

A01 A02 A03 A04 A05

Kids and Cabernet

Prosperous, middle-aged married couples living child-focused lives in affluent suburbs



6 0.53% 0.76% **2**





Head of household age



Type of property

Single family



A06

199



100



Channel preference



504



226

Key features

- Affluent families
- Traditional family roles
- Politically conservative
- Saving for college
- Parents
- Family vacations





Who we are

Est. Household \$

36-45

296 45.6%

income

\$250,000+

726 | 39.5%

Homeowner

117 95.5%

Home ownership

Household size

107 99.3%



139 39.2%

Age of children

10-12

502 50.6%

Technology adoption



Journeymen











A01 A02 A03 A04 **A05 A06**

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Head of household age

19–24		3.02%
25–30		2.79%
31–35		6.15%
36–45	296	45.59%
46–50	378	31.10%
51–65		10.60%
66–75		0.57%
76+		0.18%

Family structure

With kids Married	265	97.28%
Single male	203	0.13%
Single female		0.07%
Unknown status		0.02%
Without kids		
Married		2.49%
Single male		0.00%
Single female		0.00%
Unknown status		0.00%

Home ownership

Homeowner		95.54%
Renter		2.82%
Unknown		1.64%

Education

Less than high school		0.69%
High school diploma		4.55%
Some college		18.95%
Bachelor's degree	275	52.92%
Graduate's degree		22.90%

Estimated household income

Less than \$15,000		0.00%
\$15,000-\$24,999		0.00%
\$25,000-\$34,999		0.00%
\$35,000-\$49,999		0.07%
\$50,000-\$74,999		0.17%
\$75,000-\$99,999		0.90%
\$100,000-\$124,999		1.78%
\$125,000-\$149,999		8.82%
\$150,000-\$174,999	278	10.17%
\$175,000-\$199,999	348	12.50%
\$200,000-\$249,999	697	26.07%
\$250,000+	726	39.52%

Age of children

0–3	266	22.90%
4–6	315	26.08%
7–9	363	42.98%
10–12	502	50.64%
13–18	410	52.75%

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		0.06%
\$175,000-\$199,999		0.15%
\$200,000-\$249,999		0.77%
\$250,000-\$299,999		2.07%
\$300,000-\$349,999		5.36%
\$350,000-\$399,999		8.79%
\$400,000-\$499,999	278	22.68%
\$500,000-\$749,999	379	36.21%
\$750,000+	321	23.88%

Length of residency

1 year or less		7.02%
2–3 years		10.41%
4–5 years		14.74%
6–7 years	278	20.22%
8–9 years	221	13.43%
10-14 years		18.66%
15–19 years		10.15%
20-24 years		2.51%
25+ years		2.86%





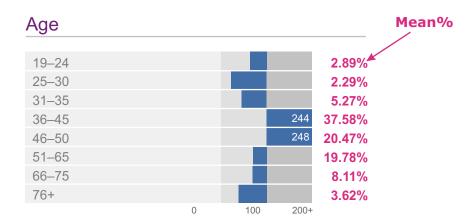
Charts provide details of the key variables used to build and describe the Mosaic groups and types.

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.