

# C C11 C12 C13 C14

Sophisticated City Dwellers Wealthy boomer-aged couples living in cities and closed-in suburbs

### ▲ 1.63% | 2.69%

171



#### Key features

- Affluent
- Highly educated
- Upscale housing
- Nearing retirement
- Philanthropic
- Savvy investor





**Mosaic USA** 



# C C11 C12 C13 C14

Wealthy boomer-aged couples living in cities and closed-in suburbs

#### Head of household age

19–24		0.19%
25–30		0.09%
31–35		0.19%
36–45		0.13%
46–50		0.40%
51–65	304	86.60%
66–75		10.19%
76+		2.23%

#### Family structure

With kids		
Married		1.82%
Single male		0.00%
Single female		0.01%
Unknown status		0.00%
Without kids		
Married	236	92.03%
Married Single male	236	92.03% 1.60%
Married Single male Single female	236	92.03% 1.60% 0.90%

#### Home ownership

Homeowner		97.43%
Renter		1.29%
Unknown		1.28%

#### Education

Less than high school		3.99%
High school diploma		17.59%
Some college		24.75%
Bachelor's degree		28.49%
Graduate's degree		25.19%

#### Estimated household income

Less than \$15,000			0.27%
\$15,000-\$24,999			0.34%
\$25,000-\$34,999			0.87%
\$35,000-\$49,999			1.65%
\$50,000-\$74,999			9.73%
\$75,000-\$99,999			16.13%
\$100,000-\$124,999			17.86%
\$125,000-\$149,999	23	0	18.66%
\$150,000-\$174,999			6.29%
\$175,000-\$199,999	32	8	11.77%
\$200,000-\$249,999	20	2	7.58%
\$250,000+			8.85%

#### Age of children

0–3		0.42%
4–6		0.22%
7–9		0.19%
10–12		0.12%
13–18		0.44%

## 1.63% 2.69% 👤

#### Estimated current house value

Less than \$50,000		0.01%
\$50,000-\$74,999		0.02%
\$75,000-\$99,999		0.07%
\$100,000-\$149,999		0.92%
\$150,000-\$174,999		1.78%
\$175,000-\$199,999		3.68%
\$200,000-\$249,999		12.24%
\$250,000-\$299,999		15.86%
\$300,000-\$349,999		15.13%
\$350,000-\$399,999	202	11.95%
\$400,000-\$499,999	201	16.38%
\$500,000-\$749,999		15.80%
\$750,000+		6.17%

#### Length of residency

1 year or less		4.61%
2–3 years		5.38%
4-5 years		5.34%
6–7 years		5.68%
8–9 years		5.18%
10–14 years		13.28%
15–19 years		18.42%
20–24 years		13.44%
25+ years		28.68%



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.