

High School Fishing Club Survey Results

January 2019

Produced for the:



RECREATIONAL
BOATING & FISHING
FOUNDATION

SA DISC

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Acknowledgements

The RBFF and authors wish to thank the following organizations for providing access to high school fishing clubs:

- Bass Anglers Sportsman Society (B.A.S.S.)
- Fishing League Worldwide (FLW)
- Student Angler Federation (SAF).

Insights



Insights Summary

High school fishing club members' demographics represent the typical avid angler: white, male, and non-Hispanic. Club members are generally clustered in the Midwest and South, and reside in rural/semirural areas. These fishing clubs primarily attract avid anglers who had fishing experience before joining the club. Family lineage remains a strong influence, as most club members were introduced to fishing by their parent or grandparent. Club members join for fun and competition, and most were recruited to the club through word of mouth. Besides improving club members' fishing skills and providing a healthy alternative to negative influences, club membership appears to help stimulate tackle sales as most club members purchased fishing equipment specifically for their use in the club.

Club leaders (coaches, volunteers, etc.) reported a number of barriers and challenges facing fishing clubs. When establishing/running the club, half of club leaders reported that funding was an issue; when looking to the future, club leaders' main concern is finding coaches and volunteers. For a minority of clubs, students without access to fishing boats and/or tackle were denied club membership. By altering and expanding the current structure of fishing clubs, there are opportunities to increase club membership and maximize fishing clubs' contributions to RBFF's "60 in 60" goals. On the industry side, club members are influencers and represent sales opportunities.

Insights

Demographics

- Survey respondents' demographics represent the typical avid angler:
 - Club members are generally white (95%), male (93%), and non-Hispanic (96%).
 - Most club members are clustered in the Midwest and South, and reside in rural/semirural areas (60%).
 - High school fishing clubs, possibly related to their nature of attracting avid anglers, tend to be less attractive to females (7%), non-Caucasians (5%) and urban residents (6%).

Fishing Experience

- High school fishing clubs mostly attract avid anglers:
 - 99% of club members have fishing experience
 - Of club members who fished in the past 12 months, 74% fished 20 times or more in the past 12 months.
 - 89% fished 10 or more times in the year prior to joining the club, but only 1% more reported fishing 10 more times a year since joining their high school club.
 - The typical club member started fishing over two years earlier than high school anglers not part of a club (5.3 vs 7.6 years of age).
- Family is important.
 - Fishing lineage remains strong for club members, as most were introduced to angling by their parent or grandparent.
 - Club members come from families with a strong fishing background, as 96% of club members reported having a family member that fishes at least once per year.

Insights

Club Membership

- Clubs appear to advance student's fishing skills. Prior to joining, on average students rated their skill at 5.6 on a scale of 1-10, and currently rate their skills at 7.7.
- Club members join for: fun (66%), to compete (61%) and for the challenge (43%).
- Club members are primarily recruited through social connections, with recruitment by teachers and administrators being the next top source.
- Adult club leaders report their club's top functions to be 1) an alternative to drugs and other negative influences (76%), 2) a healthy social environment (66%), and 3) a healthy physical activity (64%).

Industry

- Clubs appear to help stimulate tackle sales.
- The average club member was responsible for \$658 in annual fishing tackle in 2018, significantly more than non-club members of the same age (\$332).
- As a result of participating in a club:
 - 77% of members either purchased additional fishing tackle or someone purchased it for them, while
 - 92% are very likely to purchase additional fishing tackle in the next six months.
 - Student's top preferred brands are listed within this report.

Insights

Barriers and Long-Term Threats

- The majority of club leaders reported a variety of barriers and challenges when establishing and running their club.
 - During the start-up phase, 50% of club leaders reported that getting funding was a challenge.
 - Going forward, club leaders' top concern is finding coaches and volunteers (41%).
- For a minority of clubs, participation in a club is limited to students from families with adequate financial means.
 - 32% of clubs required a boat or access to a boat to join the club. Of these, 31% of club leaders reported denying membership to students who did not own or have access to a fishing boat.
 - 48% of clubs required students to provide their own fishing equipment. Of these, 7% reported denying membership to those without fishing tackle.

Opportunities



Opportunities

1. Be more inclusive and welcoming.

- a) Efforts to encourage greater participation by females, Hispanics and other underrepresented groups may help expansion into new areas.
- b) Club partnerships with brands and groups that promote a more diverse angling community could increase female, urban, Hispanic, and racial minority participation.
- c) As clubs are generally made up of avid, experienced anglers, an intimidation factor likely exists to join the club. Efforts to encourage novice and first-time angler participation or a formation of learning-based clubs rather than competition-based clubs could increase club participation.

2. Expand the types of clubs offered.

- a) Considering the survey was primarily sent to bass fishing clubs, regions with less emphasis on bass are underrepresented in these results. High school clubs may exist that target other species, but to the extent that this is not true, the opportunity to expand high school clubs across the West and Northeast may be significant. Similarly, there may be an opportunity to expand clubs by targeting other species besides bass, especially species located in the West and Northeast.
- b) For some clubs, there is a barrier for anglers that do not have access to a fishing boat to join the club. Expanding the ways members can participate such as shore fishing, or fishing from a less expensive type of boat, such as a kayak, could decrease barriers for interested anglers to participate. Additionally, clubs could consider partnering with a boat club (solve: boat access issues) and/or offering shore fishing opportunities.

Opportunities

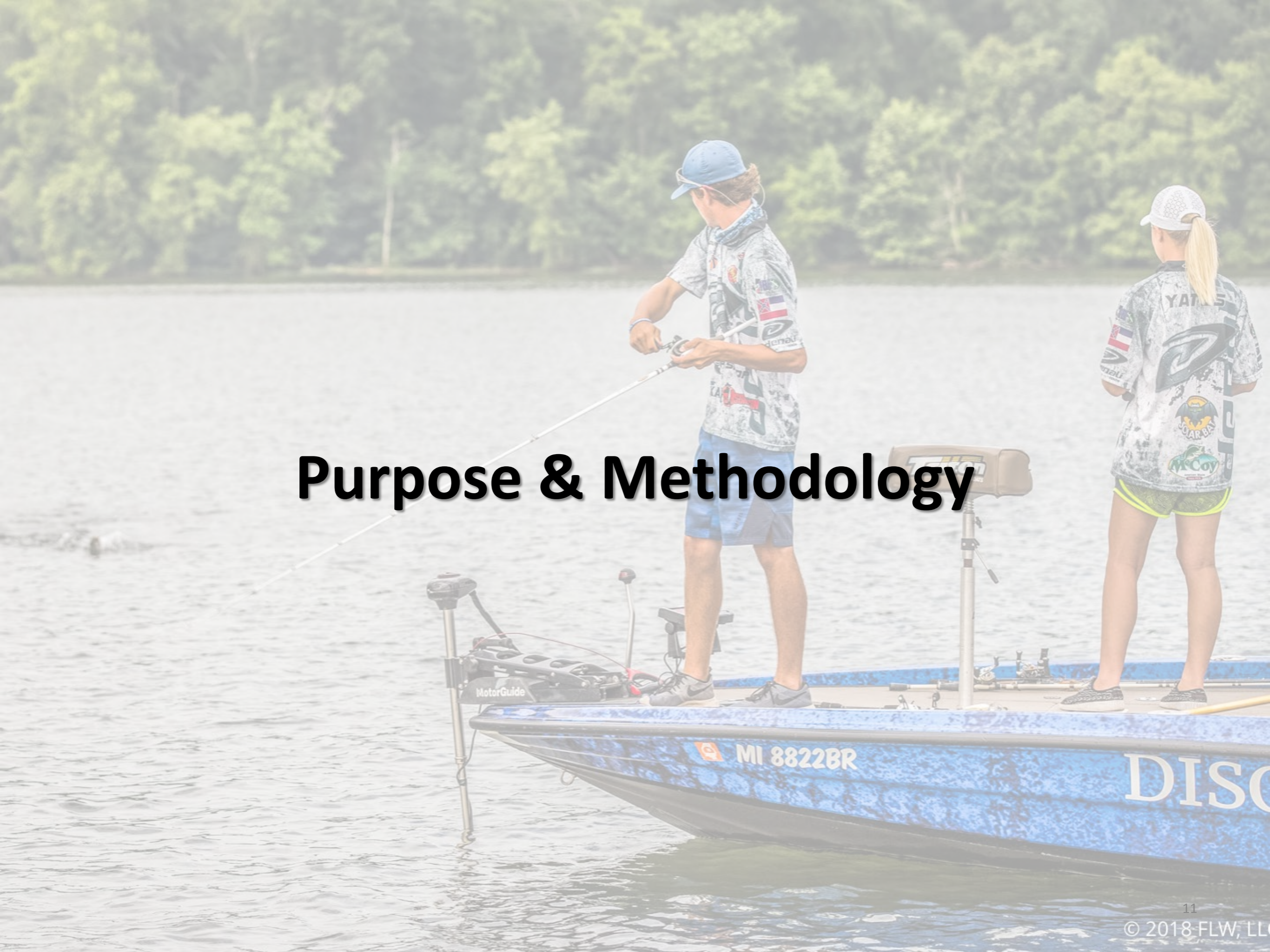
3. Sales opportunities

- a) By being a part of the club, club members' fishing skills improved. This provides an opportunity for the industry to educate club members on how to use more technically advanced and new fishing tackle.
- b) High school anglers are influencers among their peers from a marketing perspective. By reaching club members, marketers can effectively speak to a much larger audience.
- c) By developing a strong brand relationship with club members at a young age, there is opportunity for club members' preferred brands to remain their brand of choice throughout their lifetime.
- d) Club members tend to spend more per person than non-club members. Higher price brands may see greater success creating new customers by reaching out to club members.

4. Expanding current club membership

- a) Promoting club membership as a fun way to compete will help attract more members as well as families.
- b) Based on club leader feedback, high school clubs may secure more sponsors by reaching out to organizations interested in keeping youth away from drugs and other negative influences or physically active and socially engaged.

Purpose & Methodology



Purpose

The angling community has implemented multiple strategies to recruit, retain and reactivate anglers. High school fishing clubs and programs are a rapidly growing part of the R3 picture. While thousands of youth are participating, the degree to which these programs are recruiting new anglers or reinforcing fishing as a lifelong activity (retention) are not known.

If additional resources are to be invested in high school fishing clubs, these questions need to be answered, along with learning how these clubs can best be structured and served to maximize their contributions to RBFF's "60 in 60" goals.

This project examines club members' demographics, ethnicity, geography, level of experience prior to joining clubs, length of involvement in the sport, motivations, spending, and other topics that when combined, help determine high school clubs' impact on fishing growth and participation. The goal was also to understand the current scope of how club members are recruited, as well as ways to recruit new members.

Methodology

1. The survey questionnaire was developed with questions targeting members of high school fishing clubs, high school fishing club leadership (club leaders), and young anglers who did not participate in a high school fishing club. Responses to the initial screener questions dictated the follow-up questions each type of respondent saw.
2. A request was included for respondents under 17 years old to obtain parental approval before responding to the survey. Only respondents who received parental permission qualified to take the survey. All respondents under the age of 13 were disqualified to take the survey.
3. The survey was fielded directly to members and Club Leaders of high school fishing clubs via email through these clubs' membership lists: Fishing League Worldwide (FLW), Bass Anglers Sportsman Society (B.A.S.S.) and the Student Angler Federation (SAF). It was also fielded to the public through press releases. Respondents from the public had to pass through additional screener questions to qualify for the survey.

Timeline of press releases		
1-Nov	RBFF press release	Feedback Needed From Members and Coaches of Programs Serving High School-Aged Anglers
2-Nov	Public Now	Feedback Needed From Members and Coaches of Programs Serving High School-Aged Anglers
1-Nov	BassFan	B.A.S.S., FLW teaming with RBFF for survey
1-Nov	NPAA	Feedback Needed From Members and Coaches of Programs Serving High School-Aged Anglers

Number of Responses

- The survey received 1,702 total responses. Of these, 1,322 qualified to take the survey.
- Three groups were included in the analysis:

Type	Definition	Sample Size
High school fishing club member (Club Member)	A current or former member, aged 13-24, who participated in a fishing club during their time in high school	N=678
High school fishing club leader (Club Leader)	A current or former club leader (coach, club administrator, adviser, volunteer, sponsor, boat captain, etc.) aged 18 or older, for a fishing club of high school aged students	N=612
Non-high school fishing club member (Non-Club Member)*	An angler, aged 13-24, who did not participate in a high school fishing club during their time in high school	N=32

** The number of responses for non-club members is low. Use the results from this group with caution.*

Demographics



Gender and Race/Ethnicity

- Survey respondents' demographics represent the typical avid angler.
- Efforts to encourage greater participation by females and other under-represented groups may help stimulate growth.

		Club Members	Non-Club Members	Club Leaders
Gender	Male	93.3%	68.0%	83.4%
	Female	6.7%	32.0%	16.6%
Ethnicity	Non-Hispanic/Latino/a	95.7%	88.0%	97.4%
	Hispanic/Latino/a	4.3%	12.0%	2.6%
Race	White	94.5%	88.0%	96.5%
	Other	2.4%	4.0%	1.1%
	Native or Aboriginal Peoples/American Indian/First Nations	1.9%	0.0%	1.1%
	African American/Black	0.5%	4.0%	0.7%
	Asian (Chinese, Japanese, Taiwanese, Thai, Vietnamese or other Asian culture)	0.5%	4.0%	0.6%
	Pacific Islander/Native Hawaiian	0.2%	0.0%	0.0%
Total		N=420	N=25	N=537

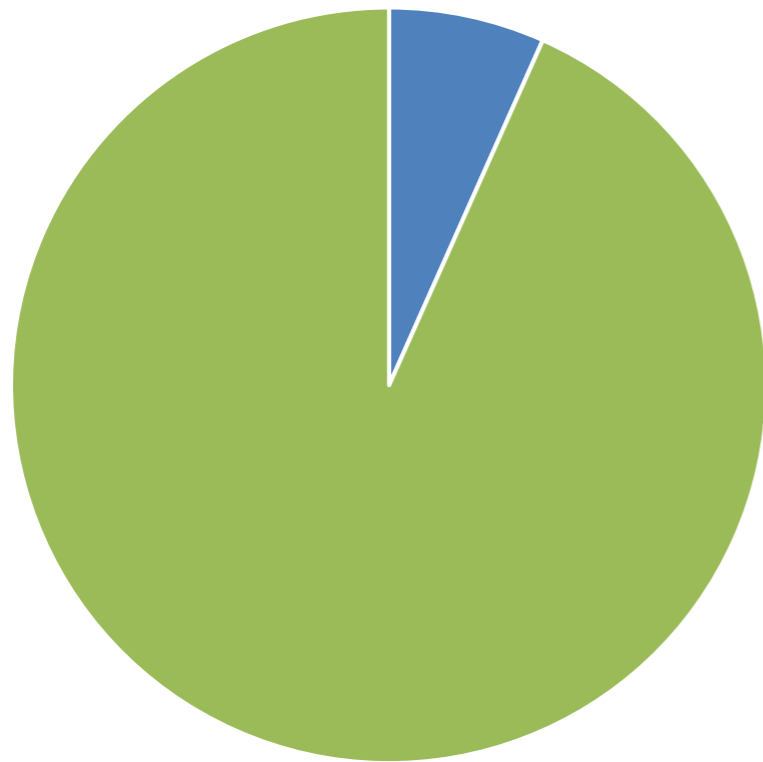


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Gender and Race/Ethnicity

- Anglers involved in clubs are generally white (95%), male (93%) and avid, as 74% reported fishing more than 20 times in the past twelve months.
- Only 4.3% of club members identify themselves as Hispanic.

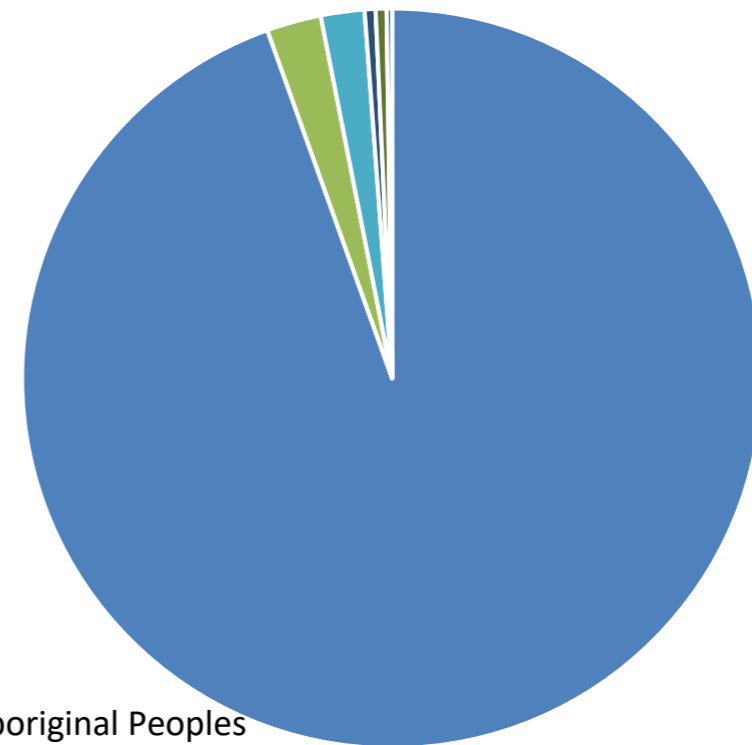
Gender Distribution of Club Members



■ Female ■ Male

N=420

Racial Distribution of Club Members



■ White
■ Other
■ Native or Aboriginal Peoples
■ African American/Black
■ Asian
■ Pacific Islander/Native Hawaiian

N=420

Regional Distribution

- Club membership is clustered in the Midwest and South.

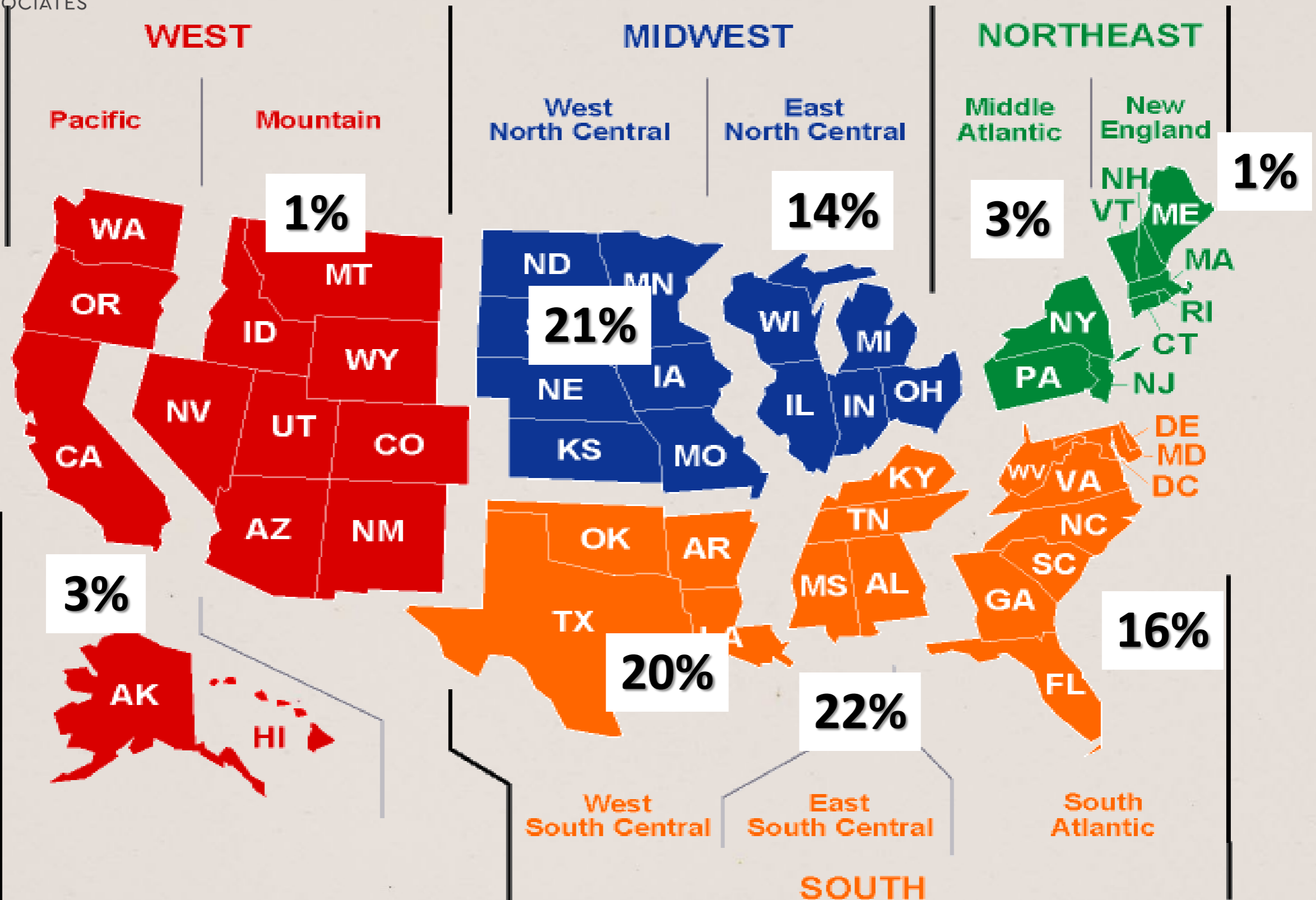
		Club Members	Non-Club Members	Club Leaders
Region	New England	1%	0%	2%
	Middle Atlantic	3%	8%	3%
	East North Central	14%	0%	15%
	West North Central	21%	64%	11%
	South Atlantic	16%	16%	21%
	East South Central	22%	4%	30%
	West South Central	20%	8%	17%
	Mountain	1%	0%	1%
	Pacific	3%	0%	0.4%
	Canada	0.7%	0%	0.4%
	Total	N=420	N=25	N=537



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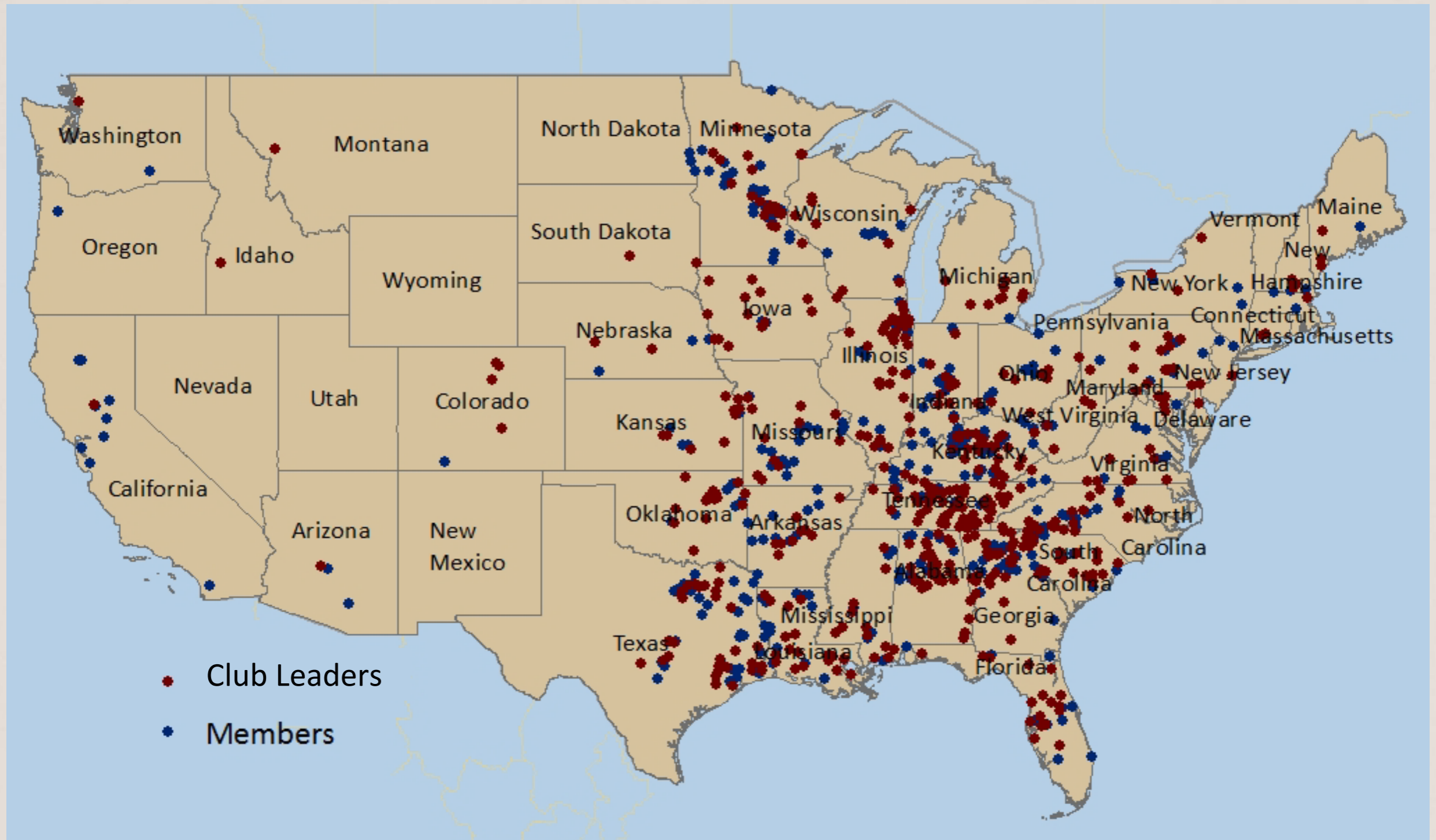
Regional Distribution of Club Members

Club membership is focused in the Midwest and the South with a small percentage from the West and Northeast United States.



*The remaining .7% of respondents were from Canada

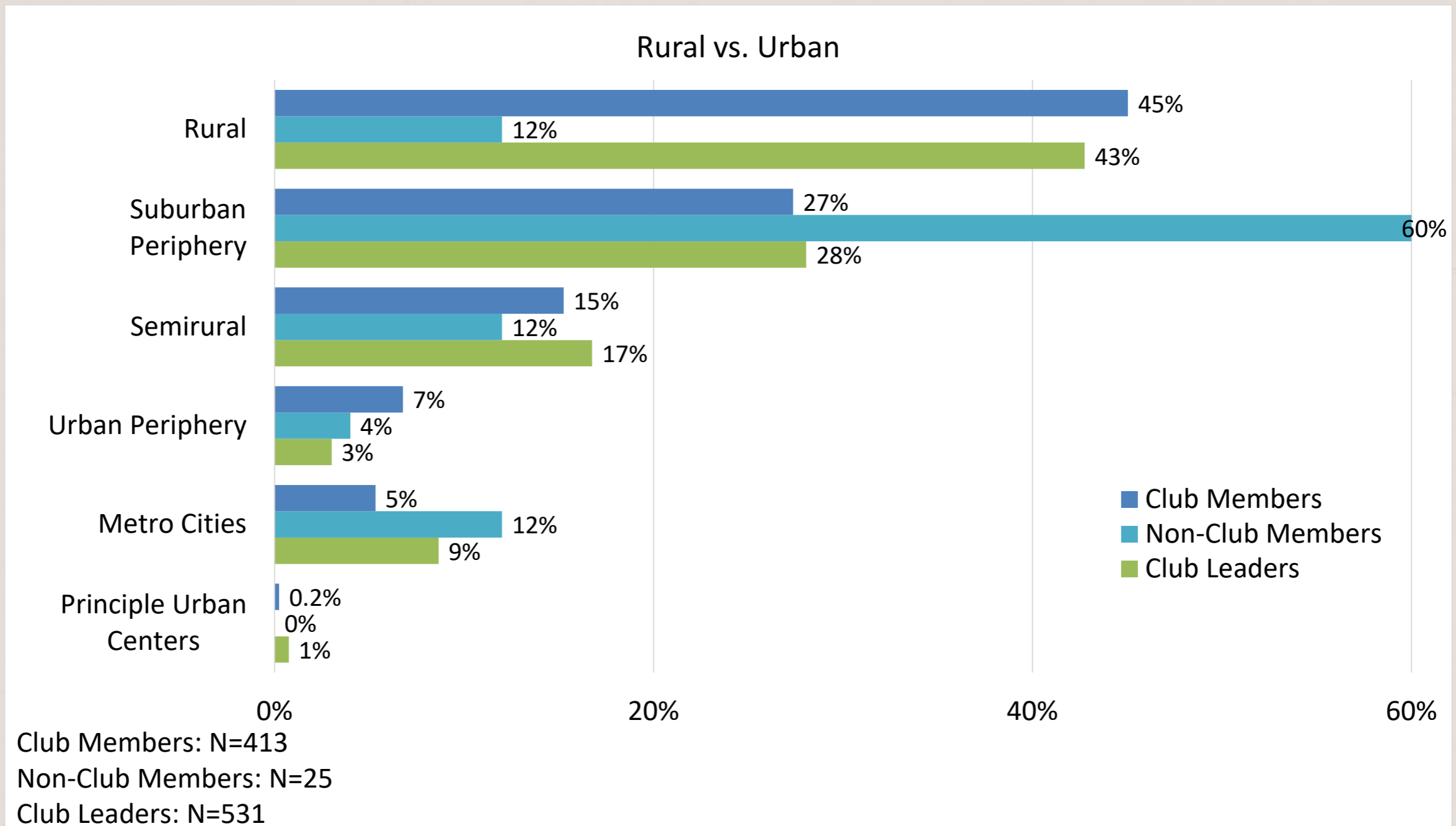
Geographic Distribution of Club Members & Leaders





Rural vs. Urban

- Over 70% of club members and club leaders reside in rural and semirural areas; while urban areas have the lowest percent of club members (6%) and leaders (9%).
- High school aged anglers who are not involved in clubs tend to reside in the suburbs (64%).



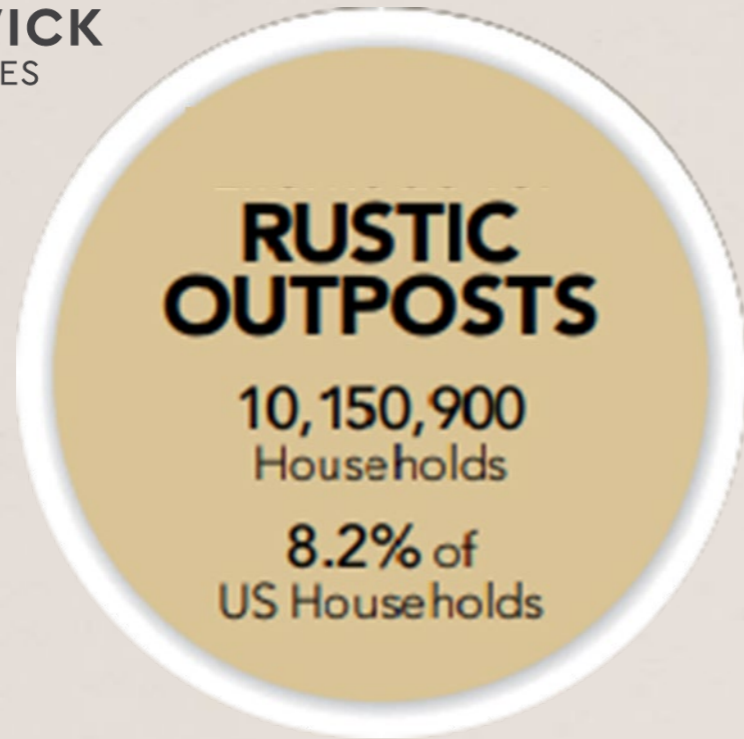


LifeMode Segmentation

- Geographical segmentation operates on the tendency for people with certain tastes, preferences, and habits (lifestyles) to seek out communities of people with similar lifestyles—“like seeks like.”
- Using Esri’s Tapestry Segmentation data in conjunction with club member and club leaders’ zip codes, we identify a lifestyle demography for each respondent that is reflective of the community where they live. We focus in on one of three types of Esri lifestyle demography groups, the LifeMode segments.
- It is important to note that within each zip code, there could be more than one LifeMode segment. In those cases, the dominant segment within each zip code was selected because it reflects the largest proportion of the community.

Top 5 LifeMode Segments			
Ranking	LifeMode Segment	Club Members	Club Leaders
1	Rustic Outposts	27%	26%
2	Cozy Country Living	26%	21%
3	Family Landscapes	13%	15%
4	Affluent Estates	13%	12%
5	GenXUrban	9%	10%

LifeMode Segment: Rustic Outposts



Rustic Outposts	
Median Age	40.8
Median Household Income	\$43,200
Median Net Worth	\$83,600
Diversity Index	49.4
Home Ownership Rate	75.5%
Average Household Size	2.6
Median Home Value	\$115,800

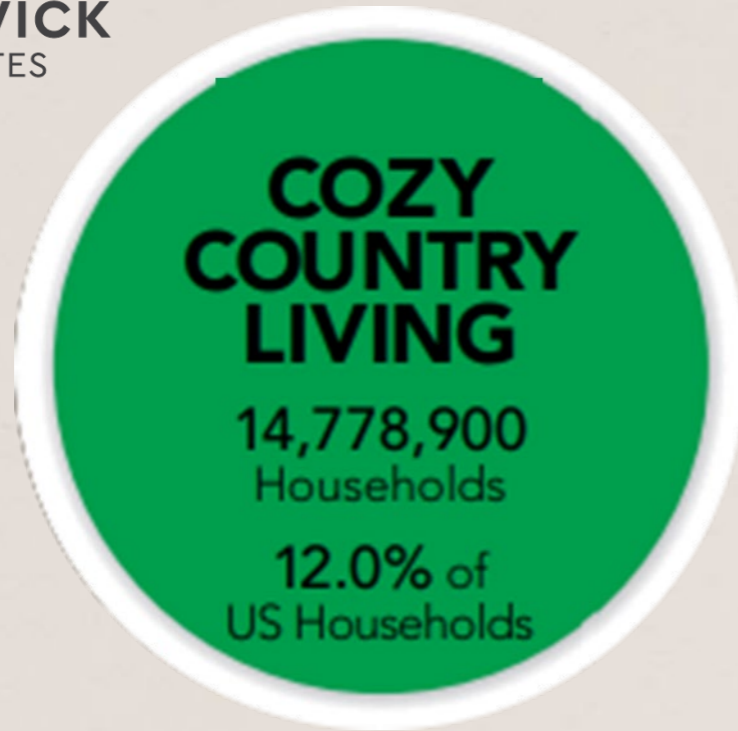
Lifestyle Characteristics

- Rustic Outposts is the top LifeMode segment for club members and club leaders, representing 27% of club members and 26% of club leaders.
- Rustic Outposts represents country life with older families in older homes
- Rustic Outposts depend on manufacturing, retail and healthcare, with pockets of mining & agricultural jobs
- Low labor force participation in skilled and service occupations
- Own affordable, older single-family or mobile homes; vehicle ownership, a must
- Residents live within their means, shop at discount stores and maintain their own vehicles (purchased used) and homes
- Outdoor enthusiasts, who grow their own vegetables, love their pets and enjoy hunting & fishing
- Technology is cost prohibitive and complicated. Pay bills in person, use the yellow pages, read newspapers, magazines, and mail-order books



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LifeMode Segment: Cozy Country Living



Cozy Country Living	
Median Age	45.2
Median Household Income	\$58,600
Median Net Worth	\$173,300
Diversity Index	26.9
Home Ownership Rate	80.4%
Average Household Size	2.53
Median Home Value	\$184,500

Lifestyle Characteristics

- 26% of club members and 21% of club leaders belong in the Cozy Country Living segment.
- Empty nesters in bucolic settings
- Largest Tapestry group, almost half of households located in the Midwest
- Homeowners with pets, residing in single-family dwellings in rural areas; almost 30% have 3 or more vehicles and, therefore, auto loans
- Politically conservative and believe in the importance of buying American
- Own domestic trucks, motorcycles, and ATVs/UTVs
- Prefer to eat at home, shop at discount retail stores (especially Walmart), bank in person, and spend little time online
- Own every tool and piece of equipment imaginable to maintain their homes, vehicles, and lawns
- Listen to country music, watch auto racing on TV, and play the lottery; enjoy outdoor activities, such as fishing, hunting, camping, boating, and even bird watching

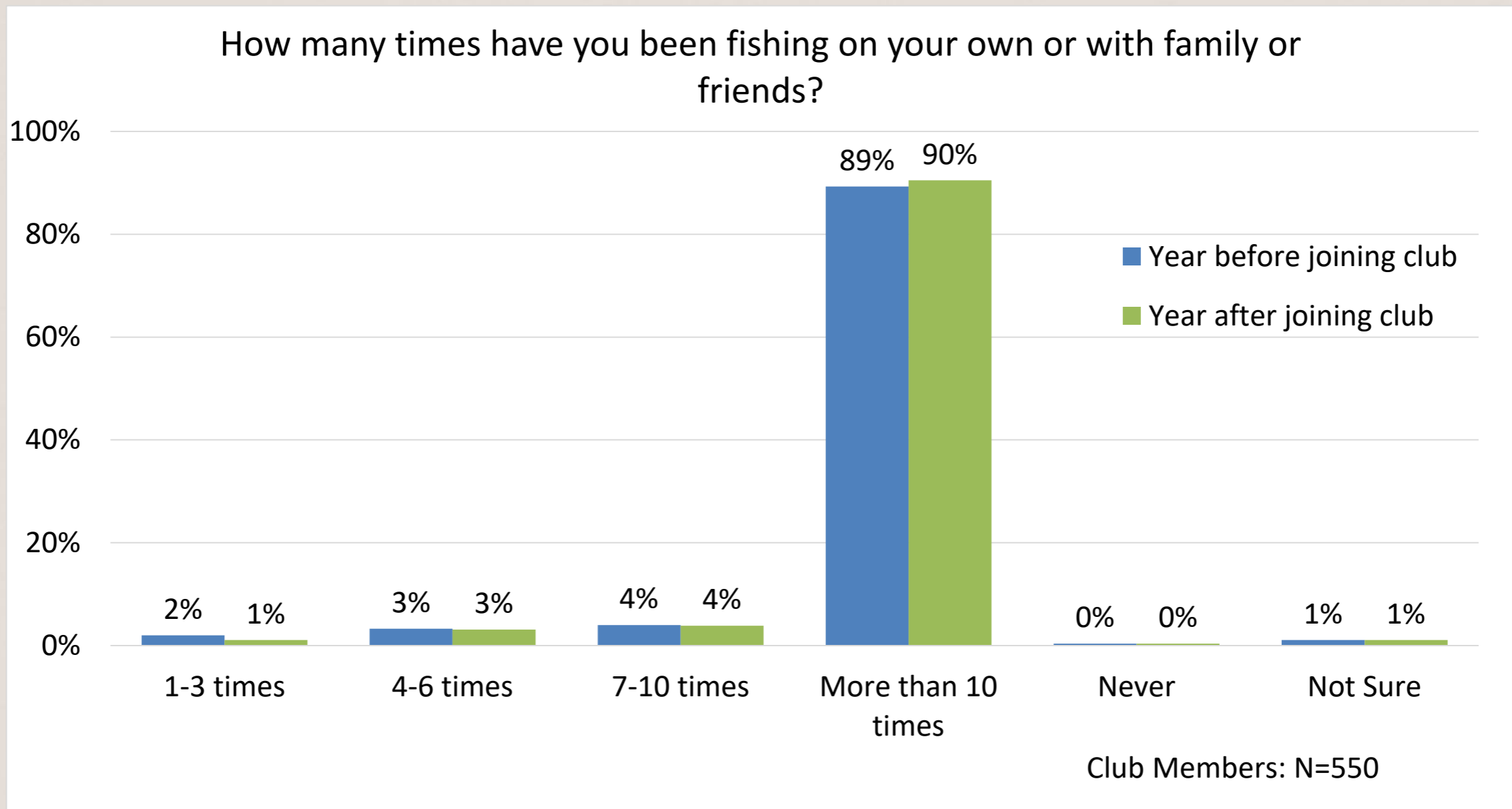


Fishing Experience



Fishing Experience

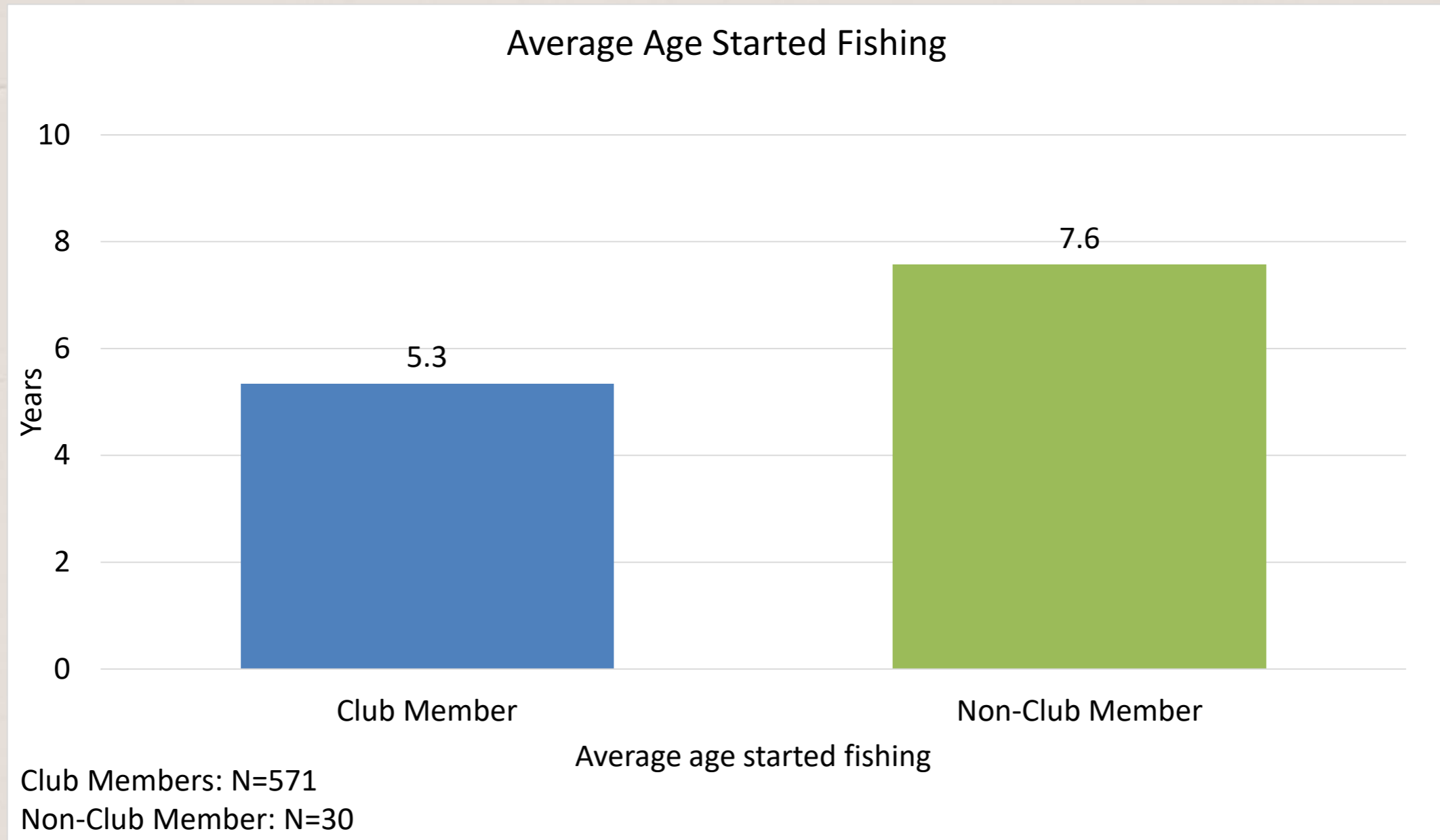
- At least 97% of club members have been fishing multiple times prior to joining a club; 1% have no fishing experience.
- The majority of club members were avid anglers before joining the club and reported fishing more than 10 times in the year before they first joined their club.





Fishing Experience

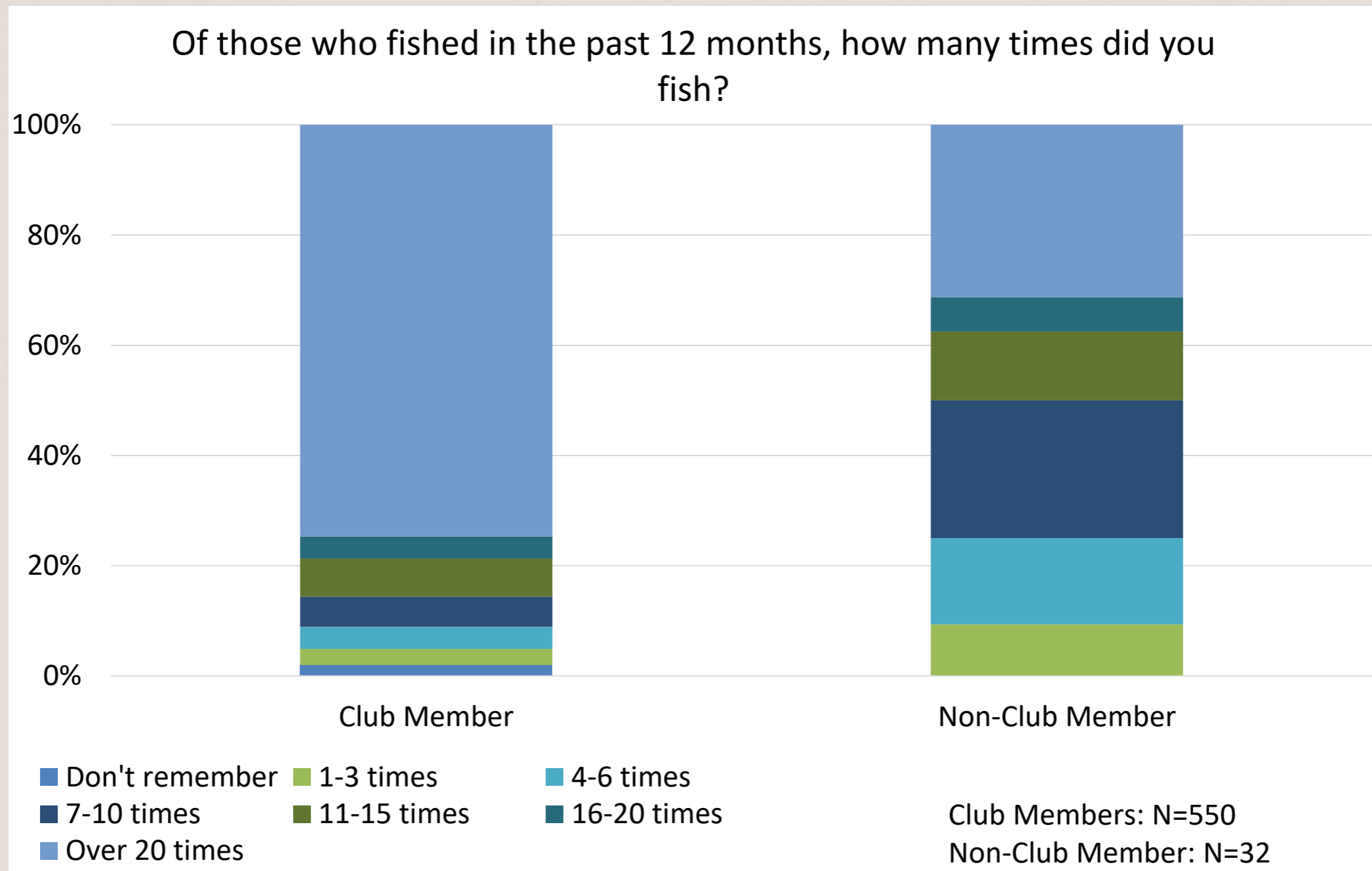
- The majority of club members were avid anglers before joining the club, beginning fishing at an earlier age on average (5.3 years) than non-club members (7.6 years).





Fishing Experience

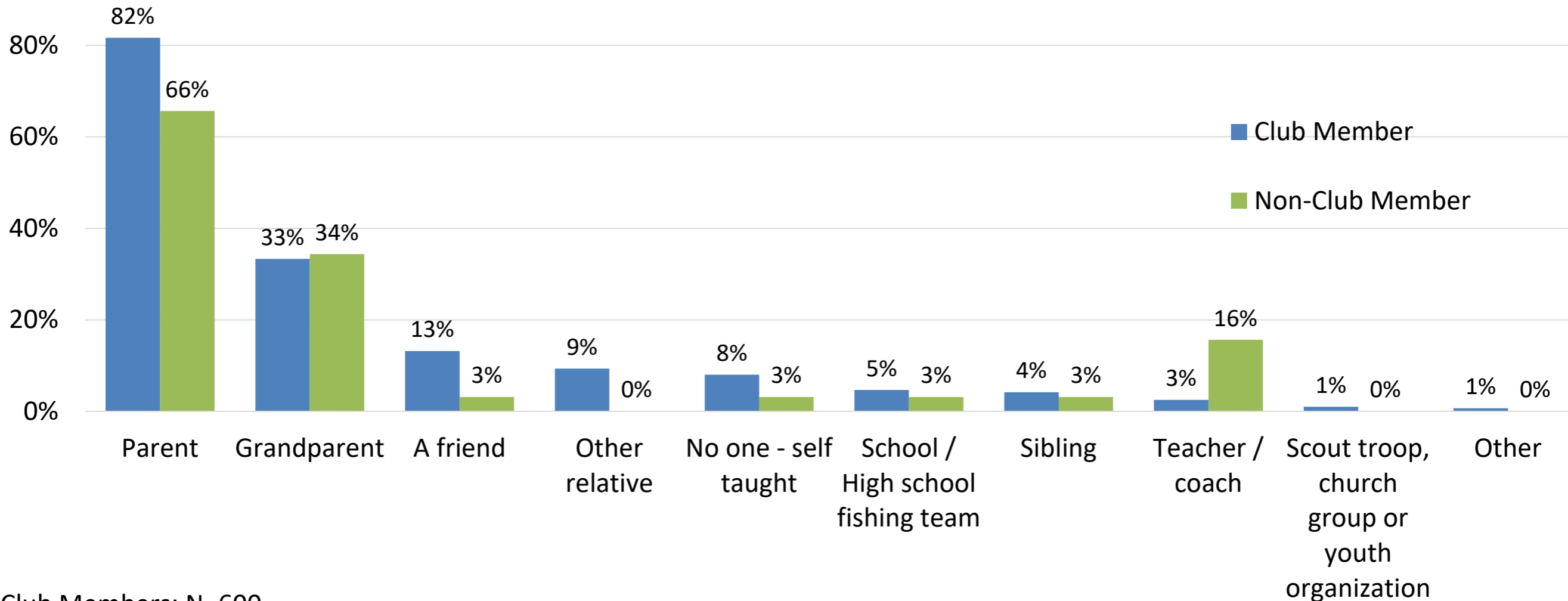
- Anglers involved in clubs are more avid than non-club members with 74% reporting having fished more than 20 times in the past twelve months.





Introduction to Fishing

Who first introduced you to fishing?



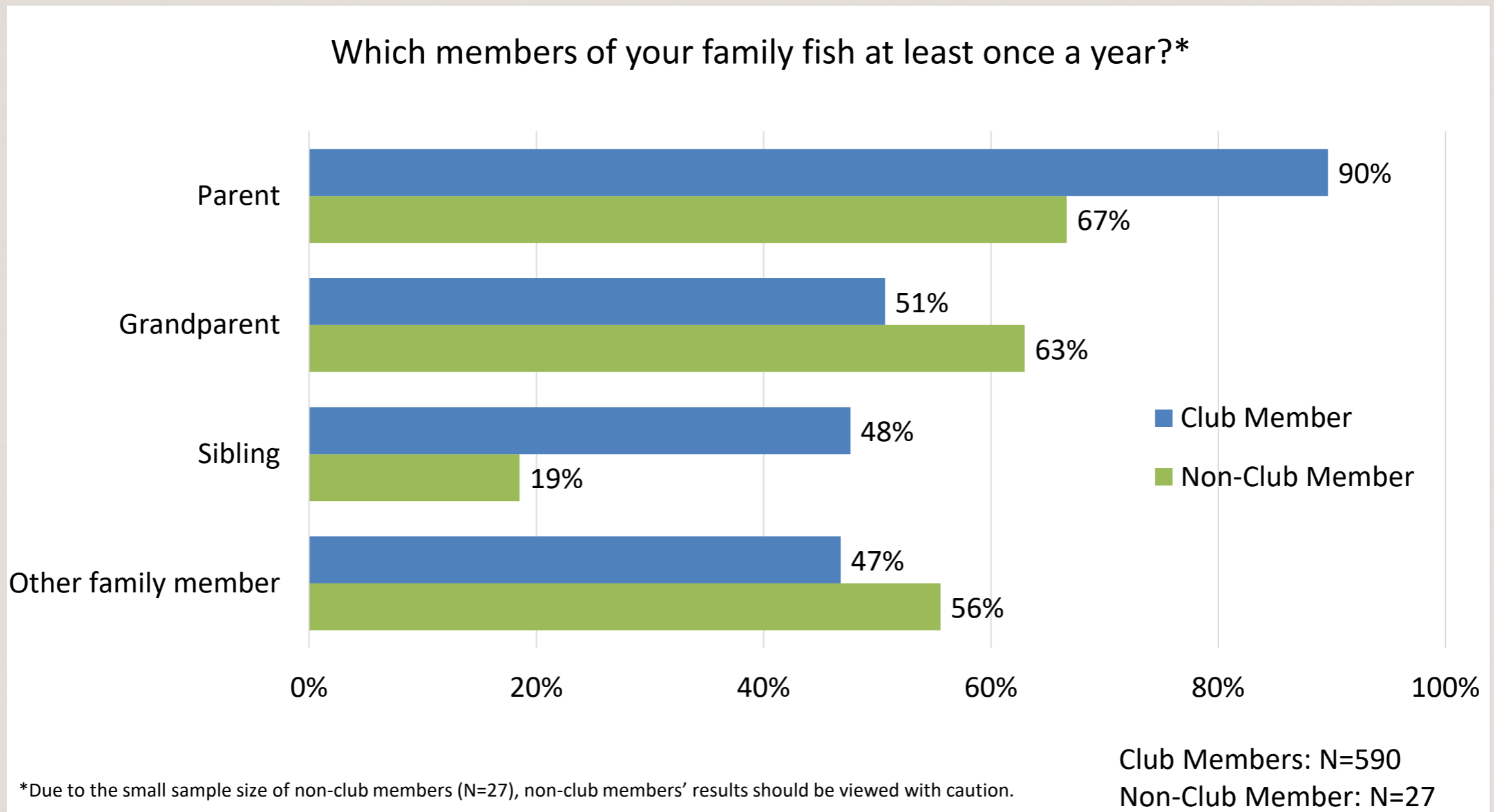
Club Members: N=600

Non-Club Member: N=32



Family's Fishing Experience

- Club members come from families with a strong fishing background.
- 96% of club members reported having a family member that fishes at least once per year.





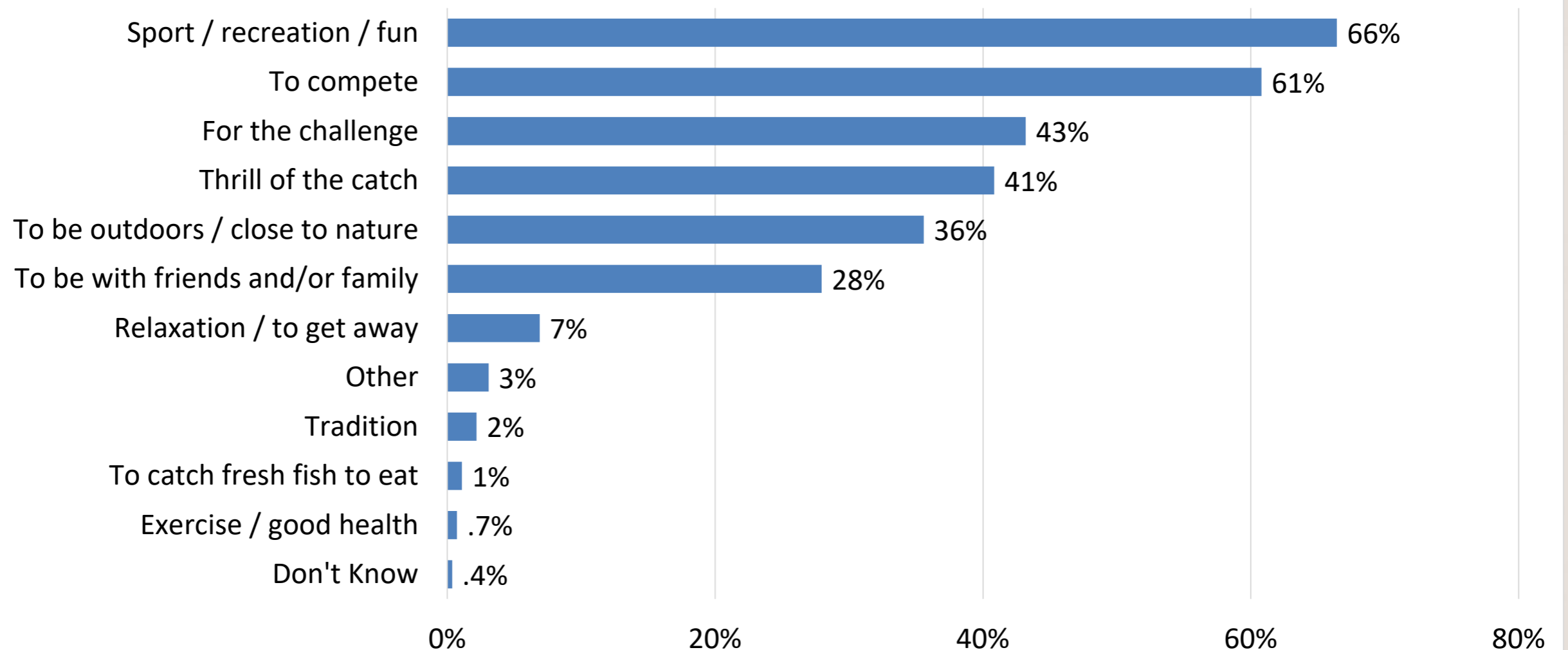
Club Membership



Motivations to Join Clubs

- High school club members are more likely to be motivated to join the fishing club for competitive and challenge-based reasons.

What were your top three motivations for participating in the fishing club/team?



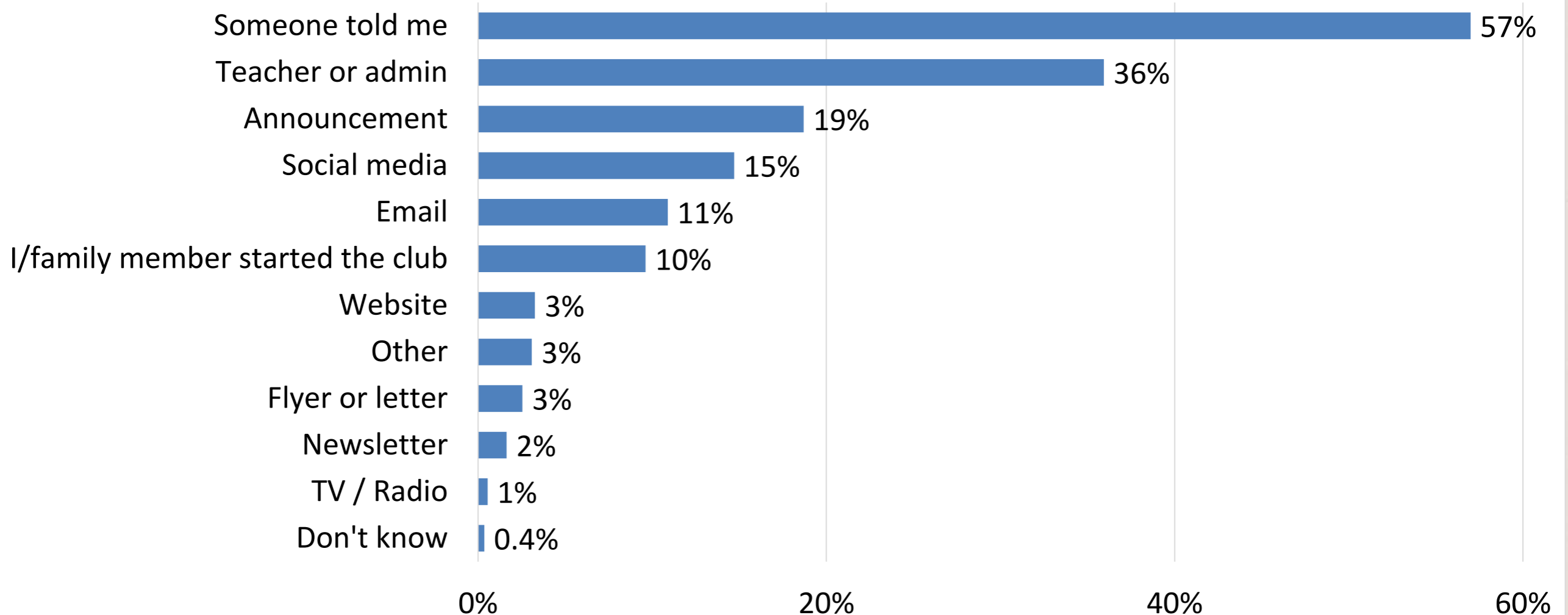


Club Recruitment

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- High school fishing clubs are social, and social connections plus teachers are the primary method for recruiting new members.

How did you find out about the fishing club/team?



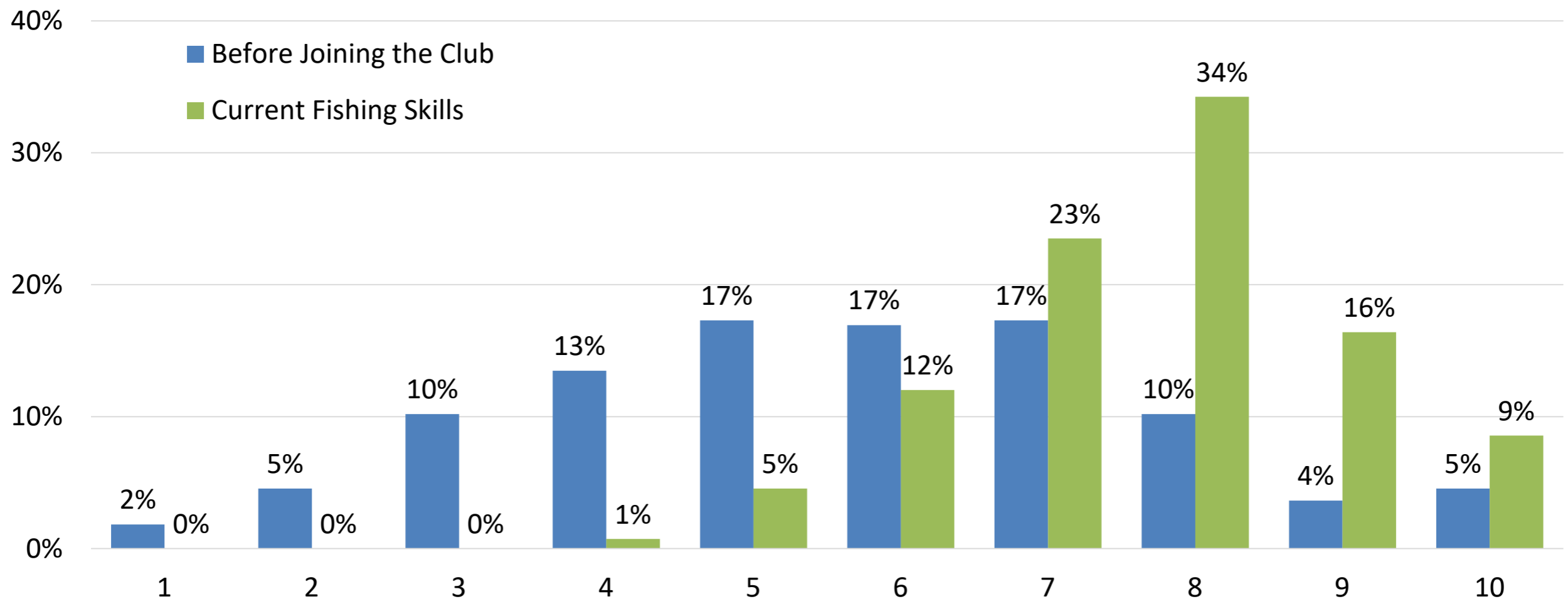
Club Members: N=551



Club Members' Fishing Skills

- Prior to joining, the average club member rated their fishing skills at 5.6. At the time of the survey, their average skills increased to 7.7.

How would you rate your overall fishing skills?



(1-no skills -> 10-expert angler)

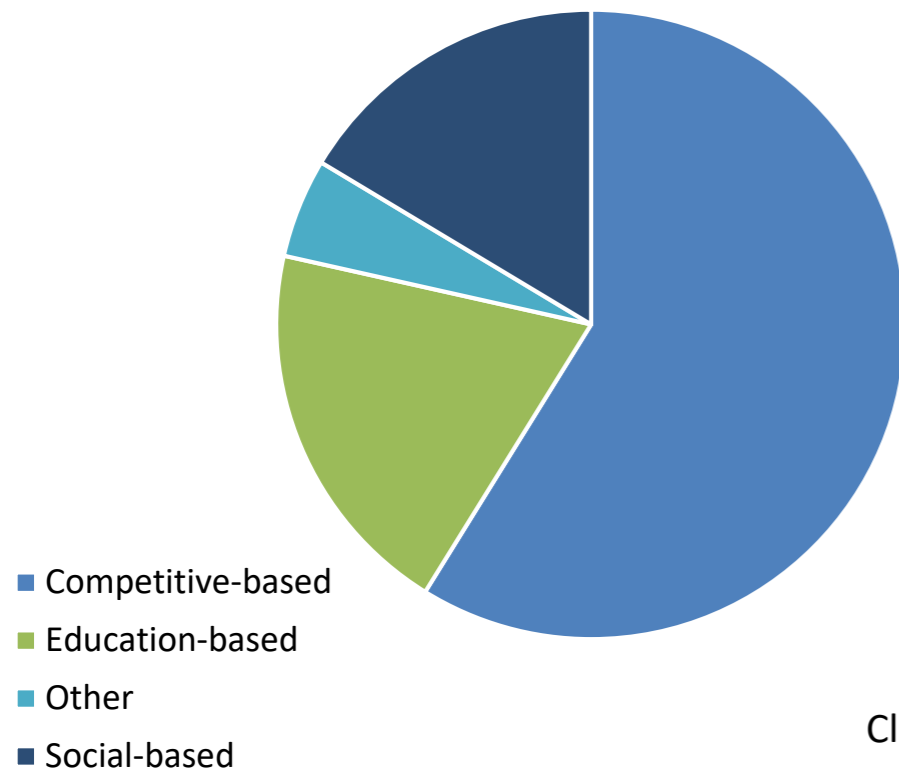


Club Purpose: Club Leaders' Perspective

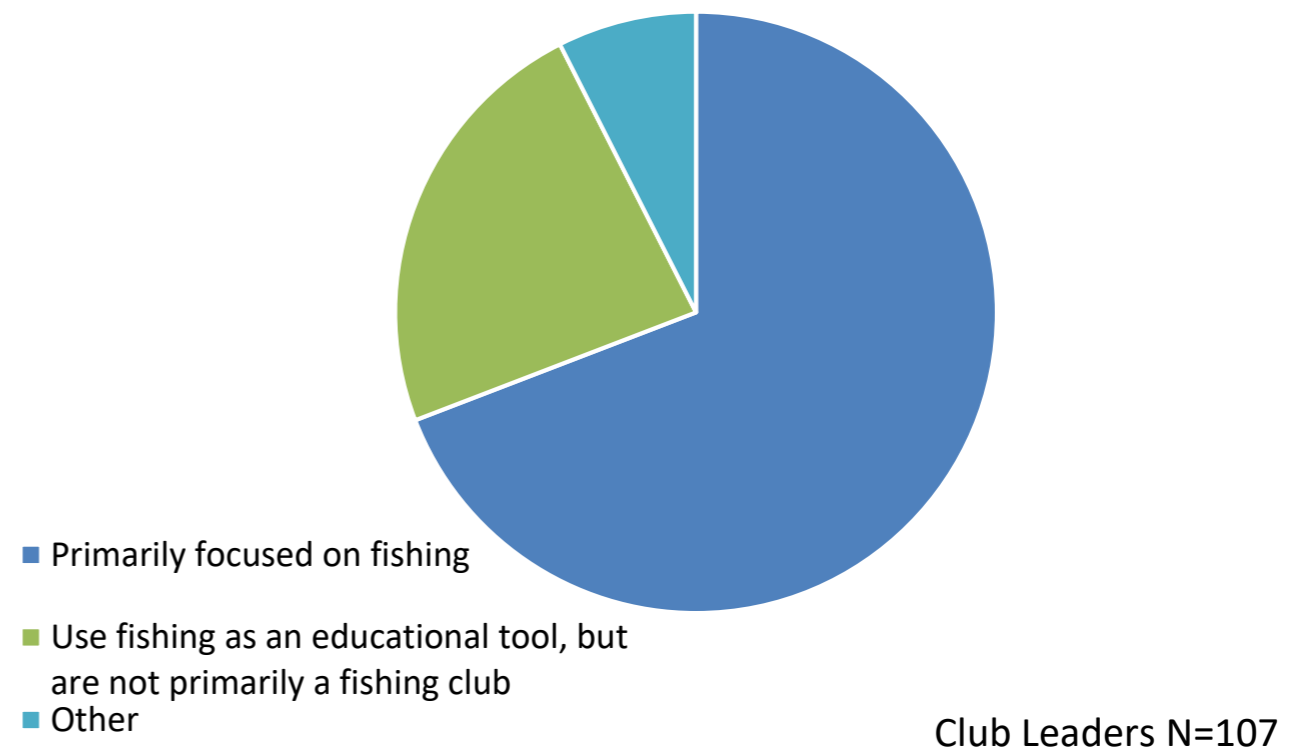
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- Although 20% of surveyed fishing club leaders describe their fishing club as “education-based,” most of these “education-based” clubs’ main focus is fishing (69%).

How would you best describe the purpose of your fishing club/team?



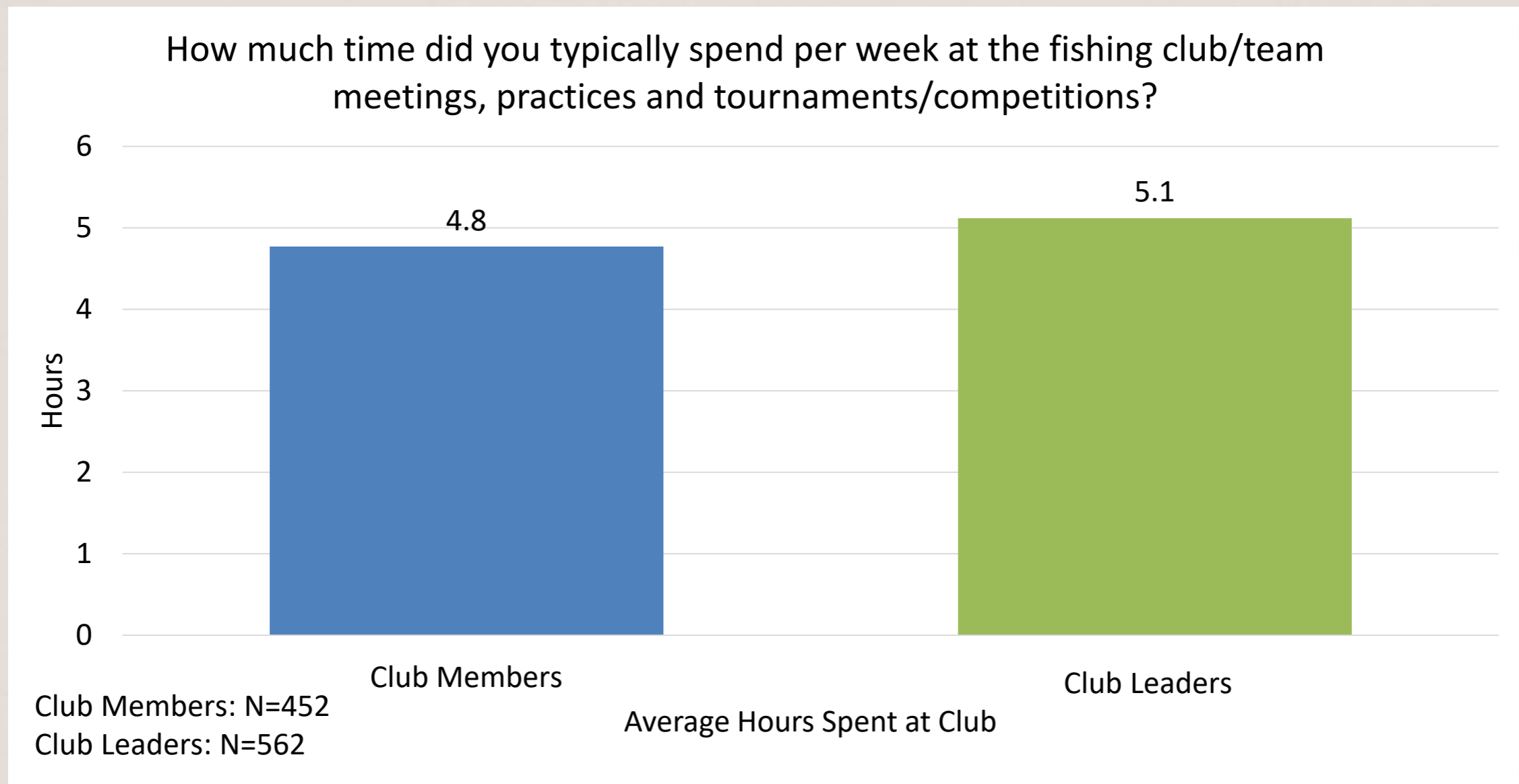
If your club is education-based, which statement best describes your fishing club?





Time Spent in Club

- The hours members put into the fishing club every week, under the watch of a more-experienced instructor, are likely responsible for the increase in club members' fishing skills.

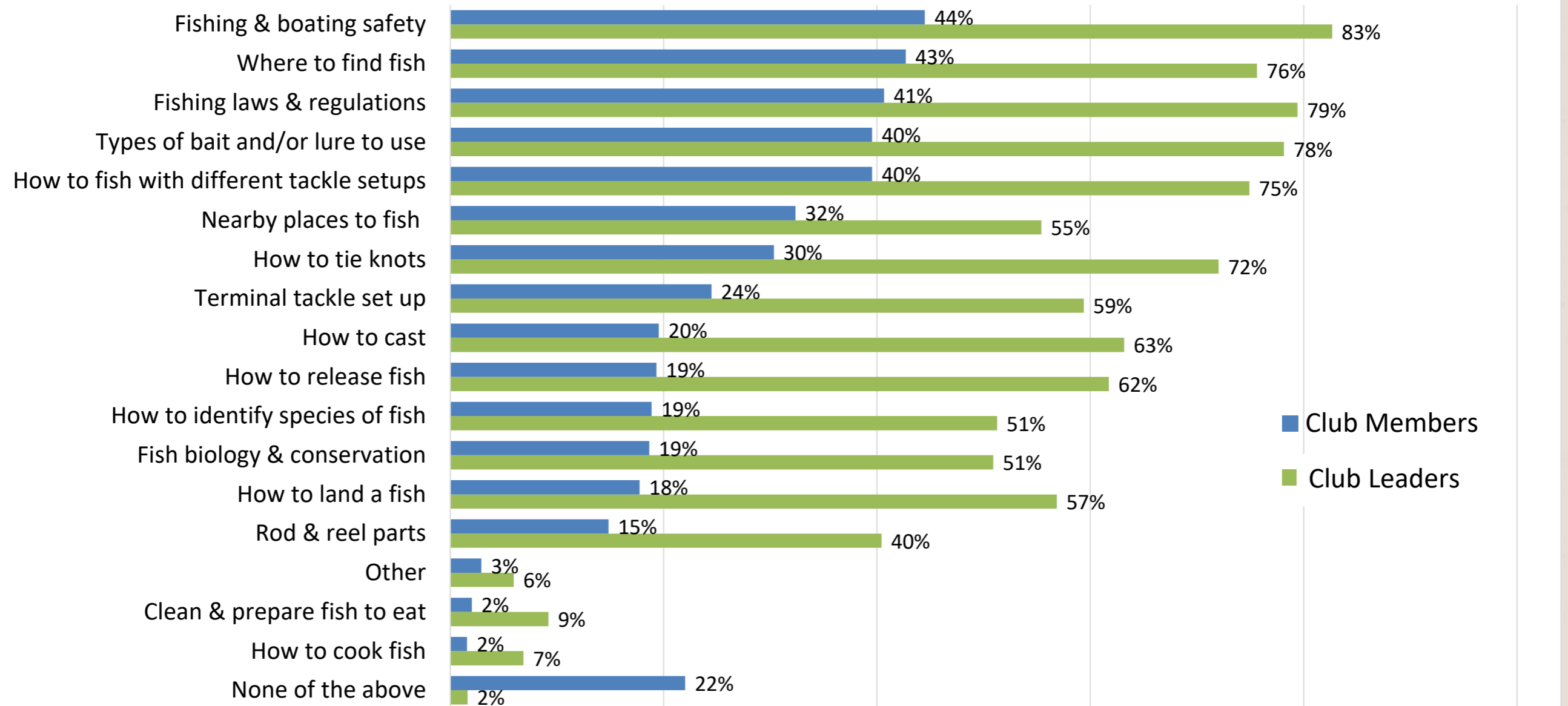


SA Club Leaders vs. Members: Topics Covered

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- Whether club members recognize it or not, they are taught a variety of fishing skills and lessons by their instructors.

Which of the following topics/skills did your club directly teach?



Club Members: N=445

Club Leaders: N=554

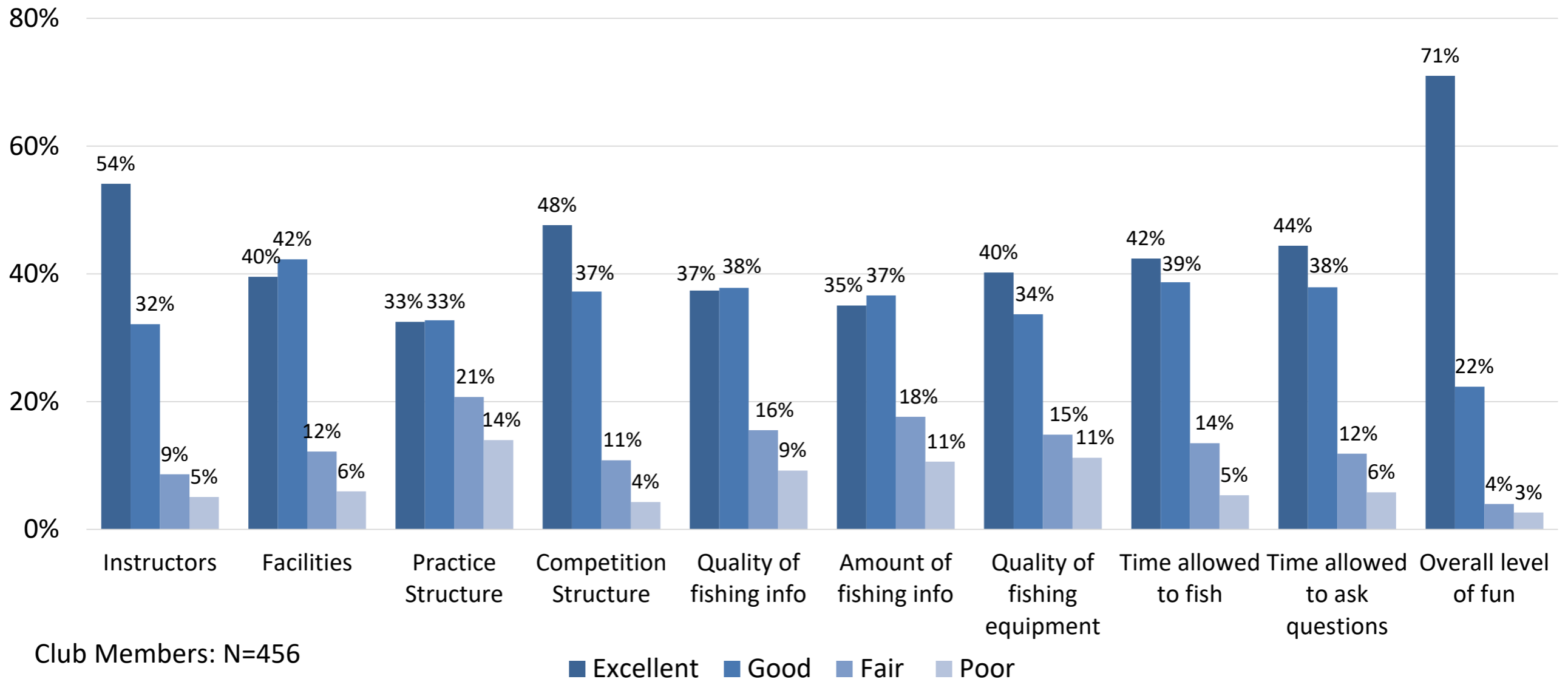
100%



Club Members' Experience

- Fishing clubs are meeting their members' main objective-to have fun.

Please rate the following aspects of the fishing club:



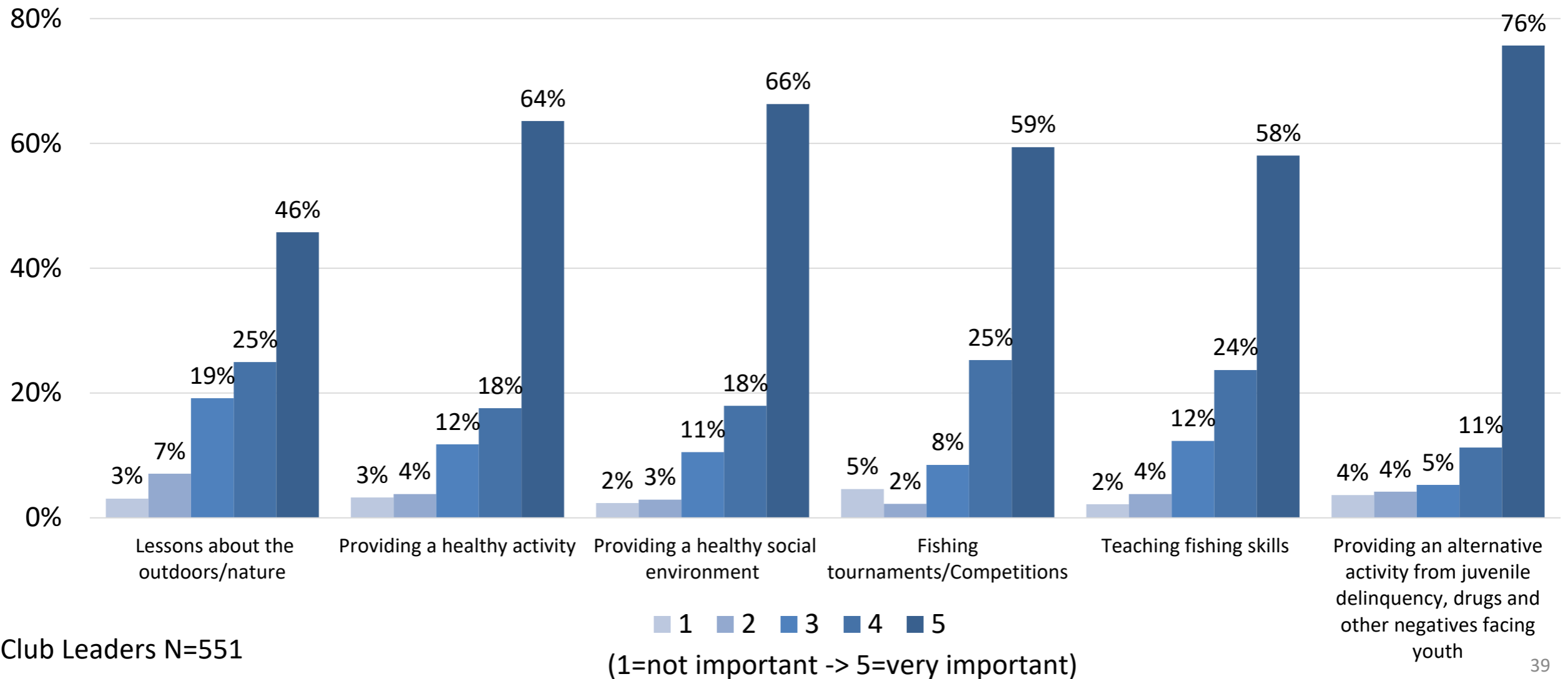


Club Leaders' Perspective: Club Goals

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- While teaching fishing skills and fishing tournaments/competitions are central aspects of the club, club leaders rank providing an alternative activity to the negative influences of youth as the most important function of the club.

How important are the following aspects of the fishing club?



Industry



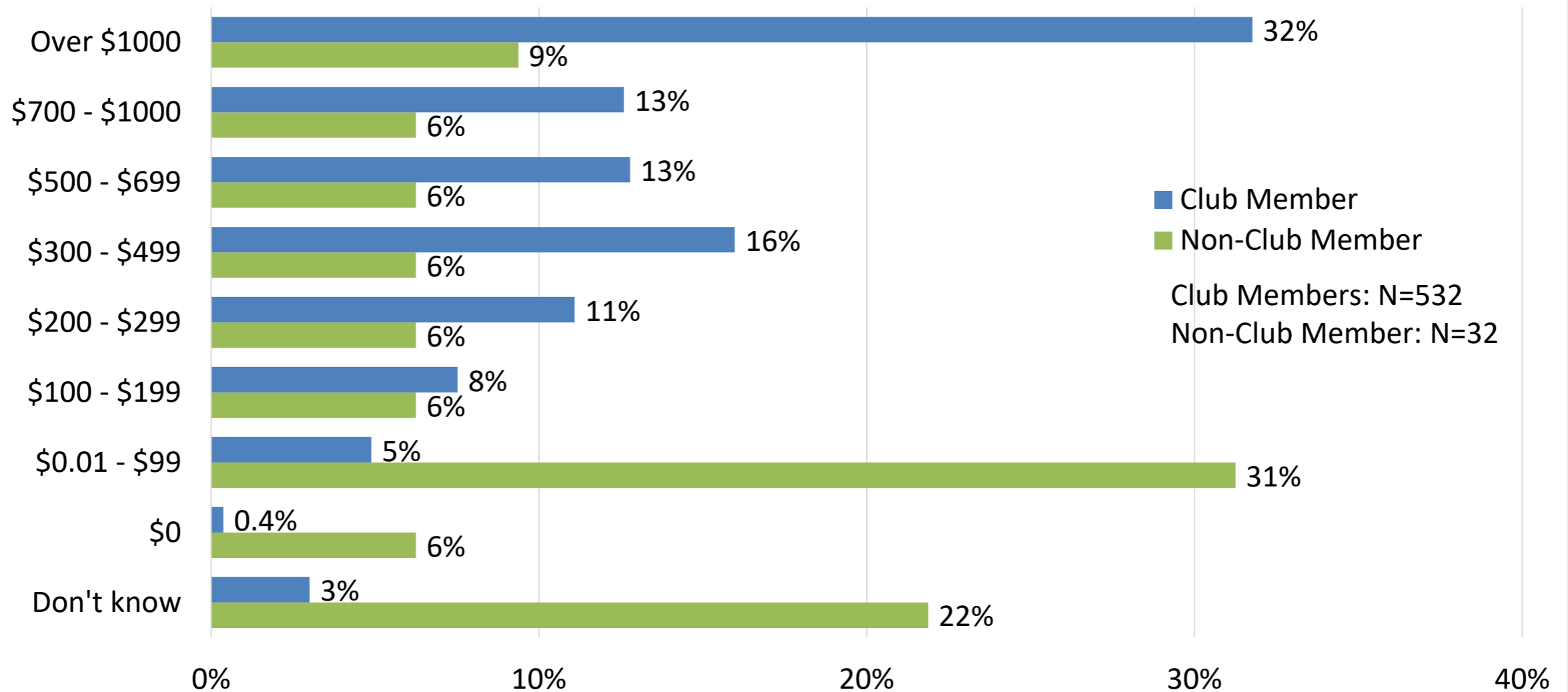


Spending in 2018

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- Average spending in 2018 for club members (\$658) was almost double average spending by non-club members (\$332).

How much did you or someone else spend on your fishing tackle/equipment in 2018?

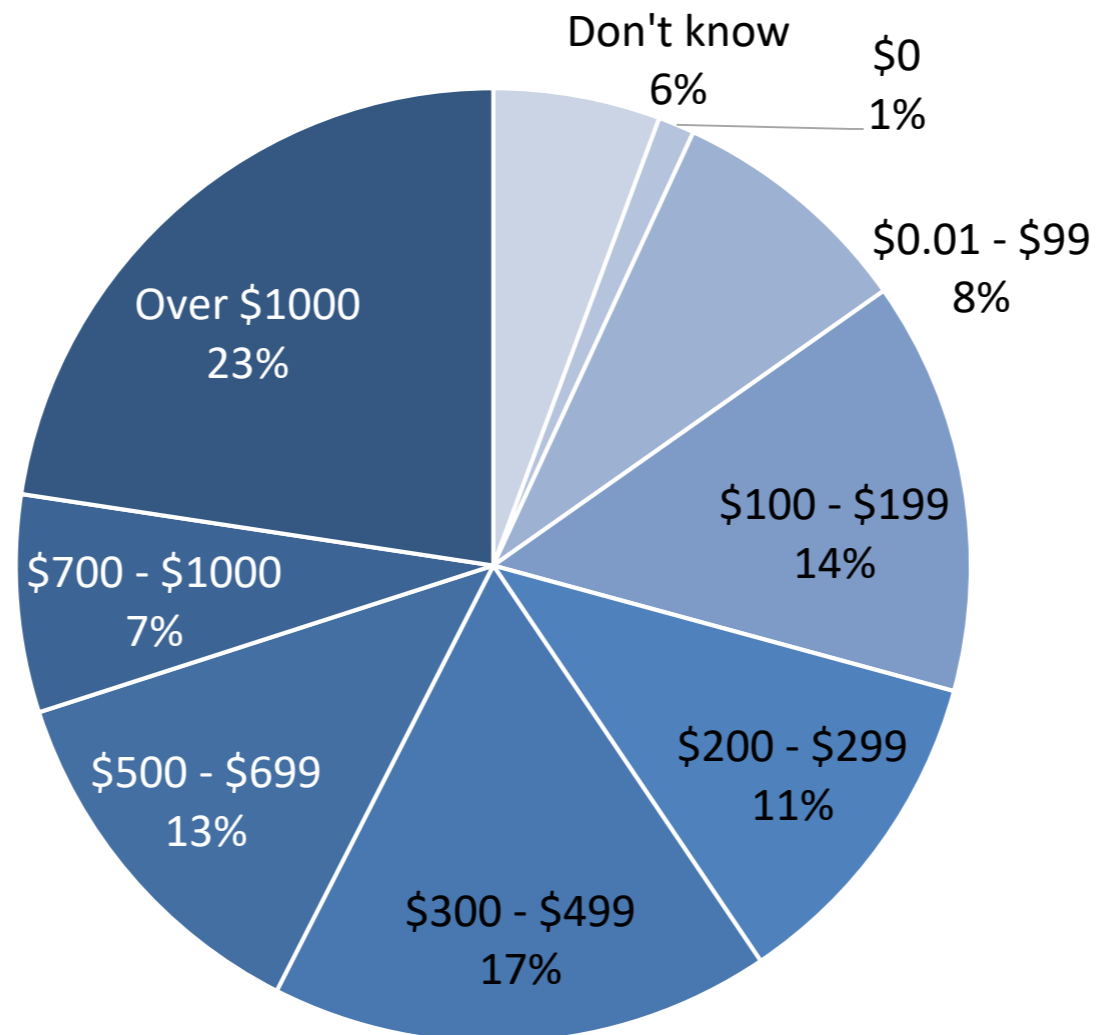




Spending

- Over 77% of club members purchased/had someone purchase fishing tackle & equipment specifically for their use as part of the fishing club/team (N=532).
- Joining the club has caused the members to spend more on fishing tackle for club-related purposes.

In the 12 months after you joined the fishing club/team, how much did you or someone else spend on your fishing tackle/equipment obtained specifically for your membership?



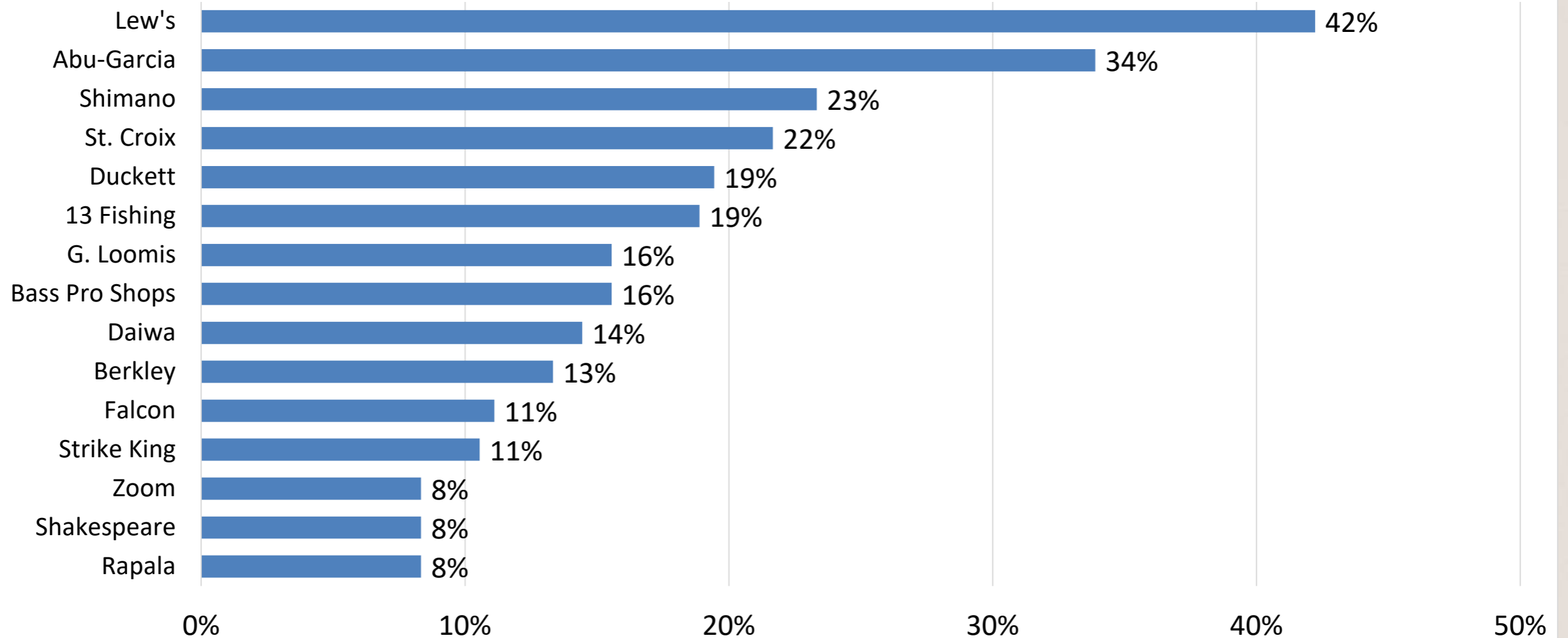
Club Members
N=407



Top Brands Purchased by Club Members

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Top 15 Rod Brands*



*Purchased in the past 12 months

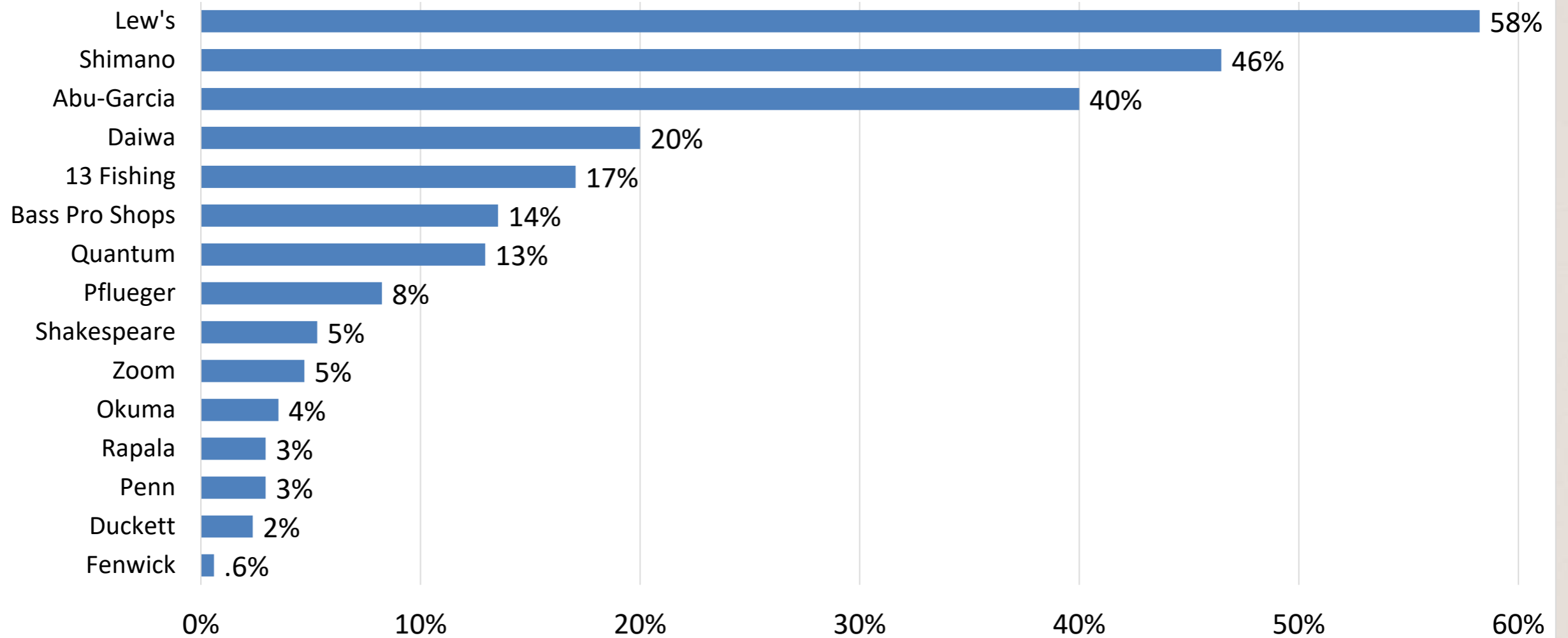
Club Members: N=180



Top Brands Purchased by Club Members

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Top 15 Reel Brands*



*Purchased in the past 12 months

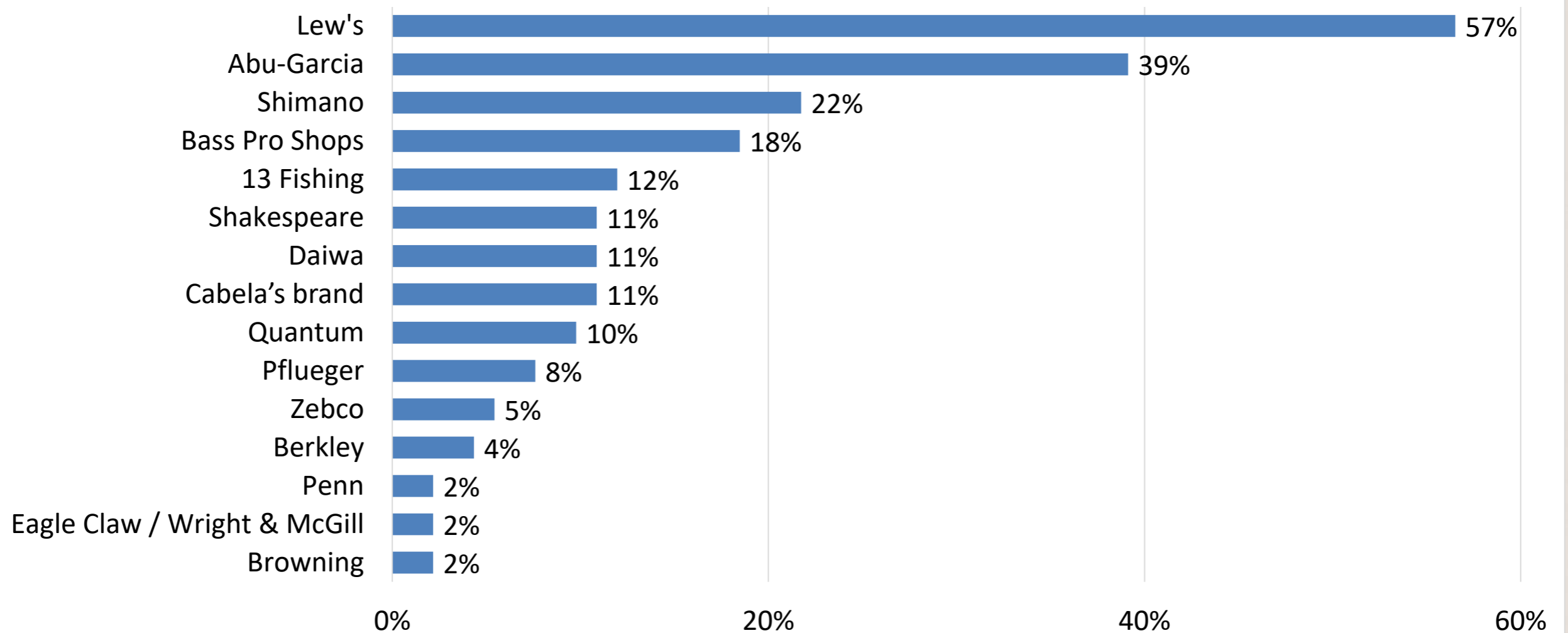
Club Members: N=170



Top Brands Purchased by Club Members

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Top 15 Combo Rod & Reel Brands*



*Purchased in the past 12 months

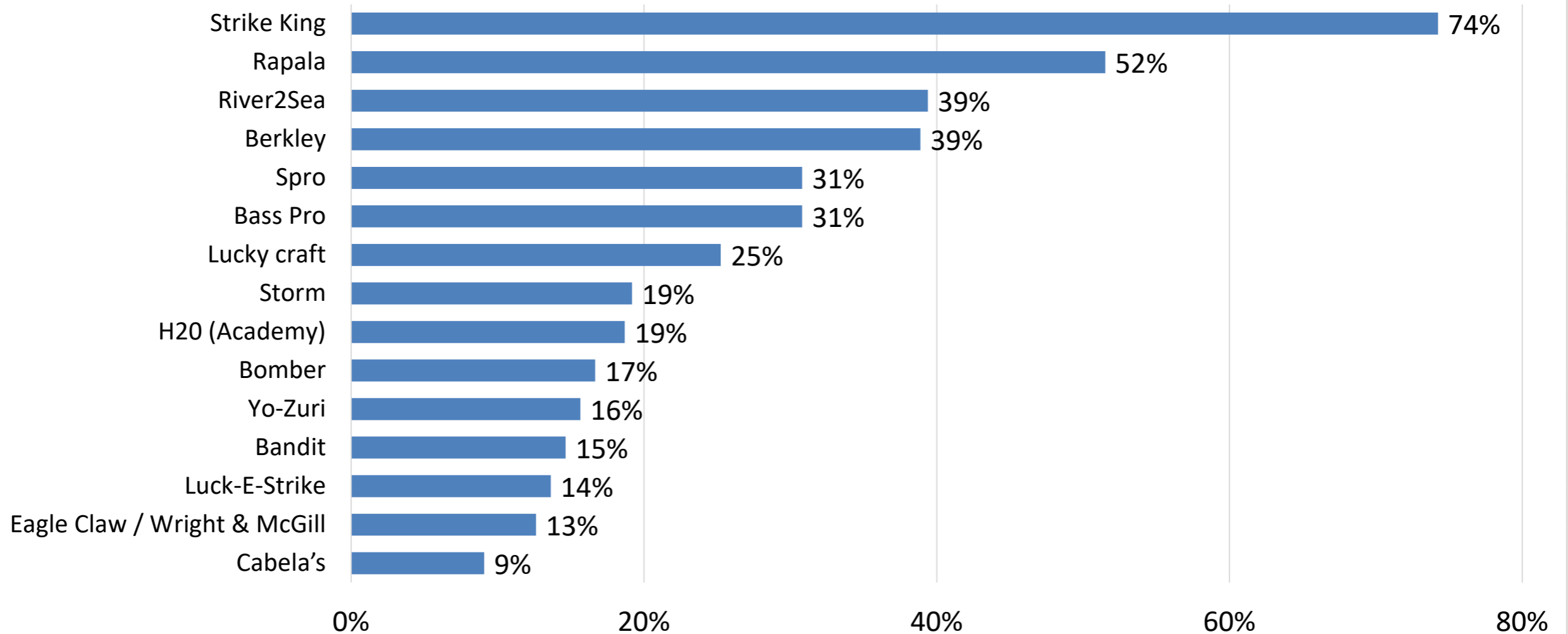
Club Members: N=92



Top Brands Purchased by Club Members

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Top 15 Hard Bait Brands*



*Purchased in the past 12 months

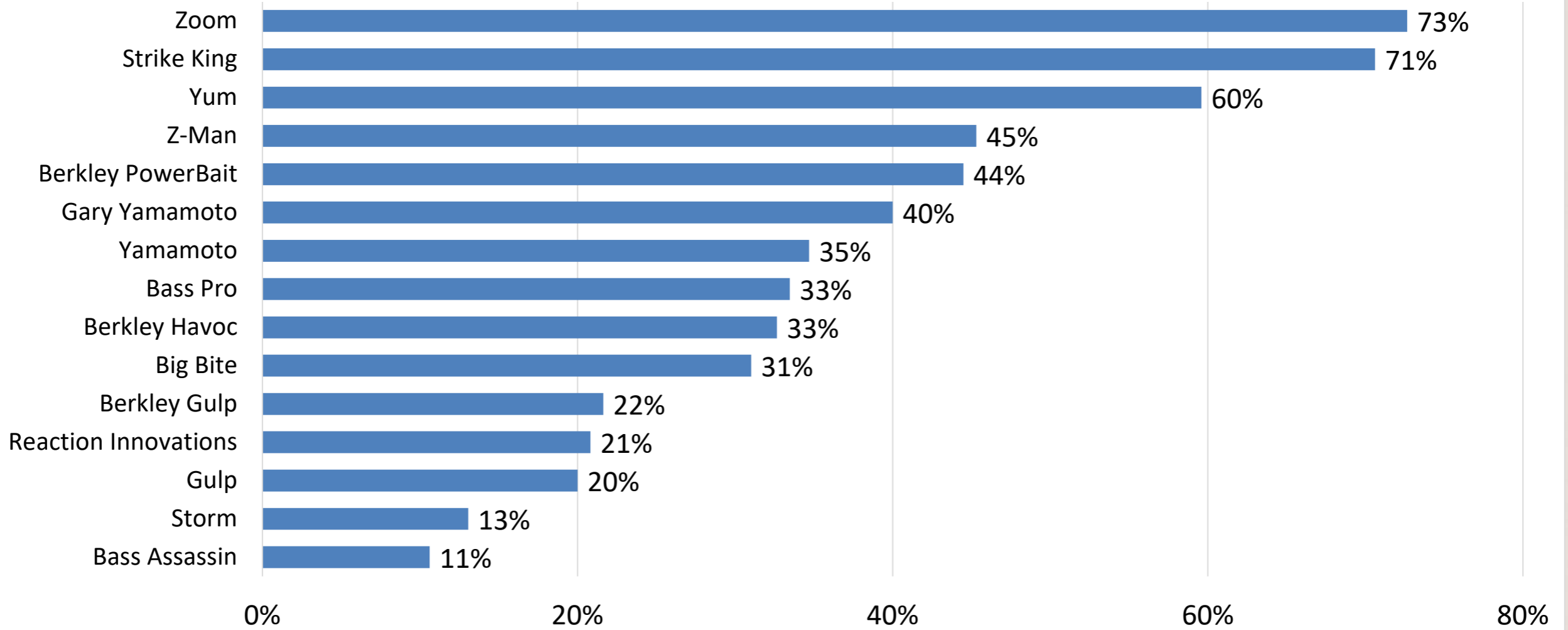
Club Members: N=198



Top Brands Purchased by Club Members

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Top 15 Soft Bait Brands*



*Purchased in the past 12 months

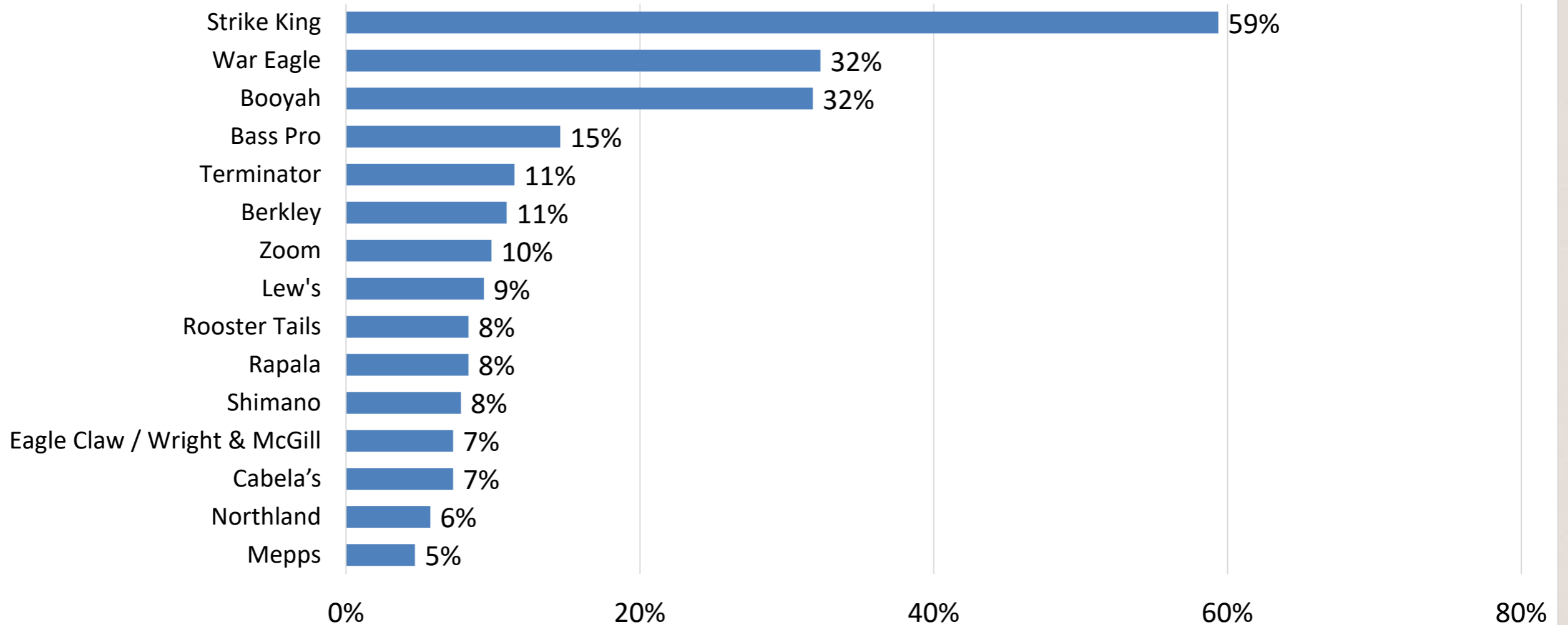
Club Members: N=245



Top Brands Purchased by Club Members

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Top 15 Spinner Bait Brands*



*Purchased in the past 12 months

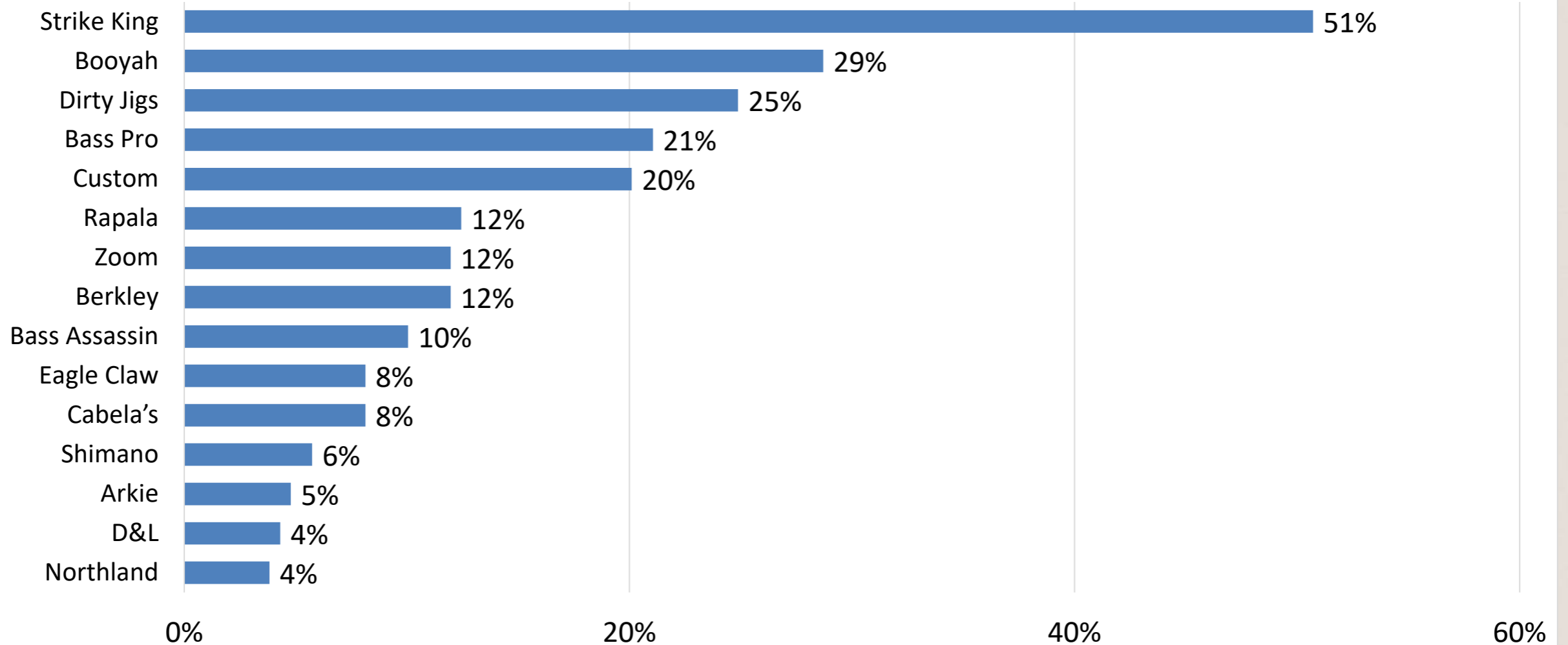
Club Members: N=192



Top Brands Purchased by Club Members

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Top 15 Jig Brands*



*Purchased in the past 12 months

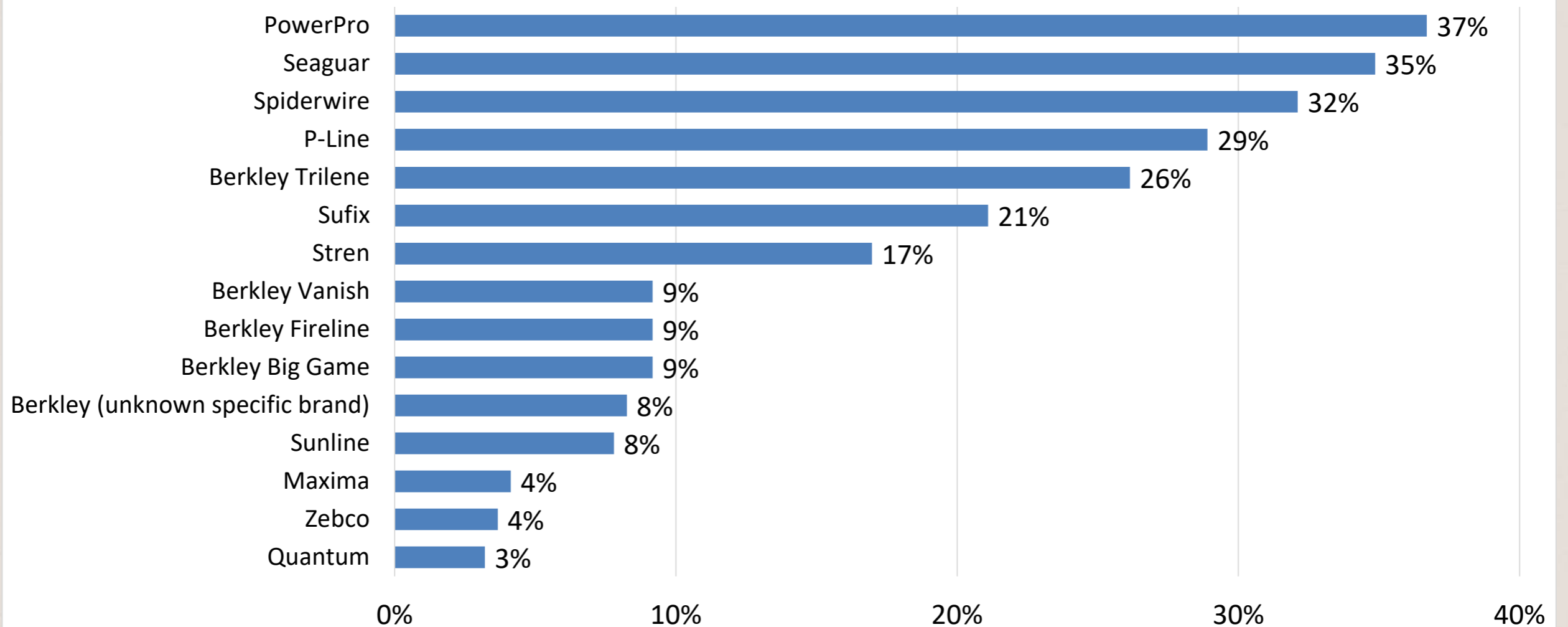
Club Members: N=209



Top Brands Purchased by Club Members

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Top 15 Fishing Line Brands*



*Purchased in the past 12 months

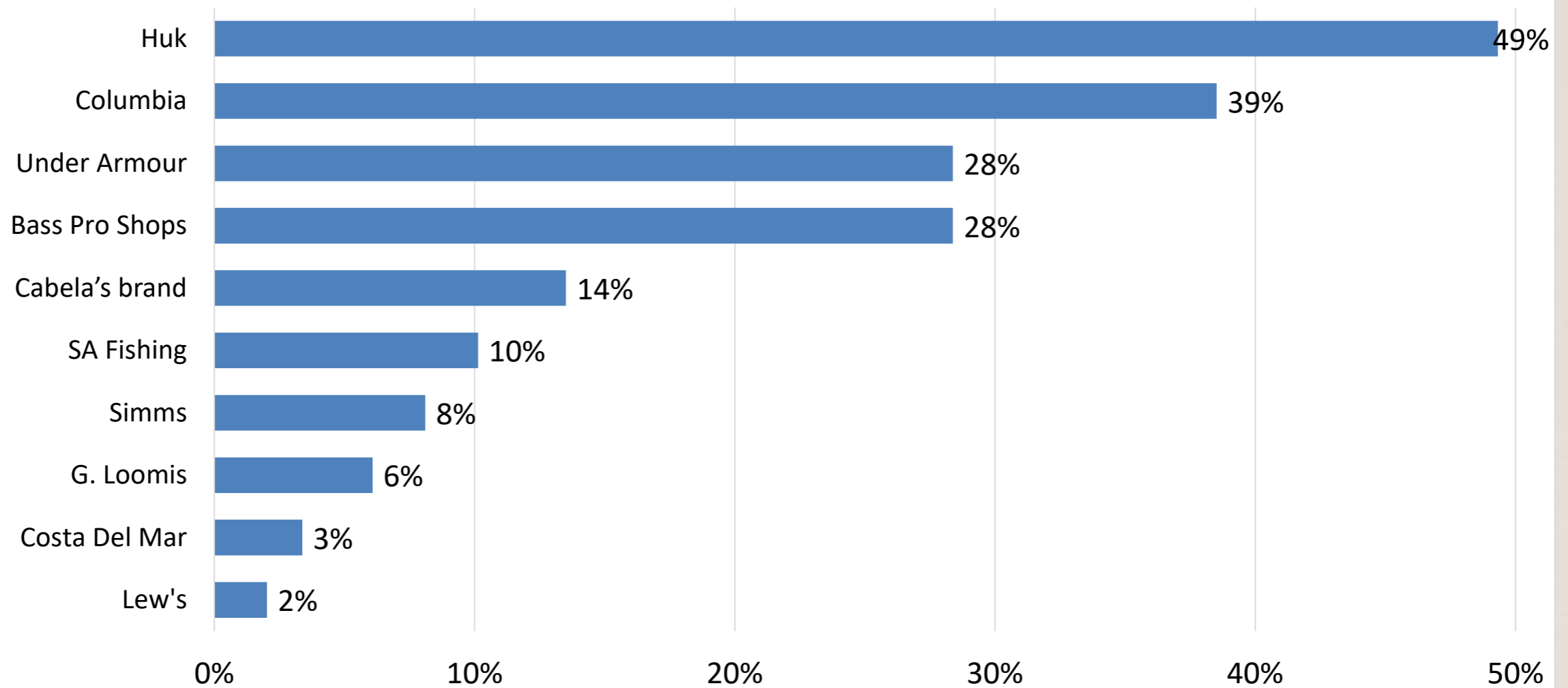
Club Members: N=218



Top Brands Purchased by Club Members

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ASSOCIATES

Top 10 Fishing Hat Brands*



*Purchased in the past 12 months

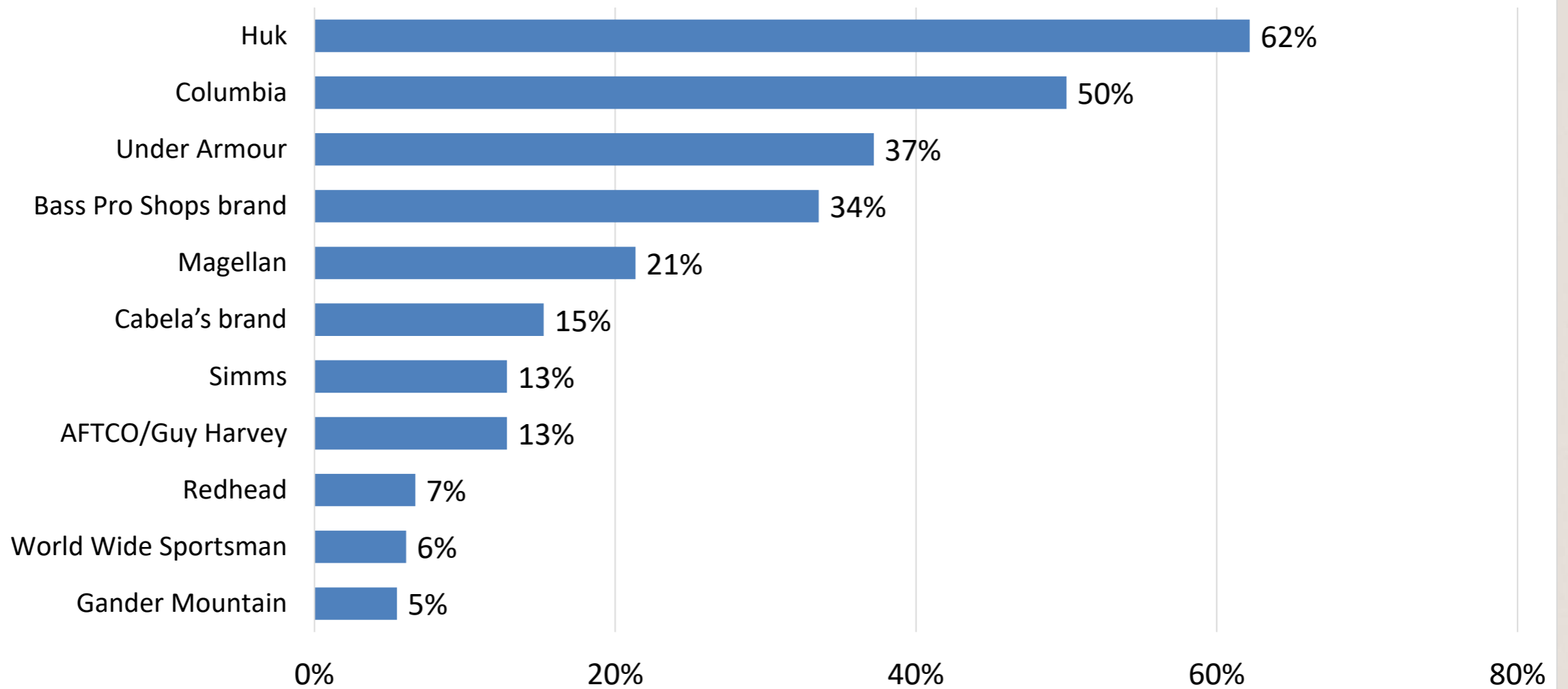
Club Members: N=148



Top Brands Purchased by Club Members


SOUTHWICK
ASSOCIATES

Top 11 Fishing Clothes Brands*



*Purchased in the past 12 months

Club Members: N=164



Barriers & Long-Term Threats

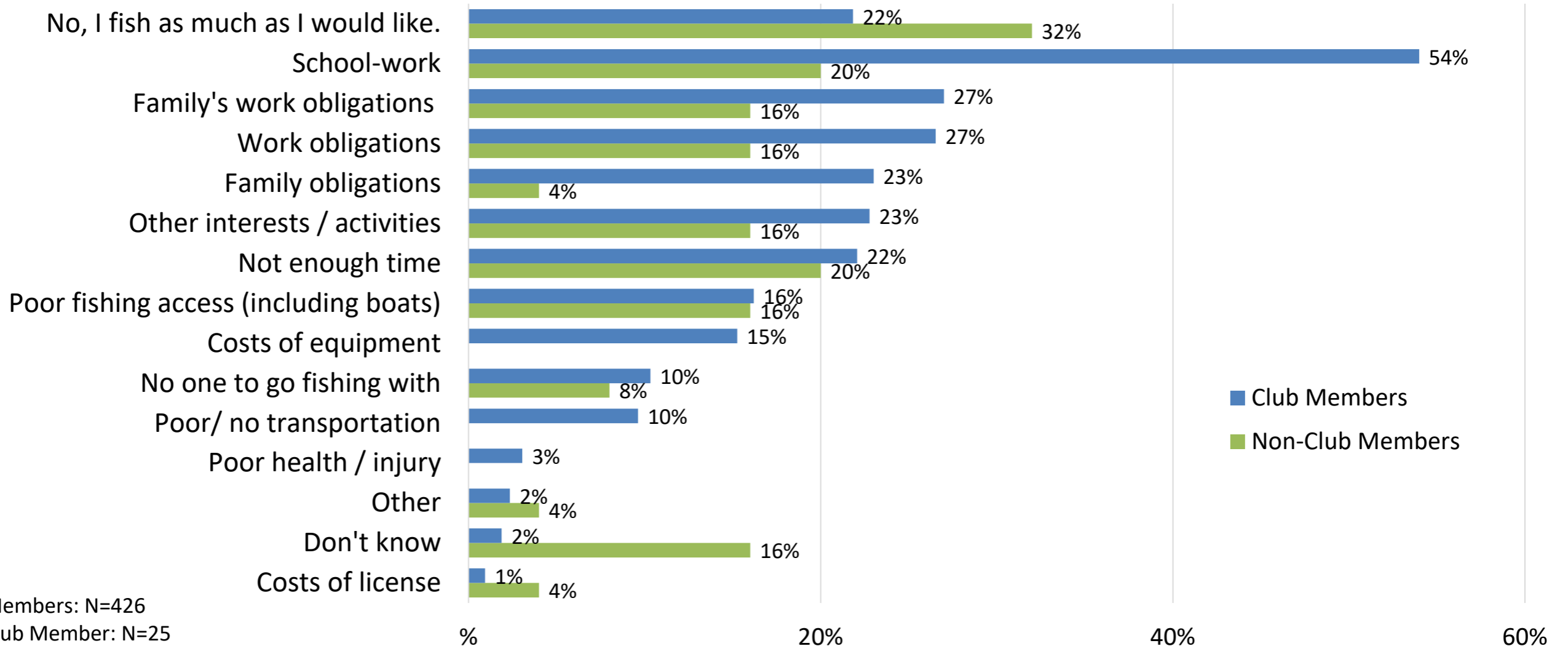


Barriers to Fishing

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- High school anglers want to fish more than they're able. Only a fifth (22%) of club members, and a third (32%) of non-club members reported that they fish as much as they would like to.
- Few of these barriers can be addressed by the sportfishing community.
- “Dear Club Members: So sorry, your school-work will remain a top priority. – Signed, your parents & club leaders”

Have any of the following challenges/barriers stopped you from fishing as much as you would like?*



Club Members: N=426

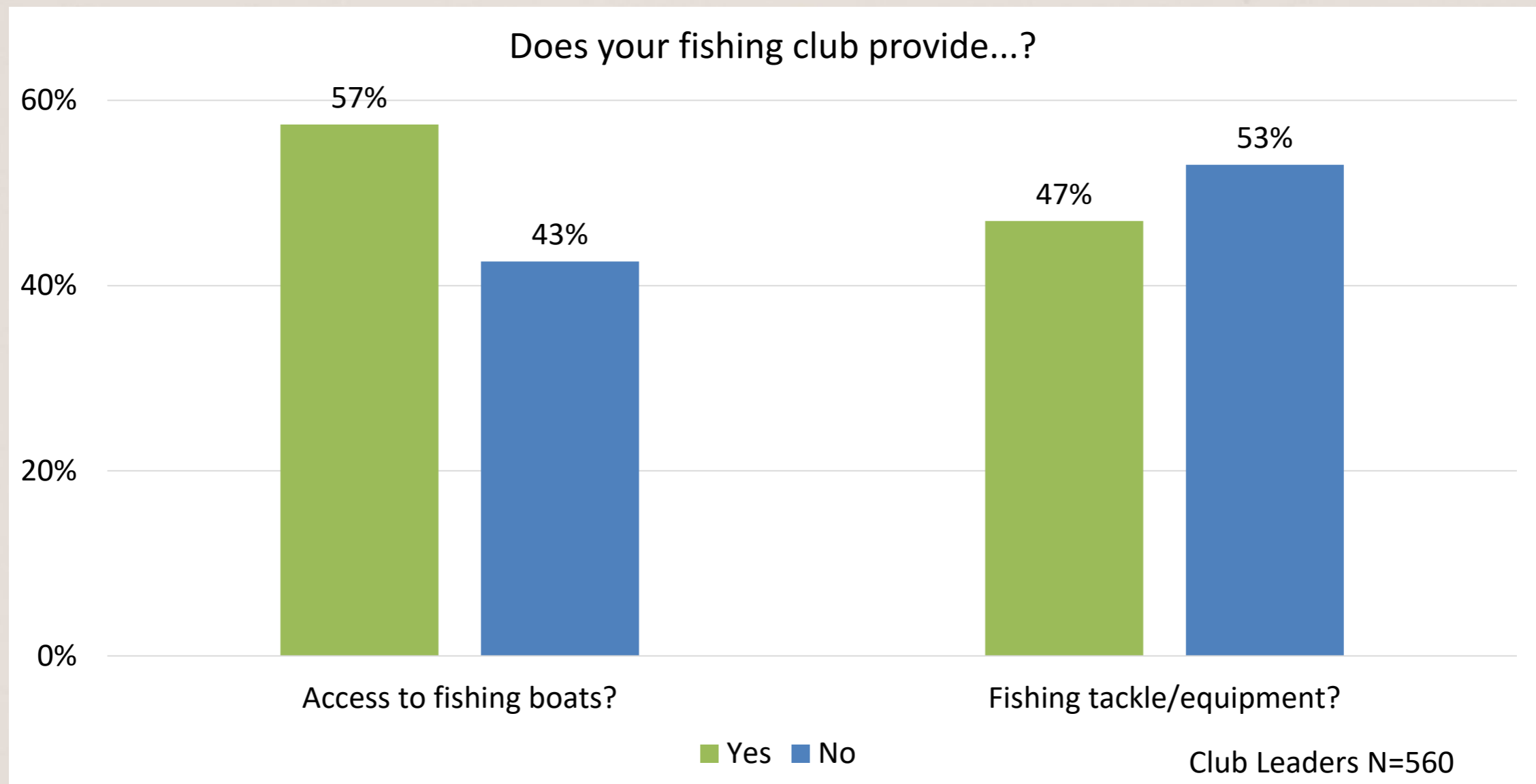
Non-Club Member: N=25

*Due to the small sample size of non-club members (N=25), non-club members' results should be viewed with caution.

Barriers to Membership

(asked only of club leaders)

- Of those clubs that provide fishing equipment to its members (53%), most fishing equipment is given/donated (66%) or loaned (60%) (N=262).

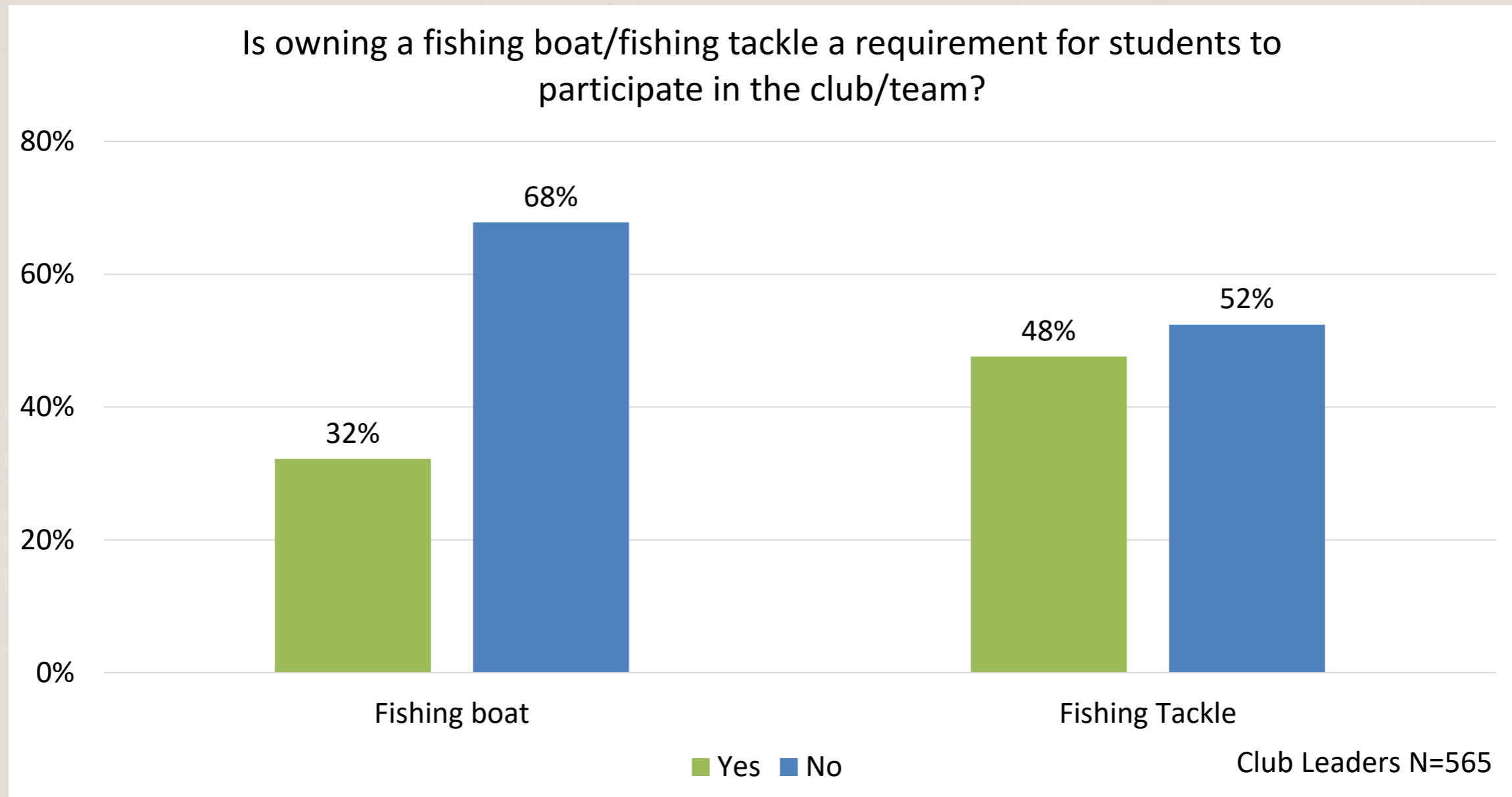




Barriers to Membership

(asked only of club leaders)

- In some cases, there is a privilege factor for those who can join a fishing club.
- Of those who require members to own or have access to a fishing boat, 31% report denying students' membership in the club due to their personal lack of ownership/access to a fishing boat (N=181).
- Only 7% report denying students' memberships due to their lack of fishing tackle (N=268).



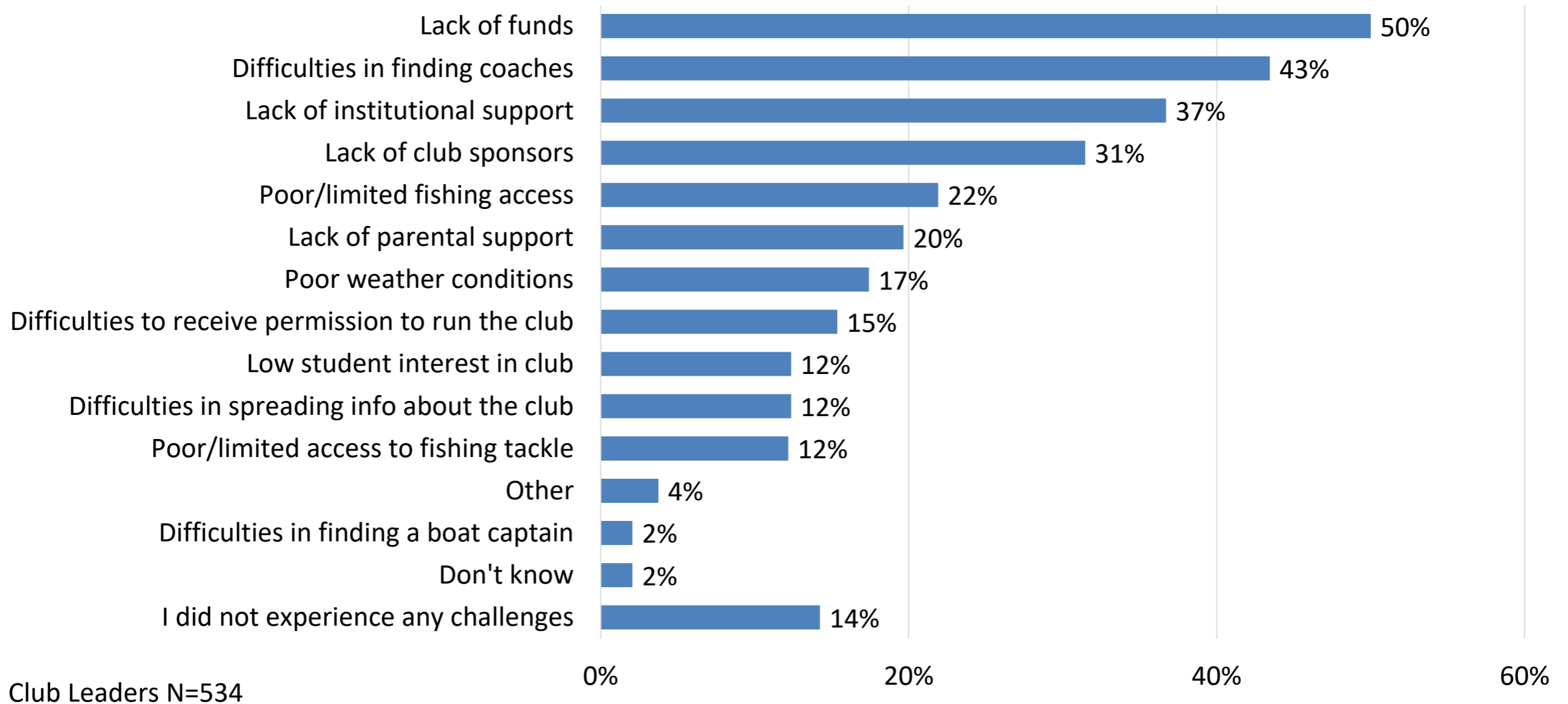


Barriers: Club Leaders

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- 86% of club leaders experienced barriers/challenges when first establishing or running their high school fishing club.
- Top challenges include a lack of funds, difficulties in finding coaches and volunteers, and lack of institutional support.

Did you experience any of the following challenges when establishing or running your fishing club?

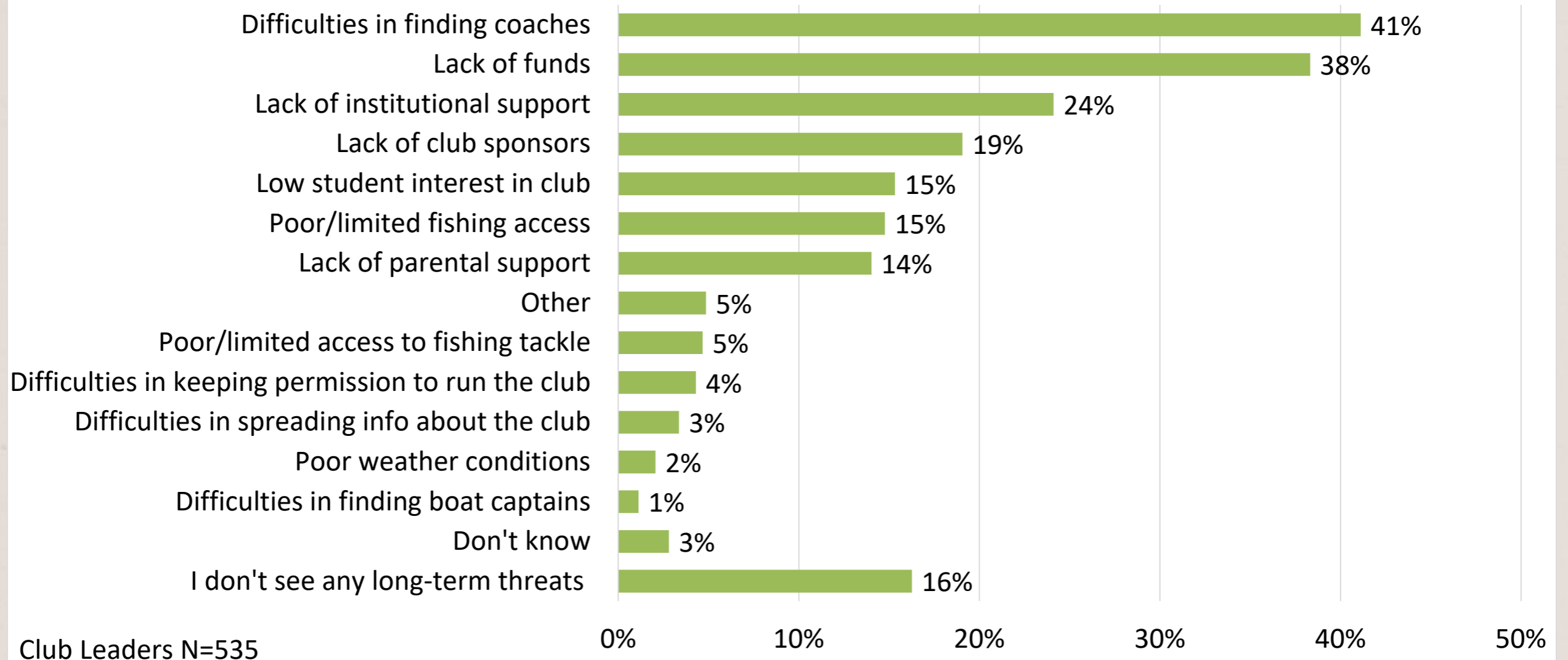




Long-Term Threats: Club Leaders

- 84% of club leaders see long-term threats to the existence of their high school fishing club.
- Club leaders report a real concern about finding coaches and volunteers.

What do you see as the three primary long-term threat(s) to the existence of your fishing club?



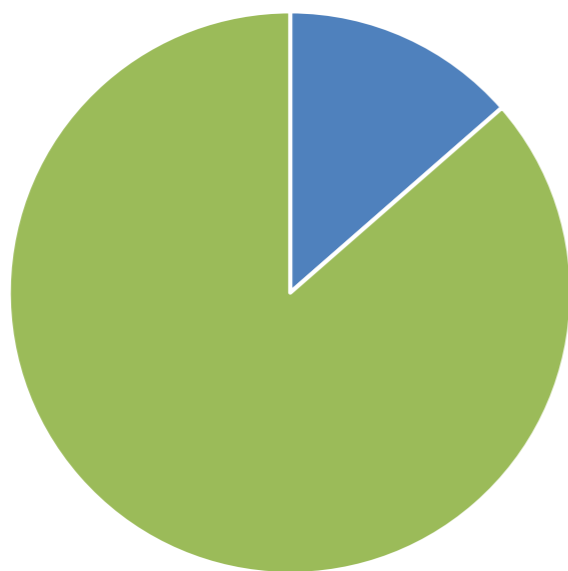
Appendix: Structure



Current vs. Former Club Members

- Respondents are comprised primarily of current fishing club members who are still attending high school, the targeted group for this survey.

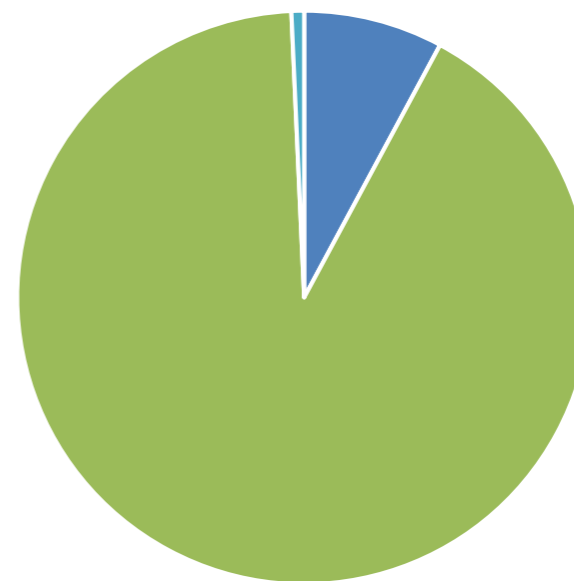
Are you still a member of the fishing club/team you joined during your time in high school?



■ No, I'm a former member
■ Yes, I'm a current member

N=678

Graduation Status of Former & Current Club Members



■ Graduated
■ Still in school
■ Didn't finish high school

N=420

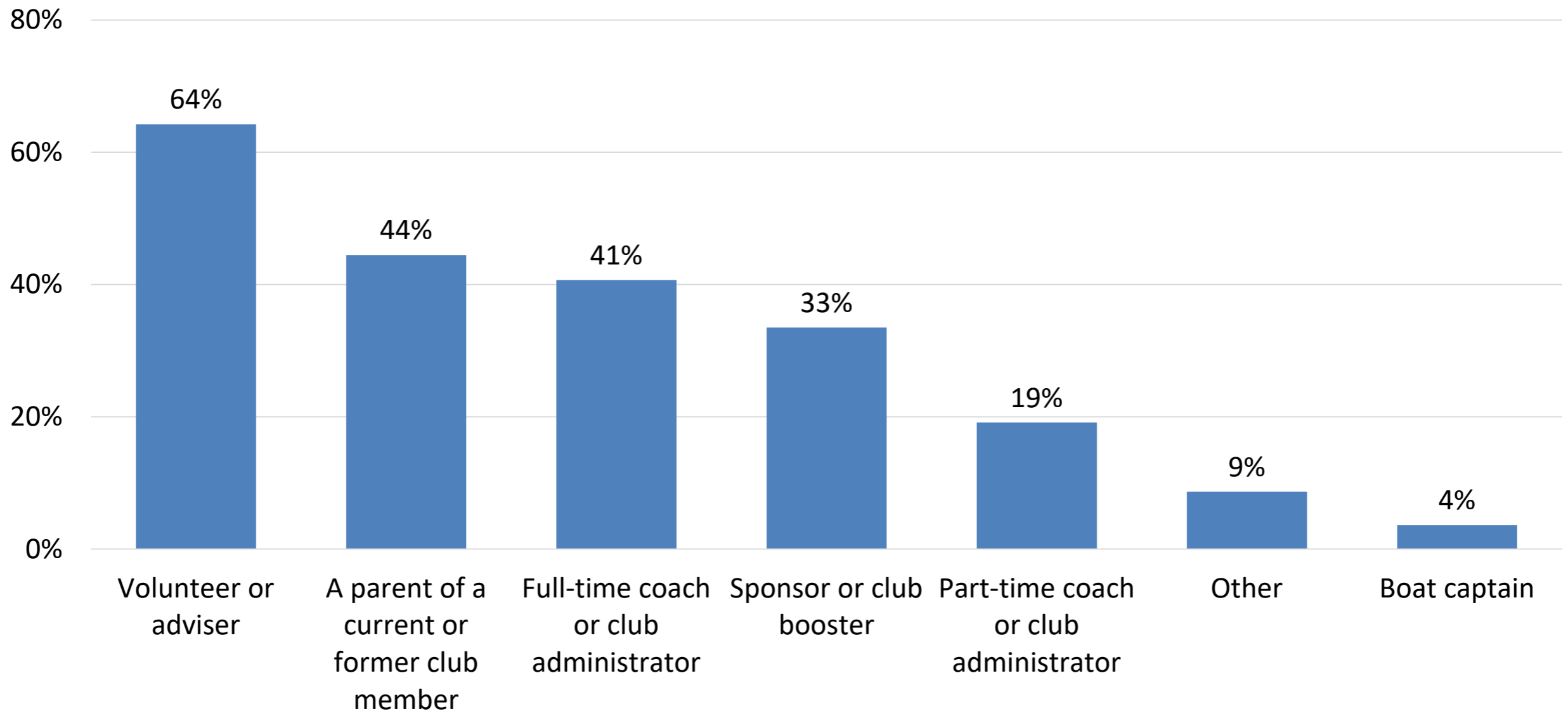


Club Leadership

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- Many club leaders (44%) are the parent of a club member(s); however, to qualify for the survey, parents had to also be involved in a leadership position.

Please check all the ways you have been involved with the fishing club/team:



Club Leaders

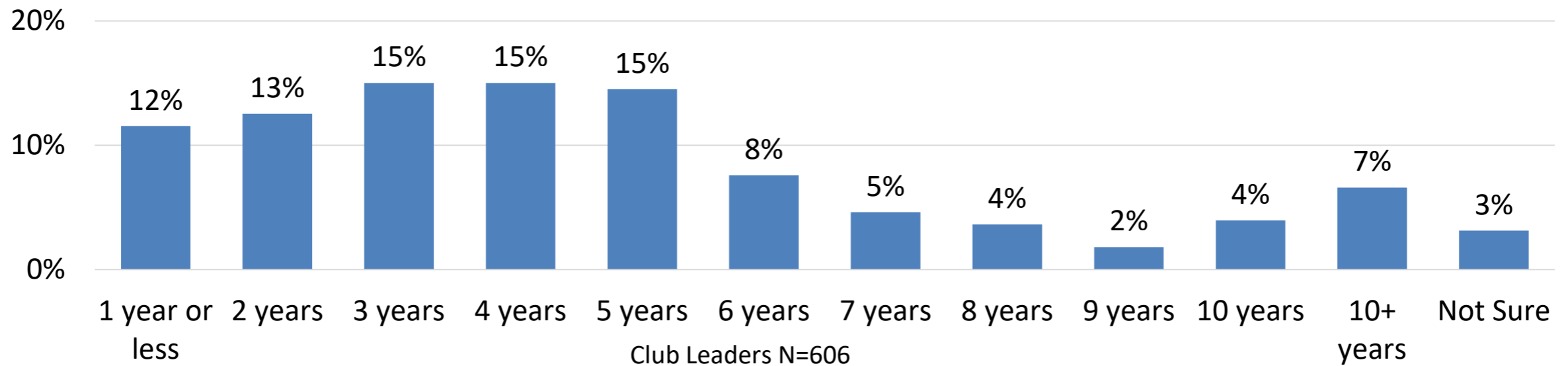


Club Leadership: Club Leaders' Profile

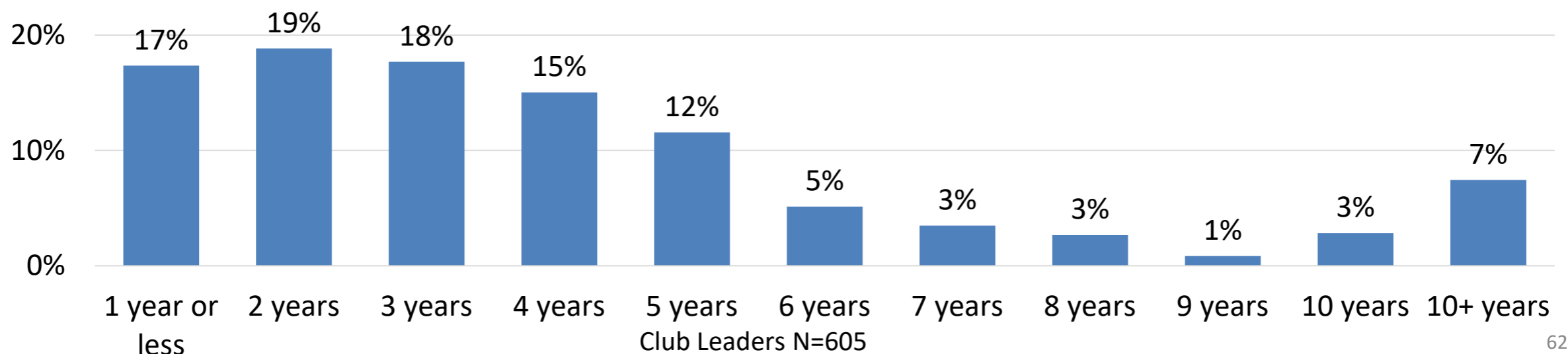
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- With club leaders' tenure being significantly shorter than the length of the club's overall existence, there's a high amount of leadership turnover.
- Over half (54%) of all club leaders have held their current position for 3 years or less.

How long has the fishing club/team been in existence?



How long have you been/were you a club leader for the high school fishing club?



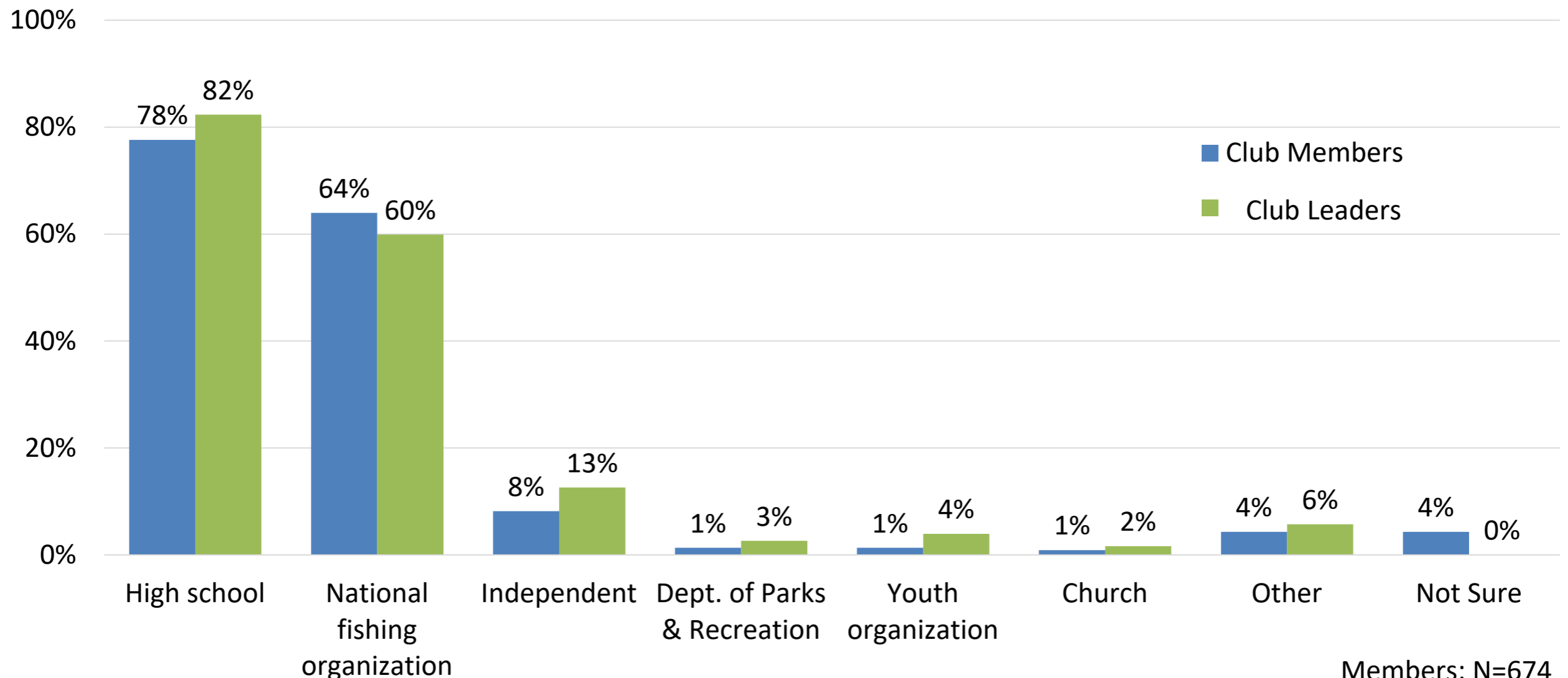


Club Organization

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- Most respondents to this survey, including members and club leaders, were involved with a fishing club that was associated with a high school and/or a national fishing organization, indicating that the survey reached the targeted group.

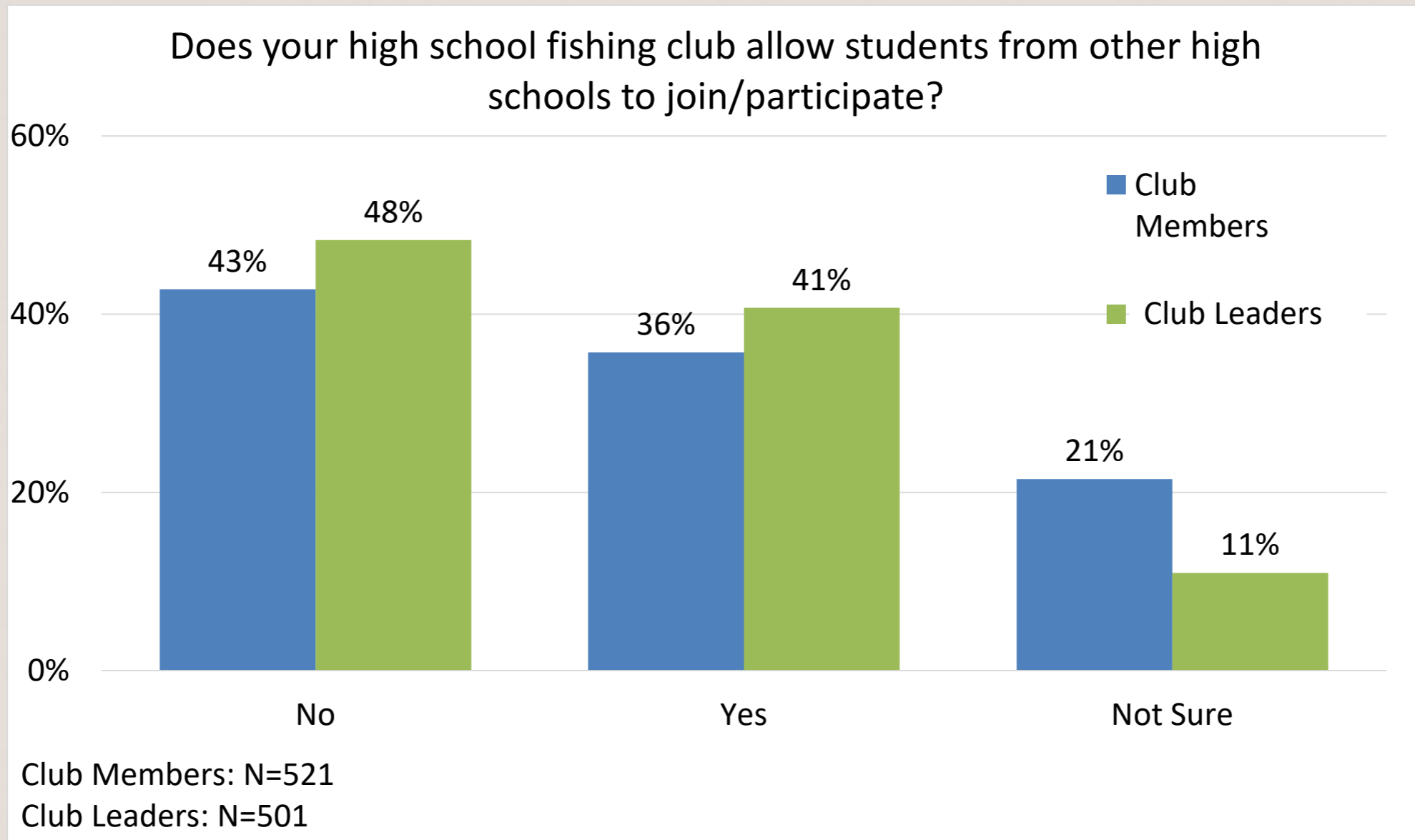
Which organization(s) is the fishing club affiliated with?



Members: N=674
Club Leaders: N=611

Fishing Clubs Associated with a High School

- Due to the competition-structure of many fishing clubs associated with a high school, many do not allow students from other schools to join their club.



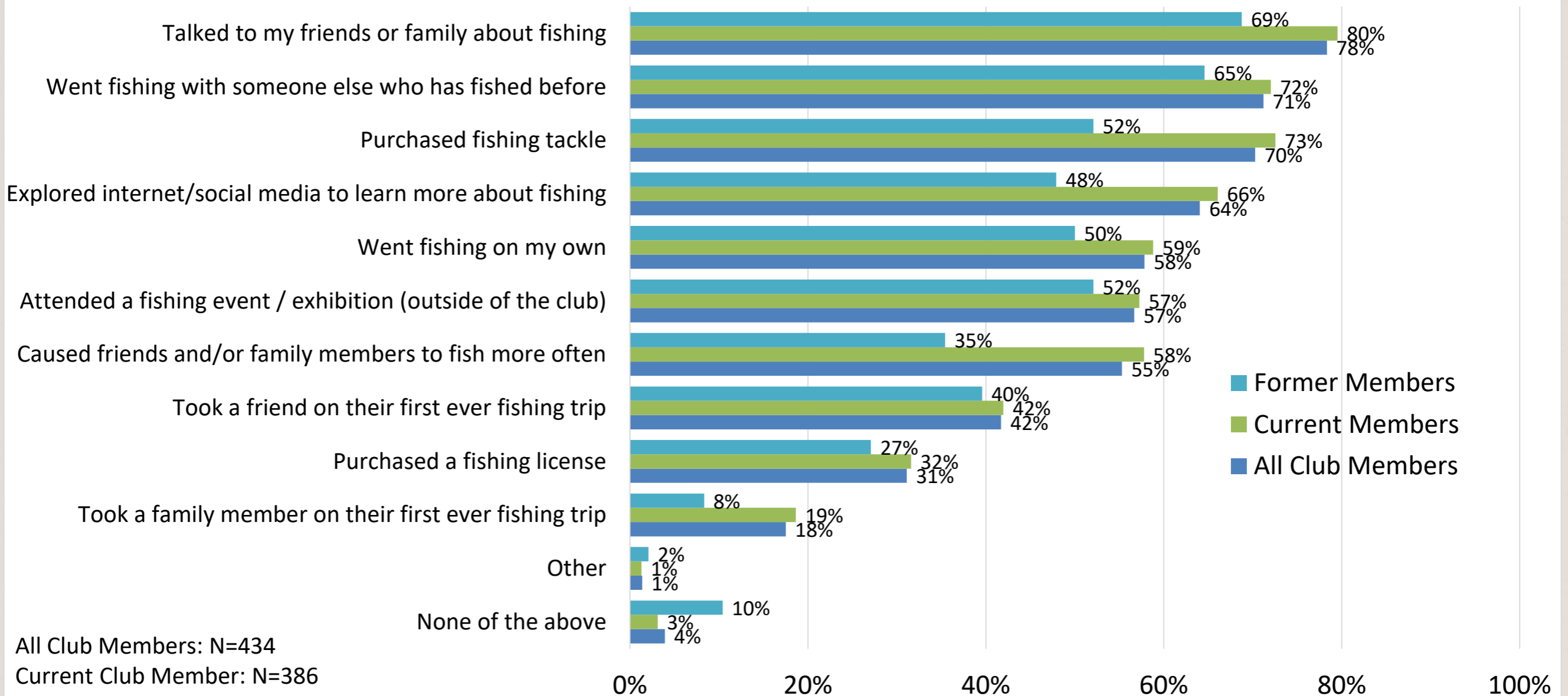


Appendix: R3 Efforts

R3 Activities: Current vs. Former Members

- Club members are actively recruiting new anglers, from talking about it to acting on it by taking first-time anglers out to fish, increasing their family's avidity, and purchasing fishing tackle.

Did you do any of the following as a result of your participation in the fishing club/team?



All Club Members: N=434

Current Club Member: N=386

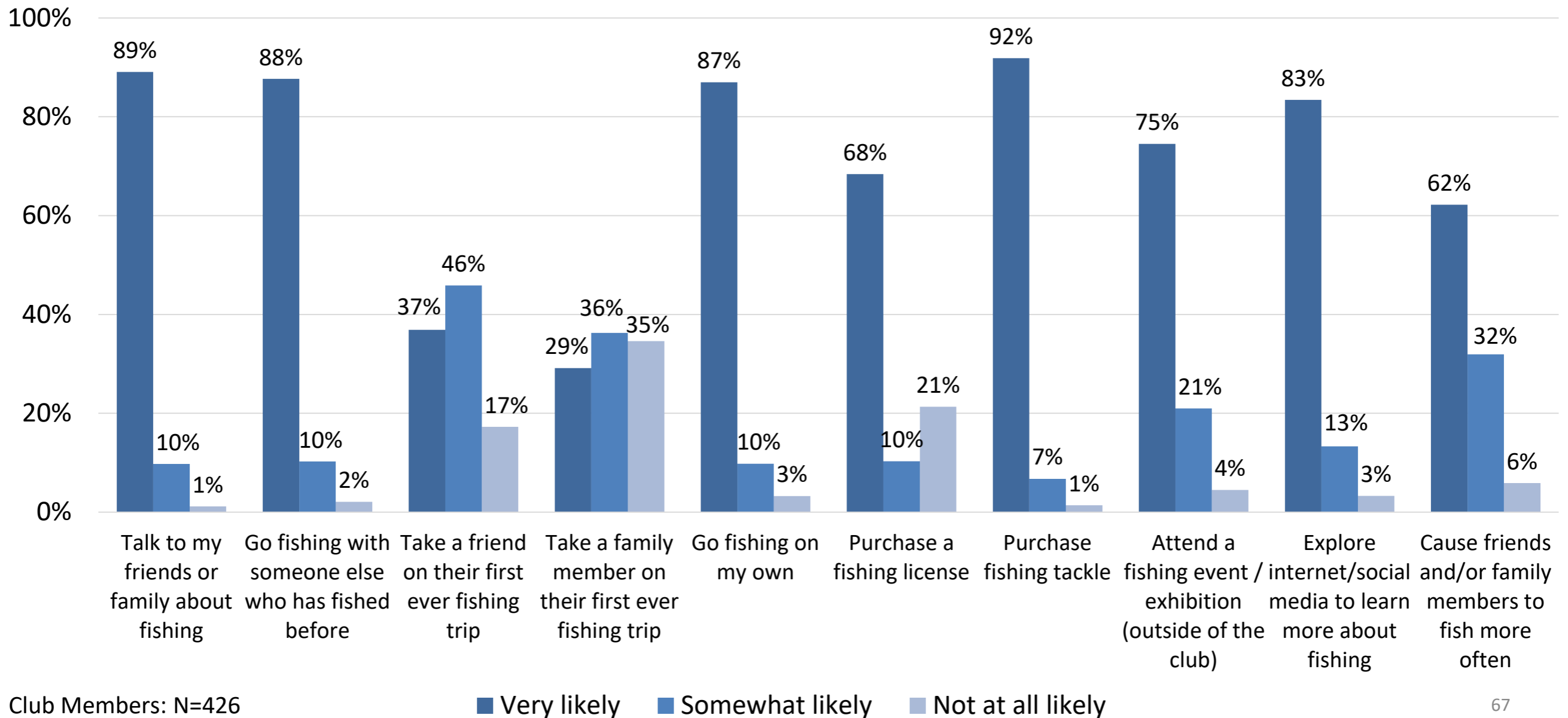
Former Club Members: N=48



R3 Activities: Club Members

- Club members are the influencers, all possessing a high level of intent to recruit anglers, talk about fishing, and purchase fishing tackle.

As a result of joining the fishing club/team, how likely is it that you'll do any of the following activities in the next six months?



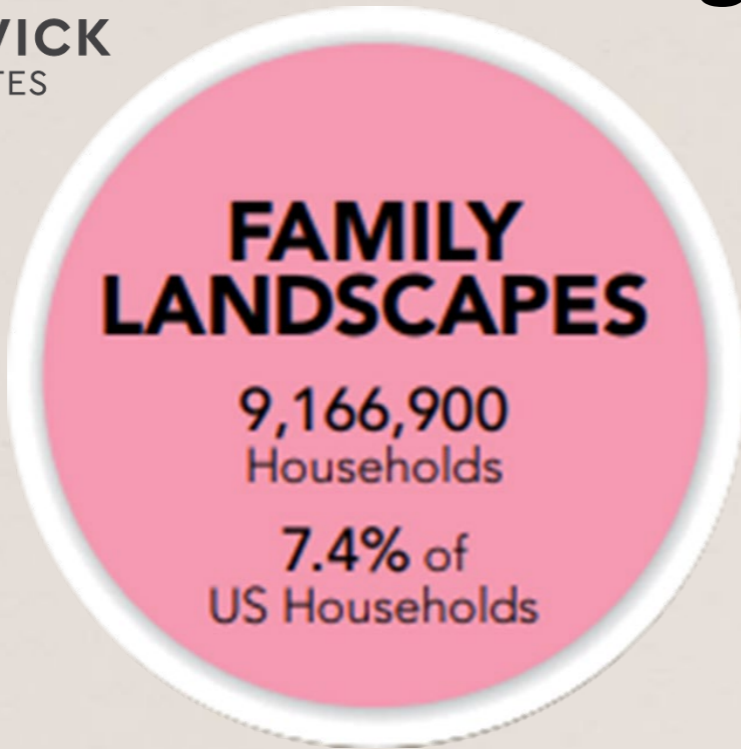
Appendix: LifeMode Segments





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LifeMode Segment: Family Landscapes

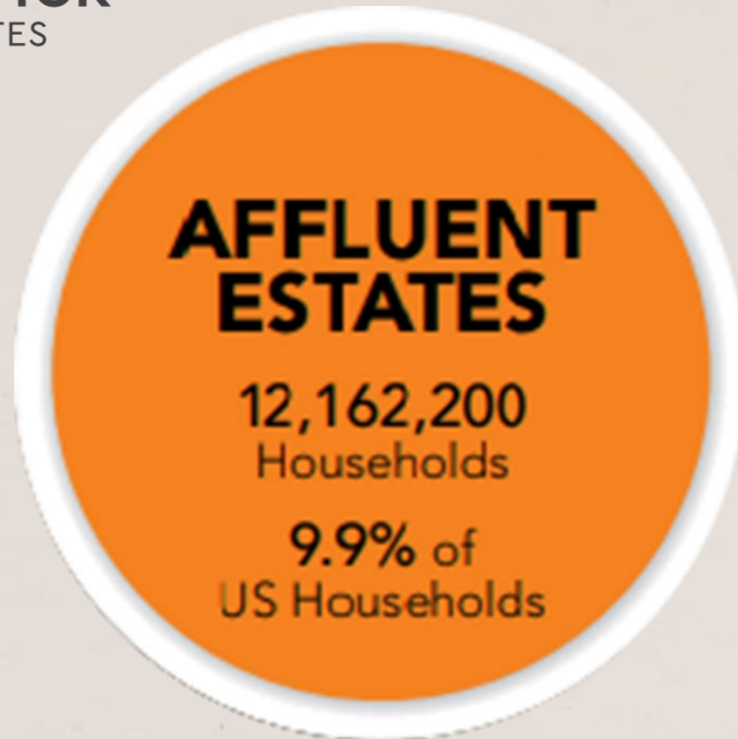


Family Landscapes	
Median Age	36.9
Median Household Income	\$77,000
Median Net Worth	\$197,000
Diversity Index	54.5
Home Ownership Rate	79.7%
Average Household Size	2.86
Median Home Value	\$221,900

Lifestyle Characteristics

- 13% of club members and 15% of club leaders are members of Family Landscapes.
- Successful young families in their first homes
- Non-diverse, prosperous married-couple families, residing in suburban or semirural areas
- Homeowners (79%) with mortgages (second highest %), living in newer single-family homes, with median home value slightly higher than the U.S.
- Two workers per family, the second highest labor force participation rate, & low unemployment
- Do-it-yourselfers, who work on home improvement projects, as well as their lawns and gardens
- Sports enthusiasts, typically owning newer sedans or SUVs, dogs, and savings accounts/plans, comfortable with the latest technology
- Eat out frequently at fast food or family restaurants to accommodate their busy lifestyle
- Especially enjoy bowling, swimming, playing golf, playing video games, watching movies rented via Redbox, and taking trips to a zoo or theme park

LifeMode Segment: Affluent Estates

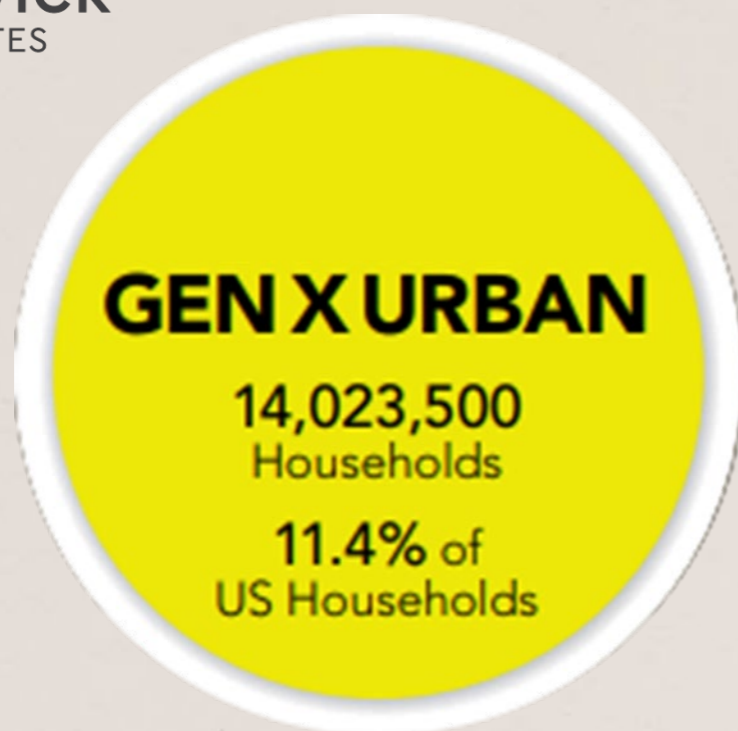


Affluent Estates	
Median Age	43.0
Median Household Income	\$123,500
Median Net Worth	\$534,000
Diversity Index	44.5
Home Ownership Rate	88.5%
Average Household Size	2.89
Median Home Value	\$439,800

Lifestyle Characteristics

- 13% of club members and 12% of club leaders are members of the Affluent Estates segment.
- Established wealth—educated, well-traveled married couples
- Accustomed to "more": less than 10% of all households, with 20% of household income
- Homeowners (almost 90%), with mortgages (65.2%)
- Married couple families with children ranging from grade school to college
- Expect quality; invest in time-saving services
- Participate actively in their communities
- Active in sports and enthusiastic travelers

LifeMode Segment: GenXUrban



GenXUrban	
Median Age	43.7
Median Household Income	\$62,600
Median Net Worth	\$169,400
Diversity Index	41.7
Home Ownership Rate	74.2%
Average Household Size	2.43
Median Home Value	\$187,600

Lifestyle Characteristics

- Around 10% of club members and leaders fall into the GenXUrban segment.
- Gen X in middle age; families with fewer kids and a mortgage
- Second largest Tapestry group, comprised of Gen X married couples, and a growing population of retirees
- About a fifth of residents are 65 or older; about a fourth of households have retirement income
- Own older single-family homes in urban areas, with 1 or 2 vehicles
- Live and work in the same county, creating shorter commute times
- Invest wisely, well-insured, comfortable banking online or in person
- News junkies (read a daily newspaper, watch news on TV, and go online for news)
- Enjoy reading, renting movies, playing board games and cards, doing crossword puzzles, going to museums and rock concerts, dining out, and walking for exercise