S69 Urban Legacies
Middle-aged, sophisticated singles established in modest urban settings

🏠 1.1% | 0.93% 👤

Who We Are

Head of household age 🎂	Type of property ⌂
51–65	Single family
150 | 40.7%	107 | 94.9%

Est. Household income 💲	Household size 👥
Less than $15,000	1 person
465 | 20.3%	161 | 53.0%

Home ownership 🤝	Age of children 👶
Renter	0–3
240 | 26.1%	73 | 5.5%

Channel Preference

TV	✉	📻
360	78	395

💬	@	👍
62	13	74

Technology Adoption

Wizards

Key Features

- Modest budgets
- Influenced by celebrities
- Impulse shoppers
- Lower value housing
- Modest educations
- Style on a budget

S69 Urban Legacies
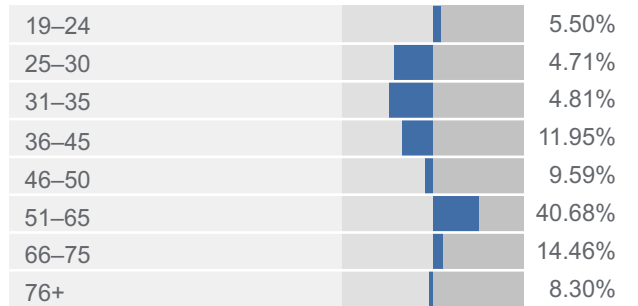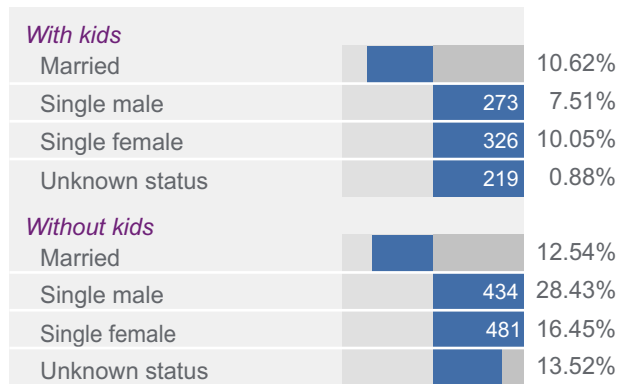Middle-aged, sophisticated singles established in modest urban settings

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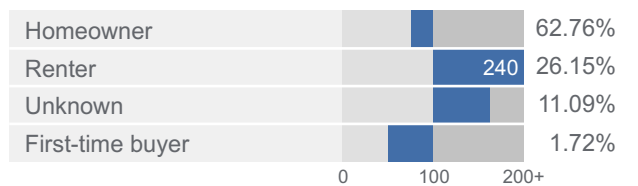## Head of household age

Age	%
19–24	5.50%
25–30	4.71%
31–35	4.81%
36–45	11.95%
46–50	9.59%
51–65	40.68%
66–75	14.46%
76+	8.30%

Family structure

With kids		%
Married		10.62%
Single male	273	7.51%
Single female	326	10.05%
Unknown status	219	0.88%
Without kids		
Married		12.54%
Single male	434	28.43%
Single female	481	16.45%
Unknown status		13.52%

Home ownership

		%
Homeowner		62.76%
Renter	240	26.15%
Unknown		11.09%
First-time buyer		1.72%

Head of household education

	%
Less than high school	18.68%
High school diploma	43.53%
Some college	26.20%
Bachelor's degree	7.79%
Graduate's degree	3.79%
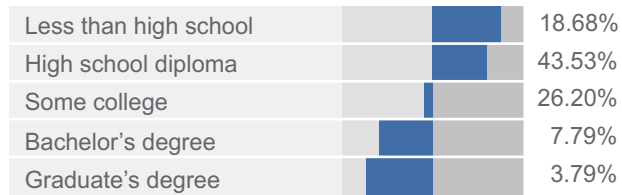
Estimated household income

		%
Less than $15,000	465	20.32%
$15,000–$24,999	344	16.25%
$25,000–$34,999	269	17.88%
$35,000–$49,999		19.44%
$50,000–$74,999		17.55%
$75,000–$99,999		5.77%
$100,000–$124,999		1.34%
$125,000–$149,999		1.02%
$150,000–$174,999		0.24%
$175,000–$199,999		0.08%
$200,000–$249,999		0.08%
$250,000+		0.04%

Age of children

	%
0–3	5.47%
4–6	4.07%
7–9	6.38%
10–12	5.33%
13–18	6.23%
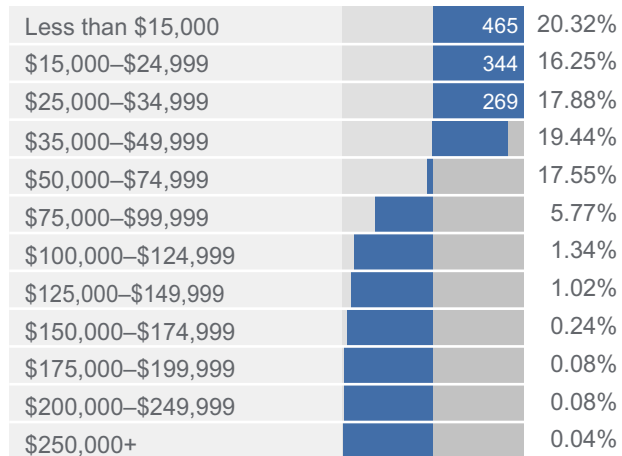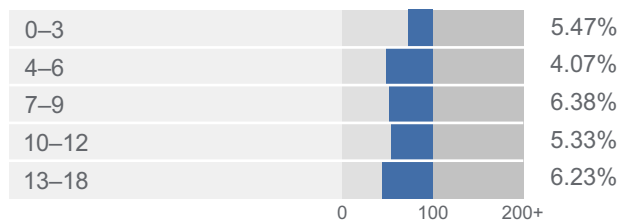
Estimated current home value

		%
Less than $50,000	1019	20.84%
$50,000–$74,999	802	17.91%
$75,000–$99,999	546	16.16%
$100,000–$149,999	310	23.05%
$150,000–$174,999		6.41%
$175,000–$199,999		4.93%
$200,000–$249,999		5.09%
$250,000–$299,999		2.68%
$300,000–$349,999		1.22%
$350,000–$399,999		0.68%
$400,000–$499,999		0.67%
$500,000–$749,999		0.29%
$750,000+		0.04%

Length of residency

	%
1 year or less	12.42%
2–3 years	9.85%
4–5 years	7.08%
6–7 years	6.71%
8–9 years	5.12%
10–14 years	11.89%
15–19 years	9.89%
20–24 years	7.36%
25+ years	29.69%

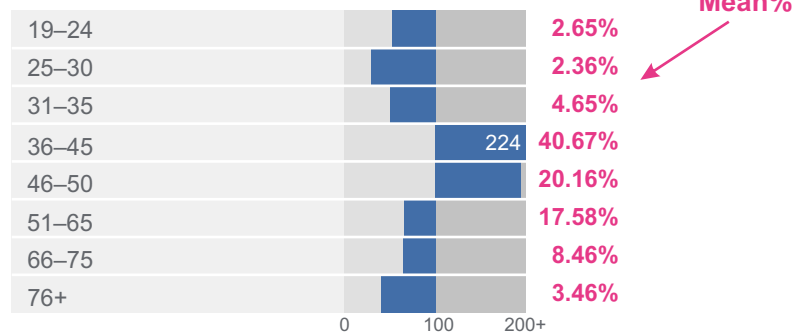Mosaic USA
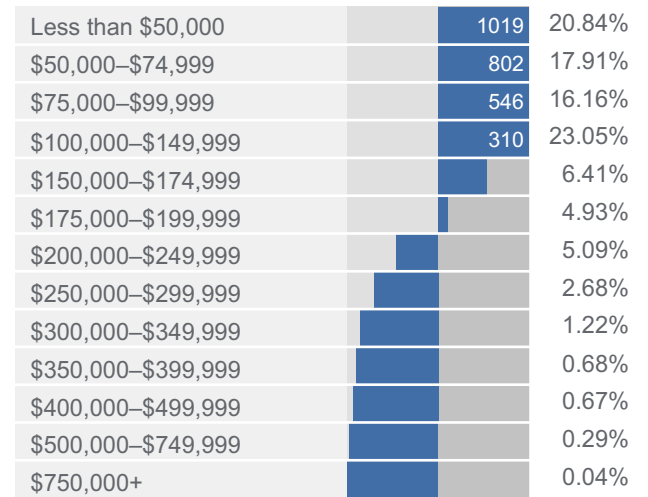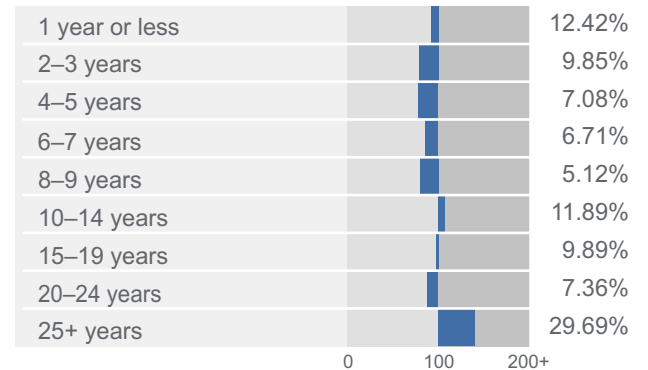
Charts provide details of the key variables used to build and describe the Mosaic groups and types.

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.

Head of household age

Age		Mean%
19–24		**2.65%**
25–30		**2.36%**
31–35		**4.65%**
36–45	224	**40.67%**
46–50		**20.16%**
51–65		**17.58%**
66–75		**8.46%**
76+		**3.46%**

0   100   200+

Mean%

Head of household age

Index 100 (USA average)

Age		
19–24		2.65%
25–30		2.36%
31–35		4.65%
36–45	224	40.67%
46–50		20.16%
51–65		17.58%
66–75		8.46%
76+		3.46%

0   100   200+

Index below 100   **Index above 100**
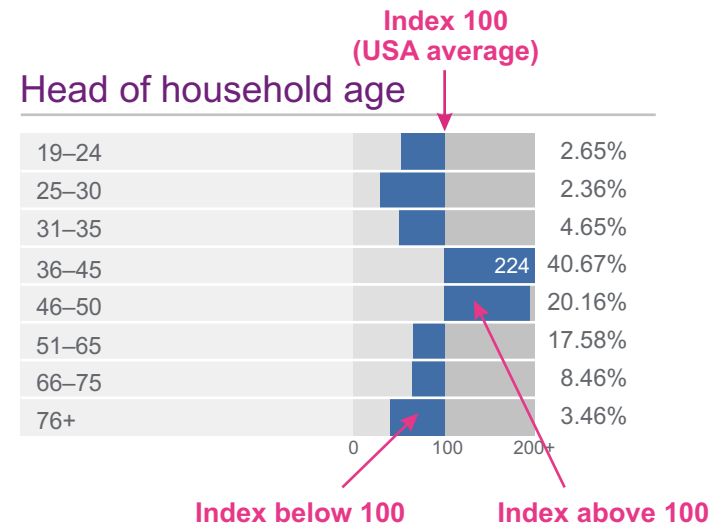
This shows that:

2.65% of Group D are aged 19–24

2.36% of Group D are aged 25–30

4.65% of Group D are aged 31–35

40.67% of Group D are aged 36–45

20.16% of Group D are aged 46–50

17.58% of Group D are aged 51–65

8.46% of Group D are aged 66–75

3.46% of Group D are aged 76+

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.

Type S69: Urban Legacies

Middle-aged, sophisticated singles established in modest urban settings

How to Market

With a high receptivity to advertising, this audience is full of aspirational spenders. These Americans can be marketed to most strongly through broadcasting and streaming TV and radio channels. They are in the market for small loans to help them purchase items to improve their lives while maintaining their cost of living. They like to have fun and want to look good doing so. Resonate with Urban Legacies by portraying your brand as the latest and greatest in your class. They tend to shop in the moment, prefer variety and anything that will make them look trendy and prestigious. Put forth your best "sale of the season" and you're sure to whet their appetites for walking through your doors on pay-day.

Overview

Centered in downscale neighborhoods in large and second-tier cities, Urban Legacies are older, lower-income households living in aging houses. Most of the householders are over 50 years old and either widowed or divorced. One out of five did not graduate from high school while a select few have gone on to earn a bachelor's degree or higher. Many get by on minimum wages from jobs as blue-collar or service sector workers. With household incomes half the national average, these Americans can only afford modest lifestyles in often old housing.

Urban Legacies are mostly found in the South and Midwest, typically in older sections of big cities that have struggled with unemployment and poverty for years. These householders own their homes, but their aging bungalows and craftsman-style houses are often in need of repair. Most of the housing stock was built before 1960, and today the structures are valued at less than a third of the national average.

With their modest budgets, the members of Urban Legacies can't afford luxurious lifestyles. They'll occasionally go out to a bar, club or cinema but most evenings are spent at home, where they cook or watch TV. They're fond of the daily lottery in hopes of quick winnings. This segment makes a mixed market for sports and athletic activities. The younger members in the segment enjoy aerobic sports like football and the older members prefer hunting and fishing. Everyone seems to enjoy armchair sports; and they watch NBA basketball on their older TVs.

In the marketplace, Urban Legacies can be hard to pin down. Some love to shop while others rarely venture into malls and stores. Many care about convenience above all and prefer local stores to national chains. They also like stores that carry a wide selection, and many admit that they have a tendency to buy products on the spur of the moment. Yet most are price sensitive and end up at discount department stores like Walmart and Family Dollar. With sixty percent unmarried, many say they want to look attractive.

This urban segment makes a strong media audience. They're fans of a range of traditional media: TV, radio, newspapers and magazines. On TV they watch early evening shows, dramas, game shows and reality shows, and their taste in music includes R&B and hip-hop. They read health and fitness and women's magazines, and leaf through the fashion and food sections of

their daily newspaper. Although they're not hyperactive internet users, they do go online for information and reviews, and to look for better jobs.

Politically, this is one of the most heavily Democratic segments in the nation; they align themselves with the party at nearly twice the national average, but the older populace includes both social liberals and conservatives. Many residents are active in the community and are willing to volunteer for groups to better their neighborhoods. Mostly, though, they want to land a more lucrative job to improve their standard of living and upgrade their home.