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ANALYSIS OF MUSTANG BUYERS

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DEARBORN, Mich. -- The phenomenon known as a "Mustanger" is young in age and spirit.

As the one millionth Mustang automobile was built today, Donald N. Frey, Ford Motor Company vice president and Ford Division general manager, cited figures to show that the Mustang's youthful appeal is more than an image.

The median Mustanger is 31 years old, compared to age 42 for the median purchaser of the regular Ford car. Twenty-eight per cent of the nearly one million Mustang buyers are less than 25 years old, while only three per cent of Ford buyers are that young. Fifty-nine per cent of the Mustanger crowd is less than 35 years old, compared to 23 per cent of big Ford buyers. The breakdown:

<u>AGE</u>	<u>MUSTANGER</u>	<u>FORD BUYER</u>
Under 20	5%	1%
20-24	23	2
25-34	31	20
35-44	21	35
45-54	14	24
55-64	5	12
65 and Over	1	6

Other dramatic differences can be seen in the sex and marital status of the two groups.

Female buyers represent 42 per cent of Mustang owners, only 31 per cent of Ford owners. And while it is true that 62 per cent of the Mustangers are married, a whopping 35 per cent are single. Among Ford buyers, 86 per cent are married and only nine per cent are single.

Differences in income are not as evident; the median Mustanger earns \$9,400 per year compared to \$9,900 for the Ford buyer. There is, however, almost no difference between owners of Mustangs and of Fords in the matter of multiple-car ownership. In each case, slightly more than half own only one car, slightly less than half own two or more cars.

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