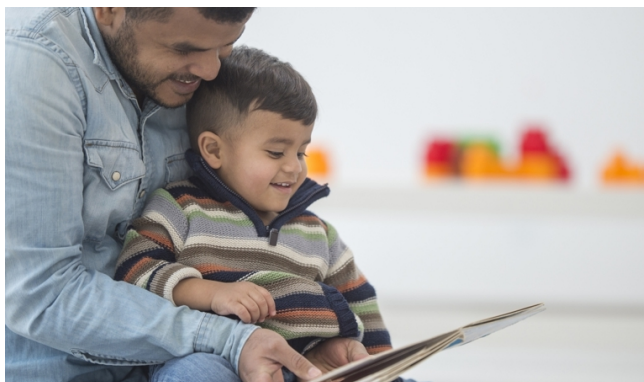


# R66 Ambitious Dreamers

Lively singles and single parents with cost-conscious mindsets starting out in city apartments

🏠 1.91% | 1.22% 👤



## Who we are

<b>Head of household age</b> <p>25–30</p> <p>286   29.4%</p>	<b>Type of property</b> <p>Single family</p> <p>94   87.2%</p>
<b>Est. Household income</b> <p>Less than \$15,000</p> <p>446   23.0%</p>	<b>Household size</b> <p>1 person</p> <p>262   90.2%</p>
<b>Home ownership</b> <p>Renter</p> <p>701   90.5%</p>	<b>Age of children</b> <p>13–18</p> <p>113   14.5%</p>

## Channel preference

170	36	641
201	8	10

## Key features

- Single parents
- Apartment dweller
- Bilingual
- Low value properties
- Team sports
- Sub-prime credit

## Technology adoption



Wizards



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Lively singles and single parents with cost-conscious mindsets starting out in city apartments

## Head of household age

19–24	320	14.60%
25–30	286	29.41%
31–35		17.71%
36–45		21.59%
46–50		4.65%
51–65		9.99%
66–75		1.12%
76+		0.94%

## Family structure

<i>With kids</i>		
Married		2.88%
Single male	1017	28.11%
Single female	944	29.85%
Unknown status		0.28%
<i>Without kids</i>		
Married		0.80%
Single male	346	22.26%
Single female	412	15.31%
Unknown status		0.49%

## Home ownership

Homeowner		2.04%
Renter	701	90.51%
Unknown		7.45%

## Education

Less than high school	311	35.52%
High school diploma		24.74%
Some college		27.67%
Bachelor's degree		7.49%
Graduate's degree		4.58%

## Estimated household income

Less than \$15,000	446	23.00%
\$15,000–\$24,999	398	22.18%
\$25,000–\$34,999	235	17.53%
\$35,000–\$49,999		12.56%
\$50,000–\$74,999		15.80%
\$75,000–\$99,999		5.17%
\$100,000–\$124,999		1.75%
\$125,000–\$149,999		1.19%
\$150,000–\$174,999		0.37%
\$175,000–\$199,999		0.30%
\$200,000–\$249,999		0.10%
\$250,000+		0.03%

## Age of children

0–3		4.98%
4–6		5.65%
7–9		12.92%
10–12		6.13%
13–18		14.50%

## Estimated current house value

Less than \$50,000	594	14.42%
\$50,000–\$74,999	468	19.74%
\$75,000–\$99,999	311	16.99%
\$100,000–\$149,999		23.00%
\$150,000–\$174,999		6.79%
\$175,000–\$199,999		4.30%
\$200,000–\$249,999		6.07%
\$250,000–\$299,999		3.94%
\$300,000–\$349,999		1.80%
\$350,000–\$399,999		1.01%
\$400,000–\$499,999		1.03%
\$500,000–\$749,999		0.73%
\$750,000+		0.18%

## Length of residency

1 year or less	298	46.42%
2–3 years		19.54%
4–5 years		13.43%
6–7 years		7.31%
8–9 years		5.01%
10–14 years		5.50%
15–19 years		1.65%
20–24 years		0.74%
25+ years		0.40%

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.