

Ε

E19

E20

E21

Consummate Consumers

Households with high discretionary incomes, living upper-middle class, sophisticated lifestyles



1.07% 1.03% **1.03%**





Key features

- Empty-nesters
- Highly educated
- City dwellers
- Environmental advocates
- Well-traveled
- Fitness minded





Who we are

Head of household age

51-65

186 52.9%

Est. Household \$ income

\$50,000-\$74,999

103 | 20.8%

Home ownership

Homeowner

103 84.2%

Type of property

Multi-family: 20-49 units

804 7.0%

Household size

1 person

147 50.6%

Age of children

13-18

12 | 1.5%

Channel preference





216



101







Technology adoption



Journeymen











Ε **E19 E20 E21**

Consummate Consumers



1.07% 1.03% **1**



Head of household age

19–24		1.71%
25–30		2.84%
31–35		2.58%
36–45		6.11%
46–50		4.84%
51–65		52.87%
66–75		19.21%
76+		9.83%

Family structure

With kids		
Married		2.93%
Single male		0.52%
Single female		1.11%
Unknown status		0.42%
Without kids		
Without kids Married		33.14%
	359	
Married	359 386	

Home ownership

Homeowner		84.25%
Renter		11.13%
Unknown		4.62%

Education

Less than high school		3.75%
High school diploma		15.51%
Some college		21.02%
Bachelor's degree		30.68%
Graduate's degree	209	29.04%

Estimated household income

Less than \$15,000		2.47%
\$15,000-\$24,999		2.93%
\$25,000-\$34,999		4.62%
\$35,000-\$49,999		9.79%
\$50,000-\$74,999		20.81%
\$75,000-\$99,999		17.79%
\$100,000-\$124,999		10.94%
\$125,000-\$149,999		11.82%
\$150,000-\$174,999		4.18%
\$175,000-\$199,999		5.89%
\$200,000-\$249,999		3.52%
\$250,000+		5.22%

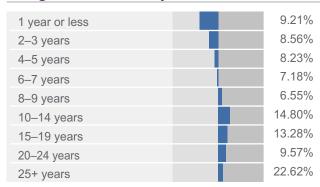
Age of children

0–3	1.08%
4–6	0.77%
7–9	0.33%
10–12	0.58%
13–18	1.50%

Estimated current house value

Less than \$50,000		0.11%
\$50,000-\$74,999		0.27%
\$75,000-\$99,999		0.86%
\$100,000-\$149,999		4.90%
\$150,000-\$174,999		4.21%
\$175,000-\$199,999		4.29%
\$200,000-\$249,999		10.70%
\$250,000-\$299,999		11.23%
\$300,000-\$349,999		10.28%
\$350,000-\$399,999		8.84%
\$400,000-\$499,999		13.88%
\$500,000-\$749,999		17.74%
\$750,000+		12.69%

Length of residency







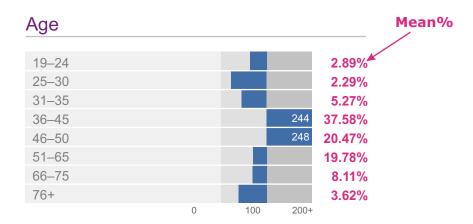
Charts provide details of the key variables used to build and describe the Mosaic groups and types.

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.