

# **Rowan County, NC**

## **ESRI Tapestry Report**

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December 2015

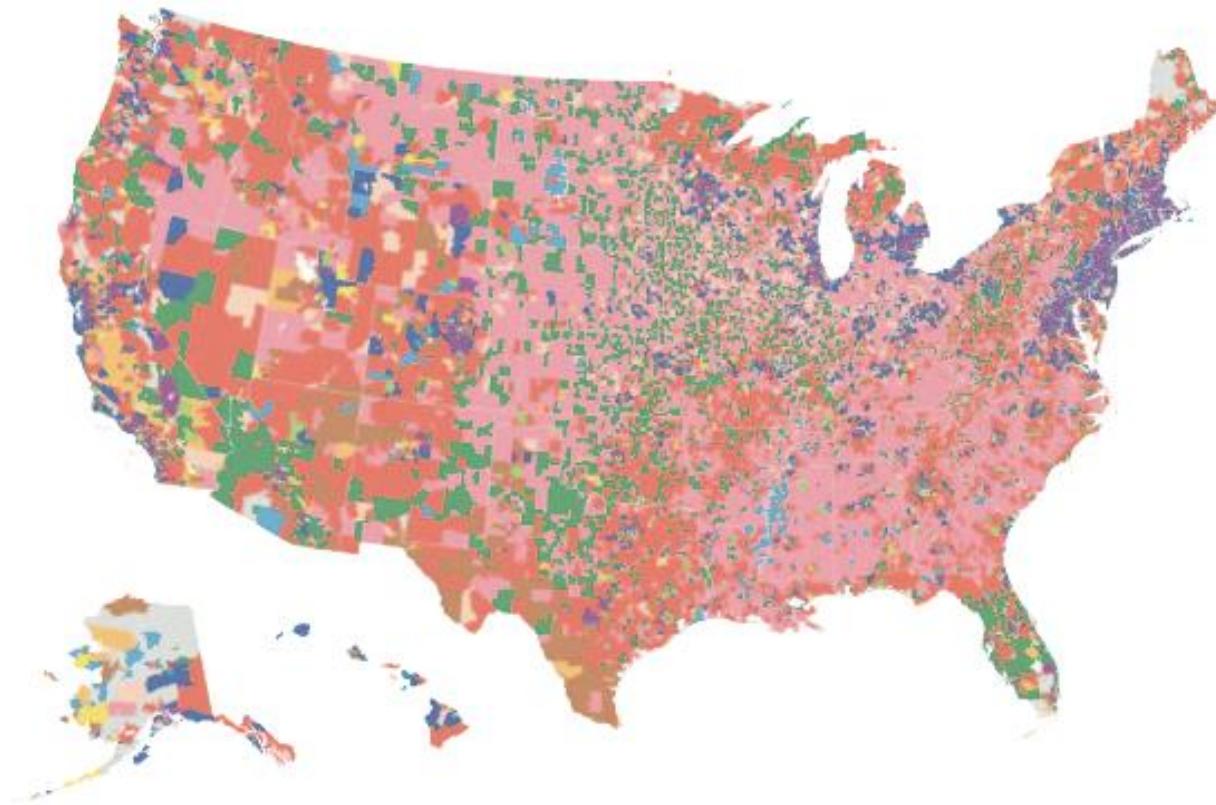
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## OVERVIEW OF ESRI TAPESTRY & HOW IT IS USED

ESRI Tapestry allows us to view a socio-economic profile of residents of a geographic location. Annually updated data details which products and services consumers buy. Approximately 90 variables in 15 categories such as apparel, food, and financial are included. We use this as part of the Brand Compass branding program for one simple reason - the cultural lifestyle and life stages of a community reveal its identity. The result is a Who Report that tells us who you are and a What Report that tells us what you consume, like, buy, etc.

Tapestry profiles neighborhoods across the entire United States into 67 classifications according to their socioeconomic and demographic characteristics. A more simple way to understand what this does is the common phrase "birds of a feather flock together."



A more thorough methodology statement on how Tapestry works can be found at [http://www.esri.com/data/esri\\_data/methodology-statements.html](http://www.esri.com/data/esri_data/methodology-statements.html).

## WHO REPORT

Segmentation systems operate on the theory that people with similar tastes, lifestyles and behaviors seek others with the same taste. These behaviors can be measured, predicted, and targeted. ESRI's Tapestry Segmentation system combines the "who" of lifestyle demography with the "where" of local neighborhood geography to create a model of various lifestyle classifications or segments of actual neighborhoods with addresses – distinct behavioral market segments.

### LifeMode Groups and Urbanization Groups

The 67 distinct market segments in Tapestry Segmentation profile the diversity of the American population and provide two ways to summarize and simplify these differences: 14 LifeMode summary groups and 6 Urbanization summary groups. Segments within a LifeMode summary group share a similar lifestyle or life stage. Urbanization summary groups share geographic and physical features such as population density, size of city, and location relative to a metropolitan area.

#### Rowan County LifeMode Groups:

LifeMode Group	2015 Resident Households		2015 Resident Population		Index
	Number	Percent	Number	Percent	
10. Rustic Outposts	20,080	37.4%	53,463	38.2%	452
6. Cozy Country Living	12,237	22.8%	31,969	22.8%	195
12. Hometown	5,905	11.0%	15,536	11.1%	184
5. GenXurban	5,612	10.4%	13,600	9.7%	91
8. Middle Ground	5,463	10.2%	13,447	9.6%	95
4. Family Landscapes	2,436	4.5%	6,279	4.5%	56
11. Midtown Singles	1,339	2.5%	4,068	2.9%	51
9. Senior Styles	662	1.2%	1,666	1.2%	27
1. Affluent Estates	0	0.0%	0	0.0%	0
2. Upscale Avenues	0	0.0%	0	0.0%	0
3. Uptown Individuals	0	0.0%	0	0.0%	0
7. Ethnic Enclaves	0	0.0%	0	0.0%	0
13. Next Wave	0	0.0%	0	0.0%	0
14. Scholars & Patriots	0	0.0%	0	0.0%	0

The majority of Rowan County resident households fall within three LifeMode groups: Rustic Outposts, Cozy Country Living and Hometown. While some residents fall within several of the other LifeMode groups listed above, the index for those is below average (<100), meaning that Rowan County residents are less likely than the national average to belong to those groups, and therefore they do not present favorable target groups.

On the other hand, people in Rowan County are 4.5 times more likely than the national average to belong to Rustic Outposts and about twice as likely to belong to Cozy Country Living and Hometown. Below is a summary description of these top three LifeMode groups.

#### LifeMode 10: Rustic Outposts

- Country life with older families in older homes

- Rustic Outposts depend on manufacturing, retail and healthcare, with pockets of mining and agricultural jobs
- Low labor force participation in skilled and service occupations
- Own affordable, older single-family or mobile homes; vehicle ownership is a must
- Residents live within their means, shop at discount stores and maintain their own vehicles (purchased used) and homes
- Outdoor enthusiasts, who grow their own vegetables, love their pets and enjoy hunting and fishing
- Technology is cost prohibitive and complicated—they pay bills in person, use the yellow pages, read the newspaper and mail-order books

#### LifeMode 6: Cozy Country Living

- Empty nesters in bucolic settings
- Largest Tapestry group, almost half of households located in the Midwest
- Homeowners with pets, residing in single-family dwellings in rural areas; almost 30% have 3 or more vehicles and, therefore, auto loans
- Politically conservative and believe in the importance of buying American
- Own domestic trucks, motorcycles, and ATVs/UTVs
- Prefer to eat at home, shop at discount retail stores (especially Walmart), bank in person, and spend little time online
- Own every tool and piece of equipment imaginable to maintain their homes, vehicles, vegetable gardens, and lawns
- Listen to country music, watch auto racing on TV, and play the lottery; enjoy outdoor activities, such as fishing, hunting, camping, boating, and even bird watching

#### LifeMode 12: Hometown

- Growing up and staying close to home; single householders
- Close knit urban communities of young singles (many with children)
- Owners of old, single-family houses, or renters in small multi-unit buildings
- Religion is the cornerstone of many of these communities
- Visit discount stores and clip coupons, frequently play the lottery at convenience stores
- Canned, packaged and frozen foods help to make ends meet
- Purchase used vehicles to get them to and from nearby jobs

#### Rowan County Urbanization Groups:

Urbanization Group	2015 Resident Households		2015 Resident Population		
	Number	Percent	Number	Percent	Index
6. Rural	25,887	48.2%	68,062	48.6%	290
5. Semirural	9,952	18.5%	27,082	19.3%	211
3. Metro Cities	9,452	17.6%	24,453	17.5%	106
4. Suburban Periphery	4,650	8.7%	11,233	8.0%	25
2. Urban Periphery	3,793	7.1%	9,171	6.6%	35
1. Principal Urban Center	0	0.0%	0	0.0%	0

Rowan County's top two Urbanization groups are Rural and Semirural. Combined, they account for 66.7% of Rowan County households. People in Rowan County are three times more likely than the national average to belong to Rural and twice as likely to belong to the Semirural group.

Some Rowan County households fall within the Metro Cities Urbanization group, yet the index is only 106, indicating that they're just as likely as the national average to belong to this group, and hence do not stand out.

Additionally, some Rowan County households fall within the Suburban Periphery and the Urban Periphery groups, but have extremely low indices for both, indicating that they are considerably less likely than the national average to belong to those two groups and therefore present a less desirable target than the top two Urbanization groups mentioned earlier.

Below is a summary description of Rowan County's top two Urbanization groups.

Urbanization 6: Rural:

- Country living featuring single-family homes with acreage, farms and rural resort areas
- Very low population density distinguishes this group—typically less than 50 people per square mile
- Over half of all households are occupied by persons 55 years and older; many are married couples without children at home
- The least diverse group, with over 80% non-Hispanic White
- Mostly home owners (> 80%), but rentals are affordable in single-family or mobile homes
- Long trips to the store and to work—often driven alone in a truck or SUV, listening to country radio
- Blue collar jobs dominate the landscape including manufacturing, agriculture, mining and construction
- Many are self-employed, retired, or receive income from Social Security
- Satellite TV and landline phones are necessary means to connect
- More conservative in their spending practices and beliefs
- Comfortable, established and not likely to move

Urbanization 5: Semirural:

- The most affordable housing—in smaller towns and communities located throughout the country
- Single-family and mobile homes in the country, but still within reach of some amenities
- Embrace a quiet, country lifestyle including country music and hunting
- Prefer domestic products and vehicles, especially trucks
- Shop at large department and discount stores like Walmart
- Fast food and dinner mixes/kits are much more common than fine dining
- Many make a living off the land through agriculture, fishing and forestry
- Time off is spent visiting nearby family rather than flying to vacation destinations

- When services are needed, the yellow pages are within reach

## Top Tapestry Segments

The individual 67 Tapestry segments provide more differentiating power than the above summary groups. Each provides a short description of the type of people that make up a segment. The table on the next page features the top ten segments of residents that make up most of Rowan County (83.2%).

Of those, the top five segments make up close to two-thirds of Rowan County. They reveal that the county is in large white and slightly older – many are seniors. They tend to be settled, married-couple families, living in rural settlements within a metro area. They are less educated and are more likely to have technical skills, which they learned on the job, than a college education. Many work in manufacturing or agriculture. On average, household incomes tend to be below the national average, and these people are cost-conscious. Due to their rural lifestyle, they embrace traditional, country living and love the outdoors. They're patriotic, buy American and television is their media of choice.

Rank	Tapestry Segment	2015 Resident Households		2015 U.S. Households		Index
		Percent	Cumulative %	Percent	Cumulative %	
1	Southern Satellites (10A)	31.4%	31.4%	3.2%	3.2%	992
2	Salt of the Earth (6B)	11.6%	43.0%	2.9%	6.1%	397
3	Heartland Communities (6F)	9.6%	52.6%	2.4%	8.5%	404
4	Midlife Constants (5E)	5.8%	58.4%	2.5%	11.0%	229
5	Traditional Living (12B)	5.5%	63.9%	2.0%	13.0%	279
<b>Subtotal</b>		<b>63.9%</b>		<b>13.0%</b>		
6	Old and Newcomers (8F)	4.6%	68.5%	2.3%	15.3%	198
7	Middleburg (4C)	4.5%	73.0%	2.8%	18.1%	161
8	Hardscrabble Road (8G)	4.3%	77.3%	1.2%	19.3%	350
9	Modest Income Homes (12D)	3.0%	80.3%	1.3%	20.6%	221
10	Rooted Rural (10B)	2.9%	83.2%	2.0%	22.6%	144
<b>Subtotal</b>		<b>83.2%</b>		<b>22.6%</b>		

Below is a more in-depth look at the top five segments of Rowan County residents:

### Southern Satellites (10A)

(31.4%, Index 992)

#### Description

Southern Satellites is the second largest market found in rural settlements but within metropolitan areas located primarily in the South. This market is typically non-diverse, slightly older, settled married-couple families, who own their homes. Almost two-thirds of the homes are single-family structures; a third are mobile homes.

Median household income and home value are below average. Workers are employed in a variety of industries, such as manufacturing, health care, retail trade, and construction, with higher proportions in mining and agriculture than the US. Residents enjoy country living, preferring outdoor activities and DIY home projects.

### Residential

- About 79% of households are owned
- Married couples with no children are the dominant household type, with a number of multi-generational households (Index 112)
- Most are single-family homes (65%), with a number of mobile homes (Index 523)
- Most housing units were built in 1970 or later
- Most households own 1 or 2 vehicles, but owning 3+ vehicles is common (Index 146)

### Socioeconomic Traits

- Education: almost 40% have a high school diploma only (Index 137); 41% have college education (Index 72)
- Unemployment rate is 9.2%, slightly higher than the US rate
- Labor force participation rate is 59.7%, slightly lower than the US
- These consumers are more concerned about cost rather than quality or brand loyalty
- They tend to be somewhat late in adapting to technology
- They obtain a disproportionate amount of their information from TV, compared to other media

### Demographics

The median age is 39.7 years old. This is not a diverse group, seeing how the majority (84.7%) are white, followed by 8.2% Hispanics and 7.9% African Americans. Their median household income is \$44,000, which is below the U.S. median of \$51,000. However, their median net worth is on a par with the U.S. median net worth at \$70,000 compared to \$71,000.

### Occupation

- Office and administrative support
- Production
- Sales and related
- Construction and extraction
- Transportation and material moving

### Market Profile

- Usually own a truck; likely to service it themselves
- Frequent the convenience store, usually to fill up a vehicle with gas
- Typical household has a satellite dish
- Work on home improvement and remodeling projects
- Own a pet, commonly a dog
- Participate in fishing and hunting
- Prefer to listen to country music and watch Country Music Television (CMT)
- Read fishing/hunting and home service magazines

- Partial to eating at low-cost family restaurants and drive-ins
- Use Walmart for all their shopping needs (groceries, clothing, pharmacy, etc.)

## **Salt of the Earth (6B)**

(11.6%, Index 397)

### Description

Salt of the Earth residents are entrenched in their traditional, rural lifestyles. Citizens here are older, and many have grown children that have moved away. They still cherish family time and also tending to their vegetable gardens and preparing homemade meals. Residents embrace the outdoors; they spend most of their free time preparing for their next fishing, boating, or camping trip. The majority have at least a high school diploma or some college education; many have expanded their skill set during their years of employment in the manufacturing and related industries. They may be experts with DIY projects, but the latest technology is not their forte. They use it when absolutely necessary, but seek face-to-face contact in their routine activities.

### Residential

- This large segment is concentrated in the Midwest, particularly in Ohio, Pennsylvania, and Indiana
- Due to their rural setting, households own two vehicles to cover their long commutes, often across county boundaries
- Home ownership rates are very high (Index 132). Single-family homes are affordable, valued at 25 percent less than the national market
- Two in three households are composed of married couples; less than half have children at home

### Socioeconomic Traits

- Steady employment in construction, manufacturing, and related service industries
- Completed education: 42% with high school diploma only
- Household income just over the national median, while net worth is double the national median
- Spending time with family their top priority
- Cost-conscious consumers, loyal to brands they like, with a focus on buying American
- Last to buy the latest and greatest products
- Try to eat healthy, tracking the nutrition and ingredients in the food they purchase

### Demographics

The median age is 43.1 years old. This is primarily a white group (93.5%), followed by 3.5% Hispanics and 2.6% African Americans. Their median household income is \$53,000, which is just slightly above the U.S. median of \$51,000. However, their median net worth is considerably higher than the U.S. median net worth with \$134,000 compared to \$71,000.

### Occupation

- Office and administrative support
- Production
- Sales and related

- Transportation and material moving
- Management

### Market Profile

- Outdoor sports and activities, such as fishing, boating, hunting, and overnight camping trips are popular
- To support their pastimes, truck ownership is high; many also own an ATV
- They own the equipment to maintain their lawns and tend to their vegetable gardens
- Residents often tackle home remodeling and improvement jobs themselves
- Due to their locale, they own satellite dishes, and many still require dial-up modems to access the Internet
- These conservative consumers prefer to conduct their business in person rather than online—they use an agent to purchase insurance

### **Heartland Communities (6F)**

(9.6%, Index 404)

#### Description

Well settled and close-knit, Heartland Communities are semi-rural and semi-retired. These older householders are primarily homeowners, and many have paid off their mortgages. Their children have moved away, but they have no plans to leave their homes. Their hearts are with the country; they embrace the slower pace of life here but actively participate in outdoor activities and community events. Traditional and patriotic, these residents support their local businesses, always buy American, and favor domestic driving vacations over foreign plane trips.

#### Residential

- Rural communities or small towns are concentrated in the Midwest, from older Rustbelt cities to the Great Plains
- Distribution of household types is comparable to the US, primarily (but not the majority) married couples, more with no children, and a slightly higher proportion of singles (Index 112) that reflects the aging of the population
- Residents own modest, single-family homes built before 1970
- They own one or two vehicles; commutes are short (Index 95)

#### Socioeconomic Traits

- Retirees in this market depress the average labor force participation rate to less than 60% (Index 95), but the unemployment rate is comparable to the US
- More workers are white collar than blue collar; more skilled than unskilled
- The rural economy of this market provides employment in the manufacturing, construction, and agriculture industries
- These are budget savvy consumers; they stick to brands they grew up with and know the price of goods they purchase—buying American is important.
- Daily life is busy, but routine—working on the weekends is not uncommon
- Residents trust TV and newspapers more than any other media

- Skeptical about their financial future, they stick to community banks and investments low-risk

### Demographics

The median age is 41.5 years old. This is not the most diverse group, as the majority (89%) are white, followed by 6.1% Hispanics and 4.7% African Americans. Their median household income is \$39,000, which is considerably lower than the U.S. median of \$51,000. Similarly, their median net worth is also on the lower end with \$55,000 compared to the U.S. median net worth of \$71,000.

### Occupation

- Office and administrative support
- Production
- Sales and related
- Transportation and material moving
- Management

### Market Profile

- Traditional in their ways, residents of Heartland Communities choose to bank and pay their bills in person and purchase insurance from an agent
- Most have high-speed Internet access at home or on their cell phone but aren't ready to go paperless
- Many residents have paid off their home mortgages but still hold auto loans and student loans; non-interest checking accounts are common
- To support their local community, residents participate in public activities
- Home remodeling is not a priority, but homeowners do tackle necessary maintenance work on their cherished homes—they have invested in riding lawn mowers to maintain their larger yards
- They enjoy country music and watch CMT
- Motorcycling, hunting, and fishing are popular; walking is the main form of exercise
- To get around these semirural communities, residents prefer domestic trucks or SUVs
- They prefer to travel in the US and favor the convenience of packaged deals

### **Midlife Constants (5E)**

(30.3%, Index 1189)

### Description

Midlife Constants residents are seniors, at or approaching retirement, with below average labor force participation and above average net worth. Although located in predominantly metropolitan areas, they live outside the central cities, in smaller communities. Their lifestyle is more country than urban. They are generous, but not spendthrifts.

### Residential

- Older homes (most built before 1980) found in the suburban periphery of smaller metropolitan markets

- Primarily married couples, with a growing share of singles
- Settled neighborhoods with slow rates of change and residents that have lived in the same house for years
- Single-family homes, less than half still mortgaged, with a median home value of \$141,000 (Index 80)

### Socioeconomic Traits

- Education: 64% have a high school diploma or some college
- Unemployment is lower in this market at 7.4% (Index 86), but so is the labor force participation rate (Index 89)
- Almost 42% of households are receiving Social Security (Index 150); 28% also receive retirement income (Index 160)
- Traditional, not trendy; opt for convenience and comfort, not cutting-edge Technology has its uses, but the bells and whistles are a bother
- Attentive to price, but not at the expense of quality, they prefer to buy American and natural products
- After television, radio and newspapers are the media of choice

### Demographics

The median age is 45.9 years old. This is not a diverse group, seeing how the majority (86.9%) are white, followed by 7% Hispanics and 6.9% African Americans. Their median household income is \$48,000, which is almost equivalent to the U.S. median of \$51,000. However, their median net worth is considerably higher than the U.S. median net worth with \$104,000 compared to \$71,000.

### Occupation

- Office and administrative support
- Sales and related
- Management
- Education, training and library
- Health care practitioners and technical

### Market Profile

- Prefer practical vehicles like SUVs and trucks (domestic, of course)
- Sociable, church-going residents belonging to fraternal orders, veterans' clubs and charitable organizations and do volunteer work and fund-raising
- Contribute to arts/cultural, educational, political, and social services organizations
- DIY homebodies that spend on home improvement and gardening
- Media preferences: country or Christian channels
- Leisure activities include scrapbooking, movies at home, reading, fishing, and golf

### Traditional Living (12B)

(5.5%, Index 279)

### Description

Residents in this segment live primarily in low-density, settled neighborhoods in the Midwest. The households are a mix of married-couple families and singles. Many families encompass two generations who have lived and worked in the community; their children are likely to follow suit. The manufacturing, retail trade, and health care sectors are the primary sources of employment for these residents. This is a younger market—beginning householders who are juggling the responsibilities of living on their own or a new marriage, while retaining their youthful interests in style and fun.

### Residential

- Married couples are the dominant household type, but fewer than expected from the younger age profile and fewer with children (Index 79); however, there are higher proportions of single-parent (Index 146) and single-person households (Index 112)
- Average household size is slightly lower at 2.50
- Homes are primarily single family or duplexes in older neighborhoods, built before 1940 (Index 183)
- Most neighborhoods are located in lower-density urban clusters of metro areas throughout the Midwest and South
- Average commuting time to work is slightly shorter (Index 88)
- Households have one or two vehicles

### Socioeconomic Traits

- Over 70% have completed high school or some college
- Unemployment is higher at 10.9% (Index 127); labor force participation is also a bit higher at 64.6%
- Over three quarters of households derive income from wages and salaries, augmented by Supplemental Security Income (Index 122) and public assistance (Index 149)
- Cost-conscious consumers that are comfortable with brand loyalty, unless the price is too high
- Connected and comfortable with the Internet, they are more likely to participate in online gaming or to access dating websites
- TV is seen as the most trusted media

### Demographics

The median age is 34.8 years old. This is not a diverse group, seeing how the majority (75.8%) are white, followed by 13% African Americans and 11.8% Hispanics. Their median household income is \$37,000, which is lower than the U.S. median of \$51,000. Similarly, their median net worth is considerably lower than the U.S. median net worth with \$29,000 compared to \$71,000.

### Occupation

- Office and administrative support
- Production
- Sales and related
- Transportation and material moving
- Food preparation and serving related

### Market Profile

- They shop for groceries at discount stores such as Walmart supercenters; Kmart is also a favorite for apparel and sundry household and personal care products
- Convenience stores are commonly used for fuel or picking up incidentals like lottery tickets
- They tend to carry credit card balances, have student loans, and pay bills in person
- Half of households have abandoned landlines for cell phones only
- They watch their favorite channels including QVC, CMT, and Game Show Network
- They're fast food devotees
- They enjoy outdoor activities such as camping and taking trips to the zoo

## WHAT REPORT

To evaluate the various categories of the What report, we look for behavior that is defined stronger than average communities. If an index of 100 is average, then extremely high indices (over 125) reveal where Rowan County residents have a higher propensity to exercise that behavior than most other communities across the U.S.

- Tip #1 - Look for extremely high and low indices
- Tip #2 - Don't take the data literally. For example, if you index very high for shopping at Publix but do not have a Publix, that's okay. This indicates your city has shopping behavior at upscale grocery stores like a Publix. It could also suggest that your economic development group might want to consider bringing in a high-end grocery store if one is not currently present.

### Automobiles

The people of Rowan County prefer domestic brand vehicles, such as Chevrolet, Chrysler, Dodge and Ford. They are 98% more likely than the national average to drive trucks. They service their vehicles themselves, buying things such as motor oil, tires and spark plugs at the store.

On the other hand, they're extremely unlikely to rent cars for business or personal use (index of 50 or below).

Automobiles	Index
Bought motor oil last 12 mo: at Walmart	258
Bought vehicle battery last 12 mo: Walmart	254
Bought vehicle battery last 12 mo: Advance Auto Parts	233
Bought motor oil last 12 mo: at Advance Auto Parts	223
HH owns/leases truck	198
HH bought/leased used domestic vehicle last 12 mo	190
Most recent HH vehicle purchase/lease: Chevrolet	186
Most recent HH vehicle purchase/lease: Chrysler	185
Bought motor oil additives in last 12 months	173
Add/change motor oil: other household member	172
Vehicle serviced by: discount dept. store	172
Bought anti-freeze/coolant in last 12 months	170
Most recent HH vehicle purchase/lease: Dodge	168
Most recent HH vehicle purchase/lease: Ford	167
Add/change motor oil: self	166
Bought 7+ quarts of motor oil in last 12 months	165
Bought gas additives in last 12 months	165
Used leather/vinyl protectant 4+ times last 12 mo	161
Spent on tires in last 12 months: <\$100	158
Bought spark plugs in last 12 months	156

Most recent HH vehicle purchase/lease: Buick	156
Bought 5+ tires in last 12 months	153
HH owns/leases standard car	151
HH bought/leased used vehicle last 12 mo	150
Bought leather/vinyl protectant in last 12 months	149
HH owns/leases any domestic vehicle	147
Bought car wax/polish in last 12 months	146
HH bought any motorcycle used	145
Bought oil filter in last 12 months	143
Miles driven in last 12 months: 30000+	141
Vehicle serviced by: self	140
HH bought/leased new domestic vehicle last 12 mo	139
Bought shock absorbers/struts in last 12 months	138
Bought air filter in last 12 months	135
HH owns any motorcycle	134
Spent on most recent vehicle purch/lease: <\$20000	131
Bought/changed motor oil in last 12 months	130
Bought vehicle battery in last 12 months	130
Purch/leased most recent vehicle: bank/credit union loan	129
Spent on gasoline in last 30 days: \$200+	125
HH owns/leases 3+ vehicles	125

## Baby/Toys/Games

Rowan County residents index high for very few baby items. The items they own and use, such as diapers, strollers, cribs and playpens, suggest a presence of infants while other items, such as doll accessories, electronic toys and sound games suggest older kids.

Baby/Toys/Games	Index
Used store-brand diapers/underpants in last 6 mo	170
Bought for child last 12 mo: doll accessories	147
Bought for child last 12 mo: electronic doll/animal	147
HH owns high chair	138
HH owns playpen	136
Bought for child last 12 mo: sound game	136
HH spent \$100+ on baby furniture/equip last 6 mo	133
HH owns any baby furniture/equipment	128
HH owns baby car seat	128
HH owns stroller	127
HH owns infant crib	125

## Clothing/Accessories

Rowan County residents are frugal. They're 51% more likely than the national average to have spent less than \$100 on clothing in the past year. When they do purchase clothing items, it's primarily athletic shoes for basketball or tennis.

Clothing/Accessories	Index
Bought athletic shoes in last 12 mo: Jordan	207
Bought athletic shoes last 12 mo: basketball	190
Spent on clothing in last 12 mo: <\$100	151
Bought athletic shoes last 12 mo: tennis	132

## Civil/Political

People living in Rowan County are 34% more likely than the national average to have a very conservative political outlook.

Civil/Political	Index
Political outlook: very conservative	134

## Clothing/Accessories

People living in Rowan County are 58% more likely than average to purchase work boots, which suggests a large blue-collar population. Additionally, they purchase athletic shoes for tennis, basketball and walking, which may translate into a fairly active population, but may also just mean that they like a certain style of athletic shoe.

Clothing/Accessories	Index
Bought athletic shoes in last 12 mo: Skechers	160
Bought work boots in last 12 months	158
Spent on clothing for child <13 last 6 mo: <\$51	146
Bought sleepwear for child 1-2 in last 6 months	144
Spent on clothing in last 12 months: <\$100	141
Bought shorts for child 1-2 in last 6 months	140
Spent on shoes in last 12 months: <\$50	139
Bought athletic shoes in last 12 mo: Jordan	138
Bought athletic shoes last 12 mo: tennis	133
Spent on athletic shoes in last 12 months: <\$50	131
Bought outerwear for child 1-2 in last 6 months	128
Bought athletic shoes last 12 mo: basketball	127
Spent on low ticket women's clothing: <\$50	126
Bought athletic shoes last 12 mo: walking	126
Bought jeans for child 6-12 in last 6 months	126
Spent on low ticket women's clothing: \$50-\$99	125

## Electronics/Internet

Rowan County residents tend to own regular screen TVs. They purchase home computers at department or discount stores, and in large still use dial-up modems. Although Salisbury, which is located in Rowan County, is known for its high speed internet, Rowan County residents in general are still extremely unlikely to use fiber optic for their internet connection (index 21).

They are also very unlikely (index of 47 or below) to own Apple-brand products, such as Mac computers, iPads or iPods.

Rowan County residents also do not tend to use social media such as LinkedIn, Twitter or Yelp. But they seem to enjoy using Kodak cameras and still print digital photos.

Electronics/Internet	Index
Connection to Internet at home: dial-up modem	190
Own Kodak camera	171
Purch most recent hm computer at dept/discount store	159
Printed digital photos in last 12 months	144
Connection to Internet at home: DSL	136
Spent on cameras in last 12 months: \$1-99	136
HH owns video game system: PlayStation 2 (PS2)	133
Bought film in last 12 months	129
HH owns regular screen TV (13-26 in)	125

## Financial and Insurance

Rowan County residents are twice as likely than average to have Medicaid medical insurance and 44% more likely to have Medicare. Their life insurance policies tend to be low and they take out personal loans.

They still use MoneyGram to send money and are more likely to pay their monthly bills in person.

Financial and Insurance	Index
Have personal loan - not for education	267
Obtained medical insurance: Medicaid	200
Have life insurance w/total value: <\$20000	187
Wired/sent money in last 6 mo: using MoneyGram	172
Paid bills last 12 mo: in person	162
Tax preparation: used H&R Block on-site	158
Have auto insurance: Nationwide	152
Obtained medical insurance: Medicare	144
Have life insurance w/total value: \$20000-\$49999	139
Have auto insurance: Progressive	137
Have medical insurance: Humana	135
Have life insurance w/total value: \$50000-\$99999	134
Have auto insurance: 3+ vehicles in HH covered	133
Have auto loan	125

## Furniture/Appliances

Items, such as generators, heat pumps, heavy duty hand cleaner and septic tank cleaner suggest a rural lifestyle. People in Rowan County seem to prefer electric appliances, such as fry pans, can openers, knives and slow cookers.

Furniture/Appliances	Index
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HH owns generator (portable)	183
HH has central heating (electric)	183
HH owns deep fryer	177
HH owns heat pump	174
HH owns separate freezer	165
HH owns dishwasher (portable)	163
HH owns electric fry pan	160
HH owns electric can opener	160
Used hand cleaner (heavy duty) in last 6 months	158
Used charcoal lighter fluid in last 12 months	156
HH owns stove/range (electric)	153
HH owns air conditioner (separate room)	151
HH owns pressure cooker	149
HH owns grill (charcoal)	146
HH owns clothes dryer (electric)	145
Used charcoal in last 12 months	144
HH owns electric knife	141
Used drain/septic tank cleaner in last 6 months	140
Purchased recliner in last 12 months	138
HH owns vacuum sealer	136
HH owns electric slow cooker	135
HH owns washing machine (standard)	135
HH has central heating (oil)	130
HH owns carpet steam cleaner	128
HH owns coffee maker (electric perk)	128
Used insect repellent in last 12 months	127
HH owns sewing machine	126

## Grocery/Alcohol

Rowan County residents are more likely than average to shop at lower-end grocery stores such as IGA, Save-A-Lot, Meijer and Aldi, for example.

They use prepared food items, such as dinner mixes/kits, lunch combinations/kits and frozen dinners and breakfasts. They purchase canned food items and seem to enjoy baking. When it comes to coffee, they're more likely than average to purchase traditional brands, such as Maxwell House or Folgers.

In terms of alcoholic beverages, they are considerably less likely than the national average (index of 75 or below) to consume wine, beer or hard liquor – whether at home or out at a restaurant/bar.

Grocery/Alcohol	Index
Shopped at grocery store/6 mo: Piggly Wiggly	395

Shopped at grocery store/6 mo: IGA	337
Shopped at grocery store/6 mo: Food Lion	302
Shopped at grocery store/6 mo: Save-A-Lot	285
Shopped at grocery store/6 mo: Meijer	219
Ground coffee/6 mo: Maxwell Hse Master Blend (reg)	199
Shopped at grocery store/6 mo: Winn-Dixie	196
Ground coffee/6 mo: Maxwell Hse Original (reg)	179
Used canned stew in last 6 months	176
Shopped at grocery store/6 mo: Aldi	172
Used dinner mixes/kits in last 6 months	170
Used shortening in last 6 months	167
Shopped at grocery store/6 mo: Walmart Supercenter	167
Shopped at grocery store/6 mo: Kroger	166
Used canned meat in last 6 months	165
Used snack cakes in last 6 months	161
Used canned chicken in last 6 months	159
Used canned or jarred spaghetti/macaroni last 6 mo	155
Ground coffee used/6 mo: Folgers Classic Roast	153
Used white bread in last 6 months	149
Used packaged instant potatoes in last 6 months	147
Shopped at warehouse/club store/6 mo: Sam's Club	146
Used pudding/pie filling in last 6 months	145
Used frosting in last 6 months	142
Used toaster product in last 6 months	140
Used lunch combinations/kits in last 6 months	139
Ground coffee used/6 mo: Folgers Breakfast Blend	139
Used dry cake mix in last 6 months	138
Used packaged pie crust in last 6 months	138
Used meat snack in last 6 months	137
Bought hard roll candy in last 6 months	136
Used frozen breaded chicken in last 6 months	135
Used gravy/sauce mix/cooking sauces in last 6 mo	133
Used baking mix (excl cake mix) in last 6 months	133
Used canned or jarred vegetables in last 6 months	133
Used sweet rolls/pastries (ready-to-eat) last 6 mo	132
Used packaged dinners/side dishes in last 6 months	131
Used canned beans with sauce in last 6 months	130
Used chili in last 6 months	129
Used cooked ham in last 6 months	129
Used sausage in last 6 months	129
Used refrigerated/frozen bread/dough product/6 mo	129
Used frozen complete dinner in last 6 months	128
Used baking coconut in last 6 months	128

Used frozen breakfast in last 6 months	128
Used salad toppings in last 6 months	127
Used frozen pancakes/French toast in last 6 months	126
Used whipped topping in last 12 months	126
Used stuffing mix/product in last 6 months	125
Used tomato/vegetable juice in last 6 months	125
Used cocoa powder (for baking) in last 6 months	125
Used brownie/cookie mix in last 6 months	125
Used cheese (Amer pasteurized processed) last 6 mo	125

## Health/Personal

The people of Rowan County like to smoke, smoking nine or more packs of cigarettes a week. They're 2.2% more likely than the national average to smoke non-menthol cigarettes and 1.7 times more likely to smoke menthols. When they do quit smoking, they're 44% more likely than average to just quit cold turkey.

Overall, Rowan County residents don't appear to be very healthy. They use prescription drugs for illnesses including diabetes, rheumatoid arthritis, depression, back pain, heartburn, anxiety and high blood pressure. They are 51% more likely than average to be on diet control for blood sugar levels.

Rowan County residents are 68% more likely than average to use denture adhesive/fixative and cleaner. This suggests a strong presence of a senior population.

Health/Personal	Index
Smoked non-menthol cigarettes in last 12 months	222
Smoked 9+ packs of cigarettes in last 7 days	192
Filled prescription last 12 mo: discnt/dept store	188
Used last 6 mo: toothache/gum/canker sore remedy	184
Used prescr drug for diabetes (insulin dependent)	181
Smoked cigarettes in last 12 months	176
Used prescr drug for rheumatoid arthritis	175
Smoked menthol cigarettes in last 12 months	172
Used denture adhesive/fixative in last 6 months	168
Used prescription drug for depression	167
Used prescription drug for backache/back pain	164
Used prescription drug for heartburn/acid reflux	163
Used denture cleaner in last 6 months	163
Used prescr drug for diabetes (non-insulin depend)	158
Wear bi-focals	157
Used last 6 mo: hemorrhoid remedy	152
Diet control for blood sugar level	151

Method used to stop smoking/12 mo: Cold Turkey	144
Spent on eyeglasses in last 12 mo: \$200-\$249	143
Used doctor's care/diet for diet method	143
Visited nurse practitioner in last 12 months	142
Used prescription drug for anxiety/panic	141
Primary caregiver/caretaker	139
Used prescr drug for arthritis/osteoarthritis	138
Used prescription drug for high cholesterol	138
Spent on eyeglasses in last 12 mo: <\$100	136
Used prescription drug for high blood pressure	133
Bought prescription eyewear: discount optical ctr	132
Used body powder in last 6 months	132
Used prescription drug for urinary tract infection	129
Used prescr drug for sinus congestion/headache	129
Smoked 2+ cigars in last 7 days	129
Used prescription drug for migraine headache	128

## Home/Garden/Lawn

These people are die-hard do-it-yourselfers, whether it's home remodeling, car repairs or gardening. They own any tool known to man, from welders, drill presses and various saws to wet-dry shop vacuums and staple guns. They own tractors and riding lawn mowers and purchase seeds, plants and trees, indicating a rural and farming lifestyle.

Home/Garden/Lawn	Index
HH owns lawn or garden tractor	352
HH owns riding lawn mower	347
HH owns garden tiller	274
HH owns welder	246
HH owns chain saw (gas)	216
HH purchased vegetable seeds in last 12 months	184
Home remodeling last 12 mo: roofing	182
HH owns stationary band saw	181
HH owns stationary radial arm saw	177
HH owns stationary drill press	172
HH owns paint sprayer	172
Exterior painting done by HH member in last 12 mo	170
HH owns trimmer/edger (gas)	169
HH owns stationary table saw	163
HH owns power ratchet (cordless)	160
HH purchased vegetable plants in last 12 months	157

HH owns jig/sabre saw (portable)	156
Spent on home remodeling in last 12 mo: \$500-2499	154
HH owns electric router	151
Home remodeling done by HH member in last 12 mo	149
HH owns automotive tools	148
HH owns circular saw (portable)	144
HH owns wet-dry shop vacuum	143
HH owns walk behind lawn mower (gas)	141
HH owns staple gun	141
HH owns outdoor blower (gas)	140
HH owns electric car polisher	140
HH owns electric drill (corded)	140
HH owns non-power lawn mower	135
HH owns electric sander	135
HH purchased weed killer in last 12 months	135
Bedroom remodeling done in last 12 months	134
Bought interior stain in last 12 months	134
HH purchased tree in last 12 months	134
HH owns shovel	134
Bought ceiling/floor/wall insulation in last 12 mo	132
HH owns electric drill (cordless)	131
HH purchased garden insecticide in last 12 months	131
HH spent on property/garden maintenance: <\$300	130
Bought exterior paint in last 12 months	128
Bought exterior paint/stain in last 12 months	128
Exterior painting done in last 12 months	128
HH owns hand tools	126
HH owns electric screwdriver (cordless)	125
Used any green product with home remodeling work	125
HH purchased any tool in last 12 months	125

## Leisure Activities/Lifestyle

For fun, they participate in woodworking or bird-watching, read books (preferably romance books), rent movies (preferably westerns), play bingo, or attend country music performances. They're also likely to own ATVs/UTVs.

Patriotism is very important to the people of Rowan County. It's therefore not surprising that they're 45% more likely to be a member of a veterans club.

Leisure Activities/Lifestyle	Index
HH owns ATV/UTV	309
Did woodworking in last 12 months	177
Bought book last 12 mo: mail order	167
Did bird-watching in last 12 months	153

Member of veterans club	145
Rented movie/other video/30 days: western	142
Played bingo in last 12 months	139
Purchased DVDs in last 30 days: 2	134
Bought romance book in last 12 months	134
Attended country music performance in last 12 mo	134
Bought lottery ticket in last 12 mo: Instant Game	129
Purchased DVDs in last 30 days: 3+	127

## Listen

Rowan County residents love gospel, country, urban and classic hits. They tend to listen to the radio at work between midnight and 6:00 am.

Media: Listen	Index
Radio format listen to: gospel	352
Radio format listen to: country	269
Radio format listen to: urban	160
Radio format listen to: classic hits	155
Listen to radio: midnight - 6:00 am weekday	140
Listen to radio on typical weekday: at work	137
Listened to/purch last 6 mo: gospel music	137
Listened to/purch last 6 mo: country music	137
Listen to radio on typical weekend: at work	133
Listen to radio: midnight - 6:00 am weekend	132
Purchased CDs in last 6 months: 2-4	128
Radio format listen to: religious	127

## Read

When Rowan County residents read the newspaper, it's mainly the classifieds. In terms of hard copy magazines, they like to read fishing/hunting magazines, baby magazines, motorcycle or automotive magazines and home service magazines.

Media: Read	Index
Read magazine (hard copy)/6 mo: fishing/hunting	238
Read newspaper: classified section	170
Read magazine (hard copy)/6 mo: baby	169
Read magazine (hard copy)/6 mo: motorcycle	155
Read magazine (hard copy)/6 mo: automotive	128
Read magazine (hard copy)/6 mo: home service	125

## Watch

Mostly, Rowan County residents have satellite dishes. When watching TV, they enjoy daytime game shows, comedy/variety shows, news, talk shows and game shows. The Outdoor Channel,

Country Music Television, TV One and SOAPnet are their favorite TV channels, but they enjoy a wide range of different channels. They do not tend to subscribe to premium channels such as HBO or Showtime (index of 66 and 64, respectively).

Media: Watch	Index
HH has satellite dish: Dish Network	297
Watched last week: Outdoor Channel	295
Watched last week: CMT (Country Music Television)	293
Watched last week: TV One	286
HH has satellite dish	238
Watched last week: SOAPnet	225
Watch on TV: game shows (daytime)	205
HH has satellite dish: DirecTV	198
Watched last week: BET (Black Entertainment TV)	196
Watched last week: TV Land	181
Watched last week: Speed Channel	181
Watched last week: WGN America	180
Watched last week: LMN (Lifetime Movie Network)	178
Watched last week: Hallmark Channel	168
Watched last week: Nick at Nite	164
Watched last week: TeenNick	161
Watched last week: GSN (Game Show Network)	158
Watched last week: truTV	153
Watched last week: WE tv	152
Watched last week: TBN	151
Watched last week: Lifetime	151
Watched last week: Oxygen	148
Watched last week: Nickelodeon	145
Watch on TV: comedy/variety shows	143
Watch on TV: early morning news	142
Watched last week: The Weather Channel	142
Watched last week: Disney XD	140
Watched last week: Investigation Discovery	138
Watch on TV: early evening network news (Mon-Fri)	136
Watched last week: VH1 Classic	136
Watched last week: Syfy	135
Watch on TV: talk/variety shows (daytime)	134
Watched last week: Encore	132
Watched last week: QVC	132
Watched last week: Disney Channel	131
Watched last week: Spike TV	128
Watched last week: HSN (Home Shopping Network)	128
Watched last week: TVGN	127
Watch on TV: early morning talk/informational/news	127

Watched last week: ABC Family Channel	126
Watch on TV: game shows (primetime)	126
Watch on TV: early evening network news (weekend)	125

## Pet Products

Rowan County residents must be pet lovers, as they index above average for almost every pet product category. They're about twice as likely as the national average to own two or more dogs or cats. They're 42% more likely than average to own birds and 32% more likely to own any kind of pet.

Pet Products	Index
HH owns 2+ dogs	218
HH purch pet food last 12 mo: from discount store	212
HH owns 2+ cats	185
HH used 9+ pounds pkgd dry cat food last 30 days	182
HH purch flea control prod from vet last 12 months	181
HH member took pet to vet in last 12 mo: 4 times	170
HH used 3+ packages of cat treats in last 30 days	169
HH used 25+ pounds pkgd dry dog food last 30 days	169
HH used packaged dry cat food in last 6 months	168
HH owns any cat	168
HH purch pet food last 12 mo: from grocery store	162
HH used flea/tick/parasite product for cat/dog	162
HH used cat treats in last 6 months	161
HH used packaged dry dog food in last 6 months	153
HH owns 1 cat	153
HH used <4 pounds pkgd dry cat food last 30 days	151
HH owns any dog	150
HH used <4 containers of cat food in last 7 days	149
HH used 3+ pkgs dog biscuits/treats last 30 days	149
HH used <10 pounds pkgd dry dog food last 30 days	149
HH used cat litter in last 6 months	146
HH used dog biscuits/treats in last 6 months	145
HH used 7+ containers of dog food in last 7 days	145
HH owns any bird	142
HH used canned/wet dog food in last 6 months	139
HH used canned/wet cat food in last 6 months	139

HH member took pet to vet in last 12 mo: 2 times	136
HH used <3 containers of dog food in last 7 days	134
HH owns any pet	132
HH used 21+ pounds of cat litter in last 30 days	131
HH member took pet to vet in last 12 mo: 1 time	128

## Psychographics/Advertising

Many of Rowan County's psychographics support earlier findings: They do not try to eat healthy, rarely check food ingredients before buying, and do not follow a regular exercise routine.

They do not use the Internet for banking or shopping. They are frugal, buy based on price and rarely put items on a credit card. Yet, they expect to be worse financially in the next 12 months.

Psychographics/Ad	Index
Do not try to eat healthy	158
Do not use Internet for banking transactions	156
Rarely check food ingredients before buying	148
Rarely buy based on quality - not price	144
Do not follow a regular exercise routine	134
Buying American is important to me	134
Occasionally follow a regular exercise routine	131
Helping to preserve nature is not important	131
Do not use the Internet to shop for fashion	131
HH will be worse financially in next 12 months	129
Occasionally try to eat healthy w/nutrition focus	128
Rarely buy items on credit rather than wait	125

## Restaurants

When frequenting restaurants, Rowan County residents mainly choose fast food restaurants. Examples include Captain D's, Hardee's, Church's Fried Chicken, Long John Silver's and Arby's, to name a few.

They rarely frequent family restaurants/steak houses, spending less than \$31 at such establishments in a six-month period. When they do, they opt for more affordable options, such as Logan's, Waffle House, Bob Evans Farms or Golden Corral.

Restaurants	Index
Fast food/drive-in last 6 mo: Captain D's	341
Fast food/drive-in last 6 mo: Hardee's	315
Fast food/drive-in last 6 mo: Church's Fr. Chicken	248
Fast food/drive-in last 6 mo: Long John Silver's	247
Fam rest/steak hse/6 mo: Logan's Roadhouse	231
Fam rest/steak hse/6 mo: Waffle House	202
Fam rest/steak hse/6 mo: Bob Evans Farms	201

Fast food/drive-in last 6 mo: A & W	185
Fast food/drive-in last 6 mo: Arby's	185
Fam rest/steak hse/6 mo: Golden Corral	179
Fast food/drive-in last 6 mo: Sonic Drive-In	174
Fast food/drive-in last 6 mo: Whataburger	170
Fam rest/steak hse/6 mo: Cracker Barrel	166
Fast food/drive-in last 6 mo: Dairy Queen	162
Fam rest/steak hse/6 mo: CiCi's Pizza	157
Fast food/drive-in last 6 mo: Checkers	150
Fam rest/steak hse/6 mo: Texas Roadhouse	148
Fam rest/steak hse/6 mo: Ruby Tuesday	147
Fast food/drive-in last 6 mo: Pizza Hut	144
Fast food/drive-in last 6 mo: Little Caesars	141
Fast food/drive-in last 6 mo: KFC	130
Fast food/drive-in last 6 mo: Krispy Kreme	128
Spent at family rest/steak hse last 6 mo: <\$31	128
Fam rest/steak hse/6 mo: LongHorn Steakhouse	126
Fast food/drive-in last 6 mo: Steak 'n Shake	125

## Shopping

Walmart pharmacy is their drug store of choice and for hardware they go to True Value. They shop at department stores such as Big Lots and Kmart.

They seem to love to shop at gas stations and convenience stores such as BP Food Mart, Speedway, Stop-N-Go and Citgo, spending more than \$100 a month doing so. When they do, they purchase items such as cigarettes, ice cream, soft drinks, non-prescription drugs and bread.

Shopping	Index
Drug store shopped at last 6 mo: Walmart Pharmacy	205
Bought at c-store/30 days: cigarettes	203
Shopped at BP Food Mart in last 6 months	192
Shopped at SuperAmerica/Speedway in last 6 months	190
Spent on mail/phone orders last 12 mo: <\$50	167
Shopped at Stop-N-Go in last 6 months	160
Spent on Internet orders last 12 mo: <\$50	158
Shopped at Citgo in last 6 months	154
Bought item from Avon in-home sales rep last 6 mo	153
Spent at c-store in last 30 days: \$100+	152
Bought at c-store/30 days: gas	151
Dept/cloth/shoe/spec store/3 mo: Big Lots	149
Bought at c-store/30 days: ice cream	147
Spent on mail/phone/Internet orders/12 mo: \$50-99	147
Bought at c-store/30 days: soft drink (bottle/can)	145

Dept/cloth/shoe/spec store/3 mo: Kmart	142
Appl/hardware/electr store/12 mo: True Value	142
Bought at c-store/30 days: soft drink (fountain)	140
Spent on mail/phone/Internet orders/12 mo: <\$50	140
Bought at c-store/30 days: nonprescription drug	139
Spent on mail/phone orders last 12 mo: \$50-\$99	138
Bought at c-store/30 days: bread	137
Shopped at ExxonMobil On the Run in last 6 months	136
Dept/cloth/shoe/spec store/3 mo: Walmart	134
Spent at c-store in last 30 days: \$51-\$99	133

## Sports

The types of sports Rowan County residents enjoy reflect their country lifestyle. They participate in hunting, archery, fishing, horseback riding, etc. They watch bull riding, rodeos, truck/tractor pulls, fishing, etc.

Sports	Index
Participated in hunting with rifle in last 12 mo	292
Participated in hunting with shotgun in last 12 mo	250
Participated in archery in last 12 months	219
Watch on TV: bull riding (pro)	215
Participated in fishing(fresh water) in last 12 mo	205
Watch on TV: rodeo	200
Watch on TV: auto racing (NASCAR)	184
Participated in motorcycling in last 12 months	180
Watch on TV: truck and tractor pull/mud racing	178
Participated in auto racing in last 12 months	171
Watch on TV: fishing	161
Watch on TV: Equestrian events	155
Watch on TV: wrestling (WWE)	149
Participated in horseback riding in last 12 months	146
Participated in fishing (salt water) in last 12 mo	146
Attend sports events: auto racing (NASCAR)	143
Participated in boating (power) in last 12 months	132
Participated in target shooting in last 12 months	131
Listen to football (college) on radio often	131
Watch on TV: horse racing	130
Watch on TV: motorcycle racing	127

## Telephones

Rowan County residents are 74% more likely than average to have a landline only. If they do own cellphones, the brand is most likely to be LG.

Furthermore, Rowan County's people are 56% more likely than average to have referred to the paper Yellow Pages in the past year, using them for a very large variety of categories.

Telephones	Index
Yellow Pages/12 mo: auto parts/supplies	195
Yellow Pages/12 mo: banking/finance/insurance	182
Yellow Pages/12 mo: beauty salons	178
Yellow Pages/12 mo: doctors/dentists/other med srv	176
HH has landline telephone only (no cell phone)	174
Yellow Pages/12 mo: pharmacies	170
Yellow Pages/12 mo: attorneys	165
Yellow Pages/12 mo: department stores	161
Referred to paper Yellow Pages in last 12 months	156
Yellow Pages/12 mo: auto dealers/sales	146
Yellow Pages/12 mo: supermarkets/grocers	144
Have a working cell phone: LG	143
Yellow Pages/12 mo: household furnishings	141
Used cell phone last mo: to download a ringtone	141
Referred to Yellow Pages in last 12 months	139
Yellow Pages/12 mo: auto repair/services	134
Yellow Pages/12 mo: pizza	132
Avg monthly cell phone bill: \$25-\$49	129
Avg monthly cell phone bill: \$1-\$24	126

## Travel

Rowan County residents over-index for only one travel category: staying at Days Inn hotels when traveling. They under-index (<75) for any kind of travel, whether it's for business or pleasure and whether it's domestic or international travel.

Travel	Index
Stayed in hotel last 12 mo: Days Inn	153