

ABOUT OCCUPATIONAL MIX

Occupational Mix, at a mean age of 53, is made up of working moms and dads of mostly teenage kids. This low-middle class group is employed in a mix of occupations, but they rank as a strong blue-collar cluster. They are much more likely than average to be Hispanic. Spanish-language websites and magazines are popular, as is Hispanic radio format. Caring for the environment is a priority, reflected in preferences for environmentally friendly products and environmentally conscious vehicles. They are not brand loyal shoppers, changing brands for the sake of variety and cost.



HOUSEHOLDS: 2,725,480 (1.95% OF U.S.)



Cluster Info

Age	46-65
Marital Status	Married
Home Ownership	Owner
Kids	School-age Kids
Income	\$25,000 - \$34,999
Income Rank	42
Urbanicity	City & Surrounds
Urbanicity Rank	11
Net Worth	<\$500K
Net Worth Rank	35

WHEN THEY GREW UP...

- Birth of first baby conceived via IVF
- "The Dukes of Hazzard" debuts
- Three Mile Island Accident involves partial nuclear reactor meltdown
- "Close Encounters of the Third Kind" released

SHOPPING...

- Environmentally Friendly Products
- Not Brand Loyal
- Change Hairstyles
- AutoZone
- Payless

DIGITAL/ONLINE...

- Asus Computers
- Cablevision Internet Service
- Spanish Language Websites
- Instant Messenger
- Disney.com

FINANCIAL...

- Western Union
- Comfortable Borrowing Money
- H&R Block TaxCut
- Allstate Auto Insurance
- Likely to Buy First Home

TV/RADIO...

- Hispanic Radio Format
- Univision
- Soap Operas
- Sports Programs
- "Leverage"

MAGAZINES/NEWSPAPERS...

- Garden Design
- The Costco Connection
- Parents
- Discover
- Spanish Language Magazines

ACTIVITIES...

- Fruit Gardening (not trees)
- Backgammon
- Family/Children-Oriented Movies
- Major League Baseball
- Soccer

TRAVEL/AUTO...

- Used Vehicles
- Van/Minivan
- Environmentally Conscious Vehicles
- Chevrolet
- 30+ Nights Foreign Travel



	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	0.1%	9.9%	1
36-45 Years	0.4%	18.5%	2
46-55 Years	58.2%	21.1%	276
56-65 Years	41.2%	17.8%	232
66-75 Years	0.1%	11.2%	1
76+ Years	0.0%	10.0%	0
MEAN AGE	53.70	5070.0%	

	Cluster %	National %	Index
Estimated Income			
<\$15,000	11.0%	12.5%	89
\$15,000-\$19,999	7.9%	5.7%	140
\$20,000-\$29,999	16.9%	10.6%	160
\$30,000-\$39,999	27.5%	10.0%	275
\$40,000-\$49,999	35.5%	9.7%	365
\$50,000-\$74,999	0.6%	21.6%	3
\$75,000-\$99,999	0.7%	11.4%	6
\$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	0.0%	63.3%	0
Ages 0-2	8.5%	4.9%	175
Ages 3-5	18.0%	8.7%	205
Ages 6-10	32.4%	13.5%	240
Ages 11-15	45.3%	14.7%	309
Ages 16-17	21.2%	6.1%	348

	Cluster %	National %	Index
Marital Status			
Single	3.0%	51.3%	6
Married	97.0%	48.7%	199



	Cluster %	National %	Index
Estimated Net Worth			
< \$1	10.1%	13.6%	74
\$1 - \$4,999	9.2%	7.5%	123
\$5,000 - \$9,999	8.6%	0.05	160
\$10,000 - \$24,999	13.9%	7.7%	180
\$25,000 - \$49,999	13.5%	7.9%	171
\$50,000 - \$99,999	14.6%	10.8%	135
\$100,000 - \$249,999	15.0%	16.4%	91
\$250,000 - \$499,999	7.9%	12.0%	66
\$500,000 - \$999,999	4.8%	8.1%	59
\$1,000,000 - \$1,999,999	2.3%	5.6%	41
\$2,000,000+	0.0%	5.0%	0

	Cluster %	National %	Index
Home Ownership Status			
Renter	12.7%	27.6%	46
Home Owner	87.3%	72.4%	121

	Cluster %	National %	Index
Population Density - HH per Sq. Mile			
0-28	0.1%	9.7%	1
29-103	0.3%	10.2%	3
104-925	39.5%	31.1%	127
926-2508	37.8%	30.4%	125
2509-4371	12.2%	9.5%	128
4372-8167	5.6%	4.5%	123
8168+	4.5%	4.6%	97

	Cluster %	National %	Index
Length of Residence			
<2 Years	8.8%	15.3%	58
2-5 Years	19.8%	20.9%	94
6-14 Years	37.7%	35.1%	108
15+ Years	33.7%	28.7%	117



	Cluster %	National %	Index
Market Value of Home			
<\$50000	11.3%	7.6%	147
\$50000-\$99999	28.6%	19.2%	149
\$100000-\$124999	11.3%	9.9%	114
\$125000-\$149999	9.3%	9.2%	101
\$150000-\$199999	12.9%	14.5%	89
\$200000-\$299999	12.9%	16.4%	78
\$300000-\$499999	9.4%	13.8%	69
\$500000+	4.3%	9.4%	46

	Cluster %	National %	Index
Dwelling Unit Size			
Single Family Dwelling	87.1%	85.1%	102
Multiple Family Dwelling	12.9%	14.9%	87

	Cluster %	National %	Index
Occupation			
Professional/Technical	21.0%	27.9%	75
Administration/Management	7.5%	8.2%	91
Sales/Service	2.8%	2.7%	104
Clerical/White Collar	17.3%	16.8%	103
Craftsman/Blue Collar	31.1%	18.4%	169
Student	0.4%	0.7%	64
Housewife	7.8%	5.8%	133
Retired	3.5%	11.7%	30
Other	5.2%	4.7%	110
Self Employed	3.4%	3.1%	111

	Cluster %	National %	Index
Education			
Completed High School	59.1%	56.8%	104
Completed College	31.9%	30.6%	104
Completed Graduate School	8.5%	12.2%	69
Attended Vocational/Technical	0.6%	0.4%	135



	Cluster %	National %	Index
Ethnicity			
Caucasian/Other	64.1%	73.9%	87
African American	11.2%	11.0%	102
Hispanic	21.7%	11.5%	189
Asian	3.0%	3.6%	82

	Cluster %	National %	Index
Household Size			
One Person Household	0.0%	29.3%	0
Two Person Household	3.7%	26.8%	14
Three Person Household	36.8%	19.8%	186
Four Person Household	24.7%	11.8%	209
Five+ Person Household	34.8%	12.3%	283

	Cluster %	National %	Index
Mail Responsive			
Mail Order Responsive	87.9%	68.4%	128
Mail Order Buyer	87.9%	68.4%	128
Mail Order Donor	1.2%	1.4%	84

	Cluster %	National %	Index
Buying Channel Preference - Score = 01			
Internet	5.5%	9.0%	61
Mail	5.5%	9.5%	58
Phone	4.5%	9.2%	49

