

ABOUT STAYING HOME

Staying Home households are ethnically diverse – including more than twice the national average for African Americans – late 40s to mid-60s singles found in densely populated cities. None have children under the age of 18 in the home. High school educations and low-paying jobs keep this group renting and somewhat mobile. Discount retailers such as Family Dollar and Save-A-Lot are popular for shopping, but these consumers also appreciate charitable brands. Recreation includes playing bingo, watching family movies and Westerns, and keeping up with college basketball and boxing.



HOUSEHOLDS: 3,386,160 (2.42% OF U.S.)



Cluster Info	
Age	46-65
Marital Status	Single
Home Ownership	Renter
Kids	No Kids
Income	\$15,000 - \$24,999
Income Rank	64
Urbanicity	Downtown Metro
Urbanicity Rank	6
Net Worth	<\$5K
Net Worth Rank	68

WHEN THEY GREW UP...

- Captain and Tennille sing "Love Will Keep Us Together"
- Bobby Fischer forfeits world chess title
- Microsoft is founded
- "The Jeffersons" debuts on TV

SHOPPING...

- Charitable Brands
- Family Dollar
- Fashion Bug
- Shoe Carnival
- Save-A-Lot

DIGITAL/ONLINE...

- Online Occasionals
- Instant Messenger
- Computers Not Used for Entertainment
- Not Interested in Learning About Technology or Electronics From Others
- Not Willing to Pay More for Top Quality

FINANCIAL...

- Drop-In Bankers
- Financial Burdens
- Only Save for Specific Purpose
- Economy Directly Influences Spending
- Likely to Buy Life Insurance Soon

TV/RADIO...

- Gospel Radio Format
- "ABC News: Nightline"
- "Bones"
- "Entertainment Tonight"
- Watch Boxing

MAGAZINES/NEWSPAPERS...

- Ebony
- Essence
- National Wildlife
- EatingWell
- Jet

ACTIVITIES...

- Bingo
- Family Movies
- Rent Westerns
- College Basketball
- NBA

TRAVEL/AUTO...

- Likely to Buy or Lease Van/Minivan
- Ride Bus
- Believe Vehicle Says a Lot About Person
- Travel to South America Very Likely
- Group Tours



	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	39.2%	21.1%	186
56-65 Years	48.3%	17.8%	271
66-75 Years	12.0%	11.2%	107
76+ Years	0.5%	10.0%	5
MEAN AGE	57.30	5070.0%	

	Cluster %	National %	Index
Estimated Income			
<\$15,000	45.2%	12.5%	362
\$15,000-\$19,999	14.6%	5.7%	259
\$20,000-\$29,999	29.0%	10.6%	274
\$30,000-\$39,999	7.8%	10.0%	79
\$40,000-\$49,999	3.4%	9.7%	35
\$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	12.5%	4.9%	256
Ages 3-5	100.0%	8.7%	1144
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	94.2%	51.3%	184
Married	5.8%	48.7%	12



	Cluster %	National %	Index
Estimated Net Worth			
< \$1	67.9%	13.6%	499
\$1 - \$4,999	16.0%	7.5%	213
\$5,000 - \$9,999	6.0%	5.4%	112
\$10,000 - \$24,999	4.4%	7.7%	57
\$25,000 - \$49,999	2.3%	7.9%	29
\$50,000 - \$99,999	1.9%	10.8%	18
\$100,000 - \$249,999	1.2%	16.4%	7
\$250,000 - \$499,999	0.2%	12.0%	2
\$500,000 - \$999,999	0.0%	8.1%	0
\$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	100.0%	27.6%	362
Home Owner	0.0%	72.4%	0

	Cluster %	National %	Index
Population Density - HH per Sq. Mile			
0-28	0.0%	9.7%	0
29-103	0.3%	10.2%	2
104-925	27.6%	31.1%	89
926-2508	38.5%	30.4%	127
2509-4371	15.7%	9.5%	165
4372-8167	10.6%	4.5%	234
8168+	7.3%	4.6%	159

	Cluster %	National %	Index
Length of Residence			
<2 Years	20.0%	15.3%	131
2-5 Years	24.9%	20.9%	119
6-14 Years	40.2%	35.1%	115
15+ Years	14.8%	28.7%	52



	Cluster %	National %	Index
Market Value of Home			
<\$50000	10.3%	7.6%	135
\$50000-\$99999	22.7%	19.2%	119
\$100000-\$124999	10.9%	9.9%	110
\$125000-\$149999	9.3%	9.2%	102
\$150000-\$199999	14.2%	14.5%	98
\$200000-\$299999	14.3%	16.4%	87
\$300000-\$499999	11.6%	13.8%	84
\$500000+	6.6%	9.4%	70

	Cluster %	National %	Index
Dwelling Unit Size			
Single Family Dwelling	60.9%	85.1%	72
Multiple Family Dwelling	39.1%	14.9%	262

	Cluster %	National %	Index
Occupation			
Professional/Technical	15.9%	27.9%	57
Administration/Management	6.1%	8.2%	75
Sales/Service	3.4%	2.7%	127
Clerical/White Collar	23.8%	16.8%	142
Craftsman/Blue Collar	17.7%	18.4%	96
Student	0.7%	0.7%	95
Housewife	10.7%	5.8%	183
Retired	10.3%	11.7%	88
Other	8.2%	4.7%	176
Self Employed	3.1%	3.1%	101

	Cluster %	National %	Index
Education			
Completed High School	61.0%	0.57	107
Completed College	32.3%	30.6%	106
Completed Graduate School	6.0%	12.2%	49
Attended Vocational/Technical	0.8%	0.4%	177



	Cluster %	National %	Index
Ethnicity			
Caucasian/Other	57.4%	73.9%	78
African American	23.4%	11.0%	212
Hispanic	17.0%	11.5%	148
Asian	2.3%	3.6%	62

	Cluster %	National %	Index
Household Size			
One Person Household	82.5%	29.3%	282
Two Person Household	14.2%	26.8%	53
Three Person Household	2.4%	19.8%	12
Four Person Household	0.6%	11.8%	5
Five+ Person Household	0.3%	12.3%	3

	Cluster %	National %	Index
Mail Responsive			
Mail Order Responsive	23.4%	68.4%	34
Mail Order Buyer	23.3%	68.4%	34
Mail Order Donor	0.0%	1.4%	2

	Cluster %	National %	Index
Buying Channel Preference - Score = 01			
Internet	2.7%	9.0%	30
Mail	0.8%	9.5%	8
Phone	0.4%	9.2%	4

