

## **Lifestyle Market Potential Analysis**

### ***Summary***

ESRI Business Information Solutions divides the households in Waushara County into eight (8) lifestyle segments. A household is a single individual or number of people living together in one dwelling unit (a house, an apartment, a condominium unit, or a mobile home). Based on the lifestyle data, approximately 41% of households in Waushara County are married couples with families, 46% of households are married couples without kids or single, and the remaining 13% households are in lifestyle segments that are a mixture of these types. Lifestyle segments with the median household income classified as middle income accounts for 56% of households in Waushara County. The remaining households (44%) are in lifestyle segments with a median household income of classified as low middle income. All of the lifestyle segments for Waushara County contain single family homes; 13% include multi-family dwellings (apartments or condominiums), 71% include mobile homes, and 42% include seasonal homes. A majority of households own their homes.

### **Civic Involvement**

Forty-nine percent (49%) of Waushara County households participate in local civic issues as much as the average American households. About a third of Waushara County households (35.4%) participate a lot more than the average American household and 15.6% participate a little less or less than the average American household in local civic issues. Most Waushara County households (94%) engaged in fund raising as much as the average American household and most (84%) worked as a non-political volunteer. Waushara County households vote in elections at about the same rate as the average American household. Fifteen percent (15%) of Waushara County households worked for a political party candidate little more than the average American; 12% worked for a political party candidate a little less. Fifty-one percent (51%) of Waushara County Households are a little more or more likely to have visited with an elected official in the last 12 months; 11% are a little less likely. Writing to elected officials is not as common a way of communicating for Waushara County households as visiting with elected officials; about a third of Waushara County households wrote an elected official a little less, a third wrote to an elected official little more, and a third wrote to an elected official the same number of times as the average American. Forty-two percent (42%) of Waushara County households addressed a public meeting a little more than the average American and 11% of households are a little less likely than the average American to address a public meeting. Waushara County households are not as likely to call or write into a magazine, newspaper, radio station, or TV station as the average American household. Most Waushara County households have a greater likelihood of being a member of some local organization. In particular, Waushara County households are a little more likely to a great deal more likely to be a member of a veterans club (89%), a fraternal organization (76%), and/or a civic club (62%) than the average American household. Forty-six percent (46%) of Waushara County households are a little more likely, 11% are a little less likely, and 43% are as likely as the average American household to attend an adult education course.

### **Marketing – Internet usage**

Most Waushara County households (94%) are as likely as the average American household to have access to the internet. Two-thirds of Waushara County households surfed the internet in the

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last 12 months as much as the average American household; one-third surfed the internet a little less than the average American household. Waushara County households have a greater likelihood of using the internet less than once a week than more frequently.

### Marketing - Television

There is a greater likelihood that Waushara County households will have satellite TV than cable TV. A little less than half of Waushara County households (44%) watch a lot of TV. The greatest number of Waushara County households watches TV during primetime. Waushara County households watch a variety of television programming. The more popular television stations are BBC America (comedy, drama, science fiction, lifestyle shows, and news), (CMT (country music, country-lifestyle shows, and classic television shows and movies), Hallmark Channel (family and drama shows, drama movies, and classic sitcoms), and TV Land (classic sitcoms and television shows, westerns, new sitcoms, and movies). Television shows with food preparation programming are not as popular. The Food Network is watched a little less than the average American household by two-thirds of Waushara County households; one-third watch the Food Network as much as the average American household. A majority of Waushara County households (91%) watch the Home and Garden Television channel as much as the average American. Waushara County households watch baseball, football, and basket the same as the average American household. Other sports watched by Waushara County households more than the American households are auto racing (41% a little more/more), fishing (85% a little more), rodeos (73% a little more/more/a great deal more), and truck/tractor pull (94% a little more/more/a lot more).

### Marketing – Print Media

Waushara County households are light to medium magazine readers. Magazine topics read more by Waushara County households than the average American household are hunting and fishing magazines (81% a little more/more/a lot more/a great deal more), gardening magazines (69% more/a lot more), and boating (42% a great deal more). Waushara County households read home service magazines that may have food preparation tips as much as the average American. Most Waushara County households read health magazines as much as the average American household; 18% read them a little less than the average American household. Waushara County households tend to be light readers of the newspaper, except for 10% of household that are classified in lifestyles with an older median age, who are heavier readers of the newspaper. In general, Waushara County households read the sections of the paper as much as the average American reads those sections. The classified and editorial sections of the newspaper are read by a slightly greater extent by Waushara County households. The food/cooking section is read by 11% of Waushara County households a little less than the average American household.

### Marketing - Radio

Waushara County households tend to listener to the radio as much as the average American or less frequently. Waushara County households listen to the radio at the same times as the average American or a little less with the greatest variation being late night/early morning. One-third of Waushara County households listen to the radio a little less than the average American between midnight and 6:00 a.m. weekdays, 40% listen a little more, and 28% of Waushara County households listen the same as the average American. For the some time period of midnight to 6:00 a.m. on weekends 27% listen a little less, 4% listen more, and 69% of Waushara County

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households listen the same as the average American household. The radio format listened to by households in Waushara County more than the average American household is country: 11% a great deal more than the average American, 34% a lot more than the average American, 35% more than the average American, and 20% the same as the average American. Waushara County households listen to a diversity of formats depending on the lifestyle segment. Four percent (4%) of households listen a little more to Hispanic radio than the average American; 96% of Waushara households listen to Hispanic radio less or a lot less. Nine percent (9%) of Waushara County households listen to a little more to oldies and more to religious; 91% of Waushara County households listen to these formats a little less or the same as the average American household. Thirty-five percent (35%) of Waushara County households listen more to public radio; 15% listen a little less, 23% listen less, and 27% listen the same amount to public radio as the average American household. Waushara County households listen to sports on the radio either a little less or the same as the average American household, except auto racing/NASCAR (78% listen a little more and 11% listen a great deal more), college football (9% listen a little more), and golf (22% listen a little more).

### Hunting and fishing

Waushara County households participate in hunting and fishing more than the average American Household. Eighteen percent (18%) of Waushara County households are a great deal more likely to participate in archery, 12% are a lot more likely, 39% are a little more likely, and 31% are as likely as the average American household to participate in archery. Fifty-three percent (53%) of Waushara County households are a great deal more likely, 15% are a lot more likely, 12% are more likely, 4% are a little likely and 15% are as likely as the average American household to participate in hunting with a rifle. Thirty-four percent (34%) of Waushara County households are a great deal more likely, 35% a lot more likely, 11% more likely, 13% a little more likely, and 6% as likely as the average American household to participate in hunting with a shotgun. Fifty-three percent (53%) of Waushara County households are more likely, 36% are a little more likely, and 11% are as likely as the average American household to participate in fishing.

### Gardening

Waushara County households are more likely to grow vegetables than the average American household. Twelve percent (12%) of Waushara County households are a little more likely than the average American household to have a garden and participated in gardening. The remaining households are as likely as the average American to have a garden and participate in gardening. A majority of Waushara County households bought vegetable plants or seeds to a greater extent than what the average American household. Eighty-one percent (81%) of Waushara County households are a great deal more (12%), more (22%), or a little more (47%) likely than the average American household to purchase vegetable seeds. Sixty-nine percent (69%) of Waushara County household are a lot more (12%) or a little more (57%) than the average American to purchase vegetable seeds. Only 4% of Waushara County households purchased a little less vegetables see.

### Coupon Usage

The Waushara County households are as likely as the average American household to use coupons in the last 12 months. Most Waushara County households used coupons as frequent as

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the average American household. Twelve percent (12%) of Waushara County households were a little more likely to use coupons than the average American household over 12 times in the last three months; 13% of Waushara County households were a little less likely.

### Restaurants

Waushara County households are as likely as the average American household to dine out. Forty-four percent (44%) of the households in Waushara County are a little more likely than the average American household to dine out once a week. Waushara County households frequent family restaurants/steak houses and fast food restaurants at the same as the average American household. Although 4% of Waushara County households are a great deal more likely than the average American household to go to a family restaurant for a snack, 20% of Waushara County households are a little less likely to go to a family restaurant for a snack. Fast food restaurants are a little less likely to be frequented for a snack by 77% of Waushara County households than the average American household.

### Convenience Stores

Waushara County households shop at convenience stores as frequently as the average American household. The primary products that Waushara County households purchase at a convenience store a little more than the average American household are gas (89%) and pet food (57%).

### Groceries

The distribution of the amounts that Waushara County households spend at grocery stores is close to the average for American households. Waushara County households' use of dairy products is about the same as that of an average American household. Waushara County households do use a little more cheese sauce or spread (41%) and a little less frozen yogurt (33%) than the average American household. Waushara County households use a little more sausage than the average American household, 29% sausage and 35% liver sausage. Waushara County households use a little more canned meats than the average American household. Waushara County households are close to the average for American households with the usage of fruit and vegetable products. Waushara County households consume bread equivalent to the bread consumption of an average American household. The type of bread proffered varies greatly. In general, Waushara County households use prepared foods equivalent to the average American household. However some exceptions are 16% of Waushara County households use canned stew a little more or more than the average American household, 29% of households used canned chili a little more than the average American, and 50% used packaged pasta salads a little more than the average American household. There is a greater likelihood of Waushara County households using baking products than the average American household.