

A01 American Royalty

Affluent, influential and successful couples and families living in prestigious suburbs

🏠 2.26% | 3.34% 👤



Who We Are

Head of household age 🎂

51–65

153 | 41.6%

Type of property 🏠

Single family

110 | 97.8%

Est. Household income 💰

\$250,000+

636 | 42.8%

Household size 👤

5+ persons

195 | 28.4%

Home ownership 🤝

Homeowner

113 | 92.6%

Age of children 🍼

13–18

129 | 18.2%

Channel Preference



120



69



3



113



491



223

Technology Adoption



Journeymen

Key Features

- Prestigious housing
- Luxury living
- Upscale cars
- Healthy lifestyles
- Charitable giving
- World travelers



A

A01

A02

A03

A04

A05

A06

A01

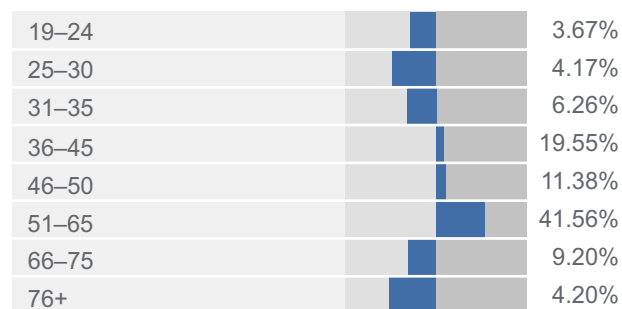
American Royalty

Affluent, influential and successful couples and families living in prestigious suburbs

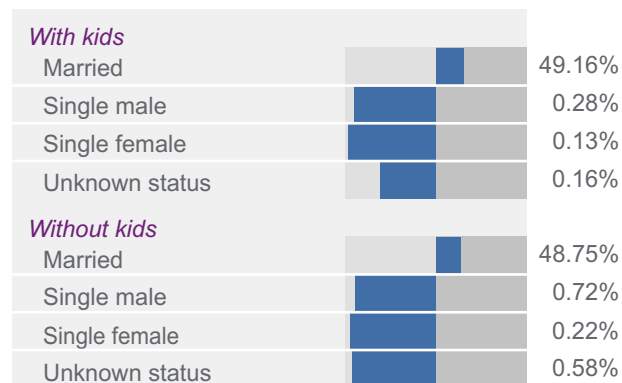
2.26% | 3.34%



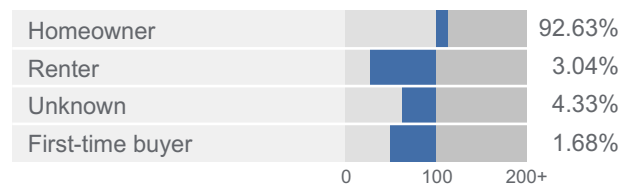
Head of household age



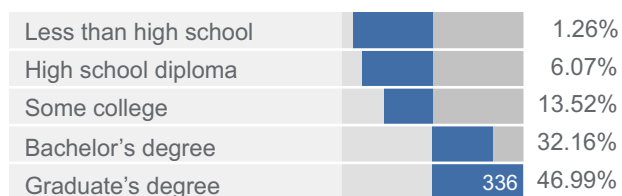
Family structure



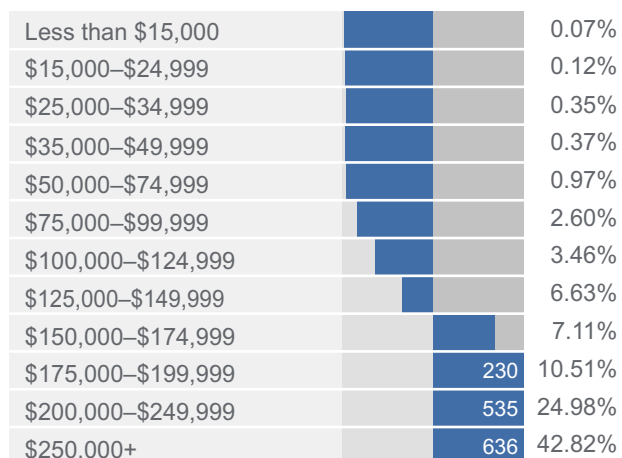
Home ownership



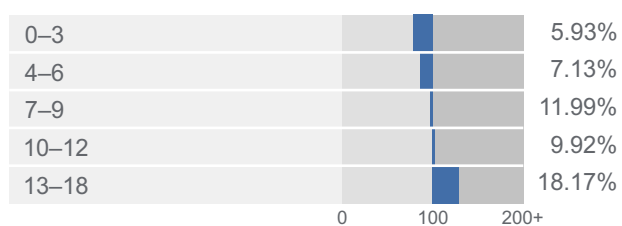
Head of household education



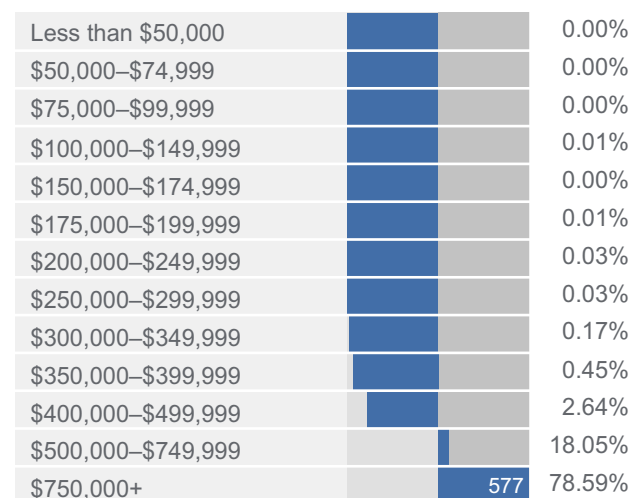
Estimated household income



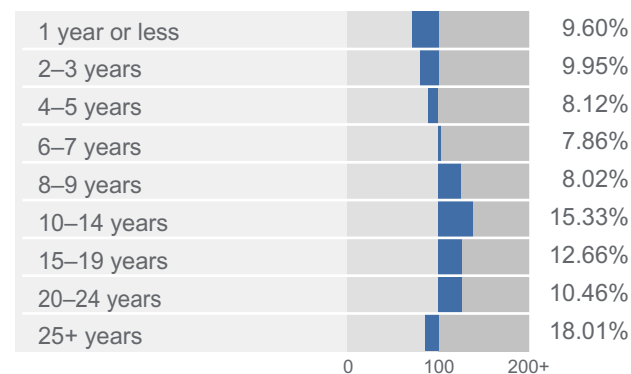
Age of children



Estimated current home value



Length of residency



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

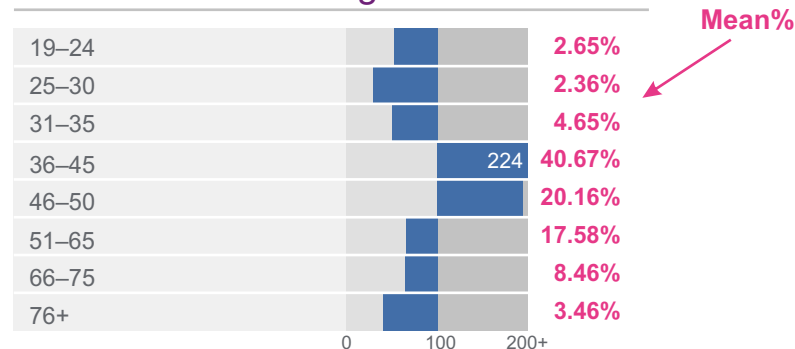
For each group and type, the charts show the **Means** and **Index** for each variable.

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:

Head of household age



This shows that:

- 2.65% of Group D are aged 19–24
- 2.36% of Group D are aged 25–30
- 4.65% of Group D are aged 31–35
- 40.67% of Group D are aged 36–45
- 20.16% of Group D are aged 46–50
- 17.58% of Group D are aged 51–65
- 8.46% of Group D are aged 66–75
- 3.46% 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.

Type A01: American Royalty

Affluent, influential and successful couples and families living in prestigious suburbs

How to Market

Being the most marketable consumer segment in America, it is vital for brands to break through the noise. To hyper-target American Royalty, use messaging that resonates with what's on the horizon; empty-nesting and eagerness to embrace new experiences. Though sophistication and elegance are certainly relevant, pull out all the stops and let this market know that your brand appreciates and emanates their interests in authentic experiences, quality products and service.

Focus on streaming TV, social media and email to reach them where they most prefer to hear about brand offers. Show your brand's value proposition for saving time and enabling the finer things in life, like cooking for fun, leisure and travel.

Overview



The most highly educated segment in the nation, American Royalty consists of mainly established couples enjoying gracious lifestyles in the fashionable suburbs of large metropolitan areas. These doctoral alumni hold senior positions in business, finance, legal and health companies. Over fifty percent are in their 50s and 60s, they are either living with children in the household, or empty-nesting couples whose children have grown up and left for college or new jobs. The majority of residents live in million-dollar homes, typically situated on well-manicured lawns in sought-after neighborhoods.

They're night owls who like to dine out at the finest of restaurants, and soak up culture through dance performances, live theater, museums and even check out a rock concert. These Americans like to look good while they're out and about, and they spend a lot of time trying to keep fit. Many hold memberships in health and country clubs, where they golf, play tennis and swim. When they wind down at home, it's often with a newspaper, a book or listening to classical music.

American Royalty are in the market for new vehicles and typically the target market for expensive brands of cars, furnishings and jewelry—and for good reason. Inconspicuous consumption is a foreign concept among these Americans. Their luxury import cars are loaded with options such as enhanced seating and driving assistance. Their homes are decorated with fancy housewares and appliances from chic stores. Their idea of shopping is having a personal salesclerk at a boutique or specialty store set aside a few choice designer fashions for them to consider between appointments and social gatherings.

Only the latest consumer electronics fill their entertainment rooms—including home theater systems with ultra-high definition TVs—and these busy professionals use the internet to trade stocks, book travel arrangements and learn about the newest must-haves and newsworthy current events. However, unlike other segments of older, affluent consumers, they also appreciate the entertainment value of the internet, going online to stream music and movies or the latest Netflix show series.

It takes money to maintain this lifestyle, and American Royalty are good at both making it and managing it. They invest in stocks, mutual funds and savings bonds. They're the shoppers who carry platinum and gold credit cards. The built-up equity

in their expensive homes allows them to borrow freely—and they do—with home equity loans and secured lines of credit. At their advancing ages, they also make a strong market for insurance products: life, health, property and auto.

American Royalty are proud of their success and like people to think that they're savvy money managers. They enjoy donating to high-profile causes and kicking up their heels at fundraisers, philanthropic dinners and charity balls. Tuxedos and gowns can always be found pressed and ready in their walk-in closets. Politically, their views are Mild Republicans or On-the-Fence Liberals.