

# Roane Alliance

INTERESTED VISITOR MOSAIC PROFILING • FEBRUARY 2020

## METHODOLOGY

- Mosaic profiles of people expressing an interest in Roane County were developed based on 2,406 randomly selected unique matching files from contest entries and Visitor Guide inquiries.
- Mosaic™ is a service/product offering of Experian.

# EXECUTIVE SUMMARY

- 73% of the audience rest in 9 of the 19 Mosaic macro segments.
- The most significant segments are older and live in established neighborhoods or in rural settings.
- They have the means to engage in a myriad of activities and do so.
- There are opportunities to offer various messages to the distinct groups under the brand umbrella.
- Many engage in similar activities that could be leveraged with local events for increased visits:
  - Reading
  - Gardening
  - Birdwatching
  - Church
  - Needlework
  - Photography
  - Cooking for fun



**MOSAIC PROFILES**



# MOSAIC PROFILES

SHOWN IN RANK ORDER OF  
AUDIENCE RESPONSE

		% of Audience		% of U.S. Population		
AUTUMN YEARS						
Aging in Place	J34	5.6%		3.3%		
Rural Escape	J35	2.1%		1.7%		
Settled and Sensible	J36	5.2%	12.9%	2.0%	7.0%	1
BLUE SKY BOOMERS						
Booming and Consuming	L41	5.1%		0.6%		
Rooted Flower Power	L42	3.4%		2.0%		
Homemade Happiness	L43	3.5%	12.0%	2.0%	4.6%	2
THRIVING BOOMERS						
Full Pockets	E19					
Empty Nests		0.9%		1.0%		
No place like Home	E20	5.2%		3.1%		
Unspoiled Splendor	E21	4.8%	10.9%	2.8%	6.9%	3
FAMILY UNION						
Stockcars and State Parks	I30					
Blue Collar Comfort	I31	4.0%		2.1%		
Steadfast	I32					
Conventionalists		0.1%		1.7%		
Balance and Harmony	I33	0.3%	8.5%	1.2%	7.5%	4

<b>BOOMING WITH CONFIDENCE</b>						
Aging of Aquarius	C11	4.8%		3.2%		
Golf Carts and Gourmets	C12	0.7%		0.5%		
Silver Sophisticates	C13	2.5%	8.0%	2.7%	6.4%	5
<b>GOLDEN YEAR GUARDIANS</b>						
Town Elders	Q64	4.3%		3.7%		
Senior Discounts	Q65	0.7%	5.0%	1.2%	4.9%	6
<b>SUBURBAN STYLE</b>						
Sports Utility Families	D15	1.7%		2.1%		
Settled in Suburbia	D16	2.7%		2.1%		
Cul de Sac Diversity	D17	0.1%		0.5%		
Suburban Attainment	D18	1.1%	5.6%	2.1%	6.8%	7
<b>FAMILIES IN MOTION</b>						
Red White and Bluegrass	M44	2.4%		2.7%		
Diapers and Debit Cards	M45	2.6%	5.0%	1.6%	4.3%	8
<b>POWER ELITE</b>						
American Royalty	A01	1.3%		3.0%		
Platinum Prosperity	A02	1.4%		1.6%		
Kids and Cabernet	A03	0.7%		1.7%		
Picture Perfect Families	A04	1.3%		2.0%		
Couples with Clout	A05	0.2%		1.0%		
Jet Set Urbanites	A06	0.1%	5.0%	0.7%	10.0%	8

# MOSAIC PROFILES

**#1: Autumn Years**



**#2: Blue Sky Boomers**



**#3: Thriving Boomers**



**#4: Family Union**



**#5: Booming With Confidence**



**#6: Golden Year Guardians**



**#7: Suburban Style**



**#8t: Families In Motion**



**#8t: Power Elite**



# MOSAIC PROFILING

## #1: Autumn Years

- Rural living
- Community roots
- Financial savings
- **AARP members**
- Financially secure
- Outdoor hobbies

## #2: Blue Sky Boomers

- Rural lifestyles
- Modest housing
- Outdoor recreation
- Agricultural and blue-collar jobs
- Racing fanatics
- Sports fans

## #3: Thriving Boomers

- Middle class
- Suburban city
- Politically independent
- Nature enthusiasts
- Married couples
- 60s/70s music lover

## #4: Family Union

- Bilingual
- Married with kids
- Large households
- Financially cautious
- Team sports
- Blue-collar jobs

## #5: Booming With Confidence

- Highly educated
- Affluent
- Upscale housing
- Savvy investors
- Tech apprentices
- Environmental philanthropists

## #6: Golden Year Guardians

- Retired
- Health-conscious
- Tech novices
- Established credit
- City lifestyle
- Cautious money managers

## #7: Suburban Style

- Comfortable lifestyle
- Ethnically diverse
- Politically diverse
- Family-centric activities
- Parents
- Financial investments

## #8t: Families In Motion

- Young children
- Hectic households
- Rural lifestyle
- Non-environmental
- Conservative investors
- Outdoor leisure

## #8t: Power Elite

- Wealthy
- Highly educated
- Politically conservative
- Well-invested
- Charitable giving
- Active and fit



# MOSAIC PROFILING

## #1: Autumn Years

Established and mature couples living gratified lifestyles in older homes



### Key Features

- Rural living
- Community roots
- Financial savings
- **AARP members**
- Financially secure
- Outdoor hobbies



# MOSAIC PROFILING

## #1: Autumn Years

### Established and mature couples living gratified lifestyles in older homes

One of the nation's more elderly groups, Autumn Years consumers are mostly mature couples retired in the same house where they've lived for much of their adult lives. Just over two thirds are over 65 years old. About the same proportion are married couples with grown-up children. Autumn Years live in single family homes and have not yet, or may never, moved to a retirement community. Proud members of the Greatest Generation, these couples are rooted in their communities, often belonging to local art groups, veterans' clubs, unions, churches and temples.

Many Autumn Years live in more suburban and rural communities throughout the country. These couples raised their children in quaint modest homes, which were built between 1950 and 1990. Comfortable in their tight-knit communities, over half have lived at the same residence for more than 20 years.

Autumn Years often came from humble beginnings; about half completing high school and entering the workforce. While nearly half are retired, those who are still in the workforce hold jobs in farming, blue-collar professions or the service industry. These working-class jobs provide median household incomes of around \$50,000. However, with their modest expenses and children out of the house, these couples enjoy easy-going and home-centered lifestyles that don't require high-powered salaries to live happily and comfortably.

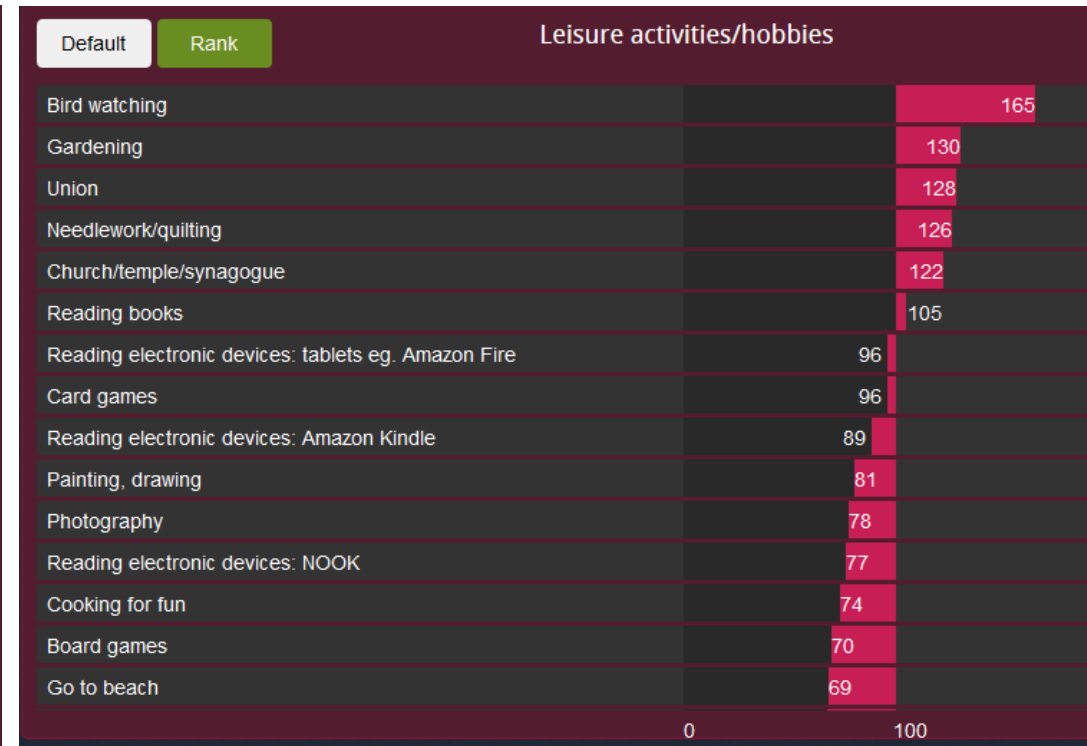
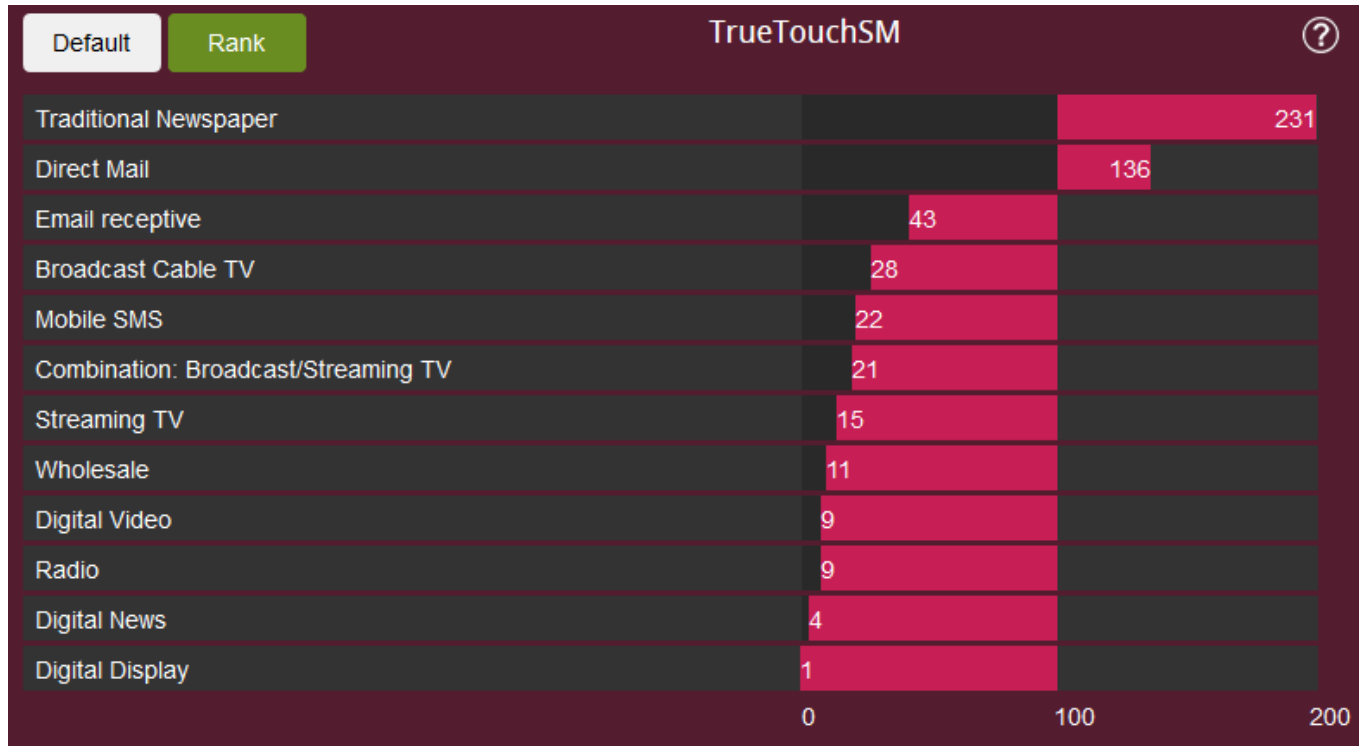
The members of Autumn Years enjoy their quiet leisure time. They tend to like to stick around the house to watch TV, play card games, read books, garden or pursue hobbies like needlework and woodworking. They have enough money from their regular investments in stocks and savings bonds to splurge on attending plays and concerts. They enjoy easy listening genres from all musical eras, namely the 60s. They make a prime audience for home-style restaurants, hitting the early-bird specials. They enjoy outdoor activities such as walking and fishing.



# MOSAIC PROFILING

## #1: Autumn Years

Established and mature couples living gratified lifestyles in older homes





# MOSAIC PROFILING

## #2: Blue Sky Boomers

Lower and middle-class baby boomer-aged households living in small towns

Aged 51–65  
Fresh-water fishing  
Auto racing on TV  
Fishing, hunting, and outdoor magazines  
Technology adoption: Novices  
Rural non-city style  
Married without kids  
High school diploma  
Game shows on TV  
Collect antiques  
Blue collar  
Mobile Phone Persona: Basic Planners  
Political Persona: Conservative Democrats  
Discretionary spend \$11,001–\$13,000  
Household income \$50,000–\$74,999  
Classified in newspapers  
Worse off financially now than last year  
Home value \$75,000–\$99,999  
Small pickup

### Key Features

- Rural lifestyles
- Modest housing
- Outdoor recreation
- Agricultural and blue-collar jobs
- Racing fanatics
- Sports fans



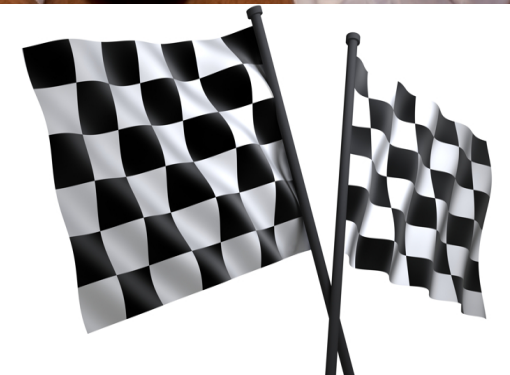
# MOSAIC PROFILING

## #2: Blue Sky Boomers

**Lower and middle-class baby boomer-aged households living in small towns**

In Blue Sky Boomers, older, empty-nesting couples and singles have settled in small towns and waterfront resorts in anticipation of their retirement years. The three types in this group are about evenly divided between married couples and widowed or divorced singles without children at home. More than 80 percent are between the ages of 50 and 65. Most have high-school educations and working-class sensibilities. These households tend to work in blue-collar jobs, supporting a resort economy in towns that offer weekend getaways and longer summer vacations for wealthier city dwellers. Most Blue Sky Boomers, unlike their seasonal neighbors, earn lower-middle-class incomes, averaging about \$50,000. However, because their expenses are low and their mortgages mostly paid off, many enjoy casual and comfortable lifestyles.

Located in surroundings like theirs, no one would fault Blue Sky Boomers for spending much of their leisure time outdoors. These households enjoy fishing, hiking and gardening. However, they also have enough money—thanks, in part, to conservative investments—to travel by car and RV to domestic locations. For a splurge, they'll go out to home-style and casual restaurants, take in a music concert or head to a weekend NASCAR race. When they want to relax, they like to read books, listen to music—from bluegrass to soul to golden oldies—or go to a movie. These are the households that haven't forgotten the art of baking from scratch.

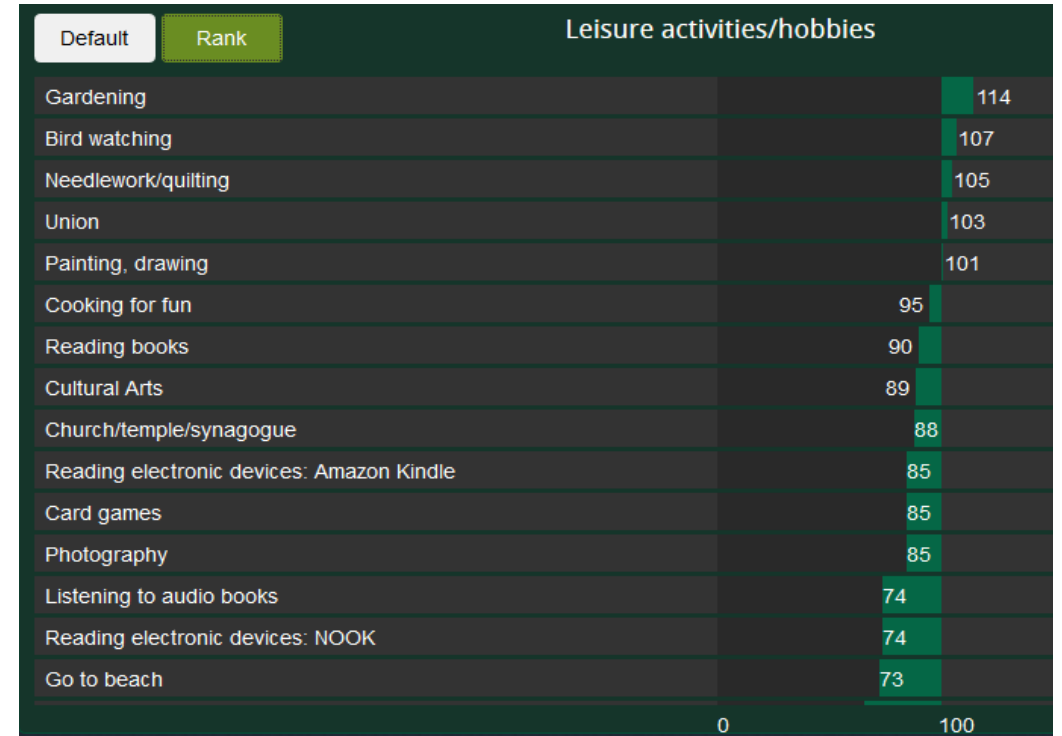
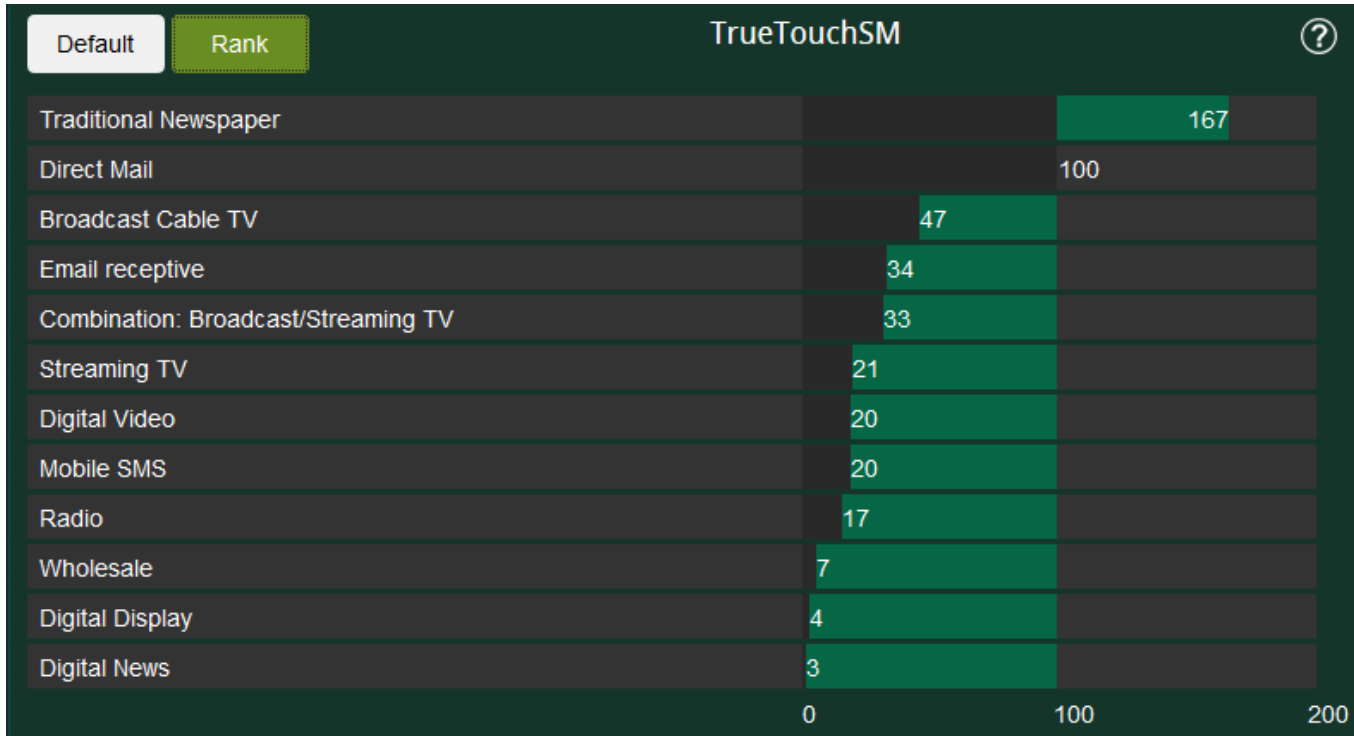




# MOSAIC PROFILING

## #2: Blue Sky Boomers

Lower and middle-class baby boomer-aged households living in small towns



# MOSAIC PROFILING

## #3: Thriving Boomers

Upper-middle-class baby boomer-age couples living comfortable lifestyles settled in suburban homes

Aged 51–65  
Household income \$75,000–\$99,999  
Discretionary spend \$16,001–\$19,000  
Home improvement spenders  
Independent/other  
Pinterest  
Young adult in household  
Technology adoption: Apprentices  
Length of residency 20–24 years  
Fresh-water fishing  
Auto racing on TV  
4 persons  
Political Persona: Ultra Conservatives  
Cultural arts  
Married without kids  
Easy-listening music  
In the market for used vehicle  
Home value \$175,000–\$199,999  
Management/business and financial  
Suburban non-city style

### Key Features

- Middle class
- Suburban city
- Politically independent
- Nature enthusiasts
- Married couples
- 60s/70s music lover



# MOSAIC PROFILING

## #3: Thriving Boomers

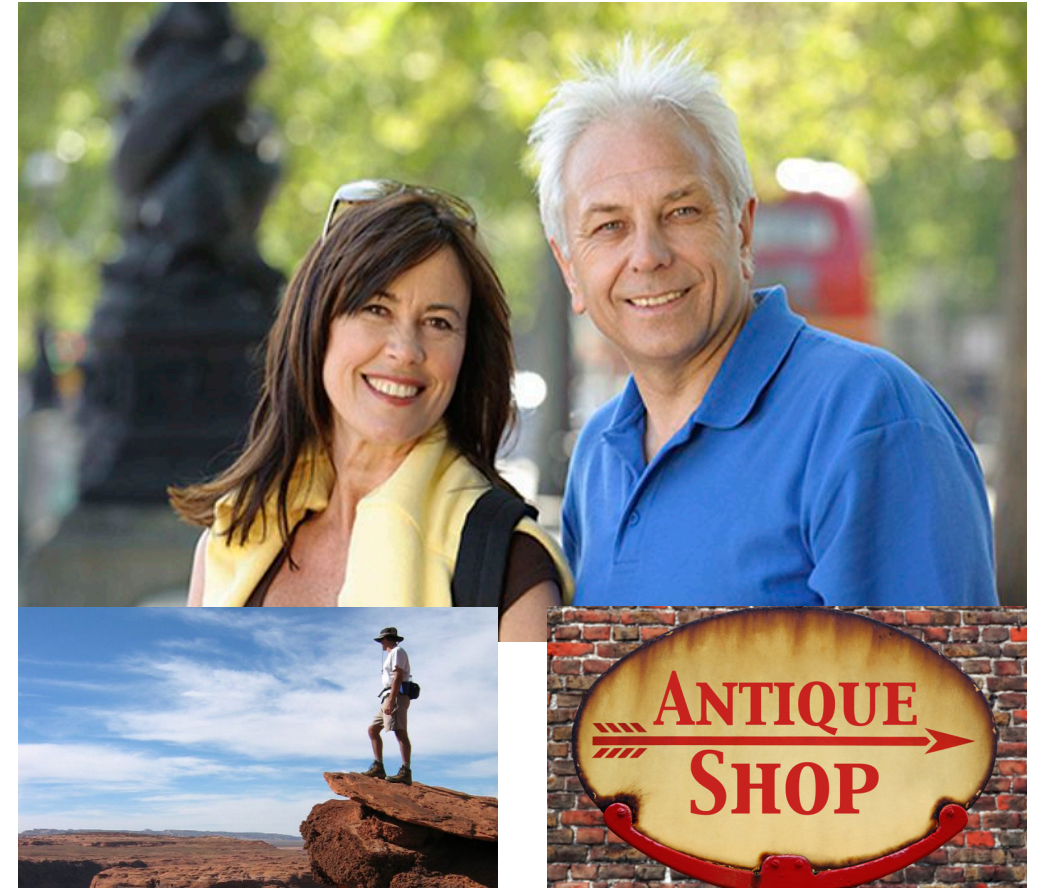
**Upper-middle-class baby boomer-age couples living comfortable lifestyles settled in suburban homes**

Thriving Boomers feature empty-nesting couples in their 50s, 60s and 70s who reside in homes they've owned and lived in for 10+ years in cities and suburbs across the US. Most of the households contain childless couples who are either fully-retired or approaching retirement. While some of their peers have migrated to active retirement communities, these folks are content to live in their mixed-age neighborhoods.

Thriving Boomers are concentrated in cities and suburbs. Their housing stock varies from older ranches to mountainside bungalows and beachfront condos. Although they're nearly twice as likely as average Americans to live on large properties, they also enjoy a change in scenery from time to time, as seen in the many who own vacation homes.

An educated group, a majority of households has at least one member with a college degree; these couples typically have white-collar jobs in public administration, law, education and sales. Their mid-level positions provide above-average incomes, though nearly one out of every five adults are retired.

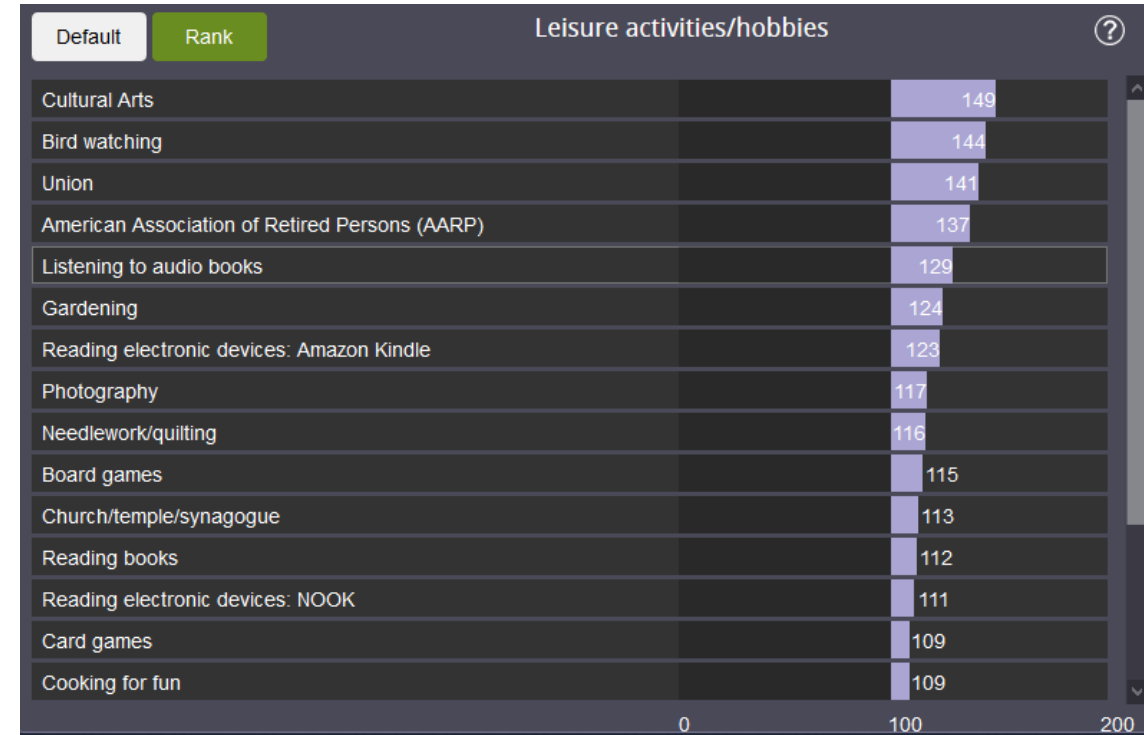
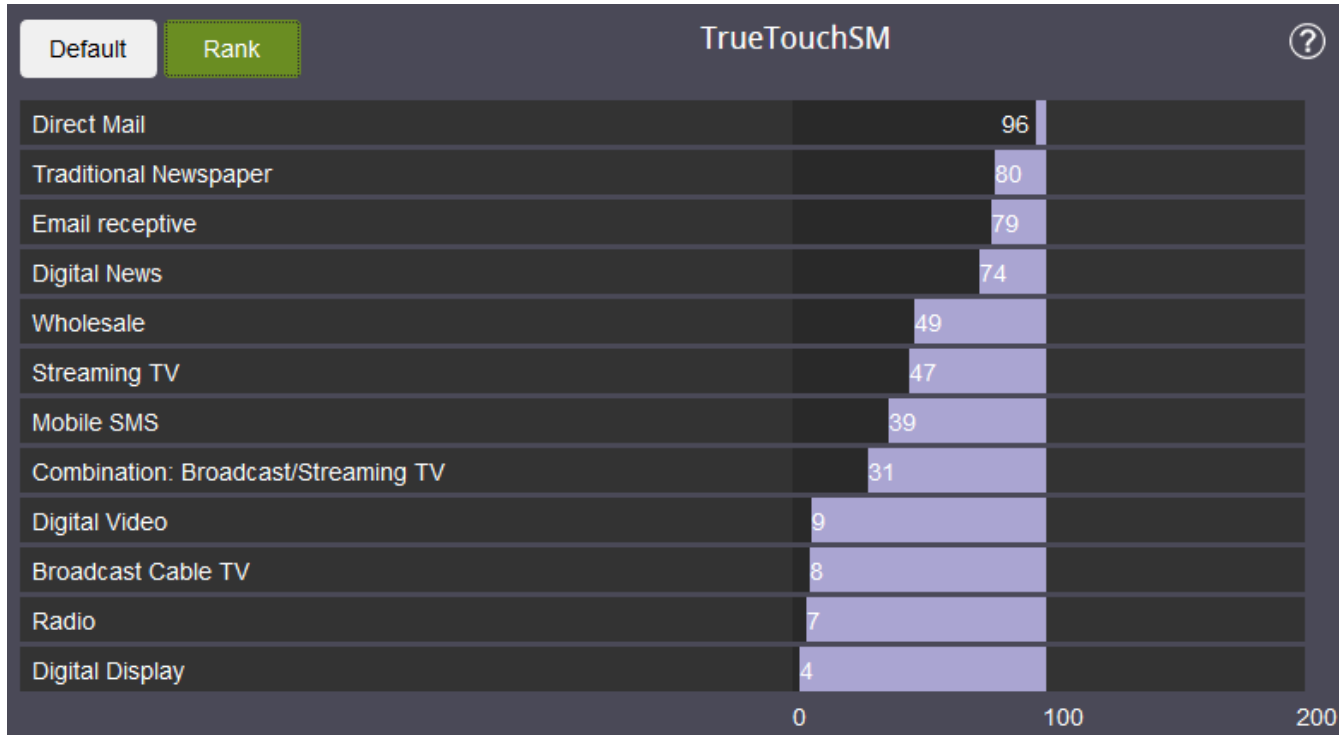
They exercise regularly, enjoying biking, hiking, walking, swimming and golf. These educated Americans frequent the theater, museums and classical music concerts. They dine out often at steakhouses and chains and have a soft spot for restaurants like Bob Evans and Cracker Barrel that offer home-style fare. They travel often with over half preferring to travel domestically over foreign countries. To relax at home, they like to garden, read books, cook and play card games.



# MOSAIC PROFILING

## #3: Thriving Boomers

Upper-middle-class baby boomer-age couples living comfortable lifestyles settled in suburban homes





# MOSAIC PROFILING

## #4: Family Union

Middle income and middle-aged families living in homes supported by solid blue-collar occupations

Aged 46–50  
Do not speak English  
Investment leader  
Length of residency 15–19 years  
Six Flags  
Property built 1950–1959  
In the market for used vehicle  
Political Persona: Uninvolved Conservatives  
Education less than high school  
Young adult in household  
Nintendo DS  
Married with kids  
Blue collar  
Women's fashion and beauty magazines  
Household income \$50,000–\$74,999  
Children age 13–18  
5+ persons  
Snapchat  
Home value \$100,000–\$149,999  
Discretionary spend \$13,001–\$16,000

### Key Features

- Bilingual
- Married with kids
- Large households
- Financially cautious
- Team sports
- Blue-collar jobs



# MOSAIC PROFILING

## #4: Family Union

### Middle income and middle-aged families living in homes supported by solid blue-collar occupations

Family Union families live in middle-class comfort within the sprawl of major metropolitan areas. Many of the households contain older parents and their children, who have worked hard, settled in modest houses and established a comfortable lifestyle for their families. They tend to live in multi-ethnic and multi-lingual neighborhoods, some speaking Spanish in shops and cafes, driving used American sedans and minivans, and filling their homes with food and decorations that remind them of their roots.

Almost all of these residents are homeowners and live in established, inner-ring suburbs. On neat streets with landscaped lawns are the signs of middle-class status: boats, motorcycles and recreational vehicles. More than half of all households have lived at the same address for more than a decade.

Family Union have average educations, with a quarter of households not having finished high school and just over ten percent having college diplomas. But they earn mid-scale incomes thanks to multiple workers in the household—more than ten percent of households contain a young adult living at home—who hold jobs in blue-collar and service sector occupations such as construction, manufacturing, transportation and food services. Despite their working-class jobs, they've managed to achieve middle-class status through determination and a yearning for personal achievement.

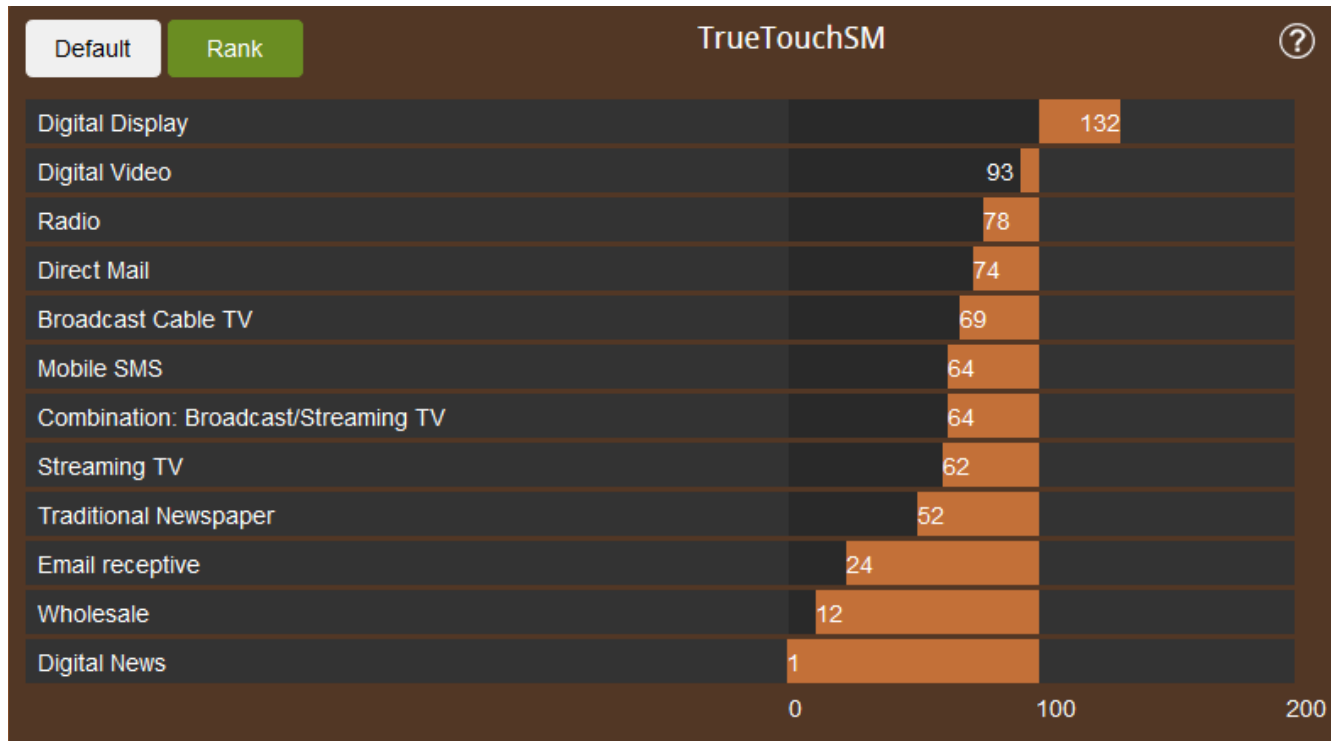
Family Union are vibrant and active. At home, many of the Hispanic families speak Spanish, celebrate Latin holidays and keep up with Latin news and music. They go out to movies, bars, comedy clubs and dance performances, and they engage in plenty of sports with their families, including soccer, basketball and baseball. When they go out to eat, they're more likely to go to a local eatery or a fast food chain like KFC, El Pollo Loco, Del Taco or Little Caesar's.



# MOSAIC PROFILING

## #4: Family Union

Middle income and middle-aged families living in homes supported by solid blue-collar occupations





# MOSAIC PROFILING

## #5: Booming with Confidence

Prosperous, established couples in their peak earning years living in suburban homes

In the market for new vehicle  
Brokerage account  
Management/business and financial  
Specialty department store  
Discretionary spend \$32,001+  
Home improvement spenders  
Political Persona: Mild Republicans  
Married without kids  
Environmental charities  
The Wall Street Journal: daily  
Arts/culture charities  
Technology adoption: Apprentices  
Length of residency 20–24 years  
Aged 51–65  
Household income \$175,000–\$199,999  
Young adult in household  
Home value \$750,000+  
Graduate's degree

### Key Features

- Highly educated
- Affluent
- Upscale housing
- Savvy investors
- Tech apprentices
- Environmental philanthropists





# MOSAIC PROFILING

## #5: Booming with Confidence

**Prosperous, established couples in their peak earning years living in suburban homes**

Booming with Confidence are married couples in their peak earning years, approaching retirement. Many of the households have dual incomes and few children, allowing them to afford fashionable homes on small, manicured yards in city and suburban neighborhoods. Having made a conscious effort to distance themselves from the noise and chaos of the urban core, they've retreated to the quiet and desirable neighborhoods located only a short commute from their jobs.

Most households in Booming with Confidence are found in relatively new subdivisions on tree-lined streets worth more than \$300,000. A majority have lived at the same address for more than 15 years.

Many have built up equity in their homes that supports their comfortable lifestyles and leisure activities. Their houses are also large enough to accommodate young adults, as almost one out of every six households has a young adult still living at home.

With almost half of the households earning six-figure incomes, Booming with Confidence are at the peak of their careers in white-collar professions in business, law, public administration, education and science. Given their college degrees and foreign travel, there's a cultured air to these segments.

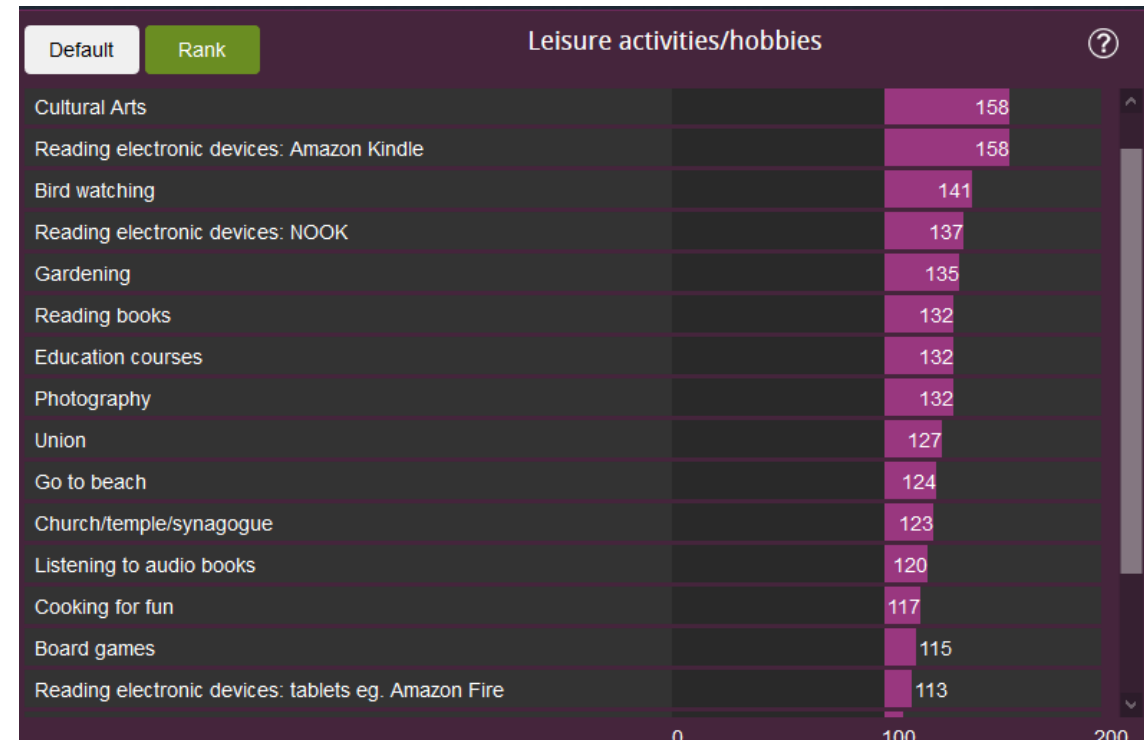
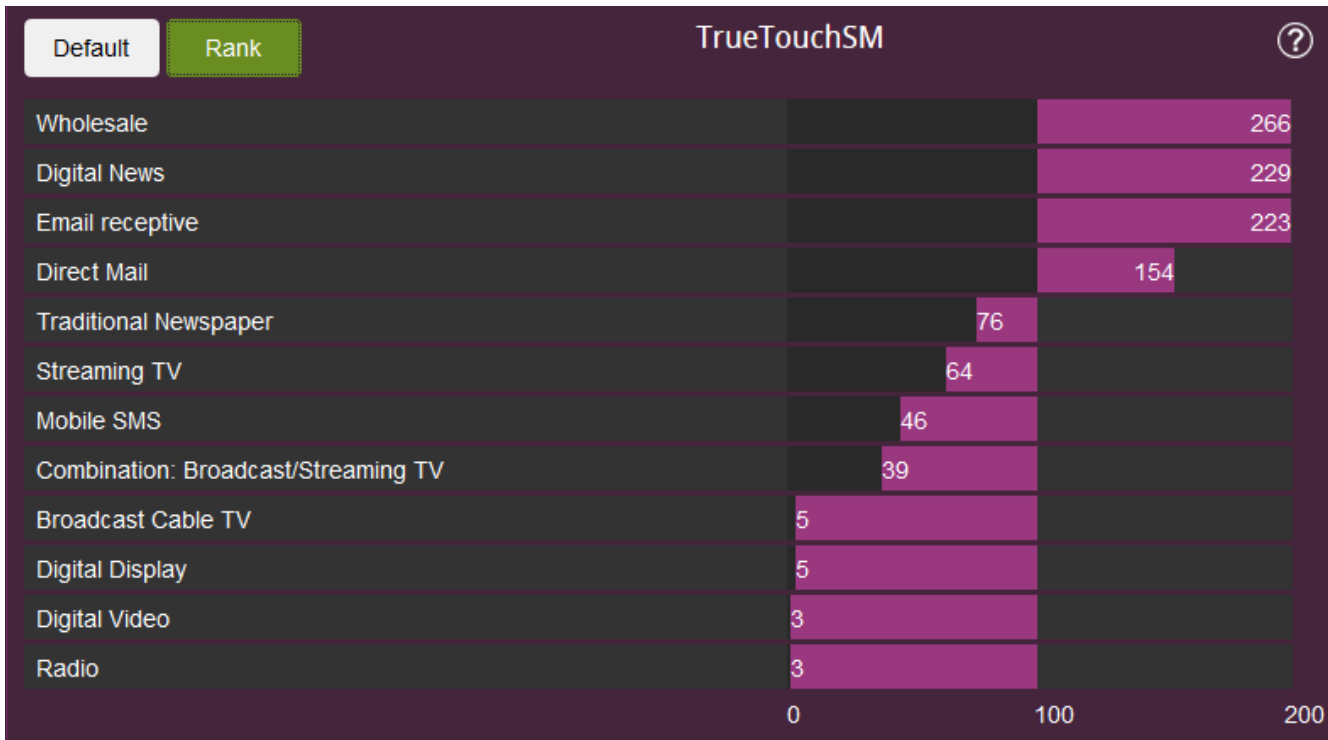
Booming with Confidence tend to have sophisticated tastes. With their well-appointed homes, solid incomes and diversified portfolios, they can afford to live the good life. They like to spend on nightlife, going to plays, concerts, movies and restaurants. On weekends, they can be seen touring museums and antique shops, always on the lookout for objects to add to their collections. They travel widely, taking getaways internationally. At home, they like to relax by reading, gardening and entertaining friends and family.



# MOSAIC PROFILING

## #5: Booming with Confidence

Prosperous, established couples in their peak earning years living in suburban homes



# MOSAIC PROFILING

## #6: Golden Year Guardians

Retirees living in old homes, settled residences and communities



### Key Features

- Retired
- Health-conscious
- Tech novices
- Established credit
- City lifestyle
- Cautious money managers





# MOSAIC PROFILING

## #6: Golden Year Guardians

### Retirees living in old homes, settled residences and communities

Golden Year Guardians are the eldest of the Mosaic groups. They have a predominantly limited education and live on extremely modest retirement funds. Over half are widowed or living alone as their spouse resides in the community's nursing home. Most married couples still live in the homes they've owned for the past 25 years and nearly one third now reside in retirement communities. These members of the Greatest Generation typically came from humble origins and now enjoy unpretentious lifestyles.

Many are still living the American dream of home ownership, though their modest cottages and bungalows are valued at three quarters of the national average. Many have sought out communities where they could live free of urban concerns like crime and rush-hour traffic. Others have moved to new locations for a chance to establish new friendships and engage in new leisure activities.

With incomes half the national average, many households face financial challenges as they struggle to get by on their Social Security checks and pensions. Only a third went beyond high school. Before retirement, a decade or more ago, they held jobs as honest blue-collar workers. They lack the discretionary cash to enjoy a carefree retirement. They are comfortable with the simple necessities of life.

Golden Year Guardians tend to lead quiet lifestyles. Their social life revolves around various community groups, and they belong to churches as well as veterans' clubs and AARP. They spend a lot of their time in their residences reading books, gardening and doing needlework. For fun, they like to play cards, visit the senior center, try their luck at bingo or go out to dinner at home-style restaurants like Bob Evans, Cracker Barrel and Old Country Buffet.

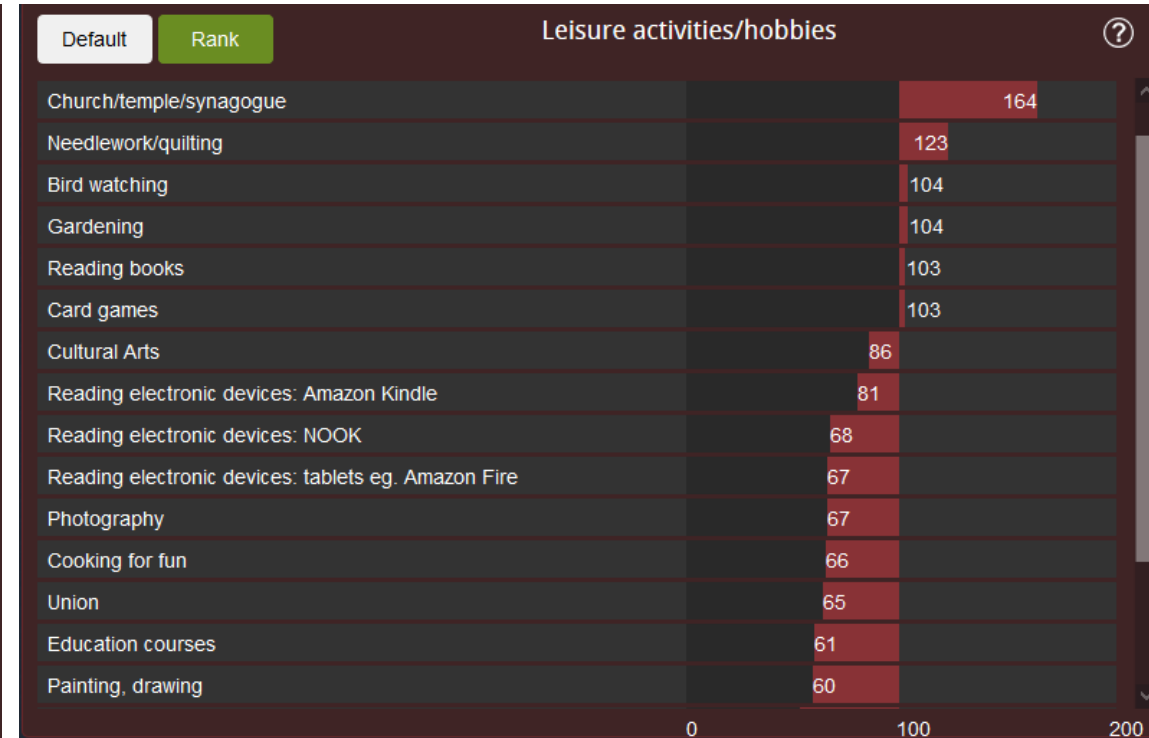
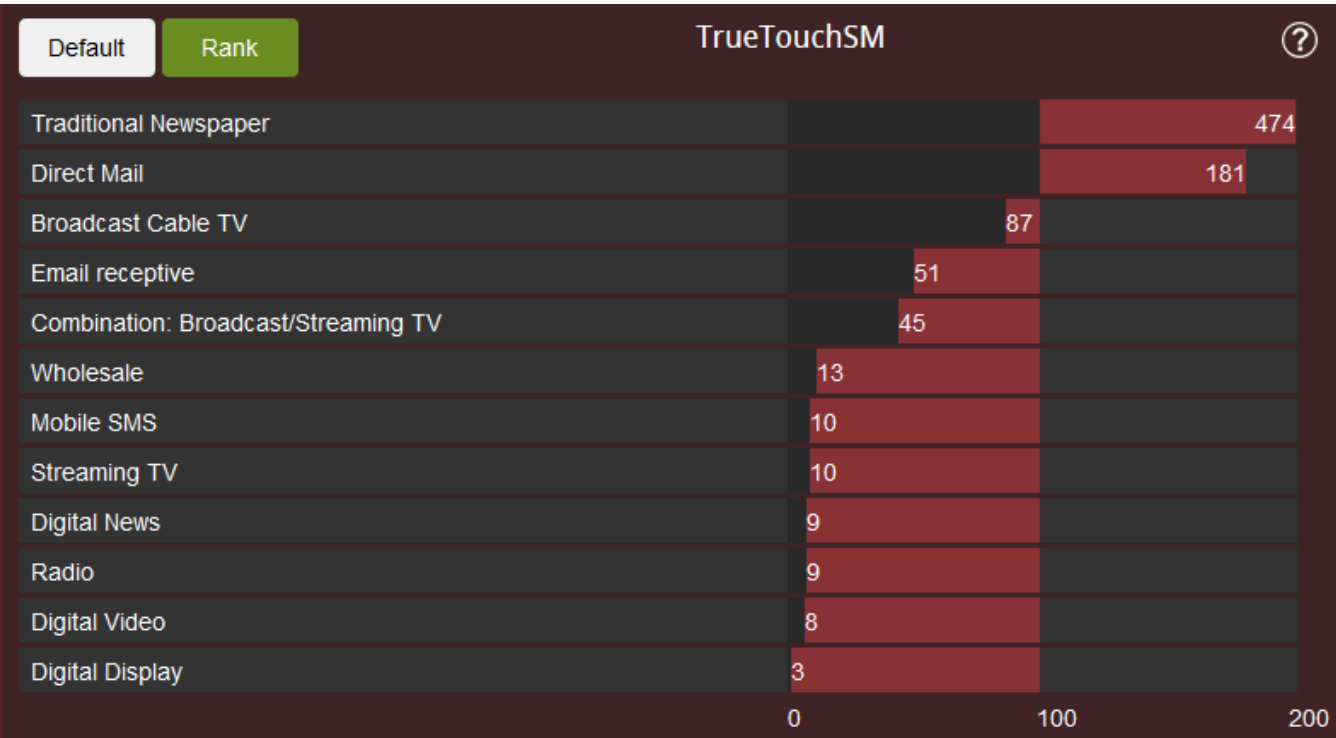
Nearly half no longer drive a car and of those who still do, they cruise in sedans with the reputation of being American-made. They describe themselves as tech-averse.



# MOSAIC PROFILING

## #6: Golden Year Guardians

Retirees living in old homes, settled residences and communities



# MOSAIC PROFILING

## #7: Suburban Style

Middle-aged, ethnically-mixed suburban families and couples earning upscale incomes

Track and field on TV  
Tailgating  
Married with kids  
In the market for used vehicle  
Home mortgage  
Household income \$125,000–\$149,999  
Technology adoption: Apprentices  
Home improvement spenders  
College basketball  
Home value \$200,000–\$249,999  
Political Persona: Left Out Democrats  
Aged parent in household  
Nintendo 3DS  
5+ persons  
Children age 10–12  
Technical jobs  
Discretionary spend \$23,001–\$26,000  
Instagram  
Aged 46–50

### Key Features

- Comfortable lifestyle
- Ethnically diverse
- Politically diverse
- Family-centric activities
- Parents
- Financial investments





# MOSAIC PROFILING

## #7: Suburban Style

**Middle-aged, ethnically-mixed suburban families and couples earning upscale incomes**

Filled with ethnically-diverse, middle-aged couples and families who enjoy upscale lifestyles. Concentrated in suburban neighborhoods, these households are in the middle childrearing phase of their lives, coping with growing families, mid-level careers and monthly mortgage payments. However, they're happy to be bringing up their children in these middle-ring suburbs known for quiet streets and commutes to in-town jobs.

Suburban Style aspired to live in a leafy suburb with a nice garden and fresh air. Their homes are preserved on curvy streets built in the last half of the 20th century. Housing values are slightly above average. Many homes have a basketball hoop in the driveway or a grill out back. On weekends, the sidewalks are filled with teens skateboarding, biking, in-line skating and shooting hoops. Action/adventure video games are also commonplace.

With their slightly above-average educations—more than half have gone to college—parents in Suburban Style work at white-collar jobs in business, public administration, education and finance. Their solid incomes and built-up equity allow them to qualify for home equity and car loans. Among these segments, the highest concentration of homeowners has lived at the same address for over a decade.

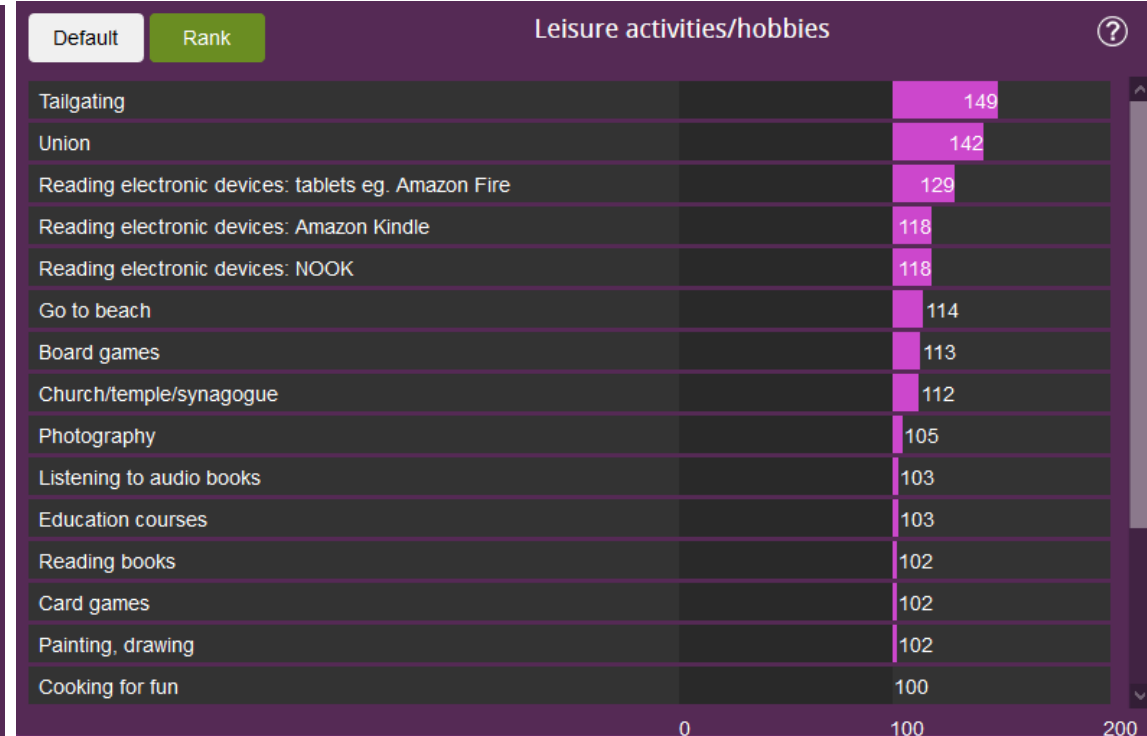
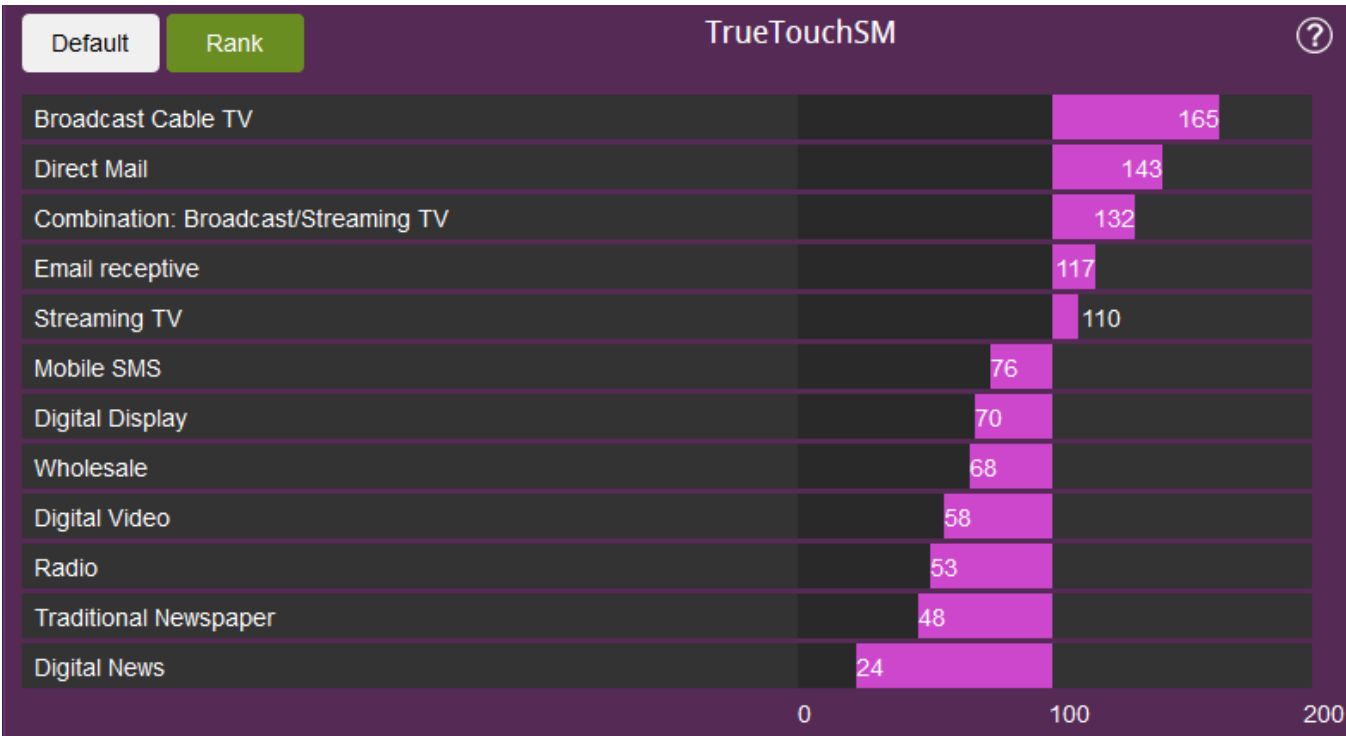
Suburban Style has rich leisure lives. They spend a lot of their free time engaged in watching college football, pro basketball, football and baseball. For a night out, adults head to movies, restaurants, plays, museums and concerts, as well as occasional cooking for fun. With excursions to zoos, aquariums, bowling alleys and theme parks as well as regularly scheduled piano lessons and hockey practice, it's not uncommon for parents to put 50 miles on their car every weekend. Many fret that their children are over-programmed and need more unstructured playtime. With friends they might play cards or video games—anything to take their minds off the next bout of activities, errands and appointments.



# MOSAIC PROFILING

## #7: Suburban Style

Middle-aged, ethnically-mixed suburban families and couples earning upscale incomes





# MOSAIC PROFILING

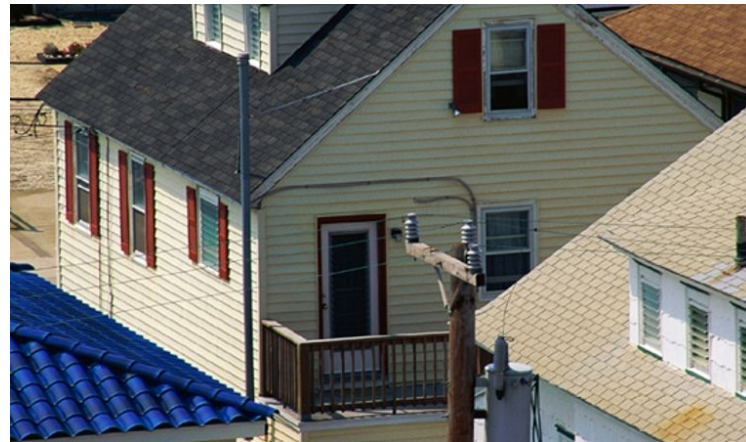
## #8t: Families in Motion

Younger, working-class families earning moderate incomes in smaller residential communities

Blue collar Technology adoption: Wizards  
Celebrity endorsements may influence me Rural city style  
Friends/family ask my advice on car to buy Softball In the market for used vehicle  
5+ persons Political Persona: Uninvolved Conservatives  
Children age 4–6 Discretionary spend \$888–\$6,000  
Home value less than \$50,000 Reading electronic devices:eg. Amazon Fire  
Fishing, hunting, and outdoor magazines Country music Satellite dish  
Strategy video games Married with kids  
Aged 31–35  
Deal seekers

### Key Features

- Young children
- Hectic households
- Rural lifestyle
- Non-environmental
- Conservative investors
- Outdoor leisure



# MOSAIC PROFILING

## #8t: Families in Motion

**Younger, working-class families earning moderate incomes in smaller residential communities**

Families in Motion are dominated by young families living in small towns. Most of the households contain married couples between 25 and 45 years old. Half have families with two or more children. Many of these households moved into their towns years ago to raise their children in safe surroundings and affordable homes. Today their towns are neither industrial centers nor high-tech boomtowns, but quiet communities with an employment base consisting of skilled manual workers in construction, manufacturing and the trades.

Families in Motion are found in older, working-class towns that have managed to weather the nation's transformation to a high-tech economy. Most of the housing stock is old and home values are lower than the national average. But seventy percent of the members of this group are homeowners of single-family homes. In their remote settings, a disproportionate number have large lots between two and four acres—plenty of room to park their campers and pickups.

In these heartland communities, most families get by on modest educations. Seven out of ten have a high school diploma or at least some college and almost 10 percent have earned a college degree. The majority of adults work at blue-collar jobs—the highest rate in the nation. While the pay may be average, these dual-income couples make enough to support outdoorsy, child-centered lifestyles.

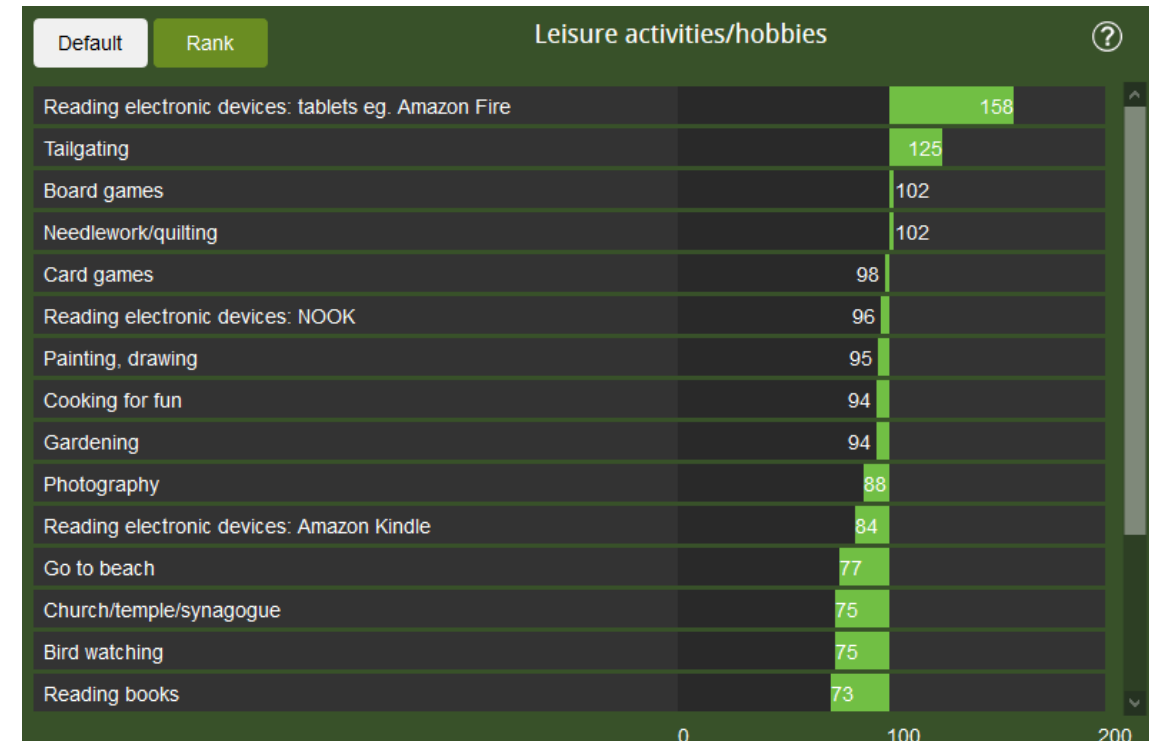
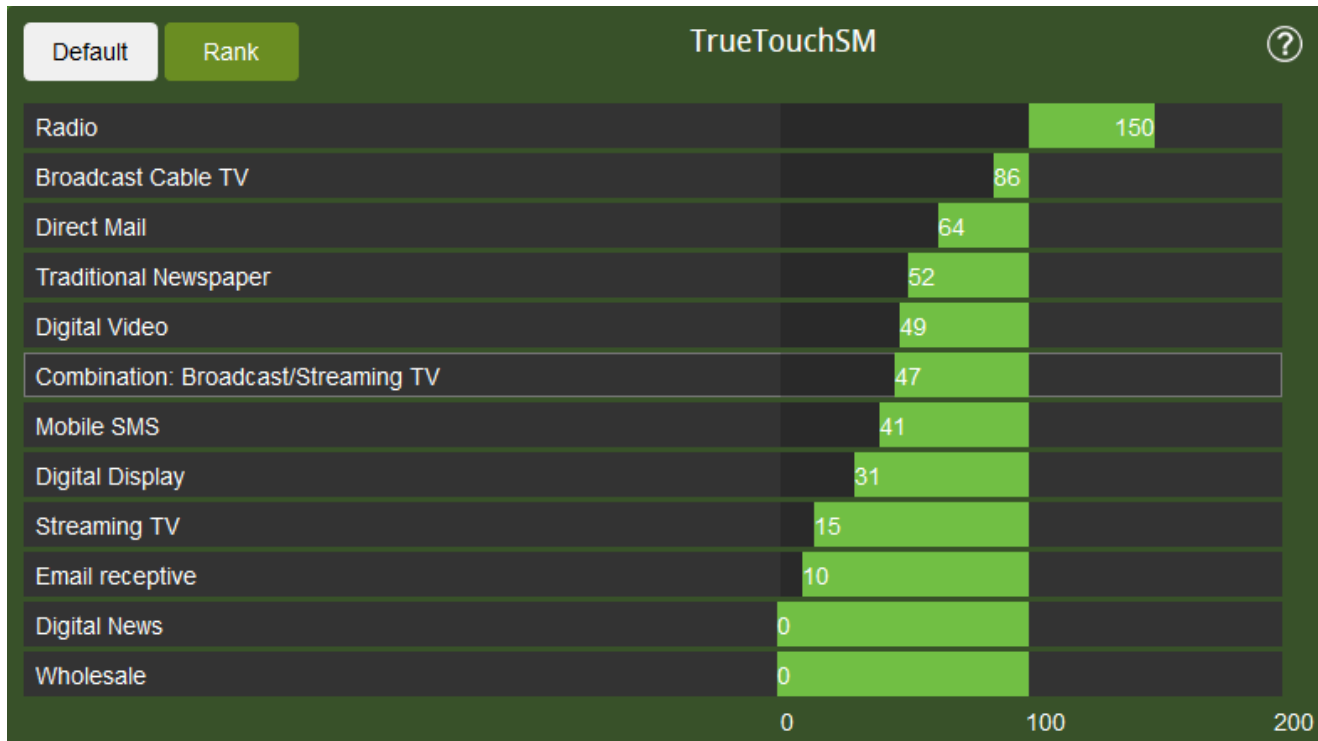
These young families enjoy a lot of outdoor activities, including fishing, camping, and swimming. On weekends many take their kids to movies, bowling alleys and fast food restaurants. At their homes, the adults like to gather together to play cards and games after enjoying a home-cooked meal. For vacations, they pile their kids into their trucks and RVs and head to family-friendly motels and campgrounds near to the state fair, zoo or aquarium.



# MOSAIC PROFILING

## #8t: Families in Motion

Younger, working-class families earning moderate incomes in smaller residential communities





# MOSAIC PROFILING

## #8t: Power Elite

The wealthiest households in the US, living in the most exclusive neighborhoods, and enjoying all that life has to offer

Airline/in-flight magazines  
The Wall Street Journal: daily  
Graduate's degree  
Arts/culture charities  
Metropolitan city  
Skiing  
Home value \$750,000+  
Household income \$250,000+  
In the market for new vehicle  
Technology adoption: Journeymen  
Brokerage account  
Political Persona: Mild Republicans  
Management/business and financial  
Credit card user  
Cultural arts  
Discretionary spend \$32,001+  
Home improvement spenders  
LinkedIn

### Key Features

- Wealthy
- Highly educated
- Politically conservative
- Well-invested
- Charitable giving
- Active and fit



# MOSAIC PROFILING

## #8t: Power Elite

**The wealthiest households in the US, living in the most exclusive neighborhoods, and enjoying all that life has to offer**

America's wealthiest households belong to Power Elite and live in the most prestigious areas. Many of the Power Elite have risen to the top thanks to advanced educations and lucrative careers as lawyers, doctors and corporate leaders. Today, these middle-aged and older executives (about half are empty-nesting couples) enjoy lives of luxury.

Many paid more than a million dollars for their dream-homes.

With over half the adults holding college degrees, Power Elite reflect a society of white-collar and entrepreneurial types as well as dual-earners who have worked their way to the top. They're over twice as likely as average Americans to have jobs in business, law, science and technology.

As consumers, the Power Elite have regal tastes. They're philanthropic supporters of the arts who go to plays, live theatre performances, music concerts, and museums. With many of their kids grown up, they're free to go out to dinner, watch a movie or take in another evening event. Weekends are reserved for trying to catch up with life, with such activities as cooking for fun, church events, reading books, or heading to the beach or lake. These are also health-conscious households who set aside regular time to exercise at a health club or with a private trainer.

They travel widely in the US and abroad, visiting virtually every country that can be reached by plane, train or cruise ship. They travel in style whether it involves hitting ski slopes, wandering island beaches or teeing-off at exclusive golf courses.

All this discretionary spend does not only go toward indulging themselves, however. The Power Elite also give away a lot of money to charitable causes. They support education, the arts, health and religious charities to name a few. Their engagement calendars are studded with philanthropic dinners, fundraisers and charity balls.



# MOSAIC PROFILING

## #8t: Power Elite

The wealthiest households in the US, living in the most exclusive neighborhoods, and enjoying all that life has to offer

