

ABOUT FIRMLY ESTABLISHED

Firmly Established contains members of America's smaller cities and surrounding areas. Virtually all are married (99%), and these families are firmly in the upper-middle class. In their mid-40s to 60s, they are employed in jobs ranging from blue collar to professional, with the majority supporting households of five or more. They are often engaged in home maintenance activities. Their finances are stable and tend toward the conservative. Families enjoy travel, activities and outdoor fun together, but older children are driving, too, giving parents the chance to pursue their own interests.



HOUSEHOLDS: 4,887,440 (3.49% OF U.S.)



Cluster Info

Age	46-65
Marital Status	Married
Home Ownership	Owner
Kids	School-age Kids
Income	\$60,000 - \$74,999
Income Rank	18
Urbanicity	City & Surrounds
Urbanicity Rank	24
Net Worth	\$50K-\$1MM
Net Worth Rank	14

WHEN THEY GREW UP...

- "Star Wars" lights up theaters
- Seattle Slew wins Kentucky Derby
- Patty Hearst is convicted of armed robbery
- Alex Haley's book "Roots" is released

SHOPPING...

- Cumberland Farms Convenience Store
- New York & Company
- The Disney Store
- JC Penney
- PETCO

DIGITAL/ONLINE...

- Sony Computers
- Blu-ray
- Child is Primary Computer User
- Coupons.com
- Disney.com

FINANCIAL...

- 5 Credit Cards
- HSBC Credit/Debit Card
- Target Card
- 3+ Vehicles Insured
- Farmers Insurance Group

TV/RADIO...

- Religion/Christian Radio Format
- Premier Fox News Radio
- Biography Channel
- "Destination America"
- "The Amazing Race"

MAGAZINES/NEWSPAPERS...

- Family Handyman
- Family Fun
- North American Hunter
- People en Español
- Time

ACTIVITIES...

- Tropical Fish
- Furniture Refinishing
- Family Movies
- Towable Trailer Camper
- Jet Skiing

TRAVEL/AUTO...

- 5+ Owned or Leased Vehicles
- Minivans
- Honda Motorcycles
- After-Market Audio Entertainment Systems
- Foreign Travel With Children



	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	57.9%	21.1%	275
56-65 Years	35.3%	17.8%	198
66-75 Years	6.7%	11.2%	60
76+ Years	0.0%	10.0%	0
MEAN AGE	54.50	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	0.1%	10.6%	0
\$30,000-\$39,999	0.1%	10.0%	1
\$40,000-\$49,999	0.1%	9.7%	1
\$50,000-\$74,999	58.4%	21.6%	270
\$75,000-\$99,999	37.6%	11.4%	330
\$100,000-\$124,999	3.8%	6.4%	59
\$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	9.2%	4.9%	188
Ages 3-5	16.8%	8.7%	192
Ages 6-10	33.5%	13.5%	248
Ages 11-15	45.8%	14.7%	312
Ages 16-17	23.5%	6.1%	386

	Cluster %	National %	Index
Marital Status			
Single	1.0%	51.3%	2
Married	99.0%	48.7%	203



	Cluster %	National %	Index
Estimated Net Worth			
< \$1	1.2%	13.6%	9
\$1 - \$4,999	2.1%	7.5%	28
\$5,000 - \$9,999	2.2%	5.4%	40
\$10,000 - \$24,999	4.6%	7.7%	59
\$25,000 - \$49,999	7.1%	7.9%	90
\$50,000 - \$99,999	13.9%	10.8%	128
\$100,000 - \$249,999	29.0%	16.4%	177
\$250,000 - \$499,999	24.8%	12.0%	207
\$500,000 - \$999,999	15.1%	8.1%	187
\$1,000,000 - \$1,999,999	0.2%	5.6%	3
\$2,000,000+	0.0%	5.0%	0

	Cluster %	National %	Index
Home Ownership Status			
Renter	6.4%	27.6%	23
Home Owner	93.6%	72.4%	129

	Cluster %	National %	Index
Population Density - HH per Sq. Mile			
0-28	0.4%	9.7%	4
29-103	1.0%	10.2%	10
104-925	40.7%	31.1%	131
926-2508	40.6%	30.4%	134
2509-4371	10.8%	9.5%	114
4372-8167	3.8%	4.5%	83
8168+	2.8%	4.6%	60

	Cluster %	National %	Index
Length of Residence			
<2 Years	13.3%	15.3%	87
2-5 Years	20.5%	20.9%	98
6-14 Years	34.8%	35.1%	99
15+ Years	31.4%	28.7%	109



	Cluster %	National %	Index
Market Value of Home			
<\$50000	4.2%	7.6%	55
\$50000-\$99999	16.3%	19.2%	85
\$100000-\$124999	10.7%	9.9%	108
\$125000-\$149999	11.4%	9.2%	125
\$150000-\$199999	20.1%	14.5%	138
\$200000-\$299999	22.3%	16.4%	136
\$300000-\$499999	10.5%	13.8%	76
\$500000+	4.4%	9.4%	47

	Cluster %	National %	Index
Dwelling Unit Size			
Single Family Dwelling	90.3%	85.1%	106
Multiple Family Dwelling	9.7%	14.9%	65

	Cluster %	National %	Index
Occupation			
Professional/Technical	30.6%	27.9%	110
Administration/Management	9.6%	8.2%	117
Sales/Service	2.7%	2.7%	100
Clerical/White Collar	18.2%	16.8%	108
Craftsman/Blue Collar	24.9%	18.4%	135
Student	0.2%	0.7%	32
Housewife	4.3%	5.8%	73
Retired	2.7%	11.7%	23
Other	3.8%	4.7%	80
Self Employed	3.1%	3.1%	100

	Cluster %	National %	Index
Education			
Completed High School	55.3%	56.8%	97
Completed College	31.6%	30.6%	103
Completed Graduate School	12.7%	12.2%	104
Attended Vocational/Technical	0.4%	0.4%	88



	Cluster %	National %	Index
Ethnicity			
Caucasian/Other	76.5%	73.9%	104
African American	6.3%	11.0%	57
Hispanic	13.6%	11.5%	119
Asian	3.5%	3.6%	97

	Cluster %	National %	Index
Household Size			
One Person Household	0.0%	29.3%	0
Two Person Household	2.8%	26.8%	10
Three Person Household	35.1%	19.8%	178
Four Person Household	25.8%	11.8%	219
Five+ Person Household	36.3%	12.3%	295

	Cluster %	National %	Index
Mail Responsive			
Mail Order Responsive	93.3%	68.4%	136
Mail Order Buyer	93.2%	68.4%	136
Mail Order Donor	1.3%	1.4%	88

	Cluster %	National %	Index
Buying Channel Preference - Score = 01			
Internet	8.4%	9.0%	94
Mail	8.8%	9.5%	93
Phone	11.1%	9.2%	120

