

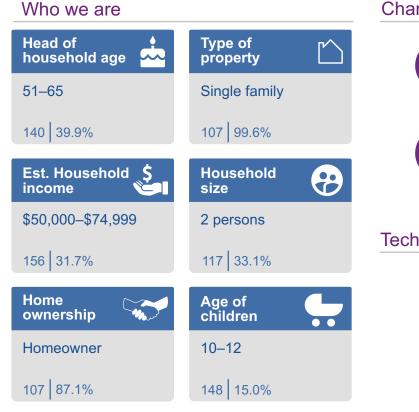
# HH26H27H28H29H28Everyday Moderates<br/>Families of all shapes and sizes living in metro-suburban settings

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### Key features

- Credit-aware
- Comfortable living
- Music fans
- Married with kids
- Financially alert
- Average health-consciousness



#### Channel preference



### Technology adoption



Journeymen



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# **Everyday Moderates** Families of all shapes and sizes living in metro-suburban settings H28

H26

H27

#### Head of household age

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19–24		4.98%
25–30		2.87%
31–35		7.16%
36–45		24.36%
46–50		14.97%
51–65		39.89%
66–75		4.27%
76+		1.50%

## Family structure

With kids	_	
Married		65.05%
Single male		1.56%
Single female		1.75%
Unknown status		0.46%
Without kids		
Married		27.57%
Single male		27.57% 1.56%

#### Home ownership

Homeowner		87.08%
Renter		6.48%
Unknown		6.44%

#### Education

H28

Less than high school		5.72%
High school diploma		26.95%
Some college		46.73%
Bachelor's degree		14.61%
Graduate's degree		5.98%

#### Estimated household income

H29

Less than \$15,000		2.49%
\$15,000-\$24,999		2.61%
\$25,000-\$34,999		3.97%
\$35,000-\$49,999		11.90%
\$50,000-\$74,999		31.70%
\$75,000-\$99,999		25.28%
\$100,000-\$124,999		10.75%
\$125,000-\$149,999		7.30%
\$150,000-\$174,999		1.67%
\$175,000-\$199,999		1.08%
\$200,000-\$249,999		0.78%
\$250,000+		0.48%
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#### Age of children

0–3	7.83%
4–6	6.42%
7–9	12.16%
10–12	14.95%
13–18	16.29%

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#### Estimated current house value

Less than \$50,000		0.18%
\$50,000-\$74,999		0.50%
\$75,000-\$99,999		1.50%
\$100,000-\$149,999		12.06%
\$150,000-\$174,999		13.36%
\$175,000-\$199,999	204	14.04%
\$200,000-\$249,999		22.33%
\$250,000-\$299,999		14.83%
\$300,000-\$349,999		9.99%
\$350,000-\$399,999		5.76%
\$400,000-\$499,999		4.51%
\$500,000-\$749,999		0.94%
\$750,000+		0.02%

#### Length of residency

1 year or less	12.60%
2–3 years	8.71%
4–5 years	8.37%
6–7 years	10.53%
8–9 years	8.75%
10–14 years	20.04%
15–19 years	16.37%
20–24 years	6.52%
25+ years	8.11%



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.

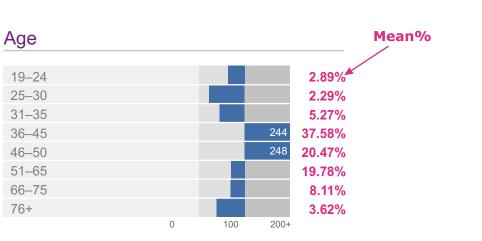
For example, consider the Age composition of Group D:

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.



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 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.