

ABOUT CHILDREN FIRST

Children First represents a busy group of young, financially comfortable singles and couples, all of whom already have at least one child. This group of high school grads, some still working on higher-level degrees, enjoys upper-middle wages and white-collar professional sales and technical jobs, as well as better paid blue-collar jobs. They also spend time with the family fishing, camping, going to the zoo and visiting theme parks. Child-rearing and parenting-focused publications and activities overshadow the adults' own hobbies, but parents still make some time for their interests.



HOUSEHOLDS: 1,506,660 (1.08% OF U.S.)



Cluster Info

Age	18-29
Marital Status	Married/Single
Home Ownership	Owner/Renter
Kids	Kids; Age Mix
Income	\$60,000 - \$74,999
Income Rank	26
Urbanicity	Suburbs & Towns
Urbanicity Rank	51
Net Worth	\$10K-\$1MM
Net Worth Rank	30

WHEN THEY GREW UP...

- Nintendo Wii revolutionizes gaming with motion-sensitive controllers
- YouTube goes live
- Hurricane Katrina wreaks catastrophic damage on Mississippi and Louisiana
- U.S. population reaches 300 million

SHOPPING...

- Hunting
- Baby/Child Products
- PacSun
- Victoria's Secret
- ToysRUs.com

DIGITAL/ONLINE...

- Online Child Care/Parenting Information
- Coupons.com
- Weatherbug.com
- Posted Videos Online
- Update Personal Pages Online

FINANCIAL...

- Mobile Banking
- New Auto Loan
- Personal Non-Education Loan
- First Home Soon
- New Life Insurance

TV/RADIO...

- Country Music
- CHR
- Disney Channel
- Pay-Per-View Sports
- "Teen Mom"

MAGAZINES/NEWSPAPERS...

- American Baby
- Parents
- Game Informer
- Family Fun
- Cosmopolitan

ACTIVITIES...

- Fishing
- Camp at National Parks & Forests
- Zoo
- Football
- Rent or Purchase Classic Movies

TRAVEL/AUTO...

- Professional Moving Van
- New Truck for Recreation
- Theme Parks
- Domestic Vehicles
- Vehicles 1-2 Years Old



	Cluster %	National %	Index
Age - Head of Household			
18-23 Years	17.2%	3.7%	467
24-29 Years	80.7%	7.9%	1027
30-35 Years	2.1%	9.9%	21
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	25.70	50.70	

	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	0.0%	10.6%	0
\$30,000-\$39,999	0.1%	10.0%	1
\$40,000-\$49,999	28.9%	9.7%	297
\$50,000-\$74,999	45.9%	21.6%	212
\$75,000-\$99,999	12.0%	11.4%	105
\$100,000-\$124,999	8.1%	6.4%	126
\$125,000-\$149,999	1.0%	1.7%	61
\$150,000+	4.1%	10.5%	39

	Cluster %	National %	Index
Presence and Age of Children			
No Children Present	0.0%	63.3%	0
Ages 0-2	21.1%	4.9%	433
Ages 3-5	32.0%	8.7%	365
Ages 6-10	39.3%	13.5%	291
Ages 11-15	16.5%	14.7%	113
Ages 16-17	10.2%	6.1%	168

	Cluster %	National %	Index
Marital Status			
Single	47.6%	51.3%	93
Married	52.4%	48.7%	108



	Cluster %	National %	Index
Estimated Net Worth			
< \$1	5.3%	13.6%	39
\$1 - \$4,999	6.5%	7.5%	86
\$5,000 - \$9,999	5.6%	5.4%	103
\$10,000 - \$24,999	9.3%	7.7%	120
\$25,000 - \$49,999	11.1%	7.9%	140
\$50,000 - \$99,999	16.5%	10.8%	153
\$100,000 - \$249,999	23.8%	16.4%	145
\$250,000 - \$499,999	14.1%	12.0%	118
\$500,000 - \$999,999	7.9%	8.1%	97
\$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	23.5%	27.6%	85
Home Owner	76.5%	72.4%	106

	Cluster %	National %	Index
Population Density - HH per Sq. Mile			
0-28	6.1%	9.7%	63
29-103	11.2%	10.2%	110
104-925	36.1%	31.1%	116
926-2508	34.8%	30.4%	115
2509-4371	7.8%	9.5%	81
4372-8167	3.1%	4.5%	68
8168+	1.0%	4.6%	23

	Cluster %	National %	Index
Length of Residence			
<2 Years	21.2%	15.3%	138
2-5 Years	31.4%	20.9%	150
6-14 Years	28.6%	35.1%	82
15+ Years	18.8%	28.7%	65



	Cluster %	National %	Index
Market Value of Home			
<\$50000	5.9%	7.6%	77
\$50000-\$99999	19.1%	19.2%	100
\$100000-\$124999	12.2%	9.9%	123
\$125000-\$149999	12.0%	9.2%	131
\$150000-\$199999	18.9%	14.5%	130
\$200000-\$299999	18.8%	16.4%	115
\$300000-\$499999	9.1%	13.8%	66
\$500000+	4.1%	9.4%	43

	Cluster %	National %	Index
Dwelling Unit Size			
Single Family Dwelling	85.7%	85.1%	101
Multiple Family Dwelling	14.3%	14.9%	96

	Cluster %	National %	Index
Occupation			
Professional/Technical	20.3%	27.9%	73
Administration/Management	6.9%	8.2%	84
Sales/Service	3.9%	2.7%	144
Clerical/White Collar	23.5%	16.8%	140
Craftsman/Blue Collar	24.2%	18.4%	131
Student	3.6%	0.7%	522
Housewife	8.5%	5.8%	145
Retired	1.1%	11.7%	10
Other	5.4%	4.7%	116
Self Employed	2.6%	3.1%	85

	Cluster %	National %	Index
Education			
Completed High School	82.3%	56.8%	145
Completed College	15.3%	30.6%	50
Completed Graduate School	2.2%	12.2%	18
Attended Vocational/Technical	0.1%	0.4%	33



	Cluster %	National %	Index
Ethnicity			
Caucasian/Other	75.2%	73.9%	102
African American	8.8%	11.0%	79
Hispanic	13.2%	11.5%	115
Asian	2.9%	3.6%	79

	Cluster %	National %	Index
Household Size			
One Person Household	0.0%	29.3%	0
Two Person Household	24.7%	26.8%	92
Three Person Household	42.2%	19.8%	213
Four Person Household	17.4%	11.8%	147
Five+ Person Household	15.7%	12.3%	128

	Cluster %	National %	Index
Mail Responsive			
Mail Order Responsive	71.5%	68.4%	105
Mail Order Buyer	71.5%	68.4%	105
Mail Order Donor	0.3%	1.4%	18

	Cluster %	National %	Index
Buying Channel Preference - Score = 01			
Internet	5.6%	9.0%	63
Mail	0.3%	9.5%	3
Phone	0.7%	9.2%	7

