

ABOUT CITY MIXERS

City Mixers is markedly single, childless and urban. These white-collar professionals live in the nation's largest DMAs. Their spending reflects singleton status, with clothing, shoes, electronics and travel high on the list. The group is particularly ethnically diverse – almost three times as likely to include Asians, along with greater percentages of African-Americans and Hispanics. There is a mix of renters and homeowners, although as city dwellers, homes tend to be apartments, condominiums and co-ops, not single-family homes. They enjoy a rich cultural existence, combining an extensive amount of travel, museum visits and the arts.



HOUSEHOLDS: 973,560 (0.70% OF U.S.)



Cluster Info

Age	30-55
Marital Status	Single
Home Ownership	Renter/Owner
Kids	No Kids
Income	\$60,000 - \$74,999
Income Rank	25
Urbanicity	Downtown Metro
Urbanicity Rank	1
Net Worth	<\$1MM
Net Worth Rank	16

WHEN THEY GREW UP...

- End of Gulf War
- "The Silence of the Lambs" is in theaters
- Hubble Space Telescope launch
- Nelson Mandela released from South African prison

SHOPPING...

- Shoes
- Vacation Travel
- H&M
- J.Crew
- Trader Joe's

DIGITAL/ONLINE...

- MacBook Pro
- New York Times Online
- CheapTickets.com
- Orbitz.com
- Yelp

FINANCIAL...

- New Interest Checking Accounts
- Citibank
- American Express Blue
- Contribute to NPR
- TurboTax

TV/RADIO...

- Public Radio Format
- News Talk Radio Format
- Sundance Channel
- "CBS Face the Nation"
- "Modern Family"

MAGAZINES/NEWSPAPERS...

- Architectural Digest
- Vanity Fair
- Travel + Leisure
- GQ
- Maxim

ACTIVITIES...

- Cooking for Fun
- Art Galleries or Shows
- News/Information/Documentary Shows
- Attend NBA Games
- Road Bike

TRAVEL/AUTO...

- Subway/Metro
- Watch Movies While Flying
- Beach
- United Airlines
- TripAdvisor.com



	Cluster %	National %	Index
Age - Head of Household			
18-23 Years	0.2%	3.7%	6
24-29 Years	2.6%	7.9%	33
30-35 Years	16.5%	9.9%	166
36-45 Years	56.5%	18.5%	306
46-55 Years	16.6%	21.1%	79
56-65 Years	7.6%	17.8%	43
66-75 Years	0.0%	11.2%	0
76+ Years	0.0%	10.0%	0
MEAN AGE	41.30	5070.0%	

	Cluster %	National %	Index
Estimated Income			
<\$15,000	0.0%	12.5%	0
\$15,000-\$19,999	3.2%	5.7%	57
\$20,000-\$29,999	18.0%	10.6%	171
\$30,000-\$39,999	9.2%	10.0%	93
\$40,000-\$49,999	8.8%	9.7%	91
\$50,000-\$74,999	23.3%	21.6%	108
\$75,000-\$99,999	18.4%	11.4%	162
\$100,000-\$124,999	10.2%	6.4%	160
\$125,000-\$149,999	1.4%	1.7%	85
\$150,000+	7.3%	10.5%	69

	Cluster %	National %	Index
Presence and Age of Children			
No Children Present	99.6%	63.3%	157
Ages 0-2	51.4%	4.9%	1055
Ages 3-5	53.6%	8.7%	613
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	91.6%	51.3%	179
Married	8.4%	48.7%	17



	Cluster %	National %	Index
Estimated Net Worth			
< \$1	10.1%	13.6%	74
\$1 - \$4,999	7.7%	7.5%	102
\$5,000 - \$9,999	5.6%	0.05	105
\$10,000 - \$24,999	7.5%	7.7%	97
\$25,000 - \$49,999	7.3%	7.9%	92
\$50,000 - \$99,999	10.4%	10.8%	96
\$100,000 - \$249,999	17.4%	16.4%	106
\$250,000 - \$499,999	17.2%	12.0%	144
\$500,000 - \$999,999	16.8%	8.1%	208
\$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	55.0%	27.6%	199
Home Owner	45.0%	72.4%	62

	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	0.0%	31.1%	0
926-2508	0.1%	30.4%	0
2509-4371	0.1%	9.5%	1
4372-8167	0.3%	4.5%	8
8168+	99.5%	4.6%	2161

	Cluster %	National %	Index
Length of Residence			
<2 Years	15.9%	15.3%	104
2-5 Years	24.5%	20.9%	117
6-14 Years	35.1%	35.1%	100
15+ Years	24.5%	28.7%	85



	Cluster %	National %	Index
Market Value of Home			
<\$50000	3.0%	7.6%	40
\$50000-\$99999	3.9%	19.2%	20
\$100000-\$124999	2.2%	9.9%	22
\$125000-\$149999	2.7%	9.2%	30
\$150000-\$199999	6.6%	14.5%	46
\$200000-\$299999	14.4%	16.4%	88
\$300000-\$499999	28.4%	13.8%	206
\$500000+	38.7%	9.4%	410

	Cluster %	National %	Index
Dwelling Unit Size			
Single Family Dwelling	33.2%	85.1%	39
Multiple Family Dwelling	66.8%	14.9%	448

	Cluster %	National %	Index
Occupation			
Professional/Technical	42.9%	27.9%	154
Administration/Management	9.0%	8.2%	109
Sales/Service	2.5%	2.7%	92
Clerical/White Collar	27.2%	16.8%	162
Craftsman/Blue Collar	9.0%	18.4%	49
Student	2.0%	0.7%	284
Housewife	1.5%	5.8%	26
Retired	1.5%	11.7%	13
Other	1.9%	4.7%	41
Self Employed	2.5%	3.1%	81

	Cluster %	National %	Index
Education			
Completed High School	58.1%	56.8%	102
Completed College	29.2%	30.6%	95
Completed Graduate School	12.5%	12.2%	102
Attended Vocational/Technical	0.3%	0.4%	63



	Cluster %	National %	Index
Ethnicity			
Caucasian/Other	56.3%	73.9%	76
African American	17.5%	11.0%	159
Hispanic	15.4%	11.5%	134
Asian	10.7%	3.6%	296

	Cluster %	National %	Index
Household Size			
One Person Household	72.1%	29.3%	246
Two Person Household	19.9%	26.8%	74
Three Person Household	4.9%	19.8%	25
Four Person Household	1.8%	11.8%	15
Five+ Person Household	1.3%	12.3%	11

	Cluster %	National %	Index
Mail Responsive			
Mail Order Responsive	52.1%	68.4%	76
Mail Order Buyer	52.0%	68.4%	76
Mail Order Donor	0.1%	1.4%	9

	Cluster %	National %	Index
Buying Channel Preference - Score = 01			
Internet	17.5%	9.0%	195
Mail	4.6%	9.5%	49
Phone	4.1%	9.2%	44

