

A02 Platinum Prosperity

Wealthy and established empty-nesting couples residing in lavish suburban homes

🏠 0.72% | 1.01% 👤



Who We Are

Head of household age 🎂

51–65

207 | 56.2%

Type of property 🏠

Single family

111 | 98.4%

Est. Household income 💰

\$250,000+

925 | 62.3%

Household size 👤

5+ persons

156 | 22.7%

Home ownership 🤝

Homeowner

115 | 94.2%

Age of children 🍼

13–18

14 | 1.9%

Channel Preference



51



127



4



49



358



160

Technology Adoption



Apprentices

Key Features

- High income
- Empty-nesters
- Political donors
- Masters degrees
- Philanthropic
- Investment-savvy

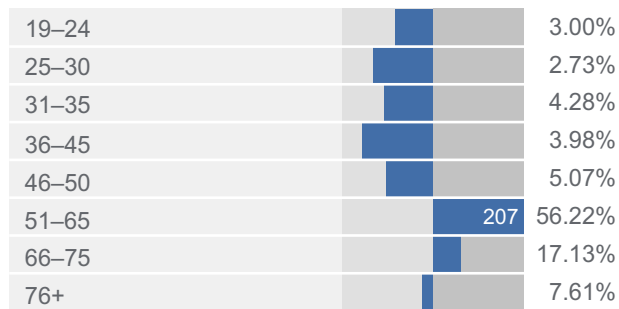


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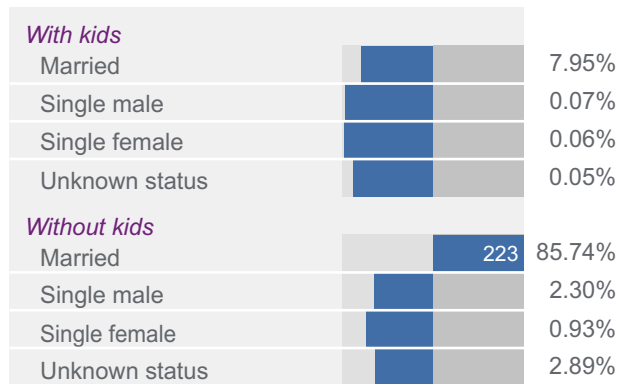
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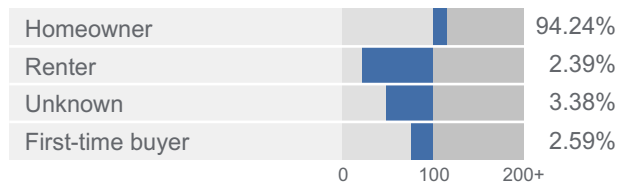
Head of household age



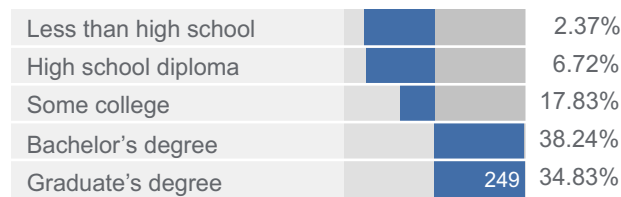
Family structure



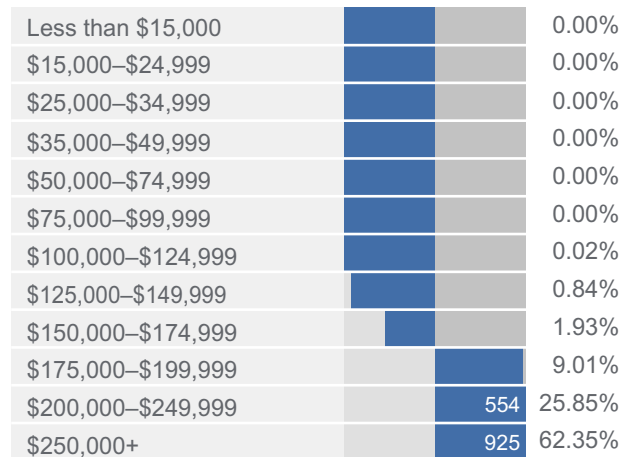
Home ownership



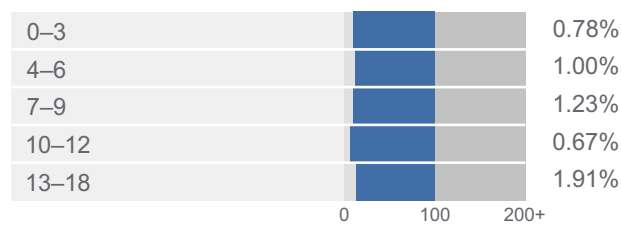
Head of household education



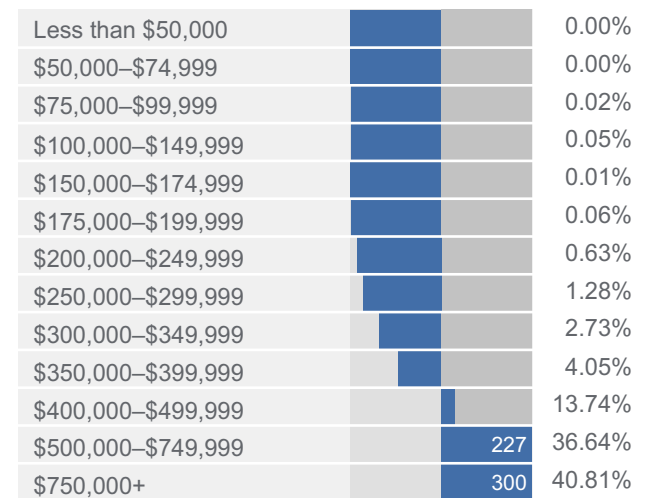
Estimated household income



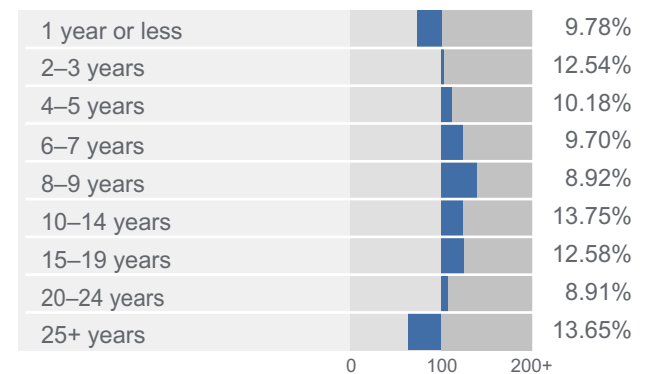
Age of children



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 A02: Platinum Prosperity

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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 Platinum Prosperity, 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 wealthiest segment, Platinum Prosperity, consists of older empty-nesting couples and retirees enjoying lives of luxury. With average incomes well into the six figures, many own spacious suburban homes valued at more than half a million dollars. Most are married, college educated and at the peak of their careers. While nearly a fifth are retired, those still in the workforce are holding executive and management positions in business, finance, legal and health services.

With their child-rearing days behind them, Platinum Prosperity enjoy entertaining their friends and pursuing

cultural activities. They like to network with other people on the same social rung, which serves them well in their philanthropic pursuits. Members of this segment belong to associations that support museums, symphonies, opera companies and other charities of the arts, and they are among the nation's top supporters of political groups and private foundation organizations.

Platinum Prosperity are consumers who resonate with brands who portray images of honor, integrity and the traditional themes of the American culture. Not surprising given they are a group with large male dominance as the head of household. Aside from that, they will occasionally use coupons and discount-based incentives.

Many Platinum Prosperity consumers are fitness fanatics who belong to health clubs, enjoy cardio, tennis and weight training sports and watch college and professional football and baseball games. At night, they enjoy cultural activities. Plays, ballets, operas, movies and concerts are all on their must-do lists. At home, they've outfitted their family rooms with top-of-the-line computers, large-screen HD TVs and serious exercise equipment, as well as books; one third being read digitally.

They also like to get away from their busy schedules. Platinum Prosperity couples travel for both business and pleasure, domestic and afar. Organized events like cruises are also a fan favorite for this consumer group.

As shoppers, they like to buy brands with reputations that align with the traditional American conventions of pride, integrity, honor and respect. Brands who are also reputable for being high quality, time-saving and fashion or industry-leading also grab the attention of the Platinum Prosperity consumers. When it comes to preferences for interacting with and learning

about brands, Platinum Prosperity prefer brand messages be delivered in-store and on specialty online retailers, via direct mail and email. They are not the most receptive to mobile or online video and display ads, but they are highly receptive to almost every other advertising channel.

Platinum Prosperity have a strong global consciousness and interest in international affairs. They purchase “green products” and support ethically responsible businesses. With a genuine interest in people of all backgrounds, they like to learn new things and pursue a healthy, sustainable lifestyle.

To reach these consumers, companies and non-profits should recognize that Platinum Prosperity are well-educated, global citizens who tend to be independent thinkers. They feel they are informed shoppers and are conservative when it comes to their outlooks on spend. Increasingly, they’re going online for news and commerce, reading blogs and informative websites that help them research products.

They not only shop and learn about products online, but they also frequent ESPN.com, foxnews.com and Facebook. Their mobile usage is more pragmatic and social in nature which is consistent with their average technology adoption.