

ABOUT WORKING HOUSEHOLDS

Members of Working Households include many craftsman/blue collar workers with more moderate incomes. Most group members are married homeowners who have been at the same residence for at least 6 years. Many have been at the same residence for more than 15 years. All families include either adult children and children under 18, or children under 18 only. These families favor convenience foods, including Quaker cereal bars, ready-to-eat gelatin and gelatin desserts, Hot Pockets microwaveable breakfast items, Cheez Whiz and Yoplait Go-Gurt.

WORKING HOUSEHOLDS, A DAY IN THE LIFE

Name of protagonist: "Eddie»"

Wakes up... and gets his three boys out of bed. He likes to use drill-sergeant jargon even though he was never in the military, like «let's roll, ladies» and «downstairs by oh-seven hundred hours.» He puts on his foreman's uniform and drives his pickup to the plant.

Spends the day... managing a group of workers that machines stainless steel sheets for refrigeration unit covers. He reads the production schedule for next week: 420 units. They'll be busting it all week long.

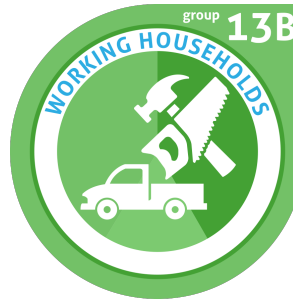
Talks about weekend plans to... survive a lengthy honey-do list. He has to work on the leaky faucet and running toilet, then get the shutters scraped and ready to paint. He might wash and detail his truck if he has time.

Has a meeting with... his two oldest boys, Thomas and Matthew, ages 14 and 15. They have not been taking care of his fishing equipment. Two of his favorite lures are missing, and the line of one of his open reels is completely tangled.

Spends the evening... having dinner with his wife and the boys. She fixes a rice casserole and some venison sausage from the deer he shot last season.

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

Watching... nothing. He's too tired after fixing the window the boys broke while practicing their wrestling moves the weekend before.



HOUSEHOLDS: 4,627,660 (3.30% OF U.S.)

CLUSTERS

38 Occupational Mix
48 Farm & Home

WHEN THEY GREW UP...

- Ronald Reagan inaugurated as 40th U.S. president
- MTV premieres
- "Hill Street Blues" premieres on NBC-TV
- 52 Americans held hostage in Iran for 444 days freed

SHOPPING...

- Children's Input
- Function Over Fashion
- Price Conscious
- Convenience Store Hot Dogs
- GameStop

DIGITAL/ONLINE...

- Technology Not a Priority
- Children Use Computers
- Do Not Use Internet
- Not Apple Products
- Compaq

FINANCIAL...

- Drop-in Bankers
- Avoid Investment Risk
- Pay Bills in Person
- First Homes
- Life Insurance

TV/RADIO...

- Radio is Most Trusted
- Religion/Christian Radio
- Animal Planet
- Hallmark Movie Channel
- TBN

MAGAZINES/NEWSPAPERS...

- American Rifleman
- Family Handyman
- Garden Design
- Bonnier Men's Group
- Field & Stream

ACTIVITIES...

- Fruit Gardening
- Purchase Romance Movies
- Rent Family Movies
- Church Board Members
- High School Sports

TRAVEL/AUTO...

- Minivans
- Advanced Auto Parts
- Perform Light Vehicle Maintenance
- Domestic Travel
- Dodge

Group Info

Age	36-65
Marital Status	Married
Home Ownership	Owner
Kids	Kids Age Mix
Income	\$25,000 - \$34,999
Income Rank	14
Urbanicity	Outer Suburbs & Towns
Urbanicity Rank	17
Net Worth	<\$500K
Net Worth Rank	12



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GROUP 13B Working Households

The last two dominant blue-collar bastions in America, the members of this group were born when the term «blue collar» identified those who made and built things with hands and tools, a label that was applied to one-third of the workforce. In favor of big families and pickup trucks, these members tend to be married homeowners with children.

	Group %	National %	Index
Age - Head of Household			
18-23 Years	0.0%	3.7%	0
24-29 Years	0.0%	7.9%	0
30-35 Years	2.8%	9.9%	28
36-45 Years	14.3%	18.5%	77
46-55 Years	48.5%	21.1%	230
56-65 Years	33.3%	17.8%	187
66-75 Years	1.1%	11.2%	10
76+ Years	0.0%	10.0%	0
MEAN AGE	51.40	50.70	

	Group %	National %	Index
Estimated Income			
<\$15,000	10.6%	12.5%	85
\$15,000-\$19,999	9.2%	5.7%	162
\$20,000-\$29,999	16.7%	10.6%	158
\$30,000-\$39,999	27.8%	10.0%	279
\$40,000-\$49,999	35.0%	9.7%	360
\$50,000-\$74,999	0.3%	21.6%	2
\$75,000-\$99,999	0.4%	11.4%	3
\$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	0.0%	63.3%	0
Ages 0-2	9.4%	4.9%	194
Ages 3-5	19.7%	8.7%	225
Ages 6-10	35.4%	13.5%	262
Ages 11-15	45.7%	14.7%	312
Ages 16-17	20.6%	6.1%	339

	Group %	National %	Index
Marital Status			
Single	1.8%	51.3%	3
Married	98.2%	48.7%	202



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	Group %	National %	Index
Estimated Net Worth			
< \$1	7.8%	13.6%	57
\$1 - \$4,999	9.5%	7.5%	126
\$5,000 - \$9,999	9.1%	5.4%	169
\$10,000 - \$24,999	14.8%	7.7%	191
\$25,000 - \$49,999	14.6%	7.9%	184
\$50,000 - \$99,999	16.3%	10.8%	151
\$100,000 - \$249,999	16.0%	16.4%	97
\$250,000 - \$499,999	7.1%	12.0%	59
\$500,000 - \$999,999	3.6%	8.1%	44
\$1,000,000 - \$1,999,999	1.4%	5.6%	25
\$2,000,000+	0.0%	5.0%	0

	Group %	National %	Index
Home Ownership Status			
Renter	9.6%	27.6%	35
Home Owner	90.4%	72.4%	125

	Group %	National %	Index
Population Density - HH per Sq. Mile			
0-28	23.6%	9.7%	245
29-103	17.7%	10.2%	173
104-925	23.3%	31.1%	75
926-2508	22.3%	30.4%	73
2509-4371	7.2%	9.5%	76
4372-8167	3.3%	4.5%	73
8168+	2.6%	4.6%	57

	Group %	National %	Index
Length of Residence			
<2 Years	8.8%	15.3%	58
2-5 Years	21.0%	20.9%	100
6-14 Years	38.0%	35.1%	108
15+ Years	32.1%	28.7%	112



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	Group %	National %	Index
Market Value of Home			
<\$50,000	14.2%	7.6%	185
\$50,000-\$99,999	32.1%	19.2%	167
\$100,000-\$124,999	12.0%	9.9%	121
\$125,000-\$149,999	9.1%	9.2%	100
\$150,000-\$199,999	12.0%	14.5%	83
\$200,000-\$299,999	10.6%	16.4%	65
\$300,000-\$499,999	6.7%	13.8%	48
\$500,000+	3.3%	9.4%	35

	Group %	National %	Index
Dwelling Unit Size			
Single Family Dwelling	91.6%	85.1%	108
Multiple Family Dwelling	8.4%	14.9%	56

	Group %	National %	Index
Occupation			
Professional/Technical	18.7%	27.9%	67
Administration/Management	7.0%	8.2%	85
Sales/Service	2.7%	2.7%	100
Clerical/White Collar	14.8%	16.8%	88
Craftsman/Blue Collar	33.0%	18.4%	179
Student	0.4%	0.7%	61
Housewife	9.0%	5.8%	153
Retired	3.4%	11.7%	29
Other	7.1%	4.7%	151
Self Employed	4.0%	3.1%	129

	Group %	National %	Index
Education			
Completed High School	62.6%	56.8%	110
Completed College	29.7%	30.6%	97
Completed Graduate School	7.1%	12.2%	58
Attended Vocational/Technical	0.6%	0.4%	140



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Ethnicity			
Caucasian/Other	74.2%	73.9%	100
African American	8.4%	11.0%	77
Hispanic	15.3%	11.5%	134
Asian	2.0%	3.6%	55

	Group %	National %	Index
Household Size			
One Person Household	0.0%	29.3%	0
Two Person Household	2.9%	26.8%	11
Three Person Household	36.2%	19.8%	183
Four Person Household	25.9%	11.8%	219
Five+ Person Household	35.0%	12.3%	284

	Group %	National %	Index
Mail Responsive			
Mail Order Responsive	90.0%	68.4%	131
Mail Order Buyer	89.9%	68.4%	132
Mail Order Donor	0.9%	1.4%	61

	Group %	National %	Index
Buying Channel Preference - Score = 01			
Internet	6.0%	9.0%	67
Mail	5.0%	9.5%	52
Phone	3.9%	9.2%	43



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