J   **J34**   **J35**   **J36**

J35 Rural Escape

J35 Sophisticated, established couples and singles living comfortable lives in rural towns

🏠 1.68% | 1.82% 👤

Who we are

Head of household age 🎂	Type of property 🏠
66–75	Single family
297	35.1%	106	98.1%

Est. Household income 💵	Household size 👥
$35,000–$49,999	2 persons
171	20.1%	126	35.4%

Home ownership 🤝	Age of children 🍼
Homeowner	7–9
113	92.7%	32	3.8%

Key features

- Country living
- Modest educations
- Risk averse
- Outdoor activities
- Traditional media
- Satellite TV

Channel preference

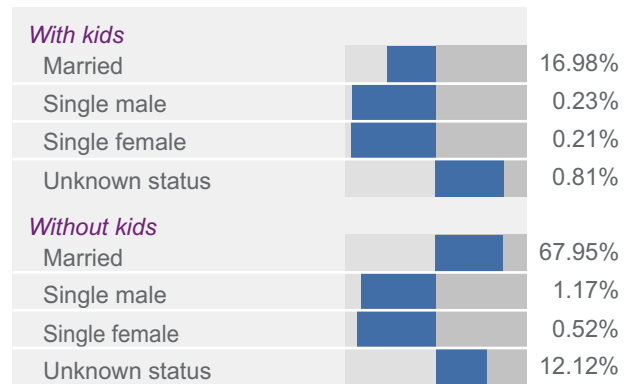| TV	✉	📻
18	60	8

💬	@	👍
5	15	30

Technology adoption

Novices

J35 Rural Escape

Sophisticated, established couples and singles living comfortable lives in rural towns

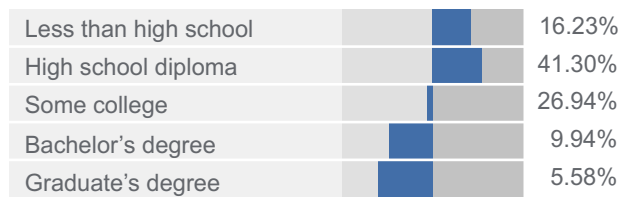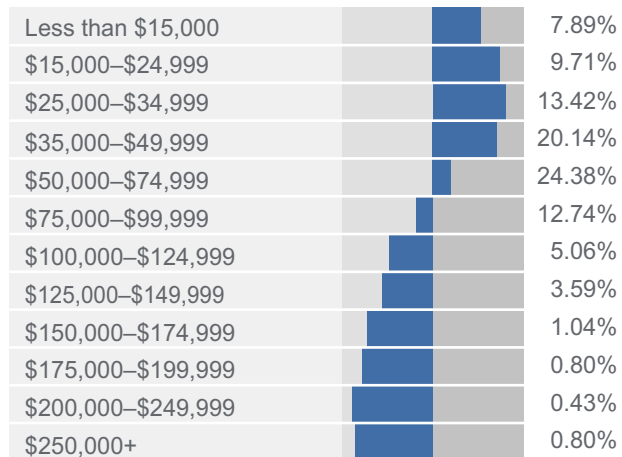⌂ 1.68% | 1.82% 👤

Head of household age

Age	%
19–24	2.07%
25–30	1.45%
31–35	3.08%
36–45	7.87%
46–50	8.56%
51–65	11.59%
66–75	297 · 35.06%
76+	318 · 30.32%

Family structure

	%
With kids	
Married	16.98%
Single male	0.23%
Single female	0.21%
Unknown status	0.81%
Without kids	
Married	67.95%
Single male	1.17%
Single female	0.52%
Unknown status	12.12%

Home ownership

	%
Homeowner	92.71%
Renter	3.45%
Unknown	3.83%

Education

	%
Less than high school	16.23%
High school diploma	41.30%
Some college	26.94%
Bachelor's degree	9.94%
Graduate's degree	5.58%
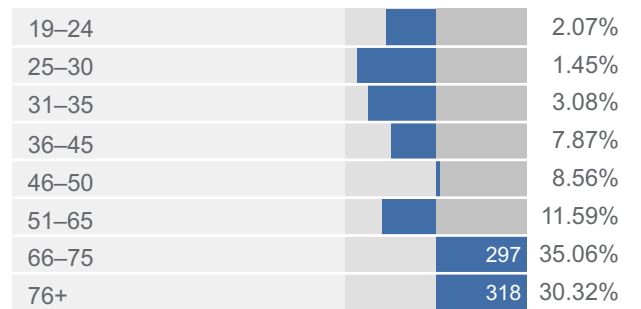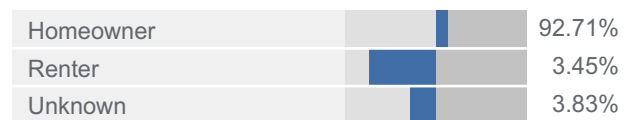
Estimated household income

	%
Less than $15,000	7.89%
$15,000–$24,999	9.71%
$25,000–$34,999	13.42%
$35,000–$49,999	20.14%
$50,000–$74,999	24.38%
$75,000–$99,999	12.74%
$100,000–$124,999	5.06%
$125,000–$149,999	3.59%
$150,000–$174,999	1.04%
$175,000–$199,999	0.80%
$200,000–$249,999	0.43%
$250,000+	0.80%

Age of children

	%
0–3	1.66%
4–6	1.35%
7–9	3.80%
10–12	1.35%
13–18	1.67%
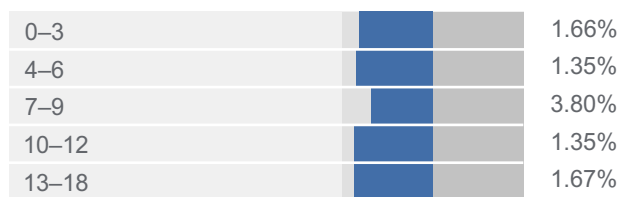
Estimated current house value

	%
Less than $50,000	1.26%
$50,000–$74,999	3.59%
$75,000–$99,999	6.99%
$100,000–$149,999	21.95%
$150,000–$174,999	12.62%
$175,000–$199,999	11.23%
$200,000–$249,999	15.43%
$250,000–$299,999	9.91%
$300,000–$349,999	6.10%
$350,000–$399,999	3.67%
$400,000–$499,999	3.79%
$500,000–$749,999	2.65%
$750,000+	0.80%

Length of residency

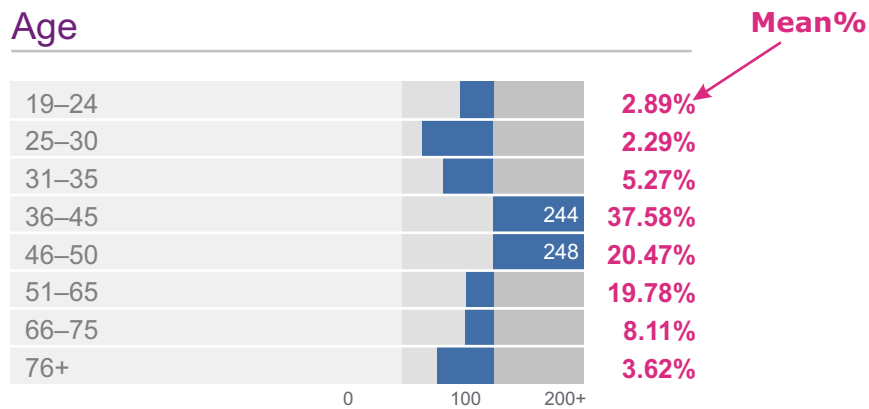|	%
1 year or less	7.01%
2–3 years	5.76%
4–5 years	4.99%
6–7 years	5.82%
8–9 years	6.05%
10–14 years	12.36%
15–19 years	13.27%
20–24 years	15.31%
25+ years	29.44%

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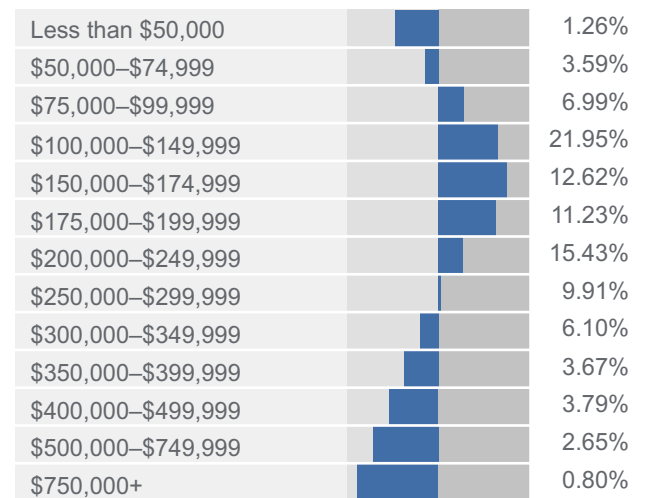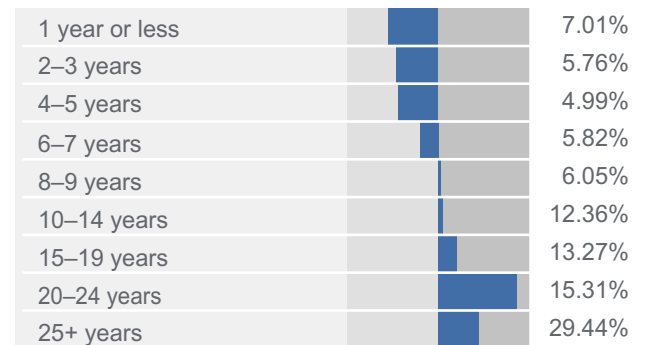
Charts provide details of the key variables used to build and describe the Mosaic groups and types.

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.

Age

Mean%

Age		Mean%
19–24		2.89%
25–30		2.29%
31–35		5.27%
36–45	244	37.58%
46–50	248	20.47%
51–65		19.78%
66–75		8.11%
76+		3.62%

0   100   200+

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+

Index 100 (USA average)

Age

Age		%
19–24		2.89%
25–30		2.29%
31–35		5.27%
36–45	244	37.58%
46–50	248	20.47%
51–65		19.78%
66–75		8.11%
76+		3.62%

0   100   200+

Index below 100   **Index above 100**

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.

Mosaic USA