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Power Elite

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

🏠 7.42% | 9.15% 👤



Who We Are

Head of household age 🎂 36–45 179 32.6%	Type of property 🏠 Single family 102 90.8%
Est. Household income 💰 \$250,000+ 562 37.8%	Household size 👤 2 persons 109 28.4%
Home ownership 🤝 Homeowner 112 91.9%	Age of children 👶 13–18 154 21.7%

Channel Preference

138	93	15
171	381	171

Key Features

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

Technology Adoption



Journeymen

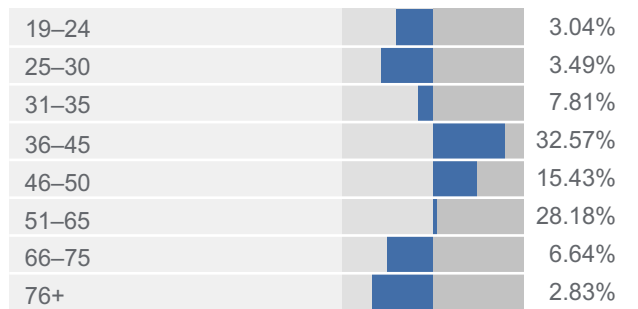


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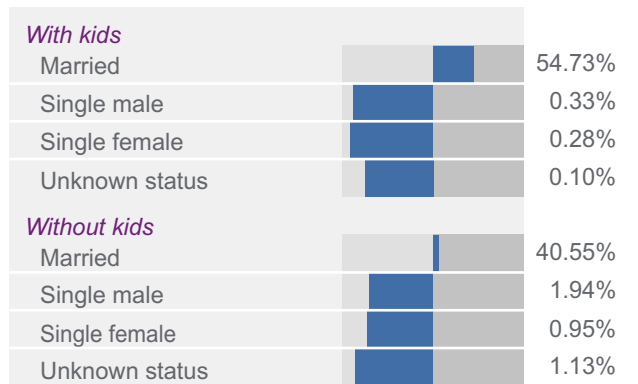
Power Elite

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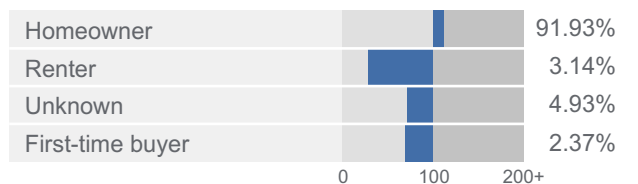
Head of household age



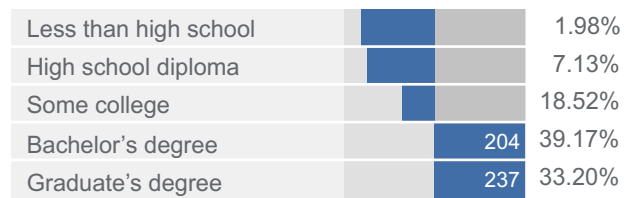
Family structure



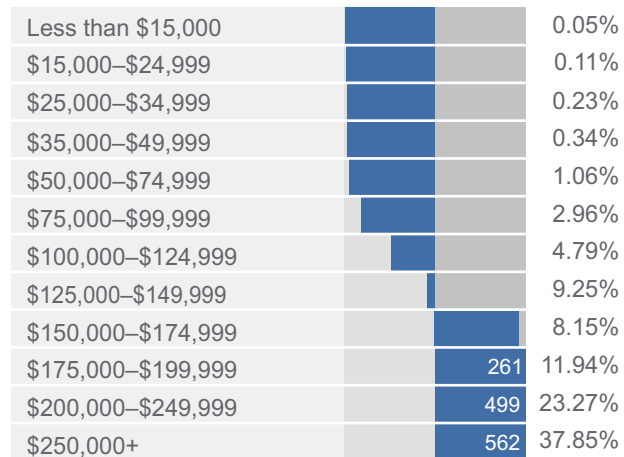
Home ownership



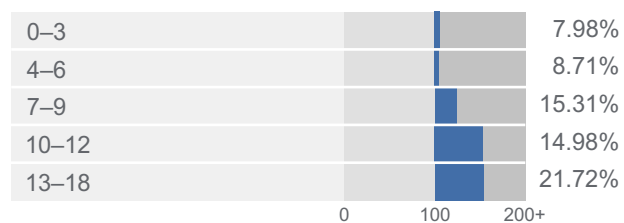
Head of household education



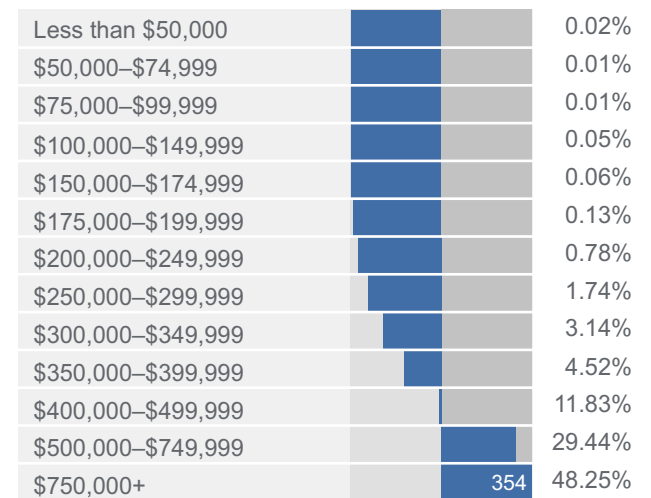
Estimated household income



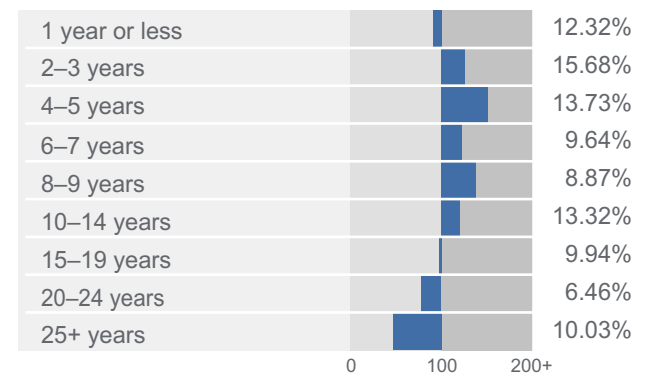
Age of children



Estimated current home value



Length of residency



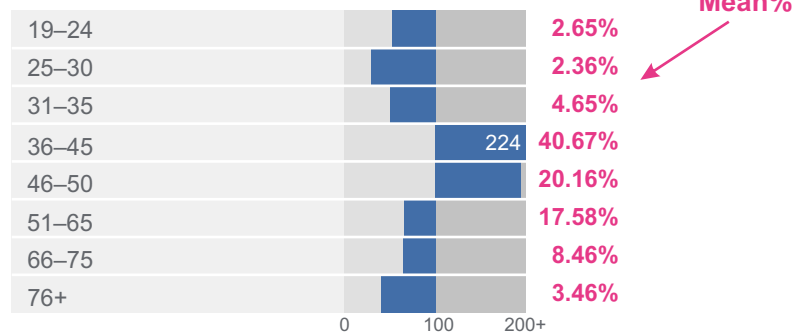
Charts provide details of the key variables used to build and describe the Mosaic groups and types.
 For each group and type, the charts show the **Means** and **Index** for each variable.

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:

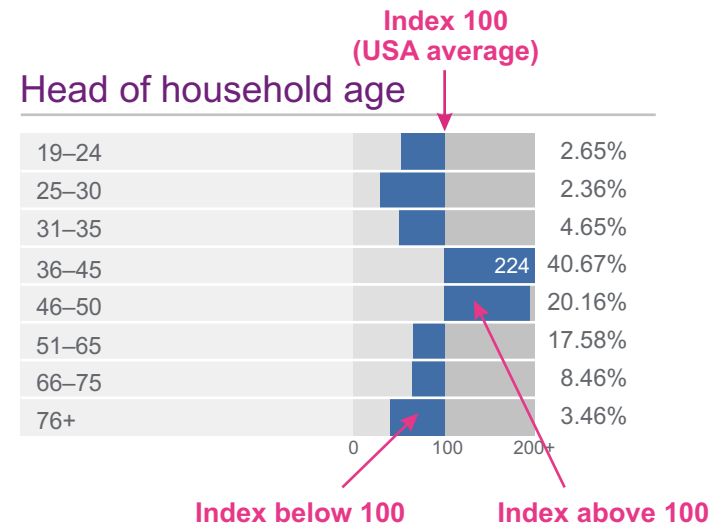
- 2.65% of Group D are aged 19–24
- 2.36% of Group D are aged 25–30
- 4.65% of Group D are aged 31–35
- 40.67% of Group D are aged 36–45
- 20.16% of Group D are aged 46–50
- 17.58% of Group D are aged 51–65
- 8.46% of Group D are aged 66–75
- 3.46% of Group D are aged 76+

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.

Group A: Power Elite

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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 Power Elite, 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



America's wealthiest households belong to Power Elite, a group of six types living in the nation's 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 in the nation's most fashionable and exclusive ZIP codes.

With their deep pockets, they own property in some of America's most sought-after addresses—from the

contemporary mansions of Beverly Hills, Calif. to the sprawling waterfront estates of Old Greenwich, Conn. Many paid more than a million dollars for their dream-homes. While many have settled in the greener-belt suburbs of big cities, significant numbers also enjoy private in-town residences, with their homes protected by iron gates and well-tended shrubbery, the backyards dominated by swimming pools.

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. Over a third of this group's households earn more than \$250,000 annually and they have the highest annual discretionary spends of all US consumers; over \$32,000.

As consumers, the Power Elite have regal tastes. They're philanthropic supporters of the arts who go to plays, live theater 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. And they have more golf, swimming and tennis enthusiasts than almost every other group.

Power Elite have the highest level of investments (stocks, bonds and mutual funds), buying real estate and carrying credit cards—typically of the gold and platinum varieties. As the nation's strongest market for luxury goods, many drive luxury

imports. They stay current with the latest fashion, buying designer labels at high-end retailers and boutiques, and they are adopters of the latest and greatest in technology. They purchase products in every channel—in the store, online retailers and e-tailers, online bid sites like eBay and even online discount sites.

To satisfy their curiosity about the world, 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. These Americans can afford to sport the envied glow of a natural winter tan. 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. For many, their engagement calendars are studded with philanthropic dinners, fundraisers and charity balls.

Power Elite make a strong media audience. They have above-average interest in learning about brands through streaming TV, and reading magazines, especially business, travel and news titles. They are not particularly receptive to radio and traditional newspapers but everything else is fair game.

As for their political leanings, these active voters are mostly right-of-center. 41 percent consider themselves “Mild Republicans” and only about 9 percent are the far-right-leaning “Ultra Conservatives”.