experian.

H28 Everyday Moderates
Families of all shapes and sizes living in metro-suburban settings

🏠 0.31% | 0.35% 👤

Key Features

- Credit-aware
- Comfortable living
- Music fans
- Married with kids
- Financially alert
- Average health-consciousness

Who We Are

Head of household age 🎂	Type of property 🏠
51–65	Single family
146 | 39.8%	112 | 99.0%

Est. Household income 💰	Household size 👥
$75,000–$99,999	2 persons
174 | 26.9%	115 | 30.1%

Home ownership 🤝	Age of children 🍼
Homeowner	13–18
108 | 89.1%	127 | 17.8%

Channel Preference

TV	✉	📻
97	90	142

💬	@	👍
106	21	101

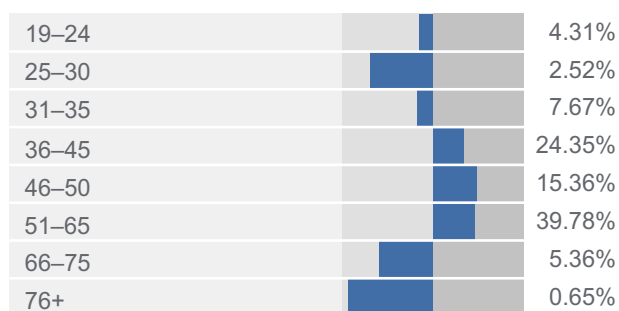## Technology Adoption
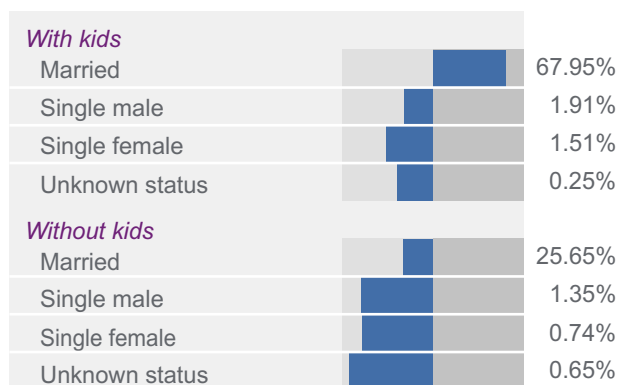
Journeymen

Mosaic USA

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Head of household age

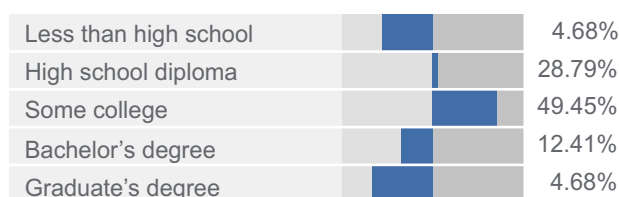| Age	%
19–24	4.31%
25–30	2.52%
31–35	7.67%
36–45	24.35%
46–50	15.36%
51–65	39.78%
66–75	5.36%
76+	0.65%

Family structure

With kids

	%
Married	67.95%
Single male	1.91%
Single female	1.51%
Unknown status	0.25%

Without kids

	%
Married	25.65%
Single male	1.35%
Single female	0.74%
Unknown status	0.65%

Home ownership

	%
Homeowner	89.07%
Renter	3.66%
Unknown	7.27%
First-time buyer	3.23%
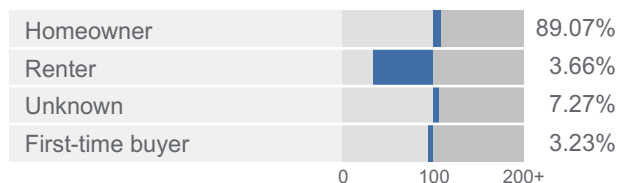
Head of household education

	%
Less than high school	4.68%
High school diploma	28.79%
Some college	49.45%
Bachelor's degree	12.41%
Graduate's degree	4.68%

Estimated household income

	%
Less than $15,000	2.16%
$15,000–$24,999	2.46%
$25,000–$34,999	3.73%
$35,000–$49,999	9.14%
$50,000–$74,999	27.03%
$75,000–$99,999	26.94%
$100,000–$124,999	11.08%
$125,000–$149,999	11.36%
$150,000–$174,999	2.40%
$175,000–$199,999	2.06%
$200,000–$249,999	0.86%
$250,000+	0.77%

Age of children

	%
0–3	6.68%
4–6	6.40%
7–9	13.61%
10–12	13.24%
13–18	17.80%
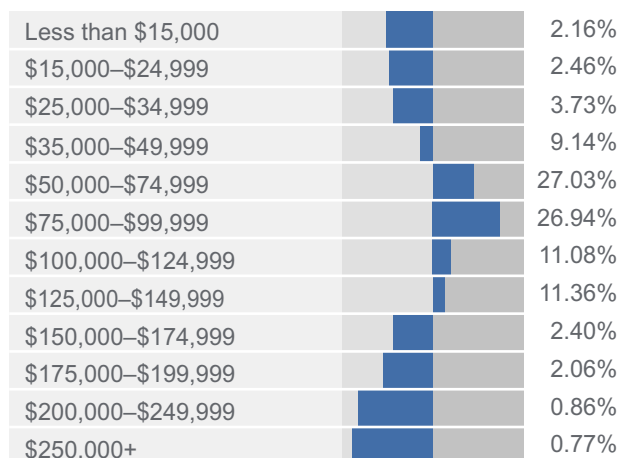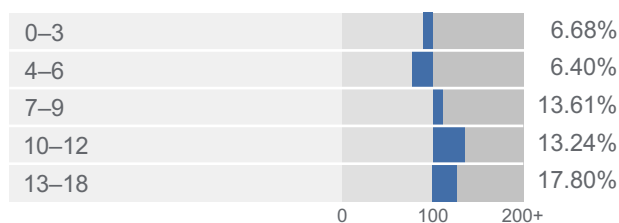
Estimated current home value

	%
Less than $50,000	0.25%
$50,000–$74,999	0.43%
$75,000–$99,999	0.43%
$100,000–$149,999	2.83%
$150,000–$174,999	2.80%
$175,000–$199,999	5.20%
$200,000–$249,999	14.04%
$250,000–$299,999	17.12%
$300,000–$349,999	14.62%
$350,000–$399,999	13.02%
$400,000–$499,999	20.35%
$500,000–$749,999	8.71%
$750,000+	0.18%

Length of residency

	%
1 year or less	12.50%
2–3 years	10.16%
4–5 years	6.99%
6–7 years	12.35%
8–9 years	9.61%
10–14 years	16.87%
15–19 years	14.47%
20–24 years	7.60%
25+ years	9.45%

Mosaic USA
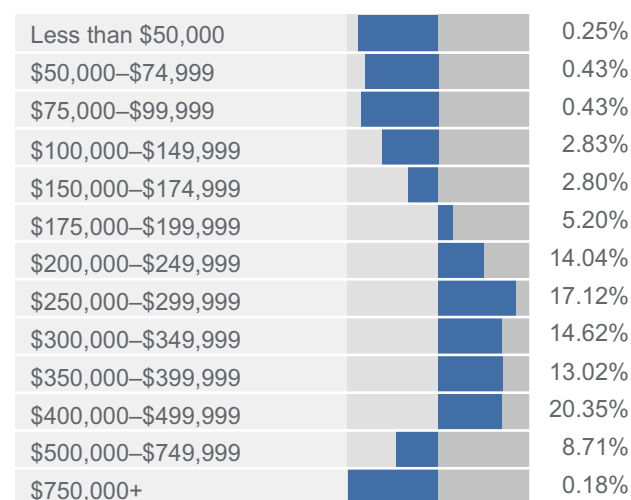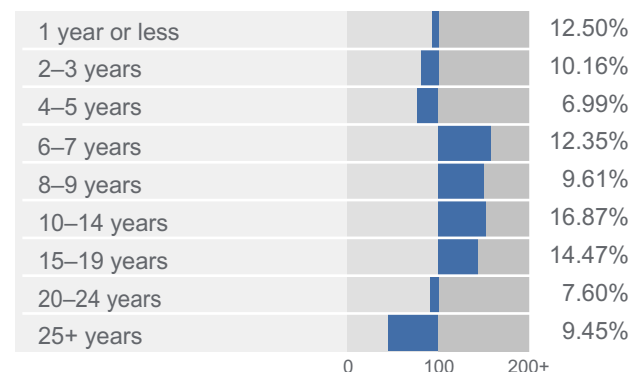
Charts provide details of the key variables used to build and describe the Mosaic groups and types.

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:

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.

Head of household age

Age		Mean%
19–24		**2.65%**
25–30		**2.36%**
31–35		**4.65%**
36–45	224	**40.67%**
46–50		**20.16%**
51–65		**17.58%**
66–75		**8.46%**
76+		**3.46%**

0   100   200+

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+

Index 100 (USA average)

Head of household age

Age		%
19–24		2.65%
25–30		2.36%
31–35		4.65%
36–45	224	40.67%
46–50		20.16%
51–65		17.58%
66–75		8.46%
76+		3.46%

0   100   200+

Index below 100   **Index above 100**

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 H28: Everyday Moderates

Families of all shapes and sizes living in metro-suburban settings

How to Market

Everyday Moderates consists of consumers who very much enjoy shopping. Once a strong in-store audience, these shoppers now are just as prolific in online shopping. Their one persistent shopping habit is looking for discounts wherever they choose to shop. From a media perspective, this audience consists of early tech-adopters to some who are just now beginning to evolve their technology usage. Market to these consumers with a mixed media approach. In terms of verticals of interest, retail would be the strongest along with travel and entertainment. Everyday Moderates is a diverse group when it comes to the types of messages that will resonate and tempt them to try a new product. Some respond to brands that incentivize, others are drawn to brands that are trendy and claim to have the next fashion trend in stock.

Overview

Everyday Moderates are known for the middle-of-the-road lifestyles of its mid-scale households living in mid-sized cities and suburbs. Primarily families with children under eighteen, the adults tend to be in their 40s and 50s with above-average educations and mix of jobs in blue-collar and administrative professions.

Many have fled larger cities for the slower pace of medium-sized towns and the suburbs of satellite cities, particularly in Western and Southwestern states. However, the members of Everyday Moderates still regularly drive downtown to watch dance performances or have dinner-and-a-movie. Although not as active as the rest of the population, Everyday Moderates participate in aerobics, jogging and a game of tennis. They do enjoy taking an occasional cruise, especially on a Royal Caribbean liner plying the eastern coast of Mexico.

As shoppers, Everyday Moderates are not your fashion-forward, early-adopting, conspicuous consumption households. They tend to be value-oriented consumers who clip coupons and prefer online-bid and discount sites. These folks like their clothes to be durable and their cars to be safe.

Everyday Moderates make an eclectic media audience and can be reached through different channels. They're fans of primetime television, especially drama shows and movies, and listen to a variety of music, from country music to hip-hop. They like to read magazines that cover business, home services, health, and fitness. They respond best to advertising delivered while they listen to the radio, via mobile display or online video.