

O55 Family Troopers

Families and single parent households living near military bases

🏠 1.75% | 1.09% 👤



Who We Are

Head of household age 🎂

25–30

632 | 51.1%

Type of property 🏠

Multi-family: 5–9 units

603 | 16.4%

Est. Household income 💰

Less than \$15,000

267 | 11.7%

Household size 👤

1 person

248 | 81.6%

Home ownership 🤝

Renter

798 | 87.0%

Age of children 🍼

0–3

544 | 41.0%

Channel Preference



136



88



696



259



13



27

Technology Adoption



Wizards

Key Features

- Renters
- Military base communities
- Ethnically diverse
- Parents
- Modest educations
- Tech-savvy

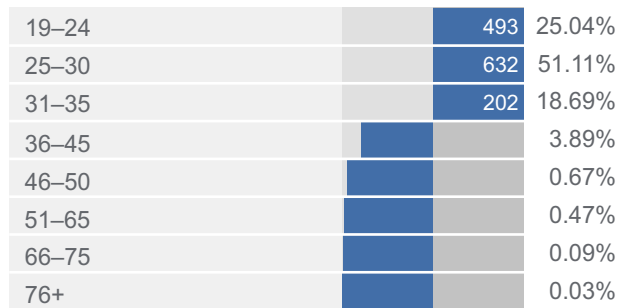


O55 Family Troopers

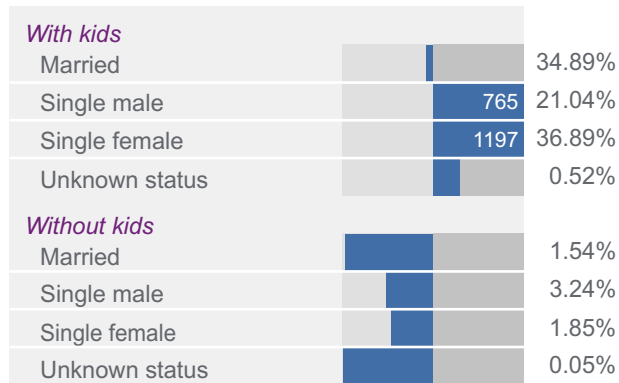
Families and single parent households living near military bases

1.75% | 1.09%

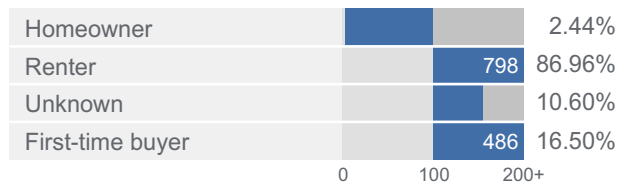
Head of household age



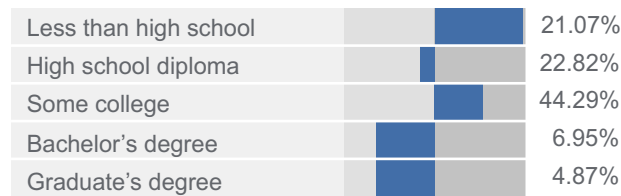
Family structure



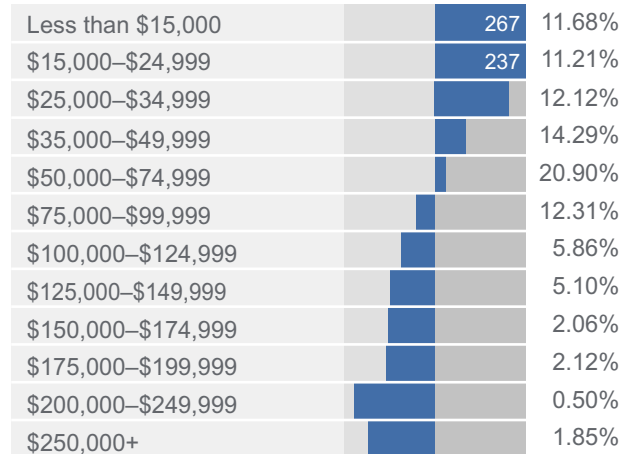
Home ownership



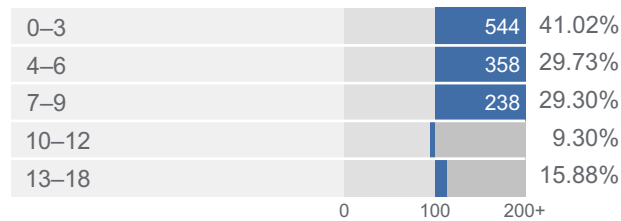
Head of household education



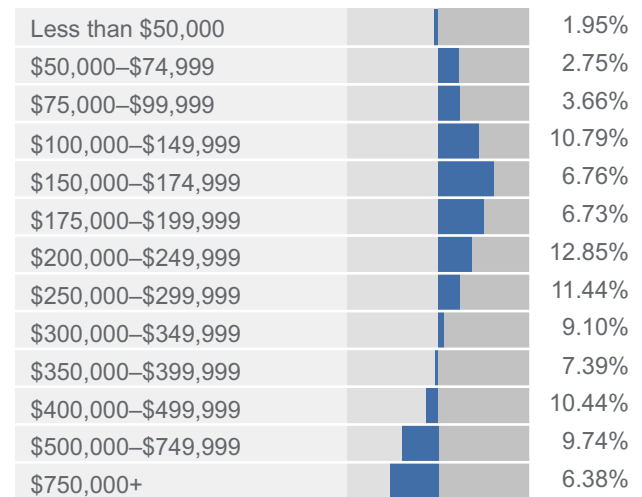
Estimated household income



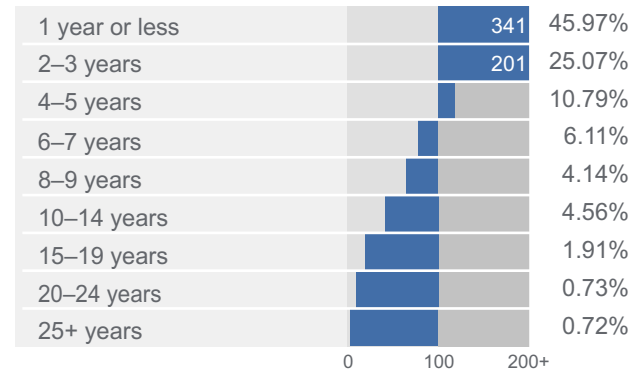
Age of children



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 O55: Family Troopers

Families and single parent households living near military bases

How to Market

Family Troopers are one of the most sought after demographics to marketers. From a media perspective, this millennial audience is open to mainly new media—including TV, online and mobile.

Use messages that resonate with their ambitions of seeking status both professionally and socially. These consumers also seek novelty—brands that position themselves as unique and having a variety of products or services to fit any need or want. Keep their life stage in mind—they are in entry-level professional jobs and their discretionary spend has not yet been established and this segment is fully aware. They are looking to be fashion-forward and setting trends, and fully capable of investigating competing offers online and off to find the best 'bang for their buck'.

Overview



Found on and around military bases across the country, Family Troopers are young families and single-parent households with many adults currently serving in the Armed Forces. Boasting the highest concentration of Generation Y'ers in the nation, this segment reflects an unusual portrait of America, with some of the nation's highest mobility rates and a mix of household types, including over half single-parent households—also one of the highest rates in the nation.

Family Troopers are a lot like other young and downscale segments. Educational achievement is below-average and incomes from Uncle Sam and the service industries around the bases are low. Few of these households can scrape together a down payment to buy one of the local homes, which typically cost around \$150,000. However, with their routine deployments to other bases and war zones, they're generally not interested in putting down roots when they'll be gone within a year or two anyway.

A soldier's paycheck doesn't allow for a cushy lifestyle. In Family Troopers, it doesn't permit much nightlife, dining out or traveling on exotic vacations. With over 90 percent of households containing children, many devote their free time to entertaining their youngsters, taking them to zoos and theme parks, and buying them the latest toys and games. These households enjoy a lot of team sports like baseball and basketball. If they can line up a babysitter, the parents may go to a bar or movie, but white-tablecloth dining or an evening at the theater is generally out of the question. In these households, one weekend night is usually reserved for playing games or cards at home.

Family Troopers like to look sharp and shop for the latest clothing styles whenever they can. However, their thin wallets usually send them to discount department stores. They're more likely to buy toys for their kids than for themselves—they don't often purchase consumer gadgets or cool options for their cars. In fact, they don't buy new cars at high rates. They do appreciate mobile technology and own smartphones and smart devices, which makes sense for a segment that could be shipped out at a moment's notice. FaceTime and other features of recent technology hold them together.

Family Troopers like new media. They have only modest interest in magazines but, when they do read, they're interested in a variety of topics including business/finance, epicurean tastes, home services, and women topics. In addition, they aren't partial to newspapers. They're big fans of TV, especially sitcoms and game shows they can watch as a family. They also like radio for the variety of music it offers. However, their main form of entertainment is the internet.

The political values of Family Troopers are still being formed. They're mostly apolitical and for the almost 60 percent who are registered to vote, they prefer to be called Democrats over Republican. They're into the here-and-now, with little concern about saving for the future, though they're not satisfied with their current standard of living. With their nomadic, high-stress jobs, many simply yearn for a more comfortable lifestyle.