

### ABOUT WORK & CAUSES

Work & Causes is made up of lower-middle income singles in their mid-40s to mid-50s. None have children under 18 at home. They work in a mix of white-collar professional and clerical jobs and blue-collar jobs. They enjoy shopping for beauty and health/nutrition products, and prefer name brands to their generic counterparts. Members of this cluster participate in auto racing and are fans of NASCAR, shopping at the auto parts store to likely maintain their own aging vehicle. New technology is another shared interest, and they use the Internet for everything from job hunting to researching movies and TV shows.



HOUSEHOLDS: 1,293,860 (0.92% OF U.S.)



#### Cluster Info

Age	46-55
Marital Status	Single
Home Ownership	Owner
Kids	No Kids
Income	\$25,000 - \$34,999
Income Rank	44
Urbanicity	City & Surrounds
Urbanicity Rank	34
Net Worth	\$5K-\$250K
Net Worth Rank	45

### WHEN THEY GREW UP...

- U.S. embargo on Libyan petroleum imports
- First NCAA Women's Basketball Championship
- "E.T. the Extra-Terrestrial" is in theaters
- Prince Charles and Princess Diana welcome Prince William

### SHOPPING...

- Trust Name Brands
- Beauty
- Advanced Auto Parts Store
- Cub Foods Grocery Store
- GNC

### DIGITAL/ONLINE...

- Download Albums
- Look for Employment Online
- Hulu.com
- Research Movies and TV Shows Online
- First Among Friends to Try New Technology

### FINANCIAL...

- Walmart Card
- Non-Interest Checking Accounts
- Nationwide Auto Insurance
- Cigna Medical Insurance
- H&R Block TaxCut

### TV/RADIO...

- Alternative Radio Format
- Oxygen
- "NFL Live"
- "Diners, Drive-ins and Dives"
- "Chopped"

### MAGAZINES/NEWSPAPERS...

- National Enquirer
- Redbook
- Southern Living
- Good Housekeeping
- Reader's Digest

### ACTIVITIES...

- Concerts on Radio
- Fantasy Movies
- Rent DVDs
- Participate in Auto Racing
- NASCAR

### TRAVEL/AUTO...

- Standard-Size Car
- Vehicle 5+ Years Old
- Ride Bus
- Hertz
- Days Inn



	Cluster %	National %	Index
<b>Age - Head of Household</b>			
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	100.0%	21.1%	474
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	50.20	5070.0%	

	Cluster %	National %	Index
<b>Estimated Income</b>			
<\$15,000	0.0%	12.5%	0
\$15,000-\$19,999	12.2%	5.7%	216
\$20,000-\$29,999	29.7%	10.6%	281
\$30,000-\$39,999	29.3%	10.0%	294
\$40,000-\$49,999	28.7%	9.7%	296
\$50,000-\$74,999	0.0%	21.6%	0
\$75,000-\$99,999	0.0%	11.4%	0
\$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

	Cluster %	National %	Index
<b>Presence and Age of Children</b>			
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
<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	2.2%	13.6%	16
\$1 - \$4,999	8.1%	7.5%	107
\$5,000 - \$9,999	9.8%	5.4%	183
\$10,000 - \$24,999	17.4%	7.7%	225
\$25,000 - \$49,999	17.5%	7.9%	221
\$50,000 - \$99,999	18.6%	10.8%	172
\$100,000 - \$249,999	17.4%	16.4%	106
\$250,000 - \$499,999	7.5%	12.0%	62
\$500,000 - \$999,999	1.6%	8.1%	20
\$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	0.0%	27.6%	0
Home Owner	100.0%	72.4%	138

	Cluster %	National %	Index
<b>Population Density - HH per Sq. Mile</b>			
0-28	0.0%	9.7%	0
29-103	0.0%	10.2%	0
104-925	35.0%	31.1%	113
926-2508	42.7%	30.4%	141
2509-4371	15.9%	9.5%	167
4372-8167	6.3%	4.5%	140
8168+	0.0%	4.6%	0

	Cluster %	National %	Index
<b>Length of Residence</b>			
<2 Years	7.9%	15.3%	52
2-5 Years	18.8%	20.9%	90
6-14 Years	41.3%	35.1%	118
15+ Years	32.0%	0.29	112



	Cluster %	National %	Index
<b>Market Value of Home</b>			
<\$50000	10.9%	7.6%	143
\$50000-\$99999	30.8%	19.2%	161
\$100000-\$124999	13.2%	9.9%	134
\$125000-\$149999	10.7%	9.2%	117
\$150000-\$199999	13.8%	14.5%	95
\$200000-\$299999	11.6%	16.4%	71
\$300000-\$499999	6.4%	13.8%	46
\$500000+	2.5%	9.4%	26

	Cluster %	National %	Index
<b>Dwelling Unit Size</b>			
Single Family Dwelling	89.0%	85.1%	105
Multiple Family Dwelling	11.0%	14.9%	74

	Cluster %	National %	Index
<b>Occupation</b>			
Professional/Technical	24.9%	27.9%	89
Administration/Management	8.7%	8.2%	106
Sales/Service	3.5%	2.7%	127
Clerical/White Collar	22.8%	16.8%	136
Craftsman/Blue Collar	23.9%	18.4%	130
Student	0.7%	0.7%	99
Housewife	4.0%	5.8%	69
Retired	4.2%	11.7%	36
Other	4.4%	4.7%	94
Self Employed	3.0%	3.1%	96

	Cluster %	National %	Index
<b>Education</b>			
Completed High School	57.4%	56.8%	101
Completed College	31.9%	30.6%	104
Completed Graduate School	9.7%	12.2%	79
Attended Vocational/Technical	1.0%	0.4%	240

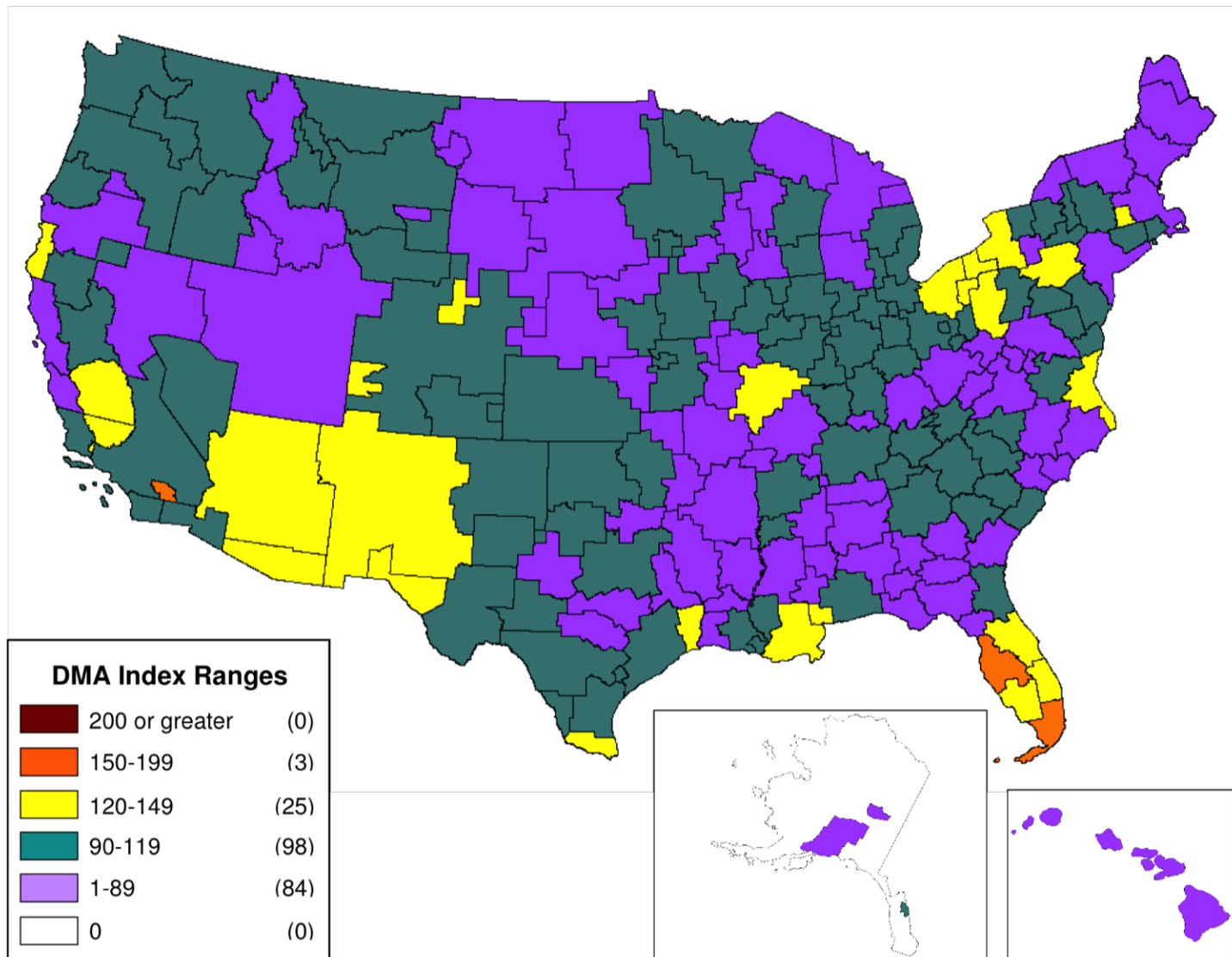


	Cluster %	National %	Index
<b>Ethnicity</b>			
Caucasian/Other	70.9%	73.9%	96
African American	11.4%	11.0%	103
Hispanic	14.4%	11.5%	126
Asian	3.3%	3.6%	91

	Cluster %	National %	Index
<b>Household Size</b>			
One Person Household	60.3%	29.3%	206
Two Person Household	23.5%	26.8%	88
Three Person Household	9.4%	19.8%	47
Four Person Household	4.0%	11.8%	34
Five+ Person Household	2.8%	12.3%	23

	Cluster %	National %	Index
<b>Mail Responsive</b>			
Mail Order Responsive	60.9%	68.4%	89
Mail Order Buyer	60.7%	68.4%	89
Mail Order Donor	1.1%	1.4%	74

	Cluster %	National %	Index
<b>Buying Channel Preference - Score = 01</b>			
Internet	3.8%	9.0%	43
Mail	3.8%	9.5%	40
Phone	1.2%	9.2%	13



### ABOUT OPEN HOUSES

Open Houses households are, at a mean age of 60, well-established members of their communities, with more than one-third having resided in their home for 15 years or longer. Despite middle to low income and average educational attainment, this group ranks upper-middle for net worth. As single empty nesters, these individuals have the time to beautify their homes, making lawn care and indoor gardening popular pastimes. Reading House Beautiful and newspaper sections covering home design and gardening further reflect these interests. They are also likely to play an instrument and enjoy word games.



HOUSEHOLDS: 1,359,820 (0.97% OF U.S.)



Cluster Info	
Age	56-65
Marital Status	Single
Home Ownership	Owner
Kids	No Kids
Income	\$25,000 - \$34,999
Income Rank	45
Urbanicity	City & Surrounds
Urbanicity Rank	32
Net Worth	\$5K-\$250K
Net Worth Rank	44

### WHEN THEY GREW UP...

- Atari introduces "Pong" in arcades
- "The Godfather" is in theaters
- Watergate scandal
- Billie Jean King triumphs at the French Open

### SHOPPING...

- Online Auctions
- Auto Parts Stores
- Drugstore for Film and Photo Processing
- Avon
- Discount Tire Co.

### DIGITAL/ONLINE...

- Compaq Computers
- Microsoft Windows 98
- People Magazine Online
- NBCNews.com
- AOL.com

### FINANCIAL...

- Regions Bank
- Liberty Mutual Auto Insurance
- Travelers Home Insurance
- JC Penney Cards
- You Alone Medical Insurance

### TV/RADIO...

- Variety/Other Radio Format
- Hallmark Movie Channel
- Turner Classic Movies
- "Royal Pains"
- NBC Local TV News

### MAGAZINES/NEWSPAPERS...

- Newspaper, Home/Home Design/Furnishings/Gardening
- Newspaper, Movie Listings and Reviews
- Discover
- Prevention
- House Beautiful

### ACTIVITIES...

- Lawn Care
- Indoor Gardening & Plants
- Play a Musical Instrument
- Word Games
- Golf

### TRAVEL/AUTO...

- Own or Lease 1 Vehicle
- Compact Pickup
- Domestic Travel 15+ Nights Away
- Tour Groups
- Chevrolet