

### ABOUT FIRST STEPS

First Steps represents a very large percentage of students – nearly 14% of the cluster. At a mean age of 26, those who are not students work in mostly entry-level professional or technical jobs with a few working blue-collar jobs. They have minimal household income and net worth as of yet. They enjoy collecting art for their new residences, and sticking close to home for entertainment, including playing video and electronic games and watching movies. Road biking is a popular outdoor activity. To reconcile the gap between income and spending, it helps to remember that parents may still be footing some of the bills.



HOUSEHOLDS: 1,708,200 (1.22% OF U.S.)



#### Cluster Info

Age	24-29
Marital Status	Single
Home Ownership	Renter
Kids	No Kids
Income	< \$15,000
Income Rank	67
Urbanicity	City & Surrounds
Urbanicity Rank	33
Net Worth	<\$5K
Net Worth Rank	69

### WHEN THEY GREW UP...

- Giant squid caught on video
- Tom Cruise weds Katie Holmes
- Slobodan Milo\_evi\_ dies
- The Mars orbiter reaches Mars

#### SHOPPING...

- Fashionable on a Budget
- Cumberland Farms Convenience Store
- Cub Foods
- NAPA
- GameStop

#### DIGITAL/ONLINE...

- Hulu.com
- Download Albums
- Hotwire.com
- Online Class/Course
- Job Search Online

#### FINANCIAL...

- Capital One
- Recently Changed Banks
- Wired or Sent Money at U.S. Postal Service
- USAA Credit Card
- Mobile Banking

#### TV/RADIO...

- Rhythmic Radio
- NBA on TNT
- "Monster Truck Jam World Finals"
- "Ax Men"
- "That 70's Show"

#### MAGAZINES/NEWSPAPERS...

- GQ
- Maxim
- Star
- People
- Cosmopolitan

#### ACTIVITIES...

- Video & Electronic Game Console
- Collecting Art
- Comedies at Theater
- Rent or Purchase TV Shows
- Road Bike

#### TRAVEL/AUTO...

- Frequent Domestic Travel
- Nissan
- Radar Detectors
- U-Haul
- Carpool



	Cluster %	National %	Index
<b>Age - Head of Household</b>			
18-23 Years	0.0%	3.7%	0
24-29 Years	100.0%	7.9%	1273
30-35 Years	0.0%	9.9%	0
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	25.80	5070.0%	

	Cluster %	National %	Index
<b>Estimated Income</b>			
<\$15,000	72.4%	12.5%	580
\$15,000-\$19,999	27.6%	5.7%	489
\$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	0.0%	6.4%	0
\$125,000-\$149,999	0.0%	1.7%	0
\$150,000+	0.0%	10.5%	0

	Cluster %	National %	Index
<b>Presence and Age of Children</b>			
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
<b>Marital Status</b>			
Single	93.4%	51.3%	182
Married	6.6%	48.7%	14



	Cluster %	National %	Index
<b>Estimated Net Worth</b>			
< \$1	76.6%	13.6%	563
\$1 - \$4,999	12.3%	7.5%	163
\$5,000 - \$9,999	4.1%	5.4%	76
\$10,000 - \$24,999	3.1%	7.7%	40
\$25,000 - \$49,999	1.8%	7.9%	23
\$50,000 - \$99,999	1.2%	10.8%	11
\$100,000 - \$249,999	0.7%	16.4%	4
\$250,000 - \$499,999	0.1%	12.0%	1
\$500,000 - \$999,999	0.1%	8.1%	1
\$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	93.0%	27.6%	337
Home Owner	7.0%	72.4%	10

	Cluster %	National %	Index
<b>Population Density - HH per Sq. Mile</b>			
0-28	0.0%	9.7%	0
29-103	0.0%	10.2%	0
104-925	32.8%	31.1%	106
926-2508	43.6%	30.4%	144
2509-4371	20.3%	9.5%	213
4372-8167	3.1%	4.5%	69
8168+	0.0%	4.6%	1

	Cluster %	National %	Index
<b>Length of Residence</b>			
<2 Years	59.7%	15.3%	390
2-5 Years	17.8%	20.9%	85
6-14 Years	10.3%	35.1%	29
15+ Years	12.2%	28.7%	42



	Cluster %	National %	Index
<b>Market Value of Home</b>			
<\$50000	12.1%	7.6%	158
\$50000-\$99999	27.1%	19.2%	141
\$100000-\$124999	12.5%	9.9%	126
\$125000-\$149999	10.5%	9.2%	114
\$150000-\$199999	14.8%	14.5%	102
\$200000-\$299999	12.2%	16.4%	74
\$300000-\$499999	7.0%	13.8%	51
\$500000+	3.9%	9.4%	41

	Cluster %	National %	Index
<b>Dwelling Unit Size</b>			
Single Family Dwelling	63.9%	85.1%	75
Multiple Family Dwelling	36.1%	14.9%	242

	Cluster %	National %	Index
<b>Occupation</b>			
Professional/Technical	15.2%	27.9%	55
Administration/Management	7.4%	8.2%	90
Sales/Service	6.8%	2.7%	250
Clerical/White Collar	17.0%	16.8%	101
Craftsman/Blue Collar	14.2%	18.4%	77
Student	13.9%	0.7%	1992
Housewife	9.9%	5.8%	169
Retired	2.4%	11.7%	21
Other	9.8%	4.7%	210
Self Employed	3.3%	3.1%	106

	Cluster %	National %	Index
<b>Education</b>			
Completed High School	86.0%	0.57	151
Completed College	11.7%	30.6%	38
Completed Graduate School	2.1%	12.2%	17
Attended Vocational/Technical	0.2%	0.4%	40



	Cluster %	National %	Index
<b>Ethnicity</b>			
Caucasian/Other	52.1%	73.9%	71
African American	29.1%	11.0%	264
Hispanic	16.7%	11.5%	146
Asian	2.1%	3.6%	57

	Cluster %	National %	Index
<b>Household Size</b>			
One Person Household	87.0%	29.3%	297
Two Person Household	10.9%	26.8%	41
Three Person Household	1.3%	19.8%	7
Four Person Household	0.5%	11.8%	4
Five+ Person Household	0.3%	12.3%	2

	Cluster %	National %	Index
<b>Mail Responsive</b>			
Mail Order Responsive	5.7%	68.4%	8
Mail Order Buyer	5.7%	68.4%	8
Mail Order Donor	0.0%	1.4%	2

	Cluster %	National %	Index
<b>Buying Channel Preference - Score = 01</b>			
Internet	1.9%	9.0%	21
Mail	0.0%	9.5%	0
Phone	0.0%	9.2%	0

