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S71 Modest Retirees
Mature singles with limited income typically concentrated in inner-city apartments
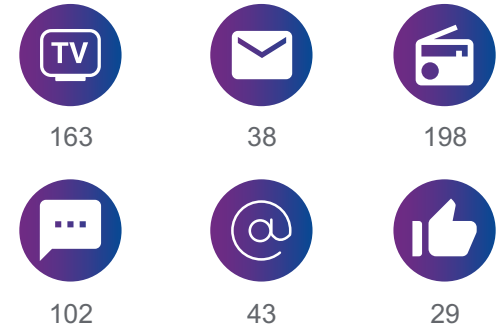
🏠 0.61% | 0.45% 👤

Key features

- City renters
- Frozen dinners
- Multi-family properties
- Modest education
- Limited budgets
- Shop to relax

Who we are

Head of household age 🎂	Type of property 🏠
51–65	Multi-family: 101+ units
244 │ 69.4%	1859 │ 25.2%

Est. Household income 💲	Household size 👥
Less than $15,000	1 person
427 │ 22.0%	233 │ 80.3%

Home ownership 🤝	Age of children 🍼
Renter	13–18
512 │ 66.2%	9 │ 1.2%

Channel preference

TV	✉	📻
163	38	198

💬	@	👍
102	43	29

Technology adoption

Wizards

experian™

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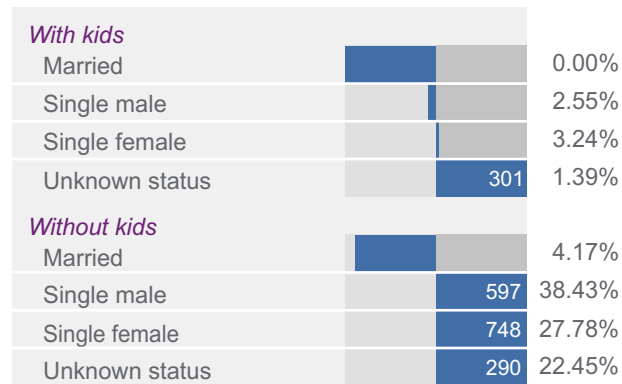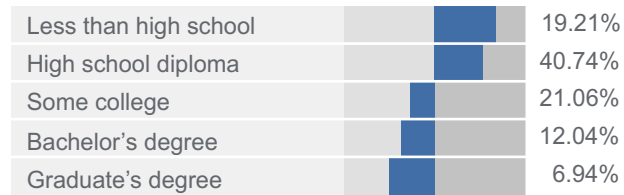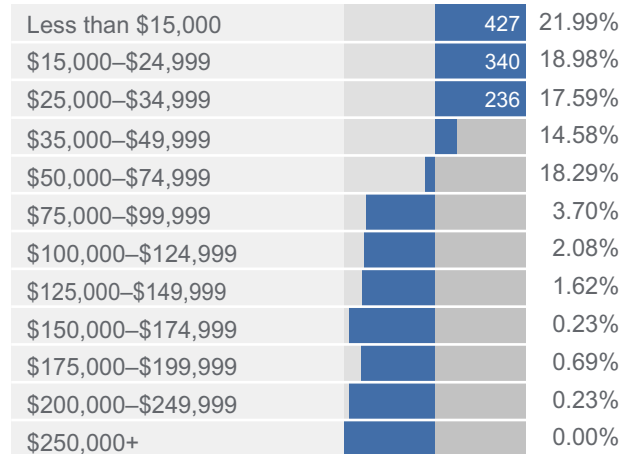
Head of household age

Age	%
19–24	1.85%
25–30	0.93%
31–35	0.69%
36–45	5.32%
46–50	2.31%
51–65	244	69.44%
66–75	12.50%
76+	6.94%

Family structure

With kids

Married		0.00%
Single male		2.55%
Single female		3.24%
Unknown status	301	1.39%

Without kids

Married		4.17%
Single male	597	38.43%
Single female	748	27.78%
Unknown status	290	22.45%

Home ownership

Homeowner		25.46%
Renter	512	66.20%
Unknown		8.33%

Education

Less than high school		19.21%
High school diploma		40.74%
Some college		21.06%
Bachelor's degree		12.04%
Graduate's degree		6.94%

Estimated household income

Less than $15,000	427	21.99%
$15,000–$24,999	340	18.98%
$25,000–$34,999	236	17.59%
$35,000–$49,999		14.58%
$50,000–$74,999		18.29%
$75,000–$99,999		3.70%
$100,000–$124,999		2.08%
$125,000–$149,999		1.62%
$150,000–$174,999		0.23%
$175,000–$199,999		0.69%
$200,000–$249,999		0.23%
$250,000+		0.00%

Age of children

0–3	0.93%
4–6	0.69%
7–9	0.93%
10–12	0.23%
13–18	1.16%
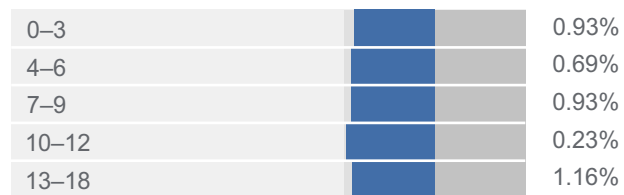
Estimated current house value

Less than $50,000	419	10.19%
$50,000–$74,999	395	16.67%
$75,000–$99,999	305	16.67%
$100,000–$149,999		24.07%
$150,000–$174,999		6.94%
$175,000–$199,999		4.63%
$200,000–$249,999		7.18%
$250,000–$299,999		6.25%
$300,000–$349,999		3.01%
$350,000–$399,999		0.93%
$400,000–$499,999		1.85%
$500,000–$749,999		1.16%
$750,000+		0.46%

Length of residency

1 year or less	26.85%
2–3 years	12.50%
4–5 years	11.34%
6–7 years	9.49%
8–9 years	9.26%
10–14 years	12.04%
15–19 years	6.48%
20–24 years	5.79%
25+ years	6.25%

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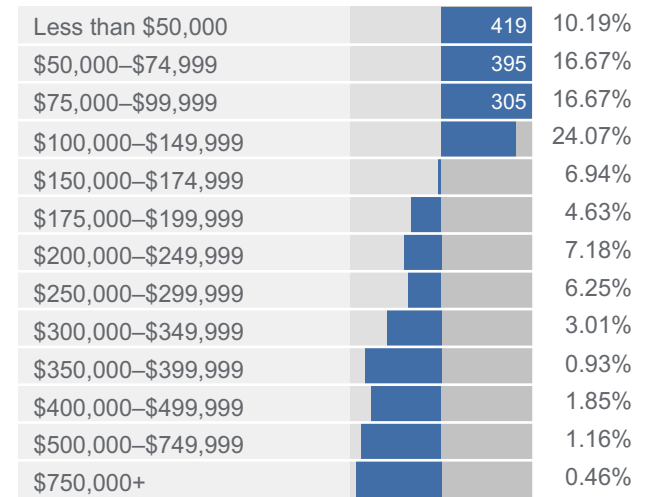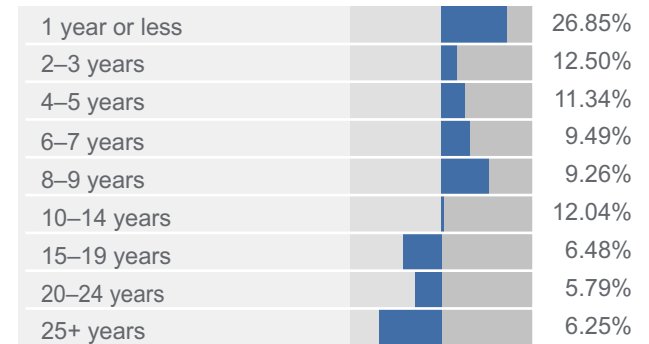
Charts provide details of the key variables used to build and describe the Mosaic groups and types.

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%
51–65		19.78%
66–75		8.11%
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