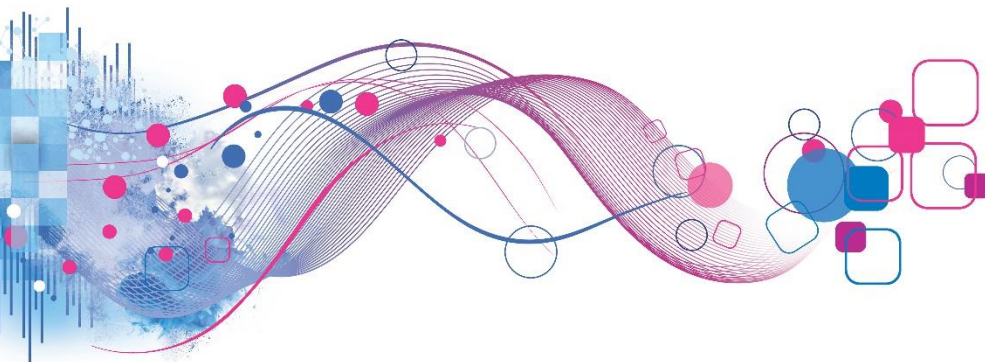




Mosaic[®] USA

Type Bog Description



Type Bog: Family Fun-tastic

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



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 be older teens and early 20-somethings. 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 sitcoms. 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, get stock quotes, read product information and check out video game reviews. Like other child-filled segments, Family Fun-tastic are politically conservative and adults vote 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.

Contact information



experianmarketingsolutions@experian.com



experian.com/mosaic



(877) 902-4849

