

## ABOUT METRO MIX

Metro Mix is an ethnically diverse group of middle-income couples in their mid-40s to mid-60s. At a mean age of 56, they continue to work in a variety of white-collar professions. Although mean income for the group puts them squarely in the middle class, their upper home values reflect the high cost of homes in many bigger cities. Nearly half of this group lives in a multi-family dwelling, and there is a wide income range represented. They relax with low-key activities like knitting, computer games, Sudoku and TV sports, but many are also planning a trip to Europe in the near future.



HOUSEHOLDS: 847,280 (0.60% OF U.S.)



### Cluster Info

Age	46-75
Marital Status	Married/Single
Home Ownership	Owner
Kids	No Kids
Income	\$35,000 - \$59,999
Income Rank	31
Urbanicity	Downtown Metro
Urbanicity Rank	2
Net Worth	\$10K-\$1MM
Net Worth Rank	17

## WHEN THEY GREW UP...

- Richard Nixon resigns
- "A Chorus Line" opened on Broadway
- "The Godfather: Part II" is in theaters
- Patti Smith releases punk rock "Hey Joe"

## SHOPPING...

- Dress Barn
- Marshalls
- Rite Aid
- Kohls.com
- Staples

## DIGITAL/ONLINE...

- AOL Instant Messenger
- Compaq Computers
- nytimes.com
- Verizon Online
- Flickr.com

## FINANCIAL...

- Capital One Bank
- Macy's Card
- Aetna Medical Insurance
- Mortgage Insurance
- Likely to Sell House/Residence

## TV/RADIO...

- NPR
- Classical Radio Format
- Bloomberg Television
- "Antiques Roadshow"
- "NOVA"

## MAGAZINES/NEWSPAPERS...

- Time
- Family Handyman
- Bon Appetit
- Essence
- Consumer Reports

## ACTIVITIES...

- PC Games
- Sudoku
- Knit
- Major League Baseball
- Soccer

## TRAVEL/AUTO...

- Subway/Metro
- Walmart Tire & Lube Express
- Toyota Camry
- Hilton
- Very Likely to Travel to Europe



	Cluster %	National %	Index
<b>Age - Head of Household</b>			
18-23 Years	0.0%	3.7%	0
24-29 Years	0.0%	7.9%	0
30-35 Years	0.1%	9.9%	1
36-45 Years	8.7%	18.5%	47
46-55 Years	36.1%	21.1%	171
56-65 Years	36.1%	17.8%	203
66-75 Years	18.2%	11.2%	163
76+ Years	0.8%	10.0%	8
MEAN AGE	56.50	5070.0%	

	Cluster %	National %	Index
<b>Estimated Income</b>			
<\$15,000	2.6%	12.5%	21
\$15,000-\$19,999	4.5%	5.7%	80
\$20,000-\$29,999	12.9%	10.6%	122
\$30,000-\$39,999	15.6%	10.0%	156
\$40,000-\$49,999	12.9%	9.7%	133
\$50,000-\$74,999	34.1%	21.6%	158
\$75,000-\$99,999	10.8%	11.4%	95
\$100,000-\$124,999	6.6%	6.4%	103
\$125,000-\$149,999	0.0%	1.7%	0
\$150,000+	0.0%	10.5%	0

	Cluster %	National %	Index
<b>Presence and Age of Children</b>			
No Children Present	99.9%	63.3%	158
Ages 0-2	46.7%	4.9%	957
Ages 3-5	55.6%	8.7%	635
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
<b>Marital Status</b>			
Single	38.3%	51.3%	75
Married	61.7%	48.7%	127



	Cluster %	National %	Index
<b>Estimated Net Worth</b>			
< \$1	1.8%	13.6%	13
\$1 - \$4,999	4.8%	7.5%	64
\$5,000 - \$9,999	5.6%	0.05	103
\$10,000 - \$24,999	8.9%	7.7%	116
\$25,000 - \$49,999	9.6%	7.9%	122
\$50,000 - \$99,999	12.9%	10.8%	119
\$100,000 - \$249,999	20.4%	16.4%	124
\$250,000 - \$499,999	24.1%	12.0%	202
\$500,000 - \$999,999	12.0%	8.1%	148
\$1,000,000 - \$1,999,999	0.0%	5.6%	0
\$2,000,000+	0.0%	5.0%	0

	Cluster %	National %	Index
<b>Home Ownership Status</b>			
Renter	0.6%	27.6%	2
Home Owner	99.4%	72.4%	137

	Cluster %	National %	Index
<b>Population Density - HH per Sq. Mile</b>			
0-28	0.0%	9.7%	0
29-103	0.0%	10.2%	0
104-925	0.0%	31.1%	0
926-2508	0.1%	30.4%	0
2509-4371	0.0%	9.5%	0
4372-8167	20.7%	4.5%	455
8168+	79.2%	4.6%	1721

	Cluster %	National %	Index
<b>Length of Residence</b>			
<2 Years	4.8%	15.3%	31
2-5 Years	13.2%	20.9%	63
6-14 Years	35.2%	35.1%	101
15+ Years	46.8%	28.7%	163



	Cluster %	National %	Index
<b>Market Value of Home</b>			
<\$50000	4.7%	7.6%	61
\$50000-\$99999	9.0%	19.2%	47
\$100000-\$124999	4.3%	9.9%	44
\$125000-\$149999	4.8%	9.2%	52
\$150000-\$199999	10.0%	14.5%	69
\$200000-\$299999	17.6%	16.4%	107
\$300000-\$499999	26.1%	13.8%	190
\$500000+	23.5%	9.4%	249

	Cluster %	National %	Index
<b>Dwelling Unit Size</b>			
Single Family Dwelling	51.3%	85.1%	60
Multiple Family Dwelling	48.7%	14.9%	326

	Cluster %	National %	Index
<b>Occupation</b>			
Professional/Technical	36.5%	27.9%	131
Administration/Management	9.2%	8.2%	113
Sales/Service	1.9%	2.7%	69
Clerical/White Collar	22.1%	16.8%	132
Craftsman/Blue Collar	16.3%	18.4%	88
Student	0.7%	0.7%	99
Housewife	2.3%	5.8%	39
Retired	6.2%	11.7%	53
Other	2.1%	4.7%	44
Self Employed	2.7%	3.1%	86

	Cluster %	National %	Index
<b>Education</b>			
Completed High School	48.0%	56.8%	84
Completed College	34.5%	30.6%	113
Completed Graduate School	17.1%	12.2%	140
Attended Vocational/Technical	0.4%	0.4%	96

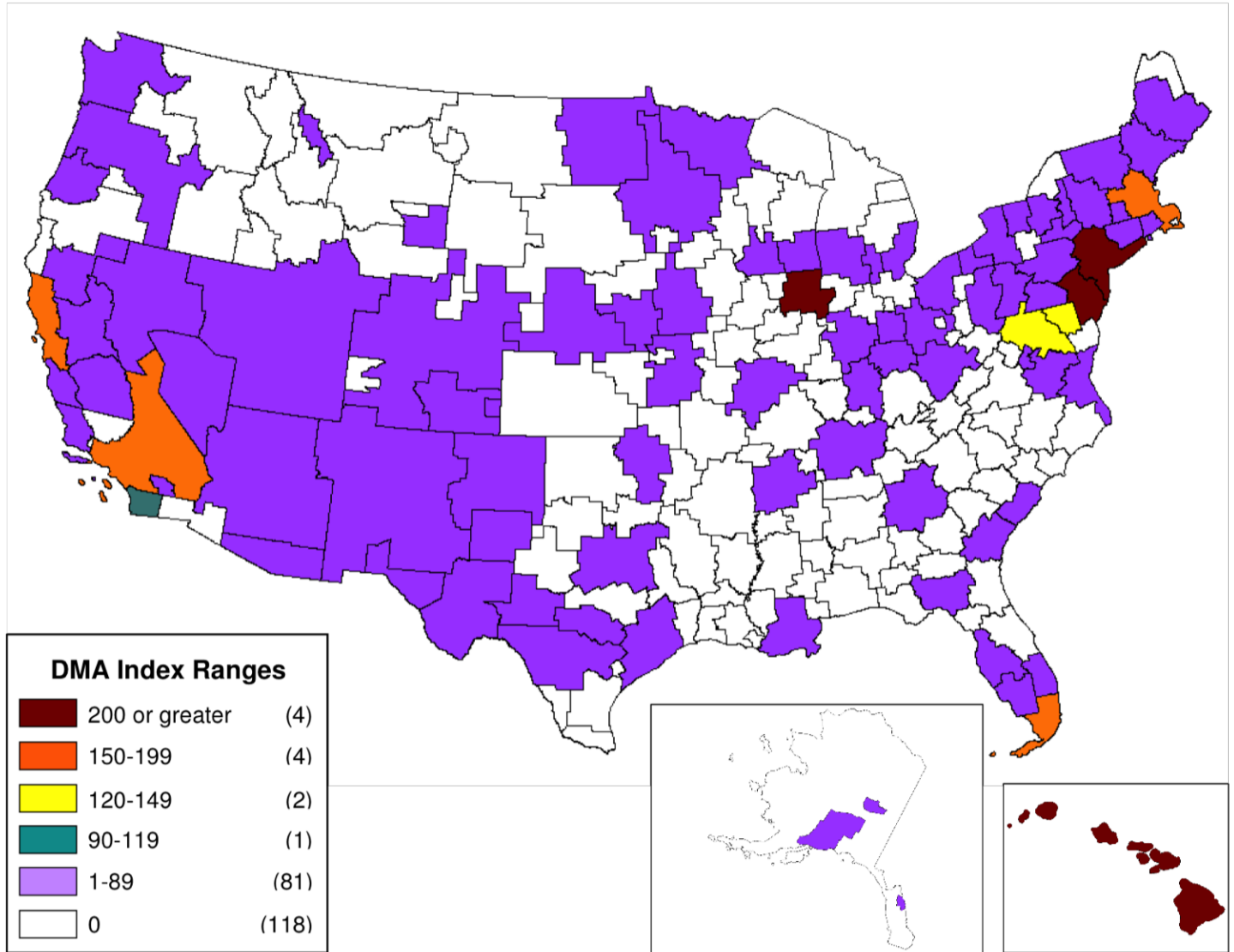


	Cluster %	National %	Index
<b>Ethnicity</b>			
Caucasian/Other	53.6%	73.9%	73
African American	17.2%	11.0%	156
Hispanic	19.6%	11.5%	171
Asian	9.6%	3.6%	264

	Cluster %	National %	Index
<b>Household Size</b>			
One Person Household	28.8%	29.3%	98
Two Person Household	42.5%	26.8%	158
Three Person Household	14.0%	19.8%	71
Four Person Household	8.0%	11.8%	68
Five+ Person Household	6.7%	12.3%	54

	Cluster %	National %	Index
<b>Mail Responsive</b>			
Mail Order Responsive	76.5%	68.4%	112
Mail Order Buyer	76.4%	68.4%	112
Mail Order Donor	1.1%	1.4%	77

	Cluster %	National %	Index
<b>Buying Channel Preference - Score = 01</b>			
Internet	8.4%	9.0%	93
Mail	9.2%	9.5%	97
Phone	7.9%	9.2%	85



## ABOUT URBAN DIVERSITY

At a mean age of 58, Urban Diversity households are distinguished by the fact that they are all renters, more than 40% of whom are relatively transient (one to five years). The members of this ethnically diverse group reside in single-family and multi-family dwellings located in the more urban areas of the U.S., and work in various white-collar and professional/technical jobs. Virtually none have children in the home. They spend quite a bit of time on the Internet reading news, buying tickets and visiting chat rooms. Interests include classical music, romance movies and sports such as the NBA and NHL.



HOUSEHOLDS: 3,306,380 (2.36% OF U.S.)



### Cluster Info

Age	46-75
Marital Status	Single
Home Ownership	Renter
Kids	No Kids
Income	\$75,000 - \$119,999
Income Rank	11
Urbanicity	Downtown Metro
Urbanicity Rank	4
Net Worth	<\$500K
Net Worth Rank	50

## WHEN THEY GREW UP...

- Things were "DY-NO-MITE" on "Good Times"
- OPEC ends oil embargo
- Gerald Ford sworn in as president
- "The Wiz" opens

## SHOPPING...

- Crate & Barrel
- Dress Barn
- Marshalls
- Ross
- Rite Aid

## DIGITAL/ONLINE...

- Chat Rooms
- abc.com
- CheapTickets.com
- Ask.com
- Yahoo! News

## FINANCIAL...

- MoneyGram
- Capital One Bank
- Do Own Taxes
- GEICO Auto Insurance
- Aetna Medical Insurance

## TV/RADIO...

- American Urban Radio Network
- Sundance Channel
- "Iron Chef America"
- "Body of Proof"
- "CSI: New York"

## MAGAZINES/NEWSPAPERS...

- Ebony
- Essence
- GQ
- Vanity Fair
- Forbes

## ACTIVITIES...

- Attend Classical Music/Opera Performances
- Movies 2-3 Times Monthly
- Romance Movies
- NBA
- NHL

## TRAVEL/AUTO...

- Bus
- Honda Civic
- Budget Rental Cars
- Disneyland (California)
- United Airlines