

# S68 Small Town Sophisticates

Sophisticated, down-scale singles and couples living in modest, exurban small towns

🏠 0.93% | 0.59% 👤



## Who We Are

Head of household age 🎂

51–65

129 | 35.1%

Type of property 🏠

Single family

105 | 93.1%

Est. Household income 💰

Less than \$15,000

467 | 20.4%

Household size 👤

1 person

214 | 70.1%

Home ownership 🤝

Renter

340 | 37.0%

Age of children 🍼

13–18

28 | 4.0%

## Channel Preference



88



46



308



27



4



23

## Technology Adoption



Wizards

## Key Features

- Modest spenders
- Rural towns
- Single, empty-nesters
- Modest educations
- Frozen food fans
- Basic cell phones



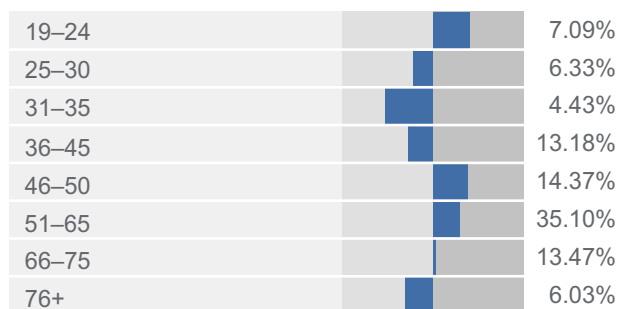
# S68

## Small Town Sophisticates

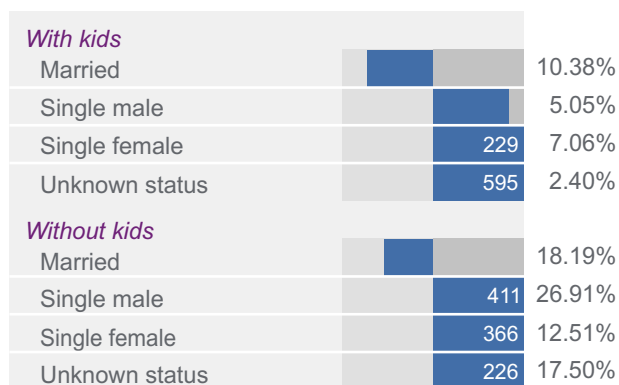
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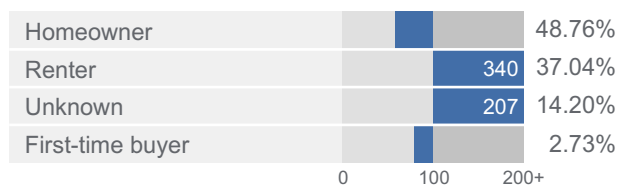
### Head of household age



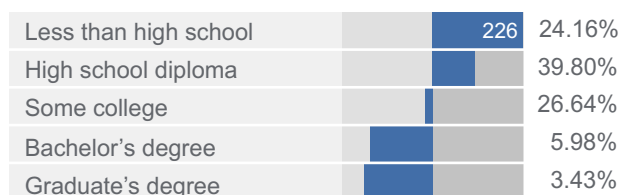
### Family structure



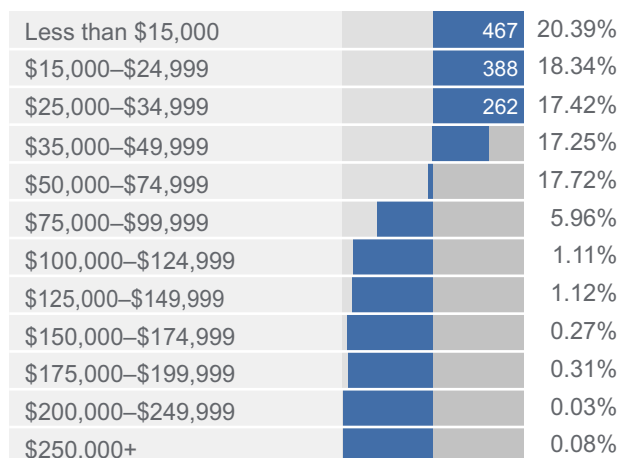
### Home ownership



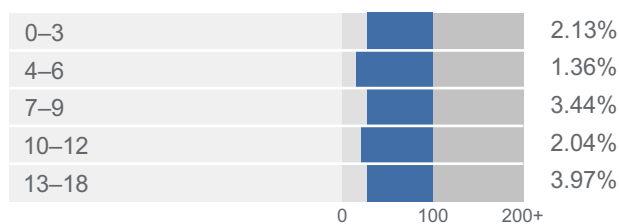
### Head of household education



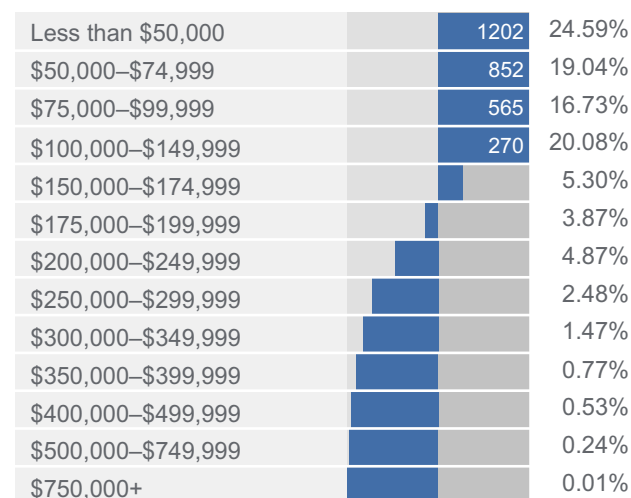
### Estimated household income



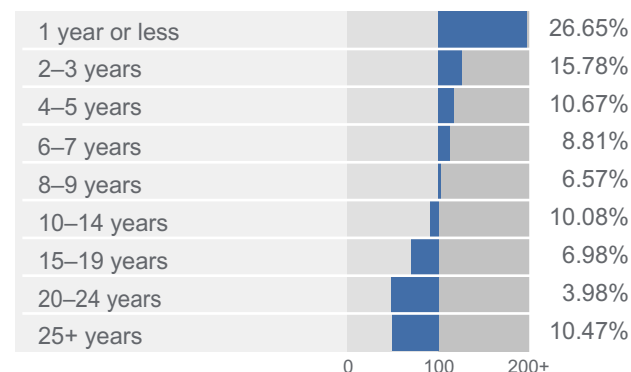
### Age of children



### 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 S68: Small Town Sophisticates

Sophisticated, down-scale singles and couples living in modest, exurban small towns

### How to Market

With a high receptivity to advertising, this audience is full of aspirational spenders. These Americans can be marketed to most strongly through broadcasting and streaming TV and radio channels. They are in the market for small loans to help them purchase items to improve their lives while maintaining their cost of living. They like to have fun and want to look good doing so. Resonate with Small Town Sophisticates by portraying your brand as the latest and greatest in your class. They tend to shop in the moment, prefer variety and anything that will make them look trendy and prestigious. Put forth your best “sale of the season” and you’re sure to whet their appetites for walking through your doors on pay-day.

### Overview



Small Town Sophisticates are older, unmarried empty-nesters in second-tier cities and exurban towns. Their lifestyle is pure small-town America. Most residents are over 50 years old and include a mix of single, divorced and widowed individuals living in downscale neighborhoods. Less than 10 percent have a college degree, and the majority work in service-sector and blue-collar jobs. Ten percent are already retired.

Their neighborhoods, often found in cities and towns that have seen better days, are quietly aging. The housing stock is

a mix of bungalows, cottages and ranch houses typically built in the first half of the 20th century. Most houses are small and their lots modest. Home values are only a third of the national average and yards are rarely landscaped. In these areas, status is a new truck out front.

Among Small Town Sophisticates, lifestyles tend to be typical of those living in modest small towns—fishing followed by a game of cards with friends. Many can afford to travel, though it’s often by train to see children and grandchildren in cities across the US. Collecting coins and porcelain figurines are among their favorite hobbies; they also enjoy going to an antiques show or flea markets on the weekends.

In their communities far from downtown stores, Small Town Sophisticates care more about convenience than style. They tend to dress conservatively, always on the lookout for bargains at discount stores like Walmart and Dollar General. They are split between technology wizards and technology novices, tend to use the internet to find product reviews, and occasionally carry iPads and iPhones.

At many times, these older folks gather around the TV at night to watch sitcoms, early evening shows and dramas. Some have old fashioned media habits that see them leafing through a newspaper—particularly the classifieds—or an outdoor magazine. Slowly, these older households are getting into the internet. Initially they just sought out listings but, increasingly, they’re visiting sites for social networking and following their favorite baseball team or racing driver. In this segment, NASCAR rules as the favorite spectator sport.

By heritage and inclination, Small Town Sophisticates are conservative in their views. Many describe themselves as moderate Democrats. Although many have only lived at the same address for five years, they're still active in their communities.