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Young City Solos

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Younger and middle-aged singles living active and energetic lifestyles in metropolitan areas



- Younger and middle-aged singles living in city neighborhoods
- More than 85 percent are unmarried, childless and live alone
- In their 30s, unattached and mostly childless
- Above-average incomes topping \$75,000 a year
- College-educated and have good, white-collar jobs

- Major consumers of media: online newspapers
- Seek a variety of novelty, not mainstream products
- Incentive-driven rather than loyalty program-driven
- Progressive in their values and global in their outlook
- They listen to news talk radio stations and rock music



Channel Preference

**RADIO**Household Income  
**\$50k - \$75k**Head of Household Age  
**25-30**Household Size  
**1 Person**

## Newspaper Sections

Movie listings and reviews section	207
Business/finance section	160
The New York Times: Sunday	159
The New York Times: daily	152
The Wall Street Journal: daily	151
The Wall Street Journal: Sunday	139

## Internet Usage

Visited livingsocial.com in the last 30 days	415
Visited twitter.com in last 30 days	288
Visited linkedin.com in the last 30 days	277
Visitedgroupon.com in the last 30 days	250
Visited ticketmaster.com in the last 30 days	229
Visited huffingtonpost.com in the last 30 days	227

## Sports Watched (TV)

Major League Soccer (MLS)	246
NBA post season: watch frequently	183
NBA regular season: watch frequently	150
Summer Olympics: watch frequently	125
Winter Olympics: watch frequently	111
College football post season: watch frequently	105

## Leisure Activities / Hobbies

Reading electronic devices: Amazon Kindle	229
Tailgating	217
Listening to audio books	179
Reading electronic devices: computer	175
Art associations	167
Photography	148

## Sports & Fitness Participation

Football	227
Soccer	210
Backpacking/hiking	196
Yoga	195
Downhill/cross-country skiing	194
Jogging/running	188

## TrueTouch<sup>SM</sup>

Never show up empty-handed	158
No time like the present	114
Stop and smell the roses	112
Go with the flow	107
Work hard, play hard	105
Show me the money	97

Twitter, Facebook and LinkedIn

Technical occupation

Bars and nightclubs

Internet radio

**Super Democrats**

Unmarried

Mobile display ads

**Smartphone**

Online newspaper