

ABOUT TENURED PROPRIETORS

Tenured Proprietors families are some of the largest of all the clusters – they are three times as likely to be a household of five or more, as compared to national averages. They populate various professional and white- and blue-collar positions. They are established homeowners and are often busy with home maintenance and upkeep. Leisure time and spending revolve around the children. Parents buy clothes, shoes and video games and systems, they watch family-friendly movies and reality TV, and they take the family camping and to visit indoor water parks.



HOUSEHOLDS: 1,891,140 (1.35% OF U.S.)



Cluster Info	
Age	30-45
Marital Status	Married
Home Ownership	Owner
Kids	Kids; Age Mix
Income	\$60,000 - \$74,999
Income Rank	30
Urbanicity	City & Surrounds
Urbanicity Rank	27
Net Worth	\$25K-\$500K
Net Worth Rank	20

WHEN THEY GREW UP...

- Figure skater Nancy Kerrigan attacked by rival's bodyguard
- "Schindler's List" dominates Academy Awards
- Medgar Evers' assassin convicted after 30 years
- Whitney Houston sings "I Will Always Love You"

SHOPPING...

- Fashion Bug
- Payless
- Cub Foods
- GameStop
- OldNavy.com

DIGITAL/ONLINE...

- Gateway Computers
- Food Network Magazine Online
- Coupons.com
- AccuWeather.com
- WebMD.com

FINANCIAL...

- Bank Wire Transfers
- Personal Line of Credit
- Student Loans
- Liberty Mutual Auto Insurance
- State Farm Life Insurance

TV/RADIO...

- NFL on Radio
- Disney XD
- "Chopped"
- "Cake Boss"
- Fox Local TV News

MAGAZINES/NEWSPAPERS...

- Family Fun
- Fitness
- This Old House
- Sports Illustrated
- Parents

ACTIVITIES...

- Marcus Movie Theaters
- Camping
- Family/Children-Oriented Movies
- Archery
- Redbox

TRAVEL/AUTO...

- Own Full-Size SUVs
- Buy Domestic
- U-Haul
- Indoor Water Parks
- Hotels.com



	Cluster %	National %	Index
Age - Head of Household			
18-23 Years	0.1%	3.7%	2
24-29 Years	1.7%	7.9%	22
30-35 Years	21.9%	9.9%	221
36-45 Years	76.3%	18.5%	412
46-55 Years	0.0%	21.1%	0
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	38.40	5070.0%	

	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	100.0%	21.6%	463
\$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	0.0%	63.3%	0
Ages 0-2	15.6%	4.9%	321
Ages 3-5	24.4%	8.7%	279
Ages 6-10	58.8%	13.5%	436
Ages 11-15	50.9%	14.7%	347
Ages 16-17	18.0%	6.1%	296

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



	Cluster %	National %	Index
Estimated Net Worth			
< \$1	2.2%	13.6%	16
\$1 - \$4,999	3.6%	7.5%	48
\$5,000 - \$9,999	3.5%	0.05	65
\$10,000 - \$24,999	6.4%	7.7%	83
\$25,000 - \$49,999	9.4%	7.9%	118
\$50,000 - \$99,999	16.7%	10.8%	154
\$100,000 - \$249,999	29.0%	16.4%	177
\$250,000 - \$499,999	18.4%	12.0%	154
\$500,000 - \$999,999	10.8%	8.1%	133
\$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	11.2%	27.6%	40
Home Owner	88.8%	72.4%	123

	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	44.4%	31.1%	143
926-2508	38.5%	30.4%	127
2509-4371	10.7%	9.5%	112
4372-8167	4.0%	4.5%	88
8168+	2.4%	4.6%	52

	Cluster %	National %	Index
Length of Residence			
<2 Years	18.1%	15.3%	118
2-5 Years	29.3%	20.9%	140
6-14 Years	40.0%	35.1%	114
15+ Years	12.6%	28.7%	44



	Cluster %	National %	Index
Market Value of Home			
<\$50000	4.4%	7.6%	57
\$50000-\$99999	16.6%	19.2%	86
\$100000-\$124999	11.7%	9.9%	118
\$125000-\$149999	12.4%	9.2%	135
\$150000-\$199999	20.2%	14.5%	139
\$200000-\$299999	21.0%	16.4%	128
\$300000-\$499999	10.2%	13.8%	74
\$500000+	3.6%	9.4%	38

	Cluster %	National %	Index
Dwelling Unit Size			
Single Family Dwelling	89.4%	85.1%	105
Multiple Family Dwelling	10.6%	14.9%	71

	Cluster %	National %	Index
Occupation			
Professional/Technical	25.3%	27.9%	91
Administration/Management	8.0%	8.2%	98
Sales/Service	3.1%	2.7%	114
Clerical/White Collar	20.7%	16.8%	123
Craftsman/Blue Collar	26.9%	18.4%	146
Student	0.7%	0.7%	105
Housewife	7.6%	5.8%	131
Retired	0.7%	11.7%	6
Other	4.4%	4.7%	94
Self Employed	2.6%	3.1%	83

	Cluster %	National %	Index
Education			
Completed High School	65.8%	56.8%	116
Completed College	28.0%	30.6%	92
Completed Graduate School	6.0%	12.2%	49
Attended Vocational/Technical	0.2%	0.4%	58



	Cluster %	National %	Index
Ethnicity			
Caucasian/Other	74.0%	73.9%	100
African American	6.1%	11.0%	55
Hispanic	16.6%	11.5%	145
Asian	3.3%	3.6%	91

	Cluster %	National %	Index
Household Size			
One Person Household	0.0%	29.3%	0
Two Person Household	2.1%	26.8%	8
Three Person Household	33.2%	19.8%	168
Four Person Household	27.6%	11.8%	233
Five+ Person Household	37.2%	12.3%	302

	Cluster %	National %	Index
Mail Responsive			
Mail Order Responsive	87.7%	68.4%	128
Mail Order Buyer	87.7%	68.4%	128
Mail Order Donor	0.3%	1.4%	22

	Cluster %	National %	Index
Buying Channel Preference - Score = 01			
Internet	6.9%	9.0%	77
Mail	1.9%	9.5%	20
Phone	3.1%	9.2%	34

