

ABOUT ACTIVE & INVOLVED

Active & Involved households are wealthy empty nesters. At a mean age of 60, they are extremely well educated and still well compensated in professional and managerial white-collar jobs, as well as being active investors. With a third having lived at their residence for 6-14 years, and another third for 15+ years, these homeowners are well established in their communities. They are likely to own a recreation vehicle and enjoy travel to Hawaii and to national parks. Their substantial discretionary time and money are spent on high-quality clothing, dining out, golf and live theater. However, they are also community activists, belonging to charitable, religious and civic organizations.



HOUSEHOLDS: 3,769,860 (2.69% OF U.S.)



Cluster Info

Age	46-75
Marital Status	Married/Single
Home Ownership	Owner
Kids	No Kids
Income	\$120,000 +
Income Rank	2
Urbanicity	City & Surrounds
Urbanicity Rank	35
Net Worth	\$100K-\$1MM
Net Worth Rank	8

WHEN THEY GREW UP...

- The first consumer-grade VCR is released
- Barbra Streisand and Robert Redford star in "The Way We Were"
- Title IX prohibits gender-based discrimination in education
- Convicted serial killer Charles Manson sentenced to death

SHOPPING...

- Real Estate
- L.L. Bean
- Ann Taylor
- Pier 1 Imports
- Lands End

DIGITAL/ONLINE...

- Lenovo/IBM Computers
- Microsoft Windows XP
- Plan Travel Online
- Track Investments/Trade Stocks Online
- E-reader

FINANCIAL...

- Business Checking Accounts
- Home Equity Line of Credit
- MasterCard Gold
- Universal Life Insurance
- Vanguard Mutual Funds

TV/RADIO...

- Premier Fox News Radio
- News/Talk Radio Format
- Fox Business Network
- Golf Channel
- "House Hunters"

MAGAZINES/NEWSPAPERS...

- Golf Digest
- Money
- Travel + Leisure
- Better Homes & Gardens
- Time

ACTIVITIES...

- Sudoku Puzzles
- Charitable Organizations
- Members of Church Board
- Dine Out
- Attend Live Theater

TRAVEL/AUTO...

- AAA Members
- 5+ Vehicles
- Own Recreation Vehicles
- Domestic Travel to National Parks
- Travel to Hawaii



	Cluster %	National %	Index
Age - Head of Household			
18-23 Years	0.0%	3.7%	0
24-29 Years	0.0%	7.9%	0
30-35 Years	0.0%	9.9%	0
36-45 Years	0.0%	18.5%	0
46-55 Years	31.6%	21.1%	150
56-65 Years	42.6%	17.8%	239
66-75 Years	17.0%	11.2%	152
76+ Years	8.7%	10.0%	88
MEAN AGE	60.40	50.70	

	Cluster %	National %	Index
Estimated Income			
<\$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	0.0%	21.6%	0
\$75,000-\$99,999	0.0%	11.4%	0
\$100,000-\$124,999	24.1%	6.4%	376
\$125,000-\$149,999	14.1%	1.7%	836
\$150,000+	61.8%	10.5%	588

	Cluster %	National %	Index
Presence and Age of Children			
No Children Present	99.7%	63.3%	158
Ages 0-2	96.6%	4.9%	1982
Ages 3-5	3.4%	8.7%	39
Ages 6-10	0.0%	13.5%	0
Ages 11-15	0.0%	14.7%	0
Ages 16-17	0.0%	6.1%	0

	Cluster %	National %	Index
Marital Status			
Single	27.7%	51.3%	54
Married	72.3%	48.7%	148



	Cluster %	National %	Index
Estimated Net Worth			
< \$1	0.1%	13.6%	1
\$1 - \$4,999	0.4%	7.5%	5
\$5,000 - \$9,999	0.6%	5.4%	11
\$10,000 - \$24,999	1.6%	7.7%	21
\$25,000 - \$49,999	2.8%	7.9%	36
\$50,000 - \$99,999	6.6%	10.8%	61
\$100,000 - \$249,999	21.2%	16.4%	129
\$250,000 - \$499,999	32.0%	12.0%	267
\$500,000 - \$999,999	34.7%	8.1%	429
\$1,000,000 - \$1,999,999	0.0%	5.6%	0
\$2,000,000+	0.0%	5.0%	0

	Cluster %	National %	Index
Home Ownership Status			
Renter	6.4%	27.6%	23
Home Owner	93.6%	72.4%	129

	Cluster %	National %	Index
Population Density - HH per Sq. Mile			
0-28	6.8%	9.7%	70
29-103	10.1%	10.2%	99
104-925	39.9%	31.1%	128
926-2508	31.7%	30.4%	105
2509-4371	6.6%	9.5%	69
4372-8167	2.6%	4.5%	57
8168+	2.4%	4.6%	52

	Cluster %	National %	Index
Length of Residence			
<2 Years	11.8%	15.3%	77
2-5 Years	16.3%	20.9%	78
6-14 Years	35.0%	35.1%	100
15+ Years	36.9%	28.7%	128



	Cluster %	National %	Index
Market Value of Home			
<\$50000	3.1%	7.6%	40
\$50000-\$99999	9.4%	19.2%	49
\$100000-\$124999	7.7%	9.9%	78
\$125000-\$149999	9.7%	9.2%	106
\$150000-\$199999	21.0%	14.5%	144
\$200000-\$299999	27.7%	16.4%	169
\$300000-\$499999	12.4%	13.8%	90
\$500000+	9.1%	9.4%	96

	Cluster %	National %	Index
Dwelling Unit Size			
Single Family Dwelling	93.2%	85.1%	110
Multiple Family Dwelling	6.8%	14.9%	45

	Cluster %	National %	Index
Occupation			
Professional/Technical	38.8%	27.9%	139
Administration/Management	10.9%	8.2%	133
Sales/Service	2.4%	2.7%	87
Clerical/White Collar	16.2%	16.8%	97
Craftsman/Blue Collar	15.1%	18.4%	82
Student	0.3%	0.7%	36
Housewife	2.3%	5.8%	40
Retired	6.2%	11.7%	53
Other	4.3%	4.7%	91
Self Employed	3.6%	3.1%	116

	Cluster %	National %	Index
Education			
Completed High School	44.5%	56.8%	78
Completed College	33.5%	30.6%	110
Completed Graduate School	21.6%	12.2%	177
Attended Vocational/Technical	0.3%	0.4%	76



	Cluster %	National %	Index
Ethnicity			
Caucasian/Other	81.5%	73.9%	110
African American	7.3%	11.0%	67
Hispanic	6.8%	11.5%	60
Asian	4.3%	3.6%	118

	Cluster %	National %	Index
Household Size			
One Person Household	24.3%	29.3%	83
Two Person Household	40.3%	26.8%	150
Three Person Household	17.7%	19.8%	90
Four Person Household	10.9%	11.8%	92
Five+ Person Household	6.8%	12.3%	55

	Cluster %	National %	Index
Mail Responsive			
Mail Order Responsive	69.7%	68.4%	102
Mail Order Buyer	69.7%	68.4%	102
Mail Order Donor	1.9%	1.4%	131

	Cluster %	National %	Index
Buying Channel Preference - Score = 01			
Internet	15.4%	9.0%	172
Mail	14.3%	9.5%	151
Phone	18.6%	9.2%	201

