

A03 Kids and Cabernet

Prosperous, middle-aged married couples living child-focused lives in affluent suburbs

🏠 0.74% | 0.97% 👤



Who We Are

Head of household age 🎂

36–45

281 | 50.9%

Type of property 🏠

Single family

111 | 98.9%

Est. Household income 💰

\$250,000+

600 | 40.4%

Household size 👤

2 persons

137 | 35.9%

Home ownership 🤝

Homeowner

118 | 97.1%

Age of children 🍼

10–12

477 | 46.8%

Channel Preference



170



113



17



255



523



209

Technology Adoption



Journeymen

Key Features

- Affluent families
- Traditional family roles
- Politically conservative
- Saving for college
- Parents
- Family vacations

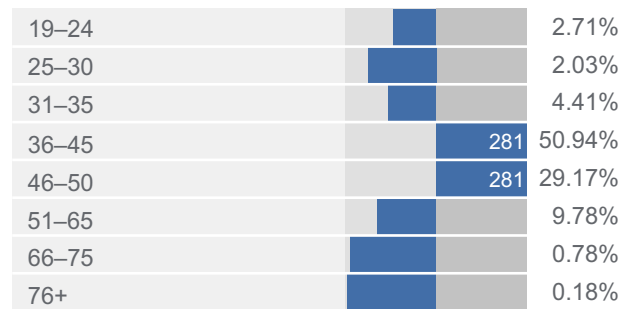


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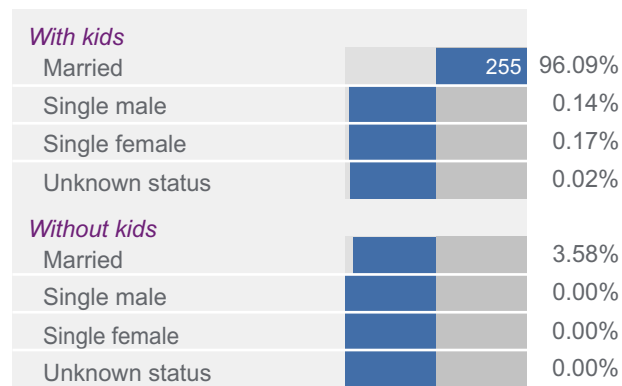
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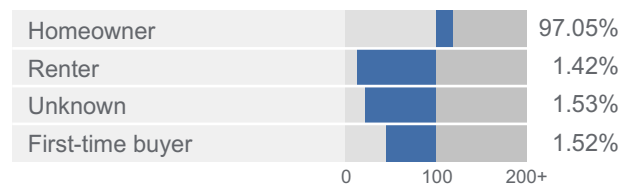
Head of household age



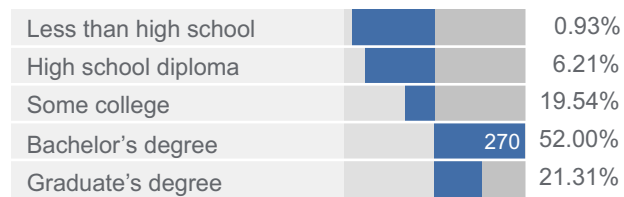
Family structure



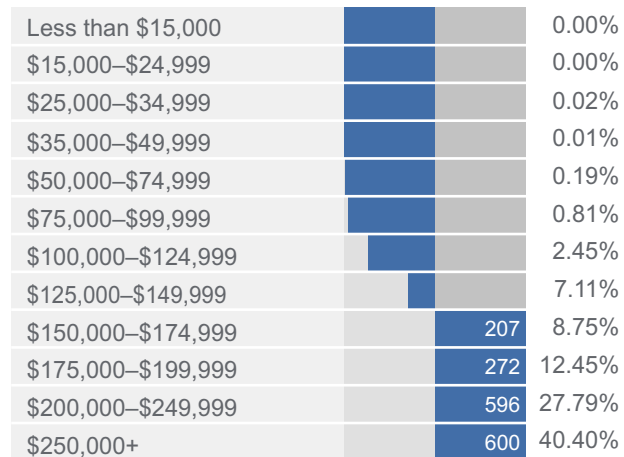
Home ownership



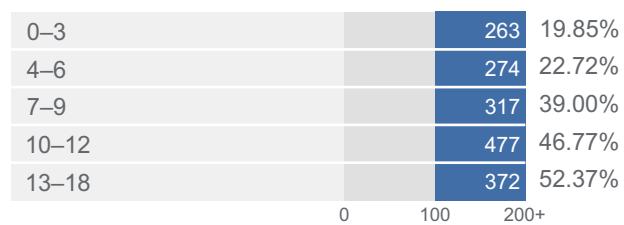
Head of household education



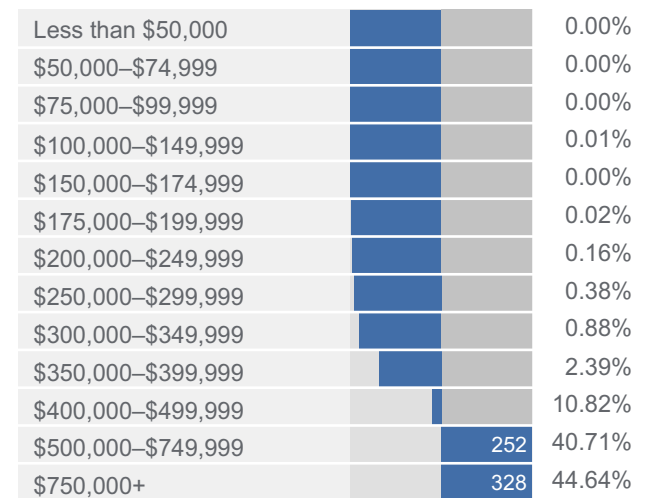
Estimated household income



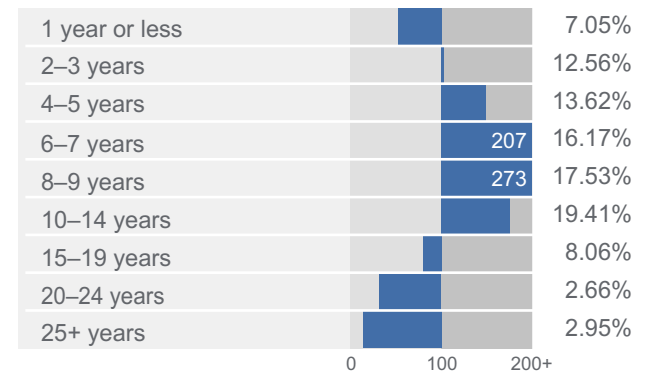
Age of children



Estimated current home value



Length of residency



Charts provide details of the key variables used to build and describe the Mosaic groups and types.

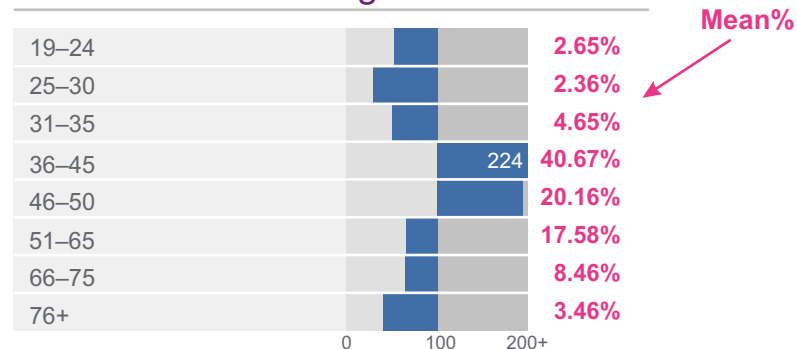
For each group and type, the charts show the **Means** and **Index** for each variable.

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:

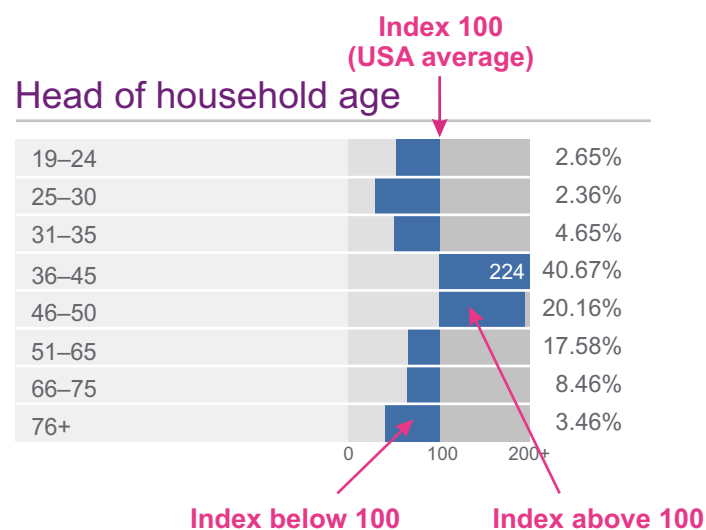
- 2.65% of Group D are aged 19–24
- 2.36% of Group D are aged 25–30
- 4.65% of Group D are aged 31–35
- 40.67% of Group D are aged 36–45
- 20.16% of Group D are aged 46–50
- 17.58% of Group D are aged 51–65
- 8.46% of Group D are aged 66–75
- 3.46% of Group D are aged 76+

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.

Type A03: Kids and Cabernet

Prosperous, middle-aged married couples living child-focused lives in affluent suburbs

How to Market

Being the most marketable consumer segment in America, it is vital for brands to break through the noise. To hyper-target Kids and Cabernet, use messaging that resonates with what's on the horizon; empty-nesting and eagerness to embrace new experiences. Though sophistication and elegance are certainly relevant, pull out all the stops and let this market know that your brand appreciates and emanates their interests in authentic experiences, quality products and service.

Focus on streaming TV, social media and email to reach them where they most prefer to hear about brand offers. Show your brand's value proposition for saving time and enabling the finer things in life, like cooking for fun, leisure and travel.

Overview



Kids and Cabernet are middle-aged couples and their children living a wealthy, suburban city lifestyle in their homes valued at nearly three times the national average.

Their neighborhoods are havens for college-educated, white-collar professionals with well-paying jobs in engineering, education, business, and finance. All are upwardly mobile in their careers and are trying to provide the best lifestyle possible for their children; half have lived in their exclusive community for less than 7 years.

Kids and Cabernet lead child-centered lifestyles. The adults spend a lot of their leisure time engaged in athletic activities: swimming, cardio, weight training and yoga classes, playing tennis, golf and hiking. That is when they're not taking their children to select sports leagues and a half dozen extracurricular programs...not to mention Xbox and Smart Phones. These educated households are well-traveled and take family vacations to theme parks within the U.S. and resorts abroad. For date nights, parents enjoy going out to nightclubs, cinemas, restaurants and concerts of all eras and genres.

As consumers, these educated and wealthy Americans like to acquire the latest in automotive and consumer technology. They are journeymen when it comes to technology adoption and they use their mobile phones for personal pragmatic purposes like keeping tabs on their kids, some popular apps and for the convenience of finding quick answers to immediate questions. They prefer new and used import vehicles, and in their homes they buy multiple gaming consoles and large-screen TVs. They head to club and big-box stores to load up on games, toys and sporting gear. They frequent eBay, and Amazon for their shopping leisure as well. Netflix is also high on their list of frequented websites, along with Pinterest and YouTube for ideas to try and venues for date nights or play dates.

The values of Kids and Cabernet are those of busy parents trying to juggle work and families. They have the best of intentions when it comes to buying "green" and eating healthy, but fast-paced lives leave little room for regular home-cooked meals.

Regardless, they are influential and are well informed when it comes to health products and shopping in general. They are typically sought after for advice and listen to what brands are sharing. They say they will pay just about anything when it concerns their health.

Though they can afford to buy new fashion every season, they also appreciate a bargain. They shop at both the online high-end stores as well as the online discount sites like Overstock.com. These households tend to be conservative—whether in dress or their politics—and they’re active in local school groups that help to support their communities. Around 65 percent are Republican.

Kids and Cabernet live well thanks to \$200,000-plus incomes and plenty of investments and insurance to protect their assets. Mindful of caring for their children, they carry high levels of life insurance and invest in 529 College Savings Plans. They also have the credit scores to qualify for home equity loans and secured lines of credit. Their fondness for the internet sees them doing a lot of their money management online: paying bills, trading stocks, and researching other investments.

As media consumers, Kids and Cabernet are mostly wired households who spend increasing amounts of time online. About 70% are mobile professionals, and because of their daily chauffeuring their children to extracurricular activities, they’re also confined to their cars for long stretches, and keep their radios tuned to rock and easy-listening stations—whether via satellite, broadcast radio or Pandora. They watch a lot of sports on TV—primarily college and pro football, pro baseball and the Olympics. They like to read at above-average rates, and particularly enjoy sports magazines. They are social media junkies in comparison with the other Mosaic A types.

To reach this group as a whole, focus on addressable TV, email, mobile SMS and social media. Practically all of this consumer segment pay attention and prefer learning about brands through TV advertisements.

These consumers are heavy shoppers both online and in-store, discount and high-end. Messages that resonate are ones where the brand emanates the Kids and Cabernet preference for buying established brands.