



TheRetailCoach®

Moving Beyond Data

PSYCHOGRAPHIC PROFILE

**Retail Trade Area
Brenham, Texas**

Prepared for

Brenham / Washington County Chamber of Commerce

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About The Retail Coach

The Retail Coach, LLC, is a national retail analytics and locational intelligence firm that specializes in all aspects of retail market analyses and recruitment, from “macro to micro” trade area assessment to actively recruiting retailers on behalf of our clients.

Through its unique Retail360 process, The Retail Coach offers a dynamic system of products and services that better enable communities to maximize their retail development potential.

Retail360 Process

Providing more than simple data reports of psychographic and demographic trends, The Retail Coach goes well beyond other retail consulting and market research firms’ offerings by combining current national and statewide demographics and trend data with real-world, “on-the-ground” data gathered through extensive visits within our clients’ communities.

Every community is different, and there is no “one size fits all” retail recruitment solution. Compiling the gathered data into client-tailored information packets that are uniquely designed for, and targeted to, specific retailers and restaurants who meet the community’s needs helps assure our clients that they are receiving the latest and best information for their retail recruitment efforts — all with personal service and coaching guidance that continues beyond the initial project scope and timeline.

Our Retail360 process assures that communities get timely, accurate and relevant information. Translating that data into the information that retailers need and seek assures our clients even better possibilities for tremendous retail growth and success.

The Retail Coach — It’s not about data. It’s about your success.

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Psychographics Overview

Psychographics

Psychographics, simply defined, is the use of demographics to study and measure attitudes, values, lifestyles and buying habits of a household, community or trade area. There are 66 Lifestyle Segments used to classify psychographic profiles. An area of study will always be defined by one or more of these Lifestyle Segments.

Dominant Segments

Dominant Segments are those Psychographic Lifestyle Segments which make up approximately 50% of the total population of a Retail Trade Area or other study area. In some cases, one or two segments can make up significantly more than 50% of the total population. In this situation, often the top five segments are presented.

Lifestyle Behaviors Abbreviations & Reference Codes

In the "Lifestyle Behaviors" portions (for each Lifestyle Segment) of this document certain abbreviations and reference codes are provided to help explain various statistical figures and definitions. Below you will find a brief overview of these and their usage.

H = Survey questions asked by MediaMark in the universe of "Households"

A = Survey questions asked by MediaMark in the universe of "Adults" within households.

1wk = Once a week

3mo = Three times per month

1yr = Once per year

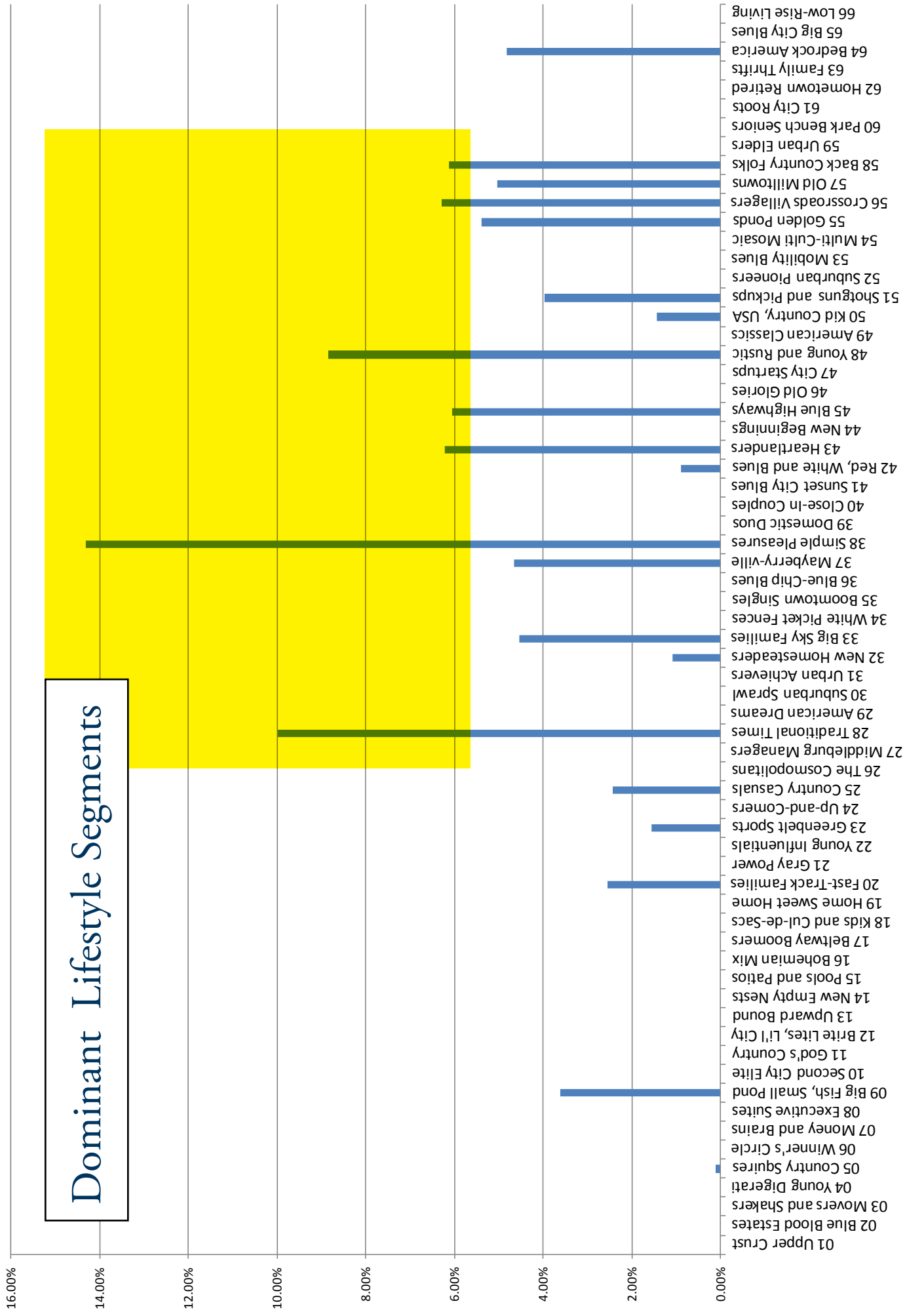
3yr = Three times per year

* denotes that there is quantitative information behind the question (ex. how much they spent, etc.)

"Index" refers to the average household performance. The average household performance index is 100. For any lifestyle behavior index higher than 100, there is a higher than average likelihood for that lifestyle behavior to be exhibited by individuals in a lifestyle segment. For any lifestyle behavior index lower than 100, there is a lower than average likelihood for that behavior to be exhibited by those individuals in a lifestyle segment.

For example, an index of 50 would indicate that individuals in a particular lifestyle segment would be "half" as likely to exhibit that lifestyle behavior. An index of 200 would indicate that individuals in a particular lifestyle segment would be twice as likely. An index of 300, three times as likely, etc.

Dominant Lifestyle Segments



Lifestyle Segment Definitions

38 Simple Pleasures - 14.30%

With more than two-thirds of its residents over 65 years old, Simple Pleasures is mostly a retirement lifestyle: a neighborhood of lower-middle-class singles and couples living in modestly priced homes. Many are high school-educated seniors who held blue-collar jobs before their retirement. And a disproportionate number served in the military, so many residents are members of veterans clubs.

28 Traditional Times - 9.99%

Traditional Times is the kind of lifestyle where small-town couples nearing retirement are beginning to enjoy their first empty-nest years. Typically in their fifties and sixties, these upper-middle-class Americans pursue a kind of granola-and-grits lifestyle. On their coffee tables are magazines with titles like Country Living and Country Home. But they're big travelers, especially in recreational vehicles and campers.

48 Young & Rustic - 8.84%

Young & Rustic is composed of middle age, restless singles. These folks tend to be lower-middle-income, high school-educated, and live in tiny apartments in the nation's exurban towns. With their service industry jobs and modest incomes, these folks still try to fashion fast-paced lifestyles centered on sports, cars, and dating.

56 Crossroads Villagers - 6.29%

With a population of white-collar couples and families, Crossroads Villagers is a classic rural lifestyle. Residents are high school-educated, with downscale incomes and modest housing; one-quarter live in mobile homes. And there's an air of self-reliance in these households as Crossroads Villagers help put food on the table through fishing, gardening, and hunting.

43 Heartlanders - 6.23%

America was once a land of small middle-class towns, which can still be found today among Heartlanders. This widespread segment consists of older couples with white-collar jobs living in sturdy, unpretentious homes. In these communities of small families and empty-nesting couples, Heartlanders residents pursue a rustic lifestyle where hunting and fishing remain prime leisure activities along with cooking, sewing, camping, and boating.

58 Back Country Folks - 6.12%

Strewn among remote farm communities across the nation, Back Country Folks are a long way away from economic paradise. The residents tend to be poor, over 55 years old, and living in older, modest-sized homes and manufactured housing. Typically, life in this segment is a throwback to an earlier era when farming dominated the American landscape.

45 Blue Highways - 6.06%

On maps, blue highways are often two-lane roads that wind through remote stretches of the American landscape. Among lifestyles, Blue Highways is the standout for lower-middle-class residents who live in isolated towns and farmsteads. Here, Boomer men like to hunt and fish; the women enjoy sewing and crafts, and everyone looks forward to going out to a country music concert.

Simple Pleasures

38 Simple Pleasures

Lower-Mid, Mature Mostly w/o Kids

With more than two-thirds of its residents over 65 years old, Simple Pleasures is mostly a retirement lifestyle: a neighborhood of lower-middle-class singles and couples living in modestly priced homes. Many are high school-educated seniors who held blue-collar jobs before their retirement. And a disproportionate number served in the military, so many residents are members of veterans clubs.

| | |
|------------------|------------------|
| Social Group: | Middle America |
| Lifestage Group: | Cautious Couples |

2009 Statistics:

| | |
|-------------------|-------------------|
| US Households: | 2,589,221 (2.25%) |
| Median HH Income: | \$44,578 |

Lifestyle Traits

- Order from JCPenney
- Belong to a fraternal order
- Read fraternal magazines
- Watch figure skating
- Ford Taurus

Demographics Traits:

| | |
|--------------------------|------------------|
| Urbanicity: | Town/Rural |
| Income: | Lower-Mid |
| Income Producing Assets: | Above Avg. |
| Age Ranges: | 65+ |
| Presence of Kids: | Mostly w/o Kids |
| Homeownership: | Mostly Owners |
| Employment Levels: | Mostly Retired |
| Education Levels: | High School Grad |
| Ethnic Diversity: | White |

Simple Pleasures

Age

| Description | U.S. | Segment | Index |
|------------------------|-------------|----------------|--------------|
| Householder Age: 18-24 | 5.26 | 0.00 | 0 |
| Householder Age: 25-34 | 14.59 | 0.00 | 0 |
| Householder Age: 35-44 | 18.67 | 0.00 | 0 |
| Householder Age: 45-54 | 22.24 | 0.00 | 0 |
| Householder Age: 55-64 | 17.44 | 0.00 | 0 |
| Householder Age: 65-74 | 11.17 | 40.80 | 365 |
| Householder Age: 75+ | 10.64 | 59.29 | 557 |

Income

| Description | U.S. | Segment | Index |
|---------------------------------------|-------------|----------------|--------------|
| Household Income: Under \$10,000 | 6.33 | 0.00 | 0 |
| Household Income: \$10,000-\$19,999 | 10.40 | 0.00 | 0 |
| Household Income: \$20,000-\$29,999 | 10.98 | 19.15 | 174 |
| Household Income: \$30,000-\$39,999 | 11.23 | 46.27 | 412 |
| Household Income: \$40,000-\$49,999 | 9.95 | 31.09 | 312 |
| Household Income: \$50,000-\$74,999 | 18.96 | 3.57 | 19 |
| Household Income: \$75,000-\$99,999 | 11.92 | 0.00 | 0 |
| Household Income: \$100,000-\$149,999 | 11.85 | 0.00 | 0 |
| Household Income: \$150,000-\$199,999 | 4.62 | 0.00 | 0 |
| Household Income: \$200,000 or More | 3.79 | 0.00 | 0 |

Age and Income Summary

| Description | U.S. | Segment | Index |
|-------------------------------------|-------------|----------------|--------------|
| Householder Age: 18-34 | 19.85 | 0.00 | 0 |
| Householder Age: 35-54 | 40.90 | 0.00 | 0 |
| Householder Age: 55+ | 39.25 | 100.00 | 255 |
| Household Income: Under \$30K | 27.71 | 19.15 | 69 |
| Household Income: \$30K-\$74K | 40.14 | 80.85 | 201 |
| Household Income: \$75,000-\$99,999 | 11.92 | 0.00 | 0 |
| Household Income: \$100K+ | 20.24 | 0.00 | 0 |

Education

| Description | U.S. | Segment | Index |
|---|-------------|----------------|--------------|
| Householder Education: Did Not Graduate High School | 13.33 | 17.41 | 131 |
| Householder Education: Graduated High School | 30.80 | 44.28 | 144 |
| Householder Education: Attended Some College | 25.89 | 22.22 | 86 |
| Householder Education: Bachelor's Degree | 19.34 | 9.04 | 47 |
| Householder Education: Post Graduate Degree | 10.61 | 7.13 | 67 |

Simple Pleasures

Employment Type

| Description | U.S. | Segment | Index |
|--|-------------|----------------|--------------|
| Householder Occupation: Management/Business/Financial | 12.70 | 1.99 | 16 |
| Householder Occupation: Professional | 13.99 | 1.66 | 12 |
| Householder Occupation: Sales/Office | 13.99 | 2.74 | 20 |
| Householder Occupation: Natural Resources/Construction/Maintenance | 8.19 | 2.07 | 25 |
| Householder Occupation: Other Employed | 18.19 | 5.31 | 29 |

Employment by Occupation

| Description | U.S. | Segment | Index |
|---|-------------|----------------|--------------|
| Householder Occupation Detail: Business/Finance | 2.73 | 0.17 | 6 |
| Householder Occupation Detail: Management | 9.98 | 1.82 | 18 |
| Householder Occupation Detail: Architect/Engineer | 1.55 | 0.08 | 5 |
| Householder Occupation Detail: Legal | 0.80 | 0.17 | 21 |
| Householder Occupation Detail: Computer/Mathematical | 2.23 | 0.00 | 0 |
| Householder Occupation Detail: Health Practitioner/Technician | 2.86 | 0.17 | 6 |
| Householder Occupation Detail: Education/Training/Library | 3.47 | 0.33 | 10 |
| Householder Occupation Detail: Life/Physical/Social Sciences | 0.71 | 0.08 | 12 |
| Householder Occupation Detail: Community/Social Services | 1.05 | 0.41 | 39 |
| Householder Occupation Detail: Arts/Entertainment/Sports | 1.37 | 0.50 | 36 |
| Householder Occupation Detail: Sales/Related | 7.78 | 1.00 | 13 |
| Householder Occupation Detail: Office/Admin Support | 6.21 | 1.74 | 28 |
| Householder Occupation Detail: Protective Service/Military | 1.81 | 0.50 | 27 |
| Householder Occupation Detail: Personal Care/Service | 1.65 | 0.66 | 40 |
| Householder Occupation Detail: Healthcare Support | 0.92 | 0.17 | 18 |
| Householder Occupation Detail: Food Preparation/Serving | 2.09 | 0.33 | 16 |
| Householder Occupation Detail: Transport/Material Moving | 4.91 | 1.74 | 35 |
| Householder Occupation Detail: Production | 4.76 | 0.83 | 17 |
| Householder Occupation Detail: Building Grounds Maintenance | 2.08 | 1.08 | 52 |
| Householder Occupation Detail: Natural Resources/Construction | 4.34 | 1.00 | 23 |
| Householder Occupation Detail: Maintenance/Repair | 3.86 | 1.08 | 28 |

Race and Ethnicity

| Description | U.S. | Segment | Index |
|---------------------|-------------|----------------|--------------|
| Race: White | 79.72 | 97.76 | 123 |
| Race: Black | 11.32 | 1.58 | 14 |
| Race: Asian | 2.26 | 0.25 | 11 |
| Race: Other | 6.77 | 0.58 | 9 |
| Ethnicity: Hispanic | 10.16 | 1.08 | 11 |

Language

| Description | U.S. | Segment | Index |
|-----------------------------------|-------------|----------------|--------------|
| Household First Language: English | 92.88 | 99.17 | 107 |
| Household First Language: Spanish | 4.84 | 0.25 | 5 |
| Household First Language: Other | 2.27 | 0.58 | 26 |

Simple Pleasures

Home Ownership

| Description | U.S. | Segment | Index |
|--------------------|-------------|----------------|--------------|
| Tenure: Own Home | 71.38 | 91.96 | 129 |
| Tenure: Rents Home | 28.62 | 8.04 | 28 |

Home Value

| Description | U.S. | Segment | Index |
|---------------------------------|-------------|----------------|--------------|
| Home Value: Less than \$50,000 | 4.66 | 4.15 | 89 |
| Home Value: \$50,000-\$99,999 | 9.71 | 16.92 | 174 |
| Home Value: \$100,000-\$149,999 | 10.93 | 20.65 | 189 |
| Home Value: \$150,000-\$199,999 | 8.72 | 13.76 | 158 |
| Home Value: \$200,000-\$499,999 | 27.24 | 31.84 | 117 |
| Home Value: \$500,000 or More | 10.14 | 4.64 | 46 |

Length of Residence

| Description | U.S. | Segment | Index |
|---------------------------------------|-------------|----------------|--------------|
| Length of Residence: Less than 1 Year | 16.30 | 3.73 | 23 |
| Length of Residence: 1-4 Years | 28.54 | 16.09 | 56 |
| Length of Residence: 5 Years or More | 55.08 | 80.18 | 146 |

Presence of Children in Household

| Description | U.S. | Segment | Index |
|---------------------------------------|-------------|----------------|--------------|
| Presence of Children: <2 Years Old | 5.70 | 0.41 | 7 |
| Presence of Children: 2-5 Years Old | 10.79 | 0.58 | 5 |
| Presence of Children: 6-11 Years Old | 14.28 | 0.66 | 5 |
| Presence of Children: 12-17 Years Old | 14.93 | 1.24 | 8 |

Number of Children in Household

| Description | U.S. | Segment | Index |
|-------------------------------------|-------------|----------------|--------------|
| Number of Children in Household: 1 | 12.25 | 1.91 | 16 |
| Number of Children in Household: 2 | 11.37 | 0.17 | 1 |
| Number of Children in Household: 3 | 4.77 | 0.17 | 3 |
| Number of Children in Household: 4 | 1.57 | 0.17 | 11 |
| Number of Children in Household: 5+ | 0.68 | 0.17 | 24 |

Number of People in Household

| Description | U.S. | Segment | Index |
|-------------------------------|-------------|----------------|--------------|
| Household Size: 1 Person | 26.74 | 32.26 | 121 |
| Household Size: 2 People | 36.23 | 60.53 | 167 |
| Household Size: 3 or 4 People | 27.71 | 6.30 | 23 |
| Household Size: 5+ people | 9.32 | 1.00 | 11 |

Simple Pleasures

Top 15 Lifestyle Behaviors

| | Index |
|--|--------------|
| Order from Readers Digest Association, 1yr (A) | 402 |
| Order from Publishers Clearing House, 1yr (A) | 267 |
| Belong to a Veterans Club (A) | 266 |
| Own Annuities (A) | 227 |
| Own Any Certificate of Deposit (A) | 217 |
| Belong to a Fraternal Order (A) | 210 |
| Domestic Travel by Motor Home, 1yr (A) | 206 |
| Buy from Bob Evan's Farm, 1mo (A) | 200 |
| Drive Recreational Vehicle (A) | 192 |
| Belong to a Civic Club (A) | 184 |
| Buy Home Furnishings by Mail/Phone, 1yr (A) | 183 |
| Own Riding Lawn Mower (H) | 178 |
| Do Garment Sewing from Patterns, 6mo (A) | 174 |
| Buy from Shoney's, 1mo (A) | 173 |
| Buy from Hardee's, 1mo (A) | 167 |

Lifestyle Behaviors 16-30

| | Index |
|---|--------------|
| Grocery Shopping, <\$60, 1wk (H) | 164 |
| Buy from Captain D's, 1mo (A) | 164 |
| Do Bird Watching, 1yr (A) | 162 |
| Buy from Cracker Barrel, 1mo (A) | 160 |
| Buy from Bob's Big Boy, 1mo (A) | 155 |
| Order from J.C. Penney, 1yr (A) | 153 |
| Belong to a Church Board (A) | 152 |
| Use Spam, 1mo (H) | 152 |
| Own Motor Home (H) | 152 |
| Use Internet, Light (A) | 152 |
| Play Bingo, 1yr (A) | 150 |
| Internet Connection Home; Dial-up Modem (H) | 149 |
| Shop at Wal-Mart Pharmacy, 6mo (A) | 147 |
| Use Kellogg's Corn Flakes, 1wk (H) | 147 |
| Use Maid/Housekeeper, 1yr (H) | 145 |

Lifestyle Behaviors 31-45

| | Index |
|--|--------------|
| Belong to a Religious Club (A) | 144 |
| Own City/Municipal Government Bonds (A) | 144 |
| Drive Compact Pickup (A) | 143 |
| Shop at True Value, 1yr (A) | 143 |
| Own/Lease New Chevrolet (H) | 142 |
| Use Property/Garden Maintenance Svc, 1yr (H) | 142 |
| Source of Coupons, Magazines, 1yr (H) | 140 |
| Own Stationary Bike (A) | 140 |
| Heavy Coupon User, 12+ Times, 3mo (H) | 138 |
| Visit Physical Therapist, 1yr (A) | 137 |
| Own Any Real Estate (H) | 137 |
| Buy from Friendly's, 1mo (A) | 135 |
| Buy from Golden Corral, 1mo (A) | 134 |
| Contribute to PBS, 1yr (A) | 134 |
| Buy Gospel Music, 1yr (A) | 134 |

Traditional Times

28 Traditional Times

Upper-Mid, Older w/o Kids

Traditional Times is the kind of lifestyle where small-town couples nearing retirement are beginning to enjoy their first empty-nest years. Typically in their fifties and sixties, these upper-middle-class Americans pursue a kind of granola-and-grits lifestyle. On their coffee tables are magazines with titles like Country Living and Country Home. But they're big travelers, especially in recreational vehicles and campers.

| | |
|------------------|-----------------------|
| Social Group: | Country Comfort |
| Lifestage Group: | Conservative Classics |

2009 Statistics:

| | |
|-------------------|-------------------|
| US Households: | 3,185,141 (2.76%) |
| Median HH Income: | \$56,748 |

Lifestyle Traits

Order from Gevalia Kaffe
Domestic travel by motor home
Read AARP The Magazine
Watch Antiques Roadshow
Chevrolet Impala Flex Fuel

Demographics Traits:

| | |
|--------------------------|-------------------|
| Urbanicity: | Town/Rural |
| Income: | Upper-Mid |
| Income Producing Assets: | High |
| Age Ranges: | 55+ |
| Presence of Kids: | HH w/o Kids |
| Homeownership: | Mostly Owners |
| Employment Levels: | White Collar, Mix |
| Education Levels: | Some College |
| Ethnic Diversity: | White |

Traditional Times

Age

| Description | U.S. | Segment | Index |
|------------------------|-------|---------|-------|
| Householder Age: 18-24 | 5.26 | 0.00 | 0 |
| Householder Age: 25-34 | 14.59 | 0.00 | 0 |
| Householder Age: 35-44 | 18.67 | 0.00 | 0 |
| Householder Age: 45-54 | 22.24 | 0.00 | 0 |
| Householder Age: 55-64 | 17.44 | 46.65 | 267 |
| Householder Age: 65-74 | 11.17 | 34.99 | 313 |
| Householder Age: 75+ | 10.64 | 18.36 | 173 |

Income

| Description | U.S. | Segment | Index |
|---------------------------------------|-------|---------|-------|
| Household Income: Under \$10,000 | 6.33 | 0.00 | 0 |
| Household Income: \$10,000-\$19,999 | 10.40 | 0.00 | 0 |
| Household Income: \$20,000-\$29,999 | 10.98 | 0.00 | 0 |
| Household Income: \$30,000-\$39,999 | 11.23 | 0.00 | 0 |
| Household Income: \$40,000-\$49,999 | 9.95 | 0.00 | 0 |
| Household Income: \$50,000-\$74,999 | 18.96 | 72.39 | 382 |
| Household Income: \$75,000-\$99,999 | 11.92 | 27.61 | 232 |
| Household Income: \$100,000-\$149,999 | 11.85 | 0.00 | 0 |
| Household Income: \$150,000-\$199,999 | 4.62 | 0.00 | 0 |
| Household Income: \$200,000 or More | 3.79 | 0.00 | 0 |

Age and Income Summary

| Description | U.S. | Segment | Index |
|-------------------------------------|-------|---------|-------|
| Householder Age: 18-34 | 19.85 | 0.00 | 0 |
| Householder Age: 35-54 | 40.90 | 0.00 | 0 |
| Householder Age: 55+ | 39.25 | 100.00 | 255 |
| Household Income: Under \$30K | 27.71 | 0.00 | 0 |
| Household Income: \$30K-\$74K | 40.14 | 72.39 | 180 |
| Household Income: \$75,000-\$99,999 | 11.92 | 27.61 | 232 |
| Household Income: \$100K+ | 20.24 | 0.00 | 0 |

Education

| Description | U.S. | Segment | Index |
|---|-------|---------|-------|
| Householder Education: Did Not Graduate High School | 13.33 | 8.78 | 66 |
| Householder Education: Graduated High School | 30.80 | 32.84 | 107 |
| Householder Education: Attended Some College | 25.89 | 26.27 | 101 |
| Householder Education: Bachelor's Degree | 19.34 | 18.43 | 95 |
| Householder Education: Post Graduate Degree | 10.61 | 13.74 | 129 |

Traditional Times

Employment Type

| Description | U.S. | Segment | Index |
|--|-------------|----------------|--------------|
| Householder Occupation: Management/Business/Financial | 12.70 | 9.38 | 74 |
| Householder Occupation: Professional | 13.99 | 8.04 | 57 |
| Householder Occupation: Sales/Office | 13.99 | 9.65 | 69 |
| Householder Occupation: Natural Resources/Construction/Maintenance | 8.19 | 5.29 | 65 |
| Householder Occupation: Other Employed | 18.19 | 11.73 | 64 |

Employment by Occupation

| Description | U.S. | Segment | Index |
|---|-------------|----------------|--------------|
| Householder Occupation Detail: Business/Finance | 2.73 | 1.88 | 69 |
| Householder Occupation Detail: Management | 9.98 | 7.51 | 75 |
| Householder Occupation Detail: Architect/Engineer | 1.55 | 0.47 | 30 |
| Householder Occupation Detail: Legal | 0.80 | 0.00 | 0 |
| Householder Occupation Detail: Computer/Mathematical | 2.23 | 0.27 | 12 |
| Householder Occupation Detail: Health Practitioner/Technician | 2.86 | 1.74 | 61 |
| Householder Occupation Detail: Education/Training/Library | 3.47 | 3.49 | 100 |
| Householder Occupation Detail: Life/Physical/Social Sciences | 0.71 | 0.47 | 66 |
| Householder Occupation Detail: Community/Social Services | 1.05 | 0.94 | 89 |
| Householder Occupation Detail: Arts/Entertainment/Sports | 1.37 | 0.74 | 54 |
| Householder Occupation Detail: Sales/Related | 7.78 | 5.29 | 68 |
| Householder Occupation Detail: Office/Admin Support | 6.21 | 4.36 | 70 |
| Householder Occupation Detail: Protective Service/Military | 1.81 | 0.74 | 41 |
| Householder Occupation Detail: Personal Care/Service | 1.65 | 1.27 | 77 |
| Householder Occupation Detail: Healthcare Support | 0.92 | 0.13 | 15 |
| Householder Occupation Detail: Food Preparation/Serving | 2.09 | 0.13 | 6 |
| Householder Occupation Detail: Transport/Material Moving | 4.91 | 5.09 | 104 |
| Householder Occupation Detail: Production | 4.76 | 3.69 | 77 |
| Householder Occupation Detail: Building Grounds Maintenance | 2.08 | 0.74 | 35 |
| Householder Occupation Detail: Natural Resources/Construction | 4.34 | 2.14 | 49 |
| Householder Occupation Detail: Maintenance/Repair | 3.86 | 3.08 | 80 |

Race and Ethnicity

| Description | U.S. | Segment | Index |
|---------------------|-------------|----------------|--------------|
| Race: White | 79.72 | 96.58 | 121 |
| Race: Black | 11.32 | 2.21 | 20 |
| Race: Asian | 2.26 | 0.20 | 9 |
| Race: Other | 6.77 | 1.34 | 20 |
| Ethnicity: Hispanic | 10.16 | 2.14 | 21 |

Language

| Description | U.S. | Segment | Index |
|-----------------------------------|-------------|----------------|--------------|
| Household First Language: English | 92.88 | 99.53 | 107 |
| Household First Language: Spanish | 4.84 | 0.34 | 7 |
| Household First Language: Other | 2.27 | 0.13 | 6 |

Traditional Times

Home Ownership

| Description | U.S. | Segment | Index |
|--------------------|-------------|----------------|--------------|
| Tenure: Own Home | 71.38 | 96.25 | 135 |
| Tenure: Rents Home | 28.62 | 3.82 | 13 |

Home Value

| Description | U.S. | Segment | Index |
|---------------------------------|-------------|----------------|--------------|
| Home Value: Less than \$50,000 | 4.66 | 1.14 | 24 |
| Home Value: \$50,000-\$99,999 | 9.71 | 9.79 | 101 |
| Home Value: \$100,000-\$149,999 | 10.93 | 16.15 | 148 |
| Home Value: \$150,000-\$199,999 | 8.72 | 15.15 | 174 |
| Home Value: \$200,000-\$499,999 | 27.24 | 43.50 | 160 |
| Home Value: \$500,000 or More | 10.14 | 10.46 | 103 |

Length of Residence

| Description | U.S. | Segment | Index |
|---------------------------------------|-------------|----------------|--------------|
| Length of Residence: Less than 1 Year | 16.30 | 4.49 | 28 |
| Length of Residence: 1-4 Years | 28.54 | 18.16 | 64 |
| Length of Residence: 5 Years or More | 55.08 | 77.35 | 140 |

Presence of Children in Household

| Description | U.S. | Segment | Index |
|---------------------------------------|-------------|----------------|--------------|
| Presence of Children: <2 Years Old | 5.70 | 0.00 | 0 |
| Presence of Children: 2-5 Years Old | 10.79 | 0.00 | 0 |
| Presence of Children: 6-11 Years Old | 14.28 | 0.00 | 0 |
| Presence of Children: 12-17 Years Old | 14.93 | 0.00 | 0 |

Number of Children in Household

| Description | U.S. | Segment | Index |
|-------------------------------------|-------------|----------------|--------------|
| Number of Children in Household: 1 | 12.25 | 0.00 | 0 |
| Number of Children in Household: 2 | 11.37 | 0.00 | 0 |
| Number of Children in Household: 3 | 4.77 | 0.00 | 0 |
| Number of Children in Household: 4 | 1.57 | 0.00 | 0 |
| Number of Children in Household: 5+ | 0.68 | 0.00 | 0 |

Number of People in Household

| Description | U.S. | Segment | Index |
|-------------------------------|-------------|----------------|--------------|
| Household Size: 1 Person | 26.74 | 14.95 | 56 |
| Household Size: 2 People | 36.23 | 74.13 | 205 |
| Household Size: 3 or 4 People | 27.71 | 10.59 | 38 |
| Household Size: 5+ people | 9.32 | 0.40 | 4 |

Traditional Times

Top 15 Lifestyle Behaviors

| | Index |
|--|--------------|
| Order from Readers Digest Association, 1yr (A) | 407 |
| Belong to a Veterans Club (A) | 316 |
| Own Annuities (A) | 311 |
| Domestic Travel by Motor Home, 1yr (A) | 299 |
| Belong to a Civic Club (A) | 298 |
| Order from Publishers Clearing House, 1yr (A) | 288 |
| Drive Recreational Vehicle (A) | 282 |
| Own City/Municipal Government Bonds (A) | 275 |
| Belong to a Fraternal Order (A) | 262 |
| Do Bird Watching, 1yr (A) | 251 |
| Use Full Service Brokerage Firm, 1yr (A) | 248 |
| Buy Books on Tape, 1yr (A) | 240 |
| Belong to a Church Board (A) | 239 |
| Order from Gevalia Kaffe, 1yr (A) | 237 |
| Buy from Shoney's, 1mo (A) | 235 |

Lifestyle Behaviors 16-30

| | Index |
|---|--------------|
| Own Motor Home (H) | 235 |
| Own Any Certificate of Deposit (A) | 235 |
| Buy from Cracker Barrel, 1mo (A) | 235 |
| Buy Home Furnishings by Mail/Phone, 1yr (A) | 229 |
| Own Riding Lawn Mower (H) | 222 |
| Contribute to PBS, 1yr (A) | 217 |
| Buy from Friendly's, 1mo (A) | 214 |
| Own Handgun (A) | 209 |
| Own US Treasury Notes (A) | 208 |
| Do Woodworking, 1yr (A) | 206 |
| Do Garment Sewing from Patterns, 6mo (A) | 205 |
| Drive Regular Pickup (A) | 201 |
| Own Any Real Estate (H) | 199 |
| Order from J.C. Penney, 1yr (A) | 197 |
| Own/Lease New Mercedes (H) | 197 |

Lifestyle Behaviors 31-45

| | Index |
|---|--------------|
| Own Any Mutual Funds (A) | 196 |
| Own Rifle/Shotgun (A) | 196 |
| Collect Stamps, 1yr (A) | 195 |
| Internet Connection Home; Dial-up Modem (H) | 193 |
| Own Horse (H) | 191 |
| Order from Home Shopping Network, 1yr (A) | 190 |
| Buy from Hardee's, 1mo (A) | 188 |
| Own/Lease New Domestic Vehicle, 1yr (H) | 187 |
| Do Furniture Refinishing, 1yr (A) | 186 |
| Shop at Food Lion, 1mo (A) | 185 |
| Own Timeshare Residence (H) | 185 |
| Collect Coins, 1yr (A) | 183 |
| Own Any Stock (A) | 183 |
| Own Vacation/Weekend Home (H) | 182 |
| Order from L.L. Bean, 1yr (A) | 182 |

Young & Rustic

48 Young & Rustic

Lower-Mid, Middle Age w/o Kids

Young & Rustic is composed of middle age, restless singles. These folks tend to be lower-middle-income, high school-educated, and live in tiny apartments in the nation's exurban towns. With their service industry jobs and modest incomes, these folks still try to fashion fast-paced lifestyles centered on sports, cars, and dating.

| | |
|------------------|------------------|
| Social Group: | Rustic Living |
| Lifestage Group: | Striving Singles |

2009 Statistics:

| | |
|-------------------|-------------------|
| US Households: | 2,235,842 (1.94%) |
| Median HH Income: | \$33,090 |

Lifestyle Traits

Order from Columbia House
Buy science fiction books
Read Car Craft
Watch WWE Wrestling
Dodge Ram Diesel

Demographics Traits:

| | |
|--------------------------|-------------------|
| Urbanicity: | Town/Rural |
| Income: | Lower-Mid |
| Income Producing Assets: | Low |
| Age Ranges: | <55 |
| Presence of Kids: | HH w/o Kids |
| Homeownership: | Renters |
| Employment Levels: | WC, Service, Mix |
| Education Levels: | Some College |
| Ethnic Diversity: | White, Black, Mix |

Young & Rustic

Age

| Description | U.S. | Segment | Index |
|------------------------|-------------|----------------|--------------|
| Householder Age: 18-24 | 5.26 | 21.65 | 411 |
| Householder Age: 25-34 | 14.59 | 18.49 | 127 |
| Householder Age: 35-44 | 18.67 | 16.86 | 90 |
| Householder Age: 45-54 | 22.24 | 31.13 | 140 |
| Householder Age: 55-64 | 17.44 | 11.97 | 69 |
| Householder Age: 65-74 | 11.17 | 0.00 | 0 |
| Householder Age: 75+ | 10.64 | 0.00 | 0 |

Income

| Description | U.S. | Segment | Index |
|---------------------------------------|-------------|----------------|--------------|
| Household Income: Under \$10,000 | 6.33 | 21.46 | 339 |
| Household Income: \$10,000-\$19,999 | 10.40 | 23.66 | 227 |
| Household Income: \$20,000-\$29,999 | 10.98 | 22.41 | 204 |
| Household Income: \$30,000-\$39,999 | 11.23 | 18.58 | 165 |
| Household Income: \$40,000-\$49,999 | 9.95 | 11.49 | 115 |
| Household Income: \$50,000-\$74,999 | 18.96 | 2.39 | 13 |
| Household Income: \$75,000-\$99,999 | 11.92 | 0.00 | 0 |
| Household Income: \$100,000-\$149,999 | 11.85 | 0.00 | 0 |
| Household Income: \$150,000-\$199,999 | 4.62 | 0.00 | 0 |
| Household Income: \$200,000 or More | 3.79 | 0.00 | 0 |

Age and Income Summary

| Description | U.S. | Segment | Index |
|-------------------------------------|-------------|----------------|--------------|
| Householder Age: 18-34 | 19.85 | 40.13 | 202 |
| Householder Age: 35-54 | 40.90 | 47.99 | 117 |
| Householder Age: 55+ | 39.25 | 11.97 | 31 |
| Household Income: Under \$30K | 27.71 | 67.53 | 244 |
| Household Income: \$30K-\$74K | 40.14 | 32.47 | 81 |
| Household Income: \$75,000-\$99,999 | 11.92 | 0.00 | 0 |
| Household Income: \$100K+ | 20.24 | 0.00 | 0 |

Education

| Description | U.S. | Segment | Index |
|---|-------------|----------------|--------------|
| Householder Education: Did Not Graduate High School | 13.33 | 17.53 | 131 |
| Householder Education: Graduated High School | 30.80 | 40.42 | 131 |
| Householder Education: Attended Some College | 25.89 | 29.79 | 115 |
| Householder Education: Bachelor's Degree | 19.34 | 10.06 | 52 |
| Householder Education: Post Graduate Degree | 10.61 | 2.30 | 22 |

Young & Rustic

Employment Type

| Description | U.S. | Segment | Index |
|--|-------------|----------------|--------------|
| Householder Occupation: Management/Business/Financial | 12.70 | 3.45 | 27 |
| Householder Occupation: Professional | 13.99 | 8.05 | 57 |
| Householder Occupation: Sales/Office | 13.99 | 14.85 | 106 |
| Householder Occupation: Natural Resources/Construction/Maintenance | 8.19 | 13.60 | 166 |
| Householder Occupation: Other Employed | 18.19 | 28.16 | 155 |

Employment by Occupation

| Description | U.S. | Segment | Index |
|---|-------------|----------------|--------------|
| Householder Occupation Detail: Business/Finance | 2.73 | 0.96 | 35 |
| Householder Occupation Detail: Management | 9.98 | 2.49 | 25 |
| Householder Occupation Detail: Architect/Engineer | 1.55 | 0.19 | 12 |
| Householder Occupation Detail: Legal | 0.80 | 0.29 | 36 |
| Householder Occupation Detail: Computer/Mathematical | 2.23 | 0.38 | 17 |
| Householder Occupation Detail: Health Practitioner/Technician | 2.86 | 1.25 | 44 |
| Householder Occupation Detail: Education/Training/Library | 3.47 | 2.59 | 75 |
| Householder Occupation Detail: Life/Physical/Social Sciences | 0.71 | 0.29 | 41 |
| Householder Occupation Detail: Community/Social Services | 1.05 | 2.01 | 191 |
| Householder Occupation Detail: Arts/Entertainment/Sports | 1.37 | 0.86 | 63 |
| Householder Occupation Detail: Sales/Related | 7.78 | 8.81 | 113 |
| Householder Occupation Detail: Office/Admin Support | 6.21 | 6.03 | 97 |
| Householder Occupation Detail: Protective Service/Military | 1.81 | 1.72 | 95 |
| Householder Occupation Detail: Personal Care/Service | 1.65 | 3.07 | 185 |
| Householder Occupation Detail: Healthcare Support | 0.92 | 1.92 | 209 |
| Householder Occupation Detail: Food Preparation/Serving | 2.09 | 4.50 | 216 |
| Householder Occupation Detail: Transport/Material Moving | 4.91 | 6.61 | 135 |
| Householder Occupation Detail: Production | 4.76 | 7.09 | 149 |
| Householder Occupation Detail: Building Grounds Maintenance | 2.08 | 3.35 | 161 |
| Householder Occupation Detail: Natural Resources/Construction | 4.34 | 8.72 | 201 |
| Householder Occupation Detail: Maintenance/Repair | 3.86 | 4.89 | 127 |

Race and Ethnicity

| Description | U.S. | Segment | Index |
|---------------------|-------------|----------------|--------------|
| Race: White | 79.72 | 80.94 | 102 |
| Race: Black | 11.32 | 12.84 | 113 |
| Race: Asian | 2.26 | 0.29 | 13 |
| Race: Other | 6.77 | 5.36 | 79 |
| Ethnicity: Hispanic | 10.16 | 6.03 | 59 |

Language

| Description | U.S. | Segment | Index |
|-----------------------------------|-------------|----------------|--------------|
| Household First Language: English | 92.88 | 97.22 | 105 |
| Household First Language: Spanish | 4.84 | 2.30 | 47 |
| Household First Language: Other | 2.27 | 0.48 | 21 |

Young & Rustic

Home Ownership

| Description | U.S. | Segment | Index |
|--------------------|-------------|----------------|--------------|
| Tenure: Own Home | 71.38 | 0.00 | 0 |
| Tenure: Rents Home | 28.62 | 100.00 | 349 |

Home Value

| Description | U.S. | Segment | Index |
|---------------------------------|-------------|----------------|--------------|
| Home Value: Less than \$50,000 | 4.66 | 0.00 | 0 |
| Home Value: \$50,000-\$99,999 | 9.71 | 0.00 | 0 |
| Home Value: \$100,000-\$149,999 | 10.93 | 0.00 | 0 |
| Home Value: \$150,000-\$199,999 | 8.72 | 0.00 | 0 |
| Home Value: \$200,000-\$499,999 | 27.24 | 0.00 | 0 |
| Home Value: \$500,000 or More | 10.14 | 0.00 | 0 |

Length of Residence

| Description | U.S. | Segment | Index |
|---------------------------------------|-------------|----------------|--------------|
| Length of Residence: Less than 1 Year | 16.30 | 42.43 | 260 |
| Length of Residence: 1-4 Years | 28.54 | 38.12 | 134 |
| Length of Residence: 5 Years or More | 55.08 | 19.35 | 35 |

Presence of Children in Household

| Description | U.S. | Segment | Index |
|---------------------------------------|-------------|----------------|--------------|
| Presence of Children: <2 Years Old | 5.70 | 0.00 | 0 |
| Presence of Children: 2-5 Years Old | 10.79 | 0.00 | 0 |
| Presence of Children: 6-11 Years Old | 14.28 | 0.00 | 0 |
| Presence of Children: 12-17 Years Old | 14.93 | 0.00 | 0 |

Number of Children in Household

| Description | U.S. | Segment | Index |
|-------------------------------------|-------------|----------------|--------------|
| Number of Children in Household: 1 | 12.25 | 0.00 | 0 |
| Number of Children in Household: 2 | 11.37 | 0.00 | 0 |
| Number of Children in Household: 3 | 4.77 | 0.00 | 0 |
| Number of Children in Household: 4 | 1.57 | 0.00 | 0 |
| Number of Children in Household: 5+ | 0.68 | 0.00 | 0 |

Number of People in Household

| Description | U.S. | Segment | Index |
|-------------------------------|-------------|----------------|--------------|
| Household Size: 1 Person | 26.74 | 60.44 | 226 |
| Household Size: 2 People | 36.23 | 32.76 | 90 |
| Household Size: 3 or 4 People | 27.71 | 6.51 | 24 |
| Household Size: 5+ people | 9.32 | 0.29 | 3 |

Young & Rustic

Top 15 Lifestyle Behaviors

| | Index |
|--|-------|
| Use Cigarette Rolling Paper, 1wk (A) | 287 |
| Uses Cell Phone Only, no Land Line (H) | 262 |
| Grocery Shopping, <\$60, 1wk (H) | 202 |
| Shop at Piggly Wiggly, 1mo (A) | 175 |
| Buy from Shoney's, 1mo (A) | 162 |
| Buy Automotive Tools, 1yr (H) | 159 |
| Smoke Cigarettes, 1wk (A) | 155 |
| Buy Chewing Tobacco, 1mo (A) | 154 |
| Buy Videos by Mail/Phone, 1yr (A) | 148 |
| Use Short-Term Loan from a Payday Loan/Cash-Advance Company, 1yr (A) | 146 |
| Go Snowboarding, 1yr (A) | 140 |
| Buy Auto Service at Discount Department Store (H) | 140 |
| Buy from Ponderosa, 1mo (A) | 139 |
| Use Spam, 1mo (H) | 136 |
| Shop at Wal-Mart Pharmacy, 6mo (A) | 133 |

Lifestyle Behaviors 16-30

| | Index |
|--|-------|
| Buy from Captain D's, 1mo (A) | 129 |
| Do Karate, 1yr (A) | 128 |
| Drink Budweiser Beer, 1wk (A) | 128 |
| Buy Charcoal Grill, 1yr (H) | 126 |
| Play Bingo, 1yr (A) | 123 |
| Drink Bourbon, 1mo (A) | 123 |
| Go Whitewater Rafting, 1yr (A) | 121 |
| Buy from Rally's, 1mo (A) | 120 |
| Use Frozen Pizza, 1mo (H) | 118 |
| Buy Rap Music, 1yr (A) | 114 |
| Go Horseback Riding, 1yr (A) | 113 |
| Use video game system to play games online (H) | 113 |
| Smoke Cigars, 1wk (A) | 113 |
| Use Laundry/Laundromat, 6mo (A) | 112 |
| Play Billiards/Pool, 1yr (A) | 111 |

Lifestyle Behaviors 31-45

| | Index |
|---|-------|
| Buy from A&W, 1mo (A) | 111 |
| Buy Tennis Shoes, 1yr (A) | 108 |
| Order from Columbia House Music Club, 1yr (A) | 108 |
| Go Water Skiing, 1yr (A) | 108 |
| Read Comic Books, 1yr (A) | 107 |
| Shop at Food Lion, 1mo (A) | 107 |
| Buy Hard Rock Music, 1yr (A) | 106 |
| Buy from Sonic Drive-in, 1mo (A) | 105 |
| Use Internet, Light (A) | 105 |
| Go Hunting with Gun, 1yr (A) | 102 |
| Play Racquetball, 1yr (A) | 102 |
| Participate in Online Dating, 1mo (A) | 101 |
| Go Fishing, 1yr (A) | 100 |
| Go Sailing, 1yr (A) | 98 |
| Own Xbox 360 (H) | 98 |

Crossroads Villagers

56 Crossroads Villagers

Downscale, Older w/o Kids

With a population of white-collar couples and families, Crossroads Villagers is a classic rural lifestyle. Residents are high school-educated, with downscale incomes and modest housing; one-quarter live in mobile homes. And there's an air of self-reliance in these households as Crossroads Villagers help put food on the table through fishing, gardening, and hunting.

| | |
|------------------|------------------|
| Social Group: | Rustic Living |
| Lifestage Group: | Striving Singles |

2009 Statistics:

| | |
|-------------------|-------------------|
| US Households: | 2,359,563 (2.05%) |
| Median HH Income: | \$33,138 |

Lifestyle Traits

Shop at Wal-Mart Pharmacy
Attend auto races
Read Motorcyclist
Watch The Jerry Springer Show
Chevrolet Aveo

Demographics Traits:

| | |
|--------------------------|-------------------|
| Urbanicity: | Town/Rural |
| Income: | Downscale |
| Income Producing Assets: | Low |
| Age Ranges: | 45-64 |
| Presence of Kids: | HH w/o Kids |
| Homeownership: | Homeowners |
| Employment Levels: | WC, Service, Mix |
| Education Levels: | High School Grad |
| Ethnic Diversity: | White, Black, Mix |

Crossroads Villagers

Age

| Description | U.S. | Segment | Index |
|------------------------|-------------|----------------|--------------|
| Householder Age: 18-24 | 5.26 | 5.84 | 111 |
| Householder Age: 25-34 | 14.59 | 10.77 | 74 |
| Householder Age: 35-44 | 18.67 | 16.06 | 86 |
| Householder Age: 45-54 | 22.24 | 49.54 | 223 |
| Householder Age: 55-64 | 17.44 | 17.79 | 102 |
| Householder Age: 65-74 | 11.17 | 0.00 | 0 |
| Householder Age: 75+ | 10.64 | 0.00 | 0 |

Income

| Description | U.S. | Segment | Index |
|---------------------------------------|-------------|----------------|--------------|
| Household Income: Under \$10,000 | 6.33 | 20.99 | 332 |
| Household Income: \$10,000-\$19,999 | 10.40 | 27.83 | 268 |
| Household Income: \$20,000-\$29,999 | 10.98 | 42.79 | 390 |
| Household Income: \$30,000-\$39,999 | 11.23 | 8.39 | 75 |
| Household Income: \$40,000-\$49,999 | 9.95 | 0.00 | 0 |
| Household Income: \$50,000-\$74,999 | 18.96 | 0.00 | 0 |
| Household Income: \$75,000-\$99,999 | 11.92 | 0.00 | 0 |
| Household Income: \$100,000-\$149,999 | 11.85 | 0.00 | 0 |
| Household Income: \$150,000-\$199,999 | 4.62 | 0.00 | 0 |
| Household Income: \$200,000 or More | 3.79 | 0.00 | 0 |

Age and Income Summary

| Description | U.S. | Segment | Index |
|-------------------------------------|-------------|----------------|--------------|
| Householder Age: 18-34 | 19.85 | 16.61 | 84 |
| Householder Age: 35-54 | 40.90 | 65.60 | 160 |
| Householder Age: 55+ | 39.25 | 17.79 | 45 |
| Household Income: Under \$30K | 27.71 | 91.61 | 331 |
| Household Income: \$30K-\$74K | 40.14 | 8.39 | 21 |
| Household Income: \$75,000-\$99,999 | 11.92 | 0.00 | 0 |
| Household Income: \$100K+ | 20.24 | 0.00 | 0 |

Education

| Description | U.S. | Segment | Index |
|---|-------------|----------------|--------------|
| Householder Education: Did Not Graduate High School | 13.33 | 20.71 | 155 |
| Householder Education: Graduated High School | 30.80 | 46.53 | 151 |
| Householder Education: Attended Some College | 25.89 | 24.54 | 95 |
| Householder Education: Bachelor's Degree | 19.34 | 6.75 | 35 |
| Householder Education: Post Graduate Degree | 10.61 | 1.46 | 14 |

Crossroads Villagers

Employment Type

| Description | U.S. | Segment | Index |
|--|-------------|----------------|--------------|
| Householder Occupation: Management/Business/Financial | 12.70 | 5.29 | 42 |
| Householder Occupation: Professional | 13.99 | 4.11 | 29 |
| Householder Occupation: Sales/Office | 13.99 | 18.34 | 131 |
| Householder Occupation: Natural Resources/Construction/Maintenance | 8.19 | 7.48 | 91 |
| Householder Occupation: Other Employed | 18.19 | 27.10 | 149 |

Employment by Occupation

| Description | U.S. | Segment | Index |
|---|-------------|----------------|--------------|
| Householder Occupation Detail: Business/Finance | 2.73 | 0.73 | 27 |
| Householder Occupation Detail: Management | 9.98 | 4.56 | 46 |
| Householder Occupation Detail: Architect/Engineer | 1.55 | 0.18 | 12 |
| Householder Occupation Detail: Legal | 0.80 | 0.27 | 34 |
| Householder Occupation Detail: Computer/Mathematical | 2.23 | 0.18 | 8 |
| Householder Occupation Detail: Health Practitioner/Technician | 2.86 | 0.27 | 10 |
| Householder Occupation Detail: Education/Training/Library | 3.47 | 1.09 | 32 |
| Householder Occupation Detail: Life/Physical/Social Sciences | 0.71 | 0.18 | 26 |
| Householder Occupation Detail: Community/Social Services | 1.05 | 1.00 | 95 |
| Householder Occupation Detail: Arts/Entertainment/Sports | 1.37 | 1.00 | 73 |
| Householder Occupation Detail: Sales/Related | 7.78 | 10.49 | 135 |
| Householder Occupation Detail: Office/Admin Support | 6.21 | 7.76 | 125 |
| Householder Occupation Detail: Protective Service/Military | 1.81 | 1.00 | 55 |
| Householder Occupation Detail: Personal Care/Service | 1.65 | 2.46 | 149 |
| Householder Occupation Detail: Healthcare Support | 0.92 | 1.09 | 119 |
| Householder Occupation Detail: Food Preparation/Serving | 2.09 | 4.47 | 214 |
| Householder Occupation Detail: Transport/Material Moving | 4.91 | 6.39 | 130 |
| Householder Occupation Detail: Production | 4.76 | 7.21 | 151 |
| Householder Occupation Detail: Building Grounds Maintenance | 2.08 | 4.47 | 215 |
| Householder Occupation Detail: Natural Resources/Construction | 4.34 | 4.01 | 92 |
| Householder Occupation Detail: Maintenance/Repair | 3.86 | 3.47 | 90 |

Race and Ethnicity

| Description | U.S. | Segment | Index |
|---------------------|-------------|----------------|--------------|
| Race: White | 79.72 | 86.41 | 108 |
| Race: Black | 11.32 | 9.95 | 88 |
| Race: Asian | 2.26 | 0.09 | 4 |
| Race: Other | 6.77 | 1.92 | 28 |
| Ethnicity: Hispanic | 10.16 | 2.28 | 22 |

Language

| Description | U.S. | Segment | Index |
|-----------------------------------|-------------|----------------|--------------|
| Household First Language: English | 92.88 | 98.54 | 106 |
| Household First Language: Spanish | 4.84 | 1.46 | 30 |
| Household First Language: Other | 2.27 | 0.09 | 4 |

Crossroads Villagers

Home Ownership

| Description | U.S. | Segment | Index |
|--------------------|-------------|----------------|--------------|
| Tenure: Own Home | 71.38 | 100.00 | 140 |
| Tenure: Rents Home | 28.62 | 0.00 | 0 |

Home Value

| Description | U.S. | Segment | Index |
|---------------------------------|-------------|----------------|--------------|
| Home Value: Less than \$50,000 | 4.66 | 39.23 | 842 |
| Home Value: \$50,000-\$99,999 | 9.71 | 30.20 | 311 |
| Home Value: \$100,000-\$149,999 | 10.93 | 15.97 | 146 |
| Home Value: \$150,000-\$199,999 | 8.72 | 8.49 | 97 |
| Home Value: \$200,000-\$499,999 | 27.24 | 5.29 | 19 |
| Home Value: \$500,000 or More | 10.14 | 0.82 | 8 |

Length of Residence

| Description | U.S. | Segment | Index |
|---------------------------------------|-------------|----------------|--------------|
| Length of Residence: Less than 1 Year | 16.30 | 8.67 | 53 |
| Length of Residence: 1-4 Years | 28.54 | 27.19 | 95 |
| Length of Residence: 5 Years or More | 55.08 | 64.14 | 116 |

Presence of Children in Household

| Description | U.S. | Segment | Index |
|---------------------------------------|-------------|----------------|--------------|
| Presence of Children: <2 Years Old | 5.70 | 0.00 | 0 |
| Presence of Children: 2-5 Years Old | 10.79 | 0.00 | 0 |
| Presence of Children: 6-11 Years Old | 14.28 | 0.00 | 0 |
| Presence of Children: 12-17 Years Old | 14.93 | 0.00 | 0 |

Number of Children in Household

| Description | U.S. | Segment | Index |
|-------------------------------------|-------------|----------------|--------------|
| Number of Children in Household: 1 | 12.25 | 0.00 | 0 |
| Number of Children in Household: 2 | 11.37 | 0.00 | 0 |
| Number of Children in Household: 3 | 4.77 | 0.00 | 0 |
| Number of Children in Household: 4 | 1.57 | 0.00 | 0 |
| Number of Children in Household: 5+ | 0.68 | 0.00 | 0 |

Number of People in Household

| Description | U.S. | Segment | Index |
|-------------------------------|-------------|----------------|--------------|
| Household Size: 1 Person | 26.74 | 52.55 | 197 |
| Household Size: 2 People | 36.23 | 38.50 | 106 |
| Household Size: 3 or 4 People | 27.71 | 8.30 | 30 |
| Household Size: 5+ people | 9.32 | 0.64 | 7 |

Crossroads Villagers

Top 15 Lifestyle Behaviors

| | Index |
|---|-------|
| Shop at Piggly Wiggly, 1mo (A) | 275 |
| Buy from Captain D's, 1mo (A) | 271 |
| Own Horse (H) | 206 |
| Use Cigarette Rolling Paper, 1wk (A) | 201 |
| Order from Columbia House Music Club, 1yr (A) | 198 |
| Buy from Shoney's, 1mo (A) | 198 |
| Buy from Hardee's, 1mo (A) | 189 |
| Smoke Cigarettes, 1wk (A) | 189 |
| Own Motor Home (H) | 188 |
| Use Kellogg's Corn Flakes, 1wk (H) | 176 |
| Use Spam, 1mo (H) | 176 |
| Shop at Food Lion, 1mo (A) | 166 |
| Buy Chewing Tobacco, 1mo (A) | 163 |
| Go Horseback Riding, 1yr (A) | 157 |
| Grocery Shopping, <\$60, 1wk (H) | 157 |

Lifestyle Behaviors 16-30

| | Index |
|---|-------|
| Shop at Wal-Mart Pharmacy, 6mo (A) | 155 |
| Order from Publishers Clearing House, 1yr (A) | 154 |
| Buy from Long John Silver, 1mo (A) | 154 |
| Own Bird (H) | 152 |
| Smoke Cigars, 1wk (A) | 149 |
| Go to College Basketball Games, 1+ Times, 1mo (A) | 144 |
| Buy from Sonic Drive-in, 1mo (A) | 142 |
| Buy from Ponderosa, 1mo (A) | 142 |
| Go to High School Sports, 1+ Times, 1mo (A) | 142 |
| Own Riding Lawn Mower (H) | 141 |
| Own Cat (H) | 141 |
| Buy Auto Service at Discount Department Store (H) | 140 |
| Shop at Winn Dixie, 1mo (A) | 136 |
| Drive Compact Pickup (A) | 134 |
| Buy Charcoal Grill, 1yr (H) | 132 |

Lifestyle Behaviors 31-45

| | Index |
|---|-------|
| Buy Rap Music, 1yr (A) | 132 |
| Uses Cell Phone Only, no Land Line (H) | 129 |
| Own All Terrain Vehicle (H) | 128 |
| Buy Videos by Mail/Phone, 1yr (A) | 128 |
| Internet Connection Home; Dial-up Modem (H) | 126 |
| Own Dog (H) | 126 |
| Use Internet, Light (A) | 123 |
| Home Remodeling, Work by Self, 1yr (H) | 121 |
| Own Satellite Dish (H) | 120 |
| Own Tent (H) | 115 |
| Buy Any Lawn Mower, 1yr (H) | 115 |
| Buy Tennis Shoes, 1yr (A) | 114 |
| Use Shake'n Bake, 6mo (H) | 113 |
| Buy Country Music, 1yr (A) | 112 |
| Buy Fishing Equipment, 1yr (A) | 109 |

Heartlanders

43 Heartlanders

Lower-Mid, Older Mostly w/o Kids

America was once a land of small middle-class towns, which can still be found today among Heartlanders. This widespread segment consists of older couples with white-collar jobs living in sturdy, unpretentious homes. In these communities of small families and empty-nesting couples, Heartlanders residents pursue a rustic lifestyle where hunting and fishing remain prime leisure activities along with cooking, sewing, camping, and boating.

| | |
|------------------|------------------|
| Social Group: | Middle America |
| Lifestage Group: | Cautious Couples |

2009 Statistics:

| | |
|-------------------|-------------------|
| US Households: | 2,248,263 (1.95%) |
| Median HH Income: | \$44,762 |

Lifestyle Traits

- Shop at Kmart
- Go bird watching
- Read Family Handyman
- Watch CBS Early Show
- GMC Sierra Flex Fuel

Demographics Traits:

| | |
|--------------------------|-------------------|
| Urbanicity: | Town/Rural |
| Income: | Lower-Mid |
| Income Producing Assets: | Moderate |
| Age Ranges: | 45-64 |
| Presence of Kids: | Mostly w/o Kids |
| Homeownership: | Mostly Owners |
| Employment Levels: | White Collar, Mix |
| Education Levels: | High School Grad |
| Ethnic Diversity: | White |

Heartlanders

Age

| Description | U.S. | Segment | Index |
|------------------------|-------------|----------------|--------------|
| Householder Age: 18-24 | 5.26 | 0.00 | 0 |
| Householder Age: 25-34 | 14.59 | 0.00 | 0 |
| Householder Age: 35-44 | 18.67 | 0.00 | 0 |
| Householder Age: 45-54 | 22.24 | 0.00 | 0 |
| Householder Age: 55-64 | 17.44 | 65.84 | 377 |
| Householder Age: 65-74 | 11.17 | 34.06 | 305 |
| Householder Age: 75+ | 10.64 | 0.00 | 0 |

Income

| Description | U.S. | Segment | Index |
|---------------------------------------|-------------|----------------|--------------|
| Household Income: Under \$10,000 | 6.33 | 0.00 | 0 |
| Household Income: \$10,000-\$19,999 | 10.40 | 0.00 | 0 |
| Household Income: \$20,000-\$29,999 | 10.98 | 11.61 | 106 |
| Household Income: \$30,000-\$39,999 | 11.23 | 46.34 | 413 |
| Household Income: \$40,000-\$49,999 | 9.95 | 32.83 | 330 |
| Household Income: \$50,000-\$74,999 | 18.96 | 9.13 | 48 |
| Household Income: \$75,000-\$99,999 | 11.92 | 0.00 | 0 |
| Household Income: \$100,000-\$149,999 | 11.85 | 0.00 | 0 |
| Household Income: \$150,000-\$199,999 | 4.62 | 0.00 | 0 |
| Household Income: \$200,000 or More | 3.79 | 0.00 | 0 |

Age and Income Summary

| Description | U.S. | Segment | Index |
|-------------------------------------|-------------|----------------|--------------|
| Householder Age: 18-34 | 19.85 | 0.00 | 0 |
| Householder Age: 35-54 | 40.90 | 0.00 | 0 |
| Householder Age: 55+ | 39.25 | 100.00 | 255 |
| Household Income: Under \$30K | 27.71 | 11.61 | 42 |
| Household Income: \$30K-\$74K | 40.14 | 88.39 | 220 |
| Household Income: \$75,000-\$99,999 | 11.92 | 0.00 | 0 |
| Household Income: \$100K+ | 20.24 | 0.00 | 0 |

Education

| Description | U.S. | Segment | Index |
|---|-------------|----------------|--------------|
| Householder Education: Did Not Graduate High School | 13.33 | 14.84 | 111 |
| Householder Education: Graduated High School | 30.80 | 43.86 | 142 |
| Householder Education: Attended Some College | 25.89 | 26.26 | 101 |
| Householder Education: Bachelor's Degree | 19.34 | 9.51 | 49 |
| Householder Education: Post Graduate Degree | 10.61 | 5.42 | 51 |

Heartlanders

Employment Type

| Description | U.S. | Segment | Index |
|--|-------------|----------------|--------------|
| Householder Occupation: Management/Business/Financial | 12.70 | 4.66 | 37 |
| Householder Occupation: Professional | 13.99 | 5.14 | 37 |
| Householder Occupation: Sales/Office | 13.99 | 9.61 | 69 |
| Householder Occupation: Natural Resources/Construction/Maintenance | 8.19 | 7.61 | 93 |
| Householder Occupation: Other Employed | 18.19 | 17.60 | 97 |

Employment by Occupation

| Description | U.S. | Segment | Index |
|---|-------------|----------------|--------------|
| Householder Occupation Detail: Business/Finance | 2.73 | 0.67 | 24 |
| Householder Occupation Detail: Management | 9.98 | 4.00 | 40 |
| Householder Occupation Detail: Architect/Engineer | 1.55 | 0.19 | 12 |
| Householder Occupation Detail: Legal | 0.80 | 0.00 | 0 |
| Householder Occupation Detail: Computer/Mathematical | 2.23 | 0.38 | 17 |
| Householder Occupation Detail: Health Practitioner/Technician | 2.86 | 1.52 | 53 |
| Householder Occupation Detail: Education/Training/Library | 3.47 | 2.19 | 63 |
| Householder Occupation Detail: Life/Physical/Social Sciences | 0.71 | 0.19 | 27 |
| Householder Occupation Detail: Community/Social Services | 1.05 | 0.57 | 54 |
| Householder Occupation Detail: Arts/Entertainment/Sports | 1.37 | 0.19 | 14 |
| Householder Occupation Detail: Sales/Related | 7.78 | 4.38 | 56 |
| Householder Occupation Detail: Office/Admin Support | 6.21 | 5.23 | 84 |
| Householder Occupation Detail: Protective Service/Military | 1.81 | 0.86 | 47 |
| Householder Occupation Detail: Personal Care/Service | 1.65 | 1.33 | 81 |
| Householder Occupation Detail: Healthcare Support | 0.92 | 0.19 | 21 |
| Householder Occupation Detail: Food Preparation/Serving | 2.09 | 1.24 | 59 |
| Householder Occupation Detail: Transport/Material Moving | 4.91 | 5.99 | 122 |
| Householder Occupation Detail: Production | 4.76 | 5.52 | 116 |
| Householder Occupation Detail: Building Grounds Maintenance | 2.08 | 2.47 | 119 |
| Householder Occupation Detail: Natural Resources/Construction | 4.34 | 3.14 | 72 |
| Householder Occupation Detail: Maintenance/Repair | 3.86 | 4.47 | 116 |

Race and Ethnicity

| Description | U.S. | Segment | Index |
|---------------------|-------------|----------------|--------------|
| Race: White | 79.72 | 93.24 | 117 |
| Race: Black | 11.32 | 4.47 | 40 |
| Race: Asian | 2.26 | 0.38 | 17 |
| Race: Other | 6.77 | 1.33 | 20 |
| Ethnicity: Hispanic | 10.16 | 2.47 | 24 |

Language

| Description | U.S. | Segment | Index |
|-----------------------------------|-------------|----------------|--------------|
| Household First Language: English | 92.88 | 98.29 | 106 |
| Household First Language: Spanish | 4.84 | 1.14 | 24 |
| Household First Language: Other | 2.27 | 0.57 | 25 |

Heartlanders

Home Ownership

| Description | U.S. | Segment | Index |
|--------------------|-------------|----------------|--------------|
| Tenure: Own Home | 71.38 | 90.01 | 126 |
| Tenure: Rents Home | 28.62 | 9.99 | 35 |

Home Value

| Description | U.S. | Segment | Index |
|---------------------------------|-------------|----------------|--------------|
| Home Value: Less than \$50,000 | 4.66 | 7.33 | 157 |
| Home Value: \$50,000-\$99,999 | 9.71 | 21.22 | 218 |
| Home Value: \$100,000-\$149,999 | 10.93 | 21.50 | 197 |
| Home Value: \$150,000-\$199,999 | 8.72 | 12.46 | 143 |
| Home Value: \$200,000-\$499,999 | 27.24 | 24.07 | 88 |
| Home Value: \$500,000 or More | 10.14 | 3.43 | 34 |

Length of Residence

| Description | U.S. | Segment | Index |
|---------------------------------------|-------------|----------------|--------------|
| Length of Residence: Less than 1 Year | 16.30 | 6.85 | 42 |
| Length of Residence: 1-4 Years | 28.54 | 17.89 | 63 |
| Length of Residence: 5 Years or More | 55.08 | 74.88 | 136 |

Presence of Children in Household

| Description | U.S. | Segment | Index |
|---------------------------------------|-------------|----------------|--------------|
| Presence of Children: <2 Years Old | 5.70 | 0.57 | 10 |
| Presence of Children: 2-5 Years Old | 10.79 | 1.71 | 16 |
| Presence of Children: 6-11 Years Old | 14.28 | 2.38 | 17 |
| Presence of Children: 12-17 Years Old | 14.93 | 4.19 | 28 |

Number of Children in Household

| Description | U.S. | Segment | Index |
|-------------------------------------|-------------|----------------|--------------|
| Number of Children in Household: 1 | 12.25 | 4.28 | 35 |
| Number of Children in Household: 2 | 11.37 | 1.81 | 16 |
| Number of Children in Household: 3 | 4.77 | 0.67 | 14 |
| Number of Children in Household: 4 | 1.57 | 0.00 | 0 |
| Number of Children in Household: 5+ | 0.68 | 0.19 | 28 |

Number of People in Household

| Description | U.S. | Segment | Index |
|-------------------------------|-------------|----------------|--------------|
| Household Size: 1 Person | 26.74 | 24.45 | 91 |
| Household Size: 2 People | 36.23 | 59.75 | 165 |
| Household Size: 3 or 4 People | 27.71 | 12.94 | 47 |
| Household Size: 5+ people | 9.32 | 2.85 | 31 |

Heartlanders

Top 15 Lifestyle Behaviors

| | Index |
|---|-------|
| Buy from Shoney's, 1mo (A) | 346 |
| Stay at Motel 6 on Vacation, 1yr (A) | 244 |
| Own Riding Lawn Mower (H) | 237 |
| Use Spam, 1mo (H) | 227 |
| Buy Videos by Mail/Phone, 1yr (A) | 223 |
| Buy from Golden Corral, 1mo (A) | 220 |
| Internet Connection Home; Dial-up Modem (H) | 214 |
| Buy from Hardee's, 1mo (A) | 204 |
| Buy from Captain D's, 1mo (A) | 201 |
| Buy Gospel Music, 1yr (A) | 200 |
| Shop at True Value, 1yr (A) | 199 |
| Buy from Bob Evan's Farm, 1mo (A) | 197 |
| Drive Regular Pickup (A) | 197 |
| Domestic Travel by Motor Home, 1yr (A) | 196 |
| Shop at Piggly Wiggly, 1mo (A) | 191 |

Lifestyle Behaviors 16-30

| | Index |
|---|-------|
| Belong to a Veterans Club (A) | 190 |
| Own Satellite Dish (H) | 188 |
| Own Motor Home (H) | 188 |
| Buy from Long John Silver, 1mo (A) | 186 |
| Buy from Dairy Queen, 1mo (A) | 181 |
| Do Garment Sewing from Patterns, 6mo (A) | 179 |
| Buy from Cracker Barrel, 1mo (A) | 178 |
| Own Rifle/Shotgun (A) | 166 |
| Go Hunting with Gun, 1yr (A) | 164 |
| Buy Home Furnishings by Mail/Phone, 1yr (A) | 162 |
| Own Any Certificate of Deposit (A) | 158 |
| Own Annuities (A) | 157 |
| Own/Lease New Chevrolet (H) | 157 |
| Buy from Bob's Big Boy, 1mo (A) | 155 |
| Do Bird Watching, 1yr (A) | 153 |

Lifestyle Behaviors 31-45

| | Index |
|---------------------------------------|-------|
| Do Woodworking, 1yr (A) | 153 |
| Own Horse (H) | 153 |
| Belong to a Fraternal Order (A) | 152 |
| Drive Compact Pickup (A) | 152 |
| Own Power Boat (H) | 151 |
| Buy Country Music, 1yr (A) | 148 |
| Play Bingo, 1yr (A) | 147 |
| Own All Terrain Vehicle (H) | 147 |
| Order from J.C. Penney, 1yr (A) | 143 |
| Shop at Food Lion, 1mo (A) | 143 |
| Shop at Wal-Mart Pharmacy, 6mo (A) | 142 |
| Do Outdoor Gardening, 1yr (A) | 142 |
| Source of Coupons, Magazines, 1yr (H) | 141 |
| Own Handgun (A) | 140 |
| Belong to a Religious Club (A) | 140 |

Back Country Folks

58 Back Country Folks

Downscale, Older Mostly w/o Kids

Strewn among remote farm communities across the nation, Back Country Folks are a long way away from economic paradise. The residents tend to be poor, over 55 years old, and living in older, modest-sized homes and manufactured housing. Typically, life in this segment is a throwback to an earlier era when farming dominated the American landscape.

| | |
|------------------|--------------------|
| Social Group: | Rustic Living |
| Lifestage Group: | Sustaining Seniors |

2009 Statistics:

| | |
|-------------------|-------------------|
| US Households: | 2,479,958 (2.15%) |
| Median HH Income: | \$33,090 |

Lifestyle Traits

Order from Publishers Clearing House
Belong to church board
Read Hunting
Watch Hallmark Channel
Ford Ranger

Demographics Traits:

| | |
|--------------------------|-------------------|
| Urbanicity: | Rural |
| Income: | Downscale |
| Income Producing Assets: | Below Avg. |
| Age Ranges: | 55+ |
| Presence of Kids: | Mostly w/o Kids |
| Homeownership: | Mostly Owners |
| Employment Levels: | Mostly Retired |
| Education Levels: | Some High School |
| Ethnic Diversity: | White, Black, Mix |

Back Country Folks

Age

| Description | U.S. | Segment | Index |
|------------------------|-------------|----------------|--------------|
| Householder Age: 18-24 | 5.26 | 0.00 | 0 |
| Householder Age: 25-34 | 14.59 | 0.00 | 0 |
| Householder Age: 35-44 | 18.67 | 0.00 | 0 |
| Householder Age: 45-54 | 22.24 | 0.00 | 0 |
| Householder Age: 55-64 | 17.44 | 32.38 | 186 |
| Householder Age: 65-74 | 11.17 | 50.72 | 454 |
| Householder Age: 75+ | 10.64 | 16.91 | 159 |

Income

| Description | U.S. | Segment | Index |
|---------------------------------------|-------------|----------------|--------------|
| Household Income: Under \$10,000 | 6.33 | 18.69 | 295 |
| Household Income: \$10,000-\$19,999 | 10.40 | 47.41 | 456 |
| Household Income: \$20,000-\$29,999 | 10.98 | 33.90 | 309 |
| Household Income: \$30,000-\$39,999 | 11.23 | 0.00 | 0 |
| Household Income: \$40,000-\$49,999 | 9.95 | 0.00 | 0 |
| Household Income: \$50,000-\$74,999 | 18.96 | 0.00 | 0 |
| Household Income: \$75,000-\$99,999 | 11.92 | 0.00 | 0 |
| Household Income: \$100,000-\$149,999 | 11.85 | 0.00 | 0 |
| Household Income: \$150,000-\$199,999 | 4.62 | 0.00 | 0 |
| Household Income: \$200,000 or More | 3.79 | 0.00 | 0 |

Age and Income Summary

| Description | U.S. | Segment | Index |
|-------------------------------------|-------------|----------------|--------------|
| Householder Age: 18-34 | 19.85 | 0.00 | 0 |
| Householder Age: 35-54 | 40.90 | 0.00 | 0 |
| Householder Age: 55+ | 39.25 | 100.00 | 255 |
| Household Income: Under \$30K | 27.71 | 100.00 | 361 |
| Household Income: \$30K-\$74K | 40.14 | 0.00 | 0 |
| Household Income: \$75,000-\$99,999 | 11.92 | 0.00 | 0 |
| Household Income: \$100K+ | 20.24 | 0.00 | 0 |

Education

| Description | U.S. | Segment | Index |
|---|-------------|----------------|--------------|
| Householder Education: Did Not Graduate High School | 13.33 | 40.25 | 302 |
| Householder Education: Graduated High School | 30.80 | 41.68 | 135 |
| Householder Education: Attended Some College | 25.89 | 14.85 | 57 |
| Householder Education: Bachelor's Degree | 19.34 | 2.50 | 13 |
| Householder Education: Post Graduate Degree | 10.61 | 0.63 | 6 |

Back Country Folks

Employment Type

| Description | U.S. | Segment | Index |
|--|-------------|----------------|--------------|
| Householder Occupation: Management/Business/Financial | 12.70 | 1.61 | 13 |
| Householder Occupation: Professional | 13.99 | 0.63 | 4 |
| Householder Occupation: Sales/Office | 13.99 | 4.38 | 31 |
| Householder Occupation: Natural Resources/Construction/Maintenance | 8.19 | 1.97 | 24 |
| Householder Occupation: Other Employed | 18.19 | 7.69 | 42 |

Employment by Occupation

| Description | U.S. | Segment | Index |
|---|-------------|----------------|--------------|
| Householder Occupation Detail: Business/Finance | 2.73 | 0.00 | 0 |
| Householder Occupation Detail: Management | 9.98 | 1.61 | 16 |
| Householder Occupation Detail: Architect/Engineer | 1.55 | 0.00 | 0 |
| Householder Occupation Detail: Legal | 0.80 | 0.00 | 0 |
| Householder Occupation Detail: Computer/Mathematical | 2.23 | 0.18 | 8 |
| Householder Occupation Detail: Health Practitioner/Technician | 2.86 | 0.00 | 0 |
| Householder Occupation Detail: Education/Training/Library | 3.47 | 0.36 | 10 |
| Householder Occupation Detail: Life/Physical/Social Sciences | 0.71 | 0.00 | 0 |
| Householder Occupation Detail: Community/Social Services | 1.05 | 0.00 | 0 |
| Householder Occupation Detail: Arts/Entertainment/Sports | 1.37 | 0.18 | 13 |
| Householder Occupation Detail: Sales/Related | 7.78 | 2.15 | 28 |
| Householder Occupation Detail: Office/Admin Support | 6.21 | 2.33 | 37 |
| Householder Occupation Detail: Protective Service/Military | 1.81 | 0.00 | 0 |
| Householder Occupation Detail: Personal Care/Service | 1.65 | 1.61 | 97 |
| Householder Occupation Detail: Healthcare Support | 0.92 | 0.36 | 39 |
| Householder Occupation Detail: Food Preparation/Serving | 2.09 | 1.16 | 56 |
| Householder Occupation Detail: Transport/Material Moving | 4.91 | 1.43 | 29 |
| Householder Occupation Detail: Production | 4.76 | 1.25 | 26 |
| Householder Occupation Detail: Building Grounds Maintenance | 2.08 | 1.97 | 94 |
| Householder Occupation Detail: Natural Resources/Construction | 4.34 | 1.52 | 35 |
| Householder Occupation Detail: Maintenance/Repair | 3.86 | 0.36 | 9 |

Race and Ethnicity

| Description | U.S. | Segment | Index |
|---------------------|-------------|----------------|--------------|
| Race: White | 79.72 | 88.64 | 111 |
| Race: Black | 11.32 | 8.14 | 72 |
| Race: Asian | 2.26 | 0.18 | 8 |
| Race: Other | 6.77 | 1.88 | 28 |
| Ethnicity: Hispanic | 10.16 | 2.68 | 26 |

Language

| Description | U.S. | Segment | Index |
|-----------------------------------|-------------|----------------|--------------|
| Household First Language: English | 92.88 | 98.30 | 106 |
| Household First Language: Spanish | 4.84 | 0.72 | 15 |
| Household First Language: Other | 2.27 | 0.98 | 43 |

Back Country Folks

Home Ownership

| Description | U.S. | Segment | Index |
|--------------------|-------------|----------------|--------------|
| Tenure: Own Home | 71.38 | 83.18 | 117 |
| Tenure: Rents Home | 28.62 | 16.82 | 59 |

Home Value

| Description | U.S. | Segment | Index |
|---------------------------------|-------------|----------------|--------------|
| Home Value: Less than \$50,000 | 4.66 | 22.99 | 493 |
| Home Value: \$50,000-\$99,999 | 9.71 | 29.43 | 303 |
| Home Value: \$100,000-\$149,999 | 10.93 | 14.76 | 135 |
| Home Value: \$150,000-\$199,999 | 8.72 | 6.62 | 76 |
| Home Value: \$200,000-\$499,999 | 27.24 | 8.68 | 32 |
| Home Value: \$500,000 or More | 10.14 | 0.72 | 7 |

Length of Residence

| Description | U.S. | Segment | Index |
|---------------------------------------|-------------|----------------|--------------|
| Length of Residence: Less than 1 Year | 16.30 | 5.72 | 35 |
| Length of Residence: 1-4 Years | 28.54 | 13.77 | 48 |
| Length of Residence: 5 Years or More | 55.08 | 80.32 | 146 |

Presence of Children in Household

| Description | U.S. | Segment | Index |
|---------------------------------------|-------------|----------------|--------------|
| Presence of Children: <2 Years Old | 5.70 | 0.36 | 6 |
| Presence of Children: 2-5 Years Old | 10.79 | 0.72 | 7 |
| Presence of Children: 6-11 Years Old | 14.28 | 2.06 | 14 |
| Presence of Children: 12-17 Years Old | 14.93 | 1.88 | 13 |

Number of Children in Household

| Description | U.S. | Segment | Index |
|-------------------------------------|-------------|----------------|--------------|
| Number of Children in Household: 1 | 12.25 | 3.04 | 25 |
| Number of Children in Household: 2 | 11.37 | 0.72 | 6 |
| Number of Children in Household: 3 | 4.77 | 0.18 | 4 |
| Number of Children in Household: 4 | 1.57 | 0.00 | 0 |
| Number of Children in Household: 5+ | 0.68 | 0.18 | 26 |

Number of People in Household

| Description | U.S. | Segment | Index |
|-------------------------------|-------------|----------------|--------------|
| Household Size: 1 Person | 26.74 | 55.90 | 209 |
| Household Size: 2 People | 36.23 | 35.42 | 98 |
| Household Size: 3 or 4 People | 27.71 | 7.87 | 28 |
| Household Size: 5+ people | 9.32 | 0.81 | 9 |

Back Country Folks

Top 15 Lifestyle Behaviors

| | Index |
|---|--------------|
| Shop at Piggly Wiggly, 1mo (A) | 233 |
| Use Spam, 1mo (H) | 215 |
| Use Kellogg's Corn Flakes, 1wk (H) | 209 |
| Buy from Shoney's, 1mo (A) | 187 |
| Buy from Hardee's, 1mo (A) | 181 |
| Grocery Shopping, <\$60, 1wk (H) | 179 |
| Own Satellite Dish (H) | 168 |
| Buy from Captain D's, 1mo (A) | 155 |
| Order from Publishers Clearing House, 1yr (A) | 151 |
| Own Riding Lawn Mower (H) | 148 |
| Buy from Ponderosa, 1mo (A) | 144 |
| Use Internet, Light (A) | 142 |
| Buy from Golden Corral, 1mo (A) | 140 |
| Own Horse (H) | 137 |
| Diet: Semi-vegetarian (A) | 130 |

Lifestyle Behaviors 16-30

| | Index |
|--|--------------|
| Domestic Travel by Motor Home, 1yr (A) | 127 |
| Shop at Wal-Mart Pharmacy, 6mo (A) | 125 |
| Buy from Long John Silver, 1mo (A) | 120 |
| Drive Compact Pickup (A) | 116 |
| Buy from Bob Evan's Farm, 1mo (A) | 115 |
| Buy from Cracker Barrel, 1mo (A) | 114 |
| Shop at Food Lion, 1mo (A) | 114 |
| Buy Home Furnishings by Mail/Phone, 1yr (A) | 111 |
| Do Bird Watching, 1yr (A) | 111 |
| Belong to a Church Board (A) | 110 |
| Order from Readers Digest Association, 1yr (A) | 109 |
| Own Cat (H) | 109 |
| Drive Van (A) | 108 |
| Own Any Real Estate (H) | 107 |
| Play Bingo, 1yr (A) | 106 |

Lifestyle Behaviors 31-45

| | Index |
|---|--------------|
| Drive Regular Pickup (A) | 104 |
| Own Dog (H) | 103 |
| Buy Pre-Paid Calling Card, 1yr (A) | 103 |
| Internet Connection Home; Dial-up Modem (H) | 101 |
| Use Shake'n Bake, 6mo (H) | 101 |
| Domestic Travel by Railroad, 1yr (A) | 101 |
| Belong to a Veterans Club (A) | 100 |
| Use Cigarette Rolling Paper, 1wk (A) | 100 |
| Buy from KFC, 1mo (A) | 99 |
| Do Outdoor Gardening, 1yr (A) | 99 |
| Own/Lease New Chevrolet (H) | 98 |
| Bought Most Recent Vehicle (H) | 98 |
| Order from Avon, 1yr (A) | 96 |
| Do Needlepoint, 6mo (A) | 93 |
| Stay at Comfort Inn on Vacation, 1yr (A) | 92 |

Blue Highways

45 Blue Highways

Lower-Mid, Middle Age w/o Kids

On maps, blue highways are often two-lane roads that wind through remote stretches of the American landscape. Among lifestyles, Blue Highways is the standout for lower-middle-class residents who live in isolated towns and farmsteads. Here, Boomer men like to hunt and fish; the women enjoy sewing and crafts, and everyone looks forward to going out to a country music concert.

| | |
|------------------|------------------|
| Social Group: | Middle America |
| Lifestage Group: | Striving Singles |

2009 Statistics:

| | |
|-------------------|-------------------|
| US Households: | 1,861,826 (1.61%) |
| Median HH Income: | \$44,262 |

Lifestyle Traits

Shop at Wal-Mart
Own satellite dish
Read Guns & Ammo
Watch auto racing
Chevrolet Colorado

Demographics Traits:

| | |
|--------------------------|------------------|
| Urbanicity: | Rural |
| Income: | Lower-Mid |
| Income Producing Assets: | Below Avg. |
| Age Ranges: | <55 |
| Presence of Kids: | HH w/o Kids |
| Homeownership: | Homeowners |
| Employment Levels: | BC, Service, Mix |
| Education Levels: | High School Grad |
| Ethnic Diversity: | White |

Blue Highways

Age

| Description | U.S. | Segment | Index |
|------------------------|-------------|----------------|--------------|
| Householder Age: 18-24 | 5.26 | 5.21 | 99 |
| Householder Age: 25-34 | 14.59 | 7.29 | 50 |
| Householder Age: 35-44 | 18.67 | 18.06 | 97 |
| Householder Age: 45-54 | 22.24 | 51.97 | 234 |
| Householder Age: 55-64 | 17.44 | 17.59 | 101 |
| Householder Age: 65-74 | 11.17 | 0.00 | 0 |
| Householder Age: 75+ | 10.64 | 0.00 | 0 |

Income

| Description | U.S. | Segment | Index |
|---------------------------------------|-------------|----------------|--------------|
| Household Income: Under \$10,000 | 6.33 | 0.00 | 0 |
| Household Income: \$10,000-\$19,999 | 10.40 | 0.00 | 0 |
| Household Income: \$20,000-\$29,999 | 10.98 | 0.00 | 0 |
| Household Income: \$30,000-\$39,999 | 11.23 | 42.36 | 377 |
| Household Income: \$40,000-\$49,999 | 9.95 | 48.50 | 487 |
| Household Income: \$50,000-\$74,999 | 18.96 | 9.14 | 48 |
| Household Income: \$75,000-\$99,999 | 11.92 | 0.00 | 0 |
| Household Income: \$100,000-\$149,999 | 11.85 | 0.00 | 0 |
| Household Income: \$150,000-\$199,999 | 4.62 | 0.00 | 0 |
| Household Income: \$200,000 or More | 3.79 | 0.00 | 0 |

Age and Income Summary

| Description | U.S. | Segment | Index |
|-------------------------------------|-------------|----------------|--------------|
| Householder Age: 18-34 | 19.85 | 12.38 | 62 |
| Householder Age: 35-54 | 40.90 | 70.02 | 171 |
| Householder Age: 55+ | 39.25 | 17.59 | 45 |
| Household Income: Under \$30K | 27.71 | 0.00 | 0 |
| Household Income: \$30K-\$74K | 40.14 | 100.00 | 249 |
| Household Income: \$75,000-\$99,999 | 11.92 | 0.00 | 0 |
| Household Income: \$100K+ | 20.24 | 0.00 | 0 |

Education

| Description | U.S. | Segment | Index |
|---|-------------|----------------|--------------|
| Householder Education: Did Not Graduate High School | 13.33 | 10.76 | 81 |
| Householder Education: Graduated High School | 30.80 | 49.77 | 162 |
| Householder Education: Attended Some College | 25.89 | 26.62 | 103 |
| Householder Education: Bachelor's Degree | 19.34 | 11.11 | 57 |
| Householder Education: Post Graduate Degree | 10.61 | 1.74 | 16 |

Blue Highways

Employment Type

| Description | U.S. | Segment | Index |
|--|-------------|----------------|--------------|
| Householder Occupation: Management/Business/Financial | 12.70 | 7.29 | 57 |
| Householder Occupation: Professional | 13.99 | 11.34 | 81 |
| Householder Occupation: Sales/Office | 13.99 | 11.11 | 79 |
| Householder Occupation: Natural Resources/Construction/Maintenance | 8.19 | 15.16 | 185 |
| Householder Occupation: Other Employed | 18.19 | 40.28 | 221 |

Employment by Occupation

| Description | U.S. | Segment | Index |
|---|-------------|----------------|--------------|
| Householder Occupation Detail: Business/Finance | 2.73 | 1.39 | 51 |
| Householder Occupation Detail: Management | 9.98 | 5.90 | 59 |
| Householder Occupation Detail: Architect/Engineer | 1.55 | 0.23 | 15 |
| Householder Occupation Detail: Legal | 0.80 | 0.35 | 43 |
| Householder Occupation Detail: Computer/Mathematical | 2.23 | 1.50 | 67 |
| Householder Occupation Detail: Health Practitioner/Technician | 2.86 | 3.82 | 134 |
| Householder Occupation Detail: Education/Training/Library | 3.47 | 3.13 | 90 |
| Householder Occupation Detail: Life/Physical/Social Sciences | 0.71 | 0.35 | 49 |
| Householder Occupation Detail: Community/Social Services | 1.05 | 0.58 | 55 |
| Householder Occupation Detail: Arts/Entertainment/Sports | 1.37 | 1.39 | 101 |
| Householder Occupation Detail: Sales/Related | 7.78 | 3.24 | 42 |
| Householder Occupation Detail: Office/Admin Support | 6.21 | 7.87 | 127 |
| Householder Occupation Detail: Protective Service/Military | 1.81 | 2.89 | 160 |
| Householder Occupation Detail: Personal Care/Service | 1.65 | 1.04 | 63 |
| Householder Occupation Detail: Healthcare Support | 0.92 | 0.81 | 88 |
| Householder Occupation Detail: Food Preparation/Serving | 2.09 | 0.58 | 28 |
| Householder Occupation Detail: Transport/Material Moving | 4.91 | 14.58 | 297 |
| Householder Occupation Detail: Production | 4.76 | 17.01 | 357 |
| Householder Occupation Detail: Building Grounds Maintenance | 2.08 | 3.24 | 156 |
| Householder Occupation Detail: Natural Resources/Construction | 4.34 | 10.30 | 237 |
| Householder Occupation Detail: Maintenance/Repair | 3.86 | 4.86 | 126 |

Race and Ethnicity

| Description | U.S. | Segment | Index |
|---------------------|-------------|----------------|--------------|
| Race: White | 79.72 | 94.21 | 118 |
| Race: Black | 11.32 | 3.59 | 32 |
| Race: Asian | 2.26 | 0.23 | 10 |
| Race: Other | 6.77 | 1.27 | 19 |
| Ethnicity: Hispanic | 10.16 | 3.13 | 31 |

Language

| Description | U.S. | Segment | Index |
|-----------------------------------|-------------|----------------|--------------|
| Household First Language: English | 92.88 | 99.42 | 107 |
| Household First Language: Spanish | 4.84 | 0.12 | 2 |
| Household First Language: Other | 2.27 | 0.46 | 20 |

Blue Highways

Home Ownership

| Description | U.S. | Segment | Index |
|--------------------|-------------|----------------|--------------|
| Tenure: Own Home | 71.38 | 100.00 | 140 |
| Tenure: Rents Home | 28.62 | 0.00 | 0 |

Home Value

| Description | U.S. | Segment | Index |
|---------------------------------|-------------|----------------|--------------|
| Home Value: Less than \$50,000 | 4.66 | 13.43 | 288 |
| Home Value: \$50,000-\$99,999 | 9.71 | 36.34 | 374 |
| Home Value: \$100,000-\$149,999 | 10.93 | 23.96 | 219 |
| Home Value: \$150,000-\$199,999 | 8.72 | 13.89 | 159 |
| Home Value: \$200,000-\$499,999 | 27.24 | 11.46 | 42 |
| Home Value: \$500,000 or More | 10.14 | 0.93 | 9 |

Length of Residence

| Description | U.S. | Segment | Index |
|---------------------------------------|-------------|----------------|--------------|
| Length of Residence: Less than 1 Year | 16.30 | 10.07 | 62 |
| Length of Residence: 1-4 Years | 28.54 | 23.73 | 83 |
| Length of Residence: 5 Years or More | 55.08 | 66.20 | 120 |

Presence of Children in Household

| Description | U.S. | Segment | Index |
|---------------------------------------|-------------|----------------|--------------|
| Presence of Children: <2 Years Old | 5.70 | 0.00 | 0 |
| Presence of Children: 2-5 Years Old | 10.79 | 0.00 | 0 |
| Presence of Children: 6-11 Years Old | 14.28 | 0.00 | 0 |
| Presence of Children: 12-17 Years Old | 14.93 | 0.00 | 0 |

Number of Children in Household

| Description | U.S. | Segment | Index |
|-------------------------------------|-------------|----------------|--------------|
| Number of Children in Household: 1 | 12.25 | 0.00 | 0 |
| Number of Children in Household: 2 | 11.37 | 0.00 | 0 |
| Number of Children in Household: 3 | 4.77 | 0.00 | 0 |
| Number of Children in Household: 4 | 1.57 | 0.00 | 0 |
| Number of Children in Household: 5+ | 0.68 | 0.00 | 0 |

Number of People in Household

| Description | U.S. | Segment | Index |
|-------------------------------|-------------|----------------|--------------|
| Household Size: 1 Person | 26.74 | 27.55 | 103 |
| Household Size: 2 People | 36.23 | 60.42 | 167 |
| Household Size: 3 or 4 People | 27.71 | 11.57 | 42 |
| Household Size: 5+ people | 9.32 | 0.35 | 4 |

Blue Highways

Top 15 Lifestyle Behaviors

| | Index |
|---|-------|
| Shop at Piggly Wiggly, 1mo (A) | 327 |
| Buy from Hardee's, 1mo (A) | 294 |
| Own Riding Lawn Mower (H) | 288 |
| Buy from A&W, 1mo (A) | 254 |
| Own Horse (H) | 253 |
| Internet Connection Home; Dial-up Modem (H) | 230 |
| Drive Regular Pickup (A) | 225 |
| Buy from Captain D's, 1mo (A) | 222 |
| Go Hunting with Gun, 1yr (A) | 200 |
| Own Satellite Dish (H) | 198 |
| Buy 35mm Camera, 1yr (A) | 197 |
| Buy from Ponderosa, 1mo (A) | 192 |
| Buy from Shoney's, 1mo (A) | 190 |
| Use Spam, 1mo (H) | 189 |
| Own Rifle/Shotgun (A) | 187 |

Lifestyle Behaviors 16-30

| | Index |
|---|-------|
| Buy from Sonic Drive-in, 1mo (A) | 185 |
| Belong to a Veterans Club (A) | 183 |
| Buy from Long John Silver, 1mo (A) | 181 |
| Buy Country Music, 1yr (A) | 181 |
| Buy Any Lawn Mower, 1yr (H) | 178 |
| Play Volleyball, 1yr (A) | 173 |
| Own Any Real Estate (H) | 167 |
| Drive Motorcycle (A) | 166 |
| Buy Chewing Tobacco, 1mo (A) | 164 |
| Own All Terrain Vehicle (H) | 164 |
| Go Horseback Riding, 1yr (A) | 161 |
| Shop at Food Lion, 1mo (A) | 160 |
| Buy Auto Service at Discount Department Store (H) | 159 |
| Own Handgun (A) | 159 |
| Drink Bourbon, 1mo (A) | 158 |

Lifestyle Behaviors 31-45

| | Index |
|------------------------------------|-------|
| Shop at Wal-Mart Pharmacy, 6mo (A) | 157 |
| Do Bird Watching, 1yr (A) | 157 |
| Buy from Golden Corral, 1mo (A) | 156 |
| Visit Allergist, 1yr (A) | 155 |
| Go Roller Skating, 1yr (A) | 155 |
| Buy Gospel Music, 1yr (A) | 154 |
| Buy Fishing Equipment, 1yr (A) | 154 |
| Own Dog (H) | 153 |
| Go Fishing, 1yr (A) | 152 |
| Buy Books on Tape, 1yr (A) | 151 |
| Own Cat (H) | 149 |
| Shop at True Value, 1yr (A) | 148 |
| Own Fishing Equipment (A) | 147 |
| Buy from Dairy Queen, 1mo (A) | 147 |
| Drive Compact Pickup (A) | 147 |

Acknowledgements

The observations, conclusions and recommendations contained in this study are solely those of The Retail Coach, LLC and should not be construed to represent the opinions of others, including its clients, or any other entity prior to such entity's express approval of this study.

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