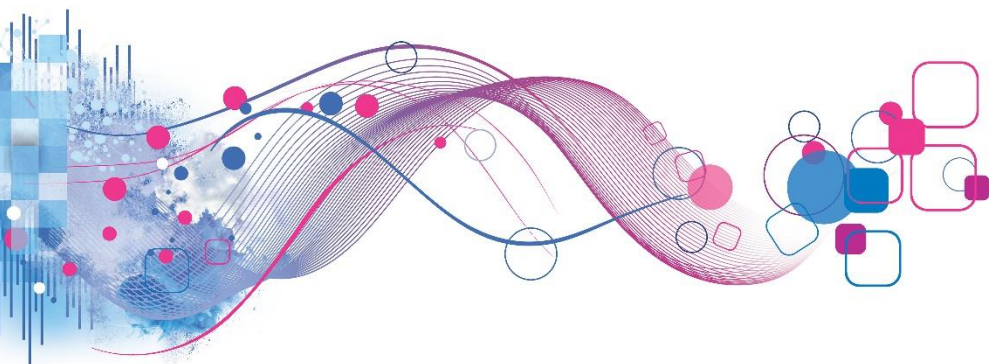




# Mosaic<sup>®</sup> USA

Type N49 Description

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## Type N49: Touch of Tradition

Working-class, middle-aged couples and singles living in rural homes



Touch of Tradition live in small, isolated communities that are home to no more than a few thousand inhabitants spread across a rural landscape. Many towns are so small that they typically consist of little more than a church, campground and a general store that doubles as a cafe. These households tend to contain middle-aged couples and singles living in mostly compact houses and mobile homes. With their modest educations, most work at blue-collar and service jobs. Even though a small percentage works as farmers, the number is over four times the national average. The pay is low, but expenses are also modest, and these folks have crafted

unpretentious lifestyles in their remote settings.

Touch of Tradition have old-fashioned agrarian lifestyles. Many enjoy a close relationship with nature, and their favorite leisure activities include fishing and horseback riding. Although they rarely travel to big cities for culture and nightlife, they may enjoy going to a country music concert. These folks also pursue a number of home-based hobbies—cooking, gardening, needlework and playing a game of cards.

As consumers, Touch of Tradition like to shop at local stores where they can find their favorite brands. However, many are willing to travel long distances to discount department stores where they can find a bargain and more fashionable choices. They're a strong market for off-price designer labels and sports equipment to support their outdoor excursions. These are Americans who display their guns in stylish cabinets and stow their fishing tackle in the beds of their large trucks. Although they're utilitarian in their approach to cars—they need to get from point A to point B over rugged roads—they still are impressed by the latest options. They almost exclusively buy used cars and trucks made in America.

When it comes to media, these households are also loyal to traditional channels. They turn on the TV for dramas, sitcoms, game shows and early evening shows. Music is an important part of their life, and they tune in to the radio on their typically long drives—even for routine chores—to listen to country tunes. It's tough to find a newspaper that's delivered to their door each day, but they do enjoy printed magazines about outdoor recreation. They're much less likely to enjoy digital media, and few carry cell phones, though some use their phones for work and others have adopted them as they became more useful to their day-to-day life.

Despite the isolation of rural living, many Touch of Tradition describe themselves as traditionalists who want to preserve their way of life. They tend to be religious and socially conservative, which makes them politically moderate. They care about their families and their neighbors, and they're willing to volunteer for a good cause in the community.

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## Contact information



[experianmarketingsolutions@experian.com](mailto:experianmarketingsolutions@experian.com)



[experian.com/mosaic](http://experian.com/mosaic)



(877) 902-4849

