

# A A01 A02 A03 A04 A05 A06 A02 Platinum Prosperity Wealthy and established empty-nesting couples residing in lavish suburban homes Who we are Who we are Who we are Channel preference



### Key features

- High income
- Empty-nesters
- Political donors
- Masters degrees
- Philanthropic
- Investment-savvy



## 

### Technology adoption

Apprentices



Mosaic USA



#### **A01** A02 **A03** A04 A05 **A06** Α

## **A0**

Platinum Prosperity Wealthy and established empty-nesting couples residing in lavish suburban homes

#### Head of household age

19–24	2.30%
25–30	4.53%
31–35	4.97%
36–45	3.66%
46–50	4.26%
51–65	55.86%
66–75	14.85%
76+	9.56%

### Family structure

With kids		40 440/
Married		10.14%
Single male		0.10%
Single female		0.08%
Unknown status		0.08%
Without kids		
Married	216	84.10%
Single male		2.03%
Single female		0.80%
Unknown status		2.67%

#### Home ownership

Homeowner		94.09%
Renter		3.39%
Unknown		2.52%

#### Education

Less than high school		1.92%
High school diploma		6.28%
Some college		17.24%
Bachelor's degree	203	39.05%
Graduate's degree	255	35.51%

#### 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		0.00%
\$50,000-\$74,999		0.00%
\$75,000-\$99,999		0.02%
\$100,000-\$124,999		0.22%
\$125,000-\$149,999		1.76%
\$150,000-\$174,999		2.53%
\$175,000-\$199,999	306	10.98%
\$200,000-\$249,999	648	24.25%
\$250,000+	1107	60.25%

#### Age of children

0–3		2.02%
4–6		1.29%
7–9		1.35%
10–12		0.79%
13–18		2.24%

## 

#### Estimated current house value

Less than \$50,000		0.00%
\$50,000-\$74,999		0.01%
\$75,000-\$99,999		0.01%
\$100,000-\$149,999		0.08%
\$150,000-\$174,999		0.07%
\$175,000-\$199,999		0.26%
\$200,000-\$249,999		1.83%
\$250,000-\$299,999		3.86%
\$300,000-\$349,999		6.65%
\$350,000-\$399,999		8.17%
\$400,000-\$499,999	240	19.63%
\$500,000-\$749,999	339	32.32%
\$750,000+	365	27.11%

#### Length of residency

1 year or less	10.63%
2–3 years	9.95%
4–5 years	10.91%
6–7 years	9.35%
8–9 years	7.27%
10–14 years	12.83%
15–19 years	14.62%
20–24 years	8.95%
25+ years	15.49%

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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.

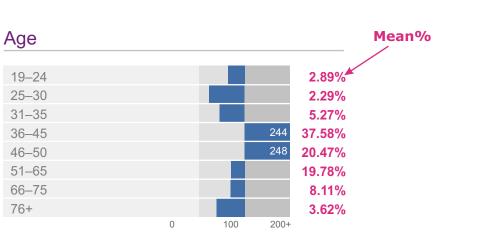
For example, consider the Age composition of Group D:

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.



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 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.