



Singles and Starters

# Singles and Starters

Young singles starting out, and some starter families, in diverse urban communities.



- Generation Yers with upwardly mobile aspirations
- College-educated, on their way to holding a degree
- Starting their professional careers at entry-level positions
- Self-described workaholics share a desire to move up in status
- Spend time outside their homes going to bars, nightclubs and movies
- Active and aspirational consumers in mid-markets
- Buy new and emerging technology and handheld devices
- Too busy for most traditional media
- Seek novelty-brands that position themselves as unique
- Capable of investigating competing offers online and off



Channel Preference

**PHONE**

Household Income  
**Less than 15k**

Head of Household Age  
**25-30**

Household Size  
**1 Person**

## Newspaper Sections

Fashion section	146
The New York Times: Sunday	131
The New York Times: daily	121
USA Today: daily	121
Entertainment section	120
The Wall Street Journal: Sunday	116

## Internet Usage

Visited ticketmaster.com in the last 30 days	188
Visited tmz.com in the last 30 days	175
Visited tumblr.com in the last 30 days	168
Visited livingsocial.com in the last 30 days	163
Visited huffingtonpost.com in the last 30 days	162
Visited cheaptickets.com in the last 30 days	160

## Sports Watched (TV)

Major League Soccer (MLS)	157
X-Games	119
NBA regular season: watch frequently	113
Summer Olympics: watch frequently	111
Skiing	107
Winter Olympics: watch frequently	103

## Leisure Activities / Hobbies

Tailgating	245
Reading electronic devices: cell phone/smartphone	168
Painting, drawing, sculpting	132
Reading electronic devices: tablets eg. Amazon Fire	131
Reading electronic devices: NOOK	130
Listening to audio books	129

## Sports & Fitness Participation

Soccer	197
Tennis	183
Jogging/running	160
Baseball	147
Football	144
Power boating	143

## TrueTouch<sup>SM</sup>

Never show up empty-handed	223
A penny saved, a penny earned	180
It's all in the name	170
Work hard, play hard	161
Go with the flow	147
No time like the present	141

**First time buyer**

**Mobile generation**

Single female with kids

Tech adoption: Wizards

**Lowest income**

**Hip-hop music**

Visit ticketmaster.com

**Video games**

Non-registered political party

