

# F22 Fast Track Couples

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

🏠 5.58% | 👤 4.36%



## Who we are

<b>Head of household age</b> <p>31–35</p> <p>429   50.2%</p>	<b>Type of property</b> <p>Single family</p> <p>106   98.0%</p>
<b>Est. Household income</b> <p>\$100,000–\$124,999</p> <p>237   22.9%</p>	<b>Household size</b> <p>1 person</p> <p>140   48.4%</p>
<b>Home ownership</b> <p>Homeowner</p> <p>106   86.8%</p>	<b>Age of children</b> <p>7–9</p> <p>145   17.1%</p>

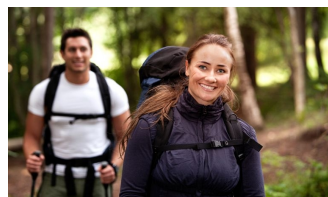
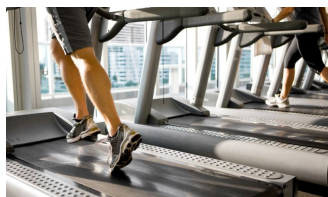
## Channel preference

229	100	179
346	77	30

## Key features

- Credit-aware
- Comfortable spender
- Active lifestyles
- Tech-savvy
- Music lovers
- Football fans

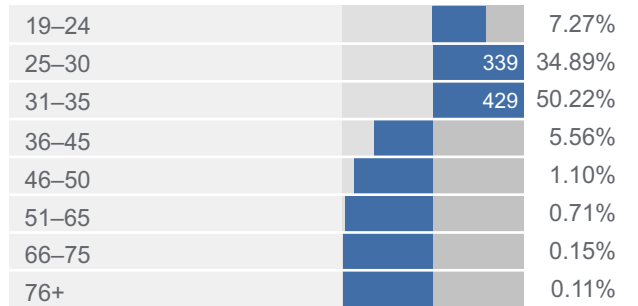
## Technology adoption



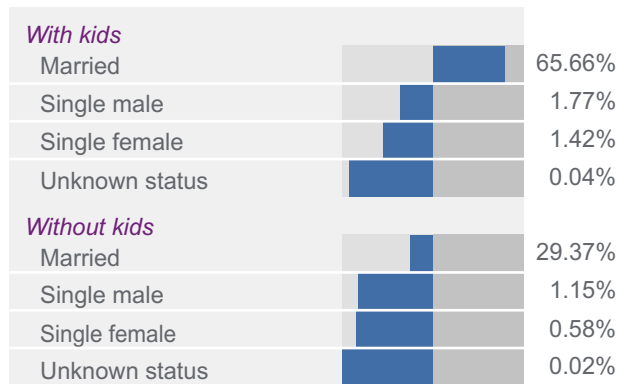
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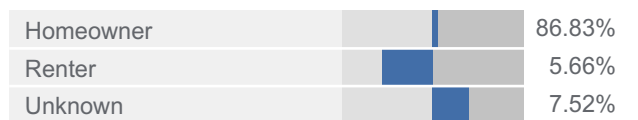
## Head of household age



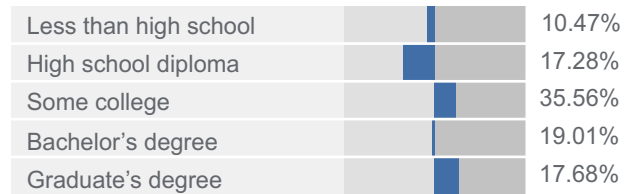
## Family structure



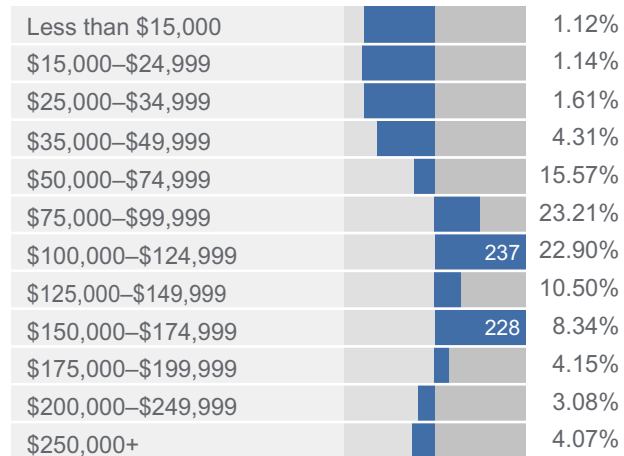
## Home ownership



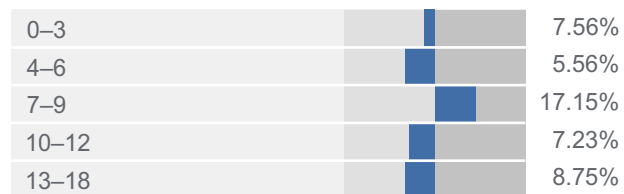
## Education



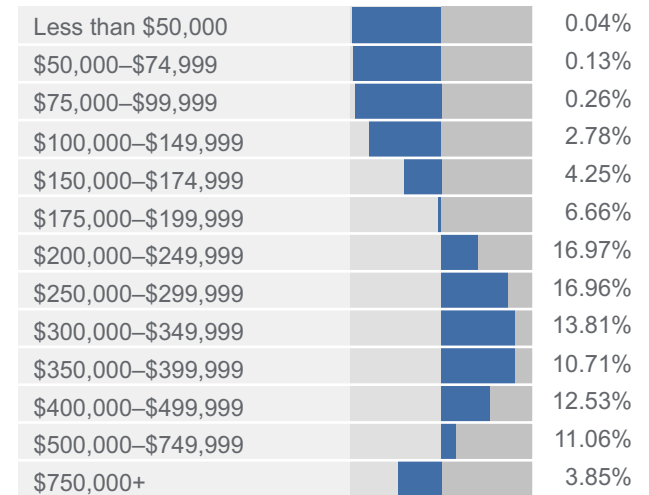
## Estimated household income



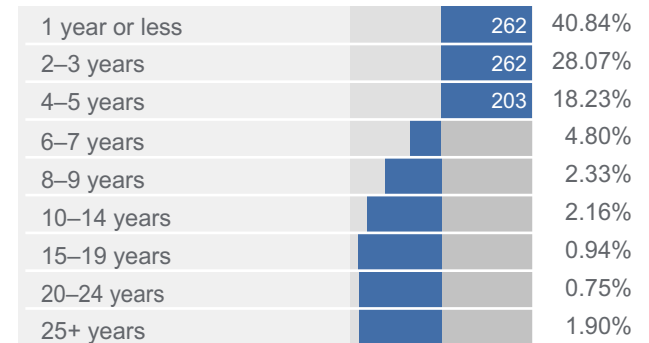
## Age of children



## 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.