

### ABOUT MID-AMERICANA

Mid-Americana is made up of suburban, middle-income couples in their mid-40s to mid-60s. This group is mostly high school educated households with primarily blue-collar jobs. Although firmly in the middle in terms of income and education, this group enjoys above-average net worth. They have modest investments and carry major and store credit cards. Mid-Americana grows flowers and takes care of their lawns. They are established in their homes and attend to maintenance and upkeep. They also enjoy listening to classic hits, reading the newspaper and participating in veterans clubs.

HOUSEHOLDS: 928,400 (0.66% OF U.S.)



#### Cluster Info

Age	46-65
Marital Status	Married
Home Ownership	Owner
Kids	No Kids
Income	\$35,000 - \$59,999
Income Rank	34
Urbanicity	Suburbs & Towns
Urbanicity Rank	49
Net Worth	\$10K-\$1MM
Net Worth Rank	24

### WHEN THEY GREW UP...

- U.S. gives up control of Panama Canal
- Atari releases a home edition of "Pong"
- Pet rocks are a fad
- Sylvester Stallone stars in "Rocky"

### SHOPPING...

- Home Remodeling
- True Value
- Big Lots
- Hallmark Gold Crown
- OfficeMax

### DIGITAL/ONLINE...

- Compaq Computers
- Microsoft Windows Vista
- Skype
- Cox Internet Service
- WhitePages.com

### FINANCIAL...

- Regions Bank
- Discover Credit/Debit Cards
- Sears Card
- State Farm Home Insurance
- Edward Jones Brokerage Firm

### TV/RADIO...

- Classic Hits Radio Format
- Classical Radio Format
- Animal Planet
- "House Hunters"
- "River Monsters"

### MAGAZINES/NEWSPAPERS...

- Cover-to-Cover Newspaper Readers
- Yellow Pages (paper)
- Sunset
- Woman's World
- Southern Living

### ACTIVITIES...

- Flower/Ornamentals Gardening
- Lawn Care
- Baking
- Rent Westerns
- Veterans Clubs

### TRAVEL/AUTO...

- Regular Pickups
- Harley-Davidsons
- Ford
- Domestic Travel for Fishing
- Likely to Vacation in South America



	Cluster %	National %	Index
<b>Age - Head of Household</b>			
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	41.9%	21.1%	199
56-65 Years	58.1%	17.8%	326
66-75 Years	0.0%	11.2%	0
76+ Years	0.0%	10.0%	0
MEAN AGE	55.90	5070.0%	

	Cluster %	National %	Index
<b>Estimated Income</b>			
<\$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	3.1%	10.0%	31
\$40,000-\$49,999	96.9%	9.7%	996
\$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	0.0%	51.3%	0
Married	100.0%	48.7%	205



	Cluster %	National %	Index
<b>Estimated Net Worth</b>			
< \$1	3.0%	13.6%	22
\$1 - \$4,999	4.2%	7.5%	56
\$5,000 - \$9,999	4.4%	0.05	82
\$10,000 - \$24,999	9.5%	7.7%	123
\$25,000 - \$49,999	13.0%	7.9%	164
\$50,000 - \$99,999	18.8%	10.8%	174
\$100,000 - \$249,999	24.0%	16.4%	146
\$250,000 - \$499,999	12.8%	12.0%	107
\$500,000 - \$999,999	8.6%	8.1%	107
\$1,000,000 - \$1,999,999	1.7%	5.6%	31
\$2,000,000+	0.0%	5.0%	0

	Cluster %	National %	Index
<b>Home Ownership Status</b>			
Renter	7.2%	27.6%	26
Home Owner	92.8%	72.4%	128

	Cluster %	National %	Index
<b>Population Density - HH per Sq. Mile</b>			
0-28	0.0%	9.7%	0
29-103	0.6%	10.2%	6
104-925	43.1%	31.1%	139
926-2508	40.7%	30.4%	134
2509-4371	11.9%	9.5%	125
4372-8167	3.5%	4.5%	77
8168+	0.1%	4.6%	1

	Cluster %	National %	Index
<b>Length of Residence</b>			
<2 Years	5.4%	15.3%	35
2-5 Years	13.7%	20.9%	66
6-14 Years	34.3%	35.1%	98
15+ Years	46.6%	28.7%	162



	Cluster %	National %	Index
<b>Market Value of Home</b>			
<\$50000	8.0%	7.6%	105
\$50000-\$99999	26.6%	19.2%	139
\$100000-\$124999	12.5%	9.9%	126
\$125000-\$149999	10.9%	9.2%	119
\$150000-\$199999	15.4%	14.5%	106
\$200000-\$299999	14.8%	16.4%	91
\$300000-\$499999	8.6%	13.8%	62
\$500000+	3.2%	9.4%	33

	Cluster %	National %	Index
<b>Dwelling Unit Size</b>			
Single Family Dwelling	92.9%	85.1%	109
Multiple Family Dwelling	7.1%	14.9%	47

	Cluster %	National %	Index
<b>Occupation</b>			
Professional/Technical	25.5%	27.9%	91
Administration/Management	9.2%	8.2%	113
Sales/Service	2.9%	2.7%	109
Clerical/White Collar	16.1%	16.8%	96
Craftsman/Blue Collar	27.7%	18.4%	150
Student	0.3%	0.7%	49
Housewife	4.9%	5.8%	83
Retired	5.1%	11.7%	43
Other	4.6%	4.7%	98
Self Employed	3.7%	3.1%	120

	Cluster %	National %	Index
<b>Education</b>			
Completed High School	56.3%	56.8%	99
Completed College	30.9%	30.6%	101
Completed Graduate School	11.8%	12.2%	97
Attended Vocational/Technical	1.0%	0.4%	227



	Cluster %	National %	Index
<b>Ethnicity</b>			
Caucasian/Other	77.0%	73.9%	104
African American	8.2%	11.0%	74
Hispanic	12.0%	11.5%	105
Asian	2.8%	3.6%	77

	Cluster %	National %	Index
<b>Household Size</b>			
One Person Household	2.7%	29.3%	9
Two Person Household	51.1%	26.8%	190
Three Person Household	22.2%	19.8%	113
Four Person Household	13.9%	11.8%	117
Five+ Person Household	10.1%	12.3%	82

	Cluster %	National %	Index
<b>Mail Responsive</b>			
Mail Order Responsive	90.3%	68.4%	132
Mail Order Buyer	90.2%	68.4%	132
Mail Order Donor	2.5%	1.4%	176

	Cluster %	National %	Index
<b>Buying Channel Preference - Score = 01</b>			
Internet	7.4%	9.0%	83
Mail	12.9%	9.5%	136
Phone	14.2%	9.2%	154

