O55 Family Troopers

Families and single parent households living near military bases

🏠 2.00% | 1.48% 👤

Who we are

Head of household age 🎂	Type of property 🏠
25–30	Multi-family: 3 units
515 | 53.0%	523 | 5.2%

Est. Household income 💲	Household size 👥
$15,000–$24,999	1 person
261 | 14.6%	244 | 84.1%

Home ownership 🤝	Age of children 🍼
Renter	0–3
718 | 92.8%	414 | 35.6%

Channel preference

TV	Mail	Radio
155	76	568

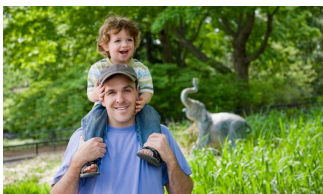| Text	@	Like
321	17	30

Technology adoption

Wizards

Key features

- Renters
- Military base communities
- Ethnically diverse
- Parents
- Modest educations
- Tech-savvy

Mosaic USA

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Head of household age

19–24	305	13.91%
25–30	515	52.98%
31–35	243	28.44%
36–45		3.69%
46–50		0.44%
51–65		0.46%
66–75		0.07%
76+		0.02%

Family structure

With kids		
Married		38.47%
Single male	763	21.10%
Single female	1025	32.40%
Unknown status		0.77%
Without kids		
Married		1.37%
Single male		3.21%
Single female		2.52%
Unknown status		0.16%

Home ownership

Homeowner		2.28%
Renter	718	92.79%
Unknown		4.93%

Education

Less than high school	244	27.89%
High school diploma		23.20%
Some college		34.31%
Bachelor's degree		8.25%
Graduate's degree		6.35%

Estimated household income

Less than $15,000	220	11.33%
$15,000–$24,999	261	14.58%
$25,000–$34,999		14.11%
$35,000–$49,999		15.95%
$50,000–$74,999		21.72%
$75,000–$99,999		11.48%
$100,000–$124,999		5.18%
$125,000–$149,999		3.03%
$150,000–$174,999		1.17%
$175,000–$199,999		0.78%
$200,000–$249,999		0.15%
$250,000+		0.51%

Age of children

0–3	414	35.63%
4–6	367	30.44%
7–9	264	31.23%
10–12		11.63%
13–18		18.23%

Estimated current house value

Less than $50,000	2.35%
$50,000–$74,999	6.22%
$75,000–$99,999	9.29%
$100,000–$149,999	20.46%
$150,000–$174,999	11.72%
$175,000–$199,999	9.71%
$200,000–$249,999	14.46%
$250,000–$299,999	8.69%
$300,000–$349,999	5.20%
$350,000–$399,999	3.50%
$400,000–$499,999	4.02%
$500,000–$749,999	3.07%
$750,000+	1.31%

Length of residency

1 year or less	350	54.59%
2–3 years		20.00%
4–5 years		10.09%
6–7 years		4.89%
8–9 years		3.94%
10–14 years		4.16%
15–19 years		1.24%
20–24 years		0.60%
25+ years		0.47%

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%

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+

Age — Index 100 (USA average)

Age		Index
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.