

# O54 Influenced by Influencers

Young singles living in Midwest and Southern city centers

🏠 2.64% | 1.29% 👤



## Who We Are

### Head of household age

25–30

686 | 55.5%

### Type of property

Multi-family: 101+ units

1714 | 23.7%

### Est. Household income

\$50,000–\$74,999

126 | 23.4%

### Household size

1 person

278 | 91.2%

### Home ownership

Renter

581 | 63.3%

### Age of children

0–3

38 | 2.8%

## Channel Preference



181



41



570



338



43



11

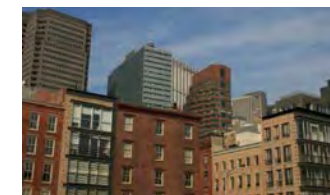
## Technology Adoption



Journeymen

## Key Features

- Career-driven
- Metropolitan lifestyles
- Digitally dependent
- Active social lives
- Foodies
- First-time buyers

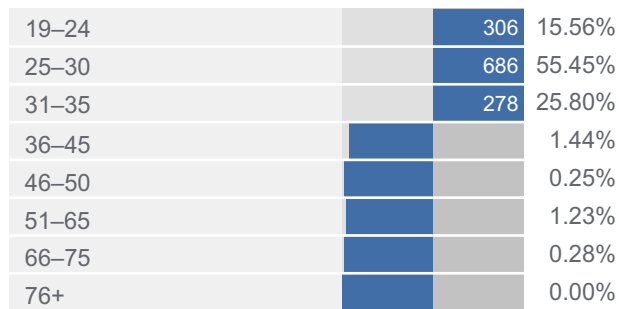


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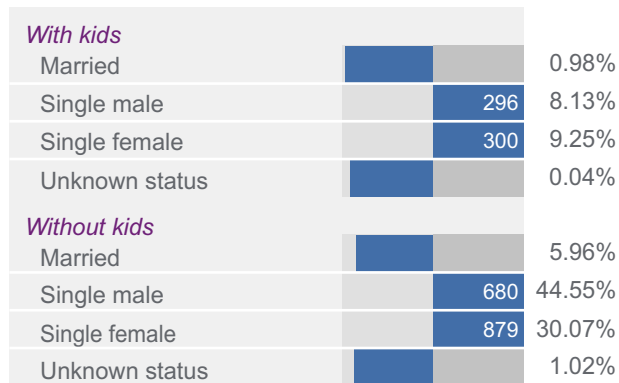
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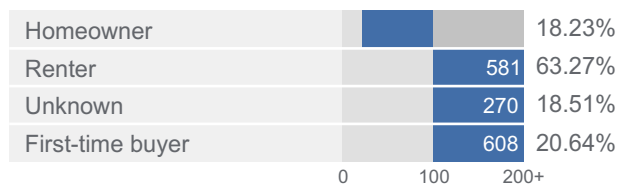
## Head of household age



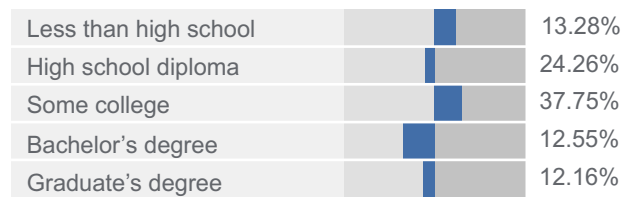
## Family structure



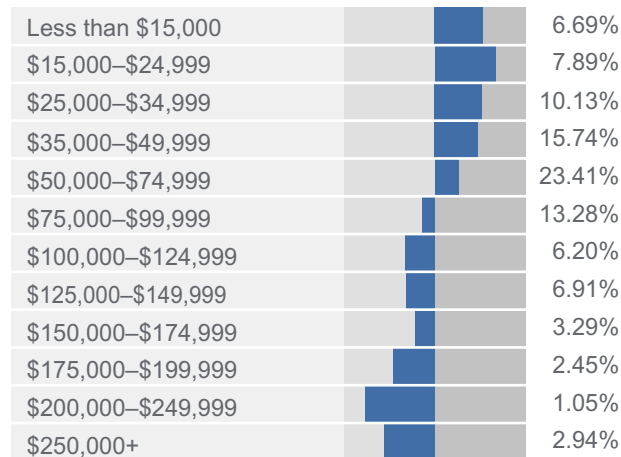
## Home ownership



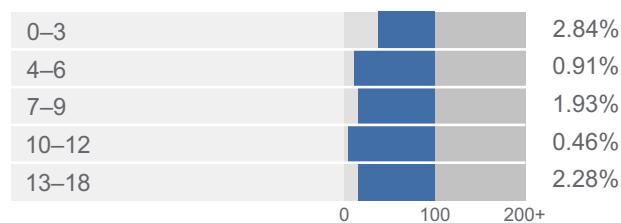
## Head of household education



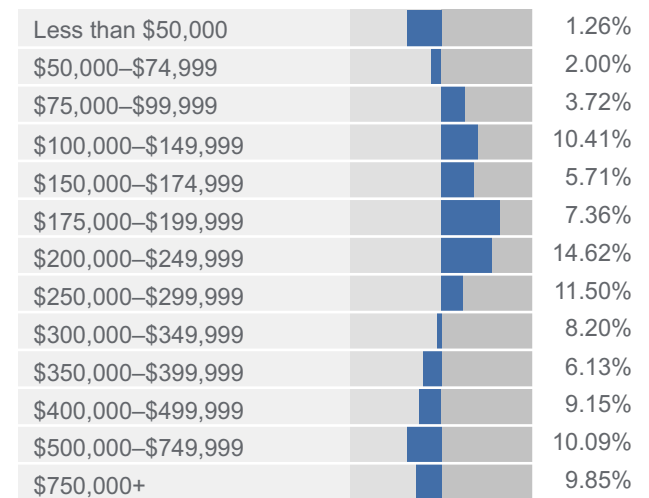
## Estimated household income



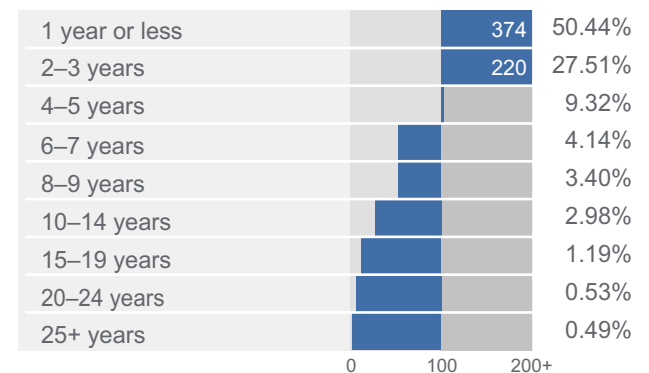
## Age of children



## 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:

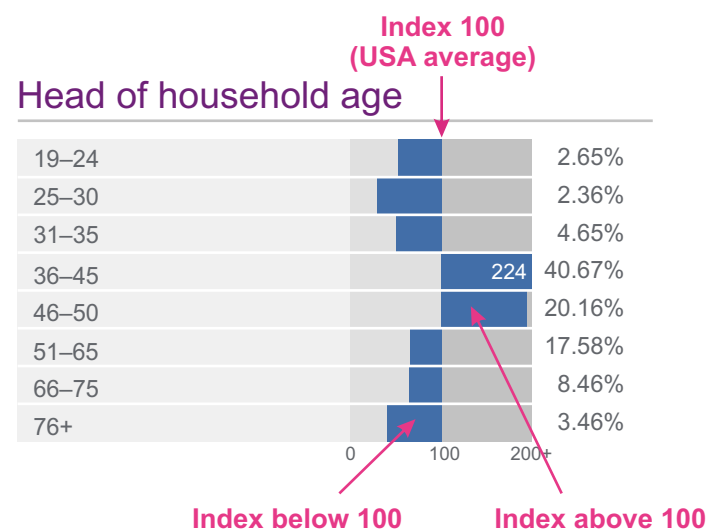
- 2.65% of Group D are aged 19–24
- 2.36% of Group D are aged 25–30
- 4.65% of Group D are aged 31–35
- 40.67% of Group D are aged 36–45
- 20.16% of Group D are aged 46–50
- 17.58% of Group D are aged 51–65
- 8.46% of Group D are aged 66–75
- 3.46% of Group D are aged 76+

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 O54: Influenced by Influencers

Young singles living in Midwest and Southern city centers

### How to Market

Influenced by Influencers are one of the most sought after demographics to marketers. From a media perspective, this millennial audience is open to mainly new media—including TV, online and mobile.

Use messages that resonate with their ambitions of seeking status both professionally and socially. These consumers also seek novelty—brands that position themselves as unique and having a variety of products or services to fit any need or want. Keep their life stage in mind—they are in entry-level professional jobs and their discretionary spend has not yet been established and this segment is fully aware. They are looking to be fashion-forward and setting trends, and fully capable of investigating competing offers online and off to find the best ‘bang for their buck’.

### Overview



No lifestyle has a higher percentage of singles than Influenced by Influencers—a way station for young city singles before they marry, settle down and have families. Found in big cities throughout the South and Midwest, these mobile 20-somethings tend to be educated and employed in entry-level professional jobs. A disproportionate number are renters in older apartment buildings close to the urban action. Without cars, they’re happy to walk or take public transportation to bars, health clubs, boutiques and movie theaters.

These young singles lead entertainment-intensive leisure lives. They like to go out at night to bars and clubs. They travel to beaches and they make it a habit to visit a new destination every trip. They like to take adult education courses to make new friends as much as to improve their skills in painting and photography. They try to look their best by working out regularly and taking aerobics and yoga classes. In their apartments, they’ll relax with a book or listen to pop, rhythm and blues and hip-hop on their favorite radio apps, or watch streaming TV.

Most consumers in this segment can’t afford high-end stores, but that doesn’t stop them from shopping brands like Victoria’s Secret and Abercrombie & Fitch when they’re running sales. These consumers like to stand out and typically buy the latest fashion in season. Self-described early adopters, they enjoy trying out the latest smartphone or health food. That doesn’t leave much money for savings, and these households don’t often acquire investments, bank CDs and insurance annuities. Instead, many are more concerned with paying down their student loan.

With their out-and-about lifestyle, Influenced by Influencers are moderate fans of traditional media. They’ve given up on newspapers and magazines, though they do keep up with current affairs and pop culture by visiting various news websites.

Influenced by Influencers are an ambitious bunch who spend a lot of time at work and want to advance as quickly as possible. While that doesn’t leave them much free time, they still find ways to support liberal causes and the Democratic Party, although almost forty percent have not registered to vote. Many are willing to volunteer for a good cause or a worthy protest if the issue moves them.