

J34

Suburban Sophisticates

Established sophisticates living comfortable suburban lifestyles

🏠 3.23% | 4.14% 👤



Who We Are

Head of household age 🎂

66–75

373 | 49.1%

Type of property 🏠

Single family

112 | 99.4%

Est. Household income 💰

\$50,000–\$74,999

154 | 28.7%

Household size 👤

3 persons

161 | 25.2%

Home ownership 🤝

Homeowner

118 | 97.2%

Age of children 🍼

4–6

13 | 1.1%

Channel Preference



12



164



1



8



50



72

Technology Adoption



Novices

Key Features

- Retired
- Financially secure
- AARP members
- Established homes
- Avid newspaper readers
- Republican households



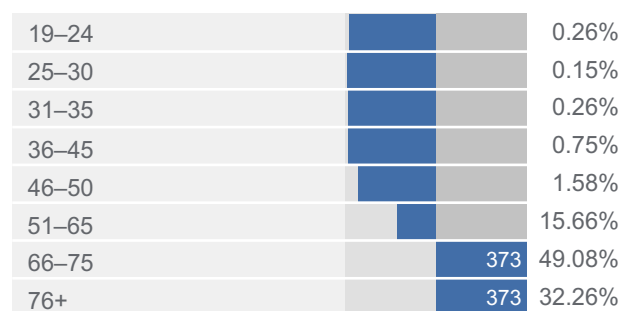
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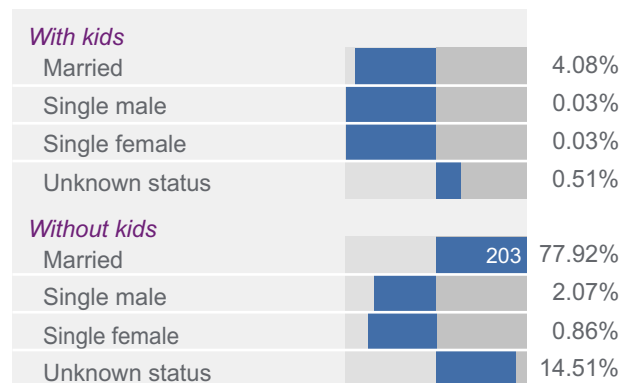
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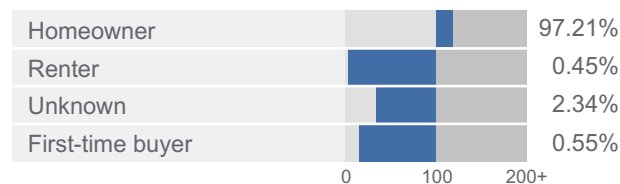
Head of household age



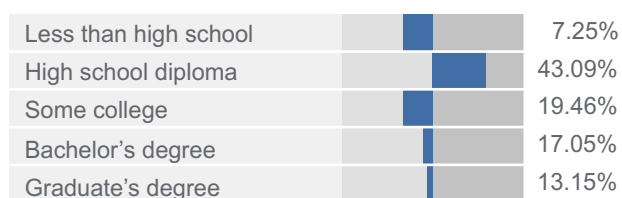
Family structure



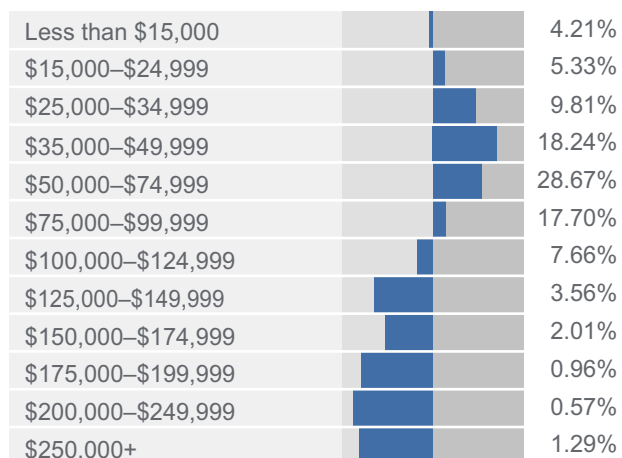
Home ownership



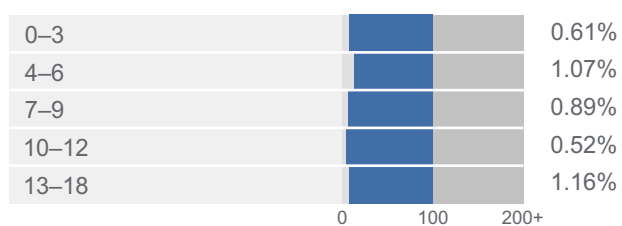
Head of household education



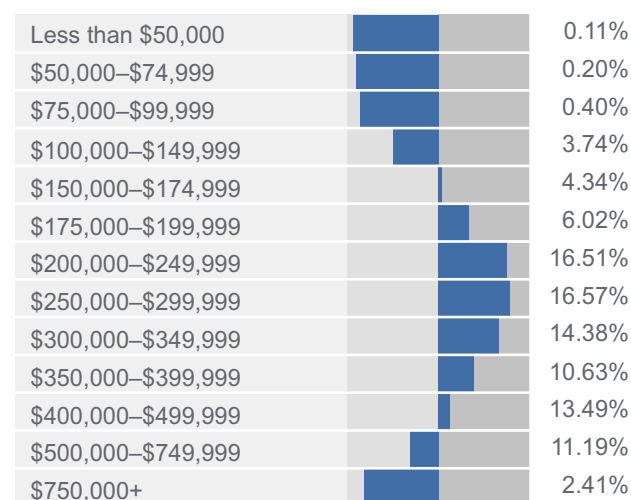
Estimated household income



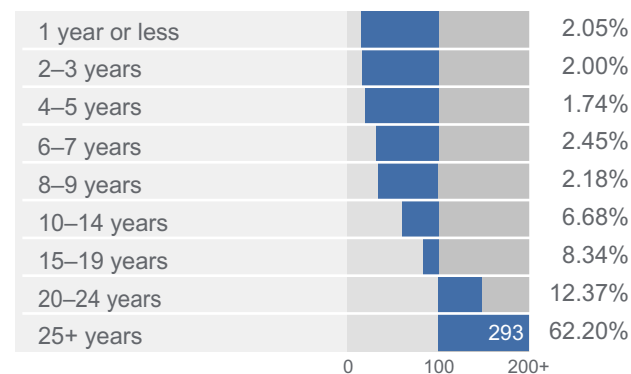
Age of children



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 J34: Suburban Sophisticates

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How to Market

To ensure your brand messages grab the attention of Suburban Sophisticates consumers, resonate with their core American ideals of honor, respect, loyalty and pride. For your call to action, leverage loyalty programs and put your best foot forward when it comes to fostering this customer relationship. Outstanding customer service is key to maintaining this loyal consumer market.

Overview



The flight to the suburbs in the 1950s and 1960s attracted many World War II veterans with young families. Today, these Suburban Sophisticates seniors are ready to retire but still happy in their modest homes scattered across the country near metros and mid-sized cities. More than four fifths of household heads are over 65 years old, and half are already retired. With their children out of the house, this mix of empty-nesting couples and widowed individuals live comfortably on mid-scale incomes and assets from a lifetime of working at professional and technical jobs.

Suburban Sophisticates enjoy quiet, unassuming lifestyles. They spend most of their time around their homes reading, gardening and watching TV. They like dining out and go to casual restaurants. They don't frequent many cultural activities but attend antique shows and enjoy music classics from the 60s and 70s. When socializing, they attend activities sponsored by their religious group or veterans' club.

As shoppers, Suburban Sophisticates have traditional tastes and are also a strong market for books and garden supplies. Given their extended families of children and grandchildren, these folks send a lot of cards and gifts and may be on a first-name basis with the clerks at the local stores.

Suburban Sophisticates are fans of traditional media, including print, TV and radio. They read a daily newspaper and like to subscribe to women's and home magazines. Although they no longer represent a strong drive-time radio audience, they still tune in to stations that play oldies and easy listening music. Mostly, though, these households are TV fans, watching dramas, early evening and reality shows. Few understand all the excitement about the internet.

These Americans are slightly more Republican. They care about their faith and go to religious services each week. These are people who belong to church and synagogue clubs, attend union meetings and support the community service projects of veterans' organizations.

Reach this consumer group with something shiny in their USPS mailboxes. Use messages that are core to the traditional conventions of America like respect, being home-grown and paying it forward. Customer service and loyalty programs that illustrate "Our brand cares about you", will also ensure Suburban Sophisticates continue spending their hard-earned dollars with you.