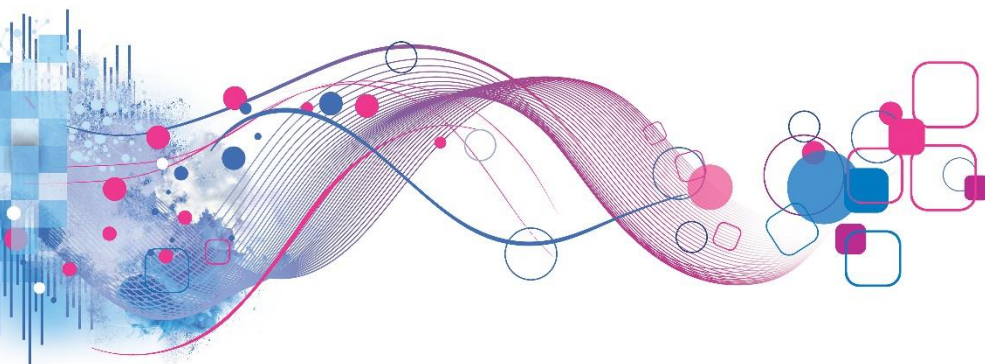




Mosaic[®] USA

Type N46 Description



Type N46: True Grit Americans

Middle-aged, lower middle-class households in town and country communities located in the nation's midsection



With many demographic patterns reflecting the general population, True Grit Americans are rustic, found in farming and small-town communities located mostly in the nation's midsection. These mostly empty-nesting couples with some singles have average educations and a median age of about 46. Their employment profile is similar to the national average, except for the disproportionate number of workers in blue-collar and farming occupations. Over 50 percent live in older homes built before 1980.

Thanks to low expenses, these households can afford active lifestyles. They're great fans of the outdoors and enjoy spending free time fishing, hunting and camping. These older Americans also like to spend time around the house reading, bird-watching and pursuing time-honored hobbies like needlework and collecting.

True Grit Americans prefer to shop at local stores rather than national chains, but if they can't get what they want, they'll travel more than an hour to mainstream and big-box retailers. This is "buy American" country where consumers look for trucks made by the likes of Ford, Dodge, and Chevy. They buy electronic gear less than the average consumer, and they find investing in stock too risky.

These hardy, rural families tend to embrace the traditional, and their consumption of media is lower than the national average. They read few magazines or newspapers, but when they do they are particularly interested in the classified ads. On the radio, they tune in to stations that play country and golden oldies. They watch a fair amount of TV, particularly early evening shows.

True Grit Americans are down-to-earth, practical people who cultivate old-fashioned values. They're politically uninvolved and religious. They're laid-back when it comes to money and materialism; they're uninterested in giving up family time to get a promotion and they couldn't care less about a closet filled with designer clothes.

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