experian™

K39 Metro Fusion
Middle-aged singles living urban and suburban active lifestyles

🏠 0.41% | 0.32% 👤

Who we are

Head of household age 🎂
36–45

335 | 51.7%

Type of property 🏠
Multi-family: 50–100 units

2844 | 21.5%

Est. Household income 💰
$50,000–$74,999

149 | 30.2%

Household size 👥
1 person

212 | 72.9%

Home ownership 🤝
Renter

263 | 33.9%

Age of children 🍼
13–18

99 | 12.7%

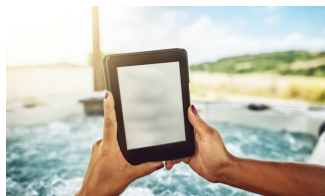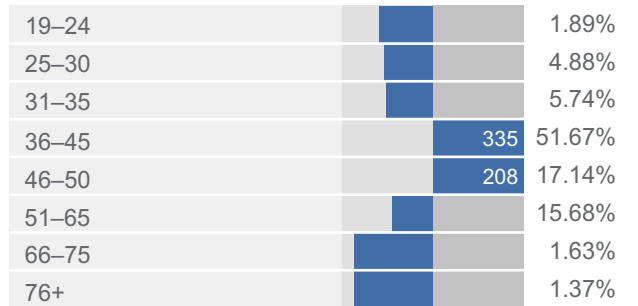## Key features

- City apartment living
- Modest investments
- Middle-aged
- Politically disengaged
- Digitally dependent
- Singles

Channel preference
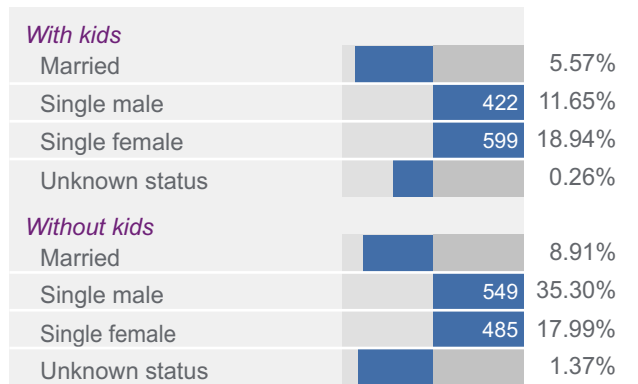
TV — 177

✉ — 65

📻 — 142

💬 — 177

@ — 99

👍 — 38

Technology adoption

Journeymen

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Head of household age

Age		%
19–24		1.89%
25–30		4.88%
31–35		5.74%
36–45	335	51.67%
46–50	208	17.14%
51–65		15.68%
66–75		1.63%
76+		1.37%

Family structure

		%
With kids		
Married		5.57%
Single male	422	11.65%
Single female	599	18.94%
Unknown status		0.26%
Without kids		
Married		8.91%
Single male	549	35.30%
Single female	485	17.99%
Unknown status		1.37%

Home ownership

		%
Homeowner		56.56%
Renter	263	33.93%
Unknown		9.51%

Education

	%
Less than high school	7.88%
High school diploma	22.96%
Some college	34.70%
Bachelor's degree	24.16%
Graduate's degree	10.28%
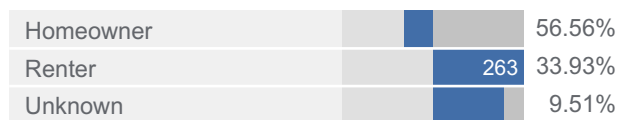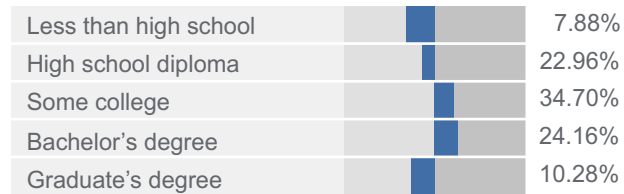
Estimated household income

	%
Less than $15,000	4.97%
$15,000–$24,999	4.20%
$25,000–$34,999	6.43%
$35,000–$49,999	19.28%
$50,000–$74,999	30.25%
$75,000–$99,999	17.99%
$100,000–$124,999	7.03%
$125,000–$149,999	4.11%
$150,000–$174,999	2.23%
$175,000–$199,999	1.80%
$200,000–$249,999	0.94%
$250,000+	0.77%

Age of children

	%
0–3	2.83%
4–6	2.57%
7–9	3.17%
10–12	3.68%
13–18	12.68%
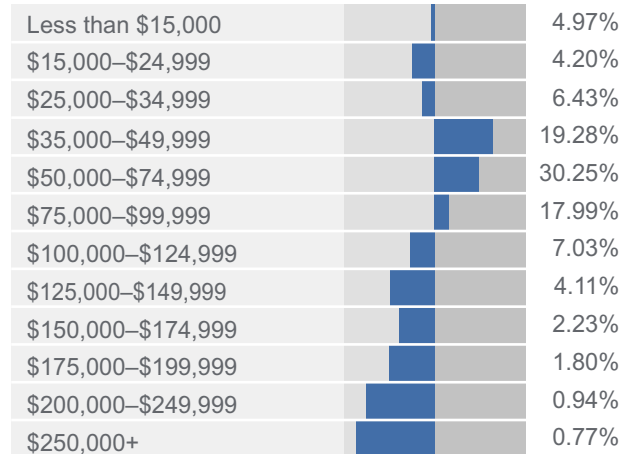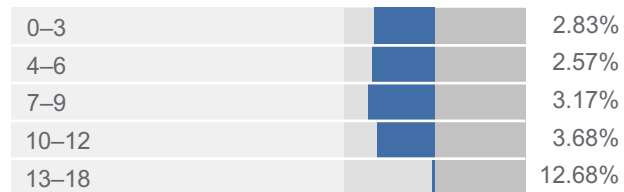
Estimated current house value

	%
Less than $50,000	1.03%
$50,000–$74,999	3.00%
$75,000–$99,999	6.08%
$100,000–$149,999	16.11%
$150,000–$174,999	8.48%
$175,000–$199,999	10.37%
$200,000–$249,999	12.25%
$250,000–$299,999	8.83%
$300,000–$349,999	7.20%
$350,000–$399,999	7.80%
$400,000–$499,999	8.65%
$500,000–$749,999	7.88%
$750,000+	2.31%

Length of residency

	%
1 year or less	16.62%
2–3 years	16.20%
4–5 years	16.88%
6–7 years	11.14%
8–9 years	7.80%
10–14 years	15.08%
15–19 years	9.25%
20–24 years	3.26%
25+ years	3.77%

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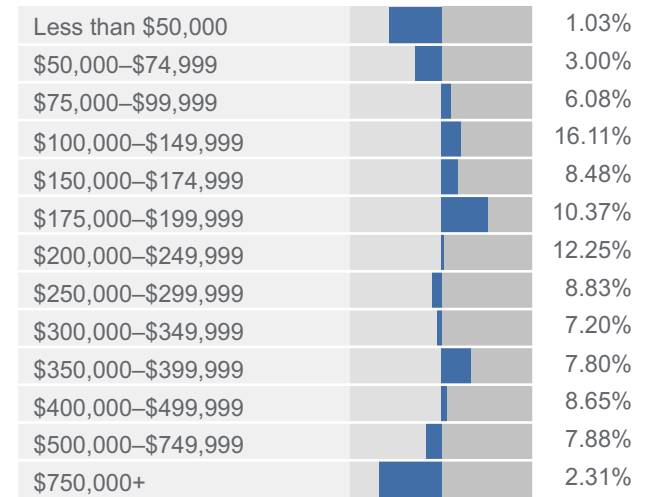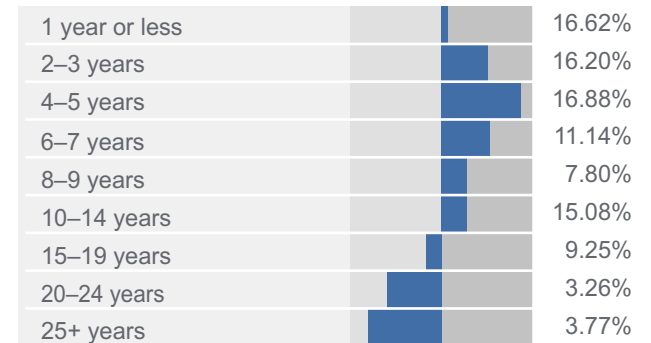
Charts provide details of the key variables used to build and describe the Mosaic groups and types.

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:

Age

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.

Age

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.

Mosaic USA