

B

**B07** 

**B08** 

**B09** 

**B10** 

# **Across the Ages**

Flourishing couples and multi-generational families living a wide range of lifestyles in suburbia



**1**.49% 2.12% **1** 





#### Who we are

#### Head of household age

Est. Household \$

\$125,000-\$149,999

51-65

143 40.6%

income



Type of property



Single family

107 99.5%

Household

5+ persons

213 | 22.4%

size



Channel preference





105







197

Key features

- Affluent
- Rooted in the suburbs
- Multi-generational households
- Fitness club members
- Outdoor hobbies
- Charitable donor



Homeowner

115 93.7%

261 21.2%



Age of children



13-18

198 25.4%

# Technology adoption



Journeymen















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### Head of household age

19–24		4.45%
25–30		6.32%
31–35		11.38%
36–45		16.80%
46–50		14.57%
51–65		40.56%
66–75		4.46%
76+		1.46%

## Family structure

With kids Married		72.42%
Single male		0.54%
Single female		0.25%
Unknown status		0.07%
Without kids		
Married		25.73%
Single male		0.72%
Single female		0.17%
Unknown status		0.11%

## Home ownership

Homeowner		93.65%
Renter		3.95%
Unknown		2.40%

#### Education

Less than high school		2.78%
High school diploma		13.60%
Some college		26.51%
Bachelor's degree		35.13%
Graduate's degree		21.98%

#### Estimated household income

Less than \$15,000		0.28%
\$15,000-\$24,999		0.35%
\$25,000-\$34,999		0.89%
\$35,000-\$49,999		1.62%
\$50,000-\$74,999		7.56%
\$75,000-\$99,999		12.27%
\$100,000-\$124,999		17.11%
\$125,000-\$149,999	261	21.20%
\$150,000-\$174,999	319	11.68%
\$175,000-\$199,999	304	10.92%
\$200,000-\$249,999	229	8.56%
\$250,000+		7.56%

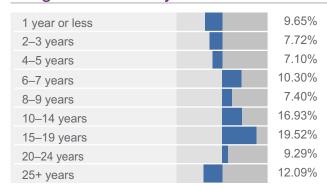
# Age of children

0–3		13.44%
4–6		10.79%
7–9		17.85%
10–12	204	20.58%
13–18		25.40%

## Estimated current house value

Less than \$50,000		0.01%
\$50,000-\$74,999		0.01%
\$75,000-\$99,999		0.01%
\$100,000-\$149,999		0.17%
\$150,000-\$174,999		0.33%
\$175,000-\$199,999		0.84%
\$200,000-\$249,999		4.42%
\$250,000-\$299,999		10.30%
\$300,000-\$349,999		14.29%
\$350,000-\$399,999	234	13.82%
\$400,000-\$499,999	263	21.49%
\$500,000-\$749,999	264	25.17%
\$750,000+		9.16%

# Length of residency







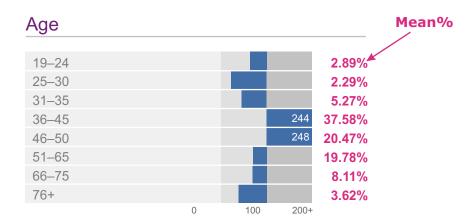
Charts provide details of the key variables used to build and describe the Mosaic groups and types.

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.