

### ABOUT CAREERS & TRAVEL

Careers & Travel features singles in their early 30s to mid-40s focused on climbing the corporate ladder and increasing their net worth. They are active investors managing their own investments, oftentimes online. They travel for work regularly. With no spouses or children at home, and some sharing household expenses with one or more roommates, Careers & Travel consumers have the disposable income needed to indulge in higher-end vehicles, electronics, video games and recreational sports, along with the schedule flexibility to enjoy those activities with friends.



HOUSEHOLDS: 902,380 (0.64% OF U.S.)



Cluster Info	
Age	30-45
Marital Status	Single
Home Ownership	Owner
Kids	No Kids
Income	\$75,000 - \$119,999
Income Rank	9
Urbanicity	Suburbs & Towns
Urbanicity Rank	43
Net Worth	\$50K-\$1MM
Net Worth Rank	10

### WHEN THEY GREW UP...

- Bob Dole resigns from U.S. Senate to run for president
- After a 51-day standoff, the Branch Davidian compound in Waco, Texas, burns to the ground
- The Walt Disney Company acquires ABC
- The Euro becomes the new European currency

### SHOPPING...

- Apple Store
- Wawa
- Sports Authority
- BestBuy.com
- FedEx Office

### DIGITAL/ONLINE...

- Asus Computers
- Skype
- Cox Internet Service
- About.com
- Pandora.com

### FINANCIAL...

- Paperless Statements
- American Express Blue
- Airline Mile Rewards
- Liberty Mutual Auto Insurance
- Financial Advice Online

### TV/RADIO...

- Alternative Music
- Rock Music
- Pay-Per-View Sports
- "The Soup"
- "Saturday Night Live"

### MAGAZINES/NEWSPAPERS...

- Brides
- In Touch
- Game Informer
- Self
- Maxim

### ACTIVITIES...

- Collect Tropical Fish
- Play a Musical Instrument
- Science Fiction Movies
- Attend NHL Games
- Ice Skating

### TRAVEL/AUTO...

- Heavy Duty Trucks
- Own BMWs
- Business Travel
- American/American Eagle
- Holiday Inn Express



	Cluster %	National %	Index
<b>Age - Head of Household</b>			
18-23 Years	2.4%	3.7%	65
24-29 Years	7.3%	7.9%	93
30-35 Years	30.6%	9.9%	308
36-45 Years	54.0%	18.5%	292
46-55 Years	5.7%	21.1%	27
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	36.80	50.70	

	Cluster %	National %	Index
<b>Estimated Income</b>			
<\$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	0.0%	21.6%	0
\$75,000-\$99,999	55.2%	11.4%	484
\$100,000-\$124,999	44.8%	6.4%	699
\$125,000-\$149,999	0.0%	1.7%	0
\$150,000+	0.0%	10.5%	0

	Cluster %	National %	Index
<b>Presence and Age of Children</b>			
No Children Present	100.0%	63.3%	158
Ages 0-2	100.0%	4.9%	2052
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
<b>Marital Status</b>			
Single	100.0%	51.3%	195
Married	0.0%	48.7%	0



	Cluster %	National %	Index
<b>Estimated Net Worth</b>			
< \$1	0.5%	13.6%	4
\$1 - \$4,999	1.5%	7.5%	20
\$5,000 - \$9,999	1.7%	5.4%	31
\$10,000 - \$24,999	3.4%	7.7%	44
\$25,000 - \$49,999	5.0%	7.9%	63
\$50,000 - \$99,999	10.0%	10.8%	92
\$100,000 - \$249,999	26.6%	16.4%	163
\$250,000 - \$499,999	28.7%	12.0%	240
\$500,000 - \$999,999	22.7%	8.1%	281
\$1,000,000 - \$1,999,999	0.0%	5.6%	0
\$2,000,000+	0.0%	5.0%	0

	Cluster %	National %	Index
<b>Home Ownership Status</b>			
Renter	12.0%	27.6%	43
Home Owner	88.0%	72.4%	122

	Cluster %	National %	Index
<b>Population Density - HH per Sq. Mile</b>			
0-28	0.0%	9.7%	0
29-103	2.1%	10.2%	21
104-925	35.7%	31.1%	115
926-2508	42.8%	30.4%	141
2509-4371	13.3%	9.5%	139
4372-8167	5.9%	4.5%	130
8168+	0.1%	4.6%	2

	Cluster %	National %	Index
<b>Length of Residence</b>			
<2 Years	14.3%	15.3%	93
2-5 Years	26.4%	20.9%	126
6-14 Years	42.3%	35.1%	121
15+ Years	17.1%	28.7%	59



	Cluster %	National %	Index
<b>Market Value of Home</b>			
<\$50000	2.3%	7.6%	31
\$50000-\$99999	9.0%	19.2%	47
\$100000-\$124999	8.5%	9.9%	86
\$125000-\$149999	10.8%	9.2%	118
\$150000-\$199999	20.7%	14.5%	142
\$200000-\$299999	27.6%	16.4%	168
\$300000-\$499999	13.9%	13.8%	101
\$500000+	7.2%	9.4%	76

	Cluster %	National %	Index
<b>Dwelling Unit Size</b>			
Single Family Dwelling	86.4%	85.1%	102
Multiple Family Dwelling	13.6%	14.9%	91

	Cluster %	National %	Index
<b>Occupation</b>			
Professional/Technical	38.4%	27.9%	138
Administration/Management	7.8%	8.2%	95
Sales/Service	3.2%	2.7%	117
Clerical/White Collar	26.4%	16.8%	158
Craftsman/Blue Collar	14.2%	18.4%	77
Student	2.0%	0.7%	283
Housewife	1.9%	5.8%	33
Retired	1.1%	11.7%	10
Other	2.8%	4.7%	59
Self Employed	2.2%	3.1%	70

	Cluster %	National %	Index
<b>Education</b>			
Completed High School	65.3%	56.8%	115
Completed College	25.8%	30.6%	84
Completed Graduate School	8.7%	12.2%	71
Attended Vocational/Technical	0.2%	0.4%	53



	Cluster %	National %	Index
<b>Ethnicity</b>			
Caucasian/Other	76.1%	73.9%	103
African American	6.8%	11.0%	61
Hispanic	10.4%	11.5%	91
Asian	6.7%	3.6%	184

	Cluster %	National %	Index
<b>Household Size</b>			
One Person Household	65.4%	29.3%	223
Two Person Household	24.3%	26.8%	91
Three Person Household	6.3%	19.8%	32
Four Person Household	2.4%	11.8%	20
Five+ Person Household	1.6%	12.3%	13

	Cluster %	National %	Index
<b>Mail Responsive</b>			
Mail Order Responsive	60.7%	68.4%	89
Mail Order Buyer	60.6%	68.4%	89
Mail Order Donor	0.3%	1.4%	19

	Cluster %	National %	Index
<b>Buying Channel Preference - Score = 01</b>			
Internet	12.1%	9.0%	134
Mail	2.9%	9.5%	31
Phone	2.8%	9.2%	31

