

O • O50 • O51 • O52 • O53 • O54 • O55

O

## Singles and Starters

Young singles starting out, and some starter families, in diverse urban communities

Daniel & Amanda

🏠 11.09% | 7.32% 👤



### Key Features

- Rental housing
- Single adults
- Motivated
- Aspirational consumers
- Socially active
- Digitally savvy

### Who We Are

Head of household age



Type of property



Estimated household  
income



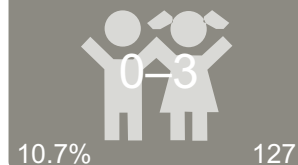
Household size



Home ownership



Age of children



### Channel Preference



29



205



160



185

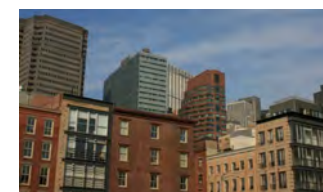


89



157

### Technology Adoption



O • O50 • O51 • O52 • O53 • O54 • O55



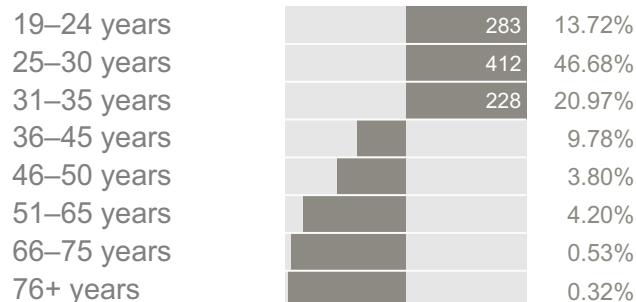
## Singles and Starters

Young singles starting out, and some starter families, in diverse urban communities

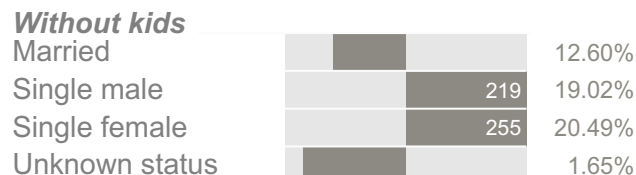
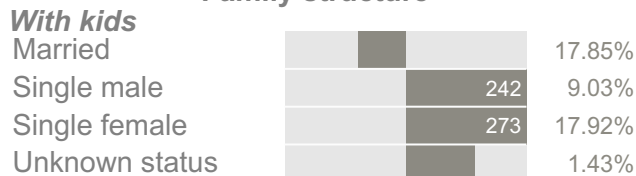
Daniel & Amanda

🏠 11.09% | 7.32% 👤

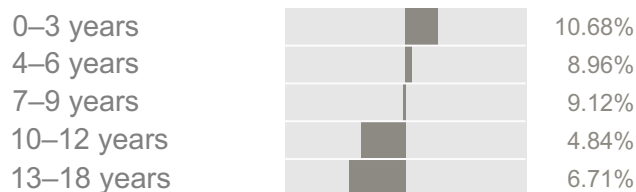
### Head of household age



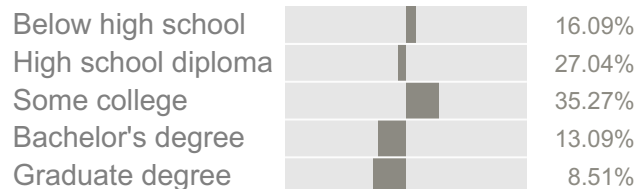
### Family structure



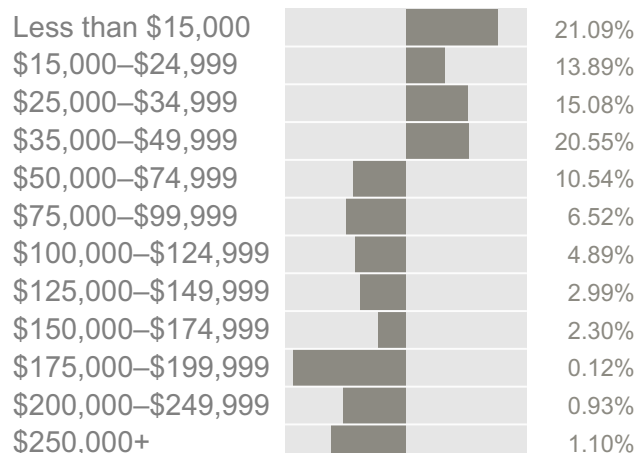
### Age of children



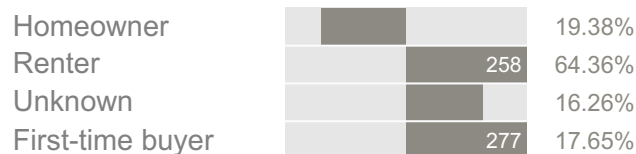
### Head of household education



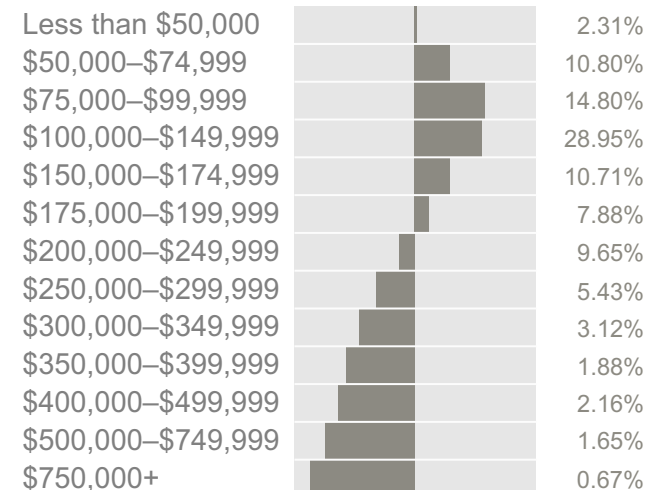
### Estimated household income



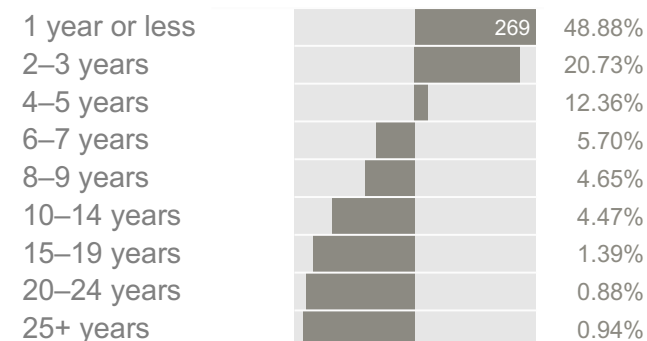
### Home ownership



### Estimated current home value



### Length of residency



## Supporting notes

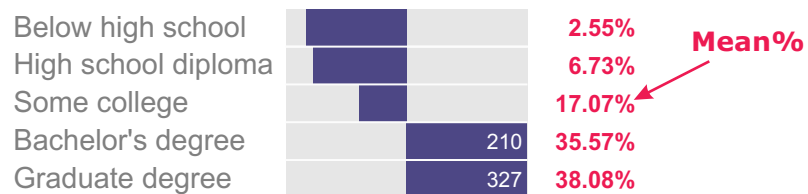
These pages have been designed to help you understand the essence of each of the groups and types. We have sought to highlight the key features which make each group distinctive, and which would be useful to bear in mind when devising communications or treatment strategies. The descriptive pages are necessarily subjective and are intended to highlight key issues rather than to be comprehensive.

### Variables - Mean% and Index

Charts are provided for each of the variables used to build and describe the Mosaic USA segments. The variables are grouped together by category. For each group, the charts show the Mean% and Index for each variable.

#### Understanding Mean% and Index

**Mean%** show the percentage of this group/type with this characteristic. For example, consider Household of household education for Group A:



This shows that for the head of household:

**2.55%** of Group A are educated below high school standard.

**6.73%** of Group A have a high school diploma.

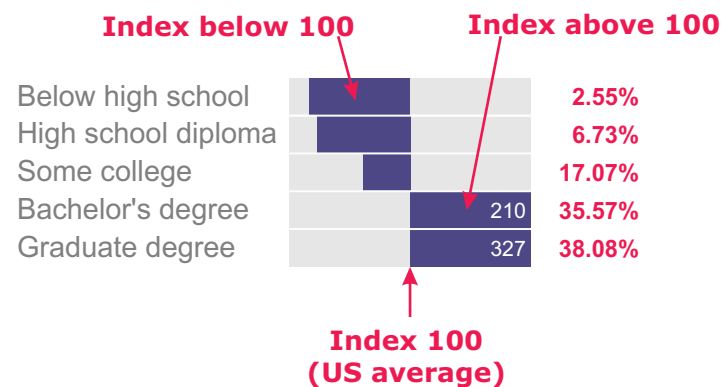
**17.07%** of Group A have had some college education.

**35.57%** of Group A have a bachelor's degree.

**38.08%** of Group A have a graduate degree.

The **Index** shows how the variable compares with all households in the US. 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 Index is shown on the chart as a bar:



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.

## Group O: Singles and Starters

Young singles starting out, and some starter families, in diverse urban communities

### Overview



The six types in Singles and Starters contain fresh Generation Yers with upwardly mobile aspirations. Concentrated in small cities across the country, these households tend to be young (nearly three quarters are under the age of 35), and unattached (half are single while a quarter are single parents). Most are on their own and starting to build independent lives in apartments with other young singles. They're college-educated, on their way to holding a degree, and many are starting their professional careers at entry-level positions as young professionals. These self-described workaholics share a desire to move up in status and

they realize that every career journey starts with a first step.

Singles and Starters live in satellite cities across the country, including a number of college towns like Madison, Wis.; Austin, Texas; Bloomington, Ind.; and Tallahassee, Fla. Housing costs are low—the price of a house is a third below the national average—but most residents rent units in low- and high-rise apartment buildings that were built during the last three decades. Many are attracted to the college-town atmosphere of their communities with their commercial landscape of boutiques, pizza joints, cinemas and bookstores. However, since they are typically living in their first apartments, they're hardly committed to staying in their neighborhoods for any length of time. Almost three quarters have lived at the same address for fewer than three years.

Singles and Starters have active leisure lives. Because so many live in relatively small apartments, they spend a lot of time outside their homes going to bars, nightclubs, movies and billiards halls. Still in the dating scene, these 20-somethings like to stay fit by jogging, lifting weights and doing yoga. When they finally relax at their apartments, they're likely to read books, listen to a wide range of music and pursue hobbies like painting and cooking. Many prefer to spend time with friends in activities that take advantage of their city amenities.

Singles and Starters are active and aspirational consumers. They like to wear the latest styles and search for designer labels they can afford at mid-market retailers and chains like Burlington Coat Factory, Express and Banana Republic. Their interest in the latest styles extends to home design; they fill their condos and apartments with furnishings from stores like Williams-Sonoma and IKEA. This group provides a good marketing opportunity for the makers of electronics, given their tendency to buy new and emerging technology and handheld devices. Singles and Starters like to be plugged in to the latest trends.

Singles and Starters are too busy for most traditional media. They're not in the habit of reading a daily newspaper, and they don't often read most magazines, though they will make an exception for music, ethnic and entertainment publications like *Rolling Stone*, *Jet*, *Cosmopolitan* and *Entertainment Weekly*. They consume most entertainment on devices including streaming TV, but on the rare occasions when they switch on their TVs, they typically watch sitcoms, reality programs, movies and game shows; their favorite cable channels are those along the lines of MTV, BET, Comedy Central and FX; though Netflix options trump cable. They like having a rock 'n' roll soundtrack to their activities, keeping their radios tuned to stations that play classic rock, pop hits and R&B music. Increasingly, they spend their free time online chatting, blogging and checking out social networking sites, to keep up with their real and virtual friends.

Only forty percent of Singles and Starters are politically involved—at least when it comes to officially voicing their vote on a ballot. Singles and Starters are liberals who most often align themselves with the Democratic Party. Though they're willing, they rarely donate money to political or social charities because they lack the disposable income. Their below-average voter registration rates also undercut their impact as a constituency.

The young members of Singles and Starters are super active online, using the Internet for transactions on Amazon, Craigslist.com and eBay, as well as for communication and entertainment. They are joining blogs and chat forums and instant-messaging friends. They are downloading games, listening to Internet radio apps and watching video streaming. Job sites are popular, as well as sites offering social media and sports information. These Americans have integrated the Internet into their lifestyles, going online with their cell phones or desktop computers, whether from home, school or when out and about.

## How to market

It's an open secret that Singles and Starters are one of the most sought after demographics to marketers. From a media perspective, this millennial audience is open to mainly new media—including TV, online and mobile.

Use messages that resonate with their ambitions of seeking status both professionally and socially. These consumers also seek novelty-brands that position themselves as unique and having a variety of products or services to fit any need or want. Keep their life stage in mind—they are in entry-level professional jobs and their discretionary spend has not yet been established and this segment is fully aware. They are looking to be fashion-forward and setting trends, and fully capable of investigating competing offers online and off to find the best 'bang for their buck'.

---

## Contact information



[targeting@experian.com](mailto:targeting@experian.com)



[experian.com/mosaic](http://experian.com/mosaic)



(844) 747-1667