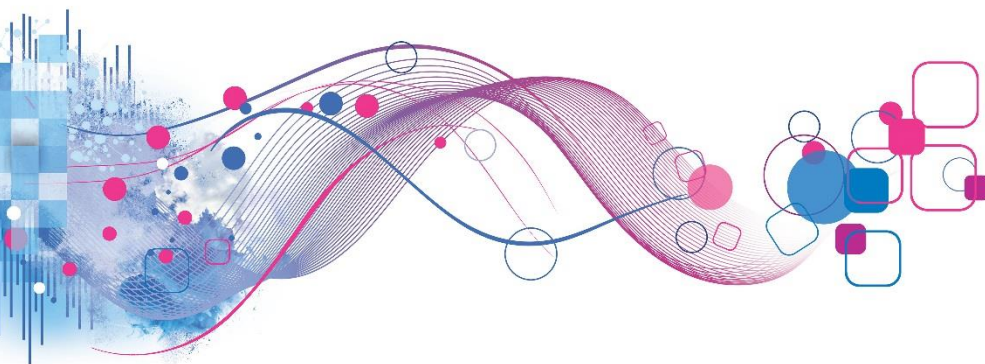




# Mosaic<sup>®</sup> USA

Type N48 Description

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## Type N48: Rural Southern Bliss

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



Concentrated in small towns throughout the South, Rural Southern Bliss are older Americans with working-class lifestyles. Most of the residents are over 45 years old, have modest educations—less than half have gone to college—and work in blue-collar jobs. There’s a multigenerational pride in their lives and livelihoods. In this segment, many kids grow up and stay put in their snug, unassuming towns, where they can rely on the support of long-time neighbors and an extended family. Today this segment is filled with a mix of household types: mostly empty-nesting couples and families, with some divorced individuals and single-parent households.

The decline in manufacturing has hurt the incomes in Rural Southern Bliss, and many are trying to re-invent themselves in a post-industrial age. A high number now work in health care and public administration as well as farming and retail. Many say that they’re working hard to advance in their careers. Their lower middle-class incomes don’t allow for many extravagances, and though nearly all the household heads are homeowners, most of the houses are older clapboard homes worth around \$80,000. These townies go to the same churches, meet at the same coffee shops and gather for barbecues on the major holidays. Most have lived in the same neighborhoods for over a decade.

Rural Southern Bliss enjoy active social lives, and many of these households with young adults are into football and basketball. There’s an aspirational quality to this segment—householders describe themselves as workaholics who are willing to take risks to improve their standard of living. They would like their families to think they’re doing well and they make sure to dress the part. Many are enthusiastic shoppers who enjoy making a day out of their shopping outings. They tend to prioritize brands but they’re also happy to snap up bargains at discount stores.

Rural Southern Bliss tend to have average tastes in most media. These multigenerational households are big fans of TV, and enjoy early evening shows, reality shows and game shows. They like to read magazines relating to the outdoors, health and fitness as well as women’s titles. They look to their TVs and radios as favorable places to learn about brands. Although they have a high rate of late-adopters, they increasingly appreciate the internet, and are receptive to major digital brand social media.

Like other rural segments, Rural Southern Bliss tend to have a conservative outlook, but these households are different—they support the Democratic Party. They’re still traditionalists on many social issues but they also see the value of government in protecting the environment and reducing crime. Mostly, they want politicians to preserve their opportunity to achieve upward mobility.

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