

ABOUT COUNTRY ENTHUSIASTS

These singles live in very rural areas of the country and are financially successful, despite mainly high school educations. Country Enthusiasts is predominantly Caucasian (91.7%) and includes ages ranging from early 30s to mid-60s. This group enjoys relatively high household incomes and most are homeowners (91.6%). They work in a diverse range of jobs, including traditional white- and blue-collar positions. This group lives in the country and loves it! They work outside and play outdoors, too, enjoying the land and water in ATVs, heavy-duty trucks and boats. Magazine preferences strongly reflect their outdoorsy lifestyle.



HOUSEHOLDS: 968,180 (0.69% OF U.S.)



Cluster Info

Age	36-65
Marital Status	Single
Home Ownership	Owner
Kids	No Kids
Income	\$60,000 - \$74,999
Income Rank	17
Urbanicity	Rural
Urbanicity Rank	61
Net Worth	\$25K-\$500K
Net Worth Rank	27

WHEN THEY GREW UP...

- Chia Pets become popular
- Australia ends 132-year U.S. dominance of America's Cup
- Vanessa Williams crowned Miss America before nude photo scandal
- Soviets boycott Olympics in Los Angeles

SHOPPING...

- Magazines
- Citgo
- Quiktrip Convenience Store
- L.L.Bean Online
- PetSmart

DIGITAL/ONLINE...

- Toshiba Computers
- Microsoft Windows 7
- DSL Connections
- Consumer Reports Online
- MLB.com

FINANCIAL...

- Citizens Bank
- U.S. Bank Credit/Debit Card
- Nationwide Auto Insurance
- Point-of-Service Medical Insurance
- Sears Card

TV/RADIO...

- Classic Rock Radio Format
- H2 Channel
- Military Channel
- "Rizzoli & Isles"
- "ABC Saturday Night College Football"

MAGAZINES/NEWSPAPERS...

- Car and Driver
- Field & Stream
- Guns & Ammo
- Birds & Blooms
- National Wildlife

ACTIVITIES...

- Entertain at Home
- Action Movies
- Own Boat Trailer
- Lift Weights
- Target Shooting

TRAVEL/AUTO...

- Honda ATVs
- Own or Lease 4 Vehicles
- Heavy-Duty Trucks
- Subscribe to OnStar
- Buick



	Cluster %	National %	Index
Age - Head of Household			
18-23 Years	0.0%	3.7%	0
24-29 Years	0.7%	7.9%	8
30-35 Years	10.7%	9.9%	107
36-45 Years	23.4%	18.5%	126
46-55 Years	32.9%	21.1%	156
56-65 Years	32.4%	17.8%	182
66-75 Years	0.0%	11.2%	0
76+ Years	0.0%	10.0%	0
MEAN AGE	48.90	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	63.6%	21.6%	294
\$75,000-\$99,999	25.2%	11.4%	221
\$100,000-\$124,999	11.1%	6.4%	173
\$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	100.0%	63.3%	158
Ages 0-2	0.0%	4.9%	0
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

	Cluster %	National %	Index
Marital Status			
Single	100.0%	51.3%	195
Married	0.0%	48.7%	0



	Cluster %	National %	Index
Estimated Net Worth			
< \$1	0.6%	13.6%	4
\$1 - \$4,999	2.1%	7.5%	28
\$5,000 - \$9,999	2.8%	5.4%	51
\$10,000 - \$24,999	6.6%	7.7%	85
\$25,000 - \$49,999	10.0%	7.9%	126
\$50,000 - \$99,999	19.0%	10.8%	176
\$100,000 - \$249,999	33.4%	16.4%	204
\$250,000 - \$499,999	19.6%	12.0%	164
\$500,000 - \$999,999	5.9%	8.1%	73
\$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	8.4%	27.6%	30
Home Owner	91.6%	72.4%	127

	Cluster %	National %	Index
Population Density - HH per Sq. Mile			
0-28	44.3%	9.7%	459
29-103	55.5%	10.2%	543
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+	0.0%	4.6%	0

	Cluster %	National %	Index
Length of Residence			
<2 Years	7.6%	15.3%	50
2-5 Years	21.2%	20.9%	101
6-14 Years	42.4%	35.1%	121
15+ Years	28.7%	28.7%	100



	Cluster %	National %	Index
Market Value of Home			
<\$50000	10.6%	7.6%	138
\$50000-\$99999	22.3%	19.2%	117
\$100000-\$124999	12.5%	9.9%	126
\$125000-\$149999	11.8%	9.2%	128
\$150000-\$199999	18.5%	14.5%	127
\$200000-\$299999	16.1%	16.4%	98
\$300000-\$499999	5.4%	13.8%	39
\$500000+	2.8%	9.4%	30

	Cluster %	National %	Index
Dwelling Unit Size			
Single Family Dwelling	97.6%	85.1%	115
Multiple Family Dwelling	2.4%	14.9%	16

	Cluster %	National %	Index
Occupation			
Professional/Technical	26.0%	27.9%	93
Administration/Management	8.3%	8.2%	101
Sales/Service	2.7%	2.7%	100
Clerical/White Collar	18.3%	16.8%	109
Craftsman/Blue Collar	27.5%	18.4%	149
Student	0.7%	0.7%	106
Housewife	3.6%	5.8%	62
Retired	2.7%	11.7%	23
Other	6.5%	4.7%	139
Self Employed	3.6%	3.1%	117

	Cluster %	National %	Index
Education			
Completed High School	63.1%	56.8%	111
Completed College	27.2%	30.6%	89
Completed Graduate School	9.2%	12.2%	75
Attended Vocational/Technical	0.5%	0.4%	117



	Cluster %	National %	Index
Ethnicity			
Caucasian/Other	91.7%	73.9%	124
African American	3.4%	11.0%	30
Hispanic	3.9%	11.5%	34
Asian	1.0%	3.6%	29

	Cluster %	National %	Index
Household Size			
One Person Household	58.2%	29.3%	199
Two Person Household	25.6%	26.8%	95
Three Person Household	9.2%	19.8%	47
Four Person Household	4.2%	11.8%	36
Five+ Person Household	2.7%	12.3%	22

	Cluster %	National %	Index
Mail Responsive			
Mail Order Responsive	76.1%	68.4%	111
Mail Order Buyer	76.1%	68.4%	111
Mail Order Donor	0.4%	1.4%	27

	Cluster %	National %	Index
Buying Channel Preference - Score = 01			
Internet	8.1%	9.0%	90
Mail	5.2%	9.5%	54
Phone	6.9%	9.2%	75

