

N49

Touch of Tradition

Working-class, middle-aged couples and singles living in rural homes

🏠 0.73% | 0.52% 👤



Who We Are

Head of household age 🎂

46–50

432 | 44.9%

Type of property 🏠

Single family

108 | 96.2%

Est. Household income 💰

Less than \$15,000

336 | 14.7%

Household size 👤

1 person

165 | 54.3%

Home ownership 🤝

Homeowner

101 | 82.8%

Age of children 🍼

7–9

76 | 9.3%

Channel Preference



54



33



52



8



4



26

Technology Adoption



Wizards

Key Features

- Frugal-minded
- Farmers and blue-collar jobs
- Politically unaffiliated
- Outdoor leisure
- There's more to life than sports
- Budget trendsetters



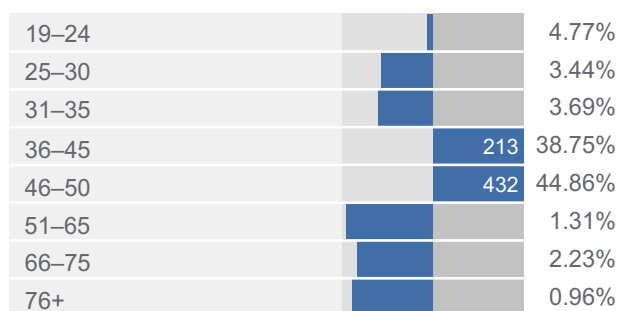
N49

Touch of Tradition

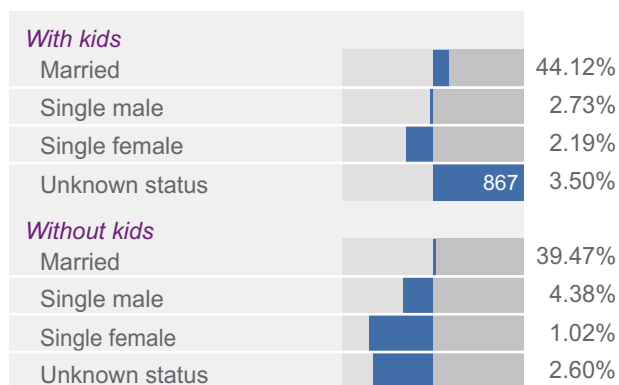
Working-class, middle-aged couples and singles living in rural homes

0.73% | 0.52%

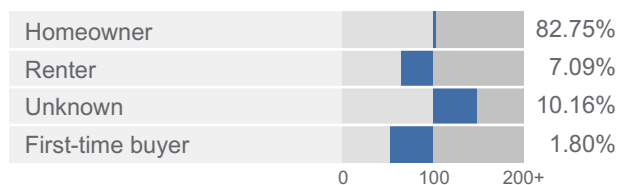
Head of household age



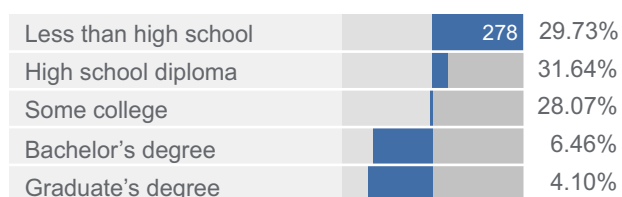
Family structure



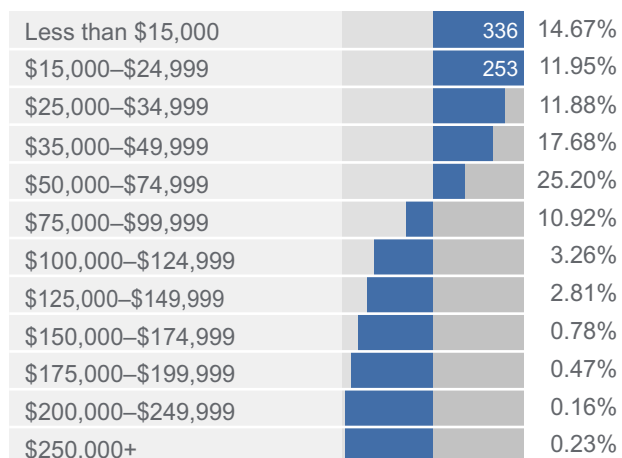
Home ownership



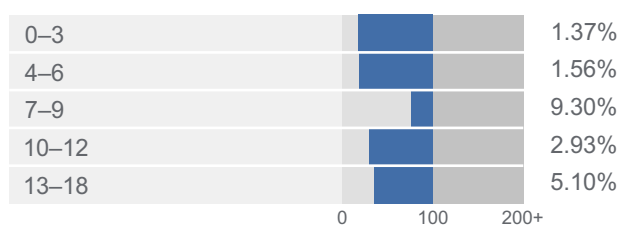
Head of household education



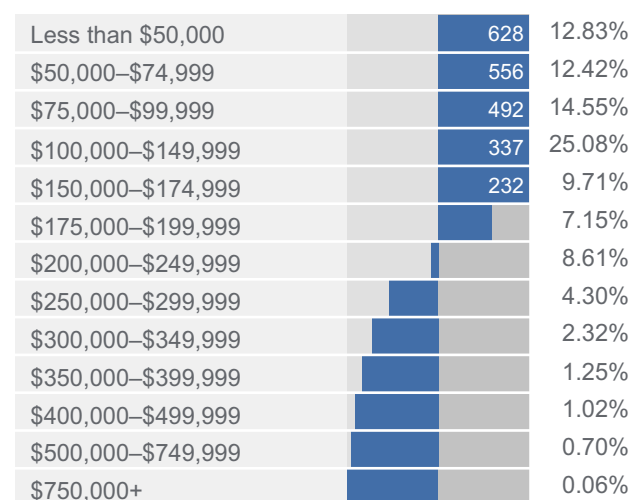
Estimated household income



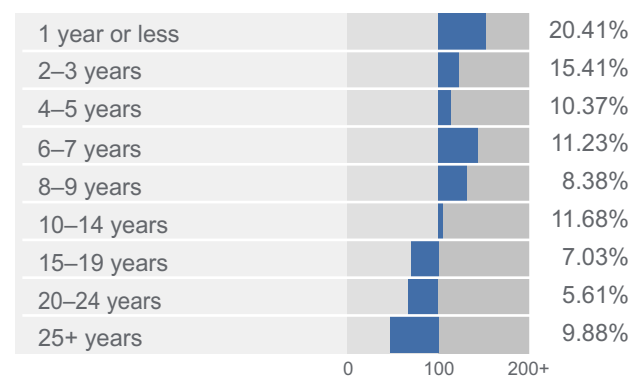
Age of children



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 N49: Touch of Tradition

Working-class, middle-aged couples and singles living in rural homes

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 Touch of Tradition using ads on smaller ticket items that can help make their lives simpler or their expenses cheaper.

Overview



Touch of Tradition live in small, isolated communities that are home to no more than a few thousand inhabitants spread across a rural landscape. Many towns are so small that they typically consist of little more than a church, campground and a general store that doubles as a cafe. These households tend to contain middle-aged couples and singles living in mostly compact houses and mobile homes. With their modest educations, most work at blue-collar and service jobs. Even though a small percentage works as farmers, the number is over four times the national average. The pay is low, but expenses are also modest, and these folks have crafted

unpretentious lifestyles in their remote settings.

Touch of Tradition have old-fashioned agrarian lifestyles. Many enjoy a close relationship with nature, and their favorite leisure activities include fishing and horseback riding. Although they rarely travel to big cities for culture and nightlife, they may enjoy going to a country music concert. These folks also pursue a number of home-based hobbies—cooking, gardening, needlework and playing a game of cards.

As consumers, Touch of Tradition like to shop at local stores where they can find their favorite brands. However, many are willing to travel long distances to discount department stores where they can find a bargain and more fashionable choices. They're a strong market for off-price designer labels and sports equipment to support their outdoor excursions. These are Americans who display their guns in stylish cabinets and stow their fishing tackle in the beds of their large trucks. Although they're utilitarian in their approach to cars—they need to get from point A to point B over rugged roads—they still are impressed by the latest options. They almost exclusively buy used cars and trucks made in America.

When it comes to media, these households are also loyal to traditional channels. They turn on the TV for dramas, sitcoms, game shows and early evening shows. Music is an important part of their life, and they tune in to the radio on their typically long drives—even for routine chores—to listen to country tunes. It's tough to find a newspaper that's delivered to their door each day, but they do enjoy printed magazines about outdoor recreation. They're much less likely to enjoy digital media, and few carry cell phones, though some use their phones for work and others have adopted them as they became more useful to their day-to-day life.

Despite the isolation of rural living, many Touch of Tradition describe themselves as traditionalists who want to preserve their way of life. They tend to be religious and socially conservative. They care about their families and their neighbors, and they're willing to volunteer for a good cause in the community.