

A06 Jet Set Urbanites

Upscale singles and couples living high-rise fashionable lives; city-style

🏠 0.90% | 0.82% 👤



Who we are

Head of household age

51–65
101 | 28.7%

Type of property

Multi-family:
101+ units
3449 | 46.8%

Est. Household income

\$250,000+
577 | 31.4%

Household size

1 person
161 | 55.3%

Home ownership

Unknown
252 | 13.5%

Age of children

13–18
30 | 3.9%

Channel preference



112



18



27



227



438



127

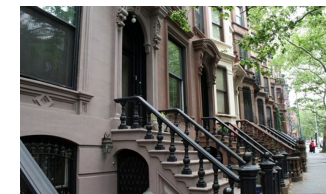
Technology adoption



Journeymen

Key features

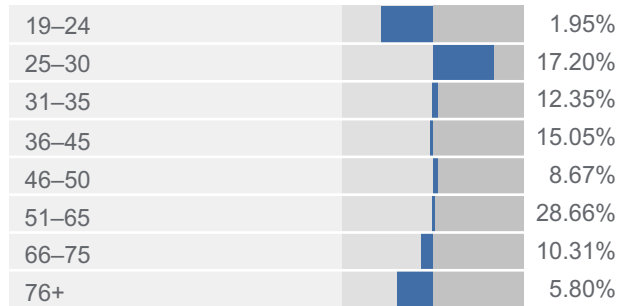
- Upscale urban living
- Multi-family properties
- Highly educated
- Supporter of fine arts
- Environmental advocates
- Politically liberal



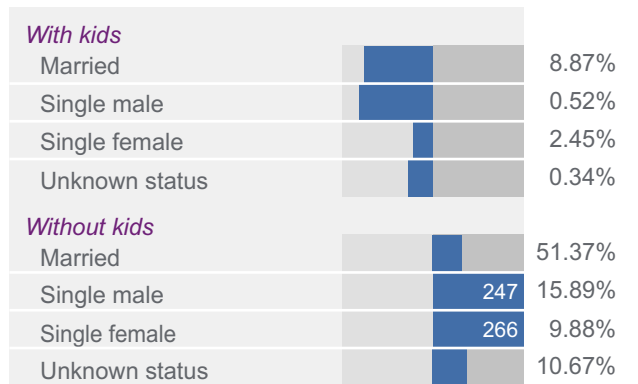
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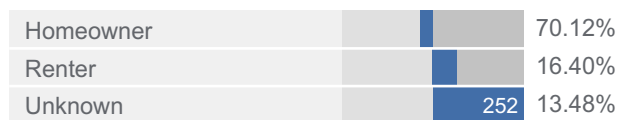
Head of household age



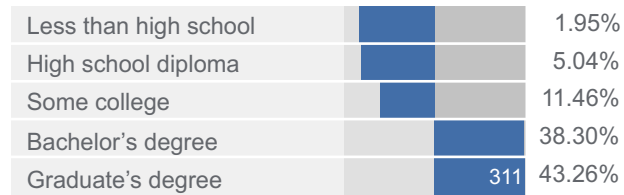
Family structure



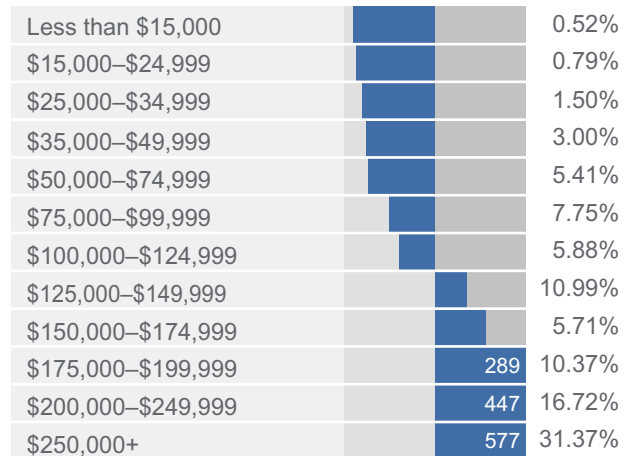
Home ownership



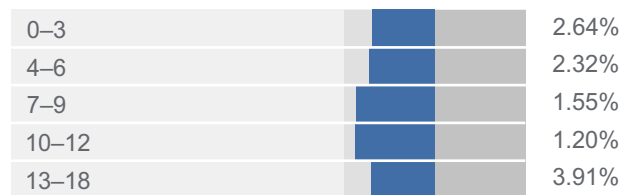
Education



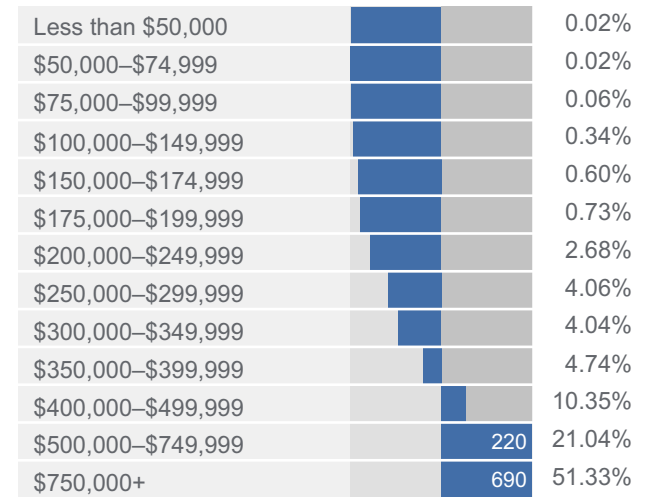
Estimated household income



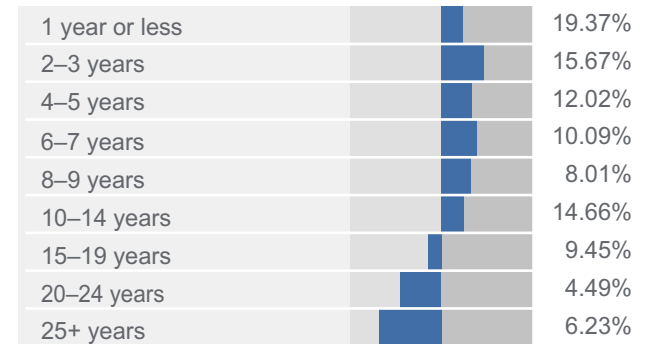
Age of children



Estimated current house value



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.