

ABOUT MOBILE MIXERS

All in their early 30s, Mobile Mixers is dominated by single renters. This cluster is diverse, with higher-than-average African-American (two-and-a-half times greater) and Hispanic representation. They are likely to be working in blue-collar, clerical or technical jobs and 7% are college students. Purchases are often made on impulse, and they make use of ATMs in convenience stores. Activities include backpacking/hiking, playing chess and attending rock concerts, along with watching animated adult TV shows such as "Family Guy" and "South Park." Bicycles and buses provide easy, inexpensive transportation.



HOUSEHOLDS: 1,920,080 (1.37% OF U.S.)



Cluster Info	
Age	30-35
Marital Status	Single
Home Ownership	Renter
Kids	No Kids
Income	\$15,000 - \$24,999
Income Rank	61
Urbanicity	City & Surrounds
Urbanicity Rank	16
Net Worth	<\$5K
Net Worth Rank	67

WHEN THEY GREW UP...

- "X-Men" is in theaters
- George W. Bush elected president
- Jennifer Lopez wows at Grammys in plunging green dress
- Shooting spree at Columbine High School

SHOPPING...

- Celebrity Endorsements
- Impulse Shoppers
- Music
- Convenience Store ATMs
- Giant Eagle Grocery Store

DIGITAL/ONLINE...

- Bing Maps
- CNET.com
- HuffingtonPost.com
- Hulu.com
- NFL.com

FINANCIAL...

- Pay Bills on Mobile
- Progressive Insurance
- MoneyGram
- Humana
- GEICO

TV/RADIO...

- Spanish AC Radio Format
- Urban Music
- Adult Swim
- "Family Guy"
- "South Park"

MAGAZINES/NEWSPAPERS...

- Entertainment Weekly
- OK!
- Muscle & Fitness
- Men's Health
- Maxim

ACTIVITIES...

- Attend Rock Music Performances
- Chess
- Backgammon
- Bingo
- Soccer

TRAVEL/AUTO...

- Bicycle
- Ride Bus
- Honda Civic
- Backpacking/Hiking
- Buick



	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	100.0%	9.9%	1007
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	31.80	5070.0%	

	Cluster %	National %	Index
Estimated Income			
<\$15,000	38.4%	12.5%	308
\$15,000-\$19,999	11.9%	5.7%	211
\$20,000-\$29,999	25.9%	10.6%	245
\$30,000-\$39,999	14.5%	10.0%	145
\$40,000-\$49,999	9.3%	9.7%	95
\$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
Presence and Age of Children			
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
Marital Status			
Single	97.9%	51.3%	191
Married	2.1%	48.7%	4



	Cluster %	National %	Index
Estimated Net Worth			
< \$1	62.6%	13.6%	460
\$1 - \$4,999	18.1%	7.5%	241
\$5,000 - \$9,999	6.9%	5.4%	128
\$10,000 - \$24,999	5.2%	7.7%	67
\$25,000 - \$49,999	2.7%	7.9%	35
\$50,000 - \$99,999	2.4%	10.8%	22
\$100,000 - \$249,999	1.7%	16.4%	10
\$250,000 - \$499,999	0.3%	12.0%	3
\$500,000 - \$999,999	0.0%	8.1%	0
\$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	100.0%	27.6%	362
Home Owner	0.0%	72.4%	0

	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	29.3%	31.1%	94
926-2508	40.5%	30.4%	133
2509-4371	18.7%	9.5%	196
4372-8167	11.4%	4.5%	251
8168+	0.0%	4.6%	1

	Cluster %	National %	Index
Length of Residence			
<2 Years	46.7%	15.3%	305
2-5 Years	24.6%	20.9%	118
6-14 Years	15.4%	35.1%	44
15+ Years	13.3%	0.29	46



	Cluster %	National %	Index
Market Value of Home			
<\$50000	9.5%	7.6%	125
\$50000-\$99999	23.0%	19.2%	120
\$100000-\$124999	11.7%	9.9%	119
\$125000-\$149999	10.3%	9.2%	113
\$150000-\$199999	15.4%	14.5%	106
\$200000-\$299999	14.7%	16.4%	90
\$300000-\$499999	10.1%	13.8%	74
\$500000+	5.1%	9.4%	54

	Cluster %	National %	Index
Dwelling Unit Size			
Single Family Dwelling	65.3%	85.1%	77
Multiple Family Dwelling	34.7%	14.9%	232

	Cluster %	National %	Index
Occupation			
Professional/Technical	20.8%	27.9%	75
Administration/Management	9.3%	8.2%	114
Sales/Service	6.6%	2.7%	242
Clerical/White Collar	25.7%	16.8%	153
Craftsman/Blue Collar	12.4%	18.4%	67
Student	7.3%	0.7%	1047
Housewife	7.4%	5.8%	127
Retired	1.1%	11.7%	10
Other	6.7%	4.7%	144
Self Employed	2.6%	3.1%	83

	Cluster %	National %	Index
Education			
Completed High School	81.7%	56.8%	144
Completed College	15.0%	30.6%	49
Completed Graduate School	2.8%	12.2%	23
Attended Vocational/Technical	0.5%	0.4%	112



	Cluster %	National %	Index
Ethnicity			
Caucasian/Other	52.2%	73.9%	71
African American	29.7%	11.0%	270
Hispanic	15.4%	11.5%	134
Asian	2.7%	3.6%	74

	Cluster %	National %	Index
Household Size			
One Person Household	88.5%	29.3%	302
Two Person Household	9.8%	26.8%	37
Three Person Household	1.3%	19.8%	6
Four Person Household	0.3%	11.8%	2
Five+ Person Household	0.1%	12.3%	1

	Cluster %	National %	Index
Mail Responsive			
Mail Order Responsive	12.8%	68.4%	19
Mail Order Buyer	12.8%	68.4%	19
Mail Order Donor	0.0%	1.4%	0

	Cluster %	National %	Index
Buying Channel Preference - Score = 01			
Internet	3.0%	9.0%	34
Mail	0.0%	9.5%	0
Phone	0.0%	9.2%	0

