# experian™

G     G24     G25

## G24 Ambitious Singles
Youthful, cutting-edge singles living in mid-scale metro areas balancing work and leisure lifestyles

🏠 1.62% | 1.15% 👤

## Who we are

| Head of household age 🎂 | Type of property 🏠 |
|---|---|
| 25–30 | Single family |
| 240 \| 24.7% | 93 \| 85.8% |

| Est. Household income 💲 | Household size 👥 |
|---|---|
| $75,000–$99,999 | 1 person |
| 146 \| 22.6% | 218 \| 75.2% |

| Home ownership 🤝 | Age of children 👶 |
|---|---|
| First-time buyer | 13–18 |
| 279 \| 17.8% | 38 \| 4.9% |

## Key features

- Single city-dweller
- Well-educated
- Career-driven
- Professionals
- Physically fit
- Foodies

## Channel preference

| TV | ✉ | 📻 |
|---|---|---|
| 141 | 72 | 94 |

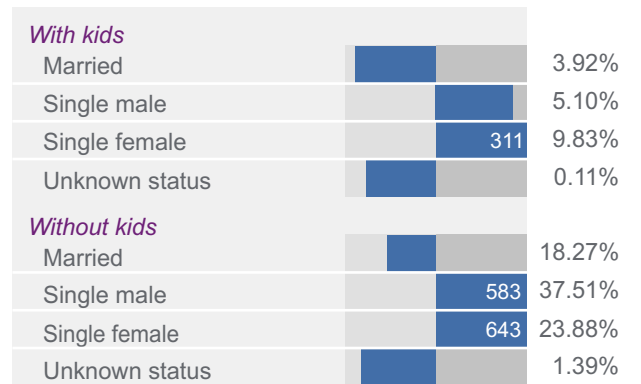| 💬 | @ | 👍 |
|---|---|---|
| 236 | 137 | 38 |

## Technology adoption

Journeymen

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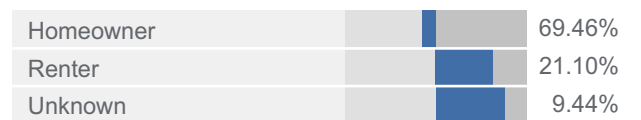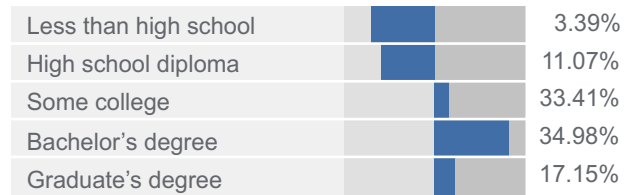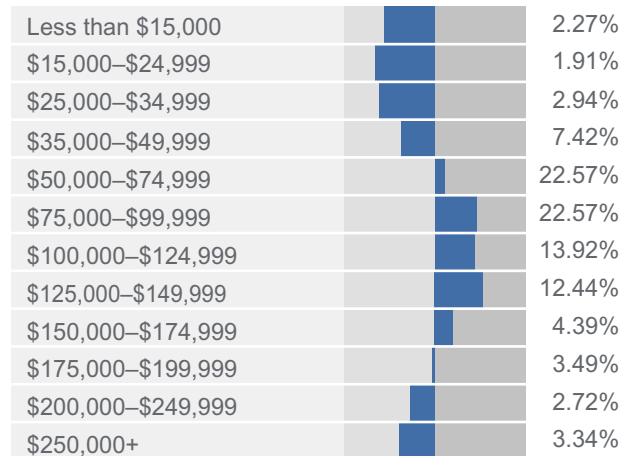## Head of household age

| | | |
|---|---|---|
| 19–24 | | 7.74% |
| 25–30 | 240 | 24.75% |
| 31–35 | | 18.80% |
| 36–45 | | 27.92% |
| 46–50 | | 10.57% |
| 51–65 | | 7.51% |
| 66–75 | | 1.87% |
| 76+ | | 0.84% |

## Family structure

| | | |
|---|---|---|
| *With kids* | | |
| Married | | 3.92% |
| Single male | | 5.10% |
| Single female | 311 | 9.83% |
| Unknown status | | 0.11% |
| *Without kids* | | |
| Married | | 18.27% |
| Single male | 583 | 37.51% |
| Single female | 643 | 23.88% |
| Unknown status | | 1.39% |

## Home ownership

| | | |
|---|---|---|
| Homeowner | | 69.46% |
| Renter | | 21.10% |
| Unknown | | 9.44% |

## Education

| | | |
|---|---|---|
| Less than high school | | 3.39% |
| High school diploma | | 11.07% |
| Some college | | 33.41% |
| Bachelor's degree | | 34.98% |
| Graduate's degree | | 17.15% |
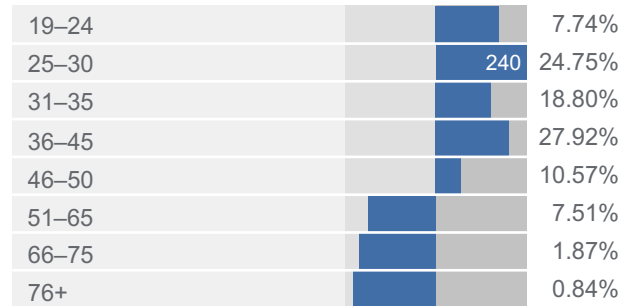
## Estimated household income

| | | |
|---|---|---|
| Less than $15,000 | | 2.27% |
| $15,000–$24,999 | | 1.91% |
| $25,000–$34,999 | | 2.94% |
| $35,000–$49,999 | | 7.42% |
| $50,000–$74,999 | | 22.57% |
| $75,000–$99,999 | | 22.57% |
| $100,000–$124,999 | | 13.92% |
| $125,000–$149,999 | | 12.44% |
| $150,000–$174,999 | | 4.39% |
| $175,000–$199,999 | | 3.49% |
| $200,000–$249,999 | | 2.72% |
| $250,000+ | | 3.34% |

## Age of children

| | | |
|---|---|---|
| 0–3 | | 2.35% |
| 4–6 | | 1.57% |
| 7–9 | | 1.46% |
| 10–12 | | 1.74% |
| 13–18 | | 4.93% |
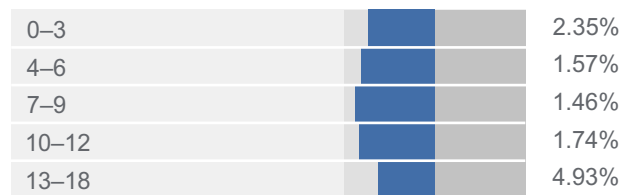
## Estimated current house value

| | | |
|---|---|---|
| Less than $50,000 | | 0.04% |
| $50,000–$74,999 | | 0.30% |
| $75,000–$99,999 | | 1.10% |
| $100,000–$149,999 | | 8.41% |
| $150,000–$174,999 | | 7.75% |
| $175,000–$199,999 | | 9.04% |
| $200,000–$249,999 | | 16.88% |
| $250,000–$299,999 | | 14.16% |
| $300,000–$349,999 | | 11.17% |
| $350,000–$399,999 | | 7.81% |
| $400,000–$499,999 | | 9.58% |
| $500,000–$749,999 | | 9.30% |
| $750,000+ | | 4.46% |

## Length of residency

| | | |
|---|---|---|
| 1 year or less | | 24.85% |
| 2–3 years | | 20.08% |
| 4–5 years | | 15.56% |
| 6–7 years | | 9.71% |
| 8–9 years | | 6.64% |
| 10–14 years | | 10.19% |
| 15–19 years | | 5.21% |
| 20–24 years | | 2.32% |
| 25+ years | | 5.45% |

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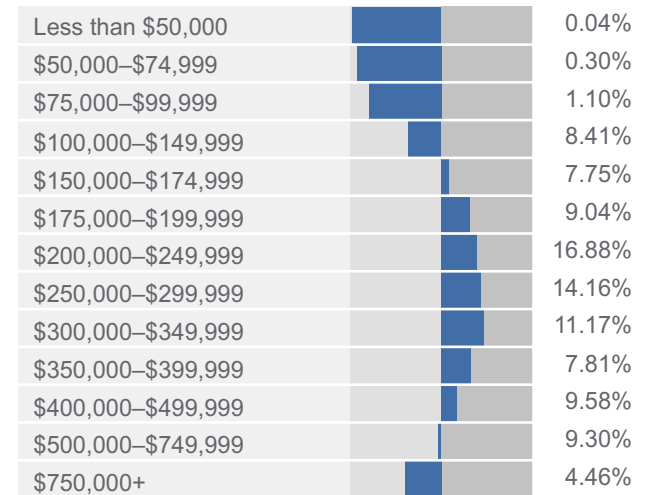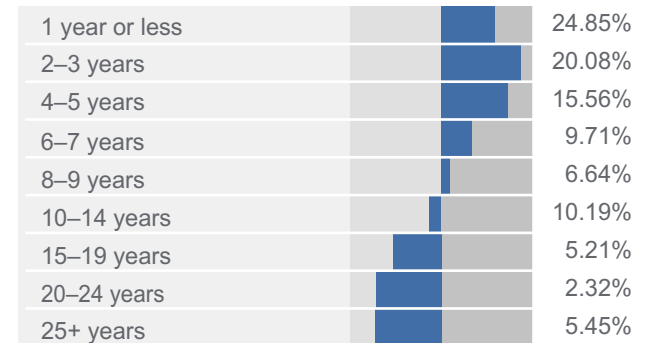
Charts provide details of the key variables used to build and describe the Mosaic groups and types.

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.

## Age

**Mean%**

| Age | | Mean% |
|---|---|---|
| 19–24 | | 2.89% |
| 25–30 | | 2.29% |
| 31–35 | | 5.27% |
| 36–45 | 244 | 37.58% |
| 46–50 | 248 | 20.47% |
| 51–65 | | 19.78% |
| 66–75 | | 8.11% |
| 76+ | | 3.62% |

0    100    200+

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+

**Index 100 (USA average)**

## Age

| Age | | |
|---|---|---|
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| 51–65 | | 19.78% |
| 66–75 | | 8.11% |
| 76+ | | 3.62% |

0    100    200+

**Index below 100**    **Index above 100**

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.