

# N48 Rural Southern Bliss

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

1.3% | 1.5%



## Who We Are

Head of household age

51–65

116 | 31.6%

Type of property

Single family

110 | 97.5%

Est. Household income

\$35,000–\$49,999

195 | 20.7%

Household size

5+ persons

135 | 19.7%

Home ownership

Homeowner

102 | 83.6%

Age of children

0–3

163 | 12.3%

## Channel Preference



239



59



256



42



9



135

## Technology Adoption



Wizards

## Key Features

- Cable TV
- Limited discretionary spend
- Modest housing
- Multi-generational households
- Modest educations
- American cars



# N48 Rural Southern Bliss

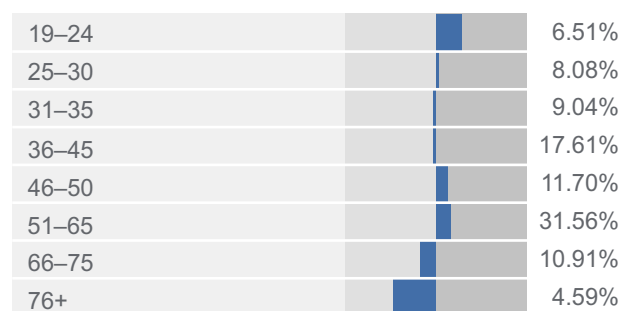
Lower to middle-income multi-generational families living in small towns



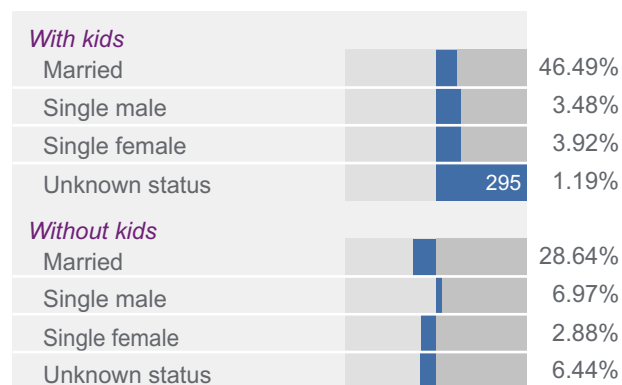
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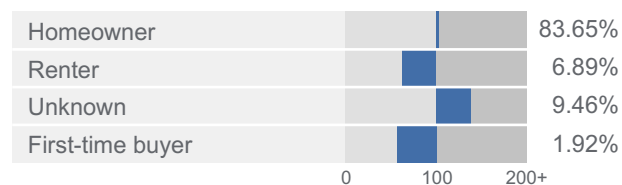
## Head of household age



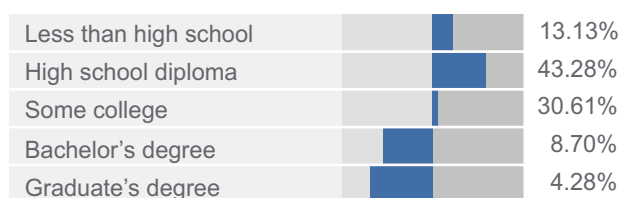
## Family structure



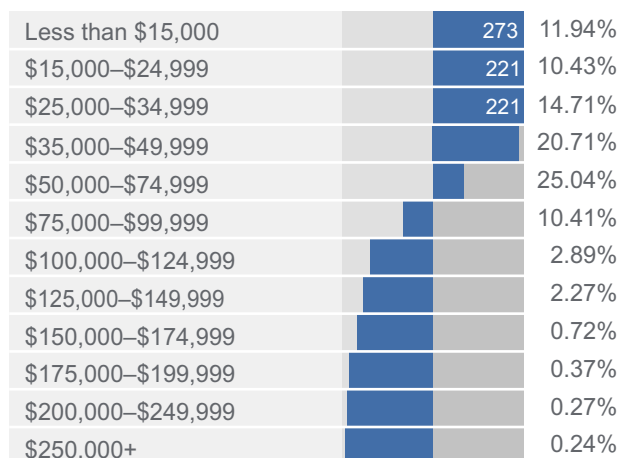
## Home ownership



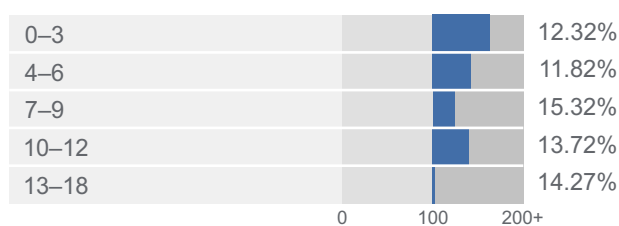
## Head of household education



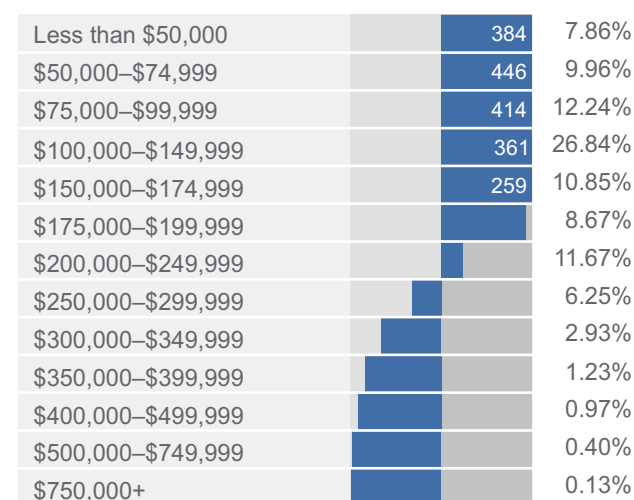
## Estimated household income



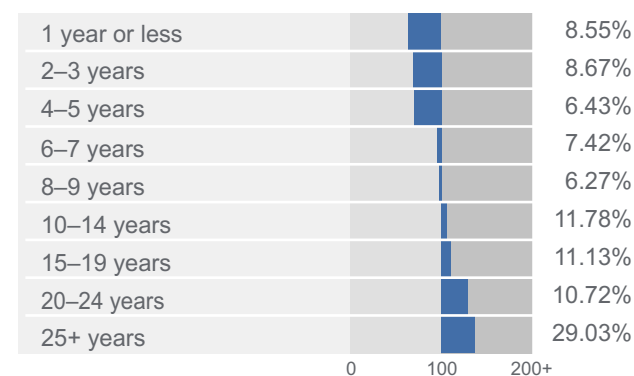
## Age of children



## 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 N48: Rural Southern Bliss

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

### 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 Rural Southern Bliss using ads on smaller ticket items that can help make their lives simpler or their expenses cheaper.

### Overview



Concentrated in small towns throughout the South, Rural Southern Bliss are older Americans with working-class lifestyles. More than half 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 \$100,000. 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, drama 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.