experian.

F　　　F22　　　F23

F22 Fast Track Couples
Active, young, upper established suburban couples and families living upwardly-mobile lifestyles

🏠 3.3% | 2.57% 👤

Who We Are

Head of household age 🎂	Type of property 🏠
31–35	Single family
559 │ 51.8%	109 │ 97.1%

Est. Household income 💲	Household size 👥
$100,000–$124,999	2 persons
199 │ 18.4%	150 │ 39.2%

Home ownership 🤝	Age of children 🍼
Homeowner	7–9
108 │ 88.5%	164 │ 20.2%

Key Features

- Credit-aware
- Comfortable spender
- Active lifestyles
- Tech-savvy
- Music lovers
- Football fans

Channel Preference

TV	✉	📻
203	105	164

💬	@	👍
333	62	35

Technology Adoption

Journeymen

experian.

F   **F22**   **F23**
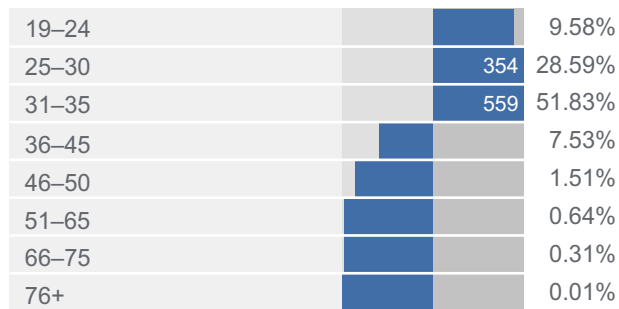
F22 Fast Track Couples
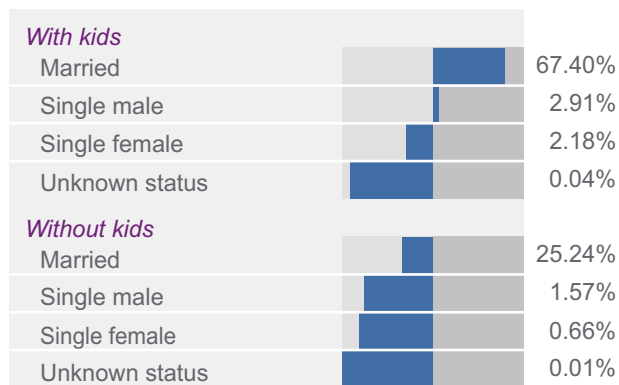Active, young, upper established suburban couples and families living upwardly-mobile lifestyles

🏠 3.3% | 2.57% 👤

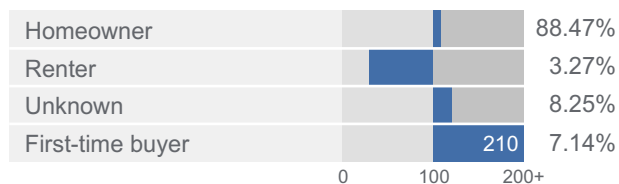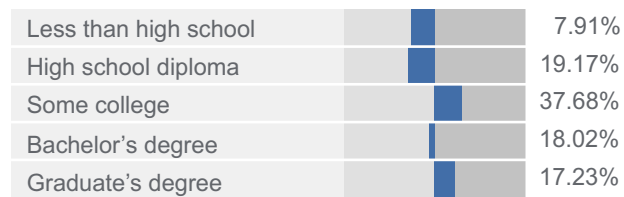## Head of household age

19–24		9.58%
25–30	354	28.59%
31–35	559	51.83%
36–45		7.53%
46–50		1.51%
51–65		0.64%
66–75		0.31%
76+		0.01%

Family structure

With kids

Married		67.40%
Single male		2.91%
Single female		2.18%
Unknown status		0.04%

Without kids

Married		25.24%
Single male		1.57%
Single female		0.66%
Unknown status		0.01%

Home ownership

Homeowner		88.47%
Renter		3.27%
Unknown		8.25%
First-time buyer	210	7.14%

0   100   200+

Head of household education

Less than high school		7.91%
High school diploma		19.17%
Some college		37.68%
Bachelor's degree		18.02%
Graduate's degree		17.23%

Estimated household income

Less than $15,000		0.71%
$15,000–$24,999		0.75%
$25,000–$34,999		1.19%
$35,000–$49,999		2.97%
$50,000–$74,999		13.00%
$75,000–$99,999		21.19%
$100,000–$124,999		18.40%
$125,000–$149,999		14.66%
$150,000–$174,999	228	9.63%
$175,000–$199,999		6.59%
$200,000–$249,999		4.62%
$250,000+		6.30%

Age of children

0–3		9.96%
4–6		7.20%
7–9		20.17%
10–12		6.55%
13–18		8.32%

0   100   200+
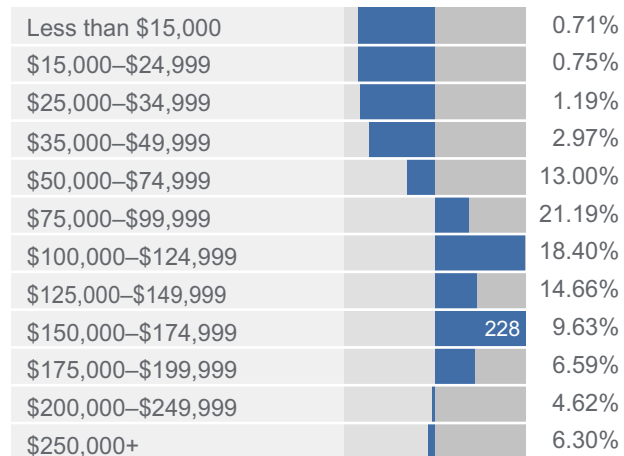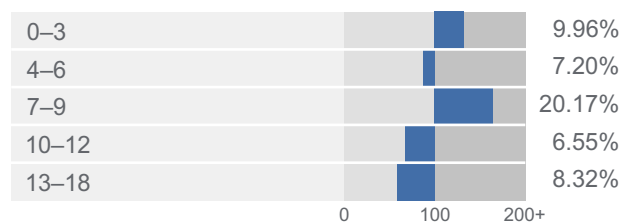
Estimated current home value

Less than $50,000		0.03%
$50,000–$74,999		0.07%
$75,000–$99,999		0.13%
$100,000–$149,999		0.69%
$150,000–$174,999		0.84%
$175,000–$199,999		1.62%
$200,000–$249,999		6.90%
$250,000–$299,999		11.36%
$300,000–$349,999		14.05%
$350,000–$399,999		13.98%
$400,000–$499,999		21.30%
$500,000–$749,999		22.38%
$750,000+		6.65%

Length of residency

1 year or less	259	34.85%
2–3 years	263	32.89%
4–5 years	201	18.31%
6–7 years		5.05%
8–9 years		2.52%
10–14 years		1.93%
15–19 years		1.08%
20–24 years		1.02%
25+ years		2.35%

0   100   200+

Mosaic USA

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.
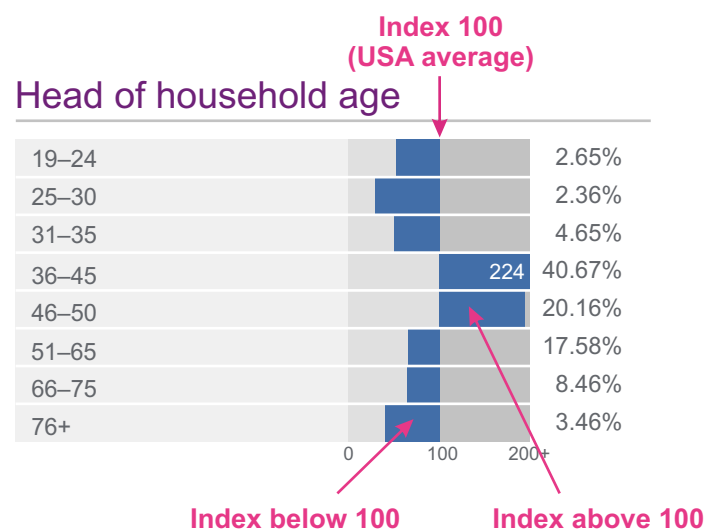
For example, consider the Age composition of Group D:

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.

Head of household age

Age		Mean%
19–24		**2.65%**
25–30		**2.36%**
31–35		**4.65%**
36–45	224	**40.67%**
46–50		**20.16%**
51–65		**17.58%**
66–75		**8.46%**
76+		**3.46%**

0   100   200+

Head of household age

Index 100 (USA average)

Age		
19–24		2.65%
25–30		2.36%
31–35		4.65%
36–45	224	40.67%
46–50		20.16%
51–65		17.58%
66–75		8.46%
76+		3.46%

0   100   200+

Index below 100   **Index above 100**

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 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 F22: Fast Track Couples

Active, young, upper established suburban couples and families living upwardly-mobile lifestyles

How to Market

Fast Track Couples 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

Fast Track Couples consist of young couples and families already on the road to upward mobility. Although ninety percent are under the age of 35, most are married, work at good jobs and own their homes. Two-thirds have kids. Most have at least some college education, which has helped them obtain decent-paying jobs in sales, white-collar professions and technology. With most households paying off mortgages on their first homes, it's common for both partners to work. That's typical in the new subdivisions where many live. In the fast-growing sprawl of midsized cities in the West and South, these young couples live comfortably in homes valued a bit above the national average, though they have yet to sink deep roots: most have lived at the same address for fewer than three years.

In many ways, Fast Track Couples lead mobile lifestyles. They enjoy athletic activities and it's hard to find a sport—baseball, soccer, football—that they don't play. They also keep fit at local gyms by jogging, biking and doing aerobics. They tend to be night owls who enjoy many nightlife activities, including going to bars, comedy clubs and rock concerts. On weekends, the childless couples may go to a college or pro sports event after a tailgate party; the young families head for zoos and aquariums. Everyone seems to meet afterwards for a meal at a casual restaurant.

As shoppers, Fast Track Couples like whatever's new and hot. Status-conscious consumers, they love electronics and fill their living rooms with the latest equipment, like gaming systems and large-screen TVs. In their driveways are expensive cars, including SUVs and CUVs. They like to get the latest designer fashions. However, they can be smart with their money; they shop sales, clip coupons and compare prices online before making a purchase.

Fast Track Couples make a good omni-channel market. They prefer learning about brands from internet radio apps like Pandora. They are also receptive to advertisements delivered through addressable TV and mobile display. For many, the internet is the first place they go for information, shopping and, increasingly, entertainment. They like to watch TV, book airline tickets and hunt for new jobs.

Despite their youth, Fast Track Couples aren't known for their tolerant open-mindedness. They have an average interest in recycling, protecting the environment and supporting equal rights. There are more Fast Track Couples that are non-registered than the average and they have a near equal affiliation across the Democratic, Independent, and Republican parties. They aren't too involved with their new communities, and few volunteer for groups other than the PTA or their church organization. Many are simply too busy with work and early childrearing to care.