

**Mosaic Segmentation**

**Content**

Mosaic is a geodemographic segmentation system developed by Experian and marketed in over twenty countries worldwide. Each of the nearly one-quarter million block groups were classified into sixty segments on the basis of a wide range of demographic characteristics. The basic premise of geodemographic segmentation is that people tend to gravitate towards communities with other people of similar backgrounds, interests, and means. Mosaic is linked to the systems in other nations through the Global Mosaic classification, which consists of fourteen market segments found in every modernized country.

Mosaic is one of over twenty neighborhood classification systems built by Experian staff, whose international segmentation experiences stretches back over twenty years. Along with the international experience applied in this product, some of the most experienced geodemographers in North America were involved with the development of Mosaic. During the product refinement process, Mosaic was compared to other clustering systems in a variety of tests. The Mosaic assignments are updated annually by incorporating updated AGS demographics into the segmentation model, ensuring that the assignment is as accurate as possible given shifts in local area demographics.

The latest Mosaic release has been fully constructed at the household level, supplemented by AGS block group data. There are 71 segments which are grouped into 19 groups and 12 international Mosaic groups.

The Mosaic segmentation system consists of the following segments and groups:

**A Power Elite**

- A01 American Royalty
- A02 Platinum Prosperity
- A03 Kids and Cabernet
- A04 Picture Perfect Families
- A05 Couples with Clout
- A06 Jet Set Urbanites

**B Flourishing Families**

- B07 Generational Soup
- B08 Babies and Bliss
- B09 Family Fun-tastic
- B10 Cosmopolitan Achievers

**C Booming With Confidence**

- C11 Aging of Aquarius
- C12 Golf Carts and Gourmets
- C13 Silver Sophisticates
- C14 Boomers and Boomerangs

**D Suburban Style**

- D15 Sports Utility Families
- D16 Settled in Suburbia
- D17 Cul de Sac Diversity
- D18 Suburban Attainment

**E Thriving Boomers**

- E19 Full Pockets-Empty Nests
- E20 No Place Like Home
- E21 Unspoiled Splendor

**F Promising Families**

- F22 Fast Track Couples
- F23 Families Matter Most

**G Young City Solos**

- G24 Status Seeking Singles

G25	Urban Edge	N47	Countrified Pragmatics
		N48	Rural Southern Bliss
H Middle-Class	Melting Pot	N49	Touch of Tradition
H26	Progressive Potpourri		
H27	Birkenstocks and Beemers	O Singles and Starters	
H28	Everyday Moderates	O50	Full Steam Ahead
H29	Destination Recreation	O51	Digital Dependents
		O52	Urban Ambition
I Family Union		O53	Colleges and Cafes
I30	Stockcars and State Parks	O54	Striving Single Scene
I31	Blue Collar Comfort	O55	Family Troopers
I32	Steadfast Conventionalists		
I33	Balance and Harmony	P Cultural Connections	
		P56	Mid-scale Medley
J Autumn Years		P57	Modest Metro Means
J34	Aging in Place	P58	Heritage Heights
J35	Rural Escape	P59	Expanding Horizons
J36	Settled and Sensible	P60	Striving Forward
		P61	Humble Beginnings
K Significant Singles		Q Golden Year Guardians	
K37	Wired for Success	Q62	Reaping Rewards
K38	Gotham Blend	Q63	Footloose and Family Free
K39	Metro Fusion	Q64	Town Elders
K40	Bohemian Grove	Q65	Senior Discounts
L Blue Sky Boomers		R Aspirational Fusion	
L41	Booming and Consuming	R66	Dare to Dream
L42	Rooted Flower Power	R67	Hope for Tomorrow
L43	Homemade Happiness		
M Families in Motion		S Struggling Societies	
M44	Red White and Bluegrass	S68	Small Town Shallow Pockets
M45	Diapers and Debit Cards	S69	Urban Survivors
		S70	Tight Money
N Pastoral Pride		S71	Tough Times
N46	True Grit Americans		

### Global Mosaic

The Global Mosaic system allows for the linkage of customer data and analyses between the U.S. and other major western markets. Global Mosaic has been recently rebuilt by Experian and released for a wide range of European and Asian nations. The Mosaic Global segments are:

- A Sophisticated Singles
- B Bourgeois Prosperity

- C Career and Family
- D Comfortable Retirement
- E Routine Service Workers
- F Hard Working Blue Collar
- G Metropolitan Strugglers
- H Low Income Elders
- I Post Industrial Survivors
- J Rural Inheritance

**Methodology and Data Sources**

Mosaic was originally constructed using the 1990 Census, updated to the 2000 census, and is now based on a mixture of the Experian household database and AGS block group estimates.

In addition to the block group level segmentation, Mosaic is available at the ZIP+4 level because of the analysis of Experian’s household level records in conjunction with the block group assignments. The AGS estimates and projections are based in part on the same Experian household records, which provide a very accurate current demographic snapshot.

The Mosaic system is documented more fully in separate handbook, methodology, and literature available from the AGS web site, <http://www.appliedgeographic.com>.

Note: Resellers must have a separate distribution agreement (as an attachment to their AGS Reseller agreement) with AGS in order to be licensed to resell these databases.

**Mediamark (MRI) Profiles**

**Content**

The consumer behavior database consists of approximately 1800 indexes of product consumption, lifestyle preferences, product ownership, and attitudes. Based on the latest MRI ‘doublebase’ survey from 2011, it offers insight into the consumption patterns and preferences of consumers. The following general categories of information are provided:

- |                               |                      |
|-------------------------------|----------------------|
| • Apparel                     | • Intended Purchases |
| • Appliances                  | • Political Outlook  |
| • Attitudes and Organizations | • Public Activities  |
| • Advertising                 | • Sports             |
| • Media Advertising           | • Technology         |
| • Media Attitudes             | • Vacations          |
| • Automobiles                 | • Automotive         |
| • Buying Habits               | • Baby               |
| • Consumer Confidence         | • Beverages          |
| • Financial                   | • Computer           |
| • Food                        | • Electronics        |
| • Health                      | • Family Restaurants |

- Fast Food and Drive-In Restaurants
- Financial
- Groceries
- Health & Beauty
- Health & Medical
- Home Furnishings and Equipment
- Insurance
- Internet
- Leisure
- Media Radio
- Media Read
- Media Television
- Pets
- Shopping
- Sports
- Telephone
- Travel
- Video

### **Methodology and Data Sources**

The Consumer Behavior database is derived from an analysis of the MRI surveys using Mosaic. Each of the approximately 40,000 records in the MRI survey is geocoded then assigned the Mosaic code of the block group. The results are then summarized for each variable over the seventy-one segments, in effect providing the average value for each Mosaic segment. For example, a variable such as “Shopped at Macy’s” is computed by summarizing the records for each segment as a yes/no response, then finding the average percentage of households in each segment who shopped at Macy’s. This is often referred to as a profile.

The profile is then applied to geographic areas by making the assumption that households in demographically similar neighborhoods will tend to have similar consumption patterns as a result of their similar economic means, life stage, and other characteristics. The result is a series of estimates for geographic areas which measure the relative propensity of consumers in each geographic area to shop at particular stores, own various household items, and engage in activities.

In most cases, these should be considered as relative indicators, since local differences may result in different behavior. In addition, in some cases, variables must be considered as potential only, since the activity or store may not be locally available.

The latest MRI release included within SnapSite contains well over 6500 individual profiles, a substantial expansion over previous releases.

### **Experian Simmons Profiles**

#### **Content**

Based on Experian Simmons surveys, this consumer behavior database offers insight into the consumption patterns and preferences of consumers. Over 2600 variables have been loaded from the latest Experian Simmons survey. Additional variables may be obtained from AGS, as Experian Simmons has provided to us the Simmons **OneView** software which enables extraction of additional variables. The following general categories of information are provided:

- Alcoholic Beverages
- Apparel
- Attitudes
- Beverages
- Cable Television
- Collectibles

- Computers
- Contributions
- Demographics (Of Sample)
- Family Restaurants
- Fast Food Restaurants
- Financial
- Fitness and Sports
- Food
- Gambling
- Games and Toys
- Grocery Shopping
- Home Improvement
- Health and Medical
- Home Furnishings and Equipment
- Health Products
- Lawn and Garden
- Leisure
- Medical
- Media Quintiles
- Movies
- Music
- Parks
- Pets
- Radio Dayparts
- Reading
- Sports
- Telephone
- Theater
- Travel
- Television Dayparts

**Methodology and Data Sources**

The Consumer Behavior database is derived from an analysis of the surveys using Mosaic. The records in the Experian Simmons survey are geocoded then assigned the Mosaic code of the block group. The results are then summarized for each variable over the seventy-one segments, in effect providing the average value for each Mosaic segment. For example, a variable such as “Visited Jack-In-The-Box” is computed by summarizing the records for each segment as a yes/no response, then finding the average percentage of households in each segment that went to Jack-In-The-Box. This is often referred to as a profile.

The profile is then applied to geographic areas by making the assumption that households in demographically similar neighborhoods will tend to have similar consumption patterns as a result of their similar economic means, life stage, and other characteristics. The result is a series of estimates for geographic areas which measure the relative propensity of consumers in each geographic area to eat at particular restaurants, own various household items, and engage in activities.

In most cases, these should be considered as relative indicators, since local differences may result in different behavior. In addition, in some cases, variables must be considered as potential only, since the activity or store may not be locally available.