



Mosaic Segment Group Names

Segment/ Group	Name	Short Description
A	Power Elite	The wealthiest households in the US, living in the most exclusive neighborhoods, and enjoying all that life has to offer
A01	American Royalty	Affluent, influential and successful couples and families living in prestigious suburbs
A02	Platinum Prosperity	Wealthy and established empty-nesting couples residing in lavish suburban homes
A03	Kids and Cabernet	Prosperous, middle-aged married couples living child-focused lives in affluent suburbs
A04	Picture Perfect Families	Established families on the go, living in wealthy suburbs
A05	Couples with Clout	Highly-educated mobile couples living life to the fullest in affluent neighborhoods
A06	Jet Set Urbanites	Upscale singles and couples living high-rise fashionable lives; city-style
B	Flourishing Families	Affluent, middle-aged families and couples earning prosperous incomes and living very comfortable, active lifestyles
B07	Across the Ages	Flourishing couples and multi-generational families living a wide range of lifestyles in suburbia
B08	Babies and Bliss	Middle-aged couples with large families and active lives in affluent suburbia
B09	Family Fun-tastic	Upscale, middle-aged families with older children pursuing busy, kid-centered lives in satellite cities
B10	Cosmopolitan Achievers	Affluent middle-aged couples and families enjoying dynamic lifestyles in metro areas
C	Booming with Confidence	Prosperous, established couples in their peak earning years living in suburban homes
C11	Sophisticated City Dweller	Wealthy boomer-aged couples living in cities and closed-in suburbs
C12	Golf Carts and Gourmets	Thriving retirees and empty-nesters in comfortable communities
C13	Philanthropic Sophisticates	Mature, upscale couples and singles in suburban homes
C14	Boomers and Boomerangs	Baby boomer adults and their teenage and young adult children sharing suburban homes
D	Suburban Style	Middle-aged, ethnically-mixed suburban families and couples earning upscale incomes
D15	Sport Utility Families	Upscale, middle-aged couples with school-aged children living active family lifestyles in outlying suburbs
D16	Settled in Suburbia	Upper middle-class family units living comfortably in established suburbs
D17	Cul de Sac Diversity	Cultured families settled in new suburban neighborhoods
D18	Suburban Nightlife	Upper established couples and families living mainly in the expanding suburbs
E	Thriving Boomers	Upper-middle-class baby boomer-age couples living comfortable lifestyles settled in suburban homes
E19	Consummate Consumers	Households with adult children in an upper-middle class lifestyle with discretionary income living sophisticated lifestyles
E20	No Place Like Home	Older, established multi-generational households in suburban areas
E21	Unspoiled Splendor	Comfortably established baby boomer couples in town and country communities
F	Promising Families	Young couples with children in starter homes living child-centered lifestyles



F22	Fast Track Couples	Active, young, upper established suburban couples and families living upwardlymobile lifestyles
F23	Families Matter Most	Young, established families in scenic suburbs leading active, family-focused lives
G	Young City Solos	Younger and middle-aged singles living active and energetic lifestyles in metropolitan areas
G24	Ambitious Singles	Youthful, cutting-edge singles living in mid-scale metro areas balancing work and leisure lifestyles

G25	Urban Edge	Lively, up-and-coming singles living big city lifestyles located within top MSA markets
H	Bourgeois Melting Pot	Middle-aged, established couples living in suburban homes
H26	Progressive Assortment	Mature couples with comfortable and active lives in established suburbs
H27	Life of Leisure	Upper established couples living leisure lifestyles in small towns and cities
H28	Everyday Moderates	Families of all shapes and sizes living in metro-suburban settings
H29	Destination Recreation	Middle-aged, midscale couples enjoying active lifestyles in the suburbs
I	Family Union	Middle income, middle-aged families living in homes supported by solid bluecollar occupations
I30	Potlucks and the Great Outdoors	Comfortably established, middle-income couples with children living in suburbia
I31	Hard Working Values	Established families in smaller cities and towns with solid blue-collar jobs
I32	Steadfast Conventionalists	Conventional Gen X families living suburban and city lifestyles
I33	Balance and Harmony	Settled families living lively lifestyles in city and suburban neighborhoods
J	Autumn Years	Established and mature couples living gratified lifestyles in older homes
J34	Suburban Sophisticates	Established sophisticates living comfortable suburban lifestyles
J35	Rural Escape	Sophisticated, established couples and singles living comfortable lives in rural towns
J36	Settled and Sensible	Mature, established couples with adult children and singles in suburban and rural neighborhoods
K	Significant Singles	Diversely aged singles earning mid-scale incomes supporting active city styles of living
K37	Wired for Success	Young, mid-income singles and couples living socially-active city lives
K38	Modern Blend	Comfortably established singles and couples living suburban lifestyles
K39	Metro Fusion	Middle-aged singles living urban and suburban active lifestyles
K40	Bohemian Groove	Mature, unattached individuals enjoying settled urban lives
L	Blue Sky Boomers	Middle-class baby boomer-aged households living in small towns
L41	Booming and Consuming	Older empty-nesting couples and singles enjoying relaxed lives in outskirts towns
L42	Rooted Flower Power	Mid-scale baby boomer singles and couples rooted in established suburban communities and approaching retirement
L43	Homemade Happiness	Lower middle-class baby boomer households living in remote town and country homes
M	Families in Motion	Working-class families with young children earning moderate incomes in smaller residential communities



M44	Creative Comfort	Rural families with modest incomes and diverse household dynamics
M45	Growing and Expanding	Young, working-class families and single parent households living in small established city residences
N	Pastoral Pride	Eclectic mix of lower middle-class consumers who have settled in country and small town areas
N46	True Grit Americans	Middle-aged, lower middle-class households in town and country communities located in the nation's midsection
N47	Countrified Pragmatics	Modest income couples and singles living rural, casual lives
N48	Rural Southern Bliss	Lower to middle-income multi-generational families living in small towns
N49	Touch of Tradition	Working-class, middle-aged couples and singles living in rural homes
O	Singles and Starters	Young singles starting out and some starter families living a city lifestyle
O50	Full Steam Ahead	Younger and middle-aged singles gravitating to second-tier cities
O51	Digitally Savvy	Young singles who live digital-driven smaller city lifestyles
O52	Urban Ambition	Generation Y singles and single-families established in mid-market cities
O53	Colleges and Cafes	Youthful singles and recent college graduates living in college communities
O54	Influenced by Influencers	Young singles living in Midwest and Southern city centers
O55	Family Troopers	Families and single-parent households living near military bases
P	Cultural Connections	Diverse, mid- and low-income families in urban apartments and residences
P56	Mid-Scale Medley	Mature, middle income, single adults and families living in urban areas
P57	Modest Metro Means	Middle-aged singles established in inner-city rental communities
P58	Heritage Heights	Singles and families with modest incomes living settled lives in urban apartments
P59	Expanding Horizons	Middle-aged families earning modest to average incomes from blue-collar jobs
P60	Striving Forward	Cultured families and single parents earning modest incomes in gateway communities
P61	Simple Beginnings	Singles and single parent households with modest incomes in city apartments
Q	Golden Year Guardians	Retirees living in old homes, settled residences and communities
Q62	Enjoying Retirement	Relaxed, retired couples and individuals in suburban homes living quiet lives
Q63	Footloose and Family Free	Settled couples and widowed individuals living active and comfortable lifestyles
Q64	Established in Society	Stable, sophisticated seniors living in older homes and leading sedentary lifestyles
Q65	Mature and Wise	Retirees settled in metro apartment communities living cost-effective, sensible lives
R	Aspirational Fusion	Lower-income singles and single parents living in urban locations and striving to make a better life
R66	Ambitious Dreamers	Lively singles and single-parents with cost-conscious mindsets starting out in city apartments
R67	Passionate Parents	Young, single parents with cost-conscious mindsets in second-city apartments
S	Thrifty Habits	Cost-conscious adults living alone in urban areas
S68	Small Town Sophisticates	Sophisticated, down-scale singles and couples with adult children living in modest, exurban small towns



S69	Urban Legacies	Cultured singles and single parents established in modest urban settings
S70	Thrifty Singles	Middle-aged singles with limited income in transitional small town and exurban apartments
S71	Modest Retirees	Mature singles with limited income typically concentrated in inner-city apartments