

RURAL TOWNS & FARM LIFESTYLES

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| 5,400,622 | RURAL MASTERFILE | | \$55.00/M | |
| 800,125 | AGRARIANS | ADD | \$10.00/M | |
| 121,234 | SNOW PLOUGHS | ADD | \$10.00/M | GENDER: 75% MALE |
| 508,687 | HINTERLANDS | ADD | \$10.00/M | CAN SELECT |
| 1,611,499 | BACKPATCHES | ADD | \$10.00/M | |
| 390,218 | COAL & COPPER | ADD | \$10.00/M | ADDRESSING: |
| 1,831,049 | RESURGENCE | ADD | \$10.00/M | SEE SELECTIONS |
| | 6 MONTH HOTLINE | ADD | \$5.00/M | |
| | 3 MONTH HOTLINE | ADD | \$10.00/M | |
| | 1 MONTH HOTLINE | ADD | \$15.00/M | |
| | EMAIL ADDRESSES | INQUIRE | | |

AGRARIANS RANK SECOND IN AGRIBUSINESS RANGING FROM FARMING TO CATTLE RANCHING, SHEEP HERDING AND FORESTRY. THEY RANK SECOND FOR LIVING IN LOW DENSITY AREAS, 11+ YEARS OF TENURE, HIGH SCHOOL EDUCATION, GERMAN AND SCANDINAVIAN ANCESTRY (50% OF THEIR TOTAL POPULATION) AND FOR CONCENTRATION IN THE NORTH CENTRAL REGION. THEY ALSO RANK FIRST FOR WHITE AND THIRD FOR MARRIED COUPLES.

KEYING: \$2.00/M

MINIMUM ORDER:
5,000

SAMPLE REQUIRED

UPDATED MONTHLY

SNOW PLOUGHS IS THE SECOND OF ALL THESE TYPES AND REPRESENTS THE LAST VESTIGE OF PURE AGRARIAN LIFESTYLE IN AMERICA. THEY REPRESENT A LONG LIST OF FIRSTS INCLUDING LOWEST POPULATION DENSITY, MOST NORTHERN, MOST MARRIED, MOST GERMAN AND SCANDINAVIAN AND MOST FARMERS. CHILDREN ARE PLENTIFUL BUT YOUTHS AGED 19 TO 24 ARE SCARCE.

HINTERLANDS ARE SCATTERED ACROSS THE NATION IN SOME 3,500 LOW DENSITY TOWNS, RANCHES AND FARMS WITH OVER HALF LOCATED IN THE UPLANDS OF THE SOUTHWEST CENTRAL, MOUNTAIN AND PACIFIC REGIONS. POPULATED MOSTLY BY WHITE, MEXICAN AND AMERICAN INDIAN FAMILIES WITH CHILDREN, ONE IN FIVE IS A FARMER OR RANCH HAND AND THE REST ARE MOSTLY BLUE COLLAR WORKERS VARIOUSLY EMPLOYED IN MINING, DRILLING AND CONSTRUCTION. WHILE THEY FALL INTO THE FOURTH INCOME QUIN-TILE, THEIR LIVING COSTS ARE LOW WHICH ALLOWS FOR ABOVE-AVERAGE HOME AND AUTO OWNERSHIP.

BACKPATCHES NEIGHBORHOODS GATHER OVER 5,100 TOWNS AND CROSS-ROAD VILLAGES ACROSS THE SOUTH. 75% OF ITS POPULATION RESIDES IN THE TEN STATES OF BYGONE DIXIE PLUS KENTUCKY, WEST VIRGINIA, MISSOURI AND OKLAHOMA. THEY ARE MOSTLY RUSTIC, BLUE COLLAR WORKERS WITH MINIMAL EDUCATION AND INCOMES. MANY ARE DESCENDANTS FOR THE EARLY ENGLISH, SCOTTISH AND IRISH SETTLERS OF THE REGION AND THEY STRUGGLE TO WORK IN RURAL INDUSTRIES PLAGUED BY UNEMPLOYMENT.

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RURAL TOWNS & FARM LIFESTYLES (CONT'D)

COAL & COPPER RANK SECOND IN NON-METRO NEIGHBORHOODS DUE TO ITS PREDOMINANT LOCATION NEAR THE NATION'S MINES, QUARRIES AND OIL FIELDS FOUND CHIEFLY IN APPALACHIA, THE ROCKIES AND SOUTHWEST. THEY ARE WHITE, MARRIED FAMILIES WITH MANY KIDS.

MANY LIFESTYLE AND HOUSEHOLD DEMOGRAPHICS SELECTIONS ARE AVAILABLE - PLEASE INQUIRE. FILE AVAILABLE FOR RENTAL, OVERLAY, ANALYSIS, MODELING.

ALL ORDERS CANCELLED AFTER THE MAIL DATE OR MERGE ARE REQUIRED TO BE PAID IN FULL.
ALL CANCELLED ORDERS, WHETHER RUN OR NOT WILL BE SUBJECT TO A MINIMUM \$50.00 CANCELLATION FEE.

SOURCE: DIRECT RESPONSE

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| SELECTIONS: STATE, SCF, ZIP | \$6.00/M |
| GENDER | \$6.00/M |
| LIFESTYLE DEMOGRAPHICS | \$15.00/M |
| HOUSEHOLD DEMOGRAPHICS | \$10.00/M |
| ELECTRONIC DELIVERY | \$50.00 |

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