

# D15 Sport Utility Families

Upscale, middle-aged couples with school-aged children living active family lifestyles in outlying suburbs

🏠 1.42% | 1.8% 👤



## Who We Are

Head of household age 🎂

36–45

315 | 57.2%

Type of property 🏠

Single family

111 | 98.5%

Est. Household income 💰

\$125,000–\$149,999

227 | 22.7%

Household size 👤

2 persons

133 | 34.8%

Home ownership 🤝

Homeowner

116 | 95.3%

Age of children 🍼

10–12

411 | 40.4%

## Channel Preference



84



96



17



57



90



150

## Technology Adoption



Apprentices

## Key Features

- Suburb living
- Comfortable spending
- Athletic activities
- Outdoor leisure
- Saving for college
- Parents

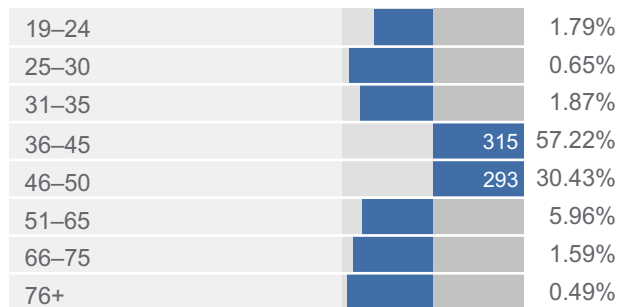


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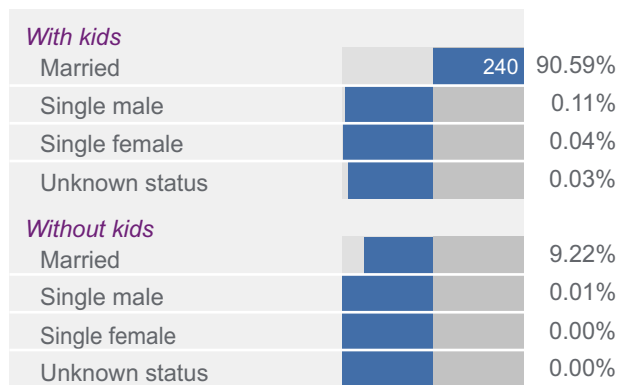
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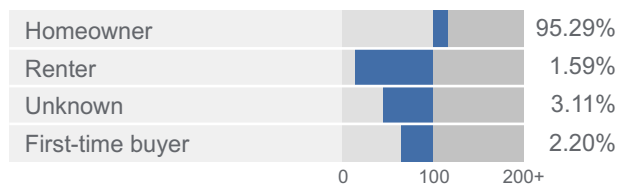
## Head of household age



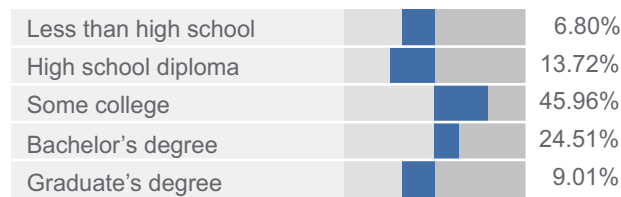
## Family structure



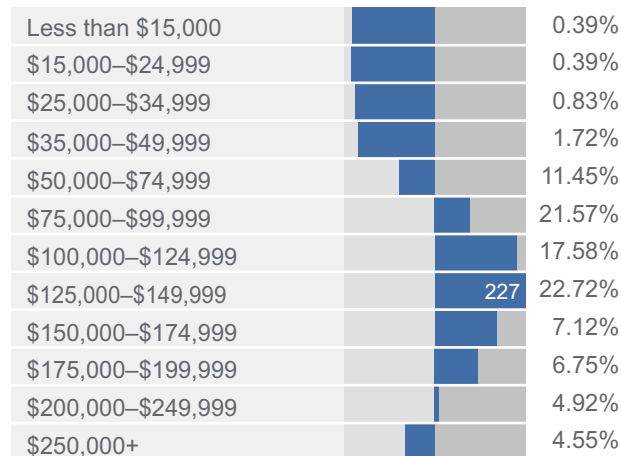
## Home ownership



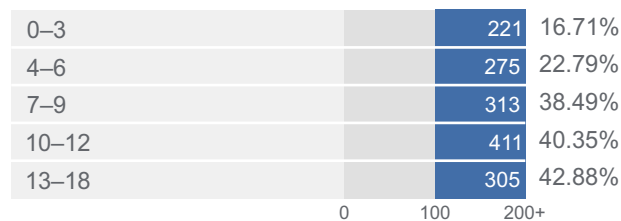
## Head of household education



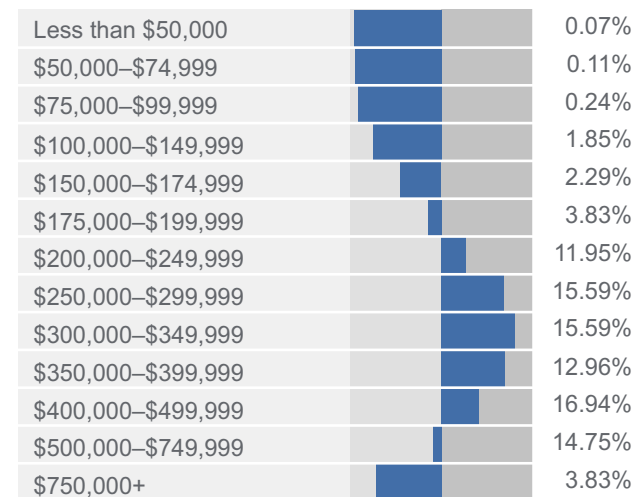
## Estimated household income



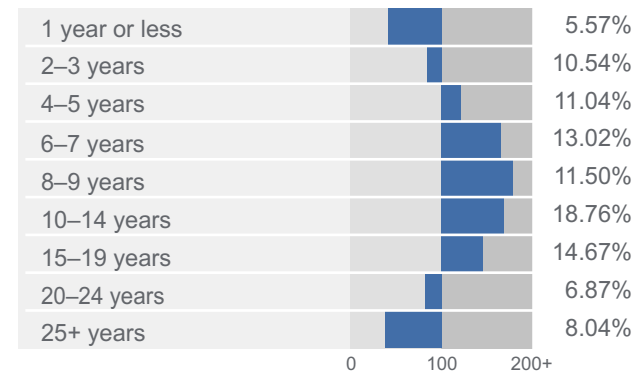
## Age of children



## Estimated current home value



## Length of residency



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

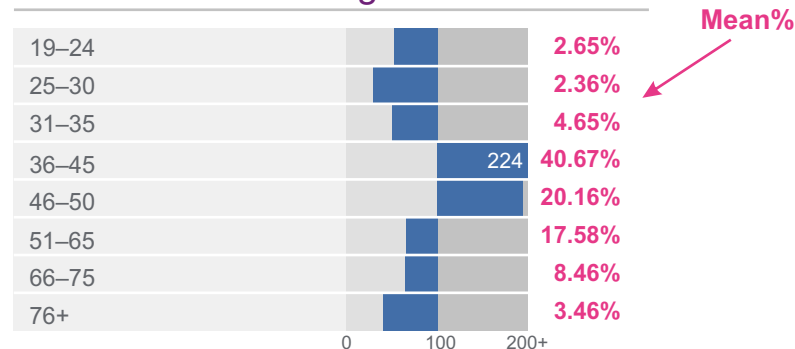
For each group and type, the charts show the **Means** and **Index** for each variable.

## 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 D15: Sport Utility Families

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### How to Market

Sport Utility Families consumers lead busy lives so it's important to grab their attention. Fortunately, they tend to pay attention to brand messages on multiple channels.

Focus advertising spend on addressable TV, internet and email. Use messages that grab their attention using incentives, loyalty programs, BOGO promos and coupons. Don't forget that they are career-minded and status-seeking so positioning your brand to "make them look good" is also a smart tactic. They are not the type to quickly convert to a new brand so if Suburban Style is on your customer file, flaunt your brand. If they are not, learn which of your competitors they are using and position yourself as better than their staple.

### Overview



Sport Utility Families consist of upscale families of little diversity living in relatively new subdivisions on the fringe of the metro sprawl. Most of the adults are middle-aged and often have children of all ages. The segment is characterized by above-average educations and incomes in the low six figures from a mix of white-collar and blue-collar jobs.

Once considered the 'boonies', these communities were typically developed in what was rolling farmland surrounding metro areas. Many adults were originally attracted to the areas more than a decade ago for the open spaces and the

affordability of the housing—not the prestige of the neighborhoods. However, as their kids have grown up, the adults have aged in place and built up equity in houses that are now considered within reasonable commuting distance of city jobs as well as rural parks. In these stable areas, families have deep roots and belong to the PTA, church groups and unions. They particularly enjoy country music.

With both parents in the workforce, Sport Utility Families have busy, child-centered lifestyles. They typically spend a lot of time in their vehicles—mostly trucks and CUVs—ferrying their children to after-school activities and heading off for weekend excursions to museums, zoos and aquariums. These are sports-crazy families who join leagues to play softball, basketball and football; they're also close enough to lakes and parkland where they can fish, hunt and boat. These households still travel as a family, which means overnight camping trips and theme parks. When parents need a date night, they'll head to a bar, bowling, or football or baseball game event.

These consumers often shop e-tailer and discount retailers, but they head to kid-oriented specialty stores for toys, games and sporting equipment. In these hectic households, most parents value nutrition but not at the cost of convenience. One quarter exercise regularly and 30 percent say that they try to eat healthy.

Few read the newspaper, but they have many interests in magazines, including parenting and outdoor recreation. They go online to pay bills, visit Amazon and eBay, and among their most bookmarked websites are ESPN.com, Fox News, Facebook, and Pandora.

Sport Utility Families work hard and have conservative family values. Politically, they're overwhelmingly Republican. As conservative investors, they are more comfortable investing in savings bonds than individual stocks and own 529 College Savings Plans. They are generous contributors to private, political and educational charities.

To reach these consumers, leverage email campaigns, social media and direct mail. Use messages that portray the brand as loyal, honest, and with American conventions like the fondness of diversity and respect.