

who will **b** reading **b**?

10
free daily

Baltimore's young adults are a population of more than half a million consumers. With a median household income slightly higher than that of a more typical adult, their earnings total \$21 billion; they represent tremendous opportunity. Here's a taste:

Young, Single, On their way in the world:

- 64% are living the single life.
- 81% are employed.
- Large numbers are now making plans for their next car, job, home...

Tech/Gadget savvy:

- These young adults are far more likely to have phones tricked-out with the latest features, use a DVR, have a digital camera / computer / MP3 player, watch Satellite TV, have video game system.

Hungry, Thirsty, Ready to party:

- In spite of being fast food fans, 9 of 10 have dined at fancier restaurants in the past month. They have a special taste for Chinese, seafood, coffee houses, Italian and BEER!
- Nearly 300,000 have gone to a nightclub in the past year.

Intrepid Travelers:

- Nearly half have traveled outside the US in the past 3 years. Europe, Canada, and the Caribbean are the more popular destinations.
- More than half have flown in the past year.

