

R67 Passionate Parents

Young, single parents with cost-conscious mindsets in second-city apartments

🏠 0.68% | 0.39% 👤



Who We Are

Head of household age 🎂

19–24

434 | 22.0%

Type of property 🏠

Multi-family: 3 units

569 | 10.6%

Est. Household income 💰

Less than \$15,000

883 | 38.6%

Household size 👤

1 person

247 | 81.3%

Home ownership 🤝

Renter

846 | 92.2%

Age of children 🍼

0–3

306 | 23.1%

Channel Preference



365



57



1047



143



5



31

Technology Adoption



Wizards

Key Features

- Single parents
- City living
- Cable TV
- Ambitious
- Cash not credit
- Shopping as entertainment



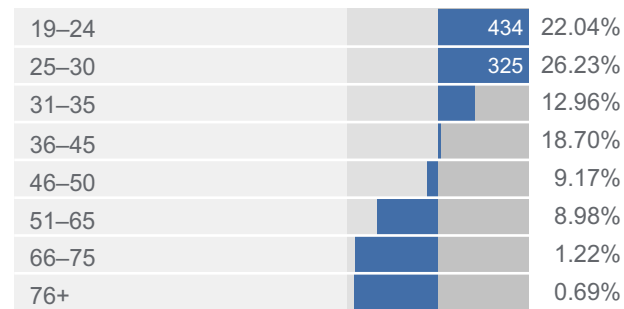
R67

Passionate Parents

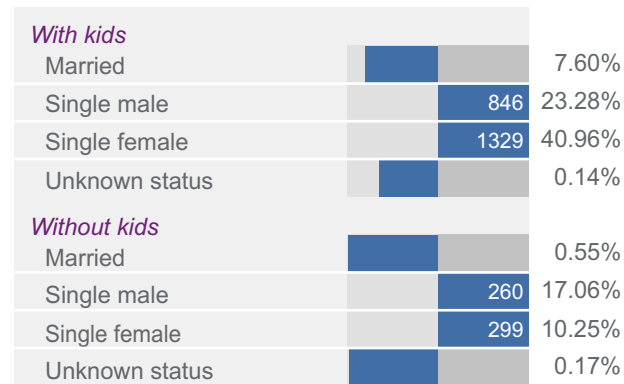
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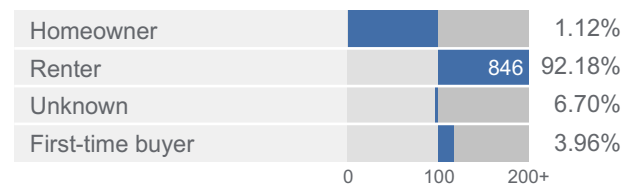
Head of household age



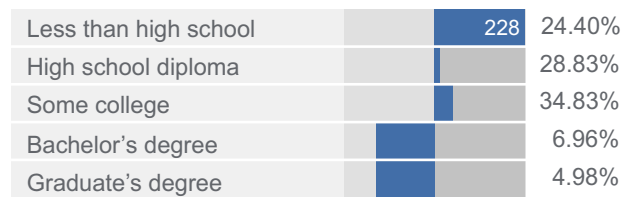
Family structure



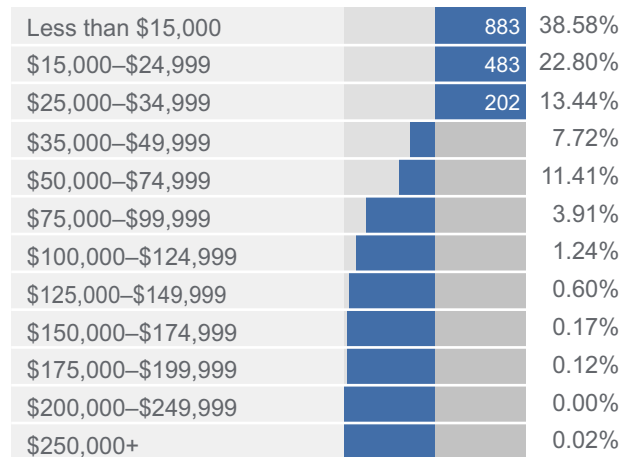
Home ownership



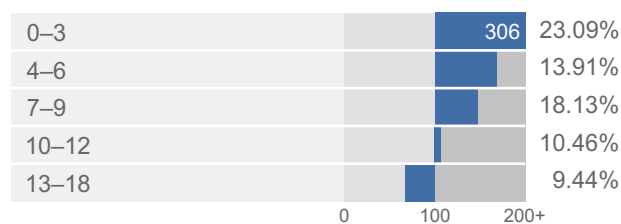
Head of household education



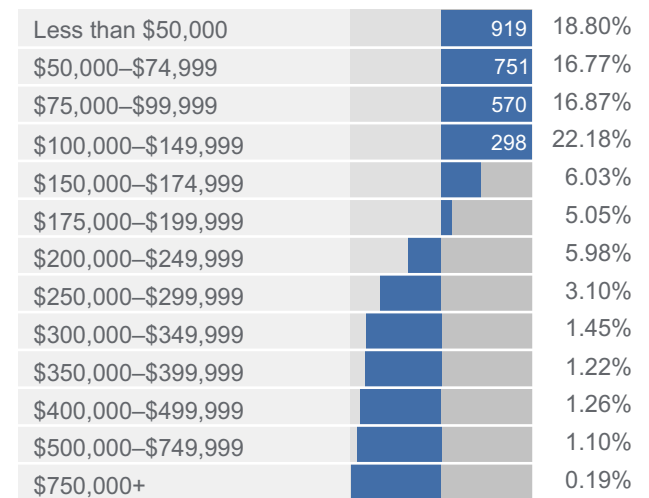
Estimated household income



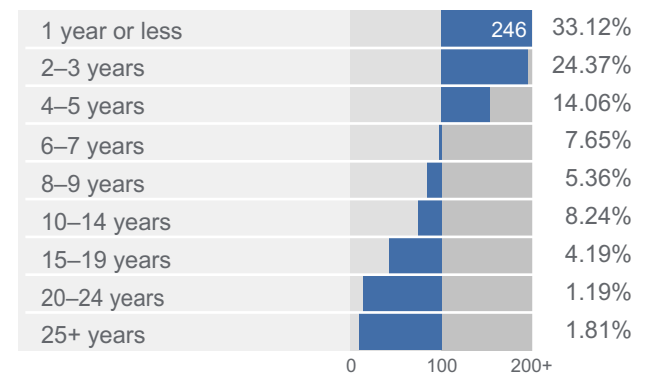
Age of children



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 R67: Passionate Parents

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How to Market

Passionate Parents 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



Life can be a struggle for Passionate Parents, a transient segment of young singles and single-parents in the nation's second-tier cities. This segment faces stiff economic challenges. Almost 30 percent never graduated high school, the average income is one of the lowest in the nation and more than half of household heads are single-parents. Of these relatively young adults, over 50 percent are under the age of 35.

Passionate Parents are found throughout the eastern half of the US, especially in second-tier cities in the Midwest and

South. More than nine in ten households rent apartments, typically in old buildings and duplexes built in the first half of the last century, many of which are showing their age. However, that's all they can afford because of their low-paying service-sector jobs as restaurant workers and school aides. Few talk of spending their lives in these settings filled with transient residents; nearly 60 percent have been at the same address for less than 3 years.

In this financially-challenged segment, most residents lead modest lifestyles. If they want to get exercise, they generally go to a park or playground for a pickup game of basketball. They're unlikely to splurge on cars or travel. Many members spend their evenings at home just to save money. However, to keep their kids entertained, they often go over-budget to get cable channels and new toys. Residents are extremely receptive to online media and they listen to urban radio stations and watch a lot of TV.

As consumers, Passionate Parents like the latest fashion and hippest styles, but they can only afford the apparel at discount shops and the clearance racks at pricier chains. They splurge at places like Walmart and Foot Locker.

Many members of Passionate Parents aren't satisfied with their lifestyle. They want to get a better job, advance in their careers and be better providers for their kids. Some may take adult education courses to improve their lives, and have the support of their church. Although they've only lived in their neighborhoods a short time, they tell researchers that they still want to improve their communities as volunteers.