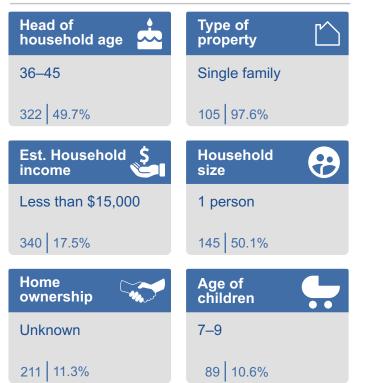


N46 N47 N48 N49 Ν **Touch of Tradition** N49 Working-class, middle-aged couples and singles living in rural homes **Channel preference** Who we are



Key features

- Frugal-minded
- Farmers and blue-collar jobs
- Politically unaffiliated
- Outdoor leisure
- There's more to life than sports
- Budget trendsetters





47 67 α

4



Technology adoption



Wizards





Touch of Tradition Working-class, middle-aged couples and singles living in rural homes N49

N46

N47

Head of household age

Ν

19–24		4.61%
25–30		4.40%
31–35		5.50%
36–45	322	49.69%
46–50	343	28.22%
51–65		2.35%
66–75		2.23%
76+		3.00%

Family structure

With kids		
Married		43.44%
Single male		2.80%
Single female		3.03%
Unknown status	947	4.37%
Without kids		
Married		37.67%
Single male		4.49%
Single female		1.64%
Unknown status		2.56%

Home ownership

Homeowner		79.96%
Renter		8.74%
Unknown	211	11.30%

Education

N48

Less than high school	219	25.04%
High school diploma		31.01%
Some college		30.87%
Bachelor's degree		8.59%
Graduate's degree		4.49%

Estimated household income

N49

Less than \$15,000	34	0 17.51%
\$15,000-\$24,999	22	0 12.25%
\$25,000-\$34,999		12.85%
\$35,000-\$49,999		16.03%
\$50,000-\$74,999		26.85%
\$75,000-\$99,999		9.49%
\$100,000-\$124,999		2.17%
\$125,000-\$149,999		2.14%
\$150,000-\$174,999		0.45%
\$175,000-\$199,999		0.18%
\$200,000-\$249,999		0.03%
\$250,000+		0.06%

Age of children

0–3	1.72%
4–6	1.69%
7–9	10.56%
10–12	3.93%
13–18	6.72%

Estimated current house value

Less than \$50,000	384	9.34%
\$50,000-\$74,999	458	19.36%
\$75,000-\$99,999	378	20.64%
\$100,000-\$149,999	236	31.16%
\$150,000-\$174,999		7.82%
\$175,000-\$199,999		4.46%
\$200,000-\$249,999		3.98%
\$250,000-\$299,999		1.90%
\$300,000-\$349,999		0.80%
\$350,000-\$399,999		0.18%
\$400,000-\$499,999		0.24%
\$500,000-\$749,999		0.12%
\$750,000+		0.00%

Length of residency

1 year or less	15.46%
2–3 years	10.62%
4–5 years	9.28%
6–7 years	11.09%
8–9 years	11.06%
10–14 years	14.75%
15–19 years	9.43%
20–24 years	8.24%
25+ years	10.08%



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.

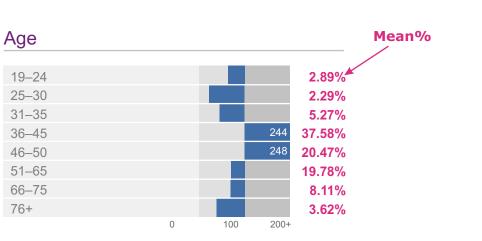
For example, consider the Age composition of Group D:

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.