

O

# Singles and Starters

Young singles starting out and some starter families living a city lifestyle

🏠 11.03% | 6.39% 👤



## Who We Are

<b>Head of household age</b> <p>25–30</p> <p>558   45.1%</p>	<b>Type of property</b> <p>Multi-family: 5–9 units</p> <p>258   7.0%</p>
<b>Est. Household income</b> <p>\$50,000–\$74,999</p> <p>128   23.8%</p>	<b>Household size</b> <p>1 person</p> <p>221   72.6%</p>
<b>Home ownership</b> <p>Renter</p> <p>403   43.9%</p>	<b>Age of children</b> <p>0–3</p> <p>140   10.6%</p>

## Channel Preference

150	75	369
214	19	29

## Key Features

- Rental housing
- Single adults
- Politically disengaged
- Engage via radio
- Foodies
- Digitally savvy

## Technology Adoption



Wizards



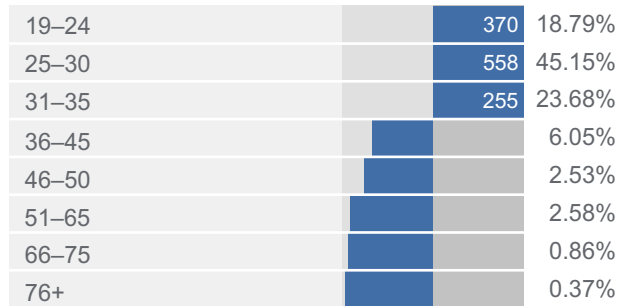


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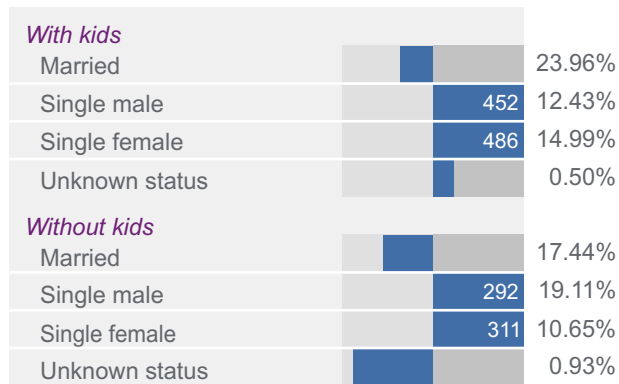
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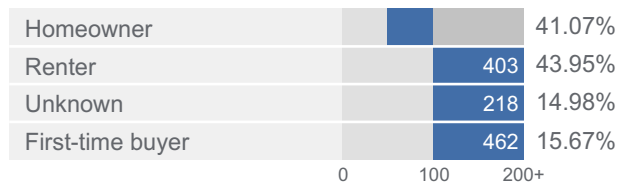
## Head of household age



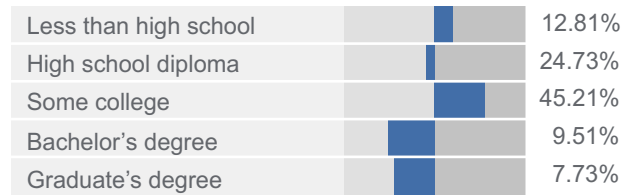
## Family structure



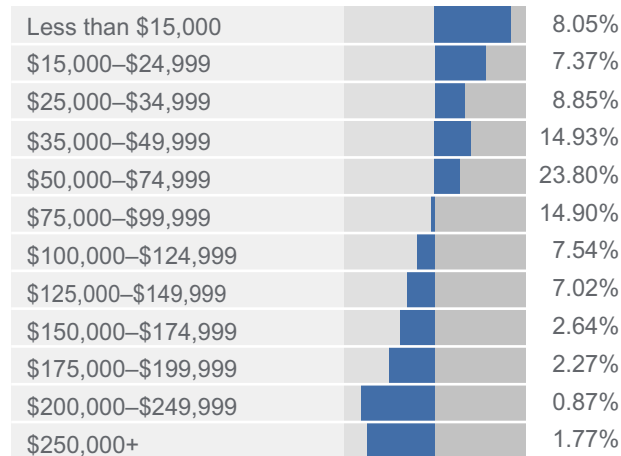
## Home ownership



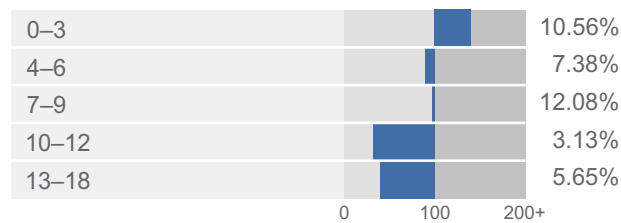
## Head of household education



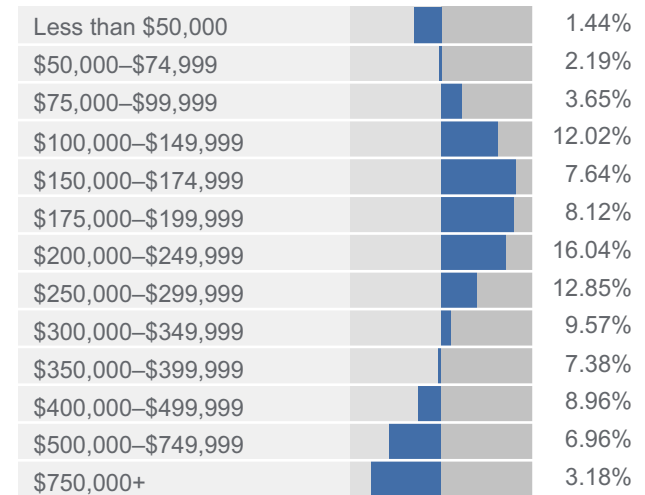
## Estimated household income



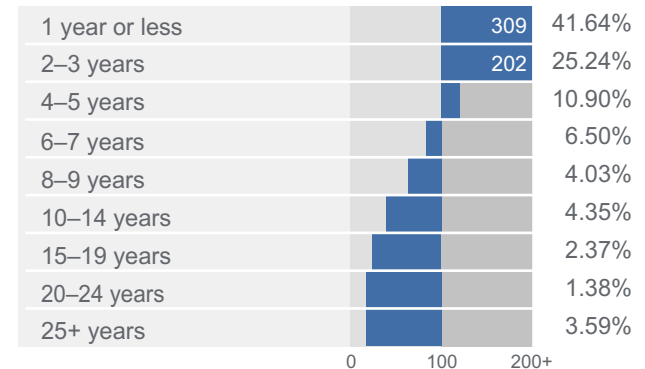
## Age of children



## Estimated current home value



## Length of residency



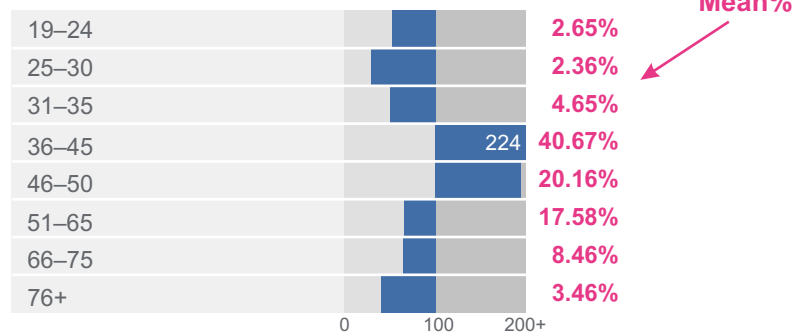
Charts provide details of the key variables used to build and describe the Mosaic groups and types.  
 For each group and type, the charts show the **Means** and **Index** for each variable.

### 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:

#### Head of household age



This shows that:

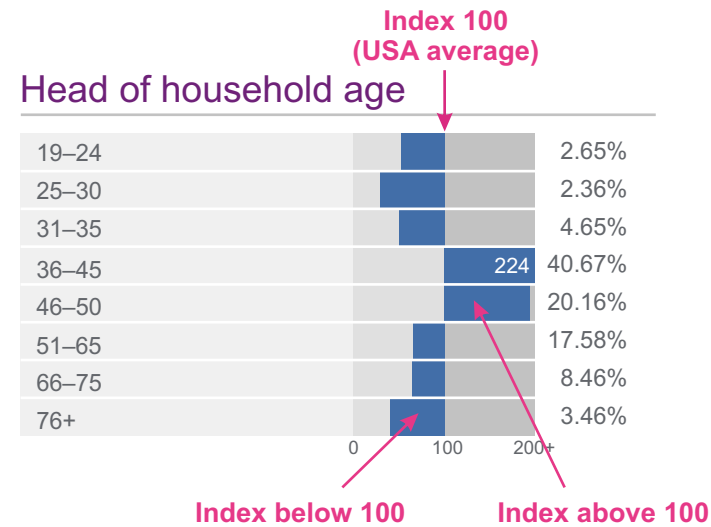
- 2.65% of Group D are aged 19–24
- 2.36% of Group D are aged 25–30
- 4.65% of Group D are aged 31–35
- 40.67% of Group D are aged 36–45
- 20.16% of Group D are aged 46–50
- 17.58% of Group D are aged 51–65
- 8.46% of Group D are aged 66–75
- 3.46% of Group D are aged 76+

The **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.

## Group O: Singles and Starters

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### How to Market

Singles and Starters are one of the most sought after demographics to marketers. From a media perspective, this millennial audience is open to mainly new media—including TV, online and mobile.

Use messages that resonate with their ambitions of seeking status both professionally and socially. These consumers also seek novelty—brands that position themselves as unique and having a variety of products or services to fit any need or want. Keep their life stage in mind—they are in entry-level professional jobs and their discretionary spend has not yet been established and this segment is fully aware. They are looking to be fashion-forward and setting trends, and fully capable of investigating competing offers online and off to find the best 'bang for their buck'.

### Overview



The six types in Singles and Starters contain fresh Generation Y'ers with upwardly mobile aspirations. Concentrated in small cities across the country, these households tend to be young with almost 90 percent under the age of 35, and unattached—over half are single while almost a quarter are single-parents. Most are on their own and starting to build independent lives alongside other young singles. They're college-educated, on their way to holding a degree, and many are starting their professional careers at entry-level positions as young professionals. These self-described workaholics share a desire to move up in status and they

realize that every career journey starts with a first step.

Singles and Starters live in satellite cities across the country. Housing costs are low—the price of a house is below the national average—but most residents rent units in low- and high-rise apartment buildings that were built during the last four decades. Many are attracted to the college-town atmosphere of their communities with their commercial landscape of boutiques, pizza joints, cinemas and bookstores. However, since they are typically living in their first apartments, they're hardly committed to staying in their neighborhoods for any length of time. Almost three quarters have lived at the same address for fewer than three years.

Singles and Starters have active leisure lives. They spend a lot of time outside their homes going to bars, nightclubs and movies. Still in the dating scene, these 20-somethings like to stay fit by jogging, swimming, and playing basketball. When they finally relax at their apartments, they're likely to listen to a wide range of music and pursue hobbies like painting and cooking. Many prefer to spend time with friends in activities that take advantage of their city amenities.

Singles and Starters are active and aspirational consumers. They like to wear the latest styles and search for designer labels they can afford at mid-market retailers and chains like Burlington Coat Factory, Express and Forever 21. Their interest in the latest styles extends to home design. This group provides a good marketing opportunity for the makers of electronics, given