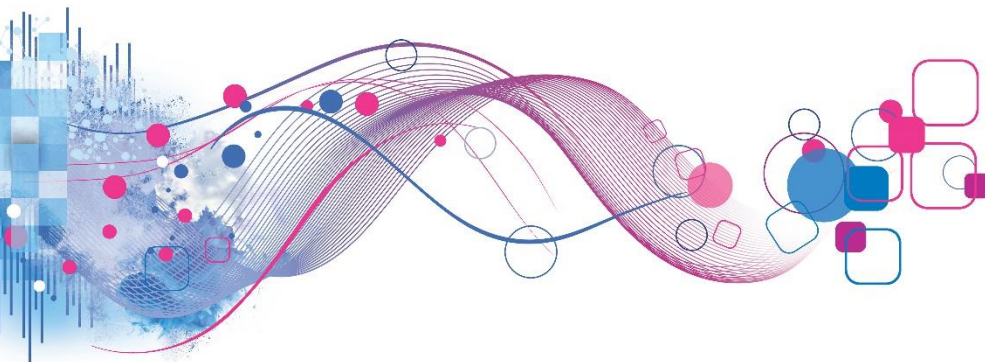




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Type D17 Description



Type D17: Cul de Sac Diversity

Cultured families settled in new suburban neighborhoods



Cul de Sac Diversity is a prime example of America's increasingly ethnically diverse population. This segment is characterized by married couples in their 30s and 40s with children living in upper middle-class comfort. These households are proud of their heritage and, while very fluent in English, some tend to speak their native languages at home. They typically own mid-priced homes in recently-built suburban subdivisions. These well-educated households—a third contains someone with a college degree—earn good salaries from a mix of career fields. Cul de Sac Diversity live in areas undergoing rapid turnover thanks to new development.

Most families in this segment have lived at the same residence for fewer than seven years.

Cul de Sac Diversity pursue lifestyles dedicated to active family fun. Children in the household are mainly middle and high school age so they're big on team sports like soccer and baseball; the adults enjoy individual activities such as jogging and surfing. Weekends are for taking the kids to museums, zoos, aquariums and, for a splurge, theme parks. Parents like to go out to movies, nightclubs and dancing. These households like to eat out, frequenting family-friendly establishments.

As consumers, Cul de Sac Diversity make a strong market for mainstream brands. At brick-and-mortar stores they like to shop with friends and family members in order to get everyone's opinions on potential purchases. And it's hard to find a sporting goods store that they don't shop at. This segment is a marketer's dream when it comes to picking the right message in the right channel. Cul de Sac Diversity prefer learning about brands via mobile SMS and while watching or streaming TV and radio. The only channel they respond less to is email.

They appear to shop everywhere from online mid-high end retailers, e-tailers, and online bid marketplaces like eBay to the traditional brick-and-mortar store or outlet mall.

Cul de Sac Diversity believe in home and family, but they also recognize that they need to work to get ahead. They look at their work as a career, not a paycheck, and many would like to get ahead or start their own business. They also worry that they haven't saved enough for the future and they are wary of letting others invest their money. Although they're not that politically active, they describe themselves as centrists and are generally more conservative.

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