

ABOUT WORK & OUTDOORS

Work & Outdoors households are made up of singles working in blue-collar and lower echelon white-collar jobs. Despite being single with virtually no children under 18 at home, 40% of these households have two or more people living in them, suggesting extended families for some. They are comfortable performing some home and vehicle maintenance, shopping at stores such as True Value Hardware and AutoZone, changing their own oil and watching "Ask This Old House." Woodworking is a related hobby. They also like to get outdoors for hunting and fishing. The Internet and new technology are not priorities.



HOUSEHOLDS: 1,157,380 (0.83% OF U.S.)



Cluster Info

Age	46-65
Marital Status	Single
Home Ownership	Owner
Kids	No Kids
Income	\$25,000 - \$34,999
Income Rank	54
Urbanicity	Rural
Urbanicity Rank	70
Net Worth	<\$250K
Net Worth Rank	52

WHEN THEY GREW UP...

- Average gas price is 59¢ a gallon
- "Jaws" terrorizes moviegoers
- Production of original Volkswagen Beetle ends
- US invades Cambodia

SHOPPING...

- True Value Hardware Store
- Citgo
- Belk
- BI-LO
- AutoZone

DIGITAL/ONLINE...

- Computers 5+ Years Old
- Do Not Research Products Online
- Not Interested in New Technology
- eMachines
- Dial-Up Modem

FINANCIAL...

- Personal Non-Education Loan
- Not Online Bankers
- Farm Bureau Auto Insurance
- Farmers Insurance Group Home Insurance
- You Alone Medical Insurance

TV/RADIO...

- Country Radio Format
- Reelz Channel
- "CBS Evening News"
- "The Talk"
- "Ask This Old House"

MAGAZINES/NEWSPAPERS...

- American Hunter
- National Enquirer
- Redbook
- Cosmopolitan
- Southern Living

ACTIVITIES...

- Woodworking
- Purchase Romance Movies
- Fishing
- Auto Racing
- Shotgun Hunting

TRAVEL/AUTO...

- Sports Coupes
- Change Own Oil
- Ford
- Prefer Relaxing Vacations
- Do Not Purchase Package Deals



	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	3.6%	18.5%	19
46-55 Years	42.4%	21.1%	201
56-65 Years	49.9%	17.8%	280
66-75 Years	4.1%	11.2%	37
76+ Years	0.0%	10.0%	0
MEAN AGE	55.60	5070.0%	

	Cluster %	National %	Index
Estimated Income			
<\$15,000	21.7%	12.5%	174
\$15,000-\$19,999	17.1%	5.7%	302
\$20,000-\$29,999	19.9%	10.6%	189
\$30,000-\$39,999	20.9%	10.0%	209
\$40,000-\$49,999	20.5%	9.7%	210
\$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	99.5%	63.3%	157
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	100.0%	51.3%	195
Married	0.0%	48.7%	0



	Cluster %	National %	Index
Estimated Net Worth			
< \$1	4.3%	13.6%	31
\$1 - \$4,999	11.0%	7.5%	146
\$5,000 - \$9,999	11.0%	5.4%	205
\$10,000 - \$24,999	17.2%	7.7%	222
\$25,000 - \$49,999	17.3%	7.9%	219
\$50,000 - \$99,999	18.5%	10.8%	172
\$100,000 - \$249,999	15.2%	16.4%	93
\$250,000 - \$499,999	4.5%	12.0%	37
\$500,000 - \$999,999	1.0%	8.1%	12
\$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	58.5%	9.7%	606
29-103	41.4%	10.2%	404
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	6.5%	15.3%	42
2-5 Years	17.5%	20.9%	83
6-14 Years	39.9%	35.1%	114
15+ Years	36.2%	0.29	126



	Cluster %	National %	Index
Market Value of Home			
<\$50000	22.1%	7.6%	289
\$50000-\$99999	34.3%	19.2%	179
\$100000-\$124999	12.8%	9.9%	129
\$125000-\$149999	8.4%	9.2%	92
\$150000-\$199999	10.2%	14.5%	70
\$200000-\$299999	6.8%	16.4%	42
\$300000-\$499999	2.9%	13.8%	21
\$500000+	2.4%	9.4%	26

	Cluster %	National %	Index
Dwelling Unit Size			
Single Family Dwelling	98.0%	85.1%	115
Multiple Family Dwelling	2.0%	14.9%	14

	Cluster %	National %	Index
Occupation			
Professional/Technical	17.3%	27.9%	62
Administration/Management	6.4%	8.2%	78
Sales/Service	2.8%	2.7%	102
Clerical/White Collar	17.1%	16.8%	102
Craftsman/Blue Collar	28.2%	18.4%	153
Student	0.5%	0.7%	67
Housewife	7.5%	5.8%	129
Retired	7.7%	11.7%	66
Other	8.5%	4.7%	181
Self Employed	4.0%	3.1%	129

	Cluster %	National %	Index
Education			
Completed High School	61.3%	56.8%	108
Completed College	30.8%	30.6%	101
Completed Graduate School	7.0%	12.2%	58
Attended Vocational/Technical	0.9%	0.4%	200



	Cluster %	National %	Index
Ethnicity			
Caucasian/Other	87.8%	73.9%	119
African American	7.2%	11.0%	65
Hispanic	4.4%	11.5%	38
Asian	0.7%	3.6%	18

	Cluster %	National %	Index
Household Size			
One Person Household	56.9%	29.3%	194
Two Person Household	24.9%	26.8%	93
Three Person Household	10.5%	19.8%	53
Four Person Household	4.7%	11.8%	40
Five+ Person Household	3.0%	12.3%	24

	Cluster %	National %	Index
Mail Responsive			
Mail Order Responsive	72.3%	68.4%	106
Mail Order Buyer	72.3%	68.4%	106
Mail Order Donor	0.5%	1.4%	37

	Cluster %	National %	Index
Buying Channel Preference - Score = 01			
Internet	4.2%	9.0%	47
Mail	5.2%	9.5%	55
Phone	2.9%	9.2%	32

