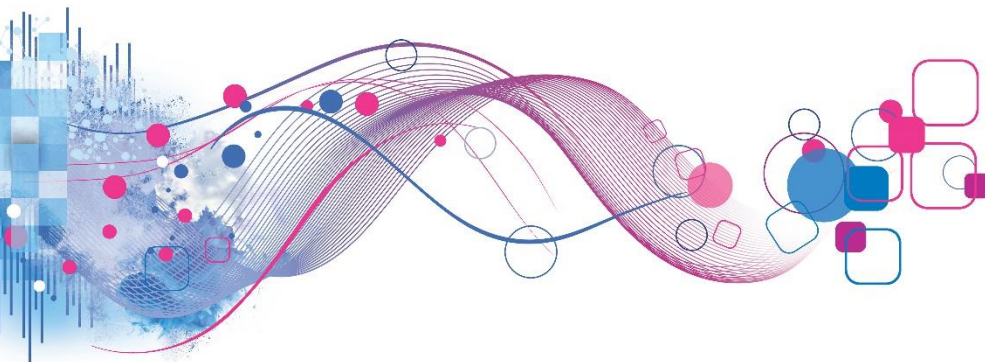




Mosaic[®] USA

Type O54 Description



Type O54: Influenced by Influencers

Young singles living in Midwest and Southern city centers



No lifestyle has a higher percentage of singles than Influenced by Influencers—a way station for young city singles before they marry, settle down and have families. Found in big cities throughout the South and Midwest, these mobile 20-somethings tend to be educated and employed in entry-level professional jobs. A disproportionate number are renters in older apartment buildings close to the urban action. Without cars, they're happy to walk or take public transportation to bars, health clubs, boutiques and movie theaters.

These young singles lead entertainment-intensive leisure lives. They like to go out at night to bars and clubs. They travel to beaches and they make it a habit to visit a new destination every trip. They like to take adult education courses to make new friends as much as to improve their skills in painting and photography. They try to look their best by working out regularly and taking aerobics and yoga classes. In their apartments, they'll relax with a book or listen to pop, rhythm and blues and hip-hop on their favorite radio apps, or watch streaming TV.

Most consumers in this segment can't afford high-end stores, but that doesn't stop them from shopping brands like Victoria's Secret and Abercrombie & Fitch when they're running sales. These consumers like to stand out and typically buy the latest fashion in season. Self-described early adopters, they enjoy trying out the latest smartphone or health food. That doesn't leave much money for savings, and these households don't often acquire investments, bank CDs and insurance annuities. Instead, many are more concerned with paying down their student loan.

With their out-and-about lifestyle, Influenced by Influencers are moderate fans of traditional media. They've given up on newspapers and magazines, though they do keep up with current affairs and pop culture by visiting various news websites.

Influenced by Influencers are an ambitious bunch who spend a lot of time at work and want to advance as quickly as possible. While that doesn't leave them much free time, they still find ways to support liberal causes and the Democratic Party, although many have not registered to vote. Many are willing to volunteer for a good cause or a worthy protest if the issue moves them.

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