

- Key Features
- Singles
- House sharing
- Students and graduates
- Low incomes
- Night life
- Interested in sports



Urban Starters are young people living in economical accommodation close to city centres. They are still developing their prospects, either through their studies or in trainee jobs.

Many are still at university and have only recently left their parents' homes. Others are in their twenties or thirties and looking for opportunities to establish themselves. They are single, sometimes living alone and other times sharing with friends or a partner. They are cosmopolitan and multicultural, mixing their backgrounds and ideas in a non-traditional outlook.

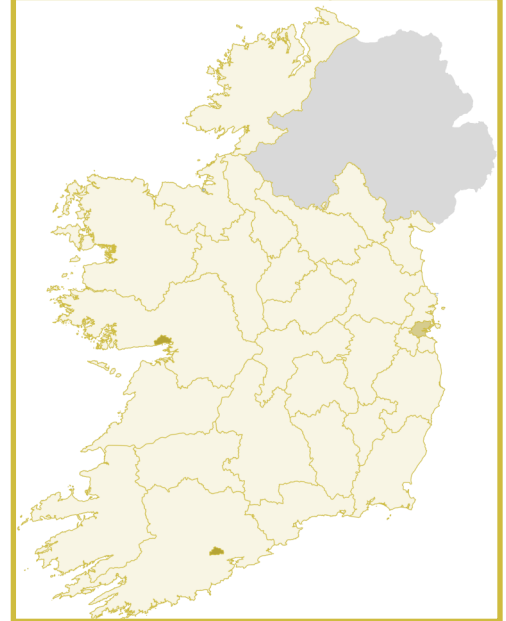
They live in central areas that are close to businesses and shops, renting living spaces in apartments, bedsits or terraces. Homes rented from the private sector are small and often old, offering a budget way to live in a central location. Students may be renting modern, purpose-built accommodation from universities or private companies. There is a high level of transience in these areas, with people moving frequently.

Those who are studying travel short distances to their lectures and seminars. Those in employment often walk between home and work. They are either at an early career stage or work in lower-status jobs that pay the bills for the time being. Many have degrees and are looking for ways to put them to use.

With low incomes, they spend a bigger proportion of their money than they would like on essentials such as food and bills. Opting for budget ranges helps reduce grocery costs. They enjoy spending any spare cash on socialising and shopping and they can be impulsive when it comes to splashing out on clothes and entertainment. Keen to make the most of city nightlife, they frequently go to bars, nightclubs and cinemas.

Many are yet to establish a financial footprint and have few financial products.

Smartphones are essential for staying connected socially, and they use them constantly. The internet is their primary source of information for studies, shopping, entertainment and news, and they consume TV online far more than via traditional channels.



Mosaic Types:

D10 Heart of the Action

D11 Metro Mindset

D12 Campus Life

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