

# K

Significant  
Singles

## Significant Singles

Diversely aged singles and some couples earning mid-scale incomes supporting active city styles of living.



- Reflect the recent trend of Americans staying single longer
- Seven out of ten households are childless
- Enjoy an active singles scene with plenty of nightlife
- 70% are renters with some sharing a unit to save on housing costs
- More likely than average to read newspapers

- Hold low-level sales and service-sector jobs
- Only 35% own a vehicle, typically an older sedan
- Heavily engaged with brands across nearly all channels
- Any digital ad placement will be a wise investment
- Use messages that evoke urgency to buy



Channel Preference  
**ONLINE**

Household Income  
**Less than 15k**

Head of Household Age  
**36-45**

Household Size  
**1 Person**

### Newspaper Sections

Movie listings and reviews section	178
Comics section	167
Classified section	167
Fashion section	146
Entertainment section	141
Editorial section	137

### Internet Usage

Visited tumblr.com in the last 30 days	204
Visited coupons.com in the last 30 days	176
Visited twitter.com in last 30 days	168
Visited abc.com in the last 30 days	162
Visited foodnetwork.com in the last 30 days	158
Visited hulu.com in the last 30 days	154

### Sports Watched (TV)

Rodeo	231
Skiing	162
Fishing	153
NBA post season: watch frequently	110
NBA regular season: watch frequently	100
IndyCar series	94

### Leisure Activities / Hobbies

Go to beach/lake	126
Needlework/quilting	123
Photography	117
Bird watching	116
Antique shopping/shows	113
Cooking for fun	112

### Sports & Fitness Participation

Motorcycling	178
Billiards/pool	128
Bicycling: stationary	126
Backpacking/hiking	125
Jogging/running	120
Aerobics	118

### TrueTouch<sup>SM</sup>

Never show up empty-handed	177
Go with the flow	159
Work hard, play hard	150
Stop and smell the roses	141
It's all in the name	137
No time like the present	137

# Renter

# Mobile phone

# Unmarried

Price-sensitive shoppers

Travel to work by public transport

# Democrat

# Newspaper: Movie Section

Low-level sales and service-sector jobs

Active, urban lifestyles