experian™

L   L41   L42   L43

L43 Homemade Happiness
Lower middle-class baby boomer households living in remote town and country homes

🏠 1.58% | 1.75% 👤

Who we are

Head of household age 🎂
51–65
304 | 86.5%

Type of property 🏠
Single family
106 | 97.9%

Est. Household income 💰
$50,000–$74,999
147 | 29.8%

Household size 👥
2 persons
108 | 30.5%

Home ownership 🤝
Homeowner
110 | 89.6%

Age of children 🍼
0–3
26 | 2.2%

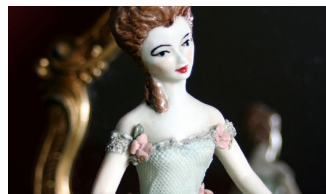## Key features

- Humble rural living
- Blue-collar and agricultural jobs
- Cash not credit
- Hunting and fishing
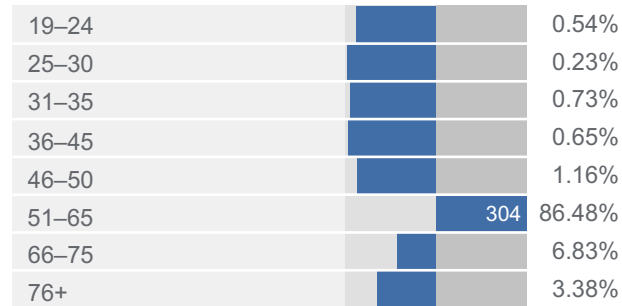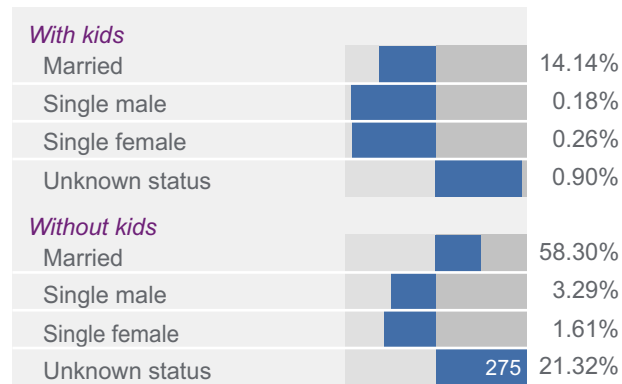- Pragmatic shoppers
- Traditional family values

Channel preference

TV — 26
✉ — 64
📻 — 24
💬 — 5
@ — 8
👍 — 52

Technology adoption

Novices

L43 Homemade Happiness
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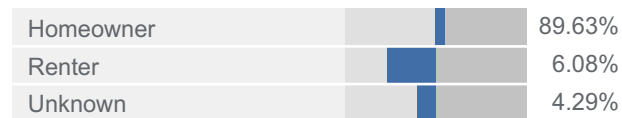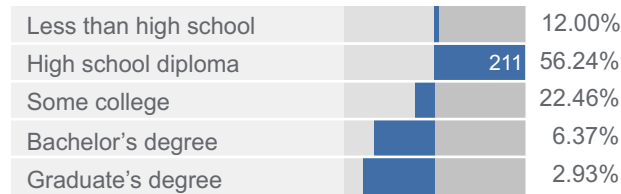## Head of household age

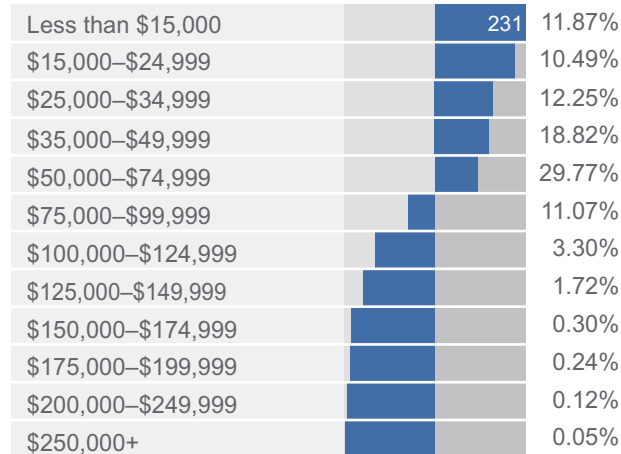|		
19–24		0.54%
25–30		0.23%
31–35		0.73%
36–45		0.65%
46–50		1.16%
51–65	304	86.48%
66–75		6.83%
76+		3.38%

Family structure

With kids

Married		14.14%
Single male		0.18%
Single female		0.26%
Unknown status		0.90%

Without kids

Married		58.30%
Single male		3.29%
Single female		1.61%
Unknown status	275	21.32%

Home ownership

Homeowner		89.63%
Renter		6.08%
Unknown		4.29%

Education

Less than high school		12.00%
High school diploma	211	56.24%
Some college		22.46%
Bachelor's degree		6.37%
Graduate's degree		2.93%

Estimated household income

Less than $15,000	231	11.87%
$15,000–$24,999		10.49%
$25,000–$34,999		12.25%
$35,000–$49,999		18.82%
$50,000–$74,999		29.77%
$75,000–$99,999		11.07%
$100,000–$124,999		3.30%
$125,000–$149,999		1.72%
$150,000–$174,999		0.30%
$175,000–$199,999		0.24%
$200,000–$249,999		0.12%
$250,000+		0.05%

Age of children

0–3		2.21%
4–6		1.66%
7–9		2.59%
10–12		1.90%
13–18		2.41%
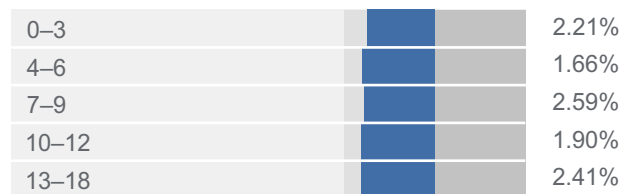
Estimated current house value

Less than $50,000	353	8.58%
$50,000–$74,999	403	17.00%
$75,000–$99,999	371	20.22%
$100,000–$149,999	233	30.78%
$150,000–$174,999		8.37%
$175,000–$199,999		5.70%
$200,000–$249,999		4.94%
$250,000–$299,999		2.48%
$300,000–$349,999		1.07%
$350,000–$399,999		0.48%
$400,000–$499,999		0.26%
$500,000–$749,999		0.12%
$750,000+		0.00%

Length of residency

1 year or less		7.71%
2–3 years		6.81%
4–5 years		5.97%
6–7 years		6.91%
8–9 years		7.42%
10–14 years		14.56%
15–19 years		14.57%
20–24 years		15.14%
25+ years		20.92%

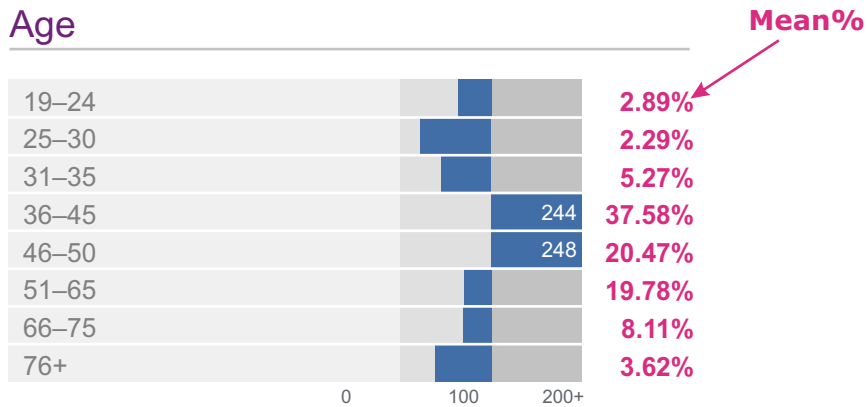**Mosaic USA**
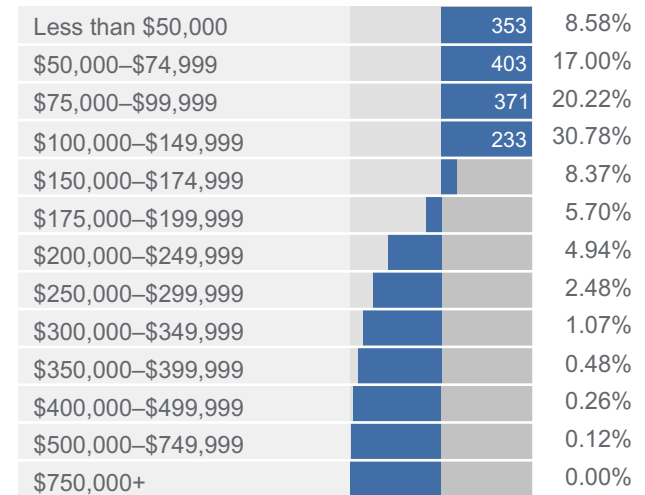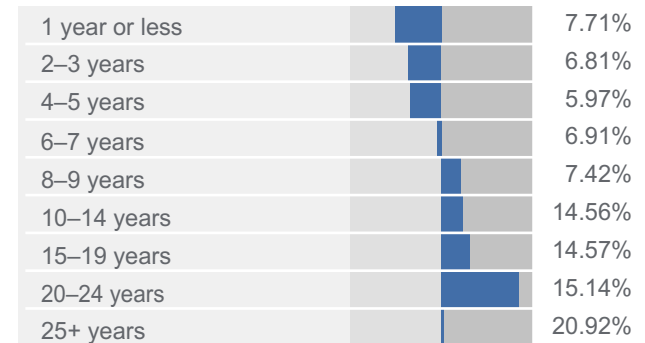
Charts provide details of the key variables used to build and describe the Mosaic groups and types.

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:

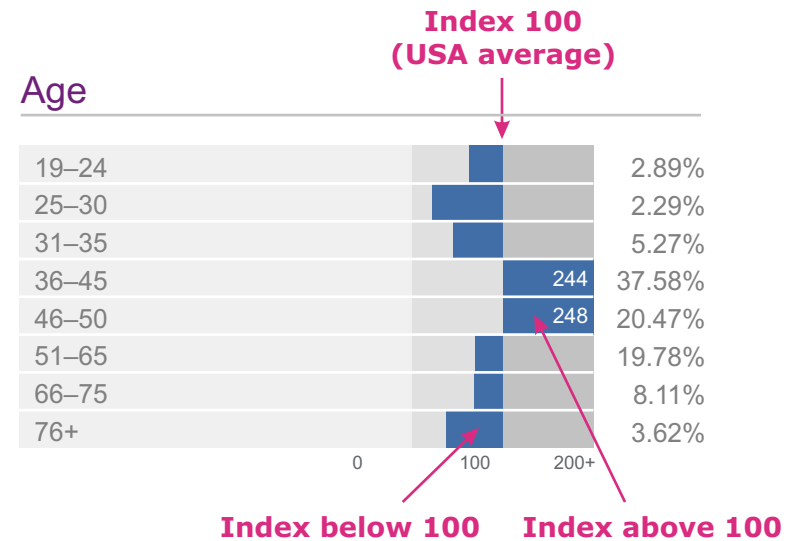The **Index** provides further insight by comparing the characteristics of a Mosaic group/type with all households in the USA.

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%
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%**

0   100   200+

Index 100 (USA average)

Age

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%

0   100   200+

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.