

A04 Picture Perfect Families

Established families on the go, living in wealthy suburbs

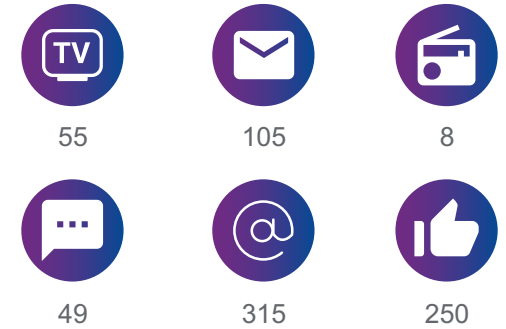
🏠 0.63% | 1.06% 👤



Who we are

Head of household age 🎂 46–50 290 23.9%	Type of property 🏠 Single family 107 99.5%
Est. Household income 💰 \$200,000–\$249,999 588 22.0%	Household size 👤 3 persons 162 26.5%
Home ownership 🤝 Homeowner 118 96.6%	Age of children 👶 13–18 328 42.1%

Channel preference



Key features

- Wealthy households
- Well-educated
- Pragmatic mobile users
- Comfortable lifestyles
- Large households
- Bookworms

Technology adoption



Apprentices



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Head of household age

19–24	2.32%
25–30	2.78%
31–35	5.01%
36–45	23.25%
46–50	23.91%
51–65	35.55%
66–75	5.21%
76+	1.97%

Family structure

<i>With kids</i>	
Married	90.25%
Single male	0.13%
Single female	0.12%
Unknown status	0.10%
<i>Without kids</i>	
Married	9.26%
Single male	0.10%
Single female	0.03%
Unknown status	0.00%

Home ownership

Homeowner	96.61%
Renter	1.97%
Unknown	1.42%

Education

Less than high school	2.75%
High school diploma	7.28%
Some college	25.71%
Bachelor's degree	39.57%
Graduate's degree	24.69%

Estimated household income

Less than \$15,000	0.00%
\$15,000–\$24,999	0.01%
\$25,000–\$34,999	0.00%
\$35,000–\$49,999	0.04%
\$50,000–\$74,999	0.56%
\$75,000–\$99,999	2.36%
\$100,000–\$124,999	4.99%
\$125,000–\$149,999	16.96%
\$150,000–\$174,999	9.56%
\$175,000–\$199,999	17.65%
\$200,000–\$249,999	22.02%
\$250,000+	25.86%

Age of children

0–3	23.58%
4–6	22.64%
7–9	28.48%
10–12	33.61%
13–18	42.12%

Estimated current house value

Less than \$50,000	0.00%
\$50,000–\$74,999	0.01%
\$75,000–\$99,999	0.06%
\$100,000–\$149,999	0.45%
\$150,000–\$174,999	0.73%
\$175,000–\$199,999	1.72%
\$200,000–\$249,999	8.25%
\$250,000–\$299,999	13.42%
\$300,000–\$349,999	15.23%
\$350,000–\$399,999	13.28%
\$400,000–\$499,999	19.30%
\$500,000–\$749,999	19.63%
\$750,000+	7.91%

Length of residency

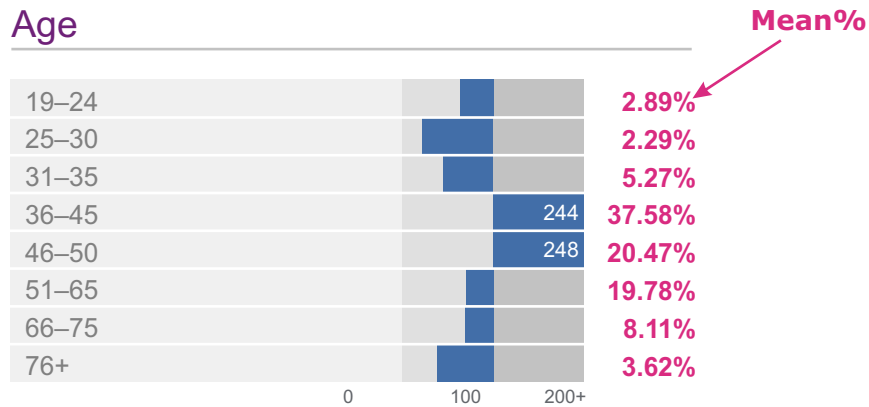
1 year or less	3.96%
2–3 years	4.87%
4–5 years	5.97%
6–7 years	10.92%
8–9 years	7.67%
10–14 years	21.98%
15–19 years	23.30%
20–24 years	9.14%
25+ years	12.20%

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.