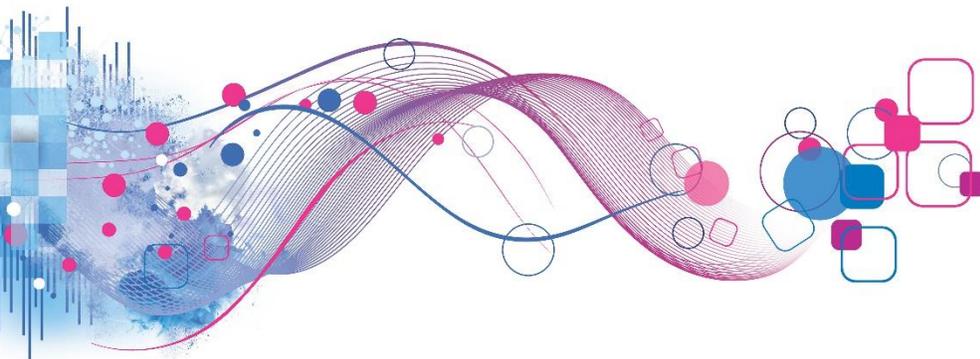




Mosaic[®] USA

Type H29 Description



Type H29: Destination Recreation

Middle-aged, midscale couples enjoying active lifestyles in the suburbs



Destination Recreation are mostly middle-aged couples who've recently settled in exurban towns and fringe suburbs. Although some of the communities with high concentrations of members are well-known resort towns—like Hilton Head, S.C.; and Killington, Vt.—these Americans aren't the fabulously rich visitors who arrive annually. Most of these households are middle-class, between the ages of 35 and 50, and working at sales or blue-collar jobs. Many have jobs that help to keep these recreational and tourism destinations ticking. They may be couples, singles or divorced individuals, but nearly all are homeowners and are married without kids.

They tend to be mobile and have purchased their new and unpretentious homes within the past 5 years.

Destination Recreation typically contain dual-earners in order to support their middle-class lifestyles. They're big outdoorsy types who enjoy a myriad of outdoor sports; they like to fish, swim, boat and hike through the parkland near their homes. They also appreciate city nightlife and make the drive into towns to go to nightclubs and bars, and are massive fans of 60s, 70s and 80s music.

Selective consumers, these households look for products that are low-cost and long-lasting. They tend to shop at discount clothing stores, looking for bargains rather than designer brands and sometimes utilize coupons. When they go to a car dealership, they might kick the tires to make sure the vehicle—often a pickup—can handle the rough roads. They're likely to go online to compare product pricing and specs before making a purchase.

Destination Recreation are eclectic media consumers, with average interest in traditional media and above-average use of the internet. They like to subscribe to magazines that indulge their interest in sports and health, and on TV they particularly enjoy movies and situation comedies. Mostly, though, they're turning to the internet for their information and entertainment.

To reach this audience, marketers should know that they're pretty laid-back and apolitical. Over forty percent belong to no particular political party and they typically describe themselves as middle-of-the-road. There aren't many hot-button issues in their neighborhoods; they rarely worry about crime, pollution, or global issues. In fact, they tell researchers they're mostly content and not interested in making waves—either at work or at home. These folks subscribe to a 'live and let live' philosophy.

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