

130

131

132

133

130

Potlucks and the Great Outdoors

Comfortably established, middle-income couples with children living in suburbia



1.61% 2.21% **1**





Country living

Key features

- Outdoor activities
- Blue-collar jobs
- Non-environmental
- Conservative views
- Motor sports fans





Who we are

Head of household age



149 22.9%

Est. Household \$ income

\$50,000-\$74,999

144 29.2%

Home ownership

Homeowner

115 93.6%

Type of property

Single family

106 98.5%

Household size

3 persons

138 22.7%

Age of children

7-9

186 21.9%

Channel preference















Technology adoption



Apprentices











130

131

132

133

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Head of household age

19–24	4.56%
25–30	4.72%
31–35	9.84%
36–45	22.95%
46–50	15.67%
51–65	29.38%
66–75	8.89%
76+	4.00%

Family structure

With kids		
Married	211	77.60%
Single male		0.48%
Single female		0.33%
Unknown status		0.45%
Without kids		
Without kids Married		20.26%
		20.26% 0.52%
Married		

Home ownership

	_	
Homeowner		93.58%
Renter		3.28%
Unknown		3.14%

Education

Less than high school		10.86%
High school diploma		36.97%
Some college		32.68%
Bachelor's degree		12.73%
Graduate's degree		6.76%

Estimated household income

Less than \$15,000		2.71%
\$15,000-\$24,999		3.19%
\$25,000-\$34,999		4.59%
\$35,000-\$49,999		10.71%
\$50,000-\$74,999		29.16%
\$75,000-\$99,999		23.30%
\$100,000-\$124,999		11.43%
\$125,000-\$149,999		8.70%
\$150,000-\$174,999		2.03%
\$175,000-\$199,999		1.72%
\$200,000-\$249,999		1.15%
\$250,000+		1.31%

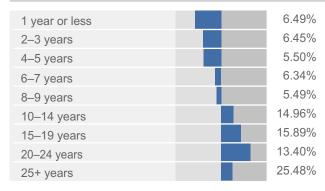
Age of children

0–3	201	17.32%
4–6		14.80%
7–9		21.95%
10–12		19.49%
13–18		21.07%

Estimated current house value

Less than \$50,000		0.52%
\$50,000-\$74,999		2.00%
\$75,000-\$99,999		4.68%
\$100,000-\$149,999		18.57%
\$150,000-\$174,999		12.04%
\$175,000-\$199,999		12.58%
\$200,000-\$249,999		19.13%
\$250,000-\$299,999		12.41%
\$300,000-\$349,999		6.64%
\$350,000-\$399,999		4.20%
\$400,000-\$499,999		3.86%
\$500,000-\$749,999		2.53%
\$750,000+		0.84%

Length of residency







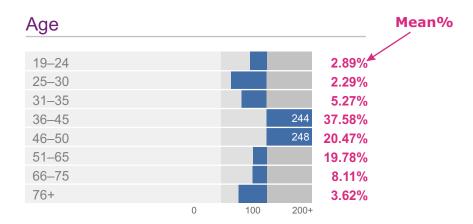
Charts provide details of the key variables used to build and describe the Mosaic groups and types.

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.