

## ABOUT BUSY HOUSEHOLDS

Busy Households are mostly married and all have one or more children under the age of 18. The group ethnicity is 19.7% Hispanic, with many members concentrated in Texas. Hispanic radio and Spanish television are strongly represented in the two clusters making up this group. A high percentage of Busy Households workers are in craftsman/blue collar positions, followed closely by those in clerical/white collar positions. Nearly 25% earn less than \$15,000 in estimated income. Renting is more common than owning a home, and most Busy Households members have lived in their current residence for 6-14 years.

## BUSY HOUSEHOLDS, A DAY IN THE LIFE

Name of protagonist: "Tony»"

Wakes up... and tries not to wake his wife and the two-year-old, their third, who is sleeping with them. He takes a shower and watches Nickelodeon with his kids as he drinks a cup of coffee.

Spends the day... managing the maintenance department of a hotel. He stays pretty busy fixing everything from leaky faucets to broken heating equipment and televisions. He enjoys working with his hands and has been doing this job for more than 10 years.

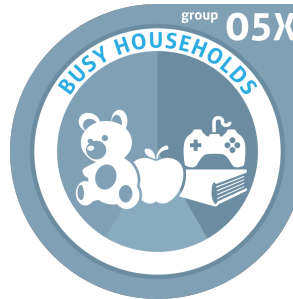
Talks about weekend plans to... take the family to the opening of what should be the latest blockbuster movie.

Has a meeting with... his staff of three other maintenance/grounds workers, letting them know he will not be in this weekend and his cellphone will be off. His wife always reminds him to turn his phone off in the movie theater.

Spends the evening... playing soccer and sorting through movie ads with his 10-year-old son. He pays a few bills, eats pizza that his wife made from a mix and fights for the remote with his kids, who are glued to Disney XD until they go to bed.

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

Watching... sports.



HOUSEHOLDS: 4,894,740 (3.49% OF U.S.)

## CLUSTERS

37 Firm Foundations  
62 Movies & Sports

### WHEN THEY GREW UP...

- Bill Clinton elected president
- Jury acquits LA police officers of beating Rodney King; riots begin
- Disney «Aladdin» released
- RCA introduces the first widescreen

### SHOPPING...

- AutoZone
- Burlington Coat Factory
- Products for Babies/Children
- Order Avon
- Perfume and Cologne

### DIGITAL/ONLINE...

- CareerBuilder.com
- Yahoo! Messenger
- Disney.com
- Personal Computer
- Connect with Brands

### FINANCIAL...

- Western Union
- Financial Burdens
- Pay Bills in Person
- H&R TaxCut Software
- Savings Account

### TV/RADIO...

- Hispanic Radio
- Cartoon Network
- Fox Soccer Channel
- Gala Vision
- "Dora the Explorer"

### MAGAZINES/NEWSPAPERS...

- People en Español
- Food Network Magazine
- Baby and Parenthood Magazines
- National Geographic Kids
- Star

### ACTIVITIES...

- Karaoke
- PG Movies
- Soccer
- Movies, Opening Weekend
- Playing Football

### TRAVEL/AUTO...

- Geico
- Full-size SUV
- Minivans
- After-market Audio Entertainment Systems
- Travel to Mexico

### Group Info

Age	30-45
Marital Status	Married/Single
Home Ownership	Renter/Owner
Kids	Kids Age Mix
Income	\$25,000 - \$34,999
Income Rank	16
Urbanicity	City & Surrounds
Urbanicity Rank	6
Net Worth	<\$250K
Net Worth Rank	18



# Personicx Online Guide

## GROUP 05X Busy Households

Though the income levels within this group vary, it is evident that the members of this group focus family resources toward the meeting of needs for their children. It's not surprising that they appear to put their children first, with both clusters in this group showing a high incidence of shopping for toys, children's clothing and children's products.

	Group %	National %	Index
<b>Age - Head of Household</b>			
18-23 Years	0.0%	3.7%	0
24-29 Years	0.1%	7.9%	1
30-35 Years	32.1%	9.9%	324
36-45 Years	51.7%	18.5%	279
46-55 Years	11.4%	21.1%	54
56-65 Years	4.7%	17.8%	26
66-75 Years	0.0%	11.2%	0
76+ Years	0.0%	10.0%	0
MEAN AGE	39.50	50.70	

	Group %	National %	Index
<b>Estimated Income</b>			
<\$15,000	23.5%	12.5%	188
\$15,000-\$19,999	11.6%	5.7%	206
\$20,000-\$29,999	21.0%	10.6%	199
\$30,000-\$39,999	21.1%	10.0%	212
\$40,000-\$49,999	21.8%	9.7%	224
\$50,000-\$74,999	0.5%	21.6%	2
\$75,000-\$99,999	0.3%	11.4%	3
\$100,000-\$124,999	0.2%	6.4%	3
\$125,000-\$149,999	0.0%	1.7%	0
\$150,000+	0.0%	10.5%	0

	Group %	National %	Index
<b>Presence and Age of Children</b>			
No Children Present	0.0%	63.3%	0
Ages 0-2	15.2%	4.9%	311
Ages 3-5	29.5%	8.7%	338
Ages 6-10	40.8%	13.5%	302
Ages 11-15	39.3%	14.7%	269
Ages 16-17	11.9%	6.1%	196

	Group %	National %	Index
<b>Marital Status</b>			
Single	41.1%	51.3%	80
Married	58.9%	48.7%	121



# Personicx Online Guide

## GROUP 05X Busy Households

Though the income levels within this group vary, it is evident that the members of this group focus family resources toward the meeting of needs for their children. It's not surprising that they appear to put their children first, with both clusters in this group showing a high incidence of shopping for toys, children's clothing and children's products.

	Group %	National %	Index
<b>Estimated Net Worth</b>			
< \$1	37.9%	13.6%	278
\$1 - \$4,999	13.1%	7.5%	173
\$5,000 - \$9,999	7.7%	5.4%	143
\$10,000 - \$24,999	9.6%	7.7%	125
\$25,000 - \$49,999	8.3%	7.9%	105
\$50,000 - \$99,999	8.8%	10.8%	81
\$100,000 - \$249,999	8.2%	16.4%	50
\$250,000 - \$499,999	4.9%	12.0%	41
\$500,000 - \$999,999	1.6%	8.1%	19
\$1,000,000 - \$1,999,999	0.0%	5.6%	1
\$2,000,000+	0.0%	5.0%	0

	Group %	National %	Index
<b>Home Ownership Status</b>			
Renter	57.3%	27.6%	207
Home Owner	42.7%	72.4%	59

	Group %	National %	Index
<b>Population Density - HH per Sq. Mile</b>			
0-28	2.8%	9.7%	29
29-103	5.0%	10.2%	48
104-925	35.8%	31.1%	115
926-2508	34.1%	30.4%	112
2509-4371	11.3%	9.5%	119
4372-8167	6.1%	4.5%	135
8168+	5.0%	4.6%	108

	Group %	National %	Index
<b>Length of Residence</b>			
<2 Years	14.7%	15.3%	96
2-5 Years	31.7%	20.9%	151
6-14 Years	39.7%	35.1%	113
15+ Years	13.9%	28.7%	48



# Personicx Online Guide

## GROUP 05X Busy Households

Though the income levels within this group vary, it is evident that the members of this group focus family resources toward the meeting of needs for their children. It's not surprising that they appear to put their children first, with both clusters in this group showing a high incidence of shopping for toys, children's clothing and children's products.

	Group %	National %	Index
<b>Market Value of Home</b>			
<\$50,000	10.9%	7.6%	142
\$50,000-\$99,999	27.3%	19.2%	143
\$100,000-\$124,999	12.4%	9.9%	125
\$125,000-\$149,999	10.0%	9.2%	109
\$150,000-\$199,999	13.6%	14.5%	94
\$200,000-\$299,999	12.2%	16.4%	74
\$300,000-\$499,999	8.6%	13.8%	62
\$500,000+	5.0%	9.4%	53

	Group %	National %	Index
<b>Dwelling Unit Size</b>			
Single Family Dwelling	76.5%	85.1%	90
Multiple Family Dwelling	23.5%	14.9%	158

	Group %	National %	Index
<b>Occupation</b>			
Professional/Technical	15.3%	27.9%	55
Administration/Management	6.3%	8.2%	76
Sales/Service	3.9%	2.7%	142
Clerical/White Collar	22.1%	16.8%	132
Craftsman/Blue Collar	25.3%	18.4%	137
Student	1.4%	0.7%	202
Housewife	14.4%	5.8%	247
Retired	1.5%	11.7%	13
Other	6.8%	4.7%	145
Self Employed	3.2%	3.1%	102

	Group %	National %	Index
<b>Education</b>			
Completed High School	68.8%	56.8%	121
Completed College	26.7%	30.6%	87
Completed Graduate School	4.0%	12.2%	33
Attended Vocational/Technical	0.5%	0.4%	114



# Personicx Online Guide

## GROUP 05X Busy Households

Though the income levels within this group vary, it is evident that the members of this group focus family resources toward the meeting of needs for their children. It's not surprising that they appear to put their children first, with both clusters in this group showing a high incidence of shopping for toys, children's clothing and children's products.

	Group %	National %	Index
<b>Ethnicity</b>			
Caucasian/Other	61.2%	73.9%	83
African American	17.0%	11.0%	154
Hispanic	19.7%	11.5%	172
Asian	2.2%	3.6%	60

	Group %	National %	Index
<b>Household Size</b>			
One Person Household	0.0%	29.3%	0
Two Person Household	22.5%	26.8%	84
Three Person Household	35.7%	19.8%	181
Four Person Household	20.6%	11.8%	175
Five+ Person Household	21.1%	12.3%	172

	Group %	National %	Index
<b>Mail Responsive</b>			
Mail Order Responsive	69.9%	68.4%	102
Mail Order Buyer	69.9%	68.4%	102
Mail Order Donor	0.2%	1.4%	15

	Group %	National %	Index
<b>Buying Channel Preference - Score = 01</b>			
Internet	3.6%	9.0%	40
Mail	0.9%	9.5%	10
Phone	0.6%	9.2%	7



# Personicx Online Guide

## GROUP 05X Busy Households

Though the income levels within this group vary, it is evident that the members of this group focus family resources toward the meeting of needs for their children. It's not surprising that they appear to put their children first, with both clusters in this group showing a high incidence of shopping for toys, children's clothing and children's products.

