

G

Young City Solos

Younger and middle-aged singles living active and energetic lifestyles in metropolitan areas

🏠 3.11% | 1.71% 👤



Who We Are

Head of household age <p>31–35 301 27.9%</p>	Type of property <p>Multi-family: 5–9 units 377 10.3%</p>
Est. Household income <p>\$75,000–\$99,999 130 20.1%</p>	Household size <p>1 person 241 79.1%</p>
Home ownership <p>Unknown 276 18.9%</p>	Age of children <p>13–18 25 3.5%</p>

Channel Preference

163	69	68
278	160	32

Technology Adoption



Journeymen

Key Features

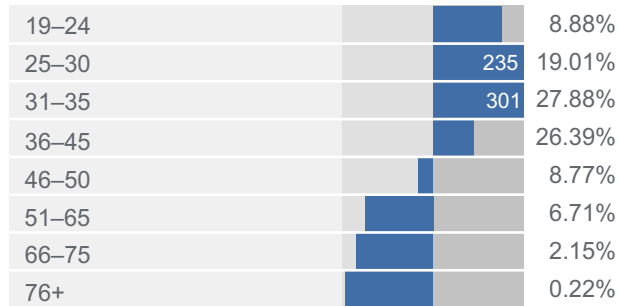
- Singles
- Downtown commuters
- Apartment dwellers
- Active lifestyles
- Career-driven
- Liberal



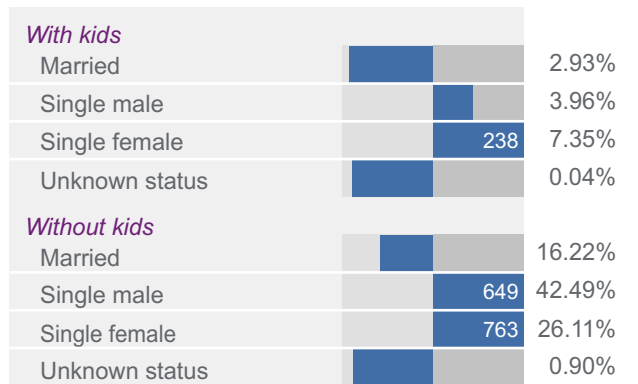
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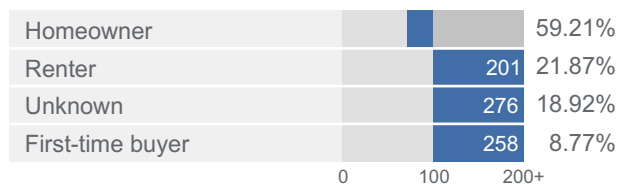
Head of household age



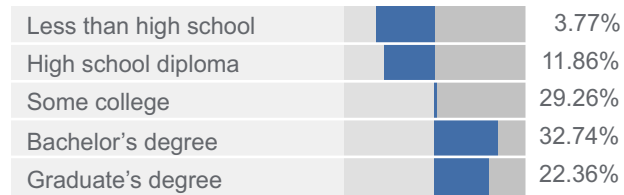
Family structure



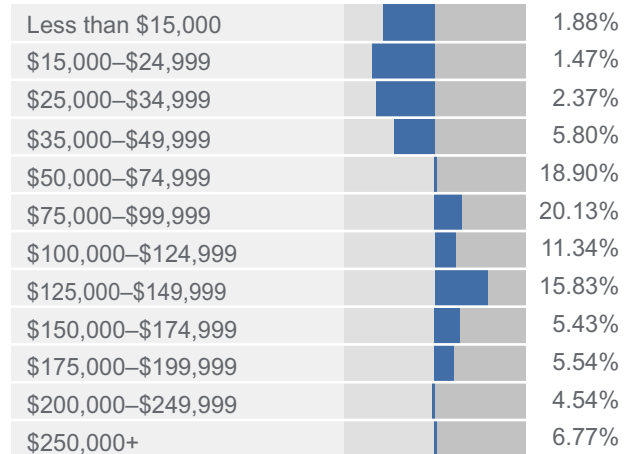
Home ownership



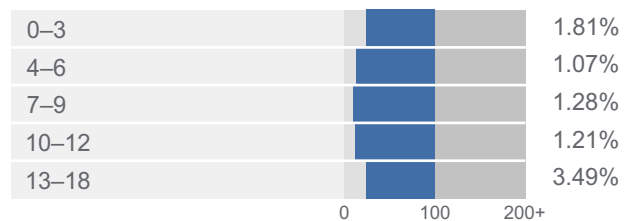
Head of household education



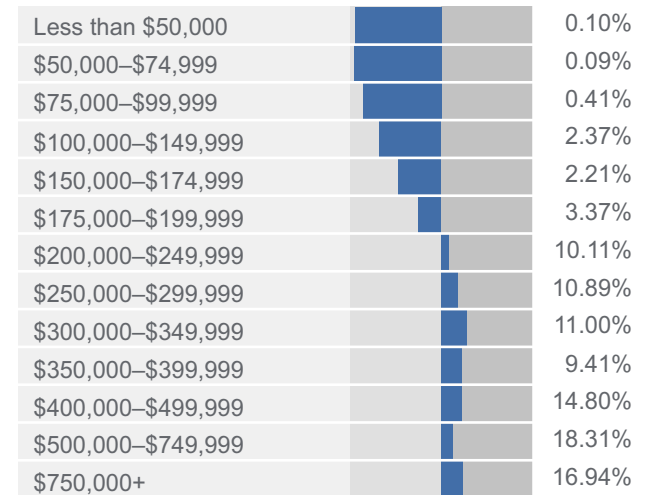
Estimated household income



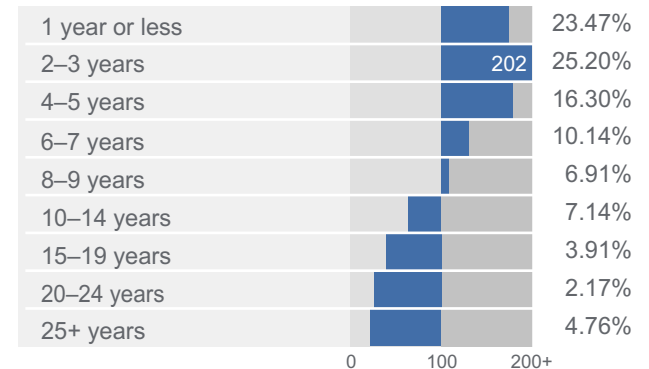
Age of children



Estimated current home value



Length of residency



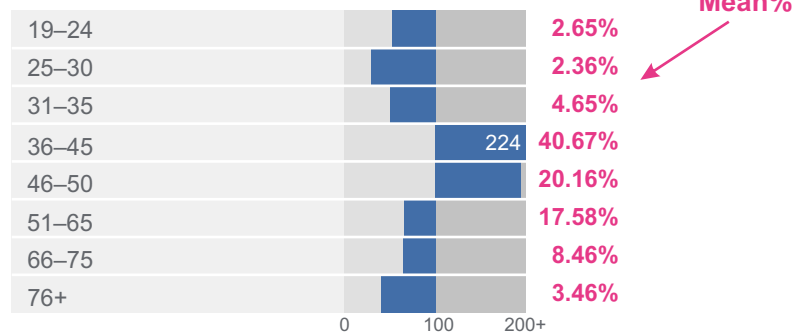
Charts provide details of the key variables used to build and describe the Mosaic groups and types.
 For each group and type, the charts show the **Means** and **Index** for each variable.

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:

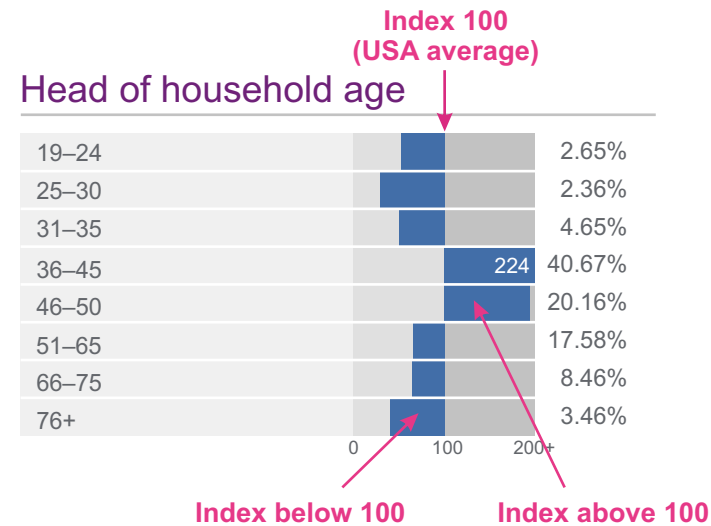
- 2.65% of Group D are aged 19-24
- 2.36% of Group D are aged 25-30
- 4.65% of Group D are aged 31-35
- 40.67% of Group D are aged 36-45
- 20.16% of Group D are aged 46-50
- 17.58% of Group D are aged 51-65
- 8.46% of Group D are aged 66-75
- 3.46% of Group D are aged 76+

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.

Group G: Young City Solos

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How to Market

Recognize that your best customers are progressive ambitious young leaders who are cutting edge and status-seeking. This audience also tends to prefer brands with a clear environmental conscience. They are more impulsive in their purchasing habits so make your products easy and accessible and when appropriate, close to point-of-purchase. Focus your ad spend on mobile and TV, with products that can enhance their on-the-go single lifestyles.

Overview



The two segments in Young City Solos contain younger and middle-aged singles living in city neighborhoods. More than 75 percent are unmarried. They are childless and living alone or cohabitating with a roommate or partner; many as first time home buyers. These young professionals report above-average incomes of \$100,000 a year, and they seem to be thoroughly enjoying their unattached status.

Young City Solos are concentrated in the nation's largest cities, in housing that caters to the increasing proportion of one-person households of either homeowners or renters.

Many live in well-appointed condos or apartments built during the last century. The homes, whether Victorian or postmodern in style, fetch above-average prices thanks to their in-town locations.

Young City Solos boast above-average educations, with most having at least some college or a bachelor's degree. They work at a mix of management, business, financial, and professional jobs, and nearly a quarter of them work in the "other" category; out getting advanced degrees.

Young City Solos lead fast-paced and active lifestyles. These unmarried folks devote a lot of their discretionary cash to nightlife activities, often going to bars, movies, nightclubs, concerts and rock shows. They keep their healthy lifestyles by staying fit and joining a health club to make use of the cardio machines, weights and yoga classes. They also enjoy jogging, playing tennis, rock climbing and racquetball. They dine out often at restaurants, where they like to try different cuisines while also checking out the nutritional value.

Despite their typically small homes and even smaller closets, Young City Solos can be considered shopaholics. They are avid Amazon customers but also shop heavily at brick-and-mortar stores. Despite their youth, they're financially experienced and have started building a retirement nest egg. With many commuting to work by public transport, they're a relatively weak market for cars, especially large vehicles. However, these early adopters make up for it in their passion for new electronics: they own smartphones and smart devices to indulge in their passion for staying connected and of course, music. Not only is music an important part of their own millennial culture, but it is also a talent of many. Young City Solos are much more likely to play a musical instrument compared to the average American.

Multitasking Young City Solos are a mobile generation, subscribing to online newspapers, and using their devices for research, social connecting, banking, and more. Being on their phones more often, they also prefer to learn about brands from mobile display ads, as well as addressable TV.

Of those who vote, nearly 50 percent of Young City Solos are likely to vote Democrat, and with over 40 percent supporting their favorite charities. They belong to arts groups that support dance, symphonic music and opera.