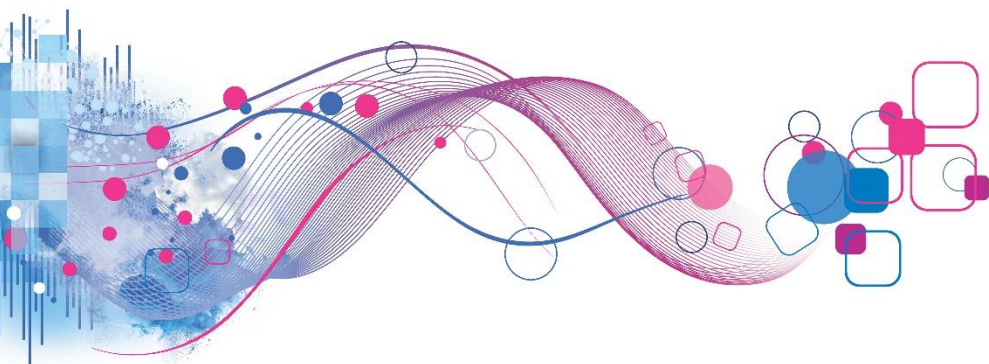




# Mosaic<sup>®</sup> USA

Type P58 Description

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## Type P58: Heritage Heights

Singles and families with modest incomes living settled lives in urban apartments



Heritage Heights are middle-aged singles, families and single-parent households. This segment is found mostly in the nation's largest cities, such as New York, Los Angeles and San Francisco. There, many cling to the traditions of their cultural backgrounds while struggling against challenging economic circumstances. Most have low educations—only 10 percent have a college degree—and earn low incomes from blue-collar and service-sector jobs. It often takes several wage-earners in the same residence to make ends meet. Unable to afford cars, these households support local mom-and-pop shops where they know the proprietors. In Heritage Heights,

a significant number of members speak Spanish at home.

Low incomes don't affect the mental outlook of the lifestyles in Heritage Heights. These urban dwellers like nightlife and go out to eat frequently, but typically to fast food restaurants. The popularity of soccer, basketball and baseball reflect the high concentration of Mexican and Caribbean heritage. These householders like to travel to countries where their relatives reside, trying to preserve connections to their friends and family.

As consumers, Heritage Heights spend above their income level. They love to shop to scout out the latest styles and pick up accessories like sunglasses and watches. Many must leave their neighborhood when they want to shop at some of their favorite retailers. They admit that they're no good at saving money and have limited if any investments.

Heritage Heights are selective media consumers, skewing towards new media. They have little interest in traditional media like newspapers but do read a number of magazines that target their interests in fashion and travel. They're more interested in radio stations that air Spanish-language programming. Heritage Heights are best reached through digital display and digital video, TV, radio and mobile SMS.

These consumers have traditional values and would respond to messages that highlight their conservative faith and family values. They want family members to think that they're doing well, which helps explain why they also respond to brand engagements that entice using status and trends as key drivers. Accustomed to taking risks, Heritage Heights are still on the lookout for business opportunities that they hope will help them improve their situation.

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