

E20 No Place Like Home

Older, established multi-generational households in suburban areas

🏠 1.88% | 3.08% 👤



Who We Are

Head of household age 🎂

51–65

169 | 45.9%

Type of property 🏠

Single family

111 | 98.2%

Est. Household income 💰

\$75,000–\$99,999

155 | 24.0%

Household size 👤

5+ persons

232 | 33.8%

Home ownership 🤝

Homeowner

115 | 94.9%

Age of children 🍼

13–18

42 | 5.9%

Channel Preference



43



85



11



39



37



207

Technology Adoption



Apprentices

Key Features

- Smart shoppers
- Multi-generational homes
- Tech apprentices
- Large households
- Social media fans
- Conservative values

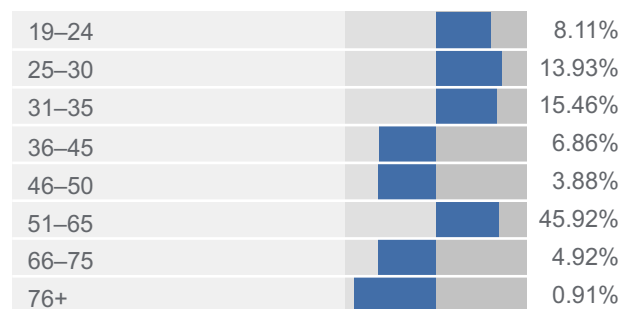


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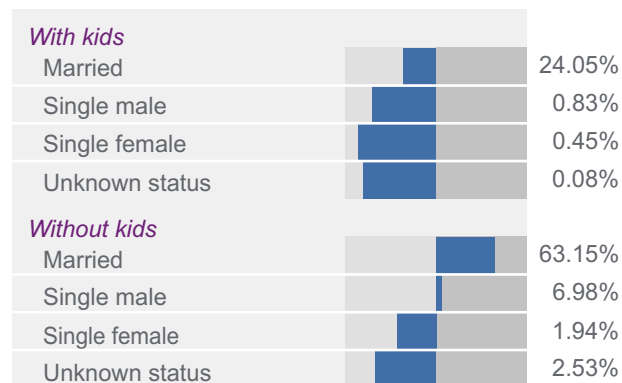
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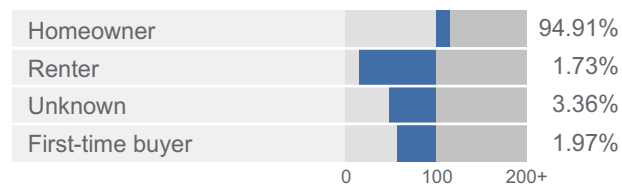
Head of household age



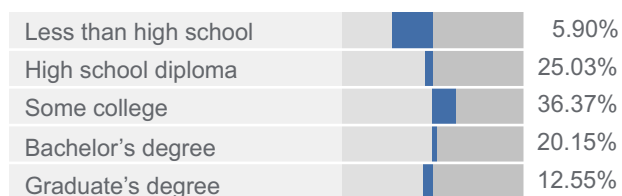
Family structure



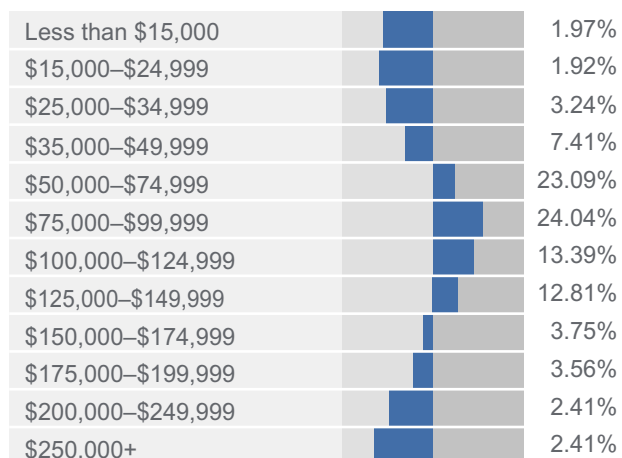
Home ownership



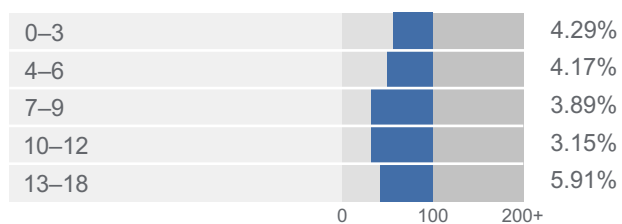
Head of household education



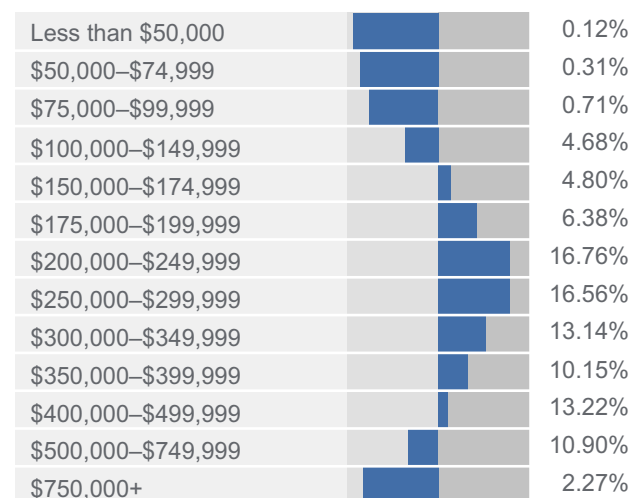
Estimated household income



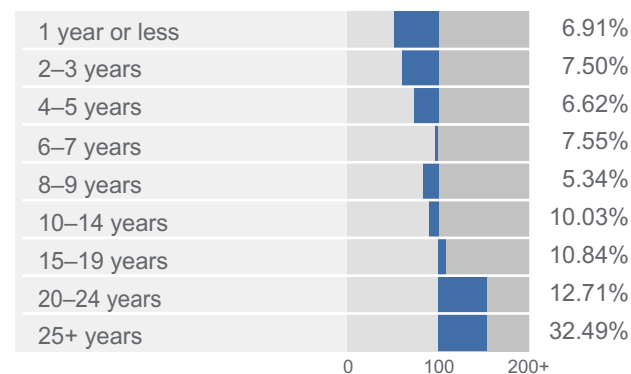
Age of children



Estimated current home value



Length of residency



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

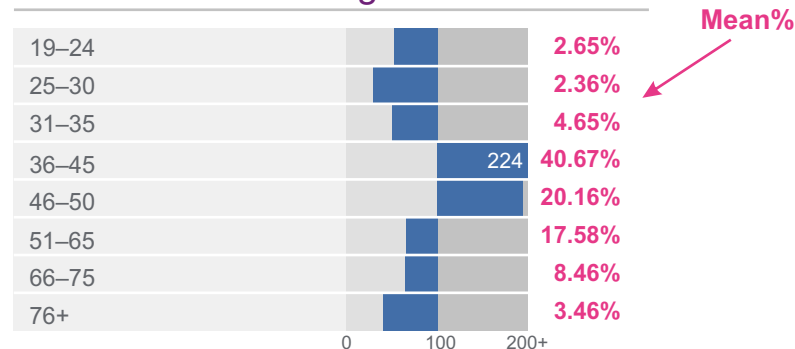
For each group and type, the charts show the **Means** and **Index** for each variable.

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 E2o: No Place Like Home

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How to Market

Target these aging consumers with competitively priced travel, home services and entertainment options like theatrical performances and concerts. They are more likely to shop high-end online and e-tailer brands as well as online discount stores. Honor, pride and traditional “buy American” messaging tends to capture their attention better than any flashy “get it while it’s hot” deal.

Overview



No Place Like Home consist of multigenerational households living in exurban comfort. Many households contain 50-something adults and their 20-something children or aging parents sharing the family home. Segment members are typically educated and the households contain multiple workers earning good salaries in a mix of white-collar, sales jobs and blue-collar jobs as well. Because many No Place Like Home households are located in small cities and towns in the Midwest and Northeast, home values are typically below the national average. That’s fine with these residents, who have typically lived at the same address for more than 15 years and

have deep roots in their communities. Living in communities located in the suburban sprawl of metros large and small, No Place Like Home tend to lead laid-back lifestyles.

The baby boomer adults are content with sedentary pursuits like collecting antiques and catching concerts, movies and theater performances. Their preferred exercise includes jogging and yoga, and they eat healthy and pay attention to nutrition. Meanwhile, their outgoing and active adult kids prefer to hit the night spots, roar around on motorcycles, and enjoy camping and backpacking. In this segment, with its bi-modal age profile, musical tastes range from classical and jazz to country to pop.

No Place Like Home aren’t big on brick-and-mortar shopping excursions, but they do like to purchase products from catalogs and websites. They’re TV fans—especially movies and situation comedies—and they like reading newspapers and magazines that cover sports and women’s topics. Their taste in retailers is mainstream: they usually shop places like Kohls and then head to the mall to pick up work attire. Average adopters when it comes to apparel and electronics, these traditionalists aren’t influenced by media depictions of brands and they rely heavily on coupons. They’re also okay with buying used cars and trucks to get around and are fairly split between purchasing domestic and foreign vehicles.

The boomer majority in No Place Like Home have a matter-of-fact approach to life. They work hard, volunteer with community organizations and when it comes to charitable giving, they like to spread the wealth around, donating money to a wide range of causes, especially religious and welfare programs, education and the arts.

Although No Place Like Home participate in mainstream media and popular culture, they prefer learning about brand messages through direct mail campaigns and their social media channels. They tend to resonate with brands that use

messages and images that portray values core to the American dream—honesty, loyalty and pride. They are also more likely to try a brand that entices them with a coupon or deal.