

# O50 Full Steam Ahead

Younger and middle-aged singles gravitating to second-tier cities

🏠 0.64% | 0.32% 👤



## Who We Are

Head of household age 🎂

25–30

285 | 23.0%

Type of property 🏠

Multi-family: 101+ units

2297 | 31.7%

Est. Household income 💰

\$35,000–\$49,999

165 | 17.6%

Household size 👤

1 person

279 | 91.8%

Home ownership 🤝

Renter

609 | 66.3%

Age of children 🍼

7–9

66 | 8.1%

## Channel Preference



147



106



284



229



22



15

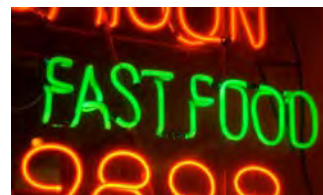
## Technology Adoption



Wizards

## Key Features

- Spontaneous buyers
- Music enthusiasts
- Single adults
- Savvy researchers
- Compact cars
- Skyscraper apartments

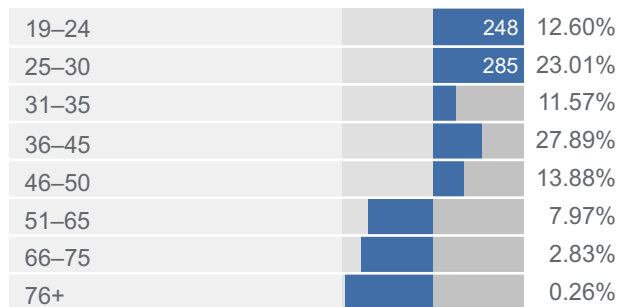


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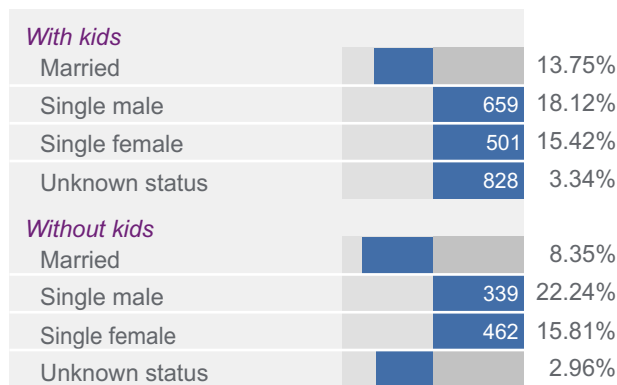
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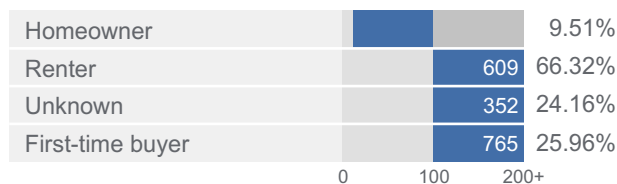
## Head of household age



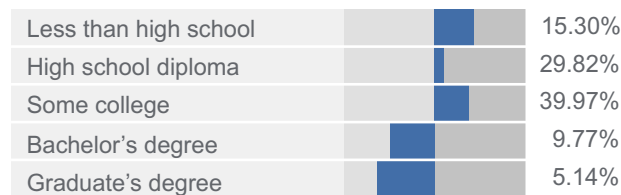
## Family structure



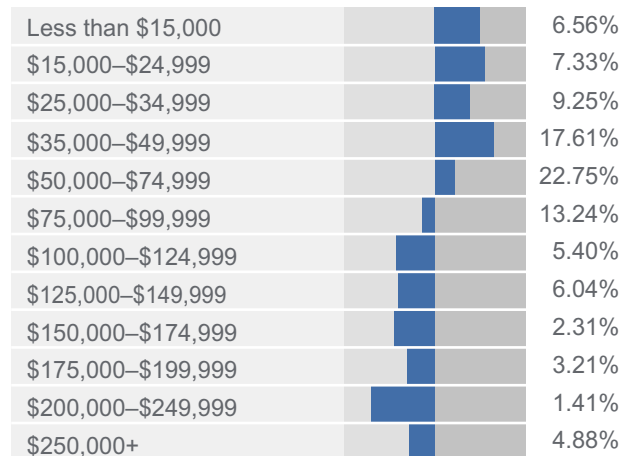
## Home ownership



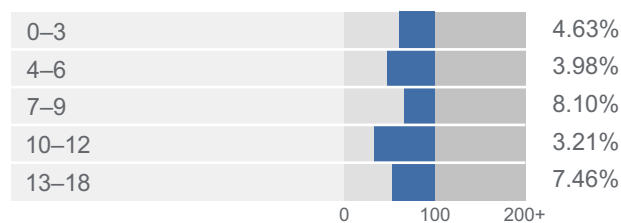
## Head of household education



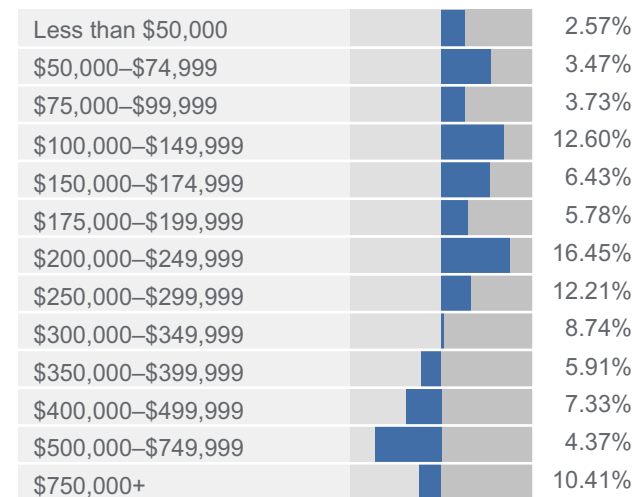
## Estimated household income



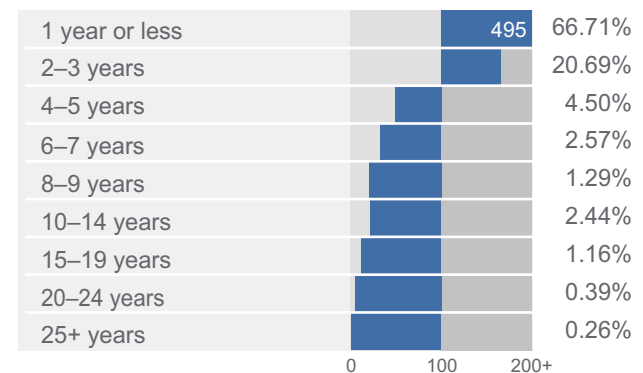
## Age of children



## Estimated current home value



## Length of residency



Charts provide details of the key variables used to build and describe the Mosaic groups and types.

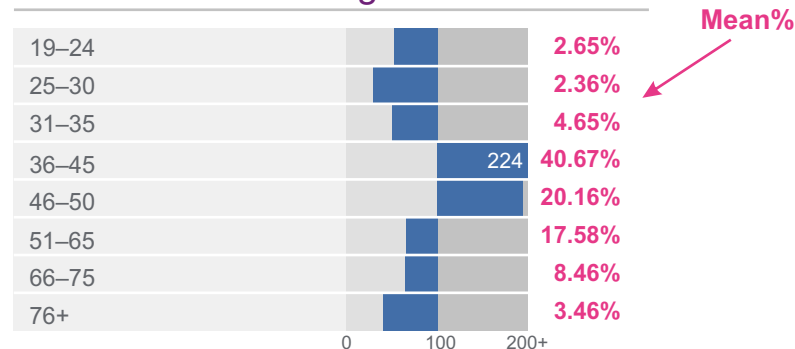
For each group and type, the charts show the **Means** and **Index** for each variable.

## 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 O50: Full Steam Ahead

Younger and middle-aged singles gravitating to second-tier cities

### How to Market

Full Steam Ahead 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



After they finished college, America's singles used to gravitate to funky apartments in dicey neighborhoods of major metropolises. Today, Full Steam Ahead have taken a detour to second-tier cities and their suburbs in the West and South where they find cheaper housing, less crime and fewer of the hassles associated with dense, urban living. These singles are relatively young, unattached and well-educated. Predominantly transient, they've settled in high-rise and garden-style apartments near jobs, bars, health clubs and music stores. Many work in blue-collar and entry-level positions in various industries where they earn modest

incomes but gain plenty of experience at the start of their careers. Without mortgages or children to raise, they have the freedom to spend their first paychecks on nightlife, new technology and faster online services—so they can find even better jobs and apartments. Nine out of ten of these mobile singles have lived at the same address for fewer than five years.

With over three quarters of this segment unmarried, Full Steam Ahead pursue young and active lifestyles. A disproportionate number spend their leisure time engaged in jogging, swimming, lifting weights and martial arts as well as team sports like baseball and football. These educated Americans like nightlife and go to plays and movies. They also have a creative streak, with many painting and taking their photography seriously. Self-described early adopters, they like to try new foods, experiment with new clothing styles and pick up the latest consumer electronics—no matter the cost.

For many members of Full Steam Ahead, shopping is done primarily online, and they'll often go online to plan a shopping excursion with a friend, ever in search of the latest trends and newest products. They'll browse a lot to make sure they get good value, but they're not so price-conscious that they won't splurge on the perfect pair of boots or sunglasses. These shoppers can usually be found in upscale mall retailers and hip boutiques. Although they have their favorite stores and labels, they're always up to try a hot new store.

Full Steam Ahead, online 24/7 through mobile devices, are too progressive for most traditional media—printed newspapers and magazines are relics from the last century. They only sit still for a video game or to surf the web. These party creatures

like a wide range of music on their favorite internet radio apps—they listen to everything from classical to hip-hop. Full Steam Ahead are millennials who were raised on the internet, and it's their chief source of entertainment.

Full Steam Ahead hold decidedly progressive attitudes about society, though less than half have taken the time to voice that opinion at the voting booth. Some are lefties—pro-environment, pro-Democratic Party and supportive of progressive social issues. Again, thirty-five percent are too preoccupied—or just not into it—to actually register to vote. However, those who are engaged are active in their communities. They volunteer for causes. They worry about the future and they want to make their lives better.

Reach this market digitally—whether online video ads, radio or mobile display. Use messages that exemplify the variety of novelty options you have for this eclectic market and resonate with their desire to move upward in status both at work and socially. They are price-conscious given their entry-level incomes so price competitively and offer savings earning deals.