

Q

Q62

Q63

Q64

Q65

Mature and Wise

Retirees settled in metro apartment communities living cost-effective, sensible lives

76+

456 43.5%

income



1.43% 1.14% **1**





Who we are

Head of household age

Est. Household \$

\$15,000-\$24,999



Type of property



Multi-family: 101+ units

2456 33.3%

Household

1 person

189 65.3%

size



Channel preference



188



87



13

Key features

- Discount shoppers
- Retirement communities
- TV entertainment
- Tech novices
- Active health maintenance
- Avid newspaper readers



207 | 26.7%

Renter

336 18.7%



Age of children

13-18

5 0.6%

Technology adoption



Novices















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Head of household age

19–24		0.19%
25–30		0.19%
31–35		0.34%
36–45		0.95%
46–50		0.42%
51–65		18.41%
66–75	305	36.03%
76+	456	43.47%

Family structure

With kids		
Married		1.71%
Single male		0.19%
Single female		0.30%
Unknown status	239	1.10%
Without kids		
Without kids Married		20.27%
***************************************		20.27% 6.83%
Married		

Home ownership

Homeowner		63.02%
Renter	207	26.73%
Unknown		10.25%

Education

Less than high school		17.31%
High school diploma		38.57%
Some college		20.99%
Bachelor's degree		11.62%
Graduate's degree		11.50%

Estimated household income

Less than \$15,000	256	13.21%
\$15,000-\$24,999	336	18.72%
\$25,000-\$34,999	274	20.43%
\$35,000-\$49,999		23.20%
\$50,000-\$74,999		14.69%
\$75,000-\$99,999		5.43%
\$100,000-\$124,999		1.90%
\$125,000-\$149,999		1.14%
\$150,000-\$174,999		0.49%
\$175,000-\$199,999		0.53%
\$200,000-\$249,999		0.04%
\$250,000+		0.23%

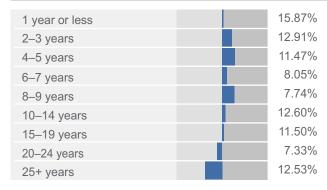
Age of children

0–3		0.42%
4–6		0.30%
7–9		0.46%
10–12		0.34%
13–18		0.65%

Estimated current house value

Less than \$50,000	258	6.26%
\$50,000-\$74,999	259	10.93%
\$75,000-\$99,999	210	11.47%
\$100,000-\$149,999		22.02%
\$150,000-\$174,999		10.14%
\$175,000-\$199,999		7.56%
\$200,000-\$249,999		9.76%
\$250,000-\$299,999		6.11%
\$300,000-\$349,999		4.21%
\$350,000-\$399,999		3.76%
\$400,000-\$499,999		3.53%
\$500,000-\$749,999		2.89%
\$750,000+		1.37%

Length of residency







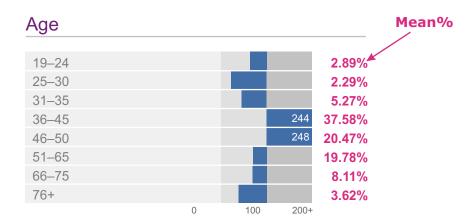
Charts provide details of the key variables used to build and describe the Mosaic groups and types.

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:



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 **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.