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Striving Forward

Cultured families and single parents earning modest incomes in gateway communities

36-45

243 37.5%

income



0.95% 0.67%





Who we are

Head of household age

Est. Household \$

\$15,000-\$24,999



Type of property

1006 14.5%

Household

1 person

251 86.4%

size

Multi-family: 2 units







228

Key features

- Risk taker
- Ambitious
- Single parents
- English not first language
- Active athletes
- Fashionable



Renter

307 17.1%

ownership

736 95.1%



Age of children



13-18

498 64.0%

Channel preference









Technology adoption



Wizards















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Striving Forward

Cultured families and single parents earning modest incomes in gateway communities





Head of household age

19–24			8.94%
25–30			10.02%
31–35		204	23.91%
36–45		243	37.52%
46–50			9.49%
51–65			8.45%
66–75			1.33%
76+			0.35%

Family structure

With kids Married		35.57%
Single male	1263	34.90%
Single female	841	26.60%
Unknown status		0.21%
Without kids Married		0.17%
Single male		0.98%
Single female		1.29%
Unknown status		0.28%

Home ownership

Homeowner		2.30%
Renter	736	95.11%
Unknown		2.58%

Education

Less than high school	635	72.57%
High school diploma		13.82%
Some college		10.33%
Bachelor's degree		1.92%
Graduate's degree		1.36%

Estimated household income

Less than \$15,000	299	15.43%
\$15,000-\$24,999	307	17.10%
\$25,000-\$34,999	241	18.01%
\$35,000-\$49,999		13.05%
\$50,000-\$74,999		18.60%
\$75,000-\$99,999		8.38%
\$100,000-\$124,999		4.61%
\$125,000-\$149,999		2.97%
\$150,000-\$174,999		0.45%
\$175,000-\$199,999		0.70%
\$200,000-\$249,999		0.28%
\$250,000+		0.42%

Age of children

0–3		4.57%
4–6	289	23.98%
7–9	308	36.47%
10–12	221	22.30%
13–18	498	64.01%

Estimated current house value

Less than \$50,000		1.36%
\$50,000-\$74,999		4.89%
\$75,000-\$99,999		7.29%
\$100,000-\$149,999		19.58%
\$150,000-\$174,999		9.01%
\$175,000-\$199,999		7.75%
\$200,000-\$249,999		12.29%
\$250,000-\$299,999		8.80%
\$300,000-\$349,999		6.95%
\$350,000-\$399,999		5.58%
\$400,000-\$499,999		7.40%
\$500,000-\$749,999		6.81%
\$750,000+		2.30%

Length of residency

1 year or less	216	33.68%
2–3 years		18.71%
4–5 years		16.96%
6–7 years		10.33%
8–9 years		7.47%
10-14 years		7.29%
15–19 years		3.14%
20-24 years		1.57%
25+ years		0.84%





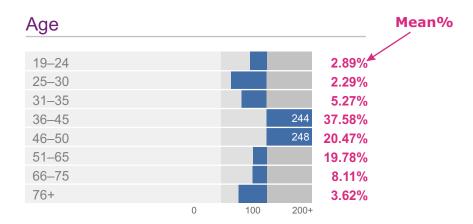
Charts provide details of the key variables used to build and describe the Mosaic groups and types.

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.