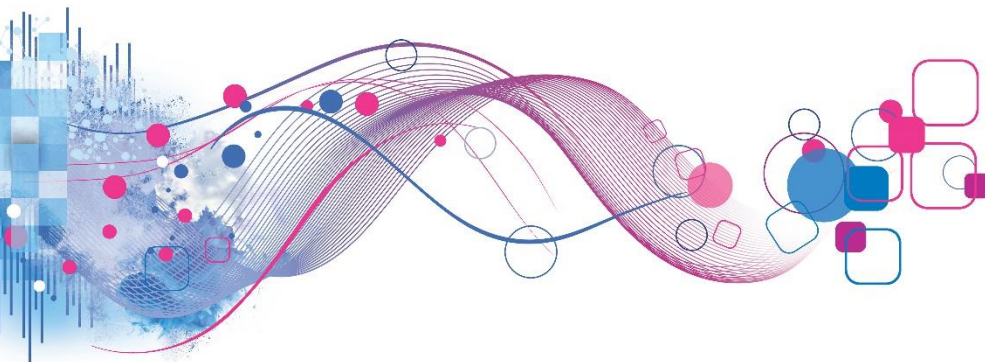




Mosaic[®] USA

Type L43 Description



Type L43: Homemade Happiness

Lower middle-class baby boomer households living in remote town and country homes



Homemade Happiness are older couples and divorced and widowed individuals living in small towns and rural settings across the US. Nearly nine in ten households contain baby boomers between the ages of 50 and 65, nearly all of whom are empty-nesting and working-class. Most never went beyond high school and work at blue-collar and farm jobs that pay modest salaries. Nonetheless, virtually all are homeowners, though the housing stock is often older clapboard houses or manufactured homes known for their low values and large lots. Some own full-sized trucks with all the options—vehicles worth more than their owner's

manufactured housing. These Americans like their rustic lifestyles and tend to measure their time at the same residence in decades, not years.

Homemade Happiness appreciate their casual way of life far from metropolitan centers. When they're not working, they spend a lot of their leisure time enjoying traditional outdoors activities: hunting, fishing and camping. In their homes, they like to watch TV and listen to music—either country or golden oldies. They buy books through book clubs and they like to collect antiques; such as porcelain figures or miniature cars.

Given their remote settings, these consumers aren't shopaholics. They occasionally drive to a discount chain like Dollar General or Walmart. They're hardly into making a fashion statement and prefer clothes that will last a long time; the same preferences hold true for cars. They buy cars based on their reputation for durability and ability to handle the rough country roads, and that usually means large-sized trucks and vans built in the US. Cars play a major role in their lives: they often do their own maintenance work and take pride in their ability to fix things.

With conservative values and a rugged individualistic style, Homemade Happiness cherish the solitude provided by their largely rural settings. They tend to be religious and support family values. They're risk-averse in the marketplace, uninterested in learning about investments, let alone owning stocks or mutual funds. They are also slower to adopt new technology and digital media. Many seek to downplay the role of money and materialism in society and advocate for the importance of family ties and long-lasting relationships. Joining groups—be it veterans', religious or AARP—is especially popular among Homemade Happiness, who consider volunteering an important way to make a difference in their communities.

Homemade Happiness are a middling media market. They'll read local newspapers for the classified ads and listen to the radio for the country music, but they like to stay connected to popular culture mostly through their TV sets. They're fond of virtually every kind of TV programming so long as it's family-friendly; they're an especially attractive target for early evening shows and game shows. Although most can access the internet, many don't, preferring to avoid being bothered by new technology.

To resonate with Homemade Happiness, capitalize on honesty and quality—those true-to-America values that are near and dear to this segment. Display ads of varying types to catch the attention of Homemade Happiness and they are just as likely to respond to direct mail as the average consumer.

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