

## ABOUT CASUAL COMFORT

With top incomes and climbing net worth, coupled with a mean age of just 33, Casual Comfort is well positioned for the future. They enjoy socializing, attending concerts and participating in fantasy sports leagues, as well as adventurous outdoor recreation. This cluster also appreciates fine dining and fitness. More than half of Casual Comfort consumers are married, but virtually none have children. Many have moved into a single-family home within the last two years, adding new home mortgages and home expenses to their existing student loans.



HOUSEHOLDS: 2,093,000 (1.49% OF U.S.)



### Cluster Info

Age	24-45
Marital Status	Married/Single
Home Ownership	Owner
Kids	No Kids
Income	\$120,000 +
Income Rank	1
Urbanicity	City & Surrounds
Urbanicity Rank	20
Net Worth	\$50K-\$1MM
Net Worth Rank	11

## WHEN THEY GREW UP...

- Regis Philbin hosts "Who Wants to be a Millionaire"
- Michael Jordan retires from basketball
- TiVo enters the market
- Presidential election hinges on manual recount of ballots ("hanging chads")

## SHOPPING...

- Exxon/Mobil On The Run
- Banana Republic
- Crate & Barrel
- IKEA
- O'Reilly Auto Parts

## DIGITAL/ONLINE...

- Dell Computers
- Windows 7 at Work
- Write Online Blogs
- Answers.com
- eHow.com

## FINANCIAL...

- New Interest Checking Account
- Student Loan
- New Home Mortgage
- American Express Gold
- Participate in 529 College Savings

## TV/RADIO...

- SiriusXM Radio
- Alternative Music
- "Chelsea Lately"
- "Mike & Mike in the Morning"
- "The Daily Show With Jon Stewart"

## MAGAZINES/NEWSPAPERS...

- Bon Appetit
- Sunset
- Men's Health
- Life & Style Weekly
- Shape

## ACTIVITIES...

- Attend Rock Music Performances
- Fantasy Sports Leagues
- Canoe
- Mountain Biking
- Target Shooting

## TRAVEL/AUTO...

- Import Vehicles
- Motorcycles
- Subway/Metro
- Travel, Fine Dining
- Hertz



	Cluster %	National %	Index
<b>Age - Head of Household</b>			
18-23 Years	8.5%	3.7%	232
24-29 Years	21.5%	7.9%	273
30-35 Years	25.4%	9.9%	255
36-45 Years	42.0%	18.5%	227
46-55 Years	2.7%	21.1%	13
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	33.60	50.70	

	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	0.0%	10.6%	0
\$30,000-\$39,999	0.0%	10.0%	0
\$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	13.8%	6.4%	215
\$125,000-\$149,999	9.8%	1.7%	585
\$150,000+	76.3%	10.5%	725

	Cluster %	National %	Index
<b>Presence and Age of Children</b>			
No Children Present	99.9%	63.3%	158
Ages 0-2	89.8%	4.9%	1843
Ages 3-5	10.2%	8.7%	116
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
<b>Marital Status</b>			
Single	45.0%	51.3%	88
Married	55.0%	48.7%	113



	Cluster %	National %	Index
<b>Estimated Net Worth</b>			
< \$1	0.3%	13.6%	2
\$1 - \$4,999	0.9%	7.5%	12
\$5,000 - \$9,999	1.4%	5.4%	26
\$10,000 - \$24,999	3.8%	7.7%	49
\$25,000 - \$49,999	6.2%	7.9%	78
\$50,000 - \$99,999	12.0%	10.8%	111
\$100,000 - \$249,999	25.3%	16.4%	155
\$250,000 - \$499,999	28.1%	12.0%	235
\$500,000 - \$999,999	22.0%	8.1%	272
\$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	9.4%	27.6%	34
Home Owner	90.6%	72.4%	125

	Cluster %	National %	Index
<b>Population Density - HH per Sq. Mile</b>			
0-28	3.7%	9.7%	38
29-103	8.7%	10.2%	85
104-925	38.8%	31.1%	125
926-2508	34.3%	30.4%	113
2509-4371	7.8%	9.5%	82
4372-8167	3.3%	4.5%	72
8168+	3.4%	4.6%	74

	Cluster %	National %	Index
<b>Length of Residence</b>			
<2 Years	34.9%	15.3%	228
2-5 Years	24.9%	20.9%	119
6-14 Years	28.0%	35.1%	80
15+ Years	12.2%	28.7%	43



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<b>Market Value of Home</b>			
<\$50000	1.8%	7.6%	23
\$50000-\$99999	6.5%	19.2%	34
\$100000-\$124999	6.4%	9.9%	65
\$125000-\$149999	8.9%	9.2%	97
\$150000-\$199999	19.5%	14.5%	134
\$200000-\$299999	27.2%	16.4%	166
\$300000-\$499999	18.4%	13.8%	134
\$500000+	11.3%	9.4%	120

	Cluster %	National %	Index
<b>Dwelling Unit Size</b>			
Single Family Dwelling	91.5%	85.1%	108
Multiple Family Dwelling	8.5%	14.9%	57

	Cluster %	National %	Index
<b>Occupation</b>			
Professional/Technical	38.5%	27.9%	138
Administration/Management	9.8%	8.2%	119
Sales/Service	3.1%	2.7%	114
Clerical/White Collar	19.0%	16.8%	114
Craftsman/Blue Collar	17.3%	18.4%	94
Student	1.9%	0.7%	278
Housewife	2.3%	5.8%	40
Retired	1.7%	11.7%	15
Other	3.4%	4.7%	72
Self Employed	2.9%	3.1%	93

	Cluster %	National %	Index
<b>Education</b>			
Completed High School	63.7%	56.8%	112
Completed College	25.4%	30.6%	83
Completed Graduate School	10.6%	12.2%	87
Attended Vocational/Technical	0.3%	0.4%	80



	Cluster %	National %	Index
<b>Ethnicity</b>			
Caucasian/Other	63.3%	73.9%	86
African American	18.6%	11.0%	169
Hispanic	10.4%	11.5%	91
Asian	7.6%	3.6%	210

	Cluster %	National %	Index
<b>Household Size</b>			
One Person Household	43.8%	29.3%	150
Two Person Household	41.6%	26.8%	155
Three Person Household	7.4%	19.8%	37
Four Person Household	4.1%	11.8%	35
Five+ Person Household	3.1%	12.3%	25

	Cluster %	National %	Index
<b>Mail Responsive</b>			
Mail Order Responsive	31.5%	68.4%	46
Mail Order Buyer	31.5%	68.4%	46
Mail Order Donor	0.4%	1.4%	27

	Cluster %	National %	Index
<b>Buying Channel Preference - Score = 01</b>			
Internet	16.0%	9.0%	178
Mail	2.0%	9.5%	21
Phone	2.5%	9.2%	28

