experian™

F   F22   F23

F23 Families Matter Most
Young, established families in scenic suburbs leading active, family-focused lives

🏠 0.78% | 0.95% 👤

Who we are

Head of household age 🎂	Type of property 🏠
31–35	Single family
328 | 38.3%	107 | 98.8%

Est. Household income 💰	Household size 👥
$75,000–$99,999	2 persons
178 | 27.7%	145 | 41.1%

Home ownership 🤝	Age of children 🛒
Homeowner	0–3
103 | 84.2%	548 | 47.2%

Key features

- Sprawling families
- Married with kids
- Family vacations
- Social connectors
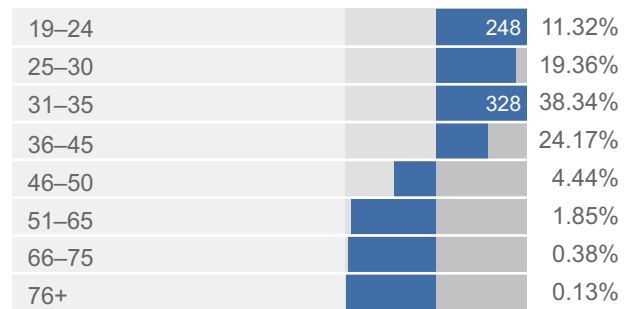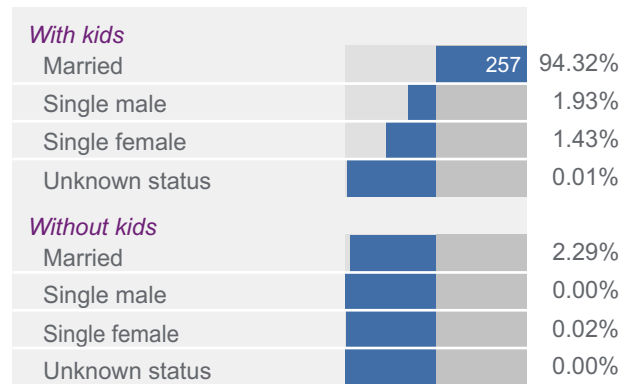- Financially comfortable
- Settled homes

Channel preference

TV	✉	📻
106	111	232

💬	@	👍
222	41	136

Technology adoption

Wizards

Mosaic USA

F23 Families Matter Most
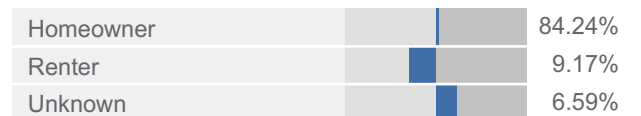Young, established families in scenic suburbs leading active, family-focused lives
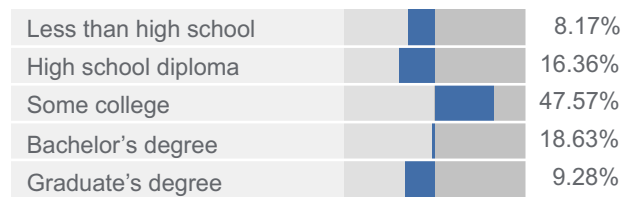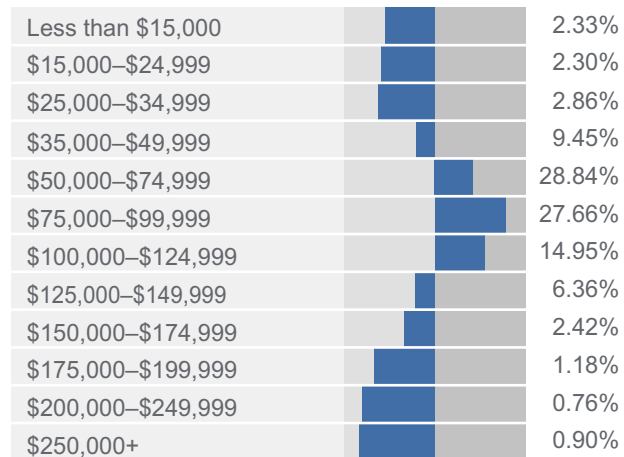
🏠 0.78% | 0.95% 👤

Head of household age

Age		
19–24	248	11.32%
25–30		19.36%
31–35	328	38.34%
36–45		24.17%
46–50		4.44%
51–65		1.85%
66–75		0.38%
76+		0.13%

Family structure

With kids

Married	257	94.32%
Single male		1.93%
Single female		1.43%
Unknown status		0.01%

Without kids

Married		2.29%
Single male		0.00%
Single female		0.02%
Unknown status		0.00%

Home ownership

Homeowner	84.24%
Renter	9.17%
Unknown	6.59%

Education

Less than high school	8.17%
High school diploma	16.36%
Some college	47.57%
Bachelor's degree	18.63%
Graduate's degree	9.28%

Estimated household income

Less than $15,000	2.33%
$15,000–$24,999	2.30%
$25,000–$34,999	2.86%
$35,000–$49,999	9.45%
$50,000–$74,999	28.84%
$75,000–$99,999	27.66%
$100,000–$124,999	14.95%
$125,000–$149,999	6.36%
$150,000–$174,999	2.42%
$175,000–$199,999	1.18%
$200,000–$249,999	0.76%
$250,000+	0.90%

Age of children

0–3	548	47.17%
4–6	557	46.16%
7–9	396	46.80%
10–12	346	34.94%
13–18	230	29.52%
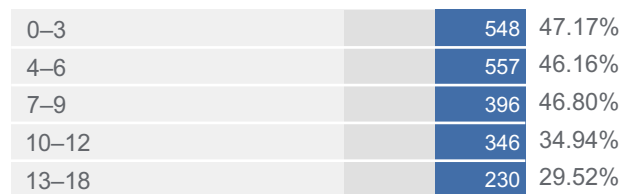
Estimated current house value

Less than $50,000	0.07%
$50,000–$74,999	0.48%
$75,000–$99,999	2.01%
$100,000–$149,999	15.12%
$150,000–$174,999	12.60%
$175,000–$199,999	13.10%
$200,000–$249,999	21.60%
$250,000–$299,999	14.26%
$300,000–$349,999	8.20%
$350,000–$399,999	5.04%
$400,000–$499,999	4.52%
$500,000–$749,999	2.67%
$750,000+	0.33%

Length of residency

1 year or less		10.44%
2–3 years		18.33%
4–5 years	232	20.86%
6–7 years		12.00%
8–9 years		8.50%
10–14 years		12.12%
15–19 years		6.19%
20–24 years		3.95%
25+ years		7.61%

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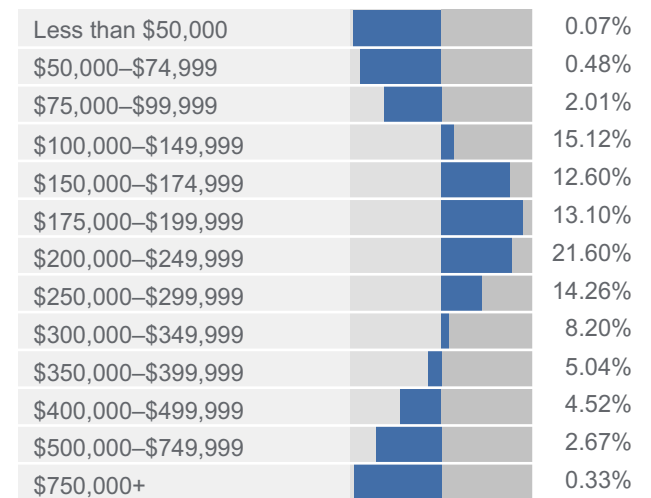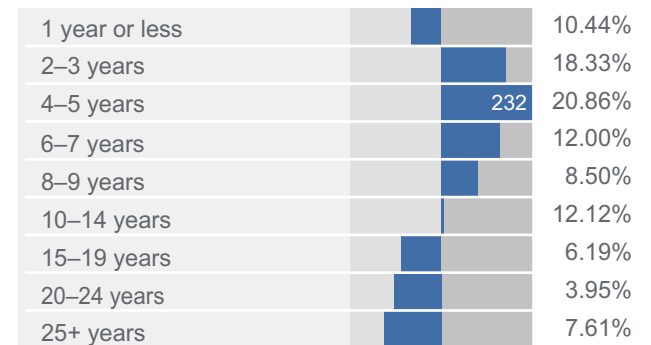
Charts provide details of the key variables used to build and describe the Mosaic groups and types.

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:

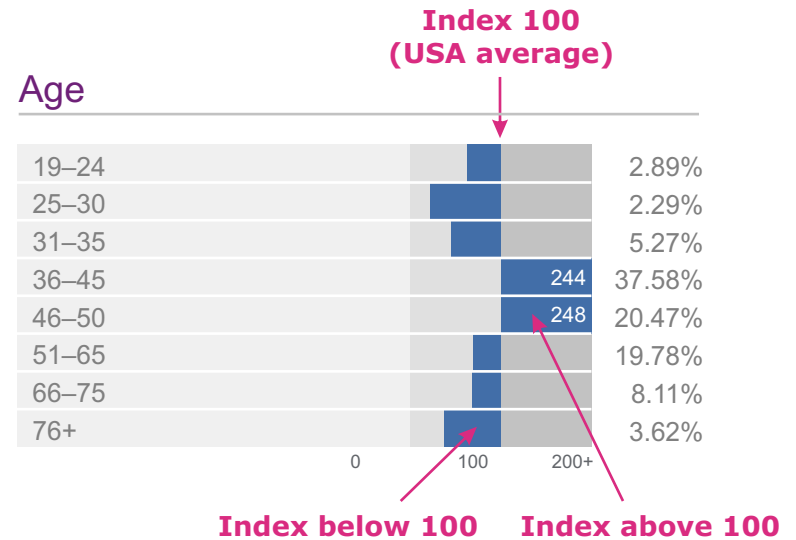The **Index** provides further insight by comparing the characteristics of a Mosaic group/type with all households in the USA.

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%**

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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19–24		2.89%
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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.