

A Power Elite

The wealthiest households in the US, living in the most exclusive neighborhoods, and enjoying all that life has to offer

B Flourishing Families

Affluent, middle-aged families and couples earning prosperous incomes and living very comfortable, active lifestyles

C Booming with Confidence

Prosperous, established couples in their peak earning years living in suburban homes

D Suburban Style

Middle-aged, ethnically-mixed suburban families and couples earning upscale incomes

E Thriving Boomers

Upper-middle-class baby boomer-age couples living comfortable lifestyles settled in suburban homes

F Promising Families

Young couples with children in starter homes, living child-centered lifestyles

G Young City Solos

Younger and middle-aged singles living active and energetic lifestyles in metropolitan areas

H Bourgeois Melting Pot

Middle-aged, established couples living in suburban homes

I Family Union

Middle income, middle-aged families living in homes supported by solid blue-collar occupations

J Autumn Years

Established and mature couples living gratified lifestyles in older homes

K Significant Singles

Diversely aged singles earning mid-scale incomes supporting active city styles of living

L Blue Sky Boomers

Middle-class baby boomer-aged households living in small towns

M Families in Motion

Working-class families with young children, earning moderate incomes in smaller residential communities

N Pastoral Pride

Eclectic mix of lower middle-class consumers who have settled in country and small town areas

O Singles and Starters

Young singles starting out and some starter families living a city lifestyle

P Cultural Connections

Diverse, mid- and low-income families in urban apartments and residences

Q Golden Year Guardians

Retirees living in old homes, settled residences and communities

R Aspirational Fusion

Lower-income singles and single parents living in urban locations and striving to make a better life

S Thrifty Habits

Cost-conscious adults living alone in urban areas

Experian Mosaic USA Households

19 Household Groups

Group Household
Incomes Range
from Highest in
Group A to Lowest
in Group S

Mosaic USA Data Sources

Demographics

- Age
- Marital Status
- Household Composition
- Length of Residency
- Presence of Children
- Number of Occupants
- Ethnicity
- Language Ability

Socio-economics

- Education/Qualifications
- Occupation
- Industry
- Hours Worked
- Home Business
- Vehicle Ownership

Location

- Urbanity/Rurality
- Means of Transport
- Travel to Work Time

Financial Measures

- Income
- Credit Behaviour
- Owner of Multiple Homes
- Social Security/Assistance

Property Characteristics

- Tenure
- Property Value
- Number of Rooms
- Year Built
- Number of Dwellings
- Rent Amount
- Group Quarters