P Cultural Connections

Diverse, mid- and low-income families in urban apartments and residences

🏠 3.92% | 3.15% 👤

Who We Are

Head of household age 🎂	Type of property 🏠
36–45	Multi-family: 2 units
150 | 27.3%	330 | 8.5%

Est. Household income 💰	Household size 👥
$35,000–$49,999	1 person
188 | 20.0%	163 | 53.4%

Home ownership 🤝	Age of children 🍼
Renter	13–18
315 | 34.4%	257 | 36.1%

Key Features

- Older city apartments
- Financially curious
- Single parents
- Ambitious
- Modest educations
- Renters

Channel Preference
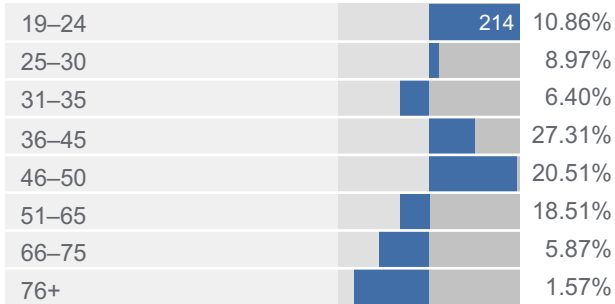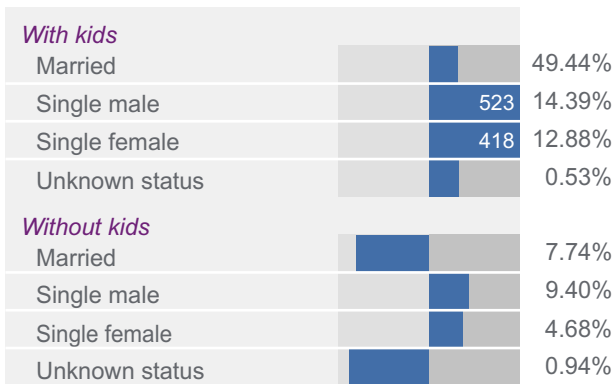
TV	✉	📻
140	44	417

💬	@	👍
107	13	56

Technology Adoption

Wizards

Mosaic USA

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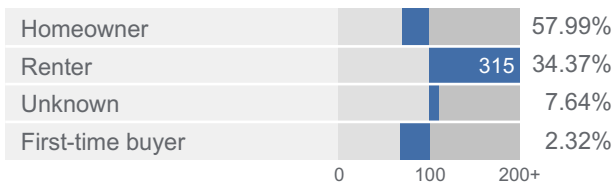🏠 3.92% | 3.15% 👤

Head of household age

Age	Index	Percent
19–24	214	10.86%
25–30		8.97%
31–35		6.40%
36–45		27.31%
46–50		20.51%
51–65		18.51%
66–75		5.87%
76+		1.57%

Family structure

	Index	Percent
With kids		
Married		49.44%
Single male	523	14.39%
Single female	418	12.88%
Unknown status		0.53%
Without kids		
Married		7.74%
Single male		9.40%
Single female		4.68%
Unknown status		0.94%

Home ownership

	Index	Percent
Homeowner		57.99%
Renter	315	34.37%
Unknown		7.64%
First-time buyer		2.32%

Head of household education

	Index	Percent
Less than high school	402	43.04%
High school diploma		25.08%
Some college		22.70%
Bachelor's degree		6.50%
Graduate's degree		2.67%
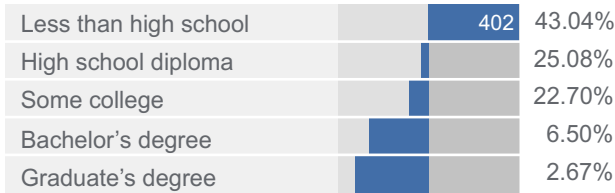
Estimated household income

	Index	Percent
Less than $15,000	242	10.59%
$15,000–$24,999	225	10.62%
$25,000–$34,999	233	15.51%
$35,000–$49,999		20.01%
$50,000–$74,999		21.99%
$75,000–$99,999		10.54%
$100,000–$124,999		3.71%
$125,000–$149,999		4.03%
$150,000–$174,999		0.78%
$175,000–$199,999		1.08%
$200,000–$249,999		0.36%
$250,000+		0.78%

Age of children

	Index	Percent
0–3		8.44%
4–6		15.18%
7–9		23.31%
10–12		15.66%
13–18	257	36.12%
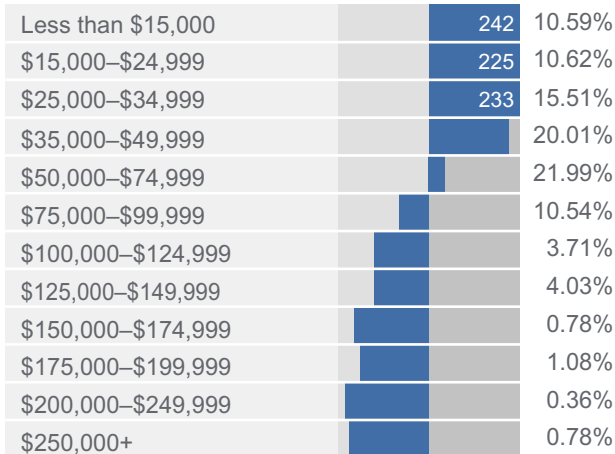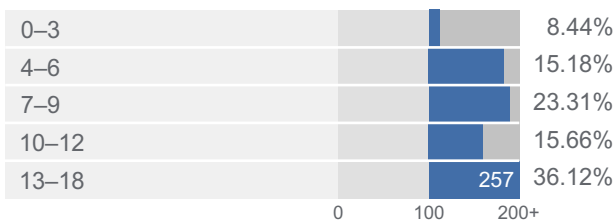
Estimated current home value

	Index	Percent
Less than $50,000		3.84%
$50,000–$74,999		4.33%
$75,000–$99,999	216	6.39%
$100,000–$149,999	209	15.57%
$150,000–$174,999		8.30%
$175,000–$199,999		7.69%
$200,000–$249,999		12.33%
$250,000–$299,999		9.11%
$300,000–$349,999		6.77%
$350,000–$399,999		4.96%
$400,000–$499,999		6.40%
$500,000–$749,999		6.73%
$750,000+		7.58%

Length of residency

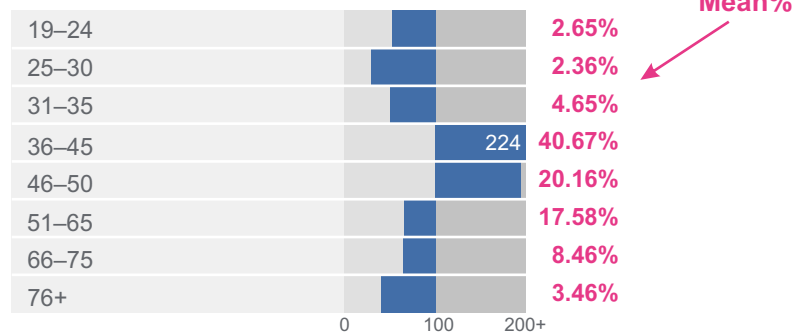|	Index	Percent
1 year or less		14.78%
2–3 years		15.37%
4–5 years		10.51%
6–7 years		8.84%
8–9 years		8.32%
10–14 years		13.25%
15–19 years		9.80%
20–24 years		6.80%
25+ years		12.32%

Mosaic USA

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.
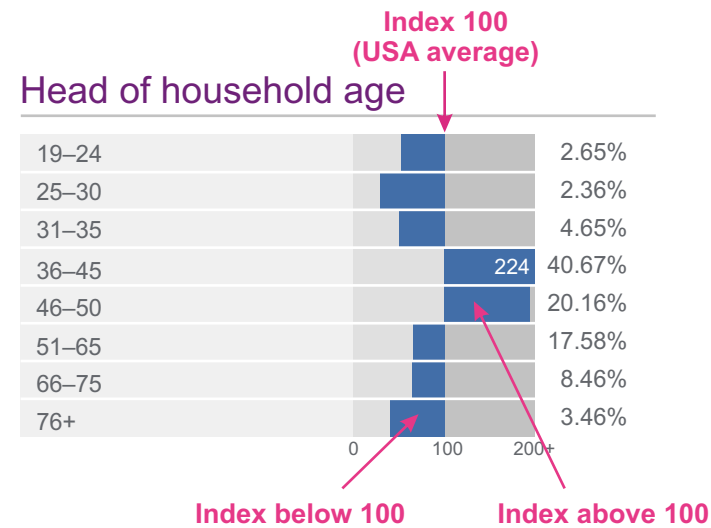
For example, consider the Age composition of Group D:

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.

Head of household age

Age		Mean%
19–24		**2.65%**
25–30		**2.36%**
31–35		**4.65%**
36–45	224	**40.67%**
46–50		**20.16%**
51–65		**17.58%**
66–75		**8.46%**
76+		**3.46%**

0   100   200+

Mean%

Head of household age

Index 100 (USA average)

Age		
19–24		2.65%
25–30		2.36%
31–35		4.65%
36–45	224	40.67%
46–50		20.16%
51–65		17.58%
66–75		8.46%
76+		3.46%

0   100   200+

Index below 100   **Index above 100**

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 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.

Mosaic USA

their tendency to buy new and emerging technology and handheld devices. Singles and Starters like to be plugged in to the latest trends.

Singles and Starters are too busy for most traditional media. They're not in the habit of reading a daily newspaper or magazines, but they are the most likely group to subscribe digitally. They consume most entertainment on devices including streaming TV. They like having a rock 'n' roll soundtrack to their activities, keeping their radios tuned to stations that play pop hits, hip-hop and R&B.

The young members of Singles and Starters are super active online, using the internet for shopping, communication, entertainment and finding job opportunities. These Americans have integrated the internet into their lifestyles, going online with their cell phones or laptops, whether from home, school or when out and about.

About 70 percent of Singles and Starters are politically involved—at least when it comes to officially voicing their vote on a ballot, and their below-average voter registration rates undercuts their impact as a constituency. They are liberals who most often align themselves with the Democratic Party.

Group P: Cultural Connections
Diverse, mid- and low-income families in urban apartments and residences

How to Market

Cultural Connections makes a fun audience for marketers. Extremely receptive to radio and TV, marketers can mix it up in these channels with this segment. From a spending perspective however, this audience is a little less fun. They're very into top-of-the line brands and care about their image, but their shopping trips are few and far between as they tend to spend more on necessities.

To reach and resonate with these consumers, use messages that play on their desires to be cutting-edge both technologically and in terms of trends. They are variety-driven so ensure Cultural Connections sees the side of your brand that makes you a unique option.

Overview

Cultural Connections are first and second generation Americans who are striving to improve their lives. Most consist of middle-aged couples with children, and single-parent families. Many face challenges—modest educations, low wages, uncertain jobs and language barriers.

The migration patterns of Cultural Connections reflect one of the nation's latest demographic changes. Many clustering in large metropolitan neighborhoods or settling just outside in affordable housing in the suburbs in the nation's southern border, from Texas to California, or Northeastern states like New York. They live in older neighborhoods where the housing stock was built before 1980 and values today are only half the national average. They typically rent older apartments and houses, and their living situation can be somewhat transient. Just

under half have lived at the same address for fewer than five years, with many in a constant search for better jobs and nicer apartments.

Cultural Connections have below-average educations. Almost fifty percent never finished high school, and fewer than ten percent have college degrees. Given this low educational achievement, many struggle with lower-paying service-sector and blue-collar jobs in construction and food services; their household income is well below average and many are unemployed or on another means of financial aid. With fewer than half owning cars, they rely on public transportation or carpool.

Some Cultural Connections take part in martial arts while others play team sports like soccer, basketball, baseball and football. On weekends, these consumers prefer to stay around home. They'll occasionally go to local establishments or a dance performance, or they'll take their kids to family-friendly venues like theme parks. At home, they may undertake some form of study.

Despite their limited budgets, these households enjoy shopping and like to experiment with styles, and they like stores that offer lots of brands. They particularly like Aéropostale, Marshalls, Burlington Coat Factory and Forever 21. The majority are unable to afford cars, but those who do tend to drive subcompacts, mostly used. They find it hard to resist consumer electronics, often buying smart devices. With low rates for using credit cards and ATM machines, they typically pay for everything with cash.

While Cultural Connections lean liberal from a political perspective, voting rates are very low—almost forty percent never register.