

O52 Urban Ambition

Generation Y singles and single-families established in mid-market cities

🏠 1.12% | 0.63% 👤



Who We Are

Head of household age 🎂

25–30

340 | 27.5%

Type of property 🏠

Multi-family: 3 units

585 | 10.9%

Est. Household income 💰

Less than \$15,000

258 | 11.3%

Household size 👤

1 person

254 | 83.5%

Home ownership 🤝

Renter

740 | 80.6%

Age of children 🍼

0–3

144 | 10.9%

Channel Preference



273



82



661



242



13



27

Technology Adoption



Wizards

Key Features

- Impulsive recreational shoppers
- Singles and single parents
- City apartment renters
- Office workers
- Technology adapting
- Video game entertainment

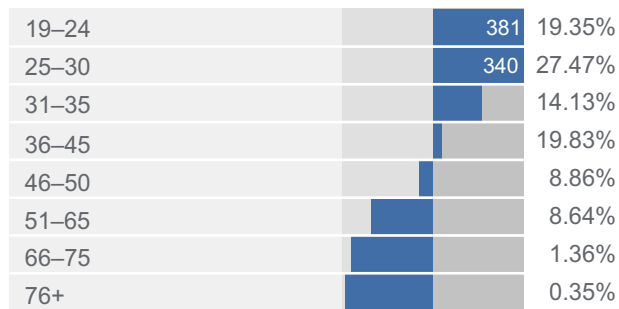


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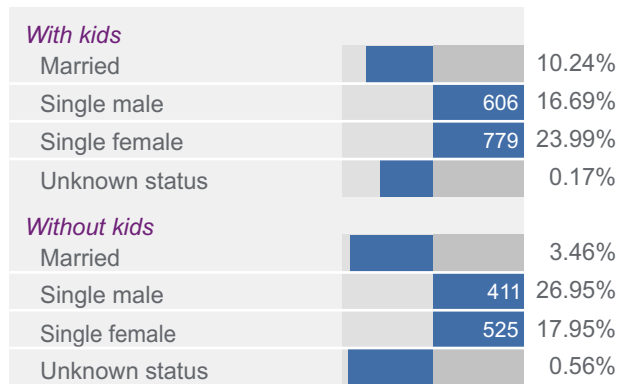
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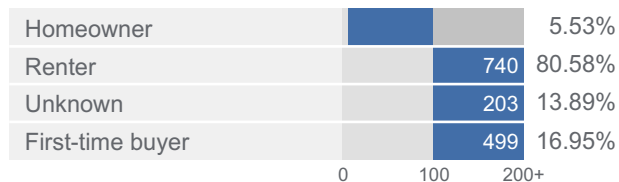
Head of household age



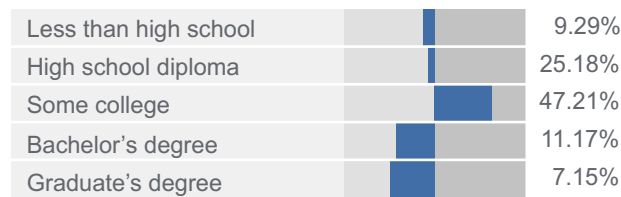
Family structure



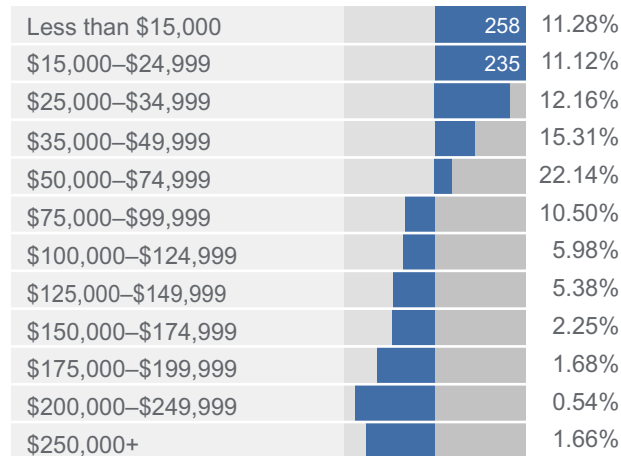
Home ownership



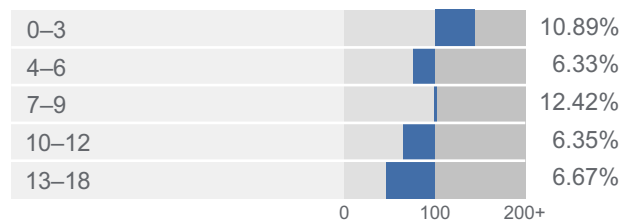
Head of household education



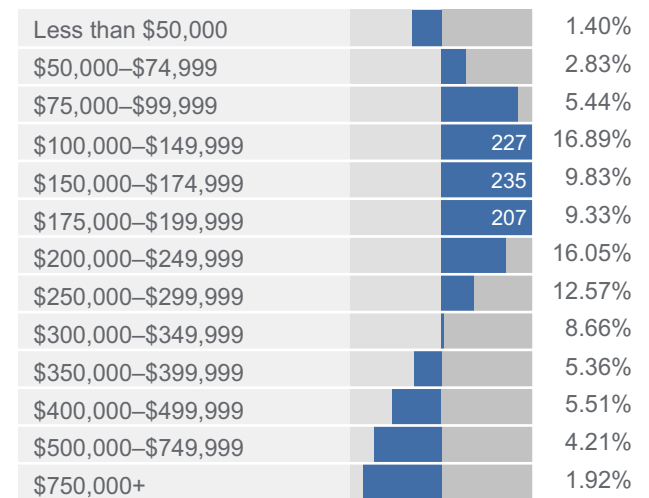
Estimated household income



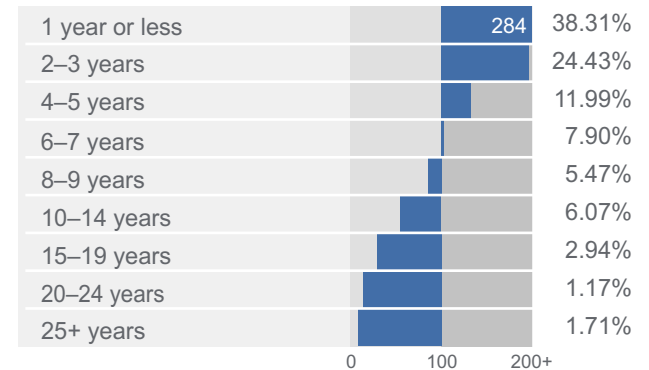
Age of children



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 O52: Urban Ambition

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How to Market

Urban Ambition 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



Young singles and single-parents dominate Urban Ambition, a segment of apartment-dwelling households in urban fringe neighborhoods. Many are under 35 years old, more than half have children and many have some college education while earning low wages from first-time jobs. Their neighborhoods are characterized by low-rise apartments, rental houses, secondhand stores and funky cafes. This is a transient segment of young adults, many not long removed from the bedrooms of their parents' homes. Nearly three quarters have lived at the same address for fewer than five years.

There's a lot of pride in these households, with residents vying to create better lives for themselves and their children. They go to colleges and technical schools to improve their employment chances, and they're always on the hunt for a better job and a larger apartment near reliable transportation.

With their tight budgets—half of the incomes are less than \$50,000—Urban Ambition can't afford the trendiest fashions, status cars or yuppie values. However, they will shop the clearance racks at places like Burlington Coat Factory. They do relatively little traveling and eating out at restaurants. They spend evenings at home being creative in the kitchen, playing video games and listening to music—particularly rhythm and blues or hip-hop. With many households leery of the high cost of city cinemas, they opt to pay for cable TV channels to watch movies and sitcoms. They will occasionally splurge on the latest consumer electronics and cell phones—as long as they can get internet access at a bargain price.

They pick up a variety of magazines to stay current with men's and women's interests as well as health and fitness. Online, they are looking for a job, learning about an illness and seeking entertainment. Although these households like ads that help them keep up with music and fashion trends, they don't rely on them to make purchase decisions. They prefer learning about brands from mobile and online displays and video ads. Resonating themes include those that exemplify a cutting-edge status, offer novelty and a variety of styles and are priced right.

Like other young segments, Urban Ambition is a liberal—albeit politically disengaged—market. Its members vote Democratic and believe personal achievement is important. They talk of wanting to advance in their careers as soon as possible—and not

just to gain the respect of friends and relatives. They see money—or the lack thereof—as one of their biggest problems. For these young adults, success can be measured in cash.