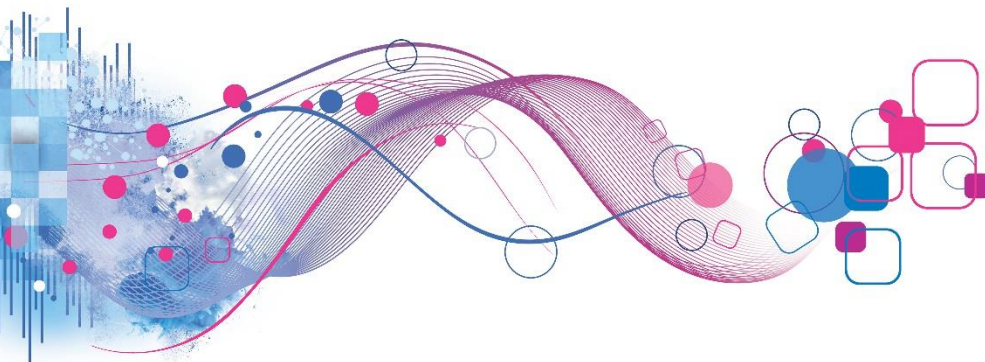




Mosaic[®] USA

Type H28 Description



Type H28: Everyday Moderates

Families of all shapes and sizes living in metro-suburban settings



Everyday Moderates are known for the middle-of-the-road lifestyles of its mid-scale households living in mid-sized cities and suburbs. Primarily families with children under eighteen, the adults tend to be in their 40s and 50s with above-average educations and mix of jobs in blue-collar and administrative professions.

Many have fled larger cities for the slower pace of medium-sized towns and the suburbs of satellite cities, particularly in Western and Southwestern states. However, the members of Everyday Moderates still regularly drive downtown to watch

dance performances or have dinner-and-a-movie. Although not as active as the rest of the population, Everyday Moderates participate in aerobics, jogging and a game of tennis. They do enjoy taking an occasional cruise, especially on a Royal Caribbean liner plying the eastern coast of Mexico.

As shoppers, Everyday Moderates are not your fashion-forward, early-adopting, conspicuous consumption households. They tend to be value-oriented consumers who clip coupons and prefer online-bid and discount sites. These folks like their clothes to be durable and their cars to be safe.

Everyday Moderates make an eclectic media audience and can be reached through different channels. They're fans of primetime television, especially game shows and movies, and listen to a variety of music, from country music to hip-hop. They like to read magazines that cover parenting and health and fitness. They respond best to advertising delivered while they listen to the radio, via mobile display or online video.

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