

D16 Settled in Suburbia

Upper middle-class family units living comfortably in established suburbs

🏠 1.83% | 2.78% 👤



Who We Are

Head of household age 🎂

36–45

168 | 30.5%

Type of property 🏠

Single family

110 | 97.8%

Est. Household income 💰

\$75,000–\$99,999

132 | 20.4%

Household size 👤

5+ persons

189 | 27.5%

Home ownership 🤝

Homeowner

116 | 95.5%

Age of children 🍼

4–6

250 | 20.7%

Channel Preference



77



150



5



71



132



191

Technology Adoption



Apprentices

Key Features

- Comfortable lifestyles
- Young children
- Large households
- Do-it-yourselfers
- Tech apprentices
- Theme park vacations



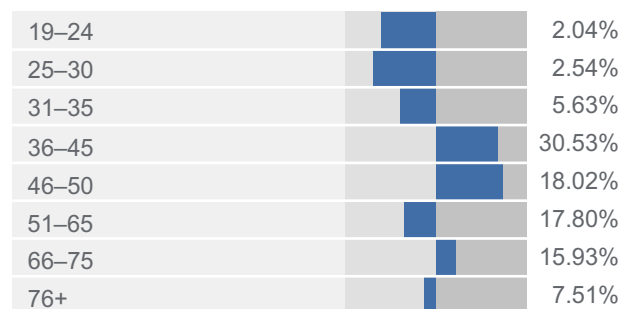
D16

Settled in Suburbia

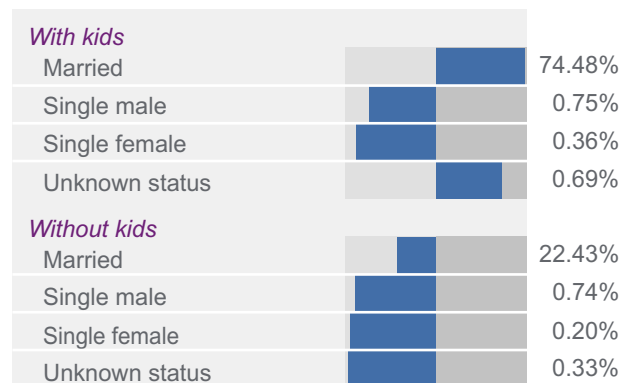
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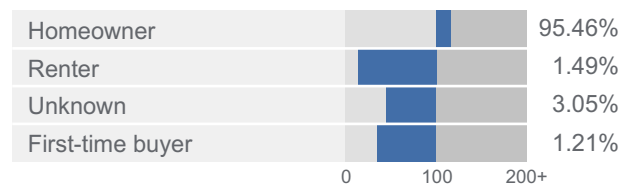
Head of household age



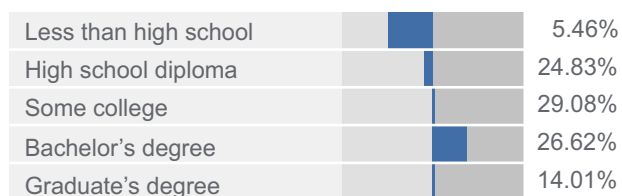
Family structure



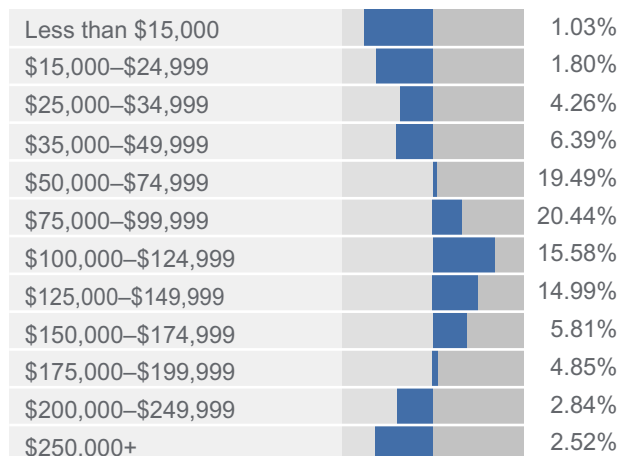
Home ownership



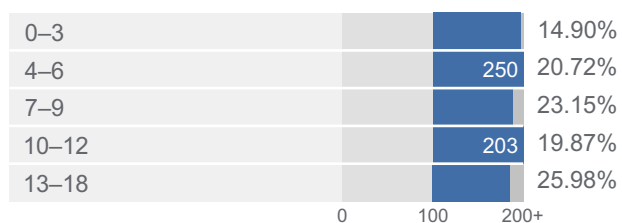
Head of household education



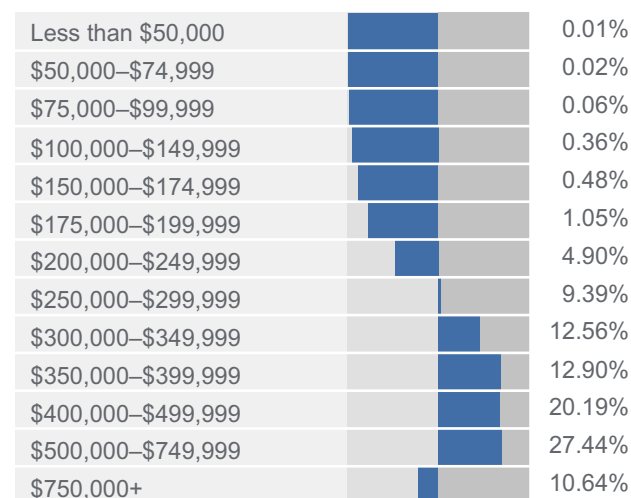
Estimated household income



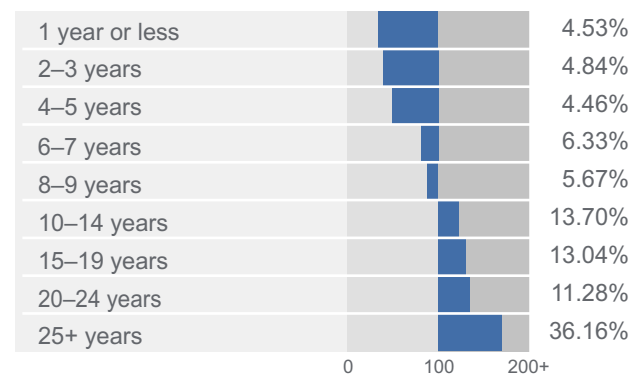
Age of children



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 D16: Settled in Suburbia

Upper middle-class family units living comfortably in established suburbs

How to Market

Settled in Suburbia 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



Settled in Suburbia appreciate their unpretentious suburban lifestyles that they settled in over a decade ago. Today, they are raising children, many near or in their teens. A high percentage also contains young adults who have moved back and aging seniors sharing the same house. Most households have moderate educations where half have some college or a bachelor's degree. They hold white-collar and blue-collar jobs and earn upper middle-class incomes. They're accustomed to demanding daily commutes that take them to jobs in the nearby big cities located throughout the US, but with highest concentrations in the Northeast.

In their bedroom suburbs, Settled in Suburbia enjoy laid-back leisure activities. When they're not working, they can often be found on the golf course or at a local swimming pool. They're close enough to downtown nightlife that they routinely go to plays, sports games and golden oldies rock concerts. They're happy to skip cooking and go out to local restaurants. These adults enjoy going to the beach and gardening. For vacation, many still travel as a family to an all-inclusive resort or hotel near a theme park.

These Americans don't feel any particular need for status recognition through the purchase of their lifestyle accessories. They typically own more than two cars and are content with nicer used vehicles, SUVs and crossover vehicles. They shop mainstream retailers like Gap, American Eagle, Kohl's, and get family utility needs from Costco. Many are proficient users of their smartphones and smart devices and do their shopping primarily at brick-and-mortar stores, but also online.

Settled in Suburbia make a mixed market for advertisers. They're selective readers of newspapers, typically turning to the business pages or movie listings, and make a strong direct mail and email audience. They use their phones for social connecting and practical and entertainment purposes.

Settled in Suburbia like their routines and are not interested in the pursuit of novelty or standing out. They are most interested in brands that emanate their American ideals of honor, respect and pride. They enjoy relaxing with their family and

friends, and they describe their political views as conservative-leaning. They're involved in their established communities, belonging to arts groups and veterans' clubs at high rates. They donate to health, education, and their church groups.

Now in their mid-careers, Settled in Suburbia have done well financially. Their retirement accounts have high balances. They're still accumulating plenty of stocks, CDs and mutual funds. This is a prime audience for life and disability insurance, to make sure they're protected from unforeseen risks. These Americans like keeping their lives on an even keel.