

ABOUT CAREER CENTERED

Career Centered contains well-established members of their communities, situated in cities and the surrounding areas. Mainly in their mid-40s to mid-60s, they tend to be employed in white-collar, professional and technical jobs. With their upper incomes, single status and investment activities, they are not afraid to spend money on nice clothes, entertainment and art. Their primary interests, outside of work and other career-oriented activities, include live music and going dancing. Sports are also a shared interest; they keep up with sports news online and regularly attend NHL games.



HOUSEHOLDS: 2,527,260 (1.80% OF U.S.)



Cluster Info	
Age	46-65
Marital Status	Single
Home Ownership	Owner
Kids	No Kids
Income	\$75,000 - \$119,999
Income Rank	14
Urbanicity	City & Surrounds
Urbanicity Rank	40
Net Worth	\$50K-\$500K
Net Worth Rank	29

WHEN THEY GREW UP...

- Academy Award-winning "Annie Hall" inspires androgynous fashions
- Elvis Presley dies
- U.S. bicentennial
- The Eagles release "Hotel California"

SHOPPING...

- Clothes
- Circle K
- Wawa Convenience Stores
- Sephora
- Wegmans Grocery Store

DIGITAL/ONLINE...

- Microsoft Windows 2000
- iPods or Other MP3 Players
- NBC Sports Online
- Yahoo! Answers
- Tumblr

FINANCIAL...

- PNC Bank
- Visa Platinum
- U.S. Bank Debit Cards
- Travelers Home Insurance
- Investment Real Estate

TV/RADIO...

- All Talk Radio Format
- QVC
- "Family Guy"
- "MythBusters"
- "The Colbert Report"

MAGAZINES/NEWSPAPERS...

- Entertainment Weekly
- Life & Style Weekly
- Muscle & Fitness
- National Geographic Traveler
- Popular Science

ACTIVITIES...

- Collect Art
- Attend Rock Music Performances
- Play Billiards/Pool
- Go Dancing
- Attend NHL Games

TRAVEL/AUTO...

- Compact Pickups
- Cruiser Street Bikes
- Subaru
- Southwest Airlines
- Carnival Cruises



	Cluster %	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	0.0%	9.9%	0
36-45 Years	0.0%	18.5%	0
46-55 Years	49.9%	21.1%	237
56-65 Years	47.4%	17.8%	266
66-75 Years	2.7%	11.2%	24
76+ Years	0.0%	10.0%	0
MEAN AGE	55.10	50.70	

	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	0.0%	9.7%	0
\$50,000-\$74,999	62.6%	21.6%	290
\$75,000-\$99,999	24.3%	11.4%	213
\$100,000-\$124,999	13.1%	6.4%	204
\$125,000-\$149,999	0.0%	1.7%	0
\$150,000+	0.0%	10.5%	0

	Cluster %	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

	Cluster %	National %	Index
Marital Status			
Single	100.0%	51.3%	195
Married	0.0%	48.7%	0



	Cluster %	National %	Index
Estimated Net Worth			
< \$1	0.3%	13.6%	2
\$1 - \$4,999	1.2%	7.5%	16
\$5,000 - \$9,999	2.0%	5.4%	37
\$10,000 - \$24,999	5.0%	7.7%	65
\$25,000 - \$49,999	8.8%	7.9%	112
\$50,000 - \$99,999	17.9%	10.8%	165
\$100,000 - \$249,999	36.6%	16.4%	224
\$250,000 - \$499,999	28.2%	12.0%	236
\$500,000 - \$999,999	0.0%	8.1%	0
\$1,000,000 - \$1,999,999	0.0%	5.6%	0
\$2,000,000+	0.0%	5.0%	0

	Cluster %	National %	Index
Home Ownership Status			
Renter	3.2%	27.6%	12
Home Owner	96.8%	72.4%	134

	Cluster %	National %	Index
Population Density - HH per Sq. Mile			
0-28	0.0%	9.7%	0
29-103	0.1%	10.2%	1
104-925	36.7%	31.1%	118
926-2508	43.3%	30.4%	143
2509-4371	13.9%	9.5%	146
4372-8167	5.8%	4.5%	127
8168+	0.2%	4.6%	4

	Cluster %	National %	Index
Length of Residence			
<2 Years	7.6%	15.3%	50
2-5 Years	17.0%	20.9%	81
6-14 Years	43.5%	35.1%	124
15+ Years	31.9%	28.7%	111



	Cluster %	National %	Index
Market Value of Home			
<\$50000	4.9%	7.6%	65
\$50000-\$99999	18.7%	19.2%	97
\$100000-\$124999	12.8%	9.9%	129
\$125000-\$149999	13.4%	9.2%	146
\$150000-\$199999	21.7%	14.5%	149
\$200000-\$299999	19.4%	16.4%	119
\$300000-\$499999	6.2%	13.8%	45
\$500000+	2.9%	9.4%	31

	Cluster %	National %	Index
Dwelling Unit Size			
Single Family Dwelling	87.4%	85.1%	103
Multiple Family Dwelling	12.6%	14.9%	85

	Cluster %	National %	Index
Occupation			
Professional/Technical	34.2%	27.9%	123
Administration/Management	9.5%	8.2%	116
Sales/Service	2.6%	2.7%	97
Clerical/White Collar	23.8%	16.8%	142
Craftsman/Blue Collar	18.2%	18.4%	99
Student	0.4%	0.7%	54
Housewife	2.3%	5.8%	40
Retired	3.0%	11.7%	26
Other	3.4%	4.7%	72
Self Employed	2.7%	3.1%	86

	Cluster %	National %	Index
Education			
Completed High School	53.0%	56.8%	93
Completed College	32.1%	30.6%	105
Completed Graduate School	14.4%	12.2%	118
Attended Vocational/Technical	0.5%	0.4%	111



	Cluster %	National %	Index
Ethnicity			
Caucasian/Other	76.8%	73.9%	104
African American	9.5%	11.0%	87
Hispanic	10.1%	11.5%	88
Asian	3.6%	3.6%	98

	Cluster %	National %	Index
Household Size			
One Person Household	65.0%	29.3%	222
Two Person Household	21.2%	26.8%	79
Three Person Household	8.1%	19.8%	41
Four Person Household	3.5%	11.8%	29
Five+ Person Household	2.2%	12.3%	18

	Cluster %	National %	Index
Mail Responsive			
Mail Order Responsive	75.1%	68.4%	110
Mail Order Buyer	75.0%	68.4%	110
Mail Order Donor	0.9%	1.4%	59

	Cluster %	National %	Index
Buying Channel Preference - Score = 01			
Internet	7.6%	9.0%	85
Mail	6.6%	9.5%	70
Phone	8.0%	9.2%	87

