

C13 Philanthropic Sophisticates

Mature, upscale couples in suburban homes

🏠 4.09% | 4.92% 👤



Who We Are

Head of household age <p>66–75</p> <p>220 28.9%</p>	Type of property <p>Single family</p> <p>109 96.6%</p>
Est. Household income <p>\$100,000–\$124,999</p> <p>143 13.2%</p>	Household size <p>2 persons</p> <p>106 27.7%</p>
Home ownership <p>Homeowner</p> <p>112 91.8%</p>	Age of children <p>7–9</p> <p>22 2.7%</p>

Channel Preference

60	116	1
52	211	121

Key Features

- Retiring in comfort
- Experienced travelers
- Art connoisseurs
- Philanthropic
- Quality matters
- Ecological lifestyles

Technology Adoption

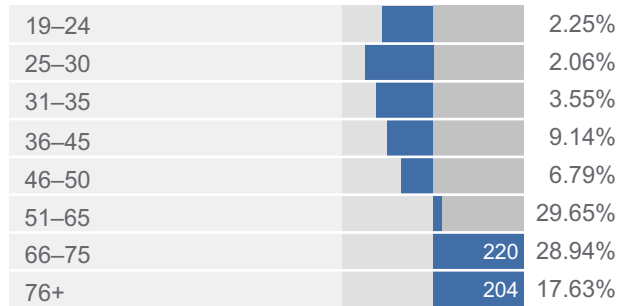
Apprentices



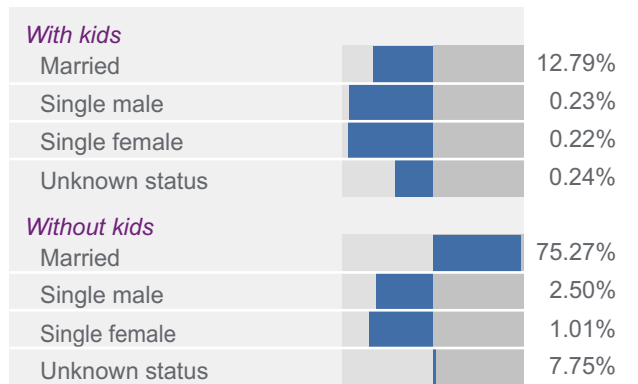
C13 Philanthropic Sophisticates

Mature, upscale couples in suburban homes

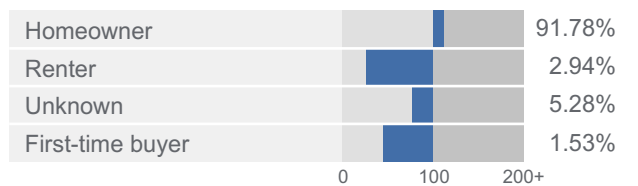
Head of household age



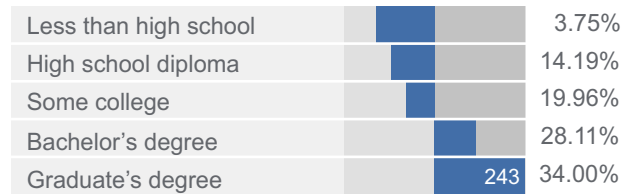
Family structure



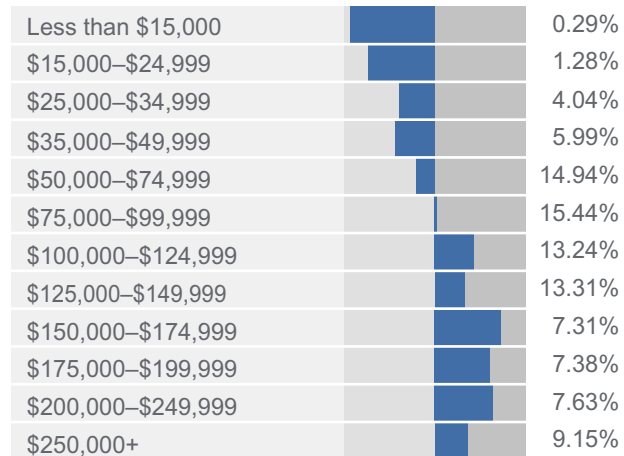
Home ownership



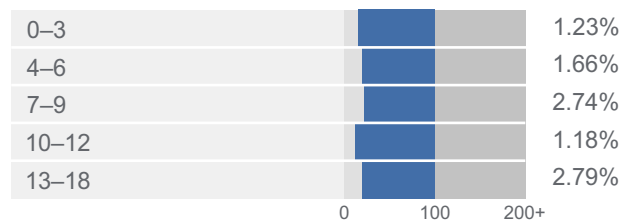
Head of household education



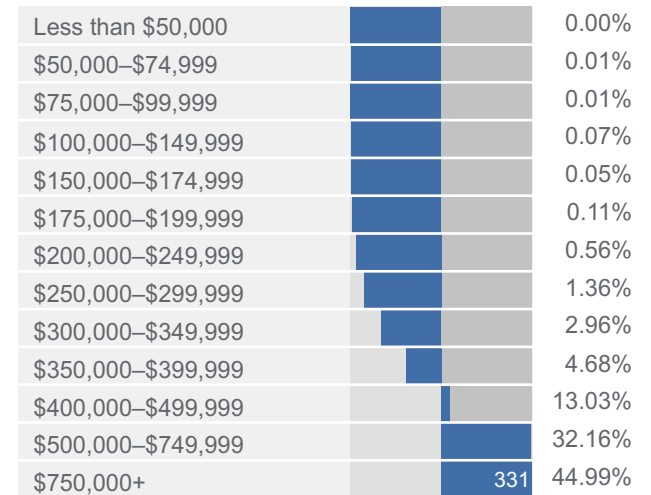
Estimated household income



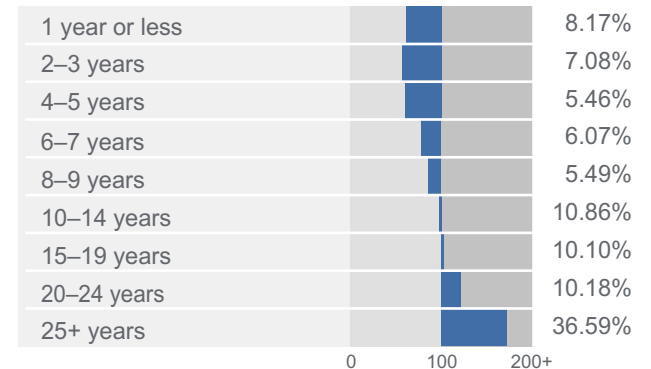
Age of children



Estimated current home value



Length of residency



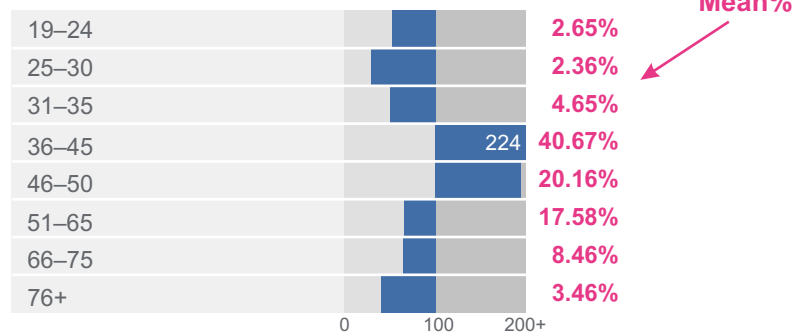
Charts provide details of the key variables used to build and describe the Mosaic groups and types.
 For each group and type, the charts show the **Means** and **Index** for each variable.

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:

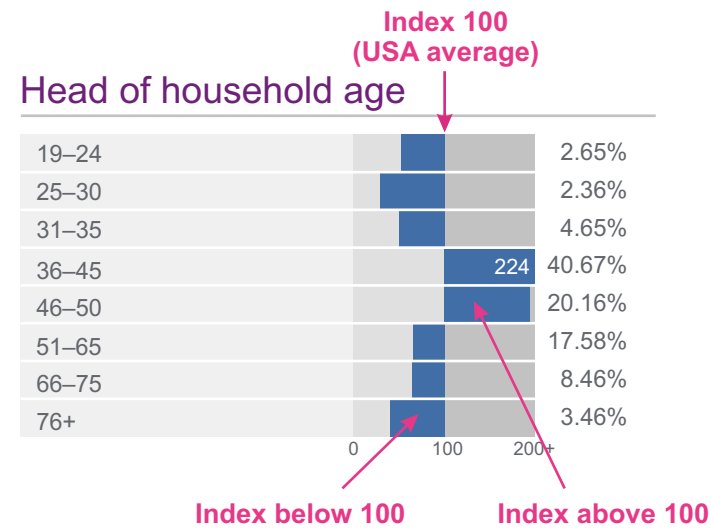
- 2.65% of Group D are aged 19–24
- 2.36% of Group D are aged 25–30
- 4.65% of Group D are aged 31–35
- 40.67% of Group D are aged 36–45
- 20.16% of Group D are aged 46–50
- 17.58% of Group D are aged 51–65
- 8.46% of Group D are aged 66–75
- 3.46% of Group D are aged 76+

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 C13: Philanthropic Sophisticates

Mature, upscale couples in suburban homes

How to Market

Currently in their peak earning years with dwindling financial attachments to their family, Philanthropic Sophisticates 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



Philanthropic Sophisticates are a mix of older and retired couples and singles living in suburban comfort. All but a small percentage of households are empty nests. Members of Philanthropic Sophisticates live in upscale neighborhoods located near big cities and are highly educated. Typically, there is at least one retiree in the household, and those who are still in the workforce have well-paying management, technical and professional jobs. They can afford to buy older, stylish homes worth upwards of half a million dollars.

With the luxury of both time and money, these households pursue leisure-intensive lifestyles. They like to dine out, go to plays and concerts and shop for decorative antiques. They travel often, both on cruises and flights abroad to experience other cultures. These are fitness-minded households whose members typically belong to health clubs where they can be found walking, using cardio machines and pedaling stationary bicycles. Relaxation at home typically involves a book or gardening.

Philanthropic Sophisticates describe themselves as brand loyal in the marketplace. They like to buy clothes and housewares in high-end stores as well as through catalogs and online. Technologically, many Philanthropic Sophisticates are skilled users of technology or at least willing to learn and incorporate technology into their lives. They also like to buy premium cars, typically new imported models. Self-described "smart greens", they also look for products that are made or packaged using recycled materials.

This is a segment where traditional media still reigns supreme. Philanthropic Sophisticates are into news; they are avid newspaper readers and tune in to radio newscasts. They subscribe to specialty magazines that cover editorials, business or travel. They have an above-average interest in TV and are particularly fond of movies and early evening shows. The internet is the first place they turn for practical activities like travel planning, researching stocks and doing medical research. Just don't ask them to play a video game.

Unlike other older segments, Philanthropic Sophisticates are relatively conservative in their views, leaning more towards affiliation with the Republican party. They are active in the community and see themselves as members of the global village.

They worry about international issues and volunteer for community groups. They also donate to a variety of charities involved with health, social services, education, politics, the environment, the arts and public broadcasting.

Philanthropic Sophisticates can afford to donate generously. These folks have amassed large nest eggs from diversified portfolios. They have high rates for owning retirement accounts like IRAs and Keoghs. They carry a number of credit cards, in part to take advantage of the rewards programs. After all, they never know when they might come across the perfect offer for a cool restaurant or a hot ticket to a Broadway show.