

I30

## Potlucks and the Great Outdoors

Comfortably established, middle-income couples with children living in suburbia

🏠 1.95% | 2.72% 👤



### Who We Are

Head of household age 🎂

51–65

106 | 28.9%

Type of property 🏠

Single family

110 | 97.9%

Est. Household income 💰

\$50,000–\$74,999

142 | 26.5%

Household size 👤

5+ persons

175 | 25.4%

Home ownership 🤝

Homeowner

114 | 94.1%

Age of children 🍼

13–18

194 | 27.3%

### Channel Preference



26



48



8



13



26



143

### Technology Adoption



Apprentices

### Key Features

- Country living
- Outdoor activities
- Blue-collar jobs
- Non-environmental
- Conservative views
- Motor sports fans



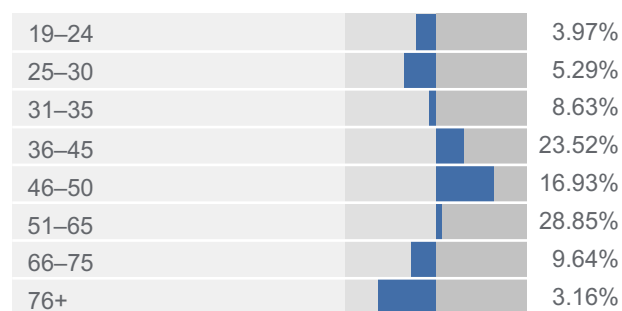
# I30

## Potlucks and the Great Outdoors

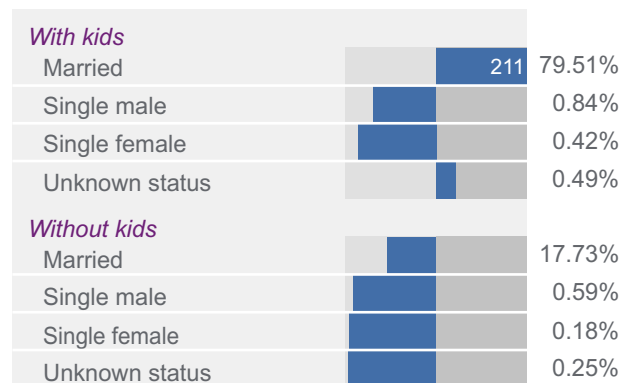
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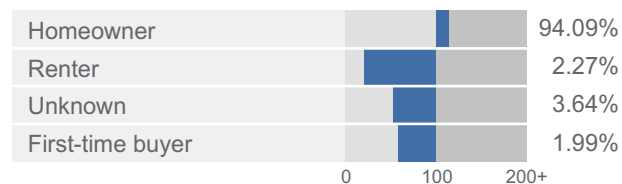
### Head of household age



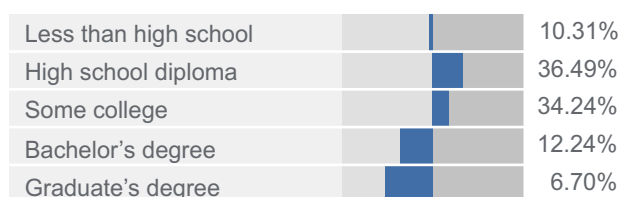
### Family structure



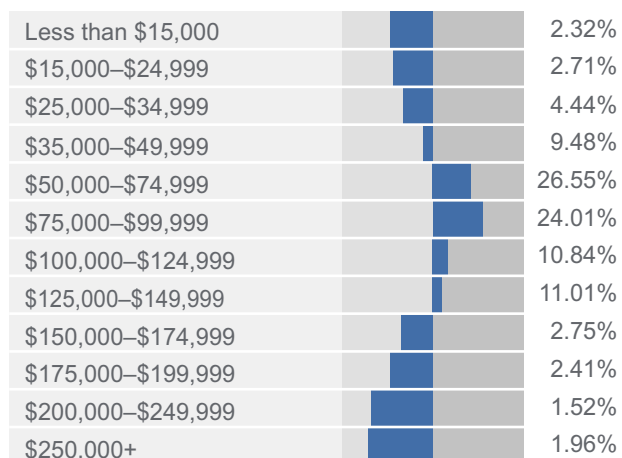
### Home ownership



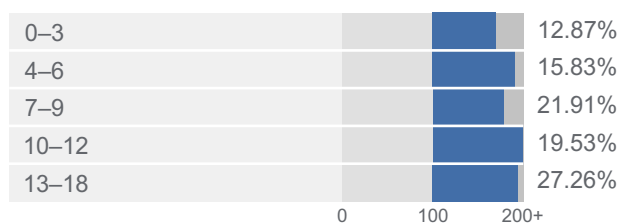
### Head of household education



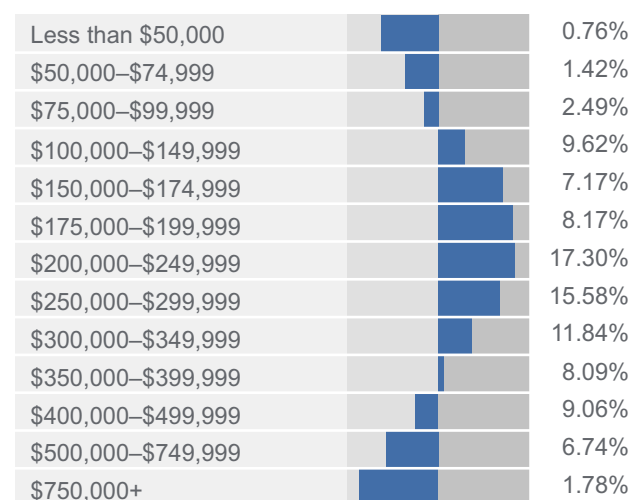
### Estimated household income



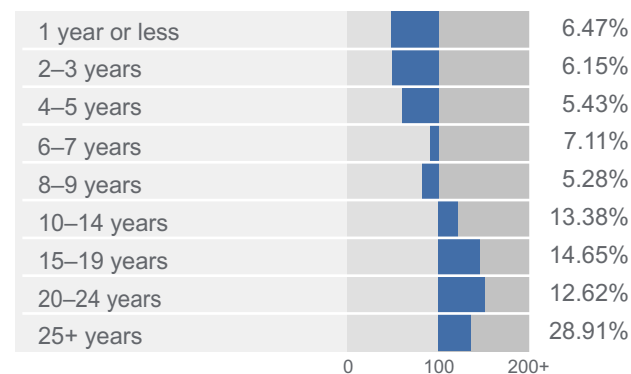
### Age of children



### Estimated current home value



### Length of residency



Charts provide details of the key variables used to build and describe the Mosaic groups and types.

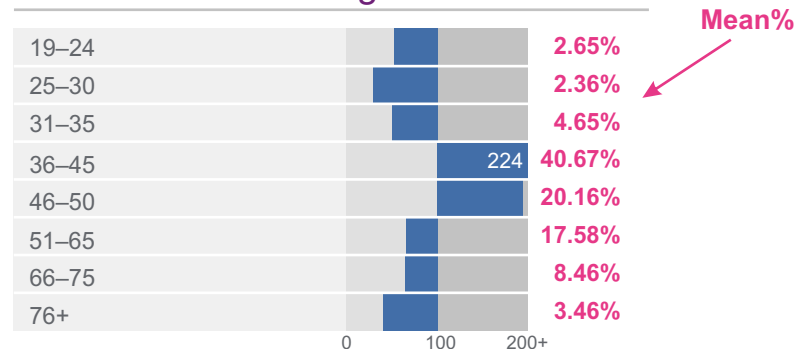
For each group and type, the charts show the **Means** and **Index** for each variable.

## 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:

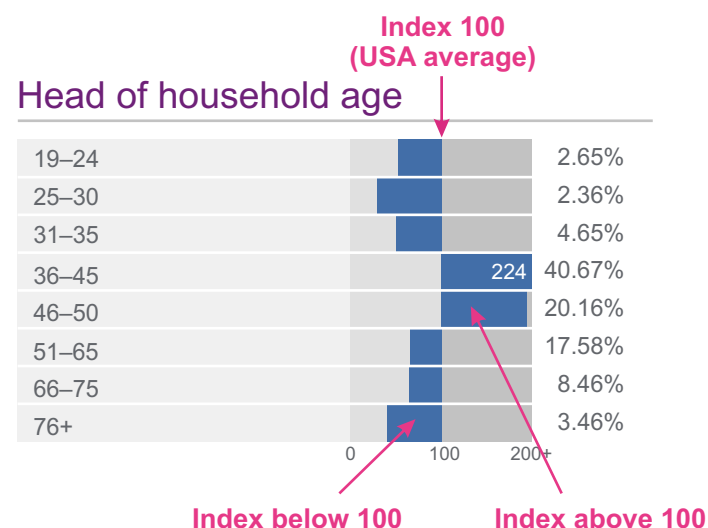
- 2.65% of Group D are aged 19–24
- 2.36% of Group D are aged 25–30
- 4.65% of Group D are aged 31–35
- 40.67% of Group D are aged 36–45
- 20.16% of Group D are aged 46–50
- 17.58% of Group D are aged 51–65
- 8.46% of Group D are aged 66–75
- 3.46% of Group D are aged 76+

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 I30: Potlucks and the Great Outdoors

Comfortably established, middle-income couples with children living in suburbia

### How to Market

As a marketer, your approach to Potlucks and the Great Outdoors 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



Potlucks and the Great Outdoors contain mostly middle-class families and some empty-nesters living in suburban and rural communities. The adults have turned high school diplomas and some college education into decent wages from a mix of farm and blue-collar jobs. Their kids are mostly teenagers and young adults, either grown and out of the house or soon to be. Their houses, situated on substantial lots, are large enough to be a bargain at a less-than-average \$200,000. Far from urban centers, the neighborhoods where this segment lives are safe where no one worries about crime or violence.

Potlucks and the Great Outdoors engage in a traditional small-town lifestyle. Individuals in this segment are fresh air-lovers who like to hunt, fish, and camp. In their homes, they enjoy gathering with friends and extended family for potluck dinners and card games. These households have average disposable income to spend on their homes, frequenting antique shows, bird-watching and gardening on the weekends. Additionally, every summer, these people look forward to the arrival of a state fair or country music festival.

If Potlucks and the Great Outdoors have any consumer obsession, it's with the large SUVs, vans and full-sized pickups they typically buy to handle their rough country roads and off-road excursions to fishing and hunting spots. They're not huge on traveling abroad, but they do like piling into an RV for summer vacations to nearby state parks.

Financially conservative—they think that it's risky to invest on Wall Street—Potlucks and the Great Outdoors are shoppers who like brands that portray an American-made image of quality and loyalty to its customers. They like to buy classic clothes at discount retailers or order apparel and do-it-yourself merchandise from online discount and bid sites like eBay.

With their modest educations, these households tend to have middle-of-the-road media tastes. They like reading newspapers, listening to country radio and watching game shows and reality shows. They're big fans of motor sports and can't get enough of NASCAR. They have only a middling interest in magazines, but they do subscribe to outdoor recreation titles that reflect their rough and tough interests.

In this segment, people are more concerned about family than the larger community. They're traditionalists on social values, and vote Republican on Election Day and describe themselves as conservative.