

**F22 F23** 

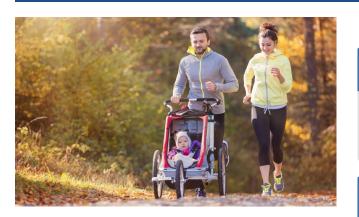
# **Fast Track Couples**

Active, young, upper established suburban couples and families living upwardly-mobile lifestyles



5.58% | 4.36% 👤





### Head of

31-35

429 50.2%

income

237 | 22.9%

Who we are

# household age

Est. Household \$

\$100,000-\$124,999



Type of property

Single family

106 98.0%

Household

1 person

140 48.4%

size







Channel preference

100







Key features

- Credit-aware
- Active lifestyles
- Tech-savvy
- Football fans

- Comfortable spender

- Music lovers



Homeowner

106 86.8%



Age of children



7-9

145 17.1%

# Technology adoption



Journeymen















**F22 F23** 

**Past Track Couples**Active, young, upper established suburban couples and families living upwardly-mobile lifestyles



**5.58%** 4.36% **1** 

### Head of household age

19–24		7.27%
25–30	339	34.89%
31–35	429	50.22%
36–45		5.56%
46–50		1.10%
51–65		0.71%
66–75		0.15%
76+		0.11%

## Family structure

With kids Married		65.66%
Single male		1.77%
Single female		1.42%
Unknown status		0.04%
Without kids Married		29.37%
Single male		1.15%
Single female		0.58%
Unknown status		0.02%

## Home ownership

Homeowner		86.83%
Renter		5.66%
Unknown		7.52%

#### Education

Less than high school		10.47%
High school diploma		17.28%
Some college		35.56%
Bachelor's degree		19.01%
Graduate's degree		17.68%

#### Estimated household income

Less than \$15,000			1.12%
\$15,000-\$24,999			1.14%
\$25,000-\$34,999			1.61%
\$35,000-\$49,999			4.31%
\$50,000-\$74,999			15.57%
\$75,000-\$99,999			23.21%
\$100,000-\$124,999		237	22.90%
\$125,000-\$149,999			10.50%
\$150,000-\$174,999		228	8.34%
\$175,000-\$199,999			4.15%
\$200,000-\$249,999			3.08%
\$250,000+			4.07%

# Age of children

0–3		7.56%
4–6		5.56%
7–9		17.15%
10–12		7.23%
13–18		8.75%

#### Estimated current house value

Less than \$50,000		0.04%
\$50,000-\$74,999		0.13%
\$75,000-\$99,999		0.26%
\$100,000-\$149,999		2.78%
\$150,000-\$174,999		4.25%
\$175,000-\$199,999		6.66%
\$200,000-\$249,999		16.97%
\$250,000-\$299,999		16.96%
\$300,000-\$349,999		13.81%
\$350,000-\$399,999		10.71%
\$400,000-\$499,999		12.53%
\$500,000-\$749,999		11.06%
\$750,000+		3.85%

## Length of residency

1 year or less	262	40.84%
2-3 years	262	28.07%
4–5 years	203	18.23%
6–7 years		4.80%
8–9 years		2.33%
10-14 years		2.16%
15–19 years		0.94%
20-24 years		0.75%
25+ years		1.90%





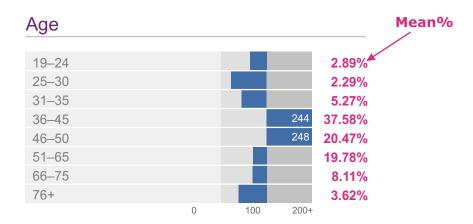
Charts provide details of the key variables used to build and describe the Mosaic groups and types.

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.