

P56 Mid-Scale Medley

Mature, middle income, single adults and families living in urban areas

🏠 0.69% | 0.47% 👤



Who We Are

Head of household age 🎂 36–45 257 46.7%	Type of property 🏠 Single family 105 92.8%
Est. Household income 💰 \$50,000–\$74,999 149 27.9%	Household size 👤 1 person 204 67.1%
Home ownership 🤝 Renter 151 16.5%	Age of children 👶 13–18 67 9.4%

Channel Preference

106	71	235
99	20	36

Key Features

- Modest living
- Single adults
- Older housing
- Cash over credit
- Hip-hop music
- Basic cell phones

Technology Adoption



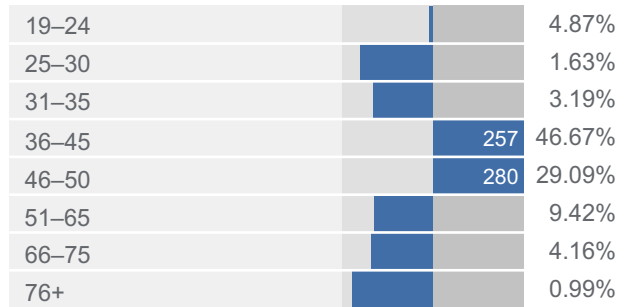
Wizards



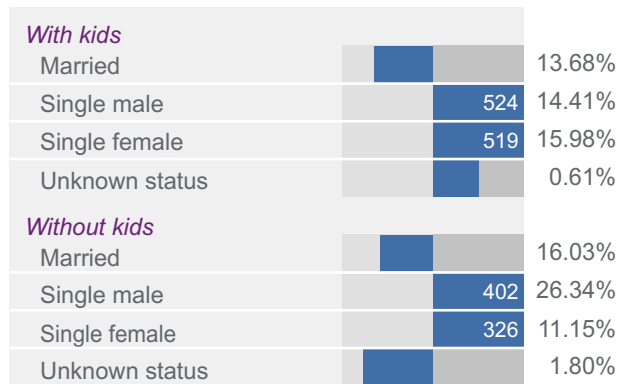
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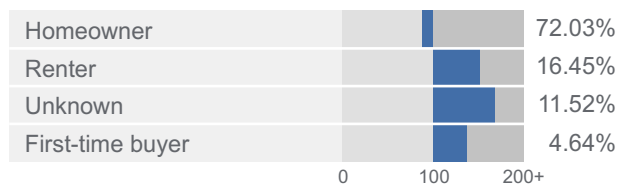
Head of household age



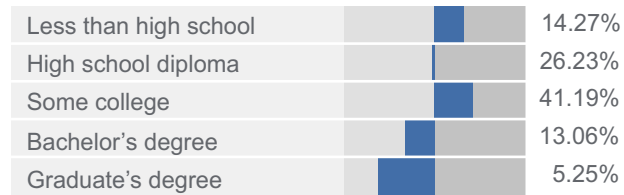
Family structure



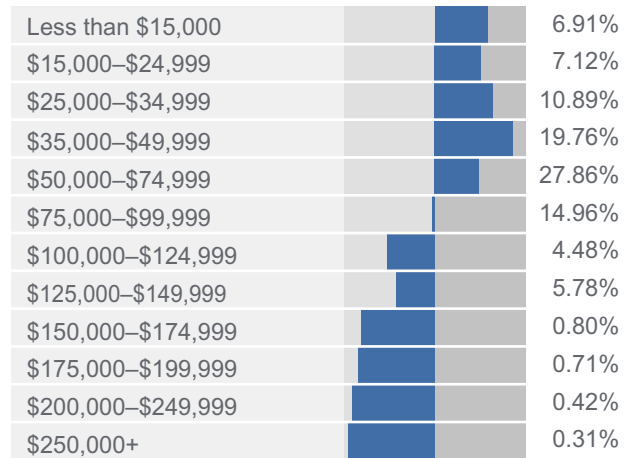
Home ownership



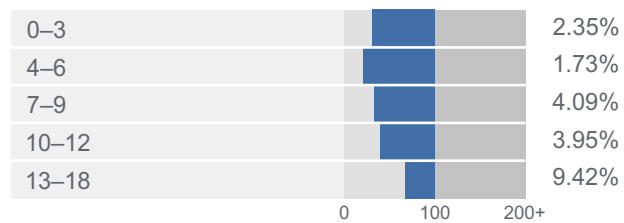
Head of household education



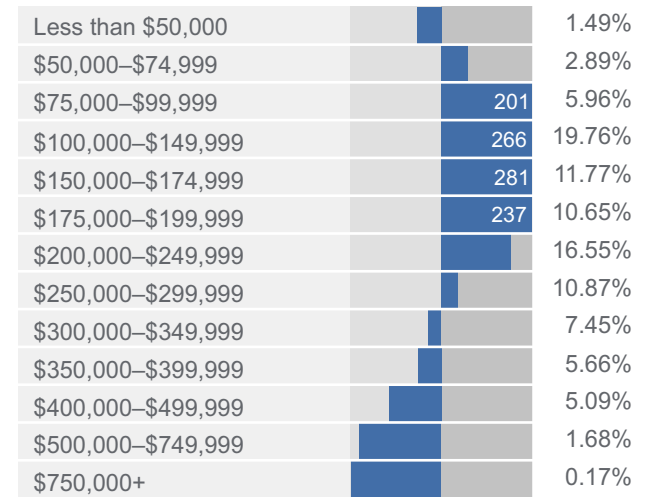
Estimated household income



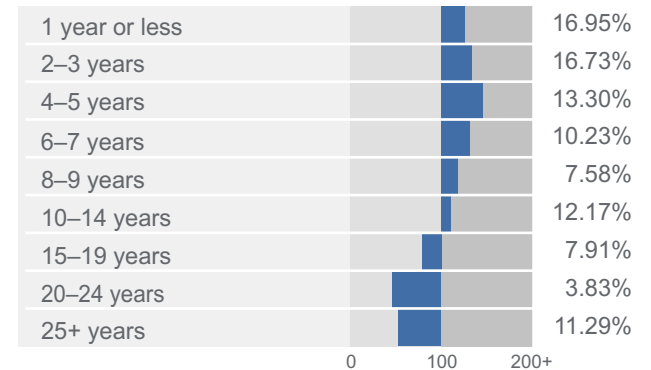
Age of children



Estimated current home value



Length of residency



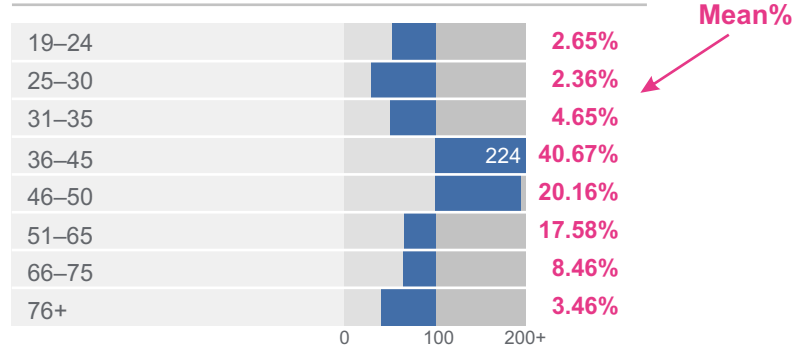
Charts provide details of the key variables used to build and describe the Mosaic groups and types.
 For each group and type, the charts show the **Means** and **Index** for each variable.

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:

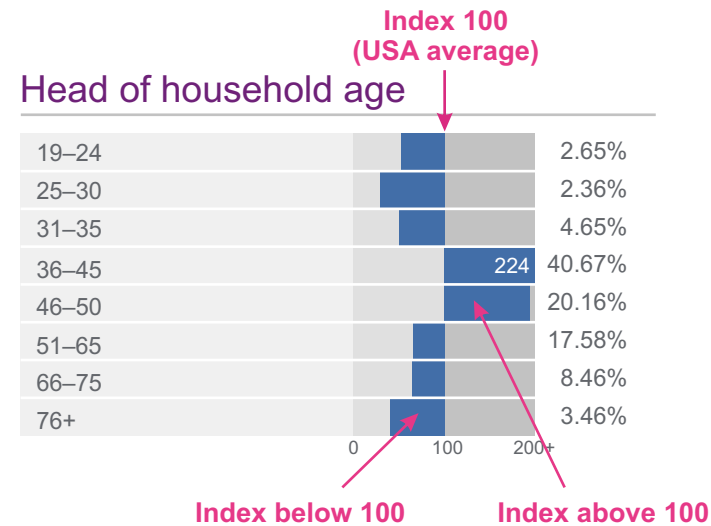
- 2.65% of Group D are aged 19-24
- 2.36% of Group D are aged 25-30
- 4.65% of Group D are aged 31-35
- 40.67% of Group D are aged 36-45
- 20.16% of Group D are aged 46-50
- 17.58% of Group D are aged 51-65
- 8.46% of Group D are aged 66-75
- 3.46% of Group D are aged 76+

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.

Type P56: Mid-Scale Medley

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How to Market

Mid-Scale Medley 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 Mid-Scale Medley sees the side of your brand that makes you a unique option.

Overview



Mid-Scale Medley are both singles and couples living in older, city neighborhoods that have been bypassed for gentrification. These working-class, blue-collar laborers often live in worn houses and funky apartments. Most are middle-aged and a little over half are childless. Their educational profile is a mix of some high school, some with diplomas and many who have taken some college classes but never graduated. The majority work at lower-echelon or manual-labor jobs in transportation, food services and construction. Despite their low incomes, many have managed to buy their homes, which typically were built more than a half-century

ago.

Mid-Scale Medley lead unpretentious lifestyles and are happy to take advantage of nearby city amenities, and on weekends, maybe go on a camping trip. Because they work long hours, they don't spend a lot of time at home but, when they do, they enjoy painting, needlework, listening to music and playing video games. Ever in search of opportunities to make extra money, they might buy a lottery ticket.

Most prefer to shop at nearby stores, typically buying what they need at the moment and ignoring the designer fashion of high-end boutiques. They shop discount retailers like Family Dollar and Walmart. Friends and family often ask for their opinions on a range of products. With fewer than half owning cars, they rely on public transit to get to their jobs and downtown entertainment. They have a moderate tendency to travel domestically, taking vacations by plane, rental car and RV.

Mid-Scale Medley are more likely than average Americans to watch a wide variety of TV programming, particularly sitcoms and game shows. They use the internet for entertainment, and rarely bank online; in fact, they rarely set foot inside a real-world bank either. These risk-averse households have few savings or investments.

Politically, they tend to lean Democrat. To resonate with Mid-Scale Medley, use messages than emanate a trendy image.