ABOUT THRIFTY AND ACTIVE

Thrifty and Active group members live away from town - many on farms and rely on themselves for household and vehicle maintenance. They use kerosene heaters and coal/wood stoves, and change filters, oil and more on their own. Riding lawnmowers, tillers and ATVs/UTVs are common. Highspeed Internet is not common, but neither is it missed. They read Birds & Blooms and watch «NCIS: Los Angeles.» They buy buttermilk and wear Old Spice. Members typically live 11+ miles away from frequently shopped stores, which include Walmart, Fred's and Tractor Supply Company. Trips to town might also include a quick meal at Hardee's. Many haul their purchases home in a two-door Chevrolet truck.

THRIFTY AND ACTIVE, A DAY IN THE LIFE

Name of protagonist: "Ray»"

Wakes up... at 5:30 a.m. on the dot, the same way he does every morning. He brews the coffee while his wife, Jenny, cooks the eggs, bacon and biscuits, just like they've done since being married.

Spends the day... working at the chicken processing plant where he is a midlevel manager in the packaging department. He's been at this job for 35 years and is beginning to edge in on retirement. His co-workers notice that he has started to become sentimental over the past few months and has really softened his gruff managerial style.

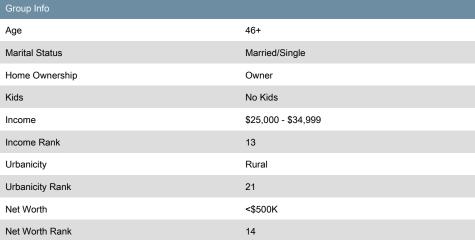
Talks about weekend plans to... build a television cabinet for his daughter-inlaw. He wants to get it done before turkey hunting season starts.

Has a meeting with... the local chamber of commerce. Today they are discussing the new welcome signs for the two highways coming into town. Ray voices his concerns about the cost of the signs. Why should they pay someone outside of the town that much money?

Spends the evening... eating an early dinner with his wife. She cooked a wonderful meal and made his favorite dessert - mincemeat pie. He spends the rest of the evening working outside and redoing edging on the flower garden.

Goes to bed at... 10:45 p.m.,

Watching... nothing. He falls asleep in his well-worn La-Z-Boy while flipping through an issue of American Hunter. His wife stays up to finish watching a movie on the Hallmark Channel.









HOUSEHOLDS: 5,255,700 (3.75% OF U.S.)

CLUSTERS

40 Great Outdoors 50 Rural Community 54 Work & Outdoors

WHEN THEY GREW UP...

- · Simon & Garfunkel's "Sounds of Silence" reaches No. 1
- · The Green Bay Packers beat the Kansas City Chiefs, 35-10, in the first Super Bowl game
- · Civil Rights activist Martin Luther King Jr. assassinated
- · CBS uses a portable minicam for political convention coverage

SHOPPING...

- NAPA
- Walmart
- BI-LO
- · Price Chopper
- Brand Loyal

DIGITAL/ONLINE...

- · Computers 5+ Years Old
- · Offliners
- Technology Not a Priority
- · Computer Confusion
- · Internet Non-users

FINANCIAL..

- Walmart Card
- Farm Bureau
- Own Farm
- · Drop-in Bankers
- · Local/Community Bank

TV/RADIO...

- · Country Music
- "American Pickers"
- · Local TV News
- CBS
- · "Wheel of Fortune"

MAGAZINES/NEWSPAPERS...

- · Find Newspapers Relaxing
- · Read Newspaper Ads
- · Country Living · Guideposts
- · Good Housekeeping

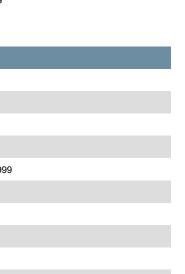
- · Vegetable Garden
- Woodworking

ACTIVITIES...

- · Own Canoe
- · Collect Coins

TRAVEL/AUTO...

- · ATVs, UTVs
- Full-size Pickups
- · Prefer Domestic Travel
- · Familiar Locations



	Group %	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	0.0%	9.9%	0
36-45 Years	1.3%	18.5%	7
46-55 Years	19.9%	21.1%	94
56-65 Years	25.9%	17.8%	145
66-75 Years	27.4%	11.2%	245
76+ Years	25.5%	10.0%	256
MEAN AGE	66.30	50.70	
	Group %	National %	Index
Estimated Income	Gloup //	National /0	index
<\$15,000	10.8%	12.5%	86
\$15,000-\$19,999	12.0%	5.7%	213
\$20,000-\$29,999	19.4%	10.6%	184
\$30,000-\$39,999	23.1%	10.0%	231
\$40,000-\$49,999	22.1%	9.7%	227
\$50,000-\$74,999	12.1%	21.6%	56
\$75,000-\$99,999	0.5%	11.4%	5
\$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
	Group %	National %	Index
Presence and Age of Children			
No Children Present	99.6%	63.3%	157
Ages 0-2	0.4%	4.9%	9
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
	Group %	National %	Index
Marital Status			
Single	28.1%	51.3%	55
Married	71.9%	48.7%	148

	Group %	National %	Index
Estimated Net Worth			
< \$1	3.2%	13.6%	23
\$1 - \$4,999	7.0%	7.5%	93
\$5,000 - \$9,999	7.6%	5.4%	142
\$10,000 - \$24,999	13.3%	7.7%	172
\$25,000 - \$49,999	15.2%	7.9%	192
\$50,000 - \$99,999	20.1%	10.8%	186
\$100,000 - \$249,999	22.9%	16.4%	140
\$250,000 - \$499,999	9.3%	12.0%	78
\$500,000 - \$999,999	1.5%	8.1%	18
\$1,000,000 - \$1,999,999	0.0%	5.6%	0
\$2,000,000+	0.0%	5.0%	0
	Group %	National %	Index
Home Ownership Status	Group %	National 76	index
Renter	4.2%	27.6%	15
Home Owner	95.8%	72.4%	132
Tionic Owner	00.070	12.170	102
	Group %	National %	Index
Population Density - HH per Sq. Mile			
0-28	59.4%	9.7%	615
29-103	40.5%	10.2%	396
104-925	0.1%	31.1%	0
926-2508	0.0%	30.4%	0
2509-4371	0.0%	9.5%	0
4372-8167	0.0%	4.5%	0
8168+	0.0%	4.6%	0
	Group %	National %	Index
Length of Residence			
<2 Years	5.0%	15.3%	33
2-5 Years	15.4%	20.9%	73
6-14 Years	33.7%	35.1%	96
15+ Years	46.0%	28.7%	160

	Group %	National %	Index
Market Value of Home			
<\$50,000	18.0%	7.6%	235
\$50,000-\$99,999	33.5%	19.2%	175
\$100,000-\$124,999	13.4%	9.9%	135
\$125,000-\$149,999	9.7%	9.2%	106
\$150,000-\$199,999	12.3%	14.5%	85
\$200,000-\$299,999	8.3%	16.4%	51
\$300,000-\$499,999	2.9%	13.8%	21
\$500,000+	1.9%	9.4%	20
	Crown 9/	National 9/	Index
Dualling Unit Circ	Group %	National %	Index
Dwelling Unit Size Single Family Dwelling	98.1%	85.1%	115
Multiple Family Dwelling	1.9%	14.9%	13
	Group %	National %	Index
Occupation			
Professional/Technical	13.3%	27.9%	48
Administration/Management	5.6%	8.2%	68
Sales/Service	2.0%	2.7%	73
Clerical/White Collar	9.8%	16.8%	59
Craftsman/Blue Collar	20.2%	18.4%	110
Student	0.2%	0.7%	32
Housewife	8.6%	5.8%	147
Retired	26.2%	11.7%	224
Other	10.2%	4.7%	218
Self Employed	3.9%	3.1%	125
	Crown 9/	National %	Index
Education	Group %	National %	index
Completed High School	58.8%	56.8%	103
Completed College	32.4%	30.6%	106
-			
Completed Graduate School	8.2%	12.2%	67
Attended Vocational/Technical	0.7%	0.4%	161

	Group %	National %	Index
Ethnicity			
Caucasian/Other	91.2%	73.9%	124
African American	4.6%	11.0%	42
Hispanic	3.5%	11.5%	31
Asian	0.6%	3.6%	17
	Group %	National %	Index
Household Size			
One Person Household	18.1%	29.3%	62
Two Person Household	48.5%	26.8%	181
Three Person Household	19.2%	19.8%	97
Four Person Household	8.8%	11.8%	74
Five+ Person Household	5.4%	12.3%	44
	Group %	National %	Index
Mail Responsive			
Mail Order Responsive	88.3%	68.4%	129
Mail Order Buyer	88.3%	68.4%	129
Mail Order Donor	1.7%	1.4%	117
	Group %	National %	Index
Buying Channel Preference - Score = 01			
Internet	5.6%	9.0%	62
Mail	15.4%	9.5%	162
Phone	6.7%	9.2%	73

