

ABOUT STYLISH & STRIVING

Stylish & Striving is dominated by high school-educated, single, lower echelon white-collar technical, sales and service professionals in their late 30s to mid-50s. This cluster lies close to the bottom of all 70 clusters when considering their income and net worth. They are all renters, which also adversely affects their net worth, having no home equity. However, many are looking to purchase a home in the near future. Brand names are a priority, but this group is not brand loyal. They use the Internet for news and sports information, as well as looking for a new job.



HOUSEHOLDS: 1,625,140 (1.16% OF U.S.)



Cluster Info

Age	36-45
Marital Status	Single
Home Ownership	Renter
Kids	No Kids
Income	\$25,000 - \$34,999
Income Rank	52
Urbanicity	City & Surrounds
Urbanicity Rank	30
Net Worth	<\$10K
Net Worth Rank	66

WHEN THEY GREW UP...

- Julia Roberts stars in "Pretty Woman"
- Collapse of the Soviet Union
- Billy Ray Cyrus sings "Achy Breaky Heart"
- TV character Murphy Brown gives birth

SHOPPING...

- Foot Locker
- Not Brand Loyal
- A & P Grocery Store
- AutoZone
- Brand Names Important

DIGITAL/ONLINE...

- Acer Computers
- CareerBuilder.com
- CNN.com
- foxsports.com
- Yahoo! Messenger

FINANCIAL...

- SunTrust Bank
- Money Orders
- Mobile Banking
- Investing Not a Priority
- New Home Likely

TV/RADIO...

- American Urban Radio Network
- Mexican/Tejano-Ranchera Radio Format
- Destination America
- Telemundo Sports
- "The Jerry Springer Show"

MAGAZINES/NEWSPAPERS...

- Read News Sports & Comics
- Cooking with Paula Deen
- Essence
- In Touch
- Jet

ACTIVITIES...

- Science Fiction Movies
- Entertain at Home
- Attend NASCAR
- Road Bicycling
- Professional Wrestling

TRAVEL/AUTO...

- Sub-compact Cars
- Interested in Van/Minivan
- Hertz
- Days Inn
- Carnival Cruises



	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	2.4%	9.9%	24
36-45 Years	86.2%	18.5%	466
46-55 Years	11.4%	21.1%	54
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	40.60	5070.0%	

	Cluster %	National %	Index
Estimated Income			
<\$15,000	5.7%	12.5%	46
\$15,000-\$19,999	17.3%	5.7%	305
\$20,000-\$29,999	39.9%	10.6%	378
\$30,000-\$39,999	22.1%	10.0%	221
\$40,000-\$49,999	14.9%	9.7%	154
\$50,000-\$74,999	0.1%	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	90.5%	51.3%	177
Married	9.5%	48.7%	19



	Cluster %	National %	Index
Estimated Net Worth			
< \$1	51.1%	13.6%	375
\$1 - \$4,999	23.0%	7.5%	306
\$5,000 - \$9,999	9.3%	5.4%	172
\$10,000 - \$24,999	6.9%	7.7%	89
\$25,000 - \$49,999	3.6%	7.9%	46
\$50,000 - \$99,999	3.2%	10.8%	30
\$100,000 - \$249,999	2.2%	16.4%	14
\$250,000 - \$499,999	0.5%	12.0%	4
\$500,000 - \$999,999	0.1%	8.1%	2
\$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	100.0%	27.6%	362
Home Owner	0.0%	72.4%	0

	Cluster %	National %	Index
Population Density - HH per Sq. Mile			
0-28	0.0%	9.7%	0
29-103	10.2%	10.2%	100
104-925	26.5%	31.1%	85
926-2508	38.0%	30.4%	125
2509-4371	16.1%	9.5%	169
4372-8167	9.1%	4.5%	200
8168+	0.0%	4.6%	1

	Cluster %	National %	Index
Length of Residence			
<2 Years	31.2%	15.3%	204
2-5 Years	25.1%	20.9%	120
6-14 Years	26.9%	35.1%	77
15+ Years	16.8%	0.29	59



	Cluster %	National %	Index
Market Value of Home			
<\$50000	8.4%	7.6%	110
\$50000-\$99999	21.9%	19.2%	114
\$100000-\$124999	11.6%	9.9%	117
\$125000-\$149999	10.4%	9.2%	113
\$150000-\$199999	15.9%	14.5%	109
\$200000-\$299999	15.2%	16.4%	93
\$300000-\$499999	11.1%	13.8%	80
\$500000+	5.6%	9.4%	59

	Cluster %	National %	Index
Dwelling Unit Size			
Single Family Dwelling	71.2%	85.1%	84
Multiple Family Dwelling	28.8%	14.9%	193

	Cluster %	National %	Index
Occupation			
Professional/Technical	22.2%	27.9%	80
Administration/Management	9.2%	8.2%	112
Sales/Service	5.1%	2.7%	187
Clerical/White Collar	24.1%	16.8%	144
Craftsman/Blue Collar	17.0%	18.4%	92
Student	2.0%	0.7%	282
Housewife	7.5%	5.8%	128
Retired	2.0%	11.7%	17
Other	7.4%	4.7%	158
Self Employed	3.6%	3.1%	117

	Cluster %	National %	Index
Education			
Completed High School	67.9%	56.8%	120
Completed College	26.2%	30.6%	86
Completed Graduate School	5.1%	12.2%	42
Attended Vocational/Technical	0.8%	0.4%	185



	Cluster %	National %	Index
Ethnicity			
Caucasian/Other	56.8%	73.9%	77
African American	26.2%	11.0%	237
Hispanic	14.3%	11.5%	124
Asian	2.7%	3.6%	75

	Cluster %	National %	Index
Household Size			
One Person Household	81.2%	29.3%	277
Two Person Household	15.6%	26.8%	58
Three Person Household	2.4%	19.8%	12
Four Person Household	0.6%	11.8%	5
Five+ Person Household	0.3%	12.3%	2

	Cluster %	National %	Index
Mail Responsive			
Mail Order Responsive	20.2%	68.4%	29
Mail Order Buyer	20.1%	68.4%	29
Mail Order Donor	0.0%	1.4%	1

	Cluster %	National %	Index
Buying Channel Preference - Score = 01			
Internet	3.9%	9.0%	43
Mail	0.3%	9.5%	3
Phone	0.2%	9.2%	2

