

N47 Countrified Pragmatics

Modest income couples and singles living rural, casual lives

🏠 1.08% | 0.68% 👤



Who We Are

Head of household age 🎂

31–35

186 | 17.2%

Type of property 🏠

Single family

107 | 94.6%

Est. Household income 💰

\$50,000–\$74,999

144 | 26.9%

Household size 👤

1 person

194 | 63.8%

Home ownership 🤝

Unknown

171 | 11.7%

Age of children 🍼

7–9

104 | 12.8%

Channel Preference



59



54



50



47



7



16

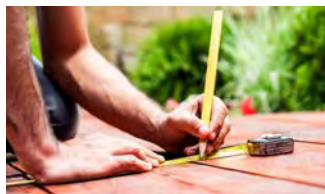
Technology Adoption



Wizards

Key Features

- Blue-collar and honest livings
- Politically disengaged
- Farming jobs
- Pickup owners
- Active outdoor lifestyles
- Modest housing



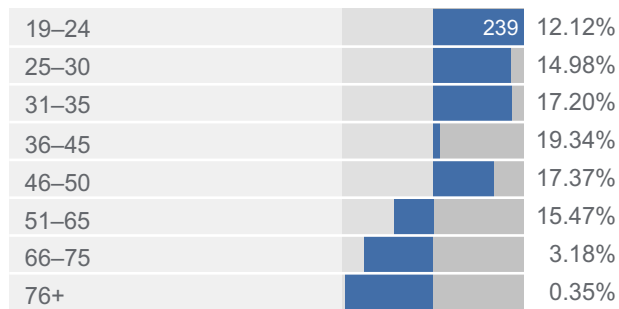
N47

Countrified Pragmatics

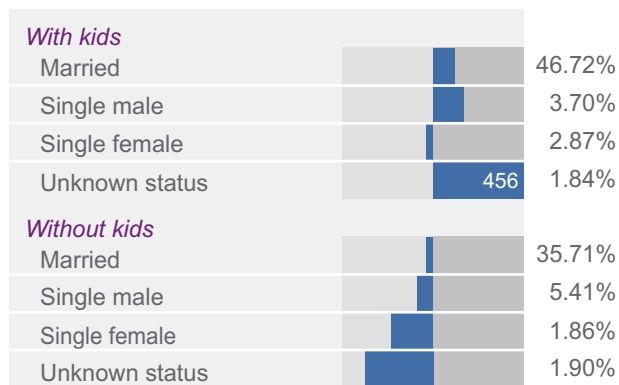
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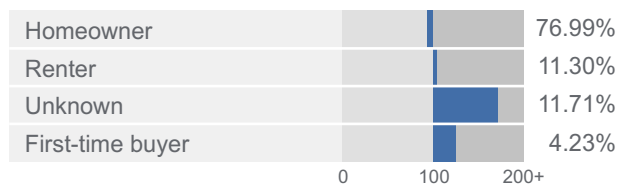
Head of household age



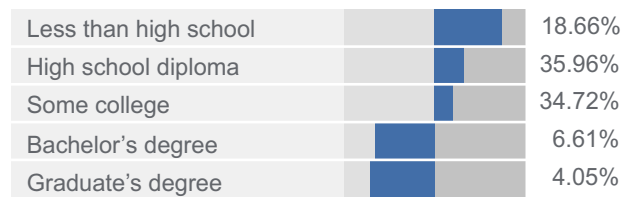
Family structure



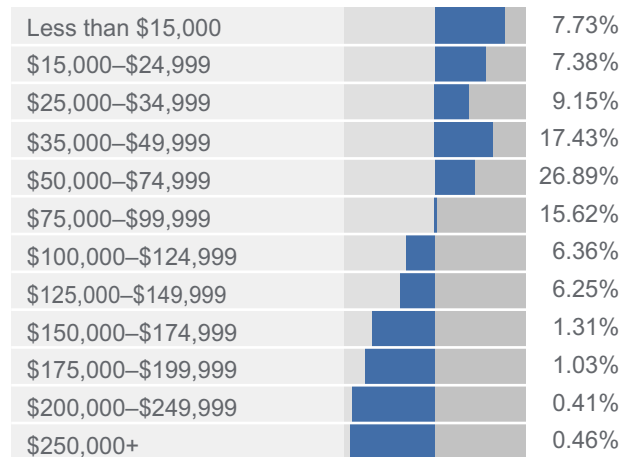
Home ownership



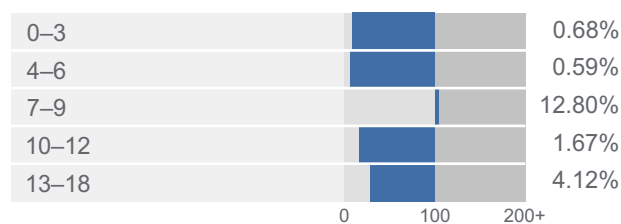
Head of household education



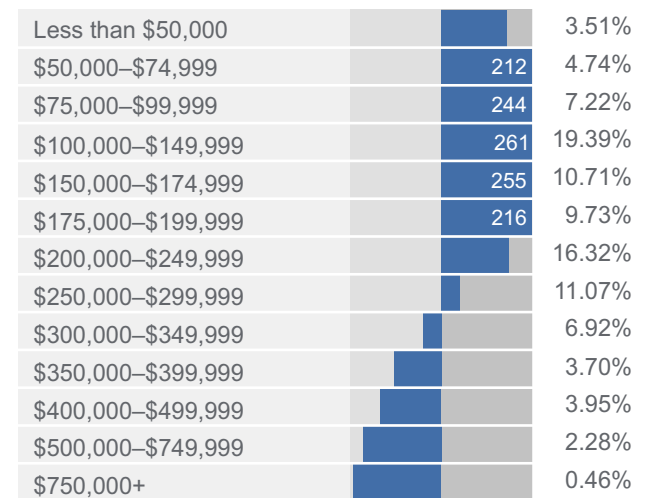
Estimated household income



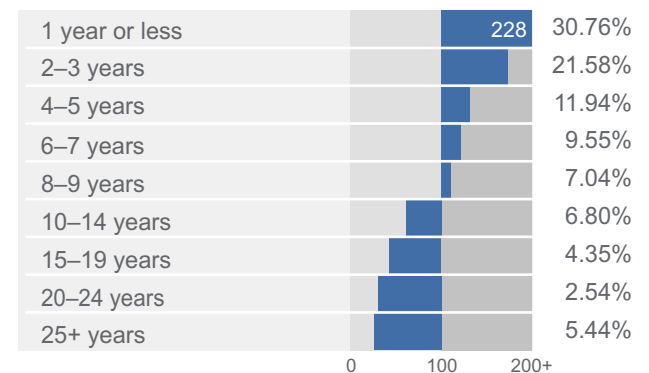
Age of children



Estimated current home value



Length of residency



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:

Head of household age



This shows that:

- 2.65% of Group D are aged 19–24
- 2.36% of Group D are aged 25–30
- 4.65% of Group D are aged 31–35
- 40.67% of Group D are aged 36–45
- 20.16% of Group D are aged 46–50
- 17.58% of Group D are aged 51–65
- 8.46% of Group D are aged 66–75
- 3.46% 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.

Type N47: Countrified Pragmatics

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How to Market

Portray your brand as being honest and as having integrity and pride in your products. These consumers appreciate the simple things in life. They are price-conscious but also consider themselves 'with the times' in terms of fashion preferences. Buy-One-Get-One offers help them stay trendy at prices they can afford. Share such an offer via TV—radio is for listening pleasures only, so ensure your brand message is not interrupting this. From a shopper perspective, this segment is a little more stuck in their ways and is averse to frivolous purchases. For services, market to Countrified Pragmatics using ads on smaller ticket items that can help make their lives simpler or their expenses cheaper.

Overview



Concentrated in the rural South, Countrified Pragmatics are mostly couples, over 80 percent being married, living in modern brick homes and double-wide manufactured homes on recently developed lots. Their ages vary from 20s to 60s and about half of the adults have children. Most are high school-educated, blue-collar workers in manufacturing, transportation and construction. Although many are dual-income households, incomes are below the national average, making for tight budgets and modest homes. This is the nation's top segment for mobile home ownership.

The lifestyle in Countrified Pragmatics is typical of many rural segments. These households like to spend their free time cooking, gardening, listening to music, doing quiet hobbies, and spending time with their pets. In their remote communities, few enjoy nightlife or cultural activities, and they travel rarely, except to a lake for swimming. They're not interested in most outdoor sports, other than traditional pursuits like fishing and hunting that put food (and jerky) on the table. Many missed the health revolution and admit that they eat plenty of fast food and dive into sugary desserts.

As shoppers, Countrified Pragmatics are value-conscious, pragmatic and informal. They tend to make most of their purchases at discount department stores, noting that they prefer bargains to designer clothes. They describe themselves as cash-and-carry kinds of consumers who don't carry credit cards and have high levels of distrust when investing with banks or Wall Street. Some are tech-shy, not yet carrying the latest smartphones or smart devices, but they do buy large flat-screen TVs.

Their taste in media reflects a bygone age. They rely on radio and TV to stay in touch with popular culture and read a few magazines and newspapers, paying particular attention to the classifieds. They use the internet, making a few purchases and obtaining information.

Most Countrified Pragmatics aren't registered with a political party, and those that do vote are split between parties. They're otherwise casual about their lifestyle; they enjoy their neighbors, go to dances and run an informal household. Using messages that portray that "buy American" image is more likely to engage the Countrified Pragmatic consumers.