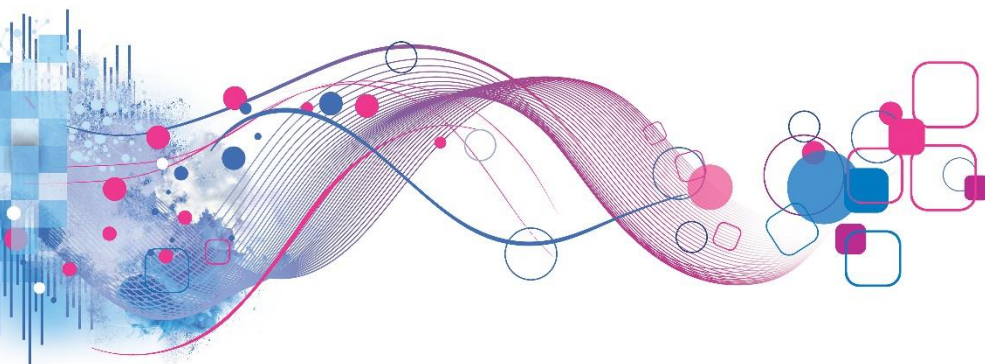




# Mosaic<sup>®</sup> USA

Type G24 Description

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## Type G24: Ambitious Singles

Youthful, cutting-edge singles living in mid-scale metro areas balancing work and leisure lifestyles



Ambitious Singles consist of younger, middle-class singles preoccupied with balancing work and leisure lifestyles. Most are in their 30s, unattached and mostly childless. They like the fact that they own well-decorated smaller homes in desirable neighborhoods near nightlife, health clubs and hip restaurants. Most are college-educated and have good, white-collar jobs. Many gravitate to the trendy enclaves of cities like Austin, Texas; and Newport Beach, Calif.; where upwardly mobile Americans start climbing the corporate ladder.

Ambitious Singles like to get out and be seen. Bars, nightclubs, theaters and rock concerts—all are popular destinations for these night crawlers. This is the audience for that indie, or foreign film that’s getting raves from bloggers. They also take pride in their appearance and devote many hours each week to working out at their private health club. The hippest carry rolled-up rubber mats to work, prepped to duck out at lunch for a yoga class.

Ambitious Singles can afford their cushy lifestyles, and they spend selectively on goods that reflect their sophisticated status. They’re big fans of shopping, but when they go to the mall they prefer to shop alone—but frequently. They’re willing to pay the mark up for designer fashion and insist on carrying the latest iPhone and smart technology when they’re out and about.

Ambitious Singles tend to be progressive in their values and global in their outlook. Politically, Ambitious Singles voters are hardcore Liberals who favor environmental issues, progressive social issues and the liberal wing of the Democratic Party, although nearly half are still unregistered. They’re often online consuming their news content or reading their online subscription to women’s or entertainment magazines. On their daily commutes to work, they’ll listen to news talk radio stations and rock music. Often, their work life and personal life blur when they’re online.

When it comes to preferences for learning about new brands, products and services, this market likely already knows you exist. But their preference for engaging with brands and their offers is while streaming TV or while browsing the web on their phones. They are also quite email receptive, so use subject lines that are especially compelling to reach this attractive, cutting edge, career driven audience.

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## Contact information



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