

# M45 Growing and Expanding

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

🏠 1.28% | 1.30% 👤



## Who we are

<b>Head of household age</b> <p>25–30</p> <p>259   26.6%</p>	<b>Type of property</b> <p>Single family</p> <p>106   98.1%</p>
<b>Est. Household income</b> <p>Less than \$15,000</p> <p>257   13.2%</p>	<b>Household size</b> <p>1 person</p> <p>126   43.4%</p>
<b>Home ownership</b> <p>Renter</p> <p>209   27.1%</p>	<b>Age of children</b> <p>0–3</p> <p>331   28.5%</p>

## Channel preference

69	60	389
91	10	97

## Key features

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

## Technology adoption



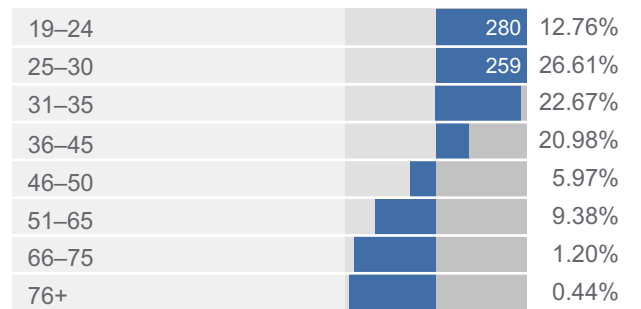
Wizards



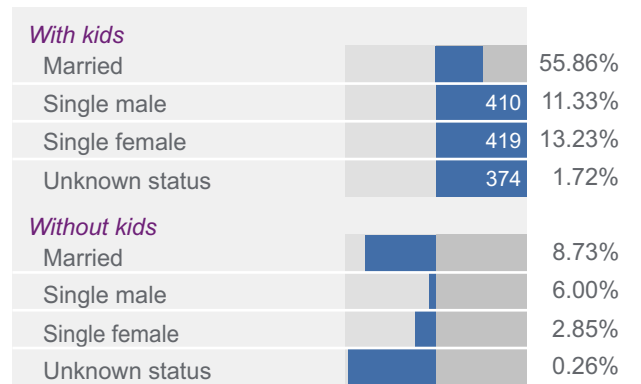
# M45 Growing and Expanding

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

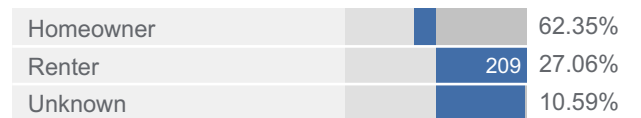
## Head of household age



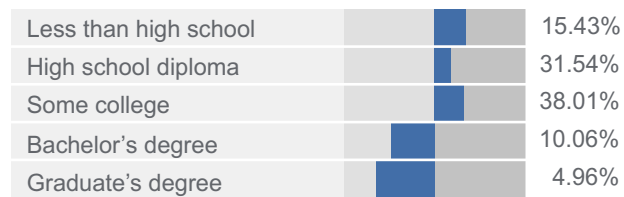
## Family structure



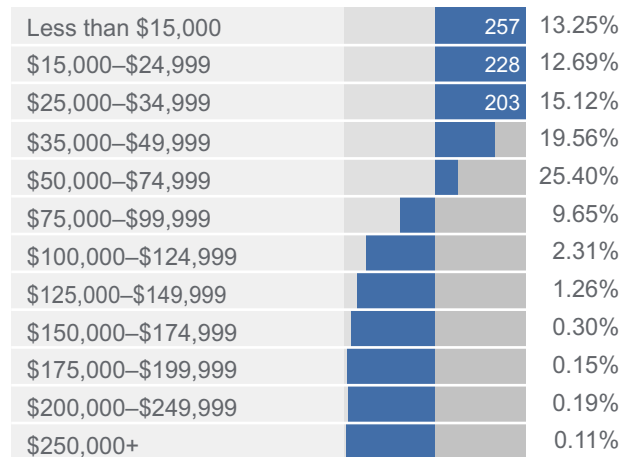
## Home ownership



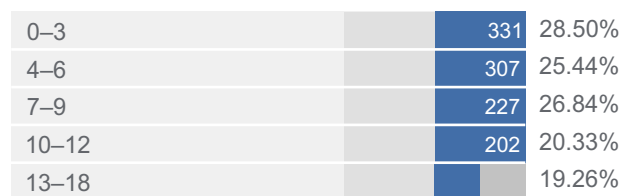
## Education



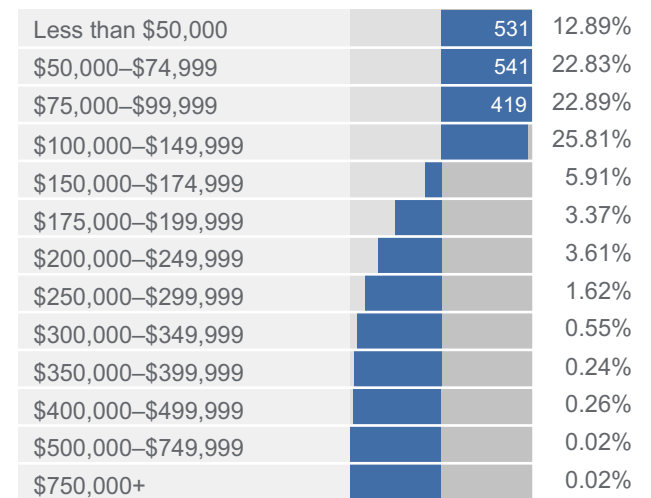
## Estimated household income



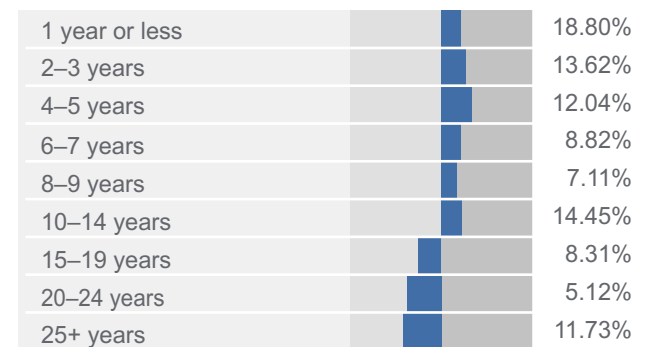
## Age of children



## Estimated current house value



## Length of residency

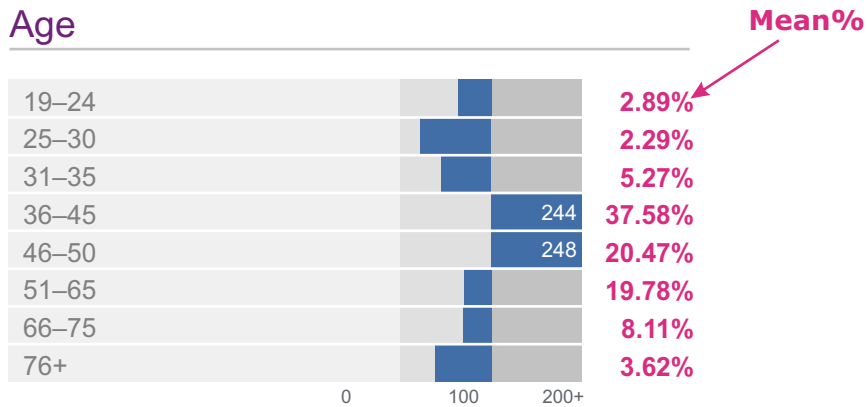


Charts provide details of the key variables used to build and describe the Mosaic groups and types.  
 For each group and type, the charts show the **Means** and **Index** for each variable.

### 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:

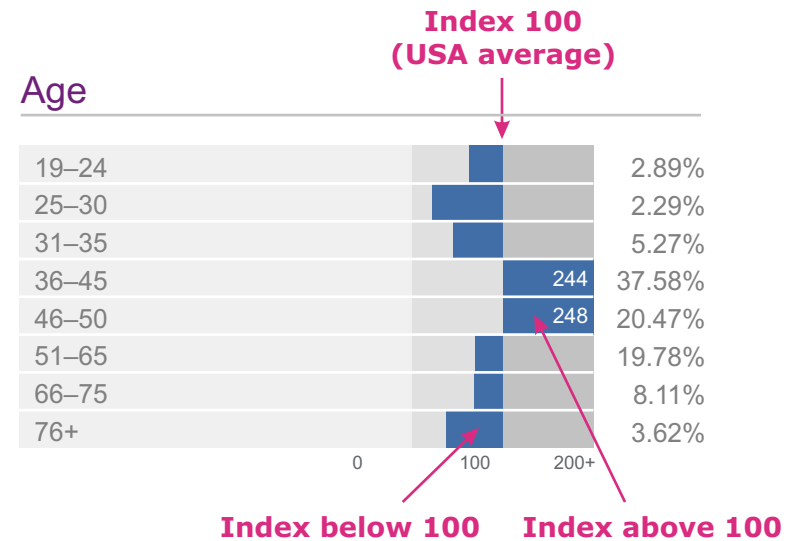
- 2.89% of Group D are aged 19–24
- 2.29% of Group D are aged 25–30
- 5.27% of Group D are aged 31–35
- 37.58% of Group D are aged 36–45
- 20.47% of Group D are aged 46–50
- 19.78% of Group D are aged 51–65
- 8.11% of Group D are aged 66–75
- 3.62% of Group D are aged 76+

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.