

A05 Couples with Clout

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

Home 1.14% | 1.11%



Who we are

Head of household age <p>36–45</p> <p>325 50.0%</p>	Type of property <p>Single family</p> <p>105 97.7%</p>
Est. Household income <p>\$250,000+</p> <p>414 22.5%</p>	Household size <p>2 persons</p> <p>152 42.8%</p>
Home ownership <p>Homeowner</p> <p>111 90.8%</p>	Age of children <p>13–18</p> <p>116 14.9%</p>

Channel preference

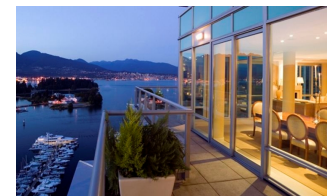
200	100	49
234	237	83

Key features

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

Technology adoption

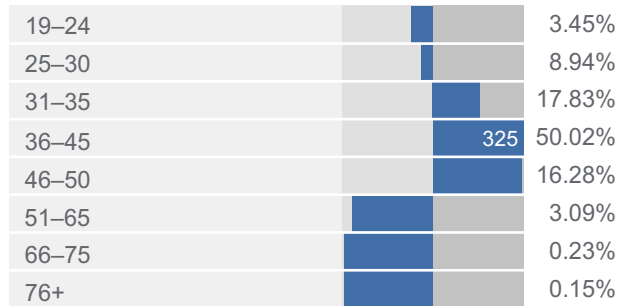
Journeymen



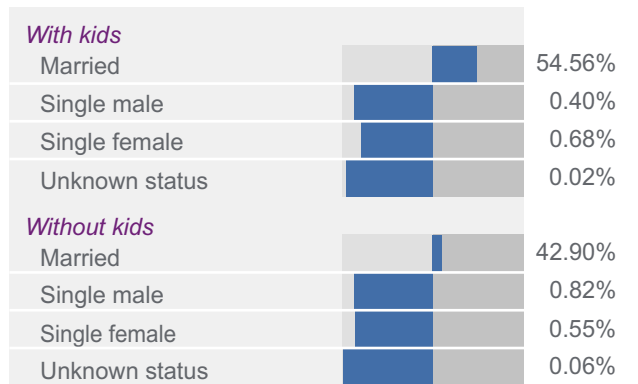
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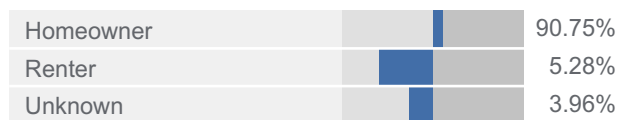
Head of household age



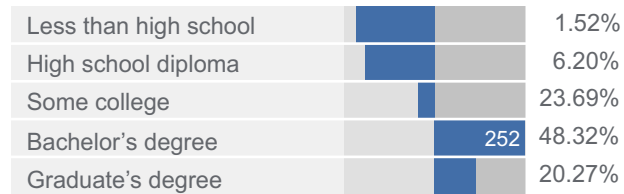
Family structure



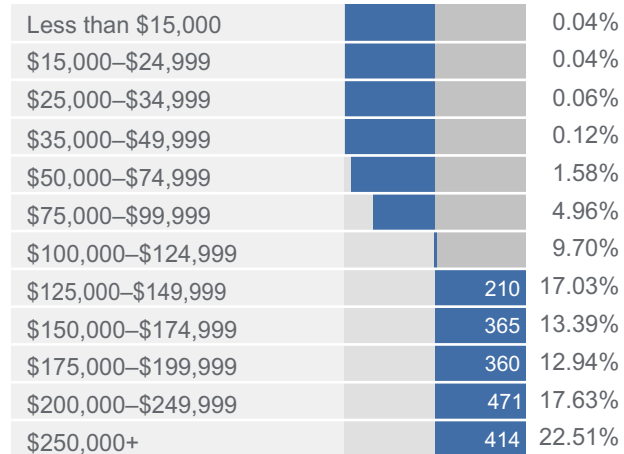
Home ownership



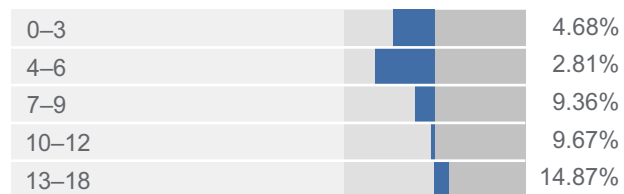
Education



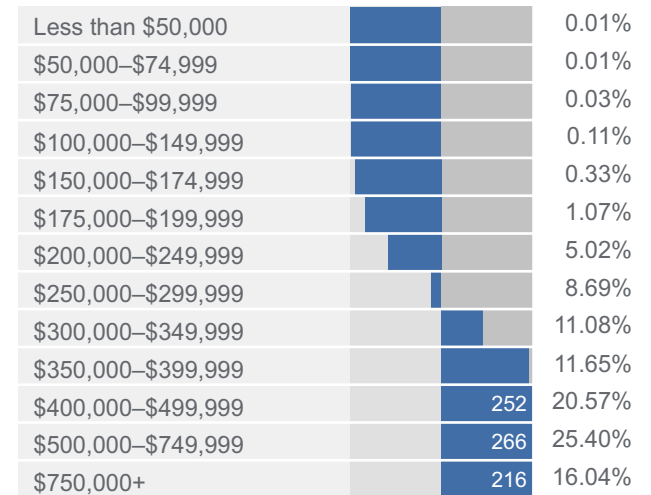
Estimated household income



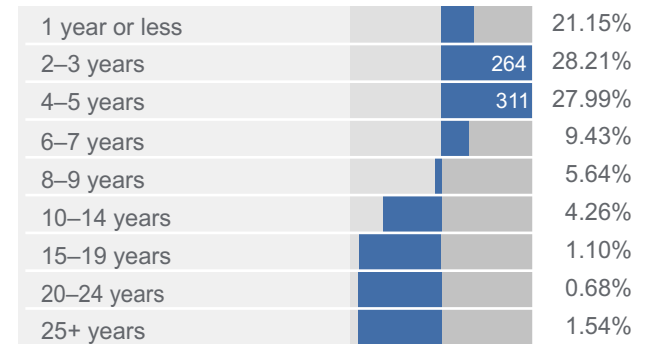
Age of children



Estimated current house value



Length of residency

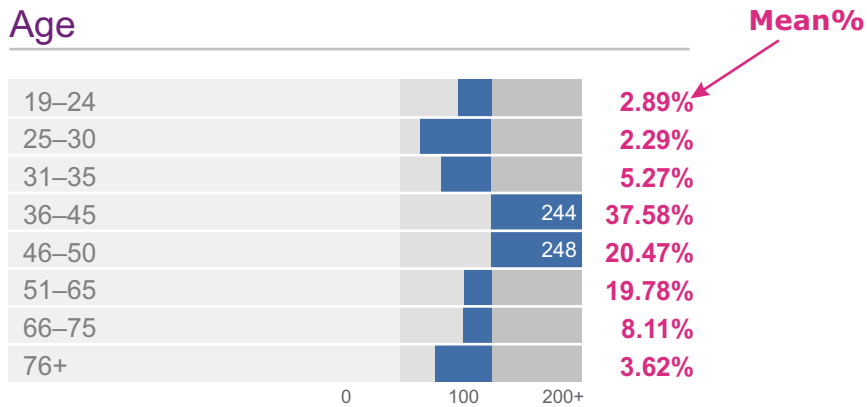


Charts provide details of the key variables used to build and describe the Mosaic groups and types.
 For each group and type, the charts show the **Means** and **Index** for each variable.

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:

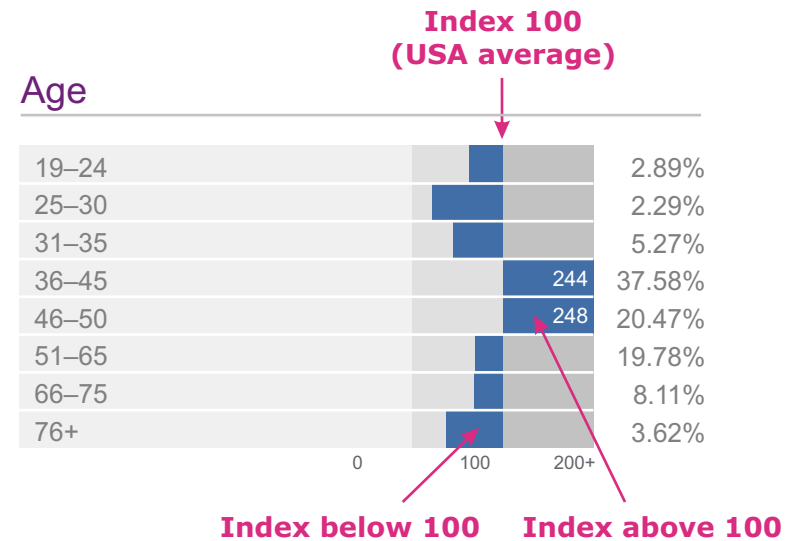
- 2.89% of Group D are aged 19–24
- 2.29% of Group D are aged 25–30
- 5.27% of Group D are aged 31–35
- 37.58% of Group D are aged 36–45
- 20.47% of Group D are aged 46–50
- 19.78% of Group D are aged 51–65
- 8.11% of Group D are aged 66–75
- 3.62% of Group D are aged 76+

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.