

Mosaic Household-Based Summary Index Report



Geography: Island

Date: October 17, 2017

Cluster L41
Booming and
Consuming
5,690
16.9%

Index Base File:
Entire US

<u>Cluster</u>	<u>Description</u>	<u>Households (2017A)</u>	<u>%</u>	<u>Index Ave=100</u>
Group A: Power Elite				
A01	American Royalty	0	0.0%	0
A02	Platinum Prosperity	84	0.3%	25
A03	Kids and Cabernet	0	0.0%	0
A04	Picture Perfect Families	68	0.2%	21
A05	Couples with Clout	26	0.1%	10
A06	Jet Set Urbanites	2	0.0%	1
	Subtotal	180	0.5%	9
Group B: Flourishing Families				
B07	Generational Soup	0	0.0%	0
B08	Babies and Bliss	99	0.3%	24
B09	Family Fun-tastic	202	0.6%	52
B10	Cosmopolitan Achievers	0	0.0%	0
	Subtotal	301	0.9%	18
Group C: Booming with Confidence				
C11	Aging of Aquarius	1,376	4.1%	136
C12	Golf Carts and Gourmets	995	3.0%	531
C13	Silver Sophisticates	58	0.2%	7
C14	Boomers and Boomerangs	310	0.9%	53
	Subtotal	2,739	8.2%	106
Group D: Suburban Style				
D15	Sports Utility Families	690	2.1%	136
D16	Settled in Suburbia	110	0.3%	22
D17	Cul de Sac Diversity	142	0.4%	64
D18	Suburban Attainment	5	0.0%	1
	Subtotal	947	2.8%	52

Group E: Thriving Boomers				
E19	Full Pockets, Empty Nests	29	0.1%	6
E20	No Place Like Home	2,110	6.3%	256
E21	Unspoiled Splendor	2,398	7.1%	265
	Subtotal	4,537	13.5%	206
Group F: Promising Families				
F22	Fast Track Couples	646	1.9%	89
F23	Families Matter Most	520	1.5%	141
	Subtotal	1,166	3.5%	106
Group G: Young City Solos				
G24	Status Seeking Singles	57	0.2%	14
G25	Urban Edge	1	0.0%	0
	Subtotal	58	0.2%	6
Group H: Middle-class Melting Pot				
H26	Progressive Potpourri	83	0.2%	17
H27	Birkenstocks and Beemers	762	2.3%	341
H28	Everyday Moderates	163	0.5%	82
H29	Destination Recreation	481	1.4%	302
	Subtotal	1,489	4.4%	138
Group I: Family Union				
I30	Stockcars and State Parks	452	1.3%	77
I31	Blue Collar Comfort	266	0.8%	56
I32	Steadfast Conventionalists	4	0.0%	1
I33	Balance and Harmony	99	0.3%	26
	Subtotal	821	2.4%	43
Group J: Autumn Years				
J34	Aging in Place	1,484	4.4%	133
J35	Rural Escape	234	0.7%	46
J36	Settled and Sensible	116	0.3%	18
	Subtotal	1,834	5.5%	80
Group K: Significant Singles				
K37	Wired for Success	66	0.2%	21
K38	Gotham Blend	9	0.0%	2
K39	Metro Fusion	19	0.1%	10
K40	Bohemian Groove	1,018	3.0%	167
	Subtotal	1,112	3.3%	72

Group L: Blue Sky
Boomers

L41	Booming and Consuming	5,690	16.9%	2,436
L42	Rooted Flower Power	747	2.2%	87
L43	Homemade Happiness	537	1.6%	73
	Subtotal	6,974	20.8%	383

Group M: Families
in Motion

M44	Red, White and Bluegrass	373	1.1%	67
M45	Diapers and Debit Cards	118	0.4%	25
	Subtotal	491	1.5%	48

Group N: Pastoral
Pride

N46	True Grit Americans	400	1.2%	105
N47	Countrified Pragmatics	318	0.9%	127
N48	Rural Southern Bliss	15	0.0%	3
N49	Touch of Tradition	12	0.0%	6
	Subtotal	745	2.2%	58

Group O: Singles
and Starters

O50	Full Steam Ahead	144	0.4%	58
O51	Digital Dependents	2,515	7.5%	223
O52	Urban Ambition	11	0.0%	2
O53	Colleges and Cafes	241	0.7%	0
O54	Striving Single Scene	567	1.7%	56
O55	Family Troopers	1,051	3.1%	0
	Subtotal	4,529	13.5%	119

Group P: Cultural
Connections

P56	Mid-scale Medley	192	0.6%	69
P57	Modest Metro Means	0	0.0%	0
P58	Heritage Heights	0	0.0%	0
P59	Expanding Horizons	8	0.0%	2
P60	Striving Forward	20	0.1%	6
P61	Humble Beginnings	20	0.1%	9
	Subtotal	240	0.7%	14

Group Q: Golden
Year Guardians

Q62	Reaping Rewards	2,100	6.3%	398
Q63	Footloose and Family Free	5	0.0%	3
Q64	Town Elders	2,239	6.7%	168
Q65	Senior Discounts	650	1.9%	98
	Subtotal	4,994	14.9%	185

Group R:				
Aspirational Fusion				
R66	Dare to Dream	123	0.4%	24
R67	Hope for Tomorrow	0	0.0%	0
	Subtotal	123	0.4%	14
Group S: Economic Challenges				
S68	Small Town Shallow Pockets	158	0.5%	38
S69	Urban Survivors	1	0.0%	0
S70	Tight Money	91	0.3%	118
S71	Tough Times	61	0.2%	22
	Subtotal	311	0.9%	24
Group U:				
Unclassified				
U00	Unclassified	0	0.0%	N/A
	Subtotal	0	0.0%	N/A
	Total	33,591		

This report reflects distributions based upon Mosaic Household cluster assignments. These assignments may differ from the Mosaic Dominant cluster assignments based upon the dominant cluster of a block group.