

Mosaic Summary Index Report

Geography: St. Charles (County), Missouri

Date: February 20, 2020



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

*Index Base File:
Entire US*

<u>Cluster</u>	<u>Description</u>	<u>Households(2018 A)</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	Generational Soup	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	Aging of Aquarius	26,011	17.3%	445
C12	Golf Carts and Gourmets	0	0.0%	0
C13	Silver 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 Attainment	0	0.0%	0
	<i>Subtotal</i>	2,360	1.6%	30

Group E: Thriving Boomers

E19	Full Pockets, Empty Nests	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	Status Seeking Singles	3,256	2.2%	209
G25	Urban Edge	0	0.0%	0
	<i>Subtotal</i>	3,256	2.2%	74

Group H: Middle-class Melting Pot

H26	Progressive Potpourri	0	0.0%	0
H27	Birkenstocks and Beemers	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	Stockcars and State Parks	748	0.5%	18
I31	Blue Collar Comfort	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	Aging in Place	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	Gotham 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	Red, White and Bluegrass	0	0.0%	0
M45	Diapers and Debit Cards	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
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Group O: Singles
and Starters

O50	Full Steam Ahead	0	0.0%	0
O51	Digital Dependents	2,802	1.9%	59
O52	Urban Ambition	0	0.0%	0
O53	Colleges and Cafes	1,465	1.0%	0
O54	Striving Single Scene	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	Humble Beginnings	0	0.0%	0
	<i>Subtotal</i>	0	0.0%	0

Group Q: Golden
Year Guardians

Q62	Reaping Rewards	1,221	0.8%	115
Q63	Footloose and Family Free	0	0.0%	0
Q64	Town Elders	487	0.3%	11
Q65	Senior Discounts	0	0.0%	0
	<i>Subtotal</i>	1,708	1.1%	20

Group R:
Aspirational Fusion

R66	Dare to Dream	0	0.0%	0
R67	Hope for Tomorrow	0	0.0%	0
	<i>Subtotal</i>	0	0.0%	0

Group S: Economic
Challenges

S68	Small Town Shallow Pockets	0	0.0%	0
S69	Urban Survivors	0	0.0%	0
S70	Tight Money	0	0.0%	0
S71	Tough Times	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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