

A05 Couples with Clout

Highly-educated mobile couples living life to the fullest in affluent neighborhoods

🏠 1.85% | 1.62% 👤



Who We Are

Head of household age 🎂

36–45

333 | 60.4%

Type of property 🏠

Single family

109 | 96.7%

Est. Household income 💰

\$250,000+

381 | 25.7%

Household size 👤

2 persons

156 | 40.8%

Home ownership 🤝

Homeowner

113 | 92.6%

Age of children 🍼

7–9

104 | 12.8%

Channel Preference



220



111



37



292



208



70

Technology Adoption



Journeymen

Key Features

- Affluent
- Highly educated
- Politically conservative
- Tech journeymen
- Saving for college
- Fitness enthusiasts



A

A01

A02

A03

A04

A05

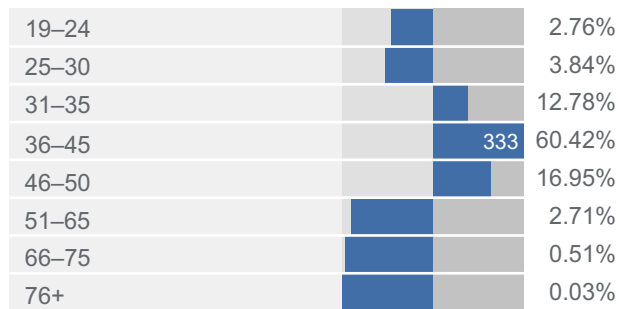
A06

A05 Couples with Clout

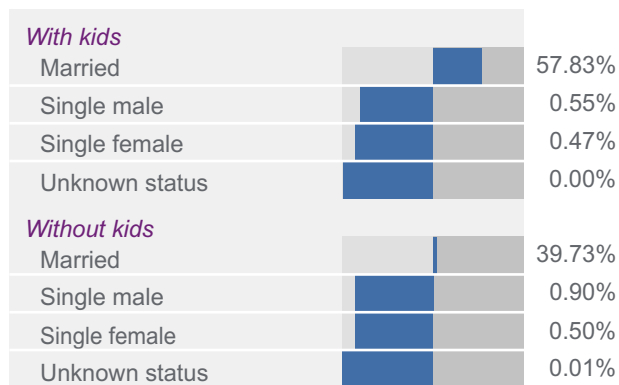
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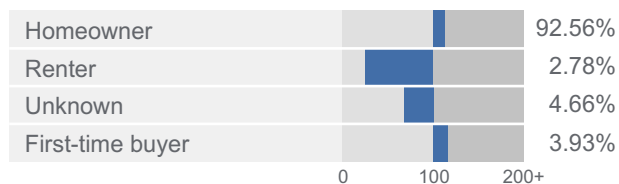
Head of household age



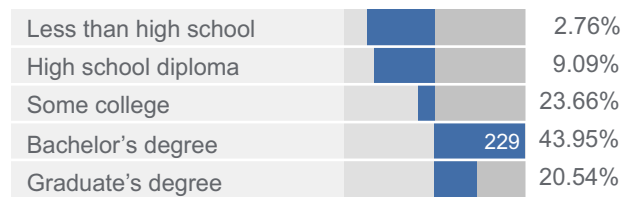
Family structure



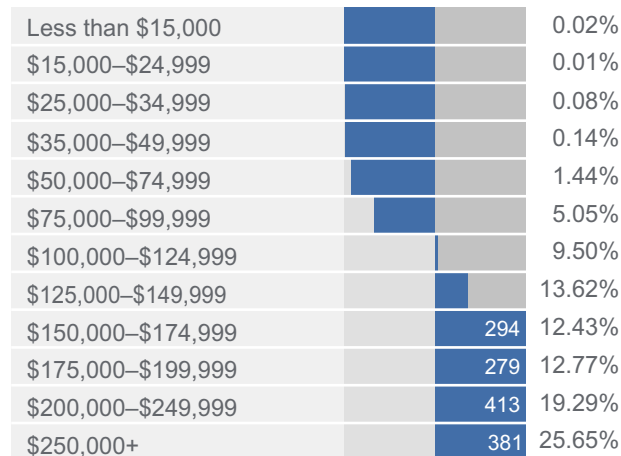
Home ownership



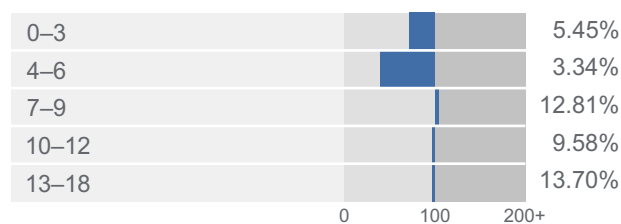
Head of household education



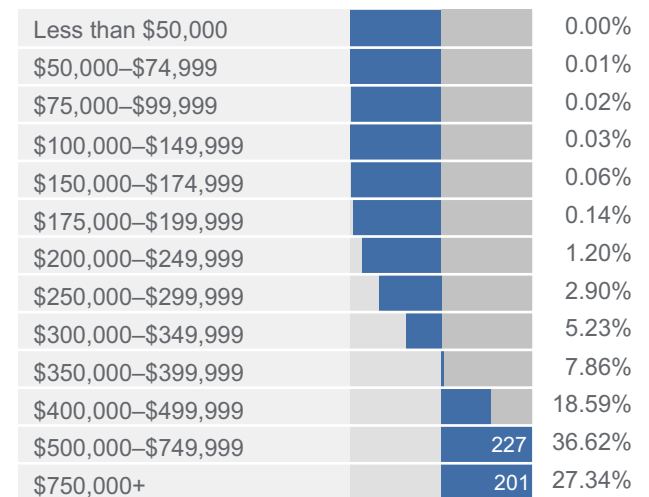
Estimated household income



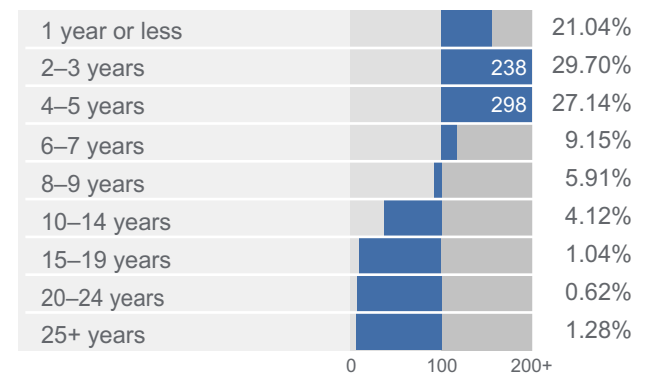
Age of children



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 A05: Couples with Clout

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How to Market

Being the most marketable consumer segment in America, it is vital for brands to break through the noise. To hyper-target Couples with Clout, 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



Couples with Clout are the wealthiest of America's consumers under 45 and happily pursuing the good life. These married, highly-educated couples tend to live in pricey homes in the nation's largest metros and suburbs. Many households contain dual earners with high salaries from jobs in management and white-collar professions. They maintain well-diversified investment portfolios and have plenty of insurance to protect their assets, as they've accumulated many. Couples with Clout are typically found either in downtown neighborhoods or close-in suburbs. But this is a mobile segment—often on the hunt for a better job or house.

Half have been at the same residence for fewer than three years.

Couples with Clout have plenty of disposable income to indulge in travel and leisure activities like boating, mountain biking, and even theme parks that entertain their teenagers as well. Couples with Clout are extremely social and most of them are out and about enjoying numerous life enriching experiences. Concerts, zoos and aquariums, dancing, nightclubs and live theater performances to name just a few.

Fitness-minded, these couples devote a lot of their income to healthy living. They exercise regularly at private health clubs and pursue sports such as rock climbing and skiing. They're big on aerobic exercise and enjoy working out on cardio machines, lifting weights and doing yoga. They consider their diet to be fairly healthy and tend towards healthy fast food options, but they also qualify as foodies. They take their roles as health and fitness influencers seriously.

Couples with Clout find joy in consumption. Most are in the market for a new vehicle, new or used, and they like to buy SUVs/CUVs and imported sedans filled with the latest high-tech options. They are Technology Journeymen—slightly ahead of the curve and they own a variety of consumer electronics. They enjoy shopping at high-end retailers for clothes, athletic gear and interior design products. They frequent all major housewares chains.

Couples with Clout are excellent consumer targets across all media channels. They are receptive to learning about the latest and greatest in products and services while watching cable or streaming TV. Mobile SMS and email are also great mediums

for reaching and resonating with this audience. The only type of advertising they do not prefer brands use to reach them is radio.

Couples with Clout regularly go online to watch TV programs, download music, and shop at Amazon. Expedia.com is another site that doesn't surprise us as being visited at high rates by these consumers. ESPN.com and the Pandora are also popular sites visited, telling us they are sports-minded and musically-inclined individuals. Facebook and Twitter are hang-out spots and you will always find their LinkedIn accounts up to date.