

ABOUT BUSY SCHEDULES

With a mean age of 76, Busy Schedules households have established themselves financially and socially. These elderly couples (74%) and singles enjoy high net worth, are extremely well educated and rank high for home values. Disposable incomes make it possible to donate to worthy causes. For them, life is to be enjoyed. They are likely to drive convertibles and plan trips to Europe, and stay busy with everyday pursuits such as tending flowers, reading books, dining out and walking for exercise. Bealls, Chico's and Dillard's are all popular shopping destinations, along with Hallmark Gold Crown.



HOUSEHOLDS: 2,347,860 (1.68% OF U.S.)



Cluster Info

Age	66+
Marital Status	Married/Single
Home Ownership	Owner
Kids	No Kids
Income	\$60,000 - \$74,999
Income Rank	20
Urbanicity	City & Surrounds
Urbanicity Rank	21
Net Worth	\$500K-\$2MM
Net Worth Rank	5

WHEN THEY GREW UP...

- Dr. Jonas Salk develops a vaccine for polio
- Sputnik launched
- "The Lawrence Welk Show" debuts
- Supreme Court orders school desegregation

SHOPPING...

- Bealls Clothing Store
- Bed, Bath & Beyond
- Chico's
- Dillard's
- Hallmark Gold Crown

DIGITAL/ONLINE...

- iMac
- Own Accounting Software
- Fiber Optic Service
- Verizon Online
- AOL Mail

FINANCIAL...

- Wells Fargo Bank
- 7-9 Credit Cards
- American Express Green
- Macy's Card
- Environmental Contributions

TV/RADIO...

- All News Radio Format
- NPR
- CNBC
- CNN
- "Piers Morgan Tonight"

MAGAZINES/NEWSPAPERS...

- Heavy Newspaper Readers
- Bon Appetit
- Golf Magazine
- Reader's Digest
- Traditional Home

ACTIVITIES...

- Gardening with Flowers/Ornamentals
- Dining Out
- Reading Books
- Walking for Exercise
- Members of Religious Clubs

TRAVEL/AUTO...

- Auto Club Members
- Own Convertibles
- Toyota
- Budget Rental Car
- Very Likely to Travel to Europe Soon



	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	0.0%	21.1%	0
56-65 Years	0.1%	17.8%	0
66-75 Years	51.3%	11.2%	458
76+ Years	48.7%	10.0%	489
MEAN AGE	76.30	50.70	

	Cluster %	National %	Index
Estimated Income			
<\$15,000	0.4%	12.5%	3
\$15,000-\$19,999	0.4%	5.7%	8
\$20,000-\$29,999	1.8%	10.6%	17
\$30,000-\$39,999	5.9%	10.0%	59
\$40,000-\$49,999	10.2%	9.7%	105
\$50,000-\$74,999	35.4%	21.6%	164
\$75,000-\$99,999	32.5%	11.4%	285
\$100,000-\$124,999	13.4%	6.4%	208
\$125,000-\$149,999	0.0%	1.7%	0
\$150,000+	0.0%	10.5%	0

	Cluster %	National %	Index
Presence and Age of Children			
No Children Present	99.5%	63.3%	157
Ages 0-2	43.6%	4.9%	895
Ages 3-5	41.4%	8.7%	474
Ages 6-10	7.7%	13.5%	57
Ages 11-15	5.5%	14.7%	37
Ages 16-17	3.5%	6.1%	57

	Cluster %	National %	Index
Marital Status			
Single	25.5%	51.3%	50
Married	74.5%	48.7%	153



	Cluster %	National %	Index
Estimated Net Worth			
< \$1	0.0%	13.6%	0
\$1 - \$4,999	0.0%	7.5%	0
\$5,000 - \$9,999	0.0%	5.4%	0
\$10,000 - \$24,999	0.0%	7.7%	0
\$25,000 - \$49,999	0.0%	7.9%	0
\$50,000 - \$99,999	0.0%	10.8%	0
\$100,000 - \$249,999	0.0%	16.4%	0
\$250,000 - \$499,999	0.0%	12.0%	0
\$500,000 - \$999,999	63.5%	8.1%	785
\$1,000,000 - \$1,999,999	36.5%	5.6%	647
\$2,000,000+	0.0%	5.0%	0

	Cluster %	National %	Index
Home Ownership Status			
Renter	1.5%	27.6%	5
Home Owner	98.5%	72.4%	136

	Cluster %	National %	Index
Population Density - HH per Sq. Mile			
0-28	3.4%	9.7%	35
29-103	9.3%	10.2%	91
104-925	37.0%	31.1%	119
926-2508	33.5%	30.4%	110
2509-4371	9.8%	9.5%	103
4372-8167	4.0%	4.5%	87
8168+	3.0%	4.6%	66

	Cluster %	National %	Index
Length of Residence			
<2 Years	3.9%	15.3%	26
2-5 Years	10.3%	20.9%	49
6-14 Years	31.5%	35.1%	90
15+ Years	54.3%	28.7%	189



	Cluster %	National %	Index
Market Value of Home			
<\$50000	0.3%	7.6%	4
\$50000-\$99999	0.6%	19.2%	3
\$100000-\$124999	0.7%	9.9%	7
\$125000-\$149999	1.5%	9.2%	16
\$150000-\$199999	8.1%	14.5%	55
\$200000-\$299999	32.4%	16.4%	198
\$300000-\$499999	36.8%	13.8%	267
\$500000+	19.7%	9.4%	209

	Cluster %	National %	Index
Dwelling Unit Size			
Single Family Dwelling	94.9%	85.1%	112
Multiple Family Dwelling	5.1%	14.9%	34

	Cluster %	National %	Index
Occupation			
Professional/Technical	26.6%	27.9%	95
Administration/Management	8.7%	8.2%	106
Sales/Service	2.2%	2.7%	82
Clerical/White Collar	10.3%	16.8%	61
Craftsman/Blue Collar	6.9%	18.4%	37
Student	0.2%	0.7%	33
Housewife	5.0%	5.8%	86
Retired	34.2%	11.7%	292
Other	2.8%	4.7%	60
Self Employed	3.1%	3.1%	101

	Cluster %	National %	Index
Education			
Completed High School	38.1%	56.8%	67
Completed College	36.4%	30.6%	119
Completed Graduate School	25.1%	12.2%	205
Attended Vocational/Technical	0.4%	0.4%	101



	Cluster %	National %	Index
Ethnicity			
Caucasian/Other	88.1%	73.9%	119
African American	2.4%	11.0%	22
Hispanic	5.2%	11.5%	45
Asian	4.3%	3.6%	118

	Cluster %	National %	Index
Household Size			
One Person Household	15.9%	29.3%	54
Two Person Household	42.3%	26.8%	158
Three Person Household	22.7%	19.8%	115
Four Person Household	11.9%	11.8%	101
Five+ Person Household	7.2%	12.3%	59

	Cluster %	National %	Index
Mail Responsive			
Mail Order Responsive	95.8%	68.4%	140
Mail Order Buyer	95.7%	68.4%	140
Mail Order Donor	7.6%	1.4%	523

	Cluster %	National %	Index
Buying Channel Preference - Score = 01			
Internet	11.3%	9.0%	126
Mail	41.5%	9.5%	438
Phone	32.3%	9.2%	350

