

ABOUT FARM & HOME

Farm & Home is comprised mainly of Caucasian, high school-educated, rural, blue-collar families. Living in the smallest industrial second cities and mill towns of America, they are mostly mid-30s to mid-60s parents, and some grandparents, with mixed-age children at home. Their blue-collar salaries are earned by both men and women and support mortgages and personal loans. They are very family oriented. Activities, shopping and media habits focus on outdoor interests like hunting, fishing, gardening and bird watching. Some own farms, and many rely on trucks, ATVs/UTVs and trailers for practicality and fun.



HOUSEHOLDS: 1,902,180 (1.36% OF U.S.)



Cluster Info	
Age	36-65
Marital Status	Married
Home Ownership	Owner
Kids	Kids; Age Mix
Income	\$25,000 - \$34,999
Income Rank	46
Urbanicity	Rural
Urbanicity Rank	69
Net Worth	<\$250K
Net Worth Rank	47

WHEN THEY GREW UP...

- "The A-Team" debuts on TV
- Pulitzer Prize awarded to Alice Walker for "The Color Purple"
- President Reagan signs \$165B bailout for Social Security
- Harold Washington is Chicago's first black mayor

SHOPPING...

- NAPA
- Walmart
- Tractor Supply Company
- Dollar General
- Avon

DIGITAL/ONLINE...

- Acer Computers
- Weatherbug.com
- Dial-Up Modem
- Download or Stream Rented Videos
- Internet Non-User

FINANCIAL...

- New Interest Checking Accounts
- Local/Community Bank
- Pay Bills in Person
- Farm Bureau Auto Insurance
- Own Farms

TV/RADIO...

- Gospel Radio Format
- Great American Country Channel
- "Operation Repo"
- "Let's Make a Deal"
- "The Talk"

MAGAZINES/NEWSPAPERS...

- American Hunter
- Country Living
- Outdoor Life
- Birds & Blooms
- Cooking with Paula Deen

ACTIVITIES...

- Vegetable Gardening
- Carmike Theaters
- Science Fiction Movies
- Sew Garments From Patterns
- Fishing

TRAVEL/AUTO...

- ATVs/UTVs
- Recently Purchased Truck
- Used Motorcycles
- Change Own Oil
- Domestic Travel, 5+ Household Members



	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	6.7%	9.9%	68
36-45 Years	34.2%	18.5%	185
46-55 Years	34.6%	21.1%	164
56-65 Years	21.9%	17.8%	123
66-75 Years	2.5%	11.2%	23
76+ Years	0.0%	10.0%	0
MEAN AGE	48.00	5070.0%	

	Cluster %	National %	Index
Estimated Income			
<\$15,000	10.0%	12.5%	80
\$15,000-\$19,999	10.9%	5.7%	194
\$20,000-\$29,999	16.5%	10.6%	156
\$30,000-\$39,999	28.3%	10.0%	284
\$40,000-\$49,999	34.3%	9.7%	353
\$50,000-\$74,999	0.0%	21.6%	0
\$75,000-\$99,999	0.0%	11.4%	0
\$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

	Cluster %	National %	Index
Presence and Age of Children			
No Children Present	0.0%	63.3%	0
Ages 0-2	10.8%	4.9%	221
Ages 3-5	22.2%	8.7%	254
Ages 6-10	39.7%	13.5%	294
Ages 11-15	46.2%	14.7%	316
Ages 16-17	19.8%	6.1%	325

	Cluster %	National %	Index
Marital Status			
Single	0.0%	51.3%	0
Married	100.0%	48.7%	205



	Cluster %	National %	Index
Estimated Net Worth			
< \$1	4.5%	13.6%	33
\$1 - \$4,999	9.8%	7.5%	130
\$5,000 - \$9,999	9.7%	5.4%	181
\$10,000 - \$24,999	16.0%	7.7%	207
\$25,000 - \$49,999	16.0%	7.9%	202
\$50,000 - \$99,999	18.9%	10.8%	174
\$100,000 - \$249,999	17.4%	16.4%	106
\$250,000 - \$499,999	5.9%	12.0%	49
\$500,000 - \$999,999	1.8%	8.1%	22
\$1,000,000 - \$1,999,999	0.1%	5.6%	1
\$2,000,000+	0.0%	5.0%	0

	Cluster %	National %	Index
Home Ownership Status			
Renter	5.0%	27.6%	18
Home Owner	95.0%	72.4%	131

	Cluster %	National %	Index
Population Density - HH per Sq. Mile			
0-28	57.3%	9.7%	594
29-103	42.6%	10.2%	416
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	8.9%	15.3%	58
2-5 Years	22.9%	20.9%	109
6-14 Years	38.5%	35.1%	110
15+ Years	29.8%	0.29	104



	Cluster %	National %	Index
Market Value of Home			
<\$50000	18.3%	7.6%	239
\$50000-\$99999	37.0%	19.2%	193
\$100000-\$124999	13.1%	9.9%	132
\$125000-\$149999	8.9%	9.2%	97
\$150000-\$199999	10.8%	14.5%	74
\$200000-\$299999	7.5%	16.4%	46
\$300000-\$499999	2.7%	13.8%	19
\$500000+	1.8%	9.4%	19

	Cluster %	National %	Index
Dwelling Unit Size			
Single Family Dwelling	98.1%	85.1%	115
Multiple Family Dwelling	1.9%	14.9%	12

	Cluster %	National %	Index
Occupation			
Professional/Technical	15.6%	27.9%	56
Administration/Management	6.3%	8.2%	77
Sales/Service	2.5%	2.7%	93
Clerical/White Collar	11.4%	16.8%	68
Craftsman/Blue Collar	35.6%	18.4%	193
Student	0.4%	0.7%	58
Housewife	10.6%	5.8%	181
Retired	3.2%	11.7%	27
Other	9.7%	4.7%	207
Self Employed	4.8%	3.1%	154

	Cluster %	National %	Index
Education			
Completed High School	67.3%	56.8%	119
Completed College	26.8%	30.6%	88
Completed Graduate School	5.3%	12.2%	43
Attended Vocational/Technical	0.6%	0.4%	147



	Cluster %	National %	Index
Ethnicity			
Caucasian/Other	88.8%	73.9%	120
African American	4.5%	11.0%	41
Hispanic	6.2%	11.5%	54
Asian	0.6%	3.6%	16

	Cluster %	National %	Index
Household Size			
One Person Household	0.0%	29.3%	0
Two Person Household	1.7%	26.8%	6
Three Person Household	35.4%	19.8%	179
Four Person Household	27.6%	11.8%	234
Five+ Person Household	35.3%	12.3%	286

	Cluster %	National %	Index
Mail Responsive			
Mail Order Responsive	92.9%	68.4%	136
Mail Order Buyer	92.9%	68.4%	136
Mail Order Donor	0.4%	1.4%	27

	Cluster %	National %	Index
Buying Channel Preference - Score = 01			
Internet	6.8%	9.0%	75
Mail	4.2%	9.5%	45
Phone	3.1%	9.2%	33

