

ABOUT SETTING GOALS

Setting Goals ranks among the nation's lowest clusters for income and net worth, but their median age is just 25 and some are currently working to further their education. The majority of the cluster (83%) is high school educated. There is a fairly even distribution of families in this ethnically diverse cluster who own and rent their homes, but quite consistently, the length of residence is short. With limited financial resources and child-rearing responsibilities, leisure time is focused on less expensive, home-based entertainment such as renting movies, playing video games and entertaining at home.



HOUSEHOLDS: 1,782,160 (1.27% OF U.S.)



Cluster Info	
Age	18-29
Marital Status	Single/Married
Home Ownership	Renter/Owner
Kids	Kids; Age Mix
Income	\$15,000 - \$24,999
Income Rank	62
Urbanicity	City & Surrounds
Urbanicity Rank	39
Net Worth	<\$500K
Net Worth Rank	57

WHEN THEY GREW UP...

- Final "Harry Potter" book released
- Barry Bonds breaks home run record
- Al Gore wins the Nobel Peace Prize
- Virginia Tech massacre

SHOPPING...

- Offline Shoppers
- Fashion & Style
- Forever 21
- Foot Locker
- Burlington Coat Factory

DIGITAL/ONLINE...

- Child Care/Parenting Information Online
- Disney.com
- Social Networking for Product/Service Research
- Photobucket.com
- Social Networking for Offers/Discounts

FINANCIAL...

- Comfortable Borrowing Money
- Mobile Banking
- New Savings Accounts
- Financial Pressures
- H&R Block (on-site)

TV/RADIO...

- Urban Music
- Listen at Work
- Centric
- MTV2
- TeenNick

MAGAZINES/NEWSPAPERS...

- Read on Mobile
- Game Informer
- Parents
- Cosmopolitan
- American Baby

ACTIVITIES...

- Rent or Purchase Horror Movies
- Movies, Opening Weekend
- Play Volleyball
- Entertain at Home
- Play Video Games

TRAVEL/AUTO...

- Interested in Van/Minivan
- Nissan
- Travel to South America
- Carpool
- Single Car Household



	Cluster %	National %	Index
Age - Head of Household			
18-23 Years	22.7%	3.7%	617
24-29 Years	75.1%	7.9%	956
30-35 Years	2.2%	9.9%	22
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	25.20	5070.0%	

	Cluster %	National %	Index
Estimated Income			
<\$15,000	33.9%	12.5%	272
\$15,000-\$19,999	13.6%	5.7%	240
\$20,000-\$29,999	26.2%	10.6%	248
\$30,000-\$39,999	26.3%	10.0%	263
\$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	0.0%	63.3%	0
Ages 0-2	20.7%	4.9%	425
Ages 3-5	37.9%	8.7%	434
Ages 6-10	40.7%	13.5%	301
Ages 11-15	13.6%	14.7%	93
Ages 16-17	8.3%	6.1%	136

	Cluster %	National %	Index
Marital Status			
Single	71.1%	51.3%	139
Married	28.9%	48.7%	59



	Cluster %	National %	Index
Estimated Net Worth			
< \$1	37.9%	13.6%	279
\$1 - \$4,999	15.3%	7.5%	203
\$5,000 - \$9,999	9.3%	0.05	172
\$10,000 - \$24,999	11.2%	7.7%	145
\$25,000 - \$49,999	8.8%	7.9%	111
\$50,000 - \$99,999	8.3%	10.8%	77
\$100,000 - \$249,999	6.3%	16.4%	39
\$250,000 - \$499,999	2.2%	12.0%	18
\$500,000 - \$999,999	0.7%	8.1%	8
\$1,000,000 - \$1,999,999	0.0%	5.6%	1
\$2,000,000+	0.0%	5.0%	0

	Cluster %	National %	Index
Home Ownership Status			
Renter	50.7%	27.6%	183
Home Owner	49.3%	72.4%	68

	Cluster %	National %	Index
Population Density - HH per Sq. Mile			
0-28	7.9%	9.7%	82
29-103	8.1%	10.2%	79
104-925	30.1%	31.1%	97
926-2508	33.7%	30.4%	111
2509-4371	12.7%	9.5%	133
4372-8167	6.1%	4.5%	135
8168+	1.3%	4.6%	29

	Cluster %	National %	Index
Length of Residence			
<2 Years	23.7%	15.3%	155
2-5 Years	31.5%	20.9%	150
6-14 Years	26.3%	35.1%	75
15+ Years	18.5%	28.7%	64



	Cluster %	National %	Index
Market Value of Home			
<\$50000	12.4%	7.6%	162
\$50000-\$99999	29.8%	19.2%	156
\$100000-\$124999	13.1%	9.9%	132
\$125000-\$149999	10.1%	9.2%	110
\$150000-\$199999	13.2%	14.5%	91
\$200000-\$299999	11.0%	16.4%	67
\$300000-\$499999	6.4%	13.8%	47
\$500000+	4.0%	9.4%	42

	Cluster %	National %	Index
Dwelling Unit Size			
Single Family Dwelling	78.7%	85.1%	93
Multiple Family Dwelling	21.3%	14.9%	143

	Cluster %	National %	Index
Occupation			
Professional/Technical	10.4%	27.9%	37
Administration/Management	5.7%	8.2%	69
Sales/Service	5.8%	2.7%	213
Clerical/White Collar	21.7%	16.8%	130
Craftsman/Blue Collar	17.3%	18.4%	94
Student	6.7%	0.7%	959
Housewife	17.9%	5.8%	306
Retired	1.2%	11.7%	10
Other	9.4%	4.7%	202
Self Employed	3.9%	3.1%	126

	Cluster %	National %	Index
Education			
Completed High School	83.8%	56.8%	148
Completed College	14.5%	30.6%	48
Completed Graduate School	1.5%	12.2%	12
Attended Vocational/Technical	0.2%	0.4%	52



	Cluster %	National %	Index
Ethnicity			
Caucasian/Other	60.5%	73.9%	82
African American	19.7%	11.0%	178
Hispanic	18.0%	11.5%	157
Asian	1.8%	3.6%	49

	Cluster %	National %	Index
Household Size			
One Person Household	0.1%	29.3%	0
Two Person Household	41.3%	26.8%	154
Three Person Household	35.3%	19.8%	179
Four Person Household	13.9%	11.8%	118
Five+ Person Household	9.4%	12.3%	76

	Cluster %	National %	Index
Mail Responsive			
Mail Order Responsive	47.0%	68.4%	69
Mail Order Buyer	47.0%	68.4%	69
Mail Order Donor	0.1%	1.4%	6

	Cluster %	National %	Index
Buying Channel Preference - Score = 01			
Internet	1.7%	9.0%	19
Mail	0.0%	9.5%	0
Phone	0.0%	9.2%	0

