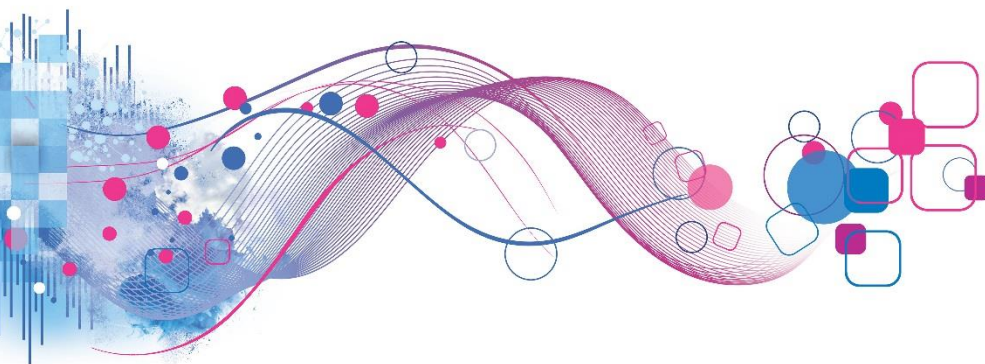




# Mosaic<sup>®</sup> USA

Type K38 Description

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## Type K38: Modern Blend

Comfortably established singles and couples living suburban lifestyles



Modern Blend are singles, couples and divorced individuals with a mix of high-school and college graduates. There's a multicultural atmosphere to their dense urban neighborhoods concentrated in the New York metro area. Nearly two thirds of households live in apartments, priced out of owning town houses and condos. In their 40s and 50s, they can afford their monthly rents thanks to a variety of jobs in white and blue-collar professions. Most Modern Blend have lived at the same residence for fewer than nine years and report being bilingual at three times the national average.

Modern Blend pursue active urban lifestyles. They take advantage of their downtown settings by frequenting night clubs, bars and live theater performances. They exercise regularly at local health clubs, and when they return to their apartments, they like to listen to music, particularly R&B and hip-hop, and read magazines covering men's, women's and health and fitness trends.

With their fondness for shopping and desire to impress others, Modern Blend makes a good market for a number of product categories. They like to shop for designer clothes at discount chains or brick-and-mortar boutiques. They pick up consumer electronics for gaming and online communications, but have relatively modest interest in using new media except for catching up with the news, chatting and watching video content. They watch game shows and reality shows on TV. However, with many folks in this segment living near their jobs or public transportation, there's little interest in owning cars.

Modern Blend are eager to get ahead. They're comfortable putting in extra hours at work, and they're always looking for opportunities for advancement. Politically, they are Democrats, though over half are not registered to vote.

To resonate with Modern Blend, use messages that showcase the variety of products, services and styles your brand has to offer. Play on the status-seeking tendencies of this segment by positioning your brand as a top choice for the cutting-edge consumer at the top. Use literally any digital channel to grab their attention as they report to be receptive to everything from mobile displays to messages delivered while streaming their favorite TV shows.

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## Contact information



[experianmarketingsolutions@experian.com](mailto:experianmarketingsolutions@experian.com)



[experian.com/mosaic](http://experian.com/mosaic)



(877) 902-4849

