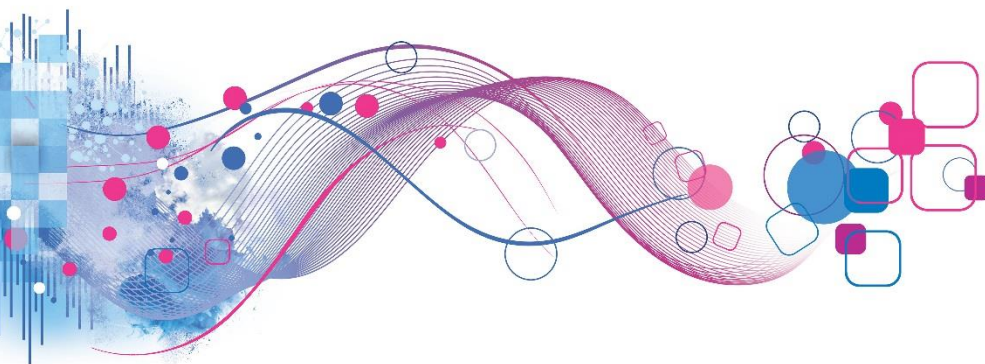




Mosaic[®] USA

Type G25 Description



Type G25: Urban Edge

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



Urban Edge are 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 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.

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