

O52 Urban Ambition

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

🏠 2.03% | 1.37% 👤



Who we are

Head of household age

31–35
258 | 30.2%

Type of property

Multi-family: 3 units
580 | 5.8%

Est. Household income

\$25,000–\$34,999
200 | 14.9%

Household size

1 person
244 | 84.3%

Home ownership

Renter
649 | 83.8%

Age of children

7–9
100 | 11.8%

Channel preference



298



79



525



295



25



30

Technology adoption



Wizards

Key features

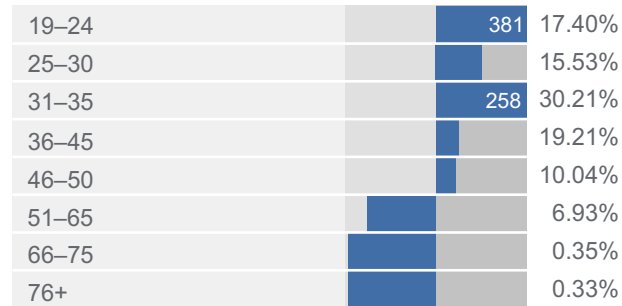
- Impulsive recreational shoppers
- Singles and single parents
- City apartment renters
- Office workers
- Technology adapting
- Video game entertainment



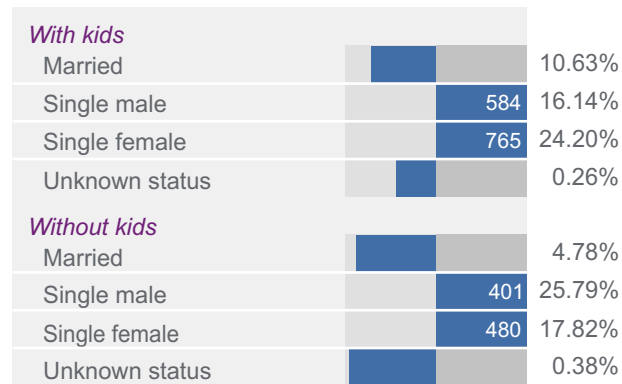
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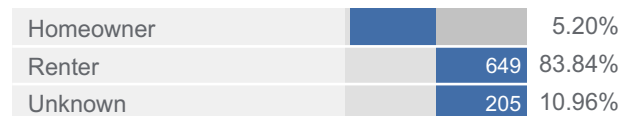
Head of household age



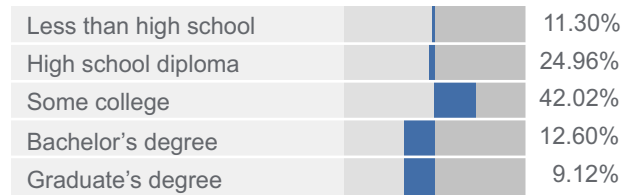
Family structure



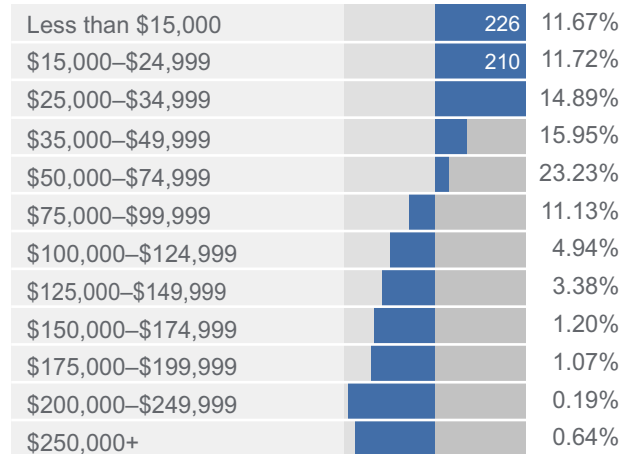
Home ownership



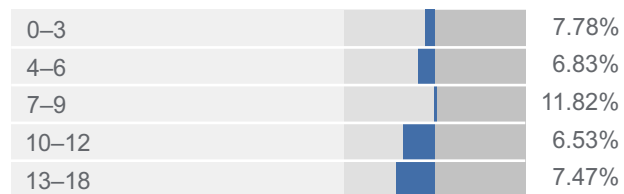
Education



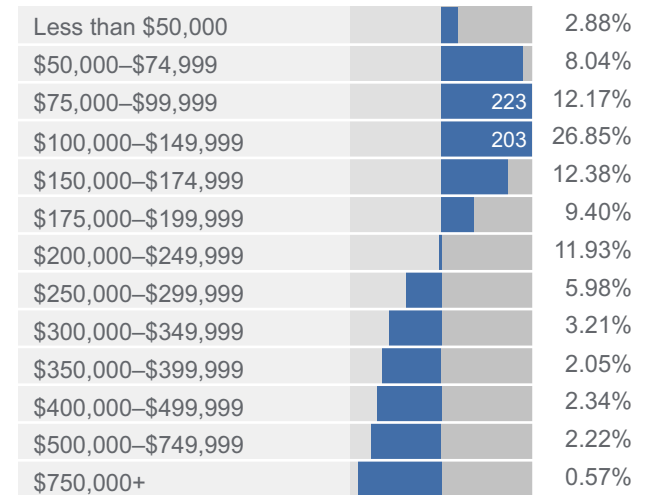
Estimated household income



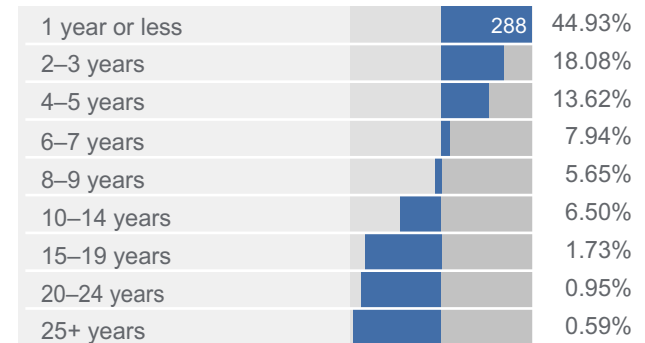
Age of children



Estimated current house 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:



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.