

M

Families in Motion

Working-class families with young children, earning moderate incomes in smaller residential communities

🏠 2.29% | 2.6% 👤



Who We Are

Head of household age 🎂 31–35 227 21.1%	Type of property 🏠 Single family 109 96.4%
Est. Household income 💰 \$50,000–\$74,999 150 27.9%	Household size 👤 2 persons 104 27.2%
Home ownership 🤝 Renter 142 15.5%	Age of children 👶 0–3 444 33.5%

Channel Preference



Technology Adoption



Wizards

Key Features

- Young children
- Hectic households
- Rural lifestyle
- Non-environmental
- Conservative investors
- Outdoor leisure



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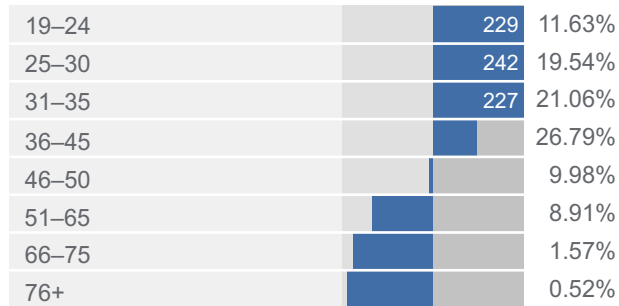
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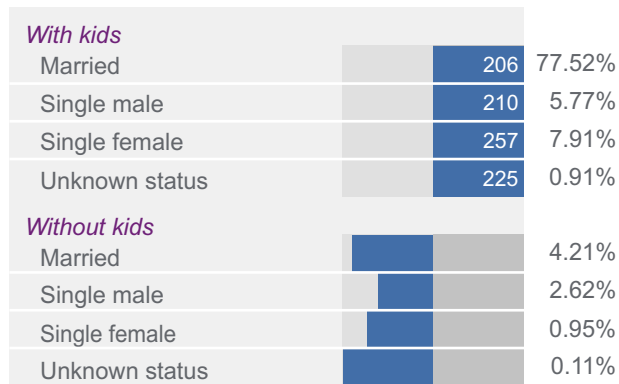
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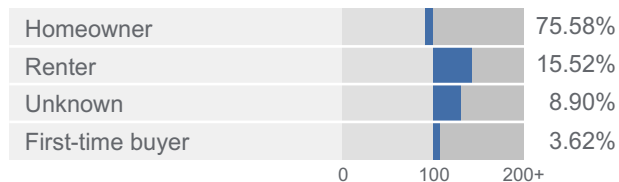
Head of household age



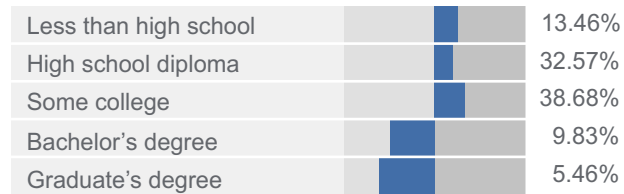
Family structure



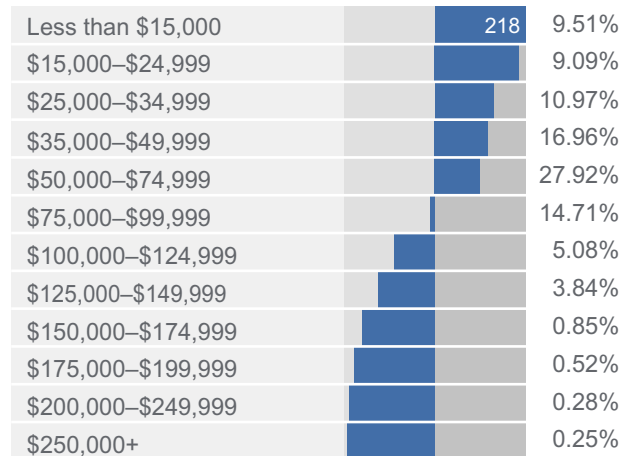
Home ownership



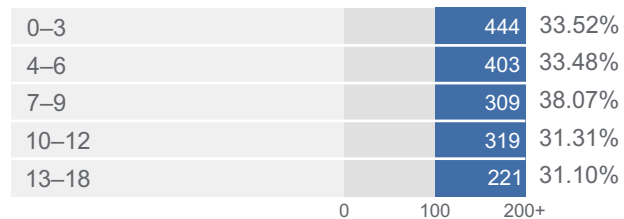
Head of household education



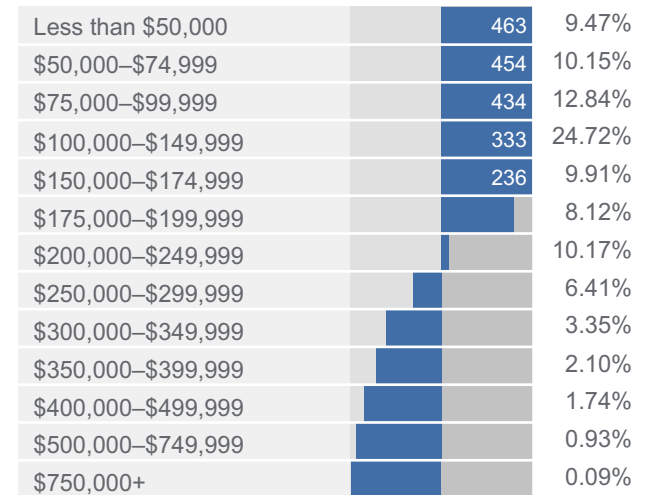
Estimated household income



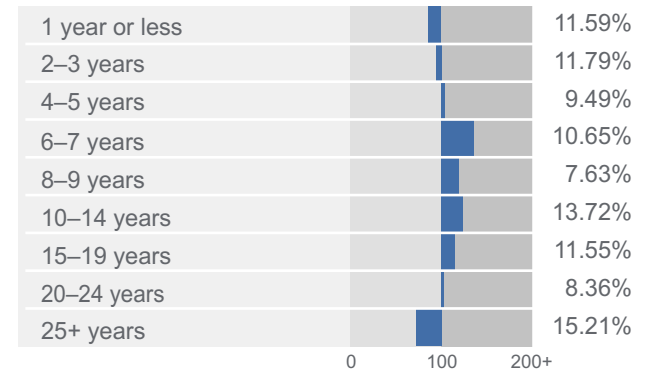
Age of children



Estimated current home value



Length of residency



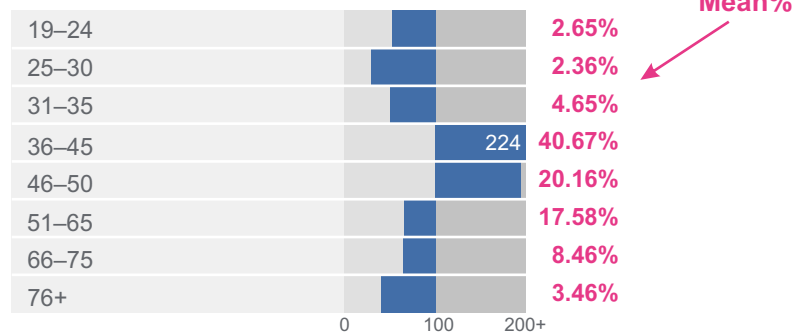
Charts provide details of the key variables used to build and describe the Mosaic groups and types.
 For each group and type, the charts show the **Means** and **Index** for each variable.

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:

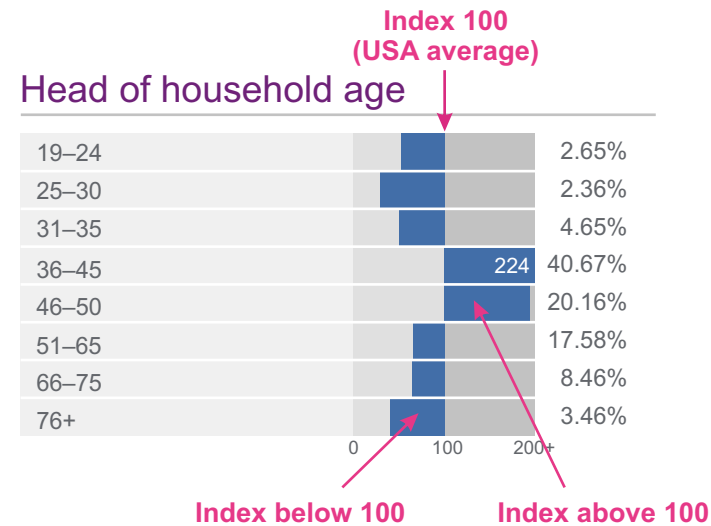
- 2.65% of Group D are aged 19–24
- 2.36% of Group D are aged 25–30
- 4.65% of Group D are aged 31–35
- 40.67% of Group D are aged 36–45
- 20.16% of Group D are aged 46–50
- 17.58% of Group D are aged 51–65
- 8.46% of Group D are aged 66–75
- 3.46% of Group D are aged 76+

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 M: Families in Motion

Working-class families with young children, earning moderate incomes in smaller residential communities

How to Market

Families in Motion portray average Americans in many ways. Split politically, average in their tech adoption and proud working-class families—this audience is the lifeblood of America. From a marketing perspective, you can use the radio or social media to target these consumers as their attention between family and work can be scattered and they often consume media in the background to the more important aspects of their lives. They're not flashy but they are striving for better lives so marketing anything from financial and investment services, to children's toys and domestic travel opportunities can provide marketers with impactful campaigns. They want to appear trendy, but they recognize the value of a dollar. Resonate with their American home-grown values and conventions and focus marketing dollars on tailoring your messages to their work hard, play hard mentality—you will earn their customer loyalty in no time.

Overview



The two types in Families in Motion are dominated by young families living in small towns scattered across the eastern half of the country. Most of the households contain married couples between 25 and 45 years old. Half have families with two or more children. Many of these households moved into their towns years ago to raise their children in safe surroundings and affordable homes. Today their towns are neither industrial centers nor high-tech boomtowns, but quiet communities with an employment base consisting of skilled manual workers in construction, manufacturing and the trades.

Families in Motion are found in older, working-class towns that have managed to weather the nation's transformation to a high-tech economy. Most of the housing stock is old and home values are lower than the national average. But over 90 percent of the members of this group are homeowners of single-family homes. In their remote settings, a disproportionate number have large lots between two and four acres—plenty of room to park their campers and pickups.

In these heartland communities, most families get by on modest educations. Seven out of ten have a high school diploma or at least some college, and about 9 percent have earned a college degree. The majority of adults work at blue-collar jobs, and while the pay may be average, these dual-income couples make enough to support outdoorsy, child-centered lifestyles.

Life in Families in Motion looks a lot like it did a half-century ago. These young families enjoy a lot of outdoor activities, including fishing and camping, as well as playing basketball, golfing, and taking weekend trip to bowling alleys. At their homes, the adults like to gather together to play cards and games after enjoying a home-cooked meal. For vacations, they pile their kids into their trucks and head to family-friendly motels and campgrounds near to the state fair or zoo.

Families in Motion are conservative shoppers who prefer local retailers to national chains but, when they need a large selection of clothing or housewares, they're willing to drive an hour to a discount department store like Walmart, Kohls,

Dollar General and Sam's Club. They'd hardly qualify as early tech adopters. Instead, these households are proud gearheads, and they tend to buy used cars with American nameplates like Ford, Dodge, Chevrolet and GMC.

With their leisure lives, these households have selective media tastes. They like to stay informed listening to radio, tuning in to stations that offer golden oldies, country and adult contemporary music. They're average fans of TV, enjoying drama and sitcoms—through a satellite dish. They enjoy reading automotive and outdoor magazines, and are receptive to messages on the radio.

While this is conservative territory, Families in Motion are almost evenly divided between Democrats and Republicans, though nearly half are not registered voters. They donate to relatively few causes, outside of religious charities.