

ABOUT GETTING ESTABLISHED

At a mean age of 37, this group of mobile, upper-middle income singles is still establishing their homes and careers. Getting Established members work in a wide range of white-collar, professional, administrative and managerial jobs. They are an even mix of homeowners and renters. They enjoy driving manual transmission cars and sports coupes, and reading Car and Driver and Motor Trend magazines. They stay active, too, often participating in various indoor and outdoor sports such as backpacking, camping and going to the fitness club. Environmentally friendly products are important to them.



HOUSEHOLDS: 2,607,360 (1.86% OF U.S.)



Cluster Info

Age	30-45
Marital Status	Single
Home Ownership	Renter/Owner
Kids	No Kids
Income	\$60,000 - \$74,999
Income Rank	16
Urbanicity	City & Surrounds
Urbanicity Rank	28
Net Worth	<\$1MM
Net Worth Rank	31

WHEN THEY GREW UP...

- "Lonesome Dove: The Series" is a TV hit
- John Grisham writes "The Client"
- Mad cow disease in Britain
- Beanie Babies are popular collectibles

SHOPPING...

- Environmentally Friendly Products
- Banana Republic
- Express
- Ralphs Grocery Store
- New Technology

DIGITAL/ONLINE...

- Groupon.com
- Orbitz.com
- MacBook Pro
- wikipedia.org
- Tumblr

FINANCIAL...

- New Interest Checking Account
- Mobile Banking
- USAA Credit Card
- Turbo Tax
- Fidelity

TV/RADIO...

- National Public Radio
- Radio Online
- MTV2
- "South Park"
- "Saturday Night Live"

MAGAZINES/NEWSPAPERS...

- Vanity Fair
- Muscle & Fitness
- Car and Driver
- Vogue
- Motor Trend

ACTIVITIES...

- Camping
- Classic Movies
- 24 Hour Fitness
- Pilates
- Backpacking

TRAVEL/AUTO...

- Manual Transmissions
- Sports Coupes
- Southwest
- Domestic Travel
- Professional Moving Van



	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	36.7%	9.9%	370
36-45 Years	54.9%	18.5%	297
46-55 Years	8.4%	21.1%	40
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	37.90	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	78.0%	21.6%	361
\$75,000-\$99,999	13.1%	11.4%	115
\$100,000-\$124,999	3.2%	6.4%	51
\$125,000-\$149,999	0.6%	1.7%	37
\$150,000+	5.0%	10.5%	48

	Cluster %	National %	Index
Presence and Age of Children			
No Children Present	100.0%	63.3%	158
Ages 0-2	100.0%	4.9%	2052
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	96.0%	51.3%	187
Married	4.0%	48.7%	8



	Cluster %	National %	Index
Estimated Net Worth			
< \$1	5.3%	13.6%	39
\$1 - \$4,999	8.0%	7.5%	106
\$5,000 - \$9,999	6.4%	0.05	120
\$10,000 - \$24,999	9.7%	7.7%	126
\$25,000 - \$49,999	10.6%	7.9%	133
\$50,000 - \$99,999	15.7%	10.8%	145
\$100,000 - \$249,999	23.7%	16.4%	145
\$250,000 - \$499,999	13.8%	12.0%	115
\$500,000 - \$999,999	6.9%	8.1%	85
\$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	50.4%	27.6%	182
Home Owner	49.6%	72.4%	69

	Cluster %	National %	Index
Population Density - HH per Sq. Mile			
0-28	0.4%	9.7%	5
29-103	1.0%	10.2%	10
104-925	33.0%	31.1%	106
926-2508	40.7%	30.4%	134
2509-4371	16.1%	9.5%	169
4372-8167	8.7%	4.5%	191
8168+	0.0%	4.6%	0

	Cluster %	National %	Index
Length of Residence			
<2 Years	16.3%	15.3%	107
2-5 Years	29.0%	20.9%	138
6-14 Years	36.9%	35.1%	105
15+ Years	17.8%	28.7%	62



	Cluster %	National %	Index
Market Value of Home			
<\$50000	3.8%	7.6%	49
\$50000-\$99999	13.1%	19.2%	68
\$100000-\$124999	10.2%	9.9%	103
\$125000-\$149999	10.8%	9.2%	118
\$150000-\$199999	18.4%	14.5%	126
\$200000-\$299999	21.1%	16.4%	129
\$300000-\$499999	14.8%	13.8%	108
\$500000+	7.8%	9.4%	82

	Cluster %	National %	Index
Dwelling Unit Size			
Single Family Dwelling	77.6%	85.1%	91
Multiple Family Dwelling	22.4%	14.9%	150

	Cluster %	National %	Index
Occupation			
Professional/Technical	31.4%	27.9%	113
Administration/Management	8.6%	8.2%	105
Sales/Service	3.8%	2.7%	140
Clerical/White Collar	27.7%	16.8%	165
Craftsman/Blue Collar	16.9%	18.4%	92
Student	2.2%	0.7%	312
Housewife	2.6%	5.8%	45
Retired	1.1%	11.7%	10
Other	3.7%	4.7%	80
Self Employed	2.1%	3.1%	66

	Cluster %	National %	Index
Education			
Completed High School	69.6%	56.8%	123
Completed College	23.8%	30.6%	78
Completed Graduate School	6.2%	12.2%	51
Attended Vocational/Technical	0.4%	0.4%	82



	Cluster %	National %	Index
Ethnicity			
Caucasian/Other	69.1%	73.9%	94
African American	14.7%	11.0%	134
Hispanic	11.6%	11.5%	101
Asian	4.6%	3.6%	127

	Cluster %	National %	Index
Household Size			
One Person Household	73.0%	29.3%	249
Two Person Household	20.7%	26.8%	77
Three Person Household	4.2%	19.8%	21
Four Person Household	1.3%	11.8%	11
Five+ Person Household	0.8%	12.3%	6

	Cluster %	National %	Index
Mail Responsive			
Mail Order Responsive	51.1%	68.4%	75
Mail Order Buyer	51.0%	68.4%	75
Mail Order Donor	0.1%	1.4%	10

	Cluster %	National %	Index
Buying Channel Preference - Score = 01			
Internet	7.9%	9.0%	88
Mail	1.2%	9.5%	12
Phone	1.6%	9.2%	17

