

# P60 Striving Forward

Cultured families and single parents earning modest incomes in gateway communities

🏠 0.95% | 0.67% 👤



## Who we are

Head of household age

36–45  
243 | 37.5%

Type of property

Multi-family: 2 units  
1006 | 14.5%

Est. Household income

\$15,000–\$24,999  
307 | 17.1%

Household size

1 person  
251 | 86.4%

Home ownership

Renter  
736 | 95.1%

Age of children

13–18  
498 | 64.0%

## Channel preference



206



43



537



228



3



8

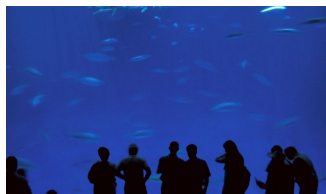
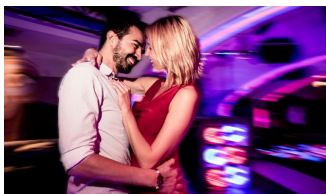
## Technology adoption



Wizards

## Key features

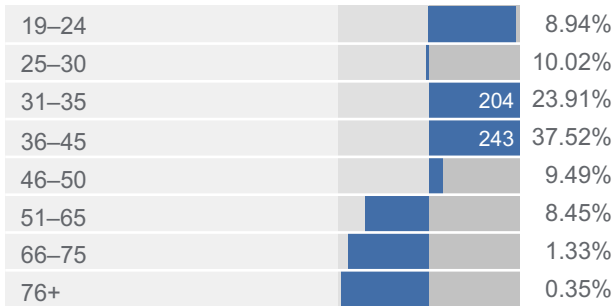
- Risk taker
- Ambitious
- Single parents
- English not first language
- Active athletes
- Fashionable



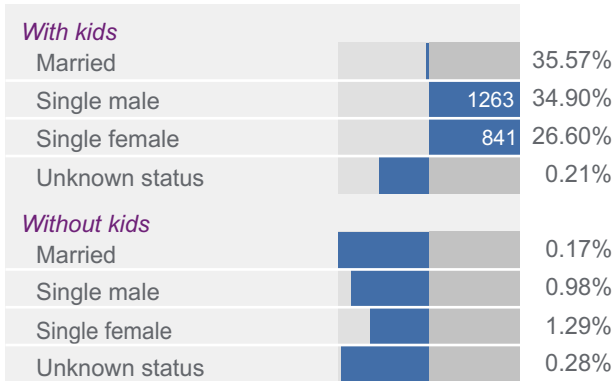
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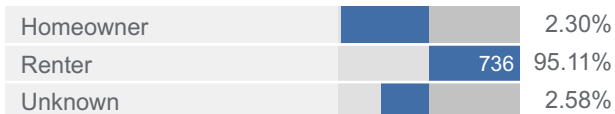
## Head of household age



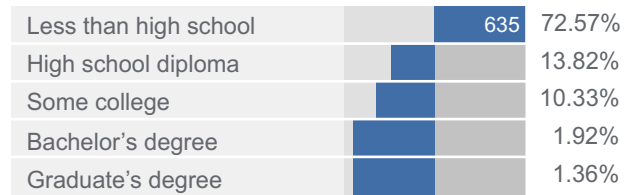
## Family structure



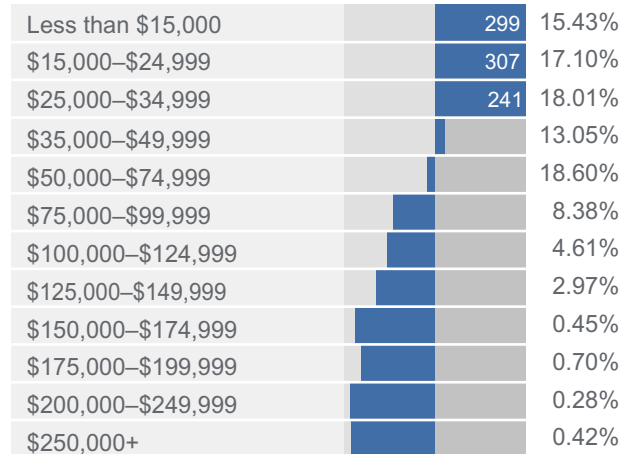
## Home ownership



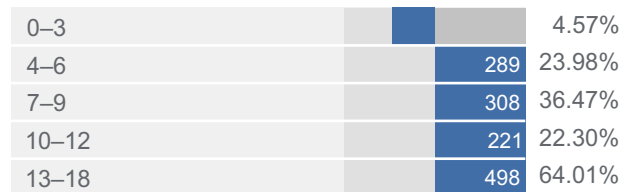
## Education



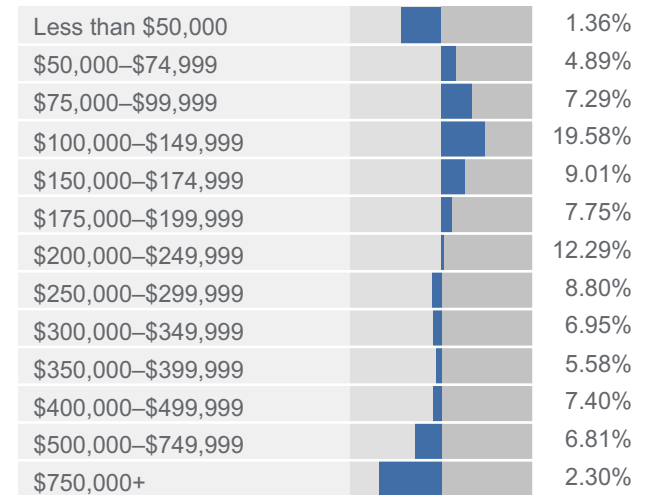
## Estimated household income



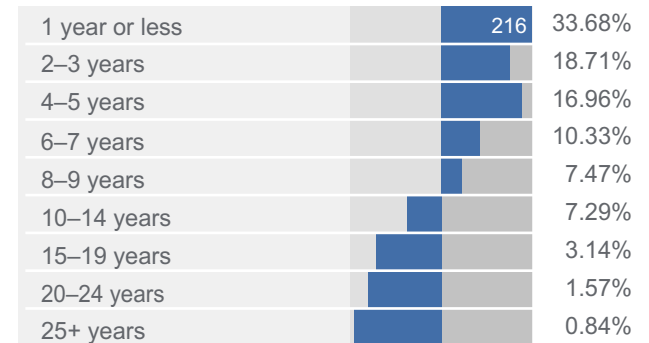
## Age of children



## Estimated current house value



## Length of residency



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.