

ABOUT RURAL PARENTS

Rural Parents households cover a wide range of incomes (all under \$75,000). They are supported by high school and some college-educated single men and women working in blue- and white-collar jobs. This group has nearly double the number of housewives (11% of the cluster), as compared to the national average. The majority own their homes, providing them a means for accruing net worth through home equity. Outdoor activities such as horseback riding and bow hunting are popular. Given their more rural locations, many have dial-up modems and get online at school or at the library.



HOUSEHOLDS: 2,058,560 (1.47% OF U.S.)



Cluster Info	
Age	30-65
Marital Status	Single
Home Ownership	Owner/Renter
Kids	Kids; Age Mix
Income	\$35,000 - \$59,999
Income Rank	37
Urbanicity	Rural
Urbanicity Rank	66
Net Worth	<\$250K
Net Worth Rank	48

WHEN THEY GREW UP...

- The Iran-Contra Scandal
- "We Are the World" is released
- Whoopi Goldberg stars in "The Color Purple"
- "Back to the Future" dominates box office

SHOPPING...

- Trendy Over Quality
- Ace Hardware
- Fred's
- Piggly Wiggly Grocery Store
- Mary Kay Cosmetics

DIGITAL/ONLINE...

- Compaq Computers
- Dial-Up Modem
- Yahoo! Messenger
- Used Internet at School or Library
- Social Networking to Meet New Friends

FINANCIAL...

- H&R Block (on-site)
- Farm Bureau Auto Insurance
- Progressive
- Insurance Companies Via Online Ad
- Pay Bills in Person

TV/RADIO...

- Country Radio Format
- Urban Radio Format
- Chiller
- "Teen Mom"
- "King of the Hill"

MAGAZINES/NEWSPAPERS...

- American Hunter
- Cooking with Paula Deen
- Traditional Home
- ESPN the Magazine
- Seventeen

ACTIVITIES...

- Movies, Opening Weekend
- Classic Movies
- Horror Movies
- Horseback Riding
- Bow Hunting

TRAVEL/AUTO...

- Sport ATVs
- Own 5+ Vehicles
- Drove 50,000+ Miles in Last Year
- Advanced Auto Parts Store
- Fords



	Cluster %	National %	Index
Age - Head of Household			
18-23 Years	0.0%	3.7%	0
24-29 Years	0.5%	7.9%	6
30-35 Years	16.1%	9.9%	162
36-45 Years	29.2%	18.5%	158
46-55 Years	30.6%	21.1%	145
56-65 Years	18.5%	17.8%	104
66-75 Years	5.0%	11.2%	45
76+ Years	0.0%	10.0%	0
MEAN AGE	46.80	5070.0%	

	Cluster %	National %	Index
Estimated Income			
<\$15,000	10.7%	12.5%	86
\$15,000-\$19,999	9.0%	5.7%	159
\$20,000-\$29,999	14.4%	10.6%	137
\$30,000-\$39,999	17.1%	10.0%	171
\$40,000-\$49,999	18.2%	9.7%	187
\$50,000-\$74,999	30.5%	21.6%	141
\$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	0.0%	63.3%	0
Ages 0-2	10.0%	4.9%	205
Ages 3-5	21.7%	8.7%	248
Ages 6-10	35.0%	13.5%	259
Ages 11-15	42.3%	14.7%	289
Ages 16-17	13.5%	6.1%	222

	Cluster %	National %	Index
Marital Status			
Single	99.8%	51.3%	195
Married	0.2%	48.7%	0



	Cluster %	National %	Index
Estimated Net Worth			
< \$1	11.6%	13.6%	85
\$1 - \$4,999	11.6%	7.5%	154
\$5,000 - \$9,999	9.1%	5.4%	168
\$10,000 - \$24,999	13.5%	7.7%	175
\$25,000 - \$49,999	13.2%	7.9%	167
\$50,000 - \$99,999	16.2%	10.8%	150
\$100,000 - \$249,999	16.7%	16.4%	102
\$250,000 - \$499,999	6.0%	12.0%	50
\$500,000 - \$999,999	2.0%	8.1%	25
\$1,000,000 - \$1,999,999	0.0%	5.6%	1
\$2,000,000+	0.0%	5.0%	0

	Cluster %	National %	Index
Home Ownership Status			
Renter	22.5%	27.6%	81
Home Owner	77.5%	72.4%	107

	Cluster %	National %	Index
Population Density - HH per Sq. Mile			
0-28	56.4%	9.7%	584
29-103	43.5%	10.2%	425
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	10.7%	15.3%	70
2-5 Years	28.1%	20.9%	134
6-14 Years	39.5%	35.1%	113
15+ Years	21.8%	0.29	76



	Cluster %	National %	Index
Market Value of Home			
<\$50000	16.4%	7.6%	215
\$50000-\$99999	32.4%	19.2%	169
\$100000-\$124999	13.6%	9.9%	138
\$125000-\$149999	10.1%	9.2%	110
\$150000-\$199999	12.4%	14.5%	86
\$200000-\$299999	9.0%	16.4%	55
\$300000-\$499999	3.4%	13.8%	25
\$500000+	2.7%	9.4%	29

	Cluster %	National %	Index
Dwelling Unit Size			
Single Family Dwelling	96.4%	85.1%	113
Multiple Family Dwelling	3.6%	14.9%	24

	Cluster %	National %	Index
Occupation			
Professional/Technical	16.2%	27.9%	58
Administration/Management	7.0%	8.2%	86
Sales/Service	3.2%	2.7%	119
Clerical/White Collar	18.3%	16.8%	109
Craftsman/Blue Collar	28.3%	18.4%	153
Student	1.0%	0.7%	136
Housewife	11.0%	5.8%	188
Retired	3.6%	11.7%	31
Other	7.8%	4.7%	167
Self Employed	3.6%	3.1%	116

	Cluster %	National %	Index
Education			
Completed High School	66.7%	56.8%	117
Completed College	27.9%	30.6%	91
Completed Graduate School	4.9%	12.2%	40
Attended Vocational/Technical	0.5%	0.4%	126



	Cluster %	National %	Index
Ethnicity			
Caucasian/Other	84.7%	73.9%	115
African American	8.7%	11.0%	79
Hispanic	5.9%	11.5%	52
Asian	0.7%	3.6%	19

	Cluster %	National %	Index
Household Size			
One Person Household	0.0%	29.3%	0
Two Person Household	38.3%	26.8%	143
Three Person Household	30.3%	19.8%	153
Four Person Household	16.8%	11.8%	143
Five+ Person Household	14.6%	12.3%	119

	Cluster %	National %	Index
Mail Responsive			
Mail Order Responsive	80.4%	68.4%	118
Mail Order Buyer	80.4%	68.4%	118
Mail Order Donor	0.2%	1.4%	12

	Cluster %	National %	Index
Buying Channel Preference - Score = 01			
Internet	4.8%	9.0%	53
Mail	2.5%	9.5%	27
Phone	2.4%	9.2%	26

