

# M44 Creative Comfort

Rural families with modest incomes and diverse household dynamics

🏠 1.32% | 1.65% 👤



## Who We Are

Head of household age 🎂

36–45

175 | 31.7%

Type of property 🏠

Single family

109 | 96.9%

Est. Household income 💰

\$50,000–\$74,999

164 | 30.7%

Household size 👤

2 persons

109 | 28.6%

Home ownership 🤝

Homeowner

104 | 85.4%

Age of children 🍼

4–6

484 | 40.2%

## Channel Preference



33



52



86



32



8



141

## Technology Adoption



Wizards

## Key Features

- Nearly half have large families
- Rural communities
- Working-class lifestyles
- Racing fan
- True browns
- Country life

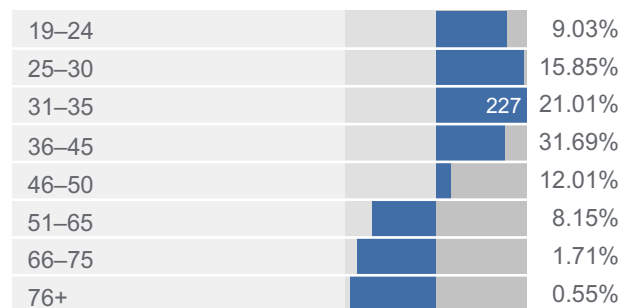


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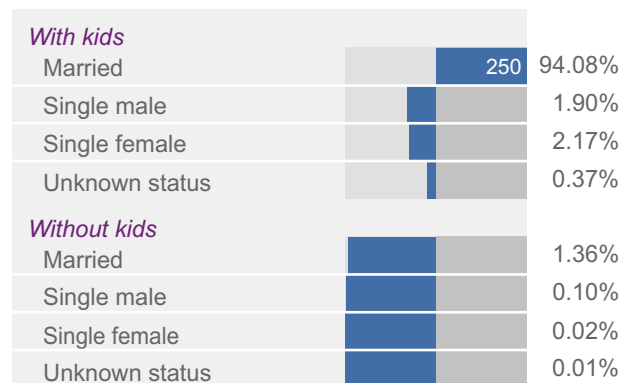
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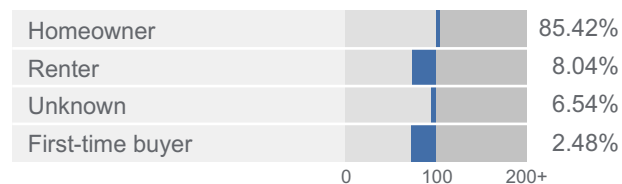
## Head of household age



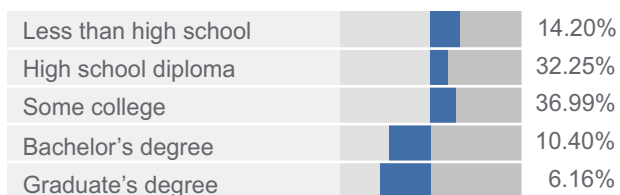
## Family structure



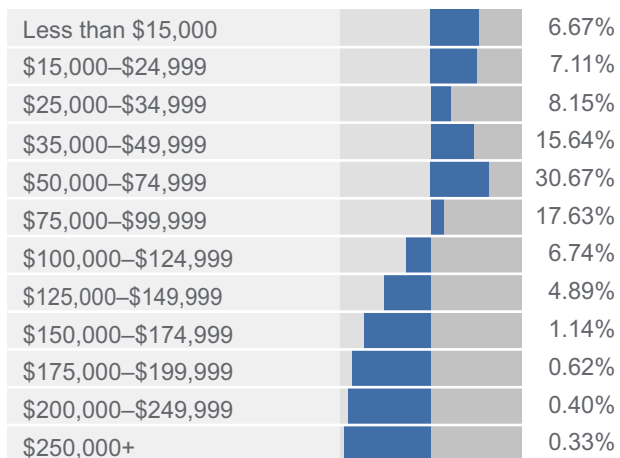
## Home ownership



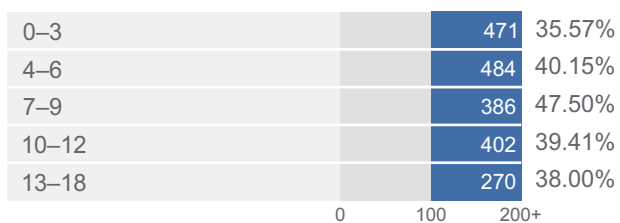
## Head of household education



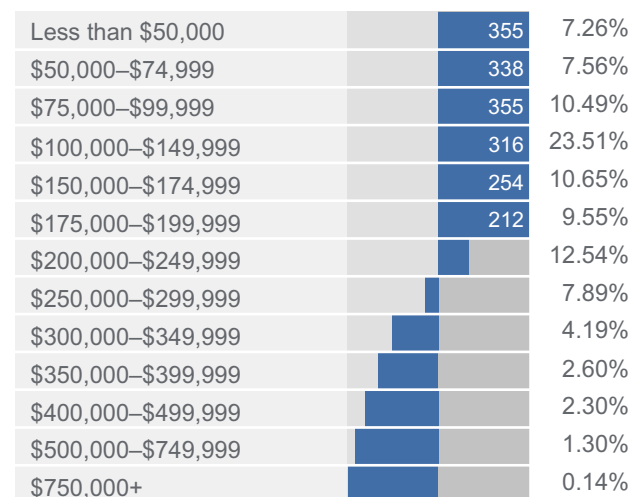
## Estimated household income



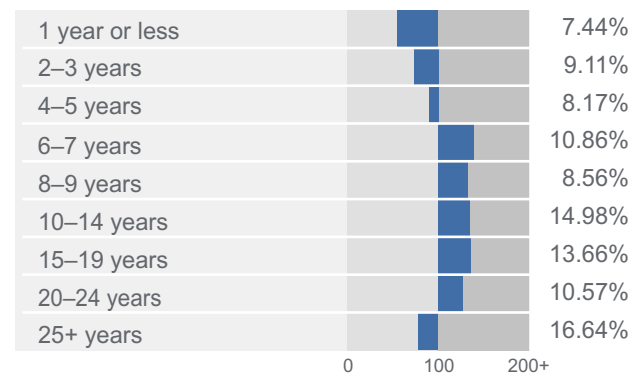
## Age of children



## 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 M44: Creative Comfort

Rural families with modest incomes and diverse household dynamics

### How to Market

Creative Comfort portray average Americans in many ways. Split politically, average in their tech adoption and proud working-class families—this audience is the lifeblood of America. From a marketing perspective, you can use the radio or social media to target these consumers as their attention between family and work can be scattered and they often consume media in the background to the more important aspects of their lives. They're not flashy but they are striving for better lives so marketing anything from financial and investment services, to children's toys and domestic travel opportunities can provide marketers with impactful campaigns. They want to appear trendy, but they recognize the value of a dollar. Resonate with their American home-grown values and conventions and focus marketing dollars on tailoring your messages to their work hard, play hard mentality—you will earn their customer loyalty in no time.

### Overview



Creative Comfort are large households—two thirds contain two or more children—and some also include aging seniors in addition to young adults. There's an old-fashioned pride in these communities. Many of the household heads grew up on area farms, married and have now moved into new subdivisions or mobile homes on large tracts of land. Although salaries are low, the dual incomes earned by these men and woman as construction workers, health care aides and retail clerks adequately support their lively, family-centered lifestyles.

Given the large families in this segment, most leisure activities involve kid-friendly venues like bowling alleys, and many hours are devoted to chauffeuring children to and from their activities. They're fans of outdoor sports such as baseball and basketball as well as NASCAR racing. For vacations, they tend to take driving trips, either in cars or RVs, to destinations where they can camp and fish. Creative Comfort also like to spend leisure time at home, cooking, playing games and doing crafts.

These households lack the discretionary income for luxury travel excursions or risky financial ventures. They have few investments; those they do have tend to be conservative products like saving bonds and CDs. With their homes located far from large malls, they're infrequent shoppers who tend to stick to discount department stores for clothing, sports equipment and children's toys. This target audience is technologically confident, though many are considered apprentices to electronic gadgets and apps. They're a particularly strong market for toys and games, particularly computer and video games. Many ignore designer fashion or trendy styles; these households don't care to stand out in a crowd.

Creative Comfort have a few subscriptions to newspapers and magazines and are avid radio listeners (particularly of the country and bluegrass genres). With the right message that portrays your brand as "America's choice", you too could be grabbing the attention and the spend of Creative Comfort consumers.

The conservative media tastes reflect the old-fashioned values of Creative Comfort. A number of these households are found in the Bible Belt, and they take their faith seriously. They go to church on Sunday and support conservative candidates during elections. Many are right-wing Republicans who support conservative social issues. At the grocery store, they are not concerned about additives or processed food. Indeed, many of these on-the-go families wish there were more fast food restaurants in their communities to help them keep their brood fed and happy.