

D

# Suburban Style

Middle-aged, ethnically-mixed suburban families and couples earning upscale incomes

🏠 6.02% | 7.75% 👤



## Who We Are

<b>Head of household age</b> 🎂 36–45 224   40.7%	<b>Type of property</b> 🏠 Single family 110   97.5%
<b>Est. Household income</b> 💰 \$75,000–\$99,999 141   21.8%	<b>Household size</b> 👤 2 persons 109   28.6%
<b>Home ownership</b> 🤝 Homeowner 113   93.0%	<b>Age of children</b> 👶 10–12 240   23.6%

## Channel Preference

142	119	72
111	90	151

## Key Features

- Comfortable lifestyle
- Suburban living
- Politically diverse
- Family-centric activities
- Parents
- Financial investments

## Technology Adoption



Journeymen



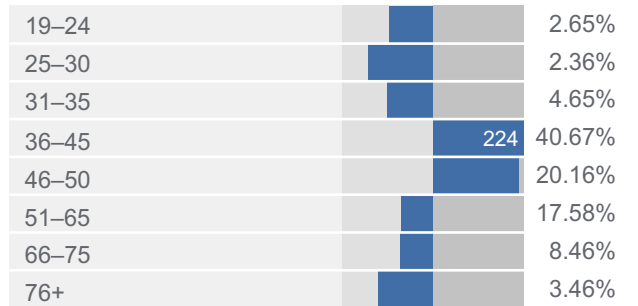
D

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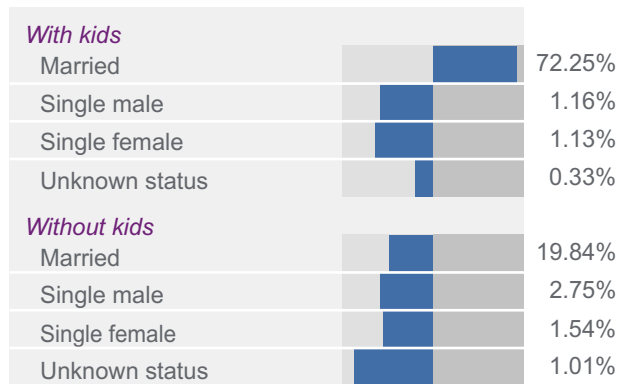
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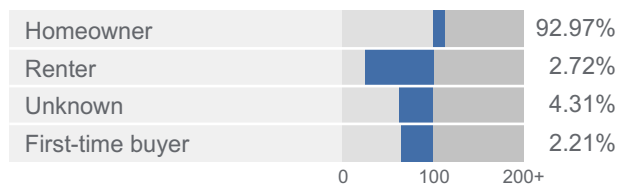
## Head of household age



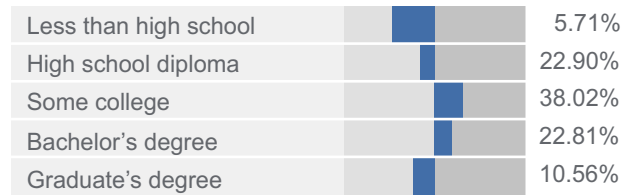
## Family structure



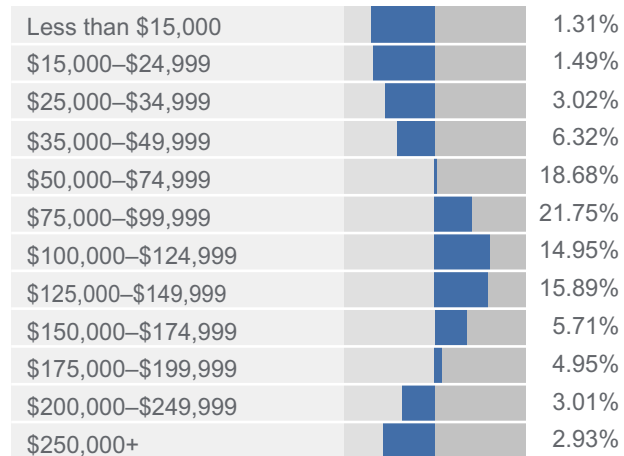
## Home ownership



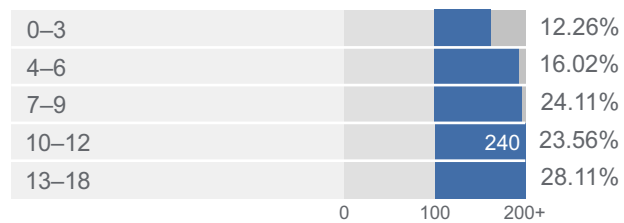
## Head of household education



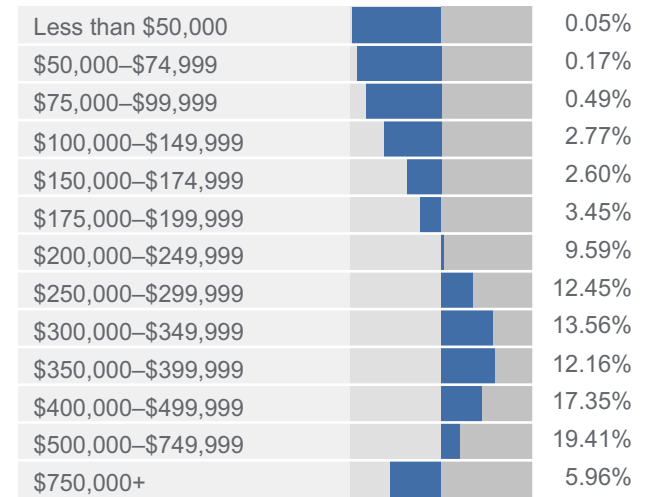
## Estimated household income



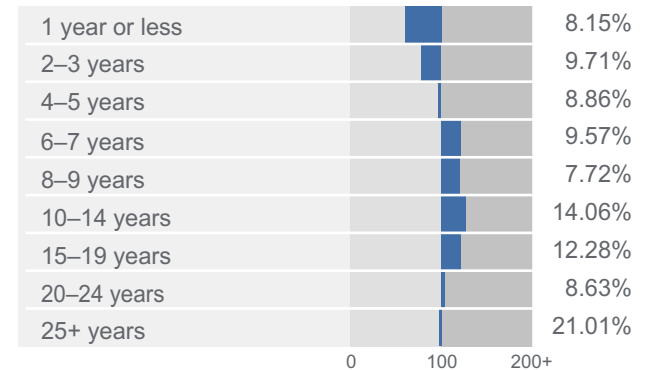
## Age of children



## Estimated current home value



## Length of residency



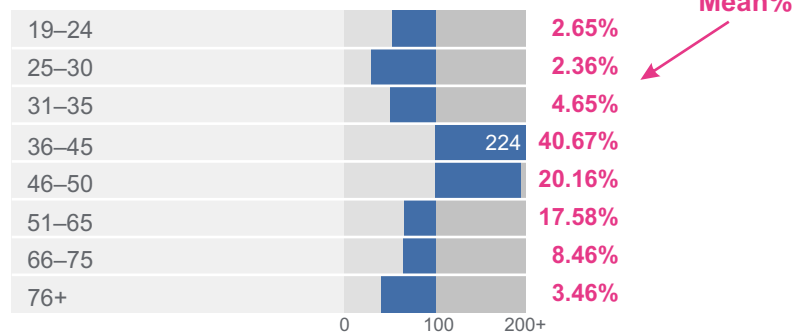
Charts provide details of the key variables used to build and describe the Mosaic groups and types.  
 For each group and type, the charts show the **Means** and **Index** for each variable.

### Understanding Means and Index

**Means** show the percentage of this group or type with a particular characteristic.

For example, consider the Age composition of Group D:

#### Head of household age



This shows that:

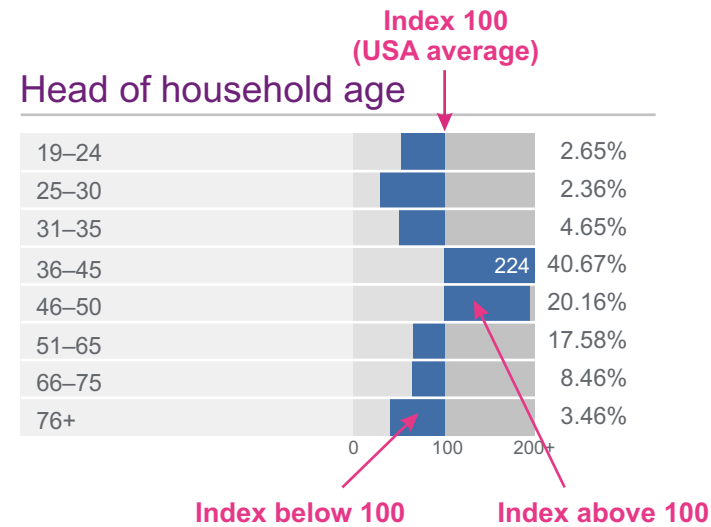
- 2.65% of Group D are aged 19–24
- 2.36% of Group D are aged 25–30
- 4.65% of Group D are aged 31–35
- 40.67% of Group D are aged 36–45
- 20.16% of Group D are aged 46–50
- 17.58% of Group D are aged 51–65
- 8.46% of Group D are aged 66–75
- 3.46% of Group D are aged 76+

The **Index** provides further insight by comparing the characteristics of a Mosaic group/type with all households in the USA.

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 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 D: Suburban Style

Middle-aged, ethnically-mixed suburban families and couples earning upscale incomes

### How to Market

Suburban Style consumers lead busy lives so it's important to grab their attention. Fortunately, they tend to pay attention to brand messages on multiple channels.

Focus advertising spend on addressable TV, internet and email. Use messages that grab their attention using incentives, loyalty programs, BOGO promos and coupons. Don't forget that they are career-minded and status-seeking so positioning your brand to "make them look good" is also a smart tactic. They are not the type to quickly convert to a new brand so if Suburban Style is on your customer file, flaunt your brand. If they are not, learn which of your competitors they are using and position yourself as better than their staple.

### Overview



The four segments in Suburban Style are filled with ethnically diverse, middle-aged couples and families enjoying upscale lifestyles. Concentrated in suburban neighborhoods, these households are in the middle child rearing phase of their lives, coping with growing families, mid-level careers and monthly mortgage payments. However, they're happy to be bringing up their children in these middle-ring suburbs known for quiet streets and commutes to in-town jobs.

Suburban Style aspired to live in a leafy suburb with a nice garden and fresh air. Their homes, often spacious single

family residences, are primarily constructed after the turn to the 21<sup>st</sup> century. Housing values are slightly above average. On weekends, the sidewalks are filled with teens skateboarding, biking, and shooting hoops. PlayStation and action/adventure video games are also commonplace.

With their slightly above-average educations—more than half have gone to college—parents in Suburban Style work at white-collar jobs in business, technical, administration, education and finance. Their solid incomes and built-up equity allow them to qualify for home equity and car loans.

Suburban Style has rich leisure lives. They spend a lot of their free time engaged in watching college and pro football and basketball. For a night out, adults head to movies, restaurants, museums and concerts, as well as occasional cooking for fun. Then there are the excursions to zoos, aquariums, bowling alleys and theme parks as well as regularly scheduled hockey practice. Many fret that their children are over-programmed and need more unstructured playtime. With friends they might play cards or video games—anything to take their minds off the next bout of activities, errands and appointments.

With their mix of solid incomes and educations, Suburban Style tends to be fashion-forward consumers who like to check out new styles and products. They tend to shop at online discounters, e-tailers and bid sites like eBay. They have the "work hard play hard" mentality of being tech-savvy, sometimes workaholics that tend to splurge on things like travel and electronic gadgets.

The busy families of Suburban Style make great media audiences. They are receptive to learning about brands and services on TV (broadcast as well as streaming TV). They are also a great audience for email advertising that resonates with their busy lifestyles and tendencies to shop anytime as long as they have a coupon or other incentive. They like to read magazines that cover business, health, home, food, and entertainment. Social media and direct mail are also still key.

With their strong attachment to their local communities—they belong to unions and churches—Suburban Style are also active politically. They have been leaning more to the left, but are overall a politically diverse segment in terms of party affiliation.