

E20

No Place Like Home

Older, middle-class multi-generational households in exurban areas

Timothy & Rebecca

🏠 2.04% | 2.88% 👤



Who We Are

Head of household age



51.7% 179

Type of property



98.4% 124

Estimated household income



25.4% 200

Household size



19.3% 245

Home ownership



91.9% 141

Age of children



5.6% 67

Channel Preference



61



69



59



33



131

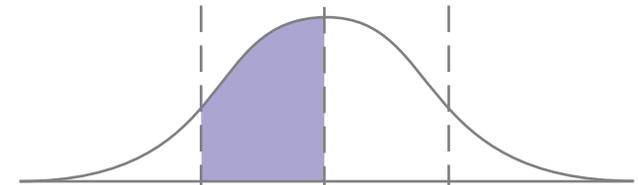


132

Key Features

- Smart shoppers
- Multi-generational homes
- Contribute to charities
- Tailgaters
- Financially informed
- Conservative values

Technology Adoption



Apprentices



E20

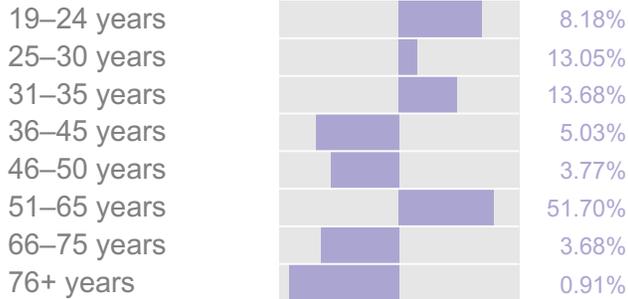
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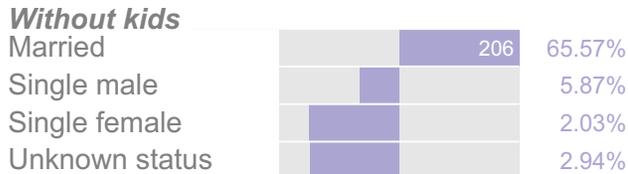
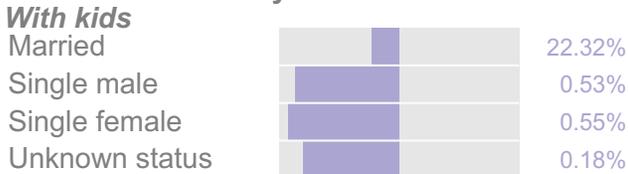
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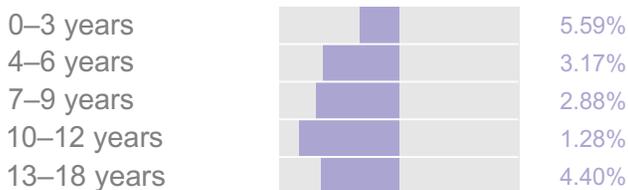
Head of household age



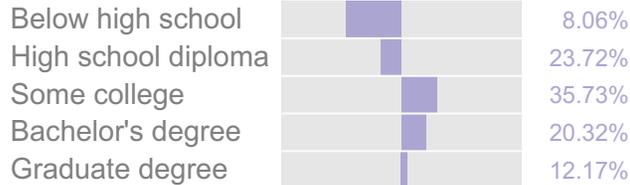
Family structure



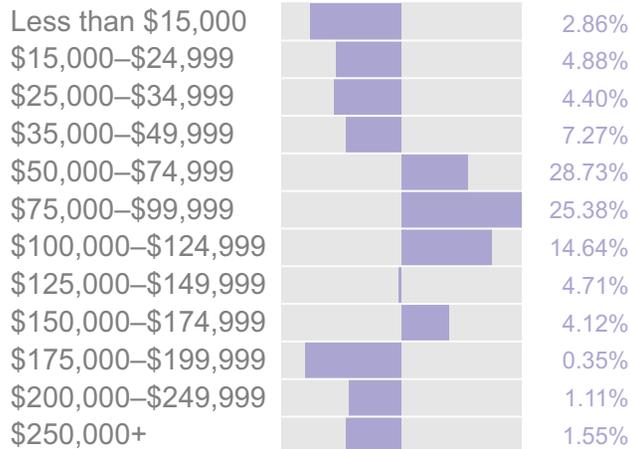
Age of children



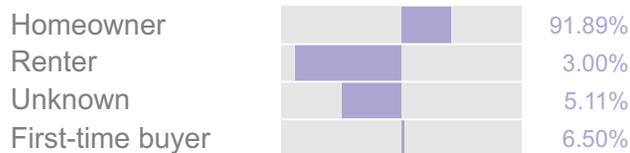
Head of household education



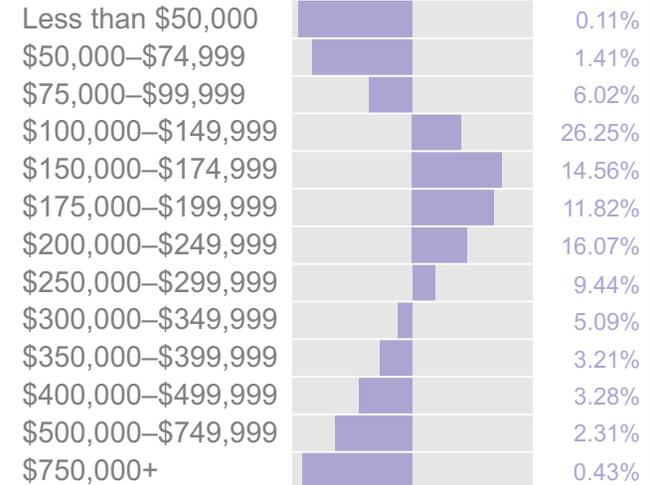
Estimated household income



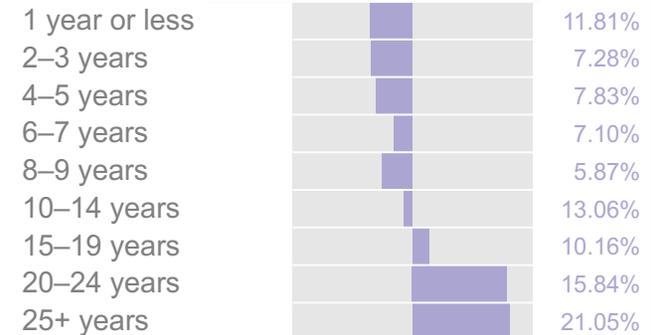
Home ownership



Estimated current home value



Length of residency



Supporting notes

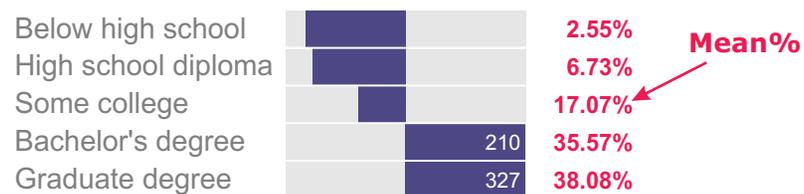
These pages have been designed to help you understand the essence of each of the groups and types. We have sought to highlight the key features which make each group distinctive, and which would be useful to bear in mind when devising communications or treatment strategies. The descriptive pages are necessarily subjective and are intended to highlight key issues rather than to be comprehensive.

Variables - Mean% and Index

Charts are provided for each of the variables used to build and describe the Mosaic USA segments. The variables are grouped together by category. For each group, the charts show the Mean% and Index for each variable.

Understanding Mean% and Index

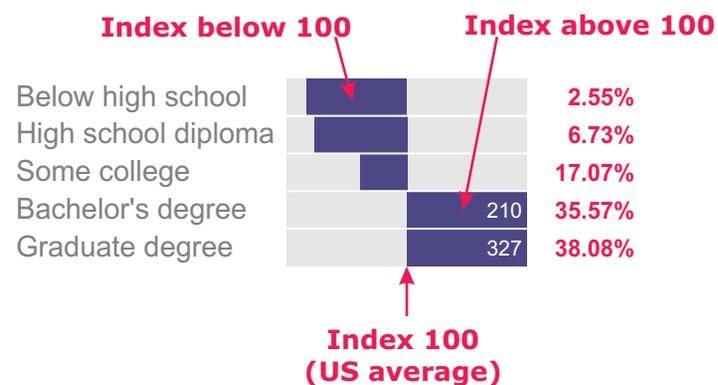
Mean% show the percentage of this group/type with this characteristic. For example, consider Household of household education for Group A:



This shows that for the head of household:
2.55% of Group A are educated below high school standard.
6.73% of Group A have a high school diploma.
17.07% of Group A have had some college education.
35.57% of Group A have a bachelor's degree.
38.08% of Group A have a graduate degree.

The **Index** shows how the variable compares with all households in the US. An **Index of 100** is the average. An **Index greater than 100** shows that this variable is over-represented when compared with the average. An **Index less than 100** shows that this variable is under-represented when compared with the average.

The Index is shown on the chart as a bar:



The chart shows the Index value from 0 to 200. If the Index value is greater than 200, the bar is shown as 200 along with the exact Index.

Group E Thriving Boomers

Type E20: No Place Like Home

Older, middle-class multi-generational households in exurban areas



No Place Like Home consist of multi-generational households living in exurban comfort. Many households contain 50-something adults and their 20-something children or aging parents sharing the family home. Segment members are typically educated and the households contain multiple workers earning good salaries in a mix of white-collar, sales jobs and blue-collar jobs as well. Because many No Place Like Home households are located in small cities and towns in the Midwest and Northeast, home values are typically below the national average. That's fine with these residents, who have typically lived at the same address for more

than 15 years and have deep roots in their communities.

Living in communities located in the suburban sprawl of metros large and small, No Place Like Home tend to lead laid-back lifestyles. The baby boomer adults are content with sedentary pursuits like collecting antiques and catching concerts, movies and theatre performances. Their preferred exercise includes jogging and yoga. Meanwhile, their outgoing and active adult kids prefer to hit the night spots, take scuba diving trips and roar around on motorcycles. In this segment, with its bi-modal age profile, musical tastes range from country to hip hop.

No Place Like Home aren't big on brick-and-mortar shopping excursions, but they do like to purchase products from TV infomercials, catalogs and websites. They're TV fans—especially do-it-yourself programs—and they like reading newspapers and magazines that cover cars, sports and women's topics. Their taste in retailers is mainstream: they usually shop places like Sears or Kmart and then head to the mall to pick up work attire at Banana Republic or Chico's. Average adopters when it comes to apparel and electronics, these traditionalists aren't influenced by media depictions of brands and they rely heavily on coupons. They're also okay with buying used cars and trucks to get around—as long as the vehicles are made in America.

The boomer majority in No Place Like Home have a matter-of-fact approach to life. They work hard, volunteer with community organizations and when it comes to charitable giving, they like to spread the wealth around, donating money to a wide range of causes, especially education and health programs, political organizations and the arts.

Although No Place Like Home participate in mainstream media and popular culture, they prefer learning about brand messages while streaming or watching TV and listening to their favorite Internet or broadband radio stations. They tend to resonate with brands that use messages and images that portray values core to the American dream—honesty, loyalty and pride. They are also more likely to try a brand that entices them with a coupon or deal.

Contact information



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