

## ABOUT LARGE HOUSEHOLDS

The Large Households group is made up primarily of married homeowners with children under the age of 18, many living in the Midwest. One-third of the consumers in this group live in a household that includes five or more members. These families make significant expenditures on clothes, shoes, movies, toys, snacks and more for their children. Popular toy and game choices in the last 12 months include bikes, builder sets and board games. These individuals spend time together as a family and enjoy domestic travel with their children.

## LARGE HOUSEHOLDS, A DAY IN THE LIFE

Name of protagonist: "Sherry"

Wakes up... and lets her coffee get cold. She's having trouble getting «the little troopers» out of bed this particular morning. She pulls out the toaster pastries for Logan, Luke and Claire, and gets the formula out for Caroline. The kids missed the bus, so she has to drop them off at school. The baby goes with her to work.

Spends the day... working as the church receptionist. It brings in a little extra income for summer vacation. They're planning a visit to that great indoor water park the kids love. The church also runs a daycare, so it works out well for Caroline.

Talks about weekend plans to... go shopping for winter clothes. The kids grow out of clothes so quickly.

Has a meeting with... PTA officers to discuss the fall fundraising event, but only after shuttling her kids to their various activities. Baseball for Luke and two of his friends, soccer for Logan and dance for Claire. Her new full-size SUV is a lifesaver on days like these.

Spends the evening... cleaning up the pizza boxes after dinner. No cooking tonight, which is nice for a change. She helps the kids with their homework, then gets everyone bathed and into bed.

Goes to bed at... 11:00 p.m.,

Watching... nothing. After doing the laundry, getting backpacks ready and paying bills, she's exhausted and can't keep her eyes open.



HOUSEHOLDS: 6,911,160 (4.93% OF U.S.)

## CLUSTERS

- 11 Schools & Shopping
- 12 On the Go
- 19 Country Comfort
- 27 Tenured Proprietors

## WHEN THEY GREW UP...

- The animated TV series «The Simpsons» debuts
- Hurricane Hugo strikes the East Coast
- Pete Rose pleads guilty to hiding \$300,000 in income
- Microsoft releases Windows 3.0

## SHOPPING...

- Bath & Body Works
- OldNavy.com
- Citgo
- Toys 'R' Us
- Purchase Gift Cards Online

## DIGITAL/ONLINE...

- Desktop Computers
- Research Products Online
- AccuWeather.com
- E-readers
- Post Photos Online

## FINANCIAL...

- Overdraft Protection
- PayPal
- Home Equity Loans
- Pay Bills Online/Mobile
- Liberty Mutual

## TV/RADIO...

- Adult Contemporary Radio
- Religion/Christian Radio
- Disney Channel
- Nickelodeon
- PBS Kids Sprout

## MAGAZINES/NEWSPAPERS...

- American Baby
- FamilyFun
- National Geographic Kids
- Parenthood
- E-reader or Tablet

## ACTIVITIES...

- Camping
- Board Games
- Scrapbooking
- Visit Zoo
- Bowling

## TRAVEL/AUTO...

- SUVs
- Heavy Drivers
- Regional Road Trips
- Disney's Animal Kingdom
- Hotwire.com

### Group Info

Age	30-55
Marital Status	Married
Home Ownership	Owner
Kids	Kids Age Mix
Income	\$60,000 - \$74,999
Income Rank	7
Urbanicity	Outer Suburbs & Towns
Urbanicity Rank	19
Net Worth	\$10K-\$999K
Net Worth Rank	4



	Group %	National %	Index
<b>Age - Head of Household</b>			
18-23 Years	0.1%	3.7%	1
24-29 Years	1.1%	7.9%	14
30-35 Years	20.8%	9.9%	210
36-45 Years	52.0%	18.5%	281
46-55 Years	17.2%	21.1%	82
56-65 Years	7.4%	17.8%	42
66-75 Years	1.3%	11.2%	12
76+ Years	0.0%	10.0%	0
MEAN AGE	42.00	50.70	

	Group %	National %	Index
<b>Estimated Income</b>			
<\$15,000	0.0%	12.5%	0
\$15,000-\$19,999	0.0%	5.7%	0
\$20,000-\$29,999	0.1%	10.6%	1
\$30,000-\$39,999	0.1%	10.0%	1
\$40,000-\$49,999	0.3%	9.7%	3
\$50,000-\$74,999	61.8%	21.6%	286
\$75,000-\$99,999	28.7%	11.4%	252
\$100,000-\$124,999	8.1%	6.4%	126
\$125,000-\$149,999	0.2%	1.7%	14
\$150,000+	0.7%	10.5%	7

	Group %	National %	Index
<b>Presence and Age of Children</b>			
No Children Present	0.0%	63.3%	0
Ages 0-2	21.8%	4.9%	448
Ages 3-5	29.9%	8.7%	342
Ages 6-10	40.3%	13.5%	298
Ages 11-15	39.6%	14.7%	270
Ages 16-17	16.5%	6.1%	271

	Group %	National %	Index
<b>Marital Status</b>			
Single	4.6%	51.3%	9
Married	95.4%	48.7%	196



	Group %	National %	Index
<b>Estimated Net Worth</b>			
< \$1	1.4%	13.6%	10
\$1 - \$4,999	2.5%	7.5%	33
\$5,000 - \$9,999	2.7%	5.4%	50
\$10,000 - \$24,999	5.3%	7.7%	68
\$25,000 - \$49,999	7.7%	7.9%	97
\$50,000 - \$99,999	14.3%	10.8%	133
\$100,000 - \$249,999	28.4%	16.4%	173
\$250,000 - \$499,999	20.8%	12.0%	174
\$500,000 - \$999,999	16.8%	8.1%	208
\$1,000,000 - \$1,999,999	0.2%	5.6%	3
\$2,000,000+	0.0%	5.0%	0

	Group %	National %	Index
<b>Home Ownership Status</b>			
Renter	9.1%	27.6%	33
Home Owner	90.9%	72.4%	126

	Group %	National %	Index
<b>Population Density - HH per Sq. Mile</b>			
0-28	19.7%	9.7%	204
29-103	18.5%	10.2%	181
104-925	28.2%	31.1%	91
926-2508	22.9%	30.4%	75
2509-4371	6.2%	9.5%	65
4372-8167	2.3%	4.5%	50
8168+	2.2%	4.6%	47

	Group %	National %	Index
<b>Length of Residence</b>			
<2 Years	15.3%	15.3%	100
2-5 Years	26.9%	20.9%	129
6-14 Years	40.0%	35.1%	114
15+ Years	17.7%	28.7%	62



	Group %	National %	Index
<b>Market Value of Home</b>			
<\$50,000	6.1%	7.6%	79
\$50,000-\$99,999	17.6%	19.2%	92
\$100,000-\$124,999	10.9%	9.9%	110
\$125,000-\$149,999	11.3%	9.2%	123
\$150,000-\$199,999	19.3%	14.5%	133
\$200,000-\$299,999	22.3%	16.4%	136
\$300,000-\$499,999	8.8%	13.8%	64
\$500,000+	3.7%	9.4%	40

	Group %	National %	Index
<b>Dwelling Unit Size</b>			
Single Family Dwelling	92.8%	85.1%	109
Multiple Family Dwelling	7.2%	14.9%	48

	Group %	National %	Index
<b>Occupation</b>			
Professional/Technical	27.4%	27.9%	98
Administration/Management	8.4%	8.2%	102
Sales/Service	2.8%	2.7%	102
Clerical/White Collar	18.0%	16.8%	108
Craftsman/Blue Collar	26.9%	18.4%	146
Student	0.6%	0.7%	80
Housewife	6.0%	5.8%	103
Retired	1.2%	11.7%	11
Other	5.5%	4.7%	118
Self Employed	3.2%	3.1%	103

	Group %	National %	Index
<b>Education</b>			
Completed High School	63.3%	56.8%	112
Completed College	28.5%	30.6%	93
Completed Graduate School	7.9%	12.2%	64
Attended Vocational/Technical	0.3%	0.4%	69



	Group %	National %	Index
<b>Ethnicity</b>			
Caucasian/Other	82.5%	73.9%	112
African American	4.7%	11.0%	43
Hispanic	10.2%	11.5%	89
Asian	2.6%	3.6%	72

	Group %	National %	Index
<b>Household Size</b>			
One Person Household	0.0%	29.3%	0
Two Person Household	3.7%	26.8%	14
Three Person Household	36.6%	19.8%	185
Four Person Household	26.3%	11.8%	223
Five+ Person Household	33.4%	12.3%	271

	Group %	National %	Index
<b>Mail Responsive</b>			
Mail Order Responsive	90.6%	68.4%	132
Mail Order Buyer	90.5%	68.4%	132
Mail Order Donor	0.4%	1.4%	30

	Group %	National %	Index
<b>Buying Channel Preference - Score = 01</b>			
Internet	9.5%	9.0%	106
Mail	4.7%	9.5%	50
Phone	6.3%	9.2%	68

