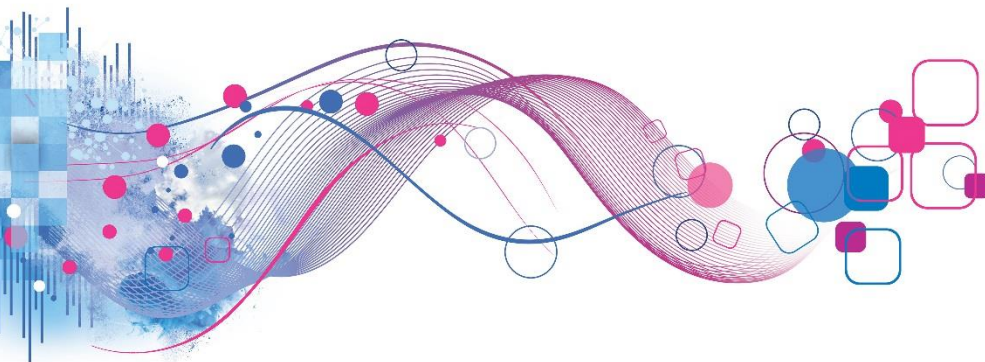




Mosaic[®] USA

Type Q64 Description



Type Q64: Established in Society

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



A segment of older retirees, Established in Society are a mix of widowed individuals and empty-nesting couples scattered around the country. All are over 65 and nearly eight out of ten householders are retired. Many have aged in place, living in the original ranch houses and ramblers that they bought more than 25 years ago. This is a stable segment with little mobility; the members are mostly downscale. Incomes and investment balances are low, but so are expenses. Many of these seniors say that they're happy with their standard of living.

Established in Society cultivate home-centered lifestyles. These households spend a lot of time reading books, gardening, doing needlework and generally puttering around their homes. They have time to enjoy hobbies like coin collecting and bird-watching. They don't eat out much, and there's not a lot of money for nightlife and travel. Instead, their social lives revolve around their local church and veterans' club, where they enjoy the camaraderie. When they do travel to visit friends and family, most still drive.

Established in Society aren't big on shopping; it's too tiring for some. Many like the convenience of nearby local stores and retailers where they can find their favorite brands. They typically choose comfort over style, and shop both discount and mid-market mall retailers. These consumers carry credit cards for major stores like Sears and JCPenney, and a high percentage like learning about new purchase opportunities from traditional media like direct mail. With a high percentage having served in the Armed Forces, members of this segment are patriotic in the marketplace. When they can, they buy products made in the US.

Established in Society are traditional media fans. They get a daily newspaper, subscribe to a number of magazines, and watch TV throughout the day. They particularly enjoy dramas, early evening shows and reality shows. The internet has made few inroads in this segment.

Established in Society are traditional, care about their family and cultivate their faith. They espouse conservative political beliefs and support conservative social issues. They like spending time with their family, going to church on Sunday and enjoying the simple things in life. Having lived at the same address for decades, they have deep roots in the community. Even if an issue doesn't affect them personally, they're willing to volunteer for a good cause.

Contact information



experianmarketingsolutions@experian.com



experian.com/mosaic



(877) 902-4849

