

N

Pastoral Pride

Eclectic mix of lower middle-class consumers who have settled in country and small town areas

🏠 4.32% | 3.71% 👤



Who We Are

Head of household age <p>46–50</p> <p>184 19.1%</p>	Type of property <p>Single family</p> <p>109 96.4%</p>
Est. Household income <p>\$50,000–\$74,999</p> <p>137 25.5%</p>	Household size <p>1 person</p> <p>130 42.7%</p>
Home ownership <p>Homeowner</p> <p>100 81.9%</p>	Age of children <p>7–9</p> <p>96 11.8%</p>

Channel Preference

126	52	123
33	10	75

Key Features

- Rural living
- Working class sensibility
- Limited investments
- Tech wizards
- Satellite TV
- Blue-collar jobs

Technology Adoption



Wizards

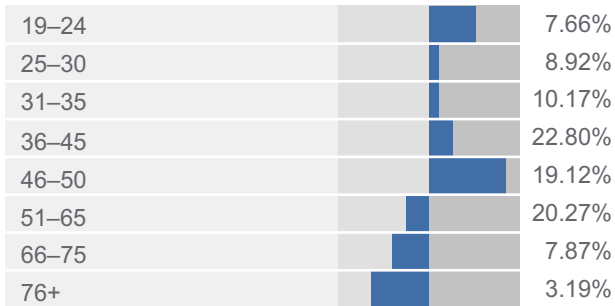


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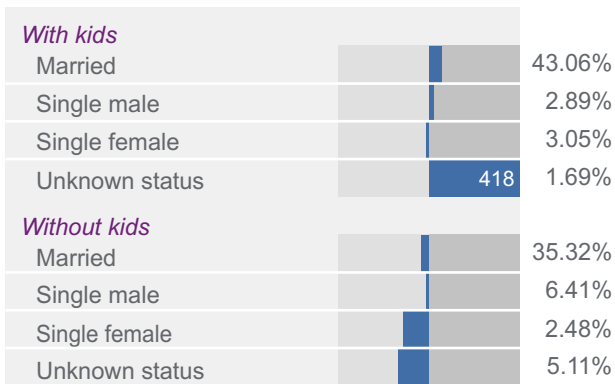
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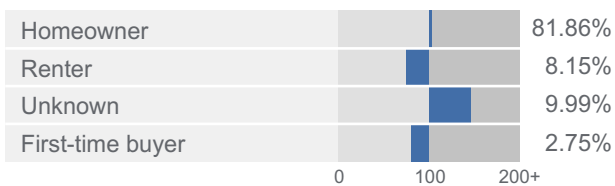
Head of household age



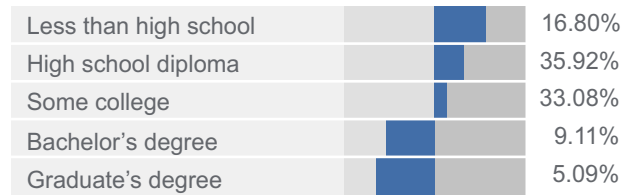
Family structure



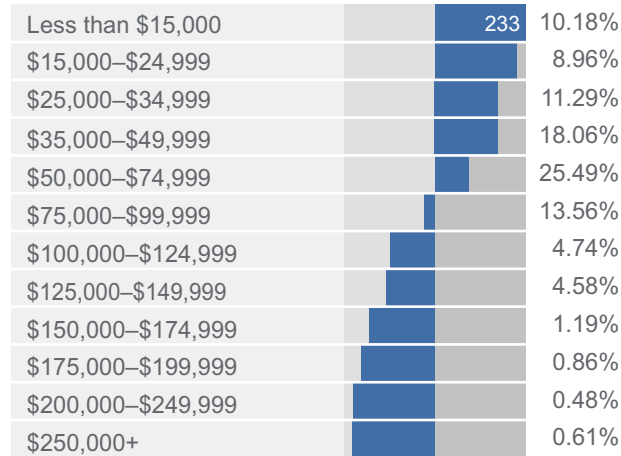
Home ownership



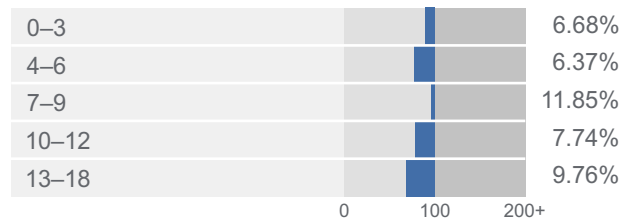
Head of household education



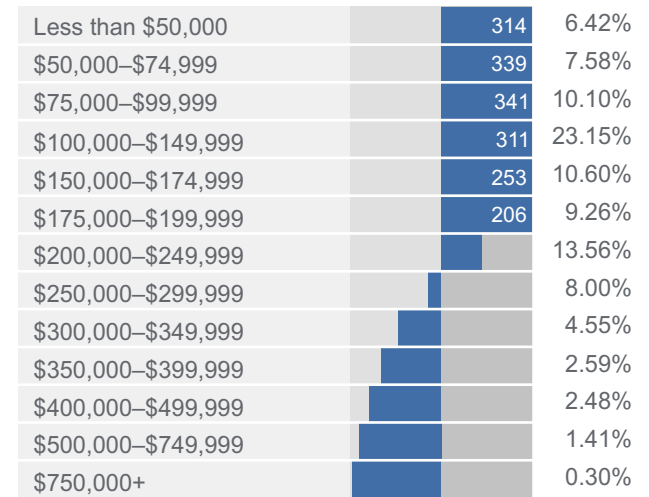
Estimated household income



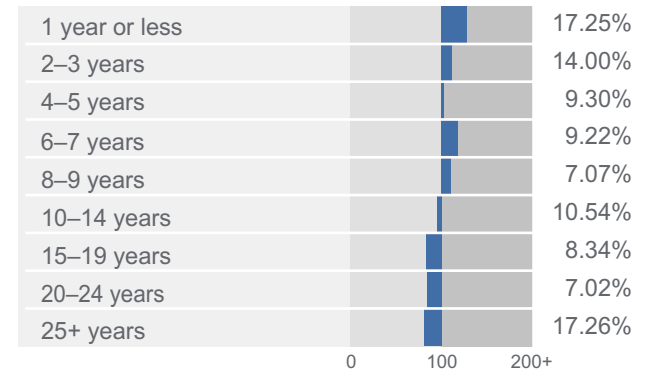
Age of children



Estimated current home value



Length of residency



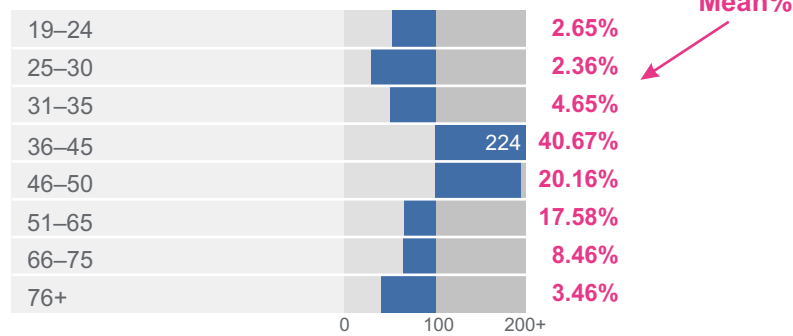
Charts provide details of the key variables used to build and describe the Mosaic groups and types.
 For each group and type, the charts show the **Means** and **Index** for each variable.

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:

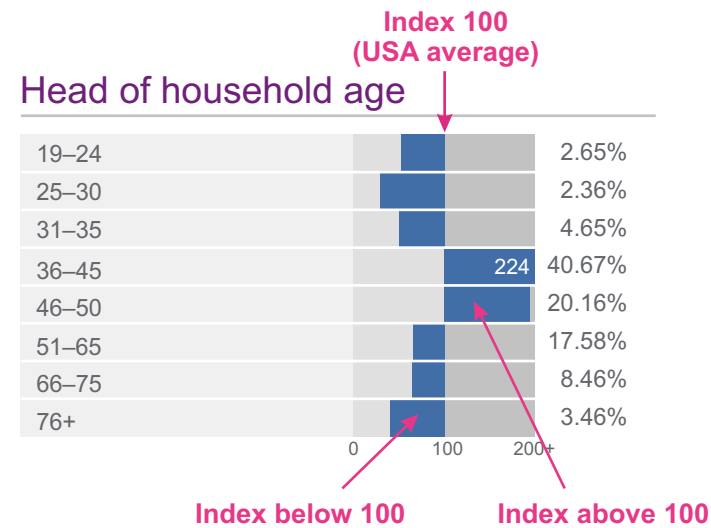
- 2.65% of Group D are aged 19–24
- 2.36% of Group D are aged 25–30
- 4.65% of Group D are aged 31–35
- 40.67% of Group D are aged 36–45
- 20.16% of Group D are aged 46–50
- 17.58% of Group D are aged 51–65
- 8.46% of Group D are aged 66–75
- 3.46% of Group D are aged 76+

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.

Group N: Pastoral Pride

Eclectic mix of lower middle-class consumers who have settled in country and small town areas

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 Pastoral Pride using ads on smaller ticket items that can help make their lives simpler or their expenses cheaper.

Overview



The four types in Pastoral Pride are concentrated in small, country towns and characterized by modestly-educated middle-aged couples and divorced or widowed individuals. About half have children still at home. Having settled in towns far from the urban centers, they enjoy their homes, their sleepy country communities and their steady, blue-collar and service sector jobs. In their communities where solitude and self-reliance are cherished, they've managed to fashion a simple, unpretentious lifestyle.

Pastoral Pride are scattered across America's rural landscape, where most are found in isolated communities in the South and Midwest. Almost 80 percent of households own their homes, which tend to be modest ranch houses, farmhouses and bungalow homes built during the last century. Most have lived at the same address for fewer than ten years which indicates a trend of movement among this segment. With their low mortgages and limited expenses, many can devote more money to fancier trucks or muscle cars, typically bought used and perhaps retrofitted to handle the rugged roads.

Getting a college education is not a priority in Pastoral Pride. In high school, sports are bigger than academics. Most household heads earned a high school diploma and possibly an associates' degree, but only around 9 percent have gone on to receive a bachelor's degree or higher.

Most in this group landed blue-collar or service-sector jobs in construction, transportation, public administration or health care. Wages are below average and household incomes typically are less than \$75,000.

With households located far away from malls and movie theaters, Pastoral Pride like to spend their leisure time enjoying the outdoors as well as getting together with friends. Entertainment typically involves playing cards, attending a potluck dinner or watching a game on TV. When they take a vacation, most travel by car or truck and stay within the US.

Like other older, small-town consumers, Pastoral Pride have a preference for brands made in the US, or at least portray similar values of having consistent products made by honest people. They tell researchers that discount department stores are just as good as upscale chains and they are perfectly happy shopping for clothes and household goods at Walmart, Family

Dollar and Dollar General. These consumers are split between tech wizards and late adopters, limiting most of their electronics purchases to TV technology.

In their remote communities, Pastoral Pride are average media fans. Many subscribe to newspapers and pay particular attention to the front page section. They describe magazines as a source of entertainment, reading a mix of outdoor recreation and home-based titles. On TV, they tune in to dramas, game and reality shows as well as early evening shows—often via a satellite dish.

Pastoral Pride has an increasing interest in digital media, aligning closer with the average consumer, and has been using the internet to socialize, make personal purchases, and make informed buying decisions.