

ABOUT RURAL COMMUNITY

Rural Community households are community elders. They have lived for decades in their rural communities, enjoying elder status in a spectrum of religious and other organizations. Retirees make up 40% of this cluster. Their incomes are lower-middle and their investments and savings are conservative with CDs and annuities. Internet usage is not a priority with this group. They enjoy growing vegetables, working crossword puzzles and bird watching. Pickup trucks are a convenient choice in this rural lifestyle, and might be used to pull boats for outdoor fun on the water.



HOUSEHOLDS: 2,733,300 (1.95% OF U.S.)



Cluster Info	
Age	66+
Marital Status	Married
Home Ownership	Owner
Kids	No Kids
Income	\$35,000 - \$59,999
Income Rank	38
Urbanicity	Rural
Urbanicity Rank	67
Net Worth	\$10K-\$500K
Net Worth Rank	37

WHEN THEY GREW UP...

- First "Dear Abby" column appears in newspapers
- Dow Jones closes above 500 for first time
- Martin Luther King Jr.'s home bombed
- Sudan becomes independent

SHOPPING...

- NAPA
- Lumber and Building Supply Stores
- Dollar General
- Price Chopper Grocery Store
- Quick Lube Centers

DIGITAL/ONLINE...

- Dial-Up Modem
- CenturyLink Internet Service
- Computer Confusion
- Do Not Connect With Family/Friends Online
- Technology Has Little Impact on Daily Life

FINANCIAL...

- CDs
- Citizens Bank
- Religious Contributions
- Farmers Insurance Group Auto Insurance
- Prudential Life Insurance

TV/RADIO...

- Gospel Radio Format
- Dish Network
- "Fox Report with Shepard Smith"
- CBS Local TV News
- "Wheel of Fortune"

MAGAZINES/NEWSPAPERS...

- Newspaper, Comics & Sports
- AARP The Magazine
- American Rifleman
- Guideposts
- Family Circle

ACTIVITIES...

- Grow Vegetables
- Crossword Puzzles
- Bird Watching
- Members of Church Board
- Own Boats

TRAVEL/AUTO...

- Honda ATVs/UTVs
- 4-Door Truck
- Dodge
- Buick
- Do Not Book Trips Online



	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	0.0%	9.9%	0
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	51.0%	11.2%	456
76+ Years	49.0%	10.0%	492
MEAN AGE	76.00	5070.0%	

	Cluster %	National %	Index
Estimated Income			
<\$15,000	10.2%	12.5%	82
\$15,000-\$19,999	10.2%	5.7%	181
\$20,000-\$29,999	17.9%	10.6%	169
\$30,000-\$39,999	20.8%	10.0%	209
\$40,000-\$49,999	16.6%	9.7%	171
\$50,000-\$74,999	23.2%	21.6%	108
\$75,000-\$99,999	1.1%	11.4%	9
\$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	100.0%	63.3%	158
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	11.7%	51.3%	23
Married	88.3%	48.7%	181



	Cluster %	National %	Index
Estimated Net Worth			
< \$1	1.7%	13.6%	13
\$1 - \$4,999	4.8%	7.5%	64
\$5,000 - \$9,999	6.0%	5.4%	111
\$10,000 - \$24,999	11.5%	7.7%	149
\$25,000 - \$49,999	14.1%	7.9%	178
\$50,000 - \$99,999	20.8%	10.8%	192
\$100,000 - \$249,999	27.1%	16.4%	166
\$250,000 - \$499,999	12.5%	12.0%	104
\$500,000 - \$999,999	1.5%	8.1%	19
\$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	3.4%	27.6%	12
Home Owner	96.6%	72.4%	133

	Cluster %	National %	Index
Population Density - HH per Sq. Mile			
0-28	59.8%	9.7%	619
29-103	40.1%	10.2%	392
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	4.4%	15.3%	29
2-5 Years	13.8%	20.9%	66
6-14 Years	30.4%	35.1%	87
15+ Years	51.4%	0.29	179



	Cluster %	National %	Index
Market Value of Home			
<\$50000	16.2%	7.6%	212
\$50000-\$99999	31.9%	19.2%	166
\$100000-\$124999	13.8%	9.9%	139
\$125000-\$149999	10.5%	9.2%	114
\$150000-\$199999	13.8%	14.5%	95
\$200000-\$299999	9.2%	16.4%	56
\$300000-\$499999	2.9%	13.8%	21
\$500000+	1.7%	9.4%	18

	Cluster %	National %	Index
Dwelling Unit Size			
Single Family Dwelling	97.9%	85.1%	115
Multiple Family Dwelling	2.1%	14.9%	14

	Cluster %	National %	Index
Occupation			
Professional/Technical	10.7%	27.9%	38
Administration/Management	4.7%	8.2%	58
Sales/Service	1.5%	2.7%	57
Clerical/White Collar	7.4%	16.8%	44
Craftsman/Blue Collar	12.1%	18.4%	66
Student	0.1%	0.7%	20
Housewife	9.2%	5.8%	157
Retired	40.4%	11.7%	345
Other	10.6%	4.7%	226
Self Employed	3.2%	3.1%	103

	Cluster %	National %	Index
Education			
Completed High School	55.0%	56.8%	97
Completed College	35.4%	30.6%	116
Completed Graduate School	9.0%	12.2%	74
Attended Vocational/Technical	0.5%	0.4%	123



	Cluster %	National %	Index
Ethnicity			
Caucasian/Other	93.4%	73.9%	126
African American	3.2%	11.0%	29
Hispanic	2.8%	11.5%	24
Asian	0.6%	3.6%	17

	Cluster %	National %	Index
Household Size			
One Person Household	9.4%	29.3%	32
Two Person Household	56.7%	26.8%	211
Three Person Household	20.8%	19.8%	105
Four Person Household	8.4%	11.8%	71
Five+ Person Household	4.8%	12.3%	39

	Cluster %	National %	Index
Mail Responsive			
Mail Order Responsive	94.6%	68.4%	138
Mail Order Buyer	94.6%	68.4%	138
Mail Order Donor	2.6%	1.4%	179

	Cluster %	National %	Index
Buying Channel Preference - Score = 01			
Internet	5.2%	9.0%	57
Mail	21.9%	9.5%	231
Phone	7.8%	9.2%	84

