

Young Digerati



Wealthy Younger Mostly w/ Kids

Demographic Bio

This segment are tech-savvy and live in fashionable neighborhoods on the urban fringe. Affluent and highly educated, Young Digerati communities are typically filled with trendy homes and condos. They believe in living ecofriendly lifestyles and enjoy dining at upscale restaurants, coffee houses and other trendy establishments.

Midlife Success

Income & Lifestage

\$154,654

Avg. Household Income

\$144,548

Median Household Income



Predictive Behaviours

Shops online, movies, alternative music, prefers outdoors

- Research/buy products online
- Live in areas with vibrant social scenes and nightlife
- Go to movies frequently
- Likely to have recently completed a home reno
- Listens to Alternative
- Likely to read GQ, Elle, Wired

\$752,500

Median Income Producing Assets

\$1,292,500

Median Net Worth



Mostly w/ Kids



Homeowners



Management & Professional



Graduate/Post Graduate

Top 5 Important to Me

1. I use food to bring family together.
2. I can tell my home is clean by the way it smells.
3. I am willing to take charge to get things done.
4. I rely on mobile coupons for deals while food shopping.
5. Newspapers are a good source of learning.



Snapshot & Deep Dive

Lifestyle Indicators



Owens an Audi



Above Average
Tech Use



Shops at Saks Fifth
Avenue



Eats at coffee
house/coffee bar



Plays Tennis



Visits Asia



Uses Uber



Listens to
Alternative

Automotive Products

Also likely to own luxury vehicles like Mercedes and BMW, but also likely to own a hybrid vehicle or a Volkswagen

Sports and Leisure

Prefer outdoor activities, such as hiking/backpacking and skiing/snowboarding.

Retailers and Shopping

Prefer to eat at restaurants like Chipotle and Starbucks. Shop at Nordstrom Rack, IKEA and H&M

Online Behaviors

Often listens to music via Spotify. Use Social Networks to invite people to an event, tag locations, and watch videos

Television Viewership

Modern Family, Real Housewives, Family Guy, Saturday Night Live

Notes