

Ludowici, GA

Mosaic: Segmentation

Calculated using TAS Retrieval

Latitude: 31.713172 Longitude: -81.746064

Mar 3, 2020



Regional Trade Area

		2019 Households		2019 U.S Households		
Rank	Tapestry Segment	Percent	Cumulative Percent	Percent	Cumulative Percent	Index
1	N48: Gospel and Grits	19.6%	19.6%	1.5%	1.5%	13
2	O51: Digital Dependents	17.0%	36.6%	3.6%	5.1%	5
3	M44: Red, White and Bluegrass	8.8%	45.3%	1.6%	6.7%	5
4	L43: Homemade Happiness	8.1%	53.4%	2.0%	8.6%	4
5	N47: Countrified Pragmatics	7.4%	60.8%	0.7%	9.4%	10
		60.8%		9.4%		
6	O55: Family Troopers	6.6%	67.4%	1.6%	11.0%	4
7	O52: Urban Ambition	4.7%	72.1%	1.2%	12.2%	4
8	N49: Work Hard, Pray Hard	3.9%	75.9%	0.5%	12.7%	8
9	Q64: Town Elders	3.5%	79.4%	4.2%	16.9%	1
10	F23: Families Matter Most	2.3%	81.7%	0.9%	17.7%	3
		20.9%		8.4%		
		81.7%		17.7%		

