

# Delivering Desirable Psychographics

Educated, family-oriented, discerning consumers provide a foundation for spending habits

**58%**

Are  
Married

**71%**

Own  
Home

**59%**

College  
Educated

**52%**

Full-Time  
Employed

**\$79k**

Average  
HHI



**The Country Music audience over-indexes on these psychographic qualities making them a strong consumer target for lifestyle brands and discretionary spending.**

Source: 2015 GfK MRI Doublebase Study

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