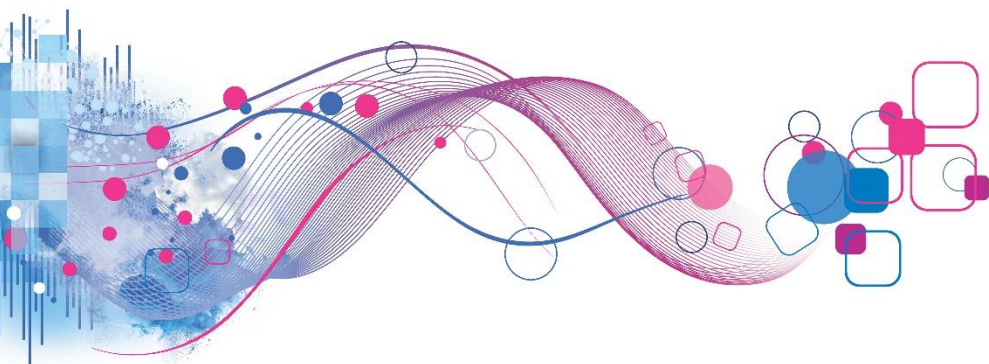




Mosaic[®] USA

Type A05 Description



Type A05: Couples with Clout

Highly-educated mobile couples living life to the fullest in affluent neighborhoods



Couples with Clout are the wealthiest of America's consumers under 40 and happily pursuing the good life. These married, highly-educated couples tend to live in pricey homes in the nation's largest metros and suburbs. Many households contain dual earners with high salaries from jobs in management and white-collar professions. They maintain well-diversified investment portfolios and have plenty of insurance to protect their assets, as they've accumulated many. Couples with Clout are typically found either in downtown neighborhoods or close-in suburbs. But this is a mobile segment—often on the hunt for a better job or house.

Half have been at the same residence for fewer than three years.

Couples with Clout have plenty of disposable income to indulge in travel and leisure activities like boating, mountain biking, and even theme parks that entertain their teenagers as well. Couples with Clout are extremely social and most of them are out and about enjoying numerous life enriching experiences. Concerts, zoos and aquariums, dancing, nightclubs and live theatre performances to name just a few.

Fitness-minded, these couples devote a lot of their income to healthy living. They exercise regularly at private health clubs and pursue sports such as rock climbing and skiing. They're big on aerobic exercise and enjoy working out on cardio machines, lifting weights and doing yoga. They consider their diet to be fairly healthy and tend towards healthy fast food options, but they also qualify as foodies. They take their roles as health and fitness influencers seriously.

Couples with Clout find joy in consumption. Most are in the market for a new vehicle, new or used, and they like to buy CUVs and imported sedans filled with the latest high-tech options. They are Technology Journeymen—slightly ahead of the curve and they own a variety of consumer electronics. They enjoy shopping at high-end retailers for clothes, athletic gear and interior design products. They frequent all major housewares chains.

Couples with Clout are excellent consumer targets across all media channels. They are receptive to learning about the latest and greatest in products and services while watching cable or streaming TV. Mobile SMS and email are also great mediums for reaching and resonating with this audience. The only type of advertising they do not prefer brands use to reach them is radio.

Couples with Clout regularly go online to watch TV programs, download music, and shop at Amazon. Expedia.com is another site that doesn't surprise us as being visited at high rates by these consumers. ESPN.com and the Food Network are also popular sites visited, telling us they are sports-minded and again, foodies. Facebook, Pinterest and Twitter are hang-out spots and you will always find their LinkedIn accounts up to date.

Contact information



experianmarketingsolutions@experian.com



experian.com/mosaic



(877) 902-4849

