

ABOUT WORKING & ACTIVE

Working & Active households are between the ages of 36 and 45 and are single with no children. Nearly 70% of the cluster has lived in their homes for more than five years. This group has a mix of high school and some college education, with an above-average index for vocational/technical school, earning average incomes. They enjoy a variety of activities, including attending college basketball games, canoeing and renting movies. They also collect sports cards, listen to urban music and stream content from iTunes. Savvy computer and Internet users, they connect and share in chat rooms and on Twitter.



HOUSEHOLDS: 710,080 (0.51% OF U.S.)



Cluster Info

Age	36-45
Marital Status	Single
Home Ownership	Owner
Kids	No Kids
Income	\$35,000 - \$59,999
Income Rank	36
Urbanicity	City & Surrounds
Urbanicity Rank	31
Net Worth	\$10K-\$500K
Net Worth Rank	38

WHEN THEY GREW UP...

- Mount Pinatubo erupts in the Philippines
- John Grisham writes "The Pelican Brief"
- Final episode of "Golden Girls" airs on NBC
- "I'm Too Sexy" by Right Said Fred peaks at #1

SHOPPING...

- Automotive Products
- Burlington Coat Factory
- Famous Footwear
- New York & Company
- Price Chopper

DIGITAL/ONLINE...

- Microsoft Windows Vista
- Chat Rooms
- CareerBuilder.com
- Flickr.com
- Twitter.com

FINANCIAL...

- Regions Bank
- Travelers Auto Insurance
- Farm Bureau
- Humana
- 401(k)

TV/RADIO...

- American Urban Radio Network
- Style Television
- "Jersey Shore"
- "The Bachelorette"
- "Dateline"

MAGAZINES/NEWSPAPERS...

- Ebony
- Life & Style Weekly
- O, the Oprah Magazine
- Jet
- ESPN the Magazine

ACTIVITIES...

- Sports Trading Cards
- Renting Horror Movies
- Streaming from iTunes.com
- Canoeing
- Attend NBA Games

TRAVEL/AUTO...

- Buy Used Vehicles
- Trucks for Hauling
- Cruiser Motorcycles
- Honda Civics
- Holiday Inns



	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	100.0%	18.5%	541
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	39.90	5070.0%	

	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	50.0%	10.0%	501
\$40,000-\$49,999	50.0%	9.7%	515
\$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
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	1.1%	13.6%	8
\$1 - \$4,999	4.6%	7.5%	61
\$5,000 - \$9,999	6.7%	0.05	124
\$10,000 - \$24,999	14.4%	7.7%	187
\$25,000 - \$49,999	17.5%	7.9%	221
\$50,000 - \$99,999	21.3%	10.8%	197
\$100,000 - \$249,999	20.8%	16.4%	127
\$250,000 - \$499,999	9.5%	12.0%	80
\$500,000 - \$999,999	4.0%	8.1%	50
\$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	0.0%	27.6%	0
Home Owner	100.0%	72.4%	138

	Cluster %	National %	Index
Population Density - HH per Sq. Mile			
0-28	0.0%	9.7%	0
29-103	0.0%	10.2%	0
104-925	33.3%	31.1%	107
926-2508	43.2%	30.4%	142
2509-4371	16.0%	9.5%	168
4372-8167	7.4%	4.5%	164
8168+	0.0%	4.6%	1

	Cluster %	National %	Index
Length of Residence			
<2 Years	9.7%	15.3%	63
2-5 Years	21.8%	20.9%	104
6-14 Years	45.9%	35.1%	131
15+ Years	22.7%	28.7%	79



	Cluster %	National %	Index
Market Value of Home			
<\$50000	8.2%	7.6%	107
\$50000-\$99999	27.1%	19.2%	142
\$100000-\$124999	13.6%	9.9%	138
\$125000-\$149999	11.4%	9.2%	124
\$150000-\$199999	15.7%	14.5%	108
\$200000-\$299999	13.4%	16.4%	82
\$300000-\$499999	7.7%	13.8%	56
\$500000+	2.8%	9.4%	30

	Cluster %	National %	Index
Dwelling Unit Size			
Single Family Dwelling	88.4%	85.1%	104
Multiple Family Dwelling	11.6%	14.9%	78

	Cluster %	National %	Index
Occupation			
Professional/Technical	29.3%	27.9%	105
Administration/Management	8.3%	8.2%	102
Sales/Service	3.5%	2.7%	130
Clerical/White Collar	26.0%	16.8%	155
Craftsman/Blue Collar	20.3%	18.4%	110
Student	1.5%	0.7%	216
Housewife	2.8%	5.8%	48
Retired	1.9%	11.7%	16
Other	3.9%	4.7%	84
Self Employed	2.4%	3.1%	76

	Cluster %	National %	Index
Education			
Completed High School	62.2%	56.8%	110
Completed College	29.0%	30.6%	95
Completed Graduate School	8.1%	12.2%	67
Attended Vocational/Technical	0.7%	0.4%	152



	Cluster %	National %	Index
Ethnicity			
Caucasian/Other	68.6%	73.9%	93
African American	12.4%	11.0%	112
Hispanic	14.9%	11.5%	130
Asian	4.1%	3.6%	113

	Cluster %	National %	Index
Household Size			
One Person Household	64.6%	29.3%	221
Two Person Household	23.2%	26.8%	86
Three Person Household	7.5%	19.8%	38
Four Person Household	2.9%	11.8%	25
Five+ Person Household	1.8%	12.3%	15

	Cluster %	National %	Index
Mail Responsive			
Mail Order Responsive	59.9%	68.4%	87
Mail Order Buyer	59.7%	68.4%	87
Mail Order Donor	0.5%	1.4%	32

	Cluster %	National %	Index
Buying Channel Preference - Score = 01			
Internet	4.9%	9.0%	55
Mail	2.8%	9.5%	29
Phone	1.6%	9.2%	17

