

# A06 Jet Set Urbanites

Upscale singles and couples living high-rise fashionable lives; city-style

🏠 0.98% | 0.79% 👤



## Who We Are

Head of household age 🎂

36–45

131 | 23.8%

Type of property 🏠

Multi-family: 101+ units

2894 | 40.0%

Est. Household income 💰

\$250,000+

510 | 34.3%

Household size 👤

1 person

166 | 54.4%

Home ownership 🤝

Unknown

296 | 20.3%

Age of children 🍼

0–3

36 | 2.7%

## Channel Preference



148



20



28



226



425



118

## Technology Adoption



Journeymen

## Key Features

- Upscale urban living
- Multi-family properties
- Highly educated
- Supporter of fine arts
- Environmental advocates
- Politically liberal



A

A01

A02

A03

A04

A05

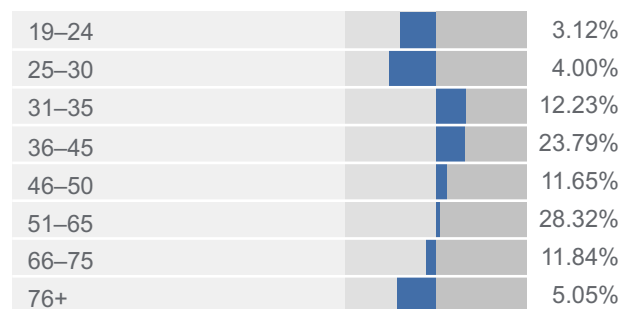
A06

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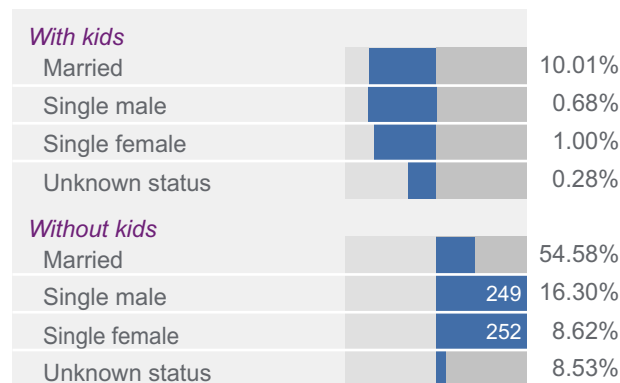
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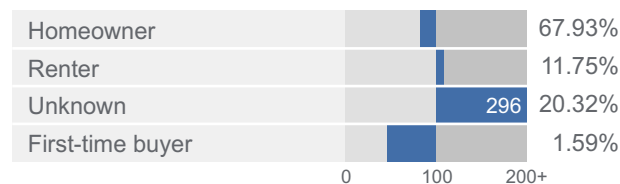
## Head of household age



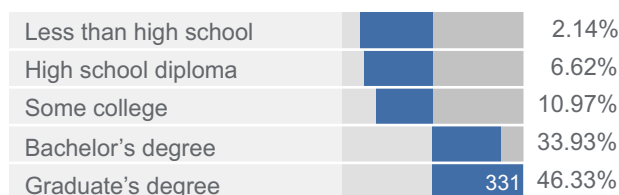
## Family structure



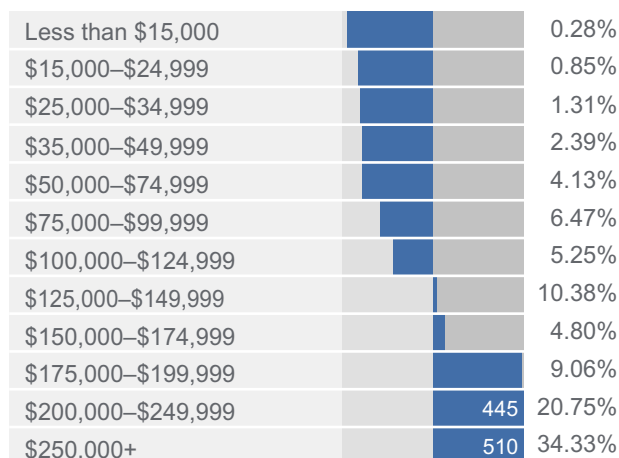
## Home ownership



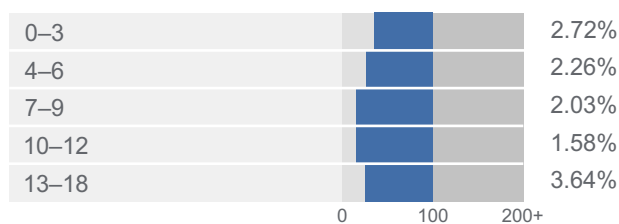
## Head of household education



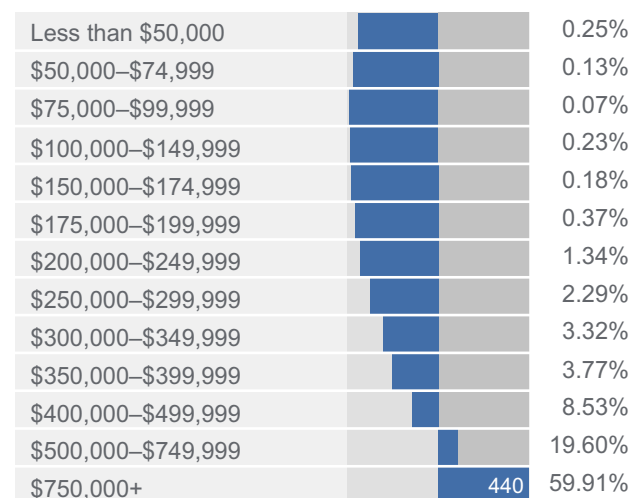
## Estimated household income



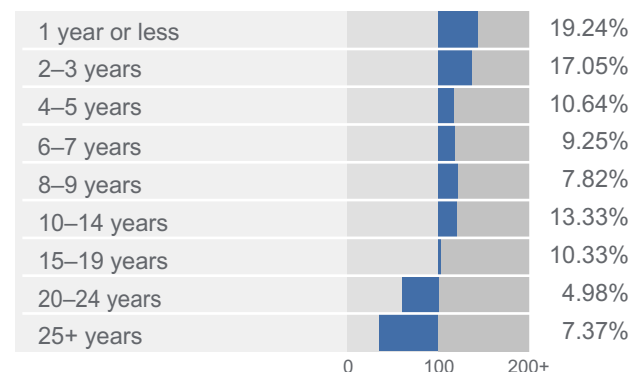
## Age of children



## 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 Ao6: Jet Set Urbanites

Upscale singles and couples living high-rise fashionable lives; city-style

### How to Market

Being the most marketable consumer segment in America, it is vital for brands to break through the noise. To hyper-target Jet Set Urbanites, use messaging that resonates with what's on the horizon; empty-nesting and eagerness to embrace new experiences. Though sophistication and elegance are certainly relevant, pull out all the stops and let this market know that your brand appreciates and emanates their interests in authentic experiences, quality products and service.

Focus on streaming TV, social media and email to reach them where they most prefer to hear about brand offers. Show your brand's value proposition for saving time and enabling the finer things in life, like cooking for fun, leisure and travel.

### Overview



Jet Set Urbanites are metropolitan sophisticates and an affluent mix of singles and couples pursuing high-rise lifestyles. These residents, mostly childless middle-aged professionals, have graduate degrees and high incomes from offices with a view. Their careers are in business, finance, legal and health. They pay plenty to live in the luxurious apartments and condos in some of the country's priciest cities like New York, Chicago and San Francisco.

Jet Set Urbanites take advantage of their urban landscape. They're performing arts fans who frequent the theater, dance

performances and a range of musical concerts. They like nightlife and enjoy going to comedy clubs, movies and ethnic restaurants. These workaholics try to stay fit, by working out in gyms and private clubs where they do aerobics, cardio and weights. They like to take clients and dates to sports events, particularly professional basketball games. To get away from it all, they routinely travel to foreign settings where they enjoy museums, restaurants and exclusive hotels.

As shoppers, Jet Set Urbanites are anything but shop-till-you-drop fashionistas. They do not frequent department stores, preferring more intimate and upscale specialty shops. Because many lack cars, they tend to shop online. They own stocks and mutual funds. Philanthropic and progressive, they support a range of non-profit groups and are generous with their money, especially for charities involved with health issues, welfare, the arts, education and public broadcasting.

Jet Set Urbanites are classic urban liberals. They're mostly Democratic and Independent in their political affiliation, and they support a progressive social agenda. They describe themselves as risk-takers who like to sample new products and fashion, experimenting with different styles and exotic cuisines, yet they rank high as conformists who stick to the status quo. They have enough money to indulge their tastes, and they don't mind paying for high-quality brands. But they also care about environmental issues, buy organic foods and look for smart green products.

Jet Set Urbanites are especially reachable. These educated Americans remain big fans of newspapers and magazines, particularly for the coverage of news, business, fashion and travel. They tune in to radio apps and stations every day for news, news/talk programming and for the occasional pop or R&B fix. They are especially a receptive addressable TV market with 25 percent preferring to learn about brands during their broadcast TV programs or while streaming shows online. And when it

comes to mobile and online display ads, this audience is increasingly paying attention and appreciating those timely brand offerings.

To resonate with this segment, use messages that appeal to their impulsive spending habits as well as their inability to pass up something novel or that emanates their ideals for a smaller carbon footprint.