

A01 A02 A03 A04 A06 A05

Who we are

household age

Est. Household \$

Head of

51-65

101 28.7%

income

\$250,000+

577 31.4%

Home

A06 Jet Set Urbanites Upscale singles and couples living high-rise fashionable lives; city-style







Key features

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







ownership Unknown 252 | 13.5%



Type of

Multi-family: 101+ units

3449 46.8%

property



1 person

161 55.3%

Age of children

13-18

30 3.9%

Channel preference







18







127

Technology adoption



Journeymen







A01 A02 A03 A04 A05 A06

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





Head of household age

19–24		1.95%
25–30		17.20%
31–35		12.35%
36–45		15.05%
46–50		8.67%
51–65		28.66%
66–75		10.31%
76+		5.80%

Family structure

With kids Married		8.87%
Single male		0.52%
Single female		2.45%
Unknown status		0.34%
Without kids Married		51.37%
Oin als as als	247	15.89%
Single male	241	10.0070
Single male Single female	266	9.88%

Home ownership

Homeowner		70.12%
Renter		16.40%
Unknown	252	13.48%

Education

Less than high school		1.95%
High school diploma		5.04%
Some college		11.46%
Bachelor's degree		38.30%
Graduate's degree	311	43.26%

Estimated household income

Less than \$15,000		0.52%
\$15,000-\$24,999		0.79%
\$25,000-\$34,999		1.50%
\$35,000-\$49,999		3.00%
\$50,000-\$74,999		5.41%
\$75,000-\$99,999		7.75%
\$100,000-\$124,999		5.88%
\$125,000-\$149,999		10.99%
\$150,000-\$174,999		5.71%
\$175,000-\$199,999	289	10.37%
\$200,000-\$249,999	447	16.72%
\$250,000+	577	31.37%

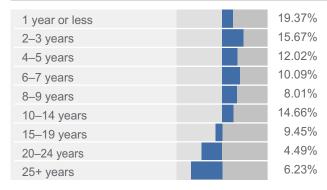
Age of children

0–3	2.64%
4–6	2.32%
7–9	1.55%
10–12	1.20%
13–18	3.91%

Estimated current house value

Less than \$50,000		0.02%
\$50,000-\$74,999		0.02%
\$75,000-\$99,999		0.06%
\$100,000-\$149,999		0.34%
\$150,000-\$174,999		0.60%
\$175,000-\$199,999		0.73%
\$200,000-\$249,999		2.68%
\$250,000-\$299,999		4.06%
\$300,000-\$349,999		4.04%
\$350,000-\$399,999		4.74%
\$400,000-\$499,999		10.35%
\$500,000-\$749,999	220	21.04%
\$750,000+	690	51.33%

Length of residency







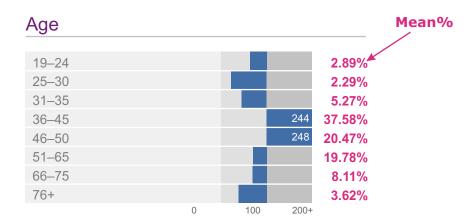
Charts provide details of the key variables used to build and describe the Mosaic groups and types.

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.