

ABOUT METRO ACTIVE

Metro Active is comprised of ethnically diverse metro singles in their early 30s to mid-40s. This group graduated primarily from high school and has an above-average index for vocational/technical school. They work in a mix of lower echelon white- and blue-collar jobs. All are homeowners living in single-family houses, as well as condos. Net worth is predominantly driven by equity built up in their homes, but they are also investing. When they're not watching movies, connecting on social networks or reading comic books, they like to get out and go fishing, maybe head to a water park or tackle a furniture project.



HOUSEHOLDS: 718,060 (0.51% OF U.S.)



Cluster Info

Age	30-45
Marital Status	Single
Home Ownership	Owner
Kids	No Kids
Income	\$15,000 - \$24,999
Income Rank	58
Urbanicity	City & Surrounds
Urbanicity Rank	38
Net Worth	<\$250K
Net Worth Rank	51

WHEN THEY GREW UP...

- Tom Hanks stars in "Forrest Gump"
- Trial of Lorena Bobbitt begins
- President Clinton lifts Vietnam trade embargo
- Jackie Kennedy Onassis dies

SHOPPING...

- Celebrity Endorsements
- Sears
- Foot Locker
- Forever 21
- PetSmart

DIGITAL/ONLINE...

- Microsoft Windows XP
- NFL.com
- Social Networking for Shared Interests
- Twitter.com
- Status Electronics

FINANCIAL...

- PayPal
- H&R Block TaxCut
- Farmers Insurance Group
- Aetna Medical Insurance
- Full-Service Brokerage Firm to Buy/Sell Mutual Funds

TV/RADIO...

- Radio Relaxation & Inspiration
- Yellow Pages Online
- TV One
- Video-On-Demand
- "True Life"

MAGAZINES/NEWSPAPERS...

- Hot Rod
- InStyle
- Muscle & Fitness
- People en Español
- Seventeen

ACTIVITIES...

- Furniture Refinishing
- Read Comic Books
- Science Fiction Movies
- Western Movies
- Fishing

TRAVEL/AUTO...

- New Car
- Intermediate-Size Car
- Quick Lube Centers
- Travel to Hawaii
- Indoor Water Parks



	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	27.6%	9.9%	278
36-45 Years	72.4%	18.5%	391
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	37.70	5070.0%	

	Cluster %	National %	Index
Estimated Income			
<\$15,000	0.0%	12.5%	0
\$15,000-\$19,999	22.7%	5.7%	402
\$20,000-\$29,999	77.3%	10.6%	732
\$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	100.0%	51.3%	195
Married	0.0%	48.7%	0



	Cluster %	National %	Index
Estimated Net Worth			
< \$1	3.3%	13.6%	24
\$1 - \$4,999	12.6%	7.5%	167
\$5,000 - \$9,999	14.0%	5.4%	260
\$10,000 - \$24,999	20.5%	7.7%	265
\$25,000 - \$49,999	16.6%	7.9%	210
\$50,000 - \$99,999	14.4%	10.8%	133
\$100,000 - \$249,999	11.3%	16.4%	69
\$250,000 - \$499,999	5.2%	12.0%	44
\$500,000 - \$999,999	2.1%	8.1%	26
\$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	35.4%	31.1%	114
926-2508	46.1%	30.4%	152
2509-4371	12.1%	9.5%	127
4372-8167	6.3%	4.5%	139
8168+	0.2%	4.6%	3

	Cluster %	National %	Index
Length of Residence			
<2 Years	17.0%	15.3%	111
2-5 Years	25.2%	20.9%	121
6-14 Years	37.6%	35.1%	107
15+ Years	20.1%	0.29	70



	Cluster %	National %	Index
Market Value of Home			
<\$50000	10.0%	7.6%	131
\$50000-\$99999	30.8%	19.2%	161
\$100000-\$124999	14.0%	9.9%	141
\$125000-\$149999	11.2%	9.2%	122
\$150000-\$199999	13.3%	14.5%	92
\$200000-\$299999	10.7%	16.4%	65
\$300000-\$499999	7.1%	13.8%	52
\$500000+	2.9%	9.4%	30

	Cluster %	National %	Index
Dwelling Unit Size			
Single Family Dwelling	88.8%	85.1%	104
Multiple Family Dwelling	11.2%	14.9%	75

	Cluster %	National %	Index
Occupation			
Professional/Technical	24.0%	27.9%	86
Administration/Management	7.5%	8.2%	92
Sales/Service	4.1%	2.7%	152
Clerical/White Collar	24.5%	16.8%	146
Craftsman/Blue Collar	22.4%	18.4%	122
Student	3.2%	0.7%	453
Housewife	4.6%	5.8%	78
Retired	2.9%	11.7%	25
Other	4.1%	4.7%	87
Self Employed	2.7%	3.1%	88

	Cluster %	National %	Index
Education			
Completed High School	66.6%	56.8%	117
Completed College	26.4%	30.6%	86
Completed Graduate School	6.1%	12.2%	50
Attended Vocational/Technical	0.9%	0.4%	217



	Cluster %	National %	Index
Ethnicity			
Caucasian/Other	56.8%	73.9%	77
African American	21.5%	11.0%	195
Hispanic	17.5%	11.5%	153
Asian	4.1%	3.6%	112

	Cluster %	National %	Index
Household Size			
One Person Household	67.2%	29.3%	229
Two Person Household	21.6%	26.8%	80
Three Person Household	6.8%	19.8%	34
Four Person Household	2.5%	11.8%	21
Five+ Person Household	1.9%	12.3%	16

	Cluster %	National %	Index
Mail Responsive			
Mail Order Responsive	40.1%	68.4%	59
Mail Order Buyer	40.0%	68.4%	59
Mail Order Donor	0.4%	1.4%	30

	Cluster %	National %	Index
Buying Channel Preference - Score = 01			
Internet	3.3%	9.0%	36
Mail	1.5%	9.5%	16
Phone	0.0%	9.2%	0

