

S71 Modest Retirees

Mature singles with limited income typically concentrated in inner-city apartments

🏠 0.54% | 0.33% 👤



Who We Are

Head of household age 🎂

51–65

230 | 62.6%

Type of property 🏠

Multi-family: 101+ units

1812 | 25.1%

Est. Household income 💰

Less than \$15,000

549 | 24.0%

Household size 👤

1 person

237 | 77.7%

Home ownership 🤝

Renter

571 | 62.2%

Age of children 🍼

13–18

9 | 1.3%

Channel Preference



160



64



301



65



48



30

Technology Adoption



Wizards

Key Features

- City renters
- Frozen dinners
- Multi-family properties
- Modest education
- Limited budgets
- Shop to relax



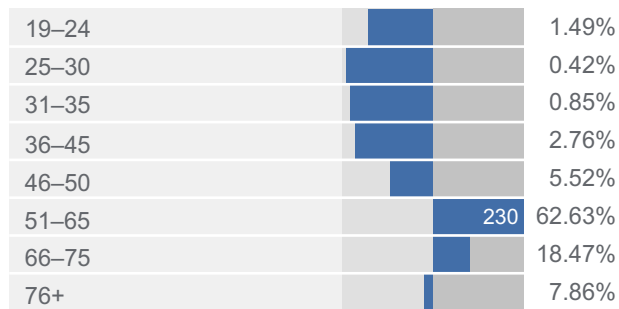
S71

Modest Retirees

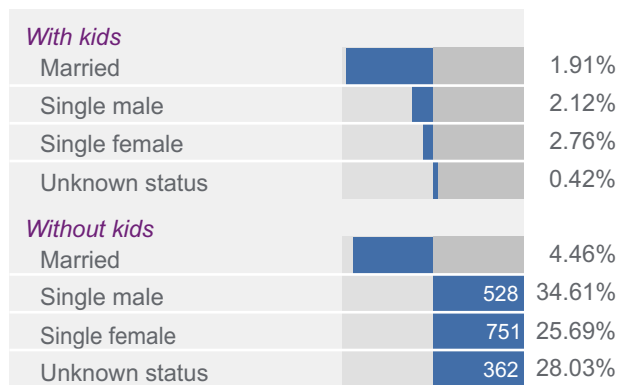
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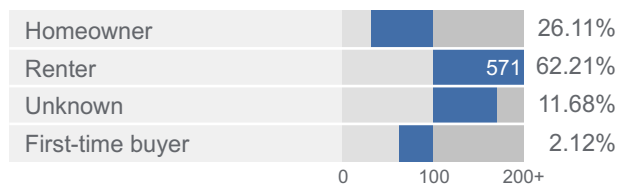
Head of household age



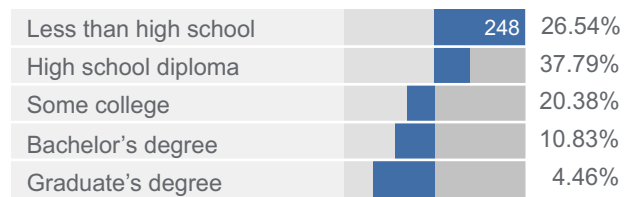
Family structure



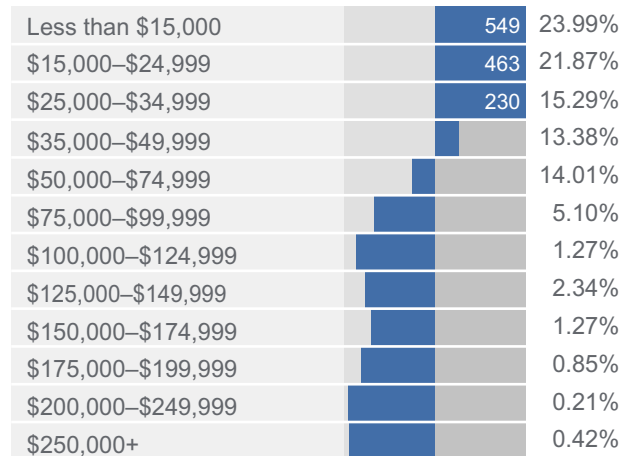
Home ownership



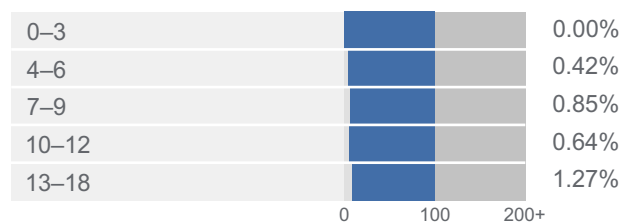
Head of household education



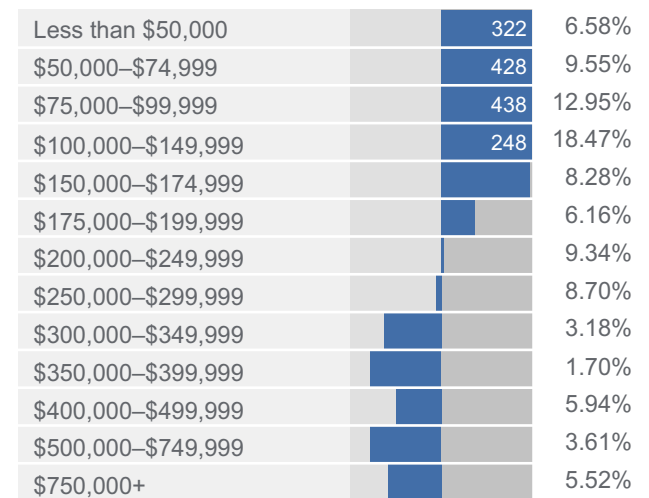
Estimated household income



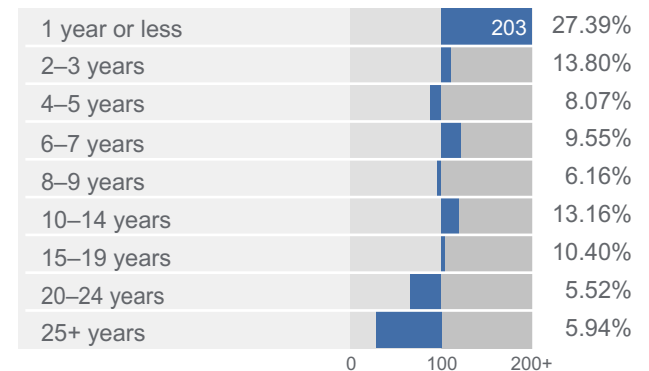
Age of children



Estimated current home value



Length of residency



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

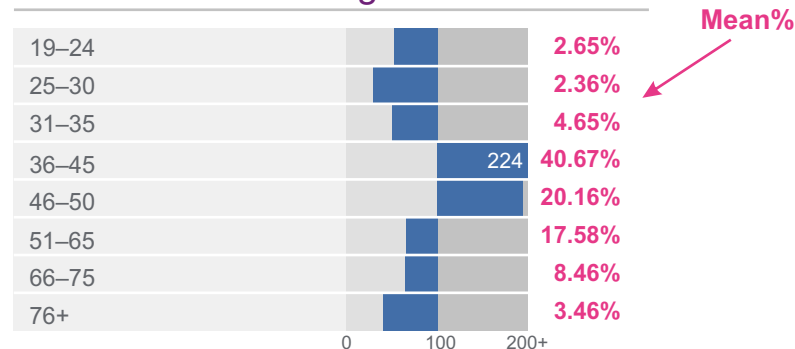
For each group and type, the charts show the **Means** and **Index** for each variable.

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:

Head of household age



This shows that:

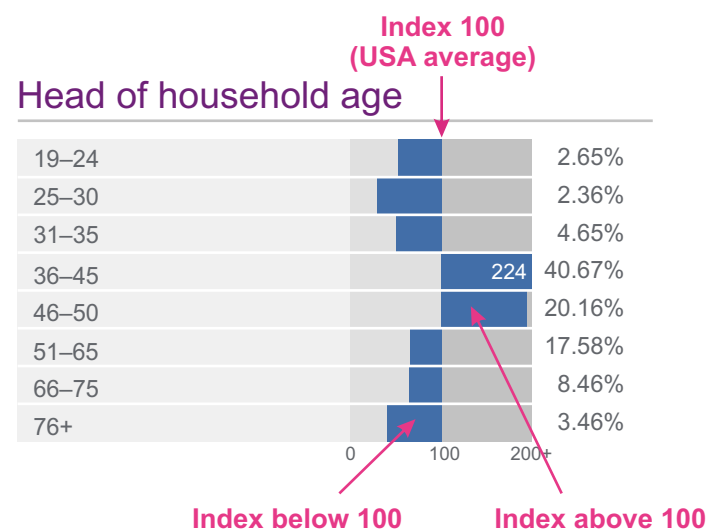
- 2.65% of Group D are aged 19–24
- 2.36% of Group D are aged 25–30
- 4.65% of Group D are aged 31–35
- 40.67% of Group D are aged 36–45
- 20.16% of Group D are aged 46–50
- 17.58% of Group D are aged 51–65
- 8.46% of Group D are aged 66–75
- 3.46% of Group D are aged 76+

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.

Type S71: Modest Retirees

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How to Market

With a high receptivity to advertising, this audience is full of aspirational spenders. These Americans can be marketed to most strongly through broadcasting and streaming TV and radio channels. They are in the market for small loans to help them purchase items to improve their lives while maintaining their cost of living. They like to have fun and want to look good doing so. Resonate with Modest Retirees by portraying your brand as the latest and greatest in your class. They tend to shop in the moment, prefer variety and anything that will make them look trendy and prestigious. Put forth your best “sale of the season” and you’re sure to whet their appetites for walking through your doors on pay-day.

Overview



Modest Retirees are the most economic-challenged consumers in the US, living in households found in aging city neighborhoods. Most of the adults are between 50 and 75 years old, and they’re living on their own as single, divorced or widowed individuals. They have below-average educational achievement—a high school diploma is the highest degree achieved by many and they earn minimum wages as service-sector workers. Fifteen percent of households contain a retiree, increasing the number of residents getting by on fixed incomes. In Modest Retirees, a majority of householders report incomes of less than \$35,000

a year.

The neighborhoods of Modest Retirees are typically filled with high- and low-rise apartment complexes. Found mostly in cities east of the Mississippi, many of these complexes were built in the urban renewal of the 1960s to 1980s, when tenement row houses in downtown ghettos were bulldozed to create new housing for the poor and disadvantaged. Today, however, these buildings are often aging and the communities are no place to sink roots and raise a family. Indeed, a majority of segment residents have lived at the same address for fewer than five years.

While Modest Retirees may be financially-challenged, these unattached singles still take advantage of city amenities, and at home, these multi-ethnic households like to listen to jazz. They are unlikely to engage in outdoor sports like fishing and hunting. These are city folks who prefer billiards to backpacking.

In the marketplace, these households cannot escape their low budgets. They rarely use credit cards to make purchases. Modest Retirees tend to shop at local stores within walking distance of their home. They do enjoy shopping and keeping up with the latest styles, however, they are more likely to pick up necessities at a Family Dollar store. With money tight, they rarely eat out, not even at fast food restaurants and typically settle for what they can afford at the local grocery store.

Limited means in Modest Retirees result in a selective media market. They’re not big radio fans and few afford to have a newspaper delivered to their apartments. However, they enjoy TV, especially game shows, dramas and sitcoms. They go online mainly to find information and read reviews.

Modest Retirees members refuse to be defined by their economic circumstances. They're constantly looking for better jobs and they're trying to pursue meaningful lives that don't require a lot of money. Politically, they tend to be moderates who support the Democratic Party.