

ABOUT CREATIVE VARIETY

Creative Variety homeowners are just starting to establish themselves economically, beginning to make investments and purchasing their first home. They are primarily high school educated and work in a variety of occupations, some while still going to school. These 20s and early-30s singles are firmly in the lower-middle income range, using most of their income to cover mortgage payments and student loans. They are likely to be using a creative outlet such as playing a musical instrument and attending music performances. They enjoy light-hearted TV like game shows, "Keeping Up with the Kardashians" and "How I Met Your Mother."



HOUSEHOLDS: 1,375,060 (0.98% OF U.S.)



Cluster Info	
Age	24-35
Marital Status	Single
Home Ownership	Owner
Kids	No Kids
Income	\$25,000 - \$34,999
Income Rank	43
Urbanicity	City & Surrounds
Urbanicity Rank	18
Net Worth	\$5K-\$250K
Net Worth Rank	46

WHEN THEY GREW UP...

- "The Notebook" woos moviegoers
- Facebook is introduced
- "Lost" debuts on TV
- Space shuttle Columbia disaster

SHOPPING...

- Automotive Products
- Convenience Store ATMs
- Citgo
- Overstock.com
- Victoria's Secret Online

DIGITAL/ONLINE...

- Gateway Computers
- Written Online Blog
- HuffingtonPost.com
- Priceline.com
- Wikipedia.org

FINANCIAL...

- New Interest Checking Account
- U.S. Bank
- Student Loans
- Turbo Tax Software
- Travelers Insurance

TV/RADIO...

- Contemporary Music
- Game Show Network
- "The Daily Show with Jon Stewart"
- "Keeping Up with the Kardashians"
- "How I Met Your Mother"

MAGAZINES/NEWSPAPERS...

- Elle
- Every Day with Rachael Ray
- Golf Digest
- Shape
- Cosmopolitan

ACTIVITIES...

- Play a Musical Instrument
- Attend Classical Music/Opera Performances
- Play Billiards/Pool
- Jet Skiing
- Play Basketball

TRAVEL/AUTO...

- Own Station Wagons
- Motorcycles
- Ford Explorers
- US Airways
- Hilton



	Cluster %	National %	Index
Age - Head of Household			
18-23 Years	15.3%	3.7%	416
24-29 Years	38.8%	7.9%	494
30-35 Years	45.9%	9.9%	463
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	28.10	5070.0%	

	Cluster %	National %	Index
Estimated Income			
<\$15,000	0.0%	12.5%	0
\$15,000-\$19,999	10.2%	5.7%	180
\$20,000-\$29,999	30.5%	10.6%	289
\$30,000-\$39,999	33.1%	10.0%	332
\$40,000-\$49,999	26.2%	9.7%	269
\$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	99.9%	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	100.0%	51.3%	195
Married	0.0%	48.7%	0



	Cluster %	National %	Index
Estimated Net Worth			
< \$1	2.0%	13.6%	14
\$1 - \$4,999	8.5%	7.5%	112
\$5,000 - \$9,999	10.4%	5.4%	193
\$10,000 - \$24,999	17.4%	7.7%	225
\$25,000 - \$49,999	17.3%	7.9%	218
\$50,000 - \$99,999	18.6%	10.8%	172
\$100,000 - \$249,999	17.0%	16.4%	104
\$250,000 - \$499,999	7.3%	12.0%	61
\$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
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	32.5%	31.1%	105
926-2508	40.6%	30.4%	134
2509-4371	18.0%	9.5%	188
4372-8167	7.5%	4.5%	165
8168+	1.4%	4.6%	30

	Cluster %	National %	Index
Length of Residence			
<2 Years	22.4%	15.3%	146
2-5 Years	28.1%	20.9%	134
6-14 Years	33.2%	35.1%	95
15+ Years	16.3%	0.29	57



	Cluster %	National %	Index
Market Value of Home			
<\$50000	6.9%	7.6%	90
\$50000-\$99999	25.9%	19.2%	135
\$100000-\$124999	14.1%	9.9%	143
\$125000-\$149999	12.5%	9.2%	136
\$150000-\$199999	16.5%	14.5%	113
\$200000-\$299999	13.8%	16.4%	84
\$300000-\$499999	7.8%	13.8%	57
\$500000+	2.6%	9.4%	27

	Cluster %	National %	Index
Dwelling Unit Size			
Single Family Dwelling	87.6%	85.1%	103
Multiple Family Dwelling	12.4%	14.9%	83

	Cluster %	National %	Index
Occupation			
Professional/Technical	24.8%	27.9%	89
Administration/Management	7.7%	8.2%	94
Sales/Service	4.7%	2.7%	173
Clerical/White Collar	24.7%	16.8%	147
Craftsman/Blue Collar	18.0%	18.4%	98
Student	6.9%	0.7%	987
Housewife	4.6%	5.8%	78
Retired	1.9%	11.7%	16
Other	4.8%	4.7%	102
Self Employed	2.0%	3.1%	64

	Cluster %	National %	Index
Education			
Completed High School	78.2%	56.8%	138
Completed College	18.1%	30.6%	59
Completed Graduate School	3.3%	12.2%	27
Attended Vocational/Technical	0.4%	0.4%	94



	Cluster %	National %	Index
Ethnicity			
Caucasian/Other	61.3%	73.9%	83
African American	18.7%	11.0%	170
Hispanic	16.0%	11.5%	140
Asian	3.9%	3.6%	108

	Cluster %	National %	Index
Household Size			
One Person Household	72.7%	29.3%	248
Two Person Household	19.9%	26.8%	74
Three Person Household	4.7%	19.8%	24
Four Person Household	1.6%	11.8%	14
Five+ Person Household	1.0%	12.3%	8

	Cluster %	National %	Index
Mail Responsive			
Mail Order Responsive	33.6%	68.4%	49
Mail Order Buyer	33.6%	68.4%	49
Mail Order Donor	0.2%	1.4%	11

	Cluster %	National %	Index
Buying Channel Preference - Score = 01			
Internet	3.4%	9.0%	38
Mail	0.1%	9.5%	1
Phone	0.1%	9.2%	1

