

Family Union

Middle income, middle-aged families living in homes supported by solid blue-collar occupations

🏠 5.97% | 7.65% 👤



Who We Are

Head of household age 🎂 36–45 170 30.8%	Type of property 🏠 Single family 104 92.5%
Est. Household income 💰 \$50,000–\$74,999 144 26.9%	Household size 👨‍👩‍👧 5+ persons 145 21.1%
Home ownership 🤝 Homeowner 108 89.1%	Age of children 👶 13–18 262 36.9%

Channel Preference

84	64	128
74	19	127

Key Features

- Bilingual
- Married with kids
- Nearly half have large households
- Financially cautious
- Team sports
- Blue-collar jobs

Technology Adoption



Wizards

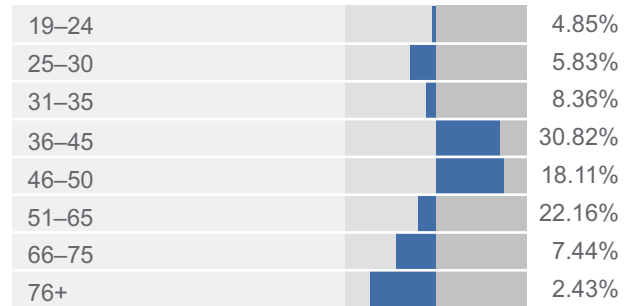


Family Union

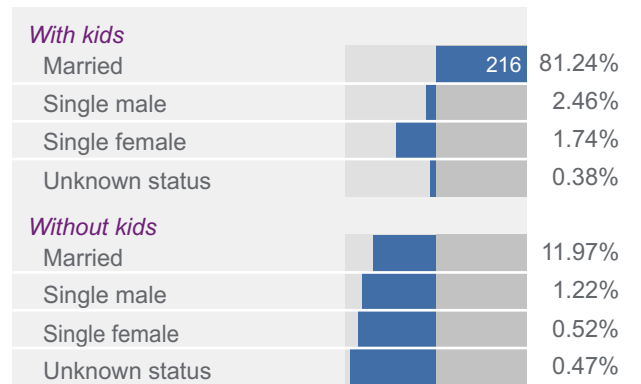
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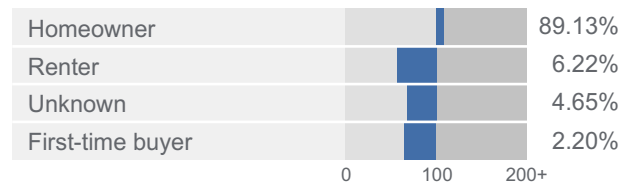
Head of household age



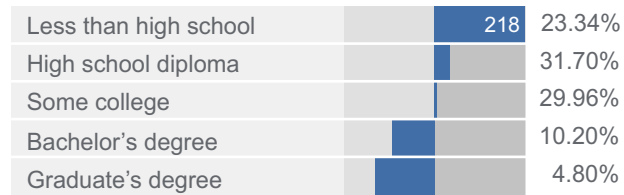
Family structure



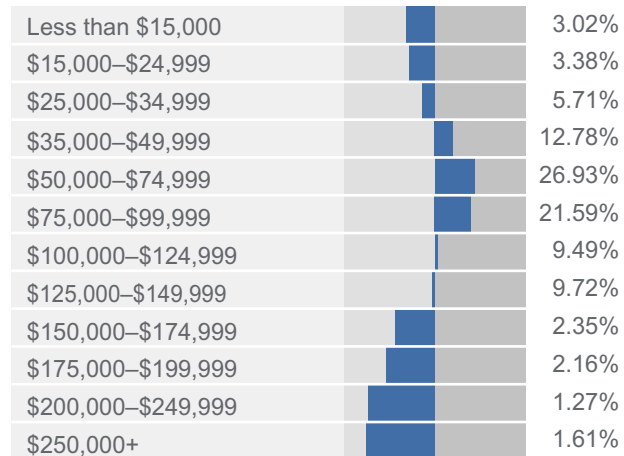
Home ownership



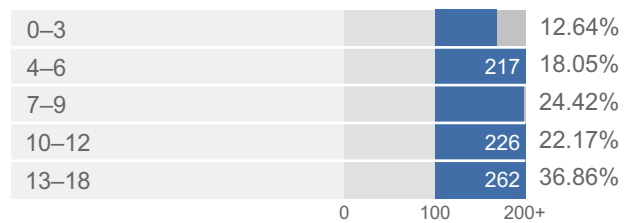
Head of household education



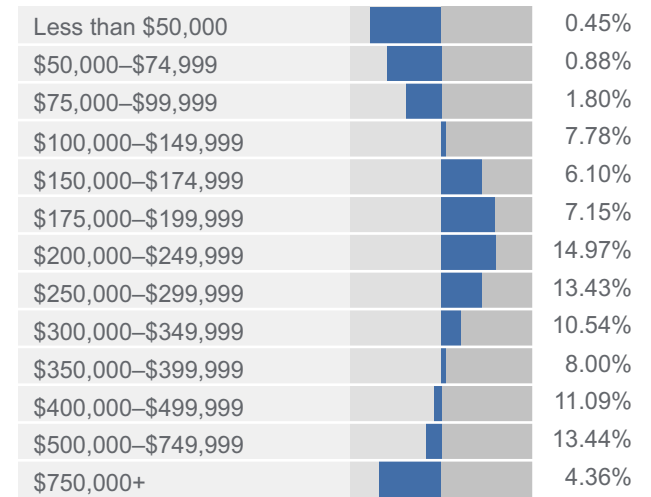
Estimated household income



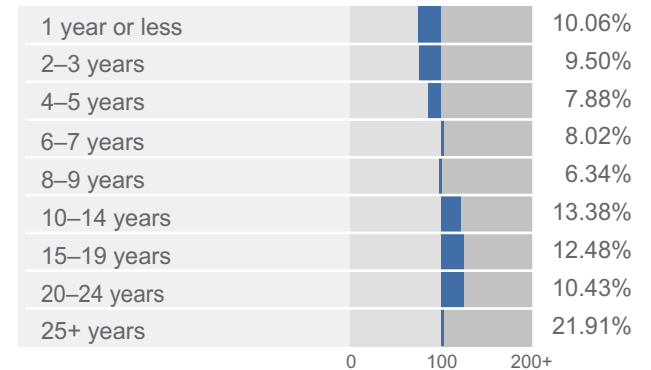
Age of children



Estimated current home value



Length of residency



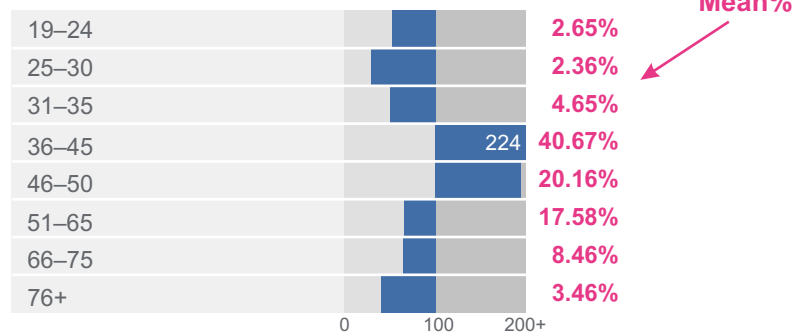
Charts provide details of the key variables used to build and describe the Mosaic groups and types.
 For each group and type, the charts show the **Means** and **Index** for each variable.

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:

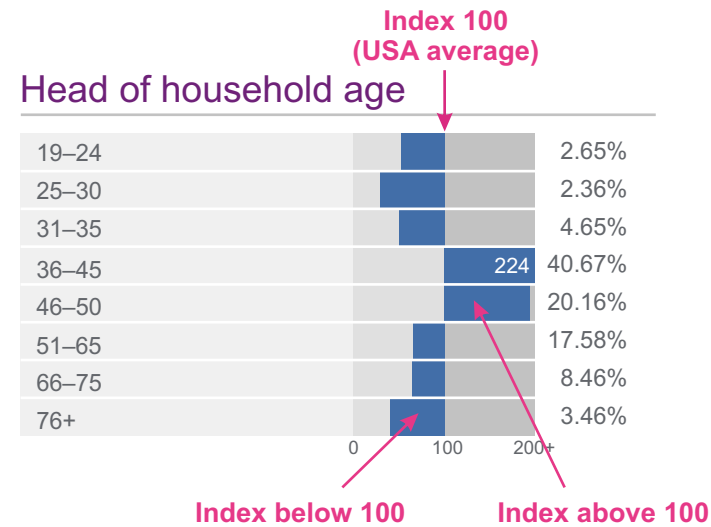
- 2.65% of Group D are aged 19–24
- 2.36% of Group D are aged 25–30
- 4.65% of Group D are aged 31–35
- 40.67% of Group D are aged 36–45
- 20.16% of Group D are aged 46–50
- 17.58% of Group D are aged 51–65
- 8.46% of Group D are aged 66–75
- 3.46% of Group D are aged 76+

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.

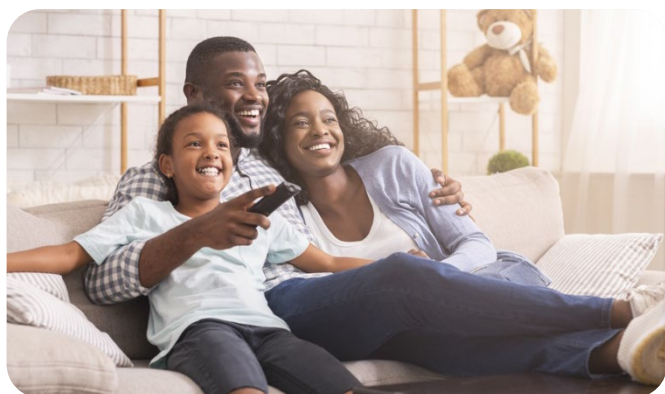
Group I: Family Union

Middle income, middle-aged families living in homes supported by solid blue-collar occupations

How to Market

As a marketer, your approach to Family Union should be unsurprisingly geared toward family. You have a variety of media outlets at your disposal with this segment who consume all forms of content at or around the national average—including online. The caveat to online is, however, that they are much less likely to convert digitally. Lastly, price and quality in combination (not one or the other) will spur these consumers to open their wallets. They're much more likely to visit an outlet mall for brand name goods at a discount price than to hit the retailers' main stores.

Overview



In Family Union, families live in middle-class comfort within the sprawl of major metropolitan areas. Many of the households contain older parents and their children, who have worked hard, settled in modest houses and established a comfortable lifestyle for their families. They tend to live in multi-ethnic and multi-lingual neighborhoods, some speaking Spanish in shops and cafes, driving used American SUVs and trucks, and filling their homes with food and decorations that remind them of their roots.

Members of this group typically own small ranch and revival-style houses valued at average levels. Almost all of these residents are homeowners and live in established, inner-ring suburbs. On neat streets with landscaped lawns are the signs of middle-class status: boats, motorcycles and recreational vehicles. More than half of all households have lived at the same address for more than a decade.

Family Union have average educations, with over a quarter of households not having finished high school and just over 20 percent having college diplomas. But they earn mid-scale incomes thanks to multiple workers in the household—around 15 percent of households contain a young adult living at home—who hold jobs in blue-collar occupations such as construction, manufacturing, transportation and food services. Despite their working-class jobs, they've managed to achieve middle-class status through determination and a yearning for personal achievement.

Family Union are vibrant and active, engaging in plenty of sports with their families, including soccer, basketball and baseball. When they go out to eat, they're more likely to go to a local eatery or a fast food chain.

Family Union like to shop. They like to keep up with the latest fashion and make a unique statement with their apparel. However, if they want something with a designer label, they head to discount department stores. These family-centered households like to equip their homes with the latest appliances—even if they end up buying discount brands.

They have below-average rates for registering to vote, and those households that are politically involved tend to swing to the Democrat side.

Group J: Autumn Years

Established and mature couples living gratified lifestyles in older homes

How to Market

To ensure your brand messages grab the attention of Autumn Years consumers, resonate with their core American ideals of honor, respect, loyalty and pride. For your call to action, leverage loyalty programs and put your best foot forward when it comes to fostering this customer relationship. Outstanding customer service is key to maintaining this loyal consumer market.