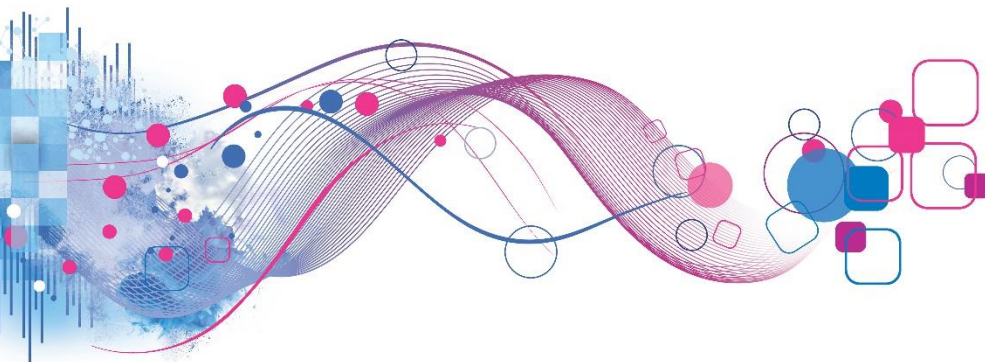




Mosaic[®] USA

Type E21 Description



Type E21: Unspoiled Splendor

Comfortably established baby boomer couples in town and country communities



Far from the major population centers, Unspoiled Splendor live in small towns and subdivisions where farms once dominated the landscape. Today, over a third of adults still work in a blue-collar setting while most hold mid-level jobs in sales and white-collar professions. These baby-boomer couples tend to be high-school educated; some attended college. With most of their children grown and out of the house, both parents are typically in the workforce with their combined middle-class incomes. Many live in homes built on large lots in mid-scale communities. Although these Americans are scattered around the country, almost half can

be found in the Midwest and West.

In their remote areas, Unspoiled Splendor appreciate the traditional hobbies and activities associated with a more relaxed, rural lifestyle. Around their houses, they like to garden and bird-watch. Their idea of a big date is a trip to the state fair, an antique show or a country music festival. They're outdoorsy people who like to fish, hunt and ride horses. When they travel they're fond of pitching a tent and breathing in the fresh air at a national park or recreational campsite.

Thanks to a conservative financial style, Unspoiled Splendor have built up decent investment portfolios and a comfortable nest egg for their impending retirements. But while they have money in their pockets, they're reluctant to spend much of it on aspirational purchases. But when they do, shopping online seems to work for them. For transportation, they buy utilitarian trucks—preferably made in America—that can survive the rough roads of their off-the-beaten-track communities.

For advertisers, Unspoiled Splendor read the daily newspaper and pick up a magazine targeted to a country lifestyle.

In many respects, Unspoiled Splendor are traditionalists. This market has a good mix of both social conservatives as well as liberal values. They are concerned about pollution, recycling or threats to their health, and generally take some actions one might consider "green". They have deep roots in their communities and care about their neighbors. Many support a variety of charities, volunteer for different groups and serve as community leaders.

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