

ABOUT METRO STRIVERS

Metro Strivers live in cities and, despite the stresses of single parenthood, probably benefit from the presence of extra support. The group has high rankings for working women and family size, suggesting bread-winning working mothers and extended families. This ethnically diverse group is employed in a combination of professional/technical, lower-level white- and blue-collar jobs that provide middle- to lower-range incomes. Shopping choices reflect the presence of older children and young teens, with stylish clothing and shoes. The Internet is used for TV shows, games, news and job searching.



HOUSEHOLDS: 4,098,820 (2.93% OF U.S.)



Cluster Info

Age	36-65
Marital Status	Single
Home Ownership	Owner
Kids	School-age Kids
Income	\$25,000 - \$34,999
Income Rank	49
Urbanicity	City & Surrounds
Urbanicity Rank	9
Net Worth	<\$250K
Net Worth Rank	49

WHEN THEY GREW UP...

- "The Oprah Winfrey Show" debuts
- Chernobyl nuclear disaster
- Halley's Comet approaches Earth
- Patrick Swayze stars in "Dirty Dancing"

SHOPPING...

- Peer Approval
- Finish Line
- Hollister
- Abercrombie & Fitch
- 7-Eleven

DIGITAL/ONLINE...

- Download Video Games
- monster.com
- Answers.com
- Hulu.com
- CBSNews.com

FINANCIAL...

- Western Union
- New Savings Accounts
- New Checking Accounts
- First House/Residence Soon
- Learn About Products/Services From Others

TV/RADIO...

- American Urban Radio Network
- Rhythmic Radio Format
- Fuse
- "Jersey Shore"
- "Hardcore Pawn"

MAGAZINES/NEWSPAPERS...

- Essence
- Discover
- National Enquirer
- Weight Watchers
- Women's Health

ACTIVITIES...

- Frequently Entertain at Home
- Movies, Opening Weekend
- NBA
- Professional Wrestling
- Participate in Auto Racing

TRAVEL/AUTO...

- New Van/Minivan Likely
- Ride Bus
- Personalize Vehicles
- Auto Maintenance Not a High Priority
- Travel to Mexico Likely



	Cluster %	National %	Index
Age - Head of Household			
18-23 Years	0.0%	3.7%	0
24-29 Years	0.1%	7.9%	1
30-35 Years	15.0%	9.9%	152
36-45 Years	32.7%	18.5%	177
46-55 Years	32.7%	21.1%	155
56-65 Years	19.4%	17.8%	109
66-75 Years	0.0%	11.2%	0
76+ Years	0.0%	10.0%	0
MEAN AGE	45.80	5070.0%	

	Cluster %	National %	Index
Estimated Income			
<\$15,000	13.7%	12.5%	110
\$15,000-\$19,999	9.3%	5.7%	164
\$20,000-\$29,999	18.3%	10.6%	173
\$30,000-\$39,999	27.4%	10.0%	274
\$40,000-\$49,999	30.9%	9.7%	318
\$50,000-\$74,999	0.4%	21.6%	2
\$75,000-\$99,999	0.1%	11.4%	1
\$100,000-\$124,999	0.0%	6.4%	1
\$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	0.0%	63.3%	0
Ages 0-2	7.6%	4.9%	156
Ages 3-5	22.5%	8.7%	258
Ages 6-10	34.1%	13.5%	252
Ages 11-15	44.1%	14.7%	301
Ages 16-17	14.2%	6.1%	234

	Cluster %	National %	Index
Marital Status			
Single	100.0%	51.3%	195
Married	0.0%	48.7%	0



	Cluster %	National %	Index
Estimated Net Worth			
< \$1	9.8%	13.6%	72
\$1 - \$4,999	12.0%	7.5%	160
\$5,000 - \$9,999	10.5%	5.4%	194
\$10,000 - \$24,999	15.9%	7.7%	206
\$25,000 - \$49,999	14.5%	7.9%	183
\$50,000 - \$99,999	15.0%	10.8%	139
\$100,000 - \$249,999	13.3%	16.4%	81
\$250,000 - \$499,999	6.3%	12.0%	53
\$500,000 - \$999,999	2.6%	8.1%	33
\$1,000,000 - \$1,999,999	0.1%	5.6%	1
\$2,000,000+	0.0%	5.0%	0

	Cluster %	National %	Index
Home Ownership Status			
Renter	10.7%	27.6%	39
Home Owner	89.3%	72.4%	123

	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	31.2%	31.1%	100
926-2508	39.4%	30.4%	130
2509-4371	15.1%	9.5%	158
4372-8167	7.4%	4.5%	163
8168+	6.9%	4.6%	150

	Cluster %	National %	Index
Length of Residence			
<2 Years	9.3%	15.3%	61
2-5 Years	24.1%	20.9%	115
6-14 Years	43.0%	35.1%	123
15+ Years	23.5%	0.29	82



	Cluster %	National %	Index
Market Value of Home			
<\$50000	11.8%	7.6%	154
\$50000-\$99999	29.1%	19.2%	152
\$100000-\$124999	11.9%	9.9%	120
\$125000-\$149999	9.6%	9.2%	105
\$150000-\$199999	13.0%	14.5%	90
\$200000-\$299999	11.9%	16.4%	73
\$300000-\$499999	8.6%	13.8%	62
\$500000+	4.2%	9.4%	44

	Cluster %	National %	Index
Dwelling Unit Size			
Single Family Dwelling	83.3%	85.1%	98
Multiple Family Dwelling	16.7%	14.9%	112

	Cluster %	National %	Index
Occupation			
Professional/Technical	19.3%	27.9%	69
Administration/Management	6.8%	8.2%	83
Sales/Service	3.3%	2.7%	122
Clerical/White Collar	28.0%	16.8%	167
Craftsman/Blue Collar	23.4%	18.4%	127
Student	1.2%	0.7%	172
Housewife	7.9%	5.8%	135
Retired	2.4%	11.7%	21
Other	5.1%	4.7%	109
Self Employed	2.6%	3.1%	84

	Cluster %	National %	Index
Education			
Completed High School	62.9%	56.8%	111
Completed College	30.6%	30.6%	100
Completed Graduate School	6.0%	12.2%	49
Attended Vocational/Technical	0.6%	0.4%	135



	Cluster %	National %	Index
Ethnicity			
Caucasian/Other	58.5%	73.9%	79
African American	17.5%	11.0%	159
Hispanic	20.8%	11.5%	181
Asian	3.2%	3.6%	88

	Cluster %	National %	Index
Household Size			
One Person Household	0.0%	29.3%	0
Two Person Household	40.0%	26.8%	149
Three Person Household	29.3%	19.8%	149
Four Person Household	16.1%	11.8%	136
Five+ Person Household	14.6%	12.3%	118

	Cluster %	National %	Index
Mail Responsive			
Mail Order Responsive	72.4%	68.4%	106
Mail Order Buyer	72.3%	68.4%	106
Mail Order Donor	0.4%	1.4%	25

	Cluster %	National %	Index
Buying Channel Preference - Score = 01			
Internet	3.9%	9.0%	43
Mail	2.1%	9.5%	22
Phone	1.5%	9.2%	16

