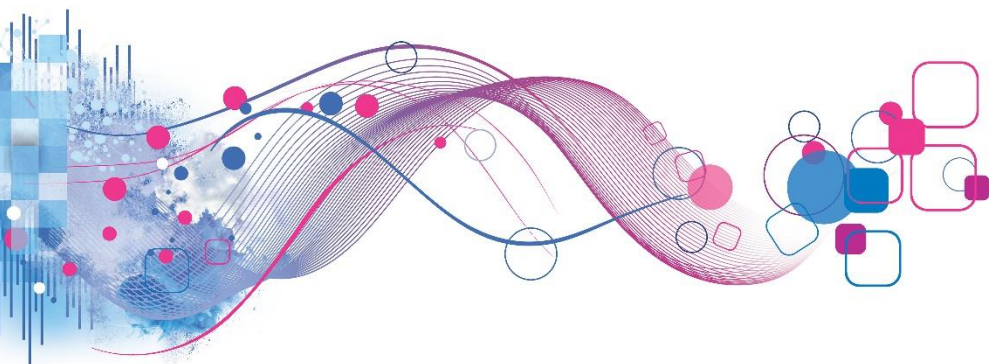




Mosaic[®] USA

Type P56 Description



Type P56: Mid-Scale Medley

Mature, middle income, single adults and families living in urban areas



Mid-Scale Medley are both singles and couples living in older, city neighborhoods that have been bypassed for gentrification. These working-class, blue-collar laborers often live in worn houses and funky apartments. Most are middle-aged and a little over half are childless. Their educational profile is a mix of some high school, some with diplomas and many who have taken some college classes but never graduated. The majority work at lower-echelon or manual-labor jobs in transportation, food services and construction. Despite their low incomes, many have managed to buy their homes, which typically were built more than a half-century

ago.

Mid-Scale Medley lead unpretentious lifestyles and are happy to take advantage of nearby city amenities, and on weekends, maybe go on a camping trip. Because they work long hours, they don't spend a lot of time at home but, when they do, they enjoy painting, needlework, listening to music and playing video games. Ever in search of opportunities to make extra money, they might buy a lottery ticket.

Most prefer to shop at nearby stores, typically buying what they need at the moment and ignoring the designer fashion of high-end boutiques. They shop discount retailers like Family Dollar and Kmart. Friends and family often ask for their opinions on a range of products. With fewer than half owning cars, they rely on public transit to get to their jobs and downtown entertainment. They have a moderate tendency to travel domestically, taking vacations by plane, rental car and RV.

Mid-Scale Medley are more likely than average Americans to watch a wide variety of TV programming, particularly sitcoms and game shows. They use the internet for entertainment, and rarely bank online; in fact, they rarely set foot inside a real-world bank either. These risk-averse households have few savings or investments.

Politically, they tend to lean Democrat. To resonate with Mid-Scale Medley, use messages that emanate a trendy image.

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