

ABOUT CLIMBING THE LADDER

Climbing the Ladder households are upper middle-class married couples with no children. They are successfully working their way up white-collar sales and professional career ladders, some still working on their education to enhance their resumes. These early-30s couples enjoy free time and have the money to take advantage of it. A very active group, they favor camping and hiking, putting Jeeps, Harley-Davidson motorcycles and rugged vehicles to good use. When they're not pitching tents in state parks or forests, they book hotels online. Other interests include interior decorating, photography and fantasy sports leagues.



HOUSEHOLDS: 486,380 (0.35% OF U.S.)



Cluster Info

Age	30-35
Marital Status	Married
Home Ownership	Owner
Kids	No Kids
Income	\$60,000 - \$74,999
Income Rank	23
Urbanicity	Suburbs & Towns
Urbanicity Rank	46
Net Worth	\$50K-\$1MM
Net Worth Rank	12

WHEN THEY GREW UP...

- "The Lord of the Rings" trilogy debuts
- Anthrax attacks by mail kill five and infect 17 more
- Apple releases the iPod
- Presidential election hinges on manual recount of ballots ("hanging chads")

SHOPPING...

- Interior Decorating
- Photography
- Lane Bryant
- Banana Republic
- Hotels.com

DIGITAL/ONLINE...

- Lenovo/IBM Computers
- Use Computers at Work for Accounting
- Tripadvisor.com
- Flickr.com
- Yelp

FINANCIAL...

- Primary Home Mortgage
- PayPal
- American Express Blue
- NPR Contributions
- 403(b) Retirement or College Savings

TV/RADIO...

- All Talk Radio
- Alternative Music
- Independent Film Channel
- "MythBusters"
- "The Office"

MAGAZINES/NEWSPAPERS...

- Food & Wine
- Self
- Shape
- InStyle
- Us Weekly

ACTIVITIES...

- Camp at State Parks & Forests
- Collect Tropical Fish
- Fantasy Sports Leagues
- Jog/Run
- Backpacking

TRAVEL/AUTO...

- Harley-Davidson Motorcycles
- Four Wheel Drive/All Wheel Drive
- Jeep
- Backpacking/Hiking
- United Airlines



	Cluster %	National %	Index
Age - Head of Household			
18-23 Years	0.0%	3.7%	0
24-29 Years	3.7%	7.9%	47
30-35 Years	96.3%	9.9%	970
36-45 Years	0.0%	18.5%	0
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	32.00	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	0.3%	9.7%	3
\$50,000-\$74,999	62.3%	21.6%	288
\$75,000-\$99,999	37.3%	11.4%	328
\$100,000-\$124,999	0.1%	6.4%	2
\$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	0.0%	51.3%	0
Married	100.0%	48.7%	205



	Cluster %	National %	Index
Estimated Net Worth			
< \$1	0.2%	13.6%	1
\$1 - \$4,999	0.7%	7.5%	9
\$5,000 - \$9,999	1.2%	5.4%	23
\$10,000 - \$24,999	3.4%	7.7%	44
\$25,000 - \$49,999	6.6%	7.9%	83
\$50,000 - \$99,999	14.0%	10.8%	130
\$100,000 - \$249,999	30.6%	16.4%	187
\$250,000 - \$499,999	25.0%	12.0%	209
\$500,000 - \$999,999	18.3%	8.1%	226
\$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	1.8%	27.6%	6
Home Owner	98.2%	72.4%	136

	Cluster %	National %	Index
Population Density - HH per Sq. Mile			
0-28	0.0%	9.7%	0
29-103	0.6%	10.2%	6
104-925	44.1%	31.1%	142
926-2508	39.9%	30.4%	131
2509-4371	11.2%	9.5%	117
4372-8167	3.9%	4.5%	85
8168+	0.3%	4.6%	7

	Cluster %	National %	Index
Length of Residence			
<2 Years	12.8%	15.3%	84
2-5 Years	25.1%	20.9%	120
6-14 Years	36.3%	35.1%	104
15+ Years	25.8%	28.7%	90



	Cluster %	National %	Index
Market Value of Home			
<\$50000	3.1%	7.6%	41
\$50000-\$99999	14.8%	19.2%	77
\$100000-\$124999	11.6%	9.9%	117
\$125000-\$149999	12.9%	9.2%	141
\$150000-\$199999	21.0%	14.5%	145
\$200000-\$299999	23.1%	16.4%	141
\$300000-\$499999	10.0%	13.8%	73
\$500000+	3.4%	9.4%	37

	Cluster %	National %	Index
Dwelling Unit Size			
Single Family Dwelling	92.9%	85.1%	109
Multiple Family Dwelling	7.1%	14.9%	47

	Cluster %	National %	Index
Occupation			
Professional/Technical	30.4%	27.9%	109
Administration/Management	9.0%	8.2%	110
Sales/Service	4.0%	2.7%	147
Clerical/White Collar	22.0%	16.8%	131
Craftsman/Blue Collar	21.4%	18.4%	116
Student	3.2%	0.7%	457
Housewife	2.9%	5.8%	50
Retired	2.0%	11.7%	17
Other	3.1%	4.7%	66
Self Employed	2.1%	3.1%	67

	Cluster %	National %	Index
Education			
Completed High School	69.7%	56.8%	123
Completed College	24.0%	30.6%	79
Completed Graduate School	5.8%	12.2%	48
Attended Vocational/Technical	0.4%	0.4%	101



	Cluster %	National %	Index
Ethnicity			
Caucasian/Other	77.1%	73.9%	104
African American	7.9%	11.0%	71
Hispanic	10.7%	11.5%	93
Asian	4.4%	3.6%	120

	Cluster %	National %	Index
Household Size			
One Person Household	2.4%	29.3%	8
Two Person Household	61.8%	26.8%	230
Three Person Household	15.3%	19.8%	78
Four Person Household	11.4%	11.8%	96
Five+ Person Household	9.2%	12.3%	74

	Cluster %	National %	Index
Mail Responsive			
Mail Order Responsive	81.0%	68.4%	118
Mail Order Buyer	81.0%	68.4%	118
Mail Order Donor	1.1%	1.4%	74

	Cluster %	National %	Index
Buying Channel Preference - Score = 01			
Internet	8.8%	9.0%	99
Mail	0.9%	9.5%	9
Phone	1.6%	9.2%	17

