

Key Features

- Married with children
- Large detached households
- Agricultural and professional mix
- Modest incomes
- Multiple cars at home
- Regular sports participation



Rurban Lifestyle are families who live in rural settings within reach of urban opportunities. They enjoy country homes but can work and play in the city when they choose. Good incomes allow them to live comfortably.

These married couples are typically in their forties, fifties or older. Some still have children living with them; others have seen their children grown up and leave home. Most were born in Ireland, with some born in the UK.

The majority of this group live surrounded by fields and must drive to the nearest town or city. A smaller number of residents live in leafy suburbs at the periphery of regional cities. Their pleasant, detached homes are spacious and have ample-sized gardens. Valued at above-average prices, these properties are either owned outright or with a mortgage.

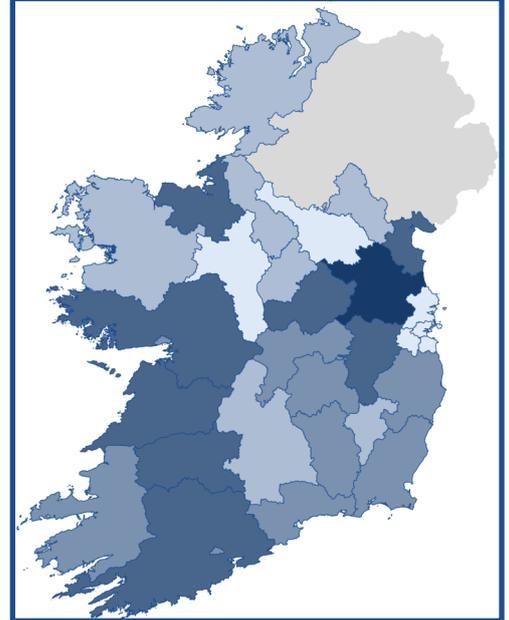
Jobs are usually in professional, managerial or higher-level administrative roles. Some of this group are directors; a number of successful farmers also live among them.

Cars are essential in these out-of-the-way locations, and households often own more than one. Employees working in cities commute by car, contributing to high overall mileage.

With good disposable incomes, these people can afford to buy quality products. However, local shopping opportunities are often limited. For items not readily available nearby – for example, DIY tools or nice wines – they may save themselves a trip by buying online.

They are reasonably knowledgeable about financial matters. They may have multiple savings accounts, and many are contributing to pension schemes.

They own home computers and smartphones. The internet is a valued source of information and research, though some households might suffer from slower broadband speeds. Many of this group also read newspapers to keep themselves informed.



Mosaic Types:

J26 Provincial Prosperity

J27 Country & Business

J28 Rural Nesters

J29 Comfortable Fringe

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