

K38 Modern Blend

Comfortably established singles and couples living suburban lifestyles

🏠 1.49% | 1.26% 👤



Who We Are

Head of household age 🎂

36–45

120 | 21.8%

Type of property 🏠

Multi-family: 2 units

1721 | 44.5%

Est. Household income 💰

\$125,000–\$149,999

138 | 13.8%

Household size 👤

1 person

182 | 59.9%

Home ownership 🤝

Renter

401 | 43.7%

Age of children 🍼

7–9

102 | 12.5%

Channel Preference



228



59



44



217



135



57

Technology Adoption



Wizards

Key Features

- City lifestyle
- Suburban
- High value housing
- Renters
- Culturally diverse
- Luxury lifestyle

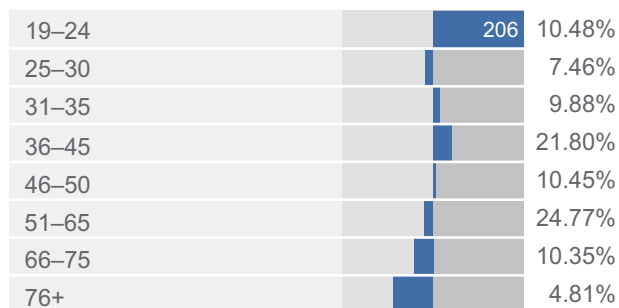


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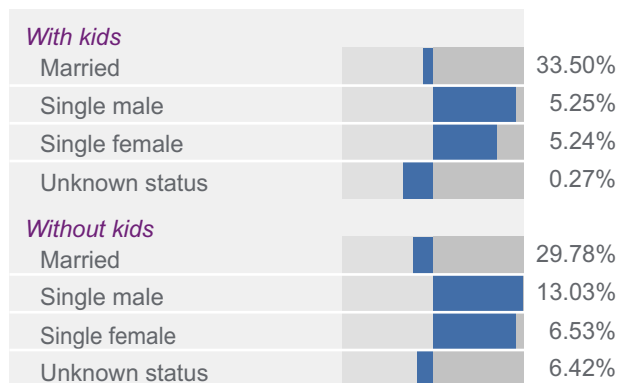
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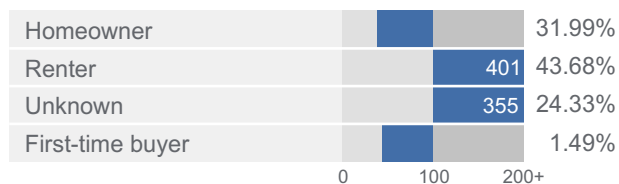
Head of household age



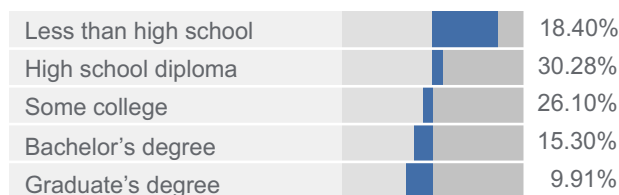
Family structure



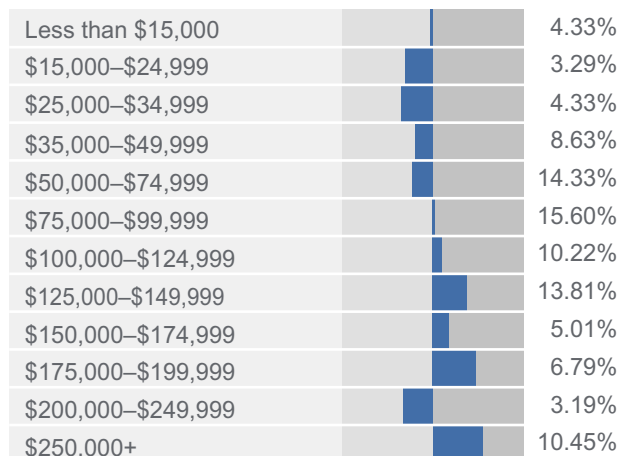
Home ownership



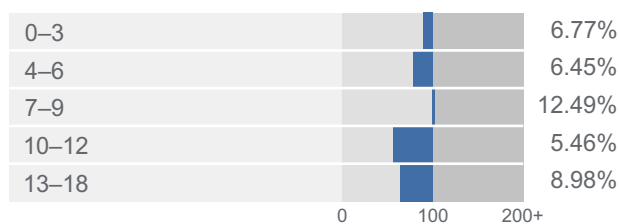
Head of household education



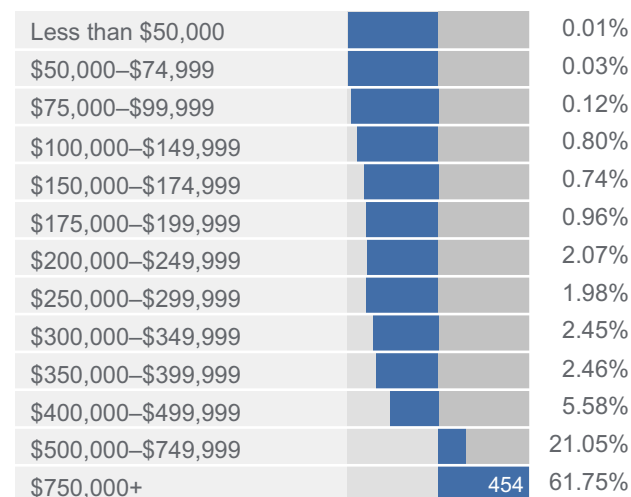
Estimated household income



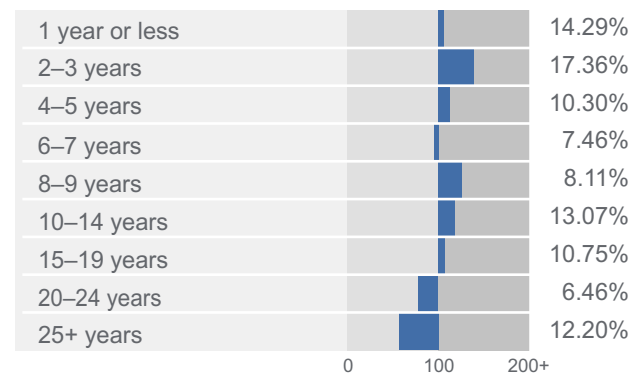
Age of children



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 K38: Modern Blend

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How to Market

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

Overview



Modern Blend are singles, couples and divorced individuals with a mix of high-school and college graduates. There's a multicultural atmosphere to their dense urban neighborhoods concentrated in the New York metro area. Nearly half of households live in apartments, priced out of owning town houses and condos. In their 40s and 50s, they can afford their monthly rents thanks to a variety of jobs in white and blue-collar professions. Most Modern Blend have lived at the same residence for fewer than nine years and report being bilingual at three times the national average.

Modern Blend pursue active urban lifestyles. They take advantage of their downtown settings by frequenting night clubs, bars and live theater performances. They exercise regularly at local health clubs, and when they return to their apartments, they like to listen to music, particularly R&B and hip-hop, and read magazines covering men's, women's and health and fitness trends.

With their fondness for shopping and desire to impress others, Modern Blend makes a good market for a number of product categories. They like to shop for designer clothes at discount chains or brick-and-mortar boutiques. They pick up consumer electronics for gaming and online communications, but have relatively modest interest in using new media except for catching up with the news, chatting and watching video content. They watch game shows and reality shows on TV. However, with many folks in this segment living near their jobs or public transportation, there's little interest in owning cars.

Modern Blend are eager to get ahead. They're comfortable putting in extra hours at work, and they're always looking for opportunities for advancement. Politically, they are Democrats.

To resonate with Modern Blend, use messages that showcase the variety of products, services and styles your brand has to offer. Play on the status-seeking tendencies of this segment by positioning your brand as a top choice for the cutting-edge consumer at the top. Use literally any digital channel to grab their attention as they report to be receptive to everything from mobile displays to messages delivered while streaming their favorite TV shows.