

# A03 Kids and Cabernet

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

🏠 0.53% | 0.76% 👤



## Who we are

<b>Head of household age</b> <p>36–45</p> <p>296   45.6%</p>	<b>Type of property</b> <p>Single family</p> <p>107   99.3%</p>
<b>Est. Household income</b> <p>\$250,000+</p> <p>726   39.5%</p>	<b>Household size</b> <p>2 persons</p> <p>139   39.2%</p>
<b>Home ownership</b> <p>Homeowner</p> <p>117   95.5%</p>	<b>Age of children</b> <p>10–12</p> <p>502   50.6%</p>

## Channel preference

140	100	24
199	504	226

## Key features

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

## Technology adoption



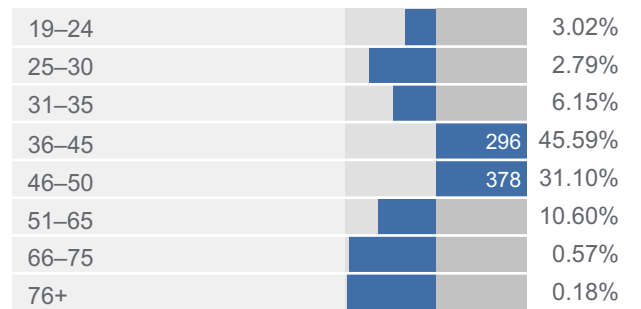
Journeymen



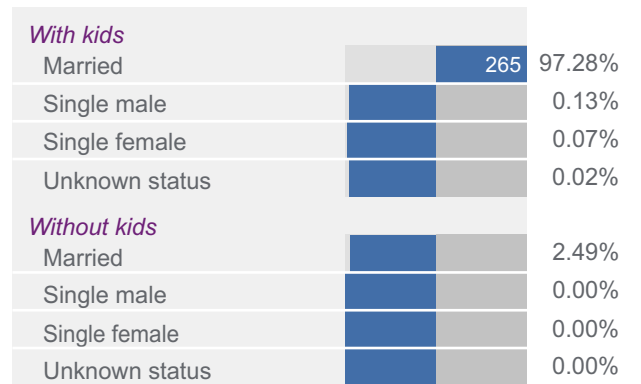
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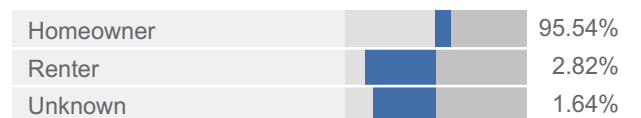
## Head of household age



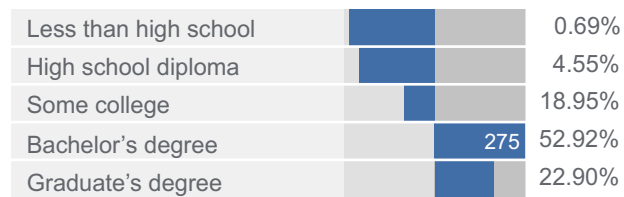
## Family structure



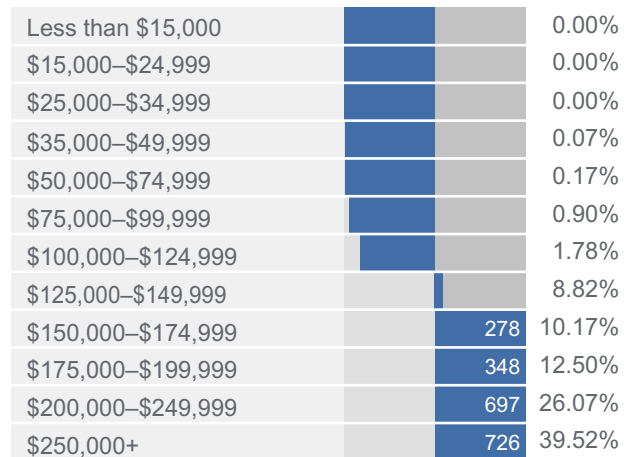
## Home ownership



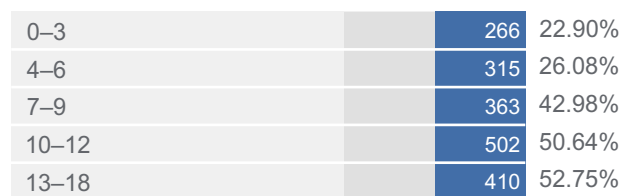
## Education



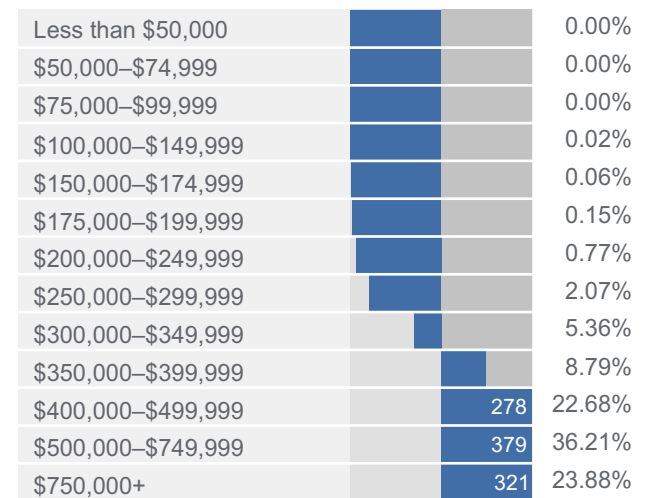
## Estimated household income



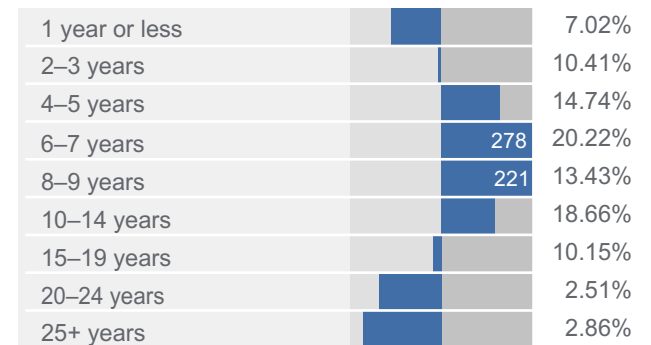
## Age of children



## Estimated current house value



## Length of residency

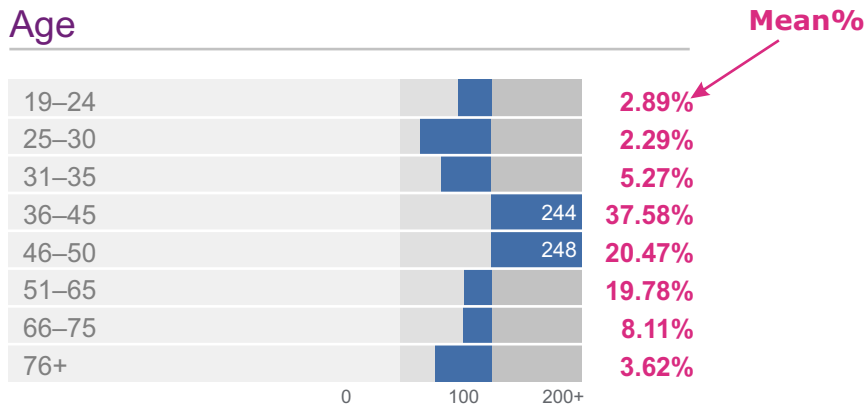


Charts provide details of the key variables used to build and describe the Mosaic groups and types.  
 For each group and type, the charts show the **Means** and **Index** for each variable.

### 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:

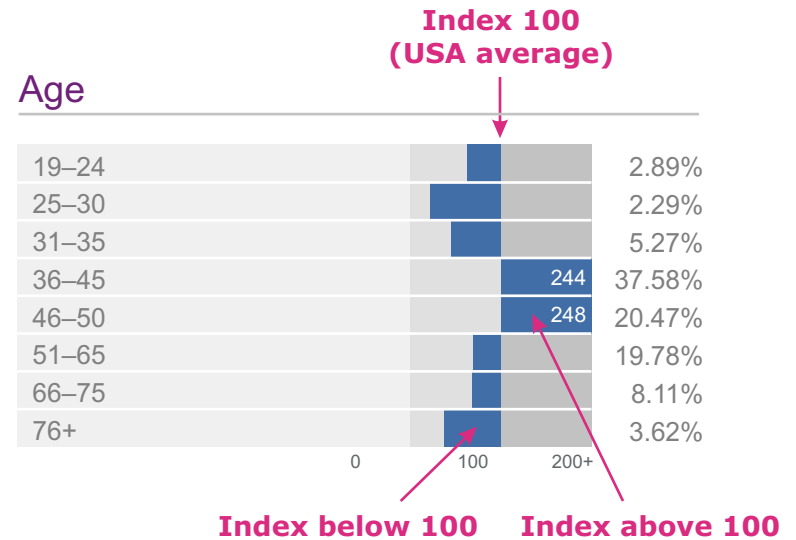
- 2.89% of Group D are aged 19–24
- 2.29% of Group D are aged 25–30
- 5.27% of Group D are aged 31–35
- 37.58% of Group D are aged 36–45
- 20.47% of Group D are aged 46–50
- 19.78% of Group D are aged 51–65
- 8.11% of Group D are aged 66–75
- 3.62% of Group D are aged 76+

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.