Group A: Power Elite

Type A03: Kids and Cabernet
Prosperous, middle-aged married couples with children living child-focused lives in affluent suburbs

Overview

Key Traits
- Wealthy
- Suburban
- Family-focused
- Well-educated
- Brand-conscious
- Conservative natures
- Theme park trips
- Safety-minded
- Convenience
- Prosperous parents

Rankings
Metropolitan City: Top 10 CBSA Markets 30/71
Internet: Changed the Way I Shop for Products/Services 1/71
GreenAwareSM: Behavioral Greens 24/71
Exercise: Regularly 2/71
Income: Estimated Household 3/71
Age: Head of Household 24/71
Children: Presence 7/71
Group A: **Power Elite**

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Overview

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Scott & Karen

0.96% ✪ | 1.27%
Kids and Cabernet are middle-aged couples with children living a wealthy, suburban lifestyle in their homes valued at more than twice the national average. Their neighborhoods are havens for college-educated, white-collar professionals with well-paying jobs in the sciences, education, business and finance. This is a mostly homogeneous segment with a high concentration of whites and an above-average presence of Asians. All are upwardly mobile and trying to provide the best lifestyle possible for their children, and many have only recently settled in their exclusive communities.

Kids and Cabernet lead child-centered lifestyles. The adults spend a lot of their leisure time engaged in athletic activities: playing tennis, golf and racquetball when they're not taking their children swimming, bowling and ice skating. These educated households are well-traveled, and they take long car trips as well as quick vacations to Disney properties and resorts abroad. For date nights, parents enjoy going out to bars, nightclubs, cinemas and pop concerts.

As consumers, these educated and wealthy Americans like to acquire the latest in automotive and consumer technology. They like their products family-sized, preferring SUVs and vans outfitted with amenities such as DVD systems for their frequent trips to athletic fields and school activities. In their homes, they buy multiple gaming consoles and large-screen TVs; they think nothing of dropping $3,000 for a flat-screen TV. They head to club and big-box stores to load up on articles such as games, toys and sporting gear. However, they also look to catalogs and the Internet for the convenience of shopping at home.

The values of Kids and Cabernet are those of busy parents trying to juggle work and families. They try to shield their kids from temptations like junk food and youth-targeted advertising. Yet they also admit that they're not too rigid, and are willing to indulge their kids with treats and extras. While they try to stay fit and work out religiously, they also concede that they often lack time to care for themselves. Though they can afford to buy new fashion every season, they also appreciate a bargain. These households tend to be conservative - whether in dress or their politics - and they’re active in local school and church groups that help to support their communities.

Kids and Cabernet live well thanks to $200,000-plus incomes and plenty of investments and insurance to protect their assets. Mindful of caring for their children, they carry high levels of life insurance and invest in 529 College Savings Plans. They also have the credit scores to qualify for home equity loans and secured lines of credit. Their fondness for the Internet sees them doing a lot of their money management online: paying bills, trading stocks and researching other investments.

As media consumers, Kids and Cabernet are mostly wired households who spend increasing amounts of time online. Because of their daily chauffeuring their children to extracurricular activities, they’re also confined to their cars for long stretches, and keep their radios tuned to rock and pop stations. They're only moderate TV fans, but they do enjoy primetime sitcoms like “The Office” and “Desperate Housewives”. While they like to read at above-average rates, they're usually selective in their print media, preferring magazines and daily sections dealing with business, health, computers and gourmet food.

Who we are

Kids and Cabernet consist of mostly middle-aged couples living in new-money subdivisions. Many households contain sprawling families with children of all ages, and more than half include dual-income couples. This is one of the most educated segments: nearly three-quarters have someone in the house with a bachelor's degrees; more than 40 percent boast graduate degrees. They generally work as white-collar professionals in the sciences, business, finance and education sectors, though nearly one in five women work as homemakers. While Kids and Cabernet are overwhelmingly white, there is an above-average presence of Asians.
Where we live
Kids and Cabernet are a wealthy world of big homes in sprawling suburban subdivisions with values topping $500,000. Nearly every household lives in a recently built single-family home with a multi-car garage and spacious kitchen - their most important room in the house. Many of their homes are located in family-friendly areas near good schools, recreational parks, golf courses and upscale malls. Their neighborhoods tend to be located in the inner-ring suburbs of large metro areas in the Mid-Atlantic and west South Central states. These families are on the classic upwardly mobile track - most have lived at their current address for only five to ten years. Many own timeshares or cottages for when they want to get away from it all.

How we live our lives
Kids and Cabernet lead active lifestyles. They're twice as likely as the general population to enjoy kid-centered pursuits such as going to zoos, museums, state fairs and aquariums. No other segment goes to theme parks, especially Disney properties, more often. Befitting their super-sized families, have high rates for going to club and big-box stores like Costco, BJ's Wholesale Club and Target as well as fun, game and craft purveyors like GameStop, Hobby Lobby, Dick's Sporting Goods and Michaels.

However, it isn't just about the kids. The adults in Kids and Cabernet also have a life, and they enjoy going out to nightclubs, plays, pop concerts, dance performances and all kinds of movies. They still try to stay in shape, and go to country clubs to play golf, tennis, take yoga classes or do weight training. Kids and Cabernet like their automotive and electronic toys. They own hybrid cars and trucks, mid-range and premium CUVs, SUVs and vans. They lead the nation in owning cars less than three years old. Most of the adults carry handheld digital devices, and many have outfitted their family rooms with top-of-the-line computers, large-screen TVs and game consoles. These consumers are twice as likely as the general population to buy TV sets that are at least 60 inches in size. Although they're intellectually curious, Kids and Cabernet don't have a lot of time for traditional media. They do read newspapers and magazines more than average, and subscribe to business, epicurean, health and computer publications. On their long commutes and afternoons spent shuttling the kids around, they tune their car radios to classic hits, contemporary hits and easy listening channels. However, they watch only the average amount of TV, preferring primetime fare such as "Grey's Anatomy," "Desperate Housewives" and "The Office". More often than not, they're multitasking while they're watching.

How we view the world
In Kids and Cabernet, the kids take precedence. The parents want their children to think they're doing well and are protected from life's difficulties. They try to limit their kids' exposure to junk food and youth-targeted advertising. But they admit there's nothing wrong with indulging their children with fattening foods or little extras from time to time. Because parents in Kids and Cabernet spend a lot of time juggling their schedules and racing against the clock, they seek to simplify their life with products and services they can depend on. When they buy a new car, which they do every few years, they want something that works for the whole family, with room for hauling sporting equipment and comfortable enough to take on long family vacations. However, they're fanatical about safety, insisting on the latest technology to protect the greatest investment they've ever made: their kids.

Kids and Cabernet are brand-conscious and concerned about appearances - as long as they can get a good deal first. They like to buy new clothes every season, but they describe their style as conservative. And that traditional streak extends to their political views. A majority are Republicans and more than a third describe themselves as somewhat or very conservative. They're involved in their communities; they belong to the PTA, their local church or synagogue and local museums and arts groups.
How we get by

Big incomes, big homes, big families - that’s the skinny on Kids and Cabernet. With their average incomes topping $200,000, the households have plenty of money to manage and invest. They have high rates for owning common stock, mutual funds and savings bonds. With their sprawling families, they tend to be risk-averse, as reflected in their ownership of varied insurance products - term life, disability, vision care, health and dental. No segment carries more high-value life insurance to protect their offspring - nearly six times the national average - or invests more in 529 College Savings Plans - more than seven times the average.

In this segment, the wallets typically include a number of debit and credit cards, though they prefer to use charge cards that offer cash-back rewards or points for hotel stays and airline tickets. These prosperous parents also have the healthy credit scores that allow them to borrow freely for new cars and home renovations. Computer-savvy, they like to go online to pay bills, trade stocks and monitor the balances of their 401(k)s. When they make charitable donations - which they consider just another kind of investment - they tend to give to health, education and political groups.

The wired households of Kids and Cabernet are twice as likely as average Americans to go online at home and at the office, and they have omnivorous Internet tastes. The adults go online to bank, blog and book travel arrangements. With their busy schedules, they rely on the Internet for comparison shopping when buying cars, searching for jobs and checking out new homes. However, the many kids in this segment enjoy child-friendly online activities, such as watching videos, listening to music, uploading photos and checking sports scores. Among Kids and Cabernet’ favorite Websites are MapQuest, Netflix and Craigslist. They access the Internet from anywhere - home, office, library or hotel - using desktops, laptops or cell phones. Compared to the general population, they’re twice as likely to use a wireless connection. They concede that they often go to sponsored Websites and click on links that ultimately lead them to make purchases. More than most segments, they have enthusiastically embraced the Internet's commercial applications, especially to buy toys, gifts, sports equipment and clothing.
Who we are

**Head of household gender**

<table>
<thead>
<tr>
<th>Gender</th>
<th>Female</th>
<th>Male</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mean %</td>
<td>6.9%</td>
<td>93.1%</td>
</tr>
</tbody>
</table>

**Head of household age**

<table>
<thead>
<tr>
<th>Age Group</th>
<th>19-24 years</th>
<th>25-30 years</th>
<th>31-35 years</th>
<th>36-45 years</th>
<th>46-50 years</th>
<th>51-65 years</th>
<th>66-75 years</th>
<th>76+ years</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mean %</td>
<td>1.1%</td>
<td>1.2%</td>
<td>3.2%</td>
<td>48.1%</td>
<td>35.1%</td>
<td>10.4%</td>
<td>0.7%</td>
<td>0.2%</td>
</tr>
</tbody>
</table>

**Family structure**

<table>
<thead>
<tr>
<th>Structure</th>
<th>Married with kids in household</th>
<th>Married without kids in household</th>
<th>Single male head with kids</th>
<th>Single female head with kids</th>
<th>Single male head without kids</th>
<th>Single female head without kids</th>
<th>Unknown marital status with kids</th>
<th>Unknown marital status without kids</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mean %</td>
<td>89.7%</td>
<td>9.7%</td>
<td>*</td>
<td>*</td>
<td>*</td>
<td>*</td>
<td>0.2%</td>
<td>0.3%</td>
</tr>
</tbody>
</table>

**Head of household ethnicity**

<table>
<thead>
<tr>
<th>Ethnicity</th>
<th>Mean %</th>
</tr>
</thead>
<tbody>
<tr>
<td>African American</td>
<td>1.3%</td>
</tr>
<tr>
<td>Asian</td>
<td>9.3%</td>
</tr>
<tr>
<td>Caucasian</td>
<td>78.5%</td>
</tr>
<tr>
<td>Native American</td>
<td>0.1%</td>
</tr>
<tr>
<td>Hispanic</td>
<td>5.7%</td>
</tr>
<tr>
<td>Hispanic - Caribbean</td>
<td>1.2%</td>
</tr>
<tr>
<td>Hispanic - Mexico</td>
<td>2.9%</td>
</tr>
<tr>
<td>Hispanic - Central American</td>
<td>0.1%</td>
</tr>
<tr>
<td>Hispanic - South American</td>
<td>0.3%</td>
</tr>
<tr>
<td>Hispanic - European</td>
<td>0.0%</td>
</tr>
<tr>
<td>Assimilated - English speaking</td>
<td>5.2%</td>
</tr>
<tr>
<td>Bilingual English</td>
<td>1.2%</td>
</tr>
<tr>
<td>Bilingual Native</td>
<td>6.1%</td>
</tr>
<tr>
<td>Unassimilated - do not speak English</td>
<td>0.7%</td>
</tr>
</tbody>
</table>

*Included in the overall Hispanic category representation
*Bilingual English - prefer English, but speak native language
*Bilingual Native - prefer native language, but know English

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Scott & Karen
0.96% | 1.27%
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Who we are

**Household size**
- 1 person in household: 2.2%
- 2 persons in household: 10.6%
- 3 persons in household: 21.6%
- 4 persons in household: 28.3%
- 5+ persons in household: 37.3%

**Children**
- Presence of a child: 90.0%
- Presence of a child 0-3 years: 19.4%
- Presence of a child 4-6 years: 31.1%
- Presence of a child 7-9 years: 39.6%
- Presence of a child 10-12 years: 35.9%
- Presence of a child 13-18 years: 39.9%

**Additional adults in household**
- Presence of an aged parent in household: 6.8%
- Presence of a young adult in household: 15.4%

**TGI socio-economic levels**
- Level 1 (top 10%): 58.2%
- Level 2 (next 20%): 27.2%
- Level 3 (next 30%): 14.2%
- Level 4 (next 40%): 0.4%

Understanding Charts
Unless otherwise stated, charts show the Index and Mean %.
The Index is shown as a bar, and the Mean % is shown to the right.
Where we live

**Length of residence**

- 1 year or less: 5.1%
- 2-3 years: 11.1%
- 4-5 years: 21.7%
- 6-7 years: 17.0%
- 8-9 years: 14.2%
- 10-14 years: 17.4%
- 15-19 years: 11.8%
- 20-24 years: 1.2%
- 25+ years: 0.6%

**Urbanicity**

- Average household density
  - Metropolitan city - top 10 CBSA markets: 5.0%
  - Metropolitan city - next 25 CBSA markets: 9.0%
  - Metropolitan city - next 50 CBSA markets: 10.6%
  - Metropolitan city - balance CBSA markets: 8.0%
  - Suburban city style: 5.4%
  - Suburban non-city style: 51.7%
  - Rural city style: 14.5%
  - Rural non-city style: 0.6%

**Type of property**

- Single family dwelling: 98.0%
- Multiple family dwelling: 2 units: 0.1%
- Multiple family dwelling: 3 units: 0.4%
- Multiple family dwelling: 4 units: 0.0%
- Multiple family dwelling: 5-9 units: 1.3%
- Multiple family dwelling: 10-19 units: 0.1%
- Multiple family dwelling: 20-49 units: 0.0%
- Multiple family dwelling: 50-100 units: 0.0%
- Multiple family dwelling: 101+ units: 0.0%

**Year property built**

- 1999 to current: 37.9%
- 1995-1998: 17.0%
- 1990-1994: 12.4%
- 1980-1989: 10.4%
- 1970-1979: 5.9%
- 1960-1969: 5.5%
- 1950-1959: 4.1%
- 1940-1949: 1.9%
- 1939 or earlier: 4.8%

1 Higher values indicate households tend to live in more densely populated areas

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0.96% House | 1.27% Person

Experian Mosaic
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**Where we live**

**Estimated current home value**

<table>
<thead>
<tr>
<th>Home ownership</th>
<th>Less than $50,000</th>
<th>$50,000-$74,999</th>
<th>$75,000-$99,999</th>
<th>$100,000-$149,999</th>
<th>$150,000-$174,999</th>
<th>$175,000-$199,999</th>
<th>$200,000-$249,999</th>
<th>$250,000-$299,999</th>
<th>$300,000-$349,999</th>
<th>$350,000-$399,999</th>
<th>$400,000-$499,999</th>
<th>$500,000-$749,999</th>
<th>$750,000+</th>
</tr>
</thead>
<tbody>
<tr>
<td>Homeowner</td>
<td></td>
<td></td>
<td></td>
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<td></td>
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<td></td>
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</tr>
<tr>
<td>Renter</td>
<td></td>
<td></td>
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<td></td>
</tr>
<tr>
<td>Unknown</td>
<td></td>
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</tbody>
</table>

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0.96% 1.27%
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The Index is shown as a bar, and the Mean % is shown to the right:

What is our financial circumstance

Estimated household income

<table>
<thead>
<tr>
<th>Income Range</th>
<th>Index</th>
<th>Mean %</th>
</tr>
</thead>
<tbody>
<tr>
<td>Less than $15,000</td>
<td></td>
<td>0.0%</td>
</tr>
<tr>
<td>$15,000-$24,999</td>
<td></td>
<td>0.1%</td>
</tr>
<tr>
<td>$25,000-$34,999</td>
<td></td>
<td>0.1%</td>
</tr>
<tr>
<td>$35,000-$49,999</td>
<td></td>
<td>0.2%</td>
</tr>
<tr>
<td>$50,000-$74,999</td>
<td></td>
<td>0.8%</td>
</tr>
<tr>
<td>$75,000-$99,999</td>
<td></td>
<td>2.7%</td>
</tr>
<tr>
<td>$100,000-$124,999</td>
<td></td>
<td>7.5%</td>
</tr>
<tr>
<td>$125,000-$149,999</td>
<td>1761</td>
<td>4.1%</td>
</tr>
<tr>
<td>$150,000-$174,999</td>
<td>559</td>
<td>32.2%</td>
</tr>
<tr>
<td>$175,000-$199,999</td>
<td>1628</td>
<td>13.7%</td>
</tr>
<tr>
<td>$200,000-$249,999</td>
<td></td>
<td>38.4%</td>
</tr>
<tr>
<td>$250,000+</td>
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</tbody>
</table>

Discretionary spend estimate

<table>
<thead>
<tr>
<th>Spend Range</th>
<th>Index</th>
<th>Mean %</th>
</tr>
</thead>
<tbody>
<tr>
<td>$888-$6,000</td>
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<td>0.0%</td>
</tr>
<tr>
<td>$6,001-$7,500</td>
<td></td>
<td>0.1%</td>
</tr>
<tr>
<td>$7,501-$8,000</td>
<td></td>
<td>1.2%</td>
</tr>
<tr>
<td>$8,001-$9,500</td>
<td></td>
<td>1.7%</td>
</tr>
<tr>
<td>$9,501-$11,000</td>
<td></td>
<td>4.1%</td>
</tr>
<tr>
<td>$11,001-$13,000</td>
<td></td>
<td>7.0%</td>
</tr>
<tr>
<td>$13,001-$16,000</td>
<td></td>
<td>13.7%</td>
</tr>
<tr>
<td>$16,001-$19,000</td>
<td></td>
<td>21.0%</td>
</tr>
<tr>
<td>$19,001-$23,000</td>
<td></td>
<td>57.6%</td>
</tr>
<tr>
<td>$23,001-$26,000</td>
<td></td>
<td>66.9%</td>
</tr>
<tr>
<td>$26,001-$32,000</td>
<td></td>
<td></td>
</tr>
<tr>
<td>$32,001+</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Banking and investments

<table>
<thead>
<tr>
<th>Account Type</th>
<th>Index</th>
<th>Mean %</th>
</tr>
</thead>
<tbody>
<tr>
<td>Non-interest-bearing</td>
<td></td>
<td>0.0%</td>
</tr>
<tr>
<td>Checking account(s)</td>
<td></td>
<td>0.0%</td>
</tr>
<tr>
<td>Interest-bearing</td>
<td></td>
<td>31.0%</td>
</tr>
<tr>
<td>Checking account(s)</td>
<td></td>
<td>59.0%</td>
</tr>
<tr>
<td>Savings account(s)</td>
<td></td>
<td>70.0%</td>
</tr>
<tr>
<td>Savings certificates CD -</td>
<td></td>
<td>17.0%</td>
</tr>
<tr>
<td>long term</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Savings certificates CD -</td>
<td></td>
<td>7.6%</td>
</tr>
<tr>
<td>short term</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Cash Management account(s)</td>
<td></td>
<td>11.0%</td>
</tr>
<tr>
<td>Debit card/Electronic</td>
<td></td>
<td>36.0%</td>
</tr>
<tr>
<td>Funds Transfer</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
Understanding Charts

Unless otherwise stated, charts show the Index and Mean %.
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What is our financial circumstance

Financial accounts
Have credit cards
Use credit cards
Have Auto loan(s) for new car
Have Home Mortgage (first)
Have Home Equity loan
Have Mutual Fund - Brokerage accounts
Own U.S. Savings Bonds
Own other Bonds
Own Money Market
Own Mutual Funds
Own common or preferred stock in company worked for
Own common stock in any other company
Own Keogh/SEPP IRA/Pension
Own 401(k)
Own 529 College Savings Plan
Own IRA
Own tax shelter annuities
Own any investments
Homeowners’ insurance
Life insurance

Consumer confidence
Lowest consumer confidence
Higher consumer confidence

Purchase propensity
Lowest purchase propensity
Higher purchase propensity

Economic outlook
Expect to spend a lot less on household essentials (i.e. food, gas, etc) in next year
Expect to spend about the same on household essentials (i.e. food, gas, etc) in next year
Expect to spend a lot more on household essentials (i.e. food, gas, etc) in next year
I think that I am worse off financially now than a year ago
I think that I am better off financially now than a year ago
I expect the American economy will be worse off in the coming year
I expect the American economy will be better off in the coming year
Likely to buy a big ticket item in next 30 days

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Experian Mosaic
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What is our financial circumstance

<table>
<thead>
<tr>
<th>TGI socio-economic levels</th>
<th>Median equivalency score</th>
</tr>
</thead>
<tbody>
<tr>
<td>Level 1 (top 10%)</td>
<td>Highest average risk</td>
</tr>
<tr>
<td>Level 2 (next 20%)</td>
<td>2nd highest average risk</td>
</tr>
<tr>
<td>Level 3 (next 30%)</td>
<td>3rd highest average risk</td>
</tr>
<tr>
<td>Level 4 (next 40%)</td>
<td>2nd lowest average risk</td>
</tr>
<tr>
<td></td>
<td>Lowest average risk</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Home expenditures</th>
<th>Summarized Credit Factors</th>
</tr>
</thead>
<tbody>
<tr>
<td>Home improvements - $2,000+</td>
<td>Best average credit</td>
</tr>
<tr>
<td>Home improvements - $999 or less</td>
<td>Average most active users of credit</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Method of transacting</th>
<th>Most average credit inquiries</th>
</tr>
</thead>
<tbody>
<tr>
<td>Methods used to pay bills - online</td>
<td>ChoiceScore®SM Under-banked</td>
</tr>
<tr>
<td>Methods used to pay bills - automatically deducted from bank account</td>
<td></td>
</tr>
<tr>
<td>Sent money to another person outside U.S.</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Tax preparation method</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Offline</td>
<td></td>
</tr>
<tr>
<td>Offline with advisor</td>
<td></td>
</tr>
<tr>
<td>Online</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Index</th>
<th>Mean %</th>
</tr>
</thead>
<tbody>
<tr>
<td>0.96%</td>
<td>1.27%</td>
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Understanding Charts
Unless otherwise stated, charts show the Index and Mean %.
The Index is shown as a bar, and the Mean % is shown to the right:

0 50 100 150 200

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How we live our lives

Group A: Power Elite
Type A03: Kids and Cabernet
Prosperous, middle-aged married couples with children living child-focused lives in affluent suburbs

Scott & Karen
0.96% ♂ 1.27%

Newspapers
The New York Times - daily
USA Today - daily
The Wall Street Journal - daily
The New York Times - Sunday
The Wall Street Journal - Sunday
Business/finance - section
Classified - section
Comics - section
Editorial - section
Entertainment (movies, restaurants, etc.) - section
Fashion - section
Food/Cooking - section
Front page - section
General news - section
Home/Furnishings/Gardening - section
Movie listings and reviews - section
Reality shows viewed
TV or radio listing - section

Magazines
Airline/In flight
Automotive
Black/African-American
Business and Finance
Child rearing/Parenthood
Computers
Entertainment
Epicurean
Fishing, hunting, and outdoor recreation
General editorial
Health and Fitness
Home and home services
Men's
Metropolitan/Regional/State
Music
News
Newsweeklies
Science/Technology
Special appeal
Sports
Travel
Women's
Women's fashion, beauty, and grooming

How we live our lives
How we live our lives

TV
1 TV in household
2 TVs in household
3+ TVs in household
Own big screen projection (42+ inches)
Own flat panel - LCD
Own flat panel - plasma
Own high-definition TV
Own portable DVD player
Own DVR built-in to cable/satellite box
Own standalone DVR box
Bought high-definition discs (Blu-Ray)
Have ever used Video on Demand (VOD)
Subscribes to cable
Subscribes to digital cable
Household has satellite dish
Household has pay-per-view TV access

TV viewed
Evening animation shows
Game show/Contest shows
General drama shows
How-to/Instruction shows
Movies
News/Documentary shows
Reality shows
Situation comedy shows

Gaming - State Lottery
Bought tickets
Played daily drawing
Played instant game
Played weekly drawing
Bought tickets more than once a week
Bought tickets 1-4 times a month
Bought tickets once a month or less

Gaming - Casino
Visit a casino

Method to see what’s on TV
Interactive program guide
Internet
Local cable listings channel

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Group A: Power Elite
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Prosperous, middle-aged married couples with children living child-focused lives in affluent suburbs

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Experian
Mosaic
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How we live our lives

Arts and entertainment

Bought book
Bought book from book club
Bought book from book store
Bought book from Internet
Bought games and toys
Bought children’s books
Bought electronic educational toys
Bought infant toys
Bought play sports equipment
Bought pre-school toys
Bought video games
Collect coins
Collect Disney items
Collect ornaments
Collect sports memorabilia/trading cards
Collect any collectible
Attended comedy club
Attended concert
Attended dance performance
Attended live theater
Attended movies
Attended aquarium
Attended zoo

Arts and entertainment

Attended museums
Attended restaurant (not fast food)
Attended bars/nightclubs/dancing
Listening to music
Playing musical instrument
80s music
Easy listening music
Alternative rock music
Hip hop music
Country music
R&B music
Pop music
60s to 70s music
Classical music
Jazz music

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**Type A03: Kids and Cabernet**

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### How we live our lives

#### Leisure activities/hobbies
- Antique shopping/shows
- Bird watching
- Board games
- Card games
- Cooking for fun
- Education courses
- Gardening
- Go to beach/lake
- Needlework/quilting
- Painting, drawing, sculpting
- Photography
- Reading books
- Tailgating
- Attend sports events
- Belong to American Association of Retired Persons (AARP)
- Belong to art associations (museum, symphony, opera, dance)
- Belong to church/temple/synagogue
- Belong to country club
- Belong to environmentalist organization
- Belong to PTA/parents' association
- Belong to union
- Belong to none of these

#### Sports and fitness participation
- Aerobics
- Backpacking/Hiking
- Baseball
- Basketball
- Bicycling - mountain/road
- Bicycling - stationary
- Billiards/Pool
- Bowling
- Camping trips (overnight)
- Downhill/Cross country skiing
- Fitness walking
- Football
- Fresh-water fishing
- Golf
- Horseback riding
- Jogging/Running
- Motorcycling
- Power boating
- Swimming
- Tennis
- Use cardio machine
- Weight training
- Yoga

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How we live our lives

Understanding Charts
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Vehicle classification

<table>
<thead>
<tr>
<th>Classification</th>
<th>Mean %</th>
<th>Index</th>
</tr>
</thead>
<tbody>
<tr>
<td>Alternate power - hybrid car</td>
<td>1.0%</td>
<td>237</td>
</tr>
<tr>
<td>Alternate power - hybrid truck</td>
<td>0.5%</td>
<td>404</td>
</tr>
<tr>
<td>CUV - entry level</td>
<td>3.0%</td>
<td>303</td>
</tr>
<tr>
<td>CUV - mid range</td>
<td>4.5%</td>
<td>603</td>
</tr>
<tr>
<td>CUV - premium</td>
<td>6.0%</td>
<td>603</td>
</tr>
<tr>
<td>Mid range car - lower</td>
<td>4.1%</td>
<td></td>
</tr>
<tr>
<td>Mid range car - premium</td>
<td>4.1%</td>
<td></td>
</tr>
<tr>
<td>Mid range car - standard</td>
<td>9.3%</td>
<td></td>
</tr>
<tr>
<td>Pickup - full sized</td>
<td>6.1%</td>
<td></td>
</tr>
<tr>
<td>Pickup - small</td>
<td>2.1%</td>
<td></td>
</tr>
<tr>
<td>Small car - budget</td>
<td>2.1%</td>
<td></td>
</tr>
<tr>
<td>Small car - economy</td>
<td>4.1%</td>
<td></td>
</tr>
<tr>
<td>Sports car - premium</td>
<td>2.0%</td>
<td></td>
</tr>
<tr>
<td>Sports car - touring</td>
<td>3.3%</td>
<td></td>
</tr>
<tr>
<td>Sports car - upper premium</td>
<td>1.0%</td>
<td></td>
</tr>
<tr>
<td>SUV - entry level</td>
<td>2.1%</td>
<td>258</td>
</tr>
<tr>
<td>SUV - large</td>
<td>8.7%</td>
<td></td>
</tr>
<tr>
<td>SUV - lower mid range</td>
<td>5.9%</td>
<td></td>
</tr>
<tr>
<td>SUV - pickup</td>
<td>0.4%</td>
<td></td>
</tr>
<tr>
<td>SUV - premium large</td>
<td>3.3%</td>
<td></td>
</tr>
<tr>
<td>SUV - upper mid range</td>
<td>1.4%</td>
<td>227</td>
</tr>
<tr>
<td>Traditional car</td>
<td>0.6%</td>
<td></td>
</tr>
</tbody>
</table>

Vehicle classification

<table>
<thead>
<tr>
<th>Classification</th>
<th>Mean %</th>
<th>Index</th>
</tr>
</thead>
<tbody>
<tr>
<td>Upscale - luxury</td>
<td>5.7%</td>
<td></td>
</tr>
<tr>
<td>Upscale - near luxury</td>
<td>8.5%</td>
<td></td>
</tr>
<tr>
<td>Upscale - premium</td>
<td>0.8%</td>
<td></td>
</tr>
<tr>
<td>Upscale - ultra</td>
<td>0.2%</td>
<td></td>
</tr>
<tr>
<td>Van - full sized</td>
<td>10.4%</td>
<td></td>
</tr>
<tr>
<td>Van - mini</td>
<td>60.2%</td>
<td></td>
</tr>
<tr>
<td>New vehicles</td>
<td>39.8%</td>
<td></td>
</tr>
<tr>
<td>Used vehicles</td>
<td>12.4%</td>
<td></td>
</tr>
<tr>
<td>Leased vehicles</td>
<td>37.6%</td>
<td></td>
</tr>
<tr>
<td>Domestic vehicles</td>
<td>62.4%</td>
<td></td>
</tr>
<tr>
<td>Import vehicles</td>
<td>8.6%</td>
<td></td>
</tr>
<tr>
<td>Households with no vehicle</td>
<td>4.6%</td>
<td></td>
</tr>
<tr>
<td>Households with 1 vehicle</td>
<td>7.0%</td>
<td></td>
</tr>
<tr>
<td>Households with 2 vehicles</td>
<td>79.7%</td>
<td></td>
</tr>
<tr>
<td>Households with 3+ vehicles</td>
<td>0.8%</td>
<td></td>
</tr>
</tbody>
</table>

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Scott & Karen

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How we live our lives

**Work transportation**
- Work from home: 5.6%
- Car - alone: 82.3%
- Carpool: 7.3%
- Public transportation: 3.1%
- Motorcycle: 0.1%
- Bicycle: 0.2%
- Walk: 0.9%
- Other: 0.6%

**Travel**
- I prefer traveling in the U.S. as opposed to traveling to foreign countries: 32.0%
- I love the idea of traveling abroad: 67.0%
- Like vacations where activities are organized for me: 23.0%
- Have taken a cruise ship vacation in last 3 years: 21.0%
- Domestic travel for vacation: 67.0%
- Foreign travel for vacation: 44.0%
- Visited theme parks: 61.0%
- Visited Disney (any Florida) theme parks: 24.0%

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Experian Mosaic