

## 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



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	
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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	$\Box \mathbf{I}$	103	
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Sports & Fitness Participation			
Soccer		197	
Tennis		183	
Jogging/running		160	
Baseball		147	
Football		144	
Power boating		143	
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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
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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		
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TrueTouch <sup>™</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	
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## First time buyer

## Mobile generation

Single female with kids

Tech adoption: Wizards

Lowest income

Hip-hop music Video games

Visit ticketmaster.com
Non-registered political party





