

O51

Digital Dependents

Generation Y and X singles who live digital-driven, urban lifestyles

Tyler & Megan

🏠 3.84% | 2.44% 👤



Who We Are

Head of household age



Type of property



Estimated household income



Household size



Home ownership



Age of children



Channel Preference



28



202



122



91



101



136

Key Features

- Ambitious
- Appearances are important
- Single adults
- Eager to spend
- Music lovers
- Digitally savvy

Technology Adoption



O51

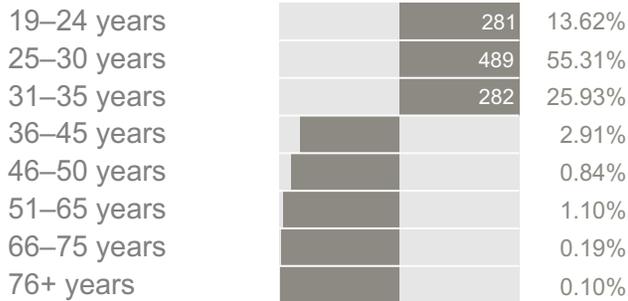
Digital Dependents

Generation Y and X singles who live digital-driven, urban lifestyles

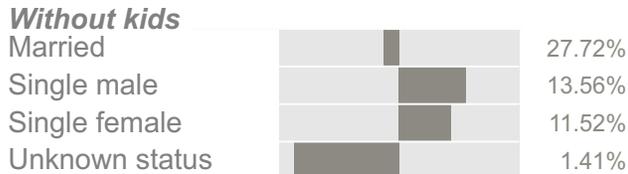
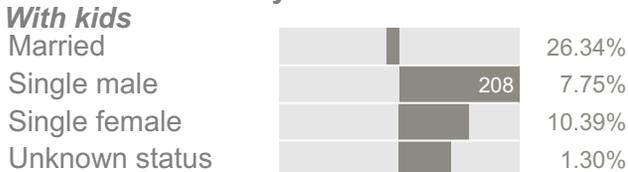
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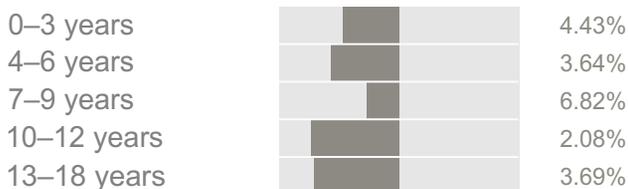
Head of household age



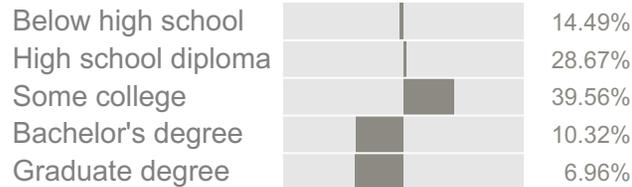
Family structure



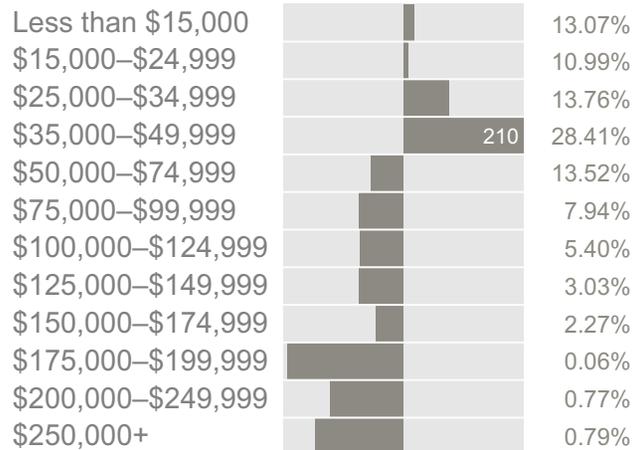
Age of children



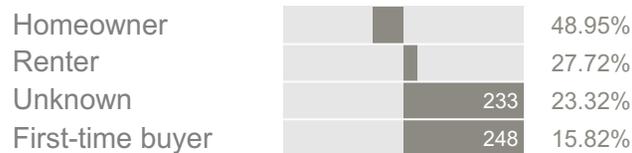
Head of household education



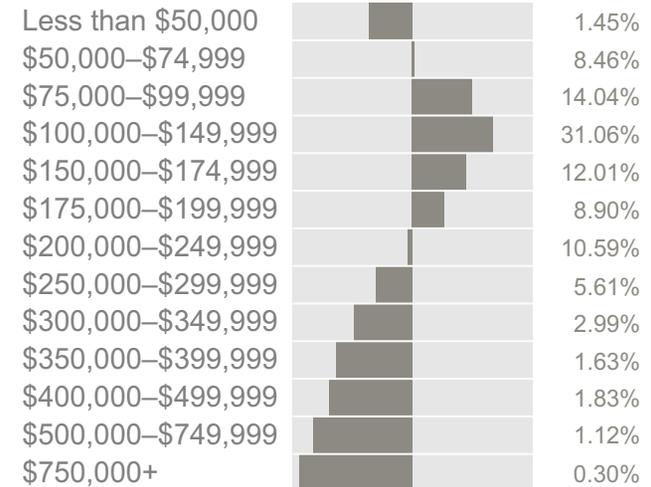
Estimated household income



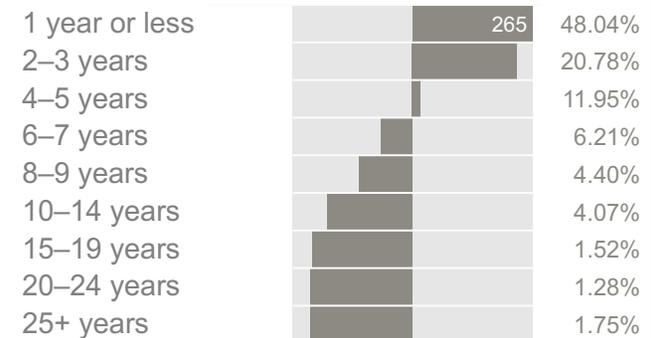
Home ownership



Estimated current home value



Length of residency



Supporting notes

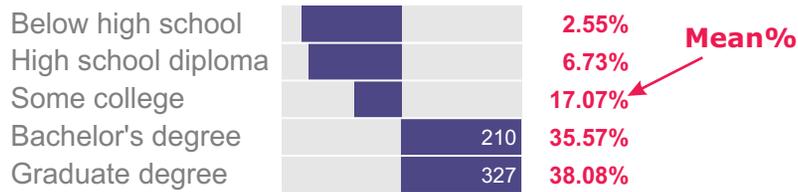
These pages have been designed to help you understand the essence of each of the groups and types. We have sought to highlight the key features which make each group distinctive, and which would be useful to bear in mind when devising communications or treatment strategies. The descriptive pages are necessarily subjective and are intended to highlight key issues rather than to be comprehensive.

Variables - Mean% and Index

Charts are provided for each of the variables used to build and describe the Mosaic USA segments. The variables are grouped together by category. For each group, the charts show the Mean% and Index for each variable.

Understanding Mean% and Index

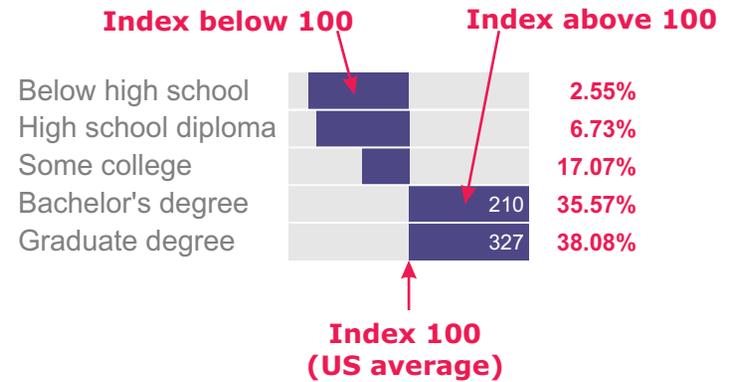
Mean% show the percentage of this group/type with this characteristic. For example, consider Household of household education for Group A:



This shows that for the head of household:
2.55% of Group A are educated below high school standard.
6.73% of Group A have a high school diploma.
17.07% of Group A have had some college education.
35.57% of Group A have a bachelor's degree.
38.08% of Group A have a graduate degree.

The **Index** shows how the variable compares with all households in the US. An **Index of 100** is the average. An **Index greater than 100** shows that this variable is over-represented when compared with the average. An **Index less than 100** shows that this variable is under-represented when compared with the average.

The Index is shown on the chart as a bar:



The chart shows the Index value from 0 to 200. If the Index value is greater than 200, the bar is shown as 200 along with the exact Index.

Group O Singles and Starters

Type O51: Digital Dependents

Mix of Generation Y and X singles who live digital-driven, urban lifestyles



With the first wave of Generation Yers now in their twenties and early thirties, many have begun to leave the nest and start independent lives and families. That's the story of Digital Dependents, a segment where nine out of ten households are under 35 years old. These Americans tend to be single, with a majority having gone to college. Many hold jobs in blue-collar sales and entry-level positions, providing modest incomes that let them live in a mix of apartments, condos and single family homes. Most have settled in second-tier cities and suburbs across the country, but they show little intention to stay for any length of time. These households are

accustomed to moving frequently in the constant search for more money and better living arrangements. In Digital Dependents, more than two thirds have lived at the same address for fewer than three years.

Having grown up with ubiquitous telecommunications, these individuals revel in multitasking lifestyles that allow them to bounce between cell phones and iPods, laptops and video games. They're into athletics, whether it's playing basketball, working out by lifting weights or taking a yoga class. They have active social lives, going out to bars, theaters, cinemas and billiards halls. If they stay in, it's typically to go online or play a video game. There's not a gaming console sold in America that they don't own at more than twice the national average.

In the marketplace, Digital Dependents have champagne tastes with six-pack budgets. They follow the fashion magazines to check out the latest styles, but they typically go to discount clothiers or the clearance racks in more upscale shops. Those who can afford cars—over half are without wheels—tend to buy inexpensive subcompacts, though they like imports for the cachet of a foreign brand. Where they won't compromise is on electronics. The first generation raised with digital media, they describe themselves as early tech adopters who want the latest wireless devices that will support their lifestyle of constant motion. While they have little interest in buying through catalogues—so last century—they will go online to buy consumer electronics, toys and books without a second thought. When it comes to electronics, their friends come to them for advice on what's hot.

With so much of their free time spent online, Digital Dependents have drastically cut back on more traditional media. It's hard to find a member who subscribes to a newspaper or more than a couple magazines. They'll listen to the radio, mostly through Internet apps like Pandora or Spotify, and create stations that play hip hop, R&B and pop music. As for TV, they'll watch late-night programs like those on Comedy Central, MTV and Spike—generally after they've come home from a date or workout.

Advertisers will have a hard time connecting with them through traditional media. Instead, use mobile and online video and display to reach this market. Addressable TV is another viable option as Digital Dependents are receptive to learning about brands in this channel.

With the world handed to them on a digital device, Digital Dependents have developed progressive attitudes and a global conscious. They tend to be liberals who support the Democratic agenda. They are constantly striving for more out of life: better careers, the latest fashions, the newest gaming consoles. These unattached individuals are still looking to find the perfect mate, and they place a lot of stock in their appearance.

Contact information



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