

## 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. High-speed 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-in-law. 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

## ACTIVITIES...

- Vegetable Garden
- Woodworking
- Hunting
- Own Canoe
- Collect Coins

## TRAVEL/AUTO...

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

### Group Info

Age	46+
Marital Status	Married/Single
Home Ownership	Owner
Kids	No Kids
Income	\$25,000 - \$34,999
Income Rank	13
Urbanicity	Rural
Urbanicity Rank	21
Net Worth	<\$500K
Net Worth Rank	14



# Personicx Online Guide

## GROUP 18M Thrifty and Active

Strikingly similar in their rustic locales and lifestyles, this group tends to be concentrated in small second cities throughout the Central and Southern regions of the U.S. Though their incomes may be below average, residing in areas with a lower cost of living allows these cohorts to be well positioned with relatively high net worth, with their homes often being one of their primary assets.

	Group %	National %	Index
<b>Age - Head of Household</b>			
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
<b>Estimated Income</b>			
<\$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
<b>Presence and Age of Children</b>			
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
<b>Marital Status</b>			
Single	28.1%	51.3%	55
Married	71.9%	48.7%	148



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	Group %	National %	Index
<b>Estimated Net Worth</b>			
< \$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
<b>Home Ownership Status</b>			
Renter	4.2%	27.6%	15
Home Owner	95.8%	72.4%	132

	Group %	National %	Index
<b>Population Density - HH per Sq. Mile</b>			
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
<b>Length of Residence</b>			
<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



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	Group %	National %	Index
<b>Market Value of Home</b>			
<\$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

	Group %	National %	Index
<b>Dwelling Unit Size</b>			
Single Family Dwelling	98.1%	85.1%	115
Multiple Family Dwelling	1.9%	14.9%	13

	Group %	National %	Index
<b>Occupation</b>			
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

	Group %	National %	Index
<b>Education</b>			
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



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<b>Ethnicity</b>			
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
<b>Household Size</b>			
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
<b>Mail Responsive</b>			
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
<b>Buying Channel Preference - Score = 01</b>			
Internet	5.6%	9.0%	62
Mail	15.4%	9.5%	162
Phone	6.7%	9.2%	73



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