

ABOUT RURAL & ACTIVE

Rural & Active couples are ethnically diverse households representing a range of Hispanics (approaching twice the national average percentage), African-Americans and Caucasians. This group of lower-middle income households has a mix of white- and blue-collar employment. Children are not present in the household. They have diverse interests ranging from card games and science fiction movies to bow hunting and tennis. They are newspaper readers, often reading two daily newspapers and paying particular attention to classifieds, sports and comics.



HOUSEHOLDS: 1,174,160 (0.84% OF U.S.)



Cluster Info	
Age	30-45
Marital Status	Married
Home Ownership	Owner
Kids	No Kids
Income	\$25,000 - \$34,999
Income Rank	50
Urbanicity	City & Surrounds
Urbanicity Rank	37
Net Worth	\$5K-\$500K
Net Worth Rank	40

WHEN THEY GREW UP...

- Everyone is doing the "Macarena"
- Newt Gingrich becomes Speaker of the House
- O.J. Simpson murder trial begins
- First all-female crew wins America's Cup

SHOPPING...

- Cleaning Products
- Lowe's
- Interior Decorating
- Hunting
- Sears

DIGITAL/ONLINE...

- eMachines
- Charter Internet Service
- Hulu.com
- Yahoo! News
- PBS.org

FINANCIAL...

- Visa Gold
- MoneyGram
- Regions Bank
- H&R Block (on-site)
- State Farm Life Insurance

TV/RADIO...

- Radio at Work
- Country Music
- WGN America
- "King of the Hill"
- TMZ

MAGAZINES/NEWSPAPERS...

- Read News Classifieds
- Read News Sports & Comics
- Read 2 or More Daily Newspapers
- Road & Track
- Redbook

ACTIVITIES...

- Play Cards
- Backgammon
- Bow Hunting
- Science Fiction Movies
- Play Tennis

TRAVEL/AUTO...

- Full-Size SUVs
- Own Kia
- Dodge
- Carnival Cruises
- Comfort Suites



	Cluster %	National %	Index
Age - Head of Household			
18-23 Years	0.0%	3.7%	0
24-29 Years	0.7%	7.9%	8
30-35 Years	34.7%	9.9%	350
36-45 Years	64.6%	18.5%	349
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	37.20	5070.0%	

	Cluster %	National %	Index
Estimated Income			
<\$15,000	12.3%	12.5%	98
\$15,000-\$19,999	9.3%	5.7%	165
\$20,000-\$29,999	22.1%	10.6%	210
\$30,000-\$39,999	26.4%	10.0%	265
\$40,000-\$49,999	29.8%	9.7%	307
\$50,000-\$74,999	0.0%	21.6%	0
\$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	100.0%	63.3%	158
Ages 0-2	0.0%	4.9%	0
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	0.0%	51.3%	0
Married	100.0%	48.7%	205



	Cluster %	National %	Index
Estimated Net Worth			
< \$1	3.1%	13.6%	23
\$1 - \$4,999	8.1%	7.5%	108
\$5,000 - \$9,999	9.0%	5.4%	167
\$10,000 - \$24,999	14.8%	7.7%	192
\$25,000 - \$49,999	15.1%	7.9%	191
\$50,000 - \$99,999	17.9%	10.8%	166
\$100,000 - \$249,999	19.0%	16.4%	116
\$250,000 - \$499,999	9.7%	12.0%	81
\$500,000 - \$999,999	3.3%	8.1%	41
\$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	0.0%	27.6%	0
Home Owner	100.0%	72.4%	138

	Cluster %	National %	Index
Population Density - HH per Sq. Mile			
0-28	0.0%	9.7%	0
29-103	0.1%	10.2%	1
104-925	40.0%	31.1%	129
926-2508	40.4%	30.4%	133
2509-4371	13.0%	9.5%	137
4372-8167	5.7%	4.5%	125
8168+	0.8%	4.6%	17

	Cluster %	National %	Index
Length of Residence			
<2 Years	9.3%	15.3%	61
2-5 Years	19.2%	20.9%	92
6-14 Years	39.3%	35.1%	112
15+ Years	32.1%	0.29	112



	Cluster %	National %	Index
Market Value of Home			
<\$50000	10.4%	7.6%	136
\$50000-\$99999	29.6%	19.2%	154
\$100000-\$124999	12.7%	9.9%	128
\$125000-\$149999	10.9%	9.2%	118
\$150000-\$199999	14.1%	14.5%	97
\$200000-\$299999	12.7%	16.4%	77
\$300000-\$499999	7.2%	13.8%	52
\$500000+	2.4%	9.4%	26

	Cluster %	National %	Index
Dwelling Unit Size			
Single Family Dwelling	92.1%	85.1%	108
Multiple Family Dwelling	7.9%	14.9%	53

	Cluster %	National %	Index
Occupation			
Professional/Technical	24.2%	27.9%	87
Administration/Management	8.2%	8.2%	100
Sales/Service	3.4%	2.7%	125
Clerical/White Collar	17.4%	16.8%	104
Craftsman/Blue Collar	27.5%	18.4%	149
Student	2.4%	0.7%	346
Housewife	5.4%	5.8%	92
Retired	4.2%	11.7%	36
Other	4.4%	4.7%	95
Self Employed	2.9%	3.1%	93

	Cluster %	National %	Index
Education			
Completed High School	66.7%	56.8%	117
Completed College	26.4%	30.6%	86
Completed Graduate School	6.1%	12.2%	50
Attended Vocational/Technical	0.8%	0.4%	194



	Cluster %	National %	Index
Ethnicity			
Caucasian/Other	62.8%	73.9%	85
African American	12.2%	11.0%	111
Hispanic	21.0%	11.5%	183
Asian	4.0%	3.6%	111

	Cluster %	National %	Index
Household Size			
One Person Household	4.1%	29.3%	14
Two Person Household	57.9%	26.8%	216
Three Person Household	17.8%	19.8%	90
Four Person Household	10.7%	11.8%	90
Five+ Person Household	9.5%	12.3%	77

	Cluster %	National %	Index
Mail Responsive			
Mail Order Responsive	75.2%	68.4%	110
Mail Order Buyer	75.1%	68.4%	110
Mail Order Donor	1.5%	1.4%	103

	Cluster %	National %	Index
Buying Channel Preference - Score = 01			
Internet	4.9%	9.0%	55
Mail	3.2%	9.5%	34
Phone	1.2%	9.2%	13

