experian™

S70 Thrifty Singles
Middle-aged singles with limited income in transitional small town and exurban apartments

🏠 0.22% | 0.15% 👤

Who we are

Head of household age 🎂	Type of property 🏠
36–45	Multi-family: 2 units
288 | 44.3%	1012 | 14.6%

Est. Household income 💲	Household size 👥
Less than $15,000	1 person
547 | 28.2%	272 | 93.9%

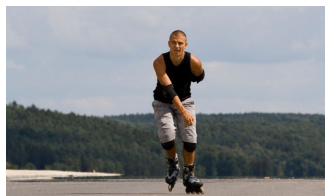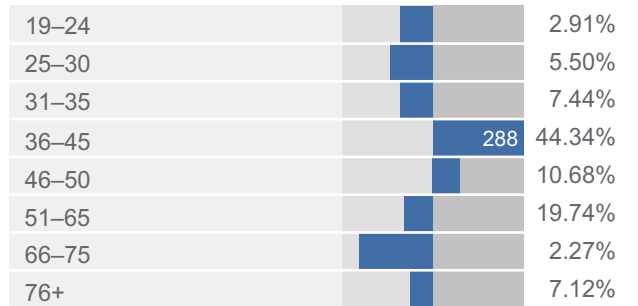| Home ownership 🤝	Age of children 🍼
Renter	7–9
669 | 86.4%	170 | 20.1%

Key features

- Rental housing
- Rural towns
- Blue-collar jobs
- Trusts medication
- Bargain hunters
- Multi-family properties

Channel preference
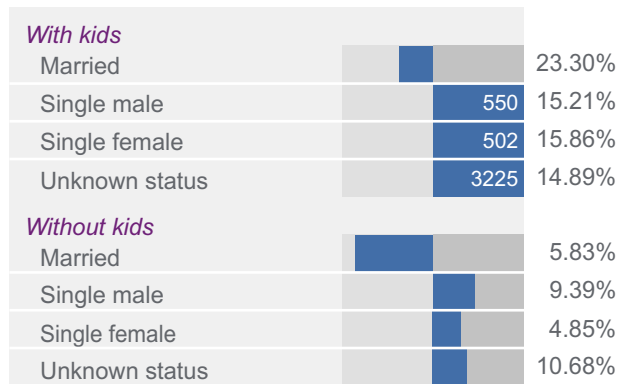
TV	Mail	Radio
96	76	276

Chat	Email	Like
86	9	13

Technology adoption

Wizards

Mosaic USA

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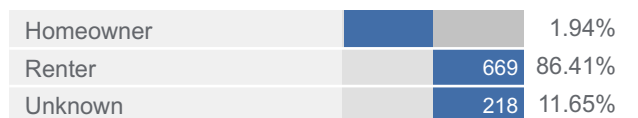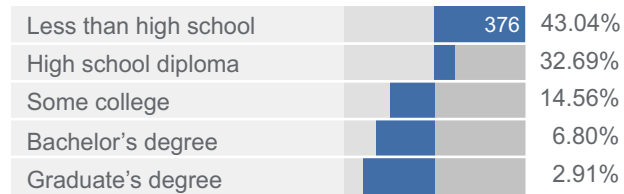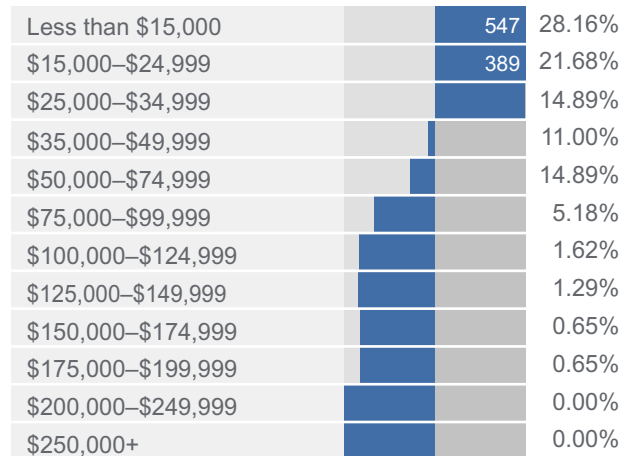## Head of household age

Age		Value
19–24		2.91%
25–30		5.50%
31–35		7.44%
36–45	288	44.34%
46–50		10.68%
51–65		19.74%
66–75		2.27%
76+		7.12%

Family structure

With kids
		Value
Married		23.30%
Single male	550	15.21%
Single female	502	15.86%
Unknown status	3225	14.89%

Without kids
		Value
Married		5.83%
Single male		9.39%
Single female		4.85%
Unknown status		10.68%

Home ownership

		Value
Homeowner		1.94%
Renter	669	86.41%
Unknown	218	11.65%

Education

		Value
Less than high school	376	43.04%
High school diploma		32.69%
Some college		14.56%
Bachelor's degree		6.80%
Graduate's degree		2.91%

Estimated household income

		Value
Less than $15,000	547	28.16%
$15,000–$24,999	389	21.68%
$25,000–$34,999		14.89%
$35,000–$49,999		11.00%
$50,000–$74,999		14.89%
$75,000–$99,999		5.18%
$100,000–$124,999		1.62%
$125,000–$149,999		1.29%
$150,000–$174,999		0.65%
$175,000–$199,999		0.65%
$200,000–$249,999		0.00%
$250,000+		0.00%

Age of children

		Value
0–3		2.27%
4–6		2.91%
7–9		20.06%
10–12		3.88%
13–18		7.77%
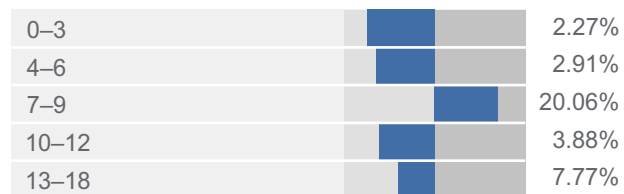
Estimated current house value

		Value
Less than $50,000	253	6.15%
$50,000–$74,999	268	11.33%
$75,000–$99,999	320	17.48%
$100,000–$149,999	201	26.54%
$150,000–$174,999		9.06%
$175,000–$199,999		4.85%
$200,000–$249,999		11.00%
$250,000–$299,999		6.47%
$300,000–$349,999		1.62%
$350,000–$399,999		1.94%
$400,000–$499,999		1.62%
$500,000–$749,999		1.29%
$750,000+		0.65%

Length of residency

		Value
1 year or less	370	57.61%
2–3 years		18.45%
4–5 years		10.03%
6–7 years		4.85%
8–9 years		2.59%
10–14 years		4.21%
15–19 years		0.97%
20–24 years		1.29%
25+ years		0.00%

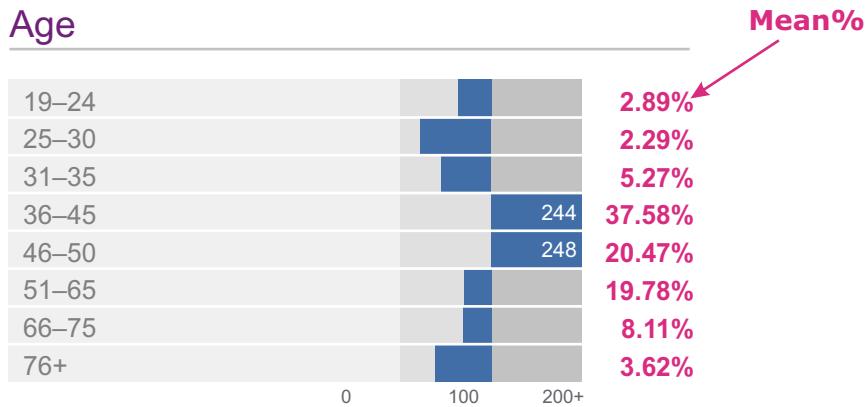**Mosaic USA**
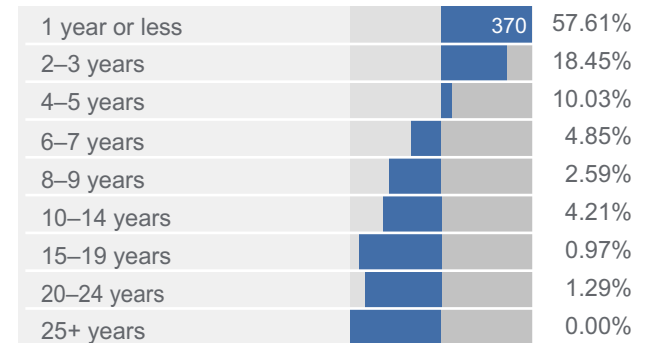
Charts provide details of the key variables used to build and describe the Mosaic groups and types.

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:

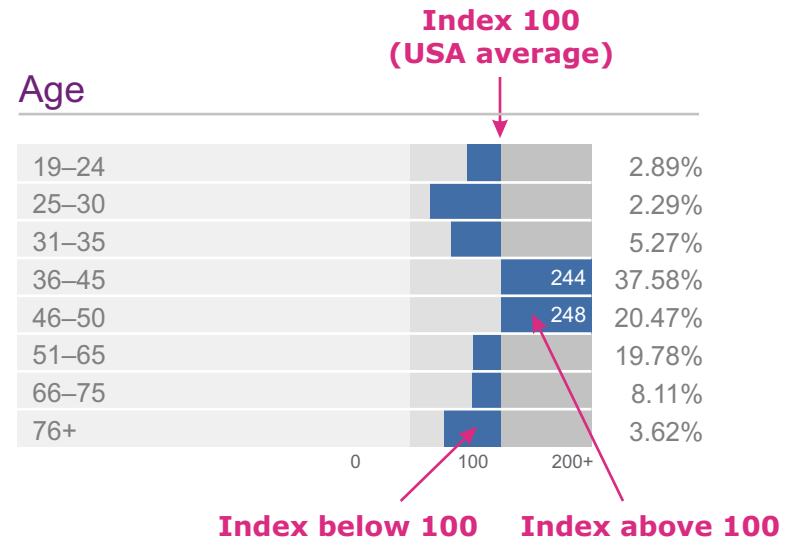The **Index** provides further insight by comparing the characteristics of a Mosaic group/type with all households in the USA.

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.

Age

Mean%

Age		Mean%
19–24		**2.89%**
25–30		**2.29%**
31–35		**5.27%**
36–45	244	**37.58%**
46–50	248	**20.47%**
51–65		**19.78%**
66–75		**8.11%**
76+		**3.62%**

0   100   200+

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+

**Index 100
(USA average)**

Age

Age		
19–24		2.89%
25–30		2.29%
31–35		5.27%
36–45	244	37.58%
46–50	248	20.47%
51–65		19.78%
66–75		8.11%
76+		3.62%

0   100   200+

Index below 100   **Index above 100**

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.