

ABOUT SCHOOLS & SHOPPING

In Schools & Shopping households, life revolves around the presence of older children, preteens and young teens. The kids impact everything from media and spending to leisure activities and vehicle choices. Popular activities with this group include swimming, board games, bicycling, flying kites, going to family movies and visiting zoos. Their spending habits are similarly focused, with parents purchasing children's clothing, shoes, necessities and treats. Though they are frequent online buyers, there are also trips to The Disney Store and PetSmart in the minivan or SUV.



HOUSEHOLDS: 1,167,500 (0.83% OF U.S.)



Cluster Info

Age	30-45
Marital Status	Married
Home Ownership	Owner
Kids	Kids; Age Mix
Income	\$75,000 - \$119,999
Income Rank	10
Urbanicity	City & Surrounds
Urbanicity Rank	19
Net Worth	\$100K-\$1MM
Net Worth Rank	7

WHEN THEY GREW UP...

- Disney "Beauty and the Beast" released
- Gulf War is first U.S. reduction of a regional power
- "U Can't Touch This" by M.C. Hammer
- Billionaire Leona Helmsly sent to jail for tax evasion

SHOPPING...

- Hollister
- The Disney Store
- Sears.com
- Walmart.com
- PetSmart

DIGITAL/ONLINE...

- Sony Computers
- AT&T U-verse
- iPads
- pbs.org
- WebMD.com

FINANCIAL...

- Mortgage Refinance/Consolidation Loan
- Target Card
- Liberty Mutual Auto Insurance
- Allstate Home Insurance
- MetLife

TV/RADIO...

- Sports Radio Format
- Disney XD
- "Modern Family"
- "The Biggest Loser"
- "Grey's Anatomy"

MAGAZINES/NEWSPAPERS...

- Family Fun
- National Geographic Kids
- Scholastic Parent & Child
- Motor Trend
- Parents

ACTIVITIES...

- Board Games
- Zoo
- Stream Movies
- Power Boat
- Jog/Run

TRAVEL/AUTO...

- Minivan
- Delta Airlines
- Courtyard by Marriott
- Disney's Animal Kingdom
- TripAdvisor.com



	Cluster %	National %	Index
Age - Head of Household			
18-23 Years	0.0%	3.7%	1
24-29 Years	0.0%	7.9%	1
30-35 Years	16.4%	9.9%	165
36-45 Years	69.2%	18.5%	374
46-55 Years	14.3%	21.1%	68
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	40.60	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	0.0%	10.6%	0
\$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	79.5%	11.4%	698
\$100,000-\$124,999	20.5%	6.4%	319
\$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	0.0%	63.3%	0
Ages 0-2	14.9%	4.9%	305
Ages 3-5	25.4%	8.7%	290
Ages 6-10	54.5%	13.5%	403
Ages 11-15	51.7%	14.7%	353
Ages 16-17	19.4%	6.1%	319

	Cluster %	National %	Index
Marital Status			
Single	0.0%	51.3%	0
Married	100.0%	48.7%	205



	Cluster %	National %	Index
Estimated Net Worth			
< \$1	0.4%	13.6%	3
\$1 - \$4,999	0.9%	7.5%	12
\$5,000 - \$9,999	1.0%	5.4%	18
\$10,000 - \$24,999	2.0%	7.7%	26
\$25,000 - \$49,999	3.1%	7.9%	39
\$50,000 - \$99,999	7.1%	10.8%	66
\$100,000 - \$249,999	20.7%	16.4%	127
\$250,000 - \$499,999	21.8%	12.0%	182
\$500,000 - \$999,999	43.1%	8.1%	533
\$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	7.3%	27.6%	27
Home Owner	92.7%	72.4%	128

	Cluster %	National %	Index
Population Density - HH per Sq. Mile			
0-28	0.0%	9.7%	0
29-103	0.0%	10.2%	0
104-925	49.6%	31.1%	160
926-2508	33.2%	30.4%	109
2509-4371	9.6%	9.5%	101
4372-8167	4.3%	4.5%	94
8168+	3.3%	4.6%	71

	Cluster %	National %	Index
Length of Residence			
<2 Years	15.2%	15.3%	100
2-5 Years	24.6%	20.9%	118
6-14 Years	44.6%	35.1%	127
15+ Years	15.6%	28.7%	54



	Cluster %	National %	Index
Market Value of Home			
<\$50000	2.0%	7.6%	26
\$50000-\$99999	7.5%	19.2%	39
\$100000-\$124999	6.5%	9.9%	66
\$125000-\$149999	8.3%	9.2%	91
\$150000-\$199999	18.7%	14.5%	128
\$200000-\$299999	35.8%	16.4%	218
\$300000-\$499999	14.7%	13.8%	107
\$500000+	6.6%	9.4%	70

	Cluster %	National %	Index
Dwelling Unit Size			
Single Family Dwelling	91.7%	85.1%	108
Multiple Family Dwelling	8.3%	14.9%	56

	Cluster %	National %	Index
Occupation			
Professional/Technical	36.2%	27.9%	130
Administration/Management	8.4%	8.2%	103
Sales/Service	2.5%	2.7%	91
Clerical/White Collar	21.4%	16.8%	127
Craftsman/Blue Collar	21.2%	18.4%	115
Student	0.5%	0.7%	79
Housewife	4.0%	5.8%	69
Retired	0.7%	11.7%	6
Other	2.8%	4.7%	61
Self Employed	2.3%	3.1%	74

	Cluster %	National %	Index
Education			
Completed High School	57.2%	56.8%	101
Completed College	32.0%	30.6%	105
Completed Graduate School	10.6%	12.2%	87
Attended Vocational/Technical	0.2%	0.4%	52



	Cluster %	National %	Index
Ethnicity			
Caucasian/Other	77.0%	73.9%	104
African American	5.4%	11.0%	49
Hispanic	13.0%	11.5%	113
Asian	4.6%	3.6%	128

	Cluster %	National %	Index
Household Size			
One Person Household	0.0%	29.3%	0
Two Person Household	1.7%	26.8%	6
Three Person Household	31.3%	19.8%	158
Four Person Household	27.2%	11.8%	231
Five+ Person Household	39.8%	12.3%	323

	Cluster %	National %	Index
Mail Responsive			
Mail Order Responsive	90.3%	68.4%	132
Mail Order Buyer	90.2%	68.4%	132
Mail Order Donor	0.5%	1.4%	33

	Cluster %	National %	Index
Buying Channel Preference - Score = 01			
Internet	10.9%	9.0%	121
Mail	5.9%	9.5%	63
Phone	7.5%	9.2%	82

