

131 Hard Working Values

Established families in smaller cities and towns with solid blue-collar jobs

🏠 0.83% | 1.25% 👤



Who we are

Head of household age

36–45
228 | 35.1%

Type of property

Single family
107 | 99.1%

Est. Household income

\$50,000–\$74,999
161 | 32.7%

Household size

3 persons
142 | 23.4%

Home ownership

Homeowner
115 | 94.0%

Age of children

10–12
291 | 29.4%

Channel preference



41



105



47



42



37



192

Technology adoption



Apprentices

Key features

- Multi-generational households
- Middle class comfort
- Union workers
- Older homes
- Bargain hunters
- Social media fans



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Head of household age

19–24	2.54%
25–30	1.86%
31–35	4.76%
36–45	228 35.09%
46–50	236 19.43%
51–65	23.76%
66–75	8.97%
76+	3.60%

Family structure

<i>With kids</i>	
Married	223 81.79%
Single male	1.36%
Single female	1.06%
Unknown status	0.78%
<i>Without kids</i>	
Married	13.35%
Single male	1.10%
Single female	0.38%
Unknown status	0.17%

Home ownership

Homeowner	93.96%
Renter	2.96%
Unknown	3.08%

Education

Less than high school	6.14%
High school diploma	34.01%
Some college	37.90%
Bachelor's degree	15.45%
Graduate's degree	6.50%

Estimated household income

Less than \$15,000	3.40%
\$15,000–\$24,999	4.05%
\$25,000–\$34,999	5.98%
\$35,000–\$49,999	14.17%
\$50,000–\$74,999	32.75%
\$75,000–\$99,999	23.60%
\$100,000–\$124,999	7.65%
\$125,000–\$149,999	5.99%
\$150,000–\$174,999	1.22%
\$175,000–\$199,999	0.52%
\$200,000–\$249,999	0.45%
\$250,000+	0.22%

Age of children

0–3	290 25.00%
4–6	289 23.95%
7–9	225 26.66%
10–12	291 29.39%
13–18	228 29.35%

Estimated current house value

Less than \$50,000	0.29%
\$50,000–\$74,999	2.54%
\$75,000–\$99,999	8.72%
\$100,000–\$149,999	275 36.35%
\$150,000–\$174,999	224 16.03%
\$175,000–\$199,999	11.55%
\$200,000–\$249,999	13.07%
\$250,000–\$299,999	6.37%
\$300,000–\$349,999	2.78%
\$350,000–\$399,999	1.28%
\$400,000–\$499,999	0.78%
\$500,000–\$749,999	0.22%
\$750,000+	0.01%

Length of residency

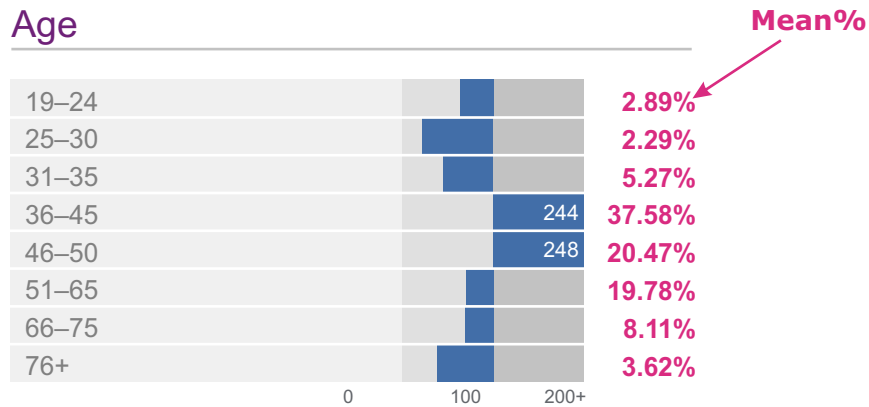
1 year or less	3.67%
2–3 years	4.19%
4–5 years	5.02%
6–7 years	6.00%
8–9 years	6.07%
10–14 years	17.02%
15–19 years	16.84%
20–24 years	11.11%
25+ years	30.10%

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.