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Aspirational Fusion

Lower-income singles and single parents living in urban locations and striving to make a better life

🏠 1.86% | 0.99% 👤



Who We Are

Head of household age <p>25–30</p> <p>343 27.8%</p>	Type of property <p>Multi-family: 3 units</p> <p>681 12.7%</p>
Est. Household income <p>Less than \$15,000</p> <p>673 29.4%</p>	Household size <p>1 person</p> <p>264 86.6%</p>
Home ownership <p>Renter</p> <p>819 89.2%</p>	Age of children <p>0–3</p> <p>173 13.1%</p>

Channel Preference

241	43	961
140	5	18

Technology Adoption



Wizards

Key Features

- Single parents
- Apartment living
- Status-conscious
- Budget constraints
- Digital media
- Tech wizards

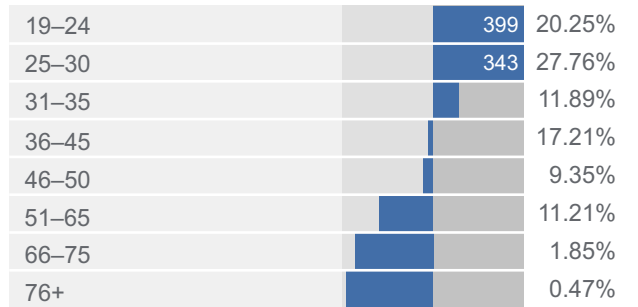


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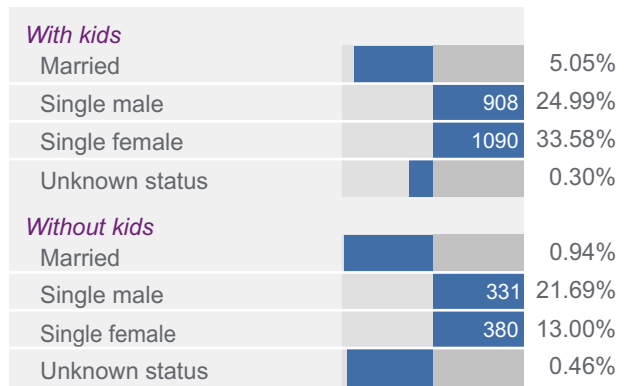
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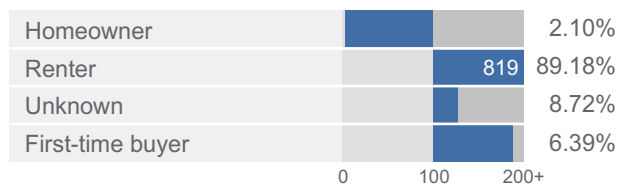
Head of household age



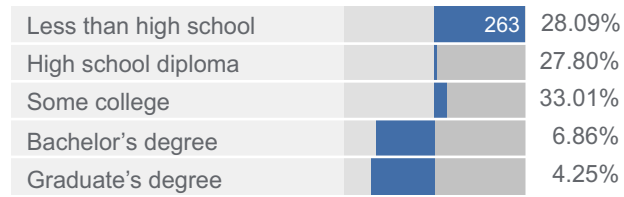
Family structure



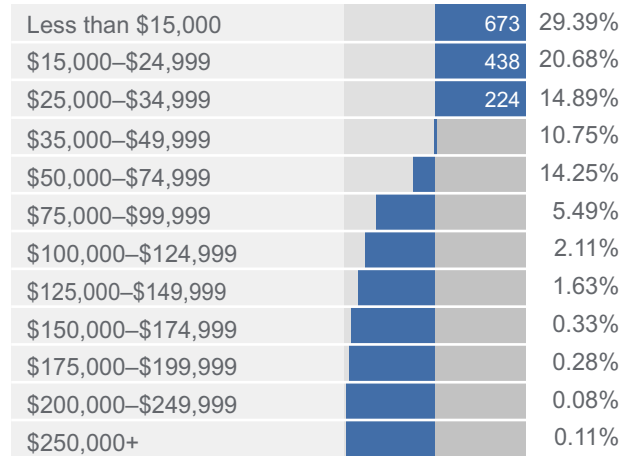
Home ownership



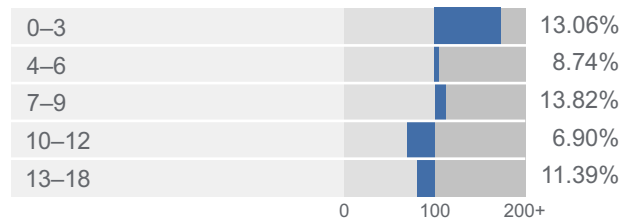
Head of household education



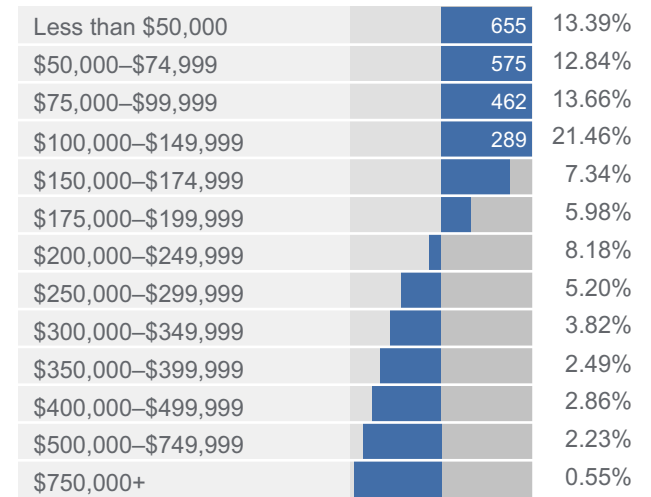
Estimated household income



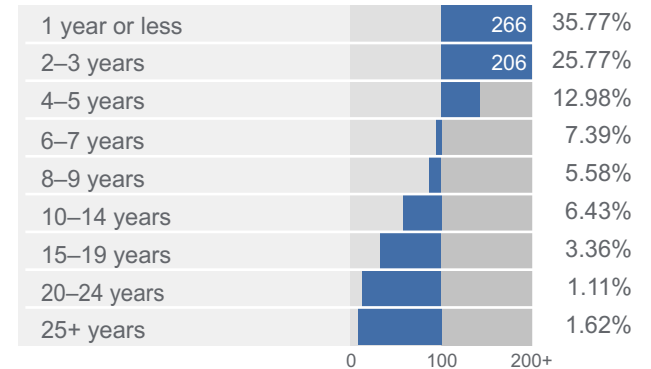
Age of children



Estimated current home value



Length of residency



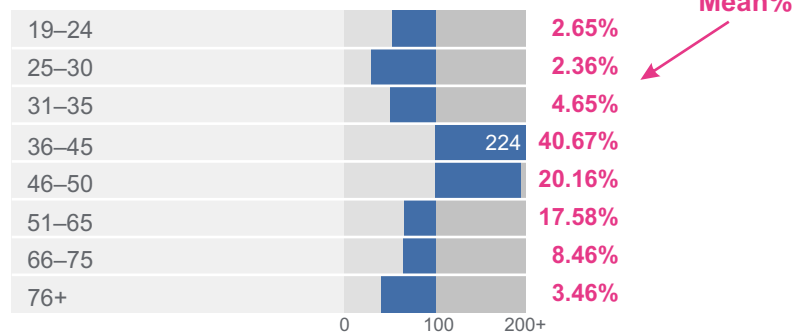
Charts provide details of the key variables used to build and describe the Mosaic groups and types.
 For each group and type, the charts show the **Means** and **Index** for each variable.

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:

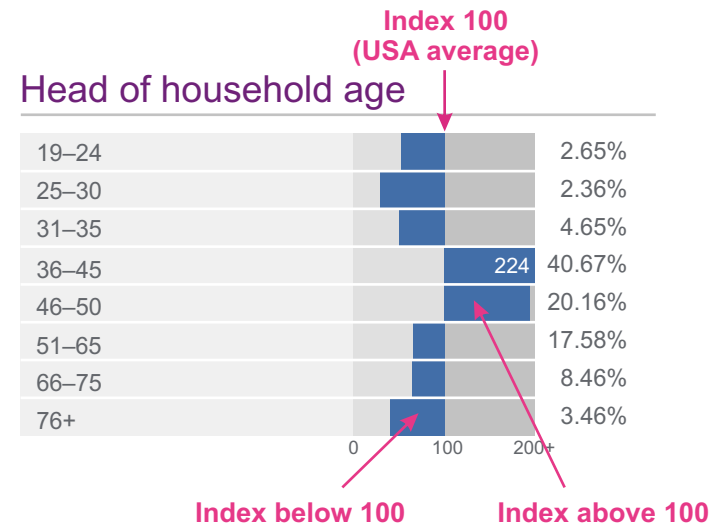
- 2.65% of Group D are aged 19–24
- 2.36% of Group D are aged 25–30
- 4.65% of Group D are aged 31–35
- 40.67% of Group D are aged 36–45
- 20.16% of Group D are aged 46–50
- 17.58% of Group D are aged 51–65
- 8.46% of Group D are aged 66–75
- 3.46% of Group D are aged 76+

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 R: Aspirational Fusion

Lower-income singles and single parents living in urban locations and striving to make a better life

How to Market

Aspirational Fusion are a unique marketing audience. Their tech adoption is strong and they don't mind consuming media. They're also in the market for products across almost any vertical. However, their budgets mean they are likely to buy on credit. On the other hand, they love to shop and stand to benefit from financial and health offerings, low cost furnishings for their apartments and anything that can add to their comfort level. In line with most segments, cost and hipness seem to be the differentiators to gaining their attention—keep that in mind when crafting your messages and offerings. Also, ensure your brand is perceived by this segment as being cutting edge and helping them achieve their need for status. They also prefer variety and novelty and tend to be impulsive shoppers—so ensure your offer is compelling and right in front of them.

Overview



Aspirational Fusion are a transient group, with younger singles, and single-parents in low-income neighborhoods. Concentrated in older, industrial areas, members of this group are drawn to the affordable, modest apartments where housing values are well below average. In the group's two types, more than three quarters are under the age of 45, and nine out of ten households contain unmarried individuals. With nearly two thirds being single-parents, this group reflects the recent lifestyle trend of unmarried couples living together, especially among younger people who feel they are not ready for the financial commitment expected in marriage.

Many are trying to raise families on low incomes and tight budgets.

Aspirational Fusion mostly live in satellite cities throughout the Midwest and Northeast, typically in densely packed apartment complexes in places like Tulsa, Okla.; Muncie, Ind.; and Schenectady, N.Y. The housing stock is old—more than 40% of the homes were built before 1939—and often located within an atmosphere of factory noise, litter-strewn streets and industrial scenery. These low-rise apartments and brownstone row houses often serve as an entry point for those who are just starting out or starting over.

Education has not been a priority for many members of Aspirational Fusion. Nearly 30 percent never completed high school, and just over 10 percent have college degrees. Most adults work at low-level service-sector and blue-collar jobs in health care, food services and manufacturing. Even with many households having multiple workers, their income is less than half the national average. These workers struggle to get by and are always looking to improve their circumstances with a better job or apartment. Just over 30% have lived at the same address for under a year, three quarters for fewer than five years.

In Aspirational Fusion, their active social lives ease some of the burden of their economic challenges. Many like to wind down at home by listening to music and playing video games. Popular sites include [pandora.com](https://www.pandora.com) and [foodnetwork.com](https://www.foodnetwork.com).

Despite tight budgets, Aspirational Fusion enjoy shopping but are less likely to shop frequently. They like to keep up with the latest fashion and try to portray themselves as trendy and financially secure, despite their low discretionary budgets.

They prefer to shop at discount stores near their apartments, but they also shop national chains like Abercrombie & Fitch, Aéropostale and Burlington Coat Factory. Only a third can afford to buy cars. These households are music fans who don't mind splurging on the latest electronics to listen to hip-hop and R&B.

These households barely register when it comes to consuming most media despite being early tech adopters—likely due to their slim budgets. They rarely subscribe to newspapers or magazines other than parenting and women's titles. They enjoy TV dramas, game shows and sitcoms.

Politically, Aspirational Fusion are a mostly apathetic group. Fifty percent register to vote, almost all Democrat, and they are not joining community groups or donating money to political or social causes.