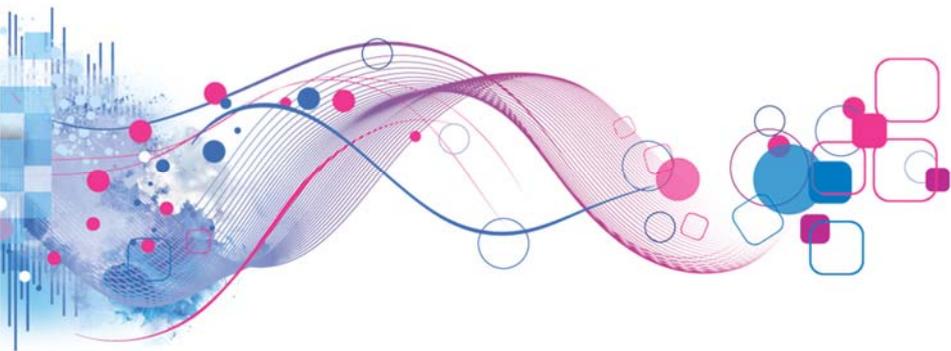




Mosaic[®] USA

Type B07 Description



Group B: Flourishing Families

Type B07: Generational Soup

Affluent couples and multi-generational families living a wide range of lifestyles in suburbia



With double the national average of multi-generational families, Generational Soup is home to a mix of affluent older couples—over half are from the Baby Boom Generation—and families with young adults and aging seniors. Most live in suburban homes an easy drive away from the nation's big cities. Many households have multiple breadwinners. These college-educated workers hold a range of white-collar, sales and professional jobs. Fifty percent have lived at the same residence for more than a decade, long enough to raise children and see them return to the nest.

With households consisting of varied age groups, Generational Soup make for some unusual leisure patterns. Many of the older adults enjoy laid-back activities like cooking, reading books and going to plays and antique shows. The younger residents make Generational Soup a strong market for bars, comedy clubs and rock concerts. Together, both groups like to travel widely and keep fit by playing golf, mountain biking, running and aerobics.

As shoppers, the members of Generational Soup tend to have upscale tastes and shop at Nordstrom, Ann Taylor, Coldwater Creek and Dillard's. However, like many in the current economy, they look to maximize their dollars and also shop at stores like Kohl's, T.J. Maxx and Stein Mart. They also like shopping online for women's clothing, computer equipment and home decorating items. Many consumers describe themselves as early adopters who favor smartphones for work and big-screen TVs at home. And they like to fill their home offices with plenty of computer equipment for telecommuting and gaming. But they're also careful about spending and look for sales and coupon offerings. These households want to save and invest their money to build a nest egg for their retirement.

Generational Soup qualify as a mixed media market. They're fans of newspapers and magazines that cover entertainment, business, news and sports. They like to watch a wide variety of TV programming—everything from Adult Swim to DIY. They tune in to both online and satellite radio stations more than average, with different age groups listening to golden oldies and easy listening music, or 80s rock and adult contemporary. Mostly, though, Generational Soup are web-savvy fans of the internet. They go online to track job openings and visit magazine websites as well as downloading podcasts. They admit that they're transferring their allegiance from traditional media to the many offerings online.

To reach the diverse groups in this segment, marketers may need multiple messages. While the 50-something parents describe themselves as traditionalists with conservative political views, the younger adults in the household back more progressive social issues. This is a rare segment where members have above-average rates for both preferring conservative clothes and seeking out cutting-edge technology. If there's one area where everyone shares similar views, it's their attachment to family. They link their status to the family's success, and messages that reflect the priority of the family would be well received here.