

# B

## Flourishing Families

Affluent, middle-aged families and couples earning prosperous incomes and living very comfortable, active lifestyles

🏠 4.86% | 6.6% 👤



### Who We Are

<b>Head of household age</b> 🎂 36–45 184   33.4%	<b>Type of property</b> 🏠 Single family 106   94.1%
<b>Est. Household income</b> 💰 \$125,000–\$149,999 205   20.5%	<b>Household size</b> 👤 5+ persons 155   22.5%
<b>Home ownership</b> 🤝 Homeowner 111   91.7%	<b>Age of children</b> 👶 10–12 244   23.9%

### Channel Preference

135	93	30
154	174	171

### Key Features

- Affluent
- Charitable contributors
- Athletic activities
- Saving for college
- High credit card use
- Family-oriented activities

### Technology Adoption



Journeymen

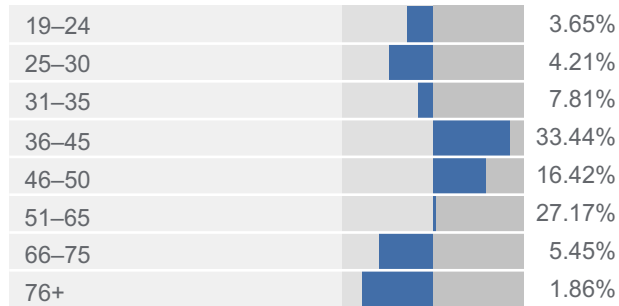


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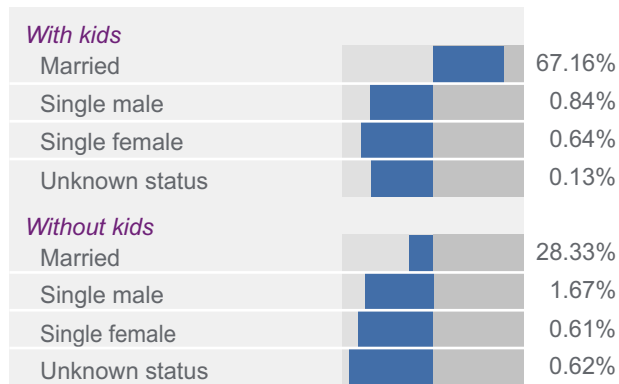
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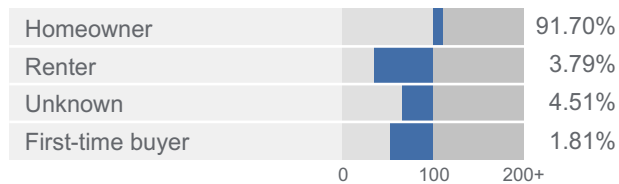
### Head of household age



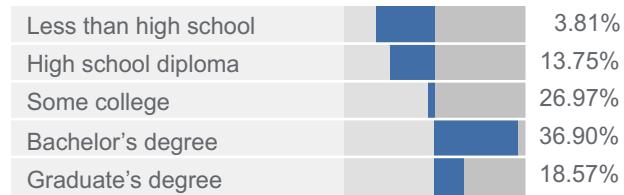
### Family structure



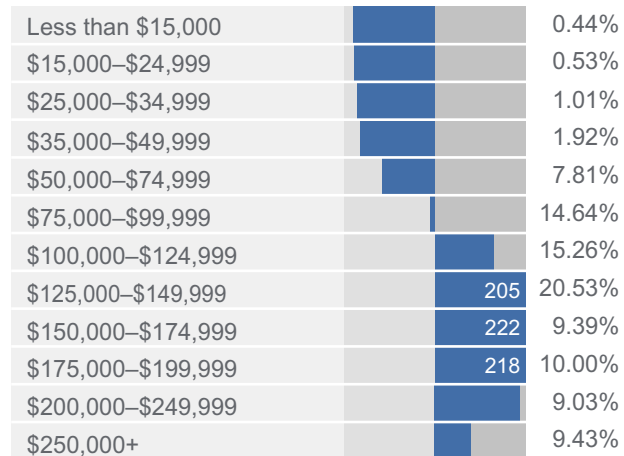
### Home ownership



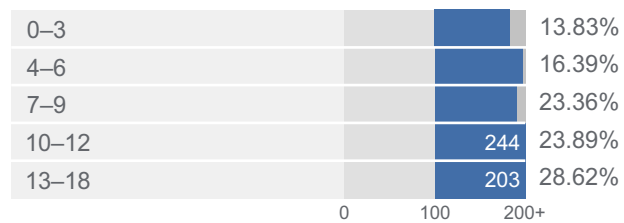
### Head of household education



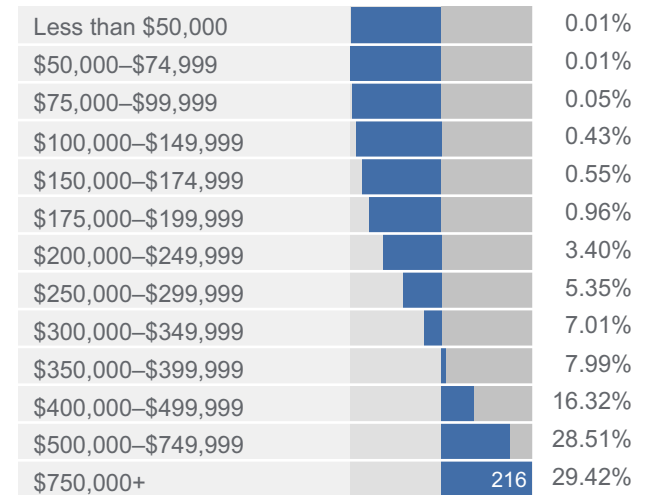
### Estimated household income



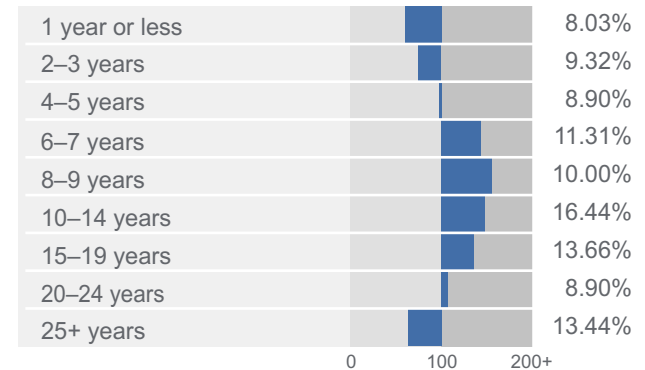
### Age of children



### Estimated current home value



### Length of residency



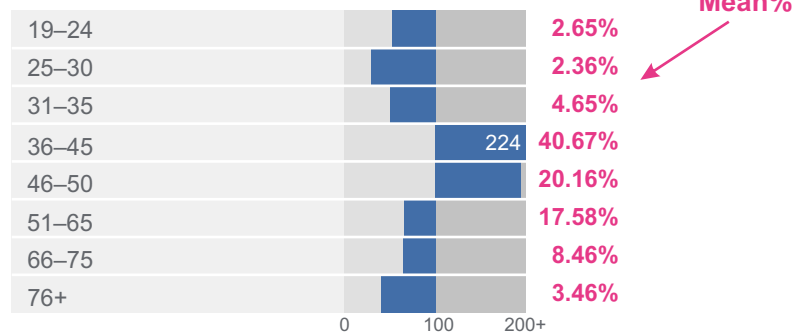
Charts provide details of the key variables used to build and describe the Mosaic groups and types.  
 For each group and type, the charts show the **Means** and **Index** for each variable.

### 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:

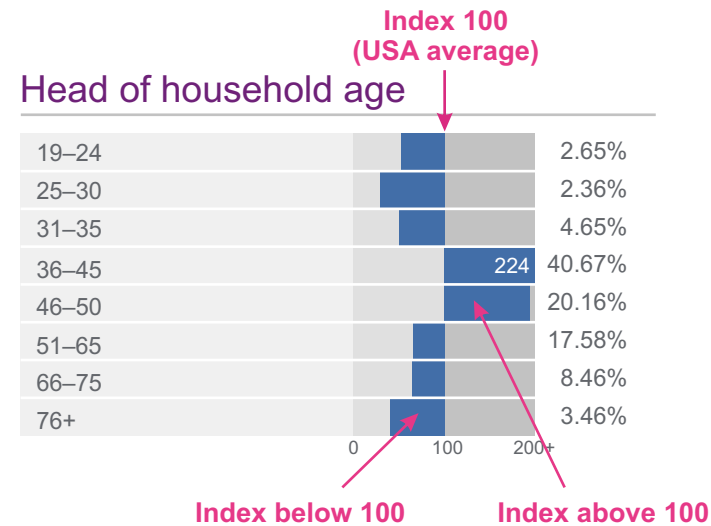
- 2.65% of Group D are aged 19-24
- 2.36% of Group D are aged 25-30
- 4.65% of Group D are aged 31-35
- 40.67% of Group D are aged 36-45
- 20.16% of Group D are aged 46-50
- 17.58% of Group D are aged 51-65
- 8.46% of Group D are aged 66-75
- 3.46% of Group D are aged 76+

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.

## Group B: Flourishing Families

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### How to Market

As journeymen in terms of technology adoption, your best bet for engaging Flourishing Families households lies in digital and streaming TV advertising. With much higher than average discretionary spends at their disposal and nearly 70 percent with children of all ages, these households are in the market for a wide array of products. Target Flourishing Families with seasonal ads across all verticals, financial service options, and competitively-priced travel packages.

### Overview



Flourishing Families contain prosperous parents and children of all ages living life in suburban comfort. Most of the adults are married, in their late 30s to late 50s and college-educated. Over two thirds of households consist of married couples with children, whose ages range from pre-school to post-graduate. With high incomes and diversified assets, many parents have attained a level of financial stability that allows them to kick back and enjoy their quiet residential neighborhoods. Nearly one in six households contains a young adult, while many others have children spread across all age ranges.

Scattered across the country in the suburbs of large cities from New York, N.Y. to San Francisco, Calif., Flourishing Families tend to live in spacious homes where they've built up significant equity. Many of the homes were built between 1999 and today. They're valued at more than \$300,000 thanks to their well-groomed yards, coveted locations and spacious interiors that can accommodate the young adults still living at home.

In Flourishing Families, most of the adults have turned their college educations into lucrative positions in management, law, education, and technical professions. Many households contain dual earners, resulting in a healthy six-figure income. The money supports a car-dependent culture where commuting to city jobs is a fact of life.

For these family households, their vehicles of choice for cruising from the office to ball fields to grocery stores are SUVs and premium CUVs, minivans from foreign automakers and hybrid cars and trucks.

With kids of all ages in this group, their leisure activities revolve around family-friendly fun. These households are big on sports of all sorts. Some are outdoor sport enthusiasts and like hiking, cycling, and backpacking. A sizable group are also fitness buffs who like weight training, jogging, aerobics and yoga classes as well. Others focus on a round of golf or playing a match of tennis. They like to take their families on warm-weather vacations to Hawaii and the Bahamas. To keep their youngsters occupied on weekends, they buy a ticket to the movies or eat out at restaurants. The parents enjoy a variety of leisure activities like tending to the garden, enjoying some sun at the beach, and reading e-books on their latest tablet.

Flourishing Families are willing to spend their money on their children. This is the prime market for toys and digital games. You'll see them shopping at places like Build-A-Bear Workshop and Michaels. While the members of this group have the

income to spend, many of the parents are also looking for bargains at chain department stores like Kohl's, Costco and T.J. Maxx. Many prefer the ease and convenience of shopping through websites.

The multitasking Flourishing Families have little time to devote to traditional media. They're below average fans of radio, newspapers and magazines, and much of their information-gathering now takes place on the internet, with 44% also using at least one form of social media. They like watching sitcoms, and their favorite cable networks include ESPN. They read general editorial and parenting magazines. They're more receptive to ads served up on streaming TV as well as mobile SMS, email and social media.

Somewhat more conservative than other family groups of their age, the segments in Flourishing Families are slightly more Republican than Democratic. When it comes to philanthropy, they are quite generous with over 46% donating to some form of charity, specifically to health, welfare, education, arts and religious groups.