

O54 Influenced by Influencers

Young singles living in Midwest and Southern city centers

🏠 4.67% | 2.87% 👤



Who we are

Head of household age

25–30
648 | 66.7%

Type of property

Multi-family:
101+ units
2125 | 28.8%

Est. Household income

\$50,000–\$74,999
124 | 25.1%

Household size

1 person
269 | 92.7%

Home ownership

Renter
481 | 62.2%

Age of children

13–18
21 | 2.7%

Channel preference



186



26



448



412



68



11

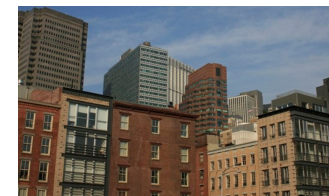
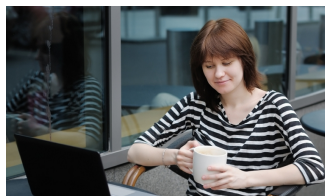
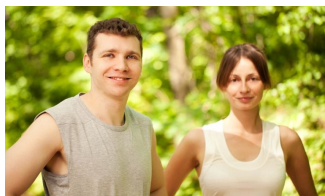
Technology adoption



Journeymen

Key features

- Career-driven
- Metropolitan lifestyles
- Digitally dependent
- Active social lives
- Foodies
- First-time buyers



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Head of household age

19–24	7.13%
25–30	648 66.68%
31–35	22.87%
36–45	1.99%
46–50	0.57%
51–65	0.51%
66–75	0.16%
76+	0.08%

Family structure

<i>With kids</i>	
Married	1.08%
Single male	251 6.94%
Single female	266 8.40%
Unknown status	0.16%
<i>Without kids</i>	
Married	7.53%
Single male	674 43.35%
Single female	832 30.89%
Unknown status	1.64%

Home ownership

Homeowner	17.30%
Renter	481 62.16%
Unknown	383 20.53%

Education

Less than high school	14.16%
High school diploma	23.39%
Some college	32.00%
Bachelor's degree	14.96%
Graduate's degree	15.50%

Estimated household income

Less than \$15,000	8.77%
\$15,000–\$24,999	7.72%
\$25,000–\$34,999	11.89%
\$35,000–\$49,999	18.30%
\$50,000–\$74,999	25.08%
\$75,000–\$99,999	12.57%
\$100,000–\$124,999	5.54%
\$125,000–\$149,999	5.03%
\$150,000–\$174,999	1.18%
\$175,000–\$199,999	1.67%
\$200,000–\$249,999	0.46%
\$250,000+	1.78%

Age of children

0–3	1.51%
4–6	0.89%
7–9	1.59%
10–12	0.48%
13–18	2.66%

Estimated current house value

Less than \$50,000	1.72%
\$50,000–\$74,999	5.01%
\$75,000–\$99,999	8.10%
\$100,000–\$149,999	20.16%
\$150,000–\$174,999	10.93%
\$175,000–\$199,999	7.48%
\$200,000–\$249,999	11.98%
\$250,000–\$299,999	9.04%
\$300,000–\$349,999	6.32%
\$350,000–\$399,999	4.57%
\$400,000–\$499,999	5.33%
\$500,000–\$749,999	4.95%
\$750,000+	4.41%

Length of residency

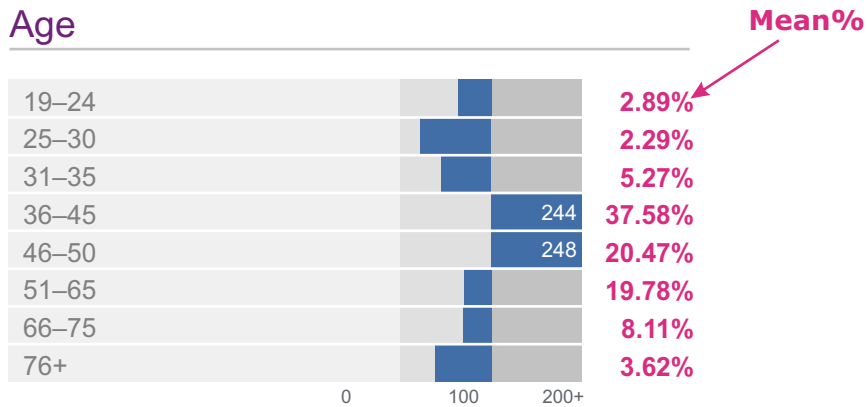
1 year or less	420 65.45%
2–3 years	17.44%
4–5 years	7.59%
6–7 years	3.98%
8–9 years	2.02%
10–14 years	2.40%
15–19 years	0.57%
20–24 years	0.40%
25+ years	0.16%

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:

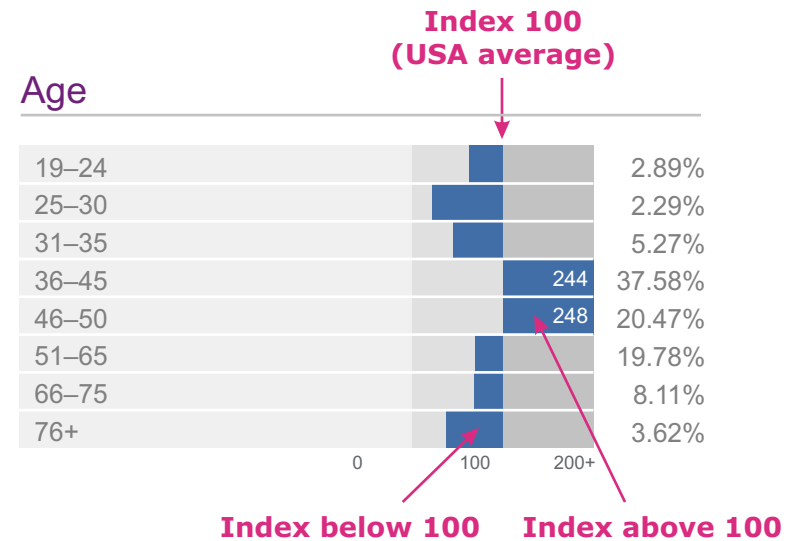
- 2.89% of Group D are aged 19–24
- 2.29% of Group D are aged 25–30
- 5.27% of Group D are aged 31–35
- 37.58% of Group D are aged 36–45
- 20.47% of Group D are aged 46–50
- 19.78% of Group D are aged 51–65
- 8.11% of Group D are aged 66–75
- 3.62% of Group D are aged 76+

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.