

## 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



	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	0.0%	9.9%	0
36-45 Years	1.6%	18.5%	9
46-55 Years	41.8%	21.1%	198
56-65 Years	31.4%	17.8%	176
66-75 Years	20.6%	11.2%	184
76+ Years	4.7%	10.0%	47
MEAN AGE	58.30	5070.0%	

	Cluster %	National %	Index
<b>Estimated Income</b>			
<\$15,000	0.0%	12.5%	0
\$15,000-\$19,999	0.0%	5.7%	0
\$20,000-\$29,999	2.1%	10.6%	20
\$30,000-\$39,999	13.2%	10.0%	133
\$40,000-\$49,999	13.0%	9.7%	134
\$50,000-\$74,999	36.0%	21.6%	167
\$75,000-\$99,999	11.2%	11.4%	98
\$100,000-\$124,999	1.6%	6.4%	24
\$125,000-\$149,999	2.7%	1.7%	163
\$150,000+	20.1%	10.5%	191

	Cluster %	National %	Index
<b>Presence and Age of Children</b>			
No Children Present	99.3%	63.3%	157
Ages 0-2	24.0%	4.9%	492
Ages 3-5	43.6%	8.7%	499
Ages 6-10	14.1%	13.5%	104
Ages 11-15	19.9%	14.7%	136
Ages 16-17	3.7%	6.1%	61

	Cluster %	National %	Index
<b>Marital Status</b>			
Single	85.3%	51.3%	166
Married	14.7%	48.7%	30



	Cluster %	National %	Index
<b>Estimated Net Worth</b>			
< \$1	19.3%	13.6%	141
\$1 - \$4,999	16.1%	7.5%	214
\$5,000 - \$9,999	10.4%	0.05	194
\$10,000 - \$24,999	12.4%	7.7%	161
\$25,000 - \$49,999	9.4%	7.9%	119
\$50,000 - \$99,999	9.7%	10.8%	90
\$100,000 - \$249,999	12.7%	16.4%	77
\$250,000 - \$499,999	9.0%	12.0%	75
\$500,000 - \$999,999	1.0%	8.1%	12
\$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	100.0%	27.6%	362
Home Owner	0.0%	72.4%	0

	Cluster %	National %	Index
<b>Population Density - HH per Sq. Mile</b>			
0-28	0.0%	9.7%	0
29-103	1.0%	10.2%	10
104-925	23.6%	31.1%	76
926-2508	32.5%	30.4%	107
2509-4371	15.0%	9.5%	158
4372-8167	11.5%	4.5%	254
8168+	16.3%	4.6%	353

	Cluster %	National %	Index
<b>Length of Residence</b>			
<2 Years	18.0%	15.3%	117
2-5 Years	26.5%	20.9%	127
6-14 Years	37.4%	35.1%	107
15+ Years	18.2%	28.7%	63



	Cluster %	National %	Index
<b>Market Value of Home</b>			
<\$50000	4.6%	7.6%	61
\$50000-\$99999	9.7%	19.2%	51
\$100000-\$124999	7.0%	9.9%	71
\$125000-\$149999	7.7%	9.2%	84
\$150000-\$199999	14.3%	14.5%	99
\$200000-\$299999	19.5%	16.4%	119
\$300000-\$499999	20.1%	13.8%	146
\$500000+	16.9%	9.4%	179

	Cluster %	National %	Index
<b>Dwelling Unit Size</b>			
Single Family Dwelling	60.2%	85.1%	71
Multiple Family Dwelling	39.8%	14.9%	266

	Cluster %	National %	Index
<b>Occupation</b>			
Professional/Technical	26.0%	27.9%	93
Administration/Management	9.3%	8.2%	114
Sales/Service	3.2%	2.7%	116
Clerical/White Collar	26.0%	16.8%	155
Craftsman/Blue Collar	16.1%	18.4%	87
Student	0.6%	0.7%	83
Housewife	4.8%	5.8%	82
Retired	6.6%	11.7%	56
Other	4.5%	4.7%	96
Self Employed	3.0%	3.1%	97

	Cluster %	National %	Index
<b>Education</b>			
Completed High School	56.6%	56.8%	100
Completed College	32.8%	30.6%	107
Completed Graduate School	10.1%	12.2%	83
Attended Vocational/Technical	0.5%	0.4%	126



	Cluster %	National %	Index
<b>Ethnicity</b>			
Caucasian/Other	59.0%	73.9%	80
African American	24.2%	11.0%	219
Hispanic	12.3%	11.5%	107
Asian	4.5%	3.6%	124

	Cluster %	National %	Index
<b>Household Size</b>			
One Person Household	74.8%	29.3%	255
Two Person Household	20.0%	26.8%	74
Three Person Household	3.6%	19.8%	18
Four Person Household	1.0%	11.8%	9
Five+ Person Household	0.5%	12.3%	4

	Cluster %	National %	Index
<b>Mail Responsive</b>			
Mail Order Responsive	42.8%	68.4%	63
Mail Order Buyer	42.7%	68.4%	63
Mail Order Donor	0.1%	1.4%	5

	Cluster %	National %	Index
<b>Buying Channel Preference - Score = 01</b>			
Internet	9.8%	9.0%	110
Mail	2.7%	9.5%	29
Phone	3.4%	9.2%	37

