Q62 Enjoying Retirement
Relaxed, retired couples and individuals in suburban homes living quiet lives
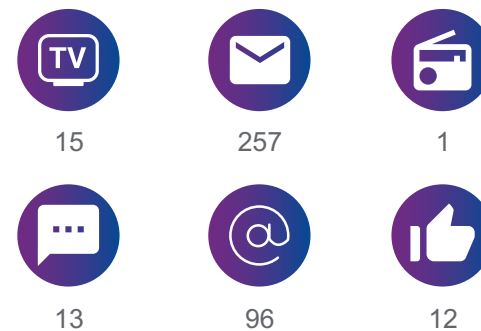
🏠 1.38% | 1.35% 👤

Who we are

Head of household age 🕯️	Type of property 🏠
76+	Single family
644	61.4%	95	88.5%

Est. Household income 💰	Household size 👥
$35,000–$49,999	2 persons
180	21.2%	124	35.1%

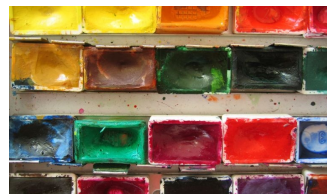| Home ownership 🤝	Age of children 👶
Homeowner	7–9
111	90.8%	2	0.3%

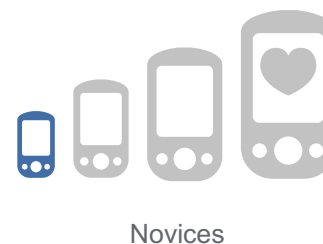## Key features

- Retirees
- Established credit
- Cruise vacations
- Brand-loyal
- Traditional engagement
- Republican supporter

Channel preference

TV	✉️	📻
15	257	1

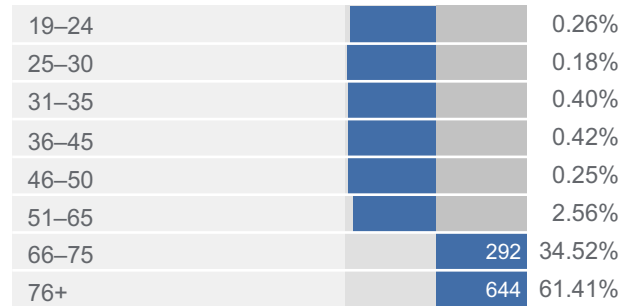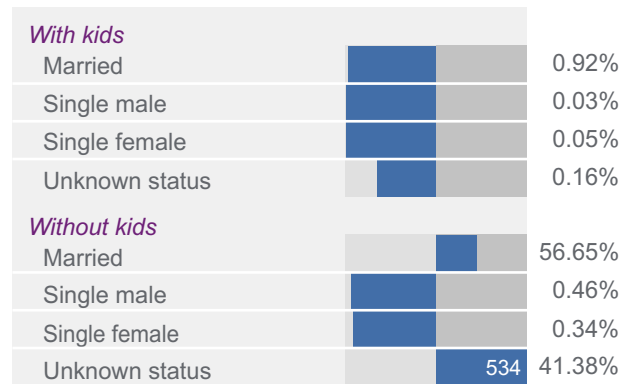| 💬	@	👍
13	96	12

Technology adoption

Novices

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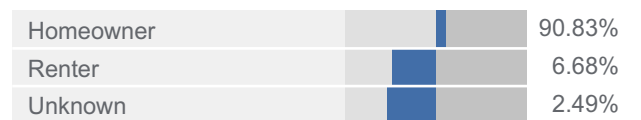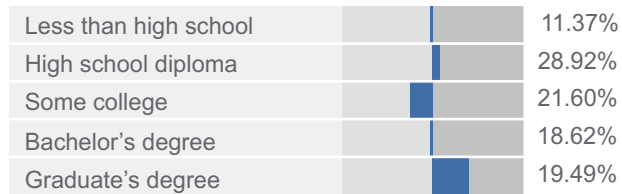
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Head of household age

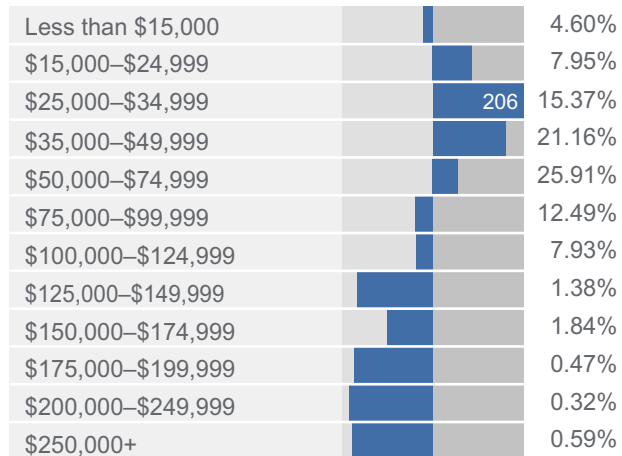| Age		%
19–24		0.26%
25–30		0.18%
31–35		0.40%
36–45		0.42%
46–50		0.25%
51–65		2.56%
66–75	292	34.52%
76+	644	61.41%

Family structure

With kids

		%
Married		0.92%
Single male		0.03%
Single female		0.05%
Unknown status		0.16%

Without kids

		%
Married		56.65%
Single male		0.46%
Single female		0.34%
Unknown status	534	41.38%

Home ownership

		%
Homeowner		90.83%
Renter		6.68%
Unknown		2.49%

Education

		%
Less than high school		11.37%
High school diploma		28.92%
Some college		21.60%
Bachelor's degree		18.62%
Graduate's degree		19.49%

Estimated household income

		%
Less than $15,000		4.60%
$15,000–$24,999		7.95%
$25,000–$34,999	206	15.37%
$35,000–$49,999		21.16%
$50,000–$74,999		25.91%
$75,000–$99,999		12.49%
$100,000–$124,999		7.93%
$125,000–$149,999		1.38%
$150,000–$174,999		1.84%
$175,000–$199,999		0.47%
$200,000–$249,999		0.32%
$250,000+		0.59%

Age of children

		%
0–3		0.16%
4–6		0.14%
7–9		0.26%
10–12		0.03%
13–18		0.09%
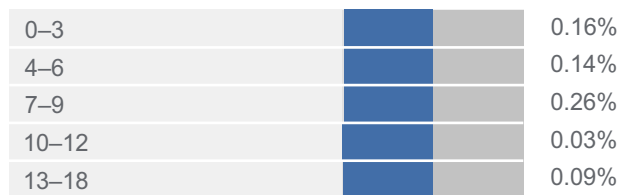
Estimated current house value

		%
Less than $50,000		0.03%
$50,000–$74,999		0.13%
$75,000–$99,999		0.43%
$100,000–$149,999		3.00%
$150,000–$174,999		3.61%
$175,000–$199,999		5.36%
$200,000–$249,999		15.60%
$250,000–$299,999		15.73%
$300,000–$349,999		13.69%
$350,000–$399,999		10.55%
$400,000–$499,999		13.51%
$500,000–$749,999		12.57%
$750,000+		5.79%

Length of residency

		%
1 year or less		6.56%
2–3 years		8.56%
4–5 years		9.90%
6–7 years		7.49%
8–9 years		6.93%
10–14 years		11.49%
15–19 years		12.24%
20–24 years		8.27%
25+ years		28.54%

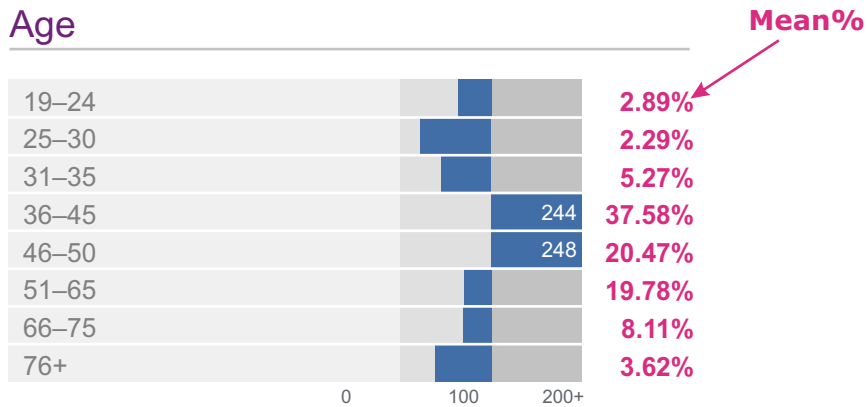**Mosaic USA**
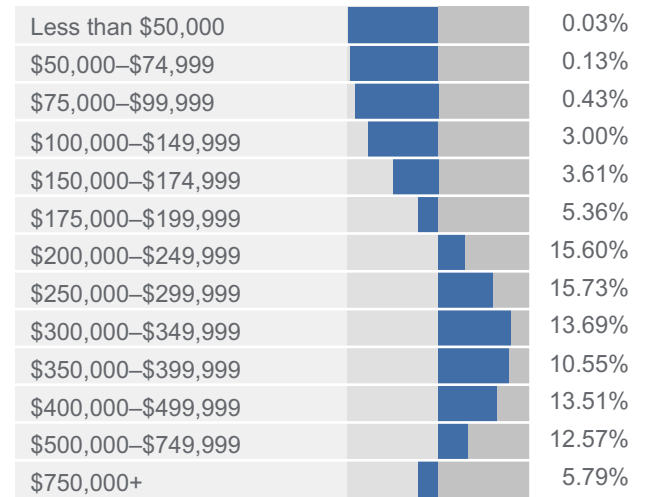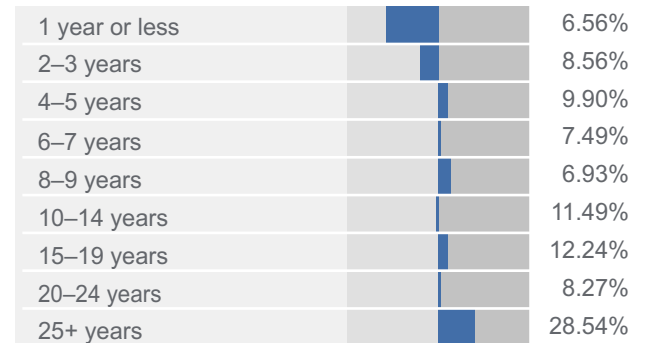
Charts provide details of the key variables used to build and describe the Mosaic groups and types.

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:

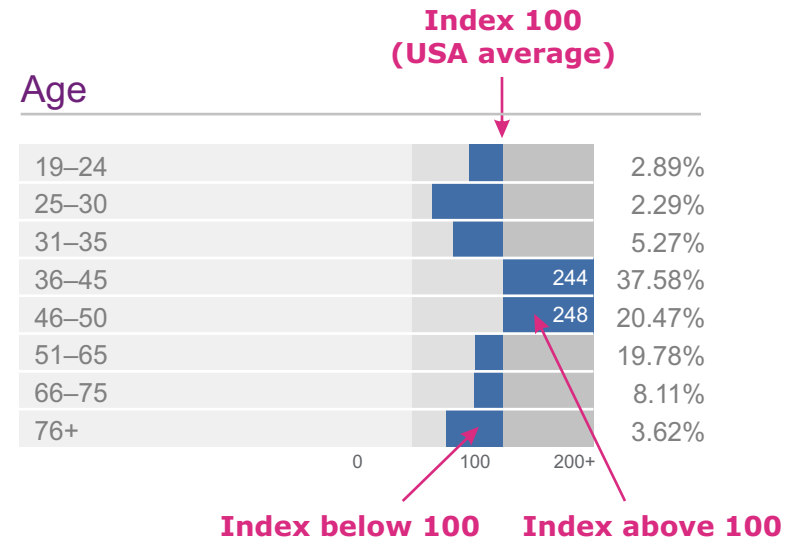The **Index** provides further insight by comparing the characteristics of a Mosaic group/type with all households in the USA.

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.

Age

	Mean%
19–24	**2.89%**
25–30	**2.29%**
31–35	**5.27%**
36–45	244 **37.58%**
46–50	248 **20.47%**
51–65	**19.78%**
66–75	**8.11%**
76+	**3.62%**

0   100   200+

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+

Index 100 (USA average)

Age

19–24	2.89%
25–30	2.29%
31–35	5.27%
36–45	244 37.58%
46–50	248 20.47%
51–65	19.78%
66–75	8.11%
76+	3.62%

0   100   200+

Index below 100   **Index above 100**

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.