

B08

Babies and Bliss

Middle-aged couples with families and active lives in affluent suburbia

0.8% | 1.01%



Who We Are

Head of household age



36–45

332 | 60.3%

Type of property



Single family

111 | 99.0%

Est. Household income



\$125,000–\$149,999

248 | 24.9%

Household size



2 persons

152 | 39.7%

Home ownership



Homeowner

116 | 95.7%

Age of children



10–12

647 | 63.5%

Channel Preference



138



136



99



302



218



192

Technology Adoption



Journeymen

Key Features

- Nearly half have large families
- Online shoppers
- High-credit awareness
- Homeowners
- Athletic activities
- Modern housing

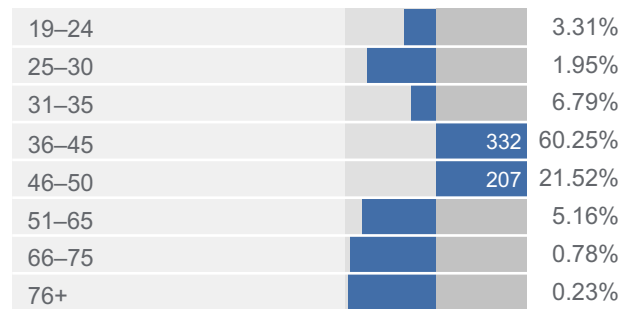


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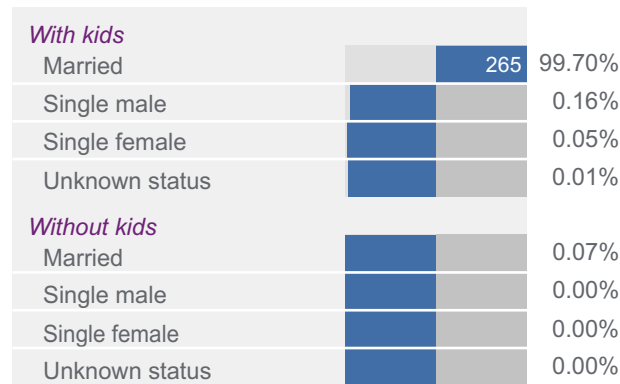
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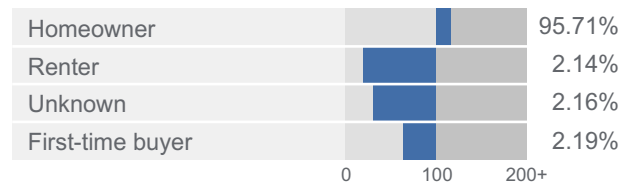
Head of household age



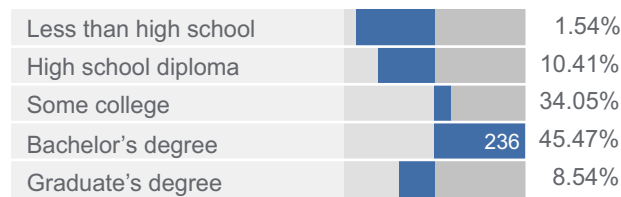
Family structure



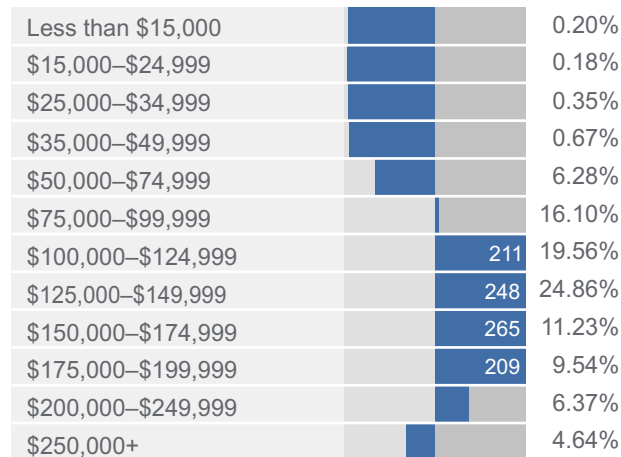
Home ownership



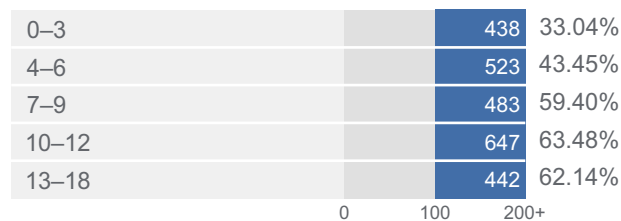
Head of household education



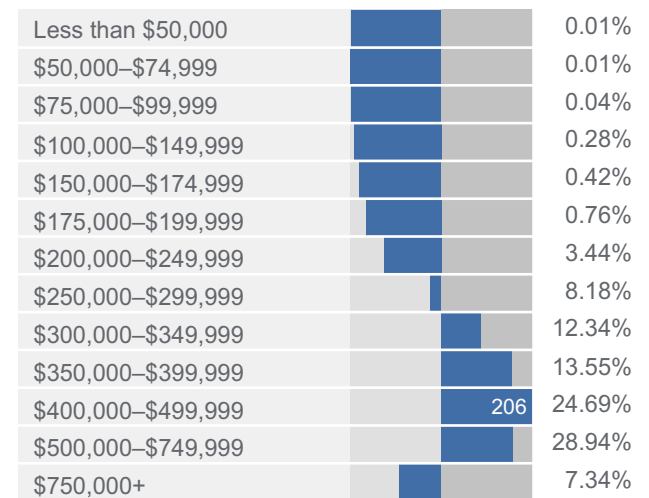
Estimated household income



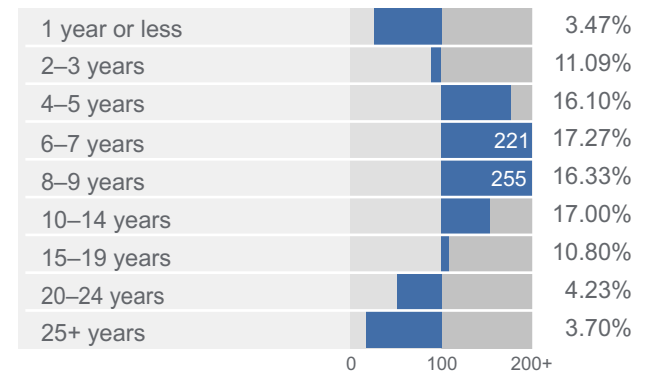
Age of children



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 Bo8: Babies and Bliss

Middle-aged couples with families and active lives in affluent suburbia

How to Market

As journeymen in terms of technology adoption, your best bet for engaging Babies and Bliss households lies in digital and streaming TV advertising. With much higher than average discretionary spends at their disposal and nearly 70 percent with children of all ages, these households are in the market for a wide array of products. Target Babies and Bliss with seasonal ads across all verticals, financial service options, and competitively-priced travel packages.

Overview



Babies and Bliss are a haven for large families living in new suburban subdivisions. The parents tend to be in their 30s and 40s with a wide age range of children in these households, from preschoolers up to those in high school. More than half with college educations and low to mid six-figure incomes that come from dual earners working at management, professional and technical jobs, this is an audience with an above average discretionary spend. Most households can afford single-family homes valued at and above \$250,000 in neighborhoods built in the last 20 years. Being that these families have been in their homes for approximately a

decade, this is a good market for home renovating or building new homes.

With so many children in this segment, leisure activities are dominated by efforts to keep them occupied or exhaust them by day's end. These sprawling households are regular visitors to movies, restaurants, aquariums and museums. Few segments devote more time to athletic activities; Babies and Bliss participate in team sports like baseball, basketball and soccer. 'Outdoorsy' families, they like going camping, fishing, skiing and enjoying walks through their neighborhoods. They're also big on travel, especially on vacations by car to lakes and beaches for swimming and other water sports. When the babysitter arrives, the parents head to restaurants, concerts and movies.

Babies and Bliss like to shop—it's practically a sport—and they're happy to shop in department stores, specialty shops, catalogs and especially online sites. Kids' products are naturally popular, including video games, toys and children's books, but these households are also early adopters, filling their homes with the latest consumer electronics, including HDTVs, the newest tech devices and gaming systems. Prestige cars are not a big draw, but they are more likely to be in the market for a new vehicle. Now they own large sedans and CUVs—vehicles large enough to haul their children, friends and plenty of athletic gear.

With their sprawling families, the households here always take price into account when making a purchase. They like to comparison shop online and carry cents-off coupons when going into stores. Once there, they head for clearance racks. They're fine with buying generic store brands rather than high-priced name brands.

The media tastes of Babies and Bliss reflect child-filled households. They're often listening to both internet and satellite radio because of all the time spent chauffeuring youngsters to extracurricular activities. TV, whether broadcast or streaming, is a

great way to reach this market, and they are receptive to learning about brands while watching. Email is another preferred means of finding the latest and greatest products, and Babies and Bliss tend to be more receptive to mobile display and video ads. They rarely subscribe to magazines. In fact, print media, including direct mail, is not a good channel of receptivity for this market. When they listen to music, which is often, they typically enjoy pop bands and alternative rock.

Babies and Bliss are politically right-leaning, support family values, pro-social issues and faith-based initiatives. For these busy households, the biggest challenge is simply trying to balance work and home, without missing one of their children's games, doctor appointments or class recitals.

The parents in this segment are fiscally prudent and financially savvy. They like to invest in stocks and bonds, but they first make sure that their 529 College Savings Plans and 401(k) retirement accounts are well funded. Still in the early childrearing years, they borrow a lot to pay for cars, education and other expenses but are still financially better off than last year. These parents want to protect their children, so they load up on insurance policies.

When it comes to media, the internet is second nature to these Gen X households. They go online daily for banking, comparison shopping and joining chat forums. They see the internet as a tool for work and research, as well as an entertainment center for watching TV shows, playing games and catching up with friends on Facebook. With music so popular among their young children, they also download songs and radio apps.