

D16 D17 D18 D **D15**

Suburban Nightlife

Upper established couples and families living mainly in the metropolitan cities



1.59% 2.00% **1**





Who we are

Head of household age

51-65

133 38.0%

Type of property

Single family

105 97.7%

Channel preference







112







Key features

- Tech-wizards
- Politically liberal
- R&B music
- Status-seekers
- Tech-savvy
- Social media fans

Est. Household \$ income

\$50,000-\$74,999

139 28.1%

Homeowner

111 90.3%

Home ownership

Household size

2 persons

102 28.7%

Technology adoption





10-12

Age of children

135 | 13.6%



Wizards















D **D15 D16 D17 D18**

Suburban Nightlife

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Head of household age

19–24	4.50%
25–30	3.71%
31–35	7.85%
36–45	20.60%
46–50	13.51%
51–65	37.95%
66–75	8.73%
76+	3.14%

Family structure

With kids	10 = 101
Married	42.71%
Single male	2.84%
Single female	3.18%
Unknown status	0.32%
Without kids	
Married	34.17%
Single male	7.97%
Single female	5.29%
Unknown status	3.53%

Home ownership

Homeowner		90.32%
Renter		5.59%
Unknown		4.08%

Education

Less than high school		4.41%
High school diploma		29.06%
Some college		36.83%
Bachelor's degree		19.35%
Graduate's degree		10.35%

Estimated household income

Less than \$15,000	_	2.75%
\$15,000-\$24,999	_	3.24%
\$25,000-\$34,999		5.13%
\$35,000-\$49,999		13.26%
\$50,000-\$74,999		28.13%
\$75,000-\$99,999		22.22%
\$100,000-\$124,999		10.50%
\$125,000-\$149,999		8.38%
\$150,000-\$174,999		2.19%
\$175,000-\$199,999		1.69%
\$200,000-\$249,999		1.15%
\$250,000+		1.37%
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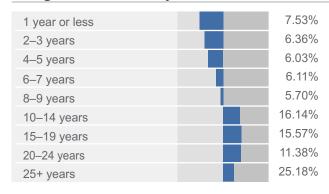
Age of children

0–3	10.66%
4–6	9.57%
7–9	12.23%
10–12	13.64%
13–18	13.13%

Estimated current house value

Less than \$50,000		0.18%
\$50,000-\$74,999		1.48%
\$75,000-\$99,999		4.29%
\$100,000-\$149,999		19.10%
\$150,000-\$174,999		13.19%
\$175,000-\$199,999		11.92%
\$200,000-\$249,999		18.55%
\$250,000-\$299,999		11.05%
\$300,000-\$349,999		6.34%
\$350,000-\$399,999		3.91%
\$400,000-\$499,999		4.99%
\$500,000-\$749,999		3.97%
\$750,000+		1.02%

Length of residency







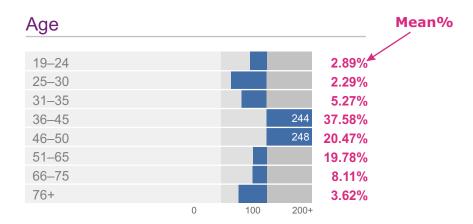
Charts provide details of the key variables used to build and describe the Mosaic groups and types.

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.