# darkly

## Demographic Analysis & Profiling for Second Saturday, AZ

**Divorce + Education[1]:**
- Adults with a high school education *or less* are more likely to divorce than college-educated adults.
- 23% of those who are presently divorced have a college degree.
- The chance of a marriage ending in divorce was lower for people with more education, with over half of marriages of those who did not complete high school having ended in divorce compared with approximately 30 percent of marriages of college graduates.

**Divorce, Age + Remarriage[1]:**
- Risk of divorce is highest (more than 50%) for women who are around the age of 25 years old. The "at-risk" age then jumps to 50-year-old women, where they are 46% likely to get a divorce.
- 44% of all first-time marriages end in divorce. Those who remarry only one time have less likelihood of divorce, while those who get married 3 or more times are 79% likely to get a divorce.
- Approximately 42 percent of marriages that took place between ages 15 and 46 ended in divorce by age 46. This means divorces happen around 46-50 years old.
- People who marry young are more likely to divorce than those who wait for their first marriage to happen at an older age.
- Women 25-34 are 88% more likely to be divorced

**Divorce + Income[1]:**
- People who are financially struggling are more likely to divorce – financial struggles are the #1 reason why couples divorce, followed second by contrasts between values/goals: i.e. children, religion.
- Married couples with a total household income greater than $80k annually, are 68% less likely to divorce than married couples who make anything less than this.
- Further, divorcees, especially women, often find themselves falling into poverty once they no longer possess the financial stability a marriage can offer.
- Women who are below the poverty level are 94% more likely to be divorced
- Women who receive government assistance are 69% more likely to be divorced

A look at marriage outcomes by age 46, by gender, race and education.

| Characteristic | Full sample | Gender | | Race/ethnicity | | | Educational attainment | | | |
|---|---|---|---|---|---|---|---|---|---|---|
| | | Men | Women | Black non-Hispanics | Non-Black non-Hispanics | Hispanics | Less than high school diploma | High school graduate, no college | Some college or associate's degree | Bachelor's degree or higher |
| Percent ever married | 86.8 | 84.3 | 89.5 | 68.3 | 90.4 | 84.6 | 81.3 | 87.0 | 87.1 | 89.0 |
| Percent ever divorced | 38.9 | 36.0 | 42.0 | 33.1 | 40.0 | 39.3 | 47.8 | 42.8 | 42.3 | 26.5 |
| Among those ever married, percent ever divorced | 44.8 | 42.7 | 46.9 | 48.4 | 44.2 | 46.5 | 58.8 | 49.1 | 48.5 | 29.8 |
| **Among those ever married** | | | | | | | | | | |
| Average age at first marriage | 24.4 | 25.6 | 23.4 | 26.2 | 24.2 | 23.8 | 22.7 | 23.6 | 24.2 | 26.5 |
| Percent still in first marriage | 53.0 | 56.1 | 49.9 | 47.0 | 53.9 | 51.4 | 37.6 | 48.6 | 48.9 | 69.0 |
| Percent of first marriages ending in divorce | 44.2 | 42.4 | 46.0 | 47.9 | 43.7 | 45.5 | 58.2 | 48.2 | 47.9 | 29.7 |
| **Among those who divorced** | | | | | | | | | | |
| Average duration of marriage (in years) | 9.2 | 8.9 | 9.5 | 9.3 | 9.1 | 10.9 | 10.1 | 9.0 | 9.0 | 9.5 |
| Percent remarrying | 65.7 | 65.3 | 66.1 | 52.4 | 68.6 | 54.8 | 60.8 | 68.0 | 64.8 | 66.3 |

**Example of chart usage:**
- Hispanics have the longest duration of marriages, at an average of 10.9 years. They first get married around the ages of 23 or 24. Their divorce rate is 46.5%, meaning that 46.5% of them (the majority of their entire sample population) will divorce around the ages of 35 to 37. This happens to work out to be a little younger for the "divorce age" of Blacks and Non Black/Non Hispanics. They end up divorcing around the ages of 33 to 35.
- Average duration of marriage, as well as the percentage of those who remarry, does not have a significant correlation to college education. College education, however, strongly correlates to both the total % of marriages ending in divorce and the total % of first marriages ending in divorce.
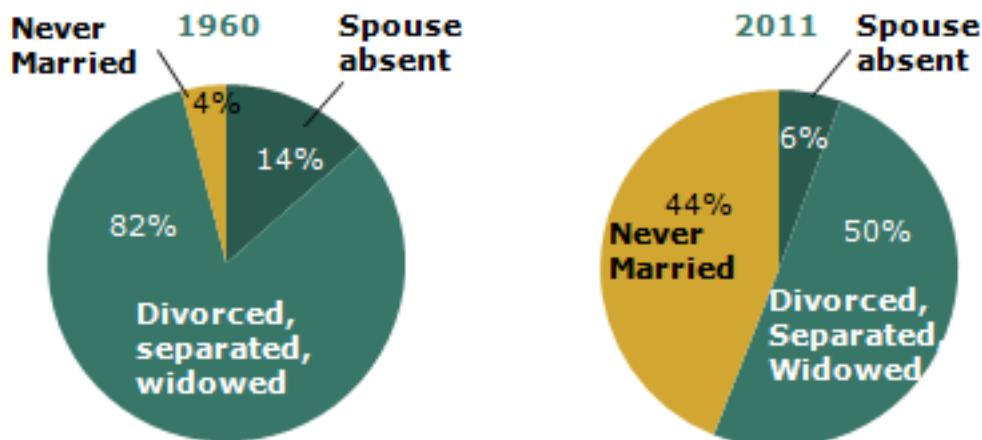
**Other interesting findings:**
- Three-fourths of adults in their first marriage own a home together. That's a large chunk of people who are most vulnerable to get a divorce. We could do future targeted efforts based on this fact. FYI for now.

Now then: **Women currently living with own children under 18 are 73% more likely to be divorced.** That's a powerful statistic. Children are a both a large source of contention and stress in marriages of couples. Children (or rather the inherently conflicted values that their parents possess on how to raise them) are a leading cause of divorce. As indicated in the chart below, you will see the majority of single mothers are such because they're divorced. This further supports Second Saturday AZ's need to target single mothers; women who dedicated their efforts toward child rearing instead of an education and/or career. These women are at a disadvantage when separating from their spouse – both their source of income and health insurance are gone, they don't have the education or resources to move through the process without fear, confusion, stress, and mistakes; and have to suffer through all of this emotional pain while protecting and raising their children. These are the women that need the most support and help.

## The Makeup of Single Mothers, 1960-2011

*Among all single mothers with children under age 18*

**1960**
Never Married
Spouse absent
4%
14%
82%
Divorced, separated, widowed

**2011**
Spouse absent
6%
44% Never Married
50% Divorced, Separated, Widowed

Note: Separated and widowed mothers are included in divorced, etc.

Source: Pew Research Center analysis of the Decennial Census and American Community Surveys (ACS) Integrated Public Use Microdata Sample (IPUMS) files

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**Based on the research, these are the core elements of our target audience:**
- Women who are around 33-37 **OR** 50+ years of age
- Low income or at/below poverty level as an individual
- No college degree or only some college courses taken
- Married when 'young' at 18-25 years old
- Currently in their first marriage and have been married about 9 years
- **OR** currently in their first marriage and around the ages of 50-55 (married for many years but ready for a new start) Why? Heindsight is 20/20, let's focus on the needs of new-comers, as they are desperate for help in uncharted territory

- Homemakers who depend on their spouse, or mothers who work full time but in an "unskilled" capacity
- Mothers of children under the age of 18, still living at home (women who worked full-time last month are 46% more likely to be divorced)

**Key Social Media usage statistics of our target audience:**
- Nearly 7 in 10 US mother social media users felt other mothers always or sometimes judged their decisions, while just 10% said they never thought this.
- It is estimated that this year, 29.7 million mothers— females aged 18+ with children <18 in the household—will use social media, representing roughly 82% of all Internet users who are mothers. **This 86.1% is our target demographic!**
- Overall, questioning appears to be a common activity by mothers of young children. 63.4% were seeking social support, 19.5% were seeking advice, 7.3% were seeking opinions or recommendations, 4.9% were seeking social interaction with others, and 4.9% were seeking favors

**Sources**:
- eMarketer.com: *Mothers Enter the Judgment Zone on Social*
- PEW Research: Divorce Statistics 2014
- PEWSocialTrends.com 2014
- Microsoft Research & Data Division: *Moms & Social Media*
- US Bureau of Labor Statistics 2014
- US Department of Health and Public Safety Statistics 2015
- Additional resources for marketing to mothers:
- Askingsmarterquestions.com (marketing research organization): *Marketing to Moms: Incredibly Powerful Social Media Influencers*