

ABOUT COMFORTABLE CORNERSTONES

Comfortable Cornerstones features upper-middle income couples with average educations. Despite having no children under the age of 18, a significant percentage of these middle-age households include more than two people, possibly indicating the presence of aging parents or adult children living at home. They read the newspaper for classifieds, comics and sports. Traditional women's magazine favorites include Ladies' Home Journal and Good Housekeeping. Home maintenance and relaxing leisure activities are popular, along with the occasional NASCAR event or canoe outing.



HOUSEHOLDS: 1,275,840 (0.91% OF U.S.)



Cluster Info

Age	46-55
Marital Status	Married
Home Ownership	Owner
Kids	No Kids
Income	\$60,000 - \$74,999
Income Rank	24
Urbanicity	Suburbs & Towns
Urbanicity Rank	55
Net Worth	\$50K-\$500K
Net Worth Rank	26

WHEN THEY GREW UP...

- "Dynasty" with Joan Collins premieres
- President Reagan fires 11,345 air traffic controllers after two-day strike
- Wedding of Prince Charles and Lady Diana
- Stephen King's "Cujo" released

SHOPPING...

- Ace Hardware
- Meijer Grocery Store
- Expedia.com
- HomeDepot.com
- OfficeMax

DIGITAL/ONLINE...

- Dell Computers
- Microsoft Windows XP
- Charter Internet Service
- Yellowpages.com
- AOL.com

FINANCIAL...

- Home Equity Line of Credit
- Visa Signature Credit/Debit Cards
- Sears Card
- Carry Identity Theft insurance
- Likely to Sell House/Residence

TV/RADIO...

- Classic Hits Radio Format
- "Diners, Drive-Ins and Dives"
- "Fox and Friends"
- "Covert Affairs"
- "The Mentalist"

MAGAZINES/NEWSPAPERS...

- Read News Classifieds
- Read News Comics
- Read News Sports
- Ladies' Home Journal
- Good Housekeeping

ACTIVITIES...

- Bird Watching
- Word Games
- Cinemark/Century Theaters
- Own Canoes
- Attend NASCAR

TRAVEL/AUTO...

- Full-Sized Pickups
- Purchase New Motorcycles
- Backpacking/Hiking Trips
- Wyndham Rewards
- Holiday Inn Express



	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	0.0%	9.9%	0
36-45 Years	0.0%	18.5%	0
46-55 Years	100.0%	21.1%	474
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	50.60	5070.0%	

	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	0.0%	10.0%	0
\$40,000-\$49,999	0.0%	9.7%	0
\$50,000-\$74,999	64.0%	21.6%	296
\$75,000-\$99,999	36.0%	11.4%	316
\$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	0.0%	51.3%	0
Married	100.0%	48.7%	205



	Cluster %	National %	Index
Estimated Net Worth			
< \$1	0.1%	13.6%	1
\$1 - \$4,999	0.7%	7.5%	10
\$5,000 - \$9,999	1.3%	0.05	24
\$10,000 - \$24,999	4.1%	7.7%	53
\$25,000 - \$49,999	7.7%	7.9%	98
\$50,000 - \$99,999	17.0%	10.8%	158
\$100,000 - \$249,999	37.8%	16.4%	231
\$250,000 - \$499,999	31.2%	12.0%	261
\$500,000 - \$999,999	0.0%	8.1%	0
\$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	0.0%	27.6%	0
Home Owner	100.0%	72.4%	138

	Cluster %	National %	Index
Population Density - HH per Sq. Mile			
0-28	0.0%	9.7%	0
29-103	0.0%	10.2%	0
104-925	45.1%	31.1%	145
926-2508	43.9%	30.4%	145
2509-4371	10.9%	9.5%	115
4372-8167	0.0%	4.5%	1
8168+	0.0%	4.6%	0

	Cluster %	National %	Index
Length of Residence			
<2 Years	5.8%	15.3%	38
2-5 Years	13.1%	20.9%	62
6-14 Years	40.3%	35.1%	115
15+ Years	40.8%	28.7%	142



	Cluster %	National %	Index
Market Value of Home			
<\$50000	4.9%	7.6%	64
\$50000-\$99999	21.8%	19.2%	114
\$100000-\$124999	14.1%	9.9%	143
\$125000-\$149999	14.5%	9.2%	158
\$150000-\$199999	22.6%	14.5%	156
\$200000-\$299999	17.2%	16.4%	105
\$300000-\$499999	3.6%	13.8%	27
\$500000+	1.2%	9.4%	12

	Cluster %	National %	Index
Dwelling Unit Size			
Single Family Dwelling	94.8%	85.1%	111
Multiple Family Dwelling	5.2%	14.9%	35

	Cluster %	National %	Index
Occupation			
Professional/Technical	28.8%	27.9%	103
Administration/Management	10.6%	8.2%	130
Sales/Service	3.0%	2.7%	110
Clerical/White Collar	17.3%	16.8%	103
Craftsman/Blue Collar	27.2%	18.4%	148
Student	0.3%	0.7%	47
Housewife	3.3%	5.8%	57
Retired	2.5%	11.7%	21
Other	3.8%	4.7%	82
Self Employed	3.0%	3.1%	97

	Cluster %	National %	Index
Education			
Completed High School	56.8%	56.8%	100
Completed College	31.3%	30.6%	102
Completed Graduate School	11.3%	12.2%	92
Attended Vocational/Technical	0.7%	0.4%	162



	Cluster %	National %	Index
Ethnicity			
Caucasian/Other	79.3%	73.9%	107
African American	6.8%	11.0%	62
Hispanic	11.4%	11.5%	99
Asian	2.6%	3.6%	71

	Cluster %	National %	Index
Household Size			
One Person Household	2.6%	29.3%	9
Two Person Household	55.2%	26.8%	206
Three Person Household	22.0%	19.8%	111
Four Person Household	12.3%	11.8%	104
Five+ Person Household	7.9%	12.3%	64

	Cluster %	National %	Index
Mail Responsive			
Mail Order Responsive	90.7%	68.4%	133
Mail Order Buyer	90.6%	68.4%	133
Mail Order Donor	1.5%	1.4%	107

	Cluster %	National %	Index
Buying Channel Preference - Score = 01			
Internet	8.0%	9.0%	90
Mail	6.8%	9.5%	71
Phone	5.3%	9.2%	57

