experian™

G   G24   G25

G25 Urban Edge
Lively, up-and-coming singles living big city lifestyles located within top MSA markets

🏠 2.01% | 1.31% 👤

Key features

- Progressive views
- Urban dwellers
- Highly educated
- Ambitious
- Omni-channel engagers
- Health enthusiasts

Who we are

Head of household age 🎂	Type of property 🏠
25–30	Multi-family: 101+ units
491 | 50.6%	2101 | 28.5%

Est. Household income 💲	Household size 👥
$125,000–$149,999	1 person
169 | 13.8%	249 | 85.9%

Home ownership 🤝	Age of children 👶
Renter	0–3
307 | 39.7%	18 | 1.5%

Channel preference

TV	✉️	📻
188	9	116

💬	@	👍
430	277	29

Technology adoption
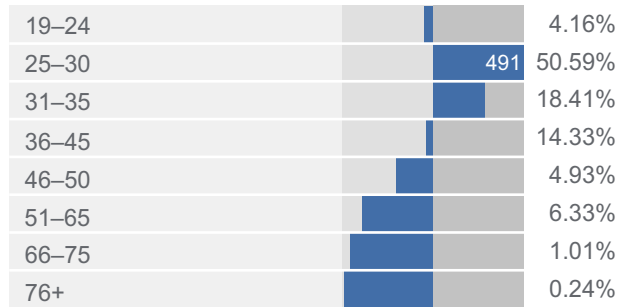
Journeymen

Mosaic USA

G25   Urban Edge
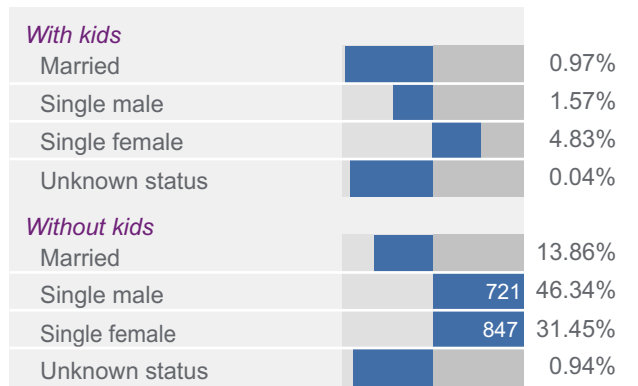Lively, up-and-coming singles living big city lifestyles located within top MSA markets

🏠 2.01% | 1.31% 👤

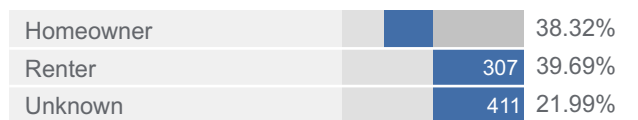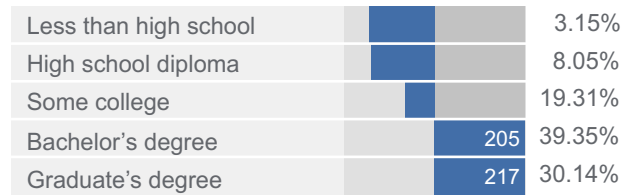## Head of household age

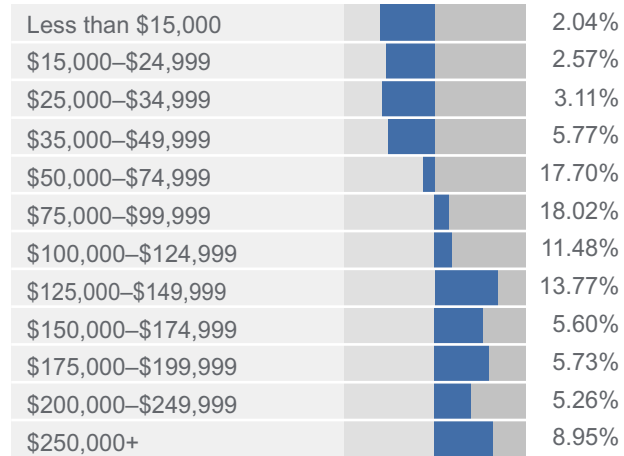| Age		%
19–24		4.16%
25–30	491	50.59%
31–35		18.41%
36–45		14.33%
46–50		4.93%
51–65		6.33%
66–75		1.01%
76+		0.24%

Family structure

With kids		%
Married		0.97%
Single male		1.57%
Single female		4.83%
Unknown status		0.04%
Without kids		
Married		13.86%
Single male	721	46.34%
Single female	847	31.45%
Unknown status		0.94%

Home ownership

		%
Homeowner		38.32%
Renter	307	39.69%
Unknown	411	21.99%

Education

		%
Less than high school		3.15%
High school diploma		8.05%
Some college		19.31%
Bachelor's degree	205	39.35%
Graduate's degree	217	30.14%

Estimated household income

		%
Less than $15,000		2.04%
$15,000–$24,999		2.57%
$25,000–$34,999		3.11%
$35,000–$49,999		5.77%
$50,000–$74,999		17.70%
$75,000–$99,999		18.02%
$100,000–$124,999		11.48%
$125,000–$149,999		13.77%
$150,000–$174,999		5.60%
$175,000–$199,999		5.73%
$200,000–$249,999		5.26%
$250,000+		8.95%

Age of children

		%
0–3		1.54%
4–6		0.82%
7–9		0.54%
10–12		0.32%
13–18		1.76%
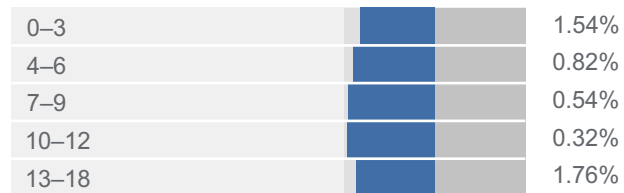
Estimated current house value

		%
Less than $50,000		0.11%
$50,000–$74,999		0.15%
$75,000–$99,999		0.69%
$100,000–$149,999		3.35%
$150,000–$174,999		2.92%
$175,000–$199,999		3.58%
$200,000–$249,999		8.41%
$250,000–$299,999		8.97%
$300,000–$349,999		9.08%
$350,000–$399,999		7.55%
$400,000–$499,999		12.53%
$500,000–$749,999	210	20.04%
$750,000+	304	22.63%

Length of residency

		%
1 year or less	247	38.58%
2–3 years	214	22.89%
4–5 years		14.50%
6–7 years		7.92%
8–9 years		4.89%
10–14 years		6.37%
15–19 years		2.30%
20–24 years		0.94%
25+ years		1.61%

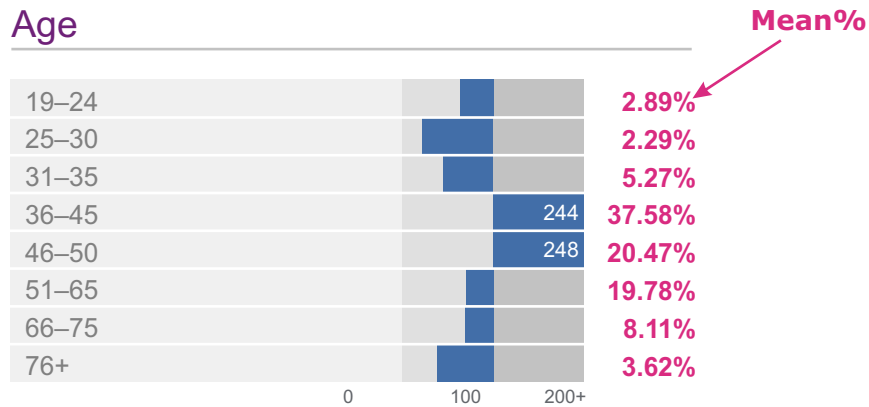**Mosaic USA**
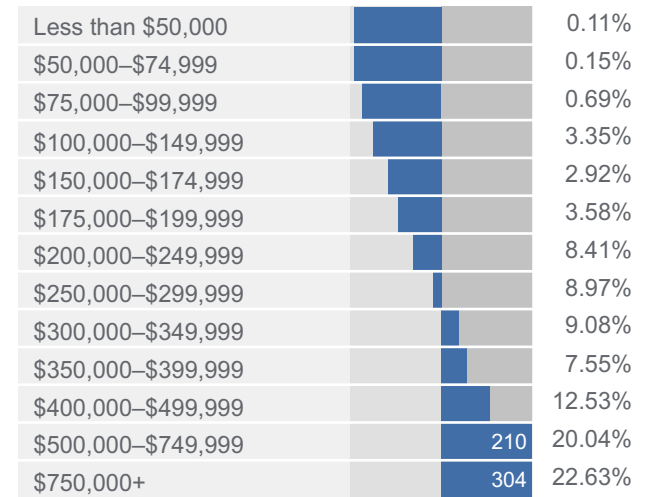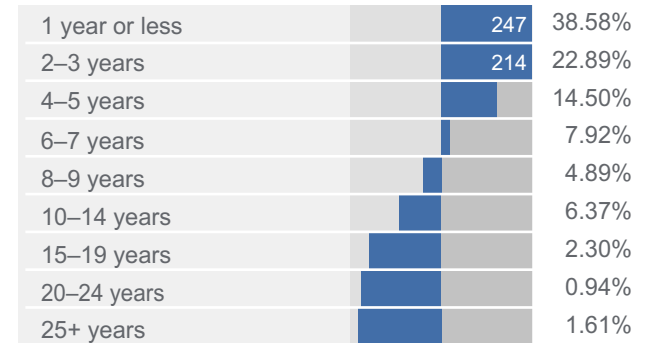
Charts provide details of the key variables used to build and describe the Mosaic groups and types.

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

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	
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+

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.