

# C11

## Sophisticated City Dwellers

Wealthy boomer-aged couples living in cities and closed-in suburbs

🏠 2.11% | 3.2% 👤



### Who We Are

Head of household age 🎂

51–65

325 | 88.4%

Type of property 🏠

Single family

112 | 99.0%

Est. Household income 💰

\$125,000–\$149,999

205 | 20.6%

Household size 👤

5+ persons

179 | 26.0%

Home ownership 🤝

Homeowner

118 | 97.1%

Age of children 🍼

13–18

4 | 0.5%

### Channel Preference



13



124



1



10



147



168

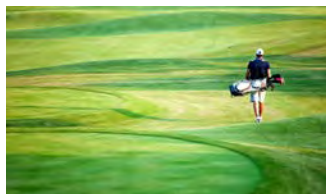
### Technology Adoption



Apprentices

### Key Features

- Affluent
- Highly educated
- Upscale housing
- Nearing retirement
- Philanthropic
- Savvy investor



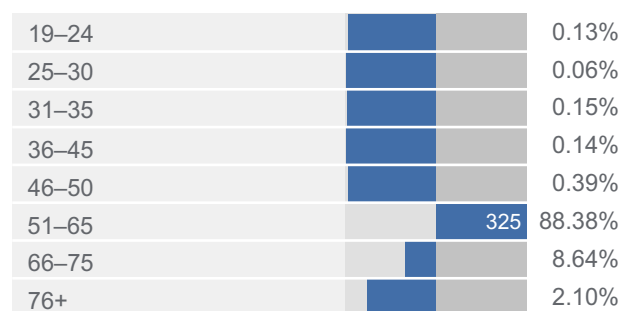
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## Sophisticated City Dwellers

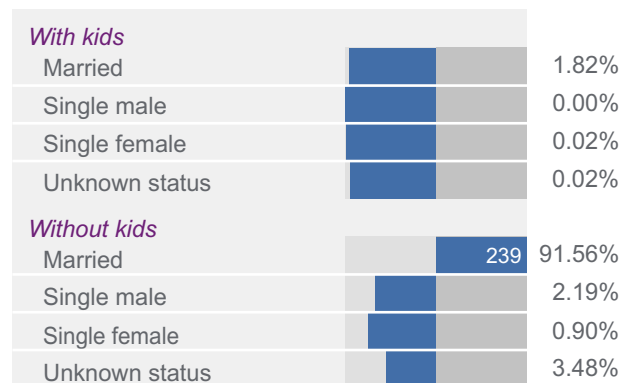
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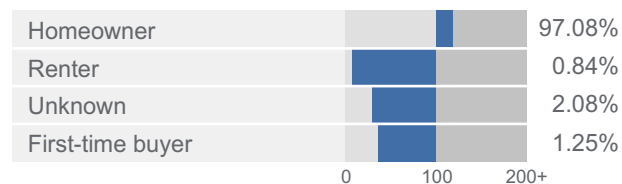
### Head of household age



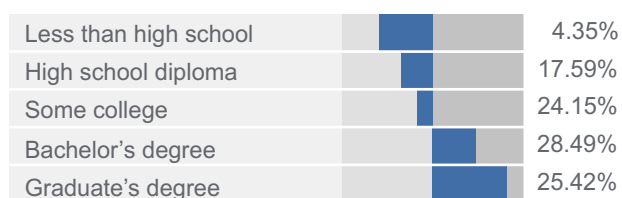
### Family structure



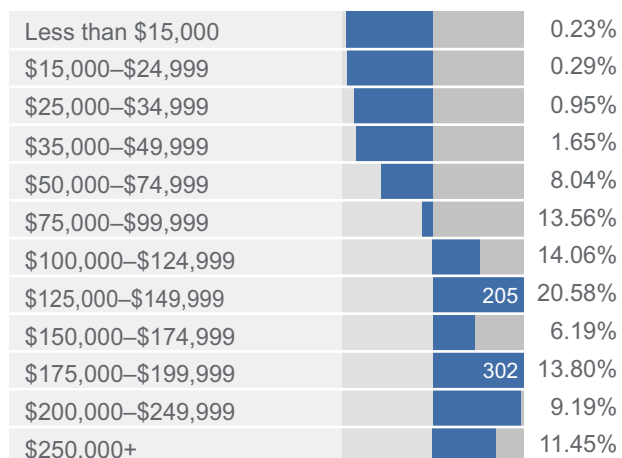
### Home ownership



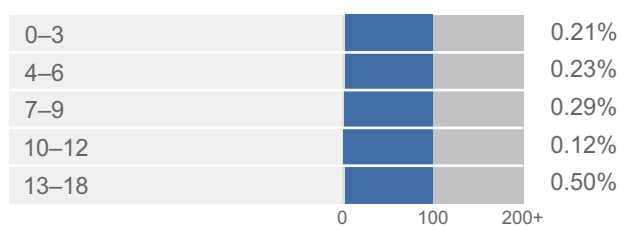
### Head of household education



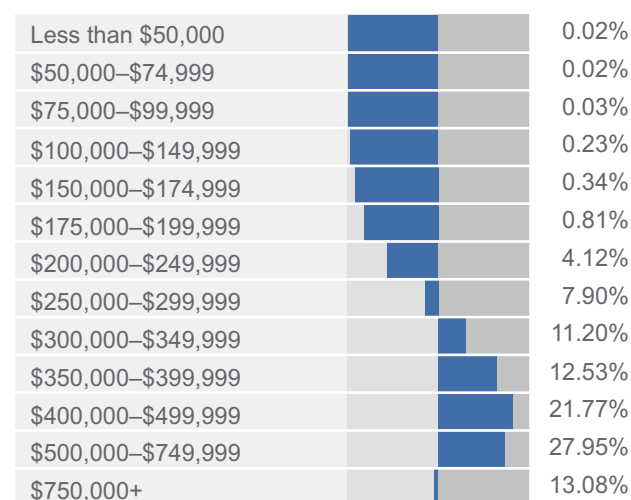
### Estimated household income



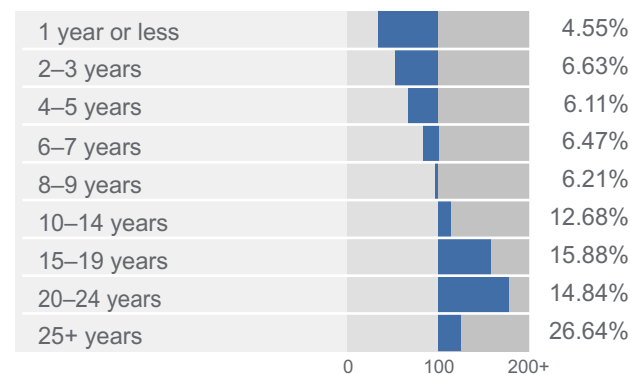
### Age of children



### Estimated current home value



### Length of residency



Charts provide details of the key variables used to build and describe the Mosaic groups and types.

For each group and type, the charts show the **Means** and **Index** for each variable.

## Understanding Means and Index

**Means** show the percentage of this group or type with a particular characteristic.

For example, consider the Age composition of Group D:

### Head of household age



This shows that:

- 2.65% of Group D are aged 19–24
- 2.36% of Group D are aged 25–30
- 4.65% of Group D are aged 31–35
- 40.67% of Group D are aged 36–45
- 20.16% of Group D are aged 46–50
- 17.58% of Group D are aged 51–65
- 8.46% of Group D are aged 66–75
- 3.46% of Group D are aged 76+

The **Index** provides further insight by comparing the characteristics of a Mosaic group/type with all households in the USA.

An **Index of 100** is the average.

An **Index greater than 100** shows that this variable is over-represented when compared with the average.

An **Index less than 100** shows that this variable is under-represented when compared with the average.



The chart shows the Index value from 0 to 200. If the Index value is greater than 200, the bar is shown as 200 along with the exact Index.

## Type C11: Sophisticated City Dwellers

Wealthy boomer-aged couples living in cities and closed-in suburbs

### How to Market

Currently in their peak earning years with dwindling financial attachments to their family, Sophisticated City Dwellers is an attractive segment of consumers for marketers. Their traditional media preferences make for a great catalog, newspaper and magazine audience. Their tech adoption is high among the older consumer segments and that means they're available for TV, email and online advertising as well. As for products they're interested in—you name it. They're in the market for cars, investments, vacations, clothes, electronics and toys. They are empty-nesters and approaching retirement; the world is their oyster.

### Overview



The vanguard of the Baby Boom Generation, Sophisticated City Dwellers is comprised of empty-nesting couples between 50 and 65 years old. Most households consist of married couples—over 90 percent have no children at home and are finally enjoying the kick-back-and-relax stage of their lives. With their graduate school educations, they earn high incomes at professional and technical positions and often travel for business. Virtually all own older single-family homes in established neighborhoods. Scattered throughout the nation, this segment's members are found in both large metros and mid-sized cities. One sign of their stability is the

high percentage who have lived at the same address for over ten years.

Sophisticated City Dwellers enjoy active leisure lives. They like to exercise at fitness clubs and do non-aerobic sports such as golf and yoga. They have a cultured lifestyle and enjoy going to plays, museums and reading books, specifically on a digital device. They also have enough time and money to travel frequently, both domestically and internationally. With their parenting years behind them, these couples relish the opportunity to take cruises, go to casinos and frequent restaurants.

As shoppers, Sophisticated City Dwellers are both brand- and bargain-sensitive. They patronize all kinds of brick-and-mortar stores, from high-end retailers to discount clubs, and also buy products through catalogs, direct mail and online. Although they are much more likely to be in the market for a new vehicle than a used one, they're not known as early adopters when it comes to consumer electronics, nor are they fashion-forward. Now approaching retirement age, they're increasingly health-conscious and usually only snack on healthy foods while avoiding the fast food their kids may have grown up on. When they shop, they take along coupons clipped from newspapers or downloaded from the internet.

Sophisticated City Dwellers tend to have eclectic media tastes. They're print fans who read daily newspapers from cover to cover and subscribe to magazines that specialize in business, news and travel. They go online often to track down news, book travel and research medical subjects as well as make purchases. Sophisticated City Dwellers still maintain their love of music, though these one-time rock 'n' rollers now listen to jazz, classical and easy listening music.

No longer the radicals of their youth, just over forty percent of Sophisticated City Dwellers mostly align themselves with the Republican Party while less than one third vote for the Democratic nominee. Though they are split down party lines, we know almost all are politically aware and make it to the booth on Election Day. They're more liberal regarding environmental issues, however, and donate to "green" causes.

The evolution of the countercultural generation evident in Sophisticated City Dwellers reflects an economic system that has rewarded these members handsomely. Thanks to their high incomes, they've accumulated large portfolios of investments to fund their retirement. With homes they've owned for many years, they're creditworthy prospects for home equity loans, insurance and lines of credit. They carry multiple credit cards and typically pay off their balances each month.