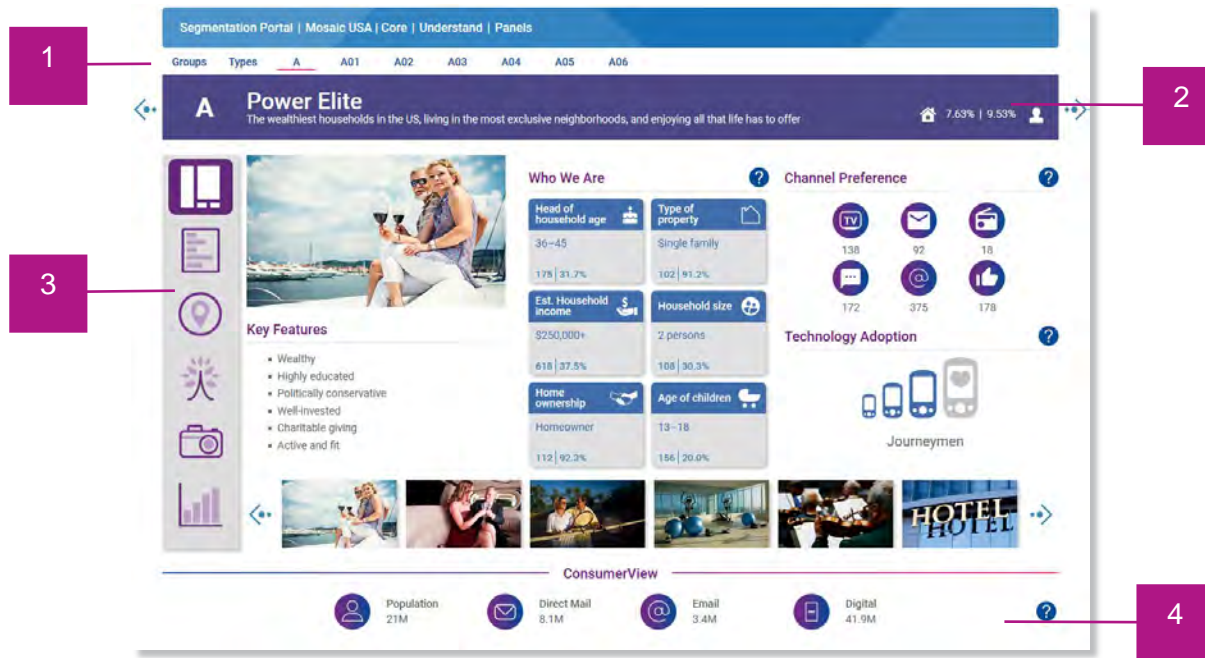


Understand | Common Navigation

Most pages in the **Understand** section share common page areas and navigation:



Tip For further information on each page, click on

1 **Segment navigation controls**
Allows you to quickly select a group/type.

2 **Segment header information**
Shows basic information about the group/type.



3 **Page navigation side bar**
Provides access to the different pages.

4 **ConsumerView footer**
Displays ConsumerView counts for adults aged 19+, postal addresses, email addresses and digital onboarding.

Segment navigation controls

Identifies the types within the selected group, with the selected group/type identified by an underline.

You can:

- Click on a code (e.g. A or A01) to go to the group/type.
- Click on **Groups** or **Types** to go back to the **Segments** page.
- Click on  or  to go backwards or forwards through all groups/types.

Segment header information

The segment header information shows basic information about the group/type, and is colored by the Mosaic color:

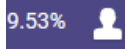
- Group/type code.
- Group/type name.
- One-line description.
- Household and population percentages:



7.63%

Household percentages

Percentage of U.S. households in this group/type.



9.53%

Population percentages

Percentage of U.S. citizens aged 19+ in this group/type.

Page navigation side bar

The page navigation side bar consists of 6 icons, which provide access to the different pages associated with the selected group/type.



Panels

Provides an overview of the selected group/type.



Descriptions

Provides an interactive word cloud and a text description for the selected group/type.



Locations

Provides interactive hot-cold maps at several geographic levels and Street View links.



Family Tree

The default family tree shows how each group/type relates to each other across a number of pre-defined lifestyle and demographic variables.

The custom family tree lets you visualize the relationship between two user-selected variables.



Photos

Provides a series of people and lifestyle images that represent how this group/type lives.



Data

Presents the Top 100 insights in a table, and Standard Experian Variables and Custom Variables in different charts.

ConsumerView footer

Experian's ConsumerView database includes data on more than 300 million individuals and 126 million households.

You can use this data in many ways, including enriching your customer information, more effectively managing your customer relationship, and providing prospect lists relevant to any industry.

The ConsumerView footer displays the following:



Population

Number of adults aged 19+ in the selected group/type.



Direct Mail

Number of prospectable postal addresses in the selected group/type.




Email

Number of prospectable email addresses in the selected group/type.



Digital

Number of devices in addressable households in the selected group/type that are linked by cookie and targetable via browser-based media.

Tip For further information and a link to a contact form, click on 

Understand | Panels

The **Panels** page provides an overview of the selected group/type, including how they behave and prefer to communicate:

A Power Elite
The wealthiest households in the US, living in the most exclusive neighborhoods, and enjoying all that life has to offer. 7.63% | 9.53%

1 Panel 1 Main Image: A large image of a couple sitting on a boat.

2 Panel 2 Key Features: A list of characteristics including Wealthy, Highly educated, Politically conservative, Well-invested, Charitable giving, and Active and fit.

3 Panel 3 Who We Are (demographics): A grid of demographic tiles including Head of household age (36-45), Type of property (Single family), Est. Household income (\$250,000+), Household size (2 persons), Home ownership (Homeowner), and Age of children (13-18).

4 Panel 4 Channel Preference: A grid of icons representing communication channels with associated index values: TV (138), Email (92), Direct Mail (18), Text (172), Social (375), and Like (178).

5 Panel 5 Technology Adoption: A section titled 'Technology Adoption' showing icons for mobile devices and the label 'Journeymen'.

6 Lifestyle images: A horizontal row of six small images showing various lifestyle activities, including a couple on a boat, a couple at a restaurant, a couple on a boat, a couple at a gym, a couple at a restaurant, and a couple at a hotel.

1 Panel 1 Main Image
Image of typical people.

2 Panel 2 Key Features
Highlights 6 dominant key features.

3 Panel 3 Who We Are (demographics)
Tiles showing typical values for 6 key topics.

4 Panel 4 Channel Preference
Icons for 6 channels and associated Index values.

5 Panel 5 Technology Adoption
A series of icons, colored by how likely this group/type is to engage with technology.

6 Lifestyle images
People and lifestyle images.
Use <• and •> to move through the images.

Click on any image to go to the **Photos** page.

Panel 3 Who We Are

Displays 6 tiles showing typical values for selected topics.

Each tile shows:

- Name of the topic and an icon.
- Most significant variable for this group/type.
- The Index and Mean % for this variable.

Tip

Click on any tile to go to the [Data](#) page with the current topic selected.

How the significant variable is selected

The significant variable for each group/type is selected using an algorithm.

The algorithm selects the variable with the highest class-weighting, (Index x Mean %) with thresholds of:

- Index ≥ 100 , and
- Mean % $\geq 5\%$.

If no variable is selected for a group/type, a second pass of the algorithm selects the variable with the highest class-weighting below these thresholds.

For further information about Index and Mean %, see

[Understanding Index and Mean %](#).

Panel 4 Channel Preference

Displays 6 icons and associated Index values:



Broadcast/Streaming TV

Likelihood to respond to advertisements on TV.



Direct Mail

Likelihood to respond to advertisements via direct mail.



Radio

Likelihood to respond to advertisements on the radio.



Mobile SMS

Likelihood to respond to advertisements via mobile SMS.



Email receptive

Likelihood to respond to advertisements by email.



Any social media

Likelihood to respond to advertisements via social media.

An Index > 100 indicates that these individuals are more likely to respond to advertisements using that channel, while an Index < 100 indicates that they are less likely to respond to that channel.

For further information about Index values, see [Understanding Index and Mean %](#).

Panel 5 Technology Adoption

Shows how likely the group/type is to engage with technology.

Each group/type is allocated to one of 4 bands:



Wizards

"Technology is life"

Technology plays an important and broad role in a Wizards' life. These individuals cannot live without the internet or imagine life without new electronic gadgets. Wizards are enthusiastic and adventurous users of new technology. Technology and new gadgetry helps them keep track of their social calendars and makes leisure time more interesting. This group still wants more from technology and their desire helps to move the industry forward.



Journeymen

"Technology is an important part of my life"

Journeymen have become skilled users of new technology. They are very confident with and knowledgeable about technology and are willing to experiment with a few features, benefits and devices. Adoption of new technology allows Journeymen to continually improve upon the way they use it. While cutting-edge electronic devices may help Journeymen organize their busy lifestyles, new technology is not always their top priority.



Apprentices

"Technology is changing my life"

Apprentices take advantage of technology, using the internet often to get needed information. New gadgets enhance their lives to a large extent, but there is still room for them to expand their usage. Apprentices are willing to learn and incorporate new technology into their lives, but they are sensitive to price and often make their purchase decisions based on this rather than desire alone.



Novices

"Technology has a limited impact on my life"

Novices are disconnected from emerging technology and resistant to adopting a new technology focused life. They may have a desire for new digital products and services if they are simple and easy to use. This group does not understand what kinds of opportunities and experiences technology can provide them and, therefore, they have very limited engagement with new technology.

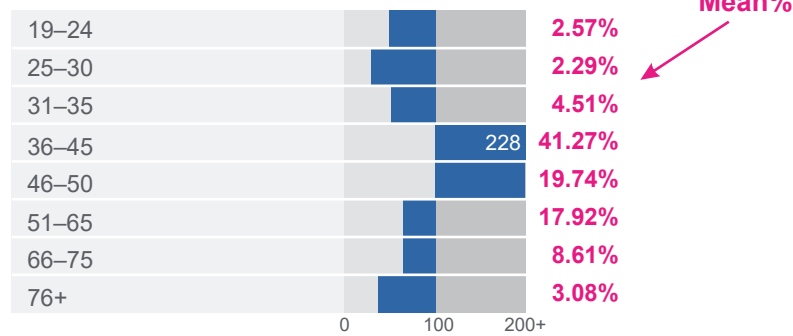
Charts provide details of the key variables used to build and describe the Mosaic groups and types.
 For each group and type, the charts show the **Means** and **Index** for each variable.

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:

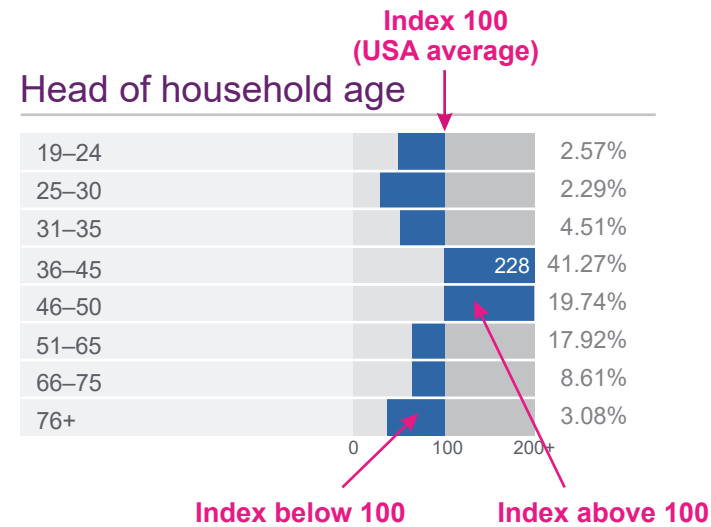
- 2.57% of Group D are aged 19–24
- 2.29% of Group D are aged 25–30
- 4.51% of Group D are aged 31–35
- 41.27% of Group D are aged 36–45
- 19.74% of Group D are aged 46–50
- 17.92% of Group D are aged 51–65
- 8.61% of Group D are aged 66–75
- 3.08% of Group D are aged 76+

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.