

Group A Affluent Suburbia

Tom and Tonya

# Type A07 New Suburbia Families

Young, affluent working couples with pre-school children concentrated in fast-growing, metro fringe communities

2.82% 



## Overview

### Rankings

Age Rank 10/60  
Wealth Rank 7/60

### Top Markets

Dallas  
Atlanta  
Phoenix  
Chicago  
Houston

### Top Internet Sites

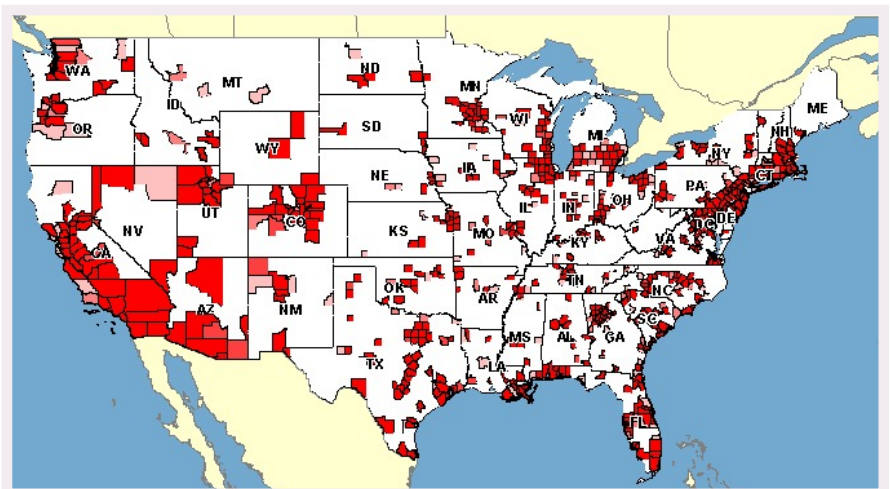
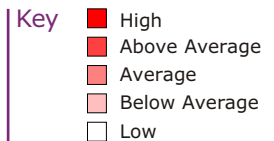
www.drudgereport.com  
www.monster.com  
www.disney.com  
www.eharmony.com  
www.marketwatch.com

### Preferred Cars

Acura TL-Series  
GMC Yukon XL  
Honda Odyssey  
Honda Pilot  
Mercedes-Benz C Class



### Locations



### Contents

1	Overview
2	Description
3	Who We Are
4	How We Make a Living
5	Where We Live
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2.82%



## Description

### Demographics

Young couples with pre-school children have turned New Suburbia Families into a booming lifestyle. Concentrated in fast-growing, metro fringe communities mainly in the West and Southwest, the segment's population has more than tripled since 1990. With many households under 35 years old, these young families are making the most of their new subdivisions. More than half the housing has been built since 2000 and the median value worth nearly 50 percent above the U.S. average. Residents have both brains and bucks. More than two-thirds have gone to college and many workers earn six-figure incomes. It takes hard work to have achieved success at such a young age. More than two-thirds of families have multiple workers in the labor force, gravitating to jobs as managers, executives and white-collar professionals.

### Lifestyles

The members of New Suburbia Families have crafted active, children-centered lifestyles. These families participate in a number of team sports such as baseball, basketball and soccer, shuttling kids and gear to activities in their SUVs and minivans. They go to kid-friendly destinations and frequent zoos, aquariums and campgrounds. At supermarkets, they fill their grocery carts with pizza, Pop Tarts and prepared lunch kits. This is one of the top-ranked types for owning toys, books and video games, and residents here never met a consumer electronics device they didn't like including cell phones, gaming systems and home theater systems. With their relatively large families, money still needs to be managed. They maintain that price and functionality trump style when they purchase electronics and clothing at retailers like Target, Best Buy and Wal-Mart. Contributing to 529 college savings plans is a priority, but this segment can be debt heavy due to first mortgages and home equity loans.

### Media

These energetic households are only moderate consumers of most media. New Suburbia Families are often too busy to read a newspaper or magazine, although they will sit in front of a TV to watch network sitcoms and reality shows as well as sports and entertainment on cable channels such as ESPN, MTV and Comedy Central. Thanks to their lengthy commutes, they exhibit high rates for listening to radio stations that offer news and sports as well as classic rock and adult contemporary music. When they finally wind down, many go online to trade stocks, search for jobs and check out real estate listings.

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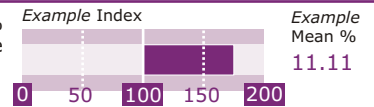
2.82% 



### Who We Are

#### Demographics

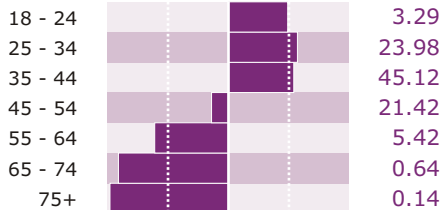
Charts show Index and Mean %  
Index 100 indicates US average  
See **Supporting Notes**  
for further details



#### Gender



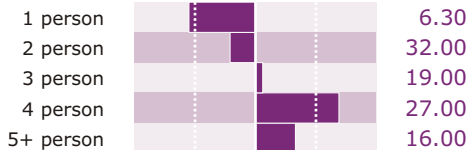
#### Age



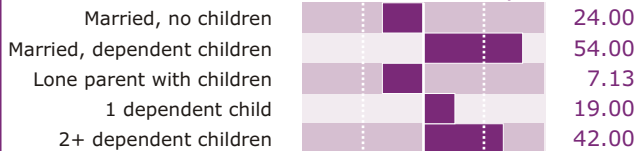
#### Marital Status



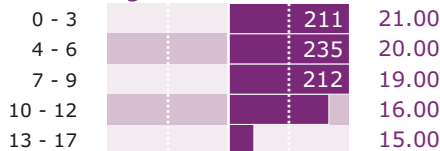
#### Number in Household



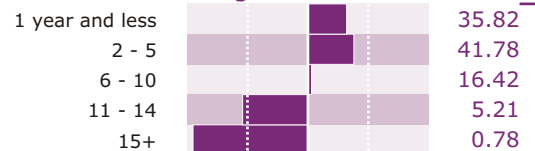
#### Household Composition



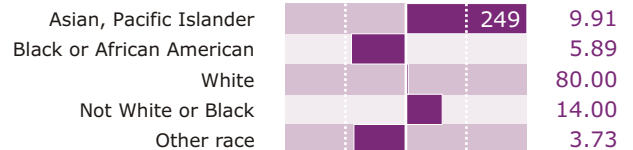
#### Age of Children



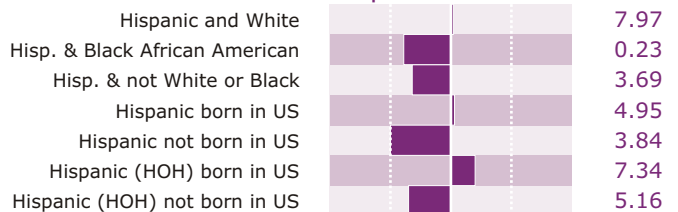
#### Length of Residence



#### General Race



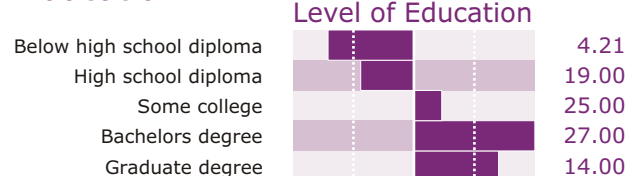
#### Hispanic Race



#### Religion



#### Education



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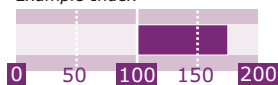
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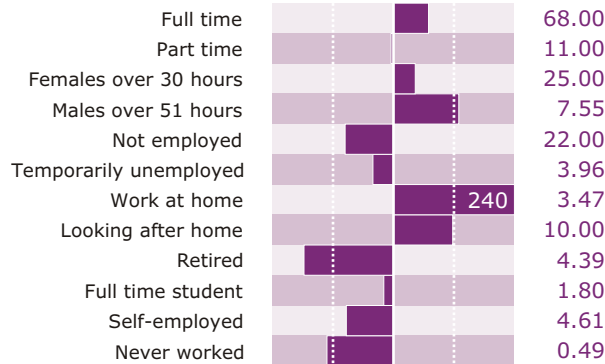


How We Make a Living

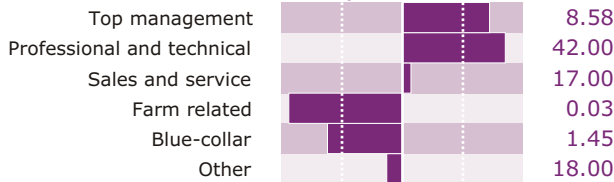
Charts show Index and Mean %  
 Example Index:  Example Mean %: 11.11  
 Index 100 indicates US average  
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Work

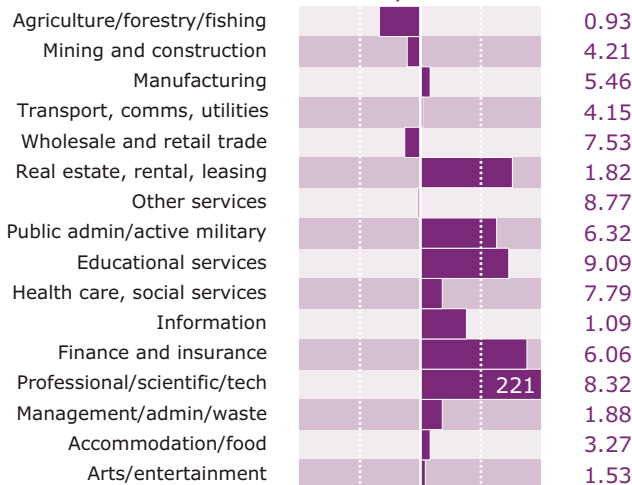
General



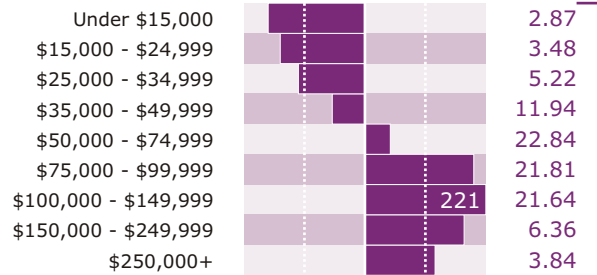
Occupation



Industry

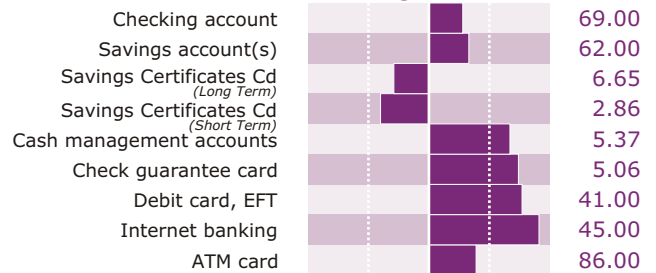


Income



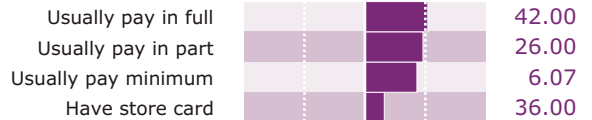
Household Income

Handling Money

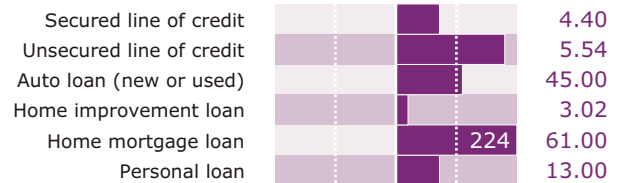


Banking

Credit Cards



Loans



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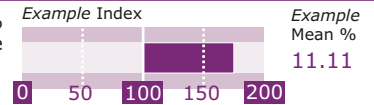
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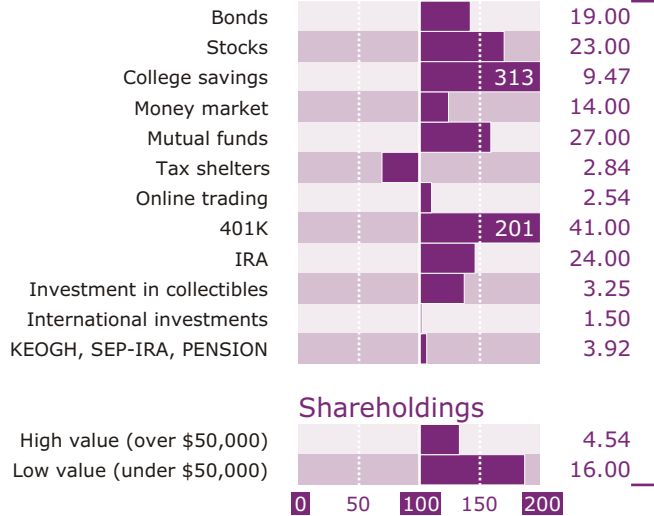
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Handling Money

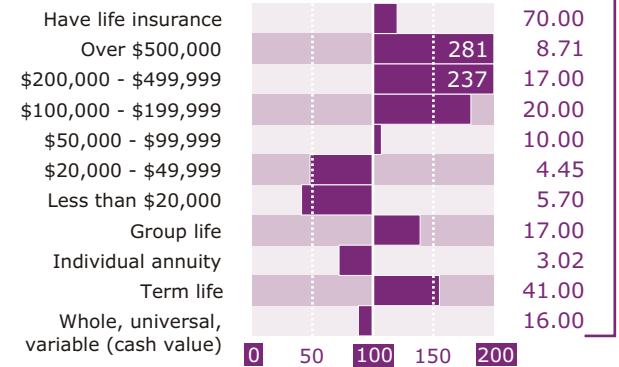
Savings & Investments



Medical Insurance



Life Insurance

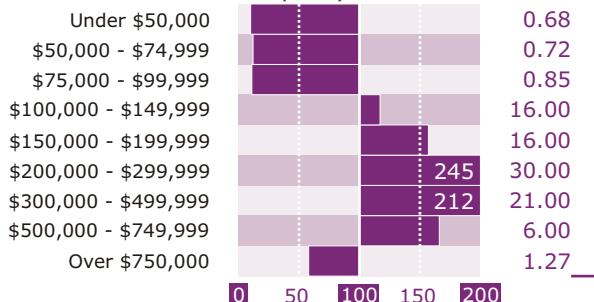


Where We Live

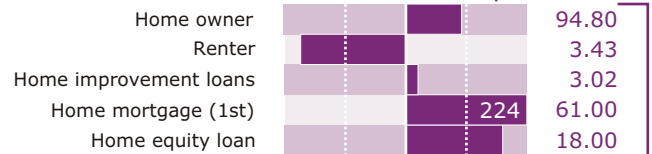
Type of Property



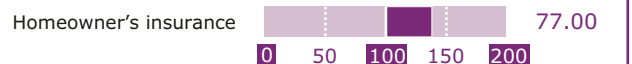
Property Value



Home Ownership



Insurance



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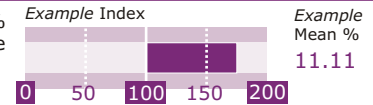
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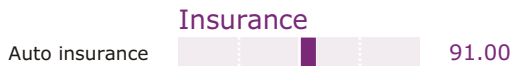
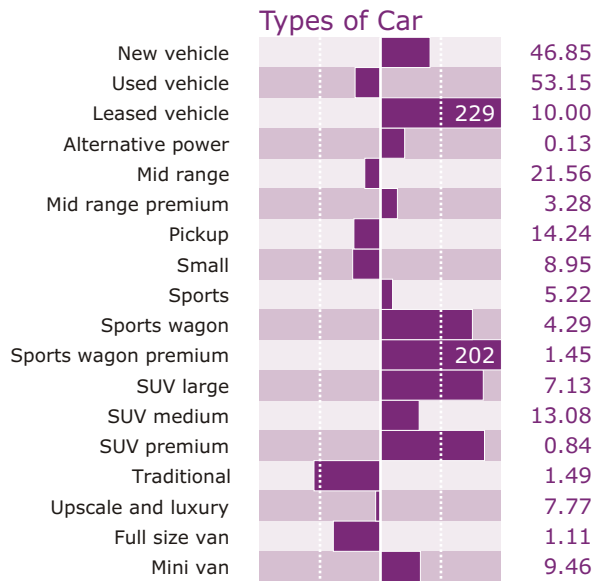
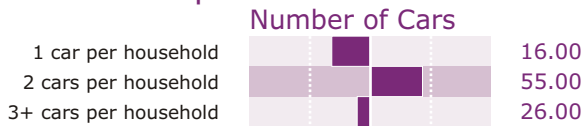


Our Home Lives

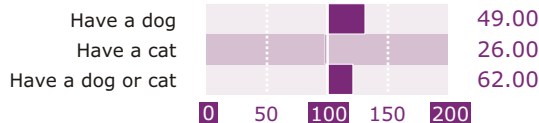
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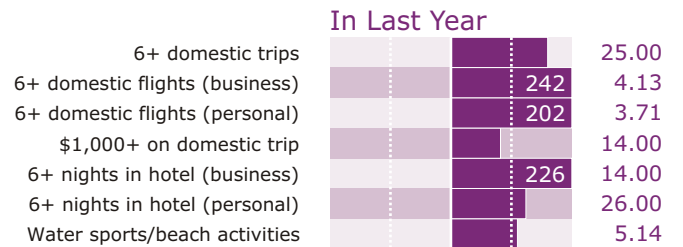
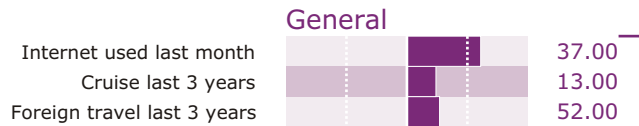
Car Ownership



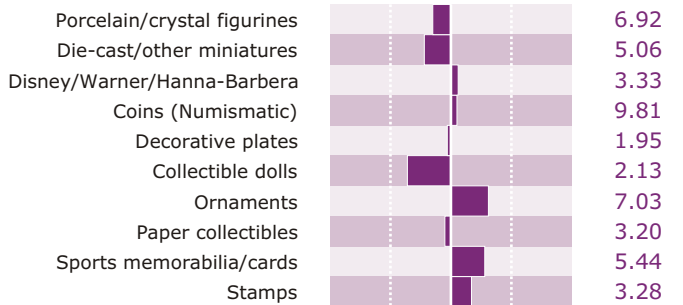
Pets



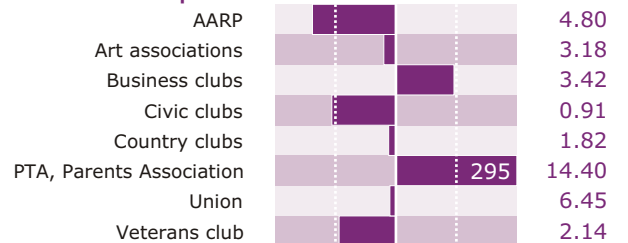
Travel and Vacations



Collectibles



Memberships



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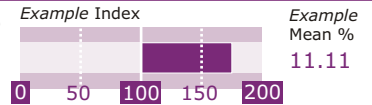
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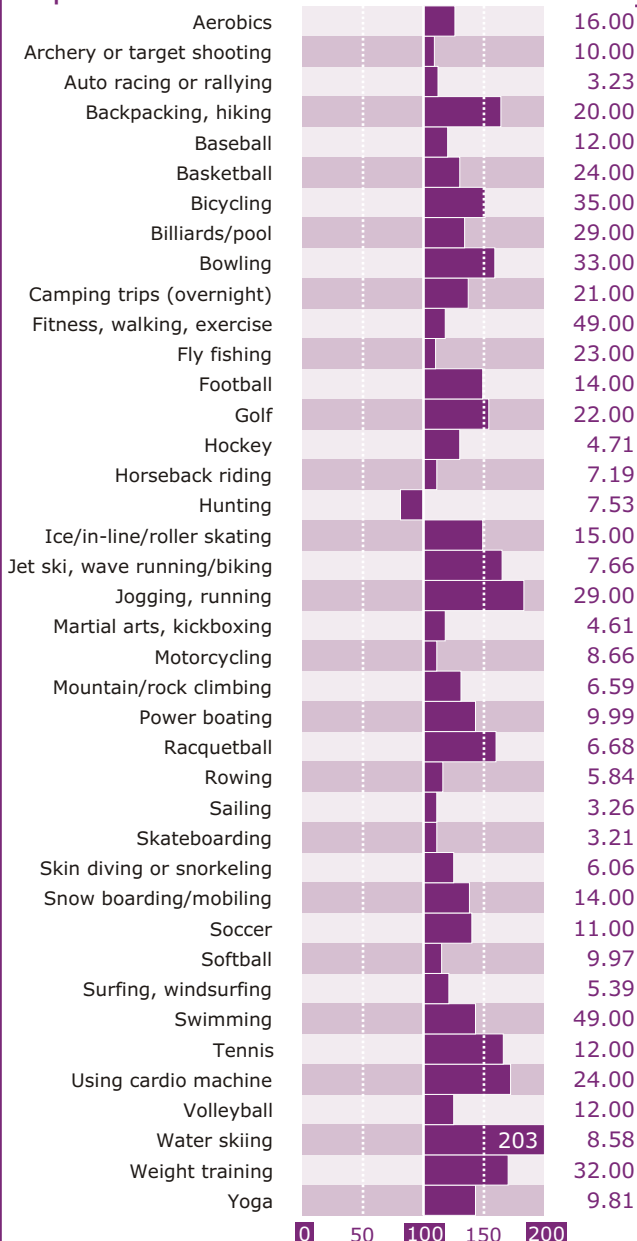


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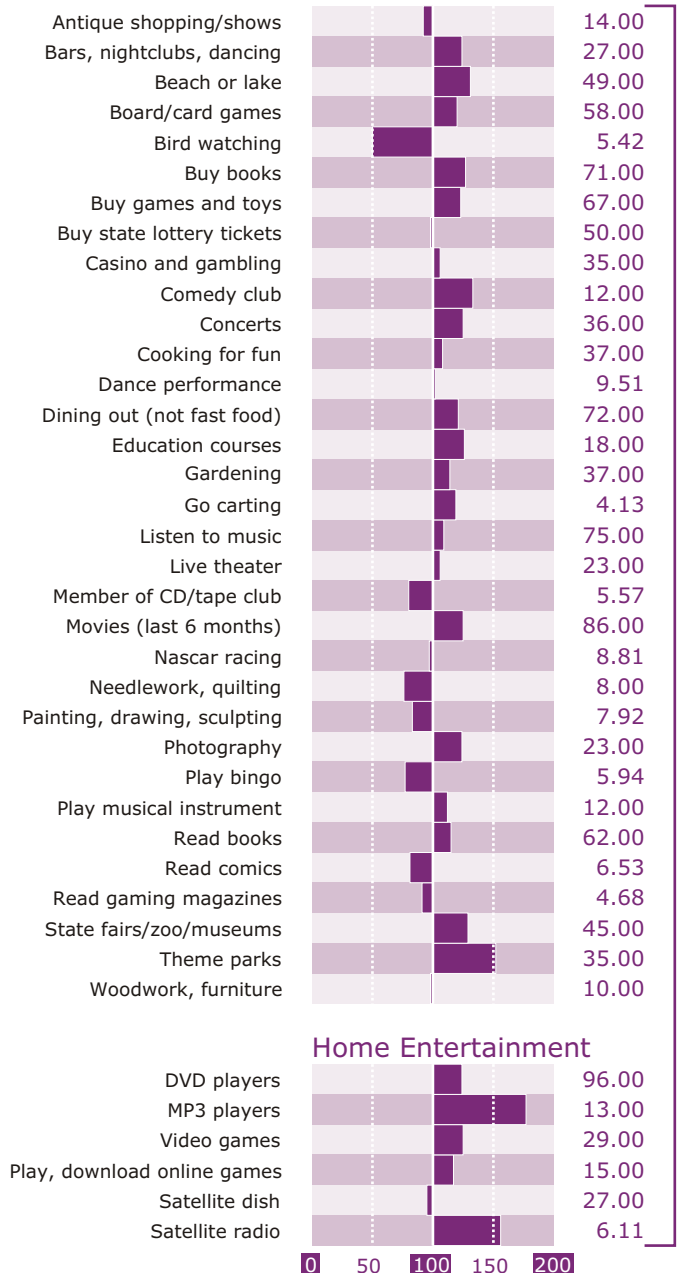
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Sports



Entertainment and Leisure



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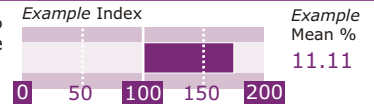
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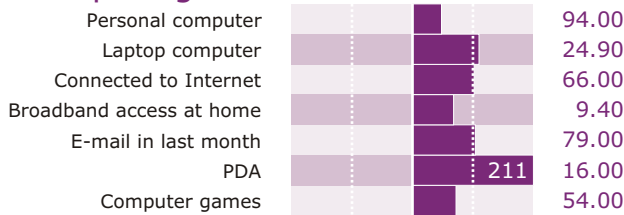


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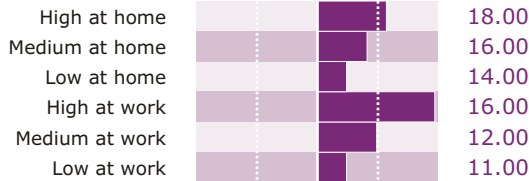
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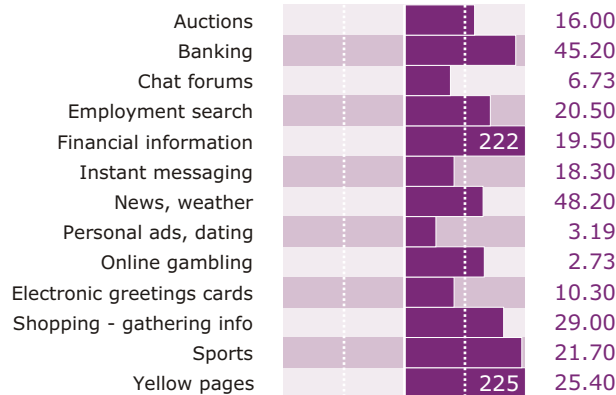
Computing and Internet



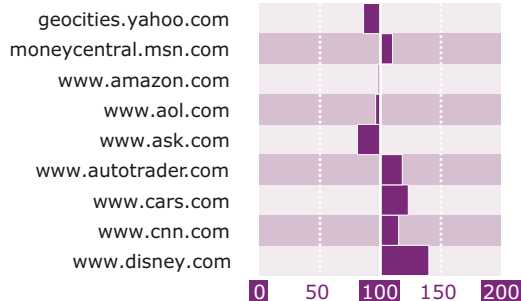
Internet Activity



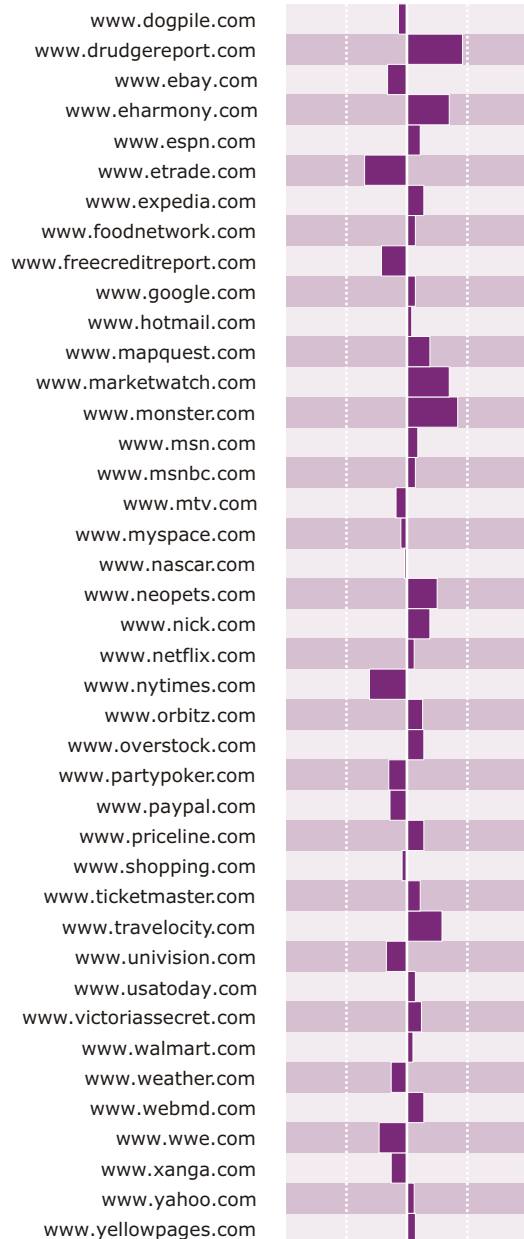
Websites By Category



Individual Websites\*



Individual Websites\*



\* Mean % is not available for individual websites



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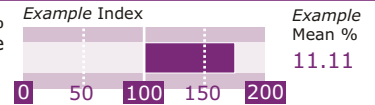
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Telephones

International calls	25.00
Prepaid calling card	19.00

Cellular Phones

Have a cellular phone	88.00
Business	15.00
Personal	72.00
Analog mode	22.00
Call blocking	15.00
Call forwarding	31.00
Call waiting	56.00
Caller Id	71.00
Digital mode	36.00
Internet access	33.00
Nationwide coverage	42.00
Text messaging	49.00
Three way calling	27.00
Voice mail	71.00
Monthly bill \$150+	7.56
Monthly bill \$100 - \$149	13.00
Monthly bill \$50 - \$99	36.00
Monthly bill under \$50	29.00

Radio

High drive time	22.00
Medium drive time	23.00
Low drive time	13.00
High all day	18.00
Medium all day	25.00
Low all day	14.00
All news	19.80
All sports	7.89
Black rhythm and blues	0.52
Classic rock	13.20
Classical	4.28
Country (or Western)	23.00
Easy listening	8.51
Golden oldies	9.27
Jazz	4.38
Spanish	4.13
Urban contemporary	8.43
Mexican, Ranchera, Tejano	4.13

TV and Cable

High prime time	22.00
Medium prime time	20.00
Low prime time	18.00
High early and late fringe	17.00
Medium early and late fringe	19.00
Low early and late fringe	20.00
High all day	18.00
Medium all day	20.00
Low all day	22.00
High cable TV	15.00
Medium cable TV	21.00
Low cable TV	15.00

TV Primetime

Comedy and variety	14.00
News and documentary	24.60
Feature film	8.25
General drama	61.90
Nature	1.53
Reality	51.90
Science	3.38
Situation comedy	50.70
Sports	6.88
How-To	10.30

TV Daytime

Drama	10.20
News	15.80
Game show or contest	2.33
Talk or informational	8.09

TV Early Evening

Weekday news	23.70
Weekend news	15.20

TV Late Fringe

Monday - Friday	21.70
Weekend	17.90

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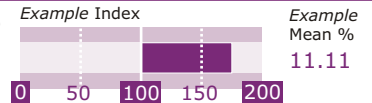
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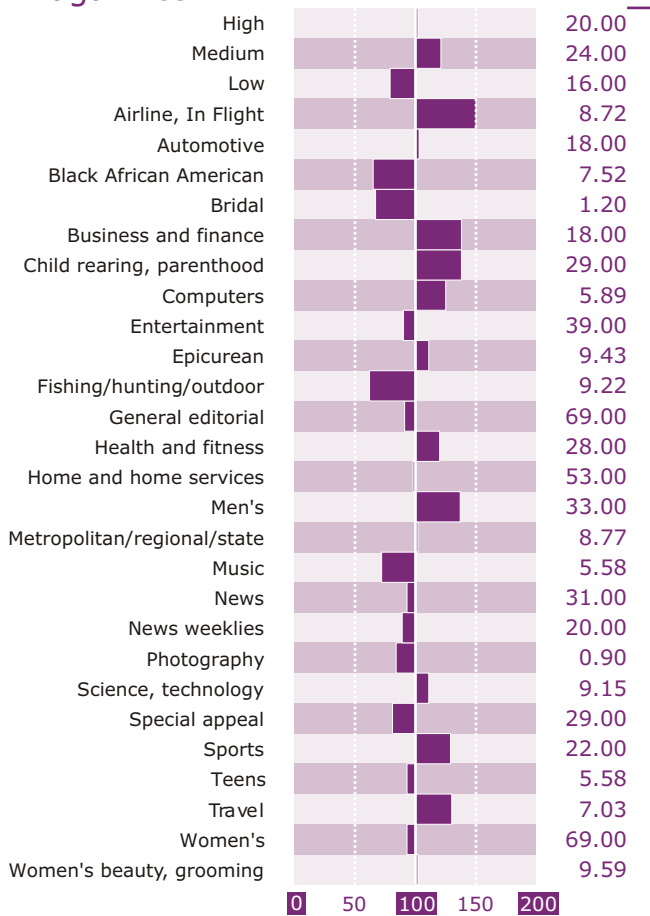


Our Home Lives

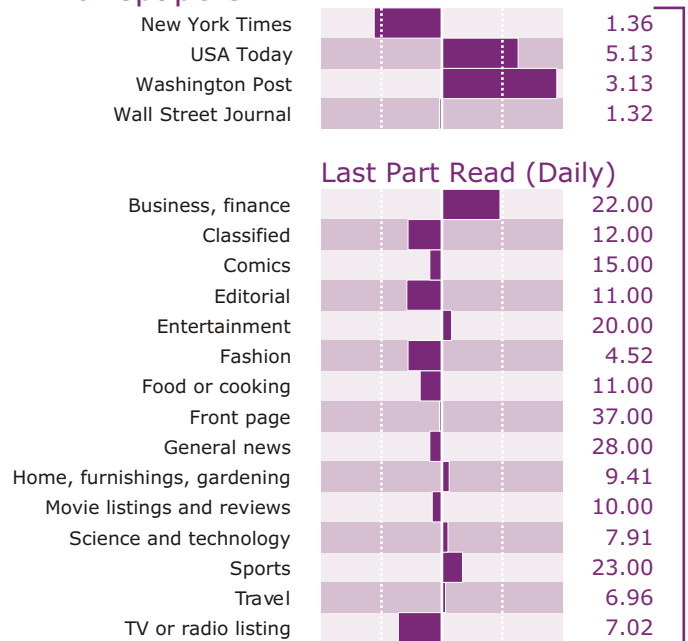
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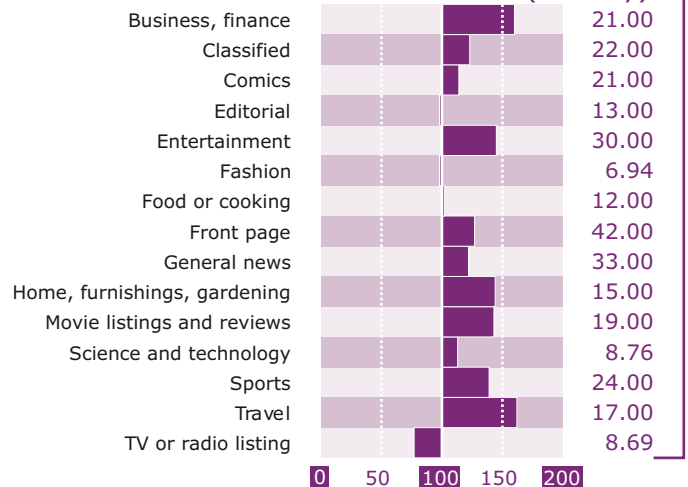
Magazines



Newspapers



Last Part Read (Sunday)



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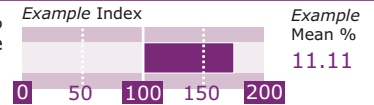
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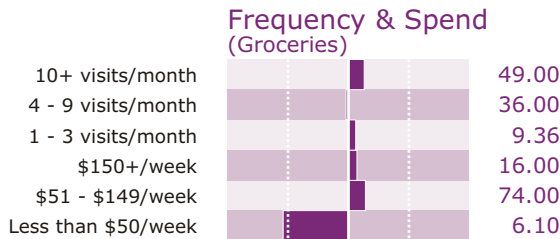
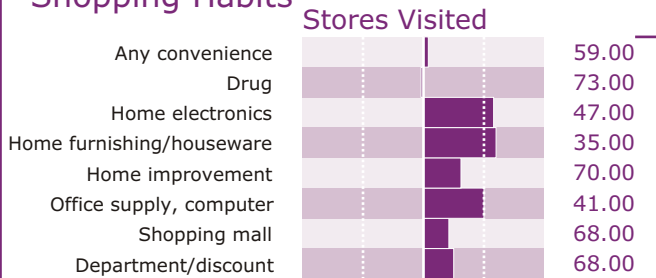


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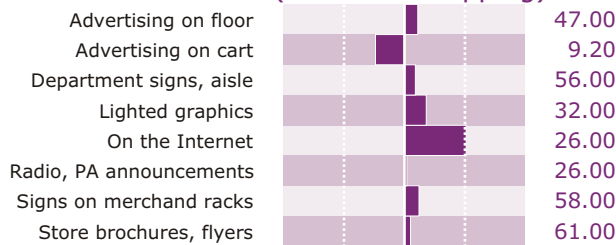
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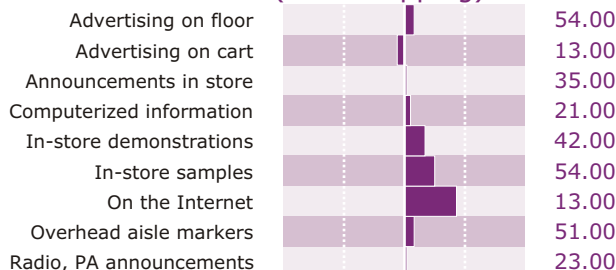
Shopping Habits



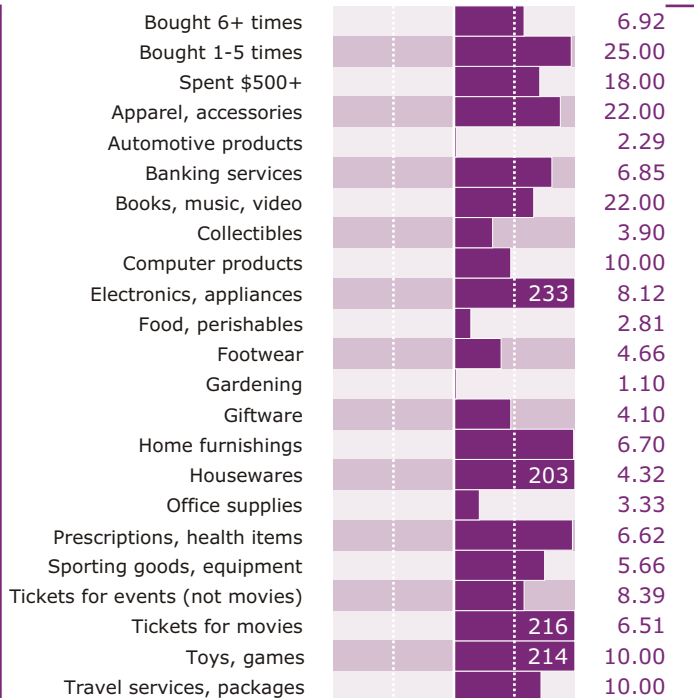
Customers refer to (non-food shopping)



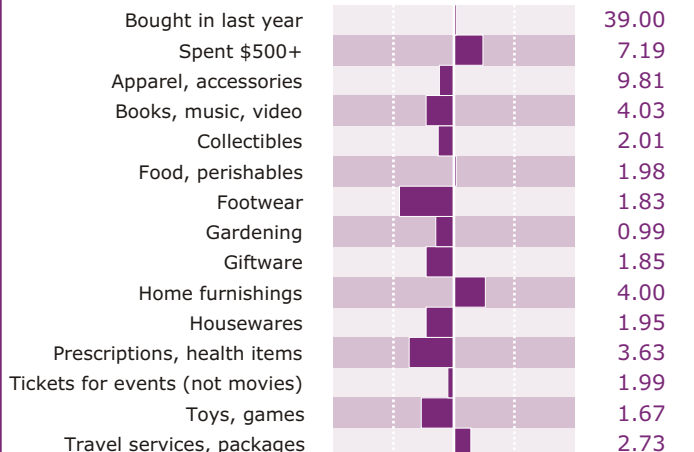
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Internet Order



Mail or Phone Order



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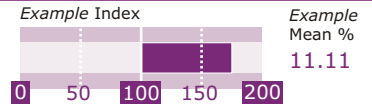
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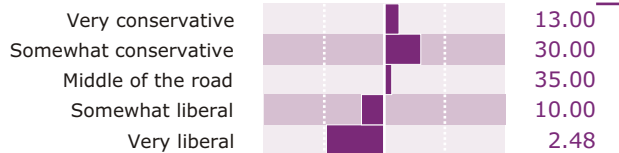


How We View The World

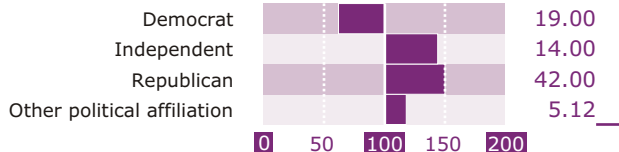
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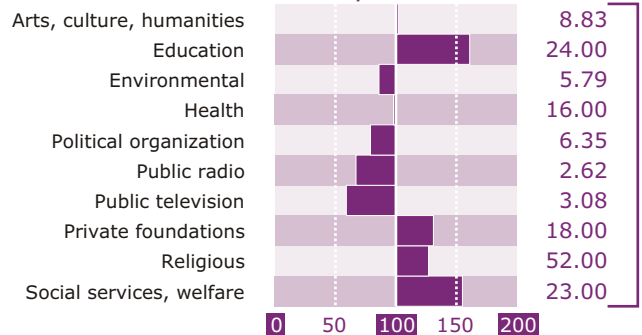
Political Outlook



Political Affiliation

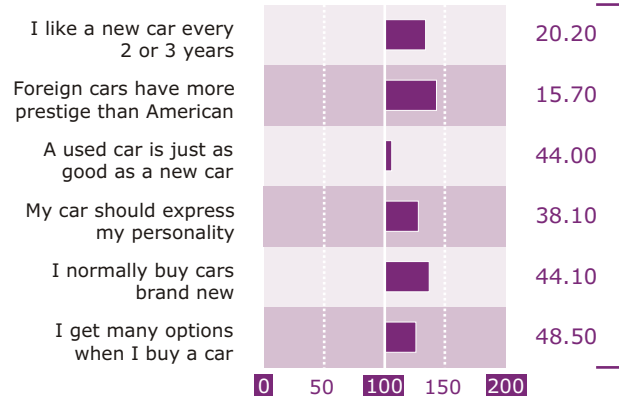


Charity

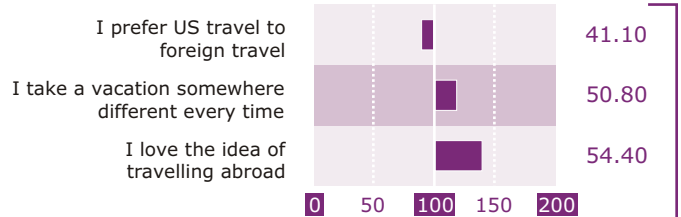


Attitudes

Cars



Travel



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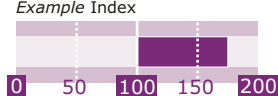
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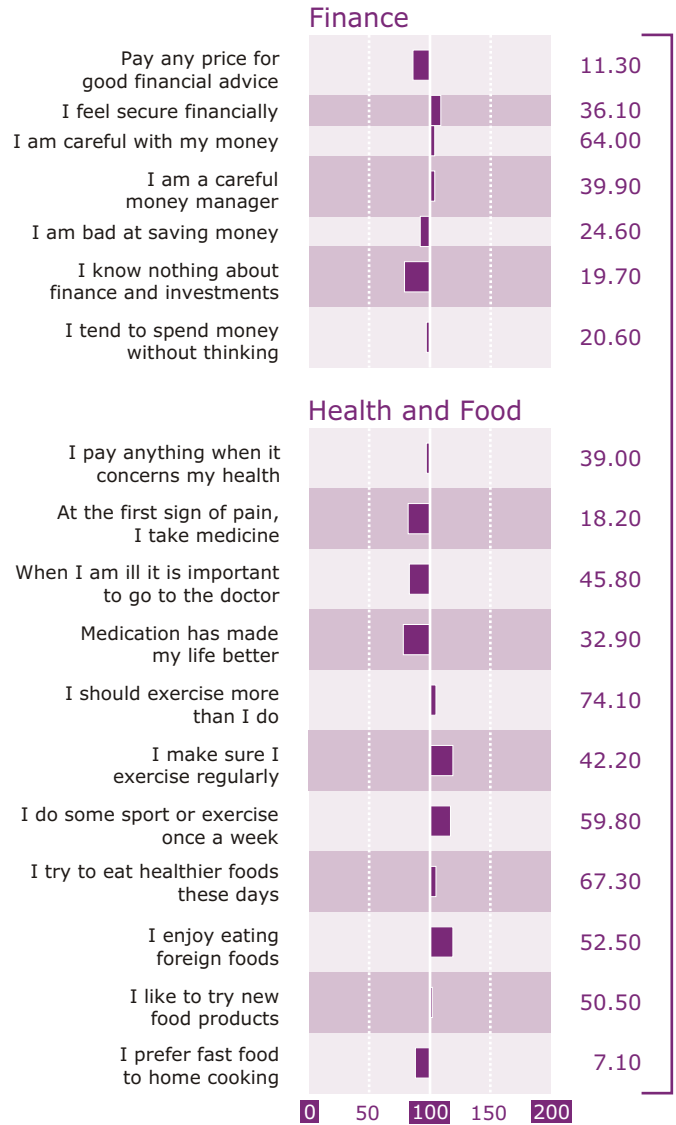
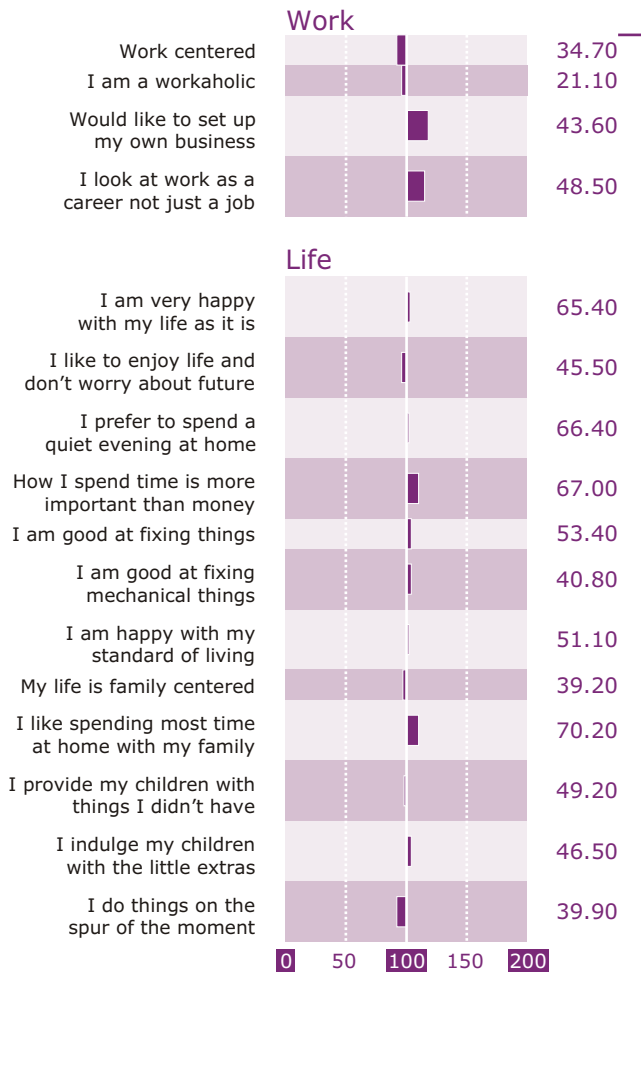
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2.82% 



## Attitudes

Charts show Index and Mean %  
 Example Index:  Example Mean %: 11.11  
 Index 100 indicates US average  
 See **Supporting Notes** for further details



Group A Affluent Suburbia

Tom and Tonya

# Type A07 New Suburbia Families

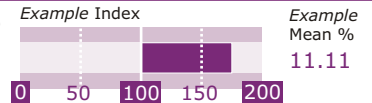
Young, affluent working couples with pre-school children concentrated in fast-growing, metro fringe communities

2.82% 

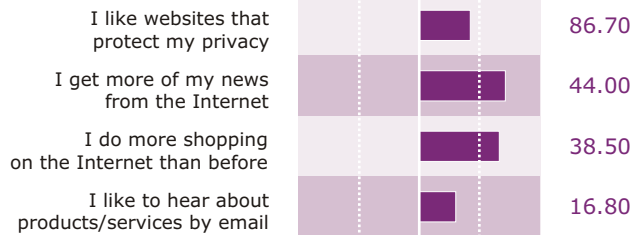


## Attitudes

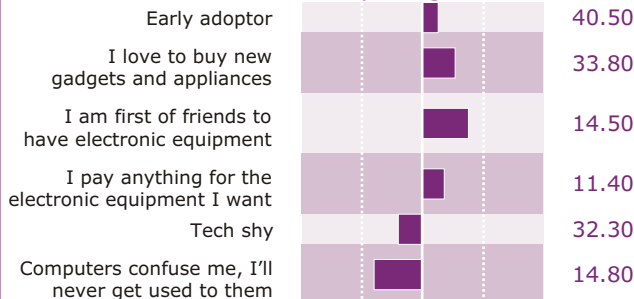
Charts show Index and Mean %  
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for further details



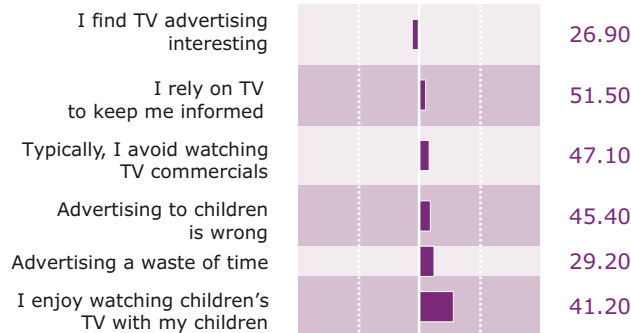
### Internet



### Computing/Electronics



### TV

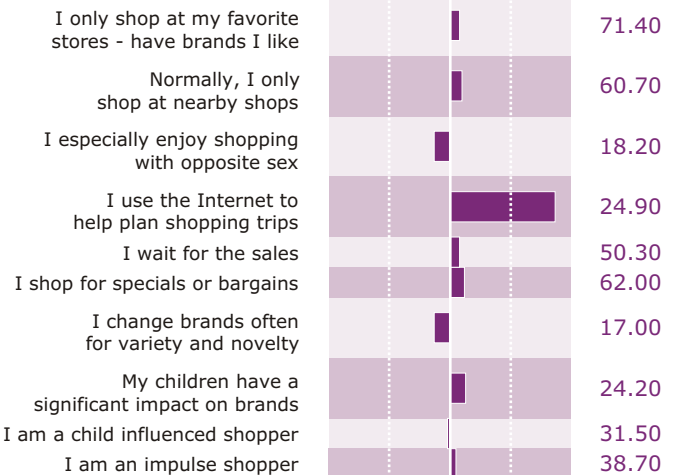


### Newspapers

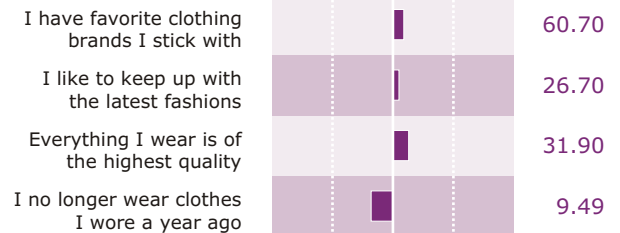


0 50 100 150 200

### Shopping



### Fashion



0 50 100 150 200



## Supporting Notes

Mosaic USA is a lifestyle consumer segmentation system that classifies all U.S. households and neighborhoods into 60 unique Mosaic consumer segments and 12 lifestyle groupings that share similar demographic and socio-economic characteristics.

Mosaic is built using INSOURCE household level data and the wealth of Experian data assets. It utilizes more than 300 demographic variables including more than 70 INSOURCE household characteristics. Mosaic is linked to Experian's Simmons Market Research Bureau National Consumer Survey and other market research data providing insight into consumer purchasing behavior, media and channel preferences, opinions and attitudes.

Mosaic was developed on more than 20 years of segmentation development expertise from the global leader in segmentation systems. Experian has built more than 40 consumer segmentation systems around the globe and Mosaic is available in more than 25 countries. Mosaic USA is linked to a global segmentation network, providing the ability to extend your consumer targeting for international applications. Mosaic Global is based on the same premise of shared consumer patterns and classified into 10 distinct groups that are consistent across country borders.

### **Mosaic Portraits**

These portraits have been designed to help users understand the essence of each of the sixty Mosaic types and the 12 Mosaic groups. More than 600 profiles describing demographics, purchasing behavior, media preferences, hobbies and interests, internet usage are available for viewing. In each of these portraits we have sought to highlight key features which make these categories distinctive and which would be useful to bear in mind when devising communications or marketing strategies targeted at them. These are necessarily subjective descriptions and are intended to highlight key issues rather than to be comprehensive. In each case we have sought to explain how these different consumer segments have come to be and how they currently are, not just to provide a mass of unrelated statistics.

### **Sources**

Although much of the content may appear subjective, there is little that is not grounded in information of some sort. The portraits have taken into account a wealth of information from INSOURCE, Experian's comprehensive household level information, other Experian data assets and the U.S. Census. This information is supplemented with consumer behavioral information from Simmons and other research companies to provide a unique and distinct picture of each Mosaic Group and Type.

These portraits provide a wealth of information showing differences between the Mosaic Groups and Types across large numbers of consumer demographic characteristics, consumer behaviors, media preferences and attitudes. These portraits have made use of information cross tabulated by Mosaic from Simmons, as well as Experian's National Vehicle Data Base (NVDB) for automotive profiles and TrueTouch providing contact strategies profiles. In addition, profiles for top visited websites from Hitwise, the leading online competitive intelligence service, provide key insight into the online behavior of Mosaic households.

### **Caveats**

Clearly, not every U.S. household matches exactly to just one of the sixty different Mosaic Types. These descriptions are therefore what sociologists would describe as 'ideal types'; pure examples to which individual cases approximate with varying degrees of exactness.

It's also important to recognize the scope of the labels. Not every household classified as 'Solid Suburban Life' is necessarily either young or married and some may not live in suburban areas. Indeed there may be quite a few residents in this Mosaic Type who fall into neither category. The labels therefore focus on the statistical bias of a type of household, on the demographic categories which are more numerous there than elsewhere in the country and which give the household its distinctive character.



## Supporting Notes

In developing these portraits, and their labels, we are mindful of the fact that they will be read by a wide variety of people: by business analysts working for retailers and property developers who have a highly numeric approach to analysis; by account teams in advertising and direct marketing agencies whose method of working is very creative; by people working in government whose job requires them to frame discussion within terminology which conforms to current standards of political correctness; and by academics trained to test assertions by the rigour with which evidence is referenced from quoted sources. It is a challenge to meet all these needs in a single set of portraits and one which we hope we have been equal to.

### Simmons Profiles

Founded over 50 years ago by legendary market researcher Willard Simmons, Simmons Market Research Bureau today is the nation's leading authority on the behavior of the American consumer. Today Simmons is a subsidiary company of Experian Marketing Solutions, enabling Simmons to combine its comprehensive information on consumer behavior, including media consumption and product preferences, with Experian's advanced data assets and analytical solutions. Simmons customers can experience the power of the combined data assets of Simmons and Experian by targeting consumers across multiple channels, using a common currency to analyze those consumers. Each year, Simmons interviews over 27,000 people nationwide in order to produce its well-known Simmons National Consumer Survey (NCS) on the marketplace behavior of American adults. In addition, Simmons collects comprehensive, insightful information on teens, kids and Hispanic consumers. Simmons's vast database, built from innovative syndicated and customized surveys, contains the most detailed usage information available on over 8,000 brands, 400 product categories and every media genre accessible in the U.S. Industry authorities acknowledge that Simmons's consumer data has helped bring more goods and services to market than any other research firm in North America.

To create the Mosaic Simmons profiles, Mosaic is appended to the Simmons NCS. More than 500 Mosaic/Simmons profiles covering demographics, shopping, media, attitudes, opinions and lifestyle interests are available in the Multimedia Guide.

For more information on Simmons, please visit [www.smr.com](http://www.smr.com).

### Automotive Profiles

To identify the top five automotives (make and model) for each Mosaic type, a one million household sample of Experian's National Vehicle Database (NVDB) was extracted and appended with INSOURCE demographic data and Mosaic. Approximately 834,000 households were used to create the NVDB profiles. Eight states with higher Hispanic populations were over-sampled (AZ, CA, FL, IL, NJ, NM, NY, and TX). These eight states were weighted appropriately to reflect their true population distribution across the US. Only those makes which exceeded a count of 500 and make-models which had a count greater than 250 were considered. The following Special/New/Luxury makes: Alfa-Romeo, Ferrari, Fiat, Hummer, Laforza, Lancia, Lotus, Maserati, Mini, Peugeot, and Rolls Royce were excluded. Count, Percent, Total Percent and Index were computed for the data set across all of the 60 Mosaic types.

### Hitwise Website Profiles

Hitwise is the leading online competitive intelligence service. Only Hitwise provides its 1200 global clients with daily insights on how their customers interact with a broad range of competitive websites, and how their competitors use different tactics to attract online customers. Hitwise has partnered with Experian to provide Hitwise Lifestyle based on Mosaic profiles for more than 30,000 websites and 160 industry categories within the Hitwise U.S. service.

Since 1997, Hitwise has pioneered a unique, network based approach to Internet measurement. Through relationships with ISP's around the world, Hitwise's patented methodology anonymously captures the online usage, search and conversion behavior of 25 million Internet users. This unprecedented volume of Internet usage data is seamlessly integrated into an easy to use, web-based service, designed to help marketers better plan, implement and report on a range of online marketing programs. The Multimedia Guide provides Mosaic profiles for 50 well-known and frequented websites.

For more information on Hitwise, please visit their website [www.hitwise.com](http://www.hitwise.com).



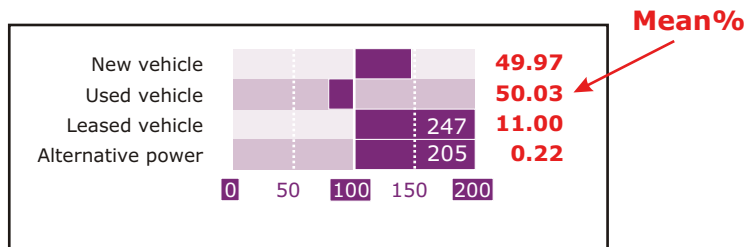
# Supporting Notes

## Variables - Mean% and Index

Charts are provided for each of the variables used to build and describe Mosaic USA. The variables are grouped together by category. For each group/type, the charts show the Mean% and Index for each variable, unless otherwise noted.

### Understanding Mean% and Index

**Mean%** show the percentage of this group/type with this characteristic. For example, consider car ownership for Group A:



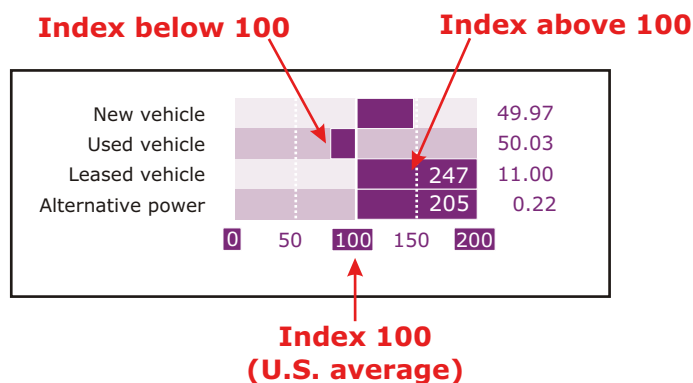
This shows that:

- 49.97%** of Group A households have a new vehicle.
- 50.03%** of Group A households have a used vehicle.
- 11.00%** of Group A households have a leased vehicle, etc.

The **Index** shows how the variable compares with all households in the U.S.

An **Index of 100** is the U.S. average. An **Index greater than 100** shows that this variable is over-represented when compared with the U.S. An **Index less than 100** shows that this variable is under-represented when compared with the entire U.S.

The Index is shown on the chart as a bar:



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.

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