

P59 Expanding Horizons

Middle-aged families earning modest to average incomes from blue-collar jobs

🏠 1.29% | 1.51% 👤



Who we are

Head of household age 🎂 31–35 163 19.1%	Type of property 🏠 Single family 105 97.6%
Est. Household income 💰 \$25,000–\$34,999 269 20.1%	Household size 👨‍👩‍👧 5+ persons 144 15.2%
Home ownership 🤝 Renter 118 15.3%	Age of children 👶 13–18 398 51.1%

Channel preference

132	23	412
83	2	90

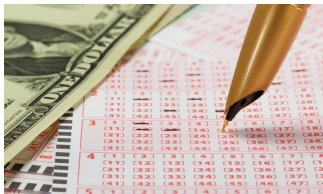
Key features

- Blue-collar jobs
- Bilingual
- Style-conscious
- Budget constraints
- Preteens and teens
- Modest educations

Technology adoption



Wizards



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Head of household age

19–24	8.88%
25–30	8.38%
31–35	19.06%
36–45	20.75%
46–50	9.19%
51–65	27.13%
66–75	4.41%
76+	2.20%

Family structure

With kids	
Married	209 76.60%
Single male	237 6.55%
Single female	4.70%
Unknown status	0.48%
Without kids	
Married	7.70%
Single male	1.68%
Single female	1.28%
Unknown status	1.01%

Home ownership

Homeowner	78.80%
Renter	15.28%
Unknown	5.93%

Education

Less than high school	507 57.94%
High school diploma	25.25%
Some college	12.59%
Bachelor's degree	3.08%
Graduate's degree	1.14%

Estimated household income

Less than \$15,000	263 13.55%
\$15,000–\$24,999	228 12.71%
\$25,000–\$34,999	269 20.07%
\$35,000–\$49,999	207 24.34%
\$50,000–\$74,999	18.97%
\$75,000–\$99,999	7.02%
\$100,000–\$124,999	1.77%
\$125,000–\$149,999	1.15%
\$150,000–\$174,999	0.15%
\$175,000–\$199,999	0.12%
\$200,000–\$249,999	0.07%
\$250,000+	0.08%

Age of children

0–3	11.48%
4–6	279 23.17%
7–9	258 30.47%
10–12	258 25.99%
13–18	398 51.13%

Estimated current house value

Less than \$50,000	244 5.92%
\$50,000–\$74,999	275 11.63%
\$75,000–\$99,999	270 14.74%
\$100,000–\$149,999	219 28.92%
\$150,000–\$174,999	9.60%
\$175,000–\$199,999	7.14%
\$200,000–\$249,999	9.89%
\$250,000–\$299,999	6.20%
\$300,000–\$349,999	3.05%
\$350,000–\$399,999	1.60%
\$400,000–\$499,999	1.11%
\$500,000–\$749,999	0.17%
\$750,000+	0.02%

Length of residency

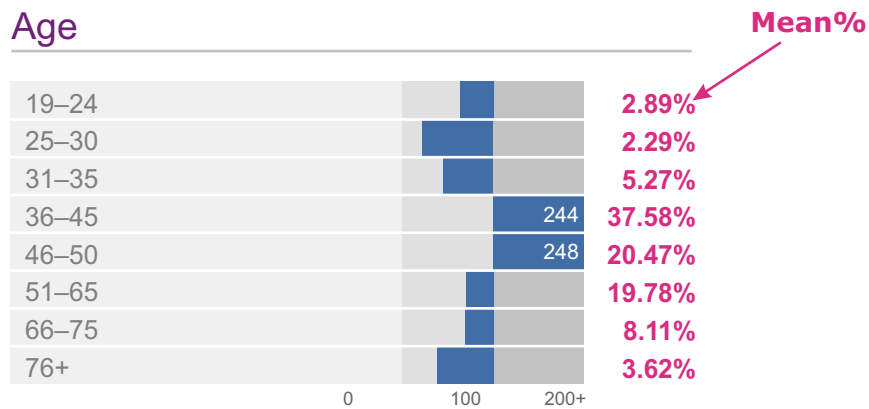
1 year or less	11.47%
2–3 years	9.14%
4–5 years	7.37%
6–7 years	8.80%
8–9 years	8.36%
10–14 years	15.85%
15–19 years	14.44%
20–24 years	10.54%
25+ years	14.04%

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:



This shows that:

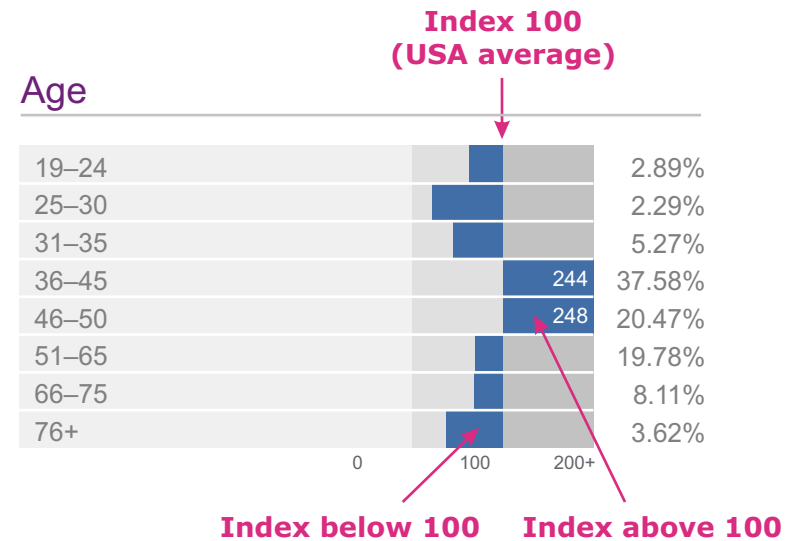
- 2.89% of Group D are aged 19–24
- 2.29% of Group D are aged 25–30
- 5.27% of Group D are aged 31–35
- 37.58% of Group D are aged 36–45
- 20.47% of Group D are aged 46–50
- 19.78% of Group D are aged 51–65
- 8.11% of Group D are aged 66–75
- 3.62% of Group D are aged 76+

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.