

E19 Consummate Consumers

Households with high discretionary incomes, living upper-middle class, sophisticated lifestyles

🏠 1.39% | 1.19% 👤



Who We Are

Head of household age 🎂

51–65

193 | 52.5%

Type of property 🏠

Multi-family: 101+ units

636 | 8.8%

Est. Household income 💰

\$125,000–\$149,999

140 | 14.0%

Household size 👤

1 person

150 | 49.3%

Home ownership 🤝

Unknown

159 | 10.9%

Age of children 🍼

13–18

11 | 1.6%

Channel Preference



53



110



6



58



210



84

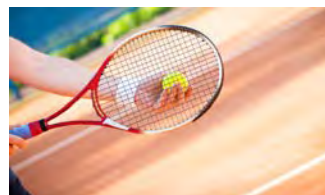
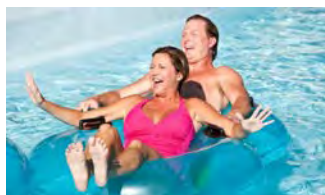
Technology Adoption



Journeymen

Key Features

- Empty-nesters
- Highly educated
- City dwellers
- Environmental advocates
- Well-traveled
- Fitness minded



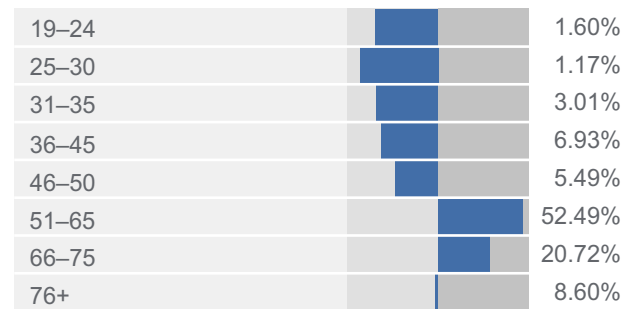
E19

Consummate Consumers

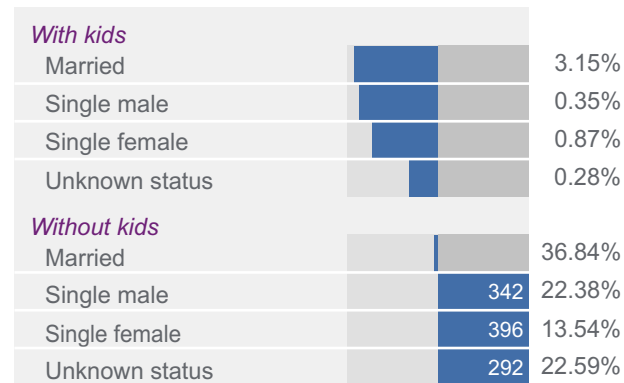
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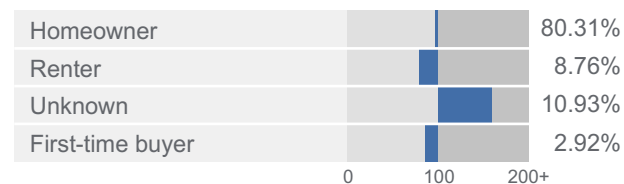
Head of household age



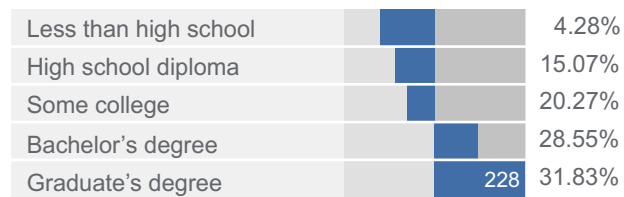
Family structure



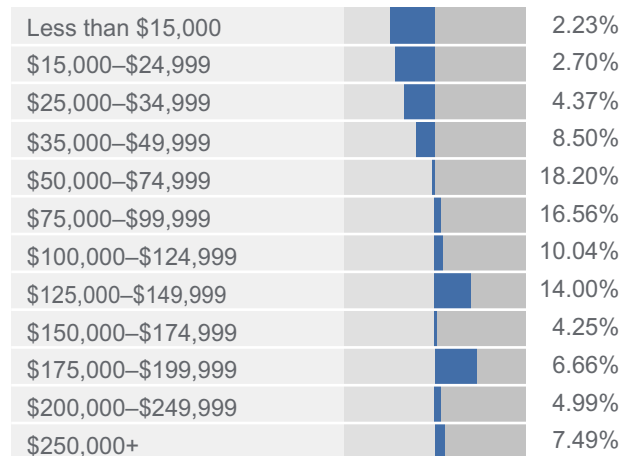
Home ownership



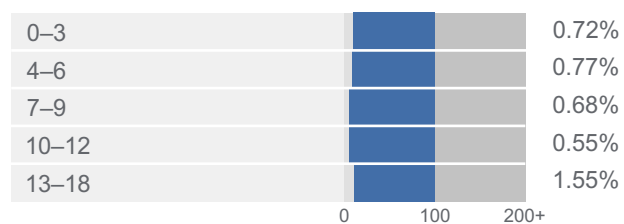
Head of household education



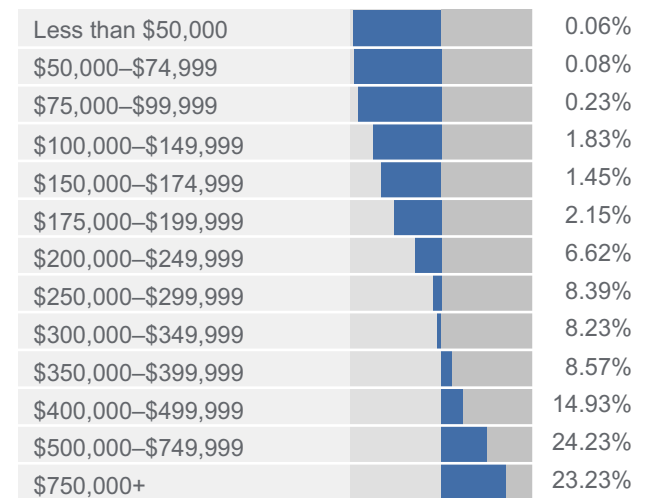
Estimated household income



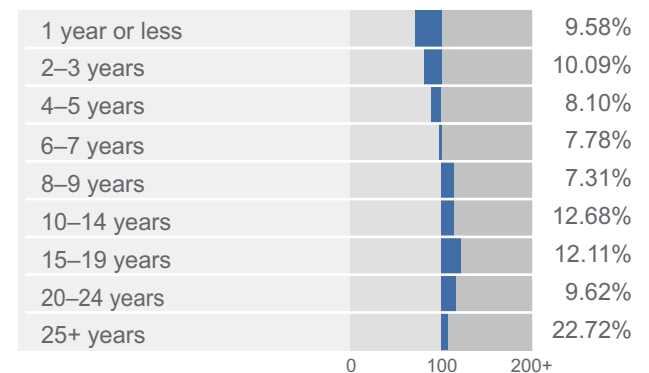
Age of children



Estimated current home value



Length of residency



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

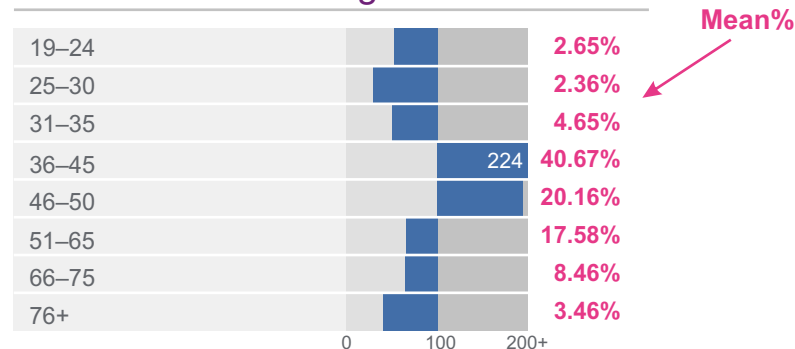
For each group and type, the charts show the **Means** and **Index** for each variable.

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 E19: Consummate Consumers

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How to Market

Target these aging consumers with competitively priced travel, home services and entertainment options like theatrical performances and concerts. They are more likely to shop high-end online and e-tailer brands as well as online discount stores. Honor, pride and traditional “buy American” messaging tends to capture their attention better than any flashy “get it while it’s hot” deal.

Overview



Consummate Consumers consist of upper-middle-class households on the cusp of retirement or already fully retired. They contain a wide range of family types: singles and couples as well as divorced and widowed individuals, all of whom have a comfortable lifestyle. What they don’t have are children still living at home. Over eighty percent are homeowners. Most of these adults are in their 50s, 60s, and 70s, well-educated and earning good salaries at the peak of their white-collar careers. One in five households contains a retiree whose substantial nest egg provides plenty of disposable income to maintain upper middle-class status.

With their children leading lives of their own, the households in this segment lead busy social lives. They often go to cultural activities, and many enjoy nightlife and upscale restaurants. They like sports and frequently attend professional sporting events and keep themselves fit on their own at nearby health clubs. These educated households also like to travel, indulging their curiosity while traveling abroad by enjoying museums, concerts and musical performances.

Despite their healthy incomes, the members of Consummate Consumers are not into flaunting their success. They may shop at the high-end stores like Nordstrom, as well as specialty shops, but they’re also happy to pick up a bargain at a discount department store or warehouse club. Somewhat late adopters, they’re content to watch conventional TVs that don’t dominate the room.

Consummate Consumers make a good advertising audience. They like to read newspapers and magazines that cover news, business, entertainment and travel, and they enjoy learning about brands while tuning in to their favorite radio (or Pandora) stations. Other advertising preferences are email and direct mail. As long as it’s addressable, targeting them with something that resonates, this consumer market is on board.

They have above-average internet use, going online for utilitarian purposes like sending email, getting the latest headlines, tracking their stocks and comparing prices before shopping.

With their child-rearing days behind them, members of Consummate Consumers have now turned their attention to bettering their communities through civic action. They tend to be liberal in their outlook and support green issues from varied angles—whether it’s driving a hybrid or buying organic food. As the senior managers in their workplaces, they regard their work as important to their identity. More than anything else, they believe that they can control their destiny through hard

work and an independent spirit. These are the kind of people who manage their own money, have succeeded in building a substantial nest egg and are happy to give some away to a variety of causes: arts, environmental, health and public broadcasting.