

### ABOUT OUTWARD BOUND

These early 30s to mid-40s couples are primarily high school grads, working in a mix of technical, professional and blue-collar craftsman jobs. The Outward Bound cluster is well named. These middle-class households spend time and money on hunting and horseback riding, along with trucks and trailers. Their magazine preferences continue to show an avid interest in the outdoors, with choices including Guns & Ammo, American Hunter and North American Hunter. All that outdoor activity works up an appetite, but fortunately baking and cooking interests are reflected in this cluster, too.



HOUSEHOLDS: 1,201,240 (0.86% OF U.S.)



#### Cluster Info

Age	30-45
Marital Status	Married
Home Ownership	Owner
Kids	No Kids
Income	\$35,000 - \$59,999
Income Rank	33
Urbanicity	Rural
Urbanicity Rank	64
Net Worth	\$10K-\$500K
Net Worth Rank	36

### WHEN THEY GREW UP...

- FBI agents arrest Unabomber
- At age 25, Jeff Gordon is youngest winner in Daytona 500 history
- U.S. female figure skating championship won by Tara Lipinski
- Toll-free 888 area code introduced

### SHOPPING...

- NAPA
- Tractor Supply Company
- Hunting
- Finish Line
- IGA Grocery Store

### DIGITAL/ONLINE...

- Lenovo/IBM Computers
- Windows Vista at Work
- Blu-ray
- NASCAR.com
- Weatherbug.com

### FINANCIAL...

- New Checking Accounts
- HSBC Credit/Debit Card
- Walmart Card
- Farm Bureau Insurance
- Progressive Insurance

### TV/RADIO...

- Country Music
- Rock Music
- Great American Country
- "River Monsters"
- "American Chopper"

### MAGAZINES/NEWSPAPERS...

- American Hunter
- North American Hunter
- Cooking with Paula Deen
- Guns & Ammo
- Martha Stewart Living

### ACTIVITIES...

- Baking
- Play a Musical Instrument
- Rent or Purchase TV Shows
- Bow Hunting
- Horseback Riding

### TRAVEL/AUTO...

- Honda ATVs/UTVs
- Trailer for ATV/UTV
- 5+ Vehicles
- Ford F-Series
- Comfort Inns



	Cluster %	National %	Index
<b>Age - Head of Household</b>			
18-23 Years	0.8%	3.7%	22
24-29 Years	9.3%	7.9%	118
30-35 Years	38.5%	9.9%	388
36-45 Years	51.4%	18.5%	278
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	35.70	5070.0%	

	Cluster %	National %	Index
<b>Estimated Income</b>			
<\$15,000	0.8%	12.5%	6
\$15,000-\$19,999	6.7%	5.7%	118
\$20,000-\$29,999	12.5%	10.6%	119
\$30,000-\$39,999	15.7%	10.0%	157
\$40,000-\$49,999	23.4%	9.7%	240
\$50,000-\$74,999	31.3%	21.6%	145
\$75,000-\$99,999	9.7%	11.4%	85
\$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	82.1%	63.3%	130
Ages 0-2	55.4%	4.9%	1136
Ages 3-5	36.9%	8.7%	422
Ages 6-10	19.7%	13.5%	146
Ages 11-15	9.7%	14.7%	66
Ages 16-17	2.7%	6.1%	44

	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	1.6%	13.6%	12
\$1 - \$4,999	4.8%	7.5%	64
\$5,000 - \$9,999	6.0%	0.05	112
\$10,000 - \$24,999	11.3%	7.7%	147
\$25,000 - \$49,999	13.5%	7.9%	171
\$50,000 - \$99,999	20.3%	10.8%	188
\$100,000 - \$249,999	27.2%	16.4%	166
\$250,000 - \$499,999	12.7%	12.0%	107
\$500,000 - \$999,999	2.3%	8.1%	29
\$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	2.1%	27.6%	8
Home Owner	97.9%	72.4%	135

	Cluster %	National %	Index
<b>Population Density - HH per Sq. Mile</b>			
0-28	51.0%	9.7%	528
29-103	48.9%	10.2%	478
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	9.1%	15.3%	60
2-5 Years	23.2%	20.9%	111
6-14 Years	40.1%	35.1%	114
15+ Years	27.6%	28.7%	96



	Cluster %	National %	Index
<b>Market Value of Home</b>			
<\$50000	14.4%	7.6%	188
\$50000-\$99999	31.9%	19.2%	167
\$100000-\$124999	13.9%	9.9%	140
\$125000-\$149999	10.9%	9.2%	119
\$150000-\$199999	14.9%	14.5%	103
\$200000-\$299999	9.7%	16.4%	59
\$300000-\$499999	2.7%	13.8%	19
\$500000+	1.6%	9.4%	17

	Cluster %	National %	Index
<b>Dwelling Unit Size</b>			
Single Family Dwelling	98.5%	85.1%	116
Multiple Family Dwelling	1.5%	14.9%	10

	Cluster %	National %	Index
<b>Occupation</b>			
Professional/Technical	20.4%	27.9%	73
Administration/Management	7.2%	8.2%	88
Sales/Service	3.0%	2.7%	112
Clerical/White Collar	13.5%	16.8%	81
Craftsman/Blue Collar	32.9%	18.4%	178
Student	1.4%	0.7%	200
Housewife	7.4%	5.8%	126
Retired	2.5%	11.7%	22
Other	7.9%	4.7%	168
Self Employed	3.8%	3.1%	121

	Cluster %	National %	Index
<b>Education</b>			
Completed High School	69.6%	56.8%	123
Completed College	24.8%	30.6%	81
Completed Graduate School	5.0%	12.2%	41
Attended Vocational/Technical	0.6%	0.4%	137



	Cluster %	National %	Index
<b>Ethnicity</b>			
Caucasian/Other	90.2%	73.9%	122
African American	4.0%	11.0%	36
Hispanic	5.2%	11.5%	45
Asian	0.7%	3.6%	18

	Cluster %	National %	Index
<b>Household Size</b>			
One Person Household	1.8%	29.3%	6
Two Person Household	47.3%	26.8%	176
Three Person Household	25.8%	19.8%	130
Four Person Household	13.9%	11.8%	118
Five+ Person Household	11.2%	12.3%	91

	Cluster %	National %	Index
<b>Mail Responsive</b>			
Mail Order Responsive	85.8%	68.4%	125
Mail Order Buyer	85.8%	68.4%	125
Mail Order Donor	0.5%	1.4%	33

	Cluster %	National %	Index
<b>Buying Channel Preference - Score = 01</b>			
Internet	8.2%	9.0%	91
Mail	3.5%	9.5%	36
Phone	2.1%	9.2%	23

