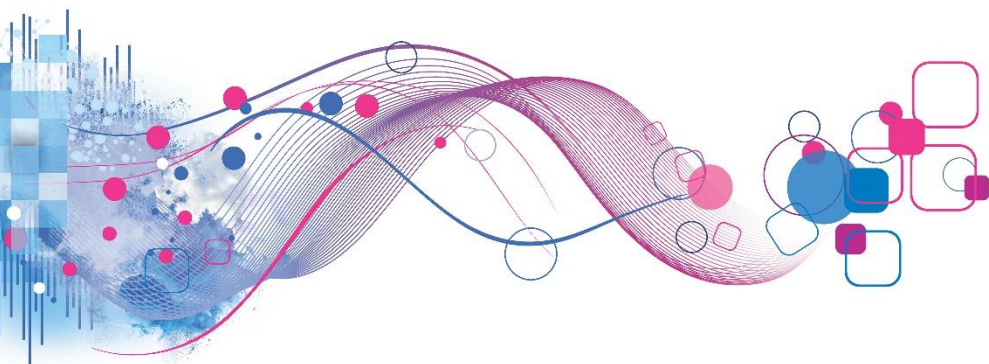




Mosaic[®] USA

Type A04 Description



Type A04: Picture Perfect Families

Established families on the go, living in wealthy suburbs



Picture Perfect Families are very affluent households who have accumulated their wealth through long, steady professional careers. In this segment, married couples with children live in comfortable homes in suburban neighborhoods. The adults tend to be college-educated dual-earners with well-paying jobs in education, health care, business, and finance professions. Their children are generally teenagers and young adults, with some of the latter having returned home.

These established couples live comfortably with their lofty incomes, allowing them to invest heavily in money market accounts, IRAs and mutual funds. These risk-averse people carry a lot of insurance to protect their assets. They can afford to support the arts, appreciating live theater, symphony, and golden oldies concerts. They travel frequently, mostly domestically, but 40 percent travel abroad, and when they travel, they enjoy theme parks and trips with organized events. They enjoy swimming, hiking and cycling. This is a strong market for attending sports games at both the college and professional levels.

In the marketplace, the teenagers of Picture Perfect Families influence the shopping behaviors of these households, buying sporting goods, consumer electronics, gaming consoles, and toys. Picture Perfect Families tend to have multiple cars—and at least one CUV or mid-size car, either new or used. Attracted to both domestic and foreign makes, they put their own personal stamp on their vehicles by adding a number of customizations.

Picture Perfect Families respond to mainstream media. Many clip coupons from newspapers, and they purchase in brick-and-mortar stores and online mid-high end stores (but also online discount). “Show me the money” messages are what resonate with this type, so bust out the loyalty program incentives, coupons, and BOGO deals to gain the business of these attractive consumers.

With their relatively conservative political views, they are more likely to tune in to the commentators on Fox News, and feel they are financially better off than they were a year ago—great news for marketers who are able to resonate with this financially comfortable segment.

Mostly, though, Picture Perfect Families are enthusiastic internet users, but still a bit under the bell curve. They are increasingly pointing and clicking to buy airline tickets and athletic gear, catching up on sports scores and researching products and services. They over-index for all social media sites including Pinterest, Facebook, Twitter and LinkedIn.

Picture Perfect Families are average when it comes to health management, aiming for healthier fast food options and regular exercise. This, though, is another segment who is influential and has friends and family turn to them for nutritional advice. Invincible is a word that could be used to describe their attitudes toward their health.

In regards to online engagement, half of this segment pays their bills online and frequents Amazon and eBay.

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