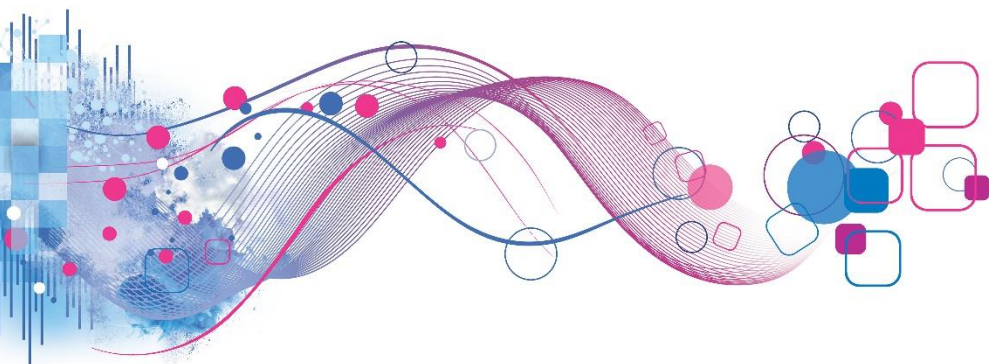




# Mosaic<sup>®</sup> USA

Type J35 Description

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## Type J35: Rural Escape

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



The most geographically isolated of all segments, Rural Escape are middle-class retirees who like the comforts of rural living. These older Americans—two thirds are over 65—tend to live in small Midwestern and Southern towns far from the major population centers. Most have no children but of those who do, they have grown and are no longer living at home. Rural Escape have high school educations and modest houses or manufactured homes. The third of adults who aren't yet retired work at a wide range of blue-collar jobs, though farming is still a major occupation in these communities. Everyone seems happy with a lifestyle that's colored by an

old-fashioned agrarian sensibility.

Rural Escape like the simple life. They enjoy home-based hobbies such as cooking, gardening and collecting coins, as well as time honored pursuits like hunting and fishing. While stepping out for an evening often involves a hefty drive, they might make the trip for a family-style restaurant or an occasional evening at a country music concert. Their idea of a vacation might be taking an RV to a campground and spending time at the lake or checking out a plot of woods known for its rare birds. Living life simply, they tend to have a good pillow of savings, with a median annual discretionary spend of \$14,000.

For Rural Escape, their traditional lifestyle infuses their value system. Home and family are important to these Americans, and they like to spend time with their extended families. They tend to be spiritual people who attend Sunday services.

Politically, they are primarily Republicans, and if not, have a conservative stance; though a quarter are unregistered and never cast their votes.

When it comes to advertising, Rural Escape are receptive to brands that exemplify American values at their core—honest work, quality products, pride, and they value customer service and loyalty program rewards. Flashy incentives are not typically worthwhile marketing tactics for this audience.

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## Contact information



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