

ABOUT OFFICES & ENTERTAINMENT

At a mean age of 26, these singles are almost eight years out of high school and working predominantly in an office environment. They typically take advice from friends and neighbors about what they buy, such as designer clothing, and are influenced by trends and celebrity endorsements. The Internet is a valuable resource for this group. They use it for entertainment, they frequently download songs, they've blogged and they have even ordered groceries online. TV preferences include light-hearted fare such as "Family Guy" and "Maury," but they also regularly tune into the local news.



HOUSEHOLDS: 1,240,960 (0.89% OF U.S.)



Cluster Info	
Age	24-29
Marital Status	Single
Home Ownership	Renter
Kids	No Kids
Income	\$25,000 - \$34,999
Income Rank	51
Urbanicity	City & Surrounds
Urbanicity Rank	29
Net Worth	<\$10K
Net Worth Rank	64

WHEN THEY GREW UP...

- Daniel Craig is James Bond in "Casino Royale"
- Liquid water discovered on Saturn moon
- North Korea missile testing
- Toiletries banned from commercial airplanes

SHOPPING...

- Trends
- Celebrity Endorsements
- Designer Fashions
- Advanced Auto Parts Store
- Online Grocery Shopping

DIGITAL/ONLINE...

- Own MacBook Pro
- Blu-ray
- Frequent Song Downloads
- Have Blogged
- IMDb.com

FINANCIAL...

- MoneyGram
- Mobile Bankers
- H&R Block TaxCut
- First Homes Soon
- SunTrust Bank

TV/RADIO...

- Classic Rock
- Video-On-Demand
- "Family Guy"
- ABC Local TV News
- "Maury"

MAGAZINES/NEWSPAPERS...

- Game Informer
- National Wildlife
- ESPN the Magazine
- Rolling Stone
- Glamour

ACTIVITIES...

- Collect Sports Trading Cards
- Karaoke
- Play a Musical Instrument
- Crime Movies
- Rent Videos on Amazon.com

TRAVEL/AUTO...

- Ride Bus
- Likely to Lease
- Walmart Tire & Lube Express
- Nissan
- Travel to South America



	Cluster %	National %	Index
Age - Head of Household			
18-23 Years	0.0%	3.7%	0
24-29 Years	100.0%	7.9%	1273
30-35 Years	0.0%	9.9%	0
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	25.90	5070.0%	

	Cluster %	National %	Index
Estimated Income			
<\$15,000	0.0%	12.5%	0
\$15,000-\$19,999	0.0%	5.7%	0
\$20,000-\$29,999	68.1%	10.6%	645
\$30,000-\$39,999	29.8%	10.0%	298
\$40,000-\$49,999	2.2%	9.7%	23
\$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	89.2%	51.3%	174
Married	10.8%	48.7%	22



	Cluster %	National %	Index
Estimated Net Worth			
< \$1	44.0%	13.6%	323
\$1 - \$4,999	27.0%	7.5%	359
\$5,000 - \$9,999	10.8%	5.4%	201
\$10,000 - \$24,999	7.3%	7.7%	95
\$25,000 - \$49,999	3.8%	7.9%	49
\$50,000 - \$99,999	3.7%	10.8%	34
\$100,000 - \$249,999	2.2%	16.4%	13
\$250,000 - \$499,999	0.3%	12.0%	3
\$500,000 - \$999,999	0.7%	8.1%	9
\$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	99.3%	27.6%	359
Home Owner	0.7%	72.4%	1

	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	32.2%	31.1%	104
926-2508	42.8%	30.4%	141
2509-4371	18.3%	9.5%	192
4372-8167	6.6%	4.5%	145
8168+	0.0%	4.6%	1

	Cluster %	National %	Index
Length of Residence			
<2 Years	53.6%	15.3%	351
2-5 Years	19.0%	20.9%	91
6-14 Years	10.7%	35.1%	30
15+ Years	16.7%	0.29	58



	Cluster %	National %	Index
Market Value of Home			
<\$50000	6.1%	7.6%	80
\$50000-\$99999	19.8%	19.2%	103
\$100000-\$124999	12.0%	9.9%	122
\$125000-\$149999	11.1%	9.2%	121
\$150000-\$199999	17.5%	14.5%	120
\$200000-\$299999	17.0%	16.4%	104
\$300000-\$499999	11.8%	13.8%	86
\$500000+	4.8%	9.4%	51

	Cluster %	National %	Index
Dwelling Unit Size			
Single Family Dwelling	70.8%	85.1%	83
Multiple Family Dwelling	29.2%	14.9%	196

	Cluster %	National %	Index
Occupation			
Professional/Technical	19.7%	27.9%	71
Administration/Management	9.1%	8.2%	111
Sales/Service	7.0%	2.7%	256
Clerical/White Collar	19.7%	16.8%	118
Craftsman/Blue Collar	11.9%	18.4%	65
Student	9.9%	0.7%	1422
Housewife	8.5%	5.8%	145
Retired	0.4%	11.7%	4
Other	9.5%	4.7%	204
Self Employed	4.2%	3.1%	136

	Cluster %	National %	Index
Education			
Completed High School	87.0%	56.8%	153
Completed College	10.9%	30.6%	36
Completed Graduate School	1.9%	12.2%	15
Attended Vocational/Technical	0.2%	0.4%	41



	Cluster %	National %	Index
Ethnicity			
Caucasian/Other	54.3%	73.9%	74
African American	27.8%	11.0%	252
Hispanic	14.7%	11.5%	128
Asian	3.2%	3.6%	89

	Cluster %	National %	Index
Household Size			
One Person Household	84.8%	29.3%	289
Two Person Household	13.4%	26.8%	50
Three Person Household	1.4%	19.8%	7
Four Person Household	0.3%	11.8%	3
Five+ Person Household	0.1%	12.3%	1

	Cluster %	National %	Index
Mail Responsive			
Mail Order Responsive	7.7%	68.4%	11
Mail Order Buyer	7.6%	68.4%	11
Mail Order Donor	0.0%	1.4%	0

	Cluster %	National %	Index
Buying Channel Preference - Score = 01			
Internet	5.0%	9.0%	56
Mail	0.0%	9.5%	0
Phone	0.0%	9.2%	0

