R67 — Passionate Parents

Young, single parents with cost-conscious mindsets in second-city apartments

🏠 1.38% | 0.93% 👤

Who we are

Head of household age	Type of property
19–24	Single family
505 | 23.0%	98 | 90.7%

Est. Household income	Household size
Less than $15,000	1 person
722 | 37.2%	236 | 81.4%

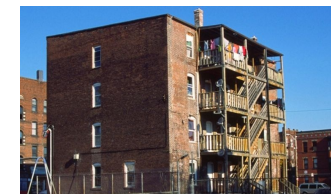| Home ownership	Age of children
Renter	7–9
720 | 93.0%	168 | 19.9%

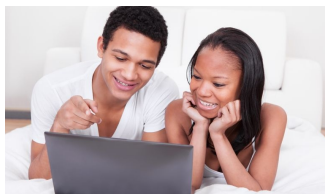## Key features

- Single parents
- City living
- Cable TV
- Ambitious
- Cash not credit
- Shopping as entertainment

Channel preference

- TV — 390
- ✉ — 64
- 📻 — 713
- 💬 — 217
- @ — 9
- 👍 — 32

Technology adoption

Wizards

Mosaic USA

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Head of household age

19–24	505	23.03%
25–30		16.65%
31–35		19.44%
36–45		22.73%
46–50		8.57%
51–65		8.79%
66–75		0.20%
76+		0.59%

Family structure

With kids

Married		7.74%
Single male	887	24.51%
Single female	1245	39.36%
Unknown status		0.10%

Without kids

Married		0.83%
Single male	253	16.25%
Single female	300	11.15%
Unknown status		0.06%

Home ownership

Homeowner		0.63%
Renter	720	93.05%
Unknown		6.32%

Education

Less than high school	255	29.20%
High school diploma		29.47%
Some college		29.85%
Bachelor's degree		6.44%
Graduate's degree		5.04%

Estimated household income

Less than $15,000	722	37.17%
$15,000–$24,999	450	25.08%
$25,000–$34,999		14.48%
$35,000–$49,999		8.27%
$50,000–$74,999		10.97%
$75,000–$99,999		3.09%
$100,000–$124,999		0.45%
$125,000–$149,999		0.33%
$150,000–$174,999		0.04%
$175,000–$199,999		0.06%
$200,000–$249,999		0.02%
$250,000+		0.02%

Age of children

0–3		16.65%
4–6		13.51%
7–9		19.86%
10–12		11.19%
13–18		10.91%

Estimated current house value

Less than $50,000	1361	33.06%
$50,000–$74,999	641	27.07%
$75,000–$99,999	304	16.57%
$100,000–$149,999		14.01%
$150,000–$174,999		2.99%
$175,000–$199,999		1.75%
$200,000–$249,999		1.87%
$250,000–$299,999		1.06%
$300,000–$349,999		0.55%
$350,000–$399,999		0.49%
$400,000–$499,999		0.32%
$500,000–$749,999		0.22%
$750,000+		0.04%

Length of residency

1 year or less	267	41.67%
2–3 years		17.49%
4–5 years		13.30%
6–7 years		7.58%
8–9 years		6.11%
10–14 years		8.63%
15–19 years		2.86%
20–24 years		1.28%
25+ years		1.08%

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%

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

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.