

Ε

E19

E20

E21

Unspoiled Splendor



1.50% 2.19% **1**





Who we are

Head of household age

Est. Household \$

\$50,000-\$74,999

51-65

321 91.3%

income



Type of property



Single family

106 98.7%

Household

2 persons

119 33.6%

size



Channel preference









Key features

- Price-conscious
- Politically conservative
- Do-it-yourselfers
- Racing fanatics
- Outdoor enthusiasts
- Domestic travelers



Homeowner

118 96.6%

152 30.8%



Age of children



0 - 3

7 0.6%

Technology adoption



Apprentices















Ε **E19 E20 E21**

Unspoiled Splendor





Head of household age

19–24		0.06%
25–30		0.02%
31–35		0.10%
36–45		0.08%
46–50		0.40%
51–65	321	91.26%
66–75		6.96%
76+		1.13%

Family structure

With kids		
Married		3.76%
Single male		0.00%
Single female		0.01%
Unknown status		0.05%
Without kids		
Married	225	87.59%
Single male		1.42%
Single male Single female		1.42% 0.82%

Home ownership

Homeowner		96.57%
Renter		1.90%
Unknown		1.54%

Education

Less than high school		7.07%
High school diploma		46.94%
Some college		26.42%
Bachelor's degree		11.96%
Graduate's degree		7.61%

Estimated household income

Less than \$15,000		2.65%
\$15,000-\$24,999	_	2.57%
\$25,000-\$34,999		4.12%
\$35,000-\$49,999		9.68%
\$50,000-\$74,999		30.80%
\$75,000-\$99,999		25.28%
\$100,000-\$124,999		11.78%
\$125,000-\$149,999		7.64%
\$150,000-\$174,999		1.62%
\$175,000-\$199,999		1.98%
\$200,000-\$249,999		0.85%
\$250,000+		1.03%

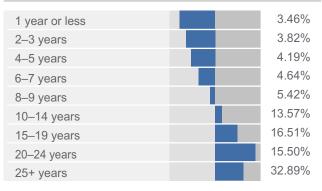
Age of children

0–3		0.64%
4–6		0.41%
7–9		0.60%
10–12		0.32%
13–18		0.60%

Estimated current house value

Less than \$50,000		0.15%
\$50,000-\$74,999		0.89%
\$75,000-\$99,999		2.62%
\$100,000-\$149,999		14.58%
\$150,000-\$174,999		11.53%
\$175,000-\$199,999		11.77%
\$200,000-\$249,999		20.61%
\$250,000-\$299,999		13.66%
\$300,000-\$349,999		8.71%
\$350,000-\$399,999		5.49%
\$400,000-\$499,999		5.54%
\$500,000-\$749,999		3.56%
\$750,000+		0.89%

Length of residency







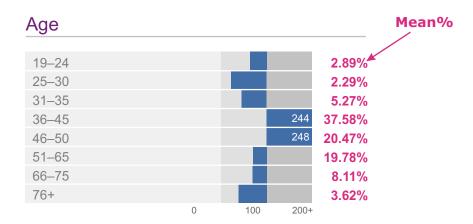
Charts provide details of the key variables used to build and describe the Mosaic groups and types.

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.