experian™

P56 Mid-Scale Medley
Mature, middle income, single adults and families living in urban areas

🏠 0.71% | 0.57% 👤

Who we are

Head of household age 🎂	Type of property 🏠
36–45	Single family
341 | 52.5%	104 | 96.7%

Est. Household income 💰	Household size 👥
$50,000–$74,999	1 person
149 | 30.1%	187 | 64.3%

Home ownership 🤝	Age of children 🍼
Renter	13–18
162 | 20.9%	78 | 10.0%

Channel preference

TV	✉	📻
106	77	223

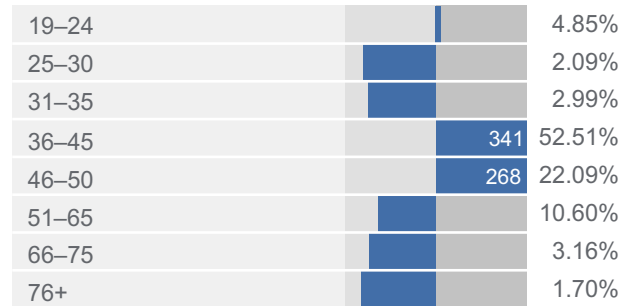| 💬	@	👍
96	19	46

Technology adoption

Wizards

Key features

- Modest living
- Single adults
- Older housing
- Cash over credit
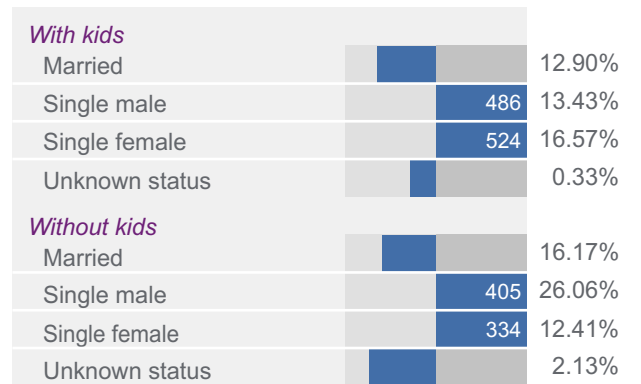- Hip-hop music
- Basic cell phones

P56 Mid-Scale Medley
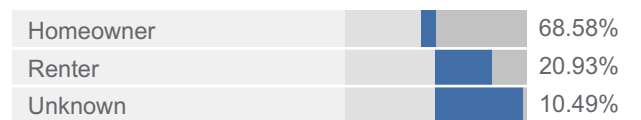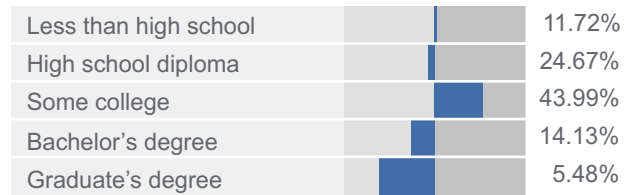Mature, middle income, single adults and families living in urban areas

🏠 0.71% | 0.57% 👤

Head of household age

19–24		4.85%
25–30		2.09%
31–35		2.99%
36–45	341	52.51%
46–50	268	22.09%
51–65		10.60%
66–75		3.16%
76+		1.70%

Family structure

With kids		
Married		12.90%
Single male	486	13.43%
Single female	524	16.57%
Unknown status		0.33%
Without kids		
Married		16.17%
Single male	405	26.06%
Single female	334	12.41%
Unknown status		2.13%

Home ownership

Homeowner		68.58%
Renter		20.93%
Unknown		10.49%

Education

Less than high school		11.72%
High school diploma		24.67%
Some college		43.99%
Bachelor's degree		14.13%
Graduate's degree		5.48%

Estimated household income

Less than $15,000		8.08%
$15,000–$24,999		8.01%
$25,000–$34,999		11.14%
$35,000–$49,999		20.39%
$50,000–$74,999		30.14%
$75,000–$99,999		14.09%
$100,000–$124,999		3.41%
$125,000–$149,999		3.32%
$150,000–$174,999		0.53%
$175,000–$199,999		0.32%
$200,000–$249,999		0.35%
$250,000+		0.21%

Age of children

0–3		2.65%
4–6		2.34%
7–9		4.89%
10–12		5.15%
13–18		10.04%
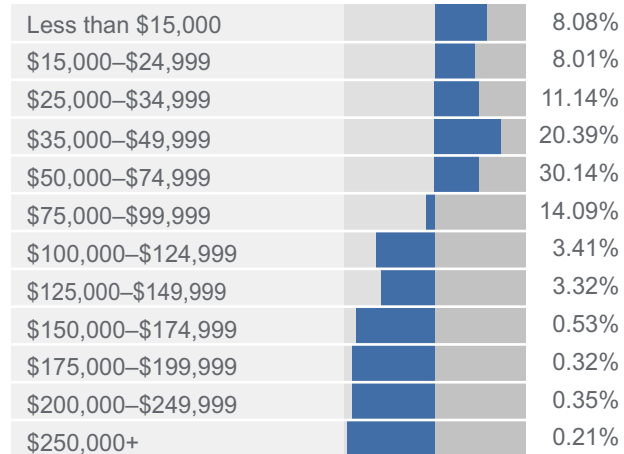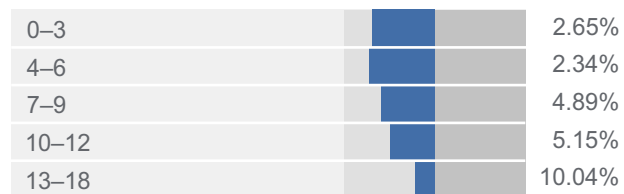
Estimated current house value

Less than $50,000		1.70%
$50,000–$74,999		7.61%
$75,000–$99,999	264	14.41%
$100,000–$149,999	246	32.48%
$150,000–$174,999		11.78%
$175,000–$199,999		8.54%
$200,000–$249,999		10.39%
$250,000–$299,999		6.89%
$300,000–$349,999		3.53%
$350,000–$399,999		1.27%
$400,000–$499,999		1.02%
$500,000–$749,999		0.33%
$750,000+		0.05%

Length of residency

1 year or less		17.72%
2–3 years		13.02%
4–5 years		11.92%
6–7 years		9.81%
8–9 years		8.01%
10–14 years		15.15%
15–19 years		8.75%
20–24 years		4.82%
25+ years		10.81%

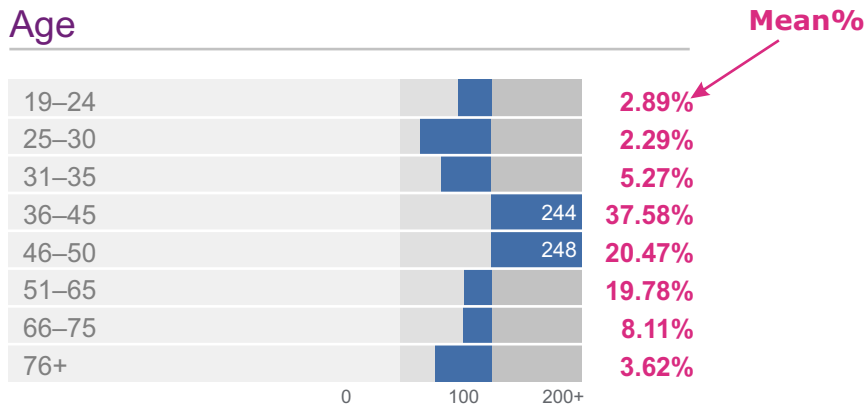**Mosaic USA**
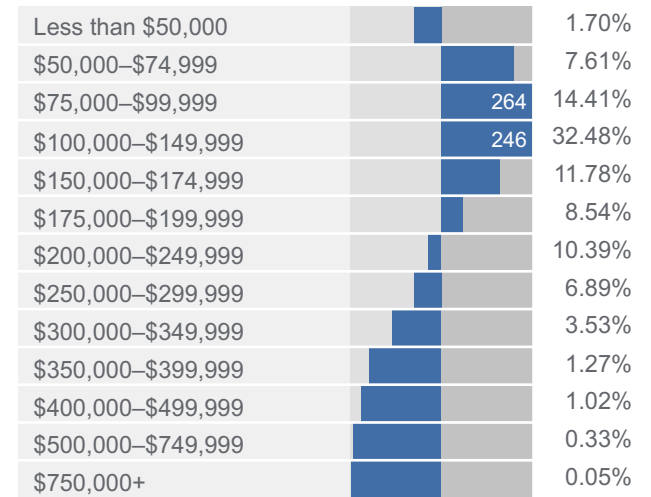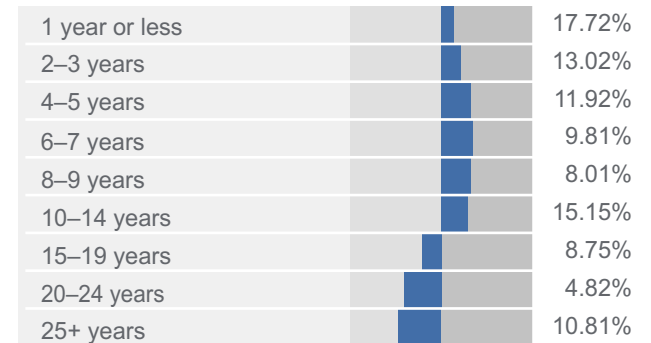
Charts provide details of the key variables used to build and describe the Mosaic groups and types.

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:

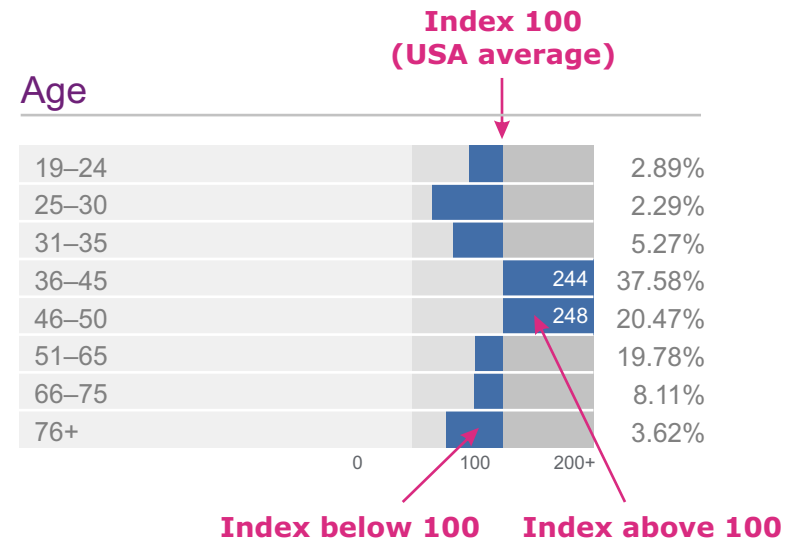The **Index** provides further insight by comparing the characteristics of a Mosaic group/type with all households in the USA.

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		
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.