

ABOUT COMFORTABLE HOUSEHOLDS

Comfortable Households include many 50-year old homeowners with children under the age of 18. Roughly half of group members are married. More than 90% have income from \$50,000 to \$99,000. Technology and entertainment are significant expenses, including \$200 to \$399+ spent on video game hardware in the past 12 months. Many Comfortable Households also have a personal computer at home for children under 18, and multiple cellphones for the household. In addition, jeans, shoes and other clothing for children age 6 to 12 account for hundreds of dollars in expenditures over the past six months.

COMFORTABLE HOUSEHOLDS, A DAY IN THE LIFE

Name of protagonist: "Deborah"

Wakes up... and wakes John, 11, and Rebecca, 9. They all have Eggo Cinnamon Toast Waffles and a Capri Sun juice pack for breakfast before she gets the kids off to school.

Spends the day... interviewing assistants to support her in her role as media buyer for a regional advertising agency. She squeezes in an aerobics workout on her lunch hour.

Talks about weekend plans to... call her girlfriends and catch up while the kids are with their recently re-married father in Seattle. She needs to go shopping, too. Rebecca will be getting a few new outfits for her birthday, and she also saw some shoes for herself in a magazine that look fabulous.

Has a meeting with... Jake, her former husband, to discuss the cost of sending John to private school. It's a science and math school, and John is already showing an aptitude.

Spends the evening... at her son's baseball game held at the middle school. She makes turkey sandwiches and soup for dinner.

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

Watching... A&E.



HOUSEHOLDS: 9,933,100 (7.09% OF U.S.)

CLUSTERS

13 Work & Play
17 Firmly Established

WHEN THEY GREW UP...

- Sally Ride announced as first woman astronaut
- Barney Clark, 61, is first person to receive a permanent artificial heart
- Pentagon plans first strategy to fight a nuclear war
- The final episode of «M*A*S*H» airs

SHOPPING...

- AutoZone
- Target Pharmacy
- Ross
- Petco
- Albertsons

DIGITAL/ONLINE...

- Hotwire.com
- Toshiba Computers
- ebay.com
- AT&T
- Disney.com

FINANCIAL...

- Walmart Card
- File Taxes Late
- Three or More Vehicles
- Union Medical Insurance
- Bank Online

TV/RADIO...

- Hispanic Radio
- DG Women's Week Radio
- Investigation Discovery
- WE TV
- "Hardcore Pawn"

MAGAZINES/NEWSPAPERS...

- Guns & Ammo
- Men's Fitness
- Vogue
- Essence
- Parents

ACTIVITIES...

- PG-13 Movies
- Visit Zoo
- Backgammon
- Ice Skating
- Soccer

TRAVEL/AUTO...

- Trucks for Hauling
- Minivans
- Honda Motorcycles
- Theme Parks
- Auto Repair Stores

Group Info

Age	36-65
Marital Status	Single/Married
Home Ownership	Owner
Kids	Kids Age Mix
Income	\$60,000 - \$74,999
Income Rank	9
Urbanicity	City & Surrounds
Urbanicity Rank	7
Net Worth	\$10K-\$999K
Net Worth Rank	5



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GROUP 12B Comfortable Households

Parents of older, school-aged children, the members of this group are well educated with upper-middle incomes and net worth. Typically owners of homes in the metro fringes and suburbs, these households are commonly absorbed in the lifestyles dictated by traditional parental roles.

	Group %	National %	Index
Age - Head of Household			
18-23 Years	0.0%	3.7%	0
24-29 Years	1.0%	7.9%	12
30-35 Years	7.4%	9.9%	75
36-45 Years	17.5%	18.5%	95
46-55 Years	44.8%	21.1%	213
56-65 Years	25.7%	17.8%	144
66-75 Years	3.6%	11.2%	32
76+ Years	0.0%	10.0%	0
MEAN AGE	49.70	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	0.1%	9.7%	1
\$50,000-\$74,999	60.6%	21.6%	281
\$75,000-\$99,999	31.9%	11.4%	280
\$100,000-\$124,999	7.3%	6.4%	114
\$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	0.0%	63.3%	0
Ages 0-2	8.2%	4.9%	167
Ages 3-5	19.2%	8.7%	219
Ages 6-10	34.2%	13.5%	253
Ages 11-15	45.2%	14.7%	309
Ages 16-17	18.8%	6.1%	309

	Group %	National %	Index
Marital Status			
Single	51.3%	51.3%	100
Married	48.7%	48.7%	100



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	Group %	National %	Index
Estimated Net Worth			
< \$1	2.1%	13.6%	16
\$1 - \$4,999	3.1%	7.5%	41
\$5,000 - \$9,999	2.9%	5.4%	53
\$10,000 - \$24,999	5.3%	7.7%	69
\$25,000 - \$49,999	7.7%	7.9%	97
\$50,000 - \$99,999	14.1%	10.8%	130
\$100,000 - \$249,999	27.8%	16.4%	170
\$250,000 - \$499,999	22.2%	12.0%	185
\$500,000 - \$999,999	14.8%	8.1%	183
\$1,000,000 - \$1,999,999	0.1%	5.6%	1
\$2,000,000+	0.0%	5.0%	0

	Group %	National %	Index
Home Ownership Status			
Renter	12.0%	27.6%	44
Home Owner	88.0%	72.4%	122

	Group %	National %	Index
Population Density - HH per Sq. Mile			
0-28	0.2%	9.7%	2
29-103	1.8%	10.2%	18
104-925	38.3%	31.1%	123
926-2508	40.0%	30.4%	132
2509-4371	11.7%	9.5%	122
4372-8167	4.7%	4.5%	103
8168+	3.4%	4.6%	73

	Group %	National %	Index
Length of Residence			
<2 Years	13.1%	15.3%	86
2-5 Years	24.0%	20.9%	115
6-14 Years	38.6%	35.1%	110
15+ Years	24.3%	28.7%	85



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Market Value of Home			
<\$50,000	4.2%	7.6%	55
\$50,000-\$99,999	15.3%	19.2%	80
\$100,000-\$124,999	10.6%	9.9%	107
\$125,000-\$149,999	11.3%	9.2%	123
\$150,000-\$199,999	19.6%	14.5%	135
\$200,000-\$299,999	22.3%	16.4%	136
\$300,000-\$499,999	11.5%	13.8%	84
\$500,000+	5.2%	9.4%	56

	Group %	National %	Index
Dwelling Unit Size			
Single Family Dwelling	87.4%	85.1%	103
Multiple Family Dwelling	12.6%	14.9%	84

	Group %	National %	Index
Occupation			
Professional/Technical	29.8%	27.9%	107
Administration/Management	9.0%	8.2%	110
Sales/Service	2.9%	2.7%	105
Clerical/White Collar	21.6%	16.8%	129
Craftsman/Blue Collar	23.3%	18.4%	126
Student	0.5%	0.7%	70
Housewife	4.2%	5.8%	73
Retired	2.1%	11.7%	18
Other	3.8%	4.7%	80
Self Employed	2.8%	3.1%	91

	Group %	National %	Index
Education			
Completed High School	58.6%	56.8%	103
Completed College	30.5%	30.6%	100
Completed Graduate School	10.5%	12.2%	86
Attended Vocational/Technical	0.3%	0.4%	75



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	Group %	National %	Index
Ethnicity			
Caucasian/Other	74.0%	73.9%	100
African American	7.7%	11.0%	69
Hispanic	14.0%	11.5%	122
Asian	4.3%	3.6%	118

	Group %	National %	Index
Household Size			
One Person Household	0.0%	29.3%	0
Two Person Household	22.3%	26.8%	83
Three Person Household	32.4%	19.8%	164
Four Person Household	20.6%	11.8%	174
Five+ Person Household	24.7%	12.3%	201

	Group %	National %	Index
Mail Responsive			
Mail Order Responsive	85.4%	68.4%	125
Mail Order Buyer	85.3%	68.4%	125
Mail Order Donor	0.8%	1.4%	54

	Group %	National %	Index
Buying Channel Preference - Score = 01			
Internet	7.8%	9.0%	87
Mail	6.1%	9.5%	64
Phone	8.0%	9.2%	86

