

ABOUT CITY LIFE

City Life is an ethnically mixed group with a particularly high concentration of Asians, Hispanics and African-Americans. They are a younger group of urbanites either in school or recently out of school and barely – economically speaking – making their way in the big city. With youth and tight finances, they tend to be more cash prone, leveraging money orders and debit cards as needed. They have below-average incomes and minimal net worth at this point in their lives. Predominantly single and childless, they spend a lot of their free time enjoying inexpensive activities like basketball, chess, comic books and documentaries.



HOUSEHOLDS: 1,910,560 (1.36% OF U.S.)



Cluster Info

Age	18-35
Marital Status	Single
Home Ownership	Renter
Kids	No Kids
Income	\$15,000 - \$24,999
Income Rank	56
Urbanicity	Downtown Metro
Urbanicity Rank	3
Net Worth	<\$25K
Net Worth Rank	60

WHEN THEY GREW UP...

- "Finding Nemo" is in theaters
- U.S. Dept. of Homeland Security begins
- Annika Sorenstam is first woman to play PGA tour in 58 years
- U.S. troops capture Baghdad

SHOPPING...

- Shoes
- Express
- Forever 21
- H&M
- Whole Foods Market

DIGITAL/ONLINE...

- MacBook Pro
- TV Online
- newyorktimes.com
- wsj.com
- Google Maps

FINANCIAL...

- Capital One Bank
- Citibank
- Western Union
- Economy Does Not Influence Spending
- MoneyGram

TV/RADIO...

- Spanish Radio Format
- Late Night TV
- "30 Rock"
- "South Park"
- Latin Grammys

MAGAZINES/NEWSPAPERS...

- Cosmopolitan
- Vogue
- Essence
- GQ
- Rolling Stone

ACTIVITIES...

- Read Comic Books
- News/Information/Documentary Shows
- Play Soccer
- College Basketball
- Chess

TRAVEL/AUTO...

- Heavy Subway/Metro
- Ride Bus
- Walk
- US Airways
- Planning European Vacation



	Cluster %	National %	Index
Age - Head of Household			
18-23 Years	22.8%	3.7%	621
24-29 Years	38.8%	7.9%	494
30-35 Years	22.0%	9.9%	221
36-45 Years	9.8%	18.5%	53
46-55 Years	6.6%	21.1%	31
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	29.00	5070.0%	

	Cluster %	National %	Index
Estimated Income			
<\$15,000	45.5%	12.5%	365
\$15,000-\$19,999	9.0%	5.7%	159
\$20,000-\$29,999	16.4%	10.6%	155
\$30,000-\$39,999	11.6%	10.0%	117
\$40,000-\$49,999	6.7%	9.7%	69
\$50,000-\$74,999	8.9%	21.6%	41
\$75,000-\$99,999	1.8%	11.4%	15
\$100,000-\$124,999	0.0%	6.4%	1
\$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	91.8%	63.3%	145
Ages 0-2	26.8%	4.9%	549
Ages 3-5	43.1%	8.7%	493
Ages 6-10	26.9%	13.5%	199
Ages 11-15	8.5%	14.7%	58
Ages 16-17	5.4%	6.1%	89

	Cluster %	National %	Index
Marital Status			
Single	90.9%	51.3%	177
Married	9.1%	48.7%	19



	Cluster %	National %	Index
Estimated Net Worth			
< \$1	50.5%	13.6%	371
\$1 - \$4,999	15.1%	7.5%	200
\$5,000 - \$9,999	7.3%	5.4%	136
\$10,000 - \$24,999	6.9%	7.7%	89
\$25,000 - \$49,999	5.1%	7.9%	65
\$50,000 - \$99,999	6.2%	10.8%	57
\$100,000 - \$249,999	6.7%	16.4%	41
\$250,000 - \$499,999	2.1%	12.0%	18
\$500,000 - \$999,999	0.2%	8.1%	2
\$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	93.8%	27.6%	340
Home Owner	6.2%	72.4%	9

	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	0.1%	31.1%	0
926-2508	0.1%	30.4%	0
2509-4371	0.1%	9.5%	1
4372-8167	24.6%	4.5%	542
8168+	75.1%	4.6%	1631

	Cluster %	National %	Index
Length of Residence			
<2 Years	36.4%	15.3%	238
2-5 Years	21.0%	20.9%	100
6-14 Years	22.0%	35.1%	63
15+ Years	20.7%	0.29	72



	Cluster %	National %	Index
Market Value of Home			
<\$50000	5.4%	7.6%	71
\$50000-\$99999	7.5%	19.2%	39
\$100000-\$124999	4.3%	9.9%	44
\$125000-\$149999	4.7%	9.2%	52
\$150000-\$199999	10.4%	14.5%	71
\$200000-\$299999	17.7%	16.4%	108
\$300000-\$499999	27.7%	13.8%	201
\$500000+	22.3%	9.4%	236

	Cluster %	National %	Index
Dwelling Unit Size			
Single Family Dwelling	31.2%	85.1%	37
Multiple Family Dwelling	68.8%	14.9%	461

	Cluster %	National %	Index
Occupation			
Professional/Technical	24.2%	27.9%	87
Administration/Management	8.7%	8.2%	107
Sales/Service	3.4%	2.7%	124
Clerical/White Collar	30.6%	16.8%	183
Craftsman/Blue Collar	11.5%	18.4%	62
Student	7.9%	0.7%	1135
Housewife	5.5%	5.8%	94
Retired	1.6%	11.7%	14
Other	4.0%	4.7%	86
Self Employed	2.6%	3.1%	83

	Cluster %	National %	Index
Education			
Completed High School	80.0%	56.8%	141
Completed College	17.0%	30.6%	55
Completed Graduate School	2.8%	12.2%	23
Attended Vocational/Technical	0.2%	0.4%	58



	Cluster %	National %	Index
Ethnicity			
Caucasian/Other	45.5%	73.9%	62
African American	21.8%	11.0%	198
Hispanic	25.5%	11.5%	222
Asian	7.3%	3.6%	200

	Cluster %	National %	Index
Household Size			
One Person Household	75.3%	29.3%	257
Two Person Household	17.1%	26.8%	64
Three Person Household	4.9%	19.8%	25
Four Person Household	1.6%	11.8%	14
Five+ Person Household	1.0%	12.3%	8

	Cluster %	National %	Index
Mail Responsive			
Mail Order Responsive	19.5%	68.4%	28
Mail Order Buyer	19.4%	68.4%	28
Mail Order Donor	0.0%	1.4%	1

	Cluster %	National %	Index
Buying Channel Preference - Score = 01			
Internet	7.3%	9.0%	81
Mail	0.2%	9.5%	2
Phone	0.2%	9.2%	2

