

ABOUT COUNTRY WAYS

Country Ways households are married couples, squarely in the upper-middle brackets for income and net worth, despite slightly-less-than-average educational attainment. The group is a genuine mix of white-collar professionals and blue-collar tradesmen living in some of the most rural parts of the country. Social activities reflect a busy life filled with business, civic and religious organizations, along with sewing, gardening, fishing and going to the movies. They are likely to have trucks and ATVs/UTVs for outdoor pursuits, and their shopping activities and media interests reflect these interests.



HOUSEHOLDS: 1,854,820 (1.32% OF U.S.)



Cluster Info	
Age	46-65
Marital Status	Married
Home Ownership	Owner
Kids	No Kids
Income	\$75,000 - \$119,999
Income Rank	13
Urbanicity	Rural
Urbanicity Rank	65
Net Worth	\$50K-\$500K
Net Worth Rank	21

WHEN THEY GREW UP...

- "The Rockford Files" TV series debuts
- Sony's Betamax is introduced
- "The Exorcist" terrifies moviegoers
- Roe v. Wade establishes right to safe and legal abortion

SHOPPING...

- NAPA
- Walmart
- Tractor Supply Company
- Lowe's
- Belk

DIGITAL/ONLINE...

- Dell Computers
- Microsoft Windows XP
- CenturyLink Internet Service
- AccuWeather.com
- Bing.com

FINANCIAL...

- Local/Community Banks
- Farm Bureau Auto Insurance
- Own Farms
- JC Penney Cards
- Liberty Mutual Home or Personal Property Insurance

TV/RADIO...

- Great American Country
- Fox Business Network
- "American Pickers"
- "Property Virgins"
- "Rizzoli & Isles"

MAGAZINES/NEWSPAPERS...

- Cover-to-Cover Newspaper Readers
- American Hunter
- Country Living
- Outdoor Life
- Better Homes & Gardens

ACTIVITIES...

- Gardening with Berries & Brambles
- Carmike Theaters
- Sewing Garments From Patterns
- Fraternal Orders
- Fishing

TRAVEL/AUTO...

- ATVs/UTVs
- 2-Door Truck
- Used Motorcycles
- Delta Airlines
- Hampton Inn



	Cluster %	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	0.4%	9.9%	4
36-45 Years	1.6%	18.5%	9
46-55 Years	34.7%	21.1%	165
56-65 Years	50.0%	17.8%	281
66-75 Years	12.8%	11.2%	114
76+ Years	0.4%	10.0%	4
MEAN AGE	57.50	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	0.0%	9.7%	0
\$50,000-\$74,999	48.7%	21.6%	225
\$75,000-\$99,999	32.1%	11.4%	282
\$100,000-\$124,999	19.2%	6.4%	299
\$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	1.3%	51.3%	3
Married	98.7%	48.7%	202



	Cluster %	National %	Index
Estimated Net Worth			
< \$1	0.2%	13.6%	1
\$1 - \$4,999	0.9%	7.5%	12
\$5,000 - \$9,999	1.6%	5.4%	29
\$10,000 - \$24,999	4.4%	7.7%	57
\$25,000 - \$49,999	7.5%	7.9%	94
\$50,000 - \$99,999	16.1%	10.8%	149
\$100,000 - \$249,999	37.1%	16.4%	227
\$250,000 - \$499,999	28.1%	12.0%	235
\$500,000 - \$999,999	4.1%	8.1%	50
\$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	2.6%	27.6%	9
Home Owner	97.4%	72.4%	135

	Cluster %	National %	Index
Population Density - HH per Sq. Mile			
0-28	53.8%	9.7%	557
29-103	46.1%	10.2%	451
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

	Cluster %	National %	Index
Length of Residence			
<2 Years	4.8%	15.3%	32
2-5 Years	15.6%	20.9%	75
6-14 Years	34.0%	35.1%	97
15+ Years	45.5%	28.7%	158



	Cluster %	National %	Index
Market Value of Home			
<\$50000	11.5%	7.6%	151
\$50000-\$99999	28.2%	19.2%	147
\$100000-\$124999	13.4%	9.9%	135
\$125000-\$149999	12.1%	9.2%	132
\$150000-\$199999	17.8%	14.5%	123
\$200000-\$299999	12.3%	16.4%	75
\$300000-\$499999	2.9%	13.8%	21
\$500000+	1.7%	9.4%	18

	Cluster %	National %	Index
Dwelling Unit Size			
Single Family Dwelling	98.8%	85.1%	116
Multiple Family Dwelling	1.2%	14.9%	8

	Cluster %	National %	Index
Occupation			
Professional/Technical	25.0%	27.9%	90
Administration/Management	9.4%	8.2%	114
Sales/Service	2.4%	2.7%	87
Clerical/White Collar	12.5%	16.8%	74
Craftsman/Blue Collar	27.4%	18.4%	149
Student	0.2%	0.7%	32
Housewife	3.9%	5.8%	67
Retired	5.3%	11.7%	45
Other	9.2%	4.7%	197
Self Employed	4.7%	3.1%	152

	Cluster %	National %	Index
Education			
Completed High School	58.4%	56.8%	103
Completed College	29.1%	30.6%	95
Completed Graduate School	11.9%	12.2%	98
Attended Vocational/Technical	0.6%	0.4%	142



	Cluster %	National %	Index
Ethnicity			
Caucasian/Other	93.6%	73.9%	127
African American	2.7%	11.0%	24
Hispanic	3.0%	11.5%	26
Asian	0.8%	3.6%	22

	Cluster %	National %	Index
Household Size			
One Person Household	2.4%	29.3%	8
Two Person Household	48.6%	26.8%	181
Three Person Household	25.3%	19.8%	128
Four Person Household	14.8%	11.8%	125
Five+ Person Household	8.9%	12.3%	72

	Cluster %	National %	Index
Mail Responsive			
Mail Order Responsive	95.4%	68.4%	139
Mail Order Buyer	95.4%	68.4%	140
Mail Order Donor	1.3%	1.4%	92

	Cluster %	National %	Index
Buying Channel Preference - Score = 01			
Internet	12.2%	9.0%	136
Mail	18.5%	9.5%	196
Phone	19.0%	9.2%	206

