

KK37K38K39K40C37Wired for Success
Young, mid-income singles and couples living socially-active city lives

😚 1.67% 1.19% 👤

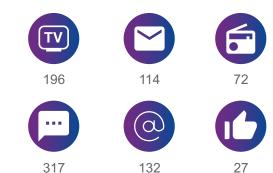


Key features

- Conspicuous consumption
- Digital media gurus
- First homes
- Status-seekers
- Liberal household
- Active lifestyles



Channel preference



Technology adoption

Journeymen





K3

, Wired for Success

K37

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K38

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Head of household age

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19–24		6.00%
25–30	279	28.68%
31–35	223	26.05%
36–45		19.87%
46–50		8.58%
51–65		8.25%
66–75		1.44%
76+		1.12%

Family structure

<i>With kids</i> Married		20.37%
Single male	316	8.74%
Single female	338	10.68%
Unknown status	329	1.52%
<i>Without kids</i> Married		29.60%
Single male	243	15.63%
Single female	249	9.24%
Unknown status		4.22%

Home ownership

Homeowner		24.59%
Renter	479	61.93%
Unknown	252	13.48%

Education

K39

Less than high school	10.10%
High school diploma	22.02%
Some college	33.21%
Bachelor's degree	17.29%
Graduate's degree	17.37%

Estimated household income

K40

Less than \$15,000		2.43%
\$15,000-\$24,999		3.18%
\$25,000-\$34,999		4.58%
\$35,000-\$49,999		8.90%
\$50,000-\$74,999		21.10%
\$75,000-\$99,999		22.16%
\$100,000-\$124,999		12.99%
\$125,000-\$149,999		10.10%
\$150,000-\$174,999		5.27%
\$175,000-\$199,999		3.59%
\$200,000-\$249,999		2.41%
\$250,000+		3.30%

Age of children

0–3	4.16%
4–6	3.30%
7–9	7.89%
10–12	3.89%
13–18	8.53%

Estimated current house value

Less than \$50,000	0.34%
\$50,000-\$74,999	1.09%
\$75,000-\$99,999	1.87%
\$100,000-\$149,999	8.17%
\$150,000-\$174,999	4.76%
\$175,000-\$199,999	4.87%
\$200,000-\$249,999	11.33%
\$250,000-\$299,999	10.36%
\$300,000-\$349,999	10.16%
\$350,000-\$399,999	7.30%
\$400,000-\$499,999	12.16%
\$500,000-\$749,999	14.72%
\$750,000+	12.87%

Length of residency

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1 year or less	35	55.48%
2–3 years		18.28%
4–5 years		9.53%
6–7 years		4.99%
8–9 years		3.73%
10–14 years		4.44%
15–19 years		1.95%
20–24 years		0.79%
25+ years		0.81%



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.

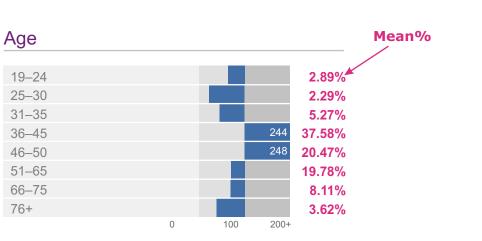
For example, consider the Age composition of Group D:

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.



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 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.