

D17 Cul de Sac Diversity

Cultured families settled in new suburban neighborhoods

🏠 1.06% | 0.94% 👤



Who We Are

Head of household age 🎂

36–45

380 | 69.0%

Type of property 🏠

Single family

111 | 98.3%

Est. Household income 💰

\$100,000–\$124,999

208 | 19.3%

Household size 👤

2 persons

139 | 36.4%

Home ownership 🤝

Homeowner

107 | 88.3%

Age of children 🍼

13–18

248 | 34.9%

Channel Preference



216



110



195



283



66



52

Technology Adoption



Journeymen

Key Features

- Bilingual
- Technological journeymen
- Home owners
- Adrenaline sports
- Financially conservative
- Outdoor fitness enthusiasts

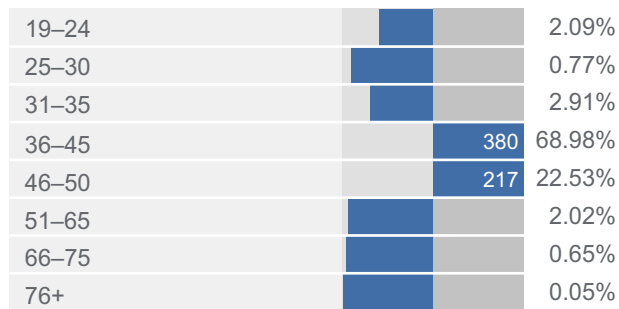


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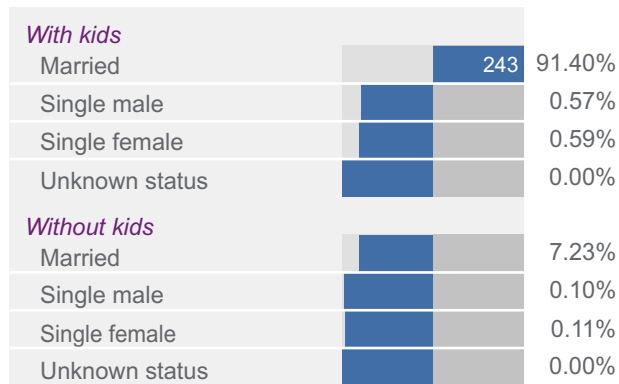
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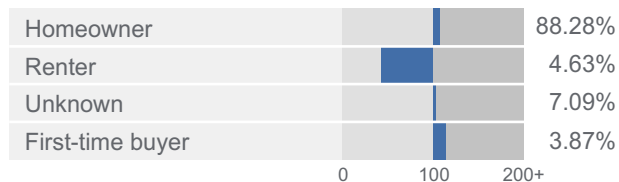
Head of household age



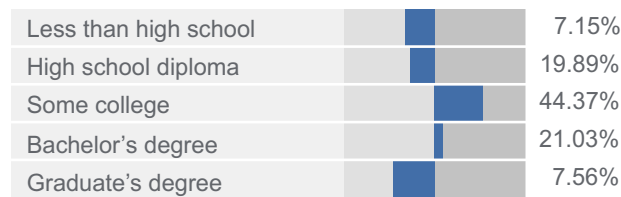
Family structure



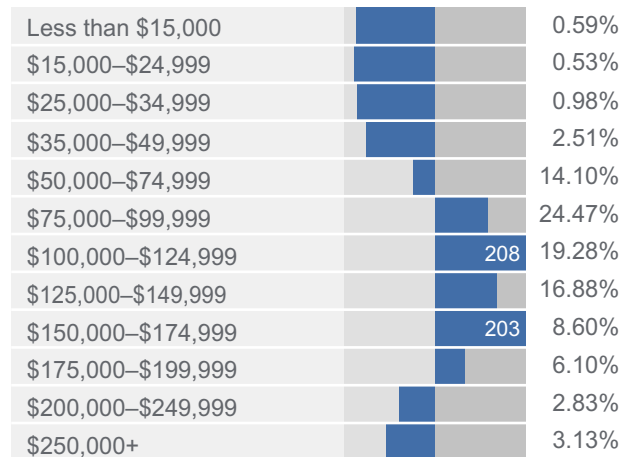
Home ownership



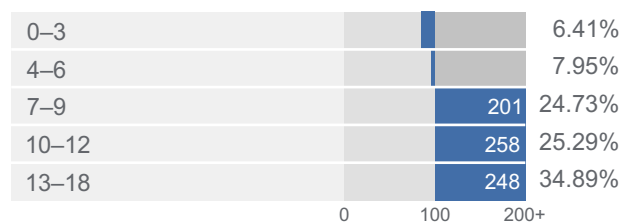
Head of household education



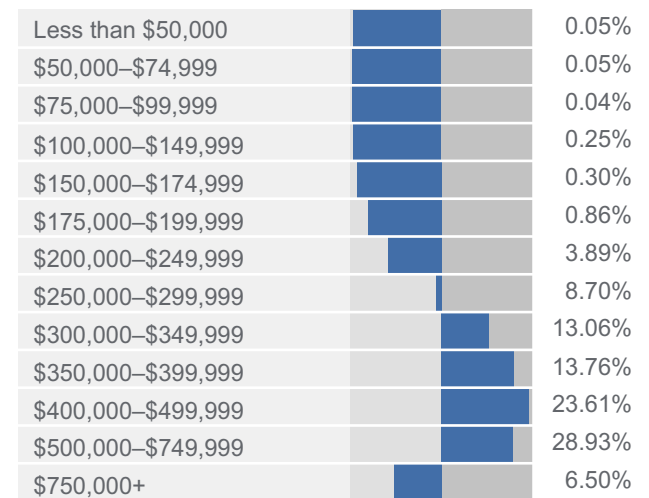
Estimated household income



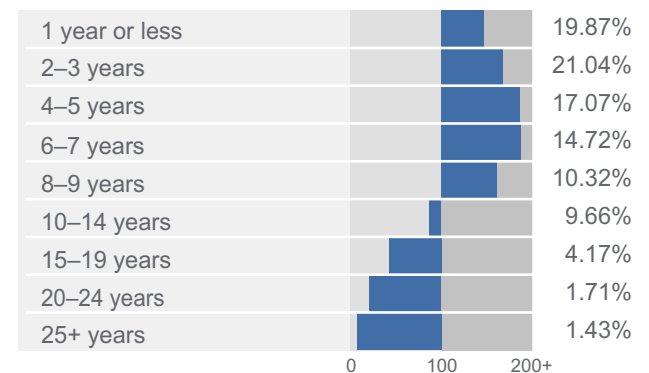
Age of children



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.

Type D17: Cul de Sac Diversity

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How to Market

Cul de Sac Diversity 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



Cul de Sac Diversity is a prime example of America's increasingly ethnically diverse population. This segment is characterized by married couples in their 30s and 40s with children living in upper middle-class comfort. These households are proud of their heritage and, while very fluent in English, some tend to speak their native languages at home. They typically own mid-priced homes in recently-built suburban subdivisions. These well-educated households—a third contains someone with a college degree—earn good salaries from a mix of career fields. Cul de Sac Diversity live in areas undergoing rapid turnover thanks to new development.

Most families in this segment have lived at the same residence for fewer than seven years.

Cul de Sac Diversity pursue lifestyles dedicated to active family fun. Children in the household are mainly middle and high school age so they're big on team sports like soccer and baseball; the adults enjoy individual activities such as jogging and surfing. Weekends are for taking the kids to museums, zoos, aquariums and, for a splurge, theme parks. Parents like to go out to movies, nightclubs and dancing. These households like to eat out, frequenting family-friendly establishments.

As consumers, Cul de Sac Diversity make a strong market for mainstream brands. At brick-and-mortar stores they like to shop with friends and family members in order to get everyone's opinions on potential purchases. And it's hard to find a sporting goods store that they don't shop at. This segment is a marketer's dream when it comes to picking the right message in the right channel. Cul de Sac Diversity prefer learning about brands via mobile SMS and while watching or streaming TV and radio. The only channel they respond less to is email.

They appear to shop everywhere from online mid-high end retailers, e-tailers, and online bid marketplaces like eBay to the traditional brick-and-mortar store or outlet mall.

Cul de Sac Diversity believe in home and family, but they also recognize that they need to work to get ahead. They look at their work as a career, not a paycheck, and many would like to get ahead or start their own business. They also worry that

they haven't saved enough for the future and they are wary of letting others invest their money. Cul de Sac Diversity is politically active and split between Democrat, Republican and Independent.