J36   Settled and Sensible
Mature, established couples with adult children and singles in suburban and rural neighborhoods

🏠 1.58% | 1.86% 👤

Key features

- Humble living
- Stable lifestyle
- Limited financial savings
- Modest spending
- Retired
- Limited internet activity

Who we are

Head of household age 🎂
51–65
143 | 40.8%

Type of property 🏠
Single family
107 | 99.0%

Est. Household income 💲
$35,000–$49,999
198 | 23.3%

Household size 👥
2 persons
107 | 30.2%

Home ownership 🤝
Homeowner
114 | 93.6%

Age of children 🍼
0–3
55 | 4.8%

Channel preference

TV 27
✉ 102
📻 45
💬 21
@ 18
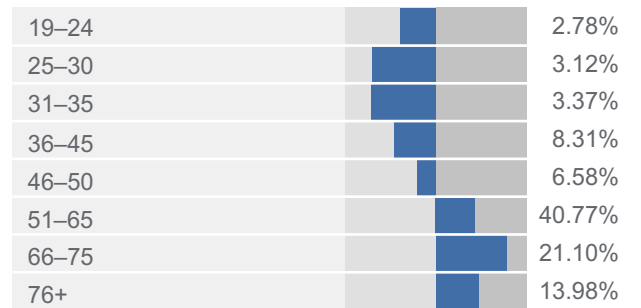👍 85
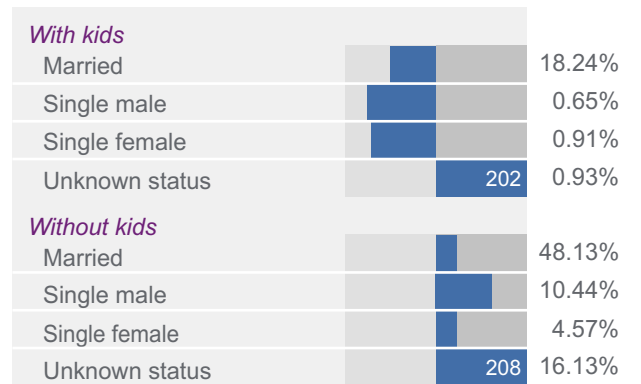
Technology adoption

Novices

J36   Settled and Sensible
Mature, established couples with adult children and singles in suburban and rural neighborhoods
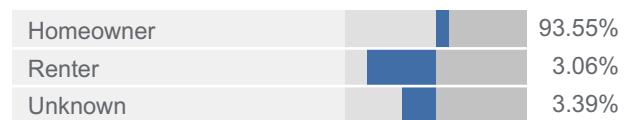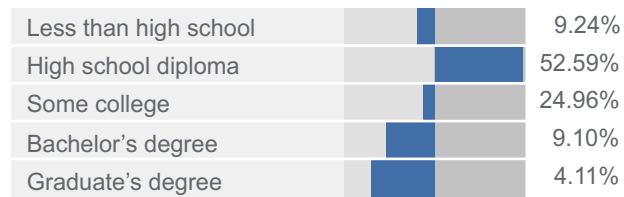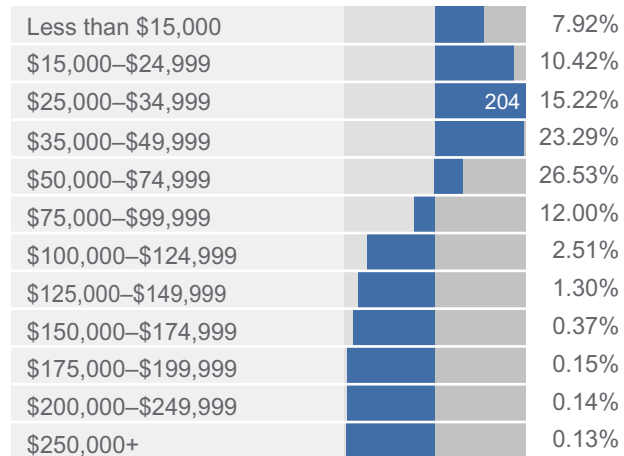
🏠 1.58% | 1.86% 👤

Head of household age

Age	%
19–24	2.78%
25–30	3.12%
31–35	3.37%
36–45	8.31%
46–50	6.58%
51–65	40.77%
66–75	21.10%
76+	13.98%

Family structure

With kids		%
Married		18.24%
Single male		0.65%
Single female		0.91%
Unknown status	202	0.93%
Without kids		
Married		48.13%
Single male		10.44%
Single female		4.57%
Unknown status	208	16.13%

Home ownership

	%
Homeowner	93.55%
Renter	3.06%
Unknown	3.39%

Education

	%
Less than high school	9.24%
High school diploma	52.59%
Some college	24.96%
Bachelor's degree	9.10%
Graduate's degree	4.11%

Estimated household income

Income		%
Less than $15,000		7.92%
$15,000–$24,999		10.42%
$25,000–$34,999	204	15.22%
$35,000–$49,999		23.29%
$50,000–$74,999		26.53%
$75,000–$99,999		12.00%
$100,000–$124,999		2.51%
$125,000–$149,999		1.30%
$150,000–$174,999		0.37%
$175,000–$199,999		0.15%
$200,000–$249,999		0.14%
$250,000+		0.13%

Age of children

	%
0–3	4.77%
4–6	3.82%
7–9	3.64%
10–12	4.04%
13–18	4.73%
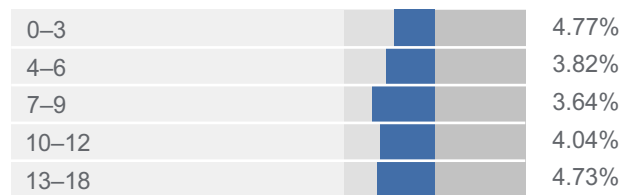
Estimated current house value

Value		%
Less than $50,000	387	9.40%
$50,000–$74,999	493	20.83%
$75,000–$99,999	446	24.33%
$100,000–$149,999	222	29.39%
$150,000–$174,999		6.27%
$175,000–$199,999		3.63%
$200,000–$249,999		3.60%
$250,000–$299,999		1.62%
$300,000–$349,999		0.59%
$350,000–$399,999		0.26%
$400,000–$499,999		0.06%
$500,000–$749,999		0.02%
$750,000+		0.01%

Length of residency

Residency		%
1 year or less		6.63%
2–3 years		4.93%
4–5 years		4.59%
6–7 years		4.10%
8–9 years		4.15%
10–14 years		10.12%
15–19 years		10.41%
20–24 years		11.46%
25+ years	215	43.62%

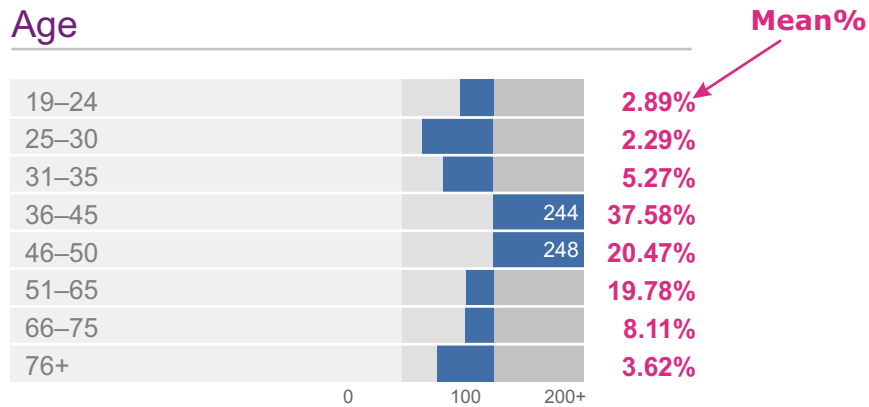Mosaic USA

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:

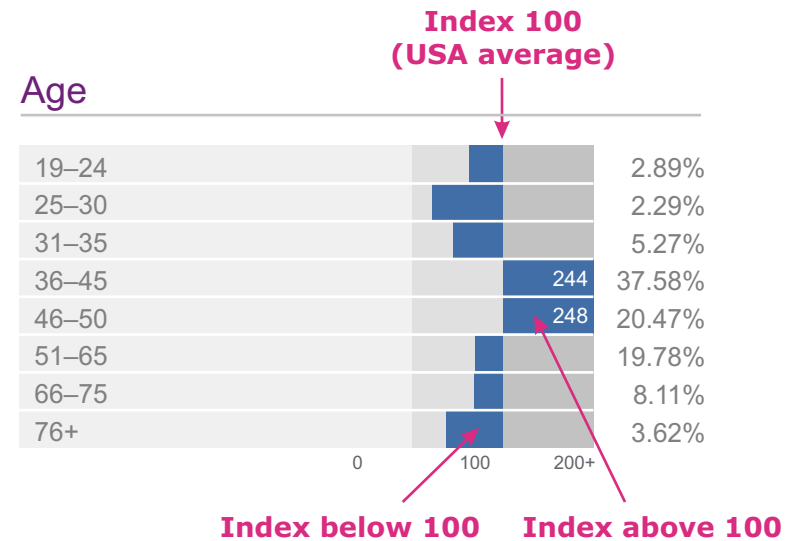The **Index** provides further insight by comparing the characteristics of a Mosaic group/type with all households in the USA.

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.

Age — Mean%

Age		Mean%
19–24		2.89%
25–30		2.29%
31–35		5.27%
36–45	244	37.58%
46–50	248	20.47%
51–65		19.78%
66–75		8.11%
76+		3.62%

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+

Age — Index

Index 100 (USA average)

Age		Index
19–24		2.89%
25–30		2.29%
31–35		5.27%
36–45	244	37.58%
46–50	248	20.47%
51–65		19.78%
66–75		8.11%
76+		3.62%

Index below 100   Index above 100

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.