

### ABOUT MOVIES & SPORTS

Movies & Sports is lower-income households containing 30s to mid-40s parents with children of all ages. Primarily high school educated, they are employed in a variety of technical, clerical and blue-collar/craftsman jobs, with the female of the household more than three times as likely to be a stay-at-home mom. Many of these Caucasian, African-American and Hispanic families are headed by single parents. They are almost all renters. Discount stores like Save-A-Lot and Family Dollar are go-to choices. Although this group is not in a position to invest financially, their activities and spending show that investing in their children is a priority.



HOUSEHOLDS: 2,968,940 (2.12% OF U.S.)



Cluster Info	
Age	30-55
Marital Status	Single/Married
Home Ownership	Renter
Kids	Kids; Age Mix
Income	\$15,000 - \$24,999
Income Rank	59
Urbanicity	City & Surrounds
Urbanicity Rank	10
Net Worth	<\$10K
Net Worth Rank	63

### WHEN THEY GREW UP...

- Kevin Costner stars in "Dances With Wolves"
- Iraq fires eight SCUD missiles on Israel
- "The Firm" by John Grisham is published
- "Seinfeld" debuts on TV

### SHOPPING...

- Foot Locker
- Save-A-Lot
- Not Brand Loyal
- Family Dollar
- Finish Line

### DIGITAL/ONLINE...

- Child is Primary Computer User
- Yahoo! Messenger
- CareerBuilder.com
- Social Network Games
- Not Internet/Online Shoppers

### FINANCIAL...

- High-Risk Investors
- Not Institution Loyal
- MoneyGram
- Medicaid
- Don't Track Bank Balance

### TV/RADIO...

- Telefutera
- Hispanic Radio Format
- "House of Payne"
- WWE Wrestling
- "Cops"

### MAGAZINES/NEWSPAPERS...

- American Baby
- People en Español
- Life & Style Weekly
- Essence
- ESPN the Magazine

### ACTIVITIES...

- Portable Electronic Games
- Family Movies
- Comedy Movies
- NBA
- Professional Wrestling

### TRAVEL/AUTO...

- Full-Size SUVs
- Ride Bus
- Personalize Vehicles
- Travel to South America
- Airline Brand Loyal



	Cluster %	National %	Index
<b>Age - Head of Household</b>			
18-23 Years	0.0%	3.7%	0
24-29 Years	0.1%	7.9%	1
30-35 Years	32.2%	9.9%	324
36-45 Years	41.2%	18.5%	223
46-55 Years	18.8%	21.1%	89
56-65 Years	7.8%	17.8%	44
66-75 Years	0.0%	11.2%	0
76+ Years	0.0%	10.0%	0
MEAN AGE	40.70	5070.0%	

	Cluster %	National %	Index
<b>Estimated Income</b>			
<\$15,000	36.5%	12.5%	293
\$15,000-\$19,999	14.0%	5.7%	248
\$20,000-\$29,999	22.9%	10.6%	217
\$30,000-\$39,999	16.2%	10.0%	162
\$40,000-\$49,999	8.8%	9.7%	90
\$50,000-\$74,999	0.9%	21.6%	4
\$75,000-\$99,999	0.5%	11.4%	4
\$100,000-\$124,999	0.3%	6.4%	5
\$125,000-\$149,999	0.0%	1.7%	0
\$150,000+	0.0%	10.5%	0

	Cluster %	National %	Index
<b>Presence and Age of Children</b>			
No Children Present	0.0%	63.3%	0
Ages 0-2	12.0%	4.9%	246
Ages 3-5	27.3%	8.7%	312
Ages 6-10	39.3%	13.5%	291
Ages 11-15	39.1%	14.7%	267
Ages 16-17	10.9%	6.1%	179

	Cluster %	National %	Index
<b>Marital Status</b>			
Single	67.7%	51.3%	132
Married	32.3%	48.7%	66



	Cluster %	National %	Index
<b>Estimated Net Worth</b>			
< \$1	60.1%	13.6%	441
\$1 - \$4,999	16.5%	7.5%	219
\$5,000 - \$9,999	7.2%	5.4%	135
\$10,000 - \$24,999	6.2%	7.7%	81
\$25,000 - \$49,999	3.3%	7.9%	42
\$50,000 - \$99,999	2.5%	10.8%	23
\$100,000 - \$249,999	1.6%	16.4%	10
\$250,000 - \$499,999	2.3%	12.0%	19
\$500,000 - \$999,999	0.1%	8.1%	1
\$1,000,000 - \$1,999,999	0.0%	5.6%	1
\$2,000,000+	0.0%	5.0%	0

	Cluster %	National %	Index
<b>Home Ownership Status</b>			
Renter	92.6%	27.6%	335
Home Owner	7.4%	72.4%	10

	Cluster %	National %	Index
<b>Population Density - HH per Sq. Mile</b>			
0-28	4.6%	9.7%	47
29-103	8.2%	10.2%	80
104-925	32.4%	31.1%	104
926-2508	31.5%	30.4%	104
2509-4371	10.6%	9.5%	112
4372-8167	6.8%	4.5%	150
8168+	6.0%	4.6%	130

	Cluster %	National %	Index
<b>Length of Residence</b>			
<2 Years	16.0%	15.3%	104
2-5 Years	36.2%	20.9%	173
6-14 Years	37.3%	35.1%	106
15+ Years	10.5%	28.7%	37



	Cluster %	National %	Index
<b>Market Value of Home</b>			
<\$50000	11.7%	7.6%	153
\$50000-\$99999	26.0%	19.2%	136
\$100000-\$124999	12.1%	9.9%	122
\$125000-\$149999	9.4%	9.2%	103
\$150000-\$199999	13.1%	14.5%	90
\$200000-\$299999	11.7%	16.4%	71
\$300000-\$499999	9.5%	13.8%	69
\$500000+	6.4%	9.4%	68

	Cluster %	National %	Index
<b>Dwelling Unit Size</b>			
Single Family Dwelling	67.5%	85.1%	79
Multiple Family Dwelling	32.5%	14.9%	217

	Cluster %	National %	Index
<b>Occupation</b>			
Professional/Technical	11.3%	27.9%	41
Administration/Management	5.9%	8.2%	73
Sales/Service	4.5%	2.7%	167
Clerical/White Collar	23.7%	16.8%	141
Craftsman/Blue Collar	19.3%	18.4%	105
Student	1.8%	0.7%	252
Housewife	19.6%	5.8%	336
Retired	1.8%	11.7%	16
Other	8.4%	4.7%	180
Self Employed	3.6%	3.1%	115

	Cluster %	National %	Index
<b>Education</b>			
Completed High School	69.9%	0.57	123
Completed College	26.2%	30.6%	86
Completed Graduate School	3.3%	12.2%	27
Attended Vocational/Technical	0.5%	0.4%	123



	Cluster %	National %	Index
<b>Ethnicity</b>			
Caucasian/Other	58.1%	73.9%	79
African American	21.8%	11.0%	197
Hispanic	18.4%	11.5%	160
Asian	1.8%	3.6%	48

	Cluster %	National %	Index
<b>Household Size</b>			
One Person Household	0.0%	29.3%	0
Two Person Household	35.8%	26.8%	133
Three Person Household	33.9%	19.8%	171
Four Person Household	16.5%	11.8%	140
Five+ Person Household	13.8%	12.3%	112

	Cluster %	National %	Index
<b>Mail Responsive</b>			
Mail Order Responsive	60.4%	68.4%	88
Mail Order Buyer	60.3%	68.4%	88
Mail Order Donor	0.1%	1.4%	4

	Cluster %	National %	Index
<b>Buying Channel Preference - Score = 01</b>			
Internet	2.6%	9.0%	28
Mail	0.5%	9.5%	6
Phone	0.3%	9.2%	3

