

ABOUT COUNTRY COMFORT

Country Comfort households are primarily Caucasian, in their mid-30s to early 50s, working in technical and blue-collar jobs. They have children of all ages, from toddlers to older teenagers. Some Country Comfort families own rural farms, and their radio, television, magazine, vehicle and activity preferences all strongly reflect a love of the outdoors. Families camp, cook out, spend time on the water, garden and hunt. Shopping is rural, too, with top choices including Tractor Supply Company, IGA and Walmart. They are homeowners carrying mortgages along with auto and personal loans.



HOUSEHOLDS: 2,610,000 (1.86% OF U.S.)



Cluster Info	
Age	36-65
Marital Status	Married
Home Ownership	Owner
Kids	Kids; Age Mix
Income	\$60,000 - \$74,999
Income Rank	19
Urbanicity	Rural
Urbanicity Rank	60
Net Worth	\$25K-\$1MM
Net Worth Rank	19

WHEN THEY GREW UP...

- "Indiana Jones and the Temple of Doom" debuts
- Live Aid concert raises global awareness of famine in Ethiopia
- Rock Hudson is first big celebrity to die from AIDS-related illness
- Fox Broadcasting is established

SHOPPING...

- Hunting
- Tractor Supply Company
- IGA Grocery Store
- Walmart
- GameStop

DIGITAL/ONLINE...

- Child is Primary Computer User
- DSL
- Lenovo/IBM Computers
- CenturyLink Internet Service
- Weatherbug.com

FINANCIAL...

- Recent Auto Loan
- Citizens Bank
- Personal Non-Education Loan
- Delta Dental Insurance
- Own Farms

TV/RADIO...

- College Football on Radio
- Country Radio Format
- Country Music Television
- Outdoor Channel
- Dish Network

MAGAZINES/NEWSPAPERS...

- American Hunter
- American Rifleman
- Field & Stream
- National Geographic Kids
- Outdoor Life

ACTIVITIES...

- Camping at Independently Owned Campgrounds
- Gardening with Berries & Brambles
- Barbecuing
- Towable Trailer Camper
- Bow Hunting

TRAVEL/AUTO...

- Own Honda ATVs
- Drove 30,000-40,000 Miles in Last Year
- Perform Own Vehicle Maintenance
- Own Dodge Ram
- Holiday Inn Express



	Cluster %	National %	Index
Age - Head of Household			
18-23 Years	0.0%	3.7%	0
24-29 Years	0.4%	7.9%	6
30-35 Years	8.5%	9.9%	85
36-45 Years	29.5%	18.5%	159
46-55 Years	38.4%	21.1%	182
56-65 Years	19.6%	17.8%	110
66-75 Years	3.5%	11.2%	31
76+ Years	0.0%	10.0%	0
MEAN AGE	48.00	50.70	

	Cluster %	National %	Index
Estimated Income			
<\$15,000	0.0%	12.5%	0
\$15,000-\$19,999	0.0%	5.7%	0
\$20,000-\$29,999	0.0%	10.6%	0
\$30,000-\$39,999	0.0%	10.0%	0
\$40,000-\$49,999	0.1%	9.7%	1
\$50,000-\$74,999	64.9%	21.6%	300
\$75,000-\$99,999	28.3%	11.4%	248
\$100,000-\$124,999	6.7%	6.4%	104
\$125,000-\$149,999	0.0%	1.7%	0
\$150,000+	0.0%	10.5%	0

	Cluster %	National %	Index
Presence and Age of Children			
No Children Present	0.0%	63.3%	0
Ages 0-2	12.0%	4.9%	246
Ages 3-5	25.9%	8.7%	296
Ages 6-10	39.7%	13.5%	294
Ages 11-15	44.9%	14.7%	306
Ages 16-17	22.0%	6.1%	362

	Cluster %	National %	Index
Marital Status			
Single	3.7%	51.3%	7
Married	96.3%	48.7%	198



	Cluster %	National %	Index
Estimated Net Worth			
< \$1	1.0%	13.6%	8
\$1 - \$4,999	2.4%	7.5%	32
\$5,000 - \$9,999	3.0%	5.4%	56
\$10,000 - \$24,999	6.3%	7.7%	82
\$25,000 - \$49,999	9.1%	7.9%	115
\$50,000 - \$99,999	16.8%	10.8%	155
\$100,000 - \$249,999	31.5%	16.4%	193
\$250,000 - \$499,999	19.8%	12.0%	166
\$500,000 - \$999,999	9.9%	8.1%	123
\$1,000,000 - \$1,999,999	0.0%	5.6%	0
\$2,000,000+	0.0%	5.0%	0

	Cluster %	National %	Index
Home Ownership Status			
Renter	7.2%	27.6%	26
Home Owner	92.8%	72.4%	128

	Cluster %	National %	Index
Population Density - HH per Sq. Mile			
0-28	51.6%	9.7%	535
29-103	48.0%	10.2%	469
104-925	0.1%	31.1%	0
926-2508	0.1%	30.4%	0
2509-4371	0.0%	9.5%	0
4372-8167	0.0%	4.5%	0
8168+	0.3%	4.6%	6

	Cluster %	National %	Index
Length of Residence			
<2 Years	12.9%	15.3%	84
2-5 Years	25.5%	20.9%	122
6-14 Years	36.5%	35.1%	104
15+ Years	25.1%	28.7%	87



	Cluster %	National %	Index
Market Value of Home			
<\$50000	10.3%	7.6%	134
\$50000-\$99999	24.8%	19.2%	130
\$100000-\$124999	12.5%	9.9%	126
\$125000-\$149999	11.4%	9.2%	124
\$150000-\$199999	17.8%	14.5%	123
\$200000-\$299999	16.6%	16.4%	102
\$300000-\$499999	4.5%	13.8%	33
\$500000+	2.0%	9.4%	22

	Cluster %	National %	Index
Dwelling Unit Size			
Single Family Dwelling	98.2%	85.1%	115
Multiple Family Dwelling	1.8%	14.9%	12

	Cluster %	National %	Index
Occupation			
Professional/Technical	24.1%	27.9%	86
Administration/Management	8.7%	8.2%	107
Sales/Service	2.5%	2.7%	93
Clerical/White Collar	13.4%	16.8%	80
Craftsman/Blue Collar	31.0%	18.4%	168
Student	0.3%	0.7%	41
Housewife	6.1%	5.8%	104
Retired	2.0%	11.7%	17
Other	7.8%	4.7%	166
Self Employed	4.2%	3.1%	134

	Cluster %	National %	Index
Education			
Completed High School	63.5%	56.8%	112
Completed College	27.5%	30.6%	90
Completed Graduate School	8.6%	12.2%	70
Attended Vocational/Technical	0.4%	0.4%	94



	Cluster %	National %	Index
Ethnicity			
Caucasian/Other	92.3%	73.9%	125
African American	2.8%	11.0%	25
Hispanic	4.2%	11.5%	36
Asian	0.8%	3.6%	22

	Cluster %	National %	Index
Household Size			
One Person Household	0.0%	29.3%	0
Two Person Household	2.6%	26.8%	10
Three Person Household	32.4%	19.8%	164
Four Person Household	27.1%	11.8%	230
Five+ Person Household	37.9%	12.3%	307

	Cluster %	National %	Index
Mail Responsive			
Mail Order Responsive	94.6%	68.4%	138
Mail Order Buyer	94.6%	68.4%	138
Mail Order Donor	0.5%	1.4%	36

	Cluster %	National %	Index
Buying Channel Preference - Score = 01			
Internet	10.3%	9.0%	114
Mail	7.0%	9.5%	74
Phone	8.9%	9.2%	96

