

# F23 Families Matter Most

Young, established families in scenic suburbs leading active, family-focused lives

🏠 0.86% | 1.01% 👤



## Who We Are

Head of household age 🎂

31–35

418 | 38.8%

Type of property 🏠

Single family

111 | 98.3%

Est. Household income 💰

\$75,000–\$99,999

159 | 24.6%

Household size 👤

2 persons

142 | 37.2%

Home ownership 🤝

Homeowner

107 | 87.7%

Age of children 🍼

0–3

677 | 51.1%

## Channel Preference



87



108



248



227



38



140

## Technology Adoption



Wizards

## Key Features

- Sprawling families
- Married with kids
- Family vacations
- Social connectors
- Financially comfortable
- Settled homes

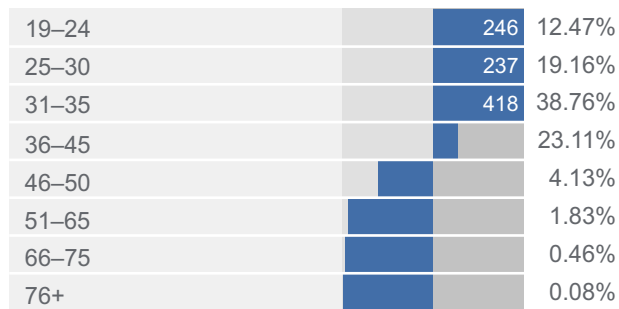


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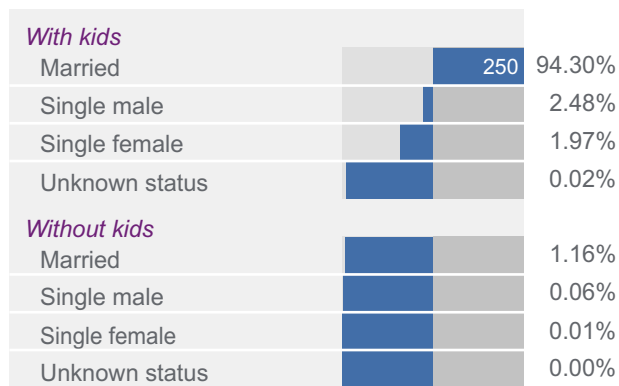
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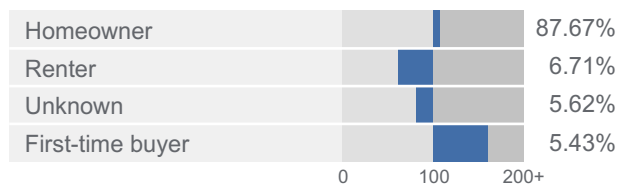
## Head of household age



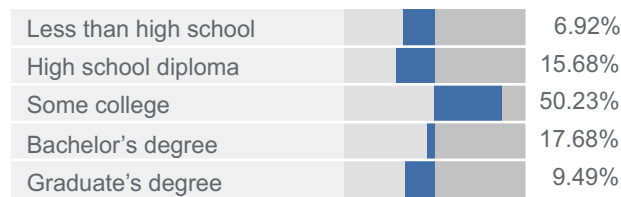
## Family structure



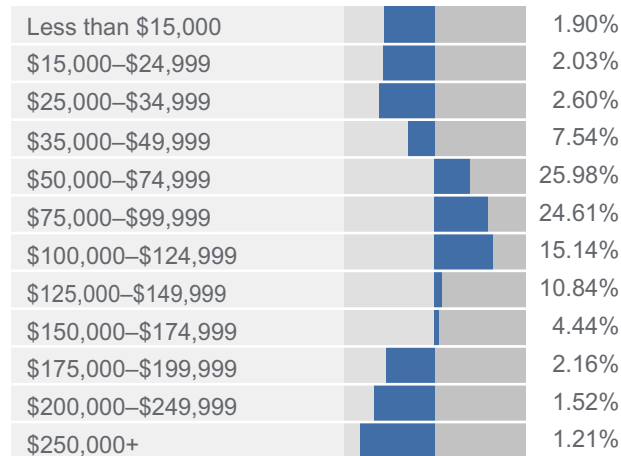
## Home ownership



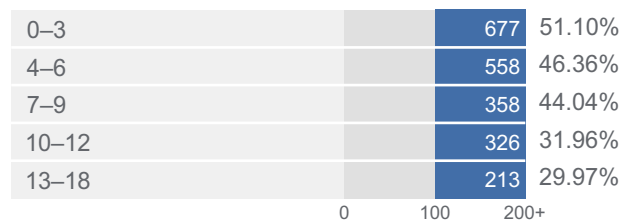
## Head of household education



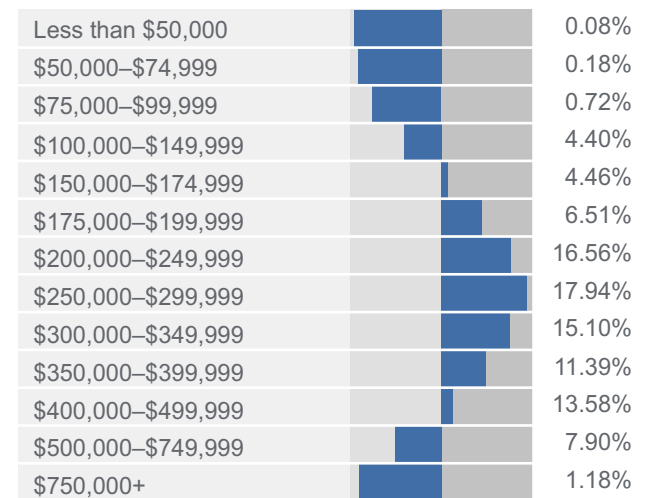
## Estimated household income



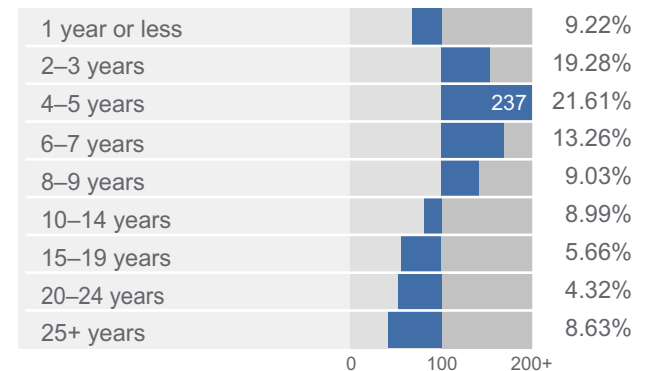
## Age of children



## Estimated current home value



## Length of residency



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

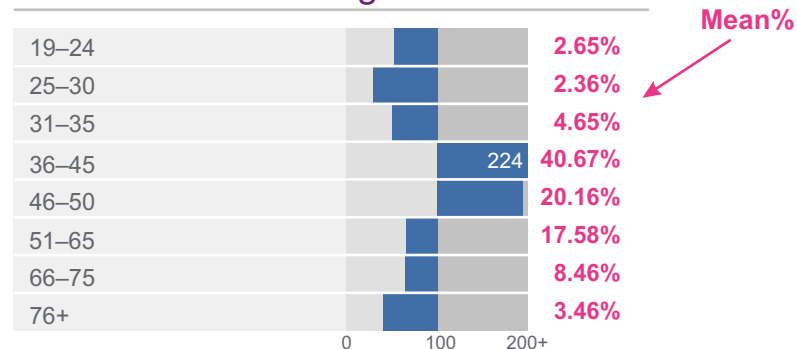
For each group and type, the charts show the **Means** and **Index** for each variable.

## 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:

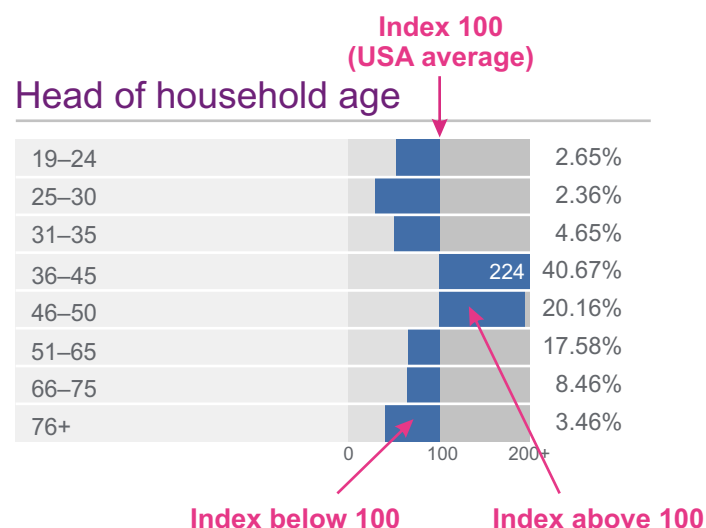
- 2.65% of Group D are aged 19–24
- 2.36% of Group D are aged 25–30
- 4.65% of Group D are aged 31–35
- 40.67% of Group D are aged 36–45
- 20.16% of Group D are aged 46–50
- 17.58% of Group D are aged 51–65
- 8.46% of Group D are aged 66–75
- 3.46% of Group D are aged 76+

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 F23: Families Matter Most

Young, established families in scenic suburbs leading active, family-focused lives

### How to Market

Families Matter Most 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



A fast-growing segment, Families Matter Most reflects the migration of young families to new subdivisions in the West and Midwestern states. More than nine out of ten households have kids—and many have multiple kids—and these young, middle-class families have settled in a landscape of recently built subdivisions. The adults have some college education—more than a quarter of household heads have a degree—and they work at a mix of white-collar and blue-collar jobs. Many have landed management, construction or jobs in health and education that have already placed them on the first rung of the road to upward mobility.

With their sprawling families and new mortgages, both parents need to work to maintain their newly minted middle-class lifestyles. They manage financially thanks to car and home improvement loans, but their IRAs and 401(k)s have low balances.

To safeguard their families, they have acquired plenty of health and term life insurance.

Families Matter Most are all about the kids. Team sports are popular and many youngsters sign up for Little League teams. On weekends, parents take their children to museums and zoos for the educational stimulation, and pools and bowling alleys for fun. With their solid, middle-class incomes, these households have enough money to buy plenty of toys, games, consumer gadgets and athletic equipment. When they travel—typically during school breaks—they often head to theme parks, beaches and all-inclusive family resorts. These Americans need large cars to shuttle their big families, so oversized SUVs, CUVs and trucks are the vehicles of choice.

When they finally relax at home, these households turn to electronic media for entertainment. They're big TV fans and gather around their large screens for favorite movies—often as a family. Their taste in music is remarkably wide—everything from hip-hop to country. Increasingly, the parents and their children are turning to the internet for entertainment and utilitarian uses. While the kids go online to play games and share video files, the adults head to websites for banking, telecommuting and shopping. They are omni-channel purchasers, taking advantage of e-tailer only shopping, online discounts, and eBay-like bidding sites, not to mention frequenting brick-and-mortar stores.

Families Matter Most tend to be casual about their attitudes, except when it comes to their children. They're big on family values, believing in the sanctity of the evening meal and going to religious services every week. Politically interested, they support the Republican Party slightly more than the Democratic. However, they hardly qualify as activists and get involved in few organizations other than their local church.

Families Matter Most have adopted attitudes and routines that help them juggle work and child-rearing. As shoppers, they're price sensitive consumers who look for discount stores that offer durable and comfortable fashion. For meals, they're not too concerned about serving balanced meals or the latest organic offering. The parents here are always last to take care of themselves, whether it's working out or finding time to visit a doctor when sick. In these households, the kids always come first. When they want to celebrate—either a soccer victory or a good report card—they head straight to the nearest fast food restaurant.