P58 Heritage Heights
Singles and families with modest incomes living settled lives in urban apartments

🏠 0.45% | 0.3% 👤

Who We Are

Head of household age 🎂	Type of property 🏠
19–24	Multi-family: 2 units
381 | 19.3%	1313 | 33.9%

Est. Household income 💲	Household size 👥
$50,000–$74,999	1 person
118 | 22.0%	244 | 80.1%

Home ownership 🤝	Age of children 🍼
Renter	13–18
830 | 90.4%	182 | 25.5%

Channel Preference

TV	✉	📻
216	62	215

💬	@	👍
244	40	18

Technology Adoption

Wizards

Key Features

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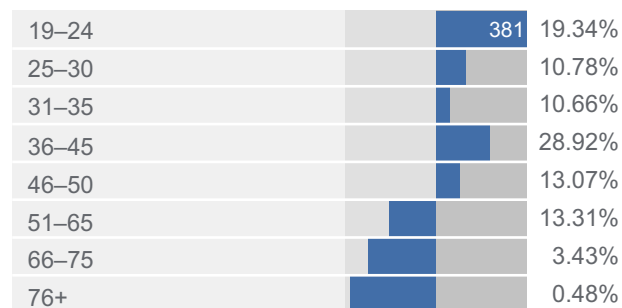- Novelty seekers
- Multi-family properties

Mosaic USA

P58 Heritage Heights
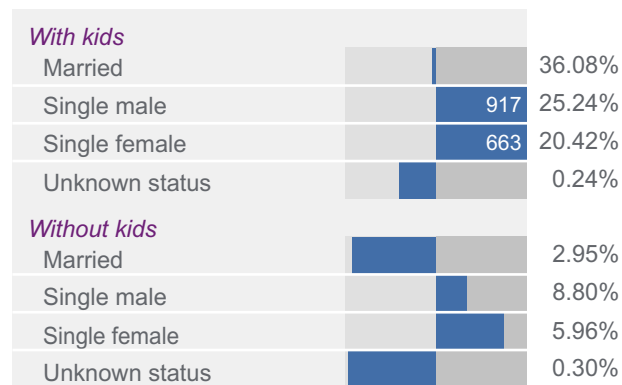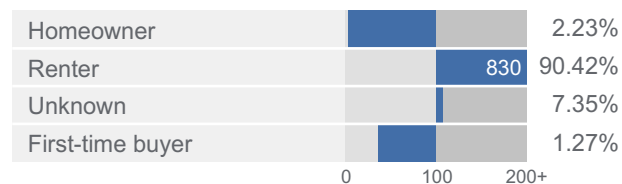Singles and families with modest incomes living settled lives in urban apartments
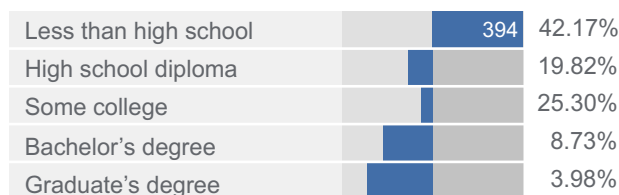
🏠 0.45% | 0.3% 👤

Head of household age

Age		Value
19–24	381	19.34%
25–30		10.78%
31–35		10.66%
36–45		28.92%
46–50		13.07%
51–65		13.31%
66–75		3.43%
76+		0.48%

Family structure

With kids

		Value
Married		36.08%
Single male	917	25.24%
Single female	663	20.42%
Unknown status		0.24%

Without kids

	Value
Married	2.95%
Single male	8.80%
Single female	5.96%
Unknown status	0.30%

Home ownership

		Value
Homeowner		2.23%
Renter	830	90.42%
Unknown		7.35%
First-time buyer		1.27%

0   100   200+

Head of household education

		Value
Less than high school	394	42.17%
High school diploma		19.82%
Some college		25.30%
Bachelor's degree		8.73%
Graduate's degree		3.98%

Estimated household income

	Value
Less than $15,000	7.11%
$15,000–$24,999	6.99%
$25,000–$34,999	10.60%
$35,000–$49,999	14.28%
$50,000–$74,999	22.05%
$75,000–$99,999	13.07%
$100,000–$124,999	7.41%
$125,000–$149,999	7.47%
$150,000–$174,999	2.41%
$175,000–$199,999	3.55%
$200,000–$249,999	1.20%
$250,000+	3.86%

Age of children

	Value
0–3	5.18%
4–6	7.53%
7–9	16.81%
10–12	6.27%
13–18	25.54%

0   100   200+
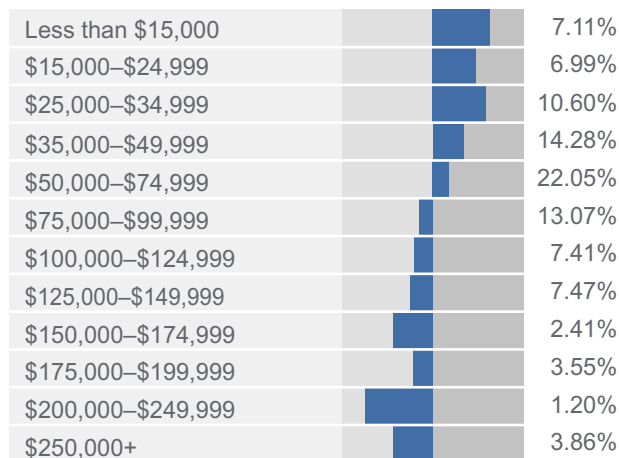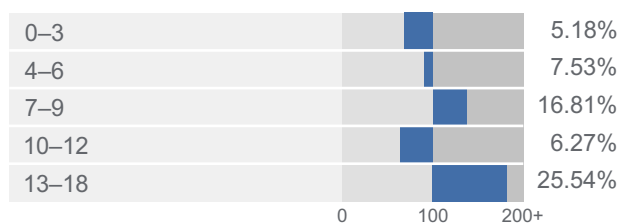
Estimated current home value

		Value
Less than $50,000		0.12%
$50,000–$74,999		0.12%
$75,000–$99,999		0.30%
$100,000–$149,999		0.48%
$150,000–$174,999		0.78%
$175,000–$199,999		0.78%
$200,000–$249,999		2.65%
$250,000–$299,999		3.92%
$300,000–$349,999		3.49%
$350,000–$399,999		4.40%
$400,000–$499,999		10.90%
$500,000–$749,999		26.08%
$750,000+	338	45.96%

Length of residency

	Value
1 year or less	14.28%
2–3 years	23.37%
4–5 years	15.66%
6–7 years	10.00%
8–9 years	12.47%
10–14 years	11.14%
15–19 years	7.35%
20–24 years	3.13%
25+ years	2.59%

0   100   200+

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

		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+

Head of household age

Index 100 (USA average)

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.

Mosaic USA

Type P58: Heritage Heights

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

How to Market

Heritage Heights make a fun audience for marketers. Extremely receptive to radio and TV, marketers can mix it up in these channels with this segment. From a spending perspective however, this audience is a little less fun. They're very into top-of-the line brands and care about their image, but their shopping trips are few and far between as they tend to spend more on necessities.

To reach and resonate with these consumers, use messages that play on their desires to be cutting-edge both technologically and in terms of trends. They are variety-driven so ensure Heritage Heights see the side of your brand that makes you a unique option.

Overview

Heritage Heights are middle-aged singles, families and single-parent households. This segment is found mostly in the nation's largest cities, such as New York, Los Angeles and San Francisco. There, many cling to the traditions of their cultural backgrounds while struggling against challenging economic circumstances. Most have low educations—only 10 percent have a college degree—and earn low incomes from blue-collar and service-sector jobs. It often takes several wage-earners in the same residence to make ends meet. Unable to afford cars, these households support local mom-and-pop shops where they know the proprietors. In Heritage Heights, a significant number of members speak Spanish at home.

Low incomes don't affect the mental outlook of the lifestyles in Heritage Heights. These urban dwellers like nightlife and go out to eat frequently, but typically to fast food restaurants. The popularity of soccer, basketball and baseball reflect the high concentration of Mexican and Caribbean heritage. These householders like to travel to countries where their relatives reside, trying to preserve connections to their friends and family.

As consumers, Heritage Heights spend above their income level. They love to shop to scout out the latest styles and pick up accessories like sunglasses and watches. Many must leave their neighborhood when they want to shop at some of their favorite retailers. They admit that they're no good at saving money and have limited if any investments.

Heritage Heights are selective media consumers, skewing towards new media. They have little interest in traditional media like newspapers but do read a number of magazines that target their interests in fashion and travel. They're more interested in radio stations that air Spanish-language programming. Heritage Heights are best reached through digital display and digital video, TV, radio and mobile SMS.

These consumers have traditional values and would respond to messages that highlight their conservative faith and family values. They want family members to think that they're doing well, which helps explain why they also respond to brand

engagements that entice using status and trends as key drivers. Accustomed to taking risks, Heritage Heights are still on the lookout for business opportunities that they hope will help them improve their situation.