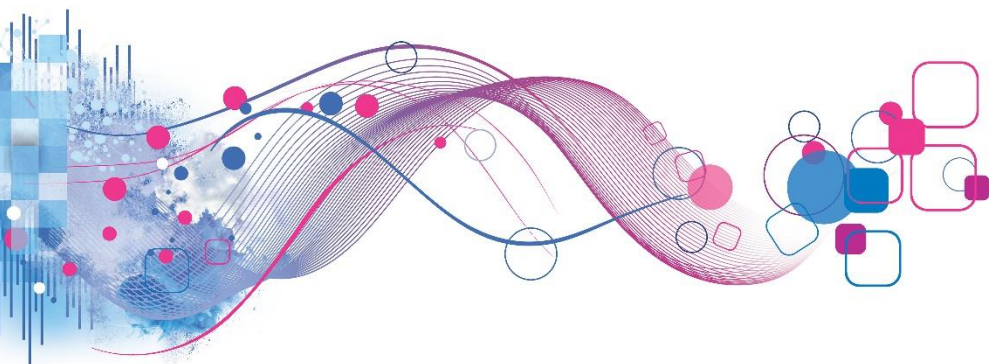




Mosaic[®] USA

Type M45 Description



Type M45: Growing and Expanding

Young, working-class families and single parent households living in small established city residences



Growing and Expanding are young families and single-parent households just starting out or trying to start over after a divorce. Most of the adults are under 35 years old and raising young children on lower middle-class incomes. With slightly below average educations and entry-level salaries from blue-collar, sales and service-sector jobs, Growing and Expanding tend to live in older city neighborhoods where housing is affordable and public transportation is nearby. Many of these households live a transitional lifestyle, and their mobility—nearly half have lived at the same residence for fewer than five years—is one indicator that members are continually

seeking to change their circumstances for the better.

These young people pursue budget-minded, child-centered activities. Most households like going to zoos and bowling alleys, buying lots of toys and sports gear, and spending their weekends at ball fields, where they watch and participate in baseball and soccer games. There's not a lot of discretionary cash to pursue travel or cultural activities. Few have started saving for the future, and a little under one third own any investments. At night, these households tend to stick around the house to watch TV and play games. To celebrate a birthday, they might spring for tickets to a country music concert.

Growing and Expanding look for sales and typically shop at discount department stores. Although they like to keep up with technological trends, they're somewhat slow to adopt newer devices—older CD and DVD players are stacked alongside their video game systems. These consumers are also less likely than average to head off to work carrying a smartphone or other digital device.

However, they do like electronic media around the house. They're music fans who tune into radio stations that play a range of alternative rock, even hip-hop. They're also a strong market for TV entertainment, keeping their screens warm during prime time watching dramas and sitcoms. Fans of the internet, they go online to look for work, play a game or check out a friend's social media activities. Because they're relative newcomers in their neighborhoods, they have little interaction with their communities—except their virtual communities online.

Being more connected online than in the real world is appropriate for this transient lifestyle; its members have little time, or interest, in putting down roots. These young families live hectic lives where meals often involve fast food, takeout or frozen dinners. They're mostly apathetic on hot-button political issues. They vote Democratic, if they are registered to vote at all, but they're hardly community activists.

They are receptive to learning about brands via their radios and social media. Use messages that encourage this market to buy now as they tend to be more impulsive. Coupon and discount deals draw them in as well, especially if you position your brand to be the "it" trend.

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