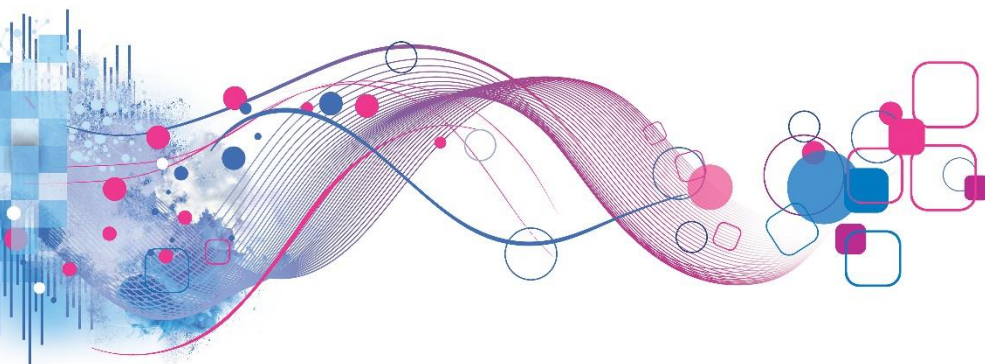




Mosaic[®] USA

Type O51 Description



Type O51: Digitally Savvy

Young singles who live digital-driven smaller city lifestyles



With the first wave of Generation Yers now in their twenties and early thirties, many have begun to leave the nest and start independent lives and families. That's the story of Digitally Savvy, a segment where nine out of ten households are under 35 years old. These Americans are a mix of married couples and singles, some having children, with a majority having gone to college. Many hold jobs in blue-collar sales and entry-level positions, providing modest incomes that let them live in primarily single-family homes. Most have settled in second-tier cities and suburbs across the country, but they show little intention to stay for any length of time. These

households are newer homeowners and renters with more than two thirds having lived at the same address for fewer than three years.

Having grown up with ubiquitous telecommunications, these individuals revel in multitasking lifestyles that allow them to bounce between cell phones and iPods, laptops and video games. They're into athletics, whether it's playing basketball, volleyball or working out by lifting weights. They have active social lives, going out to bars, nightclubs and cinemas. If they stay in, it's typically to be creative with painting or photography, or to go online or play a video game. There's not a gaming console sold in America that they don't own at greater than the national average.

In the marketplace, Digitally Savvy have champagne tastes with six-pack budgets. They follow the fashion magazines to check out the latest styles, but they typically go to discount clothiers or the clearance racks in more upscale shops. Those who can afford cars, tend to buy inexpensive subcompacts. Where they won't compromise is on electronics. The first generation raised with digital media, they describe themselves as early tech adopters who want the latest wireless devices that will support their lifestyle of constant motion. When it comes to electronics, their friends come to them for advice on what's hot.

With so much of their free time spent online, Digitally Savvy have drastically cut back on more traditional media. It's hard to find a member who subscribes to a newspaper or more than a couple of magazines. They'll listen to the radio, mostly through internet apps like Pandora, and stations that play hip-hop, R&B and pop music.

Advertisers will have a hard time connecting with them through traditional media. Instead, use mobile and online video to reach this market. Addressable TV is another viable option as Digitally Savvy are receptive to learning about brands in this channel.

With the world handed to them on a digital device, Digitally Savvy have developed progressive attitudes and a global conscious. They tend to be Liberals who support the Democratic agenda. They are constantly striving for more out of life—better careers, the latest fashions, the newest gaming consoles. These unattached individuals are still looking to find the perfect mate, and they place a lot of stock in their appearance.

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