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Modest Metro Means

Middle-aged singles established in inner-city rental communities



6 0.72% | 0.61% **1**





19-24

258 11.8%

income

Who we are

Head of household age

Est. Household \$

Less than \$15,000



property



2248 32.4%

Household

1 person

192 66.3%

size

Type of



Channel preference











Key features

- Public transportation
- Wrestling fans
- Single parents
- Rental housing
- TV watchers
- Opportunity seekers





595 76.9%

Renter

285 14.7%



Age of children

7-9

139 16.4%

Technology adoption



Wizards















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Modest Metro Means

Middle-aged singles established in inner-city rental communities





Head of household age

19–24	258	11.76%
25–30		7.40%
31–35		14.93%
36–45		20.87%
46–50		11.62%
51–65		27.21%
66–75		3.43%
76+		2.77%

Family structure

With kids		47.440/
Married		17.44%
Single male	712	19.68%
Single female	539	17.04%
Unknown status		0.40%
Without kids		
Married		2.38%
Single male	376	24.17%
Single female	431	15.98%
Unknown status		2.91%

Home ownership

Homeowner		9.91%
Renter	598	76.88%
Unknown	247	13.21%

Education

Less than high school		10.57%
High school diploma		28.40%
Some college		38.57%
Bachelor's degree		14.40%
Graduate's degree		8.06%

Estimated household income

Less than \$15,000	285	14.66%
\$15,000-\$24,999		10.57%
\$25,000-\$34,999		11.36%
\$35,000-\$49,999		11.62%
\$50,000-\$74,999		22.85%
\$75,000-\$99,999		11.62%
\$100,000-\$124,999		5.55%
\$125,000-\$149,999		5.15%
\$150,000-\$174,999		1.98%
\$175,000-\$199,999		2.64%
\$200,000-\$249,999		0.40%
\$250,000+		1.59%

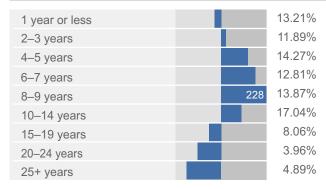
Age of children

0–3		9.11%
4–6		10.04%
7–9		16.38%
10–12		10.30%
13–18		9.64%

Estimated current house value

Less than \$50,000			1.98%
\$50,000-\$74,999			3.83%
\$75,000-\$99,999			3.83%
\$100,000-\$149,999			8.98%
\$150,000-\$174,999			4.62%
\$175,000-\$199,999			5.02%
\$200,000-\$249,999			13.47%
\$250,000-\$299,999			12.15%
\$300,000-\$349,999			12.29%
\$350,000-\$399,999			7.79%
\$400,000-\$499,999			10.70%
\$500,000-\$749,999			11.89%
\$750,000+			3.43%

Length of residency







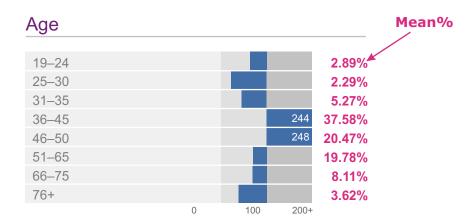
Charts provide details of the key variables used to build and describe the Mosaic groups and types.

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.