

Singles and Starters

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



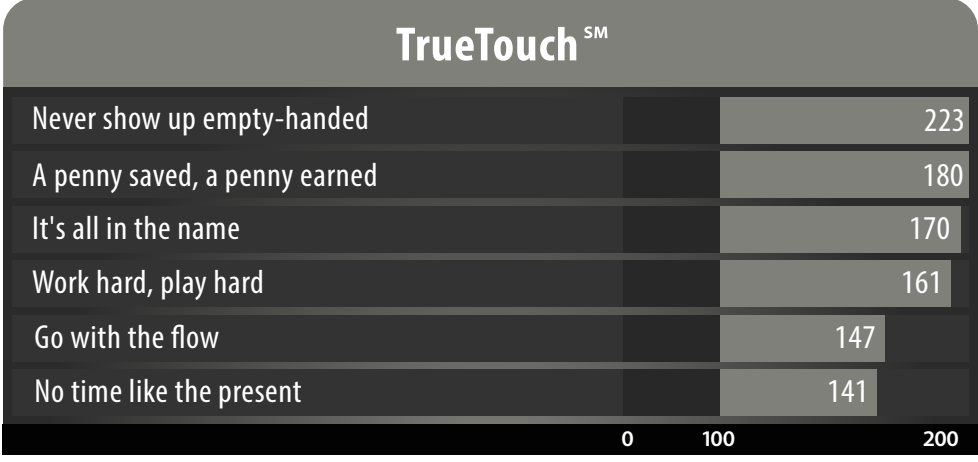
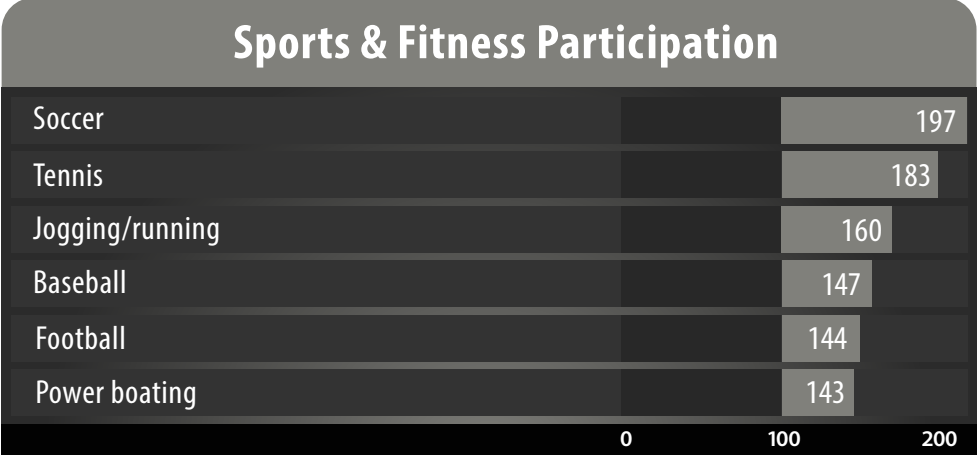
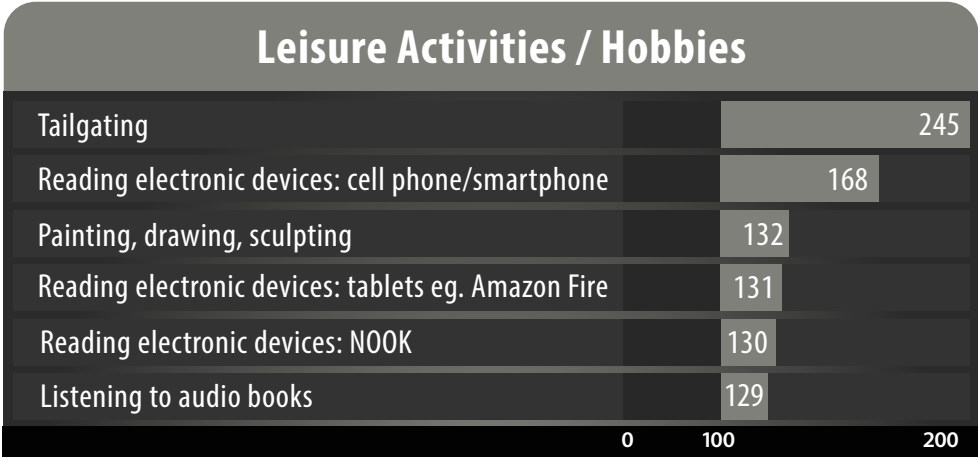
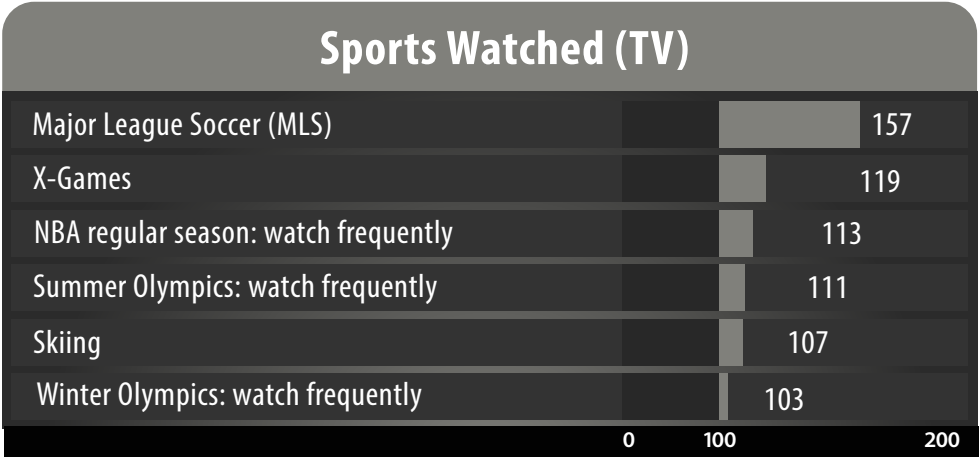
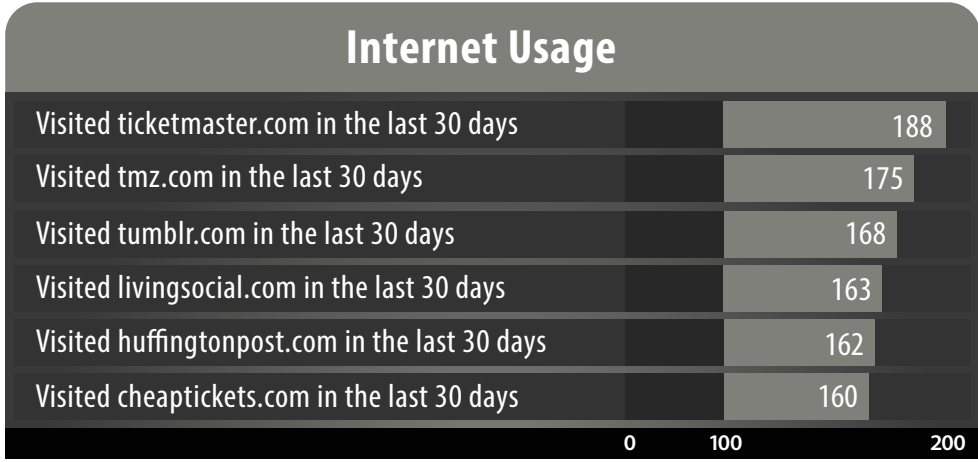
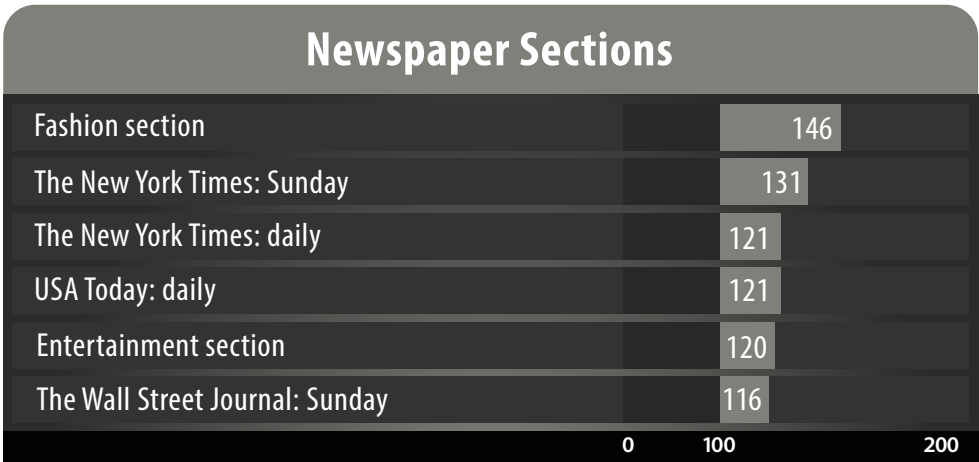
- Generation Yers with upwardly mobile aspirations
- College-educated, on their way to holding a degree
- Starting their professional careers at entry-level positions
- Self-described workaholics share a desire to move up in status
- Spend time outside their homes going to bars, nightclubs and movies
- 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



First time buyer

Single female with kids

Hip-hop music

Video games

Mobile generation

Tech adoption: Wizards

Visit ticketmaster.com

Non-registered political party

Lowest income

