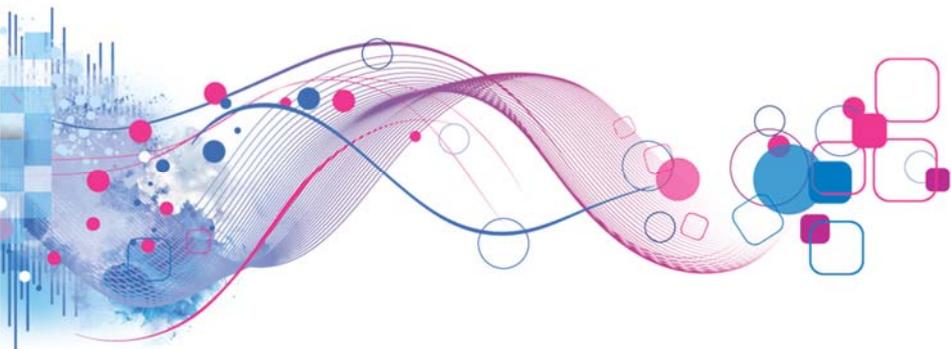




Mosaic[®] USA

Type K37 Description



Group K: Significant Singles

Type K37: Wired for Success

Young, mid-income singles and couples living socially-active city lives



Wired for Success are young singles, couples and divorced individuals. This consumer segment is composed of relatively young households—two thirds between 25 and 45 years old—living in rental apartments. Segment members tend to be college educated, childless and hold well-paying entry-level jobs in sales and the service sector. Many of these households live in relatively new apartments or homes valued at more than the national average—a sure sign of upward mobility. With many considering their current lifestyle only a stepping stone on their way to better housing and career advancement, almost half of these mobile Americans have lived at the same residence

for one year or less.

Wired for Success know how to have a good time. With most adults unattached, they like to go to meet markets like bars, nightclubs and rock concerts. They often go to beaches and love the idea of travelling abroad, whether that's to islands, taking cruises or flying to all-inclusive resorts. They are avid fitness fanatics, doing cardio workouts at health clubs, mountain biking and joining weekend teams that play baseball, soccer and football. When they finally put their feet up, they like to cook gourmet meals and listen to a wide range of music—from alternative to reggae to hip-hop.

Without children, these households have plenty of discretionary income to spend on the latest fashions and consumer electronics—and spend they do. Fans of conspicuous consumption, they like to buy designer fashion at department stores such as Nordstrom and Macy's. They look for new product ideas in magazines and online, planning out their shopping trips online before making a purchase.

Wired for Success make a great segment for media. They like reading magazines that cover women's trends and entertainment. They're solid radio consumers, listening to broadband, satellite and internet radio stations on apps like Pandora. They not only watch late-night TV—comedy shows along with sitcoms, newscasts and sports—but they are also receptive to learning about brands while streaming TV. They are receptive to brand messages delivered through mobile display, mobile video and email as well.

Wired for Success go online from their cell phones, digital devices and laptops for all manner of activities: getting news, banking, downloading music and connecting with other singles. The only popular web-surfing activity they don't do is visit car shopping sites, because many don't see the need for a car in their urban jungle.

Befitting a young, urban populace, this segment is progressive in their politics and liberal in their social ideals. Hardcore Democrats, they're concerned about the environment, advocating recycling and demanding that companies act ethically. Reach these consumers using messaging that requires immediate action—this segment tends to be more impulsive in their shopping habits. They also seek variety and novelty in the brands they buy; all while checking online to confirm you have the best deal.