

D18 Suburban Nightlife

Upper established couples and families living mainly in the metropolitan cities

🏠 1.71% | 2.23% 👤



Who We Are

Head of household age 🎂

51–65

130 | 35.4%

Type of property 🏠

Single family

108 | 95.9%

Est. Household income 💰

\$50,000–\$74,999

140 | 26.1%

Household size 👤

5+ persons

145 | 21.1%

Home ownership 🤝

Homeowner

111 | 91.2%

Age of children 🍼

10–12

137 | 13.4%

Channel Preference



215



110



117



97



60



167

Technology Adoption



Wizards

Key Features

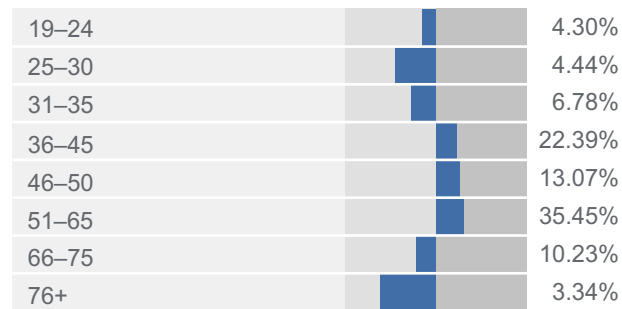
- Tech-journeymen
- Politically liberal
- R&B music
- Status-seekers
- Tech-savvy
- Social media fans



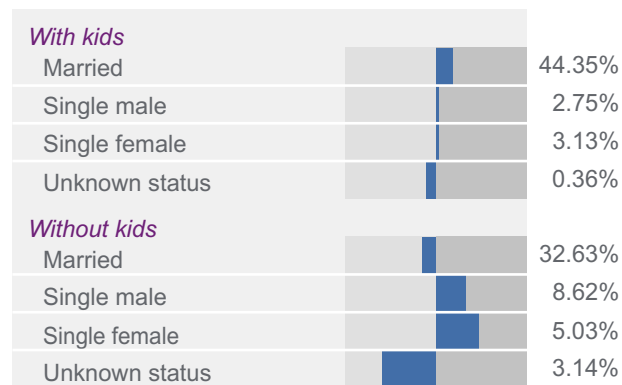
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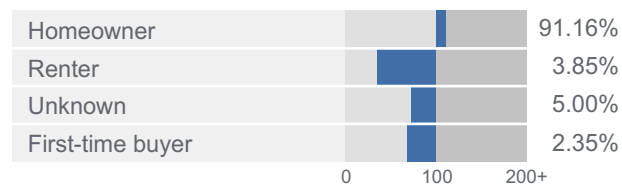
Head of household age



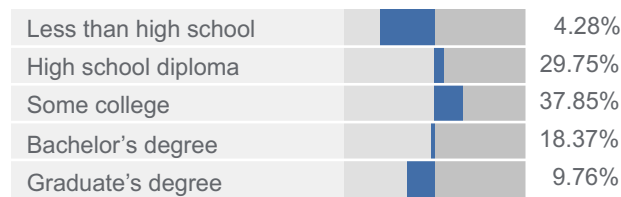
Family structure



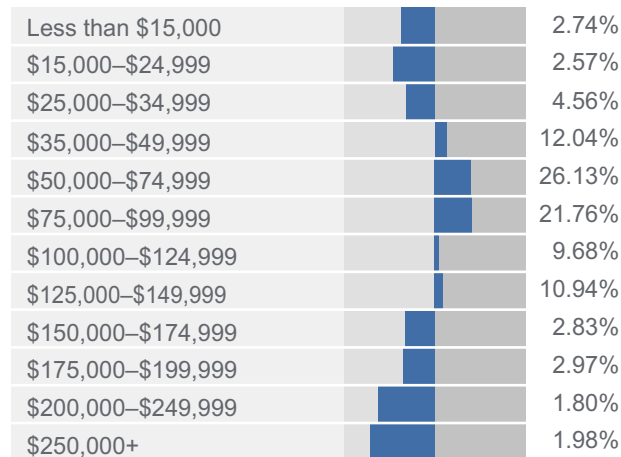
Home ownership



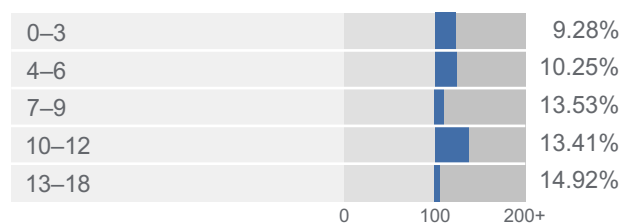
Head of household education



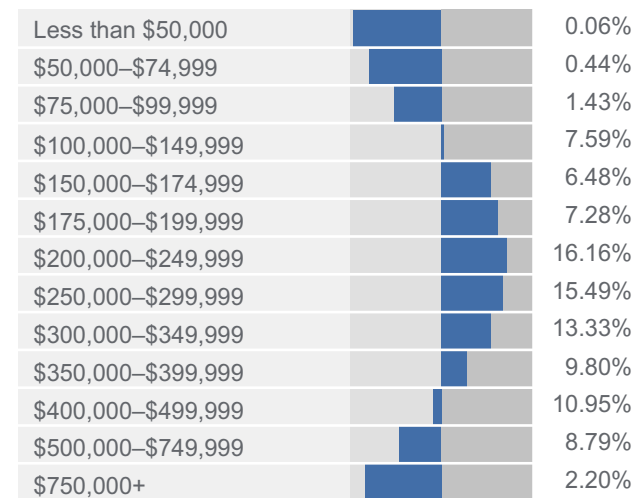
Estimated household income



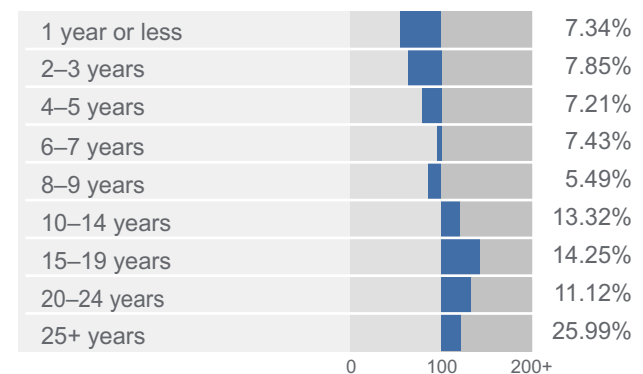
Age of children



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 D18: Suburban Nightlife

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How to Market

Suburban Nightlife 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



Suburban Nightlife consist of well-off households living in suburban comfort. Typically found outside large cities in the South and Mid-Atlantic states, these households contain a mix of middle-aged couples, families and divorced individuals. Many of the adults are college-educated, holding solid blue-collar jobs that provide household incomes of around \$65,000. With most owning older, modestly priced homes, they have substantial disposable income of around \$14,000 per year that allows them to spend their free time attending football and listening to music.

Suburban Nightlife enjoy going to restaurants for dinner and head to movies for entertainment. These are health-conscious individuals when it comes to nutritional choices but only around 30 percent exercise regularly, enjoying basketball and racquetball.

As consumers, Suburban Nightlife are striving to pursue the good life in a smart way. They like to follow the latest fashion trends and don't mind paying extra for quality goods and to remain on the cutting-edge in regards to both technology and their social and professional status. Shoppers in this segment tend to frequent discount department stores like T.J. Maxx and Family Dollar, looking to maximize their spending dollars. However, they remain a receptive audience for advertising—to better discover the latest styles—and are a strong audience for a wide variety of ad vehicles. Radio, TV, and direct mail are all effective channels for reaching this segment.

Socially, Suburban Nightlife are traditional in their values. Many are religious, tough on crime and support equal rights and cultural tolerance. Politically, they overwhelmingly side with the Democratic Party. Many are unabashedly upwardly mobile: they describe themselves as workaholics who want to advance in their careers and start their own business. In fact, many of them are considered "mobile professionals" who use their mobile phones for business as well as personal use. Not surprisingly then, they are considered "journeymen" where technology is an important part of life and are skilled users of new technology. They put their faith in the insurance industry and own investment instruments like whole-life insurance and tax-sheltered annuities, but they have very low rates for owning stocks and mutual funds.