experian.

I31 — Hard Working Values

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

🏠 1.03% | 1.51% 👤

Key Features

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

Who We Are

Head of household age 🎂	Type of property ⌂
36–45	Single family
191 | 34.6%	111 | 98.6%

Est. Household income 💲	Household size 👥
$50,000–$74,999	5+ persons
170 | 31.7%	172 | 25.0%

Home ownership 🤝	Age of children 🍼
Homeowner	10–12
114 | 94.2%	301 | 29.6%

Channel Preference

TV	✉	📻
44	105	41

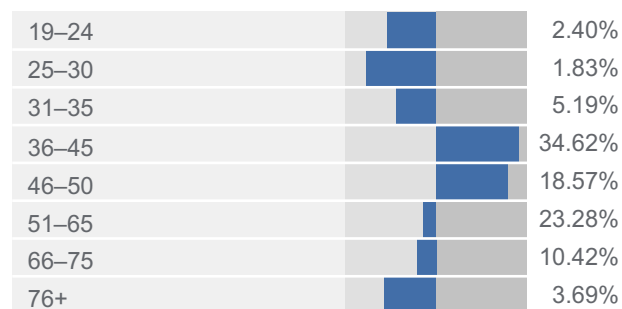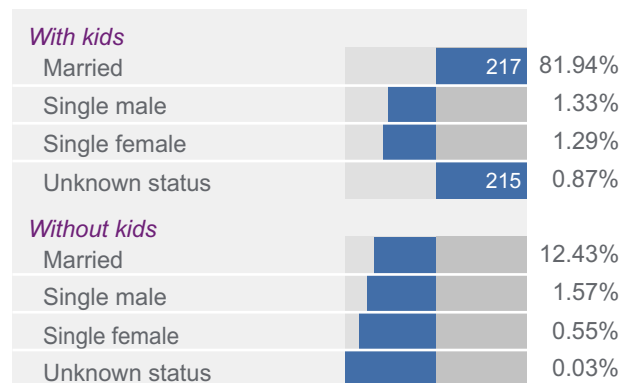| 💬	@	👍
49	35	198

Technology Adoption

Apprentices

I31 Hard Working Values
Established families in smaller cities and towns with solid blue-collar jobs

🏠 1.03% | 1.51% 👤

Head of household age
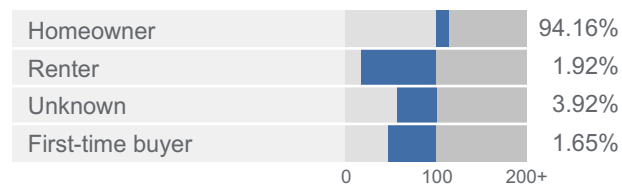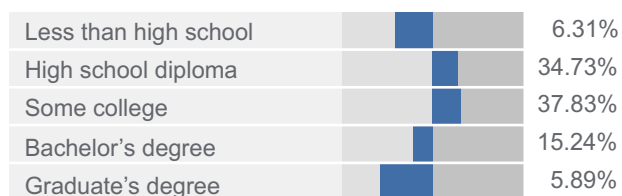
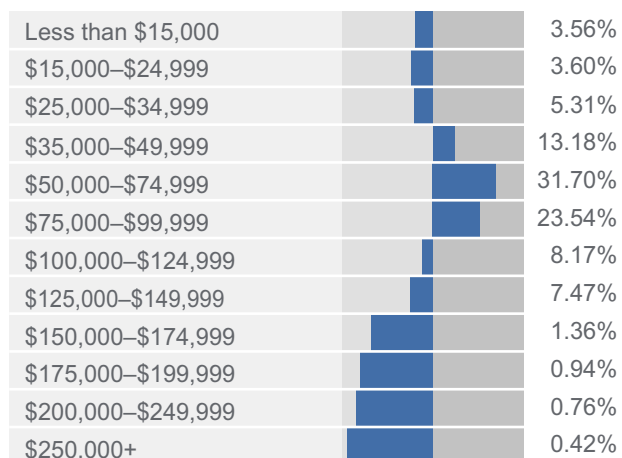| Age	%
19–24	2.40%
25–30	1.83%
31–35	5.19%
36–45	34.62%
46–50	18.57%
51–65	23.28%
66–75	10.42%
76+	3.69%

Family structure

With kids
	index	%
Married	217	81.94%
Single male		1.33%
Single female		1.29%
Unknown status	215	0.87%

Without kids
	%
Married	12.43%
Single male	1.57%
Single female	0.55%
Unknown status	0.03%

Home ownership

	%
Homeowner	94.16%
Renter	1.92%
Unknown	3.92%
First-time buyer	1.65%

Head of household education

	%
Less than high school	6.31%
High school diploma	34.73%
Some college	37.83%
Bachelor's degree	15.24%
Graduate's degree	5.89%

Estimated household income

	%
Less than $15,000	3.56%
$15,000–$24,999	3.60%
$25,000–$34,999	5.31%
$35,000–$49,999	13.18%
$50,000–$74,999	31.70%
$75,000–$99,999	23.54%
$100,000–$124,999	8.17%
$125,000–$149,999	7.47%
$150,000–$174,999	1.36%
$175,000–$199,999	0.94%
$200,000–$249,999	0.76%
$250,000+	0.42%

Age of children

	index	%
0–3	249	18.81%
4–6	287	23.86%
7–9	220	27.03%
10–12	301	29.56%
13–18	250	35.20%
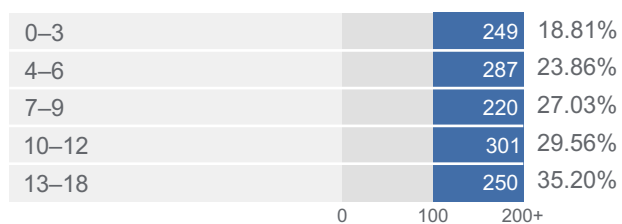
Estimated current home value

	index	%
Less than $50,000		0.50%
$50,000–$74,999		1.05%
$75,000–$99,999		3.16%
$100,000–$149,999	224	16.64%
$150,000–$174,999	292	12.23%
$175,000–$199,999	293	13.21%
$200,000–$249,999	225	21.10%
$250,000–$299,999		12.80%
$300,000–$349,999		7.84%
$350,000–$399,999		4.96%
$400,000–$499,999		4.81%
$500,000–$749,999		1.65%
$750,000+		0.04%

Length of residency

	%
1 year or less	3.57%
2–3 years	4.55%
4–5 years	4.53%
6–7 years	6.79%
8–9 years	5.65%
10–14 years	14.45%
15–19 years	15.10%
20–24 years	12.63%
25+ years	32.74%

Mosaic USA

Charts provide details of the key variables used to build and describe the Mosaic groups and types.
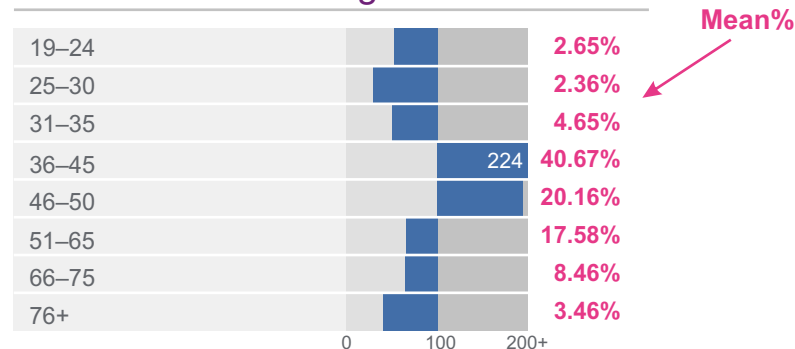
For each group and type, the charts show the **Means** and **Index** for each variable.

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:

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.

Head of household age

Age		Mean%
19–24		**2.65%**
25–30		**2.36%**
31–35		**4.65%**
36–45	224	**40.67%**
46–50		**20.16%**
51–65		**17.58%**
66–75		**8.46%**
76+		**3.46%**

0   100   200+

Mean%

Head of household age

**Index 100
(USA average)**

Age		Index
19–24		2.65%
25–30		2.36%
31–35		4.65%
36–45	224	40.67%
46–50		20.16%
51–65		17.58%
66–75		8.46%
76+		3.46%

0   100   200+

Index below 100   **Index above 100**

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.

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+

Type I31: Hard Working Values

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

How to Market

As a marketer, your approach to Hard Working Values should be unsurprisingly geared toward family. You have a variety of media outlets at your disposal with this segment who consume all forms of content at or around the national average—including online. The caveat to online is, however, that they are much less likely to convert digitally. Lastly, price and quality in combination (not one or the other) will spur these consumers to open their wallets. They're much more likely to visit an outlet mall for brand name goods at a discount price than to hit the retailers' main stores.

Overview

Concentrated in Great Lakes towns and industrial cities, Hard Working Values resembles a blue-collar version of the American dream. Its households are mostly filled with married couples in their 40s and 50s with children—and about a fifth of the homes are shared with young adults. Their educational levels are about average, and the labor force is diversified, although the highest concentration works in well-paying blue-collar jobs. This segment also has one of the highest rates in the nation for union members. The multiple earners help maintain their older homes on large lots, and there's plenty of disposable income left over to support comfortable, mid-scale lifestyles.

Hard Working Values enjoy suburban family-centered lifestyles. On a Friday night, they like sitting with friends while playing cards and board games. If they go out, it's typically to a movie, bar, or casual restaurant that serves country-style cuisine. These small-town consumers enjoy shopping at home improvement stores and online. They like the latest consumer electronics but they're value conscious and regularly hold out for a sale before hitting a mall. They patronize discount clubs and mid-market retailers like JCPenney, Hallmark and BJ's Wholesale Club. Although these consumers would like to gain some status recognition by owning a flashy imported car, they usually settle for a used rugged truck or minivan that's made in the US.

Hard Working Values tend to be a middling segment when it comes to media. These folks listen to the radio each day for the weather report as well as 80s tunes and head-banging rock. They go online slightly more than the average, typically for Pinterest ideas or travel planning. They do enjoy shopping online—and visit online discount sites well above the national average. They will also rearrange their schedules to watch TV programs; they like to watch game shows, NFL games and sitcoms as a family. When the commercials come on, they stay tuned for the newest BOGO or other incentive to buy a quality American-made product.

This lifestyle type is on an even keel and politically centered. They believe in the primacy of the family and like spending time with close friends. The issues they care about are all over the ideological map; at the ballot box, they vote Republican, Democrat or Independent. Not overly ambitious, they typically care little about striving for a promotion at work. In their

towns, where so many factory jobs have disappeared in recent years, Hard Working Values are just happy to have a decent-paying job.