

P60 Striving Forward

Cultured families and single parents earning modest incomes in gateway communities

0.7% | 0.42%



Who We Are

Head of household age



19–24

353 | 17.9%

Type of property



Multi-family: 5–9 units

1047 | 28.5%

Est. Household income



\$15,000–\$24,999

326 | 15.4%

Household size



1 person

249 | 81.8%

Home ownership



Renter

852 | 92.9%

Age of children



13–18

430 | 60.4%

Channel Preference



149



32



545



164



3



10

Technology Adoption



Wizards

Key Features

- Risk taker
- Ambitious
- Single parents
- English not first language
- Active athletes
- Fashionable



P60

Striving Forward

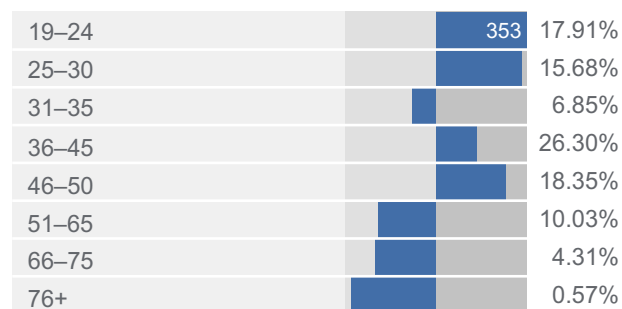
Cultured families and single parents earning modest incomes in gateway communities



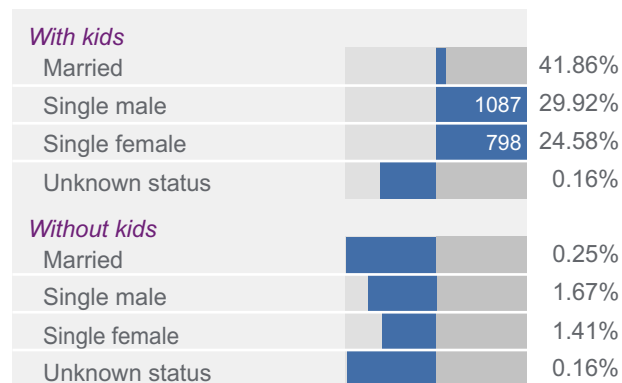
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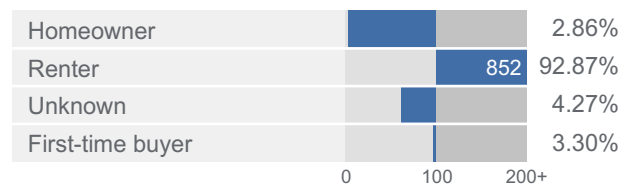
Head of household age



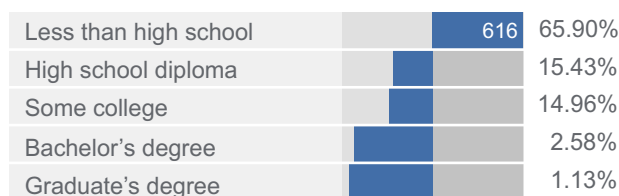
Family structure



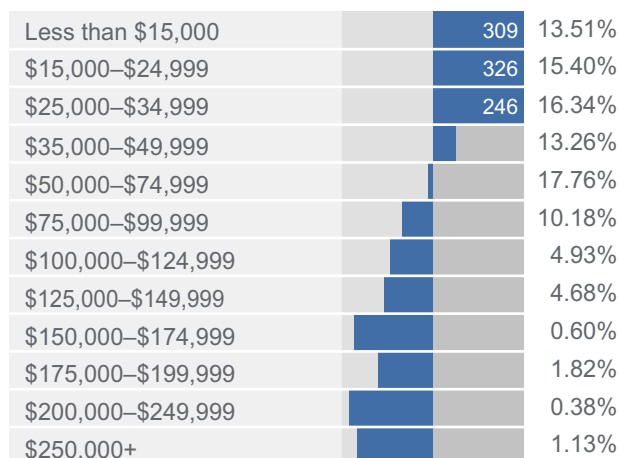
Home ownership



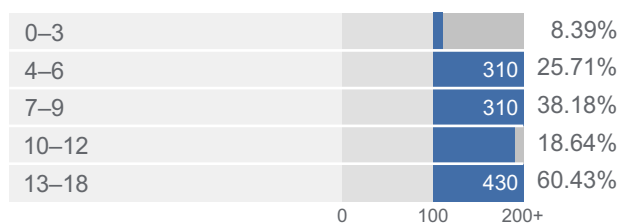
Head of household education



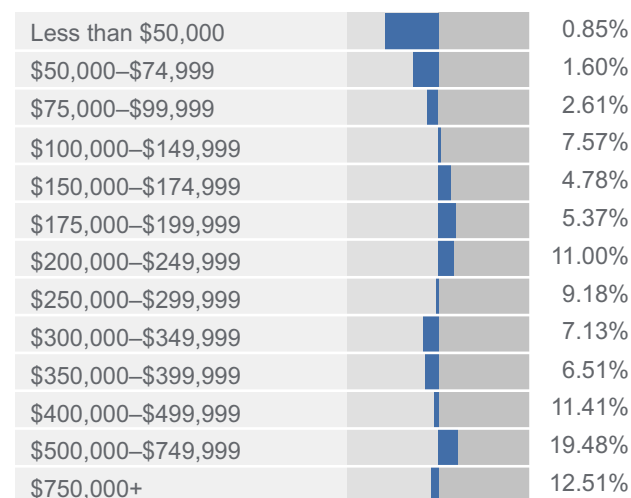
Estimated household income



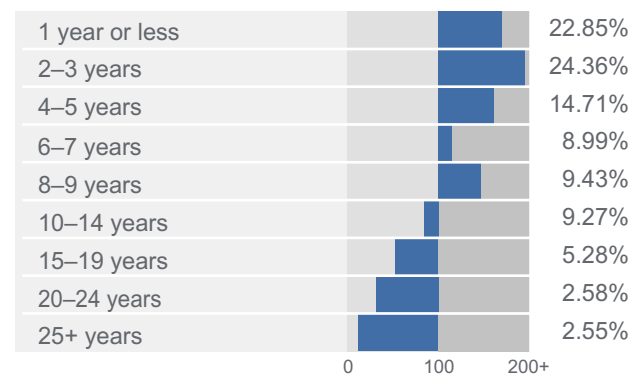
Age of children



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 P6o: Striving Forward

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How to Market

Striving Forward makes 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 Striving Forward sees the side of your brand that makes you a unique option.

Overview



Striving Forward is a family segment with a mix of single-parents and couples with children living in downscale city neighborhoods. Three quarters of residents don't speak English—many came to these immigrant gateway communities in big cities in the West and Northeast in search of a better life. However, with their below average educations—30 percent have finished high school—these adults tend to earn low wages as blue-collar laborers or service-sector workers. Most can't afford to buy a home; they tend to live in inexpensive rental apartments in transitional neighborhoods. Almost a quarter of residents change their

address every year.

Striving Forward have little disposable income, which provides for only modest lifestyles. When they're not working, these parents look for child-oriented leisure activities. They take their kids to zoos and aquariums, and a big outing is a trip to a theme park. Some admit to not exercising regularly and spend their evenings at home, cooking and listening to Latin music.

In the marketplace, these price-sensitive consumers look to shop at local stores and at discount departments stores where the clearance racks sag with merchandise. They frequent retail chains such as Burlington Coat Factory as well as toy stores, where they indulge their children with games and dolls. They like to shop with their family, but they also enjoy just browsing to check out new stores and fashion. In these households, they make an effort for health by cooking with fresh ingredients they pick up from a local market or produce stand.

With nearly 90 percent of Striving Forward speaking Spanish at home, this segment is a strong market for Latin media. Relatively few have access to the internet, but those who do go online to visit websites with information on jobs and apartments and to keep in touch with friends. At home, their radios are on all day, with Latin music providing the soundtrack to their activities.

The downscale members of Striving Forward work long hours trying to improve the lives of their families. Despite their financial challenges, they remain ambitious and optimistic. Most are family-oriented and fill their homes with food and art.

They also express concern about the crime and pollution that are part of their neighborhoods. However, many are apathetic when it comes to politics, with few registering to vote and of the one third that do, are Democrat. They're more likely to trust their faith.