experian™

B10 Cosmopolitan Achievers
Affluent middle-aged couples and families enjoying dynamic lifestyles in metro areas

🏠 1.42% | 1.66% 👤

## Key features

- Bilingual
- Luxury living
- Soccer fans
- Two family properties
- Economic literature
- Progressive liberals

Who we are

Head of household age 🎂	Type of property 🏠
36–45	Single family
147 | 22.7%	100 | 92.9%

Est. Household income 💲	Household size 👥
$125,000–$149,999	5+ persons
213 | 17.3%	156 | 16.4%

Home ownership 🤝	Age of children 🍼
Homeowner	13–18
105 | 86.0%	94 | 12.1%

Channel preference

TV	✉	📻
204	57	16

💬	@	👍
146	135	126

Technology adoption
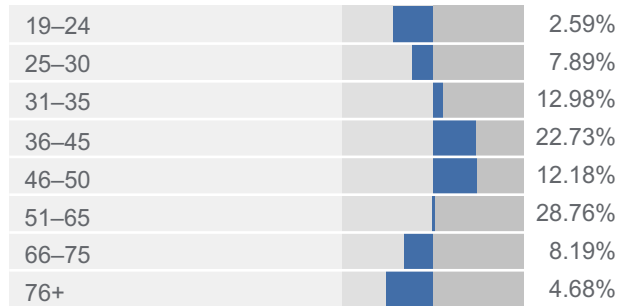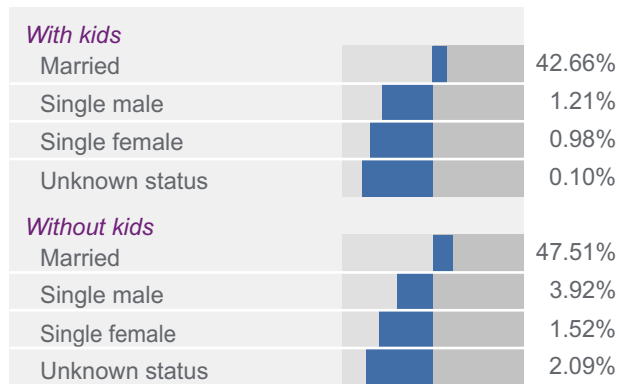
Journeymen
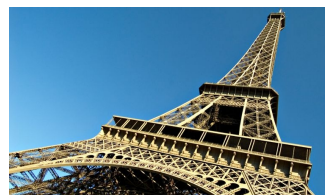
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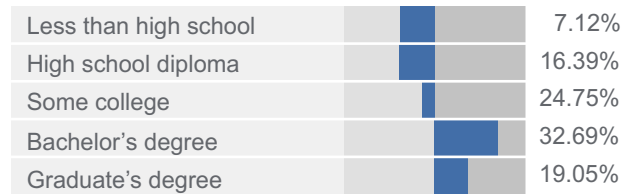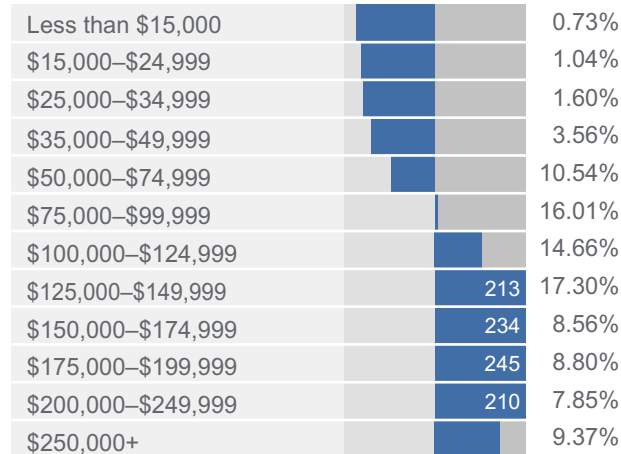## Head of household age

19–24		2.59%
25–30		7.89%
31–35		12.98%
36–45		22.73%
46–50		12.18%
51–65		28.76%
66–75		8.19%
76+		4.68%

Family structure

With kids

Married		42.66%
Single male		1.21%
Single female		0.98%
Unknown status		0.10%

Without kids

Married		47.51%
Single male		3.92%
Single female		1.52%
Unknown status		2.09%

Home ownership

Homeowner		85.96%
Renter		11.17%
Unknown		2.87%

Education

Less than high school		7.12%
High school diploma		16.39%
Some college		24.75%
Bachelor's degree	213	32.69%
Graduate's degree		19.05%

Estimated household income

Less than $15,000		0.73%
$15,000–$24,999		1.04%
$25,000–$34,999		1.60%
$35,000–$49,999		3.56%
$50,000–$74,999		10.54%
$75,000–$99,999		16.01%
$100,000–$124,999		14.66%
$125,000–$149,999	213	17.30%
$150,000–$174,999	234	8.56%
$175,000–$199,999	245	8.80%
$200,000–$249,999	210	7.85%
$250,000+		9.37%

Age of children

0–3		7.06%
4–6		6.14%
7–9		8.73%
10–12		8.65%
13–18		12.06%
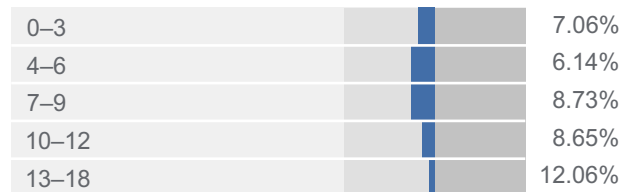
Estimated current house value

Less than $50,000		0.00%
$50,000–$74,999		0.00%
$75,000–$99,999		0.01%
$100,000–$149,999		0.13%
$150,000–$174,999		0.26%
$175,000–$199,999		0.37%
$200,000–$249,999		1.99%
$250,000–$299,999		3.22%
$300,000–$349,999		3.71%
$350,000–$399,999		4.60%
$400,000–$499,999		10.65%
$500,000–$749,999	325	30.99%
$750,000+	593	44.07%

Length of residency

1 year or less		12.82%
2–3 years		9.12%
4–5 years		7.37%
6–7 years		9.13%
8–9 years		7.57%
10–14 years		14.76%
15–19 years		13.36%
20–24 years		8.23%
25+ years		17.64%

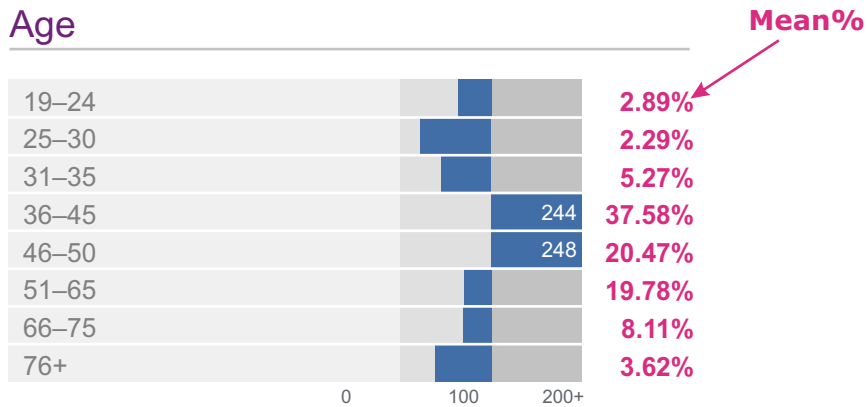**Mosaic USA**
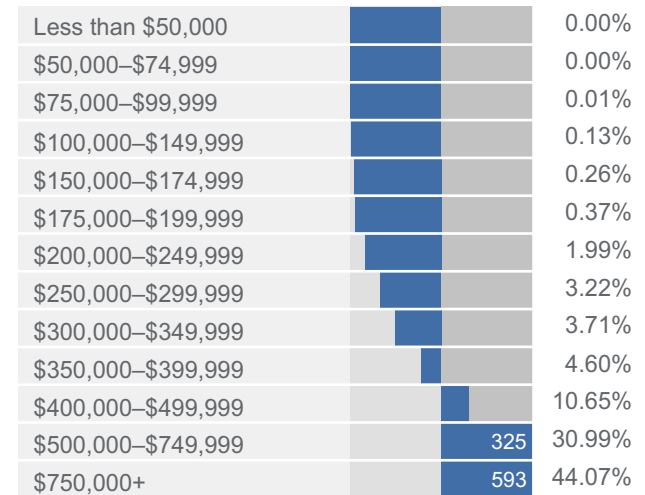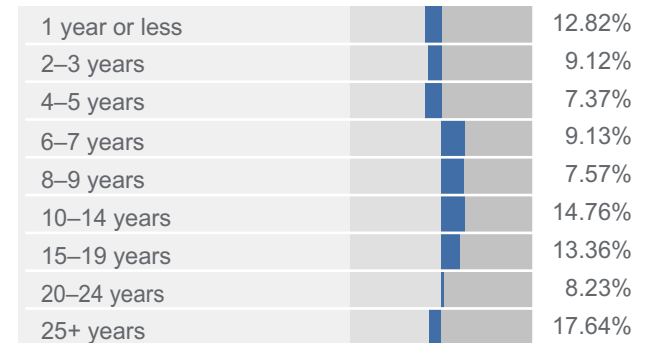
Charts provide details of the key variables used to build and describe the Mosaic groups and types.

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:

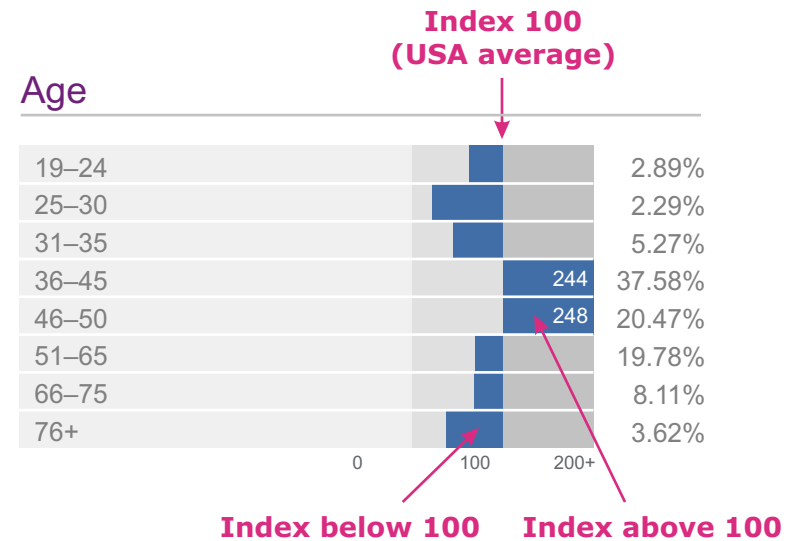The **Index** provides further insight by comparing the characteristics of a Mosaic group/type with all households in the USA.

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		
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%

0   100   200+

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

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76+		3.62%

0   100   200+

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.