

Key Features

- Cosmopolitan singles and cohabiting couples
- Privately rented apartments
- Very well educated
- Recently emigrated to Ireland
- City life
- Significant investable assets



City Achievers are young people looking to accelerate their careers and ready to take opportunities that present themselves. They rent contemporary city spaces that are ideal for up-and-coming professionals.

Aged in their twenties and thirties, they have few responsibilities outside work to take up their time or resources. Some live alone; others are sharing bills by living with partners or friends. With many different nationalities represented, they are non-traditional in their outlook. They have chosen to live close to city centres to be near job opportunities and entertainment. As they have yet to accumulate possessions, they don't need large amounts of room. Their apartments and terraces are small, as real estate in these neighbourhoods is expensive, but are sufficient for their daily needs and for entertaining friends. Properties are usually privately rented, as many of these young people aren't ready to commit to home ownership and want to be free to move as the need takes them.

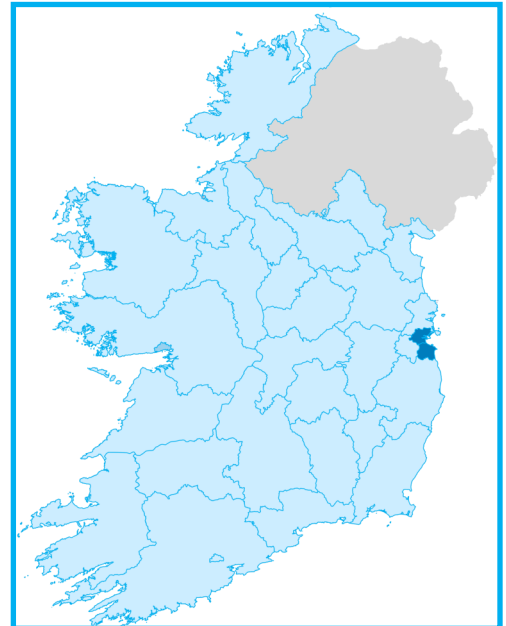
Career is their principal focus. Having obtained degrees after years of study, they are already translating their success into the workplace. They work in professional and technical occupations where salaries reflect the skills they can offer, and some are progressing into roles of greater responsibility. They are eager to prove themselves and work their way up through an organisation.

They also work hard at their social lives and make the most of the attractions that the city has to offer – eating out, going to events and enjoying the night-life. Money is spent on clothes and technology, and they are often image-conscious and brand-aware.

A car is an unnecessary expense in these locations. The principal ways of getting around are public transport, cycling or walking.

They enjoy having money to spend and have enough income to cover their expenditure without needing credit. Some may be turning their thoughts towards saving, perhaps for a future deposit on a home. Many belong to a company or occupational pension scheme through their employers.

Connectivity is fundamental to them. They own the latest smartphones, which are used constantly for all aspects of their lives, and they are at the cutting edge of technology use. The internet is their first port of call for news and information.



Mosaic Types:

C07 Uptown Couples

C08 Millennial Renters

C09 Young Tech In-Crowd

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