

A01

A02

A03

A04

A05

A06

American Royalty

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

51-65

145 41.2%

income

\$250,000+

740 40.3%



3.04% 2.27% 3.04%





Who we are

Head of household age

Est. Household \$



Type of property



Single family

107 98.8%

Household

5+ persons

218 23.0%

size



Channel preference







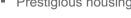




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Key features

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







Home ownership

Homeowner

114 93.3%



Age of children



13-18

142 18.2%

Technology adoption



Journeymen















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American Royalty

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



3.04% 2.27% 3.04%



Head of household age

19–24	2.88%
25–30	7.18%
31–35	11.46%
36–45	12.78%
46–50	10.53%
51–65	41.20%
66–75	8.81%
76+	5.16%

Family structure

With kids		
Married		49.03%
Single male		0.25%
Single female		0.18%
Unknown status		0.10%
Without kids		
Married		48.78%
Single male		0.74%
Single female		0.27%
Unknown status		0.65%

Home ownership

	_	
Homeowner		93.25%
Renter		4.60%
Unknown		2.15%

Education

Less than high school		1.45%
High school diploma		5.89%
Some college		13.43%
Bachelor's degree		31.71%
Graduate's degree	342	47.51%

Estimated household income

Less than \$15,000		0.06%
\$15,000-\$24,999		0.11%
\$25,000-\$34,999		0.30%
\$35,000-\$49,999		0.59%
\$50,000-\$74,999		1.53%
\$75,000-\$99,999		3.39%
\$100,000-\$124,999		4.51%
\$125,000-\$149,999		7.75%
\$150,000-\$174,999	210	7.71%
\$175,000-\$199,999	300	10.77%
\$200,000-\$249,999	614	23.00%
\$250,000+	740	40.28%

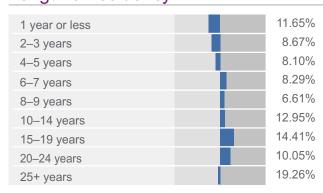
Age of children

0–3	9.22%
4–6	6.86%
7–9	9.75%
10–12	10.12%
13–18	18.23%

Estimated current house value

Less than \$50,000		0.00%
\$50,000-\$74,999		0.00%
\$75,000-\$99,999		0.00%
\$100,000-\$149,999		0.02%
\$150,000-\$174,999		0.02%
\$175,000-\$199,999		0.01%
\$200,000-\$249,999		0.08%
\$250,000-\$299,999		0.26%
\$300,000-\$349,999		0.83%
\$350,000-\$399,999		1.93%
\$400,000-\$499,999		7.75%
\$500,000-\$749,999	264	25.18%
\$750,000+	860	63.93%

Length of residency







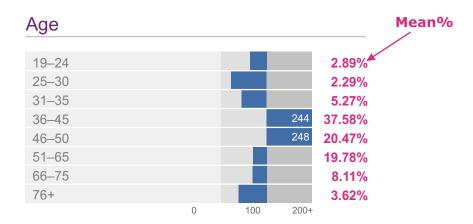
Charts provide details of the key variables used to build and describe the Mosaic groups and types.

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.