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**O50** 

**O51** 

052

**O53** 

054

**O55** 

# **Full Steam Ahead**

Younger and middle-aged singles gravitating to second-tier cities



**6** 0.88% 0.57% **1** 





#### Who we are

#### Head of household age

Est. Household \$

\$35,000-\$49,999

36-45

215 | 33.1%

income

Renter



Type of property



Multi-family: 10-19 units

3686 24.0%

Household

size









78







## Key features

- Spontaneous buyers
- Music enthusiasts
- Single adults
- Savvy researchers
- Compact cars
- Skyscraper apartments









517 66.8%

# 265 91.4% Age of children

1 person



13-18

67 8.6%

## Technology adoption



Wizards











0 **O50 O51 O52 O53 O54 O55** 

# **Full Steam Ahead**

Younger and middle-aged singles gravitating to second-tier cities





#### Head of household age

19–24		4.68%
25–30	250	25.71%
31–35		17.27%
36–45	215	33.12%
46–50		8.31%
51–65		8.83%
66–75		1.17%
76+		0.91%

### Family structure

With kids		
Married		12.08%
Single male	409	11.30%
Single female	534	16.88%
Unknown status	338	1.56%
Without kids		
Married		10.26%
Single male	402	25.84%
Single female	458	17.01%
Unknown status		5.06%

#### Home ownership

Homeowner		8.83%
Renter	517	66.75%
Unknown	456	24.42%

#### Education

Less than high school	17.53%
High school diploma	30.91%
Some college	31.69%
Bachelor's degree	10.65%
Graduate's degree	9.22%

#### Estimated household income

	_	
Less than \$15,000		6.49%
\$15,000-\$24,999		9.48%
\$25,000-\$34,999		13.77%
\$35,000-\$49,999		21.56%
\$50,000-\$74,999		25.19%
\$75,000-\$99,999		11.17%
\$100,000-\$124,999		4.42%
\$125,000-\$149,999		2.73%
\$150,000-\$174,999		2.34%
\$175,000-\$199,999		1.04%
\$200,000-\$249,999		0.00%
\$250,000+		1.82%

## Age of children

0–3	3.38%
4–6	3.25%
7–9	6.75%
10–12	5.19%
13–18	8.57%

#### Estimated current house value

Less than \$50,000			2.86%
\$50,000-\$74,999			6.75%
\$75,000-\$99,999	2	202	11.04%
\$100,000-\$149,999		211	27.92%
\$150,000-\$174,999			11.56%
\$175,000-\$199,999			8.96%
\$200,000-\$249,999			11.56%
\$250,000-\$299,999			7.27%
\$300,000-\$349,999			4.03%
\$350,000-\$399,999			1.95%
\$400,000-\$499,999			1.95%
\$500,000-\$749,999			1.17%
\$750,000+			2.99%

#### Length of residency

1 year or less		462	71.95%
2–3 years			15.06%
4–5 years			4.55%
6–7 years			2.21%
8–9 years			1.95%
10-14 years			3.12%
15–19 years			0.78%
20-24 years			0.39%
25+ years			0.00%





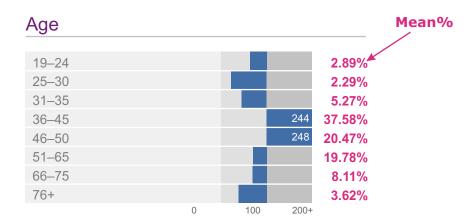
Charts provide details of the key variables used to build and describe the Mosaic groups and types.

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.