

ABOUT CAREER ORIENTED

Members of the Career Oriented group are more likely to be single, none have children and all have an estimated income of at least \$50,000. They rely on the Internet at home, at work and on the go. Popular online activities include banking, shopping and connecting with friends. For this group, smartphones are a handy way to download apps for books, social networking and sports, and access the Internet for financial resources and driving directions. They listen to alternative, dance and pop/Top 40 music, and take in the occasional rock concert or basketball game.

CAREER ORIENTED, A DAY IN THE LIFE

Name of protagonist: "Derek"

Wakes up... early. His back has started to hurt recently and he takes a moment to stretch and work out the kinks. It's only 5:00 a.m., but he gets in a three-mile jog every day, rain or shine, and would go further if he had more time. He gets back to the house and logs on to get tickets to an upcoming rock concert.

Spends the day... at his job as an educational administrator at Bridgewater Academy. He's preparing for a meeting with the Academy's largest benefactors to provide a construction update on the new science building.

Talks about weekend plans to... hit the gym on Saturday morning, then have friends over for dinner. He makes a point to stop on the way home to pick up good cheese for his guests and some Ben & Jerry's ice cream for himself.

Has a meeting with... a financial planner. As his net worth increases, he's more and more interested in making smart investments.

Spends the evening... reading a John Grisham novel. He can't take it to work because all of the instructors give him a hard time about reading «that best-seller trash.»

Goes to bed at... 10:00 p.m.,

Watching... nothing. He has to get a full seven hours of sleep for his morning run.



HOUSEHOLDS: 6,441,840 (4.60% OF U.S.)

CLUSTERS

- 06 Casual Comfort
- 10 Careers & Travel
- 20 Carving Out Time
- 26 Getting Established

WHEN THEY GREW UP...

- The last «The Far Side» comic is released
- Steve Fossett completes first air balloon trip over the Pacific Ocean
- Space shuttle Atlantis docks with Mir space station
- O.J. Simpson found liable in the deaths of Ron Goldman and Nicole Simpson in a civil court action

SHOPPING...

- Best Buy
- Target
- Whole Foods
- ProFlowers.com
- Expedia.com

DIGITAL/ONLINE...

- Heavy Computer Users
- Stream/Download Music
- Google Maps
- Blogs
- Photobucket.com

FINANCIAL...

- U.S. Bank
- Bank on Mobile Device
- TurboTax
- 401(k)
- Dental and Vision Insurance

TV/RADIO...

- Alternative Rock Radio
- Listen Online
- E! TV
- HBO and Showtime
- "MythBusters"

MAGAZINES/NEWSPAPERS...

- Digital Magazines
- Fitness
- Glamour
- Self
- Sports Illustrated

ACTIVITIES...

- Raising Pets
- Attend Concerts
- Beach
- Blu-ray
- 24 Hour Fitness

TRAVEL/AUTO...

- Motorcycles
- U-Haul
- BMW
- Backpacking and Hiking
- Fly Delta

Group Info

Age	30-45
Marital Status	Single/Married
Home Ownership	Owner
Kids	No Kids
Income	\$75,000 - \$119,999
Income Rank	5
Urbanicity	City & Surrounds
Urbanicity Rank	9
Net Worth	\$10K-\$999K
Net Worth Rank	6



Personicx Online Guide

GROUP 07X Career Oriented

Led by the affluence of Cluster 06, this group is one of the more affluent, with high household incomes and home values, as well as having a higher percentage of households with college educations. Childless and relatively mobile, this group is just beginning to engage in the market and seems committed to enjoying the good life.

	Group %	National %	Index
Age - Head of Household			
18-23 Years	3.1%	3.7%	85
24-29 Years	8.0%	7.9%	102
30-35 Years	27.4%	9.9%	276
36-45 Years	56.4%	18.5%	305
46-55 Years	5.1%	21.1%	24
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	36.70	50.70	

	Group %	National %	Index
Estimated Income			
<\$15,000	0.0%	12.5%	0
\$15,000-\$19,999	0.0%	5.7%	0
\$20,000-\$29,999	0.0%	10.6%	0
\$30,000-\$39,999	0.0%	10.0%	0
\$40,000-\$49,999	0.0%	9.7%	0
\$50,000-\$74,999	40.5%	21.6%	187
\$75,000-\$99,999	17.1%	11.4%	150
\$100,000-\$124,999	12.1%	6.4%	188
\$125,000-\$149,999	3.5%	1.7%	205
\$150,000+	26.8%	10.5%	255

	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	67.5%	51.3%	132
Married	32.5%	48.7%	67



	Group %	National %	Index
Estimated Net Worth			
< \$1	2.3%	13.6%	17
\$1 - \$4,999	3.8%	7.5%	51
\$5,000 - \$9,999	3.5%	5.4%	64
\$10,000 - \$24,999	6.1%	7.7%	79
\$25,000 - \$49,999	7.9%	7.9%	100
\$50,000 - \$99,999	13.8%	10.8%	128
\$100,000 - \$249,999	26.3%	16.4%	161
\$250,000 - \$499,999	22.7%	12.0%	190
\$500,000 - \$999,999	13.6%	8.1%	168
\$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	25.1%	27.6%	91
Home Owner	74.9%	72.4%	103

	Group %	National %	Index
Population Density - HH per Sq. Mile			
0-28	1.4%	9.7%	14
29-103	3.6%	10.2%	35
104-925	36.3%	31.1%	117
926-2508	39.5%	30.4%	130
2509-4371	12.3%	9.5%	129
4372-8167	5.9%	4.5%	129
8168+	1.1%	4.6%	25

	Group %	National %	Index
Length of Residence			
<2 Years	20.9%	15.3%	137
2-5 Years	25.6%	20.9%	122
6-14 Years	36.5%	35.1%	104
15+ Years	17.0%	28.7%	59



	Group %	National %	Index
Market Value of Home			
<\$50,000	3.0%	7.6%	39
\$50,000-\$99,999	11.1%	19.2%	58
\$100,000-\$124,999	9.1%	9.9%	92
\$125,000-\$149,999	10.6%	9.2%	116
\$150,000-\$199,999	19.6%	14.5%	135
\$200,000-\$299,999	23.7%	16.4%	145
\$300,000-\$499,999	14.7%	13.8%	107
\$500,000+	8.0%	9.4%	85

	Group %	National %	Index
Dwelling Unit Size			
Single Family Dwelling	85.5%	85.1%	100
Multiple Family Dwelling	14.5%	14.9%	97

	Group %	National %	Index
Occupation			
Professional/Technical	34.1%	27.9%	122
Administration/Management	9.0%	8.2%	110
Sales/Service	3.5%	2.7%	127
Clerical/White Collar	23.3%	16.8%	139
Craftsman/Blue Collar	18.5%	18.4%	100
Student	1.8%	0.7%	252
Housewife	2.6%	5.8%	45
Retired	1.5%	11.7%	13
Other	3.5%	4.7%	74
Self Employed	2.4%	3.1%	76

	Group %	National %	Index
Education			
Completed High School	65.2%	56.8%	115
Completed College	26.2%	30.6%	86
Completed Graduate School	8.3%	12.2%	68
Attended Vocational/Technical	0.4%	0.4%	85



	Group %	National %	Index
Ethnicity			
Caucasian/Other	69.1%	73.9%	94
African American	14.0%	11.0%	127
Hispanic	11.2%	11.5%	97
Asian	5.8%	3.6%	159

	Group %	National %	Index
Household Size			
One Person Household	53.3%	29.3%	182
Two Person Household	33.4%	26.8%	125
Three Person Household	7.3%	19.8%	37
Four Person Household	3.5%	11.8%	29
Five+ Person Household	2.5%	12.3%	20

	Group %	National %	Index
Mail Responsive			
Mail Order Responsive	50.7%	68.4%	74
Mail Order Buyer	50.6%	68.4%	74
Mail Order Donor	0.4%	1.4%	27

	Group %	National %	Index
Buying Channel Preference - Score = 01			
Internet	11.2%	9.0%	124
Mail	2.3%	9.5%	24
Phone	2.5%	9.2%	27

