

ABOUT OUTDOOR FERVOR

The members of Outdoor Fervor are 7% students, but there is also an above-average work force of sales/service workers and housewives. Income and net worth are modest. Concentrated in the smaller towns, these largely rural folks like to be in the woods or on the water. For socializing, they go to college basketball games, go out on the town, and play softball. Unlike some other outdoors-loving clusters, they make regular use of the Internet for watching shows, downloading music, social networking, shopping and job hunting. American Baby is a popular magazine choice, indicating the presence – or soon to be presence – of children.



HOUSEHOLDS: 1,370,680 (0.98% OF U.S.)



Cluster Info

Age	18-29
Marital Status	Single
Home Ownership	Renter
Kids	No Kids
Income	\$15,000 - \$24,999
Income Rank	60
Urbanicity	Rural
Urbanicity Rank	62
Net Worth	<\$25K
Net Worth Rank	62

WHEN THEY GREW UP...

- Barack Obama elected president
- Kosovo declares independence from Serbia
- Fidel Castro retires as president of Cuba after nearly 50 years
- Danica Patrick first female to win Indy car race

SHOPPING...

- Impulse Shoppers
- Soft Drinks
- Mobile/Cell Phones
- Finish Line
- Fred's

DIGITAL/ONLINE...

- Download Songs
- Facebook Instant Messaging
- Hulu.com
- CareerBuilder.com
- ebay.com

FINANCIAL...

- New Interest Checking Accounts
- First Homes
- MoneyGram
- High-Risk Investors
- Medicaid

TV/RADIO...

- Country Music
- Fuse
- "Teen Mom"
- "Maury"
- MMA Sports Events

MAGAZINES/NEWSPAPERS...

- American Baby
- Scholastic Parent & Child
- North American Fisherman/North American Hunter
- Cosmopolitan
- Car and Driver

ACTIVITIES...

- Video Games
- Bow Hunt
- Camping
- Chess
- Jet Skiing

TRAVEL/AUTO...

- New ATV/UTV
- Carpool
- Likely to Lease
- Advanced Auto Parts Store
- Dodge



	Cluster %	National %	Index
Age - Head of Household			
18-23 Years	39.8%	3.7%	1082
24-29 Years	59.9%	7.9%	762
30-35 Years	0.3%	9.9%	3
36-45 Years	0.0%	18.5%	0
46-55 Years	0.0%	21.1%	0
56-65 Years	0.0%	17.8%	0
66-75 Years	0.0%	11.2%	0
76+ Years	0.0%	10.0%	0
MEAN AGE	23.90	5070.0%	

	Cluster %	National %	Index
Estimated Income			
<\$15,000	41.3%	12.5%	331
\$15,000-\$19,999	12.4%	5.7%	219
\$20,000-\$29,999	23.1%	10.6%	219
\$30,000-\$39,999	11.9%	10.0%	119
\$40,000-\$49,999	7.3%	9.7%	75
\$50,000-\$74,999	4.0%	21.6%	18
\$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	91.3%	63.3%	144
Ages 0-2	41.6%	4.9%	855
Ages 3-5	55.0%	8.7%	629
Ages 6-10	6.8%	13.5%	50
Ages 11-15	2.4%	14.7%	16
Ages 16-17	1.0%	6.1%	16

	Cluster %	National %	Index
Marital Status			
Single	88.9%	51.3%	173
Married	11.1%	48.7%	23



	Cluster %	National %	Index
Estimated Net Worth			
< \$1	45.2%	13.6%	332
\$1 - \$4,999	20.5%	7.5%	272
\$5,000 - \$9,999	9.9%	5.4%	183
\$10,000 - \$24,999	9.4%	7.7%	121
\$25,000 - \$49,999	5.9%	7.9%	74
\$50,000 - \$99,999	5.0%	10.8%	46
\$100,000 - \$249,999	3.2%	16.4%	20
\$250,000 - \$499,999	0.9%	12.0%	7
\$500,000 - \$999,999	0.1%	8.1%	2
\$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	81.8%	27.6%	296
Home Owner	18.2%	72.4%	25

	Cluster %	National %	Index
Population Density - HH per Sq. Mile			
0-28	49.1%	9.7%	508
29-103	50.4%	10.2%	493
104-925	0.4%	31.1%	1
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	27.3%	15.3%	179
2-5 Years	26.7%	20.9%	128
6-14 Years	28.7%	35.1%	82
15+ Years	17.2%	0.29	60



	Cluster %	National %	Index
Market Value of Home			
<\$50000	14.2%	7.6%	185
\$50000-\$99999	32.9%	19.2%	171
\$100000-\$124999	14.4%	9.9%	145
\$125000-\$149999	10.1%	9.2%	111
\$150000-\$199999	12.8%	14.5%	88
\$200000-\$299999	8.4%	16.4%	51
\$300000-\$499999	3.7%	13.8%	27
\$500000+	3.4%	9.4%	37

	Cluster %	National %	Index
Dwelling Unit Size			
Single Family Dwelling	92.5%	85.1%	109
Multiple Family Dwelling	7.5%	14.9%	50

	Cluster %	National %	Index
Occupation			
Professional/Technical	12.6%	27.9%	45
Administration/Management	7.6%	8.2%	93
Sales/Service	5.4%	2.7%	200
Clerical/White Collar	16.8%	16.8%	100
Craftsman/Blue Collar	17.5%	18.4%	95
Student	6.9%	0.7%	984
Housewife	13.5%	5.8%	232
Retired	2.3%	11.7%	20
Other	12.9%	4.7%	276
Self Employed	4.4%	3.1%	142

	Cluster %	National %	Index
Education			
Completed High School	88.6%	56.8%	156
Completed College	10.3%	30.6%	34
Completed Graduate School	1.0%	12.2%	8
Attended Vocational/Technical	0.1%	0.4%	33



	Cluster %	National %	Index
Ethnicity			
Caucasian/Other	74.6%	73.9%	101
African American	16.5%	11.0%	149
Hispanic	8.4%	11.5%	73
Asian	0.6%	3.6%	16

	Cluster %	National %	Index
Household Size			
One Person Household	72.8%	29.3%	249
Two Person Household	20.9%	26.8%	78
Three Person Household	4.6%	19.8%	23
Four Person Household	1.1%	11.8%	9
Five+ Person Household	0.6%	12.3%	5

	Cluster %	National %	Index
Mail Responsive			
Mail Order Responsive	16.8%	68.4%	24
Mail Order Buyer	16.7%	68.4%	24
Mail Order Donor	0.0%	1.4%	1

	Cluster %	National %	Index
Buying Channel Preference - Score = 01			
Internet	2.2%	9.0%	25
Mail	0.0%	9.5%	0
Phone	0.0%	9.2%	0

