

ABOUT CAREER BUILDING

Career Building singles are young, but well compensated. While repaying their education loans they are beginning to save and invest. They favor trendy stores that cater to their age range, incomes and aspirations, such as Express, H&M and Sephora. They enjoy new technology, and read magazines on mobile devices. They visit The Apple Store. They use the Internet extensively for entertainment news, music, podcasts and services. Sports are important, too, either as a fan or a participant. They listen to football, watch MMA and have fun skiing and playing volleyball.



HOUSEHOLDS: 3,045,820 (2.17% OF U.S.)



Cluster Info

Age	18-35
Marital Status	Single
Home Ownership	Renter
Kids	No Kids
Income	\$120,000 +
Income Rank	5
Urbanicity	City & Surrounds
Urbanicity Rank	8
Net Worth	<\$500K
Net Worth Rank	34

WHEN THEY GREW UP...

- War in Iraq
- "The Office" debuts on TV
- George W. Bush re-elected
- YouTube goes live

SHOPPING...

- New Technology
- Express
- H&M
- Sephora
- Apple Store

DIGITAL/ONLINE...

- MacBook
- Download Albums
- Google Talk/Gmail Chat
- Download Podcasts
- IMDb.com

FINANCIAL...

- Rewards Programs
- Student Loans
- Mobile Banking
- GEICO
- Purchase Insurance Online

TV/RADIO...

- Football on Radio
- Alternative Music
- "South Park"
- MMA on TV
- Video-On-Demand

MAGAZINES/NEWSPAPERS...

- Read on Mobile
- Shape
- Elle
- Golf Digest
- Maxim

ACTIVITIES...

- Entertain at Home
- Read Comic Books
- Science Fiction Movies
- Downhill Skiing
- Volleyball

TRAVEL/AUTO...

- Subway/Metro
- Honda Civic
- United Airlines
- Travel to Italy
- Hilton



	Cluster %	National %	Index
Age - Head of Household			
18-23 Years	17.7%	3.7%	482
24-29 Years	52.8%	7.9%	672
30-35 Years	16.1%	9.9%	162
36-45 Years	13.4%	18.5%	72
46-55 Years	0.0%	21.1%	0
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	27.90	5070.0%	

	Cluster %	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	5.1%	9.7%	53
\$50,000-\$74,999	16.9%	21.6%	78
\$75,000-\$99,999	6.0%	11.4%	53
\$100,000-\$124,999	3.7%	6.4%	57
\$125,000-\$149,999	5.5%	1.7%	328
\$150,000+	62.7%	10.5%	596

	Cluster %	National %	Index
Presence and Age of Children			
No Children Present	98.6%	63.3%	156
Ages 0-2	30.3%	4.9%	622
Ages 3-5	64.7%	8.7%	740
Ages 6-10	5.0%	13.5%	37
Ages 11-15	2.1%	14.7%	14
Ages 16-17	1.6%	6.1%	26

	Cluster %	National %	Index
Marital Status			
Single	85.8%	51.3%	167
Married	14.2%	48.7%	29



	Cluster %	National %	Index
Estimated Net Worth			
< \$1	4.7%	13.6%	35
\$1 - \$4,999	9.5%	7.5%	126
\$5,000 - \$9,999	8.7%	0.05	162
\$10,000 - \$24,999	12.7%	7.7%	164
\$25,000 - \$49,999	11.2%	7.9%	142
\$50,000 - \$99,999	13.2%	10.8%	122
\$100,000 - \$249,999	20.4%	16.4%	125
\$250,000 - \$499,999	14.1%	12.0%	118
\$500,000 - \$999,999	5.3%	8.1%	66
\$1,000,000 - \$1,999,999	0.1%	5.6%	3
\$2,000,000+	0.0%	5.0%	0

	Cluster %	National %	Index
Home Ownership Status			
Renter	88.5%	27.6%	320
Home Owner	11.5%	72.4%	16

	Cluster %	National %	Index
Population Density - HH per Sq. Mile			
0-28	1.9%	9.7%	20
29-103	5.1%	10.2%	50
104-925	34.6%	31.1%	111
926-2508	35.2%	30.4%	116
2509-4371	11.8%	9.5%	123
4372-8167	5.3%	4.5%	118
8168+	6.1%	4.6%	132

	Cluster %	National %	Index
Length of Residence			
<2 Years	49.3%	15.3%	322
2-5 Years	22.3%	20.9%	107
6-14 Years	19.0%	35.1%	54
15+ Years	9.5%	28.7%	33



	Cluster %	National %	Index
Market Value of Home			
<\$50000	2.2%	7.6%	29
\$50000-\$99999	6.9%	19.2%	36
\$100000-\$124999	6.2%	9.9%	63
\$125000-\$149999	8.0%	9.2%	88
\$150000-\$199999	15.8%	14.5%	109
\$200000-\$299999	22.9%	16.4%	140
\$300000-\$499999	21.4%	13.8%	156
\$500000+	16.5%	9.4%	174

	Cluster %	National %	Index
Dwelling Unit Size			
Single Family Dwelling	80.5%	85.1%	95
Multiple Family Dwelling	19.5%	14.9%	131

	Cluster %	National %	Index
Occupation			
Professional/Technical	28.4%	27.9%	102
Administration/Management	10.5%	8.2%	129
Sales/Service	4.9%	2.7%	180
Clerical/White Collar	20.0%	16.8%	120
Craftsman/Blue Collar	14.9%	18.4%	81
Student	6.2%	0.7%	880
Housewife	5.1%	5.8%	88
Retired	1.5%	11.7%	13
Other	5.0%	4.7%	106
Self Employed	3.5%	3.1%	112

	Cluster %	National %	Index
Education			
Completed High School	85.2%	56.8%	150
Completed College	12.1%	30.6%	40
Completed Graduate School	2.5%	12.2%	20
Attended Vocational/Technical	0.2%	0.4%	44



	Cluster %	National %	Index
Ethnicity			
Caucasian/Other	66.4%	73.9%	90
African American	15.7%	11.0%	142
Hispanic	11.2%	11.5%	97
Asian	6.8%	3.6%	188

	Cluster %	National %	Index
Household Size			
One Person Household	82.2%	29.3%	280
Two Person Household	14.9%	26.8%	55
Three Person Household	2.2%	19.8%	11
Four Person Household	0.5%	11.8%	5
Five+ Person Household	0.3%	12.3%	2

	Cluster %	National %	Index
Mail Responsive			
Mail Order Responsive	14.5%	68.4%	21
Mail Order Buyer	14.5%	68.4%	21
Mail Order Donor	0.0%	1.4%	1

	Cluster %	National %	Index
Buying Channel Preference - Score = 01			
Internet	18.5%	9.0%	207
Mail	0.3%	9.5%	3
Phone	0.3%	9.2%	3

