

ABOUT HOBBIES & SHOPPING

Hobbies & Shopping households are singles and some couples in their late 60s and early 70s. They are one of the lowest income clusters. While 32% are no longer in the work force, most continue to work in clerical and other jobs. This cluster is financially conservative but enjoys treating themselves in the here and now. They are likely to shop at Walmart and Kmart, and like to grocery shop in the morning. Relaxing activities are popular, including needlework, crossword puzzles and rented movies. They enjoy familiar travel, sometimes in group tours, but prefer several weekend excursions rather than one long vacation.



HOUSEHOLDS: 1,892,040 (1.35% OF U.S.)



Cluster Info

Age	66-75
Marital Status	Single
Home Ownership	Owner/Renter
Kids	No Kids
Income	< \$15,000
Income Rank	66
Urbanicity	Suburbs & Towns
Urbanicity Rank	50
Net Worth	<\$100K
Net Worth Rank	56

WHEN THEY GREW UP...

- Jackie Robinson first African American elected to Baseball Hall of Fame
- Walter Cronkite first anchors CBS evening news
- The Beatles make broadcasting debut
- Cuban missile crisis

SHOPPING...

- Kmart
- Winn-Dixie Grocery Store
- Morning Grocery Shoppers
- Dollar General
- Use Walmart Pharmacy

DIGITAL/ONLINE...

- Do Not Rely on Internet
- Do Not Enjoy Getting Online
- Get Technology Advice From Others
- Not Willing to Pay More for Top Quality
- Do Not Shop Online

FINANCIAL...

- JC Penney Card
- Drop-In Bankers
- Save Before Investing
- Economy Directly Influences Spending
- Don't Put Off Purchases

TV/RADIO...

- Urban Radio Format
- Biography Channel
- Cooking Channel
- "Wake Up With Al"
- "Access Hollywood"

MAGAZINES/NEWSPAPERS...

- Good Housekeeping
- Health
- O, the Oprah Magazine
- Southern Living
- Better Homes & Gardens

ACTIVITIES...

- Crossword Puzzles
- Rent DVDs
- Members of Church Board
- Crocheting
- Knitting

TRAVEL/AUTO...

- Own Chevrolet
- Cruises Not Likely
- Group Tours
- Prefer Several Weekend Vacations to 1 Long Vacation
- Prefer Familiar Travel



	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	100.0%	11.2%	894
76+ Years	0.0%	10.0%	0
MEAN AGE	69.90	5070.0%	

	Cluster %	National %	Index
Estimated Income			
<\$15,000	62.3%	12.5%	500
\$15,000-\$19,999	17.9%	5.7%	316
\$20,000-\$29,999	19.8%	10.6%	188
\$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	0.0%	6.4%	0
\$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	89.1%	51.3%	174
Married	10.9%	48.7%	22



	Cluster %	National %	Index
Estimated Net Worth			
< \$1	33.7%	13.6%	248
\$1 - \$4,999	14.7%	7.5%	195
\$5,000 - \$9,999	9.9%	5.4%	184
\$10,000 - \$24,999	12.2%	7.7%	158
\$25,000 - \$49,999	9.7%	7.9%	122
\$50,000 - \$99,999	9.0%	10.8%	83
\$100,000 - \$249,999	7.4%	16.4%	45
\$250,000 - \$499,999	2.7%	12.0%	23
\$500,000 - \$999,999	0.7%	8.1%	9
\$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	38.1%	27.6%	138
Home Owner	61.9%	72.4%	86

	Cluster %	National %	Index
Population Density - HH per Sq. Mile			
0-28	0.0%	9.7%	0
29-103	13.2%	10.2%	129
104-925	34.0%	31.1%	109
926-2508	35.5%	30.4%	117
2509-4371	13.7%	9.5%	143
4372-8167	3.6%	4.5%	80
8168+	0.0%	4.6%	0

	Cluster %	National %	Index
Length of Residence			
<2 Years	17.1%	15.3%	112
2-5 Years	20.4%	20.9%	97
6-14 Years	33.5%	35.1%	95
15+ Years	29.1%	28.7%	101



	Cluster %	National %	Index
Market Value of Home			
<\$50000	14.9%	7.6%	195
\$50000-\$99999	30.8%	19.2%	161
\$100000-\$124999	12.1%	9.9%	122
\$125000-\$149999	9.7%	9.2%	106
\$150000-\$199999	12.7%	14.5%	88
\$200000-\$299999	10.5%	16.4%	64
\$300000-\$499999	6.1%	13.8%	44
\$500000+	3.1%	9.4%	33

	Cluster %	National %	Index
Dwelling Unit Size			
Single Family Dwelling	78.6%	85.1%	92
Multiple Family Dwelling	21.4%	14.9%	143

	Cluster %	National %	Index
Occupation			
Professional/Technical	14.1%	27.9%	51
Administration/Management	5.3%	8.2%	65
Sales/Service	2.9%	2.7%	106
Clerical/White Collar	15.9%	16.8%	95
Craftsman/Blue Collar	13.9%	18.4%	75
Student	0.3%	0.7%	43
Housewife	8.4%	5.8%	144
Retired	32.5%	11.7%	277
Other	4.0%	4.7%	86
Self Employed	2.6%	3.1%	84

	Cluster %	National %	Index
Education			
Completed High School	55.8%	0.57	98
Completed College	35.3%	30.6%	115
Completed Graduate School	8.3%	12.2%	68
Attended Vocational/Technical	0.5%	0.4%	126



	Cluster %	National %	Index
Ethnicity			
Caucasian/Other	68.9%	73.9%	93
African American	16.3%	11.0%	148
Hispanic	13.0%	11.5%	113
Asian	1.7%	3.6%	48

	Cluster %	National %	Index
Household Size			
One Person Household	71.6%	29.3%	244
Two Person Household	19.0%	26.8%	71
Three Person Household	5.5%	19.8%	28
Four Person Household	2.4%	11.8%	20
Five+ Person Household	1.5%	12.3%	13

	Cluster %	National %	Index
Mail Responsive			
Mail Order Responsive	48.0%	68.4%	70
Mail Order Buyer	47.9%	68.4%	70
Mail Order Donor	1.1%	1.4%	73

	Cluster %	National %	Index
Buying Channel Preference - Score = 01			
Internet	2.4%	9.0%	27
Mail	4.6%	9.5%	49
Phone	0.2%	9.2%	2

