

### ABOUT PERSISTENT & PRODUCTIVE

Persistent & Productive households are actively raising grandchildren. All households – 18% of which have four people and 19% have five or more – include children spanning all ages, but mostly preteens and young teenagers. Despite age, only 36% of the cluster is retired; the remainder is still employed to support their households. Because of the length of their residential tenure, the group enjoys higher net worth. Activities, media and shopping preferences reflect the wide range of household ages, including quiet interests like baking and painting mixed with cheering on high school sports and shopping for baby products.



HOUSEHOLDS: 4,817,860 (3.44% OF U.S.)



#### Cluster Info

Age	66+
Marital Status	Married/Single
Home Ownership	Owner
Kids	Kids; Age Mix
Income	\$35,000 - \$59,999
Income Rank	35
Urbanicity	City & Surrounds
Urbanicity Rank	25
Net Worth	<\$1MM
Net Worth Rank	25

### WHEN THEY GREW UP...

- The "Flashmatic" is the first wireless TV remote
- Joe DiMaggio inducted into Baseball Hall of Fame
- "Peyton Place" is a best-seller
- The Little Rock Nine attend Central High School

### SHOPPING...

- Willing to Try New Products or Services
- Not Committed to Buying American Products
- Baby Products
- Giant Eagle Grocery Store
- Mary Kay Cosmetics

### DIGITAL/ONLINE...

- eMachines
- Cox Internet Service
- Yahoo! Answers
- Yahoo! Maps
- Instant Messenger

### FINANCIAL...

- Non-Interest Checking Accounts
- Comfortable Borrowing Money
- Investing for the Future Not a Priority
- AAA Auto Insurance
- Medicare

### TV/RADIO...

- Urban Radio Format
- Disney XD
- TeenNick
- "Ghost Hunters"
- "Operation Repo"

### MAGAZINES/NEWSPAPERS...

- National Geographic Kids
- Cosmopolitan
- Brides
- EatingWell
- Family Circle

### ACTIVITIES...

- Baking
- Entertain at Home
- Painting/Drawing
- Rent Musical Videos
- High School Sports

### TRAVEL/AUTO...

- Recently Purchased Used Vehicle
- Drive Van/Minivan
- Drive Chrysler
- Recently Visited Theme Park
- Prefer Familiar Travel



	Cluster %	National %	Index
<b>Age - Head of Household</b>			
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	49.9%	11.2%	446
76+ Years	50.1%	10.0%	503
MEAN AGE	76.40	5070.0%	

	Cluster %	National %	Index
<b>Estimated Income</b>			
<\$15,000	14.4%	12.5%	115
\$15,000-\$19,999	9.0%	5.7%	159
\$20,000-\$29,999	12.5%	10.6%	118
\$30,000-\$39,999	13.9%	10.0%	140
\$40,000-\$49,999	12.9%	9.7%	133
\$50,000-\$74,999	25.7%	21.6%	119
\$75,000-\$99,999	7.9%	11.4%	70
\$100,000-\$124,999	2.7%	6.4%	42
\$125,000-\$149,999	0.3%	1.7%	15
\$150,000+	0.7%	10.5%	7

	Cluster %	National %	Index
<b>Presence and Age of Children</b>			
No Children Present	0.0%	63.3%	0
Ages 0-2	12.3%	4.9%	252
Ages 3-5	17.8%	8.7%	204
Ages 6-10	35.6%	13.5%	264
Ages 11-15	32.7%	14.7%	223
Ages 16-17	10.8%	6.1%	177

	Cluster %	National %	Index
<b>Marital Status</b>			
Single	39.0%	51.3%	76
Married	61.0%	48.7%	125



	Cluster %	National %	Index
<b>Estimated Net Worth</b>			
< \$1	9.0%	13.6%	66
\$1 - \$4,999	7.2%	7.5%	95
\$5,000 - \$9,999	6.4%	0.05	119
\$10,000 - \$24,999	10.1%	7.7%	131
\$25,000 - \$49,999	10.6%	7.9%	133
\$50,000 - \$99,999	14.0%	10.8%	129
\$100,000 - \$249,999	19.0%	16.4%	116
\$250,000 - \$499,999	12.5%	12.0%	105
\$500,000 - \$999,999	8.9%	8.1%	109
\$1,000,000 - \$1,999,999	2.4%	5.6%	43
\$2,000,000+	0.0%	5.0%	0

	Cluster %	National %	Index
<b>Home Ownership Status</b>			
Renter	14.7%	27.6%	53
Home Owner	85.3%	72.4%	118

	Cluster %	National %	Index
<b>Population Density - HH per Sq. Mile</b>			
0-28	8.3%	9.7%	86
29-103	12.4%	10.2%	121
104-925	33.0%	31.1%	106
926-2508	30.0%	30.4%	99
2509-4371	9.0%	9.5%	94
4372-8167	3.9%	4.5%	86
8168+	3.4%	4.6%	75

	Cluster %	National %	Index
<b>Length of Residence</b>			
<2 Years	10.8%	15.3%	71
2-5 Years	21.9%	20.9%	104
6-14 Years	32.3%	35.1%	92
15+ Years	35.0%	28.7%	122



	Cluster %	National %	Index
<b>Market Value of Home</b>			
<\$50000	9.7%	7.6%	126
\$50000-\$99999	22.7%	19.2%	118
\$100000-\$124999	11.1%	9.9%	112
\$125000-\$149999	10.1%	9.2%	111
\$150000-\$199999	15.2%	14.5%	105
\$200000-\$299999	16.1%	16.4%	98
\$300000-\$499999	10.0%	13.8%	72
\$500000+	5.1%	9.4%	54

	Cluster %	National %	Index
<b>Dwelling Unit Size</b>			
Single Family Dwelling	83.6%	85.1%	98
Multiple Family Dwelling	16.4%	14.9%	110

	Cluster %	National %	Index
<b>Occupation</b>			
Professional/Technical	15.1%	27.9%	54
Administration/Management	5.3%	8.2%	65
Sales/Service	2.1%	2.7%	79
Clerical/White Collar	12.5%	16.8%	75
Craftsman/Blue Collar	12.0%	18.4%	65
Student	0.2%	0.7%	31
Housewife	9.6%	5.8%	164
Retired	36.2%	11.7%	309
Other	4.6%	4.7%	99
Self Employed	2.4%	3.1%	78

	Cluster %	National %	Index
<b>Education</b>			
Completed High School	53.1%	56.8%	94
Completed College	37.0%	30.6%	121
Completed Graduate School	9.6%	12.2%	79
Attended Vocational/Technical	0.3%	0.4%	58



	Cluster %	National %	Index
<b>Ethnicity</b>			
Caucasian/Other	78.0%	73.9%	106
African American	8.6%	11.0%	78
Hispanic	11.1%	11.5%	97
Asian	2.3%	3.6%	63

	Cluster %	National %	Index
<b>Household Size</b>			
One Person Household	0.0%	29.3%	0
Two Person Household	23.6%	26.8%	88
Three Person Household	38.8%	19.8%	197
Four Person Household	18.3%	11.8%	155
Five+ Person Household	19.2%	12.3%	156

	Cluster %	National %	Index
<b>Mail Responsive</b>			
Mail Order Responsive	90.0%	68.4%	132
Mail Order Buyer	89.9%	68.4%	132
Mail Order Donor	3.3%	1.4%	231

	Cluster %	National %	Index
<b>Buying Channel Preference - Score = 01</b>			
Internet	4.8%	9.0%	53
Mail	14.6%	9.5%	154
Phone	8.4%	9.2%	91

