

A04 Picture Perfect Families

Established families on the go, living in wealthy suburbs

🏠 0.88% | 1.42% 👤



Who We Are

Head of household age 🎂 51–65 142 38.6%	Type of property 🏠 Single family 112 99.0%
Est. Household income 💰 \$250,000+ 443 29.8%	Household size 👤 5+ persons 217 31.6%
Home ownership 🤝 Homeowner 117 96.5%	Age of children 👶 13–18 334 46.9%

Channel Preference

57	116	6
68	328	251

Key Features

- Wealthy households
- Well-educated
- Pragmatic mobile users
- Comfortable lifestyles
- Large households
- Bookworms

Technology Adoption



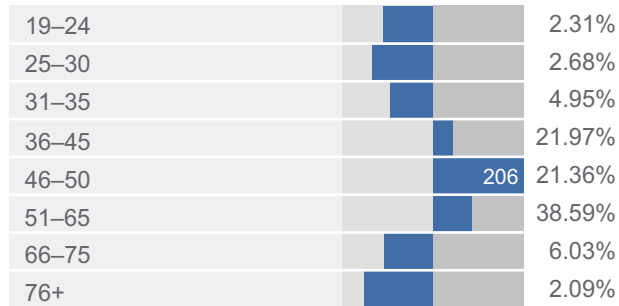
Apprentices



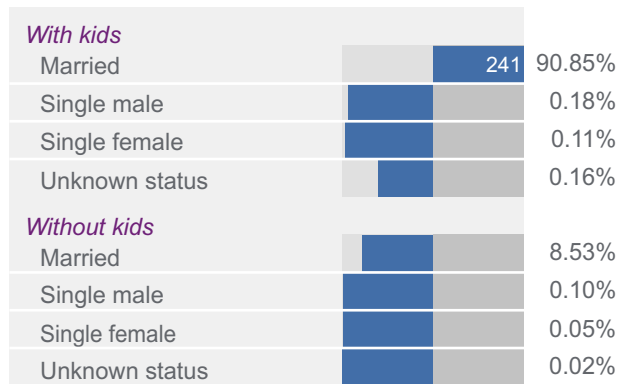
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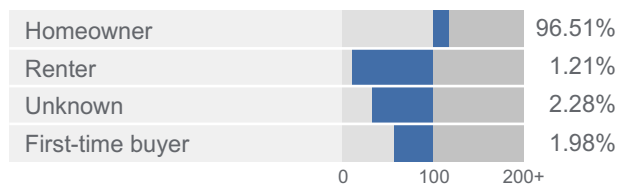
Head of household age



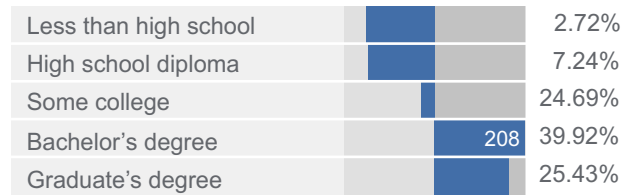
Family structure



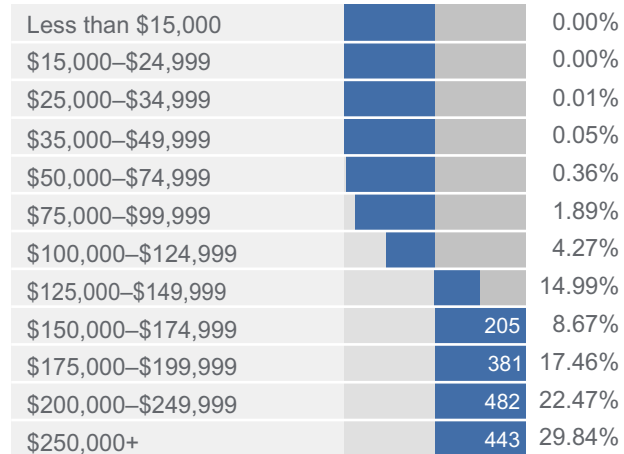
Home ownership



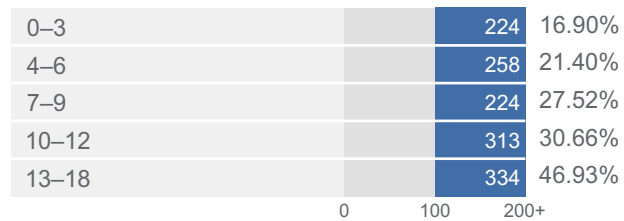
Head of household education



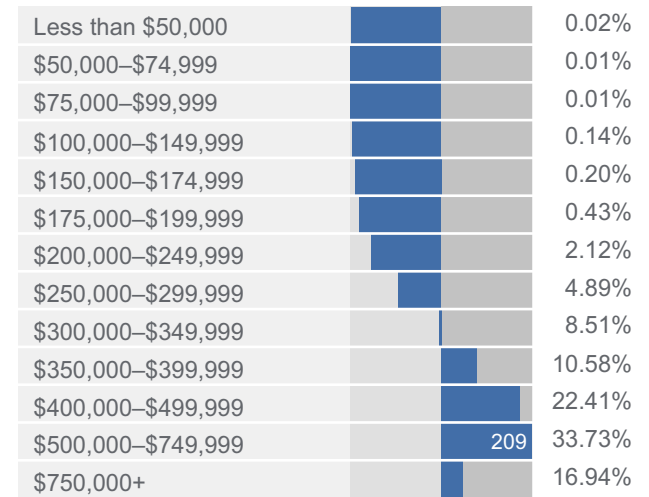
Estimated household income



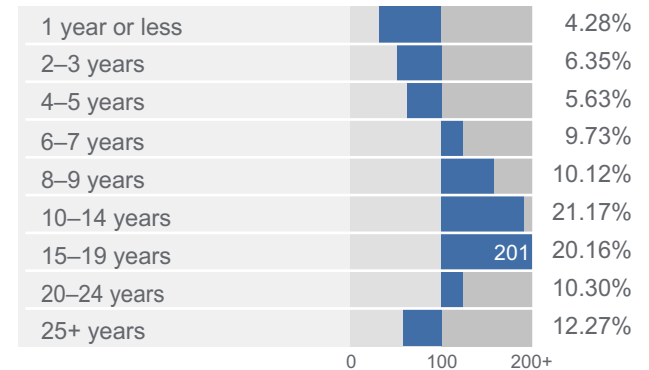
Age of children



Estimated current home value



Length of residency



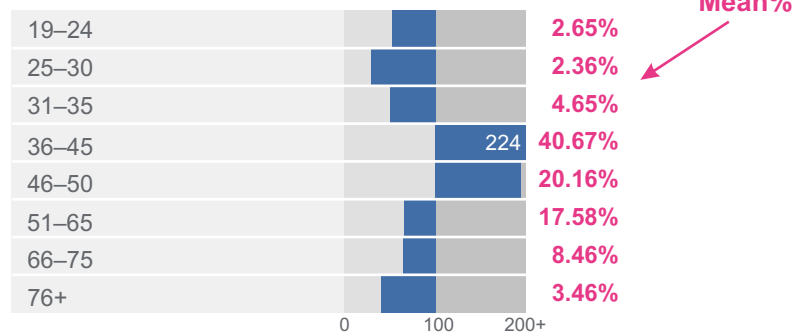
Charts provide details of the key variables used to build and describe the Mosaic groups and types.
 For each group and type, the charts show the **Means** and **Index** for each variable.

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:

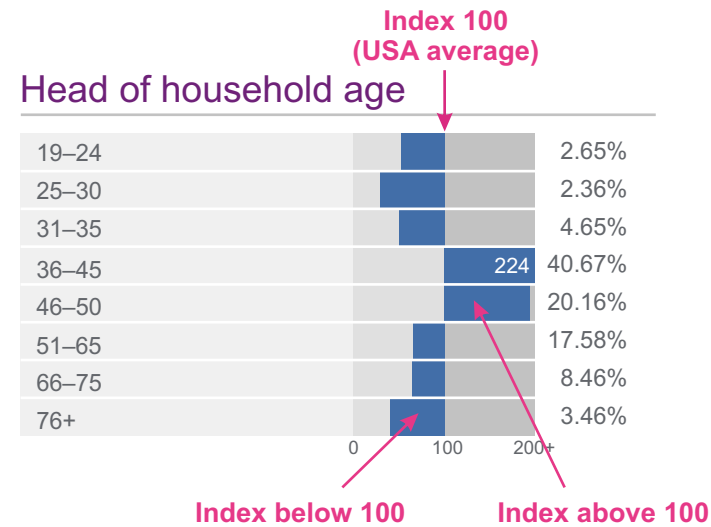
- 2.65% of Group D are aged 19–24
- 2.36% of Group D are aged 25–30
- 4.65% of Group D are aged 31–35
- 40.67% of Group D are aged 36–45
- 20.16% of Group D are aged 46–50
- 17.58% of Group D are aged 51–65
- 8.46% of Group D are aged 66–75
- 3.46% of Group D are aged 76+

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 A04: Picture Perfect Families

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How to Market

Being the most marketable consumer segment in America, it is vital for brands to break through the noise. To hyper-target Picture Perfect Families, 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



Picture Perfect Families are very affluent households who have accumulated their wealth through long, steady professional careers. In this segment, married couples with children live in comfortable homes in suburban neighborhoods. The adults tend to be college-educated dual-earners with well-paying jobs in education, health care, business, and finance professions. Their children are generally teenagers and young adults, with some of the latter having returned home.

These established couples live comfortably with their lofty incomes, allowing them to invest heavily in money market accounts, IRAs and mutual funds. These risk-averse people carry a lot of insurance to protect their assets. They can afford to support the arts, appreciating live theater, symphony, and golden oldies concerts. They travel frequently, mostly domestically, but 40 percent travel abroad, and when they travel, they enjoy theme parks and trips with organized events. They enjoy swimming, hiking and cycling. This is a strong market for attending sports games at both the college and professional levels.

In the marketplace, the teenagers of Picture Perfect Families influence the shopping behaviors of these households, buying sporting goods, consumer electronics, gaming consoles, and toys. Picture Perfect Families tend to have multiple cars—and at least one CUV or mid-size car, either new or used. Attracted to both domestic and foreign makes, they put their own personal stamp on their vehicles by adding a number of customizations.

Picture Perfect Families respond to mainstream media. Many clip coupons from newspapers, and they purchase in brick-and-mortar stores and online mid-high end stores (but also online discount). “Show me the money” messages are what resonate with this type, so bust out the loyalty program incentives, coupons, and BOGO deals to gain the business of these attractive consumers.

With their relatively conservative political views, they are more likely to tune in to the commentators on Fox News, and feel they are financially better off than they were a year ago—great news for marketers who are able to resonate with this financially comfortable segment.

Mostly, though, Picture Perfect Families are enthusiastic internet users, but still a bit under the bell curve. They are increasingly pointing and clicking to buy airline tickets and athletic gear, catching up on sports scores and researching products and services. They over-index for all social media sites including Pinterest, Facebook, Twitter and LinkedIn.

Picture Perfect Families are average when it comes to health management, aiming for healthier fast food options and regular exercise. This, though, is another segment who is influential and has friends and family turn to them for nutritional advice. Invincible is a word that could be used to describe their attitudes toward their health.

In regards to online engagement, half of this segment pays their bills online and frequents Amazon and eBay.