

Group A Affluent Suburbia

Kyle and Hannah

Type A06 Small-town Success

White-collar, college educated, middle-aged working couples living in newly developed subdivisions outside the nation's beltways

2.38% 



Overview

Rankings

Age Rank 43/60
Wealth Rank 6/60

Top Markets

Chicago
Minneapolis
Detroit
Dallas
Philadelphia

Top Internet Sites

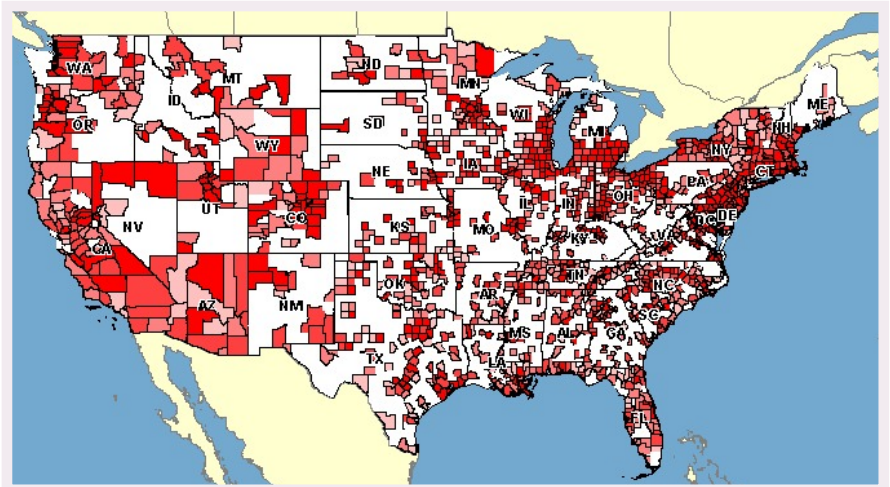
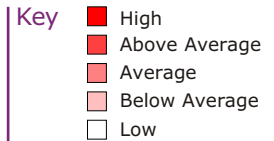
www.marketwatch.com
www.xanga.com
moneycentral.msn.com
www.espn.com
www.autotrader.com

Preferred Cars

Buick Rendezvous
Chevrolet Avalanche
Chevrolet Corvette
Chevrolet TrailBlazer
Volkswagen Beetle



Locations



Contents

1	Overview
2	Description
3	Who We Are
4	How We Make a Living
5	Where We Live
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8	Attitudes
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Description

Demographics

Small-town Success is typically home to the families of the most prominent citizens in their exurban communities. White-collar, college educated and upscale, they live in recently developed subdivisions outside the nation's beltways in the Midwest and West. Most of these households contain white, middle-aged working couples who have positions as executives and professionals in health care, retail and education. More than eight in ten drive alone to work, pulling out of the driveways of large single-family homes valued at 50 percent above the national median. These high-earners drive to work in comfort and have high rates for owning luxury SUVs as well as family vehicles including minivans.

Lifestyles

Small-town Success households enjoy a prosperous way of life. For athletic activities, they enjoy biking, swimming, bowling and jogging. They tend to seek out intellectual stimulation, reading books and taking adult education classes at high rates, and they don't mind driving to big cities to visit museums or see a show. They're conservative by nature and describe themselves as "smart shoppers." They like to buy quality merchandise at low prices at big-box chains such as Sam's Club, Circuit City and Bed, Bath & Beyond. They're late adopters when it comes to consumer electronics and are more likely to own 35-mm cameras than digital models, VHS players than DVD units. They own a wide range of insurance products, including life, health, disability and homeowner's coverage. However, being conservative hasn't dampened their enthusiasm for travel as they are likely to take a trip for either business or pleasure almost every month of the year.

Media

Small-town Success households share a fondness for a variety of media. They like to watch primetime crime dramas and comedies on television, especially "CSI," "Law and Order" and "Two and a Half Men." They are avid radio listeners and enjoy stations that offer news talk, golden oldies and country music. They have high rates for reading the Sunday newspaper to catch up on sports, business and entertainment news and read mainstream magazine titles as National Geographic, Good Housekeeping and Better Homes and Gardens. They have above-average interest in the Internet, and they go online to get news, do their banking and buy merchandise such as books and CDs.

Description

2

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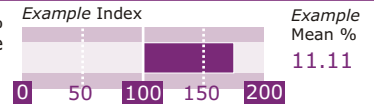
2.38% 



Who We Are

Demographics

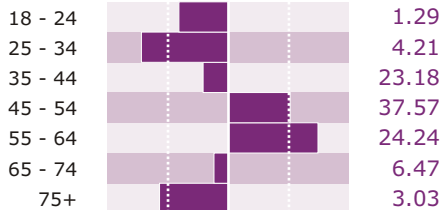
Charts show Index and Mean %
Index 100 indicates US average
See **Supporting Notes**
for further details



Gender



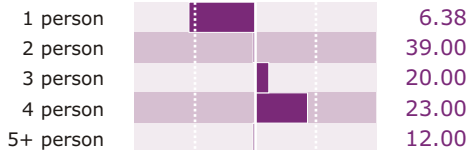
Age



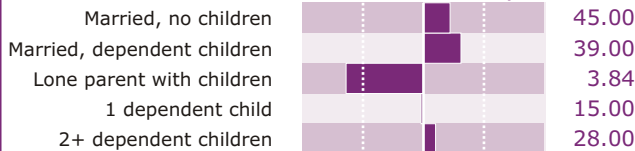
Marital Status



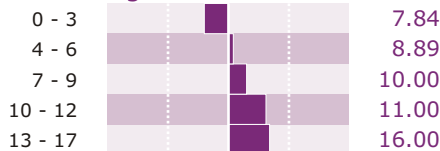
Number in Household



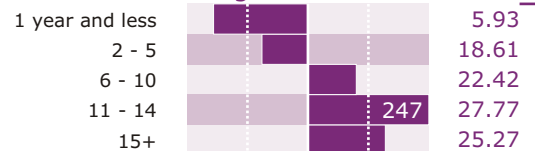
Household Composition



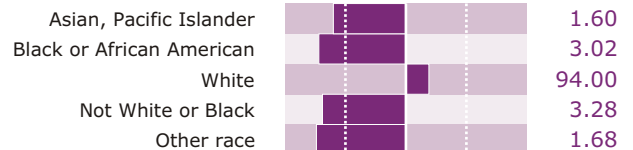
Age of Children



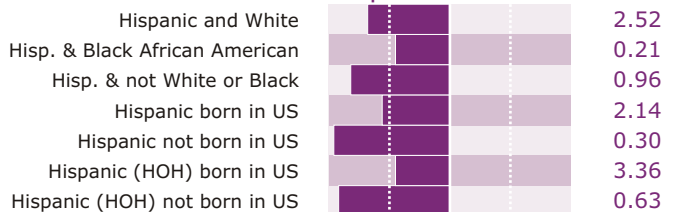
Length of Residence



General Race



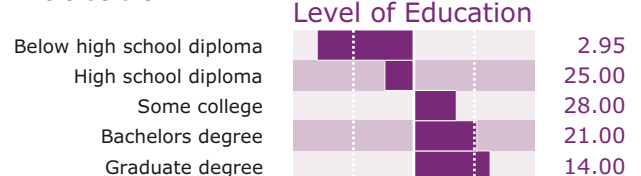
Hispanic Race



Religion



Education



Level of Education

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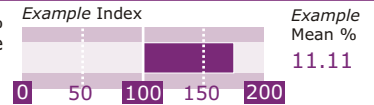
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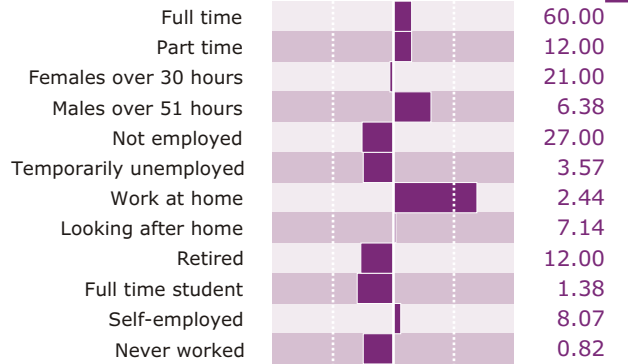
How We Make a Living

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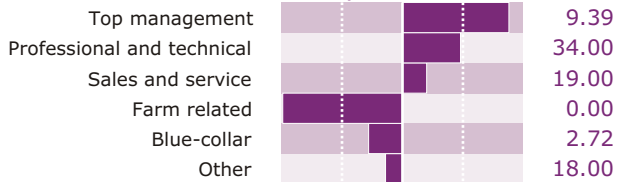


Work

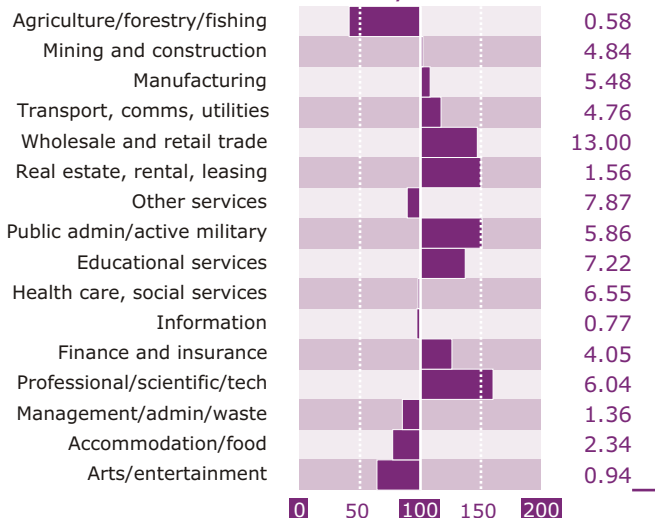
General



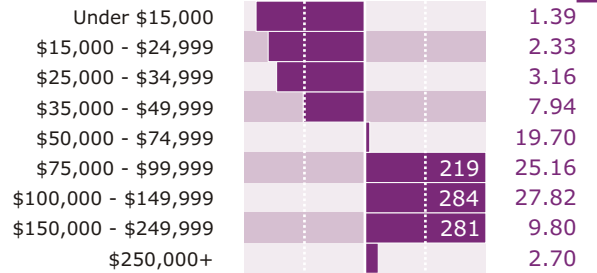
Occupation



Industry

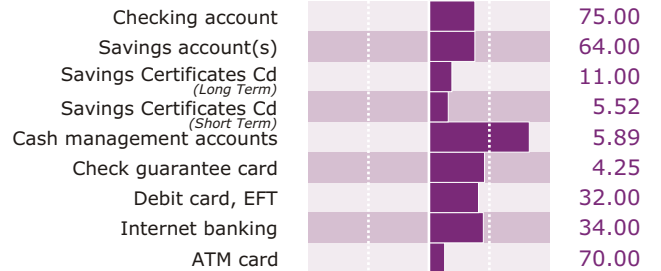


Income



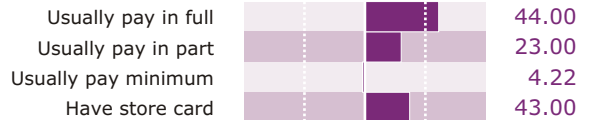
Household Income

Handling Money

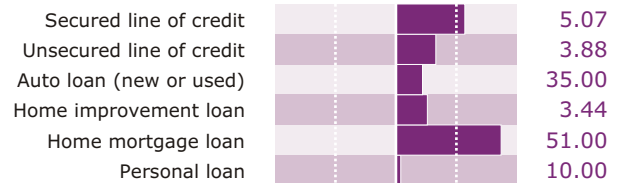


Banking

Credit Cards



Loans



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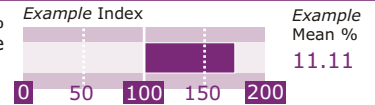
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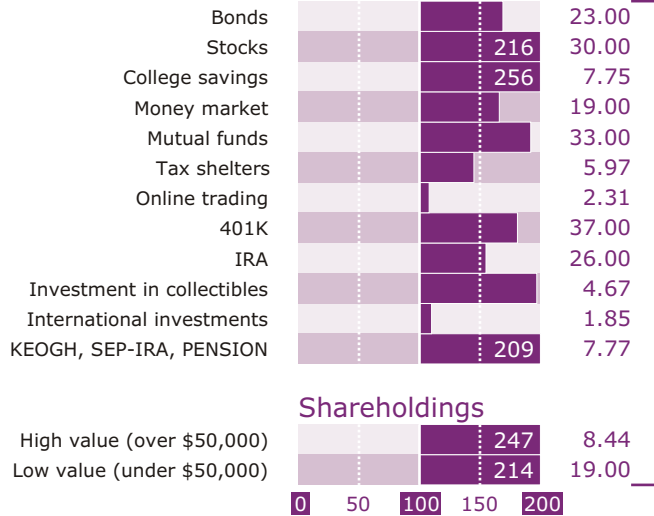
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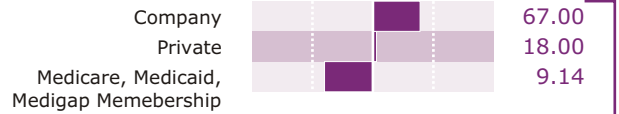


Handling Money

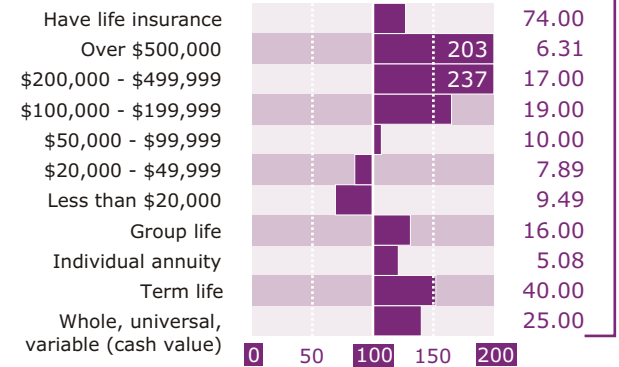
Savings & Investments



Medical Insurance



Life Insurance

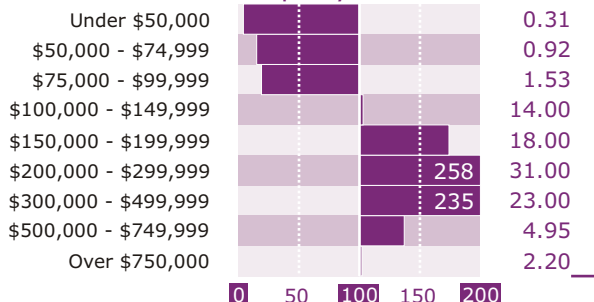


Where We Live

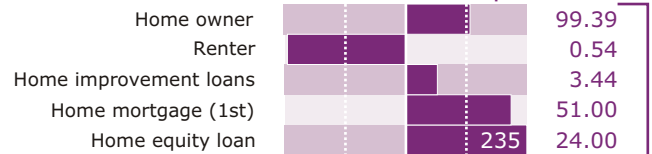
Type of Property



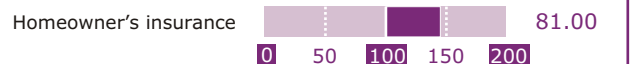
Property Value



Home Ownership



Insurance



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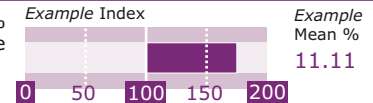
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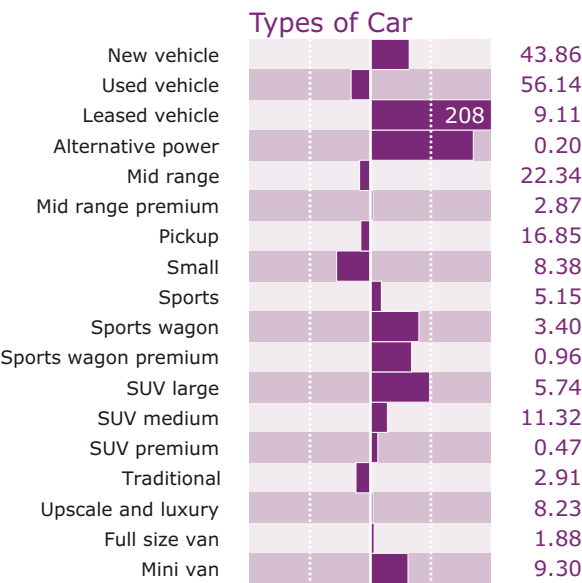
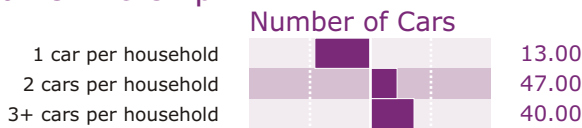


Our Home Lives

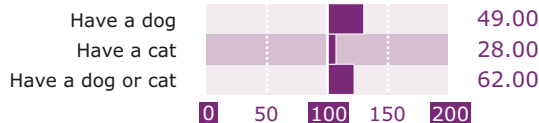
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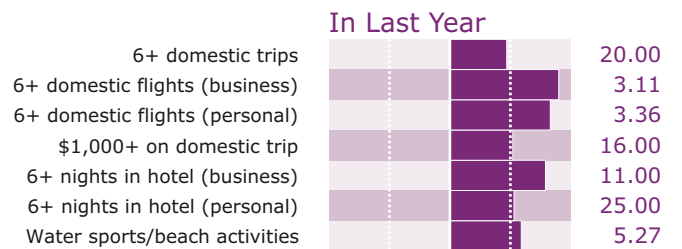
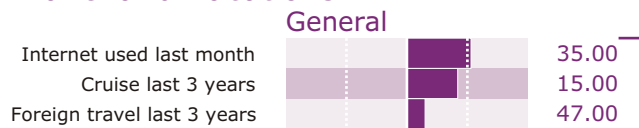
Car Ownership



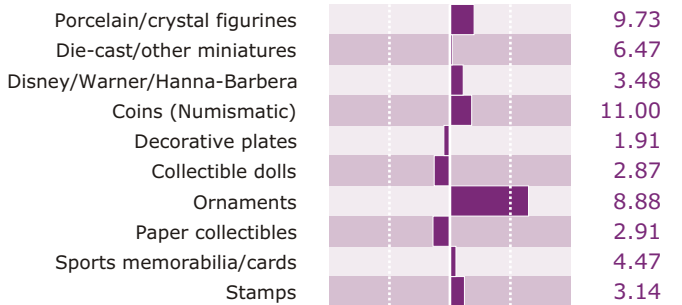
Pets



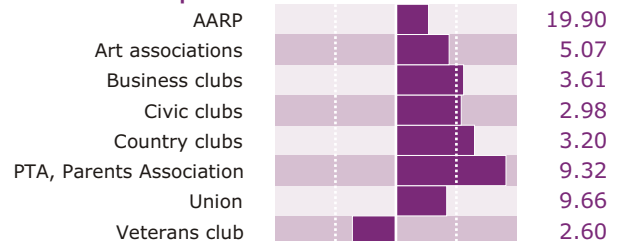
Travel and Vacations



Collectibles



Memberships



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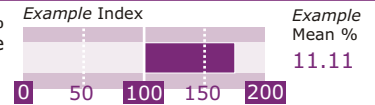
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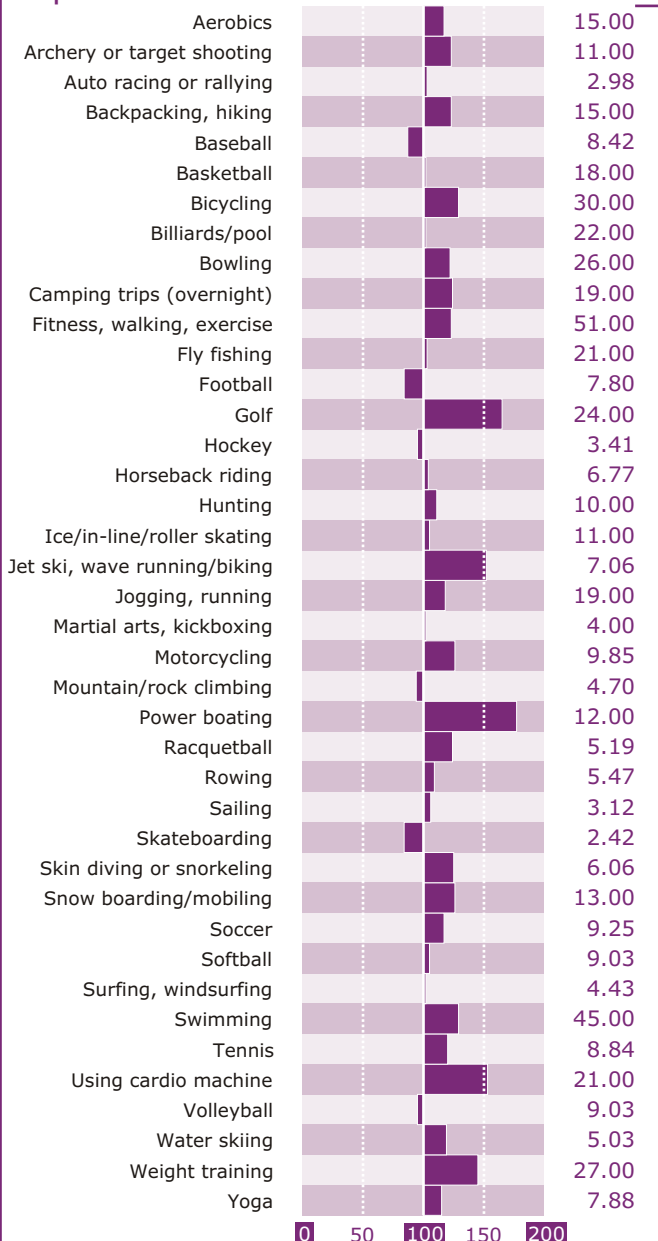


Our Home Lives

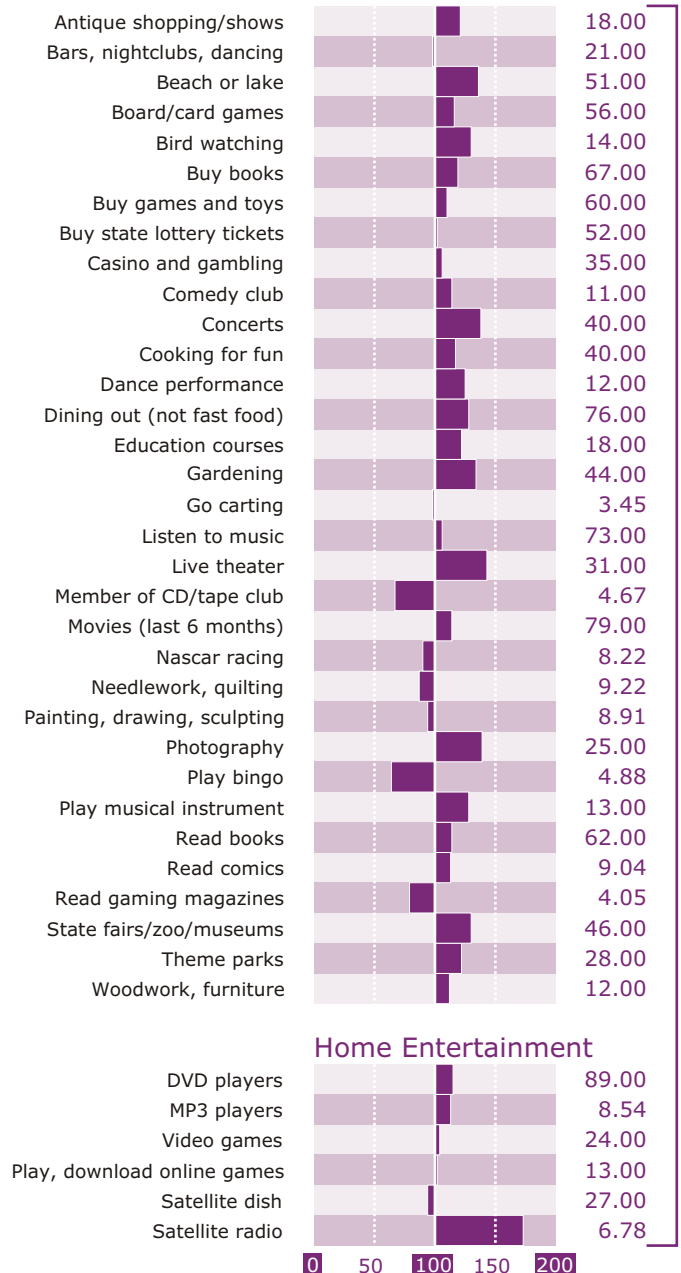
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Sports



Entertainment and Leisure



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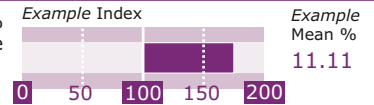
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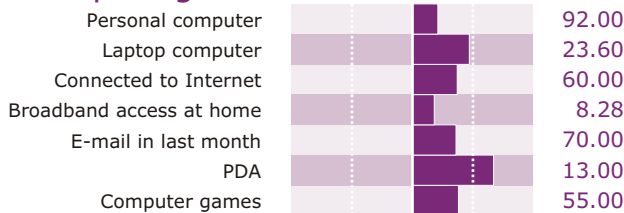


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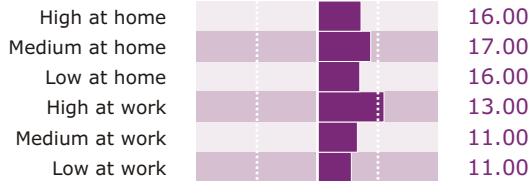
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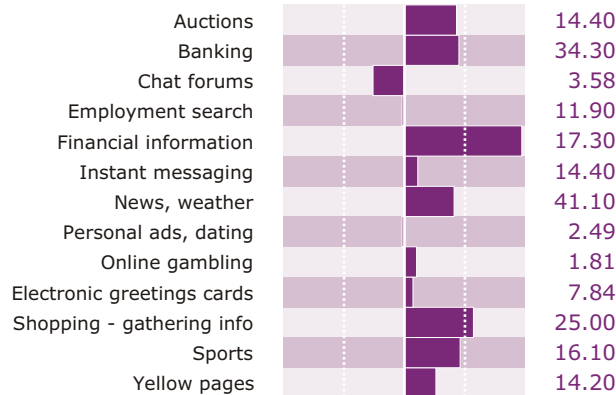
Computing and Internet



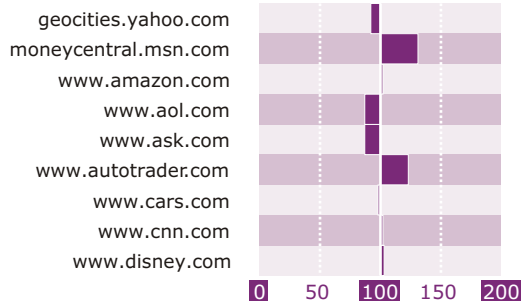
Internet Activity



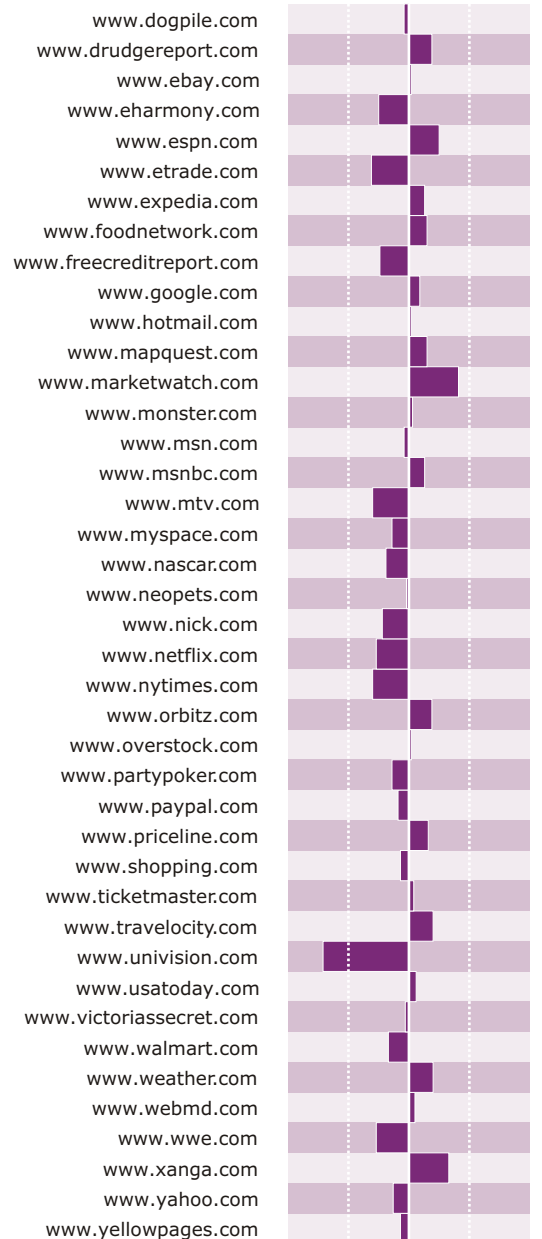
Websites By Category



Individual Websites*



Individual Websites*



* Mean % is not available for individual websites

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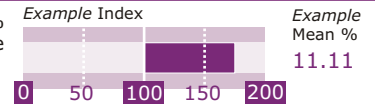
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Telephones

International calls	16.00
Prepaid calling card	19.00

Cellular Phones

Have a cellular phone	82.00
Business	16.00
Personal	63.00
Analog mode	20.00
Call blocking	7.87
Call forwarding	25.00
Call waiting	45.00
Caller Id	62.00
Digital mode	31.00
Internet access	20.00
Nationwide coverage	37.00
Text messaging	37.00
Three way calling	20.00
Voice mail	64.00
Monthly bill \$150+	4.94
Monthly bill \$100 - \$149	11.00
Monthly bill \$50 - \$99	32.00
Monthly bill under \$50	31.00

Radio

High drive time	21.00
Medium drive time	24.00
Low drive time	13.00
High all day	20.00
Medium all day	23.00
Low all day	12.00
All news	26.30
All sports	6.76
Black rhythm and blues	0.12
Classic rock	12.80
Classical	4.30
Country (or Western)	24.00
Easy listening	8.60
Golden oldies	14.40
Jazz	3.71
Spanish	1.52
Urban contemporary	5.18
Mexican, Ranchera, Tejano	1.52

TV and Cable

High prime time	23.00
Medium prime time	21.00
Low prime time	16.00
High early and late fringe	19.00
Medium early and late fringe	20.00
Low early and late fringe	20.00
High all day	18.00
Medium all day	20.00
Low all day	19.00
High cable TV	15.00
Medium cable TV	26.00
Low cable TV	12.00

TV Primetime

Comedy and variety	14.60
News and documentary	29.80
Feature film	8.80
General drama	67.10
Nature	2.29
Reality	48.50
Science	3.13
Situation comedy	48.00
Sports	8.70
How-To	14.90

TV Daytime

Drama	11.40
News	20.40
Game show or contest	2.81
Talk or informational	7.55

TV Early Evening

Weekday news	36.10
Weekend news	23.30

TV Late Fringe

Monday - Friday	24.00
Weekend	14.30

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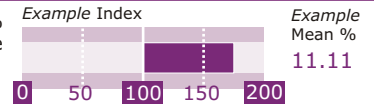
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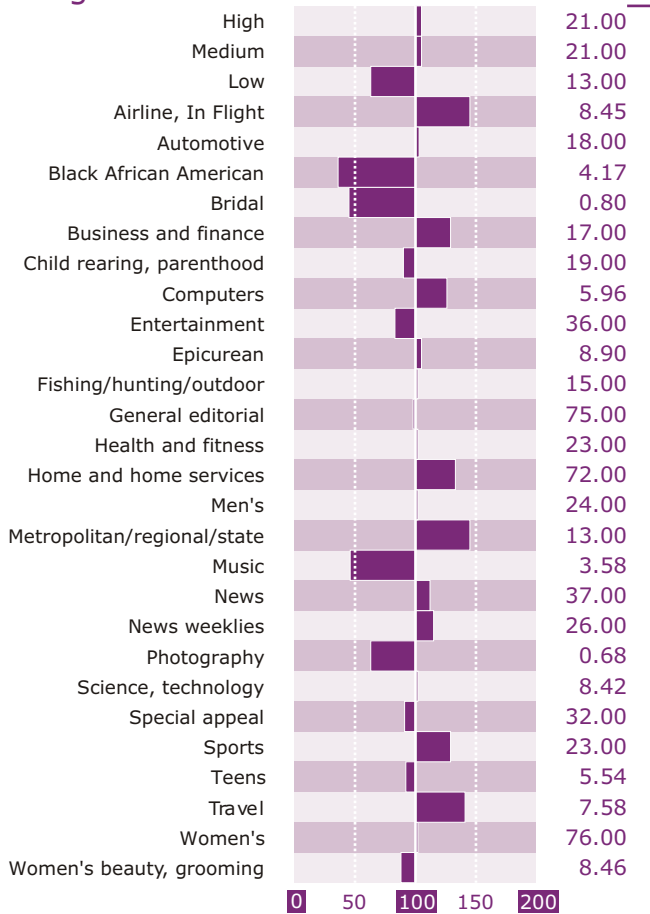


Our Home Lives

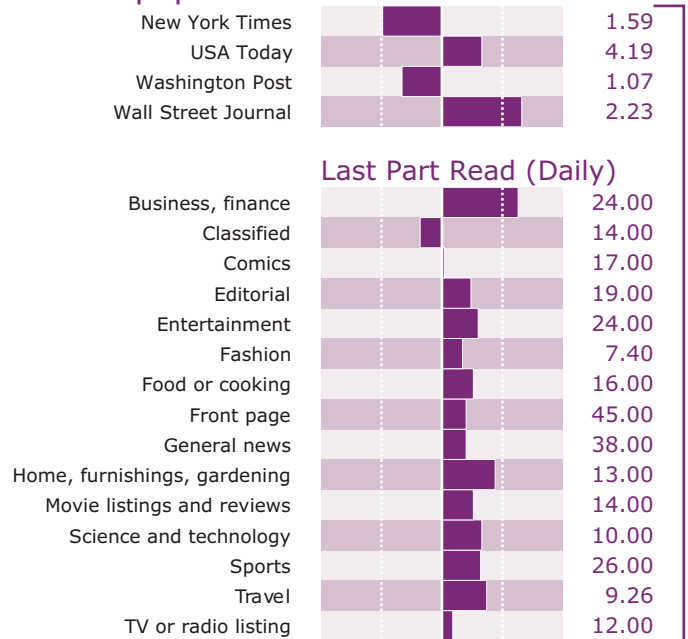
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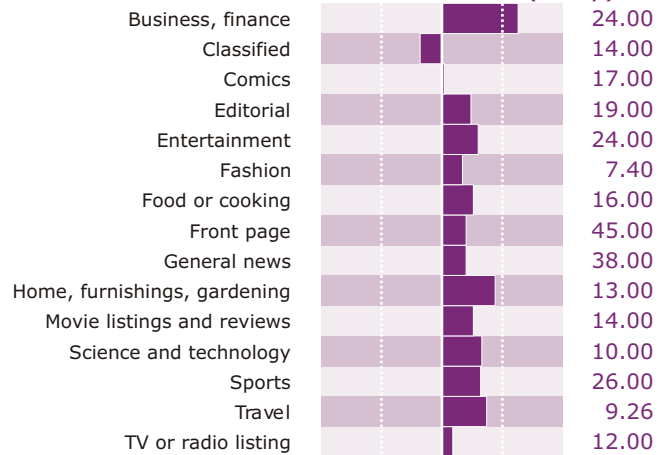
Magazines



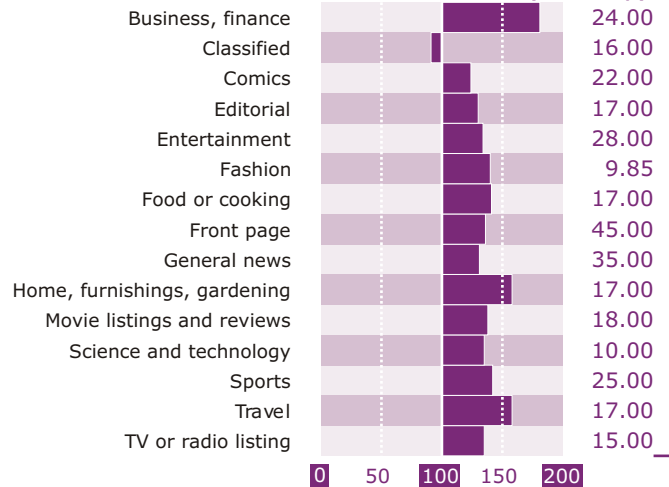
Newspapers



Last Part Read (Daily)



Last Part Read (Sunday)



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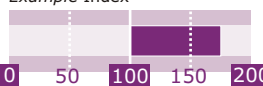
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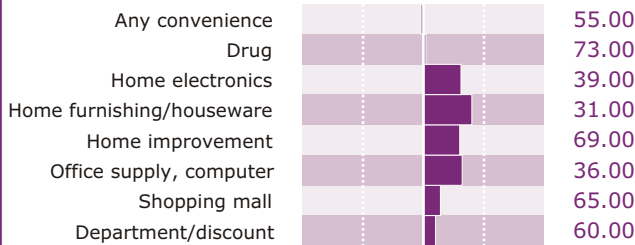


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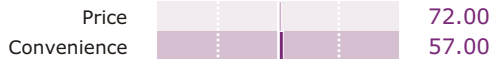
Charts show Index and Mean %
 Example Index:  Example Mean %: 11.11
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Shopping Habits

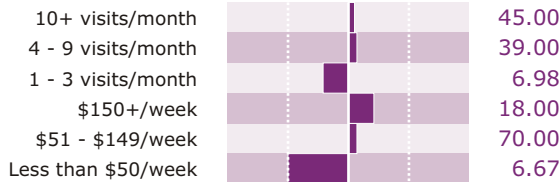
Stores Visited



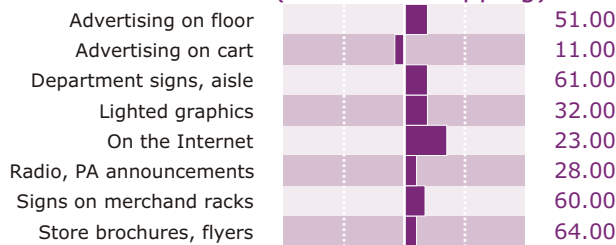
Reason Store Visited



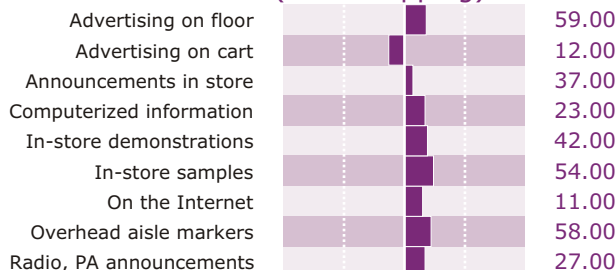
Frequency & Spend (Groceries)



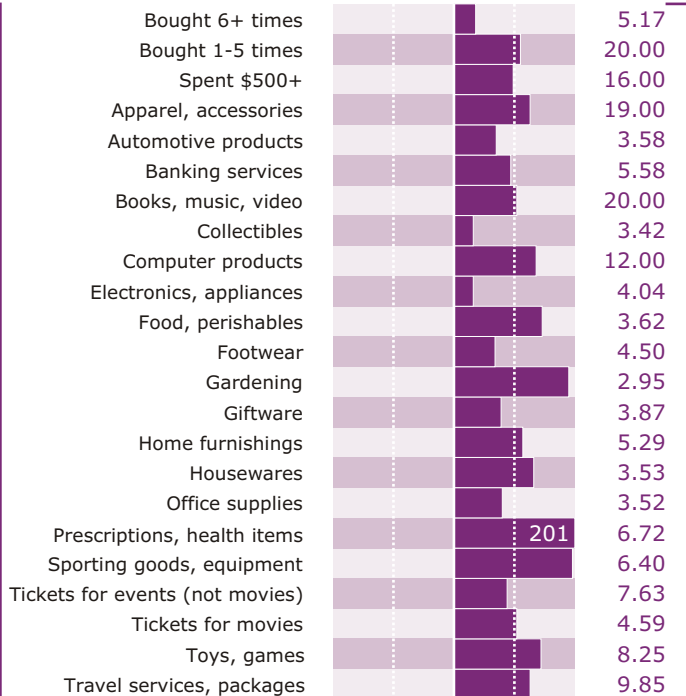
Customers refer to (non-food shopping)



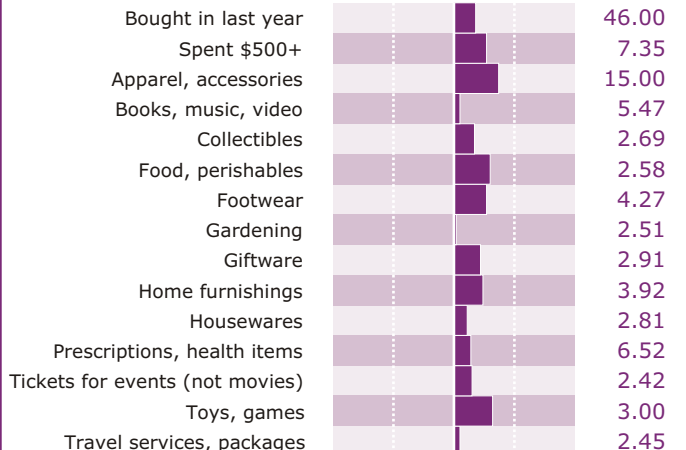
Customers refer to (food shopping)



Internet Order



Mail or Phone Order



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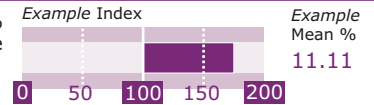
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How We View The World

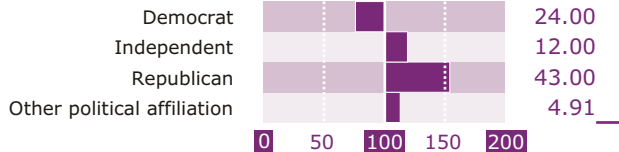
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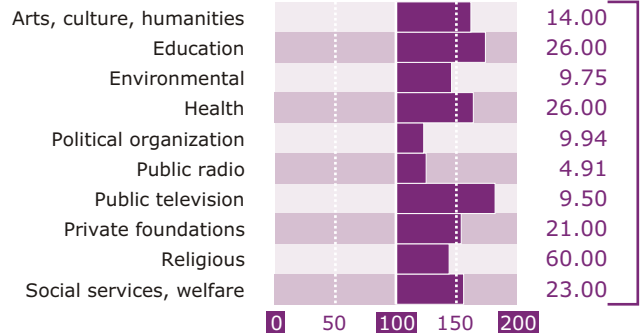
Political Outlook



Political Affiliation

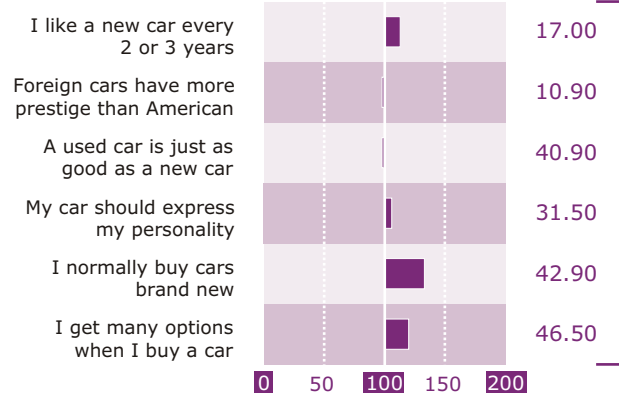


Charity

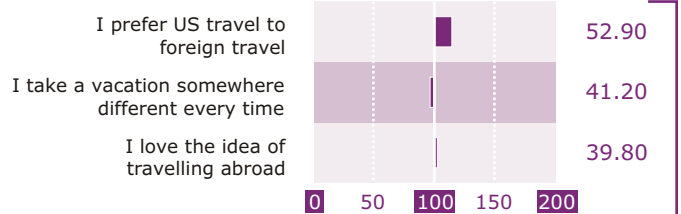


Attitudes

Cars



Travel



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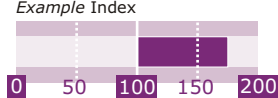
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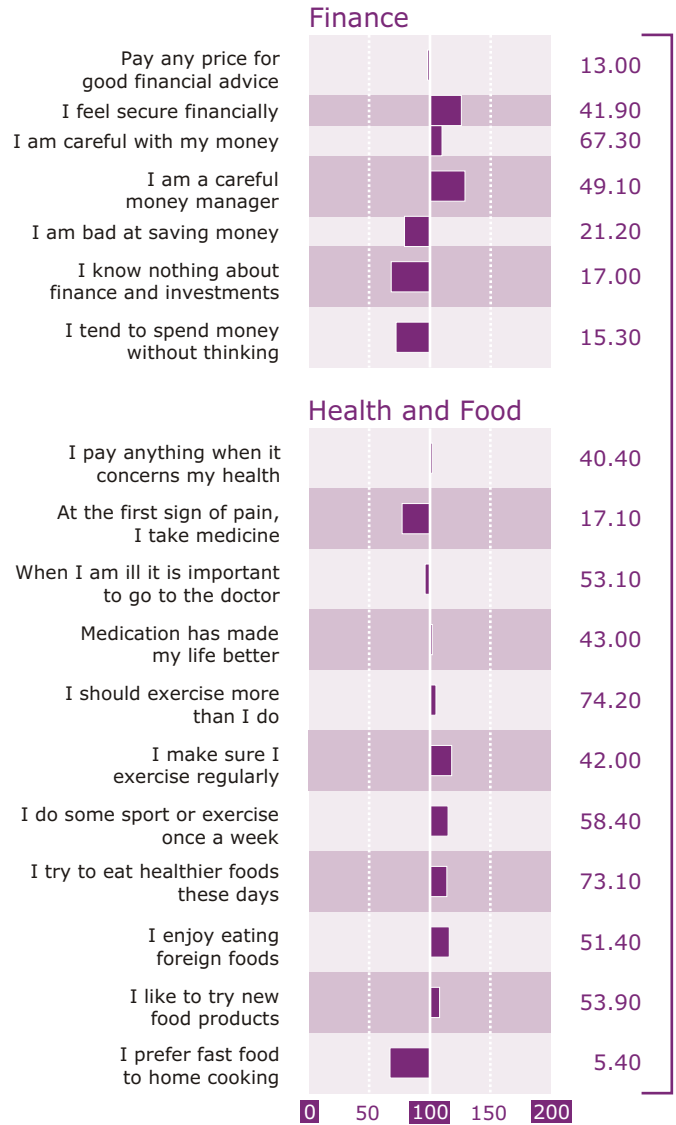
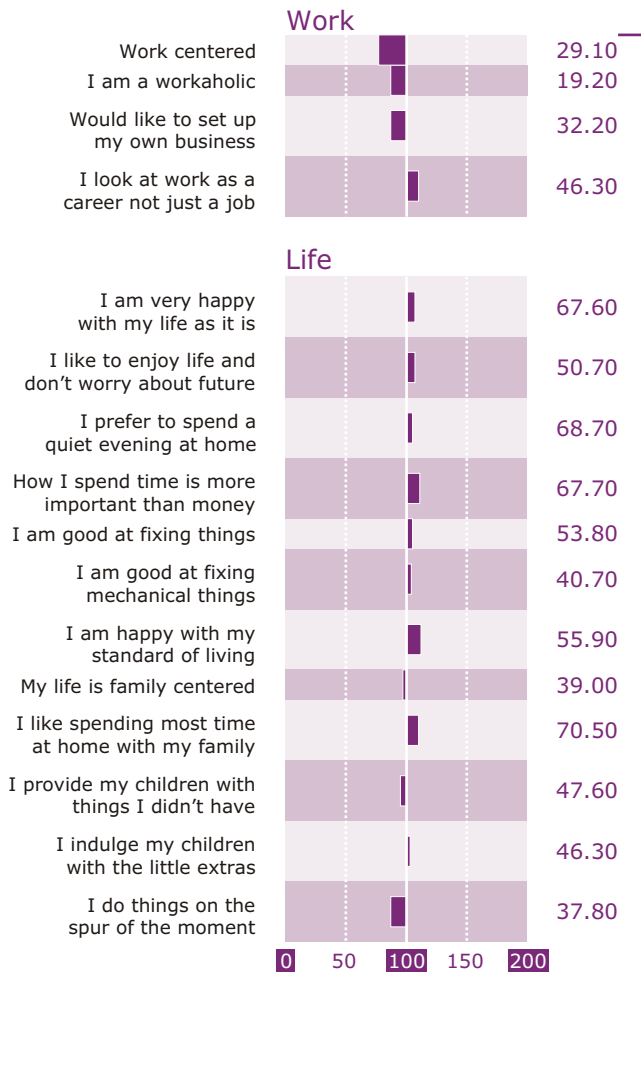
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Attitudes

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 Index 100 indicates US average
 See **Supporting Notes** for further details



Group A Affluent Suburbia

Kyle and Hannah

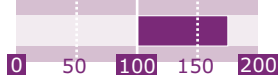
Type A06 **Small-town Success**

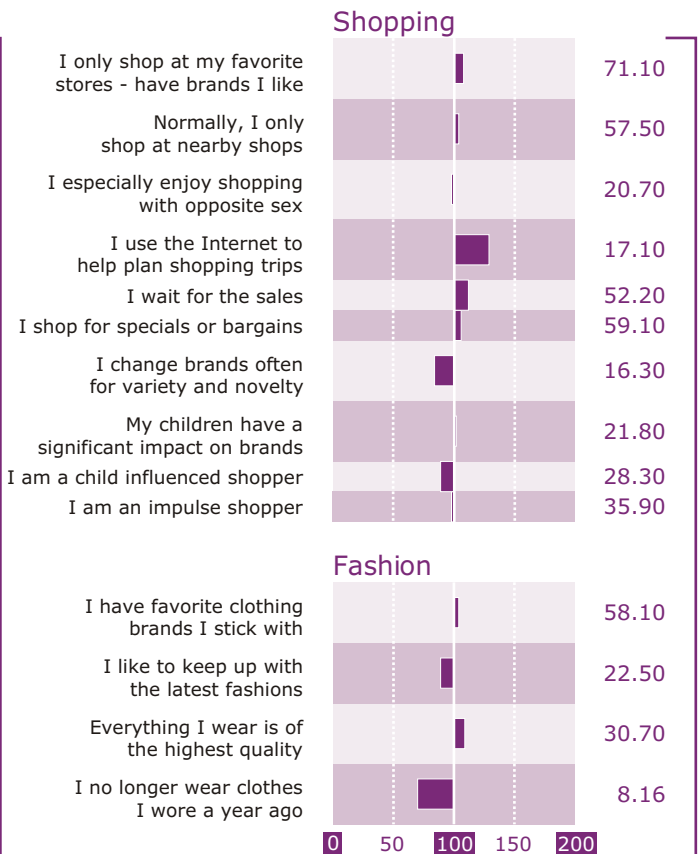
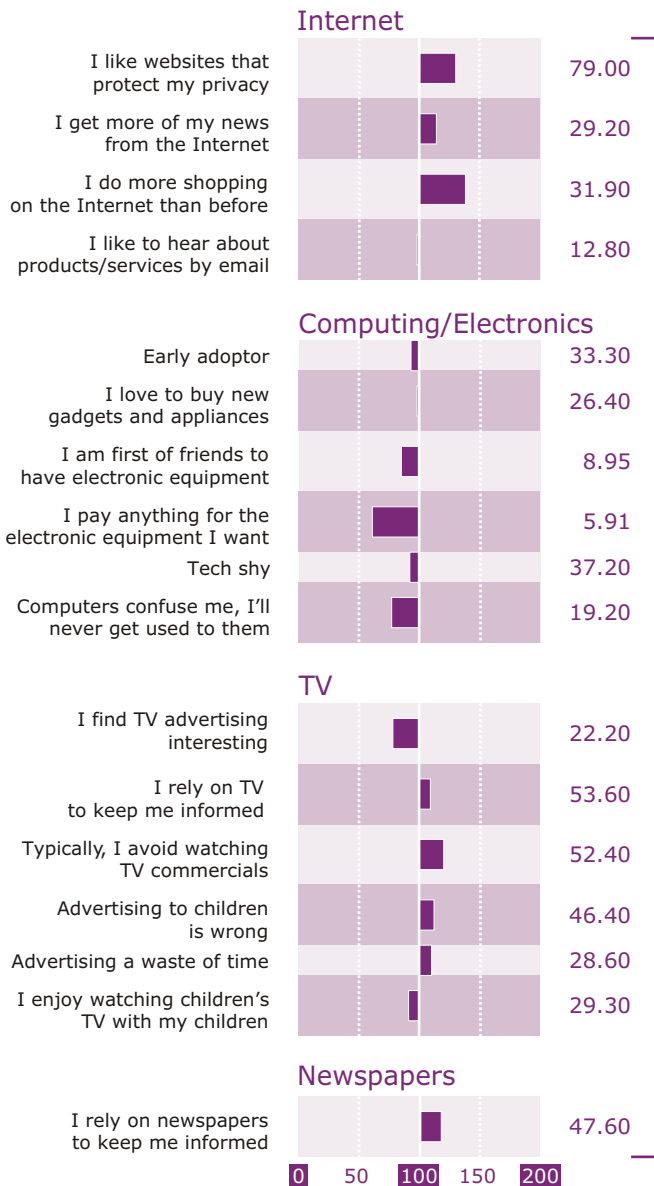
White-collar, college educated, middle-aged working couples living in newly developed subdivisions outside the nation's beltways

2.38% 



Attitudes

Charts show Index and Mean %
 Example Index:  Example Mean %: 11.11
 Index 100 indicates US average
 See **Supporting Notes** for further details





Supporting Notes

Mosaic USA is a lifestyle consumer segmentation system that classifies all U.S. households and neighborhoods into 60 unique Mosaic consumer segments and 12 lifestyle groupings that share similar demographic and socio-economic characteristics.

Mosaic is built using INSOURCE household level data and the wealth of Experian data assets. It utilizes more than 300 demographic variables including more than 70 INSOURCE household characteristics. Mosaic is linked to Experian's Simmons Market Research Bureau National Consumer Survey and other market research data providing insight into consumer purchasing behavior, media and channel preferences, opinions and attitudes.

Mosaic was developed on more than 20 years of segmentation development expertise from the global leader in segmentation systems. Experian has built more than 40 consumer segmentation systems around the globe and Mosaic is available in more than 25 countries. Mosaic USA is linked to a global segmentation network, providing the ability to extend your consumer targeting for international applications. Mosaic Global is based on the same premise of shared consumer patterns and classified into 10 distinct groups that are consistent across country borders.

Mosaic Portraits

These portraits have been designed to help users understand the essence of each of the sixty Mosaic types and the 12 Mosaic groups. More than 600 profiles describing demographics, purchasing behavior, media preferences, hobbies and interests, internet usage are available for viewing. In each of these portraits we have sought to highlight key features which make these categories distinctive and which would be useful to bear in mind when devising communications or marketing strategies targeted at them. These are necessarily subjective descriptions and are intended to highlight key issues rather than to be comprehensive. In each case we have sought to explain how these different consumer segments have come to be and how they currently are, not just to provide a mass of unrelated statistics.

Sources

Although much of the content may appear subjective, there is little that is not grounded in information of some sort. The portraits have taken into account a wealth of information from INSOURCE, Experian's comprehensive household level information, other Experian data assets and the U.S. Census. This information is supplemented with consumer behavioral information from Simmons and other research companies to provide a unique and distinct picture of each Mosaic Group and Type.

These portraits provide a wealth of information showing differences between the Mosaic Groups and Types across large numbers of consumer demographic characteristics, consumer behaviors, media preferences and attitudes. These portraits have made use of information cross tabulated by Mosaic from Simmons, as well as Experian's National Vehicle Data Base (NVDB) for automotive profiles and TrueTouch providing contact strategies profiles. In addition, profiles for top visited websites from Hitwise, the leading online competitive intelligence service, provide key insight into the online behavior of Mosaic households.

Caveats

Clearly, not every U.S. household matches exactly to just one of the sixty different Mosaic Types. These descriptions are therefore what sociologists would describe as 'ideal types'; pure examples to which individual cases approximate with varying degrees of exactness.

It's also important to recognize the scope of the labels. Not every household classified as 'Solid Suburban Life' is necessarily either young or married and some may not live in suburban areas. Indeed there may be quite a few residents in this Mosaic Type who fall into neither category. The labels therefore focus on the statistical bias of a type of household, on the demographic categories which are more numerous there than elsewhere in the country and which give the household its distinctive character.



Supporting Notes

In developing these portraits, and their labels, we are mindful of the fact that they will be read by a wide variety of people: by business analysts working for retailers and property developers who have a highly numeric approach to analysis; by account teams in advertising and direct marketing agencies whose method of working is very creative; by people working in government whose job requires them to frame discussion within terminology which conforms to current standards of political correctness; and by academics trained to test assertions by the rigour with which evidence is referenced from quoted sources. It is a challenge to meet all these needs in a single set of portraits and one which we hope we have been equal to.

Simmons Profiles

Founded over 50 years ago by legendary market researcher Willard Simmons, Simmons Market Research Bureau today is the nation's leading authority on the behavior of the American consumer. Today Simmons is a subsidiary company of Experian Marketing Solutions, enabling Simmons to combine its comprehensive information on consumer behavior, including media consumption and product preferences, with Experian's advanced data assets and analytical solutions. Simmons customers can experience the power of the combined data assets of Simmons and Experian by targeting consumers across multiple channels, using a common currency to analyze those consumers. Each year, Simmons interviews over 27,000 people nationwide in order to produce its well-known Simmons National Consumer Survey (NCS) on the marketplace behavior of American adults. In addition, Simmons collects comprehensive, insightful information on teens, kids and Hispanic consumers. Simmons's vast database, built from innovative syndicated and customized surveys, contains the most detailed usage information available on over 8,000 brands, 400 product categories and every media genre accessible in the U.S. Industry authorities acknowledge that Simmons's consumer data has helped bring more goods and services to market than any other research firm in North America.

To create the Mosaic Simmons profiles, Mosaic is appended to the Simmons NCS. More than 500 Mosaic/Simmons profiles covering demographics, shopping, media, attitudes, opinions and lifestyle interests are available in the Multimedia Guide.

For more information on Simmons, please visit www.smr.com.

Automotive Profiles

To identify the top five automotives (make and model) for each Mosaic type, a one million household sample of Experian's National Vehicle Database (NVDB) was extracted and appended with INSOURCE demographic data and Mosaic. Approximately 834,000 households were used to create the NVDB profiles. Eight states with higher Hispanic populations were over-sampled (AZ, CA, FL, IL, NJ, NM, NY, and TX). These eight states were weighted appropriately to reflect their true population distribution across the US. Only those makes which exceeded a count of 500 and make-models which had a count greater than 250 were considered. The following Special/New/Luxury makes: Alfa-Romeo, Ferrari, Fiat, Hummer, Laforza, Lancia, Lotus, Maserati, Mini, Peugeot, and Rolls Royce were excluded. Count, Percent, Total Percent and Index were computed for the data set across all of the 60 Mosaic types.

Hitwise Website Profiles

Hitwise is the leading online competitive intelligence service. Only Hitwise provides its 1200 global clients with daily insights on how their customers interact with a broad range of competitive websites, and how their competitors use different tactics to attract online customers. Hitwise has partnered with Experian to provide Hitwise Lifestyle based on Mosaic profiles for more than 30,000 websites and 160 industry categories within the Hitwise U.S. service.

Since 1997, Hitwise has pioneered a unique, network based approach to Internet measurement. Through relationships with ISP's around the world, Hitwise's patented methodology anonymously captures the online usage, search and conversion behavior of 25 million Internet users. This unprecedented volume of Internet usage data is seamlessly integrated into an easy to use, web-based service, designed to help marketers better plan, implement and report on a range of online marketing programs. The Multimedia Guide provides Mosaic profiles for 50 well-known and frequented websites.

For more information on Hitwise, please visit their website www.hitwise.com.

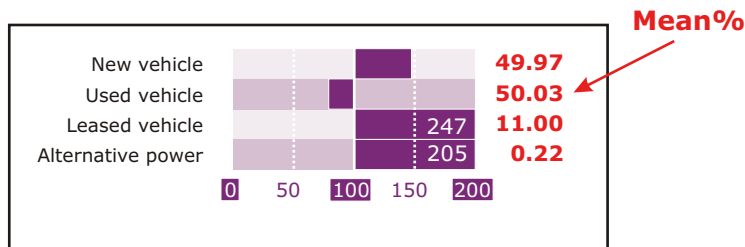
Supporting Notes

Variables - Mean% and Index

Charts are provided for each of the variables used to build and describe Mosaic USA. The variables are grouped together by category. For each group/type, the charts show the Mean% and Index for each variable, unless otherwise noted.

Understanding Mean% and Index

Mean% show the percentage of this group/type with this characteristic. For example, consider car ownership for Group A:



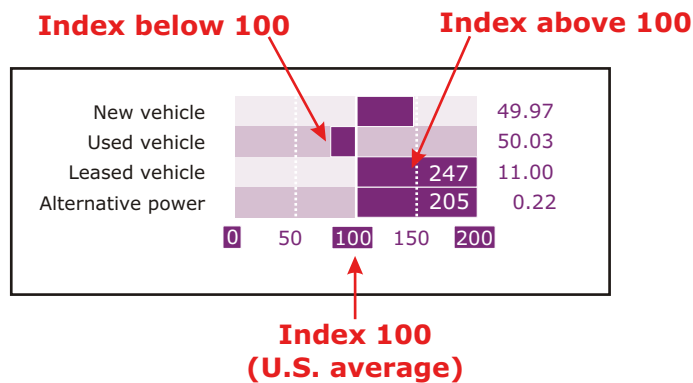
This shows that:

- 49.97%** of Group A households have a new vehicle.
- 50.03%** of Group A households have a used vehicle.
- 11.00%** of Group A households have a leased vehicle, etc.

The **Index** shows how the variable compares with all households in the U.S.

An **Index of 100** is the U.S. average. An **Index greater than 100** shows that this variable is over-represented when compared with the U.S. An **Index less than 100** shows that this variable is under-represented when compared with the entire U.S.

The Index is shown on the chart as a bar:



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.

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