

# G24 Ambitious Singles

Youthful, cutting-edge singles living in mid-scale metro areas balancing work and leisure lifestyles

🏠 1.47% | 0.87% 👤



## Who We Are

<b>Head of household age</b> 🎂 31–35 271   25.2%	<b>Type of property</b> 🏠 Multi-family: 5–9 units 273   7.4%
<b>Est. Household income</b> 💰 \$75,000–\$99,999 138   21.4%	<b>Household size</b> 👤 1 person 229   75.2%
<b>Home ownership</b> 🤝 First-time buyer 290   9.8%	<b>Age of children</b> 👶 13–18 32   4.5%

## Channel Preference

145	92	64
236	121	36

## Key Features

- Single city-dweller
- Well-educated
- Career-driven
- Professionals
- Physically fit
- Foodies

## Technology Adoption



Journeymen

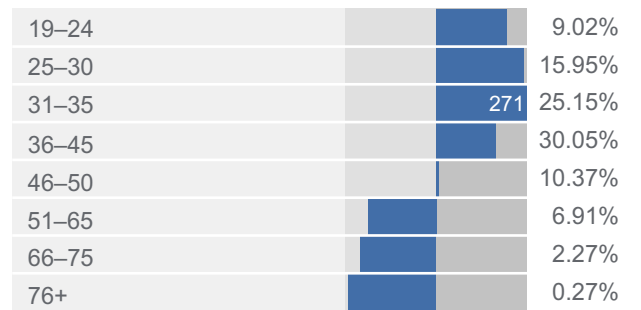


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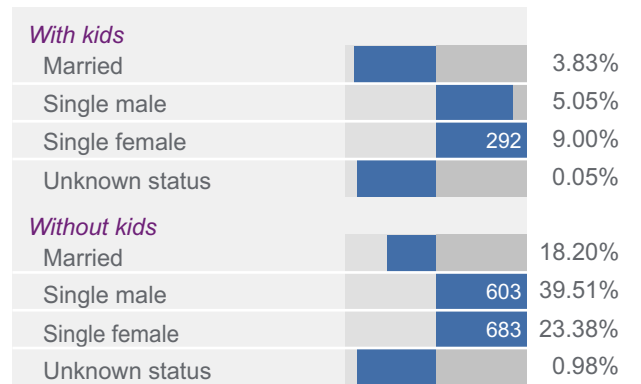
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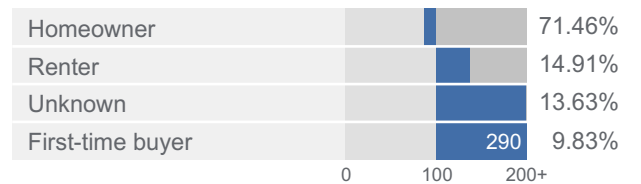
## Head of household age



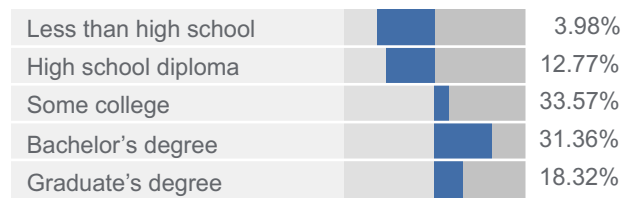
## Family structure



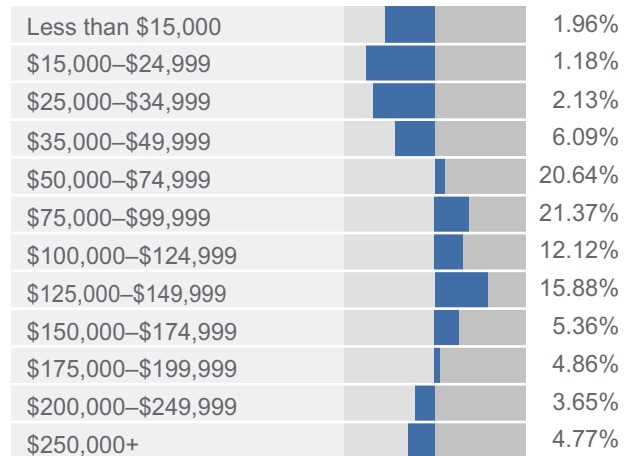
## Home ownership



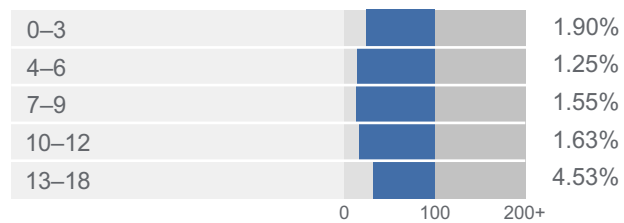
## Head of household education



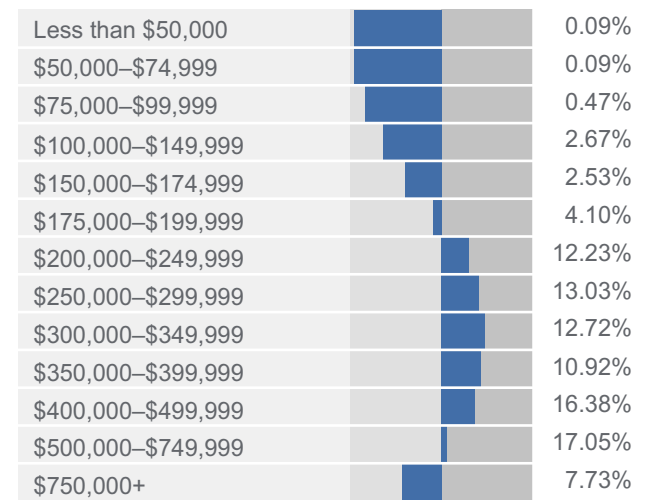
## Estimated household income



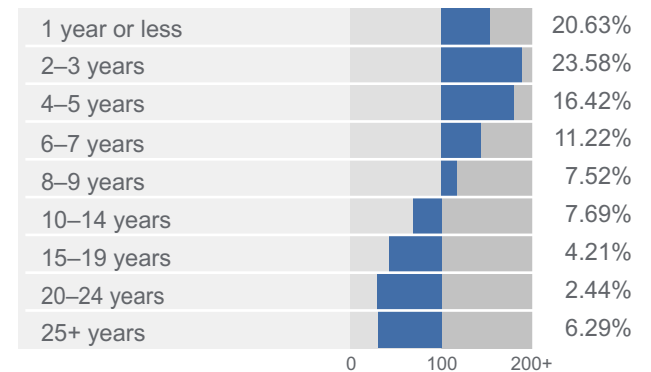
## Age of children



## Estimated current home value



## Length of residency



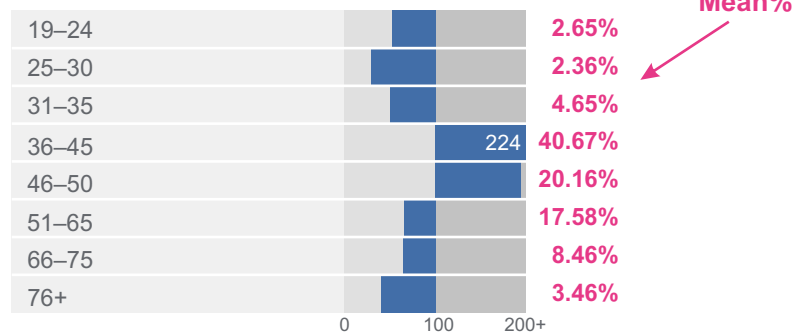
Charts provide details of the key variables used to build and describe the Mosaic groups and types.  
 For each group and type, the charts show the **Means** and **Index** for each variable.

### 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:

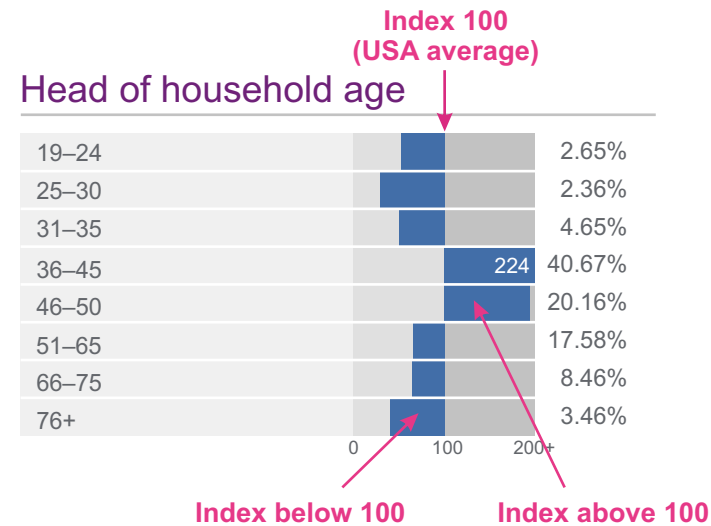
- 2.65% of Group D are aged 19–24
- 2.36% of Group D are aged 25–30
- 4.65% of Group D are aged 31–35
- 40.67% of Group D are aged 36–45
- 20.16% of Group D are aged 46–50
- 17.58% of Group D are aged 51–65
- 8.46% of Group D are aged 66–75
- 3.46% of Group D are aged 76+

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.

## Type G24: Ambitious Singles

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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



Ambitious Singles consist of younger, middle-class singles preoccupied with balancing work and leisure lifestyles. Most are in their 30s, unattached and mostly childless. They like the fact that they own well-decorated smaller homes in desirable neighborhoods near nightlife, health clubs and hip restaurants. Most are college-educated and have good, white-collar jobs. Many gravitate to the trendy enclaves of cities like Austin, Texas; and Newport Beach, Calif.; where upwardly mobile Americans start climbing the corporate ladder.

Ambitious Singles like to get out and be seen. Bars, nightclubs, theaters and rock concerts—all are popular destinations for these night crawlers. This is the audience for that indie, or foreign film that's getting raves from bloggers. They also take pride in their appearance and devote many hours each week to working out at their private health club. The hippest carry rolled-up rubber mats to work, prepped to duck out at lunch for a yoga class.

Ambitious Singles can afford their cushy lifestyles, and they spend selectively on goods that reflect their sophisticated status. They're big fans of shopping, but when they go to the mall they prefer to shop alone—but frequently. They're willing to pay the mark up for designer fashion and insist on carrying the latest iPhone and smart technology when they're out and about.

Ambitious Singles tend to be progressive in their values and global in their outlook. Politically, Ambitious Singles voters are hardcore Liberals who favor environmental issues, progressive social issues and the liberal wing of the Democratic Party. They're often online consuming their news content or reading their online subscription to women's or entertainment magazines. On their daily commutes to work, they'll listen to podcasts, news talk radio stations and rock music. Often, their work life and personal life blur when they're online.

When it comes to preferences for learning about new brands, products and services, this market likely already knows you exist. But their preference for engaging with brands and their offers is while streaming TV or while browsing the web on their phones. They are also quite email receptive, so use subject lines that are especially compelling to reach this attractive, cutting edge, career driven audience.