO-GO FAMILIES</b>	\$50000 - \$75000	44	1.1	High presence of kids, high mobility	Home computers, camping equipment, kid's items, multicar owners, jogging apparel
<b>H. HOME HOPPERS</b>	\$50000 - \$75000	47	5.7	Low home ownership, low presence of kids, high mobility	Racquetball, home furnishings
<b>I. IRA SPENDERS</b>	\$50000 - \$75000	69	4.1	High home ownership, 2+ adults	Catalog by phone, stocks/bonds, multiple credit cards
<b>J. JUST SAILING ALONG</b>	\$30000 - \$49999	33	4.6	Low presence of kids, high mobility, renters, college education	Camping equipment, domestic business travel, beer
<b>K. KIDDIE KASTLES</b>	\$30000 - \$49999	42	6.2	Large households, 2+ adults/2 + children, high home ownership	Multiple new car buyers, video cameras, kids' clothing, computers, multiple credit cards
<b>L. LOOSE CHANGE</b>	\$30000 - \$49999	44	1.9	High home ownership, low presence of kids, 2-person household	Import loyal new car buyers, stocks, domestic business travel, video cameras
<b>M. MID-LIFE MUNCHKINS</b>	\$30000 - \$49999	53	3.6	High home ownership, high presence of kids	Home improvements, tapes and records, children's items, multiple credit cards
<b>N. NOMADIC GRANDPARENTS</b>	\$30000 - \$49999	69	4.1	Two persons, grandchildren, mail responsive	Bonds, gardening, foreign travel
<b>O. OODLES OF OFFSPRING</b>	\$20000 - \$29999	28	3.2	High mobility, very high presence of children	Import car loyalty, kids' clothing, baby items, tape rentals
<b>P. PARENTUS SINGULARIS</b>	\$20000 - \$29999	38	4.3	Single parents, not mail responsive	Automotive tools, kids' clothing, food extenders/helpers
<b>Q. QUIET HOMEBODIES</b>	\$20000 - \$29999	44	5.3	High home ownership, low home value	Camping equipment, home improvements, tapes and records
<b>R. ROCKY ROAD</b>	\$20000 - \$29999	45	5.8	Blue collar, low home value, low presence of kids	Used car buyers, camping equipment, food extenders/helpers
<b>S. STILL GOING STRONG</b>	\$20000 - \$29999	65	1.3	Highly mail responsive, grandchildren	Luggage, camping equipment, baby items, domestic vacations, multiple credit cards
<b>T. TOTE BAGGERS</b>	Under \$20000	29	2.3	Mostly singles, female headed, high mobility	Men's and women's apparel, biking gear, sporting goods, high credit card ownership
<b>U. UNDER-THE-CAR</b>	Under \$20000	33	1.5	High mobility, high home ownership	Automotive tools, jewelry
<b>V. VERY SPARTAN</b>	Under \$20000	37	9.6	Renters, low presence of children, blue collar	Low credit card and car ownership, beer, cigarettes / cigars
<b>W. WORKING HARD</b>	Under \$20000	49	2.4	Blue collar, low education, mostly female heads	Kids' clothing, cigarettes/cigars, domestic car loyalty
<b>X. X-TRA NEEDEY</b>	Under \$20000	69	5.2	Low home ownership, female heads, low education, grandchildren	Food extenders/helpers, low credit card and car ownership
<b>Y. YOUNG-AT-HEART</b>	Under \$20000	70	3.2	Two or more adults, highly mail responsive, low mobility	Luggage, travel, own only one car but bought new
<b>Z. ZERO MOBILITY</b>	Under \$20000	71	7.6	Two adults, low mobility, low education	Single car owners, auto service centers, diet control