

Ε

**E19** 

**E20** 

**E21** 

# No Place Like Home

Older, established multi-generational households in suburban areas



**3.28% 2.11% 3.28%** 





# Who we are

#### Head of household age

Est. Household \$

\$75,000-\$99,999

51-65

173 49.2%

income

Single family

107 99.1%

Household

5+ persons

231 24.4%

size











191

## Key features

- Smart shoppers
- Multi-generational homes
- Tech apprentices
- Large households
- Social media fans
- Conservative values



Homeowner

115 94.2%

162 25.2%



Age of children

0 - 3

75 6.5%

# Channel preference







# Technology adoption



**Apprentices** 















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## Head of household age

19–24		7.16%
25–30		12.75%
31–35		13.44%
36–45		6.77%
46–50		3.92%
51–65		49.25%
66–75		4.89%
76+		1.83%

# Family structure

With kids Married		24.41%
Single male		0.59%
Single female		0.37%
Unknown status		0.11%
Without kids Married		64.31%
Single male		5.57%
Single female		1.71%
Unknown status		2.93%

## Home ownership

Homeowner		94.19%
Renter		2.68%
Unknown		3.12%

### Education

Less than high school		5.97%
High school diploma		25.54%
Some college		36.14%
Bachelor's degree		19.69%
Graduate's degree		12.68%

### Estimated household income

		_
Less than \$15,000		2.55%
\$15,000-\$24,999		2.05%
\$25,000-\$34,999		3.24%
\$35,000-\$49,999		8.08%
\$50,000-\$74,999		25.73%
\$75,000-\$99,999		25.17%
\$100,000-\$124,999		15.35%
\$125,000-\$149,999		9.25%
\$150,000-\$174,999		2.90%
\$175,000-\$199,999		2.44%
\$200,000-\$249,999		1.60%
\$250,000+		1.63%

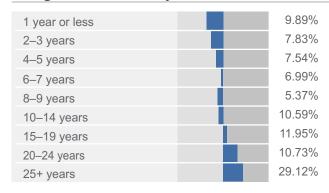
# Age of children

0–3	6.49%
4–6	3.75%
7–9	3.67%
10–12	3.11%
13–18	4.28%

### Estimated current house value

Less than \$50,000		0.06%
\$50,000-\$74,999		0.53%
\$75,000-\$99,999		1.58%
\$100,000-\$149,999		12.52%
\$150,000-\$174,999		11.42%
\$175,000-\$199,999		12.02%
\$200,000-\$249,999		20.68%
\$250,000-\$299,999		14.33%
\$300,000-\$349,999		9.28%
\$350,000-\$399,999		5.99%
\$400,000-\$499,999		6.33%
\$500,000-\$749,999		4.45%
\$750,000+		0.80%

# Length of residency







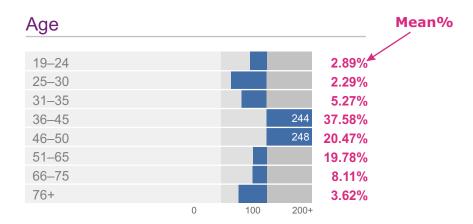
Charts provide details of the key variables used to build and describe the Mosaic groups and types.

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.