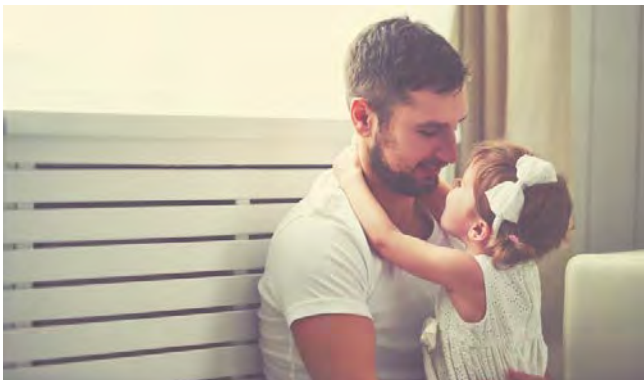


# M45 Growing and Expanding

Young, working-class families and single parent households living in small established city residences

🏠 0.97% | 0.95% 👤



## Who We Are

### Head of household age 🎂

25–30

302 | 24.5%

### Type of property 🏠

Single family

108 | 95.7%

### Est. Household income 💰

Less than \$15,000

304 | 13.3%

### Household size 👤

1 person

122 | 39.9%

### Home ownership 🤝

Renter

234 | 25.5%

### Age of children 🍼

0–3

408 | 30.8%

## Channel Preference



71



59



474



63



11



101

## Technology Adoption



Wizards

## Key Features

- Rural living
- Enjoy bargain hunting
- Engage via radio
- Early childrearing years
- Bowling leagues
- Home-based family activities

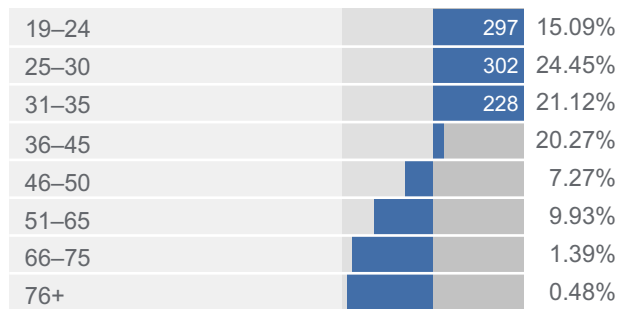


# M45 Growing and Expanding

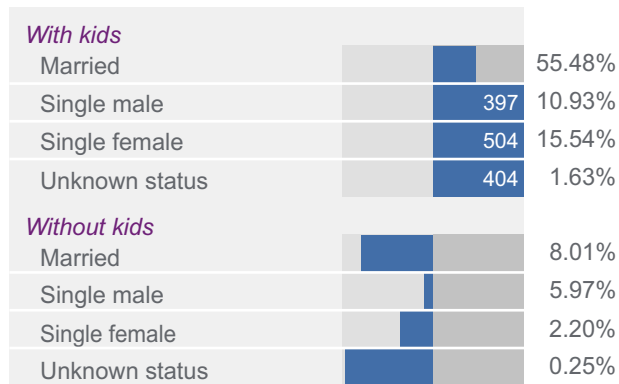
Young, working-class families and single parent households living in small established city residences

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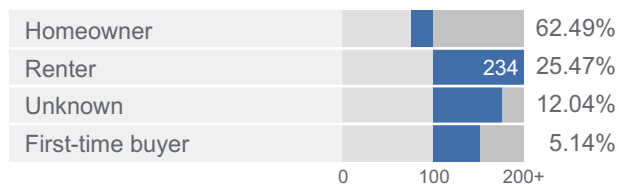
## Head of household age



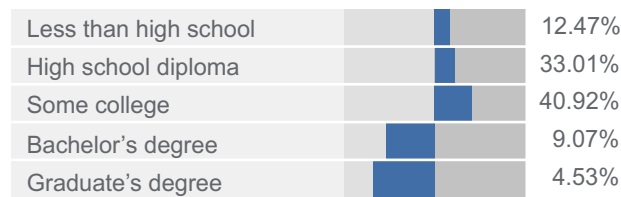
## Family structure



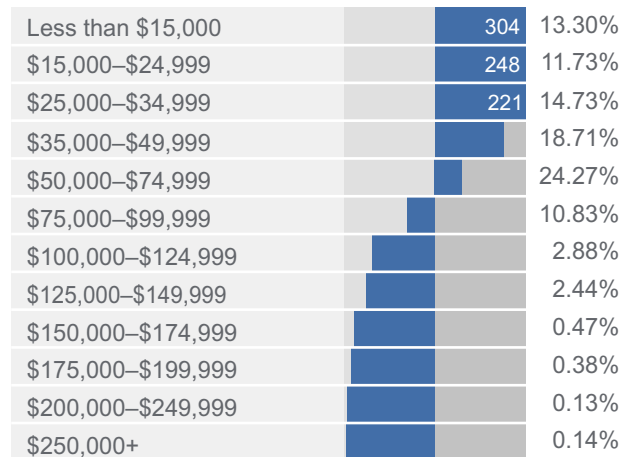
## Home ownership



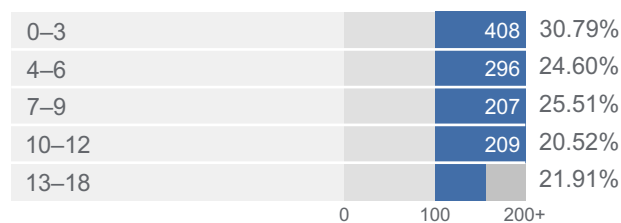
## Head of household education



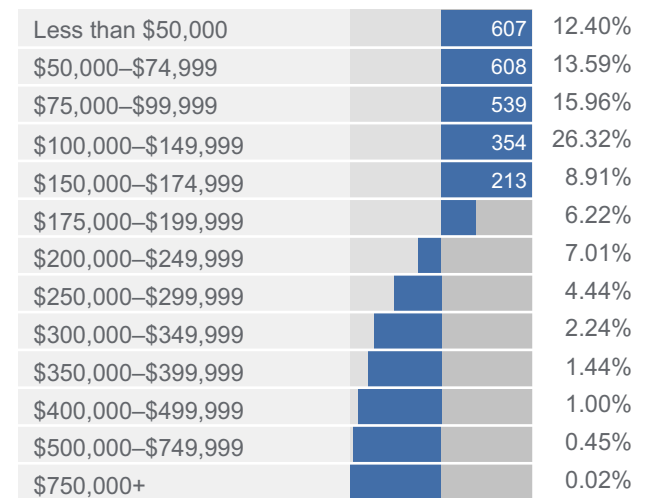
## Estimated household income



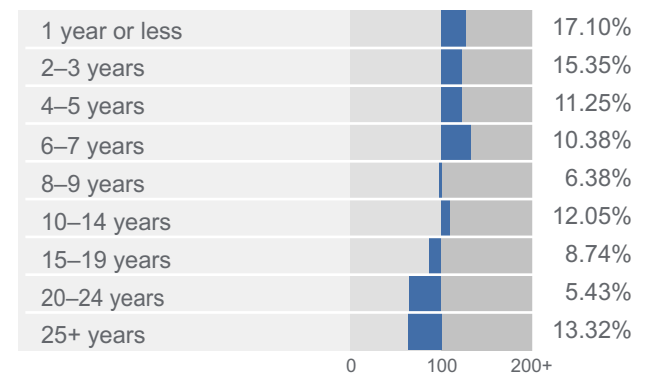
## Age of children



## 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 M45: Growing and Expanding

Young, working-class families and single parent households living in small established city residences

### How to Market

Growing and Expanding portray average Americans in many ways. Split politically, average in their tech adoption and proud working-class families—this audience is the lifeblood of America. From a marketing perspective, you can use the radio or social media to target these consumers as their attention between family and work can be scattered and they often consume media in the background to the more important aspects of their lives. They're not flashy but they are striving for better lives so marketing anything from financial and investment services, to children's toys and domestic travel opportunities can provide marketers with impactful campaigns. They want to appear trendy, but they recognize the value of a dollar. Resonate with their American home-grown values and conventions and focus marketing dollars on tailoring your messages to their work hard, play hard mentality—you will earn their customer loyalty in no time.

### Overview



Growing and Expanding are young families and single-parent households just starting out or trying to start over after a divorce. Most of the adults are under 45 years old and raising young children on lower middle-class incomes. With slightly below average educations and entry-level salaries from blue-collar, sales and service-sector jobs, Growing and Expanding tend to live in older city neighborhoods where housing is affordable and public transportation is nearby. Many of these households live a transitional lifestyle, and their mobility—nearly half have lived at the same residence for fewer than five years—is one indicator that members are continually

seeking to change their circumstances for the better.

These young people pursue budget-minded, child-centered activities. Most households like going to zoos and bowling alleys, buying lots of toys and sports gear, and spending their weekends at ball fields, where they watch and participate in baseball and soccer games. There's not a lot of discretionary cash to pursue travel or cultural activities. Few have started saving for the future, and a little under one third own any investments. At night, these households tend to stick around the house to watch TV and play games. To celebrate a birthday, they might spring for tickets to a country music concert.

Growing and Expanding look for sales and typically shop at discount department stores. Although they like to keep up with technological trends, they're somewhat slow to adopt newer devices—older CD and DVD players are stacked alongside their video game systems.

These consumers do like electronic media around the house. They're music fans who tune into radio stations that play a range of alternative rock, even hip-hop. They're also a strong market for TV entertainment, keeping their screens warm during prime time watching dramas and sitcoms. Fans of the internet, they go online to look for work, play a game or check out a friend's social media activities. Because they're relative newcomers in their neighborhoods, they have little interaction with their communities—except their virtual communities online.

Being more connected online than in the real world is appropriate for this transient lifestyle; its members have little time, or interest, in putting down roots. These young families live hectic lives where meals often involve fast food, takeout or frozen dinners. They're mostly apathetic on hot-button political issues. They vote Democratic, if they are registered to vote at all, but they're hardly community activists.

They are receptive to learning about brands via their radios and social media. Use messages that encourage this market to buy now as they tend to be more impulsive. Coupon and discount deals draw them in as well, especially if you position your brand to be the "it" trend.