

Q64 Established in Society

Stable, sophisticated seniors living in older homes and leading sedentary lifestyles

🏠 3.74% | 3.63% 👤



Who We Are

Head of household age 🎂

76+

592 | 51.2%

Type of property 🏠

Single family

109 | 96.9%

Est. Household income 💰

\$25,000–\$34,999

336 | 22.3%

Household size 👤

2 persons

127 | 33.3%

Home ownership 🤝

Homeowner

112 | 92.5%

Age of children 🍼

13–18

1 | 0.2%

Channel Preference



45



134



5



3



17



17

Technology Adoption



Novices

Key Features

- Avid TV watchers
- Rural lifestyle
- Seniors
- Home-centered activities
- Conservative values
- Cautious money managers

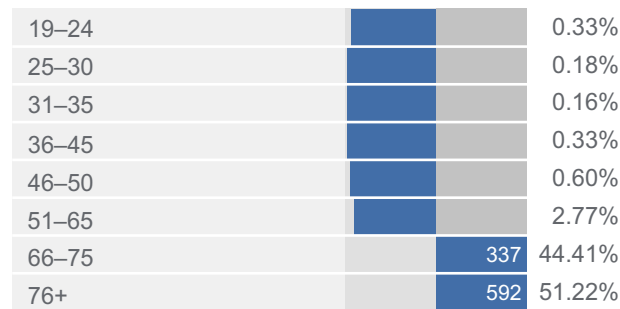


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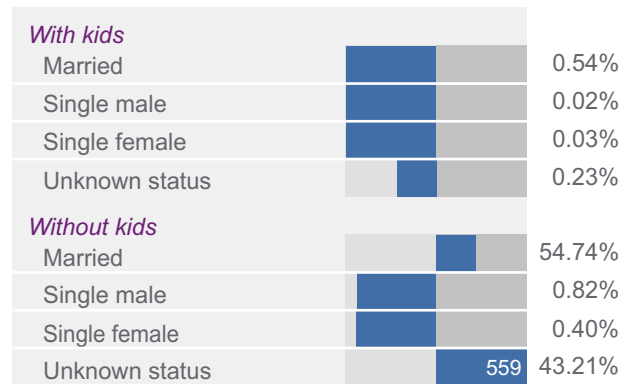
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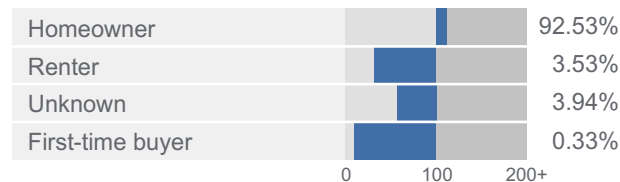
Head of household age



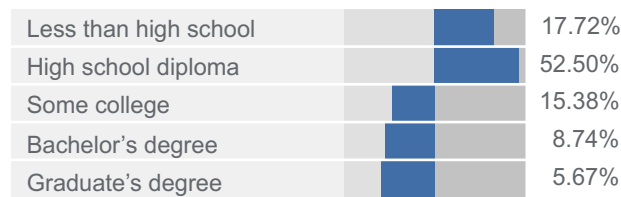
Family structure



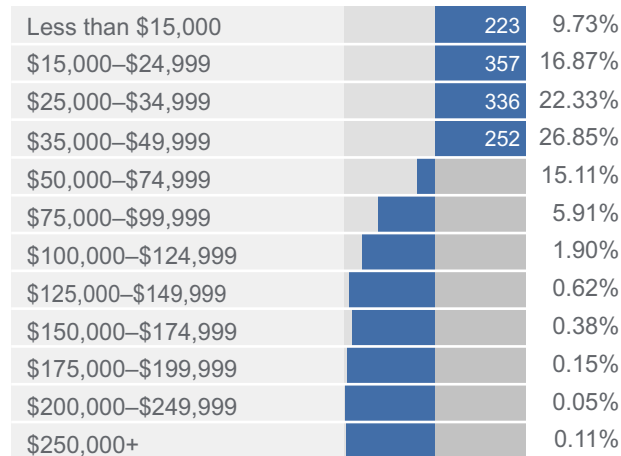
Home ownership



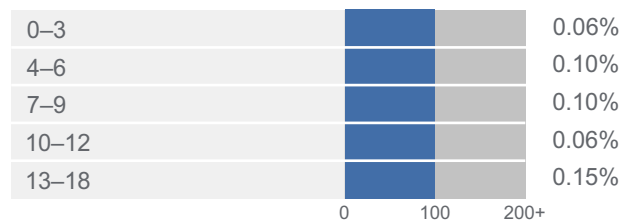
Head of household education



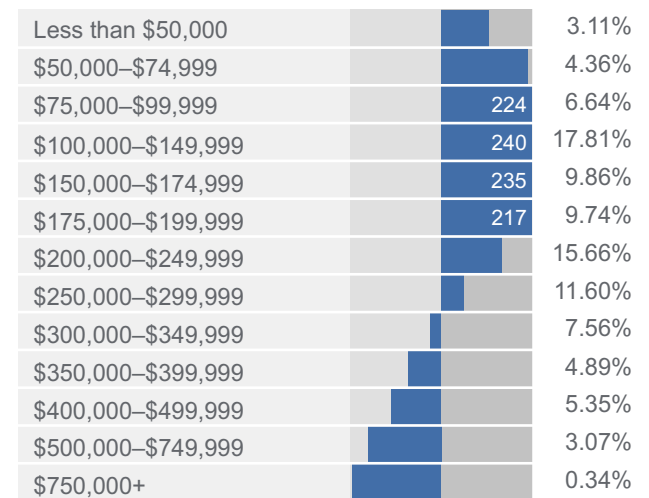
Estimated household income



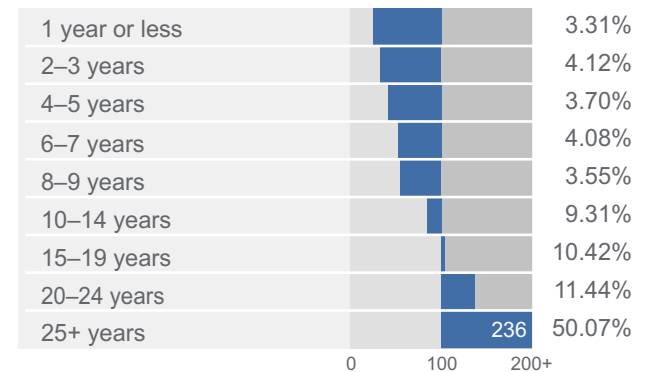
Age of children



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 Q64: Established in Society

Stable, sophisticated seniors living in older homes and leading sedentary lifestyles

How to Market

Marketing to the most senior generation of the US might require modern marketers to step out of their comfort zone. As a group of consumers that spent their young lives without TVs and computers, this group isn't worth attempting to engage online. Radio, newspapers, magazines and direct mail remain the most effective methods to connect with this aging segment. The verticals that they're most interested in? Try health and financial services, home goods and a mix of children's toys to help them keep up with what their grandchildren want for their birthdays.

Use messaging that is clear and reflects their own values for honesty, honor, loyalty and respect. Traditional conventions will resonate with this group, as will loyalty programs.

Overview



A segment of older retirees, Established in Society are a mix of widowed individuals and empty-nesting couples scattered around the country. All are over 65 and nearly eight out of ten householders are retired. Many have aged in place, living in the original ranch houses and ramblers that they bought more than 25 years ago. This is a stable segment with little mobility; the members are mostly downscale. Incomes and investment balances are low, but so are expenses. Many of these seniors say that they're happy with their standard of living.

Established in Society cultivate home-centered lifestyles. These households spend a lot of time reading books, gardening, doing needlework and generally puttering around their homes. They have time to enjoy hobbies like coin collecting and bird-watching. They don't eat out much, and there's not a lot of money for nightlife and travel. Instead, their social lives revolve around their local church and veterans' club, where they enjoy the camaraderie. When they do travel to visit friends and family, most still drive.

Established in Society aren't big on shopping; it's too tiring for some. Many like the convenience of nearby local stores and retailers where they can find their favorite brands. They typically choose comfort over style, and shop both discount and mid-market mall retailers. These consumers carry credit cards for major stores like Kohls and JCPenney, and a high percentage like learning about new purchase opportunities from traditional media like direct mail. With a high percentage having served in the Armed Forces, members of this segment are patriotic in the marketplace. When they can, they buy products made in the US.

Established in Society are traditional media fans. They get a daily newspaper, subscribe to a number of magazines, and watch TV throughout the day. They particularly enjoy dramas, early evening shows and reality shows. The internet has made few inroads in this segment.

Established in Society are traditional, care about their family and cultivate their faith. They have conservative political beliefs and support conservative social issues. They like spending time with their family, going to church on Sunday and enjoying the

simple things in life. Having lived at the same address for decades, they have deep roots in the community. Even if an issue doesn't affect them personally, they're willing to volunteer for a good cause.