Generation Y is a big group, so we have chosen a segment within it which we call Free & Easy Mini Breakers

*Experience is the new status symbol 71% said “I’d rather tell people about something I’ve done than something I’ve got.”*

FEMBs are a young audience with 73% of FEMBs aged between 15-44. The majority are single, highly educated and are slightly skewed towards females. They are more likely to be living in London vs. total population.

### Who They Are - Demographics

<table>
<thead>
<tr>
<th>Image conscious</th>
<th>Adventurous</th>
<th>Social conscience</th>
<th>Cultured</th>
</tr>
</thead>
<tbody>
<tr>
<td>FEMBs care about their image and are willing to spend money to maintain it</td>
<td>This audience seek variety and are always on the lookout for something new to do</td>
<td>This audience have strong social conscience, whether that be helping others in need or the products they buy</td>
<td>FEMBs are cultured people with an interest in art and visiting museums &amp; galleries</td>
</tr>
<tr>
<td>They consider themselves to be stylish and love to have the latest fashions &amp; trends.</td>
<td>This need for variety translates to their holiday choices &amp; they love to holiday in places other people don’t</td>
<td>“It is important to do as much as possible to help refugees”</td>
<td>They have a global outlook, valuing the importance of education about other countries</td>
</tr>
<tr>
<td>“I like to buy the newest fashion brands &amp; styles available”</td>
<td>“I’m always on the lookout for new exciting things to do”</td>
<td>“I buy fair trade products when available”</td>
<td>“I like to learn about art and culture”</td>
</tr>
<tr>
<td>“I consider myself to be a very stylish person”</td>
<td>“I prefer holidays off the beaten track”</td>
<td>“Prefer companies involved with charities”</td>
<td>“I’m interested in art and things of beauty”</td>
</tr>
<tr>
<td>“I spend a lot of money on personal beauty/grooming products &amp; clothing”</td>
<td>“Other people view me as a risk taker”</td>
<td>“It’s important to learn from the culture of other countries”</td>
<td></td>
</tr>
<tr>
<td>Average Personal HHI: £20,623</td>
<td>“I try to go somewhere different on holiday every time”</td>
<td>“I am coping or comfortable on my present income” 83% (i117)</td>
<td></td>
</tr>
</tbody>
</table>

### CSS Mindset

- **Age 15 – 44** Average age – 35 years old
  - M&F: 47% / 53%
- 60% (i191) Single & 19% (i120) living with partner
- 46% (i139) have a degree or above
- 22% live in SE & Anglia (i93)
- 21% live in London (i148)
- 23% live in North England (i94)
- 60% (i191) Single & 19% (i120) living with partner
- 46% (i139) have a degree or above
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### Experience is the new status symbol

71% said “I’d rather tell people about something I’ve done than something I’ve got.”
FEMBs are an audience with a young mindset – with 73% between 15-44. They are mainly single, highly educated and skewed toward female. They are more likely to be living in London or Urban locations vs total population.

At either end of the age scale they have very different challenges, balancing being cash poor against being time poor – meaning that we can create and target Microgap experiences that are personally relevant to their needs.

VALUE
At the younger end, they are more likely to be cash poor but time rich – meaning more experiences to do on a budget.

CURATED
At the older end, they are more likely to be time poor but cash rich – meaning more curated and bespoke experiences.

So who would go on a Microgap?
Free & Easy Mini Breakers (FEMBs)