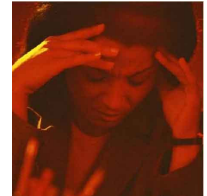


Sick & Stressed

Summary

Mostly over the age of 35, this struggling segment is stressed about money and health, pessimistic about their personal future, and least likely to say things are getting better for them. They are the least likely to have a healthy lifestyle, to play sports or work out or have health insurance.



Overview

Demographics

- **Predominantly middle aged or older:**
 - 80% are over 34 and 52% are 45 to 64
- **62% male**
- **Income distribution similar to all Blacks:**
 - Two-fifths have household income of less than \$25,000 and three-tenths have income over \$50,000
- **Only 43% are urban**
 - 35% are suburban
 - 21% are rural
- **69% are parents** (and 31% are single parents):
 - One-third are grandparents
- **29% have at least a 2-year college degree**
- **Above average consumption of TV and Internet**
- **Life does not appear to be going in the right direction for this segment.**
 - **Health:** Only 17% believe they have a healthy lifestyle and 49% are stressed about their health
 - A quarter do not have health insurance (highest segment)
 - **Finances: 4 in 10 earn less than 25K a year and nearly a quarter are unemployed.** Therefore it is not surprising that:
 - 65% are stressed about their financial situation
 - Like *Family Struggles*, they tend to be thrifty and price-sensitive
- **Segment is more pessimistic** in their view of their self and future.
 - Only 20% believe things are getting better for them (by far, the lowest of any segment)

Life Attitudes

- **Incidence of stress:**
 - **More likely than average to be stressed about:**
 - Their health
 - Their current money situation
- **Less likely than average to:**
 - “Trust in God to take care of things” or focus on matters of faith
 - Live for today and not worry about tomorrow

Technology and Activities

- **Technology:**
 - **More likely than average to:**
 - Have a desktop computer
 - Have high-speed Internet access at home
- **Activities:**
 - **More likely than average to:**
 - Buy lottery tickets
 - Enter contests

Finances and Health

- **Finances**
 - Least likely segment to feel financially secure
- **Health**
 - Most likely segment to have no health insurance
 - Least likely segment to (1) say they have a healthy lifestyle and (2) play sports or work out
 - More likely than average to have their health cause them stress

Consumerism

- **Consumerism:**
 - **Least likely segment to:**
 - Say: “If I see something I want, I have to have it, even if it costs too much”
 - Go out to eat
 - **More likely than average to be price conscious about clothes and shoes**