

ABOUT TAKING HOLD

The late-20s consumers in Taking Hold include many single professionals purchasing homes, buying furniture and getting ready to marry and start a family. Estimated income varies significantly in this group, but over one-third earns \$150,000+ per year. Taking Hold group members are comfortable exploring online and mobile resources, and enjoy the conveniences of ready Internet access. They download albums and individual songs, along with television programs. Their smartphones are loaded with apps for entertainment, sports, banking, social networking and more. In addition to alternative music, shared interests include tanning (particularly cluster 18) and shooter-type video games.

TAKING HOLD, A DAY IN THE LIFE

Name of protagonist: "Maria»"

Wakes up... turns the alarm off on her phone and chooses a playlist that's heavy on alternative rock. She gets up, goes to the kitchen for a bottle of water then heads to the third bedroom that doubles as the workout room. She runs on the treadmill for 30 minutes.

Spends the day... researching a big liability case for the law firm where she works as a paralegal. She calls her husband and reminds him that it's his parents' anniversary, so he should offer to take them out to dinner or cook a nice meal for them in their gourmet kitchen.

Talks about weekend plans to... go camping to get away from it all. The weather is supposed to be perfect for it, finally cooling down after that heat wave.

Has a meeting with... the group of attorneys that is working on the case. The agenda? Discussing the fact that they are not going to have a case, based on precedents of two similar cases.

Spends the evening... driving to the athletic club and playing tennis with her group of friends. Meets her husband for a late dinner at Jay's Pizza. No pizza for her; she orders soup and salad instead. Later they spend time online shopping for new dining room furniture.

Goes to bed at... 11:30 p.m. after a half hour of Pilates,

Watching... How I Met Your Mother.»



HOUSEHOLDS: 5,490,320 (3.92% OF U.S.)

CLUSTERS

- 18 Climbing the Ladder
- 21 Children First
- 24 Career Building
- 30 Out & About

WHEN THEY GREW UP...

- DVD sales surpass VCR sales
- Saddam Hussein is captured
- Video news, weather and traffic information begins to flow to cellphone users
- Janet Jackson experiences a «wardrobe malfunction» during her Super Bowl performance

SHOPPING...

- IKEA
- iTunes
- Express
- The Gap
- Tech Shoppers

DIGITAL/ONLINE...

- Asus Computers
- MacBook Pro
- Download/Stream Rented Videos
- Pay Bills Online
- eBay

FINANCIAL...

- Bank Online
- Student Loans
- Debit Cards
- TurboTax
- Cigna Insurance

TV/RADIO...

- Alternative Radio
- Comedy Central
- "Jersey Shore"
- "Sons of Anarchy"
- MMA on TV

MAGAZINES/NEWSPAPERS...

- Read on Tablet
- Allure
- Cosmopolitan
- ESPN the Magazine
- Us Weekly

ACTIVITIES...

- Camping
- Play Pool
- Fantasy Sports Leagues
- Gym
- Jogging/Running

TRAVEL/AUTO...

- Honda Civic
- Jeep
- Honeymoons
- La Quinta Inns & Suites
- Delta/Northwest

Group Info

Age	18-35
Marital Status	Single/Married
Home Ownership	Renter/Owner
Kids	No Kids; Kids Age Mix
Income	\$75,000 - \$119,999
Income Rank	4
Urbanicity	City & Surrounds
Urbanicity Rank	8
Net Worth	<\$999K
Net Worth Rank	9



	Group %	National %	Index
Age - Head of Household			
18-23 Years	16.1%	3.7%	439
24-29 Years	58.4%	7.9%	743
30-35 Years	18.0%	9.9%	182
36-45 Years	7.4%	18.5%	40
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	27.50	50.70	

	Group %	National %	Index
Estimated Income			
<\$15,000	0.0%	12.5%	0
\$15,000-\$19,999	0.5%	5.7%	9
\$20,000-\$29,999	1.5%	10.6%	14
\$30,000-\$39,999	1.4%	10.0%	14
\$40,000-\$49,999	12.0%	9.7%	124
\$50,000-\$74,999	30.0%	21.6%	139
\$75,000-\$99,999	11.0%	11.4%	97
\$100,000-\$124,999	4.3%	6.4%	67
\$125,000-\$149,999	3.3%	1.7%	199
\$150,000+	35.9%	10.5%	341

	Group %	National %	Index
Presence and Age of Children			
No Children Present	71.8%	63.3%	113
Ages 0-2	6.0%	4.9%	124
Ages 3-5	9.3%	8.7%	106
Ages 6-10	10.8%	13.5%	80
Ages 11-15	4.6%	14.7%	31
Ages 16-17	2.8%	6.1%	46

	Group %	National %	Index
Marital Status			
Single	60.7%	51.3%	118
Married	39.3%	48.7%	81



	Group %	National %	Index
Estimated Net Worth			
< \$1	4.2%	13.6%	31
\$1 - \$4,999	7.5%	7.5%	100
\$5,000 - \$9,999	7.0%	5.4%	131
\$10,000 - \$24,999	10.9%	7.7%	141
\$25,000 - \$49,999	10.9%	7.9%	138
\$50,000 - \$99,999	14.5%	10.8%	135
\$100,000 - \$249,999	22.5%	16.4%	138
\$250,000 - \$499,999	15.1%	12.0%	126
\$500,000 - \$999,999	7.2%	8.1%	89
\$1,000,000 - \$1,999,999	0.1%	5.6%	2
\$2,000,000+	0.0%	5.0%	0

	Group %	National %	Index
Home Ownership Status			
Renter	55.7%	27.6%	202
Home Owner	44.3%	72.4%	61

	Group %	National %	Index
Population Density - HH per Sq. Mile			
0-28	2.7%	9.7%	28
29-103	6.2%	10.2%	61
104-925	36.4%	31.1%	117
926-2508	35.9%	30.4%	118
2509-4371	10.6%	9.5%	111
4372-8167	4.4%	4.5%	98
8168+	3.8%	4.6%	83

	Group %	National %	Index
Length of Residence			
<2 Years	36.1%	15.3%	236
2-5 Years	25.3%	20.9%	121
6-14 Years	23.9%	35.1%	68
15+ Years	14.6%	28.7%	51



	Group %	National %	Index
Market Value of Home			
<\$50,000	3.6%	7.6%	47
\$50,000-\$99,999	12.1%	19.2%	63
\$100,000-\$124,999	8.9%	9.9%	90
\$125,000-\$149,999	10.0%	9.2%	109
\$150,000-\$199,999	17.4%	14.5%	120
\$200,000-\$299,999	21.3%	16.4%	130
\$300,000-\$499,999	15.9%	13.8%	116
\$500,000+	10.8%	9.4%	115

	Group %	National %	Index
Dwelling Unit Size			
Single Family Dwelling	83.9%	85.1%	99
Multiple Family Dwelling	16.1%	14.9%	108

	Group %	National %	Index
Occupation			
Professional/Technical	24.5%	27.9%	88
Administration/Management	8.1%	8.2%	99
Sales/Service	4.0%	2.7%	149
Clerical/White Collar	22.2%	16.8%	133
Craftsman/Blue Collar	22.3%	18.4%	121
Student	3.9%	0.7%	561
Housewife	6.2%	5.8%	105
Retired	1.7%	11.7%	14
Other	4.5%	4.7%	97
Self Employed	2.5%	3.1%	82

	Group %	National %	Index
Education			
Completed High School	80.6%	56.8%	142
Completed College	16.2%	30.6%	53
Completed Graduate School	3.0%	12.2%	24
Attended Vocational/Technical	0.2%	0.4%	51



	Group %	National %	Index
Ethnicity			
Caucasian/Other	69.6%	73.9%	94
African American	12.5%	11.0%	113
Hispanic	12.5%	11.5%	109
Asian	5.3%	3.6%	146

	Group %	National %	Index
Household Size			
One Person Household	45.3%	29.3%	155
Two Person Household	26.3%	26.8%	98
Three Person Household	15.6%	19.8%	79
Four Person Household	6.9%	11.8%	59
Five+ Person Household	6.0%	12.3%	48

	Group %	National %	Index
Mail Responsive			
Mail Order Responsive	39.3%	68.4%	57
Mail Order Buyer	39.3%	68.4%	57
Mail Order Donor	0.2%	1.4%	16

	Group %	National %	Index
Buying Channel Preference - Score = 01			
Internet	13.0%	9.0%	145
Mail	0.4%	9.5%	4
Phone	0.5%	9.2%	6

