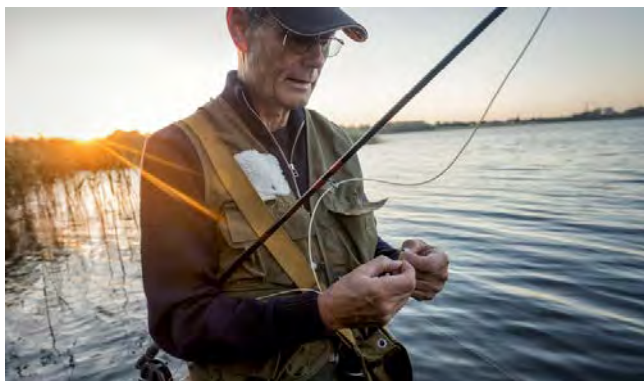


J35 Rural Escape

Sophisticated, established couples and singles living comfortable lives in rural towns

🏠 2.21% | 2.25% 👤



Who We Are

Head of household age 🎂

66–75

289 | 38.1%

Type of property 🏠

Single family

110 | 97.3%

Est. Household income 💰

\$35,000–\$49,999

179 | 19.0%

Household size 👤

2 persons

127 | 33.1%

Home ownership 🤝

Homeowner

113 | 92.7%

Age of children 🍼

7–9

26 | 3.2%

Channel Preference



18



45



3



3



17



34

Technology Adoption



Novices

Key Features

- Country living
- Modest educations
- Risk averse
- Outdoor activities
- Traditional media
- Satellite TV

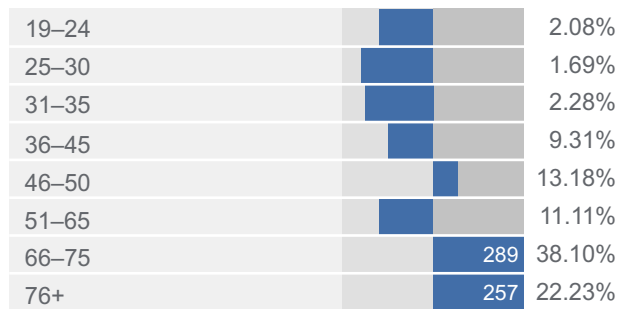


J35 Rural Escape

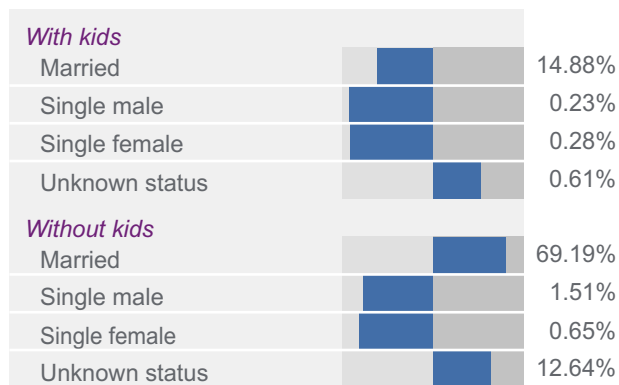
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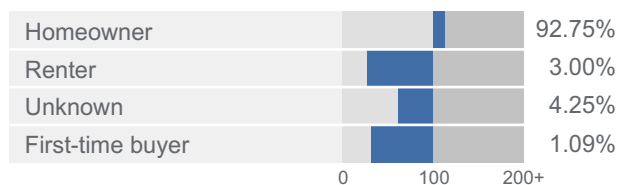
Head of household age



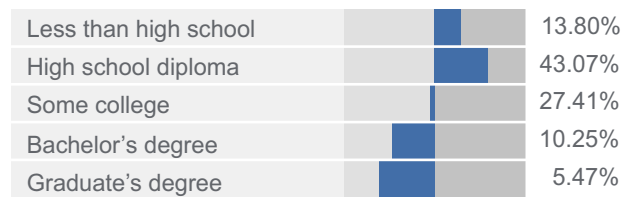
Family structure



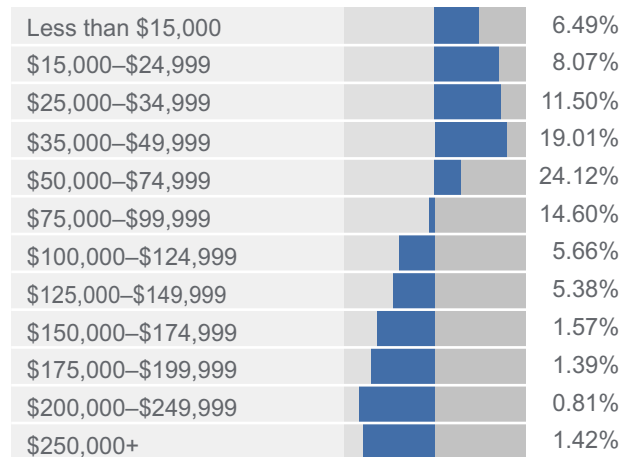
Home ownership



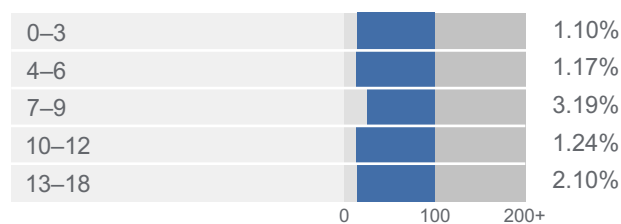
Head of household education



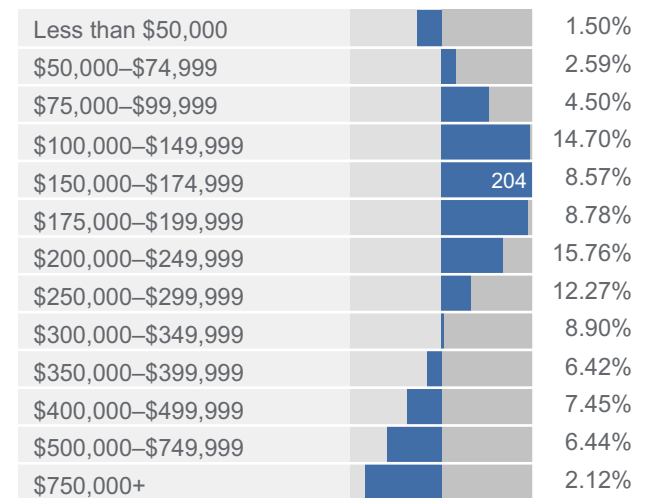
Estimated household income



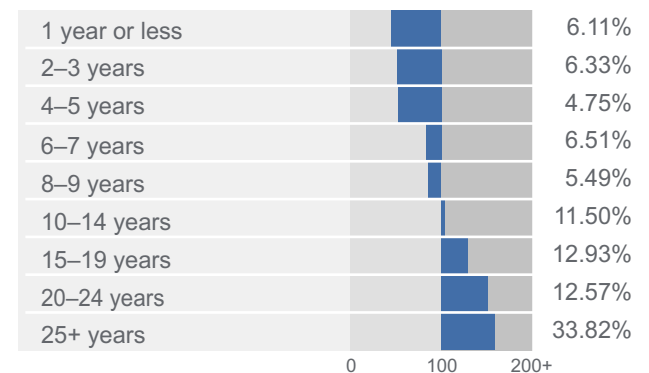
Age of children



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 J35: Rural Escape

Sophisticated, established couples and singles living comfortable lives in rural towns

How to Market

To ensure your brand messages grab the attention of Rural Escape consumers, resonate with their core American ideals of honor, respect, loyalty and pride. For your call to action, leverage loyalty programs and put your best foot forward when it comes to fostering this customer relationship. Outstanding customer service is key to maintaining this loyal consumer market.

Overview



The most geographically isolated of all segments, Rural Escape are middle-class retirees who like the comforts of rural living. These older Americans—two thirds are over 65—tend to live in small Midwestern and Southern towns far from the major population centers. Most have no children but of those who do, they have grown and are no longer living at home. Rural Escape have high school educations and modest houses or manufactured homes. The sixty percent of adults who aren't yet retired work at a wide range of blue-collar jobs, though farming is still a major occupation in these communities. Everyone seems happy with a lifestyle that's

colored by an old-fashioned agrarian sensibility.

Rural Escape like the simple life. They enjoy home-based hobbies such as cooking, gardening and collecting coins, as well as time honored pursuits like hunting and fishing. While stepping out for an evening often involves a hefty drive, they might make the trip for a family-style restaurant or an occasional evening at a country music concert. Their idea of a vacation might be taking an RV to a campground and spending time at the lake or checking out a plot of woods known for its rare birds. Living life simply, they tend to have a good pillow of savings, with a median annual discretionary spend of \$14,000.

For Rural Escape, their traditional lifestyle infuses their value system. Home and family are important to these Americans, and they like to spend time with their extended families. They tend to be spiritual people who attend Sunday services.

Politically, they are primarily Republicans, and if not, have a conservative stance; though fifteen percent are unregistered and never cast their votes.

When it comes to advertising, Rural Escape are receptive to brands that exemplify American values at their core—honest work, quality products, pride, and they value customer service and loyalty program rewards. Flashy incentives are not typically worthwhile marketing tactics for this audience.