

H29 Destination Recreation

Middle-aged, midscale couples enjoying active lifestyles in the suburbs

🏠 0.89% | 0.61% 👤



Who We Are

Head of household age 🎂

36–45

330 | 59.9%

Type of property 🏠

Single family

105 | 93.0%

Est. Household income 💰

\$75,000–\$99,999

149 | 23.1%

Household size 👤

1 person

184 | 60.4%

Home ownership 🤝

First-time buyer

232 | 7.9%

Age of children 🍼

7–9

54 | 6.7%

Channel Preference



154



96



41



121



22



22

Technology Adoption



Wizards

Key Features

- Eclectic leisure interests
- Visit theme parks
- Middle-aged
- Sports focused
- Outdoor recreation
- Price-conscious



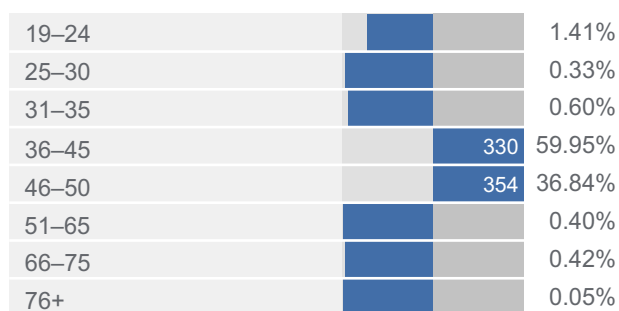
H29

Destination Recreation

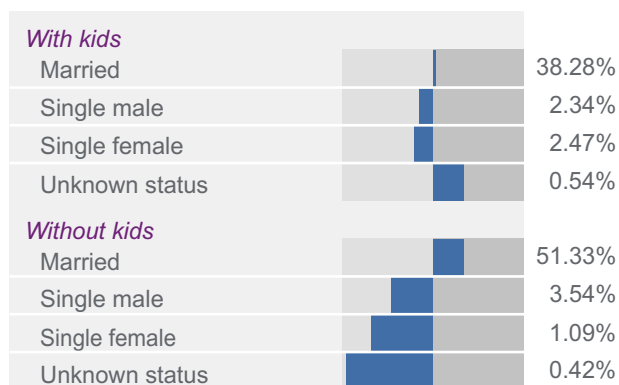
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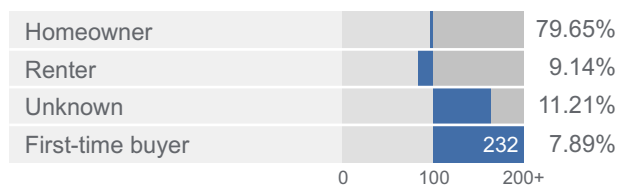
Head of household age



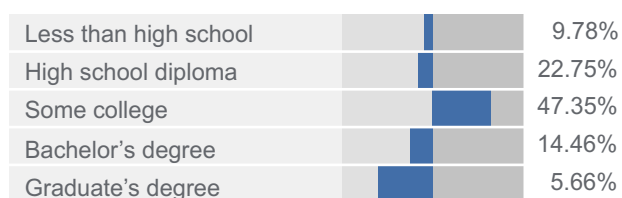
Family structure



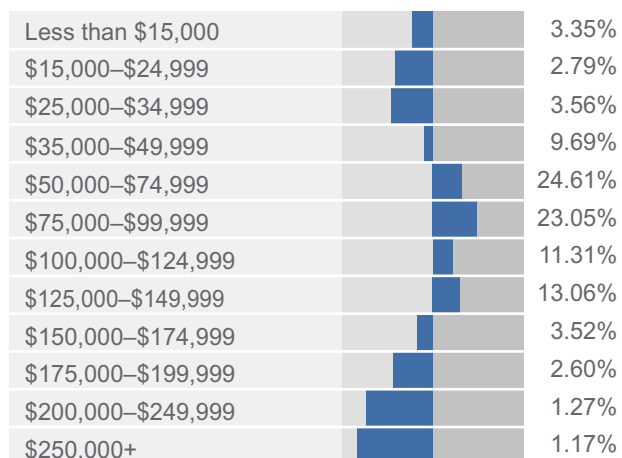
Home ownership



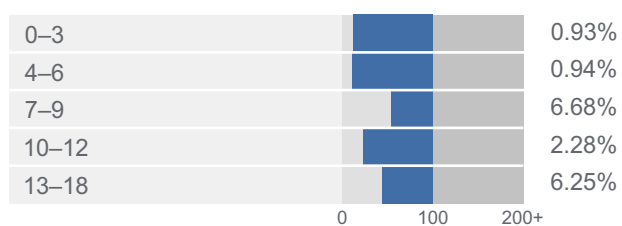
Head of household education



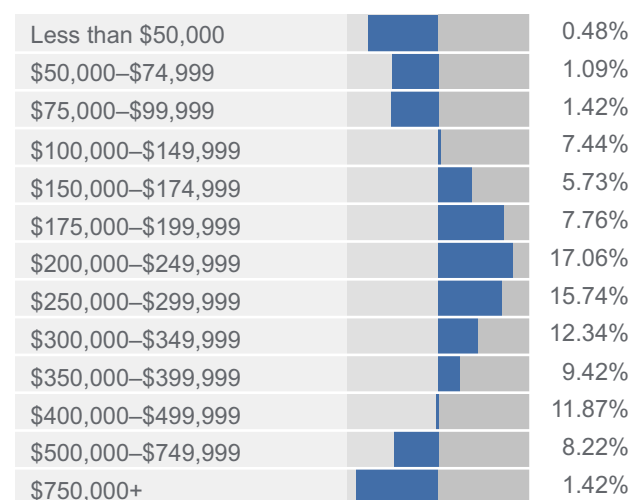
Estimated household income



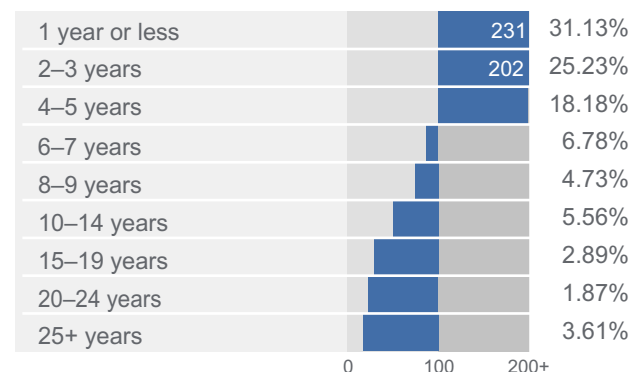
Age of children



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 H29: Destination Recreation

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How to Market

Destination Recreation 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. Destination Recreation 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



Destination Recreation are mostly middle-aged couples who've recently settled in exurban towns and fringe suburbs. Although some of the communities with high concentrations of members are well-known resort towns—like Hilton Head, S.C.; and Killington, Vt.—these Americans aren't the fabulously rich visitors who arrive annually. Most of these households are middle-class, between the ages of 36 and 50, and working at sales or blue-collar jobs. Many have jobs that help to keep these recreational and tourism destinations ticking. They may be couples, singles or divorced individuals, but nearly all are homeowners and over half are married

without kids. They tend to be mobile and have purchased their new and unpretentious homes within the past 5 years.

Destination Recreation typically contain dual-earners in order to support their middle-class lifestyles. They're big outdoorsy types who enjoy a myriad of outdoor sports; they like to fish, swim, boat and hike through the parkland near their homes. They also appreciate city nightlife and make the drive into towns to go to nightclubs and bars, and are massive fans of 60s, 70s and 80s music.

Selective consumers, these households look for products that are low-cost and long-lasting. They tend to shop at discount clothing stores, looking for bargains rather than designer brands and sometimes utilize coupons. When they go to a car dealership, they might kick the tires to make sure the vehicle—often a pickup—can handle the rough roads. They're likely to go online to compare product pricing and specs before making a purchase.

Destination Recreation are eclectic media consumers, with average interest in traditional media and above-average use of the internet. They like to subscribe to magazines that indulge their interest in sports, home services, and health, and on TV they particularly enjoy movies and situation comedies. Mostly, though, they're turning to the internet for their information and entertainment.

To reach this audience, marketers should know that they're pretty laid-back and apolitical. Around thirty percent belong to no particular political party and they typically describe themselves as middle-of-the-road. There aren't many hot-button issues in

their neighborhoods; they rarely worry about crime, pollution, or global issues. In fact, they tell researchers they're mostly content and not interested in making waves—either at work or at home. These folks subscribe to a 'live and let live' philosophy.