K Significant Singles

Diversely aged singles earning mid-scale incomes supporting active city styles of living

🏠 5.17% | 3.39% 👤

Who We Are

Head of household age 🎂	Type of property 🏠
36–45	Multi-family: 2 units
126 | 22.8%	844 | 21.8%

Est. Household income 💰	Household size 👥
$50,000–$74,999	1 person
103 | 19.1%	224 | 73.6%

Home ownership 🤝	Age of children 👶
Renter	7–9
468 | 51.0%	71 | 8.8%

Key Features

- Renters
- Multi-family properties
- Quality matters
- Small households
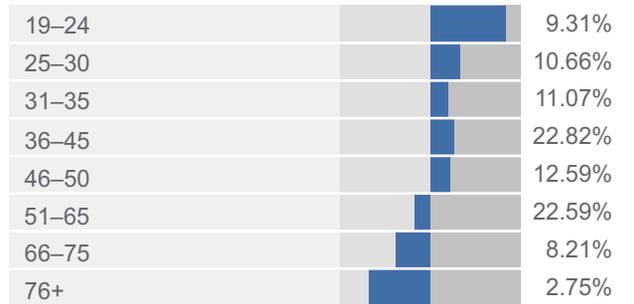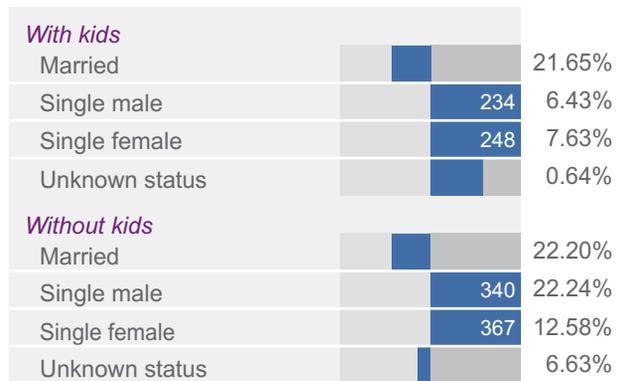- Financially risk averse
- Cultural interests

Channel Preference

TV	✉	📻
185	86	85

💬	@	👍
222	96	35

Technology Adoption

Journeymen

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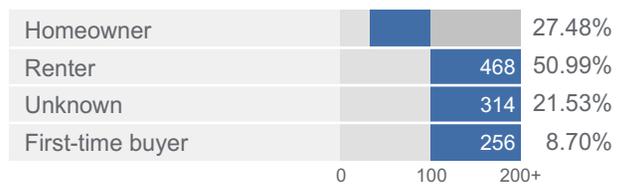
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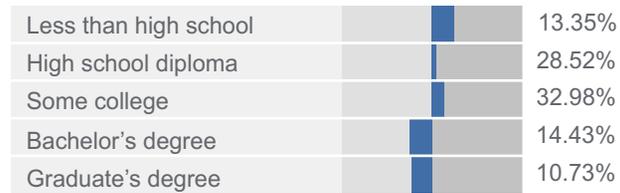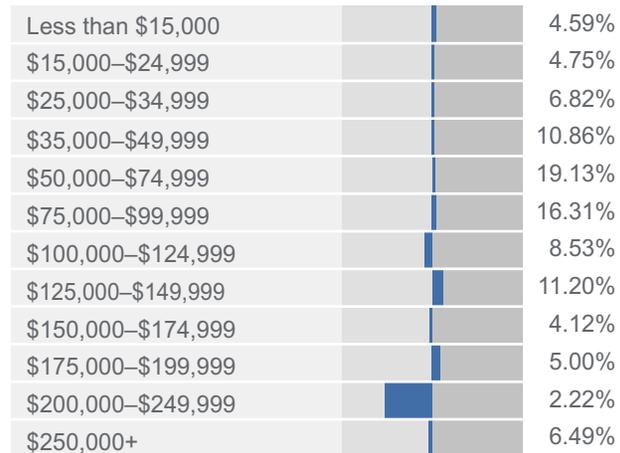## Head of household age

19–24		9.31%
25–30		10.66%
31–35		11.07%
36–45		22.82%
46–50		12.59%
51–65		22.59%
66–75		8.21%
76+		2.75%

Family structure

With kids		
Married		21.65%
Single male	234	6.43%
Single female	248	7.63%
Unknown status		0.64%
Without kids		
Married		22.20%
Single male	340	22.24%
Single female	367	12.58%
Unknown status		6.63%

Home ownership

Homeowner		27.48%
Renter	468	50.99%
Unknown	314	21.53%
First-time buyer	256	8.70%
	0 100 200+	

Head of household education

Less than high school		13.35%
High school diploma		28.52%
Some college		32.98%
Bachelor's degree		14.43%
Graduate's degree		10.73%

Estimated household income

Less than $15,000		4.59%
$15,000–$24,999		4.75%
$25,000–$34,999		6.82%
$35,000–$49,999		10.86%
$50,000–$74,999		19.13%
$75,000–$99,999		16.31%
$100,000–$124,999		8.53%
$125,000–$149,999		11.20%
$150,000–$174,999		4.12%
$175,000–$199,999		5.00%
$200,000–$249,999		2.22%
$250,000+		6.49%

Age of children

0–3		4.51%
4–6		4.03%
7–9		8.79%
10–12		3.69%
13–18		7.05%
	0 100 200+	
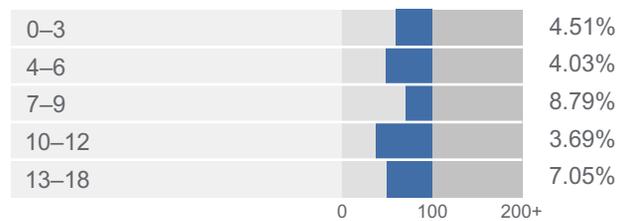
Estimated current home value

Less than $50,000		0.50%
$50,000–$74,999		0.66%
$75,000–$99,999		1.27%
$100,000–$149,999		4.84%
$150,000–$174,999		3.14%
$175,000–$199,999		3.58%
$200,000–$249,999		7.48%
$250,000–$299,999		6.94%
$300,000–$349,999		6.32%
$350,000–$399,999		5.69%
$400,000–$499,999		9.19%
$500,000–$749,999		17.69%
$750,000+	240	32.71%

Length of residency

1 year or less	210	28.23%
2–3 years		20.46%
4–5 years		11.04%
6–7 years		7.28%
8–9 years		6.37%
10–14 years		9.39%
15–19 years		6.90%
20–24 years		3.86%
25+ years		6.47%
	0 100 200+	

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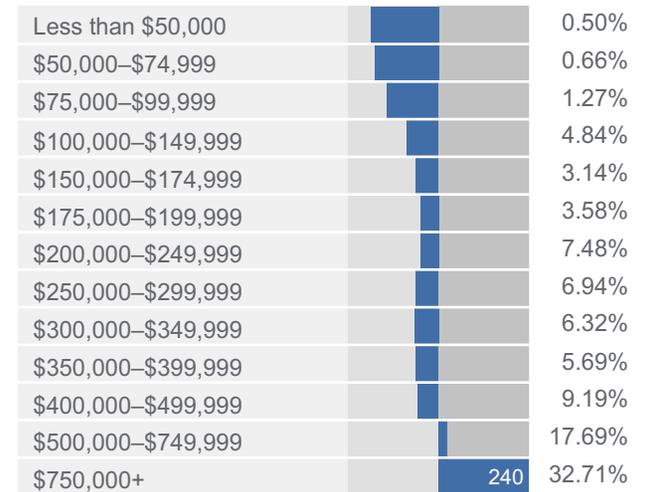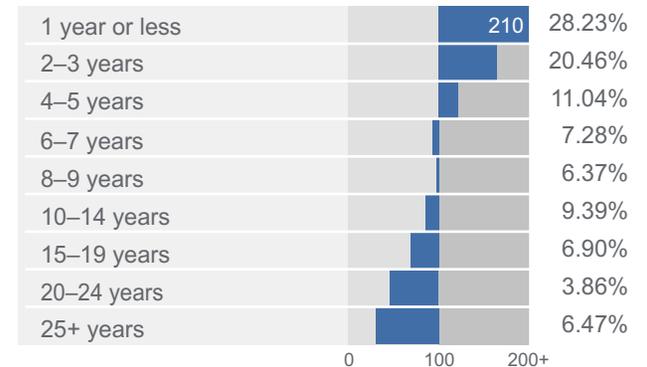
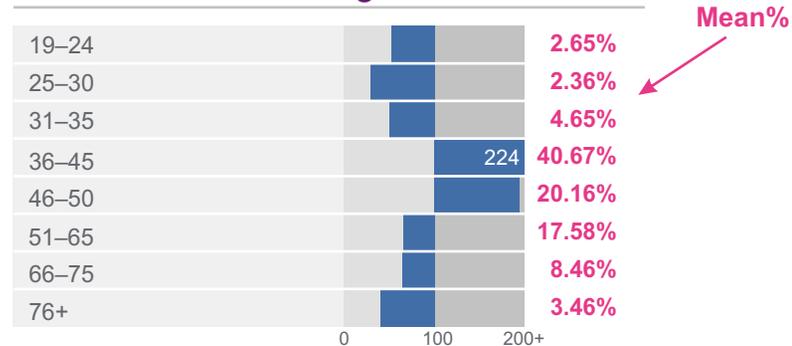Charts provide details of the key variables used to build and describe the Mosaic groups and types.

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

Index 100 (USA average)

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%

Mean%

0   100   200+

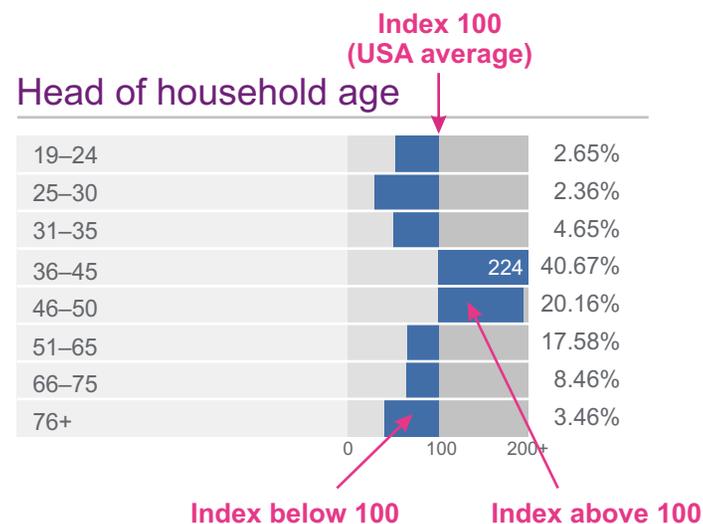**Index below 100** **Index above 100**

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.

Group K: Significant Singles

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How to Market

"Single" is the most important word when describing Significant Singles. As most likely shopping for themselves due to a lack of spouses and children, this group of consumers makes for an interesting audience. An extraordinary percentage of renters and a lack of assets could make for a strong financial services audience, much more so than home services. Significant Singles are heavily engaged with brands across nearly all channels—from mobile display, radio, email, and streaming TV online. Any digital ad placement will be a wise investment for reaching this market. To resonate, use messages that evoke urgency to buy, emanate the Significant Singles' status seeking needs and ensure your imagery portrays that of a brand with variety and novelty in product offerings.

Overview

Significant Singles reflect the recent trend of Americans staying single longer and the growing acceptance of individuals remaining unmarried well into middle age or longer. This group contains four segments and consists mainly of singles between the ages of 36 and 65 living in rental apartments in city neighborhoods. Almost seventy percent of households are childless, while more than half are unmarried. Most enjoy an active singles scene with plenty of nightlife, progressive values and robust leisure lives.

Significant Singles are drawn to large and second-tier cities that offer the promise of affordable apartments and a lively atmosphere. About half are renters. Some are sharing a unit to save on housing costs. These singles are not known for staying long; over half have lived at the same residence for fewer than five years.

Significant Singles work in a variety of fields, including low-level sales and blue-collar jobs. Even with multiple workers in their households, likely splitting rent with each other, their total income is below average, providing little extra money for savings and investments. The few who have a car, typically own a subcompact or SUV.

Despite their modest incomes, Significant Singles enjoy active, urban lifestyles. Many are body-conscious and look after themselves by eating healthily and pursuing a number of activities such as hiking, weight training, and going on a morning run. When they're not out and about, they're happy to stay home, listen to music, and paint. They like to eat gourmet cuisine, trying different types of food, perhaps with a glass of wine. When it comes to the political arena, most are not registered to vote. Those who are registered vote "Democrat".

As consumers, Significant Singles seem to have expense tastes on lower budgets. They tell researchers that they like to buy new fashion every season in order to make a unique statement with their outfits. However, they also admit that they're price-sensitive shoppers who go to discount and mid-market retailers like Marshalls, Macy's and Old Navy. They head right to the clearance racks when they walk in the door. Although they like technology and want to buy new gadgets, they usually can't

afford to and rarely own anything other than video game consoles for arcade and classic games as well as fighting and sports games.

Significant Singles are media and advertisement consumers paying attention across channels in a big way. They have above-average interest in TV, both cable and online streaming, to learn about brands. Magazines remain a source of entertainment, and they're especially fond of science and men's titles as well as news weeklies. They're more likely than average to read news online.