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Urban Legacies

Middle-aged, sophisticated singles established in modest urban settings







Who we are

Head of



Type of property



Single family

106 97.8%



Channel preference







75

17

76

Key features

- Modest budgets
- Influenced by celebrities
- Impulse shoppers
- Lower value housing
- Modest educations
- Style on a budget





household age

Less than \$15,000

51-65

140 39.8%

income

429 22.1%

ownership

208 26.9%

Home

Renter

Est. Household \$ Household size

1 person

152 52.6%

Age of children

7-9

59 7.0%

Technology adoption



Wizards











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Head of household age

19–24		6.28%
25–30		4.25%
31–35		6.01%
36–45		12.98%
46–50		8.81%
51–65		39.83%
66–75		12.22%
76+		9.61%

Family structure

With kids		
Married		10.42%
Single male	330	9.13%
Single female	340	10.75%
Unknown status		0.91%
Without kids		
Married		11.49%
Single male	409	26.28%
Single female	448	16.61%
Unknown status		14.42%

Home ownership

Homeowner		63.46%
Renter	208	26.86%
Unknown		9.68%

Education

Less than high school		19.56%
High school diploma		40.52%
Some college		27.82%
Bachelor's degree		8.05%
Graduate's degree		4.05%

Estimated household income

Less than \$15,000	429	22.12%
\$15,000-\$24,999	330	18.41%
\$25,000-\$34,999	240	17.91%
\$35,000-\$49,999		18.53%
\$50,000-\$74,999		17.17%
\$75,000-\$99,999		4.52%
\$100,000-\$124,999		0.66%
\$125,000-\$149,999		0.48%
\$150,000-\$174,999		0.12%
\$175,000-\$199,999		0.05%
\$200,000-\$249,999		0.02%
\$250,000+		0.02%

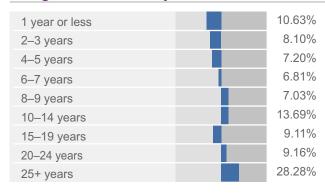
Age of children

0–3		4.95%
4–6		4.52%
7–9		6.97%
10–12		6.03%
13–18		6.04%

Estimated current house value

1334	32.42%
587	24.77%
278	15.17%
	17.01%
	4.01%
	2.47%
	1.93%
	0.85%
	0.53%
	0.26%
	0.37%
	0.20%
	0.01%
	587

Length of residency







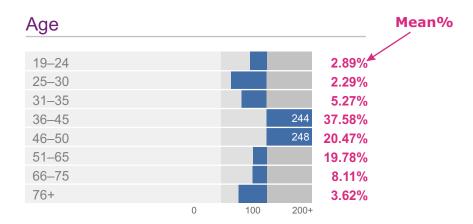
Charts provide details of the key variables used to build and describe the Mosaic groups and types.

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.