

D17 D18 D **D15 D16**

Sport Utility Families
Upscale, middle-aged couples with school-aged children living active family lifestyles in outlying suburbs



6 0.84% 1.18% **2**





Who we are

Head of household age

Est. Household \$

\$125,000-\$149,999

36-45

380 58.6%

income

316 25.6%

Homeowner

116 95.0%

Home ownership



property Single family

107 99.1%

Type of





101



Channel preference







158

Key features

- Suburb living
- Comfortable spending
- Athletic activities
- Outdoor leisure
- Saving for college
- Parents









Household size

2 persons

139 39.2%

Age of children

10-12

429 43.3%

Technology adoption



Apprentices







D15 D16 D17 D18 D

Sport Utility Families
Upscale, middle-aged couples with school-aged children living active family lifestyles in outlying suburbs



6 0.84% 1.18% **2**



Head of household age

19–24		1.66%
25–30		0.48%
31–35		1.68%
36–45	380	58.56%
46–50	363	29.91%
51–65		6.09%
66–75		1.19%
76+		0.44%

Family structure

With kids		
Married	248	90.97%
Single male		0.08%
Single female		0.08%
Unknown status		0.03%
Without kids		
Married		8.79%
Single male		0.04%
Single female		0.01%
Unknown status		0.00%

Home ownership

	_	
Homeowner		95.02%
Renter		2.27%
Unknown		2.71%

Education

Less than high school		6.63%
High school diploma		13.27%
Some college		44.38%
Bachelor's degree		25.88%
Graduate's degree		9.83%

Estimated household income

		_
Less than \$15,000		0.51%
\$15,000-\$24,999		0.50%
\$25,000-\$34,999		0.73%
\$35,000-\$49,999		1.94%
\$50,000-\$74,999		12.34%
\$75,000-\$99,999		22.63%
\$100,000-\$124,999		18.30%
\$125,000-\$149,999	316	25.65%
\$150,000-\$174,999		6.24%
\$175,000-\$199,999		4.76%
\$200,000-\$249,999		3.50%
\$250,000+		2.90%

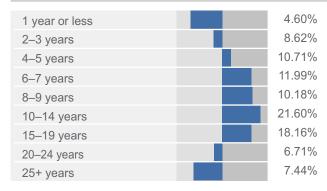
Age of children

0–3	235	20.26%
4–6	303	25.10%
7–9	370	43.74%
10–12	429	43.31%
13–18	325	41.77%

Estimated current house value

Less than \$50,000		0.05%
\$50,000-\$74,999		0.26%
\$75,000-\$99,999		0.75%
\$100,000-\$149,999		7.21%
\$150,000-\$174,999		8.37%
\$175,000-\$199,999		10.60%
\$200,000-\$249,999		22.37%
\$250,000-\$299,999		17.69%
\$300,000-\$349,999		11.96%
\$350,000-\$399,999		7.51%
\$400,000-\$499,999		7.38%
\$500,000-\$749,999		4.54%
\$750,000+		1.32%

Length of residency







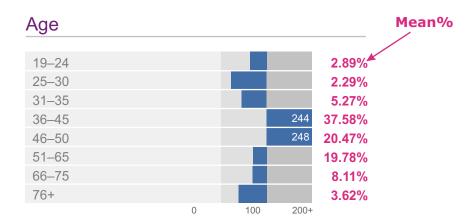
Charts provide details of the key variables used to build and describe the Mosaic groups and types.

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.