

# K39 Metro Fusion

Middle-aged singles living urban and suburban active lifestyles

🏠 0.46% | 0.29% 👤



## Who We Are

### Head of household age 🎂

36–45

240 | 43.5%

### Type of property 🏠

Multi-family: 50–100 units

2876 | 21.4%

### Est. Household income 💰

\$50,000–\$74,999

142 | 26.6%

### Household size 👤

1 person

228 | 74.8%

### Home ownership 🤝

Renter

285 | 31.0%

### Age of children 🍼

13–18

68 | 9.5%

## Channel Preference



182



81



139



213



79



29

## Technology Adoption



Journeymen

## Key Features

- City apartment living
- Modest investments
- Middle-aged
- Politically disengaged
- Digitally dependent
- Singles

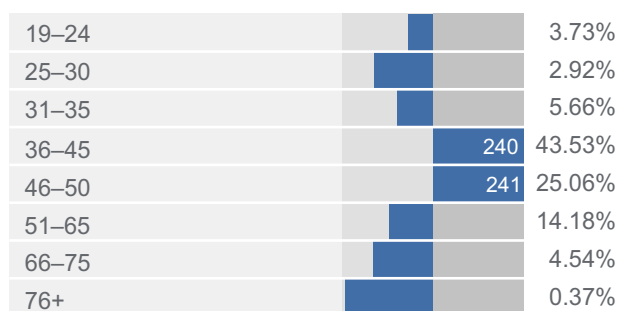


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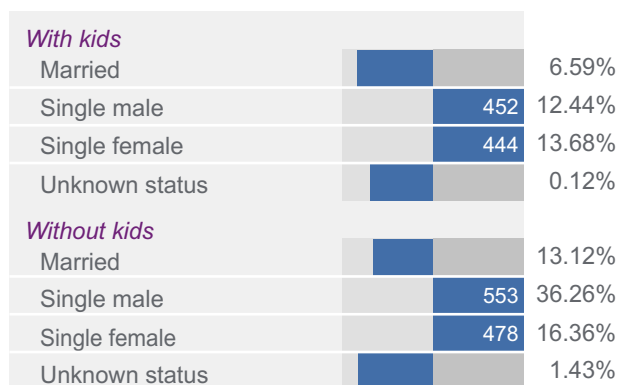
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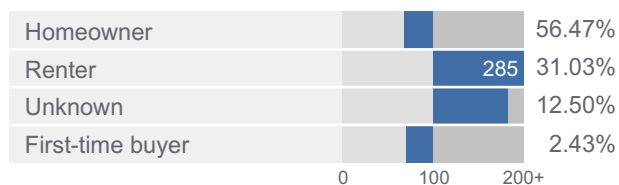
## Head of household age



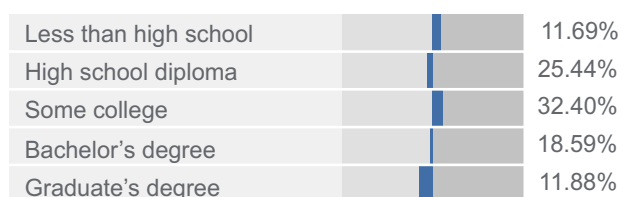
## Family structure



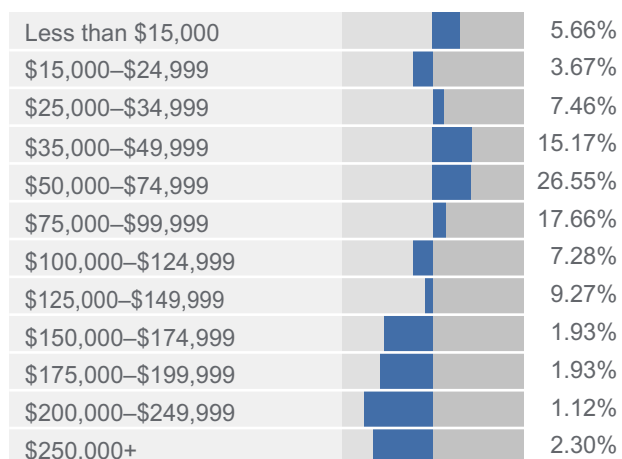
## Home ownership



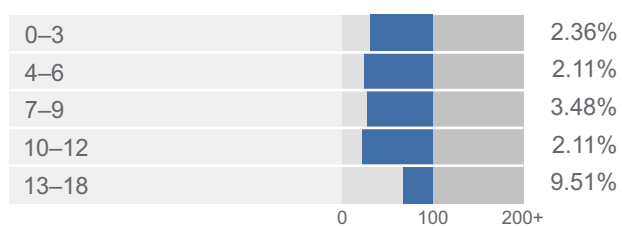
## Head of household education



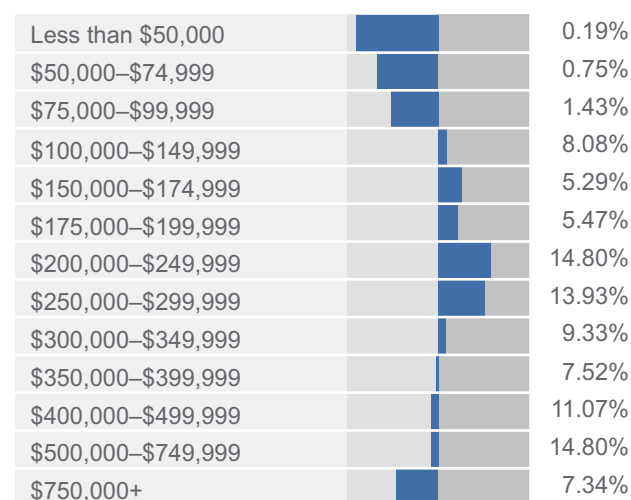
## Estimated household income



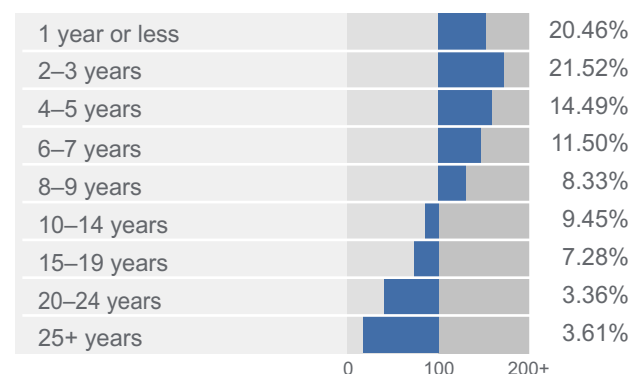
## Age of children



## 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.

## Type K39: Metro Fusion

Middle-aged singles living urban and suburban active lifestyles

### How to Market

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

### Overview



Think of Metro Fusion as a growing population: middle-aged singles with little interest in finding mates. In Metro Fusion, these never-married singles are mostly between the ages of 35 and 50 and nearly all are childless. These households are well educated and tend to hold mid-level jobs in a variety of fields. They typically live in apartments in port cities, but they especially congregate in California metros like San Francisco and Los Angeles. They rarely have deep roots, usually moving on after three to five years. In this lifestyle, “going solo” is a normal event.

Without children and mortgages, Metro Fusion have more discretionary income to devote to entertainment and leisure activities. They like going out to concerts, comedy clubs and dance performances. They keep in shape with volleyball, swimming and yoga. They like working out in the gyms in their apartment buildings, and may also be found rock climbing. They enjoy foreign travel, visiting places like Europe, Japan and Mexico, and they have a particular fondness for travel by train. These households often behave younger than their age would suggest; for example, they’re passionate video gamers who clutter their living rooms with the latest gaming systems and prefer gaming to TV and music.

Metro Fusion are particular, rather than aspirational, consumers. They like to keep up with the latest styles presented in the media and prefer stores that have a wide selection. They’re not picky about the kind of retail chain they frequent, but they have high rates for going to Nordstrom. They also look for the latest consumer gadgets and enjoy going to places like Best Buy and the Apple Store to release their inner geek. They often use the internet to research products, but many hold off on buying anything until they see the product in a store. These touchy-feely shoppers regularly make impulse buys.

Metro Fusion are consuming media across nearly all channels. When it comes to learning about brands, Metro Fusion prefer digital. Whether your brand reaches this segment via email, mobile video, online or internet radio apps, Metro Fusion will resonate with messages that position your brand as a status symbol and one that offers novelty and variety.