

NN46N47N48N49N47Countrified Pragmatics
Modest income couples and singles living rural, casual lives

▲ 1.08% | 0.81%

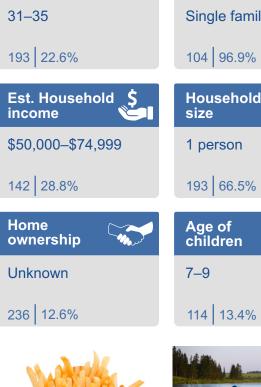


Key features

- Blue-collar and honest livings
- Politically disengaged
- Farming jobs
- Pickup owners
- Active outdoor lifestyles
- Modest housing







Who we are

household age

Head of



Channel preference 54 72 69 69 47 11 15

Technology adoption



Wizards









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N4

Countrified Pragmatics Modest income couples and singles living rural, casual lives

N46

N47

Head of household age

Ν

19–24	237	10.80%
25–30		14.58%
31–35		22.55%
36–45		17.58%
46–50		10.36%
51–65		18.77%
66–75		2.00%
76+		3.37%

Family structure

With kids		
Married		48.50%
Single male		3.30%
Single female		2.71%
Unknown status	502	2.32%
Without kids		
<i>Without kids</i> Married		34.51%
		34.51% 4.11%
Married		

Home ownership

Homeowner		75.43%
Renter		11.95%
Unknown	236	12.62%

Education

N48

Less than high school	22.13%
High school diploma	31.70%
Some college	33.90%
Bachelor's degree	7.88%
Graduate's degree	4.40%

Estimated household income

N49

Less than \$15,000		9.71%
\$15,000-\$24,999		8.63%
\$25,000-\$34,999		10.41%
\$35,000-\$49,999		17.82%
\$50,000-\$74,999		28.84%
\$75,000-\$99,999		14.45%
\$100,000-\$124,999		5.56%
\$125,000-\$149,999		2.78%
\$150,000-\$174,999		0.73%
\$175,000-\$199,999		0.58%
\$200,000-\$249,999		0.16%
\$250,000+		0.32%

Age of children

0–3		0.89%
4–6		1.00%
7–9		13.43%
10–12		2.03%
13–18		4.26%

Ճ 1.08% | 0.81%

Estimated current house value

Less than \$50,000		2.37%
\$50,000-\$74,999		6.78%
\$75,000-\$99,999		10.81%
\$100,000-\$149,999	235	31.10%
\$150,000-\$174,999		13.15%
\$175,000-\$199,999		10.45%
\$200,000-\$249,999		12.48%
\$250,000-\$299,999		5.93%
\$300,000-\$349,999		3.21%
\$350,000-\$399,999		1.70%
\$400,000-\$499,999		1.19%
\$500,000-\$749,999		0.62%
\$750,000+		0.21%

Length of residency

1 year or less	202	31.54%
2-3 years		18.74%
4–5 years		13.55%
6–7 years		9.91%
8–9 years		6.88%
10–14 years		8.12%
15–19 years		4.32%
20–24 years		2.97%
25+ years		3.97%



Charts provide details of the key variables used to build and describe the Mosaic groups and types.

For each group and type, the charts show the Means and Index for each variable.

Understanding Means and Index

Means show the percentage of this group or type with a particular characteristic.

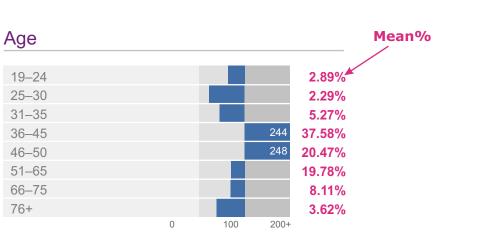
For example, consider the Age composition of Group D:

The **Index** provides further insight by comparing the characteristics of a Mosaic group/type with all households in the USA.

An Index of 100 is the average.

An **Index greater than 100** shows that this variable is over-represented when compared with the average.

An **Index less than 100** shows that this variable is under-represented when compared with the average.



This shows that:

2.89% of Group D are aged 19–24
2.29% of Group D are aged 25–30
5.27% of Group D are aged 31–35
37.58% of Group D are aged 36–45
20.47% of Group D are aged 46–50
19.78% of Group D are aged 51–65
8.11% of Group D are aged 66–75
3.62% of Group D are aged 76+



The chart shows the Index value from 0 to 200. If the Index value is greater than 200, the bar is shown as 200 along with the exact Index.