

ABOUT FIRM FOUNDATIONS

Firm Foundations households are married couples with larger families – approximately two-and-a-half times more likely to have households of five or more. They are near average on income and net worth. This cluster has a high concentration of Hispanics (approaching twice that of the national average) and blue-collar occupations. These mid-30s to early 40s households provide for their families comfortably. They drive vans and shop regularly for their children, purchasing games, toys and video games for their growing kids. They are extremely family oriented and enjoy spending time with their children, going to the movies and playing soccer.



HOUSEHOLDS: 1,925,800 (1.37% OF U.S.)



Cluster Info

Age	30-45
Marital Status	Married
Home Ownership	Owner
Kids	Kids; Age Mix
Income	\$35,000 - \$59,999
Income Rank	39
Urbanicity	City & Surrounds
Urbanicity Rank	17
Net Worth	\$5K-\$500K
Net Worth Rank	39

WHEN THEY GREW UP...

- Medgar Evers assassin convicted after 30 years
- Pogs
- "The Shawshank Redemption" is in theaters
- Boyz II Men

SHOPPING...

- Movies
- AutoZone
- Smith's Grocery Store
- GameStop
- Toy Stores

DIGITAL/ONLINE...

- Microsoft Windows 98
- Blu-ray
- AT&T Internet Service
- Coupons.com
- Yahoo! Maps

FINANCIAL...

- State Farm Life Insurance
- New Savings Accounts
- U.S. Bank
- H&R Block (on-site)
- 2 Insured Vehicles

TV/RADIO...

- Hispanic Radio Format
- Galavision
- Univision
- "Premio Lo Nuestro"
- "iCarly"

MAGAZINES/NEWSPAPERS...

- People en Español
- Parents
- National Geographic Kids
- Family Fun
- Scholastic Parent & Child

ACTIVITIES...

- Karaoke
- PG Movies
- Family Movies
- Soccer
- Participate in Auto Racing

TRAVEL/AUTO...

- Own Chrysler
- Vans
- Nissan
- Travel to Mexico
- Super 8



	Cluster %	National %	Index
Age - Head of Household			
18-23 Years	0.0%	3.7%	0
24-29 Years	0.1%	7.9%	1
30-35 Years	32.1%	9.9%	323
36-45 Years	67.8%	18.5%	366
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	37.60	5070.0%	

	Cluster %	National %	Index
Estimated Income			
<\$15,000	3.5%	12.5%	28
\$15,000-\$19,999	8.0%	5.7%	141
\$20,000-\$29,999	18.0%	10.6%	171
\$30,000-\$39,999	28.8%	10.0%	288
\$40,000-\$49,999	41.8%	9.7%	429
\$50,000-\$74,999	0.0%	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	0.0%	63.3%	0
Ages 0-2	20.1%	4.9%	412
Ages 3-5	33.0%	8.7%	378
Ages 6-10	43.0%	13.5%	319
Ages 11-15	39.7%	14.7%	271
Ages 16-17	13.6%	6.1%	223

	Cluster %	National %	Index
Marital Status			
Single	0.2%	51.3%	0
Married	99.8%	48.7%	205



	Cluster %	National %	Index
Estimated Net Worth			
< \$1	3.6%	13.6%	26
\$1 - \$4,999	7.7%	7.5%	103
\$5,000 - \$9,999	8.4%	0.05	156
\$10,000 - \$24,999	14.9%	7.7%	193
\$25,000 - \$49,999	16.0%	7.9%	202
\$50,000 - \$99,999	18.5%	10.8%	171
\$100,000 - \$249,999	18.3%	16.4%	112
\$250,000 - \$499,999	8.8%	12.0%	73
\$500,000 - \$999,999	3.8%	8.1%	47
\$1,000,000 - \$1,999,999	0.1%	5.6%	1
\$2,000,000+	0.0%	5.0%	0

	Cluster %	National %	Index
Home Ownership Status			
Renter	3.0%	27.6%	11
Home Owner	97.0%	72.4%	134

	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	41.0%	31.1%	132
926-2508	38.2%	30.4%	126
2509-4371	12.4%	9.5%	130
4372-8167	5.0%	4.5%	110
8168+	3.4%	4.6%	73

	Cluster %	National %	Index
Length of Residence			
<2 Years	12.7%	15.3%	83
2-5 Years	24.7%	20.9%	118
6-14 Years	43.5%	35.1%	124
15+ Years	19.1%	28.7%	67



	Cluster %	National %	Index
Market Value of Home			
<\$50000	9.6%	7.6%	126
\$50000-\$99999	29.4%	19.2%	153
\$100000-\$124999	12.8%	9.9%	129
\$125000-\$149999	10.8%	9.2%	118
\$150000-\$199999	14.5%	14.5%	100
\$200000-\$299999	12.9%	16.4%	79
\$300000-\$499999	7.2%	13.8%	52
\$500000+	2.8%	9.4%	30

	Cluster %	National %	Index
Dwelling Unit Size			
Single Family Dwelling	90.1%	85.1%	106
Multiple Family Dwelling	9.9%	14.9%	66

	Cluster %	National %	Index
Occupation			
Professional/Technical	19.5%	27.9%	70
Administration/Management	6.6%	8.2%	81
Sales/Service	3.1%	2.7%	116
Clerical/White Collar	20.3%	16.8%	121
Craftsman/Blue Collar	31.7%	18.4%	172
Student	1.0%	0.7%	149
Housewife	8.9%	5.8%	152
Retired	1.1%	11.7%	10
Other	5.0%	4.7%	108
Self Employed	2.7%	3.1%	87

	Cluster %	National %	Index
Education			
Completed High School	67.6%	56.8%	119
Completed College	27.2%	30.6%	89
Completed Graduate School	4.8%	12.2%	39
Attended Vocational/Technical	0.4%	0.4%	104



	Cluster %	National %	Index
Ethnicity			
Caucasian/Other	65.9%	73.9%	89
African American	9.5%	11.0%	86
Hispanic	21.8%	11.5%	190
Asian	2.8%	3.6%	77

	Cluster %	National %	Index
Household Size			
One Person Household	0.0%	29.3%	0
Two Person Household	2.0%	26.8%	7
Three Person Household	38.7%	19.8%	196
Four Person Household	27.0%	11.8%	229
Five+ Person Household	32.4%	12.3%	263

	Cluster %	National %	Index
Mail Responsive			
Mail Order Responsive	84.7%	68.4%	124
Mail Order Buyer	84.6%	68.4%	124
Mail Order Donor	0.4%	1.4%	30

	Cluster %	National %	Index
Buying Channel Preference - Score = 01			
Internet	5.1%	9.0%	57
Mail	1.5%	9.5%	16
Phone	1.1%	9.2%	12

