

D D15 D16 D17 D18

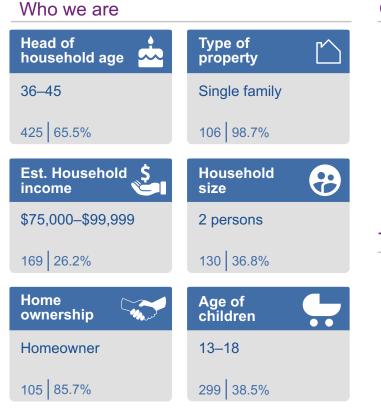
, Cul de Sac Diversity

Cultured families settled in new suburban neighborhoods



Key features

- Bilingual
- Technological journeymen
- Home owners
- Adrenaline sports
- Financially conservative
- Outdoor fitness enthusiasts



Channel preference



Technology adoption

Journeymen



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D **D15 D16 D17 D18**

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Head of household age

19–24		2.31%	
25–30		1.00%	
31–35		3.33%	
36–45	425	65.54%	
46–50	305	25.15%	
51–65		2.14%	
66–75		0.43%	
76+		0.09%	

Family structure

With kids		
Married	249	91.43%
Single male		0.74%
Single female		0.66%
Unknown status		0.03%
Without kids		
Married		7.05%
Single male		0.03%
Single female		0.05%
Unknown status		0.00%

Home ownership

Homeowner		85.73%
Renter		8.43%
Unknown		5.84%

Education

Less than high school		3.96%
High school diploma		16.58%
Some college		46.10%
Bachelor's degree		25.81%
Graduate's degree		7.55%

Estimated household income

Less than \$15,000		1.05%
\$15,000-\$24,999		0.95%
\$25,000-\$34,999		1.45%
\$35,000-\$49,999		4.04%
\$50,000-\$74,999		16.74%
\$75,000-\$99,999		26.24%
\$100,000-\$124,999		19.35%
\$125,000-\$149,999	221	17.93%
\$150,000-\$174,999		6.08%
\$175,000-\$199,999		3.49%
\$200,000-\$249,999		1.62%
\$250,000+		1.05%

Age of children

0–3	7.38%
4–6	6.70%
7–9	20.37%
10–12	312 31.51%
13–18	299 38.50%

Estimated current house value

Less than \$50,000		0.05%
\$50,000-\$74,999		0.02%
\$75,000-\$99,999		0.12%
\$100,000-\$149,999		1.43%
\$150,000-\$174,999		3.51%
\$175,000-\$199,999		7.29%
\$200,000-\$249,999		18.69%
\$250,000-\$299,999		18.85%
\$300,000-\$349,999		14.18%
\$350,000-\$399,999		11.07%
\$400,000-\$499,999		12.89%
\$500,000-\$749,999		10.66%
\$750,000+		1.24%

Length of residency

1 year or less		17.83%
2–3 years		15.41%
4–5 years		15.24%
6-7 years	205	14.89%
8–9 years		11.75%
10–14 years		15.44%
15–19 years		6.15%
20–24 years		1.68%
25+ years		1.62%



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.

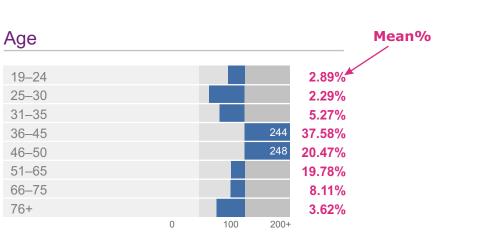
For example, consider the Age composition of Group D:

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.