

# Q64 Established in Society

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

🏠 2.87% | 2.95% 👤



## Who we are

**Head of household age** 🎂

76+

574 | 54.7%

**Type of property** 🏠

Single family

105 | 97.7%

**Est. Household income** 💰

\$25,000–\$34,999

327 | 24.4%

**Household size** 👤

2 persons

129 | 36.5%

**Home ownership** 🤝

Homeowner

115 | 93.6%

**Age of children** 👶

7–9

2 | 0.3%

## Channel preference

📺

49

✉️

153

📺

7

💬

6

@

18

👍

11

## Technology adoption



Novices

## Key features

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

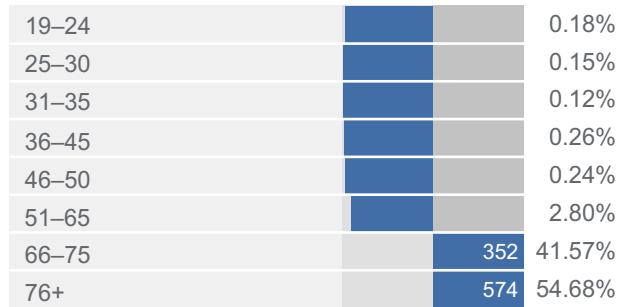


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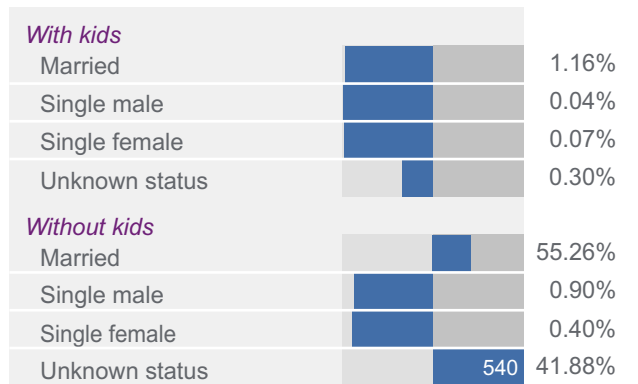
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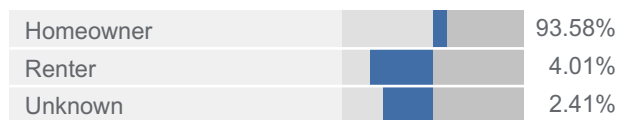
## Head of household age



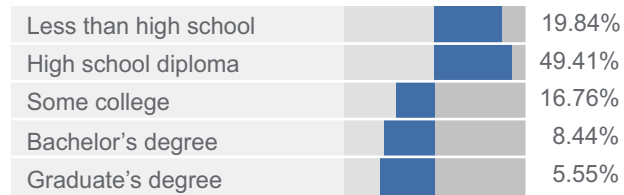
## Family structure



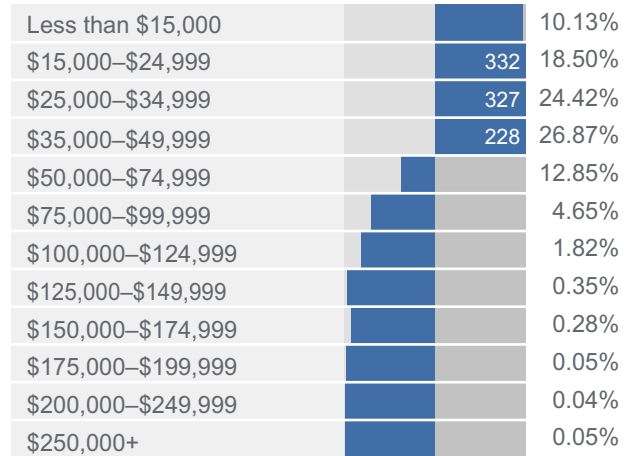
## Home ownership



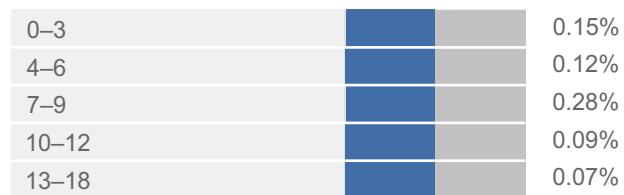
## Education



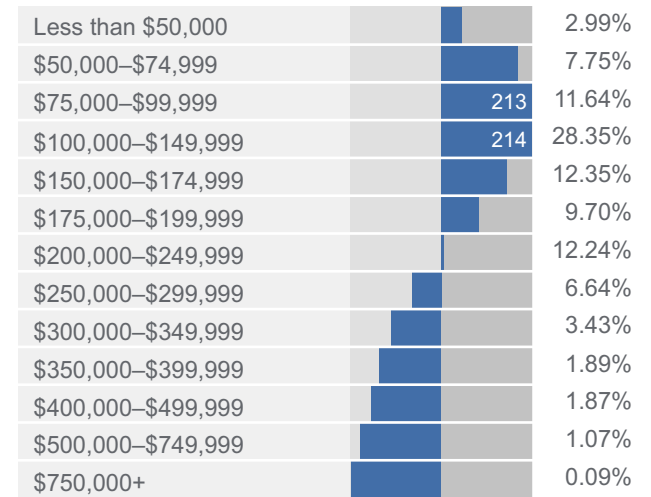
## Estimated household income



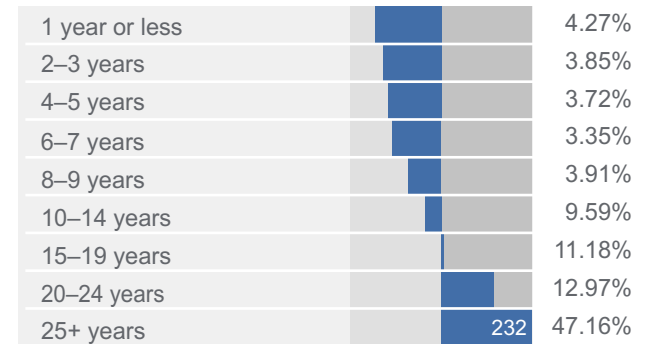
## Age of children



## Estimated current house 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:



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.