O51 Digitally Savvy

Young singles who live digital-driven smaller city lifestyles

🏠 7.03% | 5.01% 👤

Who we are

Head of household age
25–30
503 | 51.8%

Type of property
Single family
101 | 93.9%

Est. Household income
$50,000–$74,999
140 | 28.4%

Household size
1 person
202 | 69.8%

Home ownership
First-time buyer
349 | 22.3%

Age of children
7–9
81 | 9.6%

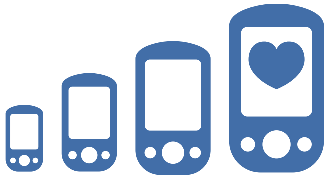
Channel preference

TV	✉	📻
136	78	208
💬	@	👍
209	23	30

Key features

- Ambitious
- Video gamers
- Single adults
- Eager to spend
- Music lovers
- Digitally savvy

Technology adoption



Wizards

O **O50** **O51** **O52** **O53** **O54** **O55**

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Head of household age

19–24	257	11.74%
25–30	503	51.77%
31–35	259	30.31%
36–45		3.48%
46–50		0.81%
51–65		1.33%
66–75		0.32%
76+		0.24%

Family structure

With kids		
Married		30.64%
Single male	304	8.41%
Single female	264	8.35%
Unknown status		0.87%
Without kids		
Married		28.77%
Single male	221	14.24%
Single female	209	7.78%
Unknown status		0.93%

Home ownership

Homeowner		54.91%
Renter	232	30.01%
Unknown	282	15.09%

Education

Less than high school	16.66%
High school diploma	24.49%
Some college	41.66%
Bachelor’s degree	9.17%
Graduate’s degree	8.03%

Estimated household income

Less than $15,000	7.27%
$15,000–$24,999	7.06%
$25,000–$34,999	9.14%
$35,000–$49,999	17.48%
$50,000–$74,999	28.41%
$75,000–$99,999	15.98%
$100,000–$124,999	7.56%
$125,000–$149,999	3.61%
$150,000–$174,999	1.59%
$175,000–$199,999	0.85%
$200,000–$249,999	0.41%
$250,000+	0.64%

Age of children

0–3	5.05%
4–6	3.55%
7–9	9.61%
10–12	1.80%
13–18	4.05%

Estimated current house value

Less than $50,000	1.21%
$50,000–$74,999	3.71%
$75,000–$99,999	7.45%
$100,000–$149,999	23.05%
$150,000–$174,999	12.47%
$175,000–$199,999	10.64%
$200,000–$249,999	15.96%
$250,000–$299,999	9.81%
$300,000–$349,999	5.78%
$350,000–$399,999	3.53%
$400,000–$499,999	3.51%
$500,000–$749,999	2.31%
$750,000+	0.58%

Length of residency

1 year or less	309	48.17%
2–3 years		21.05%
4–5 years		11.20%
6–7 years		5.71%
8–9 years		3.71%
10–14 years		3.80%
15–19 years		1.82%
20–24 years		1.26%
25+ years		3.27%

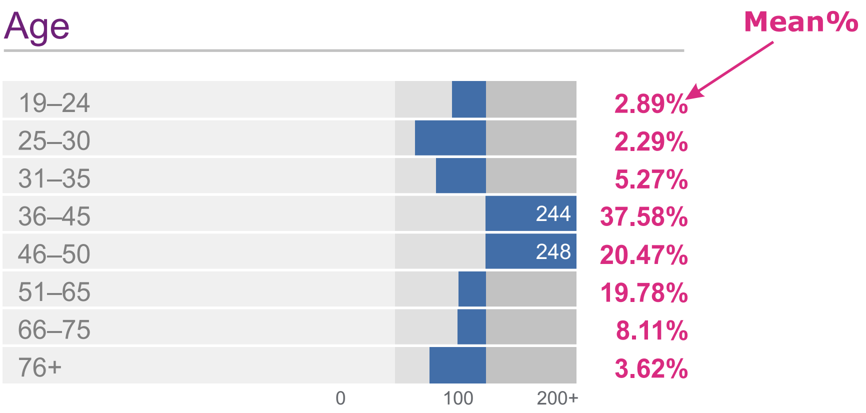
Charts provide details of the key variables used to build and describe the Mosaic groups and types.

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:

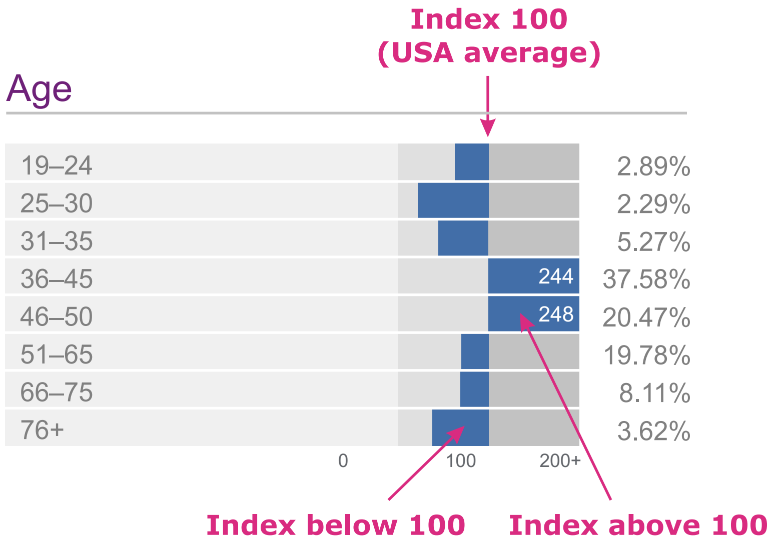
2.89% of Group D are aged 19–24
2.29% of Group D are aged 25–30
5.27% of Group D are aged 31–35
37.58% of Group D are aged 36–45
20.47% of Group D are aged 46–50
19.78% of Group D are aged 51–65
8.11% of Group D are aged 66–75
3.62% of Group D are aged 76+

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.