

B09 Family Fun-tastic

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

🏠 0.60% | 0.87% 👤



Who we are

Head of household age 🎂

36–45

260 | 40.0%

Type of property 🏠

Single family

107 | 98.8%

Est. Household income 💰

\$125,000–\$149,999

281 | 22.8%

Household size 👤

2 persons

123 | 34.7%

Home ownership 🤝

Homeowner

114 | 93.4%

Age of children 👶

0–3

231 | 19.9%

Channel preference

📺

74

✉️

67

📺

24

💬

62

@

154

👍

188

Key features

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

Technology adoption



Apprentices



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Head of household age

19–24	2.27%
25–30	3.33%
31–35	6.10%
36–45	260 40.04%
46–50	247 20.32%
51–65	20.38%
66–75	5.66%
76+	1.91%

Family structure

<i>With kids</i>	
Married	64.05%
Single male	0.92%
Single female	0.92%
Unknown status	0.30%
<i>Without kids</i>	
Married	31.64%
Single male	1.45%
Single female	0.48%
Unknown status	0.24%

Home ownership

Homeowner	93.35%
Renter	3.57%
Unknown	3.08%

Education

Less than high school	1.83%
High school diploma	8.16%
Some college	27.90%
Bachelor's degree	224 42.98%
Graduate's degree	19.12%

Estimated household income

Less than \$15,000	0.69%
\$15,000–\$24,999	0.36%
\$25,000–\$34,999	0.57%
\$35,000–\$49,999	2.05%
\$50,000–\$74,999	9.86%
\$75,000–\$99,999	19.06%
\$100,000–\$124,999	16.81%
\$125,000–\$149,999	281 22.83%
\$150,000–\$174,999	7.00%
\$175,000–\$199,999	7.02%
\$200,000–\$249,999	7.42%
\$250,000+	6.35%

Age of children

0–3	231 19.86%
4–6	212 17.60%
7–9	18.36%
10–12	203 20.45%
13–18	23.02%

Estimated current house value

Less than \$50,000	0.02%
\$50,000–\$74,999	0.08%
\$75,000–\$99,999	0.53%
\$100,000–\$149,999	6.14%
\$150,000–\$174,999	8.55%
\$175,000–\$199,999	10.50%
\$200,000–\$249,999	20.36%
\$250,000–\$299,999	17.55%
\$300,000–\$349,999	11.76%
\$350,000–\$399,999	7.56%
\$400,000–\$499,999	8.34%
\$500,000–\$749,999	6.86%
\$750,000+	1.73%

Length of residency

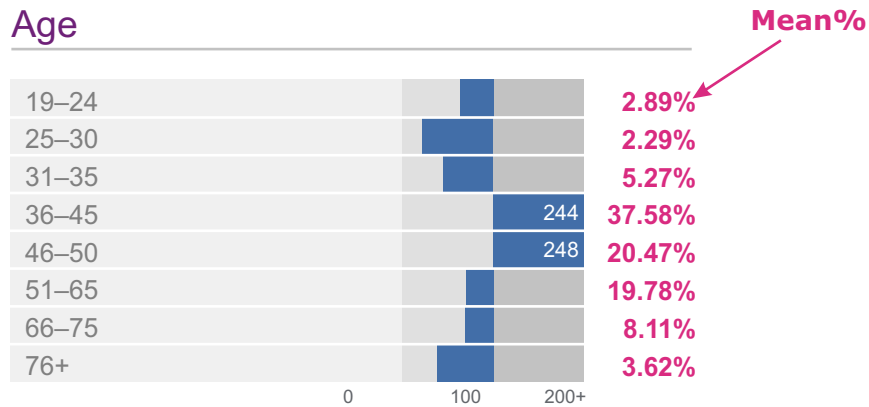
1 year or less	5.90%
2–3 years	7.27%
4–5 years	8.40%
6–7 years	10.63%
8–9 years	8.65%
10–14 years	18.02%
15–19 years	16.70%
20–24 years	7.77%
25+ years	16.66%

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:



This shows that:

- 2.89% of Group D are aged 19–24
- 2.29% of Group D are aged 25–30
- 5.27% of Group D are aged 31–35
- 37.58% of Group D are aged 36–45
- 20.47% of Group D are aged 46–50
- 19.78% of Group D are aged 51–65
- 8.11% of Group D are aged 66–75
- 3.62% 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.