

ABOUT RURAL-METRO MIX

Consumers in Rural-Metro Mix are in their mid-40s and are mostly single, often through divorce, many with a dog at home. Their media preferences include listening to urban music on the radio and reading Star and ESPN The Magazine. Popular television shows include adult animated comedies – such as «South Park» and «Family Guy» – and shows on MTV, as well as «Maury» and «House of Payne.» Group members are very likely to lease a vehicle in the near future.

RURAL-METRO MIX, A DAY IN THE LIFE

Name of protagonist: "Janice"

Wakes up... and is running late getting the kids ready for school. The youngest, Jerry, started first grade this year and has not adjusted well, either crying or pretending to be sick each morning since school started. Thank goodness for those little lunch kits. She'd never be able to get breakfast and lunch ready otherwise.

Spends the day... searching online for a new job. Currently, she works eight hours a day in a cubicle as an accounting assistant for a communications company. There is an office manager position open at one of the local auto dealerships that offers flex hours, which would be perfect for her.

Talks about weekend plans to... go to the park with her kids. She splurged a few months ago on a new game system for her boys, and they would rather be home playing with that, but she wants them to get some fresh air. They will go to the movies, too.

Has a meeting with... two other friends. They rehash the latest drama on «Jersey Shore» and «America's Next Top Model,» which they all DVR.

Spends the evening... making dinner. Tonight it's pizza rolls, a box of macaroni and cheese and canned vegetables, followed by a snack cake and glass of milk. She watches Nickelodeon with the kids while skimming through the Star magazine she picked up on impulse at the grocery store.

Goes to bed at... 11:30 p.m.,

Watching... nothing. She needs a bit of peace and quiet.



HOUSEHOLDS: 8,134,360 (5.81% OF U.S.)

CLUSTERS

47 Rural Parents
53 Metro Strivers
60 Rural & Mobile

WHEN THEY GREW UP...

- The first Blockbuster video store opens in Dallas
- The Cosby Show» is ranked No. 1
- Space shuttle Challenger disaster
- George H.W. Bush elected president

SHOPPING...

- Socially Responsible Brands
- Price Conscious
- Convenience Store Snacks
- Family Dollar
- Fred's

DIGITAL/ONLINE...

- Yahoo! Maps
- Social Networks
- MySpace.com
- Heavy Online Use
- Not Early Adopters

FINANCIAL...

- Money Orders
- Western Union
- Medicaid
- Life Insurance
- First Homes

TV/RADIO...

- Gospel Radio
- BET
- SOAP.net
- "Maury"
- "The Jerry Springer Show"

MAGAZINES/NEWSPAPERS...

- The National Enquirer
- Life & Style Weekly
- Seventeen
- Us Weekly
- ESPN the Magazine

ACTIVITIES...

- PG Movies
- Painting/Drawing
- Movies, Opening Weekend
- Bowling
- Horseback Riding

TRAVEL/AUTO...

- Shopping for Truck
- Lease
- Ford
- Nissan
- Auto Enthusiasts

Group Info

Age	30-65
Marital Status	Single
Home Ownership	Owner/Renter
Kids	Kids Age Mix; No Kids
Income	\$25,000 - \$34,999
Income Rank	15
Urbanicity	Outer Suburbs & Towns
Urbanicity Rank	15
Net Worth	<\$250K
Net Worth Rank	16



	Group %	National %	Index
Age - Head of Household			
18-23 Years	0.0%	3.7%	0
24-29 Years	0.2%	7.9%	2
30-35 Years	16.7%	9.9%	168
36-45 Years	31.6%	18.5%	171
46-55 Years	29.9%	21.1%	142
56-65 Years	20.4%	17.8%	114
66-75 Years	1.3%	11.2%	11
76+ Years	0.0%	10.0%	0
MEAN AGE	45.90	50.70	

	Group %	National %	Index
Estimated Income			
<\$15,000	18.5%	12.5%	148
\$15,000-\$19,999	9.6%	5.7%	169
\$20,000-\$29,999	16.7%	10.6%	158
\$30,000-\$39,999	21.0%	10.0%	210
\$40,000-\$49,999	22.4%	9.7%	231
\$50,000-\$74,999	11.6%	21.6%	54
\$75,000-\$99,999	0.1%	11.4%	1
\$100,000-\$124,999	0.1%	6.4%	1
\$125,000-\$149,999	0.0%	1.7%	1
\$150,000+	0.1%	10.5%	1

	Group %	National %	Index
Presence and Age of Children			
No Children Present	24.3%	63.3%	38
Ages 0-2	6.4%	4.9%	131
Ages 3-5	16.8%	8.7%	193
Ages 6-10	26.0%	13.5%	193
Ages 11-15	32.9%	14.7%	225
Ages 16-17	10.6%	6.1%	174

	Group %	National %	Index
Marital Status			
Single	97.5%	51.3%	190
Married	2.5%	48.7%	5



	Group %	National %	Index
Estimated Net Worth			
< \$1	19.4%	13.6%	143
\$1 - \$4,999	14.5%	7.5%	192
\$5,000 - \$9,999	10.1%	5.4%	187
\$10,000 - \$24,999	13.6%	7.7%	176
\$25,000 - \$49,999	11.8%	7.9%	149
\$50,000 - \$99,999	12.4%	10.8%	115
\$100,000 - \$249,999	11.4%	16.4%	70
\$250,000 - \$499,999	4.9%	12.0%	41
\$500,000 - \$999,999	1.9%	8.1%	23
\$1,000,000 - \$1,999,999	0.0%	5.6%	1
\$2,000,000+	0.0%	5.0%	0

	Group %	National %	Index
Home Ownership Status			
Renter	35.4%	27.6%	128
Home Owner	64.6%	72.4%	89

	Group %	National %	Index
Population Density - HH per Sq. Mile			
0-28	28.5%	9.7%	295
29-103	21.0%	10.2%	206
104-925	15.8%	31.1%	51
926-2508	19.9%	30.4%	65
2509-4371	7.6%	9.5%	80
4372-8167	3.7%	4.5%	82
8168+	3.5%	4.6%	76

	Group %	National %	Index
Length of Residence			
<2 Years	11.7%	15.3%	77
2-5 Years	25.7%	20.9%	123
6-14 Years	41.4%	35.1%	118
15+ Years	21.1%	28.7%	74



	Group %	National %	Index
Market Value of Home			
<\$50,000	13.0%	7.6%	170
\$50,000-\$99,999	30.6%	19.2%	160
\$100,000-\$124,999	13.0%	9.9%	131
\$125,000-\$149,999	9.8%	9.2%	107
\$150,000-\$199,999	12.8%	14.5%	88
\$200,000-\$299,999	10.6%	16.4%	65
\$300,000-\$499,999	6.3%	13.8%	46
\$500,000+	3.8%	9.4%	41

	Group %	National %	Index
Dwelling Unit Size			
Single Family Dwelling	88.7%	85.1%	104
Multiple Family Dwelling	11.3%	14.9%	76

	Group %	National %	Index
Occupation			
Professional/Technical	18.2%	27.9%	65
Administration/Management	7.0%	8.2%	85
Sales/Service	3.3%	2.7%	123
Clerical/White Collar	24.2%	16.8%	144
Craftsman/Blue Collar	24.9%	18.4%	135
Student	1.1%	0.7%	160
Housewife	9.1%	5.8%	155
Retired	2.9%	11.7%	25
Other	6.3%	4.7%	134
Self Employed	3.0%	3.1%	97

	Group %	National %	Index
Education			
Completed High School	64.6%	56.8%	114
Completed College	29.3%	30.6%	96
Completed Graduate School	5.5%	12.2%	45
Attended Vocational/Technical	0.6%	0.4%	134



	Group %	National %	Index
Ethnicity			
Caucasian/Other	70.9%	73.9%	96
African American	13.7%	11.0%	124
Hispanic	13.4%	11.5%	117
Asian	1.9%	3.6%	53

	Group %	National %	Index
Household Size			
One Person Household	18.8%	29.3%	64
Two Person Household	34.1%	26.8%	127
Three Person Household	23.3%	19.8%	118
Four Person Household	12.6%	11.8%	107
Five+ Person Household	11.2%	12.3%	91

	Group %	National %	Index
Mail Responsive			
Mail Order Responsive	63.5%	68.4%	93
Mail Order Buyer	63.5%	68.4%	93
Mail Order Donor	0.2%	1.4%	16

	Group %	National %	Index
Buying Channel Preference - Score = 01			
Internet	4.0%	9.0%	45
Mail	1.8%	9.5%	19
Phone	1.6%	9.2%	17

