

P57 Modest Metro Means

Middle-aged singles established in inner-city rental communities

🏠 0.66% | 0.51% 👤



Who We Are

Head of household age 🎂

19–24

351 | 17.8%

Type of property 🏠

Multi-family: 2 units

1460 | 37.7%

Est. Household income 💰

Less than \$15,000

245 | 10.7%

Household size 👤

1 person

214 | 70.2%

Home ownership 🤝

Renter

707 | 77.0%

Age of children 🍼

7–9

152 | 18.7%

Channel Preference



349



67



271



217



55



44

Technology Adoption



Wizards

Key Features

- Public transportation
- Wrestling fans
- Single parents
- Rental housing
- TV watchers
- Opportunity seekers

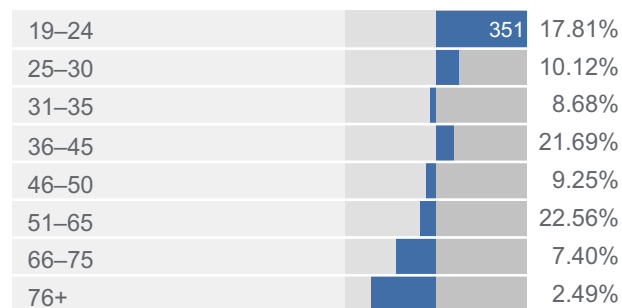


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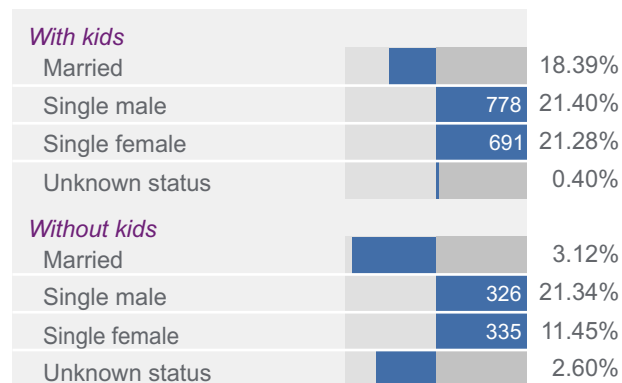
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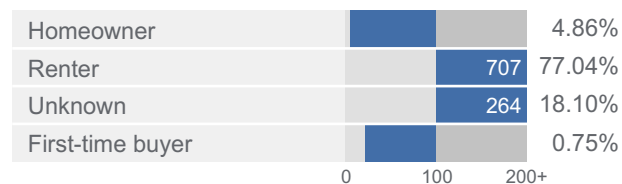
Head of household age



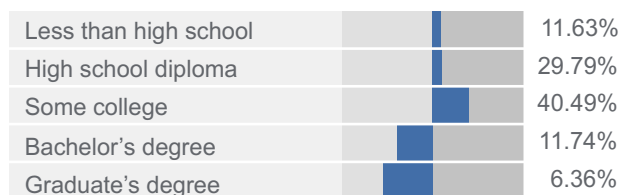
Family structure



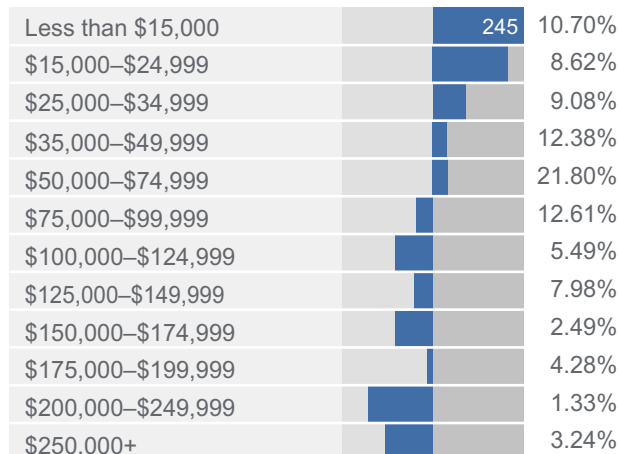
Home ownership



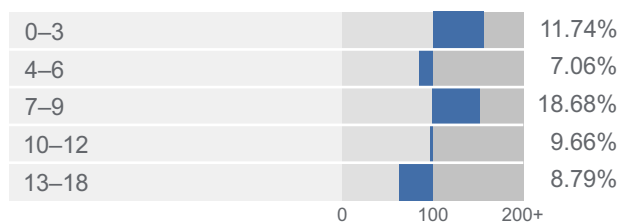
Head of household education



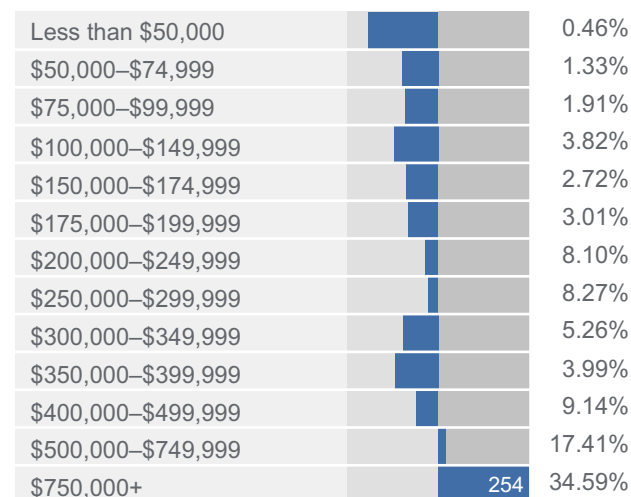
Estimated household income



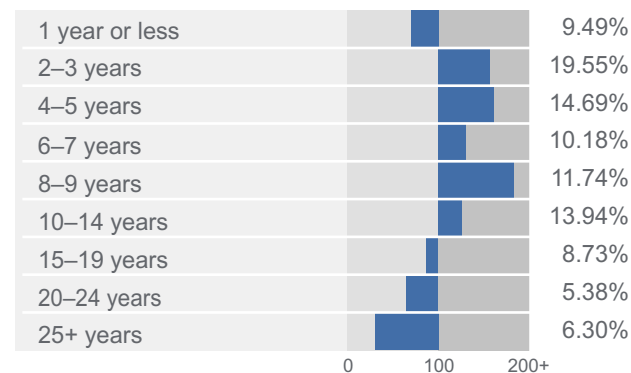
Age of children



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 P57: Modest Metro Means

Middle-aged singles established in inner-city rental communities

How to Market

Modest Metro Means 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 Modest Metro Means see the side of your brand that makes you a unique option.

Overview



Modest Metro Means is characterized by the variety of odd jobs they hold, a low education level and older housing. Only one out of ten members holds college degrees. Their income sources are typically low-level blue-collar, professional health/education, or office/administration jobs. Over 75 percent live in rental units in apartment buildings, duplexes and row houses, typically nearly a century old.

However, the determined couples and single-parents who are members of this segment have carved out adequate lifestyles and they say that they're working to improve their situations.

Their ages range mainly from 36 to 65 years old, giving the segment exceptional diversity in its consuming patterns. This segment enjoys team sports like soccer and basketball. They're early adopters who pick up the latest consumer electronics and fashion. While there's not a lot of money for downtown nightlife, they get in-house entertainment, with movies, music, gaming and social media.

Modest Metro Means are mostly found in a handful of major metros. They live in a mix of high-rise apartments, low-rise buildings, and old duplexes. Few have cars, and they rely on public transit and neighborhood stores—fast food joints, mom-and-pop retailers and corner markets—to survive. Without high percentages of traditional family dynamics, this is a transient segment where the majority have lived at the same address for fewer than seven years.

As low-income consumers, the Modest Metro Means get by with modest leisure activities. If the adults go out, it's to a dance performance. This segment isn't big on upscale dining; they prefer fast food. TV is popular among these young singles and families, and for many, streaming TV and movies is a cheaper alternative to buying high-priced movie tickets. However, they do have expensive taste when it comes to fashion and they don't mind spending money to look good. No matter their age, they want to look younger and hipper. They have a strong need for status recognition and talk of advancing to the top or starting their own businesses, even though they have little in savings right now. They take an interest in financial matters, sharing information with their friends and family.

To learn about new products, Modest Metro Means tend to be receptive to TV, radio and online video and online displays. To resonate with this market, ensure your messages show variety and the “above the crowd” novelty your brand can have. Also turn up the status dial as these consumers are looking for products and services to make them appear more cutting-edge. They tend to follow the “in crowd” so position your brand as what the cool kids like.

Politically, Modest Metro Means are Democrat. There’s little evidence of any Republican voters in this segment. While these voters are strong supporters of liberal social and economic ideals, they have a conservative streak as well, and they like to support their families and their communities.