experian.

B   **B07**   **B08**   **B09**   **B10**

B09 — Family Fun-tastic
Upscale, middle-aged families with younger children pursuing busy, kid-centered lives in satellite cities

🏠 0.86% | 1.18% 👤

Key Features

- Social media fans
- Comfortable spending
- Saving for college
- Charity donor
- Bachelor degrees
- Active lifestyles

Who We Are

Head of household age 🎂
36–45
215 | 39.0%

Type of property 🏠
Single family
111 | 98.1%

Est. Household income 💲
$125,000–$149,999
224 | 22.5%

Household size 👥
2 persons
117 | 30.5%

Home ownership 🤝
Homeowner
115 | 94.4%

Age of children 🍼
13–18
183 | 25.7%

Channel Preference

TV — 82
✉ — 86
📻 — 15
💬 — 76
@ — 147
👍 — 181
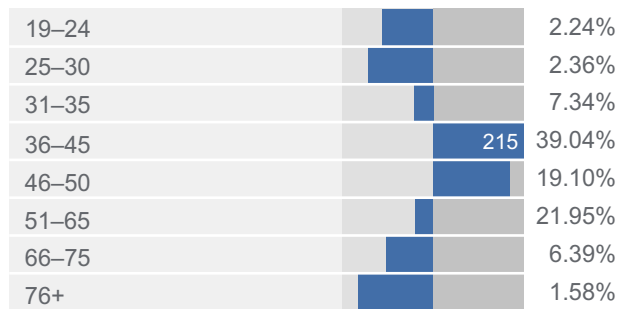
Technology Adoption

Apprentices

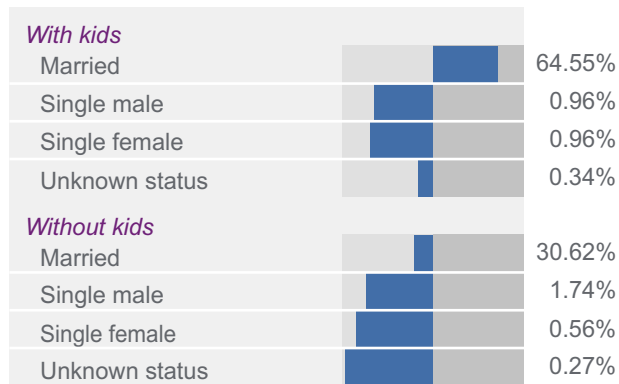Mosaic USA

B09 Family Fun-tastic
Upscale, middle-aged families with younger children pursuing busy, kid-centered lives in satellite cities
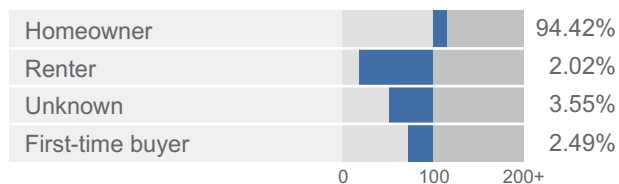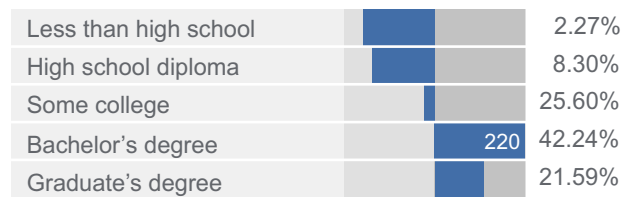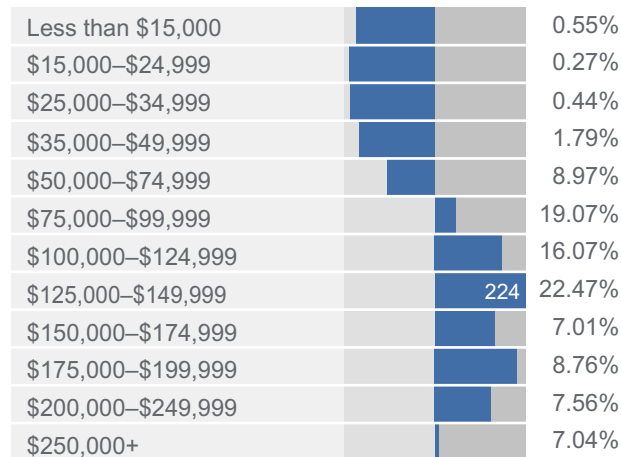
🏠 0.86% | 1.18% 👤

Head of household age

19–24		2.24%
25–30		2.36%
31–35		7.34%
36–45	215	39.04%
46–50		19.10%
51–65		21.95%
66–75		6.39%
76+		1.58%

Family structure

With kids

Married		64.55%
Single male		0.96%
Single female		0.96%
Unknown status		0.34%

Without kids

Married		30.62%
Single male		1.74%
Single female		0.56%
Unknown status		0.27%

Home ownership

Homeowner		94.42%
Renter		2.02%
Unknown		3.55%
First-time buyer		2.49%

Head of household education

Less than high school		2.27%
High school diploma		8.30%
Some college		25.60%
Bachelor's degree	220	42.24%
Graduate's degree		21.59%

Estimated household income

Less than $15,000		0.55%
$15,000–$24,999		0.27%
$25,000–$34,999		0.44%
$35,000–$49,999		1.79%
$50,000–$74,999		8.97%
$75,000–$99,999		19.07%
$100,000–$124,999		16.07%
$125,000–$149,999	224	22.47%
$150,000–$174,999		7.01%
$175,000–$199,999		8.76%
$200,000–$249,999		7.56%
$250,000+		7.04%

Age of children

0–3	218	16.43%
4–6		16.59%
7–9		17.42%
10–12		19.41%
13–18		25.73%
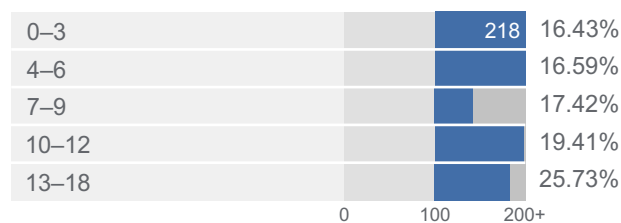
Estimated current home value

Less than $50,000		0.06%
$50,000–$74,999		0.03%
$75,000–$99,999		0.20%
$100,000–$149,999		1.80%
$150,000–$174,999		2.32%
$175,000–$199,999		4.12%
$200,000–$249,999		13.50%
$250,000–$299,999		16.42%
$300,000–$349,999		14.65%
$350,000–$399,999		11.59%
$400,000–$499,999		16.16%
$500,000–$749,999		15.11%
$750,000+		4.03%

Length of residency

1 year or less		5.98%
2–3 years		8.90%
4–5 years		8.66%
6–7 years		11.51%
8–9 years		9.78%
10–14 years		17.25%
15–19 years		13.29%
20–24 years		8.15%
25+ years		16.48%

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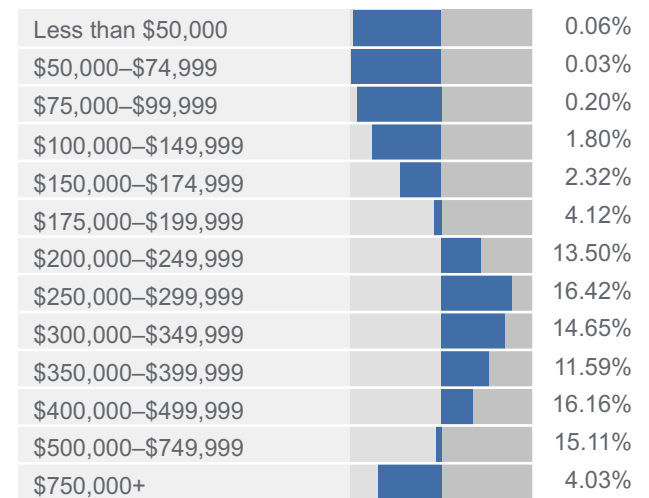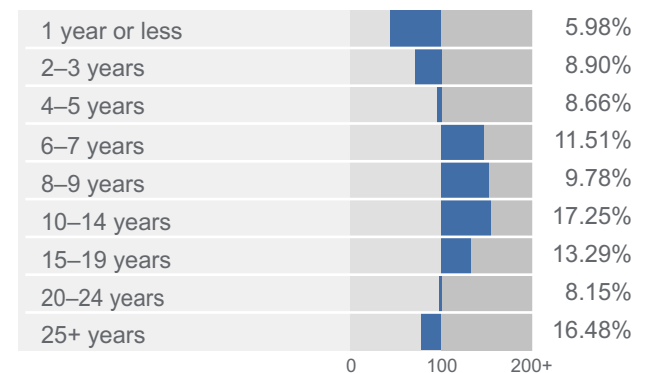
Charts provide details of the key variables used to build and describe the Mosaic groups and types.

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+

Mean%

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 B09: Family Fun-tastic

Upscale, middle-aged families with younger children pursuing busy, kid-centered lives in satellite cities

How to Market

As journeymen in terms of technology adoption, your best bet for engaging Family Fun-tastic 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 Family Fun-tastic with seasonal ads across all verticals, financial service options, and competitively-priced travel packages.

Overview

Family Fun-tastic comprises upscale families living in smaller metropolitan markets and suburbs near the city. Most of the adults are married, middle-aged and highly educated. Their children tend to spread across all age ranges. These households contain multiple earners with professional and technical jobs, which support their comfortable lifestyle. They live in older, single family homes in established neighborhoods, often in Midwestern states, where the parents have watched their children grow up and are now preparing to send them off to college. These families may have lived at the same address for more than a decade but to them, time has flown by.

With their older children, Family Fun-tastic pursue busy, kid-centered lifestyles. Their idea of entertainment is going to a theme park, museum or bowling alley. Family calendars are crowded with athletic activities like biking, golf and tennis matches as well as movie nights, school plays, music recitals and sports events. They also make sure to set aside time to be together as a family while reading, exercising, watching TV or surfing the internet. When they take vacations, they tend to travel domestically but like the idea of travelling abroad. Their vehicles of choice tend to be affordable people-movers: mid-range vans, CUVs and SUVs.

Like many in the current economy, when they go shopping, these households care more about bargains on the brands they prefer to buy. To stretch their dollars when buying household goods, they like to buy quality products at discount prices, patronizing stores like Target. They make a lucrative market for merchants selling toys, games and sports equipment. While they're somewhat late adopters for consumer electronics, they do own gadgets to help them cope with their busy, scattered lives. They often own smartphones and laptops, and they like to shop using catalogs and the internet to save time.

Family Fun-tastic may be busy, but they make time for varied media. They like to watch primetime TV, especially drama shows. Many keep their radios on during the day, listening to news, sports and music stations, particularly those that play 80s pop and alternative rock. They're less interested in print media, though they do peruse newspapers for business news and entertainment. These households go online to bank, read product information and check out video game reviews. Like other child-filled segments, Family Fun-tastic are politically conservative and adults vote more Republican. They tend to be traditional in their consumption preferences, drawn to conservative fashion and recognize flashy cars as a "someday" spend, but not practical right now. They consider themselves healthy, and friends seek their advice on health.