H26 Progressive Assortment

Mature couples with comfortable and active lives in established suburbs

🏠 1.50% | 1.76% 👤

Who we are

Head of household age 🎂	Type of property 🏠
51–65	Single family
143 │ 40.7%	101 │ 93.6%

Est. Household income 💰	Household size 👪
$75,000–$99,999	3 persons
148 │ 23.0%	118 │ 19.5%

Home ownership 🤝	Age of children 🍼
Homeowner	13–18
105 │ 85.8%	93 │ 12.0%

Channel preference

TV	✉	📻
103	112	25

💬	@	👍
71	50	119

Technology adoption

Wizards

Key features

- Bilingual
- Ethnically diverse
- Urban-centric
- Comfortable spending
- Sports fans
- Comfortable lifestyles

H26 Progressive Assortment
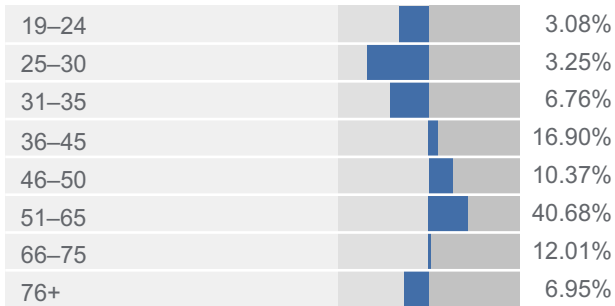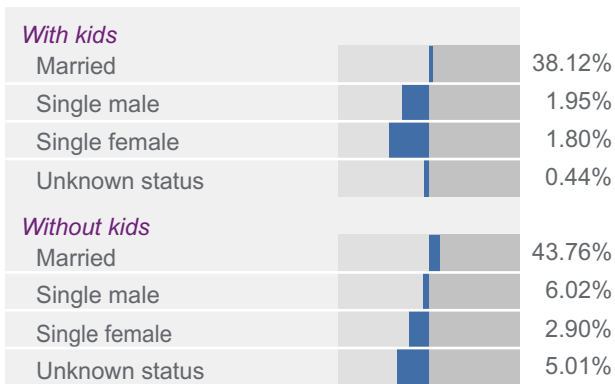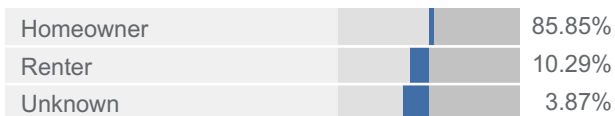## Mature couples with comfortable and active lives in established suburbs

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Head of household age

19–24		3.08%
25–30		3.25%
31–35		6.76%
36–45		16.90%
46–50		10.37%
51–65		40.68%
66–75		12.01%
76+		6.95%

Family structure

With kids		
Married		38.12%
Single male		1.95%
Single female		1.80%
Unknown status		0.44%
Without kids		
Married		43.76%
Single male		6.02%
Single female		2.90%
Unknown status		5.01%

Home ownership

Homeowner		85.85%
Renter		10.29%
Unknown		3.87%

Education

Less than high school		13.89%
High school diploma		32.53%
Some college		30.05%
Bachelor's degree		15.49%
Graduate's degree		8.04%
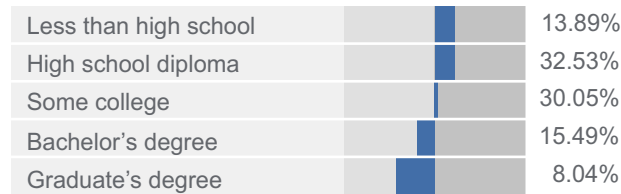
Estimated household income

Less than $15,000		3.08%
$15,000–$24,999		3.55%
$25,000–$34,999		4.81%
$35,000–$49,999		10.63%
$50,000–$74,999		23.74%
$75,000–$99,999		23.01%
$100,000–$124,999		12.23%
$125,000–$149,999		10.41%
$150,000–$174,999		2.94%
$175,000–$199,999		2.74%
$200,000–$249,999		1.36%
$250,000+		1.50%

Age of children

0–3		6.80%
4–6		6.04%
7–9		6.82%
10–12		6.79%
13–18		11.95%
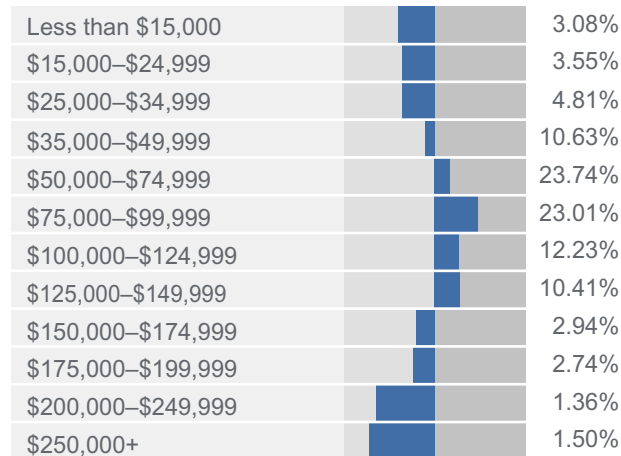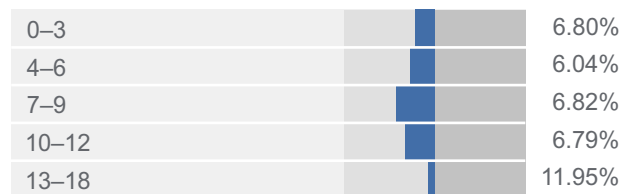
Estimated current house value

Less than $50,000		0.03%
$50,000–$74,999		0.11%
$75,000–$99,999		0.32%
$100,000–$149,999		2.21%
$150,000–$174,999		3.44%
$175,000–$199,999		5.33%
$200,000–$249,999		12.96%
$250,000–$299,999		13.33%
$300,000–$349,999		12.03%
$350,000–$399,999		10.58%
$400,000–$499,999		15.54%
$500,000–$749,999	217	20.74%
$750,000+		3.38%

Length of residency

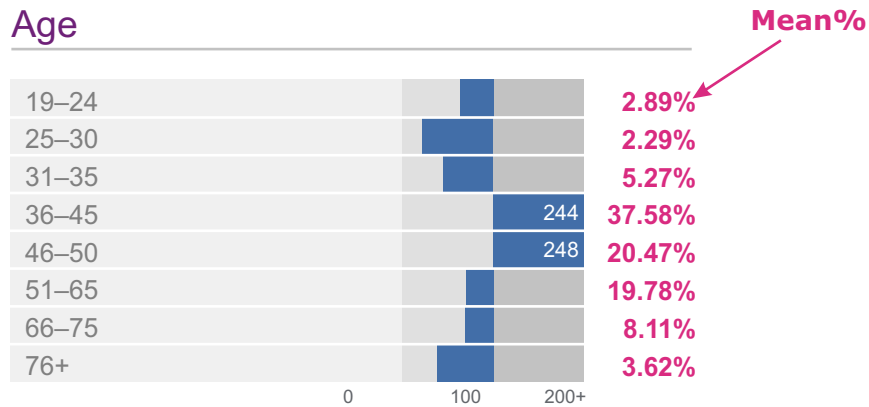|		
1 year or less		8.56%
2–3 years		6.46%
4–5 years		6.23%
6–7 years		6.82%
8–9 years		7.21%
10–14 years		14.48%
15–19 years		16.28%
20–24 years		9.86%
25+ years		24.09%

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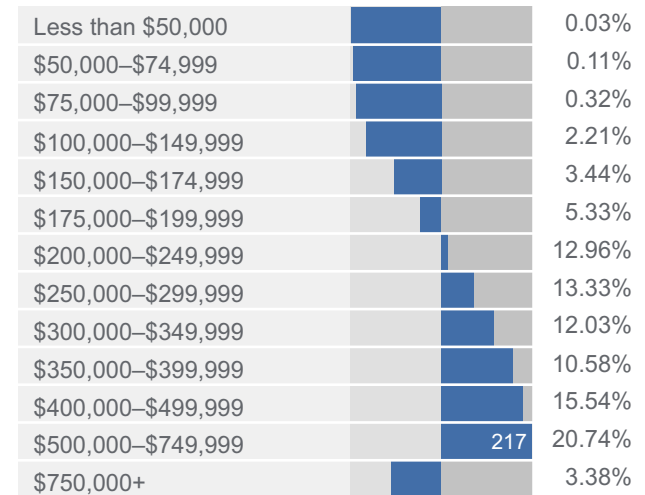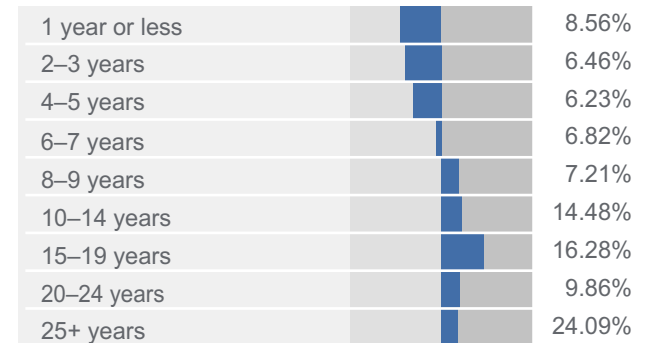
Charts provide details of the key variables used to build and describe the Mosaic groups and types.

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.

Age

Mean%

19–24	2.89%
25–30	2.29%
31–35	5.27%
36–45	244 37.58%
46–50	248 20.47%
51–65	19.78%
66–75	8.11%
76+	3.62%

0   100   200+

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+

**Index 100
(USA average)**

Age

19–24	2.89%
25–30	2.29%
31–35	5.27%
36–45	244 37.58%
46–50	248 20.47%
51–65	19.78%
66–75	8.11%
76+	3.62%

0   100   200+

Index below 100   **Index above 100**

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.