

L41 **L42 L43**

Booming and Consuming

Older empty-nesting couples and singles enjoying relaxed lives in outskirt towns



6 0.83% 0.73% **2**





Who we are

Head of household age

51-65

184 52.4%

income

133 27.0%

Home ownership

Renter

128 16.6%

Est. Household \$

\$50,000-\$74,999



Type of property





Single family

99 91.9%



Channel preference









Key features

- Rural lifestyles
- Married without kids
- Read newpapers
- Home and garden enthusiasts
- Disposable income
- Trendsetters











Household size

1 person

153 52.9%

Age of children

0 - 3

20 1.7%

Technology adoption



Novices







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Head of household age

19–24		1.79%
25–30		2.69%
31–35		4.59%
36–45		7.02%
46–50		4.29%
51–65		52.38%
66–75		14.74%
76+		12.48%

Family structure

With kids Married		9.39%
Single male		0.23%
Single female		0.29%
Unknown status	221	1.02%
Without kids		
Married		54.36%
Single male		4.52%
Single female		2.23%
Unknown status	361	27.95%

Home ownership

Homeowner	77.09%
Renter	16.55%
Unknown	6.36%

Education

Less than high school	8.77%
High school diploma	27.82%
Some college	37.64%
Bachelor's degree	13.95%
Graduate's degree	11.82%

Estimated household income

Less than \$15,000		4.92%
\$15,000-\$24,999		5.46%
\$25,000-\$34,999		5.96%
\$35,000-\$49,999		12.05%
\$50,000-\$74,999		26.98%
\$75,000-\$99,999		18.81%
\$100,000-\$124,999		10.27%
\$125,000-\$149,999		8.49%
\$150,000-\$174,999		2.20%
\$175,000-\$199,999		2.35%
\$200,000-\$249,999		1.25%
\$250,000+		1.25%

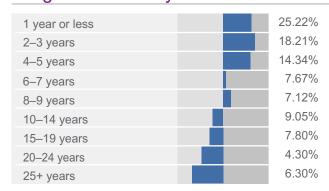
Age of children

0–3		1.70%
4–6		1.36%
7–9		1.22%
10–12		0.93%
13–18		1.67%

Estimated current house value

Less than \$50,000		0.25%
\$50,000-\$74,999		0.68%
\$75,000-\$99,999		1.75%
\$100,000-\$149,999		8.29%
\$150,000-\$174,999		6.81%
\$175,000-\$199,999		8.40%
\$200,000-\$249,999		17.78%
\$250,000-\$299,999		16.49%
\$300,000-\$349,999		11.99%
\$350,000-\$399,999		8.68%
\$400,000-\$499,999		9.61%
\$500,000-\$749,999		7.58%
\$750,000+		1.70%

Length of residency







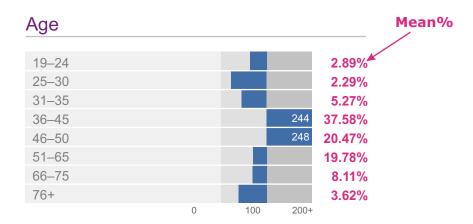
Charts provide details of the key variables used to build and describe the Mosaic groups and types.

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.