

O51 Digitally Savvy

Young singles who live digital-driven smaller city lifestyles

🏠 4.05% | 2.57% 👤



Who We Are

Head of household age 🎂

25–30

613 | 49.6%

Type of property 🏠

Single family

100 | 88.5%

Est. Household income 💰

\$50,000–\$74,999

136 | 25.4%

Household size 👤

1 person

204 | 66.9%

Home ownership 🤝

First-time buyer

444 | 15.1%

Age of children 🍼

7–9

83 | 10.2%

Channel Preference



127



79



198



189



14



30

Technology Adoption



Wizards

Key Features

- Ambitious
- Video gamers
- Single adults
- Eager to spend
- Music lovers
- Digitally savvy

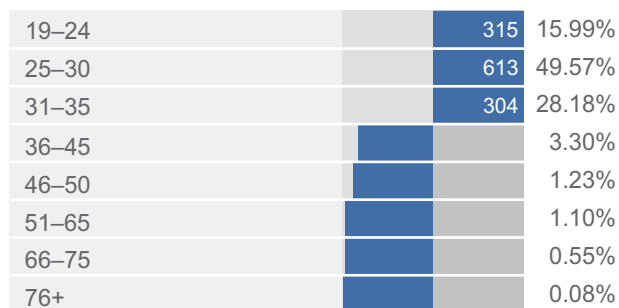


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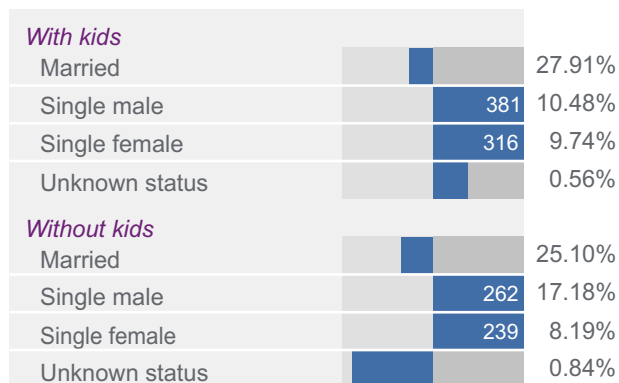
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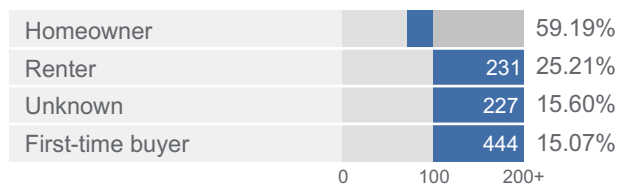
Head of household age



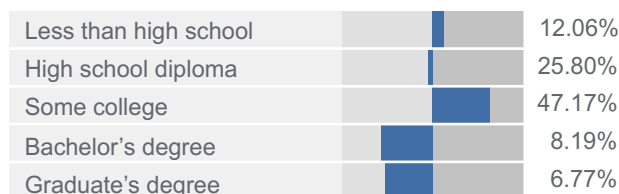
Family structure



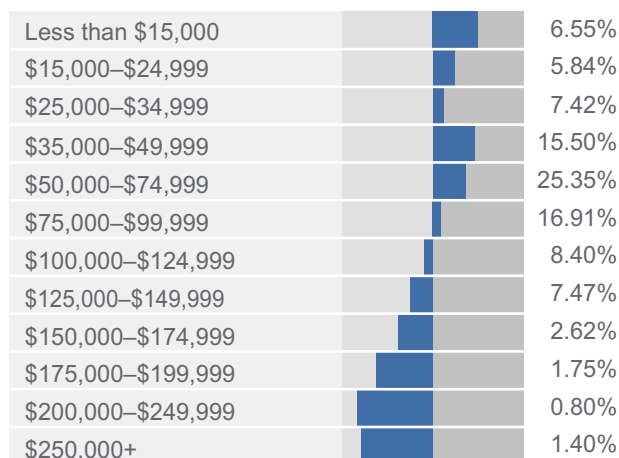
Home ownership



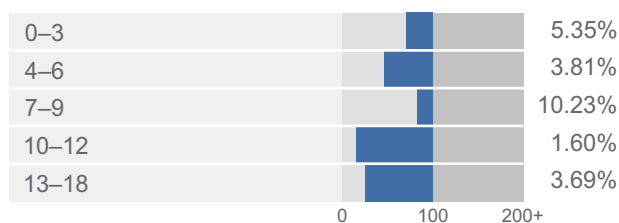
Head of household education



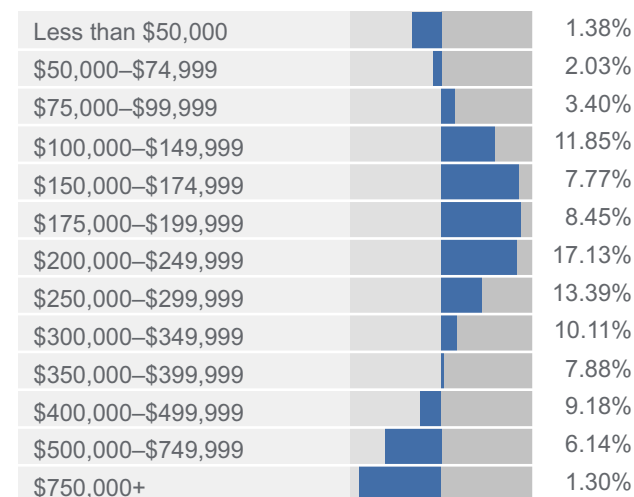
Estimated household income



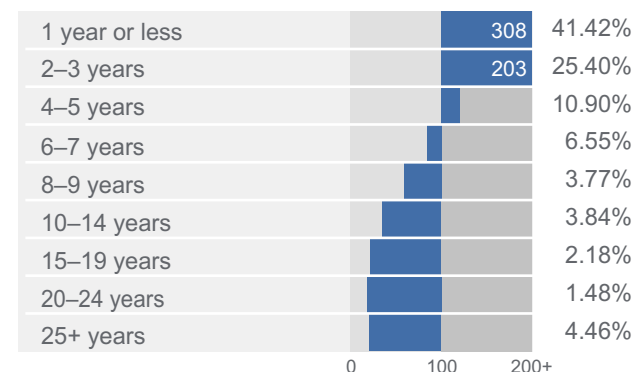
Age of children



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 O51: Digitally Savvy

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How to Market

Digitally Savvy 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



With the first wave of Generation Y’ers now in their twenties and early thirties, many have begun to leave the nest and start independent lives and families. That’s the story of Digitally Savvy, a segment where nine out of ten households are under 35 years old. These Americans are a mix of married couples and singles, some having children, with a majority having gone to college. Many hold jobs in blue-collar sales and entry-level positions, providing modest incomes that let them live in primarily single-family homes. Most have settled in second-tier cities and suburbs across the country, but they show little intention to stay for any length of time. These

households are newer homeowners and renters with more than two thirds having lived at the same address for fewer than three years.

Having grown up with ubiquitous telecommunications, these individuals revel in multitasking lifestyles that allow them to bounce between cell phones, laptops and video games. They’re into athletics, whether it’s playing basketball, volleyball or working out by lifting weights. They have active social lives, going out to bars, nightclubs and cinemas. If they stay in, it’s typically to be creative with painting or photography, or to go online or play a video game. There’s not a gaming console sold in America that they don’t own at greater than the national average.

In the marketplace, Digitally Savvy have champagne tastes with six-pack budgets. They follow the fashion magazines to check out the latest styles, but they typically go to discount clothiers or the clearance racks in more upscale shops. Those who can afford cars, tend to buy inexpensive subcompacts. Where they won’t compromise is on electronics. The first generation raised with digital media, they describe themselves as early tech adopters who want the latest wireless devices that will support their lifestyle of constant motion. When it comes to electronics, their friends come to them for advice on what’s hot.

With so much of their free time spent online, Digitally Savvy have drastically cut back on more traditional media. It’s hard to find a member who subscribes to a newspaper or more than a couple of magazines. They’ll listen to the radio, mostly through internet apps like Pandora, and stations that play hip-hop, R&B and country music.

Advertisers will have a hard time connecting with them through traditional media. Instead, use mobile and online video to reach this market. Addressable TV is another viable option as Digitally Savvy are receptive to learning about brands in this channel.

With the world handed to them on a digital device, Digitally Savvy have developed progressive attitudes and a global conscious. They tend to be Liberals who support the Democratic agenda. They are constantly striving for more out of life—better careers, the latest fashions, the newest gaming consoles. These unattached individuals are still looking to find the perfect mate, and they place a lot of stock in their appearance.