

N46 True Grit Americans

Middle-aged, lower middle-class households in town and country communities located in the nation's midsection

1.2% | 1.02%



Who We Are

Head of household age



36–45

126 | 23.0%

Type of property



Single family

109 | 96.4%

Est. Household income



\$50,000–\$74,999

135 | 25.2%

Household size



1 person

123 | 40.5%

Home ownership



Homeowner

101 | 82.8%

Age of children



13–18

78 | 10.9%

Channel Preference



57



54



29



24



19



65

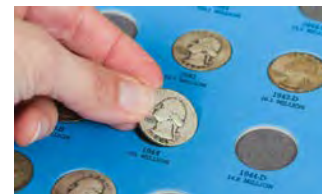
Technology Adoption



Wizards

Key Features

- Rural residences
- Live within means
- Basic cell phones
- Lower value housing
- Rodeos
- Blue-collar jobs



N46

True Grit Americans

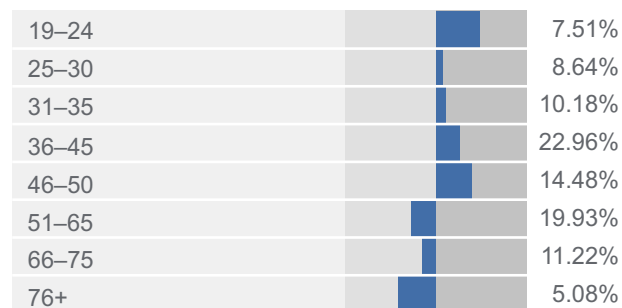
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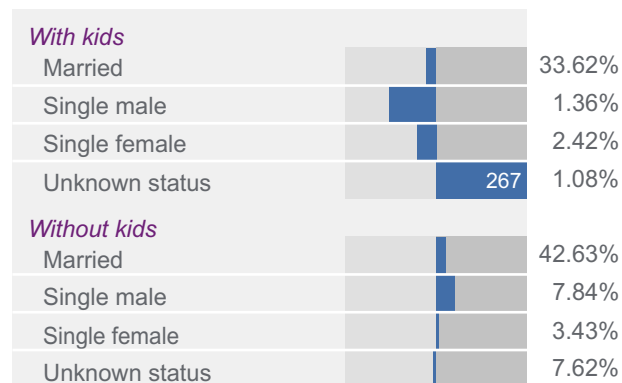
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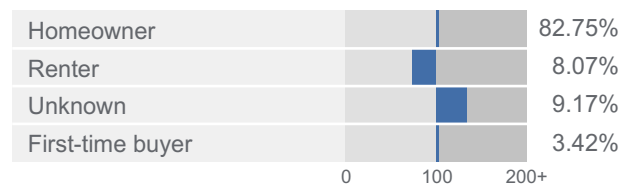
Head of household age



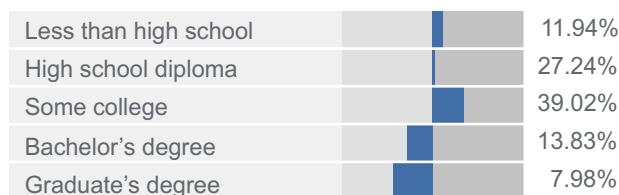
Family structure



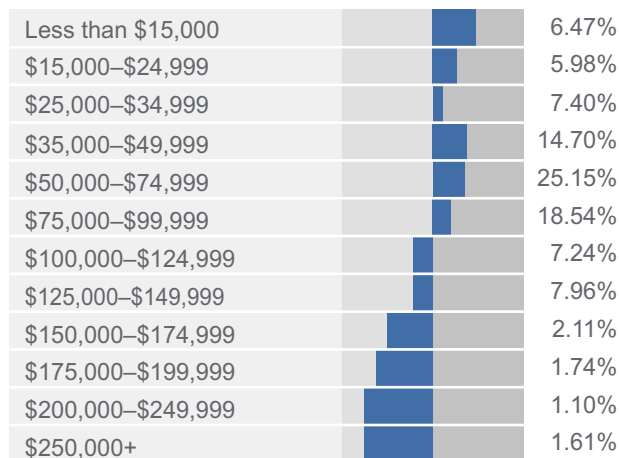
Home ownership



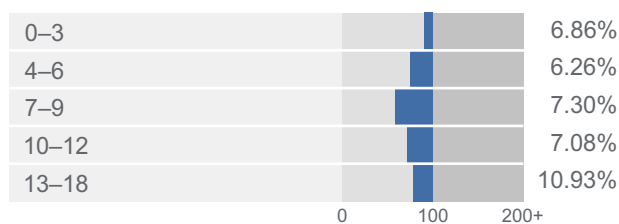
Head of household education



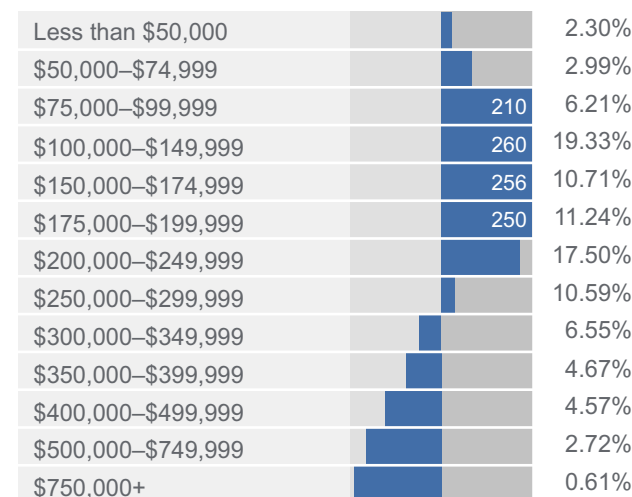
Estimated household income



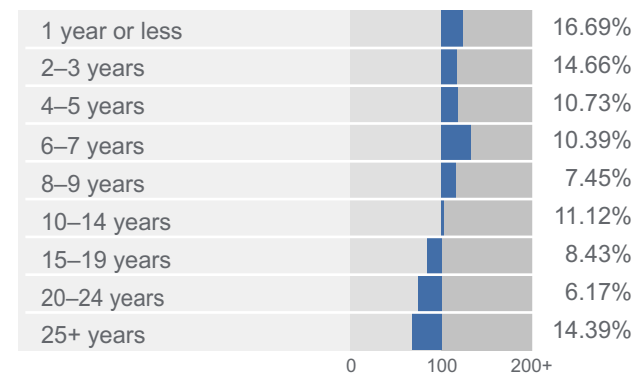
Age of children



Estimated current home value



Length of residency



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

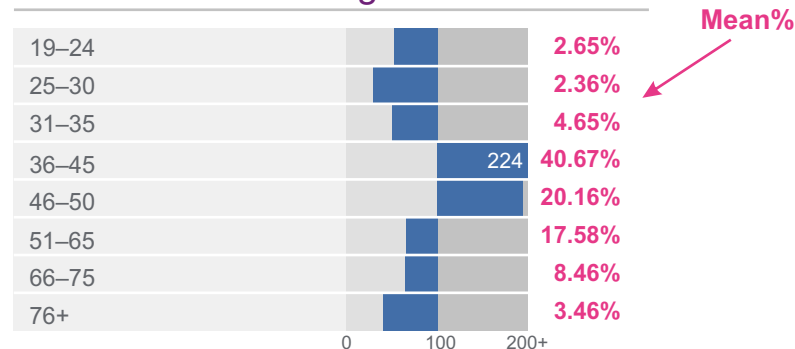
For each group and type, the charts show the **Means** and **Index** for each variable.

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 N46: True Grit Americans

Middle-aged, lower middle-class households in town and country communities located in the nation's midsection

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 True Grit Americans using ads on smaller ticket items that can help make their lives simpler or their expenses cheaper.

Overview



With many demographic patterns reflecting the general population, True Grit Americans are rustic, found in farming and small-town communities located mostly in the nation's midsection. These mostly empty-nesting couples with some singles have average educations and a median age of about 46. Their employment profile is similar to the national average, except for the disproportionate number of workers in blue-collar and farming occupations. Over 70 percent live in older homes built before 1980.

Thanks to low expenses, these households can afford active lifestyles. They're great fans of the outdoors and enjoy spending free time fishing, hunting and camping. These older Americans also like to spend time around the house reading, bird-watching and pursuing time-honored hobbies like needlework and collecting.

True Grit Americans prefer to shop at local stores rather than national chains, but if they can't get what they want, they'll travel more than an hour to mainstream and big-box retailers. This is "buy American" country where consumers look for trucks made by the likes of Ford, Dodge, and Chevy. They buy electronic gear less than the average consumer, and they find investing in stock too risky.

These hardy, rural families tend to embrace the traditional, and their consumption of media is lower than the national average. They read few magazines or newspapers, but when they do they are particularly interested in the classified ads. On the radio, they tune in to stations that play country and golden oldies. They watch a fair amount of TV, particularly early evening shows.

True Grit Americans are down-to-earth, practical people who cultivate old-fashioned values. They're politically split and religious. They're laid-back when it comes to money and materialism; they're uninterested in giving up family time to get a promotion and they couldn't care less about a closet filled with designer clothes.