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Heritage Heights
Singles and families with modest incomes living settled lives in urban apartments



1 0.46% 0.37% **1**





Who we are

Head of household age

36-45

185 28.5%



Type of property



Multi-family: 2 units

2341 | 33.7%



Channel preference











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Key features

- Fashion forward
- Bilingual
- Single parents
- Novelty seekers
- Multi-family properties





Est. Household \$ income

\$50,000-\$74,999

124 25.1%

Renter

710 91.8%

Household size

1 person

236 81.4%

Age of children

13-18

173 | 22.2%

Technology adoption



Wizards















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Head of household age

| 19–24 | 225 | 10.27% |
|-------|-----|--------|
| 25–30 | | 14.52% |
| 31–35 | | 18.49% |
| 36–45 | | 28.49% |
| 46–50 | | 10.14% |
| 51–65 | | 13.29% |
| 66–75 | | 2.88% |
| 76+ | | 1.92% |

Family structure

| With kids Married | | 25.62% |
|-------------------------|-----|--------|
| Single male | 996 | 27.53% |
| Single female | 776 | 24.52% |
| Unknown status | | 0.41% |
| Without kids Married | | 3.56% |
| Single male | | 11.10% |
| Cincile female | | 6.44% |
| Single female | | |

Home ownership

| Homeowner | | 3.84% |
|-----------|-----|--------|
| Renter | 710 | 91.78% |
| Unknown | | 4.38% |

Education

| Less than high school | 341 | 39.04% |
|-----------------------|-----|--------|
| High school diploma | | 20.27% |
| Some college | | 25.62% |
| Bachelor's degree | | 10.00% |
| Graduate's degree | | 5.07% |

Estimated household income

| Less than \$15,000 | | 7.40% |
|---------------------|--|--------|
| \$15,000-\$24,999 | | 8.77% |
| \$25,000-\$34,999 | | 13.42% |
| \$35,000-\$49,999 | | 16.58% |
| \$50,000-\$74,999 | | 25.07% |
| \$75,000-\$99,999 | | 13.29% |
| \$100,000-\$124,999 | | 5.34% |
| \$125,000-\$149,999 | | 5.21% |
| \$150,000-\$174,999 | | 1.64% |
| \$175,000-\$199,999 | | 1.51% |
| \$200,000-\$249,999 | | 0.55% |
| \$250,000+ | | 1.23% |
| | | |

Age of children

| 0–3 | | 3.97% |
|-------|--|--------|
| 4–6 | | 5.07% |
| 7–9 | | 13.70% |
| 10–12 | | 6.16% |
| 13–18 | | 22.19% |

Estimated current house value

| Less than \$50,000 | | | 0.41% |
|---------------------|--|-----|--------|
| \$50,000-\$74,999 | | | 0.55% |
| \$75,000-\$99,999 | | | 0.82% |
| \$100,000-\$149,999 | | | 6.03% |
| \$150,000-\$174,999 | | | 4.66% |
| \$175,000-\$199,999 | | | 2.74% |
| \$200,000-\$249,999 | | | 5.62% |
| \$250,000-\$299,999 | | | 7.81% |
| \$300,000-\$349,999 | | | 10.82% |
| \$350,000-\$399,999 | | | 8.90% |
| \$400,000-\$499,999 | | 263 | 21.51% |
| \$500,000-\$749,999 | | | 18.36% |
| \$750,000+ | | | 11.78% |
| | | | |

Length of residency

| 1 year or less | | | 15.21% |
|----------------|---|-----|--------|
| 2–3 years | | | 17.95% |
| 4–5 years | 2 | 210 | 18.90% |
| 6–7 years | 2 | 215 | 15.62% |
| 8–9 years | | | 10.96% |
| 10-14 years | | | 11.64% |
| 15–19 years | | | 4.93% |
| 20–24 years | | | 2.33% |
| 25+ years | | | 2.47% |
| | | | |





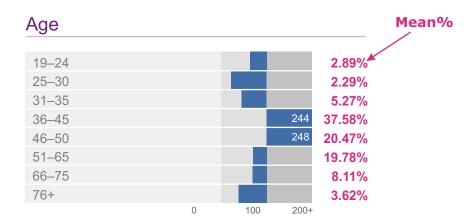
Charts provide details of the key variables used to build and describe the Mosaic groups and types.

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.