

# P59 Expanding Horizons

Middle-aged families earning modest to average incomes from blue-collar jobs

🏠 1.08% | 1.28% 👤



## Who We Are

Head of household age 🎂

46–50

185 | 19.3%

Type of property 🏠

Single family

108 | 95.6%

Est. Household income 💰

\$35,000–\$49,999

229 | 24.3%

Household size 👤

5+ persons

138 | 20.1%

Home ownership 🤝

Homeowner

102 | 84.2%

Age of children 🍼

13–18

344 | 48.5%

## Channel Preference



111



24



518



56



2



90

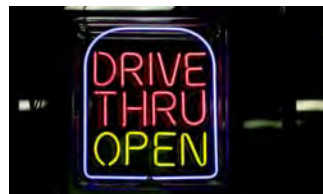
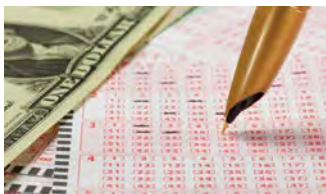
## Technology Adoption



Wizards

## Key Features

- Blue-collar jobs
- Bilingual
- Style-conscious
- Budget constraints
- Preteens and teens
- Modest educations

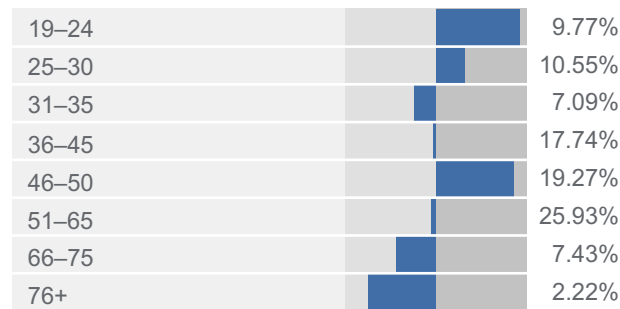


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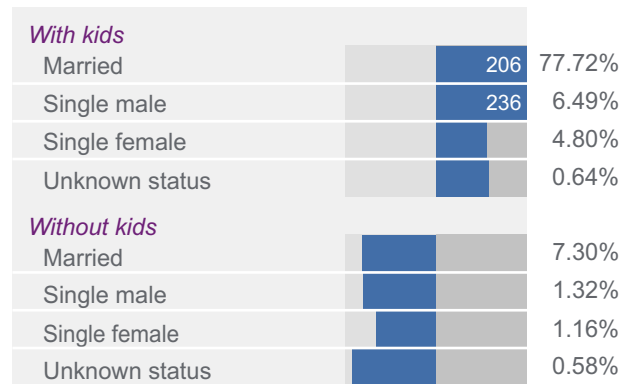
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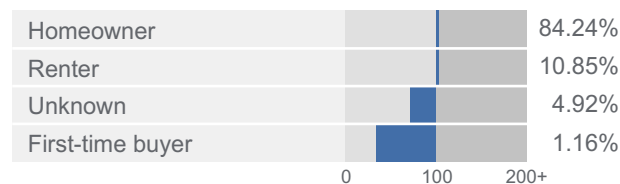
## Head of household age



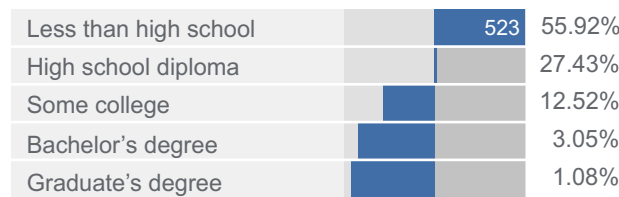
## Family structure



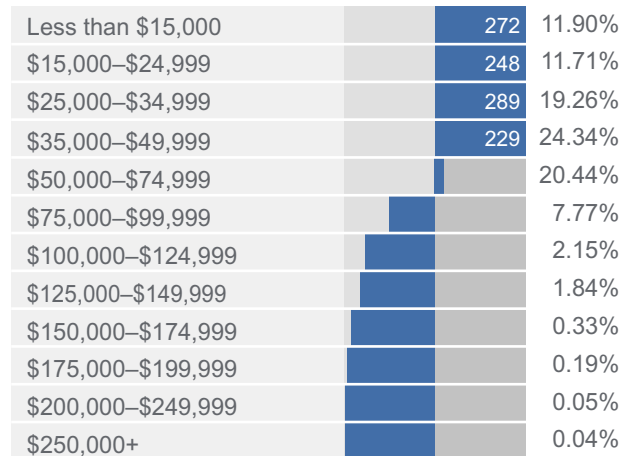
## Home ownership



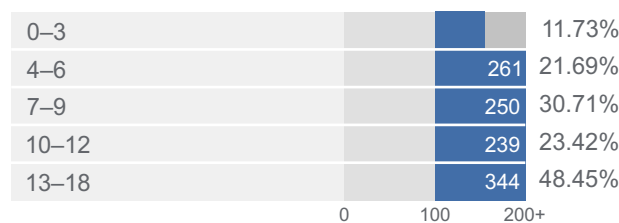
## Head of household education



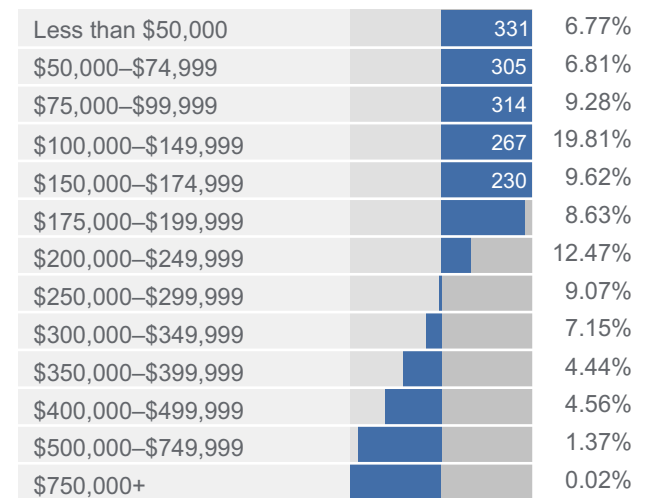
## Estimated household income



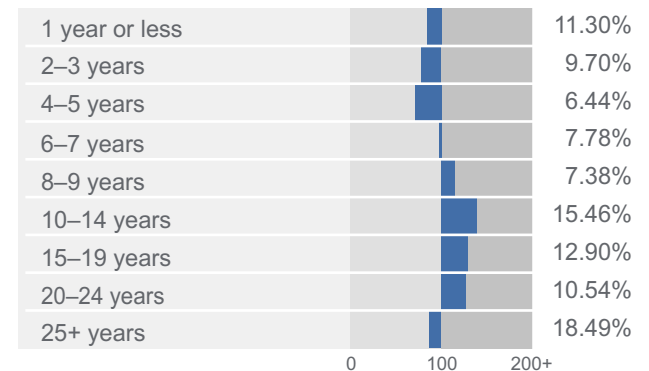
## Age of children



## 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 P59: Expanding Horizons

Middle-aged families earning modest to average incomes from blue-collar jobs

### How to Market

Expanding Horizons make 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 Expanding Horizons see the side of your brand that makes you a unique option.

### Overview



Concentrated in cities along the southern US border, eight out of ten households consist of families, typically with teenage children. The vast majority of residents have little education—more than half are high school dropouts—and work as poorly paid laborers or service-sector workers. The majority have a household income less than \$50,000.

Despite their low incomes, nearly 75 percent of Expanding Horizons own their homes. These residences tend to be ranch houses and mobile homes located in downscale, industrial parts of cities. Though most households have at least one car,

they tend to be older trucks and subcompacts. Even though these people have been at the same residence for more than five years, many state that Spanish is the predominant language spoken at home.

Many households in Expanding Horizons struggle to make ends meet. However, they participate in a wide range of leisure activities available near their neighborhoods. They like to play sports at nearby parks and ball fields: soccer, baseball and basketball are all popular. Many travel to Mexico every few years to visit family and friends, and there's always cash to buy toys. Many women like the latest fashions, but they stretch their budgets by going to stores like Dollar General and Big Lots. They often lack credit and debit cards and pay for everything with cash.

Expanding Horizons are traditionalists when it comes to media. They like to watch Spanish-language shows on TV. They're less likely to use the internet, but younger members of these families do go online to visit social networking sites.

Expanding Horizons have strong family values. They're religious, hard-working and ambitious. Despite the barriers to education, they say that they want to advance to the top of their careers and make a lot of money. They're more Democrat, although a large percentage is not registered to vote—and their views are mostly moderate.