

Key Features

- Families with school children
- Expensive semi-detached housing
- Mortgaged
- High income
- High economic activity
- High spend on holidays



Suburban Success are families and couples who have acquired quality homes that provide a firm foundation for their domestic and professional achievements. Suburban locations enable both partners to access a range of career options and allow evenings to be spent with family at home.

This group are at varying stages of their domestic endeavours. Some are modernising a home in readiness for families, some are in the throes of bringing up children, and others are seeing the fruits of their success in teenagers who are readying themselves to leave home.

Priced well above average, their properties are situated in residential roads in popular neighbourhoods. Some homeowners haven't yet made significant inroads into their mortgage debt; others are progressing with repayments.

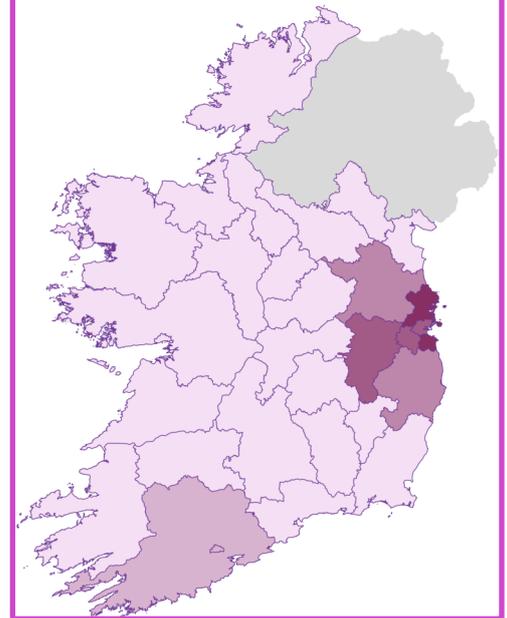
Careers in professional and administrative positions within city businesses and organisations provide respectable salaries. Many of this group gained degrees before embarking on their working lives.

With good incomes they are able to afford extras on top of the necessary bills and expenses of family life. Whether their priorities include fine wines, family activities or home improvements, they have the necessary spare cash. A sizeable budget is allocated to holidays, which serve both as important breaks from work and as opportunities to spend quality time together. Shopping decisions are driven by convenience as well as a desire to spend sensibly, as time can be short.

Finances are handled confidently and carefully to ensure income translates into maximum benefit. Whether they are saving or borrowing, they will research alternatives to find the best option.

Technology is an everyday part of life, and computers and smartphones are kept up to date. Online purchasing provides access to greater options and better deals. They regard the internet as essential to both professional and home life.

They take an interest in the news, reading newspapers, watching a moderate amount of television and keeping up to date via websites.



Mosaic Types:

B04 Aspiring Families

B05 Experienced Executives

B06 City Regeneration

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