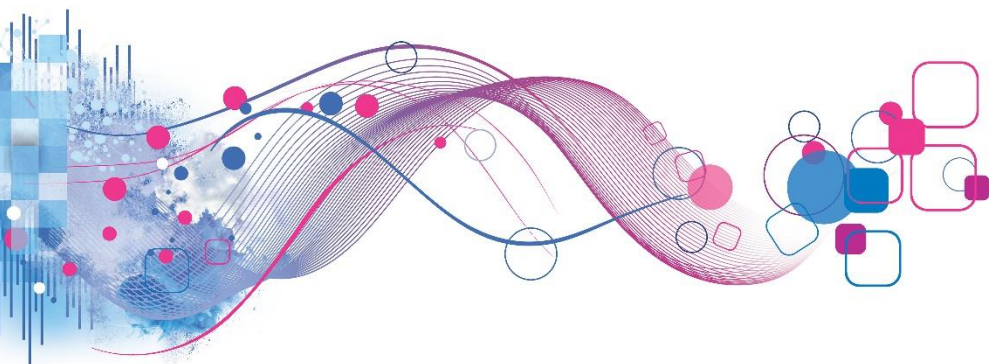




Mosaic[®] USA

Type D18 Description



Type D18: Suburban Nightlife

Upper established couples and families living mainly in the metropolitan cities



Suburban Nightlife consist of well-off households living in suburban comfort. Typically found outside large cities in the South and Mid-Atlantic states, these households contain a mix of middle-aged couples, families and divorced individuals. Many of the adults are college-educated, holding solid blue-collar jobs that provide household incomes of around \$65,000. With most owning older, modestly priced homes, they have substantial disposable income of around \$14,000 per year that allows them to spend their free time attending football and listening to music.

Suburban Nightlife enjoy going to restaurants for dinner and head to casinos for entertainment. These are health-conscious individuals when it comes to nutritional choices but only a quarter exercise regularly, enjoying basketball and racquetball.

As consumers, Suburban Nightlife are striving to pursue the good life in a smart way. They like to follow the latest fashion trends and don't mind paying extra for quality goods and to remain on the cutting-edge in regards to both technology and their social and professional status. Shoppers in this segment tend to frequent discount department stores like T.J. Maxx and Family Dollar, looking to maximize their spending dollars. However, they remain a receptive audience for advertising—to better discover the latest styles—and are a strong audience for a wide variety of ad vehicles. Radio, TV, and direct mail are all effective channels for reaching this segment.

Socially, Suburban Nightlife are traditional in their values. Many are religious, tough on crime and support equal rights and cultural tolerance. Politically, they overwhelmingly side with the Democratic Party. Many are unabashedly upwardly mobile: they describe themselves as workaholics who want to advance in their careers and start their own business. In fact, many of them are considered “mobile professionals” who use their mobile phones for business as well as personal use. Not surprisingly then, they are considered technology “wizards” who are savvy enough to pick up the next shiny gadget and recommend it to a friend. They put their faith in the insurance industry and own investment instruments like whole-life insurance and tax-sheltered annuities, but they have very low rates for owning stocks and mutual funds.

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