

C11 C12 **C13** C14

Golf Carts and Gourmets

Thriving retirees and empty-nesters in comfortable communities



6 0.58% 0.63% **2**





Who we are

Head of household age

Est. Household \$

76+

390 37.2%

income

\$250,000+

278 | 15.1%



Type of property



Multi-family: 101+ units

384 5.2%



Channel preference





186







Key features

- Tech novices
- Luxury living
- Highly educated





- Financially savvy
- Music lover



Homeowner

108 87.9%

size 2 persons

Household

127 36.0%

Age of children

0 - 3

15 1.3%

Technology adoption



Novices















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Head of household age

| 19–24 | | 0.46% |
|-------|-----|--------|
| 25–30 | | 0.95% |
| 31–35 | | 1.51% |
| 36–45 | | 2.09% |
| 46–50 | | 1.72% |
| 51–65 | | 19.49% |
| 66–75 | 310 | 36.61% |
| 76+ | 390 | 37.17% |

Family structure

| With kids | | |
|----------------|-----|--------|
| Married | | 4.66% |
| Single male | | 0.03% |
| Single female | | 0.00% |
| Unknown status | | 0.17% |
| Without kids | | |
| Married | | 76.94% |
| Single male | | 0.97% |
| Single female | | 0.25% |
| Unknown status | 219 | 16.98% |

Home ownership

| Homeowner | 87.95% |
|-----------|--------|
| Renter | 9.18% |
| Unknown | 2.87% |

Education

| Less than high school | | 4.23% |
|-----------------------|--|--------|
| High school diploma | | 16.09% |
| Some college | | 26.59% |
| Bachelor's degree | | 26.33% |
| Graduate's degree | | 26.76% |

Estimated household income

| Less than \$15,000 | | 0.29% |
|---------------------|-----|--------|
| \$15,000-\$24,999 | | 1.18% |
| \$25,000-\$34,999 | | 2.75% |
| \$35,000-\$49,999 | | 6.07% |
| \$50,000-\$74,999 | | 13.77% |
| \$75,000-\$99,999 | | 15.89% |
| \$100,000-\$124,999 | | 14.79% |
| \$125,000-\$149,999 | | 9.74% |
| \$150,000-\$174,999 | 235 | 8.61% |
| \$175,000-\$199,999 | | 6.03% |
| \$200,000-\$249,999 | | 5.73% |
| \$250,000+ | 278 | 15.14% |
| | | |

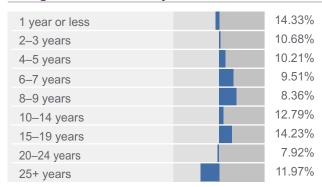
Age of children

| 0–3 | | 1.32% |
|-------|--|-------|
| 4–6 | | 0.89% |
| 7–9 | | 0.48% |
| 10–12 | | 0.37% |
| 13–18 | | 0.77% |

Estimated current house value

| Less than \$50,000 | | 0.00% |
|---------------------|-----|--------|
| \$50,000-\$74,999 | | 0.02% |
| \$75,000-\$99,999 | | 0.09% |
| \$100,000-\$149,999 | | 0.48% |
| \$150,000-\$174,999 | | 0.48% |
| \$175,000-\$199,999 | | 0.95% |
| \$200,000-\$249,999 | | 3.84% |
| \$250,000-\$299,999 | | 6.72% |
| \$300,000-\$349,999 | | 8.93% |
| \$350,000-\$399,999 | | 10.77% |
| \$400,000-\$499,999 | 217 | 17.74% |
| \$500,000-\$749,999 | 262 | 25.04% |
| \$750,000+ | 336 | 24.95% |
| | | |

Length of residency







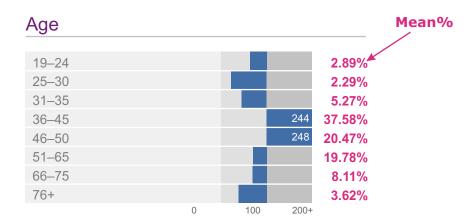
Charts provide details of the key variables used to build and describe the Mosaic groups and types.

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.