

N

N46

N47

N48

N49

True Grit Americans

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

36-45

133 | 20.4%



1.10% 1.04% **1.04%**





Who we are

Head of household age



Type of property



Single family

106 98.0%



Channel preference









Key features

- Rural residences
- Live within means
- Basic cell phones
- Lower value housing
- Rodeos
- Blue-collar jobs

Est. Household \$ income

\$50,000-\$74,999

139 28.2%

Household size

1 person

121 41.7%

Technology adoption



Novices

Home ownership



Unknown

176 9.4%

Age of children

0 - 3

95 8.1%















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



1.10% 1.04% **1.04%**



Head of household age

19–24	7.75%
25–30	9.17%
31–35	10.87%
36–45	20.43%
46–50	11.13%
51–65	22.64%
66–75	9.15%
76+	8.86%

Family structure

With kids		
Married		34.58%
Single male		1.46%
Single female		2.39%
Unknown status	310	1.43%
Without kids	_	
Without kids Married		42.30%
		42.30% 6.25%
Married		

Home ownership

Homeowner		80.53%
Renter		10.03%
Unknown		9.44%

Education

Less than high school		11.56%
High school diploma		27.36%
Some college		38.02%
Bachelor's degree		14.23%
Graduate's degree		8.83%

Estimated household income

Less than \$15,000		7.60%
\$15,000–\$24,999		6.25%
\$25,000-\$34,999		9.06%
\$35,000-\$49,999		15.37%
\$50,000-\$74,999		28.18%
\$75,000–\$99,999		16.26%
\$100,000-\$124,999		7.10%
\$125,000–\$149,999		5.51%
\$150,000-\$174,999		1.67%
\$175,000-\$199,999		1.28%
\$200,000-\$249,999		0.84%
\$250,000+		0.88%

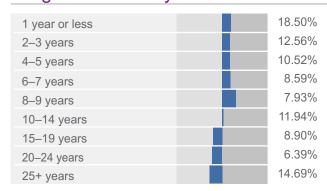
Age of children

0–3	8.14%
4–6	6.97%
7–9	8.68%
10–12	7.35%
13–18	8.56%

Estimated current house value

Less than \$50,000		1.34%
\$50,000-\$74,999		5.47%
\$75,000-\$99,999	220	11.99%
\$100,000-\$149,999	242	32.07%
\$150,000-\$174,999		12.99%
\$175,000-\$199,999		9.48%
\$200,000-\$249,999		12.25%
\$250,000-\$299,999		6.66%
\$300,000-\$349,999		3.08%
\$350,000-\$399,999		1.94%
\$400,000-\$499,999		1.49%
\$500,000-\$749,999		0.86%
\$750,000+		0.39%

Length of residency







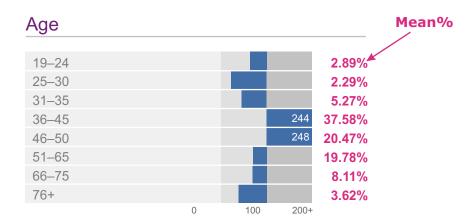
Charts provide details of the key variables used to build and describe the Mosaic groups and types.

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:



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 **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.



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.