

# A01 American Royalty

Affluent, influential and successful couples and families living in prestigious suburbs

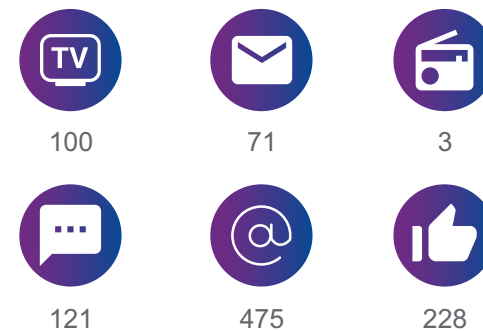
🏠 2.27% | 3.04% 👤



## Who we are

<b>Head of household age</b> 🎂 51–65 145   41.2%	<b>Type of property</b> 🏠 Single family 107   98.8%
<b>Est. Household income</b> 💰 \$250,000+ 740   40.3%	<b>Household size</b> 👤 5+ persons 218   23.0%
<b>Home ownership</b> 🤝 Homeowner 114   93.3%	<b>Age of children</b> 👶 13–18 142   18.2%

## Channel preference



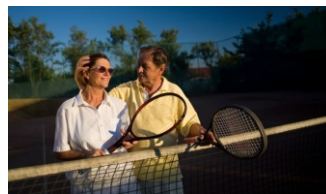
## Key features

- Prestigious housing
- Luxury living
- Upscale cars
- Healthy lifestyles
- Charitable giving
- World travelers

## Technology adoption



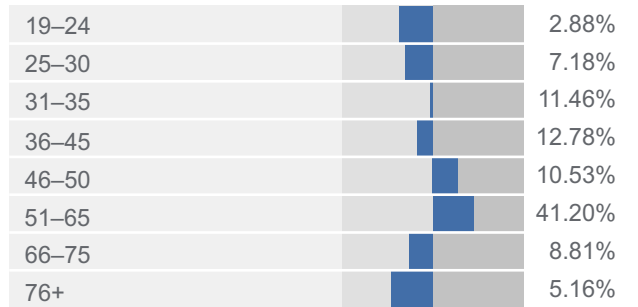
Journeymen



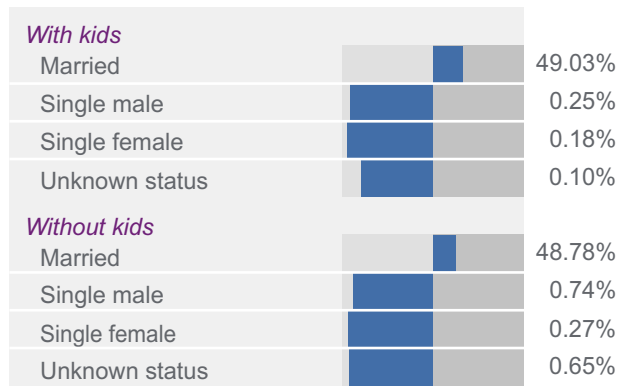
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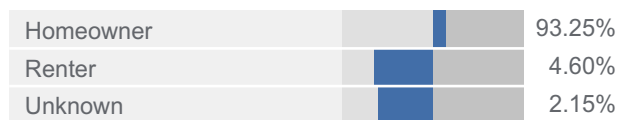
## Head of household age



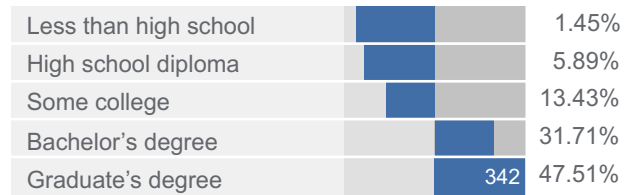
## Family structure



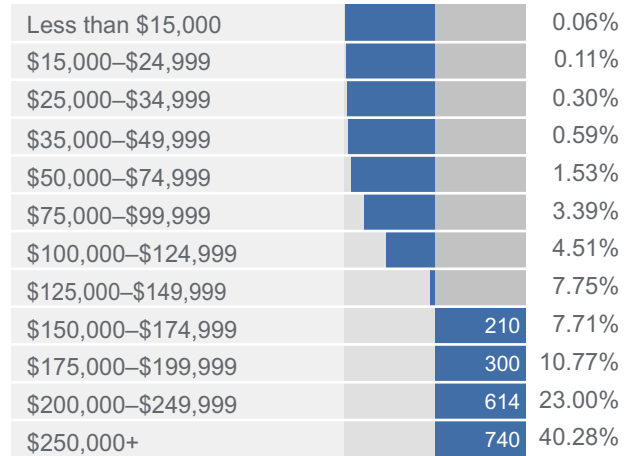
## Home ownership



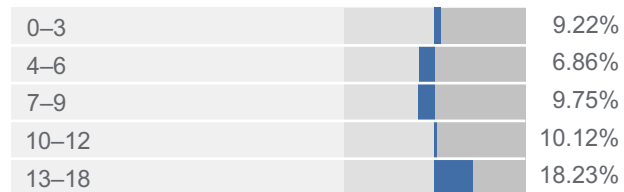
## Education



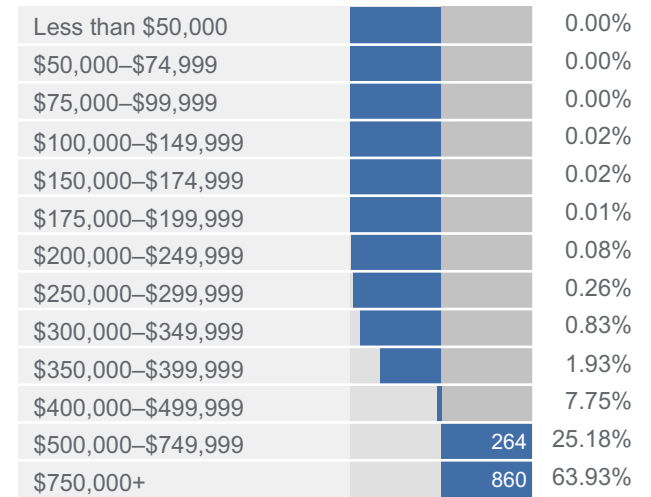
## Estimated household income



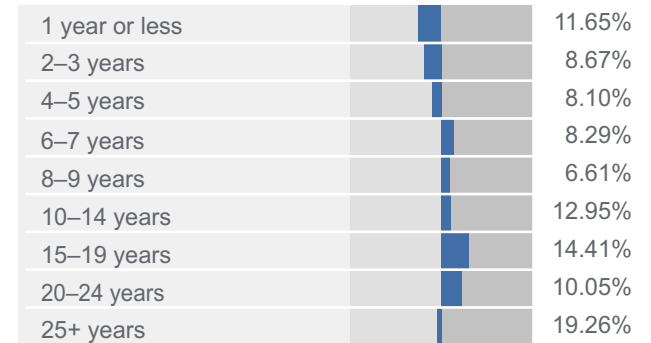
## Age of children



## Estimated current house value



## Length of residency

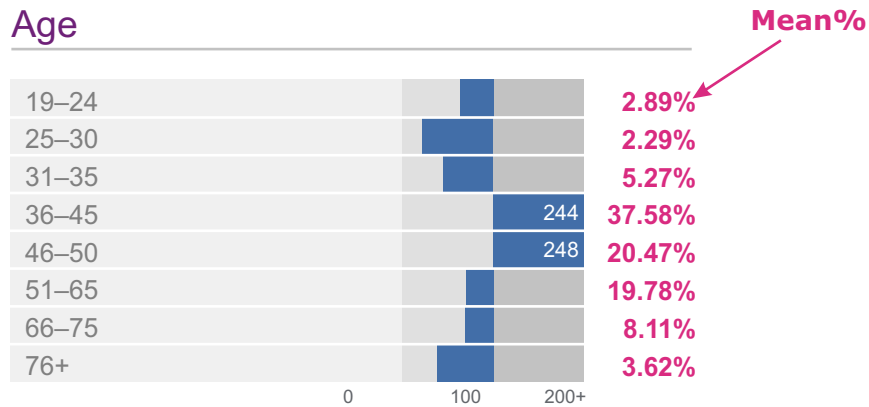


Charts provide details of the key variables used to build and describe the Mosaic groups and types.  
 For each group and type, the charts show the **Means** and **Index** for each variable.

### 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.