

ABOUT RURAL ADVENTURE

The Rural Adventure cluster is predominantly single and, at a mean age of 36, childless, with vocational/technical degrees, high school diplomas and some college. They are a fairly mobile group and earn their middle incomes from a mix of blue-collar, white-collar and professional/technical jobs. They are concentrated in rural areas and exhibit less-rigorous, but still-to-be-expected, outdoor interests such as fishing and hunting. Trucks are likely the vehicle of choice. Their magazine preferences – including American Hunter, Field & Stream, Motor Trend and Men's Health – skew toward men's interests.



HOUSEHOLDS: 788,360 (0.56% OF U.S.)



Cluster Info

Age	30-45
Marital Status	Single/Married
Home Ownership	Owner/Renter
Kids	No Kids
Income	\$35,000 - \$59,999
Income Rank	40
Urbanicity	Rural
Urbanicity Rank	59
Net Worth	<\$250K
Net Worth Rank	54

WHEN THEY GREW UP...

- Heaven's Gate cult suicide
- Bryant Gumbel co-hosts his final "Today" show
- Chicago Bulls win record 72 games in a season
- Nintendo 64 goes on sale in U.S.

SHOPPING...

- Trends
- Hunting
- NAPA
- Belk
- Sheetz Convenience Store

DIGITAL/ONLINE...

- CD Burner at Work
- CBS.com
- foxsports.com
- Social Network Games
- Download Albums

FINANCIAL...

- Regions Bank
- Personal Non-Education Loan
- MasterCard Gold
- New Life Insurance
- Homeowner Insurance Floater Policy

TV/RADIO...

- Variety/Other Radio Shows
- SiriusXM Radio
- The Speed Channel
- "Sons of Anarchy"
- "American Pickers"

MAGAZINES/NEWSPAPERS...

- American Hunter
- Motor Trend
- Hot Rod
- Field & Stream
- Men's Health

ACTIVITIES...

- Watch NASCAR
- Professional Wrestling
- Collect Sports Trading Cards
- Fishing
- Rifle Hunting

TRAVEL/AUTO...

- New Trucks
- Advanced Auto Parts Store
- Jiffy Lube
- Days Inn
- Super 8



	Cluster %	National %	Index
Age - Head of Household			
18-23 Years	0.5%	3.7%	14
24-29 Years	5.1%	7.9%	65
30-35 Years	38.0%	9.9%	382
36-45 Years	56.4%	18.5%	305
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	36.20	5070.0%	

	Cluster %	National %	Index
Estimated Income			
<\$15,000	4.4%	12.5%	35
\$15,000-\$19,999	10.5%	5.7%	185
\$20,000-\$29,999	27.8%	10.6%	263
\$30,000-\$39,999	23.2%	10.0%	233
\$40,000-\$49,999	21.7%	9.7%	223
\$50,000-\$74,999	12.5%	21.6%	58
\$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	98.3%	63.3%	155
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
Marital Status			
Single	68.4%	51.3%	133
Married	31.6%	48.7%	65



	Cluster %	National %	Index
Estimated Net Worth			
< \$1	12.3%	13.6%	90
\$1 - \$4,999	13.5%	7.5%	179
\$5,000 - \$9,999	10.5%	0.05	195
\$10,000 - \$24,999	15.6%	7.7%	202
\$25,000 - \$49,999	14.1%	7.9%	178
\$50,000 - \$99,999	15.8%	10.8%	146
\$100,000 - \$249,999	14.0%	16.4%	85
\$250,000 - \$499,999	3.4%	12.0%	28
\$500,000 - \$999,999	0.9%	8.1%	11
\$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	30.1%	27.6%	109
Home Owner	69.9%	72.4%	97

	Cluster %	National %	Index
Population Density - HH per Sq. Mile			
0-28	39.5%	9.7%	409
29-103	40.5%	10.2%	396
104-925	20.0%	31.1%	64
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	14.3%	15.3%	93
2-5 Years	26.0%	20.9%	124
6-14 Years	38.3%	35.1%	109
15+ Years	21.4%	28.7%	75



	Cluster %	National %	Index
Market Value of Home			
<\$50000	15.0%	7.6%	196
\$50000-\$99999	30.5%	19.2%	159
\$100000-\$124999	14.0%	9.9%	141
\$125000-\$149999	10.9%	9.2%	119
\$150000-\$199999	13.6%	14.5%	94
\$200000-\$299999	9.3%	16.4%	57
\$300000-\$499999	4.0%	13.8%	29
\$500000+	2.7%	9.4%	29

	Cluster %	National %	Index
Dwelling Unit Size			
Single Family Dwelling	94.0%	85.1%	110
Multiple Family Dwelling	6.0%	14.9%	40

	Cluster %	National %	Index
Occupation			
Professional/Technical	18.4%	27.9%	66
Administration/Management	7.0%	8.2%	86
Sales/Service	3.8%	2.7%	140
Clerical/White Collar	18.6%	16.8%	111
Craftsman/Blue Collar	28.1%	18.4%	152
Student	2.7%	0.7%	385
Housewife	7.5%	5.8%	129
Retired	2.5%	11.7%	21
Other	7.8%	4.7%	167
Self Employed	3.6%	3.1%	116

	Cluster %	National %	Index
Education			
Completed High School	72.7%	56.8%	128
Completed College	22.5%	30.6%	74
Completed Graduate School	4.1%	12.2%	34
Attended Vocational/Technical	0.7%	0.4%	159



	Cluster %	National %	Index
Ethnicity			
Caucasian/Other	84.2%	73.9%	114
African American	7.0%	11.0%	63
Hispanic	7.9%	11.5%	69
Asian	1.0%	3.6%	27

	Cluster %	National %	Index
Household Size			
One Person Household	41.7%	29.3%	142
Two Person Household	42.4%	26.8%	158
Three Person Household	10.2%	19.8%	52
Four Person Household	3.5%	11.8%	30
Five+ Person Household	2.2%	12.3%	18

	Cluster %	National %	Index
Mail Responsive			
Mail Order Responsive	55.5%	68.4%	81
Mail Order Buyer	55.5%	68.4%	81
Mail Order Donor	0.1%	1.4%	8

	Cluster %	National %	Index
Buying Channel Preference - Score = 01			
Internet	4.1%	9.0%	45
Mail	1.3%	9.5%	13
Phone	0.5%	9.2%	5

