

H26 H27 H28 H29

Life of Leisure

Upper established couples living leisure lifestyles in small towns and cities







Who we are

Head of household age

Est. Household \$

\$75,000-\$99,999

46-50

246 | 20.3%

income

160 24.8%

ownership

Homeowner

106 86.3%

Home



Type of property

Single family

105 96.9%



Channel preference





183







37

Key features

- Suburb living
- Married no kids
- Comfortable spending
- Charitable donations
- Outdoor activities
- Yogis







size

Household

1 person

162 55.7%

Age of children

7-9

33 | 3.9%

Technology adoption



Journeymen









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Head of household age

19–24		4.09%
25–30		1.26%
31–35		4.35%
36–45		21.87%
46–50	246	20.30%
51–65		23.24%
66–75		14.51%
76+		10.39%

Family structure

With kids Married	_	16.38%
Single male		0.48%
Single female		0.81%
Unknown status		0.36%
Without kids		
Married		66.69%
		66.69% 4.05%
Married	•	

Home ownership

Homeowner		86.25%
Renter		7.29%
Unknown		6.45%

Education

Less than high school		7.17%
High school diploma		22.45%
Some college		40.99%
Bachelor's degree		17.07%
Graduate's degree		12.31%

Estimated household income

Less than \$15,000		2.48%
\$15,000-\$24,999		2.65%
\$25,000-\$34,999		4.21%
\$35,000-\$49,999		9.02%
\$50,000-\$74,999		23.76%
\$75,000-\$99,999		24.77%
\$100,000-\$124,999		13.60%
\$125,000-\$149,999		11.05%
\$150,000-\$174,999		4.42%
\$175,000-\$199,999		2.54%
\$200,000-\$249,999		0.85%
\$250,000+		0.67%

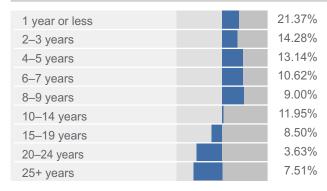
Age of children

0–3		0.25%
4–6		0.28%
7–9		3.89%
10–12		0.68%
13–18		2.45%

Estimated current house value

Less than \$50,000		0.09%
\$50,000-\$74,999		0.28%
\$75,000-\$99,999		0.56%
\$100,000-\$149,999		3.78%
\$150,000-\$174,999		4.88%
\$175,000-\$199,999		6.72%
\$200,000-\$249,999		17.13%
\$250,000-\$299,999		17.61%
\$300,000-\$349,999		14.00%
\$350,000-\$399,999		10.69%
\$400,000-\$499,999		12.38%
\$500,000-\$749,999		9.78%
\$750,000+		2.10%

Length of residency







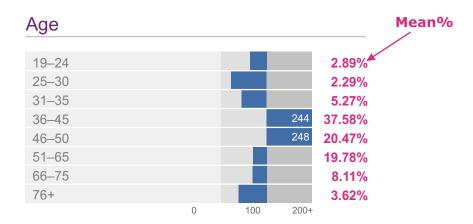
Charts provide details of the key variables used to build and describe the Mosaic groups and types.

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.