

# B10

## Cosmopolitan Achievers

Affluent middle-aged couples and families enjoying dynamic lifestyles in metro areas

🏠 1.73% | 2.09% 👤



### Who We Are

**Head of household age** 🎂

36–45

157 | 28.6%

**Type of property** 🏠

Multi-family: 5–9 units

212 | 5.8%

**Est. Household income** 💰

\$125,000–\$149,999

163 | 16.3%

**Household size** 👤

5+ persons

143 | 20.8%

**Home ownership** 🤝

Homeowner

103 | 84.8%

**Age of children** 🍼

13–18

84 | 11.9%

### Channel Preference



199



62



14



155



127



121

### Technology Adoption



Journeymen

### Key Features

- Bilingual
- Luxury living
- Soccer fans
- Two family properties
- Economic literature
- Progressive liberals



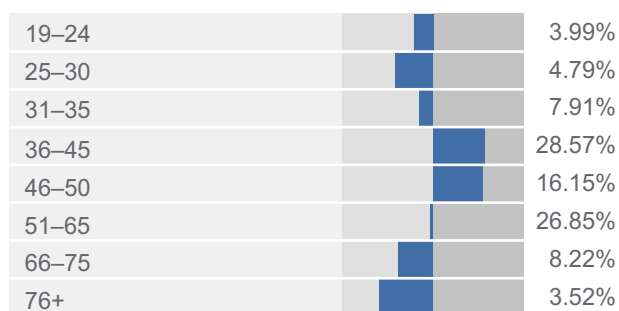
# B10

## Cosmopolitan Achievers

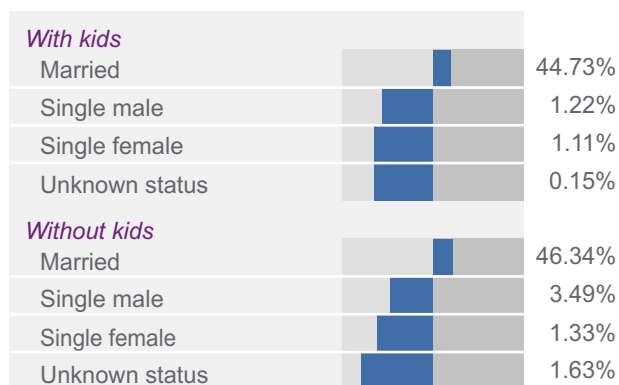
Affluent middle-aged couples and families enjoying dynamic lifestyles in metro areas

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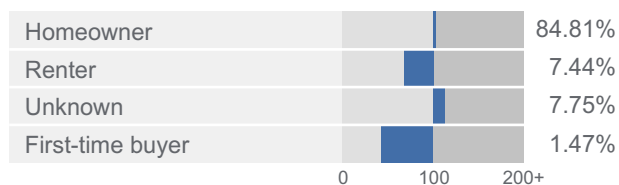
### Head of household age



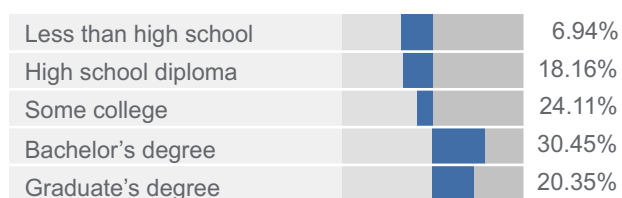
### Family structure



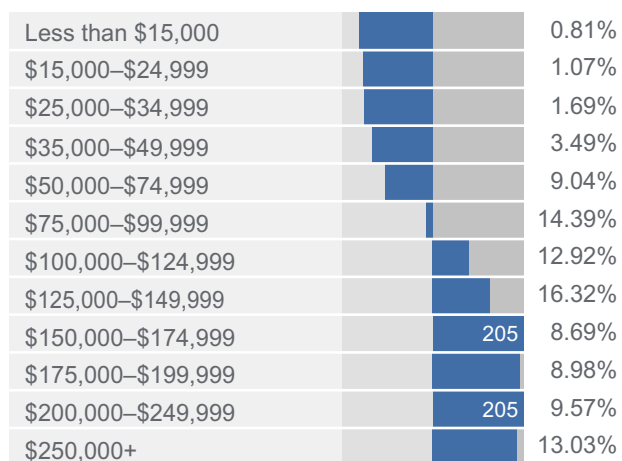
### Home ownership



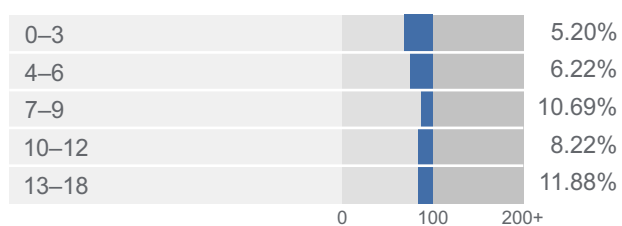
### Head of household education



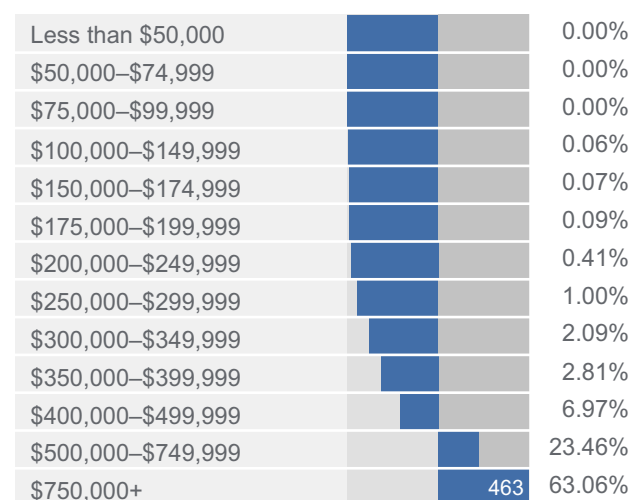
### Estimated household income



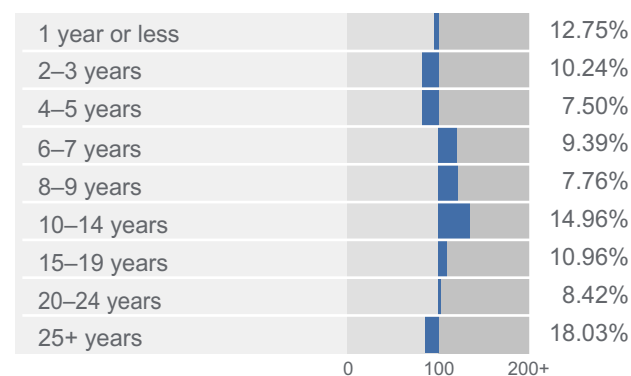
### Age of children



### 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:

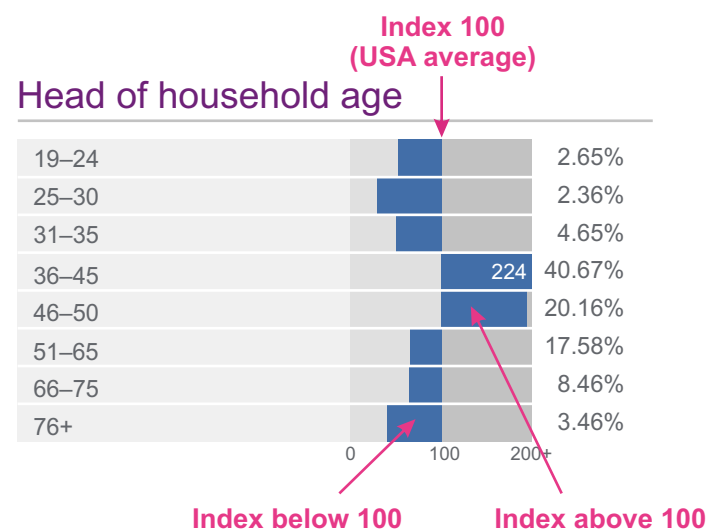
- 2.65% of Group D are aged 19–24
- 2.36% of Group D are aged 25–30
- 4.65% of Group D are aged 31–35
- 40.67% of Group D are aged 36–45
- 20.16% of Group D are aged 46–50
- 17.58% of Group D are aged 51–65
- 8.46% of Group D are aged 66–75
- 3.46% of Group D are aged 76+

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 B10: Cosmopolitan Achievers

Affluent middle-aged couples and families enjoying dynamic lifestyles in metro areas

### How to Market

As journeymen in terms of technology adoption, your best bet for engaging Cosmopolitan Achievers households lies in digital and streaming TV advertising. With much higher than average discretionary spends at their disposal and nearly 70 percent with children of all ages, these households are in the market for a wide array of products. Target Cosmopolitan Achievers with seasonal ads across all verticals, financial service options, and competitively-priced travel packages.

### Overview



Cosmopolitan Achievers contain middle-aged, married, dual income couples and families with older children living in the sprawl of the largest Western cities. With a high concentration of multigenerational households, this segment has found American-style prosperity. Some Cosmopolitan Achievers speak their ethnic language at home. The adults have college degrees, white-collar jobs and mostly six-figure incomes. They typically own older houses valued at more than \$500,000 in pricey neighborhoods. Some are new to these neighborhoods and some have lived there for more than a decade.

Cosmopolitan Achievers lead active and upscale lifestyles. They enjoy going to the theater, movies and concerts. Many have amassed diverse portfolios of stocks, bonds, and mutual funds. They are health-food consumers and pay attention to their fitness routines to maintain healthy lifestyles. Among their favorite activities are tennis, running, basketball and yoga, and they work out in home gyms and fitness clubs. They like to maintain a youthful appearance.

They tend to buy high-quality designer fashion from high-end stores. They're fond of dining at restaurants but are not fast food consumers. They drive imported cars—especially luxury sedans and hybrid cars—in part because they maintain that foreign-made cars have more cachet than domestic models.

Cosmopolitan Achievers are above-average consumers of most media, and they are especially interested in getting the latest news and information. They're fond of newspapers and magazines that cover business and fashion. Their favorite TV shows include reality shows and movies although they watch less TV than the general population. When it comes to research, they mostly look to the internet. They go online for medical information and product reviews. They like to shop online but are more interested in using the internet to become smarter about their finances.

Cosmopolitan Achievers are interested in other cultures and international events. Politically, they describe themselves as progressive liberals who support recycling and reducing greenhouse gases. They have high rates for contributing money to health and education groups. On Election Day, they tend to vote Democratic.

Not surprisingly, messaging that portrays a "Buy American" image will not entice this market to buy into a brand. Instead, use fashion-forward messages that tell Cosmopolitan Achievers that wearing or using your brand is what trend-setters do. Many in this segment are cutting-edge status seekers and just as many are motivated by incentives to try the products.