

# H

## Bourgeois Melting Pot

Middle-aged, established couples living in suburban homes

🏠 4.69% | 4.3% 👤



### Who We Are

<b>Head of household age</b> <p>36–45</p> <p>154   28.0%</p>	<b>Type of property</b> <p>Single family</p> <p>105   93.0%</p>
<b>Est. Household income</b> <p>\$75,000–\$99,999</p> <p>153   23.6%</p>	<b>Household size</b> <p>1 person</p> <p>121   39.9%</p>
<b>Home ownership</b> <p>Homeowner</p> <p>104   85.7%</p>	<b>Age of children</b> <p>13–18</p> <p>63   8.9%</p>

### Channel Preference

109	115	31
95	46	73

### Key Features

- Sturdy blue-collar
- Multi-cultural
- Comfortable spending
- Financially informed
- Suburb living
- Married

### Technology Adoption



Journeymen

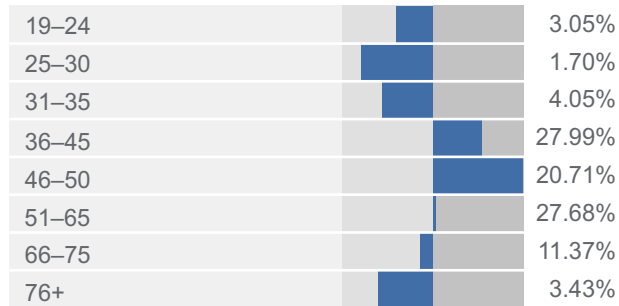


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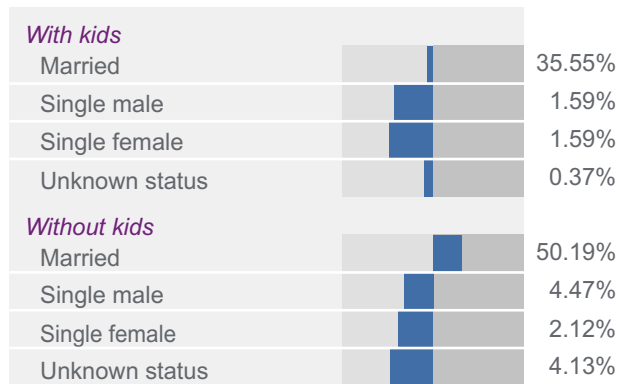
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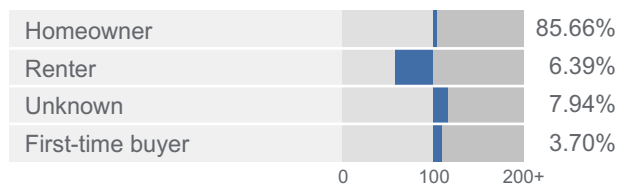
### Head of household age



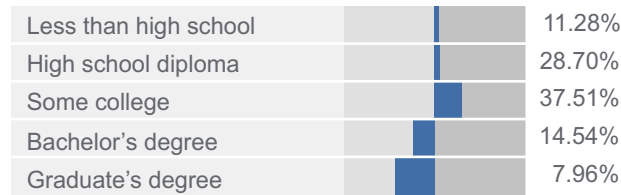
### Family structure



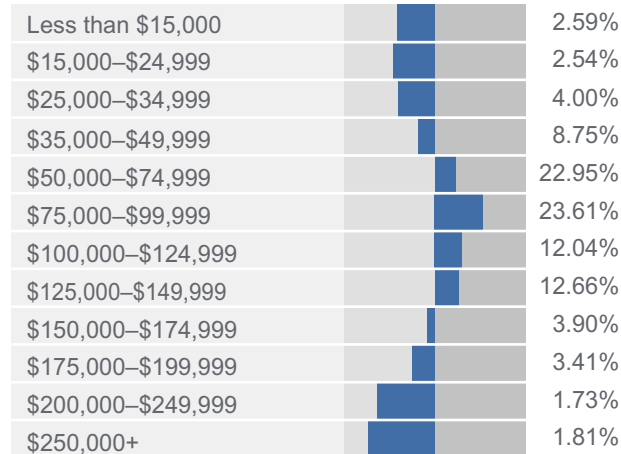
### Home ownership



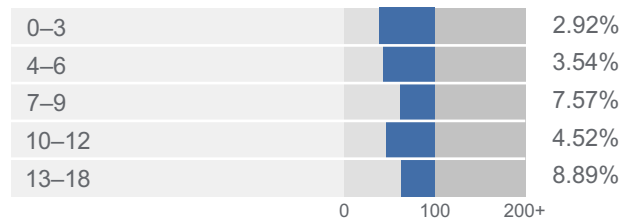
### Head of household education



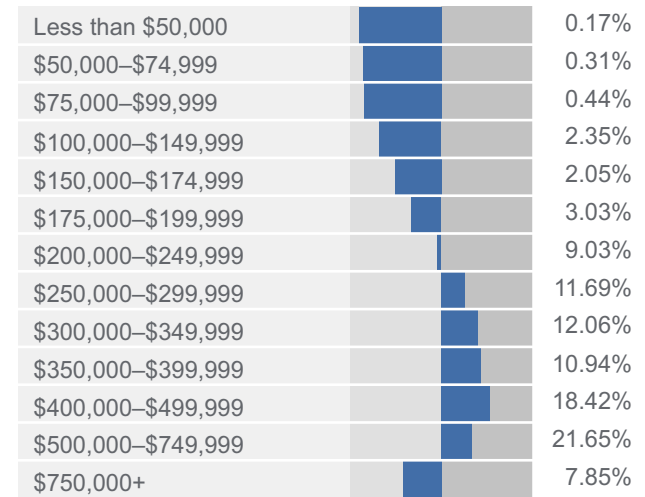
### Estimated household income



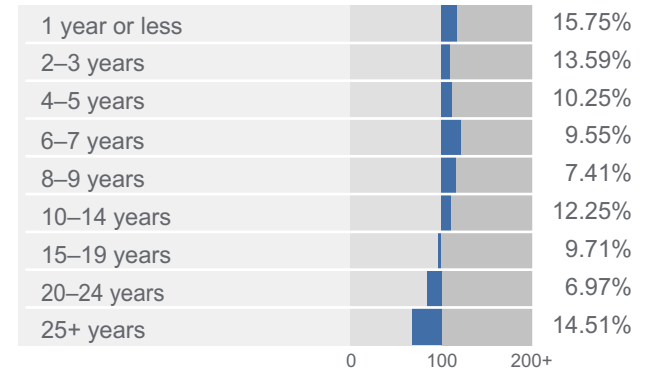
### Age of children



### Estimated current home value



### Length of residency



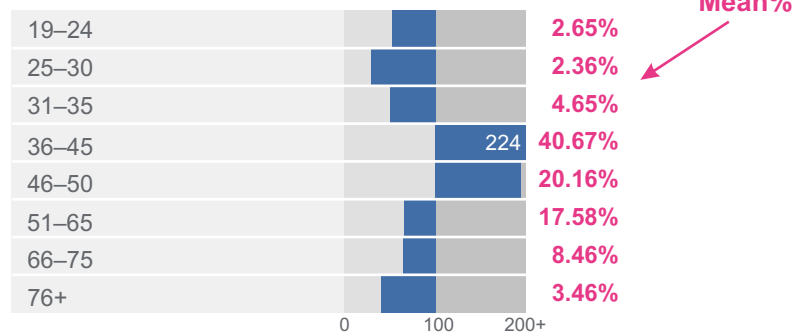
Charts provide details of the key variables used to build and describe the Mosaic groups and types.  
 For each group and type, the charts show the **Means** and **Index** for each variable.

### 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:

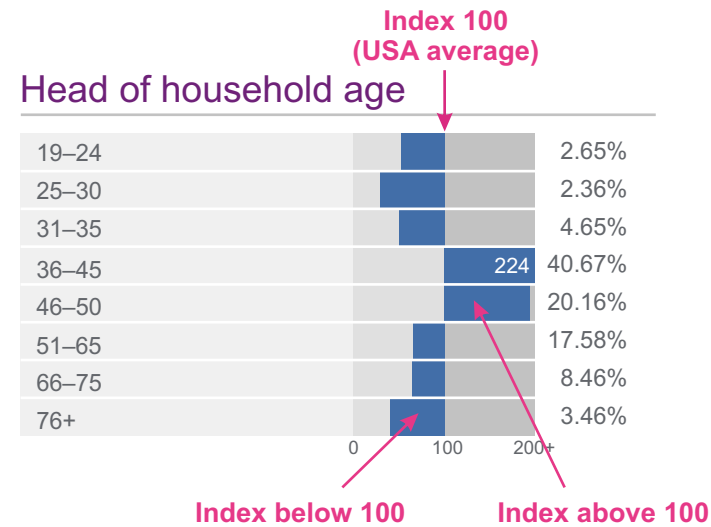
- 2.65% of Group D are aged 19–24
- 2.36% of Group D are aged 25–30
- 4.65% of Group D are aged 31–35
- 40.67% of Group D are aged 36–45
- 20.16% of Group D are aged 46–50
- 17.58% of Group D are aged 51–65
- 8.46% of Group D are aged 66–75
- 3.46% of Group D are aged 76+

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 H: Bourgeois Melting Pot

Middle-aged, established couples living in suburban homes

### How to Market

Bourgeois Melting Pot consists of consumers who very much enjoy shopping. Once a strong in-store audience, these shoppers now are just as prolific in online shopping. Their one persistent shopping habit is looking for discounts wherever they choose to shop. From a media perspective, this audience consists of early tech-adopters to some who are just now beginning to evolve their technology usage. Market to these consumers with a mixed media approach. In terms of verticals of interest, retail would be the strongest along with travel and entertainment. Bourgeois Melting Pot is a diverse group when it comes to the types of messages that will resonate and tempt them to try a new product. Some respond to brands that incentivize, others are drawn to brands that are trendy and claim to have the next fashion trend in stock.

### Overview



Bourgeois Melting Pot are mostly married, middle-aged consumers without children living in suburban neighborhoods. Many of their homes were built during the post-war baby boom but these couples aren't the original owners. Most Bourgeois Melting Pot have lived at their current address for fewer than 9 years, having moved to their comfortable homes to ease quietly into middle age.

Over three quarters are between the ages of 35 and 65. Nearly 60 percent have no children at home. These households predominately consist of married couples almost

half of which are empty-nesters concentrating on their careers and relaxed lifestyles.

Bourgeois Melting Pot are found in the older neighborhoods of small towns and cities across the country. With about half of the homes built between 1950 and 1990, housing values are below average. However, most of their homes are well-maintained and set on quarter-acre lots. These residents find comfort in their stable neighborhoods filled with overgrown trees, top-of-the-line grills and recent, imported SUVs and pickups.

Bourgeois Melting Pot have middling educational backgrounds. However, they've managed to turn high school diplomas and some college classes into a mix of skilled blue-collar, sales and office jobs. They have middle-class incomes and many have a tenuous hold on the American dream. Most have below-average levels of investments and a comfortable retirement is hardly assured. In this group, many worry about maintaining their standard of living and their present level of comfort, although their consumer confidence is slightly above average.

In their stable neighborhoods, Bourgeois Melting Pot pursue low-stress, unpretentious lifestyles. They like to listen to music, garden and cook for fun. They're the casual folks whose idea of nightlife is to go to a bowling alley, movie theater, or a restaurant. They're not big on strenuous outdoor exercise, but many belong to a health club where they like to use the rowing and cardio machines. When they take a vacation, which they do as often as average Americans, it's often to a destination within the US.

As shoppers, Bourgeois Melting Pot like to shop at brick-and-mortar stores that offer large selections of mainstream brands. Many shop at drug stores, home electronics stores, and home furnishing/hardware stores. They also have grown into a strong online shopping audience, frequently planning shopping trips online and looking for discounts online, often through bid sites.

Bourgeois Melting Pot enjoy learning about brands while streaming TV, listening to a variety of different music stations or apps, even as brands share offers using mobile display ads. They're middling fans of newspapers and magazines. While the internet has siphoned away some of their attention, they remain true to TV, and they particularly enjoy sitcoms.

Politically, Bourgeois Melting Pot have a stronger party affiliation with Democrat and less than 15 percent are not registered to vote.