

ABOUT RURAL & MOBILE

Rural & Mobile is a group on the go, seemingly without commitment to much of anything. At a mean age of 45, this group is predominantly single renters, with no children at home and little net worth. With mostly high school and vocational/technical degrees, this group indexes above average for blue-collar workers, and nearly twice as many housewives compared to the national average. Interests and media preferences reflect marked gender dichotomies. For instance, popular magazines include Woman's World and Country Living, as well as North American Hunter and Guns & Ammo.



HOUSEHOLDS: 1,976,980 (1.41% OF U.S.)



Cluster Info	
Age	30-65
Marital Status	Single
Home Ownership	Renter
Kids	No Kids
Income	\$25,000 - \$34,999
Income Rank	53
Urbanicity	Rural
Urbanicity Rank	63
Net Worth	<\$10K
Net Worth Rank	65

WHEN THEY GREW UP...

- AIDS charity cover "That's What Friends Are For" is #1
- Ferdinand Marcos rigs Philippines election
- Geffen Records signs Guns & Roses
- World oil prices dip below \$10 a barrel

SHOPPING...

- BI-LO
- Fishing
- O'Reilly Auto Parts
- Dollar General
- Fred's

DIGITAL/ONLINE...

- Social Networking for Movie, TV Station or Show
- Social Networking Games
- Weatherbug.com
- eMachines
- Computer Confusion

FINANCIAL...

- Investing for Future not a High Priority
- Pay Bills in Person
- Medicaid
- Farm Bureau Auto Insurance
- Financial Burdens

TV/RADIO...

- Gospel Radio Format
- Cloo
- CMT
- FX Prime Movie
- "Army Wives"

MAGAZINES/NEWSPAPERS...

- Guns & Ammo
- North American Hunter
- Woman's World
- Country Living
- Field & Stream

ACTIVITIES...

- Camping in National Parks and Forests
- Comedy Movies
- Romance Movies
- Bow Hunting
- Crocheting

TRAVEL/AUTO...

- New Trucks
- 2-Door Car Likely
- Fords
- Days Inn
- Do Not Research Travel 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	20.7%	9.9%	209
36-45 Years	31.9%	18.5%	172
46-55 Years	23.2%	21.1%	110
56-65 Years	24.2%	17.8%	136
66-75 Years	0.0%	11.2%	0
76+ Years	0.0%	10.0%	0
MEAN AGE	45.50	5070.0%	

	Cluster %	National %	Index
Estimated Income			
<\$15,000	36.5%	12.5%	293
\$15,000-\$19,999	10.9%	5.7%	192
\$20,000-\$29,999	15.6%	10.6%	148
\$30,000-\$39,999	11.7%	10.0%	118
\$40,000-\$49,999	9.2%	9.7%	94
\$50,000-\$74,999	15.2%	21.6%	71
\$75,000-\$99,999	0.2%	11.4%	2
\$100,000-\$124,999	0.2%	6.4%	3
\$125,000-\$149,999	0.1%	1.7%	4
\$150,000+	0.4%	10.5%	4

	Cluster %	National %	Index
Presence and Age of Children			
No Children Present	99.9%	63.3%	158
Ages 0-2	34.4%	4.9%	705
Ages 3-5	56.3%	8.7%	643
Ages 6-10	5.2%	13.5%	39
Ages 11-15	7.3%	14.7%	50
Ages 16-17	2.1%	6.1%	34

	Cluster %	National %	Index
Marital Status			
Single	89.9%	51.3%	175
Married	10.1%	48.7%	21



	Cluster %	National %	Index
Estimated Net Worth			
< \$1	47.5%	13.6%	349
\$1 - \$4,999	22.5%	7.5%	299
\$5,000 - \$9,999	10.2%	5.4%	190
\$10,000 - \$24,999	8.7%	7.7%	113
\$25,000 - \$49,999	4.7%	7.9%	60
\$50,000 - \$99,999	3.2%	10.8%	30
\$100,000 - \$249,999	2.1%	16.4%	13
\$250,000 - \$499,999	0.9%	12.0%	8
\$500,000 - \$999,999	0.1%	8.1%	1
\$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	100.0%	27.6%	362
Home Owner	0.0%	72.4%	0

	Cluster %	National %	Index
Population Density - HH per Sq. Mile			
0-28	58.5%	9.7%	606
29-103	41.3%	10.2%	404
104-925	0.1%	31.1%	0
926-2508	0.1%	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	17.8%	15.3%	117
2-5 Years	26.5%	20.9%	127
6-14 Years	40.2%	35.1%	115
15+ Years	15.5%	0.29	54



	Cluster %	National %	Index
Market Value of Home			
<\$50000	12.1%	7.6%	158
\$50000-\$99999	32.1%	19.2%	167
\$100000-\$124999	14.5%	9.9%	146
\$125000-\$149999	9.9%	9.2%	108
\$150000-\$199999	12.8%	14.5%	88
\$200000-\$299999	9.5%	16.4%	58
\$300000-\$499999	4.8%	13.8%	35
\$500000+	4.3%	9.4%	45

	Cluster %	National %	Index
Dwelling Unit Size			
Single Family Dwelling	92.3%	85.1%	109
Multiple Family Dwelling	7.7%	14.9%	51

	Cluster %	National %	Index
Occupation			
Professional/Technical	17.5%	27.9%	63
Administration/Management	8.3%	8.2%	102
Sales/Service	4.0%	2.7%	146
Clerical/White Collar	17.8%	16.8%	106
Craftsman/Blue Collar	22.7%	18.4%	123
Student	1.2%	0.7%	173
Housewife	11.1%	5.8%	190
Retired	3.7%	11.7%	31
Other	9.6%	4.7%	205
Self Employed	4.2%	3.1%	135

	Cluster %	National %	Index
Education			
Completed High School	70.8%	56.8%	125
Completed College	24.7%	30.6%	81
Completed Graduate School	3.7%	12.2%	31
Attended Vocational/Technical	0.7%	0.4%	167



	Cluster %	National %	Index
Ethnicity			
Caucasian/Other	82.5%	73.9%	112
African American	11.0%	11.0%	100
Hispanic	6.0%	11.5%	52
Asian	0.6%	3.6%	16

	Cluster %	National %	Index
Household Size			
One Person Household	79.2%	29.3%	270
Two Person Household	17.0%	26.8%	63
Three Person Household	2.8%	19.8%	14
Four Person Household	0.7%	11.8%	6
Five+ Person Household	0.3%	12.3%	2

	Cluster %	National %	Index
Mail Responsive			
Mail Order Responsive	27.6%	68.4%	40
Mail Order Buyer	27.6%	68.4%	40
Mail Order Donor	0.0%	1.4%	1

	Cluster %	National %	Index
Buying Channel Preference - Score = 01			
Internet	3.5%	9.0%	39
Mail	0.5%	9.5%	5
Phone	0.8%	9.2%	9

