

ABOUT WORK & PLAY

Work & Play households are all unmarried parents with mixed-age children. They rank above average for income and net worth. They are devoted to sports that they can either pursue individually for fitness or enjoy with their children, such as playing basketball or volleyball. Work & Play shopping, media and travel all reflect the mix of ages in the household, which can range from toddlers to teenagers. These parents buy family necessities, as well as electronics such as game systems, TVs and cell phones, and name-brand clothing and shoes for their kids.



HOUSEHOLDS: 5,045,660 (3.60% OF U.S.)



Cluster Info

Age	36-65
Marital Status	Single
Home Ownership	Owner
Kids	Kids; Age Mix
Income	\$75,000 - \$119,999
Income Rank	15
Urbanicity	City & Surrounds
Urbanicity Rank	14
Net Worth	\$25K-\$1MM
Net Worth Rank	15

WHEN THEY GREW UP...

- New York Stock Exchange suffers huge drop on "Black Monday"
- Fires burn 793,880 acres of Yellowstone National Park
- The first Martin Luther King Jr. Day is observed
- "Misery" by Stephen King

SHOPPING...

- Photography
- American Eagle Outfitters
- Finish Line
- PacSun
- Albertsons Grocery Store

DIGITAL/ONLINE...

- Download Songs
- Online Class or Course
- Movies Online
- Pandora.com
- Twitter.com

FINANCIAL...

- New Checking Accounts
- Mobile Banking
- Student Loans
- Walmart Card
- Kaiser Permanente Medical Insurance

TV/RADIO...

- Rhythmic Radio Format
- MTV2
- Starz!
- "Ghost Hunters"
- "X Games"

MAGAZINES/NEWSPAPERS...

- Cosmopolitan
- Game Informer
- Seventeen
- OK!
- Rolling Stone

ACTIVITIES...

- Karaoke
- Portable Electronic Games
- Comedy Movies
- Play Basketball
- Play Volleyball

TRAVEL/AUTO...

- Own Trucks
- Likely to Buy or Lease 2-Door Car
- Auto Repair Chain Stores
- Indoor Water Parks
- Epcot Center



	Cluster %	National %	Index
Age - Head of Household			
18-23 Years	0.0%	3.7%	1
24-29 Years	1.9%	7.9%	24
30-35 Years	14.6%	9.9%	147
36-45 Years	34.5%	18.5%	186
46-55 Years	32.2%	21.1%	153
56-65 Years	16.3%	17.8%	92
66-75 Years	0.5%	11.2%	4
76+ Years	0.0%	10.0%	0
MEAN AGE	45.10	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	62.8%	21.6%	291
\$75,000-\$99,999	26.4%	11.4%	231
\$100,000-\$124,999	10.8%	6.4%	168
\$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	0.0%	63.3%	0
Ages 0-2	7.2%	4.9%	147
Ages 3-5	21.5%	8.7%	246
Ages 6-10	34.9%	13.5%	258
Ages 11-15	44.7%	14.7%	305
Ages 16-17	14.2%	6.1%	233

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



	Cluster %	National %	Index
Estimated Net Worth			
< \$1	3.0%	13.6%	22
\$1 - \$4,999	4.1%	7.5%	54
\$5,000 - \$9,999	3.5%	5.4%	65
\$10,000 - \$24,999	6.1%	7.7%	79
\$25,000 - \$49,999	8.3%	7.9%	104
\$50,000 - \$99,999	14.3%	10.8%	132
\$100,000 - \$249,999	26.7%	16.4%	163
\$250,000 - \$499,999	19.6%	12.0%	164
\$500,000 - \$999,999	14.4%	8.1%	179
\$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	17.5%	27.6%	63
Home Owner	82.5%	72.4%	114

	Cluster %	National %	Index
Population Density - HH per Sq. Mile			
0-28	0.0%	9.7%	0
29-103	2.6%	10.2%	26
104-925	36.0%	31.1%	116
926-2508	39.4%	30.4%	130
2509-4371	12.5%	9.5%	131
4372-8167	5.6%	4.5%	122
8168+	4.0%	4.6%	86

	Cluster %	National %	Index
Length of Residence			
<2 Years	12.9%	15.3%	84
2-5 Years	27.5%	20.9%	131
6-14 Years	42.2%	35.1%	120
15+ Years	17.4%	28.7%	61



	Cluster %	National %	Index
Market Value of Home			
<\$50000	4.3%	7.6%	56
\$50000-\$99999	14.3%	19.2%	74
\$100000-\$124999	10.4%	9.9%	105
\$125000-\$149999	11.2%	9.2%	122
\$150000-\$199999	19.0%	14.5%	131
\$200000-\$299999	22.3%	16.4%	136
\$300000-\$499999	12.5%	13.8%	91
\$500000+	6.0%	9.4%	64

	Cluster %	National %	Index
Dwelling Unit Size			
Single Family Dwelling	84.6%	85.1%	99
Multiple Family Dwelling	15.4%	14.9%	103

	Cluster %	National %	Index
Occupation			
Professional/Technical	28.6%	27.9%	103
Administration/Management	8.2%	8.2%	101
Sales/Service	3.1%	2.7%	112
Clerical/White Collar	26.4%	16.8%	157
Craftsman/Blue Collar	21.0%	18.4%	114
Student	0.9%	0.7%	123
Housewife	4.2%	5.8%	72
Retired	1.4%	11.7%	12
Other	3.8%	4.7%	80
Self Employed	2.4%	3.1%	78

	Cluster %	National %	Index
Education			
Completed High School	62.2%	56.8%	110
Completed College	29.4%	30.6%	96
Completed Graduate School	8.1%	12.2%	66
Attended Vocational/Technical	0.3%	0.4%	61



	Cluster %	National %	Index
Ethnicity			
Caucasian/Other	71.6%	73.9%	97
African American	9.0%	11.0%	81
Hispanic	14.5%	11.5%	126
Asian	5.0%	3.6%	138

	Cluster %	National %	Index
Household Size			
One Person Household	0.0%	29.3%	0
Two Person Household	41.1%	26.8%	153
Three Person Household	29.8%	19.8%	151
Four Person Household	15.6%	11.8%	132
Five+ Person Household	13.5%	12.3%	109

	Cluster %	National %	Index
Mail Responsive			
Mail Order Responsive	77.8%	68.4%	114
Mail Order Buyer	77.7%	68.4%	114
Mail Order Donor	0.3%	1.4%	22

	Cluster %	National %	Index
Buying Channel Preference - Score = 01			
Internet	7.3%	9.0%	81
Mail	3.5%	9.5%	37
Phone	5.0%	9.2%	54

