

Mosaic Summary Index Report

Geography: St. Charles (County), Missouri

Date: July 17, 2020



| | |
|----------------------------------|--|
| Dominant Cluster Code | Cluster C14 Boomers and Boomerangs |
| Households in Dominant Cluster | 26,829 |
| % Households in Dominant Cluster | 17.8% |

*Index Base File:
Entire US*

| <u>Cluster</u> | <u>Description</u> | <u>Households(2018A)</u> | <u>%</u> | <u>Index Ave=100</u> |
|---|---|--------------------------|----------|----------------------|
| <u>Group A: Power Elite</u> | | | | |
| A01 | American Royalty | 1,262 | 0.8% | 30 |
| A02 | Platinum Prosperity | 5,028 | 3.3% | 276 |
| A03 | Kids and Cabernet | 0 | 0.0% | 0 |
| A04 | Picture Perfect Families | 2,805 | 1.9% | 685 |
| A05 | Couples with Clout | 1,303 | 0.9% | 400 |
| A06 | Jet Set Urbanites | 0 | 0.0% | 0 |
| | <i>Subtotal</i> | 10,398 | 6.9% | 118 |
| <u>Group B: Flourishing Families</u> | | | | |
| B07 | Across the Ages | 16,519 | 11.0% | 480 |
| B08 | Babies and Bliss | 6,171 | 4.1% | 1,965 |
| B09 | Family Fun-tastic | 2,358 | 1.6% | 201 |
| B10 | Cosmopolitan Achievers | 2 | 0.0% | 0 |
| | <i>Subtotal</i> | 25,050 | 16.6% | 342 |
| <u>Group C: Booming with Confidence</u> | | | | |
| C11 | Sophisticated City Dweller | 26,011 | 17.3% | 445 |
| C12 | Golf Carts and Gourmets | 0 | 0.0% | 0 |
| C13 | Philanthropic Sophisticates | 2,666 | 1.8% | 48 |
| C14 | Boomers and Boomerangs | 26,829 | 17.8% | 1,096 |
| | <i>Subtotal</i> | 55,506 | 36.9% | 373 |

Group D: Suburban Style

| | | | | |
|-----|---|-------|------|----|
| D15 | Sports Utility Families | 0 | 0.0% | 0 |
| D16 | Settled in Suburbia | 2,360 | 1.6% | 88 |
| D17 | Cul de Sac Diversity | 0 | 0.0% | 0 |
| D18 | Suburban Nightlife | 0 | 0.0% | 0 |
| | <i>Subtotal</i> | 2,360 | 1.6% | 30 |

Group E: Thriving Boomers

| | | | | |
|-----|--------------------------------------|-------|------|-----|
| E19 | Consummate Consumers | 0 | 0.0% | 0 |
| E20 | No Place Like Home | 5,364 | 3.6% | 177 |
| E21 | Unspoiled Splendor | 1,832 | 1.2% | 41 |
| | <i>Subtotal</i> | 7,196 | 4.8% | 75 |

Group F: Promising Families

| | | | | |
|-----|--------------------------------------|--------|-------|-----|
| F22 | Fast Track Couples | 16,543 | 11.0% | 389 |
| F23 | Families Matter Most | 0 | 0.0% | 0 |
| | <i>Subtotal</i> | 16,543 | 11.0% | 384 |

Group G: Young City Solos

| | | | | |
|-----|-----------------------------------|-------|------|-----|
| G24 | Ambitious Singles | 3,256 | 2.2% | 209 |
| G25 | Urban Edge | 0 | 0.0% | 0 |
| | <i>Subtotal</i> | 3,256 | 2.2% | 74 |

Group H: Bourgeois Melting Pot

| | | | | |
|-----|--|---|------|---|
| H26 | Progressive Assortment | 0 | 0.0% | 0 |
| H27 | Life of Leisure | 0 | 0.0% | 0 |
| H28 | Everyday Moderates | 0 | 0.0% | 0 |
| H29 | Destination Recreation | 0 | 0.0% | 0 |
| | <i>Subtotal</i> | 0 | 0.0% | 0 |

Group I: Family Union

| | | | | |
|-----|---|-------|------|-----|
| I30 | Potlucks and the Great Outdoors | 748 | 0.5% | 18 |
| I31 | Hard Working Values | 2,547 | 1.7% | 138 |
| I32 | Steadfast Conventionalists | 0 | 0.0% | 0 |
| I33 | Balance and Harmony | 0 | 0.0% | 0 |
| | <i>Subtotal</i> | 3,295 | 2.2% | 30 |

[Group J: Autumn Years](#)

| | | | | |
|-----|--|--------|------|-----|
| J34 | Suburban Sophisticates | 10,642 | 7.1% | 172 |
| J35 | Rural Escape | 0 | 0.0% | 0 |
| J36 | Settled and Sensible | 0 | 0.0% | 0 |
| | <i>Subtotal</i> | 10,642 | 7.1% | 76 |

[Group K: Significant Singles](#)

| | | | | |
|-----|-----------------------------------|-------|------|----|
| K37 | Wired for Success | 0 | 0.0% | 0 |
| K38 | Modern Blend | 0 | 0.0% | 0 |
| K39 | Metro Fusion | 0 | 0.0% | 0 |
| K40 | Bohemian Groove | 2,223 | 1.5% | 87 |
| | <i>Subtotal</i> | 2,223 | 1.5% | 38 |

[Group L: Blue Sky Boomers](#)

| | | | | |
|-----|---------------------------------------|-------|------|-----|
| L41 | Booming and Consuming | 190 | 0.1% | 14 |
| L42 | Rooted Flower Power | 7,378 | 4.9% | 245 |
| L43 | Homemade Happiness | 221 | 0.1% | 5 |
| | <i>Subtotal</i> | 7,789 | 5.2% | 87 |

[Group M: Families in Motion](#)

| | | | | |
|-----|---------------------------------------|-----|------|----|
| M44 | Creative Comfort | 0 | 0.0% | 0 |
| M45 | Growing and Expanding | 245 | 0.2% | 26 |
| | <i>Subtotal</i> | 245 | 0.2% | 13 |

[Group N: Pastoral Pride](#)

| | | | | |
|-----|--|---|------|---|
| N46 | True Grit Americans | 0 | 0.0% | 0 |
| N47 | Countrified Pragmatics | 0 | 0.0% | 0 |
| N48 | Rural Southern Bliss | 0 | 0.0% | 0 |
| N49 | Touch of Tradition | 0 | 0.0% | 0 |

| | | | | |
|-----------------|--|---|------|---|
| <i>Subtotal</i> | | 0 | 0.0% | 0 |
|-----------------|--|---|------|---|

Group O: Singles
and Starters

| | | | | |
|-----|---|-------|------|----|
| O50 | Full Steam Ahead | 0 | 0.0% | 0 |
| O51 | Digitally Savvy | 2,802 | 1.9% | 59 |
| O52 | Urban Ambition | 0 | 0.0% | 0 |
| O53 | Colleges and Cafes | 1,465 | 1.0% | 0 |
| O54 | Influenced by Influencers | 0 | 0.0% | 0 |
| O55 | Family Troopers | 0 | 0.0% | 0 |
| | <i>Subtotal</i> | 4,267 | 2.8% | 26 |

Group P: Cultural
Connections

| | | | | |
|-----|------------------------------------|---|------|---|
| P56 | Mid-scale Medley | 0 | 0.0% | 0 |
| P57 | Modest Metro Means | 0 | 0.0% | 0 |
| P58 | Heritage Heights | 0 | 0.0% | 0 |
| P59 | Expanding Horizons | 0 | 0.0% | 0 |
| P60 | Striving Forward | 0 | 0.0% | 0 |
| P61 | Simple Beginnings | 0 | 0.0% | 0 |
| | <i>Subtotal</i> | 0 | 0.0% | 0 |

Group Q: Golden
Year Guardians

| | | | | |
|-----|---|-------|------|-----|
| Q62 | Enjoying Retirement | 1,221 | 0.8% | 115 |
| Q63 | Footloose and Family Free | 0 | 0.0% | 0 |
| Q64 | Established in Society | 487 | 0.3% | 11 |
| Q65 | Mature and Wise | 0 | 0.0% | 0 |
| | <i>Subtotal</i> | 1,708 | 1.1% | 20 |

Group R:
Aspirational Fusion

| | | | | |
|-----|------------------------------------|---|------|---|
| R66 | Ambitious Dreamers | 0 | 0.0% | 0 |
| R67 | Passionate Parents | 0 | 0.0% | 0 |
| | <i>Subtotal</i> | 0 | 0.0% | 0 |

Group S: Thrifty
Habits

| | | | | |
|--------------------------|--|---------|------|-----|
| S68 | Small Town Sophisticates | 0 | 0.0% | 0 |
| S69 | Urban Legacies | 0 | 0.0% | 0 |
| S70 | Thrifty Singles | 0 | 0.0% | 0 |
| S71 | Modest Retirees | 0 | 0.0% | 0 |
| | <i>Subtotal</i> | 0 | 0.0% | 0 |
| Group U: Unclassified | | | | |
| U00 | Unclassified | 0 | 0.0% | N/A |
| | <i>Subtotal</i> | 0 | 0.0% | N/A |
| | <i>Total</i> | 150,478 | | |

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