

E20 No Place Like Home

Older, established multi-generational households in suburban areas

🏠 2.11% | 3.28% 👤



Who we are

Head of household age 🎂 51–65 173 49.2%	Type of property 🏠 Single family 107 99.1%
Est. Household income 💰 \$75,000–\$99,999 162 25.2%	Household size 👤 5+ persons 231 24.4%
Home ownership 🤝 Homeowner 115 94.2%	Age of children 👶 0–3 75 6.5%

Channel preference

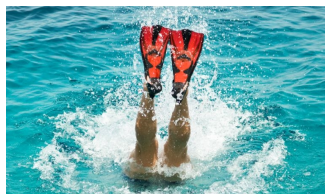
50	88	15
44	44	191

Key features

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

Technology adoption

Apprentices

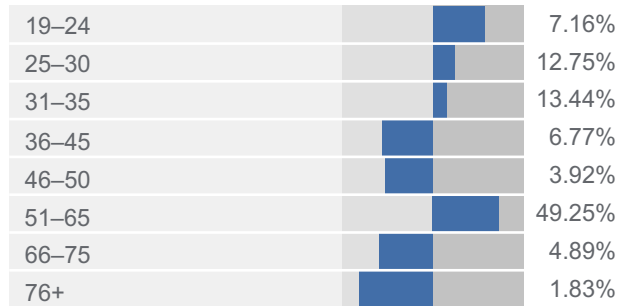


E20 No Place Like Home

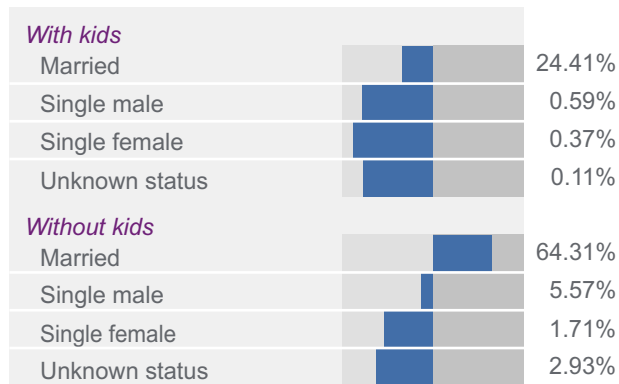
Older, established multi-generational households in suburban areas

🏠 2.11% | 3.28% 👤

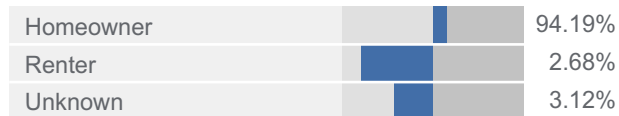
Head of household age



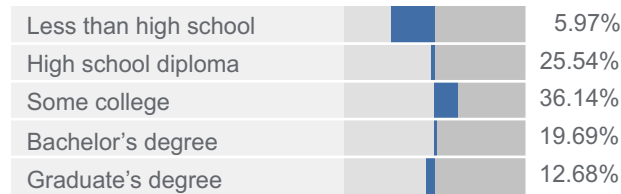
Family structure



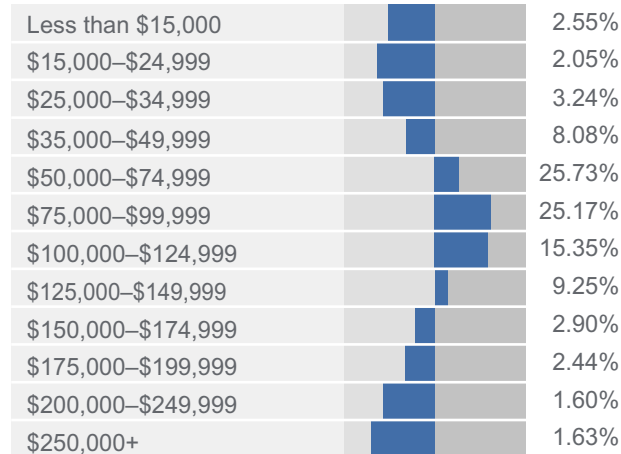
Home ownership



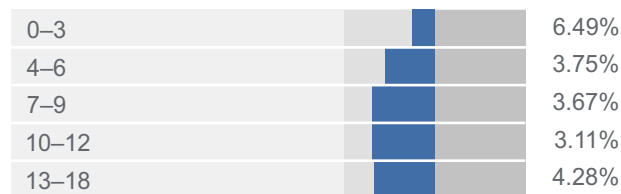
Education



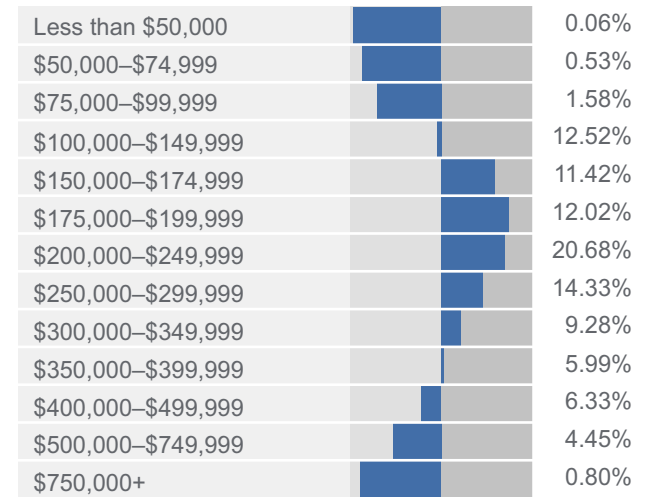
Estimated household income



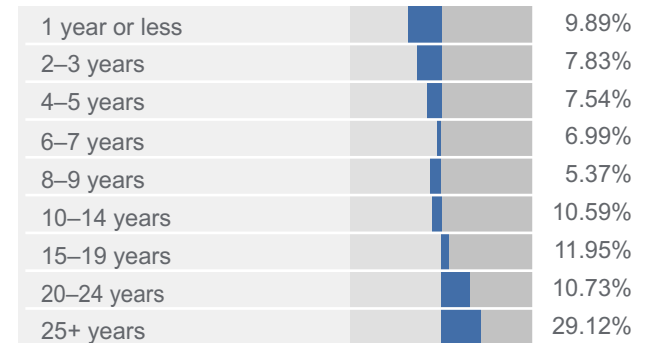
Age of children



Estimated current house value



Length of residency

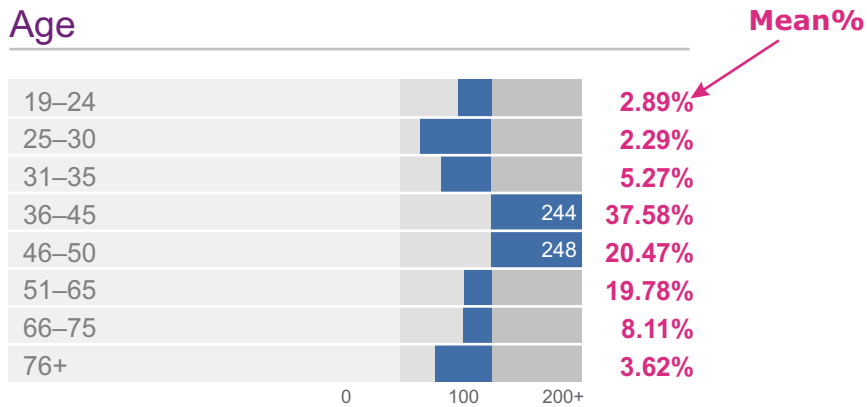


Charts provide details of the key variables used to build and describe the Mosaic groups and types.
 For each group and type, the charts show the **Means** and **Index** for each variable.

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:

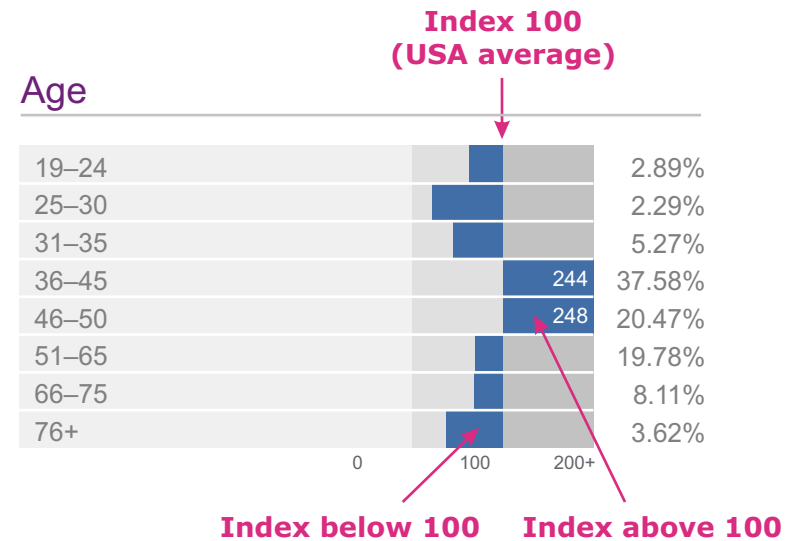
- 2.89% of Group D are aged 19–24
- 2.29% of Group D are aged 25–30
- 5.27% of Group D are aged 31–35
- 37.58% of Group D are aged 36–45
- 20.47% of Group D are aged 46–50
- 19.78% of Group D are aged 51–65
- 8.11% of Group D are aged 66–75
- 3.62% of Group D are aged 76+

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.