

ABOUT CLUBS & CAUSES

Clubs & Causes households are aging yet active members of the upper-middle class. At a mean age of 69, only 22% are retired; the remainder are still working in upper-income jobs. These mostly married couples have above-average incomes and high net worth. Their investments favor money market accounts, and they make political contributions. Financially secure, they find time to participate in religious and veterans clubs, as well as pursue other interests. Many own vacation/weekend homes, and also enjoy extended domestic travel (15+ nights away) and cruises.



HOUSEHOLDS: 2,355,540 (1.68% OF U.S.)



Cluster Info

Age	66-75
Marital Status	Married/Single
Home Ownership	Owner
Kids	No Kids
Income	\$60,000 - \$74,999
Income Rank	27
Urbanicity	Suburbs & Towns
Urbanicity Rank	53
Net Worth	\$50K-\$500K
Net Worth Rank	22

WHEN THEY GREW UP...

- President John F. Kennedy assassinated
- TV soap opera "General Hospital" debuts
- Valium is developed
- Julia Child shares her love of French cuisine

SHOPPING...

- Automotive Products
- Home Depot
- Dress Barn
- JC Penney
- Sam's Club

DIGITAL/ONLINE...

- Microsoft Windows 98
- Accounting Computer Software
- Computer Professionally Serviced Recently
- Computer 5+ Years Old
- AOL.com

FINANCIAL...

- Money Market Accounts
- Discover Card
- Sears Card
- Political Contributions
- Own Vacation/Weekend Home

TV/RADIO...

- Classical Radio Format
- "Hannity"
- "Army Wives"
- "Great Performances"
- "The Dr. Oz Show"

MAGAZINES/NEWSPAPERS...

- Cover-to-Cover Newspaper Readers
- Golf Magazine
- Ladies' Home Journal
- Southern Living
- AARP The Magazine

ACTIVITIES...

- Collect Figurines
- Bird Watching
- Crossword Puzzles
- Members of Religious Clubs
- Members of Veterans Clubs

TRAVEL/AUTO...

- Oil Change at Car Dealership
- Own Cadillac
- Domestic Travel 15+ Nights Away
- Cruises
- Wyndham Rewards



	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	0.0%	17.8%	0
66-75 Years	99.6%	11.2%	890
76+ Years	0.4%	10.0%	4
MEAN AGE	69.40	5070.0%	

	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	15.5%	9.7%	160
\$50,000-\$74,999	51.5%	21.6%	239
\$75,000-\$99,999	22.5%	11.4%	198
\$100,000-\$124,999	10.4%	6.4%	162
\$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	100.0%	63.3%	158
Ages 0-2	0.0%	4.9%	0
Ages 3-5	0.0%	8.7%	0
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	28.4%	51.3%	55
Married	71.6%	48.7%	147



	Cluster %	National %	Index
Estimated Net Worth			
< \$1	0.2%	13.6%	2
\$1 - \$4,999	1.0%	7.5%	13
\$5,000 - \$9,999	1.5%	0.05	27
\$10,000 - \$24,999	4.0%	7.7%	51
\$25,000 - \$49,999	7.0%	7.9%	89
\$50,000 - \$99,999	15.4%	10.8%	142
\$100,000 - \$249,999	36.7%	16.4%	224
\$250,000 - \$499,999	34.2%	12.0%	286
\$500,000 - \$999,999	0.0%	8.1%	0
\$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	1.4%	27.6%	5
Home Owner	98.6%	72.4%	136

	Cluster %	National %	Index
Population Density - HH per Sq. Mile			
0-28	0.2%	9.7%	2
29-103	4.4%	10.2%	43
104-925	44.1%	31.1%	142
926-2508	40.1%	30.4%	132
2509-4371	8.2%	9.5%	86
4372-8167	3.0%	4.5%	67
8168+	0.0%	4.6%	0

	Cluster %	National %	Index
Length of Residence			
<2 Years	6.2%	15.3%	41
2-5 Years	12.6%	20.9%	60
6-14 Years	32.3%	35.1%	92
15+ Years	48.9%	28.7%	170



	Cluster %	National %	Index
Market Value of Home			
<\$50000	5.3%	7.6%	70
\$50000-\$99999	20.2%	19.2%	105
\$100000-\$124999	14.0%	9.9%	141
\$125000-\$149999	14.9%	9.2%	162
\$150000-\$199999	23.0%	14.5%	158
\$200000-\$299999	16.8%	16.4%	103
\$300000-\$499999	4.1%	13.8%	30
\$500000+	1.7%	9.4%	18

	Cluster %	National %	Index
Dwelling Unit Size			
Single Family Dwelling	91.8%	85.1%	108
Multiple Family Dwelling	8.2%	14.9%	55

	Cluster %	National %	Index
Occupation			
Professional/Technical	26.3%	27.9%	94
Administration/Management	9.4%	8.2%	115
Sales/Service	2.8%	2.7%	102
Clerical/White Collar	14.9%	16.8%	89
Craftsman/Blue Collar	14.0%	18.4%	76
Student	0.2%	0.7%	31
Housewife	3.9%	5.8%	67
Retired	21.9%	11.7%	187
Other	3.6%	4.7%	77
Self Employed	3.0%	3.1%	97

	Cluster %	National %	Index
Education			
Completed High School	50.2%	56.8%	88
Completed College	33.0%	30.6%	108
Completed Graduate School	16.2%	12.2%	133
Attended Vocational/Technical	0.5%	0.4%	127



	Cluster %	National %	Index
Ethnicity			
Caucasian/Other	85.0%	73.9%	115
African American	6.0%	11.0%	55
Hispanic	7.0%	11.5%	61
Asian	2.0%	3.6%	55

	Cluster %	National %	Index
Household Size			
One Person Household	20.7%	29.3%	71
Two Person Household	41.7%	26.8%	155
Three Person Household	20.2%	19.8%	102
Four Person Household	11.0%	11.8%	93
Five+ Person Household	6.4%	12.3%	52

	Cluster %	National %	Index
Mail Responsive			
Mail Order Responsive	91.4%	68.4%	134
Mail Order Buyer	91.4%	68.4%	134
Mail Order Donor	4.0%	1.4%	279

	Cluster %	National %	Index
Buying Channel Preference - Score = 01			
Internet	8.1%	9.0%	90
Mail	22.7%	9.5%	240
Phone	18.1%	9.2%	196

