experian™

B08 Babies and Bliss
Middle-aged couples with families and active lives in affluent suburbia

🏠 0.55% | 0.76% 👤

Who we are

Head of household age 🎂	Type of property 🏠
36–45	Single family
390 | 60.1%	107 | 99.4%

Est. Household income 💲	Household size 👥
$125,000–$149,999	2 persons
364 | 29.6%	163 | 46.0%

Home ownership 🤝	Age of children 🍼
Homeowner	10–12
115 | 94.1%	704 | 71.0%

Key features

- Large families
- Online shoppers
- High-credit awareness
- Homeowners
- Athletic activities
- Modern housing

Channel preference

TV	✉️	📻
139	115	106

💬	@	👍
245	201	208

Technology adoption

Journeymen

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Head of household age

19–24		2.87%
25–30		1.83%
31–35		6.78%
36–45	390	60.12%
46–50	281	23.13%
51–65		4.44%
66–75		0.72%
76+		0.12%

Family structure

With kids

Married	271	99.66%
Single male		0.12%
Single female		0.08%
Unknown status		0.00%

Without kids

Married		0.14%
Single male		0.00%
Single female		0.00%
Unknown status		0.00%

Home ownership

Homeowner		94.15%
Renter		3.67%
Unknown		2.18%

Education

Less than high school		1.86%
High school diploma		10.09%
Some college		34.95%
Bachelor's degree	230	44.09%
Graduate's degree		9.00%

Estimated household income

Less than $15,000		0.21%
$15,000–$24,999		0.27%
$25,000–$34,999		0.34%
$35,000–$49,999		0.99%
$50,000–$74,999		6.88%
$75,000–$99,999		15.55%
$100,000–$124,999		18.81%
$125,000–$149,999	364	29.56%
$150,000–$174,999	319	11.71%
$175,000–$199,999	207	7.42%
$200,000–$249,999		5.14%
$250,000+		3.12%

Age of children

0–3	418	36.00%
4–6	607	50.30%
7–9	559	66.15%
10–12	704	71.00%
13–18	483	62.11%

Estimated current house value

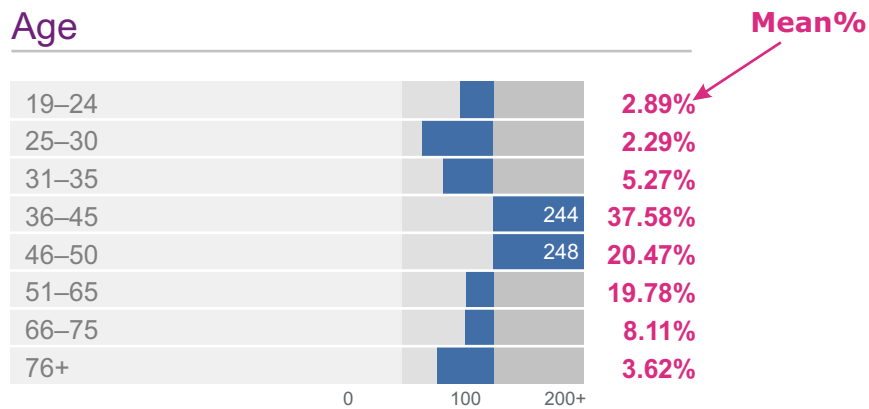|		
Less than $50,000		0.00%
$50,000–$74,999		0.05%
$75,000–$99,999		0.08%
$100,000–$149,999		1.19%
$150,000–$174,999		2.56%
$175,000–$199,999		4.57%
$200,000–$249,999		16.63%
$250,000–$299,999		18.86%
$300,000–$349,999	214	16.27%
$350,000–$399,999	222	13.10%
$400,000–$499,999		13.47%
$500,000–$749,999		10.87%
$750,000+		2.36%

Length of residency

1 year or less		3.87%
2–3 years		9.90%
4–5 years		16.08%
6–7 years	227	16.50%
8–9 years	214	13.03%
10–14 years		21.00%
15–19 years		13.55%
20–24 years		3.13%
25+ years		2.95%

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:

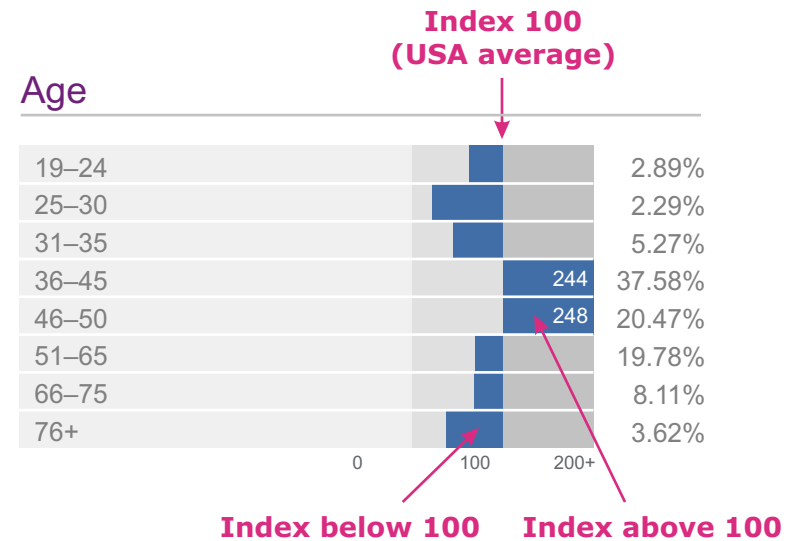The **Index** provides further insight by comparing the characteristics of a Mosaic group/type with all households in the USA.

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

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+

Index 100 (USA average)

Age

Age	
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.

Mosaic USA