

M44 M45 Μ

Creative Comfort Rural families with modest incomes and diverse household dynamics

1.25% 1.61%

105

130

59

α

10

Wizards



Key features

- Large families
- Rural communities
- Working-class lifestyles
- Racing fan
- True browns
- Country life



Mosaic USA

M M44 M45

Creative Comfort

44 Rural families with modest incomes and diverse household dynamics

▲ 1.25% | 1.61%

Head of household age

19–24				8.33%
25–30				15.45%
31–35			203	23.76%
36–45			205	31.60%
46–50				11.40%
51–65				7.49%
66–75				1.58%
76+				0.38%

Family structure

With kids		
Married	259	95.07%
Single male		1.49%
Single female		1.48%
Unknown status		0.32%
Without kids	 	
Married		1.55%
Single male		0.07%
Single female		0.02%
Unknown status		0.01%

Home ownership

Homeowner		83.56%
Renter		9.78%
Unknown		6.66%

Education

Less than high school		16.53%
High school diploma		32.84%
Some college		35.00%
Bachelor's degree		10.17%
Graduate's degree		5.46%

Estimated household income

Less than \$15,000		8.15%
\$15,000-\$24,999		7.01%
\$25,000-\$34,999		8.54%
\$35,000-\$49,999		16.21%
\$50,000-\$74,999		31.49%
\$75,000-\$99,999		17.57%
\$100,000-\$124,999		6.01%
\$125,000-\$149,999		3.30%
\$150,000-\$174,999		0.86%
\$175,000-\$199,999		0.39%
\$200,000-\$249,999		0.23%
\$250,000+		0.24%

Age of children

0–3	428	36.87%
4–6	493	40.85%
7–9	432	51.12%
10–12	390	39.37%
13–18	258	33.17%

Estimated current house value

Less than \$50,000		4.66%
\$50,000-\$74,999	278	11.75%
\$75,000-\$99,999	296	16.16%
\$100,000-\$149,999	245	32.44%
\$150,000-\$174,999		11.20%
\$175,000-\$199,999		7.86%
\$200,000-\$249,999		8.55%
\$250,000-\$299,999		3.76%
\$300,000-\$349,999		1.77%
\$350,000-\$399,999		0.82%
\$400,000-\$499,999		0.68%
\$500,000-\$749,999		0.30%
\$750,000+		0.07%

Length of residency

1 year or less	8.99%
2–3 years	8.67%
4–5 years	8.47%
6–7 years	9.87%
8–9 years	8.78%
10–14 years	18.17%
15–19 years	14.54%
20–24 years	9.66%
25+ years	12.86%

2021 © Experian Ltd | All rights reserved www.segmentationportal.com

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.