Group B: Flourishing Families

Type B08: Babies and Bliss

Middle-aged couples with large families and active lives in affluent suburbia

Overview

Key Traits
- Upscale
- Large families
- Athletic activities
- Well-educated
- Conservative views
- Price-sensitive
- Financially-savvy
- Young children
- Convenience
- Power shoppers

Rankings
Metropolitan City: Top 10 CBSA Markets 47/71
Internet: Changed the Way I Shop for Products/Services 7/71
GreenAware™: Behavioral Greens 33/71
Exercise: Regularly 11/71
Income: Estimated Household 8/71
Age: Head of Household 14/71
Children: Presence 1/71

Todd & Lisa
1.65% 2.12%

Experian
Mosaic
Group B: Flourishing Families

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Overview
With a majority of households containing at least five people, Babies and Bliss are a haven for large broods living in new suburban subdivisions. The parents here tend to be in their 30s and 40s. There is a wide range of children in these households, from pre-schoolers up to those in high school. Some households also include young adults and elderly parents. There’s money in this segment, reflecting the high educations and low six-figure incomes that come from dual earners working at professional and technical jobs. Most households can afford single-family homes valued at nearly $300,000 in recently built neighborhoods. Many are upwardly mobile, moving regularly in search of better work and housing; a majority has lived at their present address for fewer than seven years.

With so many children in this segment, leisure activities are dominated by efforts to keep them occupied or exhaust them by day’s end. These sprawling households are regular visitors to theme parks, zoos, aquariums and museums. Few segments devote more time to athletic activities; Babies and Bliss participate in team sports like baseball, basketball and soccer. Outdoorsy families, they like going camping, fishing, ice skating and water skiing. They’re also big on travel, especially on vacations by car to lakes and beaches for swimming and other water sports. When the babysitter arrives, the parents head to restaurants, music clubs and movies.

Babies and Bliss like to shop - it’s practically a sport - and they’re happy to open their wallets for department stores, specialty shops, catalogs and online sites. Kids’ products are naturally popular, including video games, toys and children's books, but these households are also early adopters, filling their homes with the latest consumer electronics, including DVRs, handheld digital devices and gaming systems. However, they’re not style mavens; they tend to buy conservative clothes and care little about the latest designer fashions. Prestige cars are not a big draw, either; they usually buy domestic, midsized SUVs or compact vans - vehicles large enough to haul their children, friends and plenty of athletic gear.

With their sprawling families, the households here always take price into account when making a purchase. They like to comparison shop online and carry cents-off coupons when going into stores. Once there, they head for clearance racks. They’re fine with buying generic store brands rather than high-priced name brands.

The media tastes of Babies and Bliss reflect child-filled households. They’re often listening to the radio because of all the time spent chauffeuring youngsters to extracurricular activities. When they tune in to TV, which is as often as average Americans, they prefer cable channels like Nickelodeon and the Disney Channel, or sports and reality shows. They rarely subscribe to magazines except for parenting publications. When they listen to music, which is often, they typically enjoy teen pop bands, children's music and alternative rock.

Babies and Bliss are politically right-of-center, and support family values and faith-based initiatives. They’re not necessarily into community activism and say they’re happy with the status quo. For these busy households, the biggest challenge is simply trying to balance work and home, without missing one of their children’s games, doctor appointments or class recitals.

The parents in this segment are fiscally prudent and financially savvy. They like to invest in stocks and bonds, but they first make sure that their 529 College Savings Plans and 401(k) retirement accounts are well funded. Still in the early childrearing years, they borrow a lot to pay for cars, education and other expenses. These parents also want to protect their children, so they load up on insurance policies.

When it comes to media, the Internet is second nature to these Gen X households. They go online daily for banking, comparison shopping and joining chat forums. They see the Internet as a tool for work and research, as well as an entertainment center for watching TV shows, playing games and catching up with friends on Facebook. With music so popular among their young children, they also download songs and listen to radio stations online.
Who we are
Babies and Bliss are the premier lifestyle for large families in America. With more than half of households containing at least five people, no segment has more children. Most of their parents are Generation Xers between the ages of 36 and 45 raising pre-school children in comfortable suburban lifestyles. With their lofty educations - nearly two-thirds have a bachelor's degree, one quarter a master's - these parents work in professional and technical occupations in public administration, education, science, business and education. Despite an above-average percentage of women working as homemakers, these households are nearly twice as likely as the general population to have dual wage-earners.

Where we live
Their comfortable incomes allow most Babies and Bliss households to afford single-family homes worth nearly $300,000. Widely scattered throughout the Midwest, many of these large families have settled in the newer suburbs of America's largest cities. Their houses typically were built in the last 15 years. With above-average rates for young adults and aging seniors in these homes, it's not unusual to see more than three cars in their driveways. With many adults in the formative years of their careers, this is a relatively mobile segment: most households have lived at their residence fewer than seven years.

How we live our lives
Babies and Bliss enjoy a child-centered lifestyle. They are often found in theme parks, zoos, museums and aquariums. They enjoy playing musical instruments, joining fantasy sports leagues and playing cards. The parents frequent restaurants, music clubs, country music concerts, bars and movies. However, they can't quite escape parenthood and find themselves watching animated and family movies.

The parents in Babies and Bliss like to be fit, if only to keep up with their active children. They work out in home gyms or in health clubs where they jog, swim, lift weights and do aerobic exercise. They're still young enough to participate in team sports and enjoy playing a pickup game of basketball, baseball or soccer. The fresh air beckons these families to take their children camping, fishing, ice skating and water skiing. When they travel, they typically load up the car and head to a domestic beach, preferably with a theme park nearby.

In the mall, these shoppers follow their children's lead. They frequent stores that sell all kinds of games and toys: action figures, board games, fashion dolls and children's books. These consumers have turned their homes into gadget-filled castles, outfitted with the latest video camera, DVR, MP3 player and gaming system. Among their favorite retailers are Best Buy, GameStop, Toys R Us and Sports Authority. To haul their children and gear, these households prefer midsize SUVs and compact vans. Unlike wealthier segments, they are fine with domestic vehicles, particularly Fords, Pontiacs and Jeeps/Eagles.

As media consumers, these households gravitate to newer channels. They're only average fans of TV, except when it comes to kid-oriented networks like the Disney Channel and Nickelodeon. They're also particularly fond of sports programs and reality TV shows like “The Amazing Race,” “American Idol” and “Survivor”. However, they're only average readers of magazines other than parenting titles, and they read no newspaper sections at above-average rates. More often, you’ll find these families getting their media online.

How we view the world
Babies and Bliss are relatively conservative in their outlook. They describe themselves as spiritual and religious. They're 50 percent more likely than average Americans to belong to the Republican Party, and about 40 percent describe themselves as politically right-of-center. However, they're not particularly active in community affairs. They tend to be happy with the status quo, more concerned about juggling work and family - and not dropping anything. These are the harried parents who lament that they're too busy to take care of themselves as they should.
Given their large families, it's not surprising that Babies and Bliss are price-sensitive shoppers. They carry coupons, like to comparison shop when buying expensive items and head to the clearance rack first whenever they buy clothes, which tend to be conservative in style. Lately, they've begun to use the Internet to help plan shopping trips, whether it's to find the best deal or to download coupons for the best discount. They only trust Websites they've heard about through reliable sources, and they make sure those sites have a strong privacy policy. They also believe advertising aimed at kids is wrong; while watching TV with their kids, they will change channels to avoid commercials.

**How we get by**
The upscale families in Babies and Bliss are financially savvy. With their professional careers and college degrees, these dual-income households have six-figure incomes and moderate levels of assets. They like to invest in stocks, bonds and mutual funds. They trade stocks online, use debit and credit cards with rewards programs and get financial ideas from investment magazines and Websites. They work hard to protect their many dependents, setting aside money for 529 College Savings Plans and acquiring lots of high-balance term and whole-life insurance. They make an impressive credit market, taking out loans for cars, education and homes at high rates. They're also carrying above-average levels of health insurance and contributing to 401(k) accounts at more than twice the national average.

**Digital behavior**
The Gen X adults in Babies and Bliss are an Internet-literate segment. These middle-aged, affluent couples participate in a slew of online activities: buying toys and clothes, banking, shopping for cars, downloading podcasts, getting real estate listings, gathering information and joining chat forums. With their jobs, kids and errands, they appreciate the convenience of shopping online and are receptive to email ads, sponsored Websites and Web page links. They outfit their computers with webcams to assist with telecommuting to their offices; they also play games at home. They go online from work, home, and while traveling, with a majority using wireless connections. There's virtually no computer software that they don't buy. These households are three times as likely as average Americans to purchase music from the iTunes store.
Group B: Flourishing Families
Type B08: Babies and Bliss
Middle-aged couples with large families and active lives in affluent suburbia

Who we are

Head of household gender
Female
Male

Head of household age
Age 19-24 years
Age 25-30 years
Age 31-35 years
Age 36-45 years
Age 46-50 years
Age 51-65 years
Age 66-75 years
Age 76+ years

Family structure
Married with kids in household
Married without kids in household
Single male head with kids
Single female head with kids
Single male head without kids
Single female head without kids
Unknown marital status with kids
Unknown marital status without kids

Head of household ethnicity
African American
Asian
Caucasian
Native American
Hispanic
Hispanic - Caribbean
Hispanic - Mexico
Hispanic - Central American
Hispanic - South American
Hispanic - European
Assimilated - English speaking
Bilingual English
Bilingual Native
Unassimilated - do not speak English

Understanding Charts
Unless otherwise stated, charts show the Index and Mean %.
The Index is shown as a bar, and the Mean % is shown to the right:

1 Included in the overall Hispanic category representation
2 Bilingual English - prefer English, but speak native language
3 Bilingual Native - prefer native language, but know English

Who we are
Middle-aged couples with large families and active lives in affluent suburbia

Todd & Lisa
1.65% 🏡 | 2.12% ♂
Group B: Flourishing Families
Type B08: Babies and Bliss
Middle-aged couples with large families and active lives in affluent suburbia

Who we are

**Household size**
- 1 person in household: 0.1%
- 2 persons in household: 3.1%
- 3 persons in household: 15.1%
- 4 persons in household: 25.5%
- 5+ persons in household: 56.3%

**Children**
- Presence of a child: 99.6%
- Presence of a child 0-3 years: 45.6%
- Presence of a child 4-6 years: 54.9%
- Presence of a child 7-9 years: 54.1%
- Presence of a child 10-12 years: 39.4%
- Presence of a child 13-18 years: 35.2%

**Additional adults in household**
- Presence of an aged parent in household: 6.6%
- Presence of a young adult in household: 11.4%

**TGI socio-economic levels**
- Level 1 (top 10%): 31.6%
- Level 2 (next 20%): 38.0%
- Level 3 (next 30%): 23.7%
- Level 4 (next 40%): 6.7%
Where we live

**Length of residence**
- 1 year or less: 2.6%
- 2-3 years: 10.7%
- 4-5 years: 26.4%
- 6-7 years: 18.6%
- 8-9 years: 15.1%
- 10-14 years: 15.6%
- 15-19 years: 9.1%
- 20-24 years: 1.2%
- 25+ years: 0.7%

**Urbanicity**
- Average household density:
  - Metropolitan city - top 10 CBSA markets: 4.9%
  - Metropolitan city - next 25 CBSA markets: 4.1%
  - Metropolitan city - next 50 CBSA markets: 8.5%
  - Metropolitan city - balance CBSA markets: 6.8%
  - Suburban city style: 8.9%
  - Suburban non-city style: 50.1%
  - Rural city style: 18.5%
  - Rural non-city style: 2.3%

**Type of property**
- Single family dwelling: 97.9%
- Multiple family dwelling: 2 units: 0.2%
- Multiple family dwelling: 3 units: 0.4%
- Multiple family dwelling: 4 units: 0.0%
- Multiple family dwelling: 5-9 units: 1.3%
- Multiple family dwelling: 10-19 units: 0.0%
- Multiple family dwelling: 20-49 units: 0.0%
- Multiple family dwelling: 50-100 units: 0.0%
- Multiple family dwelling: 101+ units: 0.0%

**Year property built**
- 1999 to current: 44.1%
- 1995-1998: 14.9%
- 1990-1994: 10.8%
- 1980-1989: 10.0%
- 1970-1979: 8.1%
- 1960-1969: 4.8%
- 1950-1959: 3.4%
- 1940-1949: 1.5%
- 1939 or earlier: 2.3%

Higher values indicate households tend to live in more densely populated areas.
Group B: Flourishing Families

Type B08: Babies and Bliss
Middle-aged couples with large families and active lives in affluent suburbia

Where we live

Estimated current home value
- Less than $50,000: 0.6%
- $50,000-$74,999: 1.0%
- $75,000-$99,999: 1.3%
- $100,000-$149,999: 6.2%
- $150,000-$174,999: 8.2%
- $175,000-$199,999: 9.2%
- $200,000-$249,999: 21.2%
- $250,000-$299,999: 17.4%
- $300,000-$349,999: 11.9%
- $350,000-$399,999: 8.2%
- $400,000-$499,999: 8.7%
- $500,000-$749,999: 5.3%
- $750,000+: 0.9%

Home ownership
- Homeowner: 98.4%
- Renter: 1.3%
- Unknown: 0.3%
Understanding Charts
Unless otherwise stated, charts show the Index and Mean %.
The Index is shown as a bar, and the Mean % is shown to the right:

<table>
<thead>
<tr>
<th>Index</th>
<th>Mean %</th>
</tr>
</thead>
<tbody>
<tr>
<td>0</td>
<td>12.48%</td>
</tr>
</tbody>
</table>

Group B: Flourishing Families
Type B08: Babies and Bliss
Middle-aged couples with large families and active lives in affluent suburbia

How we get by

<table>
<thead>
<tr>
<th>Head of household's education</th>
<th>Less than High School</th>
<th>High School diploma</th>
<th>Some College</th>
<th>Bachelor's degree</th>
<th>Graduate degree</th>
</tr>
</thead>
<tbody>
<tr>
<td>0.5%</td>
<td>14.1%</td>
<td>22.9%</td>
<td>45.9%</td>
<td>16.6%</td>
<td>25.4%</td>
</tr>
<tr>
<td>Head of household's occupation</td>
<td>Retired</td>
<td>Professional/Technical</td>
<td>Sales/Service</td>
<td>Farm-Related</td>
<td>Blue Collar</td>
</tr>
<tr>
<td>0.7%</td>
<td>59.1%</td>
<td>21.7%</td>
<td>0.5%</td>
<td>14.9%</td>
<td>2.7%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Someone in household's education</th>
<th>Less than High School</th>
<th>High School diploma</th>
<th>Some College</th>
<th>Bachelor's degree</th>
<th>Graduate degree</th>
</tr>
</thead>
<tbody>
<tr>
<td>2.5%</td>
<td>25.4%</td>
<td>40.9%</td>
<td>65.0%</td>
<td>27.1%</td>
<td>41.6%</td>
</tr>
<tr>
<td>Someone in household's occupation</td>
<td>Retired</td>
<td>Professional/Technical</td>
<td>Sales/Service</td>
<td>Farm-Related</td>
<td>Blue Collar</td>
</tr>
<tr>
<td>6.1%</td>
<td>74.4%</td>
<td>41.6%</td>
<td>1.0%</td>
<td>18.2%</td>
<td>6.8%</td>
</tr>
</tbody>
</table>
Understanding Charts
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**Group B: Flourishing Families**
**Type B08: Babies and Bliss**
Middle-aged couples with large families and active lives in affluent suburbia

**What is our financial circumstance**

**Estimated household income**

<table>
<thead>
<tr>
<th>Income Range</th>
<th>Index</th>
<th>Mean %</th>
</tr>
</thead>
<tbody>
<tr>
<td>Less than $15,000</td>
<td>0.7%</td>
<td></td>
</tr>
<tr>
<td>$15,000-$24,999</td>
<td>1.4%</td>
<td></td>
</tr>
<tr>
<td>$25,000-$34,999</td>
<td>0.8%</td>
<td></td>
</tr>
<tr>
<td>$35,000-$49,999</td>
<td>1.1%</td>
<td></td>
</tr>
<tr>
<td>$50,000-$74,999</td>
<td>7.0%</td>
<td></td>
</tr>
<tr>
<td>$75,000-$99,999</td>
<td>32.4%</td>
<td></td>
</tr>
<tr>
<td>$100,000-$124,999</td>
<td>24.8%</td>
<td></td>
</tr>
<tr>
<td>$125,000-$149,999</td>
<td>15.2%</td>
<td></td>
</tr>
<tr>
<td>$150,000-$174,999</td>
<td>9.4%</td>
<td></td>
</tr>
<tr>
<td>$175,000-$199,999</td>
<td>3.8%</td>
<td></td>
</tr>
<tr>
<td>$200,000-$249,999</td>
<td>2.6%</td>
<td></td>
</tr>
<tr>
<td>$250,000+</td>
<td>0.9%</td>
<td></td>
</tr>
</tbody>
</table>

**Discretionary spend estimate**

<table>
<thead>
<tr>
<th>Income Range</th>
<th>Spend Estimate</th>
</tr>
</thead>
<tbody>
<tr>
<td>$888-$6,000</td>
<td>0.1%</td>
</tr>
<tr>
<td>$6,001-$7,500</td>
<td>0.4%</td>
</tr>
<tr>
<td>$7,501-$8,000</td>
<td>0.2%</td>
</tr>
<tr>
<td>$8,001-$9,500</td>
<td>1.2%</td>
</tr>
<tr>
<td>$9,501-$11,000</td>
<td>2.9%</td>
</tr>
<tr>
<td>$11,001-$13,000</td>
<td>5.0%</td>
</tr>
<tr>
<td>$13,001-$16,000</td>
<td>12.2%</td>
</tr>
<tr>
<td>$16,001-$19,000</td>
<td>16.4%</td>
</tr>
<tr>
<td>$19,001-$23,000</td>
<td>23.1%</td>
</tr>
<tr>
<td>$23,001-$26,000</td>
<td>13.9%</td>
</tr>
<tr>
<td>$26,001-$32,000</td>
<td>16.7%</td>
</tr>
<tr>
<td>$32,001+</td>
<td>8.0%</td>
</tr>
</tbody>
</table>

**Banking and investments**

- Non-interest-bearing Checking account(s)
- Interest-bearing Checking account(s)
- Savings account(s)
- Savings certificates CD - long term
- Savings certificates CD - short term
- Cash Management account(s)
- Debit card/Electronic Funds Transfer

**Todd & Lisa**

Estimated household income: $200,000+ (1.65%)
Discretionary spend estimate: $259,650 (2.12%)

**Type B08: Babies and Bliss**

Middle-aged couples with large families and active lives in affluent suburbia

**Understanding Charts**

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What is our financial circumstance

**Financial accounts**
- Have credit cards: 100% (87.0%)
- Use credit cards: 100% (16.0%)
- Have Auto loan(s) for new car: 100% (44.0%)
- Have Home Mortgage (first): 100% (68.0%)
- Have Home Equity loan: 100% (21.0%)
- Have Mutual Fund - Brokerage accounts: 100% (31.0%)
- Own U.S. Savings Bonds: 225 (20.0%)
- Own other Bonds: 202 (4.4%)
- Own Money Market: 225 (20.0%)
- Own Mutual Funds: 225 (4.4%)
- Own common or preferred stock in company worked for: 242 (10.0%)
- Own common stock in any other company: 225 (10.0%)
- Own Keogh/SEPP IRA/Pension: 211 (4.4%)
- Own 401(k): 561 (3.8%)
- Own 529 College Savings Plan: 561 (3.8%)
- Own IRA: 225 (10.0%)
- Own tax shelter annuities: 225 (10.0%)
- Own any investments: 225 (10.0%)
- Homeowners’ insurance: 225 (10.0%)
- Life insurance: 225 (10.0%)

**Consumer confidence**
- Lowest consumer confidence: 100 (3.8%)
- Higher consumer confidence: 200 (7.6%)

**Purchase propensity**
- Lowest purchase propensity: 100 (40.0%)
- Higher purchase propensity: 200 (3.1%)

**Economic outlook**
- Expect to spend a lot less on household essentials (i.e. food, gas, etc) in next year: 100 (6.8%)
- Expect to spend about the same on household essentials (i.e. food, gas, etc) in next year: 100 (59.0%)
- Expect to spend a lot more on household essentials (i.e. food, gas, etc) in next year: 100 (3.8%)
- I think that I am worse off financially now than a year ago: 100 (39.0%)
- I think that I am better off financially now than a year ago: 100 (18.0%)
- I expect the American economy will be worse off in the coming year: 100 (42.0%)
- I expect the American economy will be better off in the coming year: 100 (25.0%)
- Likely to buy a big ticket item in next 30 days: 100 (19.0%)
**What is our financial circumstance**

**TGI socio-economic levels**
- Level 1 (top 10%): 31.6%
- Level 2 (next 20%): 38.0%
- Level 3 (next 30%): 23.7%
- Level 4 (next 40%): 6.7%

**Home expenditures**
- Home improvements - $2,000+: 11.0%
- Home improvements - $999 or less: 27.0%

**Method of transacting**
- Methods used to pay bills - online: 53.0%
- Methods used to pay bills - automatically deducted from bank account: 34.0%
- Sent money to another person outside U.S.: 2.5%

**Tax preparation method**
- Offline: 20.0%
- Offline with advisor: 44.0%
- Online: 27.0%

**Median equivalency score**
- Highest average risk: 2.8%
- 2nd highest average risk: 8.8%
- 3rd highest average risk: 26.4%
- 2nd lowest average risk: 36.9%
- Lowest average risk: 25.2%

**Summarized Credit Factors**
- Best average credit: 46.6%
- Average most active users of credit: 63.9%
- Most average credit inquiries: 27.6%

**ChoiceScore™**
- Under-banked: 2.8%
- Not under-banked: 97.2%

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*Understanding Charts*

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Group B: Flourishing Families
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How we live our lives

**Newspapers**
- The New York Times - daily: 5.7%
- USA Today - daily: 29.0%
- The Wall Street Journal - daily: 10.0%
- The New York Times - Sunday: 7.2%
- The Wall Street Journal - Sunday: 14.0%
- Business/finance - section: 23.0%
- Classified - section: 16.0%
- Comics - section: 16.0%
- Editorial - section: 15.0%
- Entertainment (movies, restaurants, etc.) - section: 27.0%
- Fashion - section: 7.4%
- Food/Cooking - section: 19.0%
- Front page - section: 50.0%
- General news - section: 39.0%
- Home/Furnishings/Gardening - section: 14.0%
- Movie listings and reviews - section: 13.0%
- Reality shows viewed: 29.0%
- TV or radio listing - section: 4.9%

**Magazines**
- Airline/In flight: 7.9%
- Automotive: 8.9%
- Black/African-American: 3.0%
- Business and Finance: 9.7%
- Child rearing/Parenthood: 19.0%
- Computers: 4.3%
- Entertainment: 28.0%
- Epicurean: 11.0%
- Fishing, hunting, and outdoor recreation: 7.0%
- General editorial: 37.0%
- Health and Fitness: 16.0%
- Home and home services: 31.0%
- Men's: 13.0%
- Metropolitan/Regional/State: 8.6%
- Music: 2.2%
- News: 21.0%
- Newsweeklies: 13.0%
- Science/Technology: 5.9%
- Special appeal: 16.0%
- Sports: 15.0%
- Travel: 3.6%
- Women's: 31.0%
- Women's fashion, beauty, and grooming: 6.6%

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How we live our lives

TV
- 1 TV in household
- 2 TVs in household
- 3+ TVs in household
- Own big screen projection (42+ inches)
- Own flat panel - LCD
- Own flat panel - plasma
- Own high-definition TV
- Own portable DVD player
- Own DVR built-in to cable/satellite box
- Own standalone DVR box
- Bought high-definition discs (Blu-Ray)
- Have ever used Video on Demand (VOD)
- Subscribes to cable
- Subscribes to digital cable
- Household has satellite dish
- Household has pay-per-view TV access

TV viewed
- Evening animation shows
- Game show/Contest shows
- General drama shows
- How-to/Instruction shows
- Movies
- News/Documentary shows
- Reality shows
- Situation comedy shows

Gaming - State Lottery
- Bought tickets
- Played daily drawing
- Played instant game
- Played weekly drawing
- Bought tickets more than once a week
- Bought tickets 1-4 times a month
- Bought tickets once a month or less

Gaming - Casino
- Visit a casino

Group B: Flourishing Families
Type B08: Babies and Bliss
Middle-aged couples with large families and active lives in affluent suburbia

Todd & Lisa
1.65%
2.12%
Understanding Charts
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**Group B: Flourishing Families**
**Type B08: Babies and Bliss**
Middle-aged couples with large families and active lives in affluent suburbia

**How we live our lives**

**Arts and entertainment**

- Bought book: 71.0%
- Bought book from book club: 5.4%
- Bought book from book store: 51.0%
- Bought book from Internet: 23.0%
- Bought games and toys: 74.0%
- Bought children's books: 42.0%
- Bought electronic educational toys: 17.0%
- Bought infant toys: 16.0%
- Bought play sports equipment: 26.0%
- Bought pre-school toys: 19.0%
- Bought video games: 50.0%
- Collect coins: 10.0%
- Collect games: 4.5%
- Collect ornaments: 17.0%
- Collect sports memorabilia/trading cards: 11.0%
- Collect any collectible: 44.0%
- Attended comedy club: 8.5%
- Attended concert: 32.0%
- Attended dance performance: 9.3%
- Attended live theater: 25.0%
- Attended movies: 83.0%
- Attended aquarium: 22.0%
- Attended zoo: 39.0%

**Arts and entertainment**

- Attended museums: 37.0%
- Attended restaurant (not fast food): 69.0%
- Attended bars/nightclubs/dancing: 21.0%
- Listening to music: 75.0%
- Playing musical instrument: 14.0%
- 80s music: 33.0%
- Easy listening music: 17.0%
- Alternative rock music: 23.0%
- Hip hop music: 11.0%
- Country music: 20.0%
- R&B music: 15.0%
- Pop music: 33.0%
- 60s to 70s music: 24.0%
- Classical music: 9.0%
- Jazz music: 8.8%

Todd & Lisa

1.65%  2.12%
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How we live our lives

Leisure activities/hobbies
- Antique shopping/shows
- Bird watching
- Board games
- Card games
- Cooking for fun
- Education courses
- Gardening
- Go to beach/lake
- Needlework/quilting
- Painting, drawing, sculpting
- Photography
- Reading books
- Tailgating
- Attend sports events
- Belong to American Association of Retired Persons (AARP)
- Belong to art associations (museum, symphony, opera, dance)
- Belong to church/temple/synagogue
- Belong to country club
- Belong to environmentalist organization
- Belong to PTA/parents' association
- Belong to union
- Belong to none of these

Sports and fitness participation
- Aerobics
- Backpacking/Hiking
- Baseball
- Basketball
- Bicycling - mountain/road
- Bicycling - stationary
- Billiards/Pool
- Bowling
- Camping trips (overnight)
- Downhill/Cross country skiing
- Fitness walking
- Football
- Fresh-water fishing
- Golf
- Horseback riding
- Jogging/Running
- Motorcycling
- Power boating
- Swimming
- Tennis
- Use cardio machine
- Weight training
- Yoga

Todd & Lisa
1.65% 🏡 2.12% ♂

Experian Mosaic
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**Group B: Flourishing Families**

**Type B08: Babies and Bliss**
Middle-aged couples with large families and active lives in affluent suburbia

**How we live our lives**

<table>
<thead>
<tr>
<th>Sports interests</th>
<th>Index</th>
<th>Mean %</th>
</tr>
</thead>
<tbody>
<tr>
<td>College Basketball</td>
<td>3.00</td>
<td>25.0%</td>
</tr>
<tr>
<td>College Football</td>
<td>3.00</td>
<td>34.0%</td>
</tr>
<tr>
<td>Horse Racing</td>
<td>3.00</td>
<td>7.0%</td>
</tr>
<tr>
<td>Major League Baseball (MLB)</td>
<td>3.00</td>
<td>35.0%</td>
</tr>
<tr>
<td>NASCAR Racing</td>
<td>3.00</td>
<td>15.0%</td>
</tr>
<tr>
<td>National Basketball Association (NBA)</td>
<td>3.00</td>
<td>19.0%</td>
</tr>
<tr>
<td>National Football League (NFL)</td>
<td>3.00</td>
<td>50.0%</td>
</tr>
<tr>
<td>Olympics</td>
<td>3.00</td>
<td>52.0%</td>
</tr>
<tr>
<td>Poker Championships</td>
<td>3.00</td>
<td>8.2%</td>
</tr>
<tr>
<td>Soccer</td>
<td>3.00</td>
<td>14.0%</td>
</tr>
<tr>
<td>Tennis</td>
<td>3.00</td>
<td>13.0%</td>
</tr>
<tr>
<td>Attend Sports Events</td>
<td>3.00</td>
<td>37.0%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Sports watched (TV)</th>
<th>Index</th>
<th>Mean %</th>
</tr>
</thead>
<tbody>
<tr>
<td>Indycar series</td>
<td>2.00</td>
<td>6.8%</td>
</tr>
<tr>
<td>College Baseball</td>
<td>2.00</td>
<td>6.6%</td>
</tr>
<tr>
<td>Bowling</td>
<td>2.00</td>
<td>4.8%</td>
</tr>
<tr>
<td>Fishing</td>
<td>2.00</td>
<td>6.4%</td>
</tr>
<tr>
<td>Rodeo</td>
<td>2.00</td>
<td>6.5%</td>
</tr>
<tr>
<td>Skiing</td>
<td>2.00</td>
<td>4.8%</td>
</tr>
<tr>
<td>Major League Soccer (MLS)</td>
<td>2.00</td>
<td>5.7%</td>
</tr>
<tr>
<td>Track and Field</td>
<td>2.00</td>
<td>6.5%</td>
</tr>
<tr>
<td>Volleyball</td>
<td>2.00</td>
<td>4.6%</td>
</tr>
<tr>
<td>WWE</td>
<td>2.00</td>
<td>2.4%</td>
</tr>
<tr>
<td>X-Games</td>
<td>2.00</td>
<td>6.7%</td>
</tr>
<tr>
<td>NASCAR Racing - frequently</td>
<td>2.00</td>
<td>5.0%</td>
</tr>
<tr>
<td>MLB regular season - frequently</td>
<td>2.00</td>
<td>17.0%</td>
</tr>
<tr>
<td>MLB post season - frequently</td>
<td>2.00</td>
<td>17.0%</td>
</tr>
<tr>
<td>NBA regular season - frequently</td>
<td>2.00</td>
<td>7.4%</td>
</tr>
<tr>
<td>NBA post season - frequently</td>
<td>2.00</td>
<td>10.0%</td>
</tr>
<tr>
<td>College Football regular season - frequently</td>
<td>2.00</td>
<td>16.0%</td>
</tr>
<tr>
<td>College Football post season - frequently</td>
<td>2.00</td>
<td>16.0%</td>
</tr>
<tr>
<td>NFL regular season - frequently</td>
<td>2.00</td>
<td>33.0%</td>
</tr>
<tr>
<td>NFL post season - frequently</td>
<td>2.00</td>
<td>30.0%</td>
</tr>
<tr>
<td>Summer Olympics - frequently</td>
<td>2.00</td>
<td>21.0%</td>
</tr>
<tr>
<td>Winter Olympics - frequently</td>
<td>2.00</td>
<td>22.0%</td>
</tr>
</tbody>
</table>
Group B: Flourishing Families

Type B08: Babies and Bliss
Middle-aged couples with large families and active lives in affluent suburbia

How we live our lives

<table>
<thead>
<tr>
<th>Vehicle classification</th>
<th>Todd &amp; Lisa</th>
<th>Lisa</th>
<th>Todd</th>
<th>Todd &amp; Lisa</th>
<th>Lisa</th>
<th>Todd</th>
<th>Todd &amp; Lisa</th>
</tr>
</thead>
<tbody>
<tr>
<td>Alternate power - hybrid car</td>
<td>2.3%</td>
<td></td>
<td></td>
<td>3.9%</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Alternate power - hybrid truck</td>
<td>0.0%</td>
<td></td>
<td></td>
<td>0.3%</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>CUV - entry level</td>
<td>0.5%</td>
<td></td>
<td></td>
<td>0.9%</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>CUV - mid range</td>
<td>2.6%</td>
<td></td>
<td></td>
<td>4.2%</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>CUV - premium</td>
<td>0.2%</td>
<td></td>
<td></td>
<td>0.9%</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Mid range car - lower</td>
<td>6.8%</td>
<td></td>
<td></td>
<td>7.0%</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Mid range car - premium</td>
<td>7.3%</td>
<td></td>
<td></td>
<td>7.3%</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Mid range car - standard</td>
<td>6.8%</td>
<td></td>
<td></td>
<td>7.0%</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Pickup - full sized</td>
<td>11.6%</td>
<td></td>
<td></td>
<td>11.7%</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Pickup - small</td>
<td>11.6%</td>
<td></td>
<td></td>
<td>11.7%</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Small car - budget</td>
<td>11.6%</td>
<td></td>
<td></td>
<td>11.7%</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Small car - economy</td>
<td>11.6%</td>
<td></td>
<td></td>
<td>11.7%</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Sports car - premium</td>
<td>1.0%</td>
<td></td>
<td></td>
<td>1.0%</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Sports car - touring</td>
<td>1.0%</td>
<td></td>
<td></td>
<td>1.0%</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Sports car - upper premium</td>
<td>0.2%</td>
<td></td>
<td></td>
<td>0.2%</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>SUV - entry level</td>
<td>0.9%</td>
<td></td>
<td></td>
<td>0.9%</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>SUV - large</td>
<td>0.5%</td>
<td></td>
<td></td>
<td>0.5%</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>SUV - lower mid range</td>
<td>0.9%</td>
<td></td>
<td></td>
<td>0.9%</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>SUV - pickup</td>
<td>0.9%</td>
<td></td>
<td></td>
<td>0.9%</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>SUV - premium large</td>
<td>1.2%</td>
<td></td>
<td></td>
<td>1.2%</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>SUV - premium large</td>
<td>0.9%</td>
<td></td>
<td></td>
<td>0.9%</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>SUV - upper mid range</td>
<td>0.9%</td>
<td></td>
<td></td>
<td>0.9%</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Traditional car</td>
<td>0.9%</td>
<td></td>
<td></td>
<td>0.9%</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

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Experian
Mosaic
Group B: Flourishing Families
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Middle-aged couples with large families and active lives in affluent suburbia

How we live our lives

<table>
<thead>
<tr>
<th>Work transportation</th>
<th>Index</th>
<th>Mean %</th>
</tr>
</thead>
<tbody>
<tr>
<td>Work from home</td>
<td></td>
<td>3.9%</td>
</tr>
<tr>
<td>Car - alone</td>
<td></td>
<td>83.7%</td>
</tr>
<tr>
<td>Carpool</td>
<td></td>
<td>9.1%</td>
</tr>
<tr>
<td>Public transportation</td>
<td></td>
<td>1.7%</td>
</tr>
<tr>
<td>Motorcycle</td>
<td></td>
<td>0.1%</td>
</tr>
<tr>
<td>Bicycle</td>
<td></td>
<td>0.1%</td>
</tr>
<tr>
<td>Walk</td>
<td></td>
<td>0.9%</td>
</tr>
<tr>
<td>Other</td>
<td></td>
<td>0.5%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Travel</th>
<th>Index</th>
<th>Mean %</th>
</tr>
</thead>
<tbody>
<tr>
<td>I prefer traveling in the U.S. as opposed to traveling to foreign countries</td>
<td></td>
<td>45.0%</td>
</tr>
<tr>
<td>I love the idea of traveling abroad</td>
<td></td>
<td>55.0%</td>
</tr>
<tr>
<td>Like vacations where activities are organized for me</td>
<td></td>
<td>25.0%</td>
</tr>
<tr>
<td>Have taken a cruise ship vacation in last 3 years</td>
<td></td>
<td>13.0%</td>
</tr>
<tr>
<td>Domestic travel for vacation</td>
<td></td>
<td>58.0%</td>
</tr>
<tr>
<td>Foreign travel for vacation</td>
<td></td>
<td>27.0%</td>
</tr>
<tr>
<td>Visited theme parks</td>
<td></td>
<td>45.0%</td>
</tr>
<tr>
<td>Visited Disney (any Florida) theme parks</td>
<td></td>
<td>17.0%</td>
</tr>
</tbody>
</table>

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