

G25 Urban Edge

Lively, up-and-coming singles living big city lifestyles located within top MSA markets

🏠 1.65% | 0.84% 👤



Who We Are

Head of household age 🎂

31–35

366 | 33.9%

Type of property 🏠

Multi-family: 101+ units

1481 | 20.5%

Est. Household income 💰

\$125,000–\$149,999

157 | 15.7%

Household size 👤

1 person

267 | 87.9%

Home ownership 🤝

Unknown

446 | 30.6%

Age of children 🍼

0–3

21 | 1.6%

Channel Preference



202



18



78



370



247



22

Technology Adoption



Journeymen

Key Features

- Progressive views
- Urban dwellers
- Highly educated
- Ambitious
- Omni-channel engagers
- Health enthusiasts

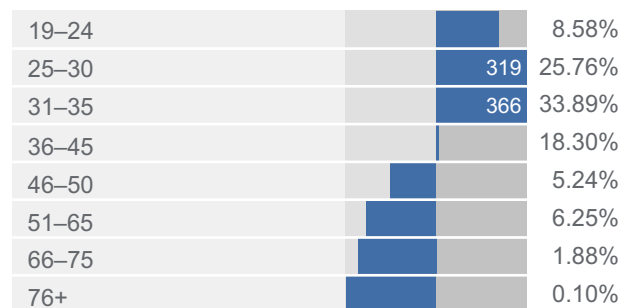


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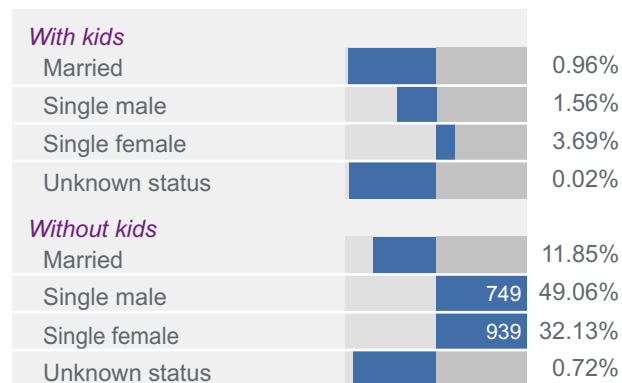
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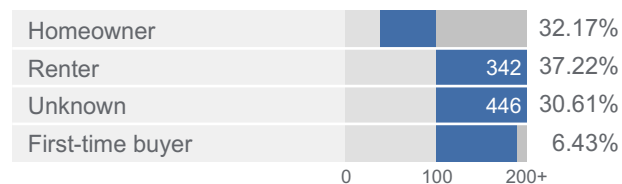
Head of household age



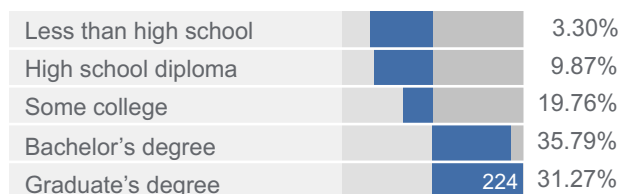
Family structure



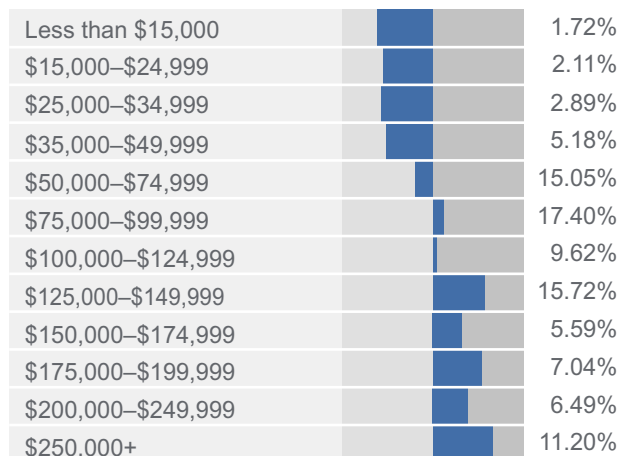
Home ownership



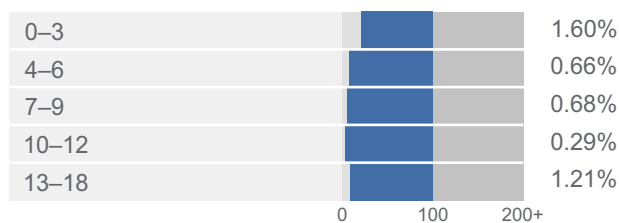
Head of household education



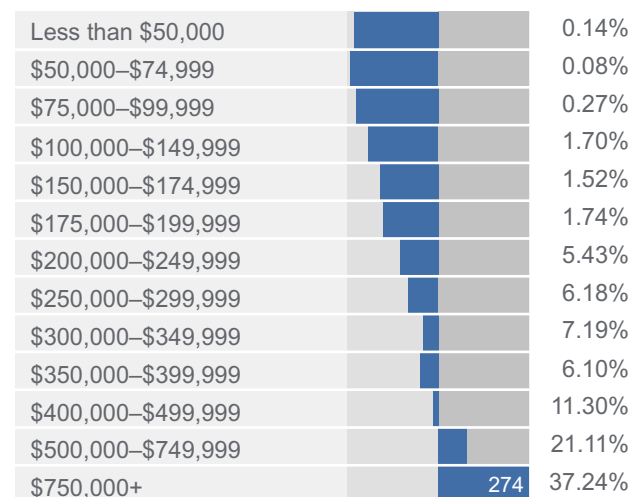
Estimated household income



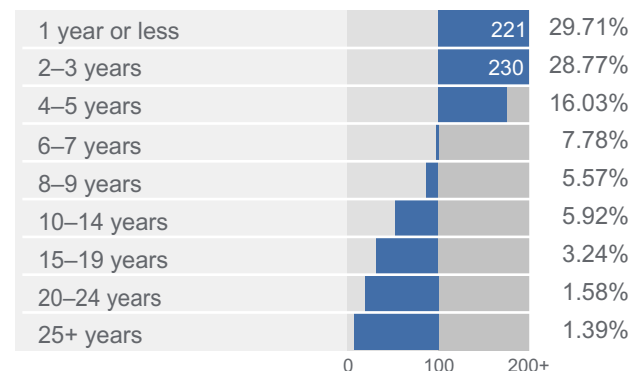
Age of children



Estimated current home value



Length of residency



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

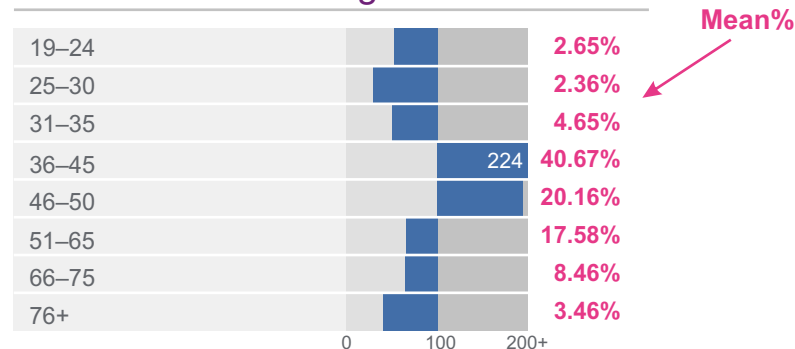
For each group and type, the charts show the **Means** and **Index** for each variable.

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 G25: Urban Edge

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How to Market

Recognize that your best customers are progressive ambitious young leaders who are cutting edge and status-seeking. This audience also tends to prefer brands with a clear environmental conscience. They are more impulsive in their purchasing habits so make your products easy and accessible and when appropriate, close to point-of-purchase. Focus your ad spend on mobile and TV, with products that can enhance their on-the-go single lifestyles.

Overview



Urban Edge are mostly unmarried single millennials living in the funky neighborhoods of the nation's big cities. Found in iconic neighborhoods like Greenwich Village in New York City, and Haight-Ashbury in San Francisco, these city dwellers thrive in settings known for their cafes, nightclubs and arts. Most are college educated, in their 20s and 30s living in apartments and condos. They can afford their lofts in gentrified buildings thanks to well-paying jobs in business, sales, the arts and public policy. However, most care less about their residences than their locations near great ethnic restaurants, chic boutiques, hot music clubs and other

unattached singles attracted to this urban scene.

Urban Edge like to be on the cutting edge of culture and enjoy the energy only city life can bring. They head out to plays, movies and concerts. They like to read books and take continuing education courses. To keep looking their best, they devote hours each week to keeping fit. They're not just denizens of local health clubs; they adopt and are the first to try the newest in health food trends. During the week, they'll show up for drinks or dinner toting a gym bag and briefcase.

Not surprisingly, Urban Edge are liberal in their outlook. They vote Democratic and proudly support a left-wing agenda. Many do not attend church services every week.

Urban Edge are fashion-forward shoppers. They shop local boutiques and national chains alike. They are likely to drive a long way to find a new style to adopt, especially if a brand engages them with an incentive. Despite living in some of the nation's most expensive cities, they still like to keep within a budget and don't expect to spend more on household essentials or big-ticket items this coming year. Thus knowing what makes them tick is even more important for marketers. Many Urban Edge consumers are somewhat financially savvy and have some type of investment. About two thirds have a credit card.

Urban Edge consumers make great omni-channel audiences. They prefer learning about brands overwhelmingly while streaming or watching TV as well as via mobile and online display. Trendy offers in their email inbox can successfully engage this attractive millennial audience.