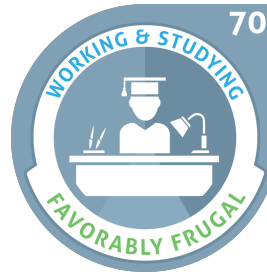


ABOUT FAVORABLY FRUGAL

This cluster is made up of mostly single, high school-educated renters living in a mix of single-family houses and apartments. Net worth and household income are both minimal. The group is employed mostly in the lower echelon white-collar jobs and is five times as likely to include students. Interests include college football, NASCAR and cars, as well as baking and watching movies at home. They are likely to enjoy spending money and treating themselves to Avon orders, tabloids and Blu-ray players. They get online to download podcasts, connect on social media and stream videos.



HOUSEHOLDS: 1,087,700 (0.78% OF U.S.)



Cluster Info	
Age	36-45
Marital Status	Single
Home Ownership	Renter
Kids	No Kids
Income	< \$15,000
Income Rank	69
Urbanicity	City & Surrounds
Urbanicity Rank	22
Net Worth	<\$5K
Net Worth Rank	70

WHEN THEY GREW UP...

- Americans with Disabilities Act goes into effect
- Businessman Ross Perot runs for president
- "Wayne's World" is in theaters
- Final episode of "Night Court" airs on NBC

SHOPPING...

- Spenders
- Newspaper Influencers
- NAPA
- Stop-N-Go Convenience Store
- Avon

DIGITAL/ONLINE...

- Stream Videos
- Social Network to Connect About Similar Interests
- Sony Computers
- Blu-ray
- Download Podcasts

FINANCIAL...

- PNC Bank
- Western Union
- Learn About Products/Services From Others
- Don't Put Off Purchases
- H&R Block TaxCut

TV/RADIO...

- Urban Radio Format
- NBA TV
- "The Young & the Restless"
- "King of the Hill"
- "Secrets of the Dead"

MAGAZINES/NEWSPAPERS...

- Discover
- National Enquirer
- Hot Rod
- Men's Health
- Ebony

ACTIVITIES...

- Baking
- Horror Movies
- Rent DVDs or Blu-ray Discs
- College Football
- NASCAR

TRAVEL/AUTO...

- Ride Bus
- Personalize Vehicles
- Automotive Enthusiasts
- Super 8
- Prefer Guided Tours



	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	4.2%	9.9%	43
36-45 Years	93.8%	18.5%	507
46-55 Years	2.0%	21.1%	9
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	39.50	5070.0%	

	Cluster %	National %	Index
Estimated Income			
<\$15,000	96.2%	12.5%	771
\$15,000-\$19,999	3.8%	5.7%	68
\$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	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	84.7%	51.3%	165
Married	15.3%	48.7%	31



	Cluster %	National %	Index
Estimated Net Worth			
< \$1	84.0%	13.6%	617
\$1 - \$4,999	9.7%	7.5%	129
\$5,000 - \$9,999	2.8%	5.4%	52
\$10,000 - \$24,999	1.9%	7.7%	25
\$25,000 - \$49,999	0.8%	7.9%	10
\$50,000 - \$99,999	0.5%	10.8%	4
\$100,000 - \$249,999	0.2%	16.4%	1
\$250,000 - \$499,999	0.1%	12.0%	1
\$500,000 - \$999,999	0.0%	8.1%	0
\$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	100.0%	27.6%	362
Home Owner	0.0%	72.4%	0

	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	33.5%	31.1%	108
926-2508	37.6%	30.4%	124
2509-4371	17.4%	9.5%	182
4372-8167	11.5%	4.5%	252
8168+	0.0%	4.6%	1

	Cluster %	National %	Index
Length of Residence			
<2 Years	40.8%	15.3%	267
2-5 Years	23.2%	20.9%	111
6-14 Years	22.0%	35.1%	63
15+ Years	13.9%	28.7%	49



	Cluster %	National %	Index
Market Value of Home			
<\$50000	12.9%	7.6%	169
\$50000-\$99999	26.4%	19.2%	138
\$100000-\$124999	11.6%	9.9%	117
\$125000-\$149999	9.4%	9.2%	102
\$150000-\$199999	14.1%	14.5%	97
\$200000-\$299999	12.7%	16.4%	77
\$300000-\$499999	8.4%	13.8%	61
\$500000+	4.6%	9.4%	48

	Cluster %	National %	Index
Dwelling Unit Size			
Single Family Dwelling	63.8%	85.1%	75
Multiple Family Dwelling	36.2%	14.9%	243

	Cluster %	National %	Index
Occupation			
Professional/Technical	17.7%	27.9%	64
Administration/Management	7.8%	8.2%	95
Sales/Service	4.2%	2.7%	153
Clerical/White Collar	21.1%	16.8%	126
Craftsman/Blue Collar	18.3%	18.4%	99
Student	3.7%	0.7%	530
Housewife	13.1%	5.8%	225
Retired	3.3%	11.7%	28
Other	6.9%	4.7%	148
Self Employed	3.8%	3.1%	123

	Cluster %	National %	Index
Education			
Completed High School	70.1%	0.57	123
Completed College	25.6%	30.6%	84
Completed Graduate School	3.3%	12.2%	27
Attended Vocational/Technical	0.9%	0.4%	220



	Cluster %	National %	Index
Ethnicity			
Caucasian/Other	47.6%	73.9%	64
African American	29.0%	11.0%	263
Hispanic	21.5%	11.5%	188
Asian	1.9%	3.6%	52

	Cluster %	National %	Index
Household Size			
One Person Household	78.8%	29.3%	269
Two Person Household	17.8%	26.8%	66
Three Person Household	2.5%	19.8%	12
Four Person Household	0.6%	11.8%	5
Five+ Person Household	0.3%	12.3%	3

	Cluster %	National %	Index
Mail Responsive			
Mail Order Responsive	11.0%	68.4%	16
Mail Order Buyer	11.0%	68.4%	16
Mail Order Donor	0.0%	1.4%	0

	Cluster %	National %	Index
Buying Channel Preference - Score = 01			
Internet	1.5%	9.0%	17
Mail	0.0%	9.5%	0
Phone	0.0%	9.2%	0

