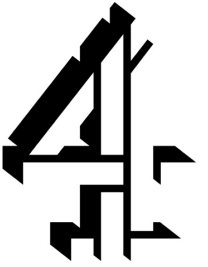


# Urban

A relatively small segment but big on influence



The Urban segment follows a typical pattern, with a small subset (the DIY-ers) who create and dictate tastes, and consumers who buy into the tribe and endorse that creativity in the shape of Blingers, Get Paid Crew and Trackies. Urban fashion and music extends into mainstream publishing and TV, but the core Tribe members are most influenced by what they see around them in their urban environments, in clubs and on social networks. YouTube, Myspace and Facebook are the most effective conduit to these kids.

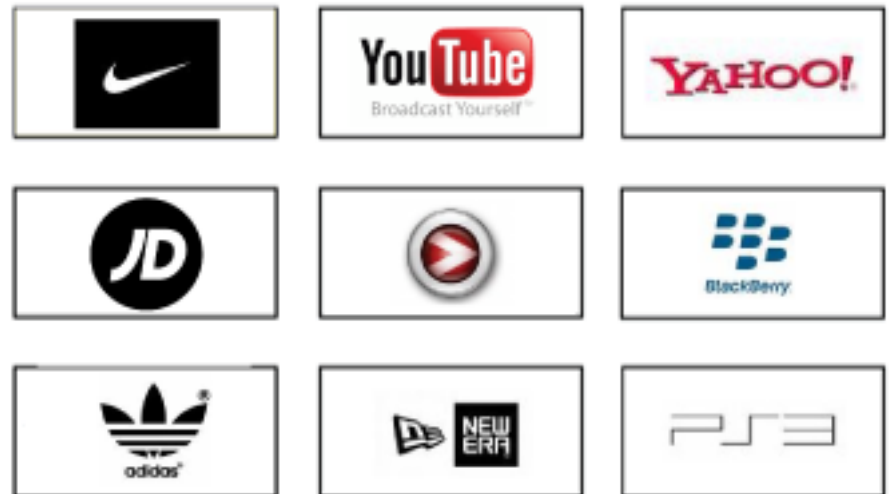
Trackies are enthusiasts who don't produce but enjoy consuming music and film with their friends. Their hooded tops are intimidating but their conversation is friendly, open-minded and laid back. Blingers are preoccupied with US music and icons, and spend big on label fashion. They are sometimes mocked, but everyone has a bit of Blinger in them. Get Paid Crew are a brash version of the traditional working classes, unashamedly driven by money but proud of their urban background. DIYers have identified the core of their lives, understanding their own culture and making music and media for themselves, with a lively local market and occasional global break-outs.

This segment 'definitely agreed' that they "mix different fashion influences to create my own style" on more occasions than all 16 to 24s (23% vs. 17%).

This segment definitely agreed that they 'really enjoy sport' more than any other group (Index = 161 vs. all 16 to 24s).

They were doubly likely to get drunk at home compared with all 16 to 24s (16% vs. 8%).

## Brands



## Media



## Media Consumption

