

Q Q62 Q63 Q64 Q65 Footloose and Family Free Settled couples and widowed individuals living active and comfortable lifestyles Who we are Characteria



Key features

- Retirement communities
- Tech novices
- Avid newspaper readers
- Retired
- Independent politically
- Financially secure

Head of Type of household age property 76+ Multi-family: 101+ units 381 5.2% 507 48.3% Est. Household \$ Household \mathcal{P} income size \$35,000-\$49,999 1 person 177 20.9% 132 45.5% Age of children Home ownership Homeowner 0 - 3109 89.4% 15 1.3%

Channel preference



Technology adoption

Novices





Footloose and Family Free Settled couples and widowed individuals living active and comfortable lifestyles Q63

Q63

Q62

Q64

Head of household age

Q

19–24		0.23%
25–30		0.76%
31–35		0.82%
36–45		1.83%
46–50		1.71%
51–65		14.83%
66–75	267	31.54%
76+	507	48.28%

Family structure

With kids		
Married		3.06%
Single male		0.13%
Single female		0.13%
Unknown status	237	1.10%
Without kids		
<i>Without kids</i> Married		43.03%
		43.03% 6.29%
Married		
Married Single male	555	6.29%

Home ownership

Homeowner		89.38%
Renter		8.56%
Unknown		2.06%

Education

Less than high school		11.54%
High school diploma		37.10%
Some college		26.09%
Bachelor's degree		13.32%
Graduate's degree		11.95%

Estimated household income

Q65

Less than \$15,000		9.38%
\$15,000-\$24,999	248	13.86%
\$25,000-\$34,999		14.93%
\$35,000-\$49,999		20.87%
\$50,000-\$74,999		21.27%
\$75,000-\$99,999		11.18%
\$100,000-\$124,999		4.13%
\$125,000-\$149,999		1.76%
\$150,000-\$174,999		1.07%
\$175,000-\$199,999		0.61%
\$200,000-\$249,999		0.36%
\$250,000+		0.59%

Age of children

0–3	1.32%
4–6	1.07%
7–9	0.33%
10–12	0.59%
13–18	0.64%

Estimated current house value

Less than \$50,000	1.76%
\$50,000-\$74,999	7.31%
\$75,000-\$99,999	8.79%
\$100,000-\$149,999	17.38%
\$150,000-\$174,999	8.48%
\$175,000-\$199,999	9.32%
\$200,000-\$249,999	14.62%
\$250,000-\$299,999	11.59%
\$300,000-\$349,999	7.92%
\$350,000-\$399,999	4.84%
\$400,000-\$499,999	4.71%
\$500,000-\$749,999	2.80%
\$750,000+	0.46%

Length of residency

1 year or less	15.97%
2–3 years	13.48%
4–5 years	10.75%
6–7 years	9.66%
8–9 years	6.88%
10–14 years	11.64%
15–19 years	14.32%
20–24 years	7.29%
25+ years	10.01%



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.

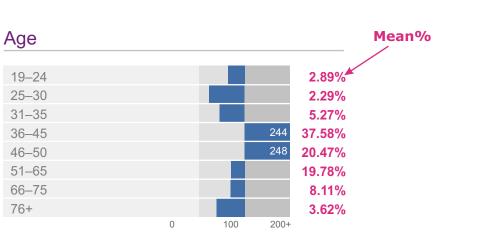
For example, consider the Age composition of Group D:

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.



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 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.