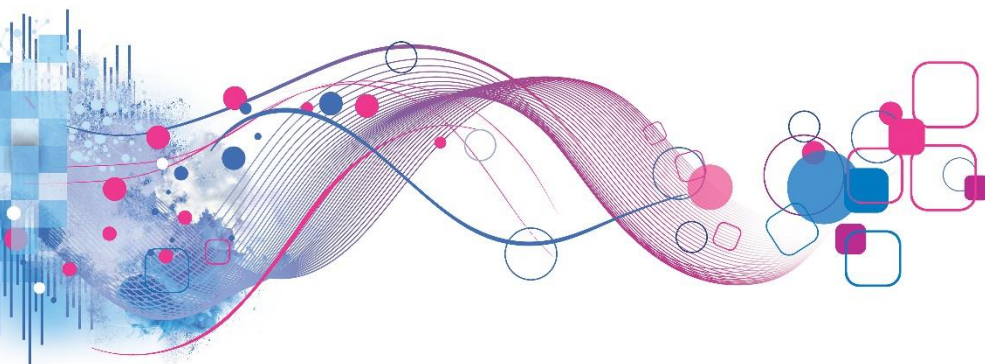




Mosaic[®] USA

Type H27 Description



Type H27: Life of Leisure

Upper established couples living leisure lifestyles in small towns and cities



Life of Leisure are dominated by couples in their 50s and 60s living in mid-scale communities that offer the benefits of a relaxed lifestyle while still being within a reasonable drive of the amenities offered by smaller cities. These households feature educated couples who seek to exit the rat race so they can enjoy life's simpler pleasures. Many hold jobs in blue-collar, business and health professions. With their slightly above average incomes and low-cost locations, they can afford to own older homes and condos in communities that offer a sense of belonging, even if they've only lived in their home for a few years.

These Americans have rediscovered the joys of leisure. They like to travel both abroad and domestically, and have the time and taste to enjoy movies, concerts and antique shows, and eating out at restaurants. They enjoy gardening and artsy endeavors like painting, sculpting and drawing. They're fond of traditional media; they listen to the radio and love watching cable TV programs. When it comes to the internet this audience consists of many levels of tech-adopters but they increasingly go online for news, travel planning and shopping. If they want exercise, they step out the door and go for a walk or run on their suburban walking trails.

When they go shopping, Life of Leisure care about bargains but prefer specialty stores to national chains, appreciating solicitous clerks to the cavernous warehouse clubs.

Life of Leisure tend to be moderate on social issues. Just over a quarter align themselves with the Republican Party while just over one fifth are registered Democrats. Having reached a contented phase in their lives, Life of Leisure are happy to spend their free time relaxing with their new neighbors. They enjoy spending time with their family or grilling up a steak with their expanding circle of friends.

Contact information



experianmarketingsolutions@experian.com



experian.com/mosaic



(877) 902-4849

