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Aspirational Fusion

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Lower-income singles and single parents living in urban locations and striving to make a better life.



- Younger singles, and single parents in low-income neighborhoods
- Nine out of ten households contain unmarried individuals
- Over 30 percent never completed high school
- Their income is less than half the national average
- Enjoy shopping but are less likely to shop frequently

- Barely register when it comes to consuming most media
- Rarely subscribe to newspapers or magazines
- Don't often watch TV, other than cable channels
- Prefer novelty and tend to be impulsive shoppers
- Cost and hipness seem to gain their attention



Channel Preference

EMAILHousehold Income
Less than 15kHead of Household Age
25-30Household Size
1 Person

Newspaper Sections

The New York Times: daily	193
The Wall Street Journal: daily	176
The New York Times: Sunday	165
Classified section	149
The Wall Street Journal: Sunday	143
USA Today: daily	136

Internet Usage

Visited job search websites in the last 30 days	330
Visited hulu.com in the last 30 days	231
Visited cheaptickets.com in the last 30 days	229
Visited coupons.com in the last 30 days	205
Visited foodnetwork.com in the last 30 days	180
Visited huffingtonpost.com in the last 30 days	160

Sports Watched (TV)

Volleyball	233
X-Games	195
Track and field	195
College baseball	168
Skiing	167
Bowling	167

Leisure Activities / Hobbies

Reading electronic devices: cell phone/smartphone	183
Painting, drawing, sculpting	168
Reading electronic devices: NOOK	158
Photography	154
Card games	145
Education courses	138

Sports & Fitness Participation

Basketball	161
Fresh-water fishing	157
Camping trips (overnight)	153
Bowling	153
Football	141
Baseball	118

TrueTouchSM

Go with the flow	329
Never show up empty-handed	328
It's all in the name	259
Work hard, play hard	257
A penny saved, a penny earned	250
No time like the present	234

Renter Mobile phone

Low-income neighborhoods

Tight budgets

Unemployment is nearly twice the national average.

Young children

High school

Tech adoption: Wizards

Lowest income**Shopping****Hulu.com**

BET and Disney

Facebook and Youtube

