

D

D15

D16

D17

D18

Settled in Suburbia

Upper middle-class family units living comfortably in established suburbs



1.13% 1.68% **1.68%**





Who we are

Head of household age

36-45

191 29.4%

income

197 | 16.0%

Homeowner

117 95.9%

Home ownership

Est. Household \$

\$125,000-\$149,999



Type of property

Single family

107 98.8%





147





Key features

- Comfortable lifestyles
- Young children
- Large households
- Do-it-yourselfers
- Tech apprentices
- Theme park vacations









Household size

3 persons

149 24.4%

Age of children

0 - 3

242 | 20.9%

Technology adoption

Channel preference



149

Apprentices







D15 D16 D17 D18 D

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Head of household age

19–24		2.26%
25–30		2.62%
31–35		5.94%
36–45		29.42%
46–50	231	19.04%
51–65		16.92%
66–75		15.77%
76+		8.02%

Family structure

With kids Married		72.96%
Single male		0.52%
Single female		0.36%
Unknown status		0.79%
Without kids Married		24.07%
Single male		0.78%
Single female		0.18%
Unknown status		0.34%

Home ownership

Homeowner		95.86%
Renter		2.53%
Unknown		1.61%

Education

Less than high school		5.10%
High school diploma		23.97%
Some college		29.52%
Bachelor's degree		26.74%
Graduate's degree		14.67%

Estimated household income

Less than \$15,000		1.45%
\$15,000-\$24,999		2.00%
\$25,000-\$34,999		4.00%
\$35,000-\$49,999		7.12%
\$50,000-\$74,999		20.74%
\$75,000-\$99,999		19.94%
\$100,000-\$124,999		15.39%
\$125,000-\$149,999		16.01%
\$150,000-\$174,999		5.54%
\$175,000-\$199,999		3.89%
\$200,000-\$249,999		2.05%
\$250,000+		1.87%

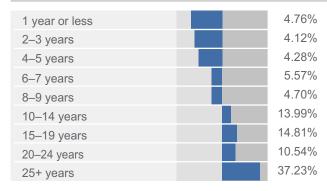
Age of children

0–3	242	20.86%
4–6	228	18.89%
7–9		20.52%
10–12		19.99%
13–18		23.14%

Estimated current house value

Less than \$50,000		0.00%
\$50,000-\$74,999		0.06%
\$75,000-\$99,999		0.12%
\$100,000-\$149,999		1.13%
\$150,000-\$174,999		2.45%
\$175,000-\$199,999		4.30%
\$200,000-\$249,999		13.39%
\$250,000-\$299,999		16.38%
\$300,000-\$349,999		14.75%
\$350,000-\$399,999		11.36%
\$400,000-\$499,999		15.55%
\$500,000-\$749,999		15.89%
\$750,000+		4.62%

Length of residency







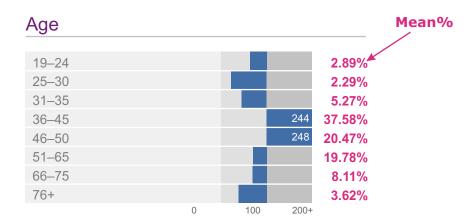
Charts provide details of the key variables used to build and describe the Mosaic groups and types.

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.