

K K37 K38 K39 K40 K38 Modern Blend Comfortably established singles and couples living suburban lifestyles

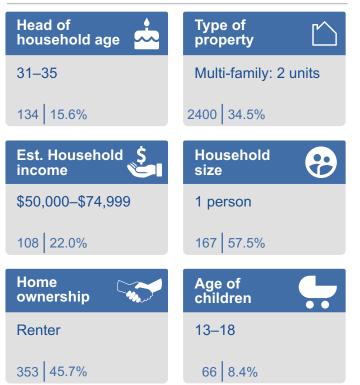
Who we are

1.15% 1.10%



Key features

- City lifestyle
- Suburban
- High value housing
- Renters
- Culturally diverse
- Luxury lifestyle



Channel preference



Technology adoption

Wizards





Modern Blend Comfortably established singles and couples living suburban lifestyles **K38**

K37

K38

▲ 1.15% | 1.10%

Head of household age

Κ

19–24		4.38%
25–30		12.75%
31–35		15.63%
36–45		14.97%
46–50		9.07%
51–65		27.98%
66–75		8.72%
76+		6.51%

Family structure

<i>With kids</i> Married		26.08%
Single male		5.04%
Single female		5.90%
Unknown status		0.17%
Without kids Married		31.61%
	238	31.61% 15.28%
Married	238 220	

Home ownership

Homeowner		40.88%
Renter	353	45.65%
Unknown	252	13.47%

Education

K39

Less than high school	14.94%
High school diploma	27.72%
Some college	26.40%
Bachelor's degree	19.03%
Graduate's degree	11.92%

Estimated household income

K40

Less than \$15,000		3.57%
\$15,000-\$24,999		4.52%
\$25,000-\$34,999		6.30%
\$35,000-\$49,999		11.60%
\$50,000-\$74,999		21.96%
\$75,000-\$99,999		16.38%
\$100,000-\$124,999		10.07%
\$125,000-\$149,999		11.17%
\$150,000-\$174,999		3.43%
\$175,000-\$199,999		4.49%
\$200,000-\$249,999		2.53%
\$250,000+		3.97%

Age of children

0–3	5.96%
4–6	5.18%
7–9	8.00%
10–12	5.18%
13–18	8.43%

Estimated current house value

Loss than \$50,000		0.03%
Less than \$50,000		0.20%
\$50,000-\$74,999		
\$75,000-\$99,999		1.18%
\$100,000-\$149,999		4.26%
\$150,000-\$174,999		3.31%
\$175,000-\$199,999		2.94%
\$200,000-\$249,999		6.10%
\$250,000-\$299,999		6.53%
\$300,000-\$349,999		7.40%
\$350,000-\$399,999		7.20%
\$400,000–\$499,999		16.35%
\$500,000-\$749,999	304	29.04%
\$750,000+	208	15.46%

Length of residency

1 year or less	15.49%
2–3 years	13.15%
4–5 years	11.43%
6–7 years	10.22%
8–9 years	8.09%
10–14 years	15.83%
15–19 years	10.33%
20–24 years	5.27%
25+ years	10.19%



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.

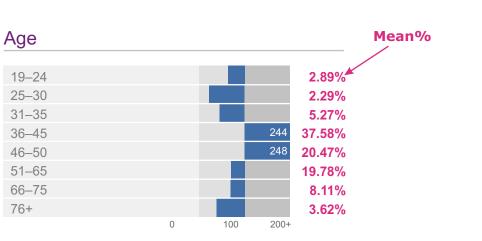
For example, consider the Age composition of Group D:

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.