

K37 Wired for Success

Young, mid-income singles and couples living socially-active city lives

🏠 1.68% | 0.97% 👤



Who We Are

Head of household age 🎂

25–30

255 | 20.6%

Type of property 🏠

Multi-family: 10–19 units

1509 | 9.9%

Est. Household income 💰

\$75,000–\$99,999

133 | 20.5%

Household size 👤

1 person

254 | 83.5%

Home ownership 🤝

Renter

497 | 54.2%

Age of children 🍼

7–9

87 | 10.7%

Channel Preference



201



111



65



298



102



21

Technology Adoption



Journeymen

Key Features

- Conspicuous consumption
- Digital media gurus
- First homes
- Status-seekers
- Liberal household
- Active lifestyles



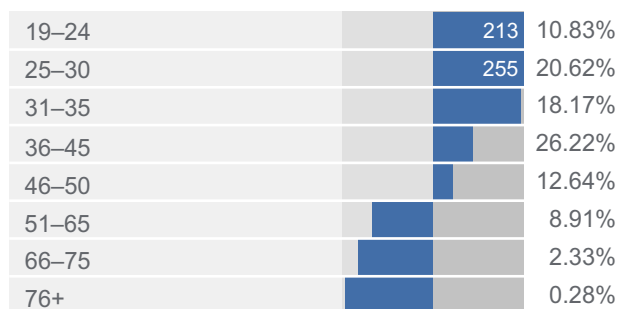
K37

Wired for Success

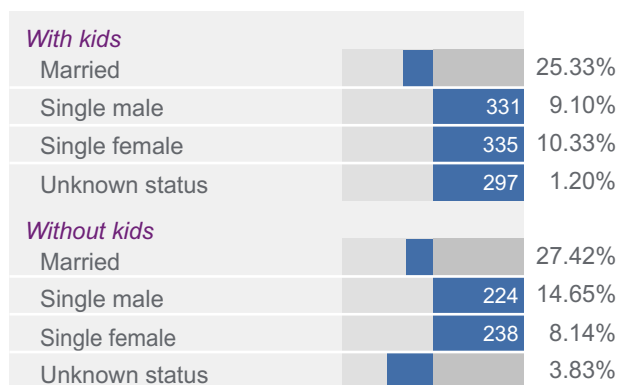
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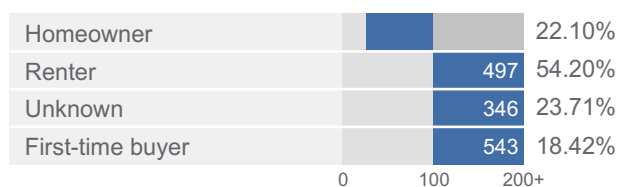
Head of household age



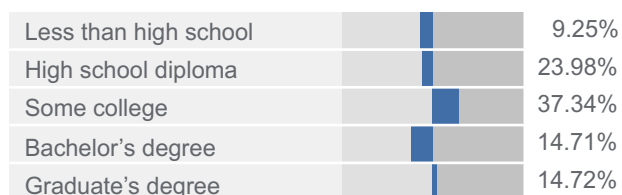
Family structure



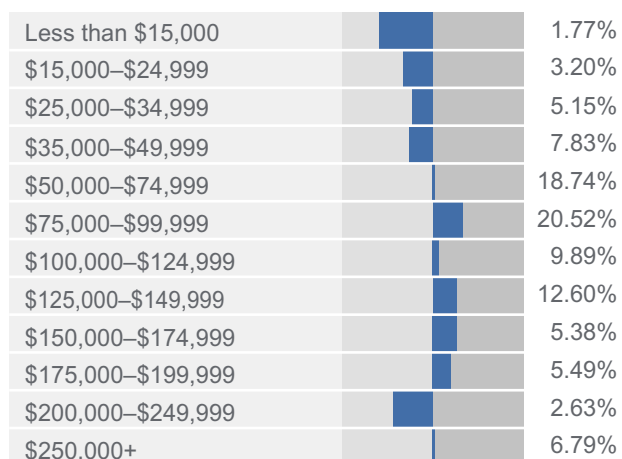
Home ownership



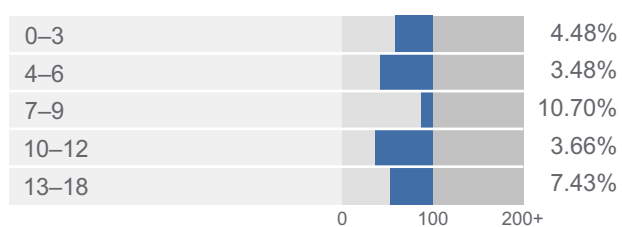
Head of household education



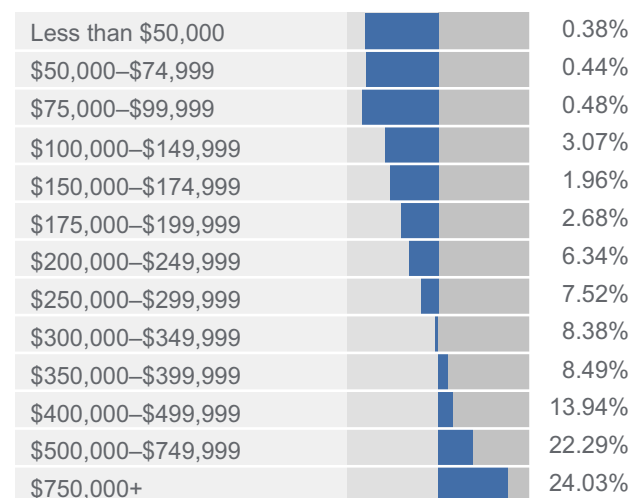
Estimated household income



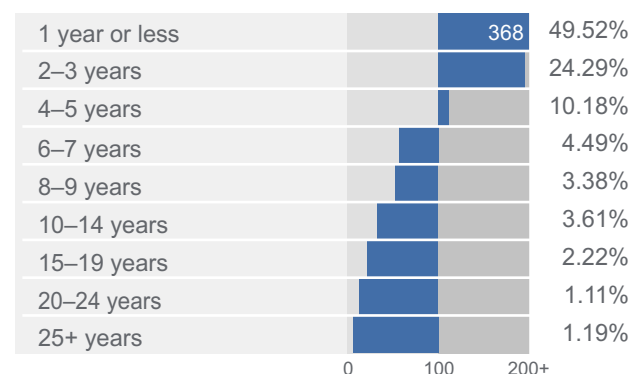
Age of children



Estimated current home value



Length of residency



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

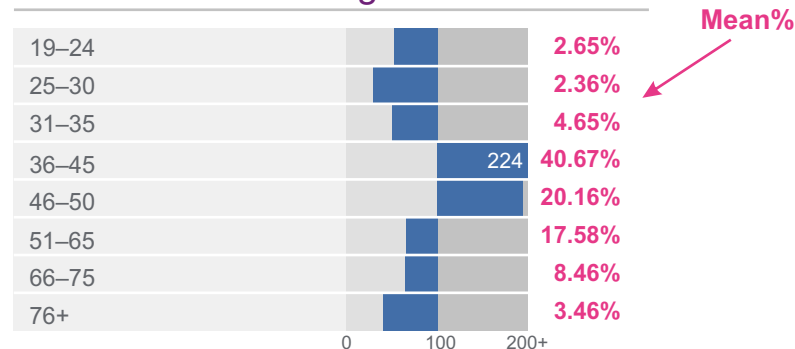
For each group and type, the charts show the **Means** and **Index** for each variable.

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.

Type K37: Wired for Success

Young, mid-income singles and couples living socially-active city lives

How to Market

“Single” is the most important word when describing Wired for Success. 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 Wired for Success status seeking needs and ensure your imagery portrays that of a brand with variety and novelty in product offerings.

Overview



Wired for Success are young singles, couples and divorced individuals. This consumer segment is composed of relatively young households—two thirds between 25 and 45 years old—living in rental apartments. Segment members tend to be college educated and hold well-paying entry-level jobs in sales and blue-collar jobs. Many of these households live in relatively new apartments or homes valued at more than the national average—a sure sign of upward mobility. With many considering their current lifestyle only a stepping stone on their way to better housing and career advancement, almost half of these mobile Americans have lived at the same

residence for one year or less.

Wired for Success know how to have a good time. They like to go to meet markets like bars, nightclubs and rock concerts. They often go to beaches and love the idea of travelling abroad. They are avid fitness fanatics, doing cardio workouts at health clubs, mountain biking and joining weekend teams that play baseball, soccer and football. When they finally put their feet up, they like to cook gourmet meals and listen to a wide range of music—from alternative to jazz to hip-hop.

These households have plenty of discretionary income to spend on the latest fashions and consumer electronics—and spend they do. Fans of conspicuous consumption, they like to buy designer fashion at department stores such as Nordstrom and Macy's. They look for new product ideas in magazines and online, planning out their shopping trips online before making a purchase.

Wired for Success make a great segment for media. They like reading magazines that cover women's and men's trends. They're solid radio consumers, listening to radio stations on apps like SiriusXM or Pandora. They enjoy movies and sitcoms on TV, and are receptive to learning about brands while streaming TV as well as through mobile display, mobile video and email.

Wired for Success go online from their cell phones, digital devices and laptops for all manner of activities: getting news, banking, downloading music and connecting with other singles.

Befitting a young, urban populace, this segment is progressive in their politics and liberal in their social ideals. Hardcore Democrats, they're concerned about the environment, advocating recycling and demanding that companies act ethically. Reach these consumers using messaging that requires immediate action—this segment tends to be more impulsive in their shopping habits. They also seek variety and novelty in the brands they buy; all while checking online to confirm you have the best deal.