

A01 A02 A03 A04 A05 A06

Couples with Clout

Highly-educated mobile couples living life to the fullest in affluent neighborhoods



1.14% 1.11% **1.11%**





Who we are

Head of household age

Est. Household \$

36-45

325 50.0%

income

\$250,000+

414 22.5%

Homeowner

111 90.8%

Home ownership



Type of property

Single family

105 97.7%

Household

2 persons

152 42.8%

size



200



100



234

Channel preference



237



83

Key features

- Affluent
- Highly educated
- Politically conservative
- Tech journeymen
- Saving for college
- Fitness enthusiasts











116 14.9%

Technology adoption



Journeymen









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1.14% | 1.11% **1**

Head of household age

19–24			3.45%
25–30			8.94%
31–35			17.83%
36–45		325	50.02%
46–50			16.28%
51–65			3.09%
66–75			0.23%
76+			0.15%

Family structure

With kids Married		54.56%
Single male		0.40%
Single female		0.68%
Unknown status		0.02%
Without kids		
Married		42.90%
Single male		0.82%
Single female		0.55%
Unknown status		0.06%

Home ownership

Homeowner		90.75%
Renter		5.28%
Unknown		3.96%

Education

Less than high school		1.52%
High school diploma		6.20%
Some college		23.69%
Bachelor's degree	252	48.32%
Graduate's degree		20.27%

Estimated household income

Less than \$15,000		0.04%
\$15,000-\$24,999		0.04%
\$25,000-\$34,999		0.06%
\$35,000-\$49,999		0.12%
\$50,000-\$74,999		1.58%
\$75,000-\$99,999		4.96%
\$100,000-\$124,999		9.70%
\$125,000-\$149,999	210	17.03%
\$150,000-\$174,999	365	13.39%
\$175,000-\$199,999	360	12.94%
\$200,000-\$249,999	471	17.63%
\$250,000+	414	22.51%

Age of children

0–3	4.68%
4–6	2.81%
7–9	9.36%
10–12	9.67%
13–18	14.87%

Estimated current house value

Less than \$50,000		0.01%
\$50,000-\$74,999		0.01%
\$75,000-\$99,999		0.03%
\$100,000-\$149,999		0.11%
\$150,000-\$174,999		0.33%
\$175,000-\$199,999		1.07%
\$200,000-\$249,999		5.02%
\$250,000-\$299,999		8.69%
\$300,000-\$349,999		11.08%
\$350,000-\$399,999		11.65%
\$400,000-\$499,999	252	20.57%
\$500,000-\$749,999	266	25.40%
\$750,000+	216	16.04%

Length of residency

1 year or less			21.15%
2–3 years		264	28.21%
4–5 years		311	27.99%
6–7 years			9.43%
8–9 years			5.64%
10-14 years			4.26%
15–19 years			1.10%
20-24 years			0.68%
25+ years			1.54%





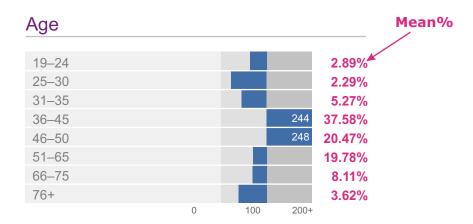
Charts provide details of the key variables used to build and describe the Mosaic groups and types.

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.