

**M44 M45** M

**Growing and Expanding**Young, working-class families and single parent households living in small established city residences







# Key features

- Rural living
- Enjoy bargain hunting
- Engage via radio
- Early childrearing years
- Bowling leagues
- Home-based family activities





### Who we are

### Head of household age

25-30

259 26.6%

# Est. Household \$ income

Less than \$15,000

257 | 13.2%

### Home ownership

Renter

209 27.1%

### Type of property

Single family

106 98.1%

### Household size

1 person

126 43.4%

# Age of children

0 - 3

331 28.5%

# Channel preference













# Technology adoption



Wizards











M

**M44** 

M45

Growing and Expanding
Young, working-class families and single parent households living in small established city residences





# Head of household age

19–24	280	12.76%
25–30	259	26.61%
31–35		22.67%
36–45		20.98%
46–50		5.97%
51–65		9.38%
66–75		1.20%
76+		0.44%

## Family structure

With kids Married		55.86%
Single male	410	11.33%
Single female	419	13.23%
Unknown status	374	1.72%
Without kids Married		8.73%
Single male		6.00%
Single male Single female		6.00% 2.85%

# Home ownership

Homeowner		62.35%
Renter	209	27.06%
Unknown		10.59%

### Education

Less than high school		15.43%
High school diploma		31.54%
Some college		38.01%
Bachelor's degree		10.06%
Graduate's degree		4.96%

### Estimated household income

Less than \$15,000	2	57	13.25%
\$15,000-\$24,999	2	28	12.69%
\$25,000-\$34,999	2	:03	15.12%
\$35,000-\$49,999			19.56%
\$50,000-\$74,999			25.40%
\$75,000-\$99,999			9.65%
\$100,000-\$124,999			2.31%
\$125,000-\$149,999			1.26%
\$150,000-\$174,999			0.30%
\$175,000-\$199,999			0.15%
\$200,000-\$249,999			0.19%
\$250,000+			0.11%

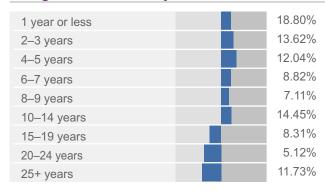
# Age of children

0–3	331	28.50%
4–6	307	25.44%
7–9	227	26.84%
10–12	202	20.33%
13–18		19.26%

## Estimated current house value

Less than \$50,000	531	12.89%
\$50,000-\$74,999	541	22.83%
\$75,000-\$99,999	419	22.89%
\$100,000-\$149,999		25.81%
\$150,000-\$174,999		5.91%
\$175,000-\$199,999		3.37%
\$200,000-\$249,999		3.61%
\$250,000-\$299,999		1.62%
\$300,000-\$349,999		0.55%
\$350,000-\$399,999		0.24%
\$400,000-\$499,999		0.26%
\$500,000-\$749,999		0.02%
\$750,000+		0.02%

# Length of residency







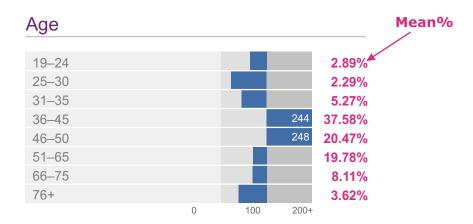
Charts provide details of the key variables used to build and describe the Mosaic groups and types.

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.