

ABOUT SETTTLING DOWN

This group, Settling Down, is primarily comprised of married members with no children who love the great outdoors, sharing an avid interest in hunting and fishing. They read Field & Stream and Guns & Ammo magazines, and many hunt with a bow and arrow. Country music is the clear preference. When they're not in the woods or on the water, group members make time to watch wrestling, play role-playing video games and complete a few home improvement projects. They own their homes and have lived in them for several years. Nearly 50% of this group earns an estimated \$30,000 to \$49,999 per year in a professional/technical or craftsman/blue collar position.

SETTLING DOWN, A DAY IN THE LIFE

Name of protagonist: "J.D.»"

Wakes up... and notices a small yellow spot on the ceiling of the bedroom in his home. Looks like he didn't completely seal the leak in the roof after all. He knew his wife would be angry. She told him he needed to use a roof sealant, not the caulk in the toolbox. He makes some instant coffee and takes a shower, wondering if they still have any of those Little Debbie donuts.

Spends the day... working as a foreman in a paper products factory. He has a team of four truck loaders that report to him, and a typical factory schedule involves punching the clock and working 8:00 a.m. to 5:00 p.m. with two breaks and an hour for lunch.

Talks about weekend plans to... go hunting. Deer season starts this weekend and he and a few of the guys from the factory have a lease to hunt on some real nice property.

Has a meeting with... his hunting buddies to make plans about who needs to bring what to the property lease this weekend.

Spends the evening... adjusting the throttle body on his wife's car and putting some more caulk on the roof while she makes dinner. They have bratwurst (the dog is whining for scraps, which he gets) then watch «King of the Hill» and CMT. His wife cleans up the kitchen and spends the rest of the evening reading magazines.

Goes to bed at... 10:30 p.m.,

Watching... nothing. His wife can't sleep when the TV is on or music is playing.



HOUSEHOLDS: 3,163,760 (2.26% OF U.S.)

CLUSTERS

34 Outward Bound
41 Rural Adventure
46 Rural & Active

WHEN THEY GREW UP...

- Domestic terrorist bomb attack in downtown Oklahoma City kills 168
- The first television program is delivered via the Internet («Computer Chronicles»)
- Osama Bin Laden declares war on America
- Nintendo 64 debuts in the U.S.

SHOPPING...

- Walmart
- Pet Food and Flea Control
- Fred's
- Tractor Supply Company
- Generic/Store Brand

DIGITAL/ONLINE...

- Hulu
- NASCAR.com
- Social Network Games
- Computer Games at Work
- Yahoo! Mail

FINANCIAL...

- Regions Bank
- PayPal
- Visa Check Card
- H&R Block On-site
- Pay Bills in Person

TV/RADIO...

- Country Music Television
- College Football on Radio
- "America's Funniest Home Videos"
- CBS Evening News
- "CSI"

MAGAZINES/NEWSPAPERS...

- Read Sports and Classifieds
- American Hunter
- Field & Stream
- Guns & Ammo
- Bridal Magazines

ACTIVITIES...

- Hunting
- Raising Pets
- Scrapbooking
- Attend NASCAR
- Purchase Dramas

TRAVEL/AUTO...

- Walmart Tire & Lube Express
- Ford F-Series Pickup
- Days Inn
- Used Vehicles
- Commute

Group Info

Age	30-45
Marital Status	Married
Home Ownership	Owner
Kids	No Kids
Income	\$35,000 - \$59,999
Income Rank	12
Urbanicity	Rural
Urbanicity Rank	20
Net Worth	<\$500K
Net Worth Rank	13



Personicx Online Guide

GROUP 03X Settling Down

After coasting through their 20s working in relatively undemanding jobs and partying in their off-hours, this group is now transitioning to a more settled lifestyle, with some getting married and some starting families. They have a mix of white- and blue-collar jobs with mid-scale household incomes and modest net worth.

	Group %	National %	Index
Age - Head of Household			
18-23 Years	0.4%	3.7%	12
24-29 Years	5.0%	7.9%	64
30-35 Years	36.9%	9.9%	372
36-45 Years	57.6%	18.5%	311
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	36.40	50.70	

	Group %	National %	Index
Estimated Income			
<\$15,000	5.9%	12.5%	48
\$15,000-\$19,999	8.6%	5.7%	152
\$20,000-\$29,999	19.9%	10.6%	188
\$30,000-\$39,999	21.5%	10.0%	216
\$40,000-\$49,999	25.3%	9.7%	261
\$50,000-\$74,999	15.0%	21.6%	69
\$75,000-\$99,999	3.7%	11.4%	32
\$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

	Group %	National %	Index
Presence and Age of Children			
No Children Present	92.8%	63.3%	147
Ages 0-2	4.2%	4.9%	86
Ages 3-5	2.5%	8.7%	29
Ages 6-10	1.3%	13.5%	10
Ages 11-15	0.7%	14.7%	5
Ages 16-17	0.2%	6.1%	3

	Group %	National %	Index
Marital Status			
Single	17.1%	51.3%	33
Married	82.9%	48.7%	170



	Group %	National %	Index
Estimated Net Worth			
< \$1	4.8%	13.6%	35
\$1 - \$4,999	8.2%	7.5%	109
\$5,000 - \$9,999	8.2%	5.4%	153
\$10,000 - \$24,999	13.7%	7.7%	177
\$25,000 - \$49,999	14.3%	7.9%	180
\$50,000 - \$99,999	18.3%	10.8%	169
\$100,000 - \$249,999	20.9%	16.4%	127
\$250,000 - \$499,999	9.3%	12.0%	78
\$500,000 - \$999,999	2.4%	8.1%	29
\$1,000,000 - \$1,999,999	0.0%	5.6%	0
\$2,000,000+	0.0%	5.0%	0

	Group %	National %	Index
Home Ownership Status			
Renter	8.3%	27.6%	30
Home Owner	91.7%	72.4%	127

	Group %	National %	Index
Population Density - HH per Sq. Mile			
0-28	29.2%	9.7%	303
29-103	28.7%	10.2%	280
104-925	19.9%	31.1%	64
926-2508	15.0%	30.4%	49
2509-4371	4.8%	9.5%	51
4372-8167	2.1%	4.5%	46
8168+	0.3%	4.6%	7

	Group %	National %	Index
Length of Residence			
<2 Years	10.5%	15.3%	69
2-5 Years	22.4%	20.9%	107
6-14 Years	39.4%	35.1%	112
15+ Years	27.7%	28.7%	97



	Group %	National %	Index
Market Value of Home			
<\$50,000	13.0%	7.6%	171
\$50,000-\$99,999	30.7%	19.2%	160
\$100,000-\$124,999	13.5%	9.9%	136
\$125,000-\$149,999	10.9%	9.2%	119
\$150,000-\$199,999	14.3%	14.5%	99
\$200,000-\$299,999	10.7%	16.4%	65
\$300,000-\$499,999	4.7%	13.8%	34
\$500,000+	2.2%	9.4%	23

	Group %	National %	Index
Dwelling Unit Size			
Single Family Dwelling	95.0%	85.1%	112
Multiple Family Dwelling	5.0%	14.9%	33

	Group %	National %	Index
Occupation			
Professional/Technical	21.5%	27.9%	77
Administration/Management	7.5%	8.2%	92
Sales/Service	3.3%	2.7%	121
Clerical/White Collar	15.8%	16.8%	94
Craftsman/Blue Collar	30.1%	18.4%	163
Student	2.0%	0.7%	285
Housewife	6.7%	5.8%	114
Retired	3.2%	11.7%	27
Other	6.6%	4.7%	141
Self Employed	3.4%	3.1%	110

	Group %	National %	Index
Education			
Completed High School	69.1%	56.8%	122
Completed College	25.0%	30.6%	82
Completed Graduate School	5.2%	12.2%	43
Attended Vocational/Technical	0.7%	0.4%	162



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Ethnicity			
Caucasian/Other	78.5%	73.9%	106
African American	7.8%	11.0%	71
Hispanic	11.7%	11.5%	102
Asian	2.0%	3.6%	55

	Group %	National %	Index
Household Size			
One Person Household	12.5%	29.3%	43
Two Person Household	50.0%	26.8%	186
Three Person Household	19.0%	19.8%	96
Four Person Household	10.1%	11.8%	86
Five+ Person Household	8.3%	12.3%	68

	Group %	National %	Index
Mail Responsive			
Mail Order Responsive	74.3%	68.4%	109
Mail Order Buyer	74.3%	68.4%	109
Mail Order Donor	0.8%	1.4%	53

	Group %	National %	Index
Buying Channel Preference - Score = 01			
Internet	5.9%	9.0%	66
Mail	2.8%	9.5%	30
Phone	1.4%	9.2%	15

