


Group H Aspiring Contemporaries  
**Type H01 Young Cosmopolitans**

Sean and Stephanie

*Residents are young, single, college educated and earning upper-middle-class incomes as white-collar professionals, managers and executives living in luxury apartments and condos in fast growing cities*

3.22% 



Overview

Rankings

Age Rank 5/60  
 Wealth Rank 23/60

Top Markets

Los Angeles  
 Dallas  
 Chicago  
 Washington  
 Atlanta

Top Internet Sites

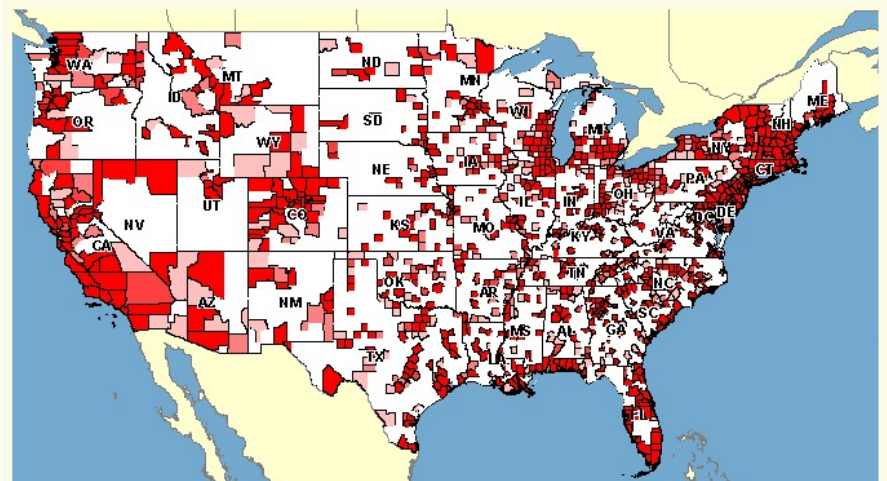
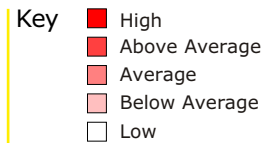
www.nytimes.com  
 www.eharmony.com  
 www.cnn.com  
 www.netflix.com  
 www.espn.com

Preferred Cars

Audi A4  
 BMW 3-Series  
 Saab 9-3  
 Volkswagen Golf  
 Volvo 240



Locations



Contents

1	Overview
2	Description
3	Who We Are
4	How We Make a Living
5	Where We Live
6	Our Home Lives
7	How We View the World
8	Attitudes
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## Description

### Demographics

Young Cosmopolitans is a collection of households where many adults are under 35 years old, single and earning above average incomes as white-collar professionals, managers and executives. In their fast-growing cities—including a number of college towns—these upscale young people live in luxury apartments and condos, commuting to work in sporty subcompacts. Nearly half hold college degrees, and they are almost twice as likely as average Americans to have graduate degrees. Many hold fast-track jobs in finance, information services and the arts. If they're married, it's a given that both spouses are working and their dual incomes provide comfortable, upper-middle-class lifestyles.

### Lifestyles

Young Cosmopolitans households work hard and play hard. They have prosperous leisure lives, traveling frequently for business and pleasure, and enjoying city-quality amenities such as restaurants, movies, theaters and the night life. They like to stay fit by jogging, lifting weights, doing yoga and working out on cardio machines at health clubs. As consumers, they patronize high-end stores like Bloomingdale's, J. Crew and Victoria's Secret. They're also big purchasers of all kinds of tech gear, including iPods, BlackBerry devices and Xbox consoles. Their desire to stay abreast of the latest styles extends to home design, and they fill their condos and apartments with furnishings from Crate & Barrel, Pottery Barn and Ikea. The members of Young Cosmopolitans like to look good and feel good, whether they're on the town or at home.

### Media

Young Cosmopolitans residents are often too busy to stay at home to watch TV or read a magazine. They'd rather go out and get their entertainment on a stage or big screen. When they do relax at home, these households make a strong audience for news, comedy and late-night talk show hosts such as Letterman and Leno. They enjoy catching music videos on MTV and VH1, and they keep their radios tuned to alternative rock and adult contemporary music stations. They're not big fans of magazines, other than youth-oriented fashion and fitness titles such as Elle, Shape and Men's Health. Increasingly, they're spending their free time online, going to news and travel sites and checking out social networking forums in search of a date or a mate.

Description


2

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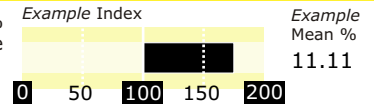
3.22% 



Who We Are

Demographics

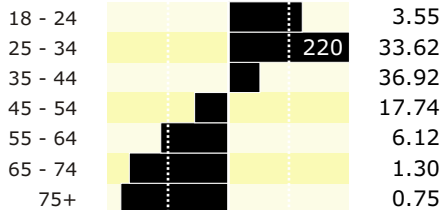
Charts show Index and Mean %  
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Gender



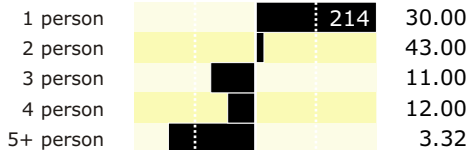
Age



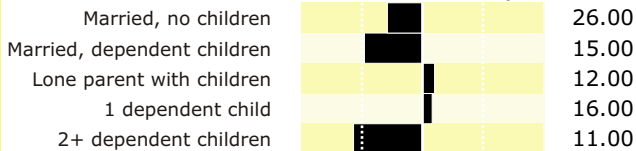
Marital Status



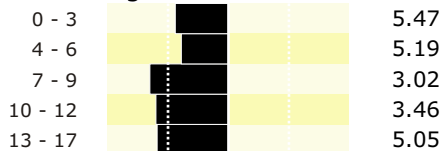
Number in Household



Household Composition



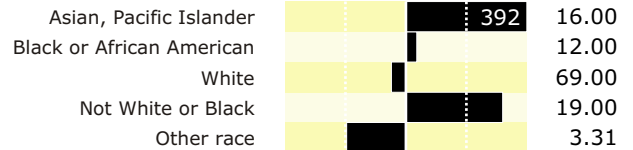
Age of Children



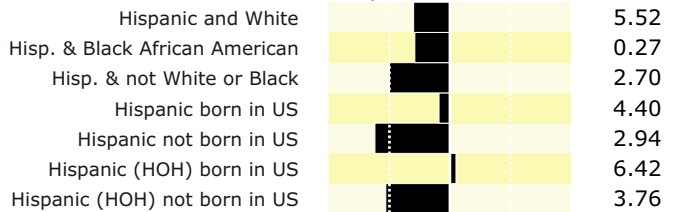
Length of Residence



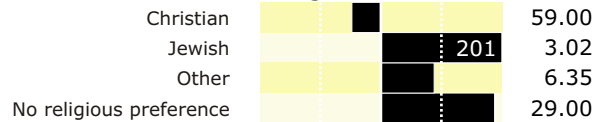
General Race



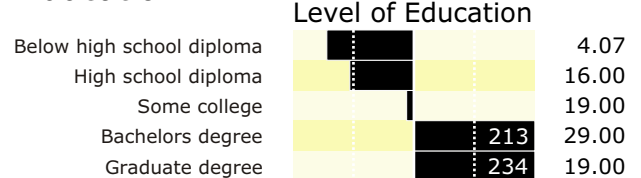
Hispanic Race



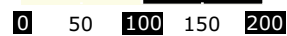
Religion



Education



Level of Education




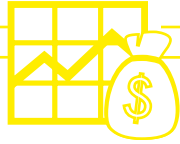
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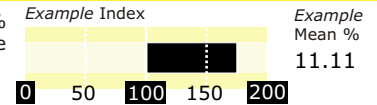
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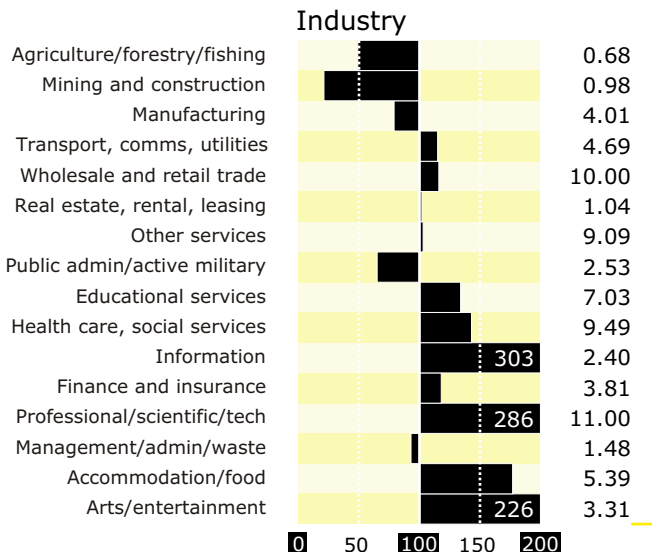
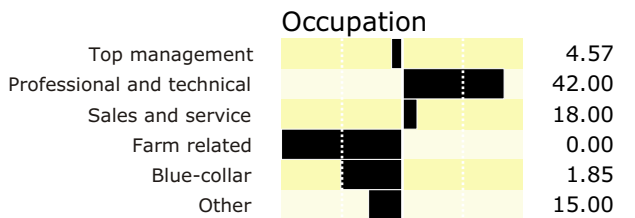
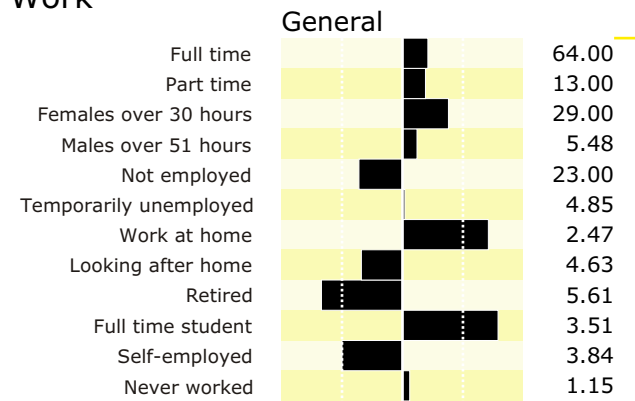


### How We Make a Living

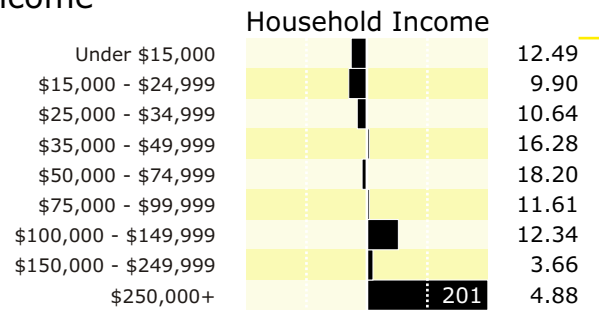
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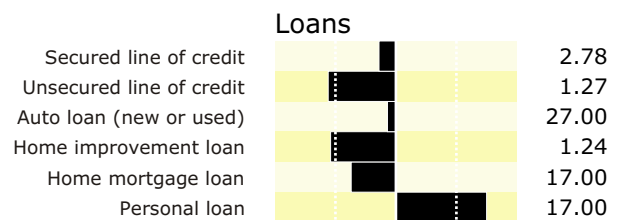
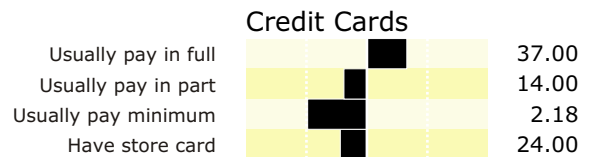
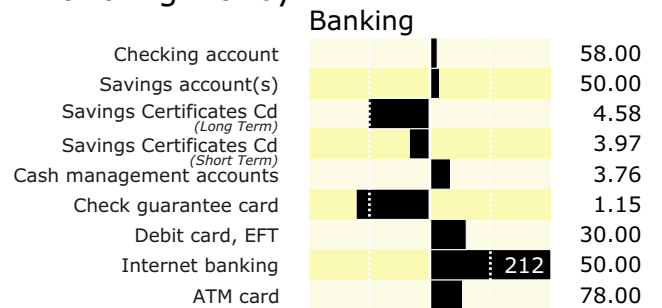
#### Work



#### Income



#### Handling Money




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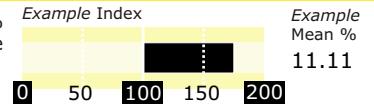
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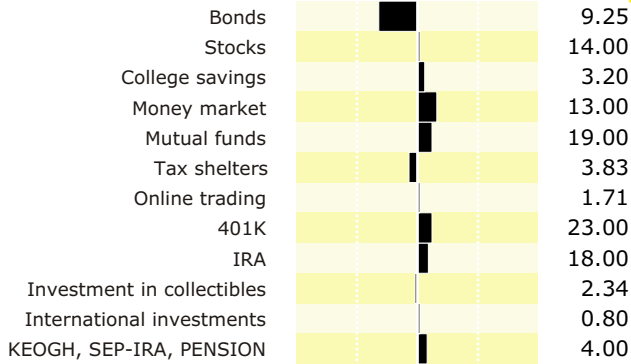
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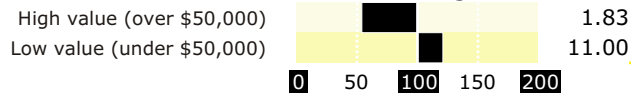


#### Handling Money

##### Savings & Investments



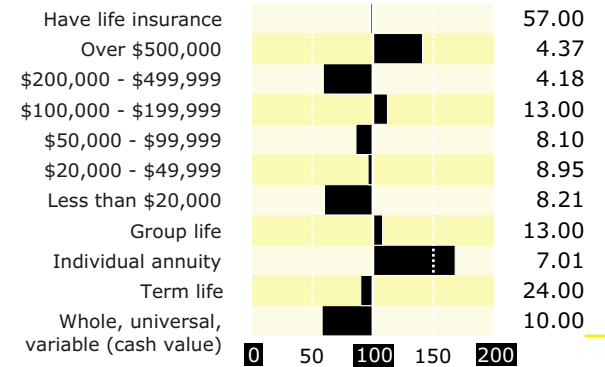
##### Shareholdings



##### Medical Insurance



##### Life Insurance

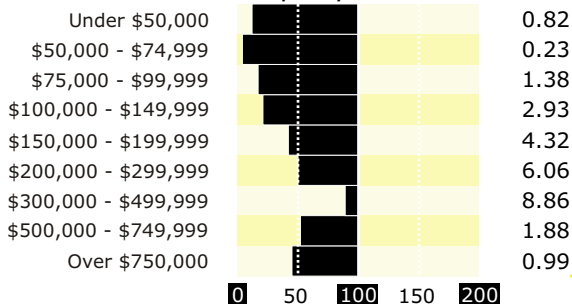


### Where We Live

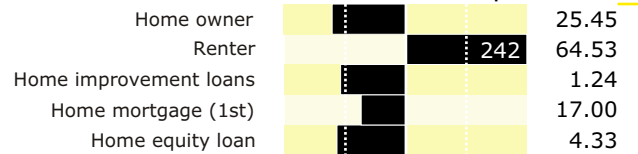
##### Type of Property



##### Property Value



##### Home Ownership



##### Insurance




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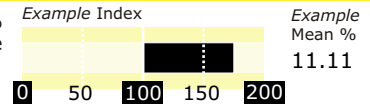
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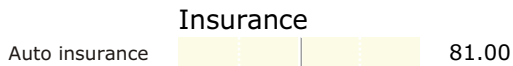
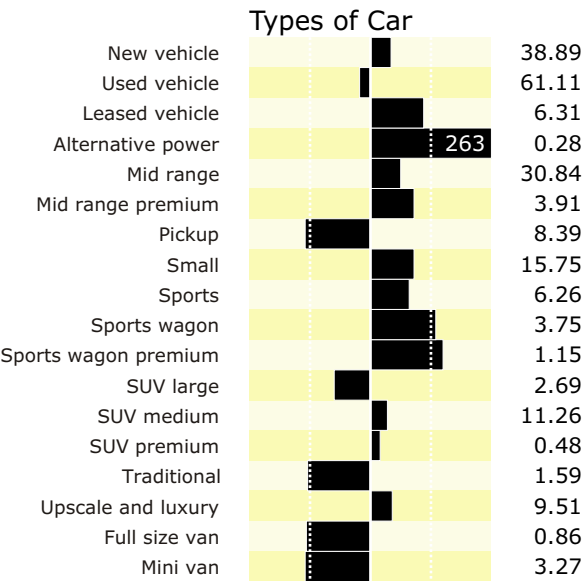
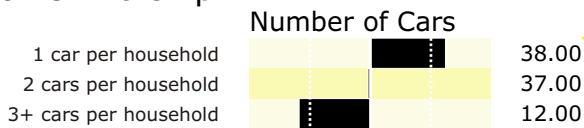


Our Home Lives

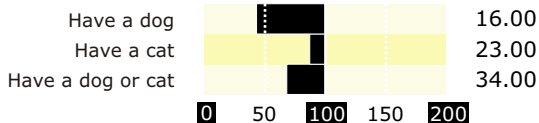
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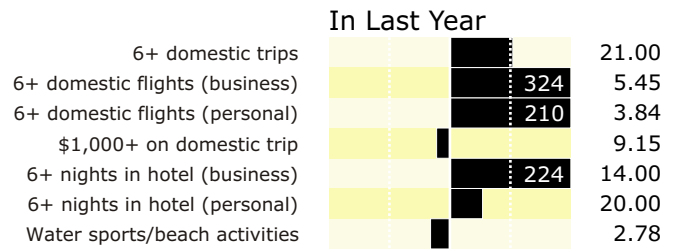
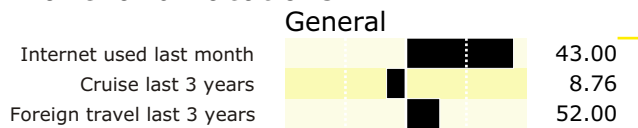
Car Ownership



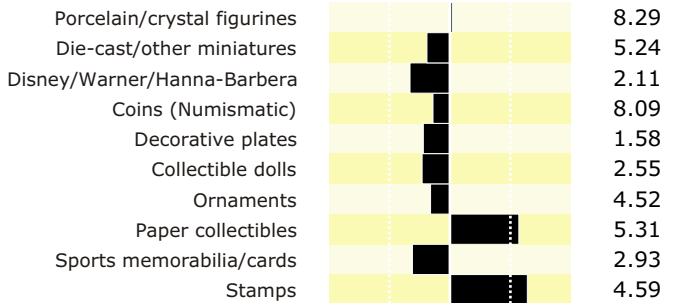
Pets



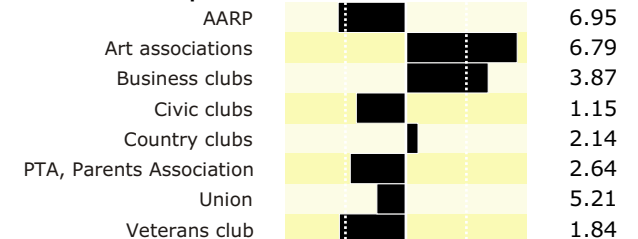
Travel and Vacations



Collectibles



Memberships




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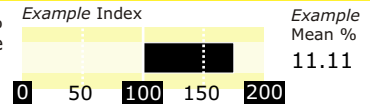
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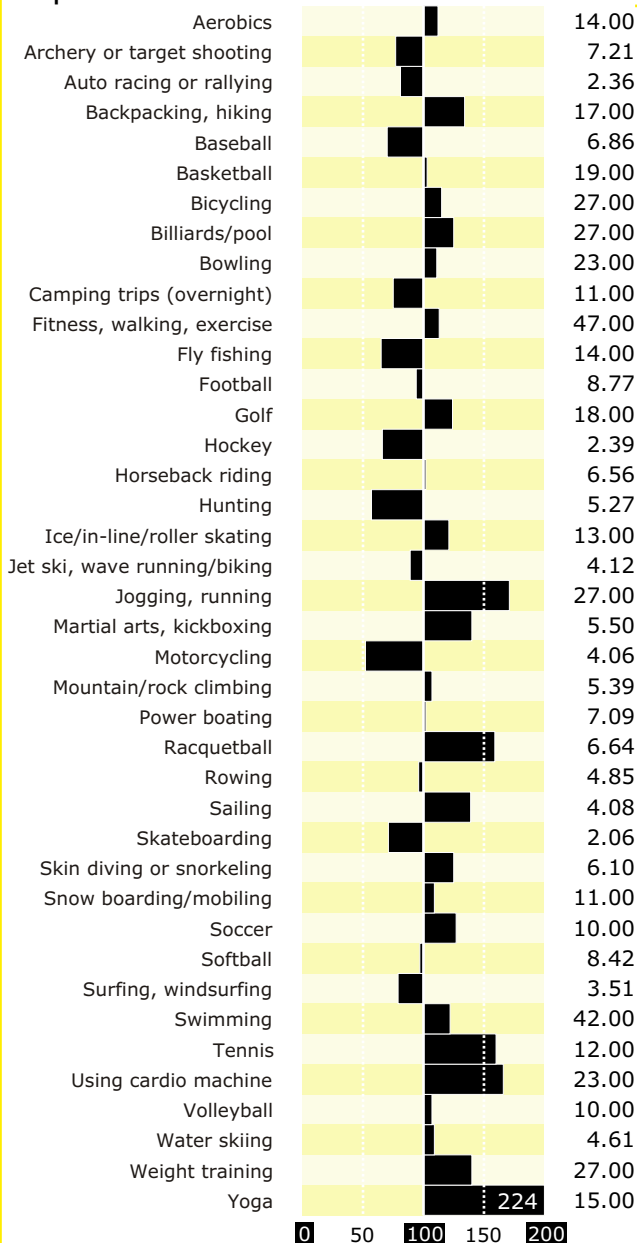


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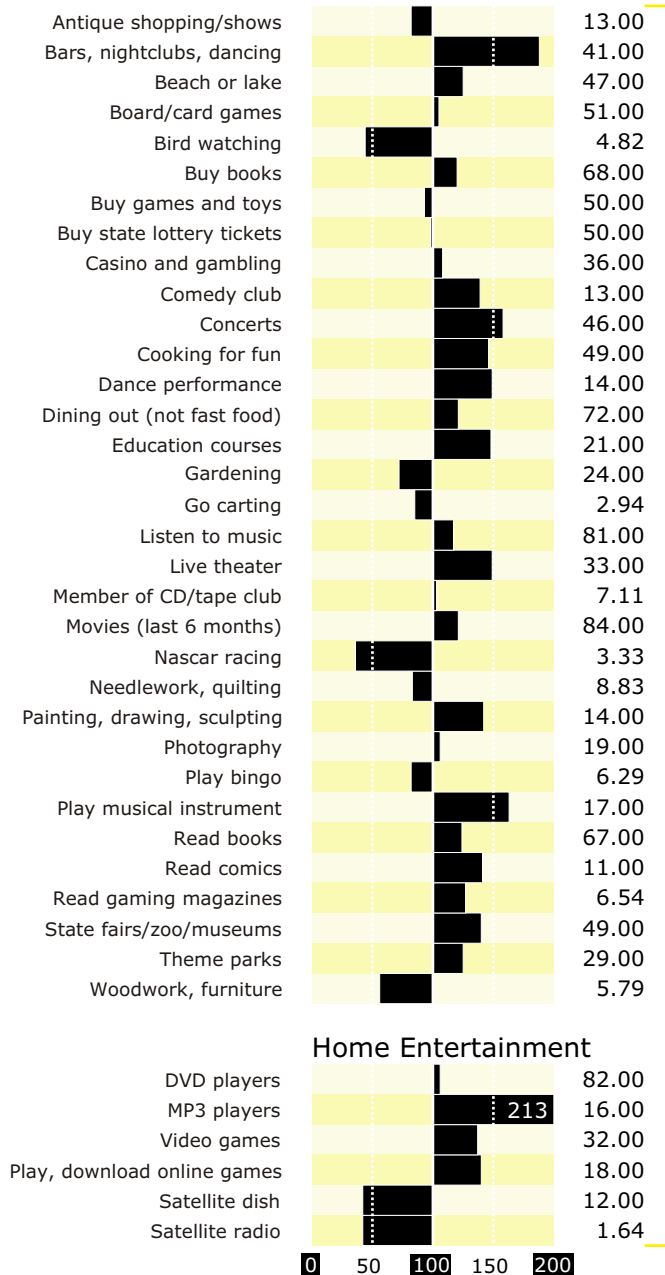
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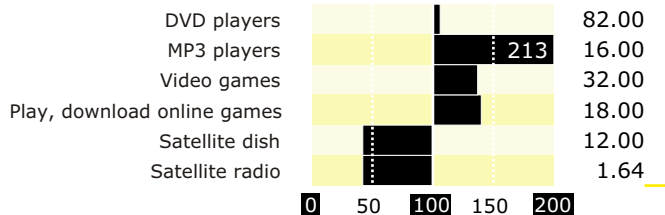
Sports



Entertainment and Leisure



Home Entertainment




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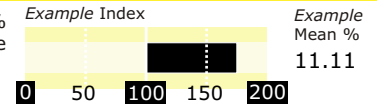
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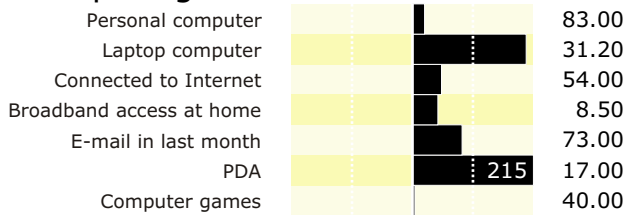


### Our Home Lives

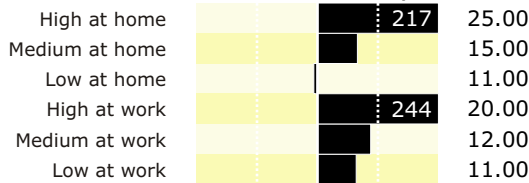
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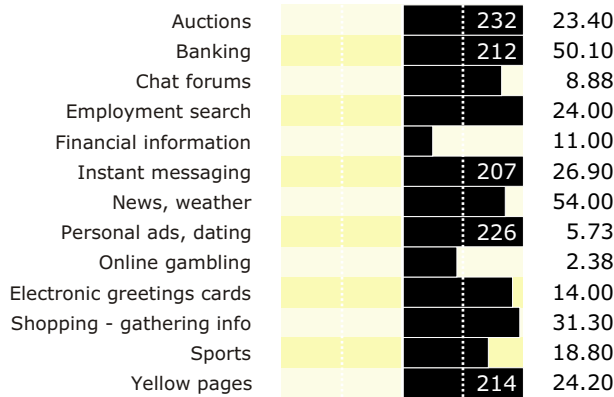
#### Computing and Internet



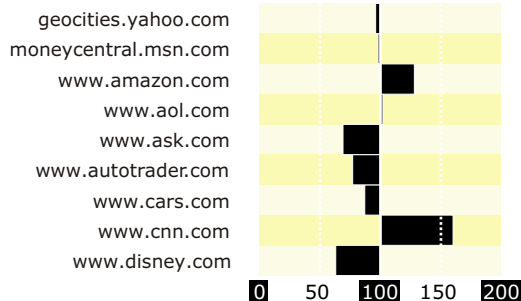
#### Internet Activity



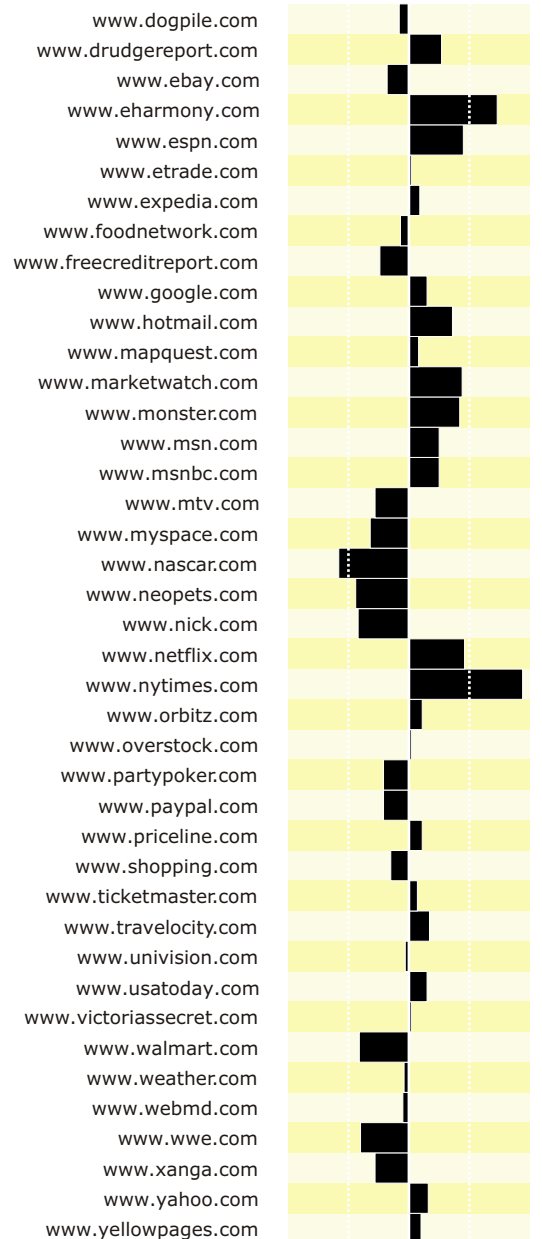
#### Websites By Category



#### Individual Websites\*



#### Individual Websites\*



\* Mean % is not available for individual websites




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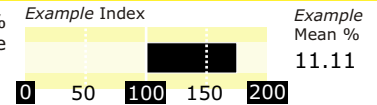
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### Our Home Lives

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#### Telephones

International calls	31.00
Prepaid calling card	22.00

#### Cellular Phones

Have a cellular phone	78.00
Business	12.00
Personal	64.00
Analog mode	18.00
Call blocking	13.00
Call forwarding	30.00
Call waiting	50.00
Caller Id	65.00
Digital mode	30.00
Internet access	27.00
Nationwide coverage	38.00
Text messaging	44.00
Three way calling	28.00
Voice mail	63.00
Monthly bill \$150+	3.38
Monthly bill \$100 - \$149	9.47
Monthly bill \$50 - \$99	35.00
Monthly bill under \$50	27.00

#### Radio

High drive time	17.00
Medium drive time	21.00
Low drive time	17.00
High all day	18.00
Medium all day	19.00
Low all day	19.00
All news	22.70
All sports	2.92
Black rhythm and blues	0.63
Classic rock	6.86
Classical	4.91
Country (or Western)	12.10
Easy listening	6.12
Golden oldies	11.00
Jazz	5.35
Spanish	2.40
Urban contemporary	11.30
Mexican, Ranchera, Tejano	2.40

#### TV and Cable

High prime time	23.00
Medium prime time	22.00
Low prime time	22.00
High early and late fringe	17.00
Medium early and late fringe	17.00
Low early and late fringe	22.00
High all day	19.00
Medium all day	18.00
Low all day	26.00
High cable TV	21.00
Medium cable TV	21.00
Low cable TV	19.00

#### TV Primetime

Comedy and variety	14.00
News and documentary	20.60
Feature film	10.80
General drama	62.80
Nature	2.09
Reality	50.10
Science	5.68
Situation comedy	47.40
Sports	6.37
How-To	10.90

#### TV Daytime

Drama	12.70
News	23.60
Game show or contest	9.08
Talk or informational	11.50

#### TV Early Evening

Weekday news	25.90
Weekend news	15.50

#### TV Late Fringe


Monday - Friday	26.10
Weekend	19.30

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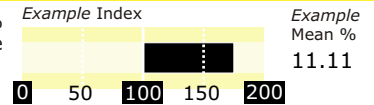
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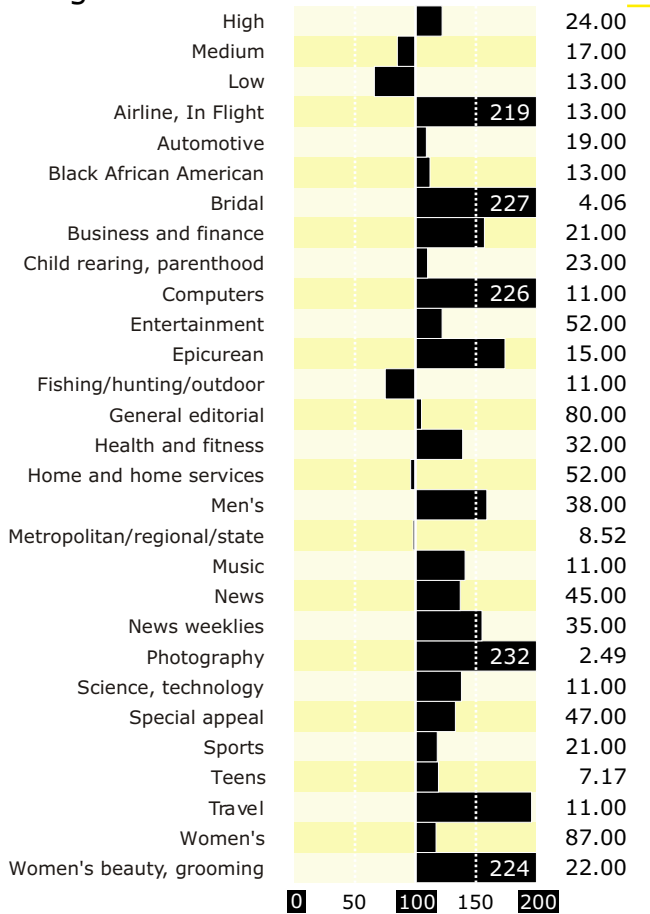


Our Home Lives

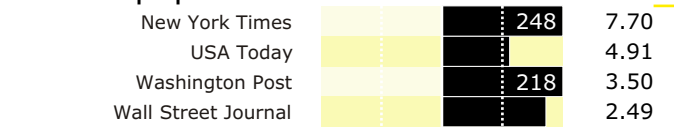
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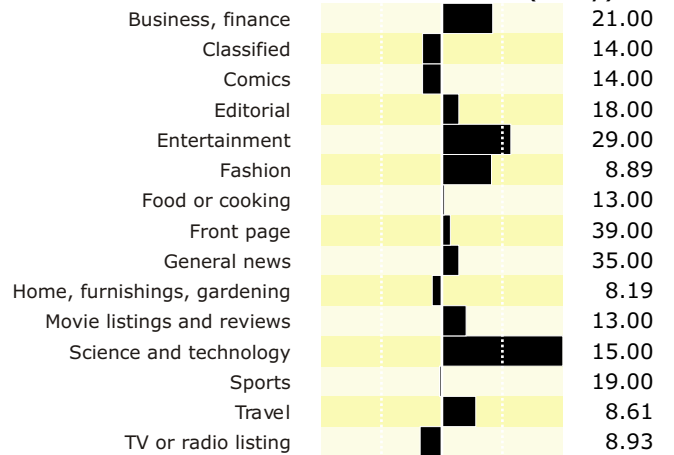
Magazines



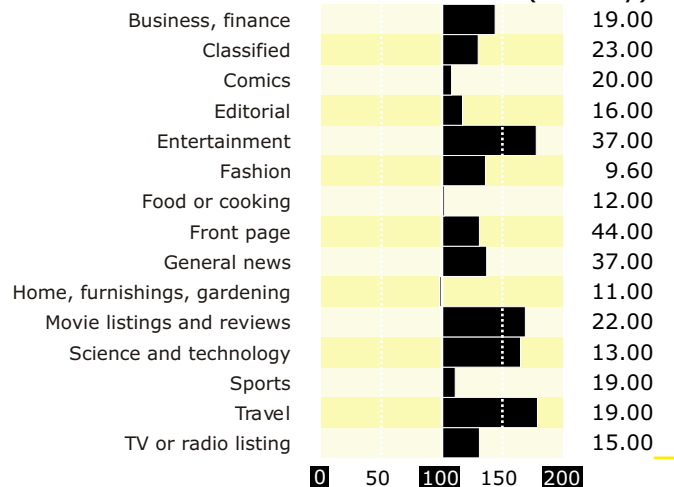
Newspapers



Last Part Read (Daily)



Last Part Read (Sunday)




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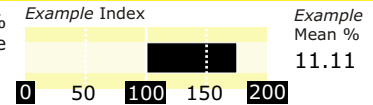
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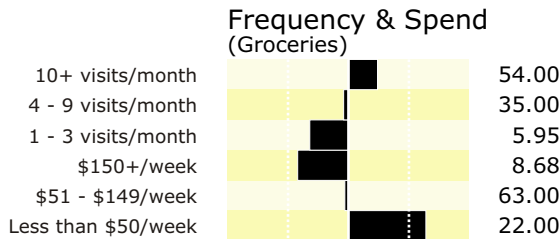
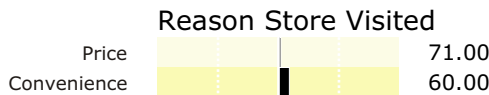
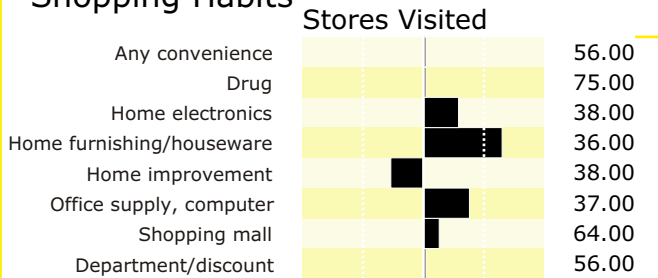


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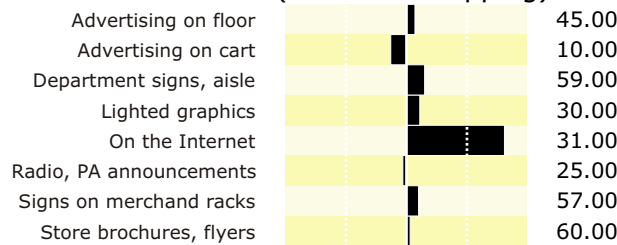
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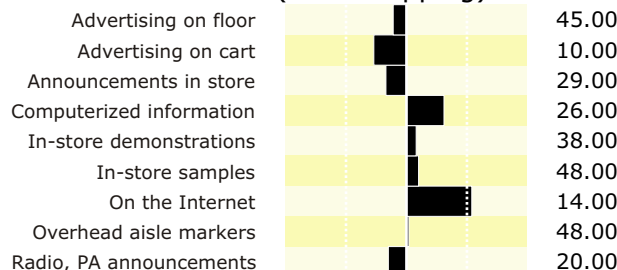
#### Shopping Habits



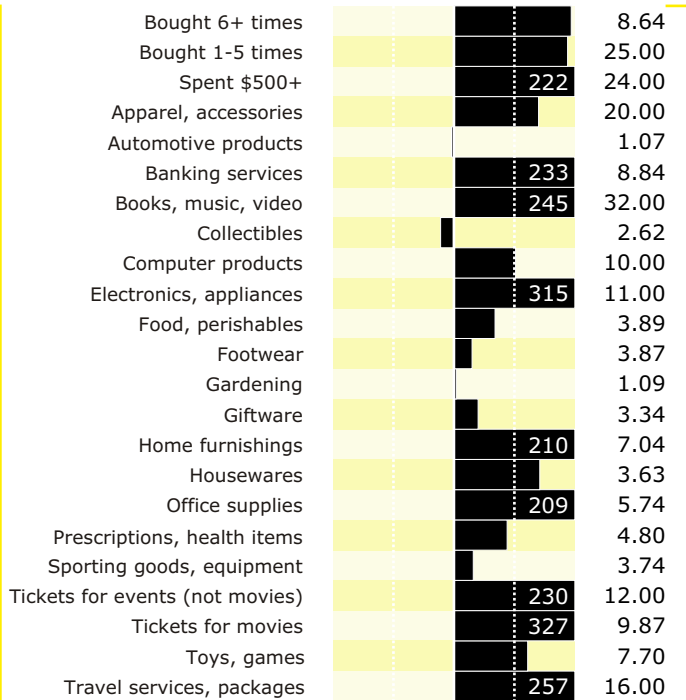
#### Customers refer to (non-food shopping)



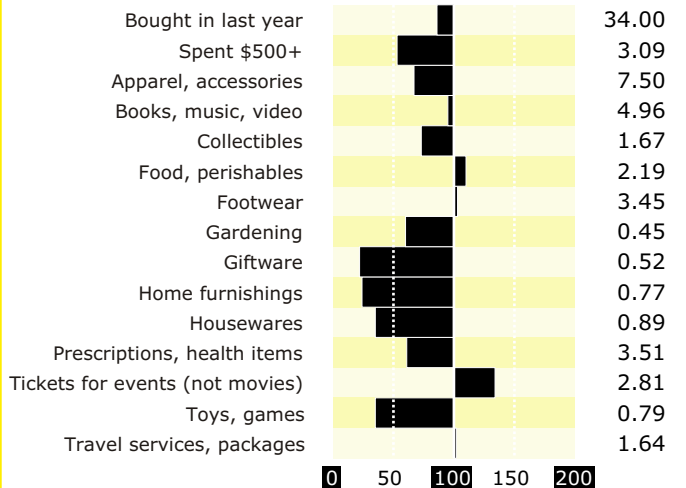
#### Customers refer to (food shopping)



#### Internet Order



#### Mail or Phone Order




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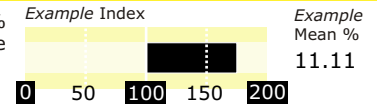
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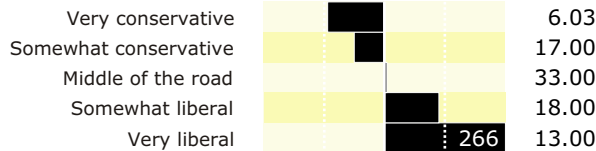


How We View The World

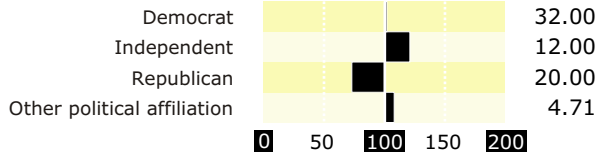
Charts show Index and Mean %  
Index 100 indicates US average  
See **Supporting Notes**  
for further details



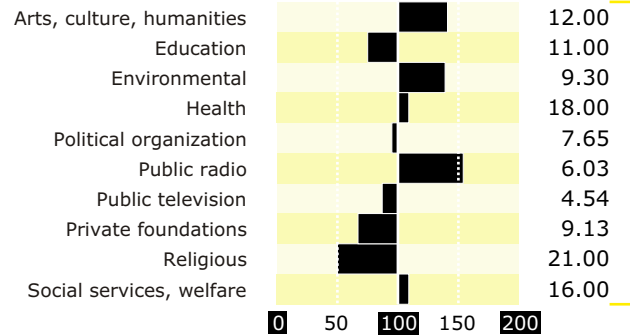
Political Outlook



Political Affiliation

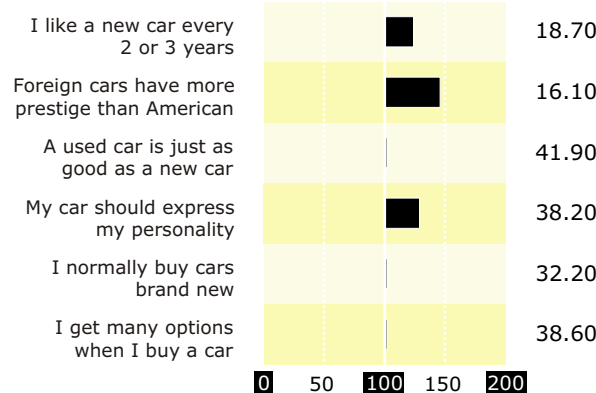


Charity

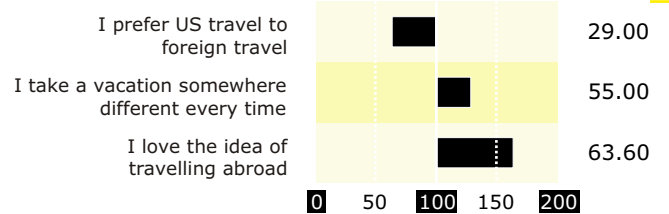


Attitudes

Cars



Travel




Group H Aspiring Contemporaries

Sean and Stephanie

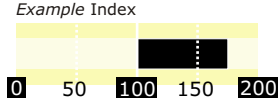
Type H01 **Young Cosmopolitans**

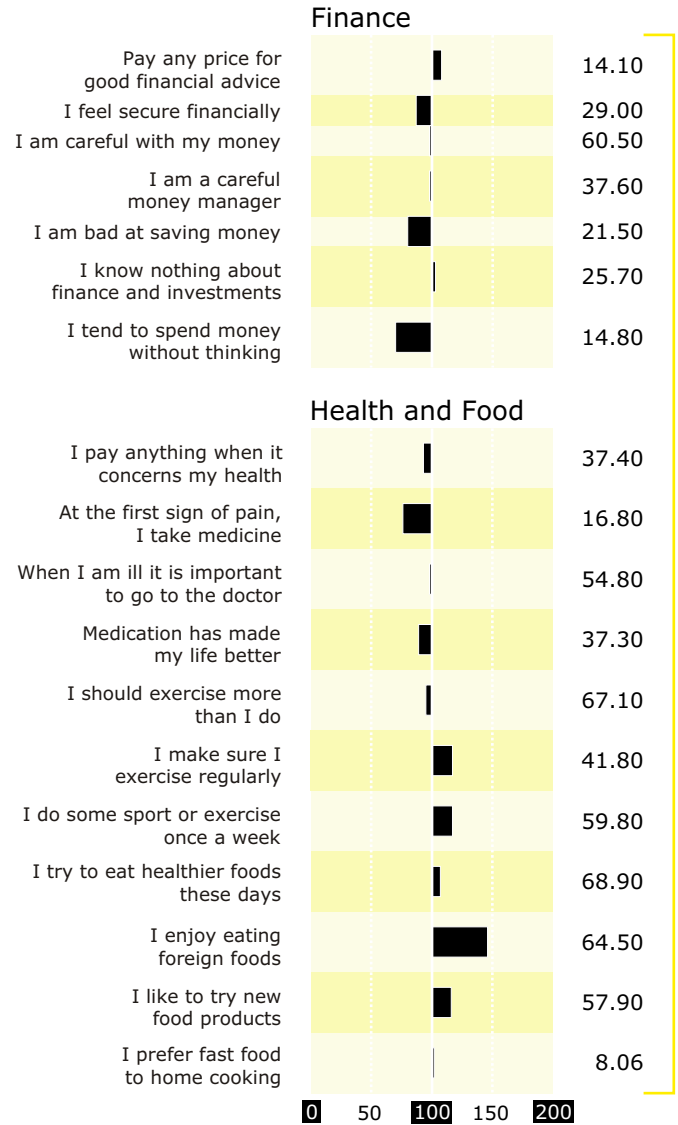
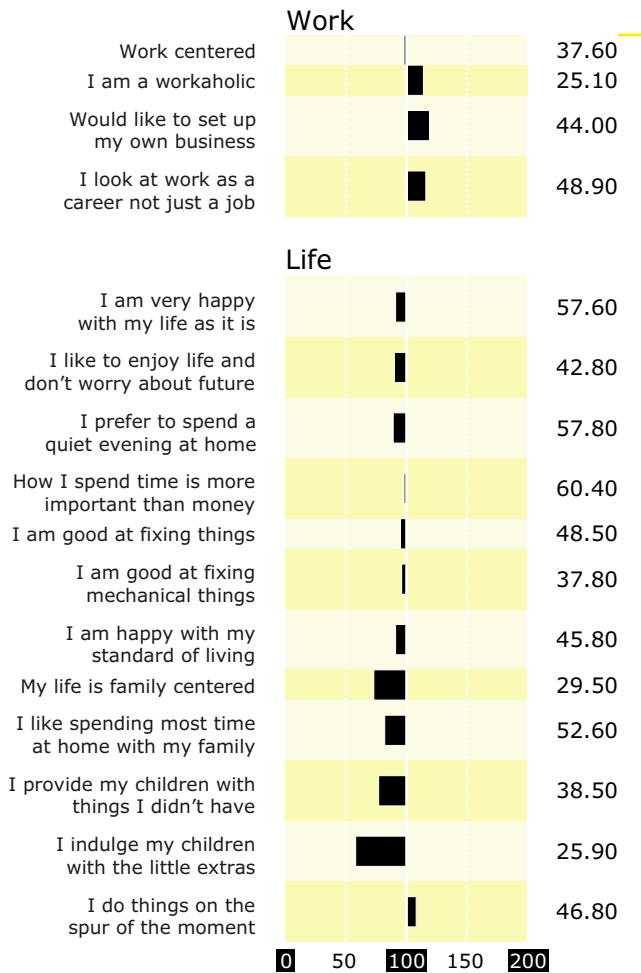
Residents are young, single, college educated and earning upper-middle-class incomes as white-collar professionals, managers and executives living in luxury apartments and condos in fast growing cities

3.22% 



Attitudes

Charts show Index and Mean %  
 Example Index:   
 Index 100 indicates US average  
 Example Mean %: 11.11  
 See **Supporting Notes** for further details




Group H Aspiring Contemporaries

Sean and Stephanie

Type H01 **Young Cosmopolitans**

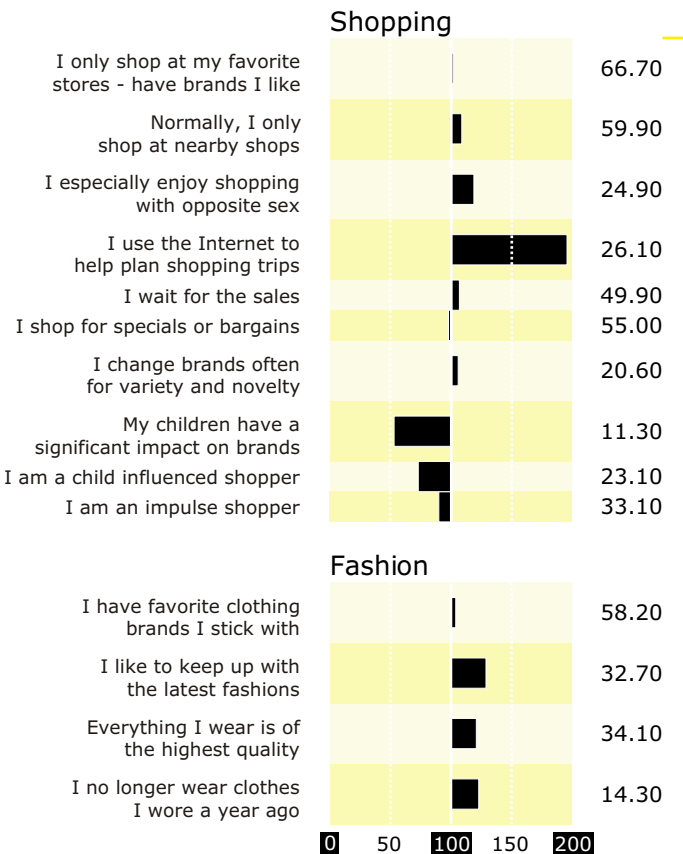
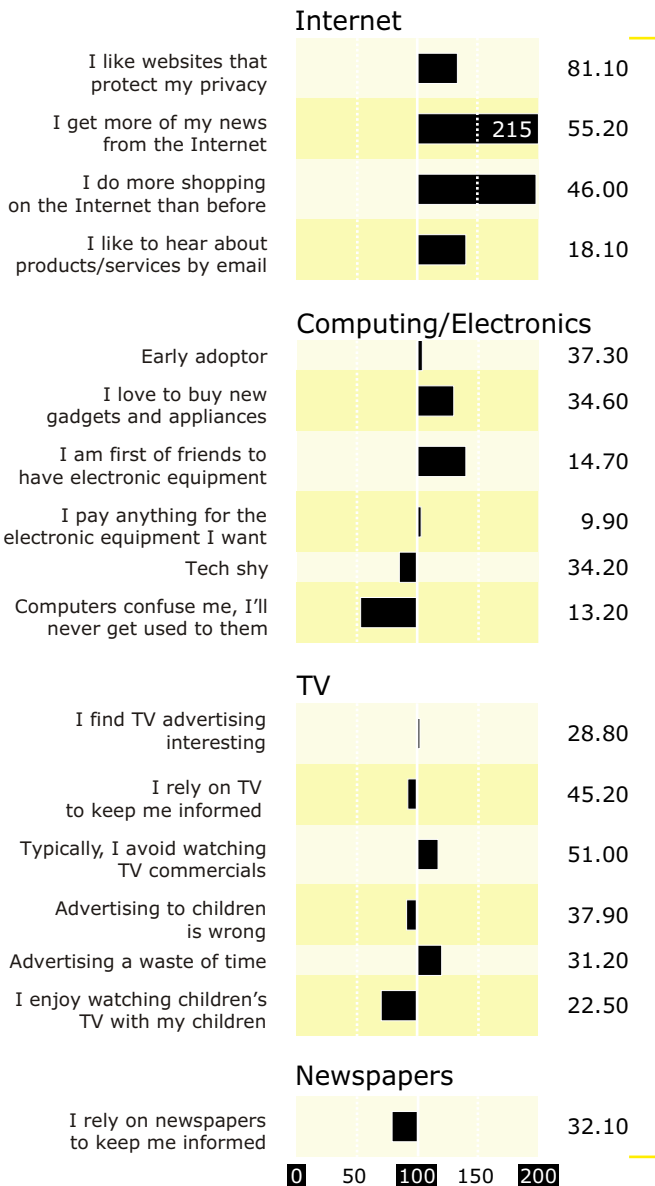
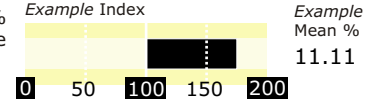
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3.22% 



Attitudes

Charts show Index and Mean %  
 Example Index 11.11  
 Index 100 indicates US average  
 See **Supporting Notes** for further details





## Supporting Notes

Mosaic USA is a lifestyle consumer segmentation system that classifies all U.S. households and neighborhoods into 60 unique Mosaic consumer segments and 12 lifestyle groupings that share similar demographic and socio-economic characteristics.

Mosaic is built using INSOURCE household level data and the wealth of Experian data assets. It utilizes more than 300 demographic variables including more than 70 INSOURCE household characteristics. Mosaic is linked to Experian's Simmons Market Research Bureau National Consumer Survey and other market research data providing insight into consumer purchasing behavior, media and channel preferences, opinions and attitudes.

Mosaic was developed on more than 20 years of segmentation development expertise from the global leader in segmentation systems. Experian has built more than 40 consumer segmentation systems around the globe and Mosaic is available in more than 25 countries. Mosaic USA is linked to a global segmentation network, providing the ability to extend your consumer targeting for international applications. Mosaic Global is based on the same premise of shared consumer patterns and classified into 10 distinct groups that are consistent across country borders.

### Mosaic Portraits

These portraits have been designed to help users understand the essence of each of the sixty Mosaic types and the 12 Mosaic groups. More than 600 profiles describing demographics, purchasing behavior, media preferences, hobbies and interests, internet usage are available for viewing. In each of these portraits we have sought to highlight key features which make these categories distinctive and which would be useful to bear in mind when devising communications or marketing strategies targeted at them. These are necessarily subjective descriptions and are intended to highlight key issues rather than to be comprehensive. In each case we have sought to explain how these different consumer segments have come to be and how they currently are, not just to provide a mass of unrelated statistics.

### Sources

Although much of the content may appear subjective, there is little that is not grounded in information of some sort. The portraits have taken into account a wealth of information from INSOURCE, Experian's comprehensive household level information, other Experian data assets and the U.S. Census. This information is supplemented with consumer behavioral information from Simmons and other research companies to provide a unique and distinct picture of each Mosaic Group and Type.

These portraits provide a wealth of information showing differences between the Mosaic Groups and Types across large numbers of consumer demographic characteristics, consumer behaviors, media preferences and attitudes. These portraits have made use of information cross tabulated by Mosaic from Simmons, as well as Experian's National Vehicle Data Base (NVDB) for automotive profiles and TrueTouch providing contact strategies profiles. In addition, profiles for top visited websites from Hitwise, the leading online competitive intelligence service, provide key insight into the online behavior of Mosaic households.

### Caveats

Clearly, not every U.S. household matches exactly to just one of the sixty different Mosaic Types. These descriptions are therefore what sociologists would describe as 'ideal types'; pure examples to which individual cases approximate with varying degrees of exactness.

It's also important to recognize the scope of the labels. Not every household classified as 'Solid Suburban Life' is necessarily either young or married and some may not live in suburban areas. Indeed there may be quite a few residents in this Mosaic Type who fall into neither category. The labels therefore focus on the statistical bias of a type of household, on the demographic categories which are more numerous there than elsewhere in the country and which give the household its distinctive character.



## Supporting Notes

In developing these portraits, and their labels, we are mindful of the fact that they will be read by a wide variety of people: by business analysts working for retailers and property developers who have a highly numeric approach to analysis; by account teams in advertising and direct marketing agencies whose method of working is very creative; by people working in government whose job requires them to frame discussion within terminology which conforms to current standards of political correctness; and by academics trained to test assertions by the rigour with which evidence is referenced from quoted sources. It is a challenge to meet all these needs in a single set of portraits and one which we hope we have been equal to.

### Simmons Profiles

Founded over 50 years ago by legendary market researcher Willard Simmons, Simmons Market Research Bureau today is the nation's leading authority on the behavior of the American consumer. Today Simmons is a subsidiary company of Experian Marketing Solutions, enabling Simmons to combine its comprehensive information on consumer behavior, including media consumption and product preferences, with Experian's advanced data assets and analytical solutions. Simmons customers can experience the power of the combined data assets of Simmons and Experian by targeting consumers across multiple channels, using a common currency to analyze those consumers. Each year, Simmons interviews over 27,000 people nationwide in order to produce its well-known Simmons National Consumer Survey (NCS) on the marketplace behavior of American adults. In addition, Simmons collects comprehensive, insightful information on teens, kids and Hispanic consumers. Simmons's vast database, built from innovative syndicated and customized surveys, contains the most detailed usage information available on over 8,000 brands, 400 product categories and every media genre accessible in the U.S. Industry authorities acknowledge that Simmons's consumer data has helped bring more goods and services to market than any other research firm in North America.

To create the Mosaic Simmons profiles, Mosaic is appended to the Simmons NCS. More than 500 Mosaic/Simmons profiles covering demographics, shopping, media, attitudes, opinions and lifestyle interests are available in the Multimedia Guide.

For more information on Simmons, please visit [www.smr.com](http://www.smr.com).

### Automotive Profiles

To identify the top five automotives (make and model) for each Mosaic type, a one million household sample of Experian's National Vehicle Database (NVDB) was extracted and appended with INSOURCE demographic data and Mosaic. Approximately 834,000 households were used to create the NVDB profiles. Eight states with higher Hispanic populations were over-sampled (AZ, CA, FL, IL, NJ, NM, NY, and TX). These eight states were weighted appropriately to reflect their true population distribution across the US. Only those makes which exceeded a count of 500 and make-models which had a count greater than 250 were considered. The following Special/New/Luxury makes: Alfa-Romeo, Ferrari, Fiat, Hummer, Laforza, Lancia, Lotus, Maserati, Mini, Peugeot, and Rolls Royce were excluded. Count, Percent, Total Percent and Index were computed for the data set across all of the 60 Mosaic types.

### Hitwise Website Profiles

Hitwise is the leading online competitive intelligence service. Only Hitwise provides its 1200 global clients with daily insights on how their customers interact with a broad range of competitive websites, and how their competitors use different tactics to attract online customers. Hitwise has partnered with Experian to provide Hitwise Lifestyle based on Mosaic profiles for more than 30,000 websites and 160 industry categories within the Hitwise U.S. service.

Since 1997, Hitwise has pioneered a unique, network based approach to Internet measurement. Through relationships with ISP's around the world, Hitwise's patented methodology anonymously captures the online usage, search and conversion behavior of 25 million Internet users. This unprecedented volume of Internet usage data is seamlessly integrated into an easy to use, web-based service, designed to help marketers better plan, implement and report on a range of online marketing programs. The Multimedia Guide provides Mosaic profiles for 50 well-known and frequented websites.

For more information on Hitwise, please visit their website [www.hitwise.com](http://www.hitwise.com).



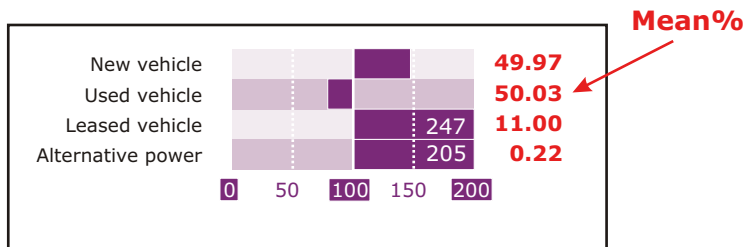
# Supporting Notes

## Variables - Mean% and Index

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

### Understanding Mean% and Index

**Mean%** show the percentage of this group/type with this characteristic. For example, consider car ownership for Group A:



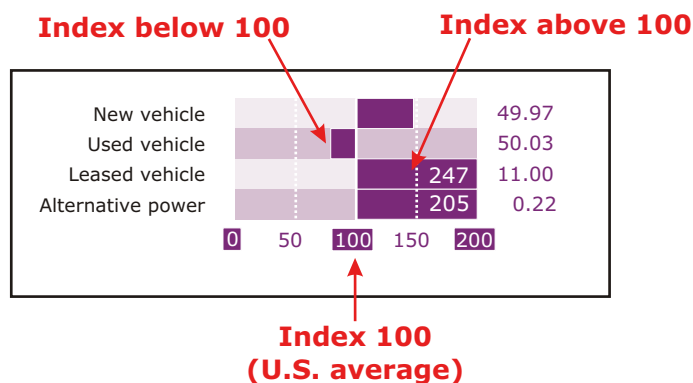
This shows that:

- 49.97%** of Group A households have a new vehicle.
- 50.03%** of Group A households have a used vehicle.
- 11.00%** of Group A households have a leased vehicle, etc.

The **Index** shows how the variable compares with all households in the U.S.

An **Index of 100** is the U.S. average. An **Index greater than 100** shows that this variable is over-represented when compared with the U.S. An **Index less than 100** shows that this variable is under-represented when compared with the entire U.S.

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.

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