

ABOUT COLLEGIATE CROWD

Collegiate Crowd is made up of single, highly mobile renters often concentrated in "college towns." This group features students with low-level incomes and one major credit card. They are constantly online using laptops and mobile devices to download albums or listen to music, watch shows and read magazines. Inexpensive, campus-friendly activities are popular, including painting/drawing, seeing movies and playing chess or Frisbee. Not surprisingly, walking and bicycling are favored modes of transportation. They are also likely to carpool. Spring break is a favorite time to travel.



HOUSEHOLDS: 2,353,300 (1.68% OF U.S.)



Cluster Info	
Age	18-23
Marital Status	Single
Home Ownership	Renter
Kids	No Kids
Income	\$25,000 - \$34,999
Income Rank	55
Urbanicity	Suburbs & Towns
Urbanicity Rank	44
Net Worth	<\$10K
Net Worth Rank	61

WHEN THEY GREW UP...

- Attempted assassination of Gabrielle Giffords
- Magnitude-9.0 earthquake off coast of Japan
- U.S. special forces kill Osama bin Laden
- "West Memphis Three" released from prison

SHOPPING...

- Not Brand Loyal
- Shoes
- Video Games
- Evening Shoppers
- PacSun

DIGITAL/ONLINE...

- Download Albums
- Hulu.com
- Own MacBook Pro
- IMDb.com
- Pandora.com

FINANCIAL...

- New Savings Accounts
- Interested in Market Ups and Downs
- TurboTax
- Rewards Programs
- One Credit Card

TV/RADIO...

- Contemporary Music
- Radio Online
- Adult Swim
- "South Park"
- MTV2

MAGAZINES/NEWSPAPERS...

- Cosmopolitan
- Men's Health
- Read on Mobile
- Self
- Allure

ACTIVITIES...

- Camping
- Chess
- Painting/Drawing
- Horror Movies in Theaters
- Frisbee

TRAVEL/AUTO...

- Carpool
- Ride Bicycles
- Dodge
- Spring Break Travel
- Group Tours



	Cluster %	National %	Index
Age - Head of Household			
18-23 Years	100.0%	3.7%	2720
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	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	20.70	5070.0%	

	Cluster %	National %	Index
Estimated Income			
<\$15,000	42.9%	12.5%	344
\$15,000-\$19,999	11.1%	5.7%	196
\$20,000-\$29,999	20.3%	10.6%	192
\$30,000-\$39,999	9.1%	10.0%	91
\$40,000-\$49,999	5.3%	9.7%	55
\$50,000-\$74,999	6.7%	21.6%	31
\$75,000-\$99,999	2.7%	11.4%	24
\$100,000-\$124,999	1.9%	6.4%	30
\$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	100.0%	4.9%	2052
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	92.7%	51.3%	181
Married	7.3%	48.7%	15



	Cluster %	National %	Index
Estimated Net Worth			
< \$1	55.2%	13.6%	405
\$1 - \$4,999	18.3%	7.5%	244
\$5,000 - \$9,999	7.7%	5.4%	143
\$10,000 - \$24,999	6.3%	7.7%	81
\$25,000 - \$49,999	3.8%	7.9%	48
\$50,000 - \$99,999	3.6%	10.8%	33
\$100,000 - \$249,999	3.0%	16.4%	19
\$250,000 - \$499,999	1.3%	12.0%	11
\$500,000 - \$999,999	0.8%	8.1%	9
\$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	94.9%	27.6%	343
Home Owner	5.1%	72.4%	7

	Cluster %	National %	Index
Population Density - HH per Sq. Mile			
0-28	0.2%	9.7%	2
29-103	1.0%	10.2%	10
104-925	36.0%	31.1%	116
926-2508	42.5%	30.4%	140
2509-4371	17.9%	9.5%	188
4372-8167	2.3%	4.5%	50
8168+	0.1%	4.6%	3

	Cluster %	National %	Index
Length of Residence			
<2 Years	49.8%	15.3%	326
2-5 Years	17.2%	20.9%	82
6-14 Years	9.8%	35.1%	28
15+ Years	23.1%	0.29	81



	Cluster %	National %	Index
Market Value of Home			
<\$50000	8.8%	7.6%	115
\$50000-\$99999	21.7%	19.2%	113
\$100000-\$124999	12.0%	9.9%	121
\$125000-\$149999	10.9%	9.2%	119
\$150000-\$199999	16.2%	14.5%	112
\$200000-\$299999	15.6%	16.4%	95
\$300000-\$499999	10.0%	13.8%	73
\$500000+	4.8%	9.4%	51

	Cluster %	National %	Index
Dwelling Unit Size			
Single Family Dwelling	66.9%	85.1%	79
Multiple Family Dwelling	33.1%	14.9%	221

	Cluster %	National %	Index
Occupation			
Professional/Technical	23.0%	27.9%	82
Administration/Management	7.8%	8.2%	96
Sales/Service	6.9%	2.7%	253
Clerical/White Collar	11.2%	16.8%	67
Craftsman/Blue Collar	10.5%	18.4%	57
Student	6.6%	0.7%	947
Housewife	7.5%	5.8%	128
Retired	4.3%	11.7%	37
Other	17.7%	4.7%	378
Self Employed	4.6%	3.1%	147

	Cluster %	National %	Index
Education			
Completed High School	89.7%	56.8%	158
Completed College	9.4%	30.6%	31
Completed Graduate School	0.8%	12.2%	7
Attended Vocational/Technical	0.0%	0.4%	4



	Cluster %	National %	Index
Ethnicity			
Caucasian/Other	57.8%	73.9%	78
African American	21.6%	11.0%	196
Hispanic	17.2%	11.5%	150
Asian	3.4%	3.6%	94

	Cluster %	National %	Index
Household Size			
One Person Household	86.6%	29.3%	296
Two Person Household	11.9%	26.8%	44
Three Person Household	1.3%	19.8%	6
Four Person Household	0.2%	11.8%	2
Five+ Person Household	0.0%	12.3%	0

	Cluster %	National %	Index
Mail Responsive			
Mail Order Responsive	6.0%	68.4%	9
Mail Order Buyer	6.0%	68.4%	9
Mail Order Donor	0.0%	1.4%	0

	Cluster %	National %	Index
Buying Channel Preference - Score = 01			
Internet	4.1%	9.0%	45
Mail	0.0%	9.5%	0
Phone	0.0%	9.2%	0

