

C11 C12 C13 C14

Philanthropic Sophisticates Mature, upscale couples in suburban homes

3.41% 2.98% 3.41%





Key features

- Retiring in comfort
- Experienced travelers
- Art connoisseurs
- Philanthropic
- Quality matters
- Ecological lifestyles





Who we are

Head of household age

66-75

251 29.6%

Est. Household \$ income

\$100,000-\$124,999

161 15.5%

Home ownership

Homeowner

115 94.0%

Type of property

Single family

106 98.1%

Household size

2 persons

108 30.4%

Age of children

13-18

21 2.7%

Channel preference







125





113

Technology adoption



Apprentices











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3.41% 2.98% 3.41%

Head of household age

19–24		1.92%
25–30		3.52%
31–35		5.55%
36–45		6.26%
46–50		4.96%
51–65		27.54%
66–75	251	29.64%
76+	216	20.61%

Family structure

With kids Married		12.80%
Single male		0.20%
		0.21%
Single female		
Unknown status		0.33%
Without kids		
Without kids Married		74.52%
		74.52% 2.43%
Married		

Home ownership

	_	
Homeowner		93.98%
Renter		3.87%
Unknown		2.14%

Education

Less than high school		4.15%
High school diploma		13.86%
Some college		20.70%
Bachelor's degree		27.77%
Graduate's degree	241	33.51%

Estimated household income

Less than \$15,000		0.48%
\$15,000-\$24,999		1.20%
\$25,000-\$34,999		4.07%
\$35,000-\$49,999		6.50%
\$50,000-\$74,999		17.15%
\$75,000-\$99,999		17.49%
\$100,000-\$124,999		15.53%
\$125,000-\$149,999		11.86%
\$150,000-\$174,999		7.27%
\$175,000-\$199,999		6.17%
\$200,000-\$249,999		5.93%
\$250,000+		6.35%

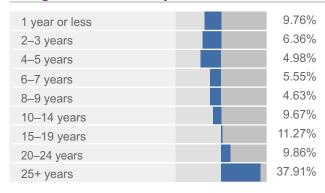
Age of children

0–3		2.16%
4–6		1.67%
7–9		2.12%
10–12		1.08%
13–18		2.66%

Estimated current house value

Less than \$50,000		0.01%
\$50,000-\$74,999		0.00%
\$75,000-\$99,999		0.02%
\$100,000-\$149,999		0.16%
\$150,000-\$174,999		0.21%
\$175,000-\$199,999		0.51%
\$200,000-\$249,999		2.20%
\$250,000-\$299,999		4.72%
\$300,000-\$349,999		7.18%
\$350,000-\$399,999		8.33%
\$400,000-\$499,999		16.20%
\$500,000-\$749,999	284	27.11%
\$750,000+	449	33.35%

Length of residency







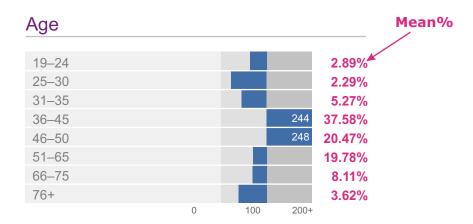
Charts provide details of the key variables used to build and describe the Mosaic groups and types.

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.