

S70 Thrifty Singles

Middle-aged singles with limited income in transitional small town and exurban apartments

0.2% | 0.11%



Who We Are

Head of household age

46–50

309 | 32.1%

Type of property

Multi-family: 20–49 units

1700 | 14.5%

Est. Household income

Less than \$15,000

496 | 21.7%

Household size

1 person

284 | 93.4%

Home ownership

Renter

729 | 79.4%

Age of children

7–9

130 | 16.0%

Channel Preference



99



68



297



66



0



3

Technology Adoption



Wizards

Key Features

- Rental housing
- Rural towns
- Blue-collar jobs
- Trusts medication
- Bargain hunters
- Multi-family properties



S70 Thrifty Singles

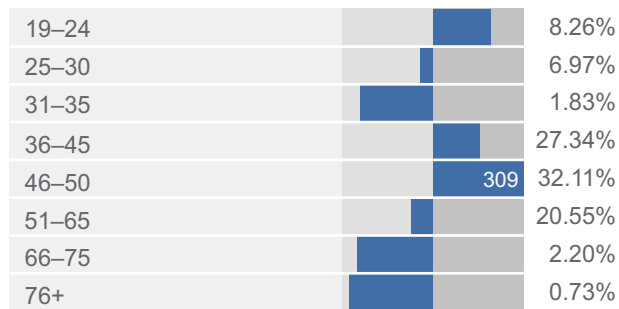
Middle-aged singles with limited income in transitional small town and exurban apartments



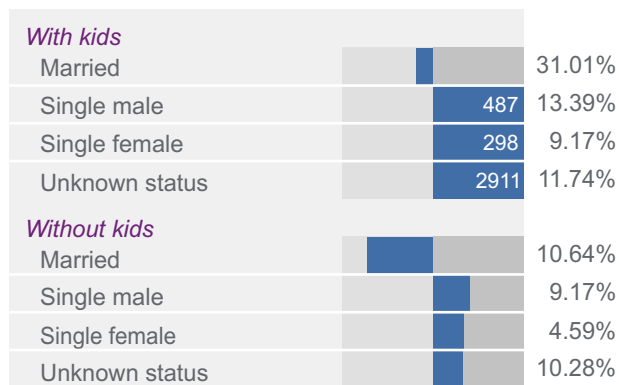
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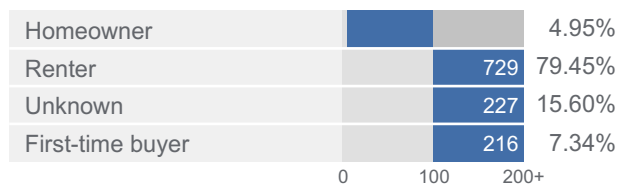
Head of household age



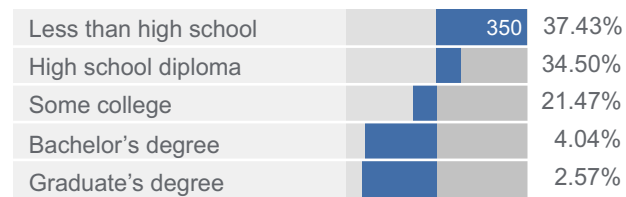
Family structure



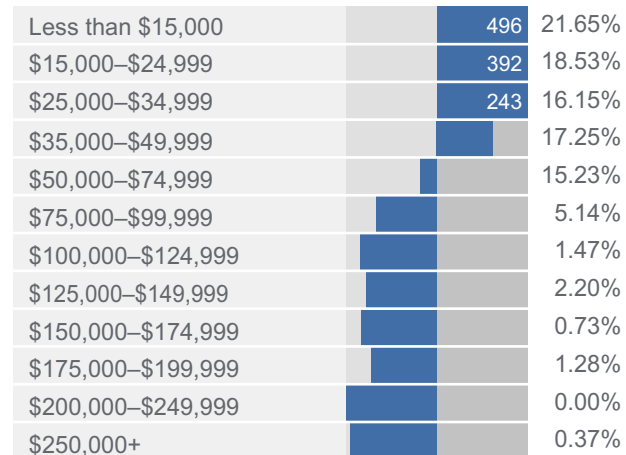
Home ownership



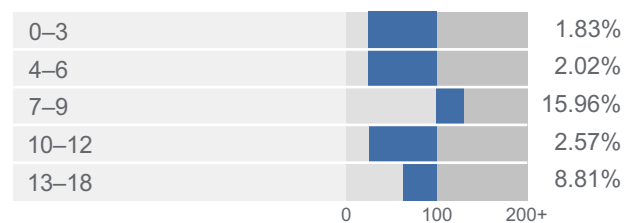
Head of household education



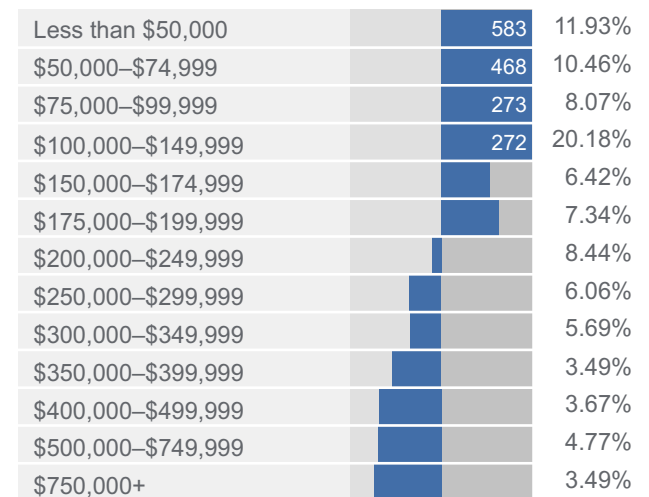
Estimated household income



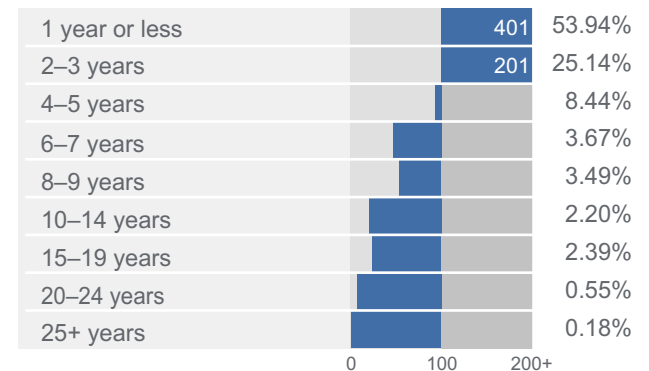
Age of children



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 S70: Thrifty Singles

Middle-aged singles with limited income in transitional small town and exurban apartments

How to Market

With a high receptivity to advertising, this audience is full of aspirational spenders. These Americans can be marketed to most strongly through broadcasting and streaming TV and radio channels. They are in the market for small loans to help them purchase items to improve their lives while maintaining their cost of living. They like to have fun and want to look good doing so. Resonate with Thrifty Singles by portraying your brand as the latest and greatest in your class. They tend to shop in the moment, prefer variety and anything that will make them look trendy and prestigious. Put forth your best “sale of the season” and you’re sure to whet their appetites for walking through your doors on pay-day.

Overview



Thrifty Singles is a segment of middle-aged singles and divorced individuals with one of the lowest average incomes in the country. Centered in Southern and Midwestern towns and small cities, these consumers in their 30s to 60s often struggle to support even a simple lifestyle. Traditional family dynamics are a rarity. About forty percent of households contain single or divorced parents. Most of the adults have below-average educations—many don’t have a college degree—and they hold minimum-wage jobs as laborers and service-sector workers.

With their low incomes, few can afford to own a home. 82 percent of the householders are renters, living in low-rise apartments and duplexes often located in worn neighborhoods. They express concerns about crime, drugs and pollution. Many are also rootless and must deal with the challenges of constantly moving; only a small percentage belongs to a church, PTA or civic group. In this segment, two thirds of the householders have lived at the same address for fewer than three years.

When they’re not at work, Thrifty Singles are unable to afford many leisure activities. They tend to spend their evenings at home, watching TV or listening to music, and may occasionally splurge on a ticket to a concert. These folks don’t have the discretionary spending to regularly go to movies, plays, or even bars. If they want to get outdoor exercise, they’ll consider bowling or swimming. When they want to go out to dinner, it’s typically to a fast food chain.

As consumers, these price-sensitive shoppers worry about living beyond their means. With few investments and savings, they get by with occasional loans and paying only with cash or money orders. They shop discount department stores like Dollar General; anywhere else, they head right for the clearance racks. They shy away from a lot of new technology, but will buy electronics that enhance their TV viewing experience. When it comes to cars, they would like to buy a great-looking sports car but typically settle for a used domestic, economy car that won’t break down too often.

With nightlife out of the question, TV is the chief form of entertainment in this segment, with members watching early evening shows. Thrifty Singles tend to read few newspapers and magazines. They’re starting to become more comfortable with the internet.

They dislike their low standard of living but aren't sure if they can do much to improve it. Many would like to start their own business or try a new line of work. Worried about the future, they seek out ways to improve their present lives.