Q63 Footloose and Family Free

Settled couples and widowed individuals living active and comfortable lifestyles

🏠 0.38% | 0.33% 👤

Key Features

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

Who We Are

Head of household age	Type of property
76+	Multi-family: 101+ units
542 | 46.9%	448 | 6.2%

Est. Household income	Household size
$35,000–$49,999	1 person
192 | 20.4%	130 | 42.6%

Home ownership	Age of children
Homeowner	4–6
108 | 88.9%	13 | 1.1%

Channel Preference

TV	✉	📻
32	372	0

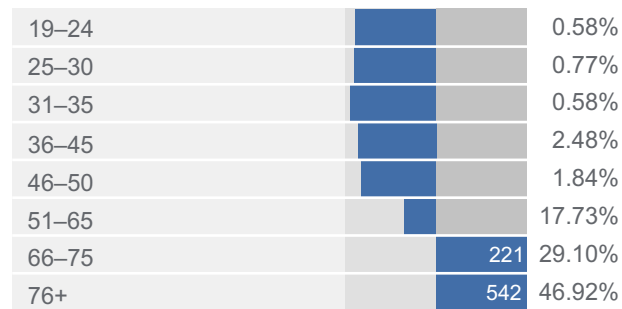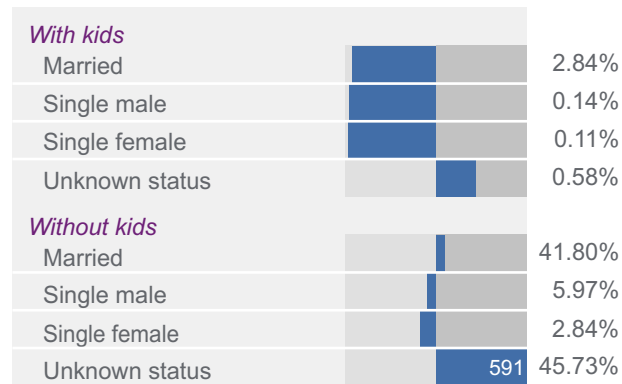| 💬	@	👍
5	80	19

Technology Adoption

Novices

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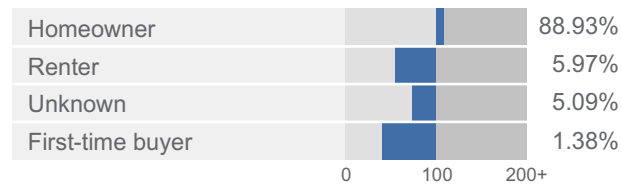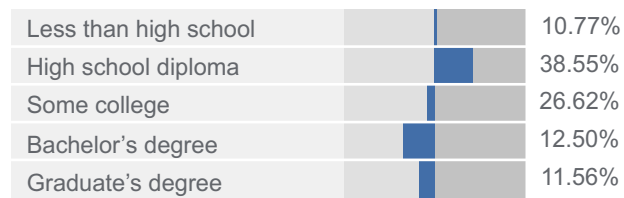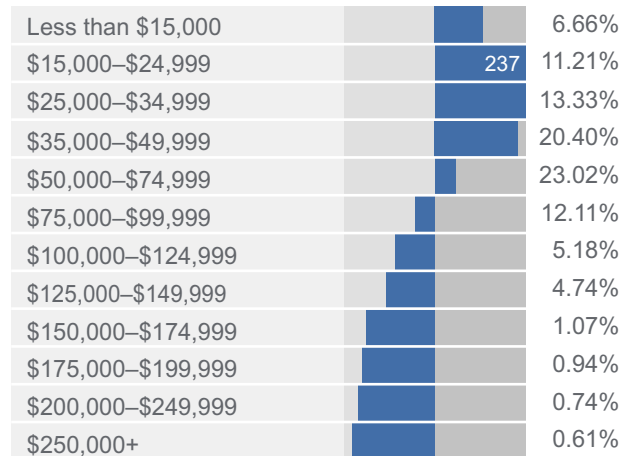## Head of household age

19–24		0.58%
25–30		0.77%
31–35		0.58%
36–45		2.48%
46–50		1.84%
51–65		17.73%
66–75	221	29.10%
76+	542	46.92%

Family structure

With kids

Married		2.84%
Single male		0.14%
Single female		0.11%
Unknown status		0.58%

Without kids

Married		41.80%
Single male		5.97%
Single female		2.84%
Unknown status	591	45.73%

Home ownership

Homeowner		88.93%
Renter		5.97%
Unknown		5.09%
First-time buyer		1.38%

0   100   200+

Head of household education

Less than high school		10.77%
High school diploma		38.55%
Some college		26.62%
Bachelor's degree		12.50%
Graduate's degree		11.56%

Estimated household income

Less than $15,000		6.66%
$15,000–$24,999	237	11.21%
$25,000–$34,999		13.33%
$35,000–$49,999		20.40%
$50,000–$74,999		23.02%
$75,000–$99,999		12.11%
$100,000–$124,999		5.18%
$125,000–$149,999		4.74%
$150,000–$174,999		1.07%
$175,000–$199,999		0.94%
$200,000–$249,999		0.74%
$250,000+		0.61%

Age of children

0–3		0.33%
4–6		1.10%
7–9		0.83%
10–12		0.39%
13–18		0.91%

0   100   200+
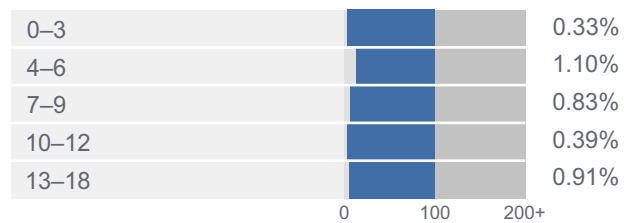
Estimated current home value

Less than $50,000		0.77%
$50,000–$74,999		1.38%
$75,000–$99,999		2.34%
$100,000–$149,999		8.81%
$150,000–$174,999		5.09%
$175,000–$199,999		6.03%
$200,000–$249,999		14.56%
$250,000–$299,999		15.03%
$300,000–$349,999		12.86%
$350,000–$399,999		10.85%
$400,000–$499,999		12.17%
$500,000–$749,999		8.81%
$750,000+		1.29%

Length of residency

1 year or less		14.32%
2–3 years		13.90%
4–5 years		11.01%
6–7 years		10.46%
8–9 years		8.98%
10–14 years		11.81%
15–19 years		11.10%
20–24 years		8.89%
25+ years		9.53%

0   100   200+

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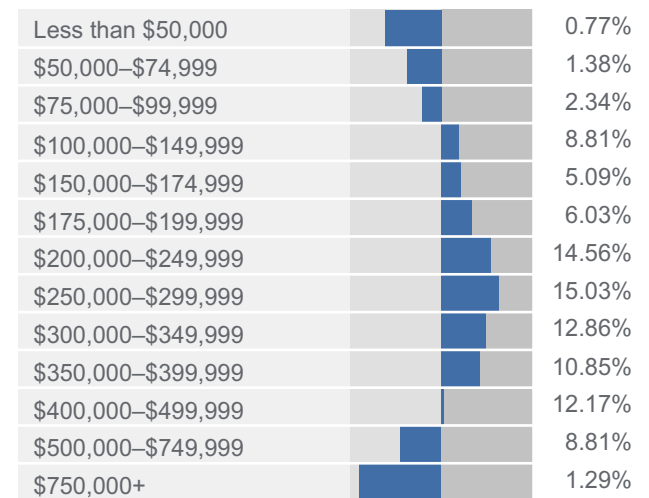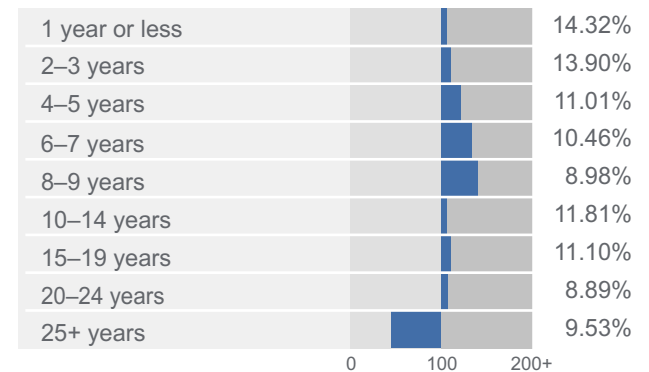
Charts provide details of the key variables used to build and describe the Mosaic groups and types.

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.

Head of household age

Age		Mean%
19–24		**2.65%**
25–30		**2.36%**
31–35		**4.65%**
36–45	224	**40.67%**
46–50		**20.16%**
51–65		**17.58%**
66–75		**8.46%**
76+		**3.46%**

0   100   200+

Mean%

Head of household age

Index 100 (USA average)

Age		Index
19–24		2.65%
25–30		2.36%
31–35		4.65%
36–45	224	40.67%
46–50		20.16%
51–65		17.58%
66–75		8.46%
76+		3.46%

0   100   200+

Index below 100   **Index above 100**

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 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.

Mosaic USA

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

Footloose and Family Free are a mix of elderly couples and widowed individuals, many living in retirement communities across the South. With approximately than eight-tenths over the age of 65, they're mostly out of the workforce and enjoying comfortable retirements. Despite no longer supporting children, many live in detached houses on small lots that they moved to after retirement. Some of their communities are age-restricted, and there are few children to be seen except for visiting grandchildren.

With their solid incomes from pensions and investments, Footloose and Family Free can afford comfy lifestyles. They're fit, and politically active. Although most are conservative, there are a surprising number of Liberals for their age, typically leading busy social lives. They still drive, often mid-range sedans, and like to go out at night. They dine frequently at restaurants and regularly go to plays and events at the local veterans' club. They're health conscious and like to spend time each week exercising—they engage in fitness walking, swimming and golf. They can afford to take small vacations and they enjoy taking trips by plane, train, or cruise ship to places abroad such as Europe and Asia. They like to go in style, staying at a Ritz-Carlton or Fairmont hotel or the like.

That fondness for the finer things can be seen in the way they shop. They like to buy quality clothes and designer labels at mid-upscale retailers, and tend to be brand-loyal, seeking out styles that have stood them well for years. They can afford such niceties thanks to judicious investments throughout their career. Today, many own diversified portfolios of stocks, mutual funds, CDs and tax-sheltered annuities. These are not Americans who flaunt their affluence.

Footloose and Family Free make a point to be active, mentally stimulated and socially engaged. They enjoy entertaining friends at home but when they want to relax, it's often on a living room couch with some printed media or a TV remote close at hand. These older Americans like to read books, magazines, newspapers—you name it. They like to stay informed and they often enjoy reading a daily newspaper from cover to cover. They enjoy a number of magazines that cover news, sports, food and travel. They're fond of watching TV, particularly dramas and early evening shows. They've only recently begun using the internet, but they've learned enough to follow their stocks.

Footloose and Family Free recognize their good fortune. They say they're content with their life and feel financially secure. They're more liberal than other senior segments, however they're conservative when it comes to their health; they watch what they eat, take supplements, and stay on top of medical issues with the help of their doctor and pharmacist. These elderly Americans don't worry too much about the future, though, and are happy with their lives today.