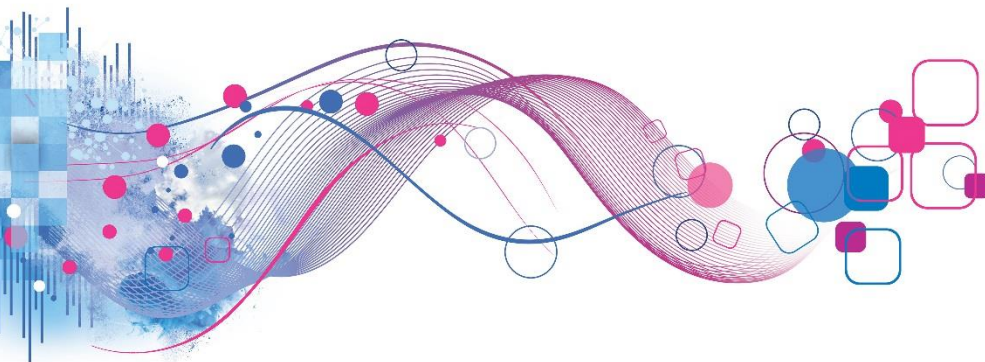




# Mosaic<sup>®</sup> USA

Type E20 Description

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## Type E2o: No Place Like Home

Older, established multi-generational households in suburban areas



No Place Like Home consist of multigenerational households living in exurban comfort. Many households contain 50-something adults and their 20-something children or aging parents sharing the family home. Segment members are typically educated and the households contain multiple workers earning good salaries in a mix of white-collar, sales jobs and blue-collar jobs as well. Because many No Place Like Home households are located in small cities and towns in the Midwest and Northeast, home values are typically below the national average. That's fine with these residents, who have typically lived at the same address for more than 15 years and

have deep roots in their communities. Living in communities located in the suburban sprawl of metros large and small, No Place Like Home tend to lead laid-back lifestyles.

The baby boomer adults are content with sedentary pursuits like collecting antiques and catching concerts, movies and theatre performances. Their preferred exercise includes jogging and yoga, and they eat healthy and pay attention to nutrition. Meanwhile, their outgoing and active adult kids prefer to hit the night spots, roar around on motorcycles, and enjoy camping and backpacking. In this segment, with its bi-modal age profile, musical tastes range from classical and jazz to country to pop.

No Place Like Home aren't big on brick-and-mortar shopping excursions, but they do like to purchase products from catalogs and websites. They're TV fans—especially movies and situation comedies—and they like reading newspapers and magazines that cover sports and women's topics. Their taste in retailers is mainstream: they usually shop places like Sears and then head to the mall to pick up work attire. Average adopters when it comes to apparel and electronics, these traditionalists aren't influenced by media depictions of brands and they rely heavily on coupons. They're also okay with buying used cars and trucks to get around and are fairly split between purchasing domestic and foreign vehicles.

The boomer majority in No Place Like Home have a matter-of-fact approach to life. They work hard, volunteer with community organizations and when it comes to charitable giving, they like to spread the wealth around, donating money to a wide range of causes, especially religious and environmental programs, education and the arts.

Although No Place Like Home participate in mainstream media and popular culture, they prefer learning about brand messages through direct mail campaigns and their social media channels. They tend to resonate with brands that use messages and images that portray values core to the American dream—honesty, loyalty and pride. They are also more likely to try a brand that entices them with a coupon or deal.

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## Contact information



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