

ABOUT COMFORTABLE INDEPENDENCE

Comfortable Independence group members are found mostly on the East Coast and in Southern California, with 40.4% living in the highest population density of 8168+ HH per square mile. They are turning 40 with no spouses and no children, although many expect to get engaged in the next 12 months. Members of this group are active on Twitter and other social media sites, and share interests in politics and video games.



COMFORTABLE INDEPENDENCE, A DAY IN THE LIFE

Name of protagonist: "Richard"

Wakes up... and picks one of the albums he recently downloaded on his phone as background music while he gets ready. He jumps on the subway; it's shoulder-to-shoulder, as usual.

Spends the day... at his cubicle in the insurance claims department, researching his company's benefits policies and watching the CNN news ticker run across the bottom of his screen.

Talks about weekend plans to... give Paula, his 36-year-old «friend,» a call even though it has been two months since they last talked. He has two tickets to the John Mayer concert and thought she'd be a fun date. Afterward they could grab a bite to eat.

Has a meeting with... his travel agent to discuss plans for an upcoming trip to the Bahamas with his buddies. He has noticed that the agent is very attractive and recently divorced.

Spends the evening... working out at the gym. He showers and then heads home for dinner, making pasta and watching «The Colbert Report.» After dinner he spends some time catching up on Twitter.

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

Watching... videos on YouTube.



HOUSEHOLDS: 2,401,700 (1.71% OF U.S.)

CLUSTERS

29 City Mixers
35 Working & Active
56 Metro Active

WHEN THEY GREW UP...

- Tiger Woods, 16, becomes youngest PGA golfer in 35 years
- Jeffrey Dahmer found sane and guilty of killing 15 boys
- Hurricane Andrew hits South Florida; 35 die
- Johnny Carson's final appearance as host of «The Tonight Show»

SHOPPING...

- Impulse Shoppers
- Barnes & Noble
- Wawa
- Burlington Coat Factory
- Prefer Latest Technology

DIGITAL/ONLINE...

- Calls Online
- NFL.com
- Download Albums
- Facebook
- Twitter

FINANCIAL...

- PayPal
- Recommend Brands/Products
- One Vehicle Insured
- Mobile Banking
- High-risk Investors

TV/RADIO...

- Rhythmic Radio
- HBO
- "The Colbert Report"
- NBC Weather with Al Roker
- "The Daily Show with Jon Stewart"

MAGAZINES/NEWSPAPERS...

- Elle
- Entertainment Weekly
- InStyle
- Rolling Stone
- Self

ACTIVITIES...

- Backgammon
- Rent/Purchase TV Shows
- Attend NBA Games
- Soccer
- Cooking

TRAVEL/AUTO...

- Embassy Suites
- Chevrolet
- One Vehicle
- Expedia.com
- Honda Civic

Group Info

| | |
|-----------------|---------------------|
| Age | 30-45 |
| Marital Status | Single |
| Home Ownership | Owner/Renter |
| Kids | No Kids |
| Income | \$35,000 - \$59,999 |
| Income Rank | 11 |
| Urbanicity | Downtown Metro |
| Urbanicity Rank | 2 |
| Net Worth | <\$999K |
| Net Worth Rank | 10 |

| | Group % | National % | Index |
|--------------------------------|---------|------------|-------|
| Age - Head of Household | | | |
| 18-23 Years | 0.1% | 3.7% | 2 |
| 24-29 Years | 1.1% | 7.9% | 13 |
| 30-35 Years | 14.9% | 9.9% | 151 |
| 36-45 Years | 74.1% | 18.5% | 401 |
| 46-55 Years | 6.7% | 21.1% | 32 |
| 56-65 Years | 3.1% | 17.8% | 17 |
| 66-75 Years | 0.0% | 11.2% | 0 |
| 76+ Years | 0.0% | 10.0% | 0 |
| MEAN AGE | 39.80 | 50.70 | |

| | Group % | National % | Index |
|-------------------------|---------|------------|-------|
| Estimated Income | | | |
| <\$15,000 | 0.0% | 12.5% | 0 |
| \$15,000-\$19,999 | 8.1% | 5.7% | 143 |
| \$20,000-\$29,999 | 30.4% | 10.6% | 288 |
| \$30,000-\$39,999 | 18.5% | 10.0% | 186 |
| \$40,000-\$49,999 | 18.4% | 9.7% | 189 |
| \$50,000-\$74,999 | 9.5% | 21.6% | 44 |
| \$75,000-\$99,999 | 7.5% | 11.4% | 66 |
| \$100,000-\$124,999 | 4.2% | 6.4% | 65 |
| \$125,000-\$149,999 | 0.6% | 1.7% | 34 |
| \$150,000+ | 2.9% | 10.5% | 28 |

| | Group % | National % | Index |
|-------------------------------------|---------|------------|-------|
| Presence and Age of Children | | | |
| No Children Present | 99.9% | 63.3% | 158 |
| Ages 0-2 | 0.1% | 4.9% | 2 |
| Ages 3-5 | 0.1% | 8.7% | 1 |
| 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 | 96.6% | 51.3% | 188 |
| Married | 3.4% | 48.7% | 7 |



Personicx Online Guide

GROUP 09B Comfortable Independence

The great majority unmarried, some perhaps divorced, the members of this group – 99.9% – have no children living at home, allowing them to spend their disposable income on themselves, from designer clothes to foreign travel. Their incomes are, however, somewhat varied, from low to middle to upper-middle.

| | Group % | National % | Index |
|----------------------------|---------|------------|-------|
| Estimated Net Worth | | | |
| < \$1 | 5.4% | 13.6% | 40 |
| \$1 - \$4,999 | 8.2% | 7.5% | 109 |
| \$5,000 - \$9,999 | 8.4% | 5.4% | 157 |
| \$10,000 - \$24,999 | 13.4% | 7.7% | 174 |
| \$25,000 - \$49,999 | 13.1% | 7.9% | 165 |
| \$50,000 - \$99,999 | 14.8% | 10.8% | 137 |
| \$100,000 - \$249,999 | 16.6% | 16.4% | 101 |
| \$250,000 - \$499,999 | 11.4% | 12.0% | 95 |
| \$500,000 - \$999,999 | 8.6% | 8.1% | 107 |
| \$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 | 22.3% | 27.6% | 81 |
| Home Owner | 77.7% | 72.4% | 107 |

| | Group % | National % | Index |
|---|---------|------------|-------|
| Population Density - HH per Sq. Mile | | | |
| 0-28 | 0.0% | 9.7% | 0 |
| 29-103 | 0.0% | 10.2% | 0 |
| 104-925 | 20.4% | 31.1% | 66 |
| 926-2508 | 26.6% | 30.4% | 88 |
| 2509-4371 | 8.4% | 9.5% | 88 |
| 4372-8167 | 4.2% | 4.5% | 93 |
| 8168+ | 40.4% | 4.6% | 877 |

| | Group % | National % | Index |
|----------------------------|---------|------------|-------|
| Length of Residence | | | |
| <2 Years | 14.4% | 15.3% | 94 |
| 2-5 Years | 23.9% | 20.9% | 114 |
| 6-14 Years | 39.0% | 35.1% | 111 |
| 15+ Years | 22.6% | 28.7% | 79 |

| | Group % | National % | Index |
|-----------------------------|---------|------------|-------|
| Market Value of Home | | | |
| <\$50,000 | 6.6% | 7.6% | 87 |
| \$50,000-\$99,999 | 18.8% | 19.2% | 98 |
| \$100,000-\$124,999 | 9.1% | 9.9% | 92 |
| \$125,000-\$149,999 | 7.8% | 9.2% | 85 |
| \$150,000-\$199,999 | 11.3% | 14.5% | 78 |
| \$200,000-\$299,999 | 13.0% | 16.4% | 79 |
| \$300,000-\$499,999 | 15.9% | 13.8% | 116 |
| \$500,000+ | 17.4% | 9.4% | 184 |

| | Group % | National % | Index |
|---------------------------|---------|------------|-------|
| Dwelling Unit Size | | | |
| Single Family Dwelling | 66.1% | 85.1% | 78 |
| Multiple Family Dwelling | 33.9% | 14.9% | 227 |

| | Group % | National % | Index |
|---------------------------|---------|------------|-------|
| Occupation | | | |
| Professional/Technical | 32.2% | 27.9% | 116 |
| Administration/Management | 8.3% | 8.2% | 102 |
| Sales/Service | 3.4% | 2.7% | 124 |
| Clerical/White Collar | 26.0% | 16.8% | 155 |
| Craftsman/Blue Collar | 17.2% | 18.4% | 94 |
| Student | 2.1% | 0.7% | 301 |
| Housewife | 2.9% | 5.8% | 49 |
| Retired | 2.0% | 11.7% | 17 |
| Other | 3.3% | 4.7% | 71 |
| Self Employed | 2.5% | 3.1% | 81 |

| | Group % | National % | Index |
|-------------------------------|---------|------------|-------|
| Education | | | |
| Completed High School | 61.9% | 56.8% | 109 |
| Completed College | 28.4% | 30.6% | 93 |
| Completed Graduate School | 9.2% | 12.2% | 75 |
| Attended Vocational/Technical | 0.6% | 0.4% | 137 |

| | Group % | National % | Index |
|------------------|---------|------------|-------|
| Ethnicity | | | |
| Caucasian/Other | 60.1% | 73.9% | 81 |
| African American | 17.2% | 11.0% | 156 |
| Hispanic | 15.9% | 11.5% | 139 |
| Asian | 6.8% | 3.6% | 187 |

| | Group % | National % | Index |
|------------------------|---------|------------|-------|
| Household Size | | | |
| One Person Household | 68.4% | 29.3% | 233 |
| Two Person Household | 21.4% | 26.8% | 80 |
| Three Person Household | 6.2% | 19.8% | 32 |
| Four Person Household | 2.3% | 11.8% | 20 |
| Five+ Person Household | 1.6% | 12.3% | 13 |

| | Group % | National % | Index |
|------------------------|---------|------------|-------|
| Mail Responsive | | | |
| Mail Order Responsive | 50.8% | 68.4% | 74 |
| Mail Order Buyer | 50.7% | 68.4% | 74 |
| Mail Order Donor | 0.3% | 1.4% | 22 |

| | Group % | National % | Index |
|---|---------|------------|-------|
| Buying Channel Preference - Score = 01 | | | |
| Internet | 9.5% | 9.0% | 106 |
| Mail | 3.1% | 9.5% | 33 |
| Phone | 2.1% | 9.2% | 23 |

