

ABOUT ON THE GO

These upper-middle and higher income households are transitioning to life with toddlers and preschool-age children. The joys of home ownership and early parenthood combine to ensure that money made is quickly spent. When not carpooling to the zoo or the beach and making family websites and videos of their kids, they are busy shopping for clothes, accessories and toys with regular online purchases. Even with time at a premium, they make exercise a priority. TV viewing tends to weigh toward children-oriented stations, educational programs and cartoons.



HOUSEHOLDS: 1,242,520 (0.89% OF U.S.)



Cluster Info

Age	30-45
Marital Status	Married
Home Ownership	Owner
Kids	Toddlers/Preschool
Income	\$75,000 - \$119,999
Income Rank	12
Urbanicity	City & Surrounds
Urbanicity Rank	13
Net Worth	\$50K-\$1MM
Net Worth Rank	13

WHEN THEY GREW UP...

- Princess Diana dies in a car crash
- Microsoft Corp releases Internet Explorer 4.0
- Mike Tyson banned from boxing for biting Holyfield's ear
- 4,000th episode of "Entertainment Tonight"

SHOPPING...

- Toys 'R' Us
- 1800flowers.com
- HomeDepot.com
- OldNavy.com
- Zappos.com

DIGITAL/ONLINE...

- Lenovo/IBM Computers
- Online Child Care/Parenting Information
- Bing Maps
- Disney.com
- Shutterfly.com

FINANCIAL...

- American Express Blue
- U.S. Bank
- Two Insured Vehicles
- State Farm Life Insurance
- 403(b) Retirement or College Savings

TV/RADIO...

- NPR
- Radio Sports
- The Disney Channel
- PBS Kids Sprout
- "Dora the Explorer"

MAGAZINES/NEWSPAPERS...

- Read on Mobile
- Allure
- Every Day with Rachael Ray
- Real Simple
- The Costco Connection

ACTIVITIES...

- Fantasy Sports Leagues
- Photo Album/Scrapbooking
- Zoo
- Jog/Run
- Netflix.com

TRAVEL/AUTO...

- Sub-Compact Cars
- Carpool
- Own Subaru
- Expedia.com
- Courtyard by Marriott



	Cluster %	National %	Index
Age - Head of Household			
18-23 Years	0.1%	3.7%	4
24-29 Years	2.7%	7.9%	34
30-35 Years	49.2%	9.9%	496
36-45 Years	46.1%	18.5%	249
46-55 Years	1.9%	21.1%	9
56-65 Years	0.0%	17.8%	0
66-75 Years	0.0%	11.2%	0
76+ Years	0.0%	10.0%	0
MEAN AGE	36.00	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	0.3%	10.6%	3
\$30,000-\$39,999	0.5%	10.0%	5
\$40,000-\$49,999	1.3%	9.7%	14
\$50,000-\$74,999	55.3%	21.6%	256
\$75,000-\$99,999	25.4%	11.4%	223
\$100,000-\$124,999	11.6%	6.4%	181
\$125,000-\$149,999	1.3%	1.7%	79
\$150,000+	4.1%	10.5%	39

	Cluster %	National %	Index
Presence and Age of Children			
No Children Present	0.0%	63.3%	0
Ages 0-2	58.4%	4.9%	1198
Ages 3-5	51.1%	8.7%	585
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	18.0%	51.3%	35
Married	82.0%	48.7%	168



	Cluster %	National %	Index
Estimated Net Worth			
< \$1	1.8%	13.6%	13
\$1 - \$4,999	2.5%	7.5%	34
\$5,000 - \$9,999	2.4%	5.4%	44
\$10,000 - \$24,999	4.3%	7.7%	55
\$25,000 - \$49,999	6.3%	7.9%	80
\$50,000 - \$99,999	12.4%	10.8%	115
\$100,000 - \$249,999	28.0%	16.4%	171
\$250,000 - \$499,999	25.6%	12.0%	214
\$500,000 - \$999,999	15.9%	8.1%	196
\$1,000,000 - \$1,999,999	0.9%	5.6%	16
\$2,000,000+	0.0%	5.0%	0

	Cluster %	National %	Index
Home Ownership Status			
Renter	11.5%	27.6%	42
Home Owner	88.5%	72.4%	122

	Cluster %	National %	Index
Population Density - HH per Sq. Mile			
0-28	1.2%	9.7%	13
29-103	2.3%	10.2%	23
104-925	42.6%	31.1%	137
926-2508	37.4%	30.4%	123
2509-4371	9.1%	9.5%	96
4372-8167	2.6%	4.5%	56
8168+	4.8%	4.6%	105

	Cluster %	National %	Index
Length of Residence			
<2 Years	16.4%	15.3%	107
2-5 Years	28.6%	20.9%	136
6-14 Years	43.3%	35.1%	124
15+ Years	11.7%	28.7%	41



	Cluster %	National %	Index
Market Value of Home			
<\$50000	3.6%	7.6%	47
\$50000-\$99999	13.3%	19.2%	70
\$100000-\$124999	10.7%	9.9%	108
\$125000-\$149999	12.1%	9.2%	132
\$150000-\$199999	21.8%	14.5%	150
\$200000-\$299999	23.6%	16.4%	144
\$300000-\$499999	10.1%	13.8%	73
\$500000+	4.8%	9.4%	51

	Cluster %	National %	Index
Dwelling Unit Size			
Single Family Dwelling	87.9%	85.1%	103
Multiple Family Dwelling	12.1%	14.9%	81

	Cluster %	National %	Index
Occupation			
Professional/Technical	30.9%	27.9%	111
Administration/Management	7.9%	8.2%	96
Sales/Service	3.3%	2.7%	120
Clerical/White Collar	22.9%	16.8%	137
Craftsman/Blue Collar	21.7%	18.4%	118
Student	1.0%	0.7%	148
Housewife	5.2%	5.8%	88
Retired	0.8%	11.7%	6
Other	4.1%	4.7%	87
Self Employed	2.4%	3.1%	78

	Cluster %	National %	Index
Education			
Completed High School	65.2%	56.8%	115
Completed College	28.0%	30.6%	91
Completed Graduate School	6.7%	12.2%	55
Attended Vocational/Technical	0.2%	0.4%	52



	Cluster %	National %	Index
Ethnicity			
Caucasian/Other	79.9%	73.9%	108
African American	6.0%	11.0%	55
Hispanic	10.7%	11.5%	93
Asian	3.4%	3.6%	93

	Cluster %	National %	Index
Household Size			
One Person Household	0.0%	29.3%	0
Two Person Household	10.5%	26.8%	39
Three Person Household	55.5%	19.8%	281
Four Person Household	21.6%	11.8%	183
Five+ Person Household	12.4%	12.3%	100

	Cluster %	National %	Index
Mail Responsive			
Mail Order Responsive	86.6%	68.4%	127
Mail Order Buyer	86.6%	68.4%	127
Mail Order Donor	0.4%	1.4%	28

	Cluster %	National %	Index
Buying Channel Preference - Score = 01			
Internet	10.7%	9.0%	119
Mail	3.2%	9.5%	34
Phone	4.5%	9.2%	49

