

ABOUT SOCIAL CONNECTORS

The early-30s members of Social Connectors are almost exclusively single, and none have children. However, many expect to get engaged in the next 12 months. Most Social Connectors are employed in either professional/technical or clerical/white collar positions, earning less than \$30,000 in estimated income. More than 70% are renters. They don't have a landline at home, preferring to use only cellphones. Social Connectors play shooter-type video games. They stop at convenience stores to quench their thirst for frozen drinks and Red Bull energy drinks.

SOCIAL CONNECTORS, A DAY IN THE LIFE

Name of protagonist: "Jackie»"

Wakes up... gets out of bed after hitting the snooze button several times. She listens to a station with an urban format. She has a bowl of Kellogg's Special K Red Berries and a Rockstar energy drink before heading to the subway from her apartment a few blocks away.

Spends the day... working as a compliance assistant in a brokerage firm downtown. She tried being a sales assistant, but quickly decided that it wasn't for her. The job isn't where she wants to stay forever, maybe it's time to consider finishing her college education. She heats up a can of soup for lunch in the break room and catches up on the office gossip with her girlfriends.

Talks about weekend plans to... go dancing with her friends at the new club that just opened.

Has a meeting with... the compliance manager. She does a good, thorough job and has good relationships with her co-workers. She'll need to improve her data entry speed if she wants to advance to team leader.

Spends the evening... unwinding with co-workers before riding the subway back home. She flips through the new issue of In Touch magazine while boiling pasta and a premade spaghetti sauce for dinner. Later she surfs the Internet, checking out job opportunities and looking at cute running shoes. Why do they have to be so expensive?

Goes to bed at... 11:30 p.m.,

Watching... MasterChef.»



HOUSEHOLDS: 4,920,280 (3.51% OF U.S.)

CLUSTERS

- 42 Creative Variety
- 52 Stylish & Striving
- 59 Mobile Mixers

WHEN THEY GREW UP...

- Fear of the Y2K bug
- The AOL/Time Warner agreement becomes the largest corporate merger in history
- 9/11 terrorist attacks
- Wikipedia goes online

SHOPPING...

- Foot Locker
- Convenience Store Frozen Beverages
- Price Driven
- Walmart
- Cleaning Products

DIGITAL/ONLINE...

- Download/Stream Videos
- Job Search Online
- NBA.com
- Chat Rooms
- CNN.com

FINANCIAL...

- Money Orders
- Only Save for Specific Purpose
- Money Game Spectators
- Not Economy Driven
- Low Balance Awareness

TV/RADIO...

- Urban Radio
- Rhythmic Radio
- Listen to College Football
- "Keeping Up with the Kardashians"
- "Chelsea Lately"

MAGAZINES/NEWSPAPERS...

- Muscle & Fitness
- Rolling Stone
- Music Magazines
- Entertainment Weekly
- Video Games/PC and Console

ACTIVITIES...

- Collect Art
- Camping
- Tropical Fish
- Chess
- Road Bicycling

TRAVEL/AUTO...

- One Vehicle
- Used Vehicles
- Carpool
- Car Enthusiasts
- Travel and Hotel Discounts

Group Info

Age	30-45
Marital Status	Single
Home Ownership	Renter/Owner
Kids	No Kids
Income	\$25,000 - \$34,999
Income Rank	17
Urbanicity	City & Surrounds
Urbanicity Rank	5
Net Worth	<\$100K
Net Worth Rank	19



Personicx Online Guide

GROUP 04X Social Connectors

These single households without children share several key characteristics, including low-middle to lower socioeconomic levels, peak indices for lower white-collar occupations and a high incidence of apartment living. With few investments, the members of this group seem to be supporting several educational loans and rank low on all measures of household income and net worth.

	Group %	National %	Index
Age - Head of Household			
18-23 Years	4.3%	3.7%	116
24-29 Years	10.8%	7.9%	138
30-35 Years	52.6%	9.9%	530
36-45 Years	28.5%	18.5%	154
46-55 Years	3.8%	21.1%	18
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	33.70	50.70	

	Group %	National %	Index
Estimated Income			
<\$15,000	16.9%	12.5%	135
\$15,000-\$19,999	13.2%	5.7%	234
\$20,000-\$29,999	31.8%	10.6%	301
\$30,000-\$39,999	22.2%	10.0%	223
\$40,000-\$49,999	15.9%	9.7%	163
\$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

	Group %	National %	Index
Presence and Age of Children			
No Children Present	100.0%	63.3%	158
Ages 0-2	0.0%	4.9%	0
Ages 3-5	0.0%	8.7%	0
Ages 6-10	0.0%	13.5%	0
Ages 11-15	0.0%	14.7%	0
Ages 16-17	0.0%	6.1%	0

	Group %	National %	Index
Marital Status			
Single	96.1%	51.3%	187
Married	3.9%	48.7%	8



	Group %	National %	Index
Estimated Net Worth			
< \$1	41.9%	13.6%	307
\$1 - \$4,999	17.0%	7.5%	226
\$5,000 - \$9,999	8.7%	5.4%	161
\$10,000 - \$24,999	9.2%	7.7%	119
\$25,000 - \$49,999	7.1%	7.9%	90
\$50,000 - \$99,999	7.2%	10.8%	67
\$100,000 - \$249,999	6.2%	16.4%	38
\$250,000 - \$499,999	2.3%	12.0%	19
\$500,000 - \$999,999	0.5%	8.1%	6
\$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	72.1%	27.6%	261
Home Owner	27.9%	72.4%	39

	Group %	National %	Index
Population Density - HH per Sq. Mile			
0-28	0.0%	9.7%	0
29-103	3.4%	10.2%	33
104-925	29.3%	31.1%	94
926-2508	39.7%	30.4%	131
2509-4371	17.6%	9.5%	185
4372-8167	9.5%	4.5%	210
8168+	0.4%	4.6%	9

	Group %	National %	Index
Length of Residence			
<2 Years	34.8%	15.3%	228
2-5 Years	25.7%	20.9%	123
6-14 Years	24.2%	35.1%	69
15+ Years	15.3%	28.7%	53



	Group %	National %	Index
Market Value of Home			
<\$50,000	8.4%	7.6%	110
\$50,000-\$99,999	23.5%	19.2%	122
\$100,000-\$124,999	12.4%	9.9%	125
\$125,000-\$149,999	10.9%	9.2%	119
\$150,000-\$199,999	15.9%	14.5%	109
\$200,000-\$299,999	14.6%	16.4%	89
\$300,000-\$499,999	9.8%	13.8%	71
\$500,000+	4.5%	9.4%	48

	Group %	National %	Index
Dwelling Unit Size			
Single Family Dwelling	73.5%	85.1%	86
Multiple Family Dwelling	26.5%	14.9%	177

	Group %	National %	Index
Occupation			
Professional/Technical	23.1%	27.9%	83
Administration/Management	8.5%	8.2%	104
Sales/Service	5.2%	2.7%	193
Clerical/White Collar	24.7%	16.8%	148
Craftsman/Blue Collar	16.4%	18.4%	89
Student	5.4%	0.7%	778
Housewife	6.1%	5.8%	105
Retired	1.8%	11.7%	15
Other	6.0%	4.7%	129
Self Employed	2.6%	3.1%	85

	Group %	National %	Index
Education			
Completed High School	77.0%	56.8%	136
Completed College	19.0%	30.6%	62
Completed Graduate School	3.5%	12.2%	29
Attended Vocational/Technical	0.5%	0.4%	118



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Ethnicity			
Caucasian/Other	56.3%	73.9%	76
African American	25.5%	11.0%	231
Hispanic	15.2%	11.5%	132
Asian	3.0%	3.6%	84

	Group %	National %	Index
Household Size			
One Person Household	81.6%	29.3%	278
Two Person Household	14.6%	26.8%	54
Three Person Household	2.6%	19.8%	13
Four Person Household	0.8%	11.8%	6
Five+ Person Household	0.4%	12.3%	4

	Group %	National %	Index
Mail Responsive			
Mail Order Responsive	21.0%	68.4%	31
Mail Order Buyer	21.0%	68.4%	31
Mail Order Donor	0.0%	1.4%	3

	Group %	National %	Index
Buying Channel Preference - Score = 01			
Internet	3.4%	9.0%	38
Mail	0.1%	9.5%	1
Phone	0.1%	9.2%	1

