

O53 Colleges and Cafes

Youthful singles and recent college graduates living in college communities

🏠 0.83% | 0.49% 👤



Who We Are

Head of household age 🎂

19–24

724 | 36.8%

Type of property 🏠

Multi-family: 3 units

582 | 10.8%

Est. Household income 💰

Less than \$15,000

257 | 11.2%

Household size 👤

1 person

212 | 69.8%

Home ownership 🤝

Renter

471 | 51.3%

Age of children 🍼

0–3

75 | 5.7%

Channel Preference



163



17



692



193



66



49

Technology Adoption



Wizards

Key Features

- University towns
- Single adults
- Bike or walk to work
- Active lifestyles
- Politically disengaged
- Well-educated

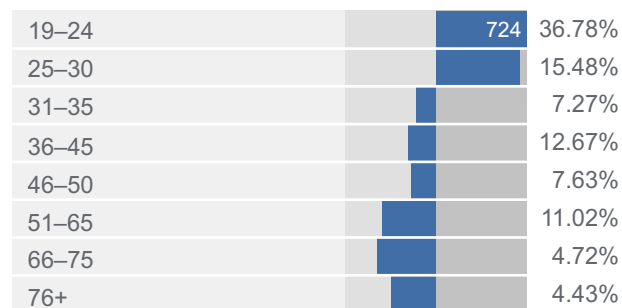


O53 Colleges and Cafes

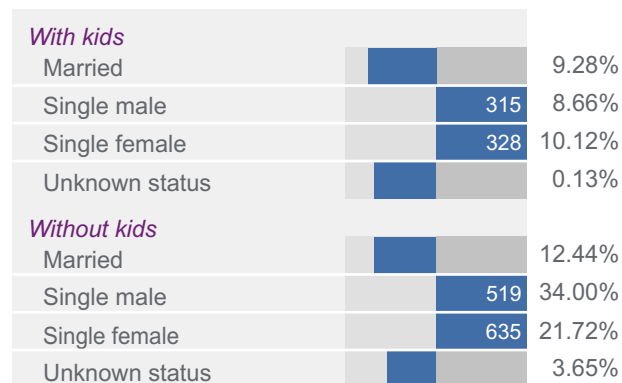
Youthful singles and recent college graduates living in college communities

🏠 0.83% | 0.49% 👤

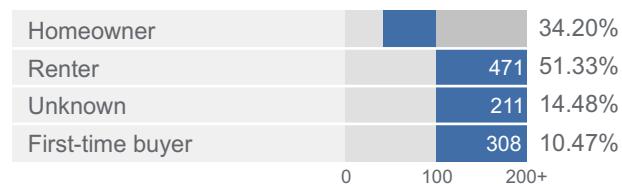
Head of household age



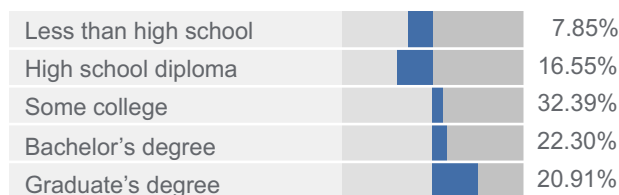
Family structure



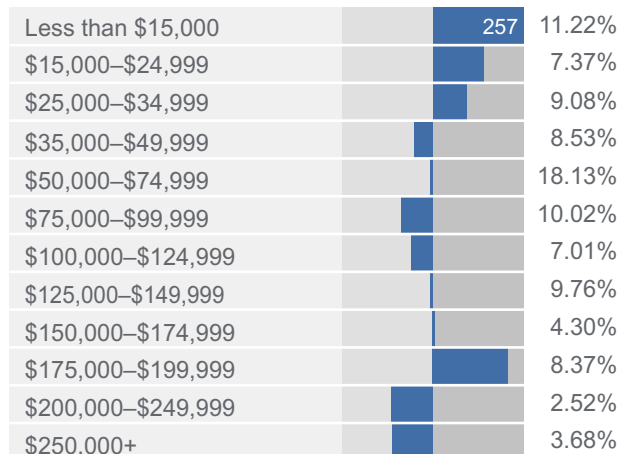
Home ownership



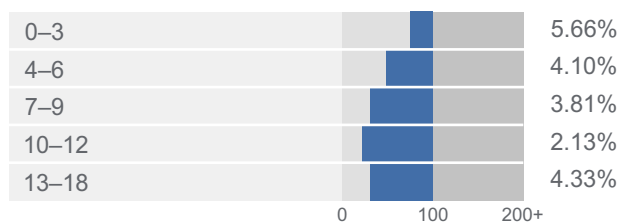
Head of household education



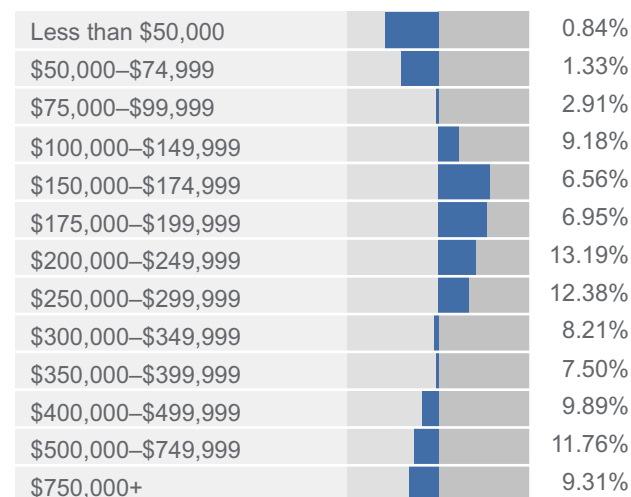
Estimated household income



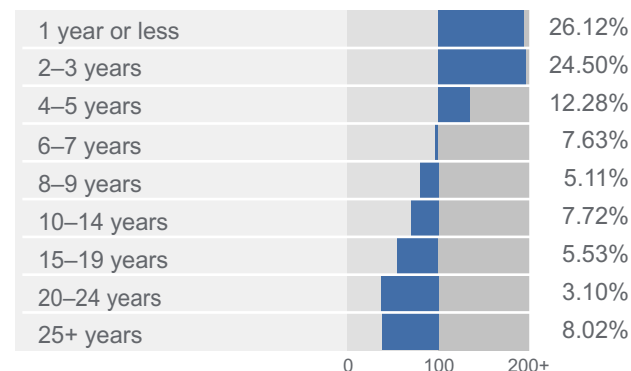
Age of children



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 O53: Colleges and Cafes

Youthful singles and recent college graduates living in college communities

How to Market

Colleges and Cafes 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



Colleges and Cafes live almost exclusively in university towns, but these residents aren’t all college alumni who can’t bear to leave their old stomping grounds. A high percentage of these young singles are support staffers who work on campus or in entry-level jobs close to the schools. These households tend to be millennials under 35 years old with some college or have college degrees. Despite a mixed employment base, most of the households have low incomes and they can only afford modest rentals in older, low-rise apartment buildings. The transient nature of campus communities is reflected in the fact that the majority of residents have been at the same

address for fewer than five years. Some stick around for the lively street scene filled with funky clothing boutiques, raucous pizza joints and used bookstores. Others are considering applying for an advanced degree.

The diverse populace of Colleges and Cafes creates a wide-ranging lifestyle. They live for the story and are enthusiastic about trying new things. There are households that are into foreign films and classical music concerts and those that visit state fairs and go target shooting. All of these young people are into working out and enjoying weekend games of pickup football, basketball or volleyball. Most of the residents don’t earn much money; nearly three quarters don’t own cars, but they enjoy shopping for designer fashion or the latest consumer electronics. Many shop at discount clothiers and get by on fast food and supermarket takeout. With many of these young people lacking advanced cooking skills, they admit that their favorite cuisine is often fast food.

When it comes to media, Colleges and Cafes have varied preferences. They listen to a variety of musical genres, from traditional country and album-oriented rock to hip-hop and R&B. They’re often too busy to sit down and watch TV but are receptive to brands engaging them when streaming their favorite TV shows. They have little interest in printed magazines and newspapers, but have deep connection with digital media, particularly learning about brands via online videos.

For political analysts, Colleges and Cafes are mostly Democrat. These Americans tend to have little participation in the electoral process; almost one third have failed to register to vote. They tend to be liberal in their outlook, though their

positions are all over the ideological map. Considering their limited budgets, they are unexpectedly generous with charitable donations of time as well as money. They give to religious organizations and are also likely to volunteer and give to social welfare causes.