

## ABOUT ACTIVE LIFESTYLES

Active Lifestyles is made up of wealthy couples with older children and teens, driving the SUVs needed to move them and their gear. Their kids are driving now, too, which means additional vehicles at home. These parents are planning for the future, saving money for college expenses and taking out disability insurance. Before the kids head off to college, though, they enjoy the here and now with casual, family-friendly activities like cooking out, watching movies and playing outdoor games. They also stay active with deliberate exercise and high-energy recreation.



HOUSEHOLDS: 3,525,960 (2.52% OF U.S.)



### Cluster Info

Age	36-65
Marital Status	Married
Home Ownership	Owner
Kids	School-age Kids
Income	\$120,000 +
Income Rank	4
Urbanicity	Suburbs & Towns
Urbanicity Rank	52
Net Worth	\$100K-\$1MM
Net Worth Rank	9

## WHEN THEY GREW UP...

- AIDS is identified
- Singer Karen Carpenter dies from anorexia complications
- Rubik's Cube hits store shelves
- Shirley MacLaine and Debra Winger star in "Terms of Endearment"

## SHOPPING...

- Ann Taylor
- Hunting, Fishing, Camping Equipment Online
- iTunes.com
- Electronics Stores
- Toy Stores

## DIGITAL/ONLINE...

- Hewlett-Packard Computers
- Microsoft Windows Vista
- Trade Stocks, Bonds or Mutual Funds Online
- Overstock.com
- Travelocity.com

## FINANCIAL...

- USAA Credit/Debit Card
- 3+ Vehicles Insured
- Disability Insurance
- Participate in 529 College Savings
- Common or Preferred Employer Stock

## TV/RADIO...

- Sports Radio Format
- SiriusXM Radio
- Pay-Per-View TV
- The Movie Channel
- "MythBusters"

## MAGAZINES/NEWSPAPERS...

- Read Magazines on Tablets
- Golf Digest
- Sports Illustrated
- Delta Sky Magazine
- Time

## ACTIVITIES...

- Barbecuing
- Stream Movies
- Mountain Biking
- Frisbee
- Lift Weights

## TRAVEL/AUTO...

- Mid-Sized SUVs
- Bluetooth/Hands-Free Phone
- Hilton Rewards Program
- Embassy Suites
- Disney's Animal Kingdom



	Cluster %	National %	Index
<b>Age - Head of Household</b>			
18-23 Years	0.3%	3.7%	9
24-29 Years	0.7%	7.9%	9
30-35 Years	5.6%	9.9%	57
36-45 Years	22.4%	18.5%	121
46-55 Years	41.7%	21.1%	198
56-65 Years	24.5%	17.8%	137
66-75 Years	3.3%	11.2%	29
76+ Years	1.4%	10.0%	14
MEAN AGE	50.00	50.70	

	Cluster %	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	0.0%	10.6%	0
\$30,000-\$39,999	0.0%	10.0%	0
\$40,000-\$49,999	0.0%	9.7%	0
\$50,000-\$74,999	0.1%	21.6%	1
\$75,000-\$99,999	0.1%	11.4%	1
\$100,000-\$124,999	36.9%	6.4%	575
\$125,000-\$149,999	15.9%	1.7%	947
\$150,000+	46.9%	10.5%	446

	Cluster %	National %	Index
<b>Presence and Age of Children</b>			
No Children Present	0.0%	63.3%	0
Ages 0-2	9.2%	4.9%	190
Ages 3-5	21.5%	8.7%	246
Ages 6-10	36.8%	13.5%	273
Ages 11-15	45.2%	14.7%	308
Ages 16-17	23.8%	6.1%	390

	Cluster %	National %	Index
<b>Marital Status</b>			
Single	16.2%	51.3%	32
Married	83.8%	48.7%	172



	Cluster %	National %	Index
<b>Estimated Net Worth</b>			
< \$1	0.2%	13.6%	2
\$1 - \$4,999	0.6%	7.5%	7
\$5,000 - \$9,999	0.7%	5.4%	12
\$10,000 - \$24,999	1.5%	7.7%	19
\$25,000 - \$49,999	2.3%	7.9%	30
\$50,000 - \$99,999	5.8%	10.8%	54
\$100,000 - \$249,999	22.6%	16.4%	138
\$250,000 - \$499,999	34.1%	12.0%	285
\$500,000 - \$999,999	32.2%	8.1%	398
\$1,000,000 - \$1,999,999	0.0%	5.6%	0
\$2,000,000+	0.0%	5.0%	0

	Cluster %	National %	Index
<b>Home Ownership Status</b>			
Renter	7.0%	27.6%	25
Home Owner	93.0%	72.4%	128

	Cluster %	National %	Index
<b>Population Density - HH per Sq. Mile</b>			
0-28	6.0%	9.7%	62
29-103	14.7%	10.2%	144
104-925	40.6%	31.1%	131
926-2508	31.1%	30.4%	102
2509-4371	4.9%	9.5%	52
4372-8167	1.3%	4.5%	28
8168+	1.5%	4.6%	32

	Cluster %	National %	Index
<b>Length of Residence</b>			
<2 Years	11.6%	15.3%	76
2-5 Years	18.9%	20.9%	90
6-14 Years	40.3%	35.1%	115
15+ Years	29.2%	28.7%	102



	Cluster %	National %	Index
<b>Market Value of Home</b>			
<\$50000	3.6%	7.6%	47
\$50000-\$99999	10.4%	19.2%	54
\$100000-\$124999	8.6%	9.9%	87
\$125000-\$149999	10.9%	9.2%	119
\$150000-\$199999	23.3%	14.5%	160
\$200000-\$299999	29.9%	16.4%	183
\$300000-\$499999	8.1%	13.8%	59
\$500000+	5.2%	9.4%	55

	Cluster %	National %	Index
<b>Dwelling Unit Size</b>			
Single Family Dwelling	93.7%	85.1%	110
Multiple Family Dwelling	6.3%	14.9%	42

	Cluster %	National %	Index
<b>Occupation</b>			
Professional/Technical	38.1%	27.9%	137
Administration/Management	9.7%	8.2%	119
Sales/Service	2.4%	2.7%	89
Clerical/White Collar	18.2%	16.8%	108
Craftsman/Blue Collar	19.3%	18.4%	105
Student	0.3%	0.7%	50
Housewife	3.1%	5.8%	53
Retired	1.9%	11.7%	16
Other	3.9%	4.7%	84
Self Employed	3.0%	3.1%	98

	Cluster %	National %	Index
<b>Education</b>			
Completed High School	51.6%	56.8%	91
Completed College	32.3%	30.6%	106
Completed Graduate School	15.8%	12.2%	129
Attended Vocational/Technical	0.2%	0.4%	52



	Cluster %	National %	Index
<b>Ethnicity</b>			
Caucasian/Other	83.9%	73.9%	114
African American	4.6%	11.0%	42
Hispanic	8.0%	11.5%	69
Asian	3.5%	3.6%	97

	Cluster %	National %	Index
<b>Household Size</b>			
One Person Household	0.0%	29.3%	0
Two Person Household	8.3%	26.8%	31
Three Person Household	30.5%	19.8%	154
Four Person Household	24.7%	11.8%	209
Five+ Person Household	36.6%	12.3%	297

	Cluster %	National %	Index
<b>Mail Responsive</b>			
Mail Order Responsive	89.3%	68.4%	131
Mail Order Buyer	89.3%	68.4%	131
Mail Order Donor	0.9%	1.4%	65

	Cluster %	National %	Index
<b>Buying Channel Preference - Score = 01</b>			
Internet	14.0%	9.0%	156
Mail	10.8%	9.5%	114
Phone	15.4%	9.2%	166

