S68 — Small Town Sophisticates

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

🏠 1.21% | 0.92% 👤

Who we are

Head of household age 🎂	Type of property 🏠
51–65	Single family
139 | 39.6%	104 | 96.7%

Est. Household income 💰	Household size 👥
Less than $15,000	1 person
402 | 20.7%	201 | 69.4%

Home ownership 🤝	Age of children 🍼
Renter	7–9
296 | 38.3%	31 | 3.7%

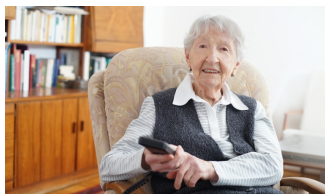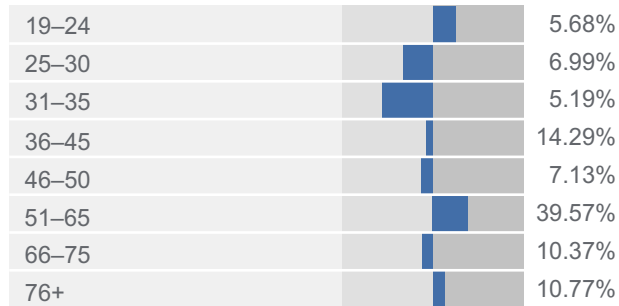## Key features

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

Channel preference
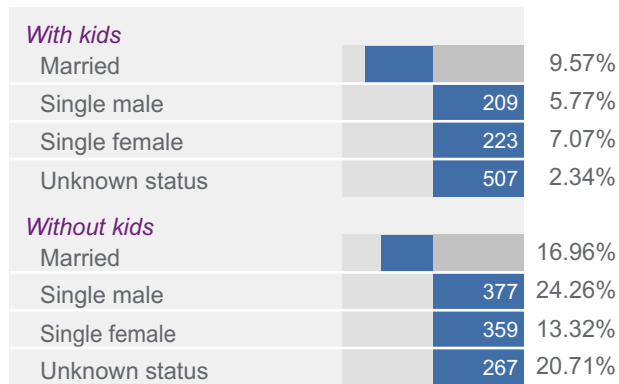
- TV: 80
- Mail: 54
- Radio: 243
- Message: 45
- Email: 6
- Like: 27

Technology adoption

Novices

Mosaic USA

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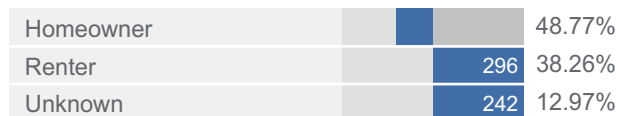
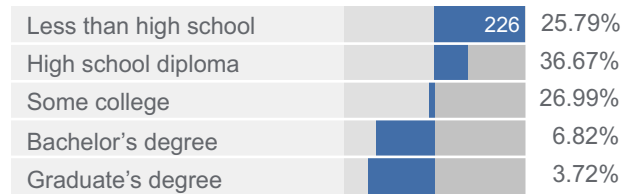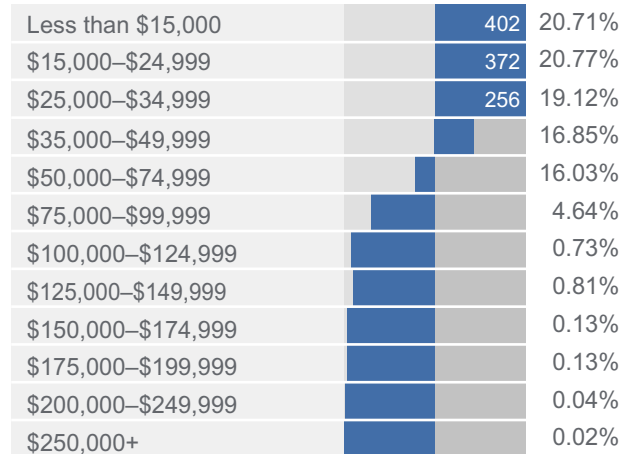## Head of household age

19–24		5.68%
25–30		6.99%
31–35		5.19%
36–45		14.29%
46–50		7.13%
51–65		39.57%
66–75		10.37%
76+		10.77%

Family structure

With kids		
Married		9.57%
Single male	209	5.77%
Single female	223	7.07%
Unknown status	507	2.34%
Without kids		
Married		16.96%
Single male	377	24.26%
Single female	359	13.32%
Unknown status	267	20.71%

Home ownership

Homeowner		48.77%
Renter	296	38.26%
Unknown	242	12.97%

Education

Less than high school	226	25.79%
High school diploma		36.67%
Some college		26.99%
Bachelor's degree		6.82%
Graduate's degree		3.72%

Estimated household income

Less than $15,000	402	20.71%
$15,000–$24,999	372	20.77%
$25,000–$34,999	256	19.12%
$35,000–$49,999		16.85%
$50,000–$74,999		16.03%
$75,000–$99,999		4.64%
$100,000–$124,999		0.73%
$125,000–$149,999		0.81%
$150,000–$174,999		0.13%
$175,000–$199,999		0.13%
$200,000–$249,999		0.04%
$250,000+		0.02%

Age of children

0–3		2.12%
4–6		1.67%
7–9		3.70%
10–12		2.06%
13–18		3.53%
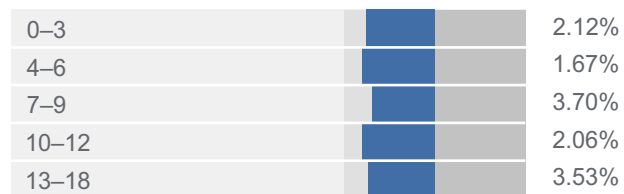
Estimated current house value

Less than $50,000	967	23.49%
$50,000–$74,999	676	28.53%
$75,000–$99,999	374	20.43%
$100,000–$149,999		17.19%
$150,000–$174,999		3.59%
$175,000–$199,999		2.27%
$200,000–$249,999		2.58%
$250,000–$299,999		1.15%
$300,000–$349,999		0.40%
$350,000–$399,999		0.19%
$400,000–$499,999		0.10%
$500,000–$749,999		0.06%
$750,000+		0.02%

Length of residency

1 year or less		25.97%
2–3 years		14.33%
4–5 years		10.65%
6–7 years		7.90%
8–9 years		7.39%
10–14 years		11.66%
15–19 years		6.90%
20–24 years		4.82%
25+ years		10.37%

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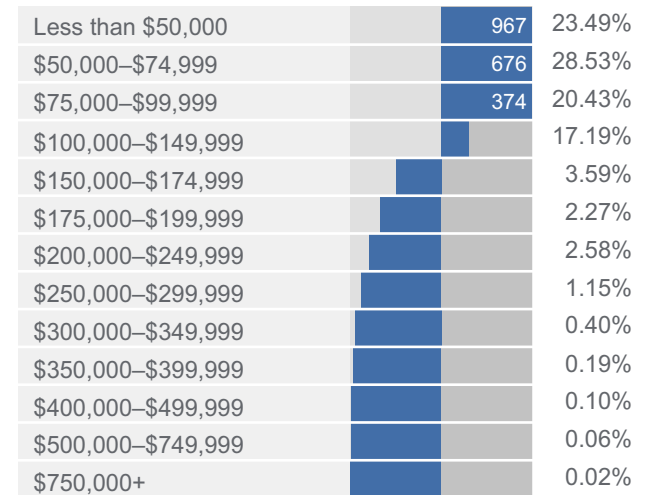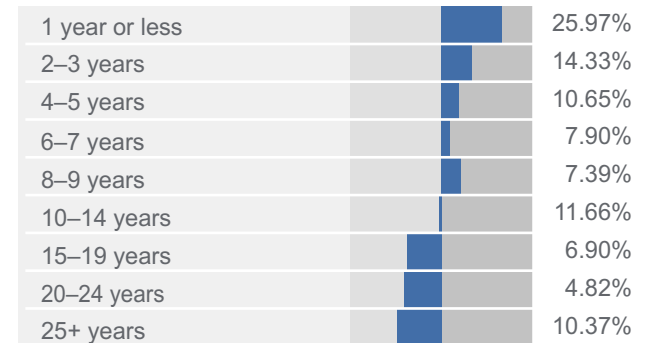
Charts provide details of the key variables used to build and describe the Mosaic groups and types.

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:

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.

Age

	Mean%
19–24	**2.89%**
25–30	**2.29%**
31–35	**5.27%**
36–45	244 **37.58%**
46–50	248 **20.47%**
51–65	**19.78%**
66–75	**8.11%**
76+	**3.62%**

0   100   200+

This shows that:

2.89% of Group D are aged 19–24

2.29% of Group D are aged 25–30

5.27% of Group D are aged 31–35

37.58% of Group D are aged 36–45

20.47% of Group D are aged 46–50

19.78% of Group D are aged 51–65

8.11% of Group D are aged 66–75

3.62% of Group D are aged 76+

Index 100 (USA average)

Age

19–24	2.89%
25–30	2.29%
31–35	5.27%
36–45	244 37.58%
46–50	248 20.47%
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76+	3.62%

0   100   200+

Index below 100   **Index above 100**

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.

Mosaic USA