

# F Promising Families

Young couples with children in starter homes, living child-centered lifestyles

🏠 4.16% | 3.58% 👤



### Who We Are

<b>Head of household age</b> 🎂 31–35 529   49.0%	<b>Type of property</b> 🏠 Single family 110   97.3%
<b>Est. Household income</b> 💰 \$100,000–\$124,999 191   17.7%	<b>Household size</b> 👤 2 persons 148   38.8%
<b>Home ownership</b> 🤝 Homeowner 107   88.3%	<b>Age of children</b> 👶 7–9 206   25.3%

### Channel Preference

178	105	182
310	57	58

### Key Features

- Married with kids
- No-worry spenders
- Gamers
- Credit-aware
- Comfortable lifestyles
- Just moved in

### Technology Adoption

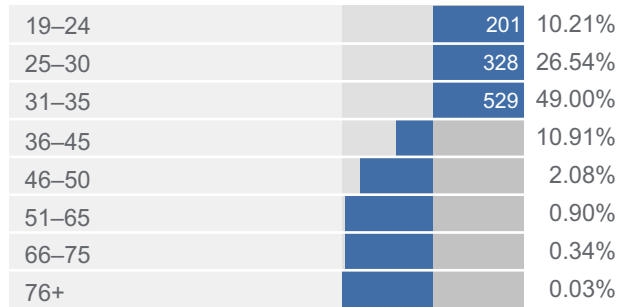
Journeymen



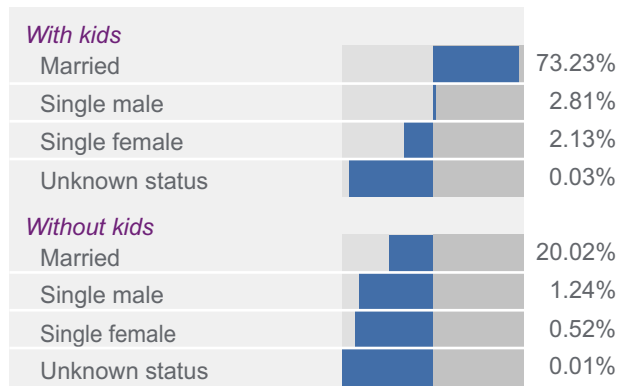
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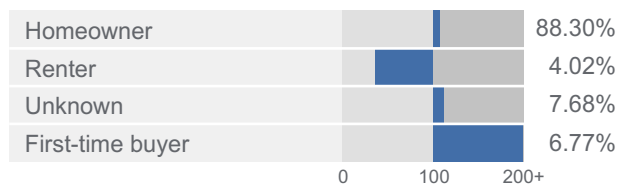
## Head of household age



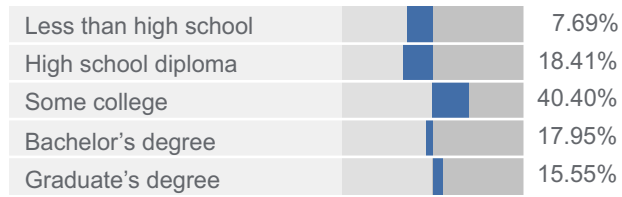
## Family structure



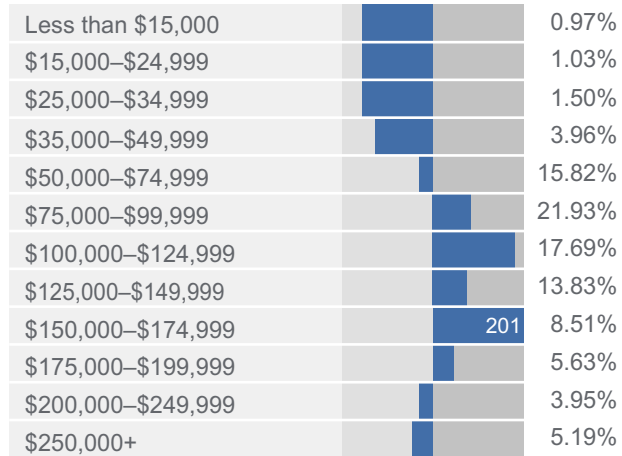
## Home ownership



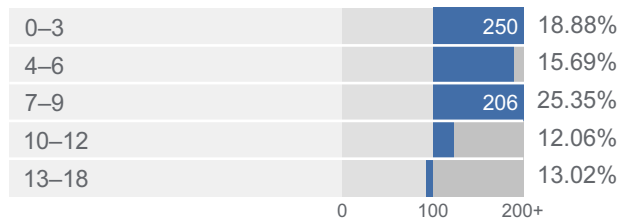
## Head of household education



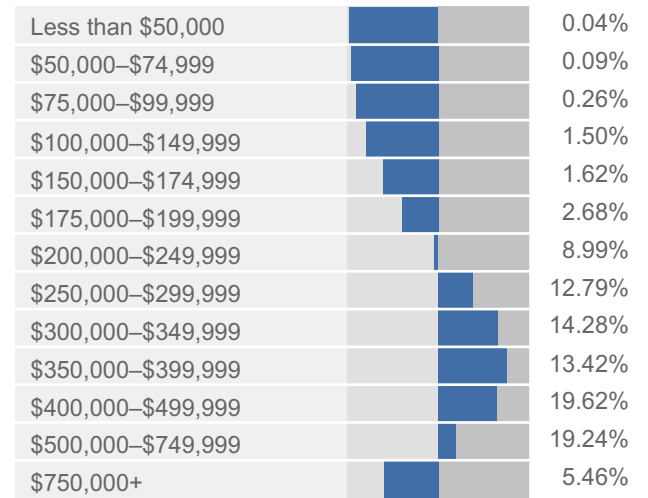
## Estimated household income



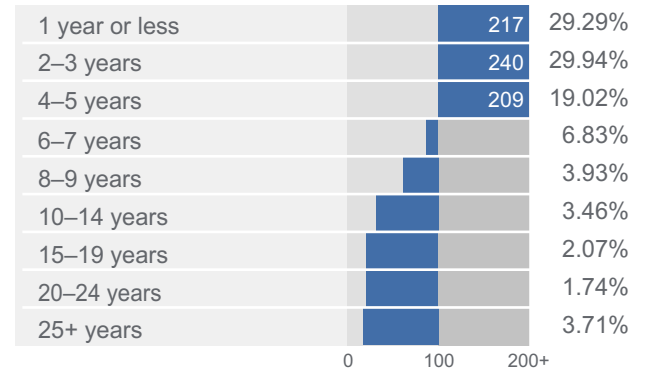
## Age of children



## Estimated current home value



## Length of residency



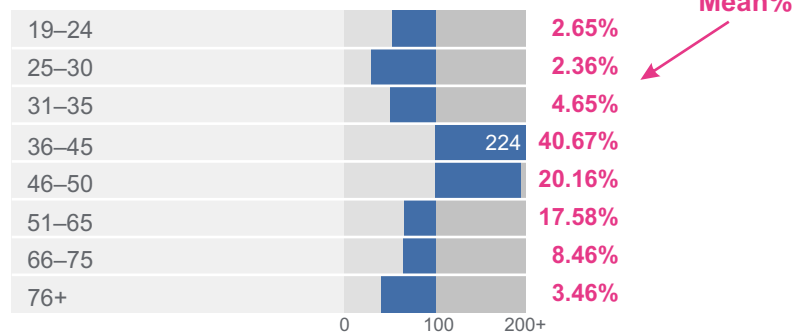
Charts provide details of the key variables used to build and describe the Mosaic groups and types.  
 For each group and type, the charts show the **Means** and **Index** for each variable.

### 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:

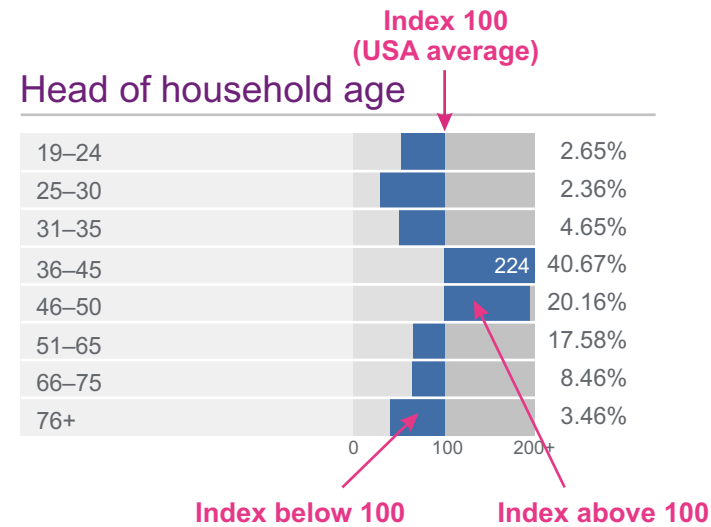
- 2.65% of Group D are aged 19-24
- 2.36% of Group D are aged 25-30
- 4.65% of Group D are aged 31-35
- 40.67% of Group D are aged 36-45
- 20.16% of Group D are aged 46-50
- 17.58% of Group D are aged 51-65
- 8.46% of Group D are aged 66-75
- 3.46% of Group D are aged 76+

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 F: Promising Families

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### How to Market

Promising Families make for a terrific marketing segment. Fulfilling a transformation from a young twenty-something to successful adult, spouse and parent—this audience is chock-full of new movers, new parents and recently married couples. These life-triggers suggest they're in the market for a vast array of products. From home-services to retirement and college saving plans; from children's toys and products to new cars—Promising Families are a good market for it all. From a media perspective, these young families have adapted to the digital life, making them receptive to TV and the internet among other channels.

### Overview



Promising Families consist mainly of Generation Y'ers who have married, moved into their first homes and started families. With over three quarters under the age of 35, these households live in small homes in affordable new subdivisions. In the two segments that make up this group, most of the adults are recently married, new to the workforce and raising young children who are mostly under the age of 10. In this group, the American dream is characterized by a Nintendo Switch in the family room, a trampoline in the backyard and an SUV and multiple bikes in the garage.

Over half of Promising Families are found in rapidly-growing suburban areas. Most of their homes are modern ranches, bungalows and split-foyer houses that were built since 2000. However, because of their locations on the outer edge of the urban sprawl, the housing is affordable, with average values. While they've typically been at their current address for fewer than five years, these young families have quickly come to appreciate their safe subdivisions, new schools, abundant ball fields and convenient discount retailers.

The educational achievements among Promising Families members are above average with around a third of household heads having either bachelor or graduate degrees. That level of schooling translates to a wide variety of occupations—technology sales and blue-collar work. Though most of the adults are earning entry-level pay, the dual-income households have enough disposable cash to lead comfortable leisure-filled lives.

In Promising Families, life revolves around young and active families. It's hard to find a team sport—especially baseball, basketball, soccer or football—in which they don't participate. They keep fit by jogging, swimming, and cycling. These parents are still young enough to enjoy nightlife and—after getting a babysitter—often go out to restaurants, bars, nightclubs, and movie theaters. Many keep their kids occupied on weekends by taking them to a bowling alley, swimming pool, aquarium or zoo. At home, they spend their leisure time on the internet, playing games, listening to music, reading or working on their hobbies, such as painting. During school breaks they travel frequently to domestic beaches, theme parks and campgrounds where they enjoy hiking and horseback riding.

Promising Families like to shop, though they're price-sensitive. They like to stretch their money, typically waiting for sales, patronizing factory outlets and heading right to the clearance racks. These shoppers are a strong market for electronics; they buy all manner of video and audio equipment. To chauffeur their kids to extracurricular activities and family outings, they rely on large cars like CUVs, minivans and SUVs. They tend to buy used vehicles, but it doesn't matter as much whether it's an import or domestic.

Promising Families have only selective interest in media, with most of their program choices reflecting their preoccupation with childrearing. They seem to have given up on subscribing to newspapers and they have below-average interest in magazines—reflecting their younger makeup. However, they will make an exception for parenting and sports magazines. On TV, they're big fans of sitcoms.

Politically, almost 60 percent of Promising Families are registered to vote and evenly split. Relative newcomers to their community, they belong to few groups other than their local church or synagogue.