experian™

N48 Rural Southern Bliss

Lower to middle-income multi-generational families living in small towns

🏠 1.47% | 1.68% 👤

Who we are

Head of household age 🎂	Type of property 🏠
51–65	Single family
113 | 32.0%	106 | 98.4%

Est. Household income 💰	Household size 👪
$35,000–$49,999	5+ persons
180 | 21.2%	135 | 14.2%

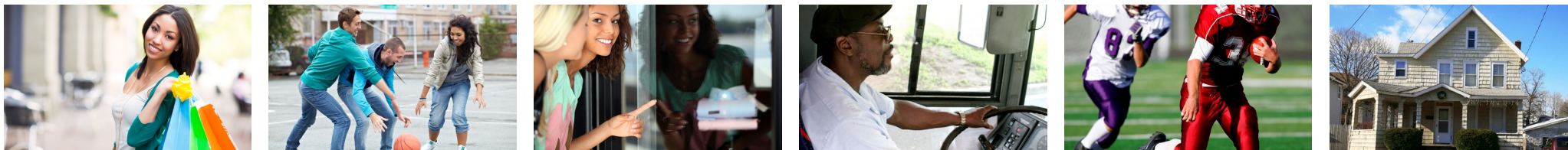| Home ownership 🤝	Age of children 🍼
Homeowner	7–9
101 | 82.3%	130 | 15.4%

Key features

- Cable TV
- Limited discretionary spend
- Modest housing
- Multi-generational households
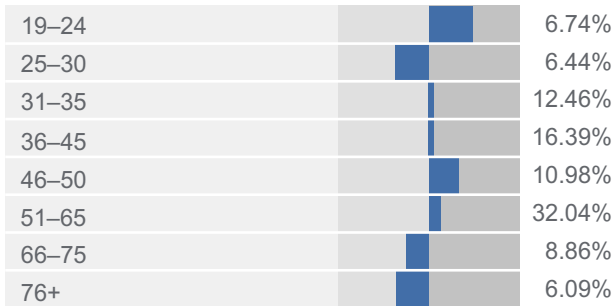- Modest educations
- American cars

Channel preference

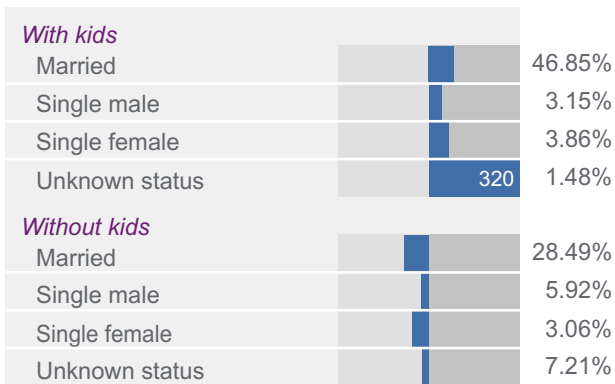| TV	✉️	📻
247	72	225

💬	@	👍
42	11	127

Technology adoption

Wizards

N48 Rural Southern Bliss
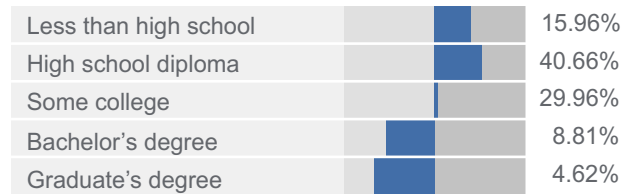Lower to middle-income multi-generational families living in small towns

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Head of household age

Age	Value
19–24	6.74%
25–30	6.44%
31–35	12.46%
36–45	16.39%
46–50	10.98%
51–65	32.04%
66–75	8.86%
76+	6.09%

Family structure

With kids

	Value
Married	46.85%
Single male	3.15%
Single female	3.86%
Unknown status	320 · 1.48%

Without kids

	Value
Married	28.49%
Single male	5.92%
Single female	3.06%
Unknown status	7.21%

Home ownership

	Value
Homeowner	82.25%
Renter	8.28%
Unknown	9.47%

Education

	Value
Less than high school	15.96%
High school diploma	40.66%
Some college	29.96%
Bachelor's degree	8.81%
Graduate's degree	4.62%

Estimated household income

	Value
Less than $15,000	241 · 12.41%
$15,000–$24,999	10.99%
$25,000–$34,999	202 · 15.11%
$35,000–$49,999	21.20%
$50,000–$74,999	26.01%
$75,000–$99,999	9.66%
$100,000–$124,999	2.34%
$125,000–$149,999	1.38%
$150,000–$174,999	0.46%
$175,000–$199,999	0.26%
$200,000–$249,999	0.10%
$250,000+	0.08%

Age of children

	Value
0–3	12.44%
4–6	11.60%
7–9	15.40%
10–12	12.61%
13–18	12.10%
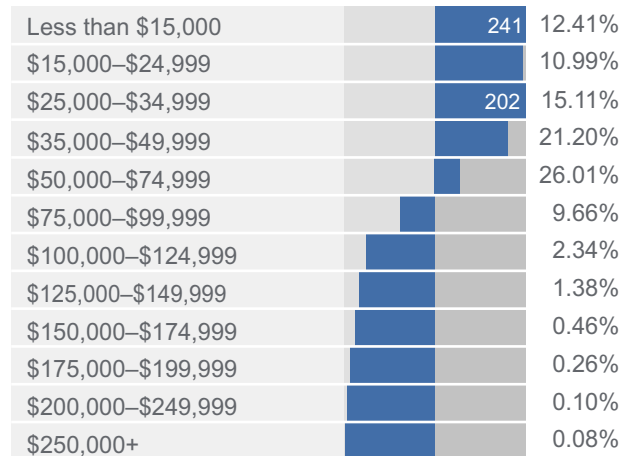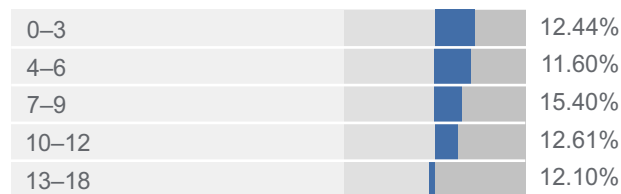
Estimated current house value

	Value
Less than $50,000	370 · 8.99%
$50,000–$74,999	429 · 18.13%
$75,000–$99,999	370 · 20.20%
$100,000–$149,999	232 · 30.66%
$150,000–$174,999	8.85%
$175,000–$199,999	5.13%
$200,000–$249,999	4.95%
$250,000–$299,999	1.76%
$300,000–$349,999	0.58%
$350,000–$399,999	0.28%
$400,000–$499,999	0.26%
$500,000–$749,999	0.14%
$750,000+	0.06%

Length of residency

	Value
1 year or less	9.24%
2–3 years	7.02%
4–5 years	6.66%
6–7 years	7.70%
8–9 years	7.43%
10–14 years	14.16%
15–19 years	12.21%
20–24 years	12.19%
25+ years	23.39%

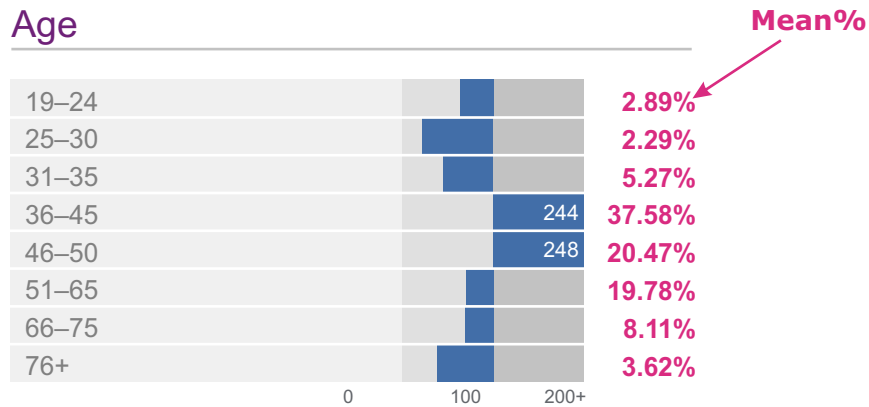**Mosaic USA**

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.

Age — Mean%

Age	Value
19–24	2.89%
25–30	2.29%
31–35	5.27%
36–45	244 / 37.58%
46–50	248 / 20.47%
51–65	19.78%
66–75	8.11%
76+	3.62%

Age — Index 100 (USA average)

Age	Value
19–24	2.89%
25–30	2.29%
31–35	5.27%
36–45	244 / 37.58%
46–50	248 / 20.47%
51–65	19.78%
66–75	8.11%
76+	3.62%

Index below 100   Index above 100

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.

Mosaic USA