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Balance and Harmony

Established families living lively lifestyles in city neighborhoods



1.22% 1.31% **1.31%**





Who we are

Head of household age

Est. Household \$

\$50,000-\$74,999

36-45

275 42.4%

income

143 | 29.1%

Homeowner

105 85.6%

Home ownership



Type of property

Single family

107 99.1%

Household

2 persons

125 35.3%

size







Channel preference



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Key features

- Bilingual households
- Roots abroad
- Blue-collar income
- Married with kids
- Soccer fans
- Financially curious









Age of children



406 52.2%

Technology adoption



Wizards







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Balance and Harmony

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Head of household age

19–24		5.64%
25–30		7.64%
31–35	202	23.65%
36–45	275	42.38%
46–50		14.51%
51–65		5.28%
66–75		0.71%
76+		0.20%

Family structure

With kids		
Married	254	93.34%
Single male		2.67%
Single female		1.59%
Unknown status		0.12%
Without kids		
Without kids Married		1.87%
		1.87% 0.29%
Married		

Home ownership

Homeowner		85.55%
Renter		7.98%
Unknown		6.47%

Education

Less than high school	311	35.60%
High school diploma		23.70%
Some college		28.14%
Bachelor's degree		7.91%
Graduate's degree		4.64%

Estimated household income

Less than \$15,000		3.92%
\$15,000-\$24,999		3.90%
\$25,000-\$34,999		6.72%
\$35,000-\$49,999		16.15%
\$50,000-\$74,999		29.09%
\$75,000-\$99,999		20.11%
\$100,000-\$124,999		8.91%
\$125,000-\$149,999		7.13%
\$150,000-\$174,999		1.75%
\$175,000-\$199,999		0.96%
\$200,000-\$249,999		0.76%
\$250,000+		0.60%

Age of children

0–3		10.00%
4–6	214	17.78%
7–9	223	26.35%
10–12	267	26.96%
13–18	406	52.17%

Estimated current house value

Less than \$50,000		0.30%
\$50,000-\$74,999		1.24%
\$75,000-\$99,999		2.87%
\$100,000-\$149,999		16.84%
\$150,000-\$174,999		13.70%
\$175,000-\$199,999		11.77%
\$200,000-\$249,999		18.21%
\$250,000-\$299,999		12.38%
\$300,000-\$349,999		8.29%
\$350,000-\$399,999		5.79%
\$400,000-\$499,999		5.67%
\$500,000-\$749,999		2.78%
\$750,000+		0.17%

Length of residency

1 year or less		21.08%
2–3 years		13.86%
4–5 years		12.82%
6–7 years		10.07%
8–9 years		8.49%
10-14 years		13.67%
15–19 years		9.47%
20–24 years		4.52%
25+ years		6.01%





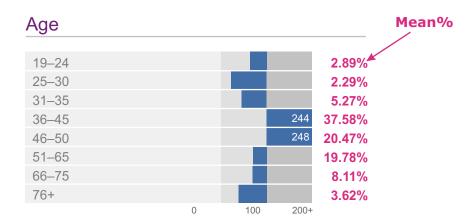
Charts provide details of the key variables used to build and describe the Mosaic groups and types.

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.