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Pastoral Pride

# Pastoral Pride

Eclectic mix of lower middle-class consumers who have settled in country and small town areas.



- Households are concentrated in small, country towns
- Characterized by modestly-educated middle-aged couples
- Have steady, blue-collar and service-sector jobs
- Properties are valued at only half the national average
- Sports are considered bigger than academics

- Subscribe to newspapers: news and classified sections
- Interact with Facebook and Youtube
- Visit websites about families, pets, motorsports and wrestling
- Respond to Buy-One-Get-One offers
- Click on online ads for smaller ticket items



Channel Preference

**PHONE**

Household Income  
**\$35k - \$50k**

Head of Household Age  
**46-50**

Household Size  
**3 Persons**

## Newspaper Sections

Classified section	120
The Wall Street Journal: daily	119
The Wall Street Journal - Sunday	112
General news section	108
USA Today - daily	107
Reality shows viewed	102

## Internet Usage

Visited autotrader.com in the last 30 days	158
Visited msn.com in the last 30 days	127
Visited hgtv.com in the last 30 days	121
Visited usatoday.com in the last 30 days	96
Visited facebook.com in last 30 days	91
It's safe to make purchases online	91

## Sports Watched (TV)

Fishing	169
Bowling	166
Track and field	144
College baseball	143
X-Games	128
Rodeo	125

## Leisure Activities / Hobbies

Church/temple/synagogue	110
Union	107
Bird watching	103
Reading electronic devices: computer	95
Needlework/quilting	92
Gardening	91

## Sports & Fitness Participation

Fresh-water fishing	152
Baseball	132
Football	109
Motorcycling	106
Horseback riding	104
Basketball	102

## TrueTouch<sup>SM</sup>

No time like the present	126
Buy American	124
Look at me now	102
A penny saved, a penny earned	100
Go with the flow	93
Work hard, play hard	89

**Rural non-city style**

Mobile phone

**Facebook**

Low discretionary spend

Tech adoption: Wizards

Satellite TV

On the fence Liberals

**Home value \$50-\$75k**

**Fishing**

**Modest income**

**Used vehicle**