

### ABOUT GREAT OUTDOORS

The Great Outdoors cluster, at a mean age of 55, is comprised of married couples whose kids have left the house. They live in very rural areas and work in a combination of blue-collar, administrative and professional white-collar jobs. Great Outdoors households earn lower-middle to middle incomes and have middling net worth. Many own farms, and their shopping, media preferences and activities reflect a traditional, outdoorsy lifestyle – shopping at Tractor Supply Company; reading Birds & Blooms, Outdoor Life and Country Living; crocheting and sewing; and getting away in the towable trailer camper.



HOUSEHOLDS: 1,365,020 (0.97% OF U.S.)



Cluster Info	
Age	46-65
Marital Status	Married
Home Ownership	Owner
Kids	No Kids
Income	\$25,000 - \$34,999
Income Rank	41
Urbanicity	Rural
Urbanicity Rank	68
Net Worth	<\$500K
Net Worth Rank	43

### WHEN THEY GREW UP...

- The Bee Gees sing "Jive Talkin'"
- Walt Disney World welcomes 50 millionth guest
- Concorde passenger flights begin
- Barbara Walters first woman to anchor evening network news

### SHOPPING...

- Tractor Supply Company
- Kmart
- Fred's
- Hy-Vee Grocery Store
- O'Reilly Auto Parts

### DIGITAL/ONLINE...

- eMachines
- DSL Connections
- Ask.com
- Internet Does Not Impact Daily Life
- Do Not Research Electronics Before Buying

### FINANCIAL...

- Local/Community Banks
- JC Penney Card
- Farm Bureau Auto Insurance
- Farmers Insurance Group Home Insurance
- Own Farms

### TV/RADIO...

- "Hardcore Pawn"
- Gospel Radio Format
- "The Dr. Oz Show"
- "Today Show"
- "NCIS: Los Angeles"

### MAGAZINES/NEWSPAPERS...

- Newspaper, Main News/Front Page
- Birds & Blooms
- Outdoor Life
- Woman's World
- Country Living

### ACTIVITIES...

- Bird Watching
- Playing Cards
- Crocheting
- Sewing From Patterns
- Towable Trailer Camper

### TRAVEL/AUTO...

- Full-Size Pickups
- Harley-Davidsons
- Change Own Oil
- Ford F-Series
- Not Fans of Foreign Travel



	Cluster %	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	1.9%	18.5%	10
46-55 Years	40.7%	21.1%	193
56-65 Years	57.4%	17.8%	322
66-75 Years	0.0%	11.2%	0
76+ Years	0.0%	10.0%	0
MEAN AGE	55.70	5070.0%	

	Cluster %	National %	Index
<b>Estimated Income</b>			
<\$15,000	2.7%	12.5%	22
\$15,000-\$19,999	11.4%	5.7%	202
\$20,000-\$29,999	21.9%	10.6%	208
\$30,000-\$39,999	29.4%	10.0%	295
\$40,000-\$49,999	34.5%	9.7%	355
\$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
<b>Presence and Age of Children</b>			
No Children Present	98.8%	63.3%	156
Ages 0-2	100.0%	4.9%	2052
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
<b>Marital Status</b>			
Single	0.0%	51.3%	0
Married	100.0%	48.7%	205



	Cluster %	National %	Index
<b>Estimated Net Worth</b>			
< \$1	5.0%	13.6%	37
\$1 - \$4,999	7.8%	7.5%	103
\$5,000 - \$9,999	8.1%	0.05	150
\$10,000 - \$24,999	13.7%	7.7%	177
\$25,000 - \$49,999	15.7%	7.9%	198
\$50,000 - \$99,999	19.9%	10.8%	184
\$100,000 - \$249,999	21.0%	16.4%	128
\$250,000 - \$499,999	7.1%	12.0%	60
\$500,000 - \$999,999	1.7%	8.1%	21
\$1,000,000 - \$1,999,999	0.0%	5.6%	0
\$2,000,000+	0.0%	5.0%	0

	Cluster %	National %	Index
<b>Home Ownership Status</b>			
Renter	9.3%	27.6%	34
Home Owner	90.7%	72.4%	125

	Cluster %	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

	Cluster %	National %	Index
<b>Length of Residence</b>			
<2 Years	4.9%	15.3%	32
2-5 Years	16.8%	20.9%	80
6-14 Years	34.8%	35.1%	99
15+ Years	43.5%	28.7%	152



	Cluster %	National %	Index
<b>Market Value of Home</b>			
<\$50000	18.1%	7.6%	237
\$50000-\$99999	36.2%	19.2%	189
\$100000-\$124999	13.1%	9.9%	132
\$125000-\$149999	9.2%	9.2%	100
\$150000-\$199999	11.4%	14.5%	78
\$200000-\$299999	7.6%	16.4%	46
\$300000-\$499999	2.7%	13.8%	20
\$500000+	1.8%	9.4%	19

	Cluster %	National %	Index
<b>Dwelling Unit Size</b>			
Single Family Dwelling	98.4%	85.1%	116
Multiple Family Dwelling	1.6%	14.9%	11

	Cluster %	National %	Index
<b>Occupation</b>			
Professional/Technical	16.8%	27.9%	60
Administration/Management	6.8%	8.2%	84
Sales/Service	2.5%	2.7%	93
Clerical/White Collar	10.8%	16.8%	64
Craftsman/Blue Collar	33.2%	18.4%	180
Student	0.3%	0.7%	38
Housewife	7.9%	5.8%	134
Retired	6.0%	11.7%	51
Other	10.5%	4.7%	223
Self Employed	5.3%	3.1%	170

	Cluster %	National %	Index
<b>Education</b>			
Completed High School	64.9%	56.8%	114
Completed College	27.0%	30.6%	88
Completed Graduate School	7.2%	12.2%	59
Attended Vocational/Technical	0.9%	0.4%	215



	Cluster %	National %	Index
<b>Ethnicity</b>			
Caucasian/Other	89.7%	73.9%	122
African American	5.2%	11.0%	48
Hispanic	4.4%	11.5%	38
Asian	0.6%	3.6%	17

	Cluster %	National %	Index
<b>Household Size</b>			
One Person Household	2.7%	29.3%	9
Two Person Household	52.3%	26.8%	195
Three Person Household	23.5%	19.8%	119
Four Person Household	13.0%	11.8%	110
Five+ Person Household	8.6%	12.3%	70

	Cluster %	National %	Index
<b>Mail Responsive</b>			
Mail Order Responsive	89.3%	68.4%	131
Mail Order Buyer	89.3%	68.4%	131
Mail Order Donor	0.9%	1.4%	62

	Cluster %	National %	Index
<b>Buying Channel Preference - Score = 01</b>			
Internet	7.6%	9.0%	85
Mail	10.9%	9.5%	115
Phone	7.8%	9.2%	84

