

Q

Q62

Q63

Q64

Q65

Established in Society
Stable, sophisticated seniors living in older homes and leading sedentary lifestyles

76+



2.87% 2.95% **1**





Who we are

Head of household age

574 54.7%

income

Est. Household \$

\$25,000-\$34,999



Type of property



Single family

105 97.7%

Household

2 persons

129 36.5%

size



Channel preference





153







Key features

- Avid TV watchers
- Rural lifestyle
- Seniors
- Home-centered activities
- Conservative values
- Cautious money managers



Homeowner

115 93.6%

327 24.4%



Age of children



7-9

2 0.3%

Technology adoption



Novices















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Head of household age

19–24		0.18%
25–30		0.15%
31–35		0.12%
36–45		0.26%
46–50		0.24%
51–65		2.80%
66–75	352	41.57%
76+	574	54.68%

Family structure

With kids		
Married		1.16%
Single male		0.04%
Single female		0.07%
Unknown status		0.30%
Without kids		
Without kids Married		55.26%
***************************************		55.26% 0.90%
Married		

Home ownership

	_	
Homeowner		93.58%
Renter		4.01%
Unknown		2.41%

Education

Less than high school		19.84%
High school diploma		49.41%
Some college		16.76%
Bachelor's degree		8.44%
Graduate's degree		5.55%

Estimated household income

Less than \$15,000		10.13%
\$15,000-\$24,999	332	18.50%
\$25,000-\$34,999	327	24.42%
\$35,000-\$49,999	228	26.87%
\$50,000-\$74,999		12.85%
\$75,000-\$99,999		4.65%
\$100,000-\$124,999		1.82%
\$125,000-\$149,999		0.35%
\$150,000-\$174,999		0.28%
\$175,000-\$199,999		0.05%
\$200,000-\$249,999		0.04%
\$250,000+		0.05%

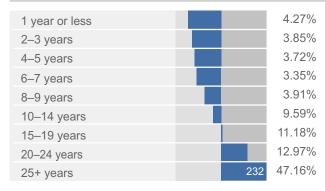
Age of children

0–3		0.15%
4–6		0.12%
7–9		0.28%
10–12		0.09%
13–18		0.07%

Estimated current house value

Less than \$50,000		2.99%
\$50,000-\$74,999		7.75%
\$75,000-\$99,999	213	11.64%
\$100,000-\$149,999	214	28.35%
\$150,000-\$174,999		12.35%
\$175,000-\$199,999		9.70%
\$200,000-\$249,999		12.24%
\$250,000-\$299,999		6.64%
\$300,000-\$349,999		3.43%
\$350,000-\$399,999		1.89%
\$400,000-\$499,999		1.87%
\$500,000-\$749,999		1.07%
\$750,000+		0.09%

Length of residency







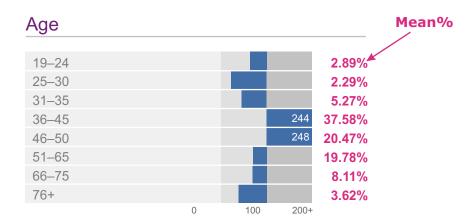
Charts provide details of the key variables used to build and describe the Mosaic groups and types.

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.