

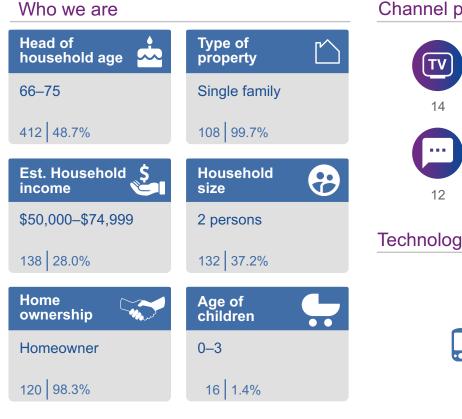
J J34 J35 J36

J34 Suburban Sophisticates Established sophisticates living comfortable suburban lifestyles



Key features

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



Channel preference



Technology adoption

Novices



Mosaic USA



J34 J35 J36

J34

Suburban Sophisticates

Established sophisticates living comfortable suburban lifestyles

Head of household age

J

19–24		0.28%
25–30		0.16%
31–35		0.23%
36–45		0.70%
46–50		1.40%
51–65		14.45%
66–75	412	48.75%
76+	357	34.04%

Family structure

With kids	_	
Married		4.78%
Single male		0.03%
Single female		0.06%
Unknown status		0.53%
Without kids		
Married		77.84%
Single male		1.54%
Single female		0.73%

Home ownership

Homeowner		98.31%
Renter		0.64%
Unknown		1.05%

Education

Less than high school		6.56%
High school diploma		43.47%
Some college		20.10%
Bachelor's degree		16.87%
Graduate's degree		12.99%

Estimated household income

Less than \$15,000		4.51%
\$15,000-\$24,999		6.25%
\$25,000-\$34,999		11.11%
\$35,000-\$49,999		20.37%
\$50,000-\$74,999		27.98%
\$75,000-\$99,999		16.39%
\$100,000-\$124,999		8.03%
\$125,000-\$149,999		1.85%
\$150,000-\$174,999		1.74%
\$175,000-\$199,999		0.59%
\$200,000-\$249,999		0.37%
\$250,000+		0.81%

Age of children

0–3	1.41%
4–6	1.23%
7–9	0.71%
10–12	0.64%
13–18	0.64%

Estimated current house value

Less than \$50,000		0.05%
\$50,000-\$74,999		0.22%
\$75,000-\$99,999		1.28%
\$100,000-\$149,999		11.62%
\$150,000\$174,999		11.05%
\$175,000-\$199,999		11.97%
\$200,000-\$249,999		21.17%
\$250,000-\$299,999		14.72%
\$300,000-\$349,999		9.65%
\$350,000-\$399,999		6.04%
\$400,000-\$499,999		6.52%
\$500,000-\$749,999		4.96%
\$750,000+		0.74%

Length of residency

1 year or less		2.76%
2–3 years		2.22%
4–5 years		1.88%
6–7 years		2.19%
8–9 years		2.29%
10–14 years		6.99%
15–19 years		9.41%
20–24 years		11.81%
25+ years	297	60.46%



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.

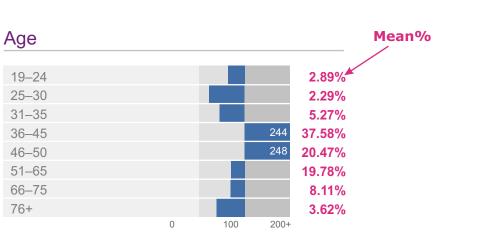
For example, consider the Age composition of Group D:

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.



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+



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.