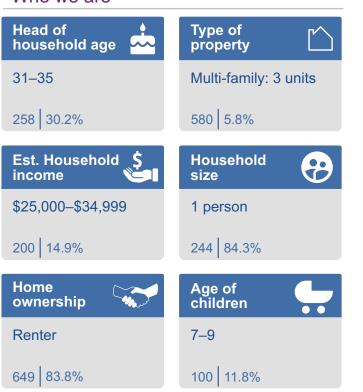


O50 O51 O52 O53 054 **O55** 0 **Urban Ambition** Generation Y singles and single-families established in mid-market cities **Channel preference** Who we are Head of Type of household age property TV 31-35 Multi-family: 3 units



Key features

- Impulsive recreational shoppers
- Singles and single parents
- City apartment renters
- Office workers
- Technology adapting
- Video game entertainment





Technology adoption



Wizards





O O50 O51 O52 O53 O54

Urban Ambition

Generation Y singles and single-families established in mid-market cities

Head of household age

19–24		381	17.40%
25–30			15.53%
31–35		258	30.21%
36–45			19.21%
46–50			10.04%
51–65			6.93%
66–75			0.35%
76+			0.33%

Family structure

<i>With kids</i> Married		10.63%
Single male	584	16.14%
Single female	765	24.20%
Unknown status		0.26%
<i>Without kids</i> Married		4.78%
Single male	401	25.79%
Single female	480	17.82%
		0.38%

Home ownership

Homeowner		5.20%
Renter	649	83.84%
Unknown	205	10.96%

Education

Less than high school		11.30%
High school diploma		24.96%
Some college		42.02%
Bachelor's degree		12.60%
Graduate's degree		9.12%

O55

Estimated household income

Less than \$15,000	226	11.67%
\$15,000-\$24,999	210	11.72%
\$25,000-\$34,999		14.89%
\$35,000-\$49,999		15.95%
\$50,000-\$74,999		23.23%
\$75,000-\$99,999		11.13%
\$100,000-\$124,999		4.94%
\$125,000-\$149,999		3.38%
\$150,000-\$174,999		1.20%
\$175,000-\$199,999		1.07%
\$200,000-\$249,999		0.19%
\$250,000+		0.64%

Age of children

0–3	7.78%
4–6	6.83%
7–9	11.82%
10–12	6.53%
13–18	7.47%

Estimated current house value

Less than \$50,000		2.88%
\$50,000-\$74,999		8.04%
\$75,000-\$99,999	223	12.17%
\$100,000-\$149,999	203	26.85%
\$150,000-\$174,999		12.38%
\$175,000-\$199,999		9.40%
\$200,000-\$249,999		11.93%
\$250,000-\$299,999		5.98%
\$300,000-\$349,999		3.21%
\$350,000-\$399,999		2.05%
\$400,000-\$499,999		2.34%
\$500,000-\$749,999		2.22%
\$750,000+		0.57%

Length of residency

1 year or less	288	44.93%
2–3 years		18.08%
4–5 years		13.62%
6–7 years		7.94%
8–9 years		5.65%
10–14 years		6.50%
15–19 years		1.73%
20–24 years		0.95%
25+ years		0.59%



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.

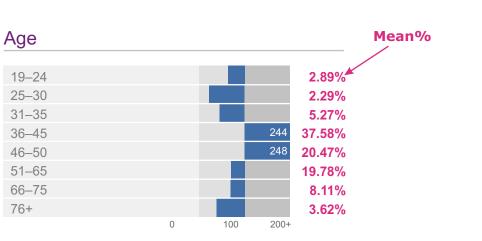
For example, consider the Age composition of Group D:

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.



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 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.