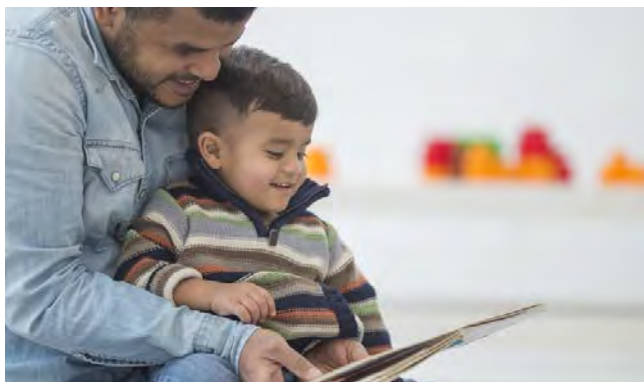


# R66 Ambitious Dreamers

Lively singles and single parents with cost-conscious mindsets starting out in city apartments

🏠 1.18% | 0.6% 👤



## Who We Are

Head of household age 🎂

25–30

356 | 28.7%

Type of property 🏠

Multi-family: 3 units

752 | 14.0%

Est. Household income 💰

Less than \$15,000

538 | 23.5%

Household size 👤

1 person

274 | 90.1%

Home ownership 🤝

Renter

801 | 87.3%

Age of children 🍼

13–18

90 | 12.6%

## Channel Preference



162



34



905



138



4



10

## Technology Adoption



Wizards

## Key Features

- Single parents
- Apartment dweller
- Bilingual
- Low value properties
- Team sports
- Sub-prime credit

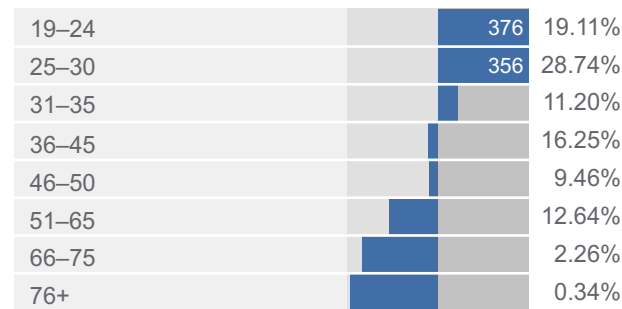


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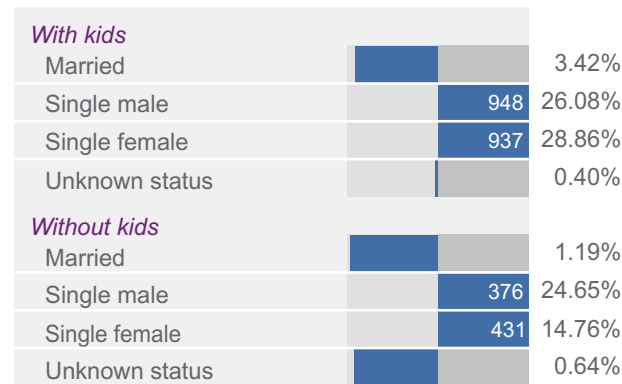
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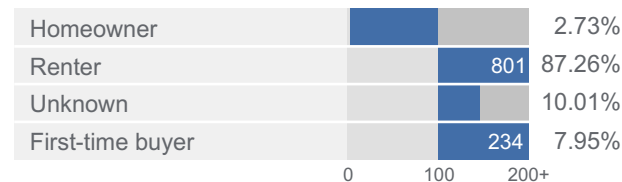
## Head of household age



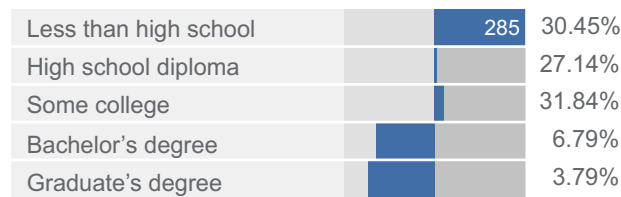
## Family structure



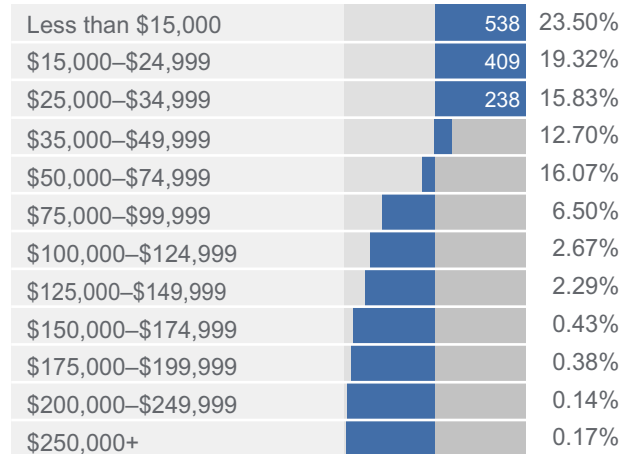
## Home ownership



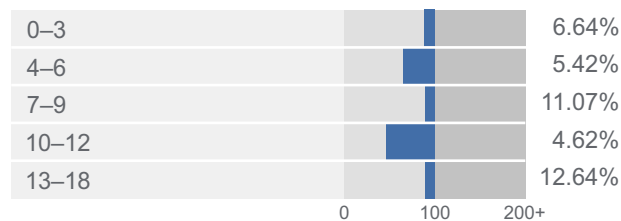
## Head of household education



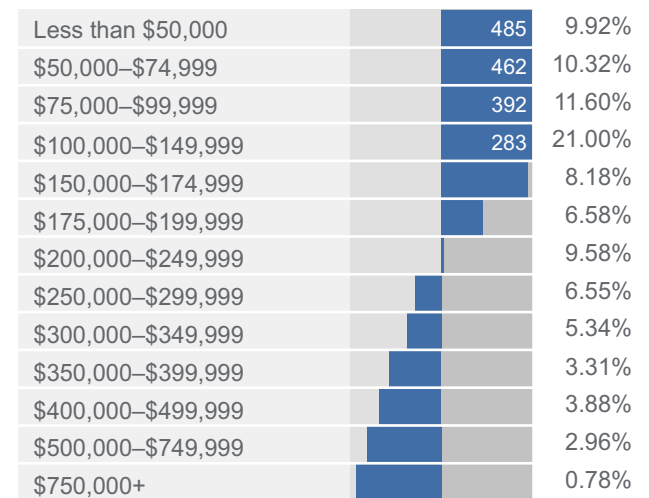
## Estimated household income



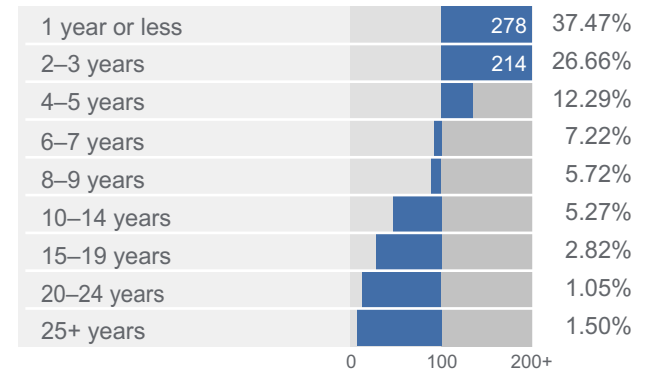
## Age of children



## 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.

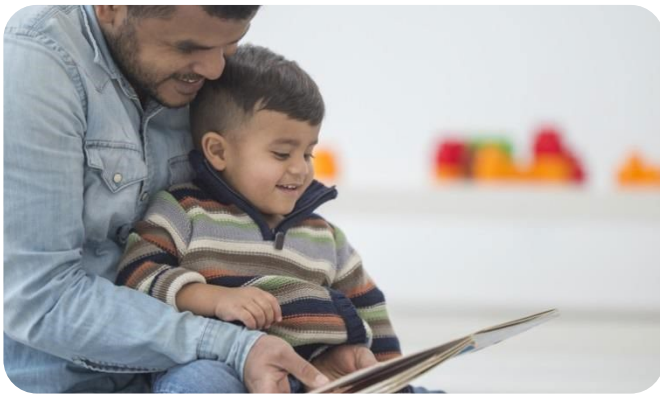
## Type R66: Ambitious Dreamers

Lively singles and single parents with cost-conscious mindsets starting out in city apartments

### How to Market

Ambitious Dreamers are a unique marketing audience. Their tech adoption is strong and they don't mind consuming media. They're also in the market for products across almost any vertical. However, their budgets mean they are likely to buy on credit. On the other hand, they love to shop and stand to benefit from financial and health offerings, low cost furnishings for their apartments and anything that can add to their comfort level. In line with most segments, cost and hipness seem to be the differentiators to gaining their attention—keep that in mind when crafting your messages and offerings. Also, ensure your brand is perceived by this segment as being cutting edge and helping them achieve their need for status. They also prefer variety and novelty and tend to be impulsive shoppers—so ensure your offer is compelling and right in front of them.

### Overview



Ambitious Dreamers are one of the newest demographic trends in American households: the decline of marriage among lower-income couples. In this segment, singles, cohabitating couples and single-parents of limited means share low-rent city apartments. One of the youngest segments in the nation, more than half of household heads are under 35 years old. The populace here doesn't consider marriage as the only path to forming a family.

These young adults have low educations—their rate of high school dropouts is more than double the national average—

and low-paying, entry level jobs. Some manage to get by sharing overcrowded apartments and homes to make ends meet. In these old and transitional neighborhoods, scattered across the country in mid-sized cities like Buffalo, N.Y.; and Tulsa, Okla.; segment members live in buildings typically built before 1950. There are few amenities other than the inexpensive rent to entice these young, mobile singles to sink in roots: around three fifths have lived at their address for fewer than three years.

Ambitious Dreamers spend a lot of their free time on the go. They hang out with friends and kick back at their apartments to listen to music or throw a dinner party, always on the lookout for a new dish to try or drink to share. There's not a lot of money for travel, except for the virtual kind, and these 20- and 30-somethings like to play video games. If they want to work out, they'll bypass the health club in favor of a pickup game of basketball in a nearby park.

While their budgets may be tight, Ambitious Dreamers love to shop, particularly for clothes. Although they like designer clothes and to keep up with the latest styles, they typically end up in discount department stores, looking for chic styles on the clearance racks. Most can't afford to own a car, but they will splurge on electronics. These music fans buy the latest devices to listen to their favorite music: rock and R&B. This segment is relatively disconnected with traditional media; you'll rarely see a newspaper left at anyone's doorstep.

With few long-time residents in their neighborhoods, Ambitious Dreamers often seem disconnected from their communities. They don't often vote, or belong to a place of worship. Many simply want to get ahead, make more money and find a better place to live.