

### ABOUT OUT & ABOUT

Out & About is made up of 20-somethings new to marriage and home owning. Their recent transitions are reflected in TV preferences, including "Say Yes to the Dress" and "Property Virgins." They work in professional, technical and sales/service jobs. Not yet involved in the chaotic world of parenthood, they have the time to focus on their new homes by refinishing furniture and shopping at Pier 1. They are also reading Bon Appetit, Garden Design and Real Simple magazines for even more information and inspiration on making the most of their new nests.



HOUSEHOLDS: 451,460 (0.32% OF U.S.)



#### Cluster Info

Age	18-29
Marital Status	Married
Home Ownership	Owner
Kids	No Kids
Income	\$35,000 - \$59,999
Income Rank	32
Urbanicity	City & Surrounds
Urbanicity Rank	36
Net Worth	\$10K-\$500K
Net Worth Rank	32

### WHEN THEY GREW UP...

- Nintendo Wii revolutionizes gaming with motion-sensitive controllers
- 60+ tornadoes break out on April 2, 2006
- Gunman kills 6 partygoers in Capitol Hill massacre
- Freedom Tower construction begins in NYC

### SHOPPING...

- Environmentally Friendly Products
- Famous Footwear
- Pier 1 Imports
- Shoe Carnival
- Hy-Vee Grocery Store

### DIGITAL/ONLINE...

- Windows 7 at Work
- MacBook at Home
- CenturyLink Internet Service
- Photobucket.com
- WebMD.com

### FINANCIAL...

- New Savings Accounts
- Paperless Statements
- New Home Mortgage
- Allstate
- Vision Care Insurance

### TV/RADIO...

- Rhythmic Radio
- Soft Adult Contemporary Music
- Reelz Channel
- "Property Virgins"
- "Say Yes to the Dress"

### MAGAZINES/NEWSPAPERS...

- Bon Appetit
- Hot Rod
- Real Simple
- Food Network Magazine
- Garden Design

### ACTIVITIES...

- Furniture Refinishing
- Camping
- Aerobics
- Collect Sports Trading Cards
- Bowling

### TRAVEL/AUTO...

- Use Trucks for Hauling
- Used Vehicles
- Honda Motorcycles
- Southwest Airlines
- Travel to Bahamas



	Cluster %	National %	Index
<b>Age - Head of Household</b>			
18-23 Years	19.5%	3.7%	529
24-29 Years	80.5%	7.9%	1025
30-35 Years	0.0%	9.9%	0
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	25.60	5070.0%	

	Cluster %	National %	Index
<b>Estimated Income</b>			
<\$15,000	0.2%	12.5%	1
\$15,000-\$19,999	5.9%	5.7%	104
\$20,000-\$29,999	18.4%	10.6%	174
\$30,000-\$39,999	16.7%	10.0%	167
\$40,000-\$49,999	14.8%	9.7%	152
\$50,000-\$74,999	30.7%	21.6%	142
\$75,000-\$99,999	13.4%	11.4%	118
\$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	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
<b>Marital Status</b>			
Single	0.1%	51.3%	0
Married	99.9%	48.7%	205



	Cluster %	National %	Index
<b>Estimated Net Worth</b>			
< \$1	1.6%	13.6%	12
\$1 - \$4,999	5.3%	7.5%	70
\$5,000 - \$9,999	7.0%	0.05	131
\$10,000 - \$24,999	12.0%	7.7%	155
\$25,000 - \$49,999	13.1%	7.9%	165
\$50,000 - \$99,999	17.5%	10.8%	162
\$100,000 - \$249,999	23.7%	16.4%	145
\$250,000 - \$499,999	14.7%	12.0%	123
\$500,000 - \$999,999	5.1%	8.1%	63
\$1,000,000 - \$1,999,999	0.0%	5.6%	0
\$2,000,000+	0.0%	5.0%	0

	Cluster %	National %	Index
<b>Home Ownership Status</b>			
Renter	0.0%	27.6%	0
Home Owner	100.0%	72.4%	138

	Cluster %	National %	Index
<b>Population Density - HH per Sq. Mile</b>			
0-28	0.0%	9.7%	0
29-103	3.3%	10.2%	32
104-925	40.6%	31.1%	131
926-2508	39.7%	30.4%	131
2509-4371	11.1%	9.5%	116
4372-8167	3.5%	4.5%	78
8168+	1.8%	4.6%	40

	Cluster %	National %	Index
<b>Length of Residence</b>			
<2 Years	22.3%	15.3%	146
2-5 Years	25.4%	20.9%	121
6-14 Years	28.6%	35.1%	81
15+ Years	23.7%	28.7%	83



	Cluster %	National %	Index
<b>Market Value of Home</b>			
<\$50000	5.8%	7.6%	75
\$50000-\$99999	21.3%	19.2%	111
\$100000-\$124999	13.0%	9.9%	131
\$125000-\$149999	12.9%	9.2%	141
\$150000-\$199999	19.2%	14.5%	132
\$200000-\$299999	16.3%	16.4%	100
\$300000-\$499999	8.3%	13.8%	61
\$500000+	3.1%	9.4%	33

	Cluster %	National %	Index
<b>Dwelling Unit Size</b>			
Single Family Dwelling	90.7%	85.1%	107
Multiple Family Dwelling	9.3%	14.9%	63

	Cluster %	National %	Index
<b>Occupation</b>			
Professional/Technical	25.1%	27.9%	90
Administration/Management	8.5%	8.2%	104
Sales/Service	3.7%	2.7%	137
Clerical/White Collar	19.8%	16.8%	118
Craftsman/Blue Collar	24.9%	18.4%	135
Student	4.3%	0.7%	612
Housewife	4.5%	5.8%	77
Retired	3.6%	11.7%	31
Other	3.5%	4.7%	74
Self Employed	2.0%	3.1%	66

	Cluster %	National %	Index
<b>Education</b>			
Completed High School	79.2%	56.8%	140
Completed College	17.1%	30.6%	56
Completed Graduate School	3.4%	12.2%	27
Attended Vocational/Technical	0.3%	0.4%	71



	Cluster %	National %	Index
<b>Ethnicity</b>			
Caucasian/Other	65.1%	73.9%	88
African American	8.7%	11.0%	79
Hispanic	21.7%	11.5%	189
Asian	4.4%	3.6%	122

	Cluster %	National %	Index
<b>Household Size</b>			
One Person Household	6.4%	29.3%	22
Two Person Household	66.1%	26.8%	246
Three Person Household	12.8%	19.8%	65
Four Person Household	8.1%	11.8%	69
Five+ Person Household	6.6%	12.3%	54

	Cluster %	National %	Index
<b>Mail Responsive</b>			
Mail Order Responsive	54.3%	68.4%	79
Mail Order Buyer	54.2%	68.4%	79
Mail Order Donor	0.7%	1.4%	48

	Cluster %	National %	Index
<b>Buying Channel Preference - Score = 01</b>			
Internet	4.8%	9.0%	53
Mail	0.4%	9.5%	4
Phone	0.5%	9.2%	6

