

# H27 Life of Leisure

Upper established couples living leisure lifestyles in small towns and cities

🏠 1.57% | 1.11% 👤



## Who We Are

Head of household age 🎂

46–50

233 | 24.3%

Type of property 🏠

Single family

108 | 95.8%

Est. Household income 💰

\$75,000–\$99,999

161 | 24.9%

Household size 👤

1 person

162 | 53.3%

Home ownership 🤝

Homeowner

106 | 86.8%

Age of children 🍼

7–9

40 | 4.9%

## Channel Preference



110



145



7



101



75



34

## Technology Adoption



Journeymen

## Key Features

- Suburb living
- Married no kids
- Comfortable spending
- Charitable donations
- Outdoor activities
- Yogis



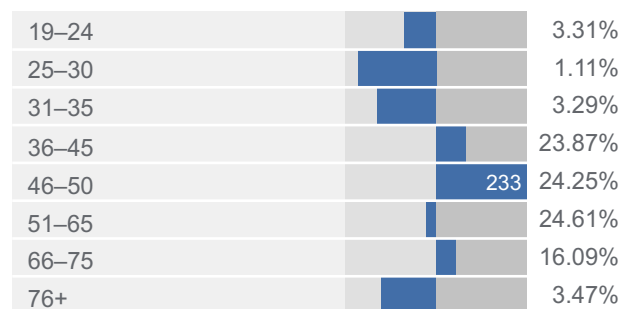
# H27

## Life of Leisure

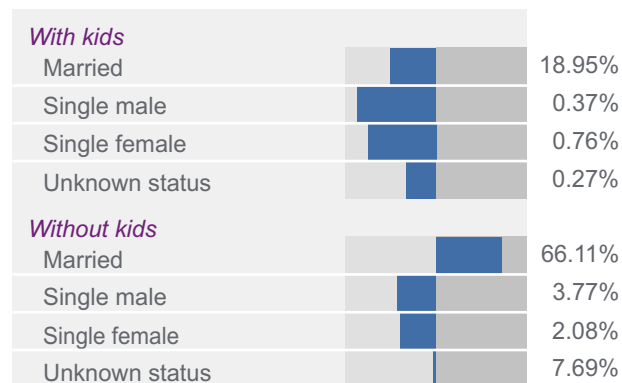
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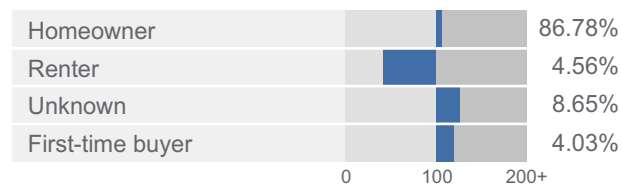
### Head of household age



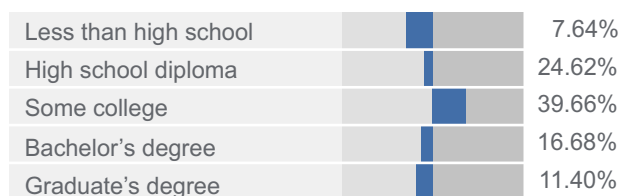
### Family structure



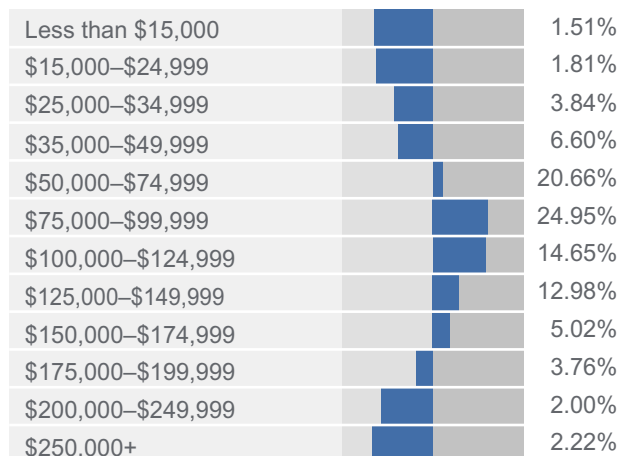
### Home ownership



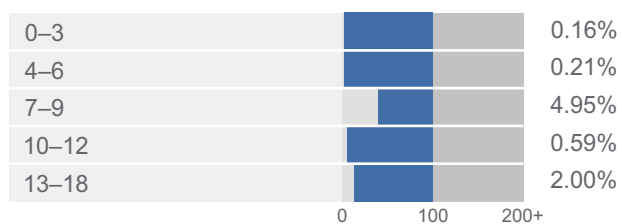
### Head of household education



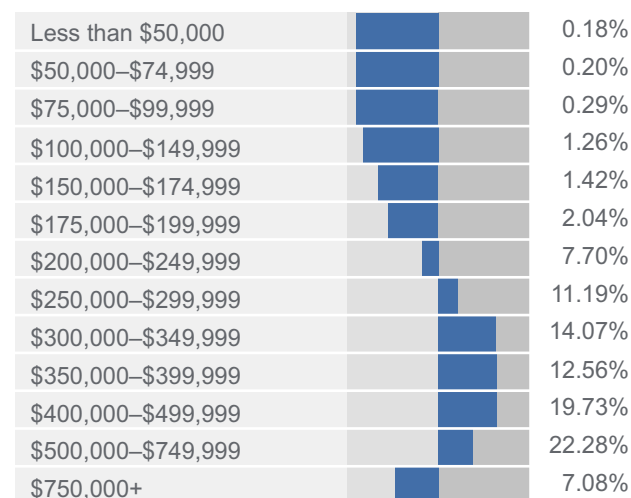
### Estimated household income



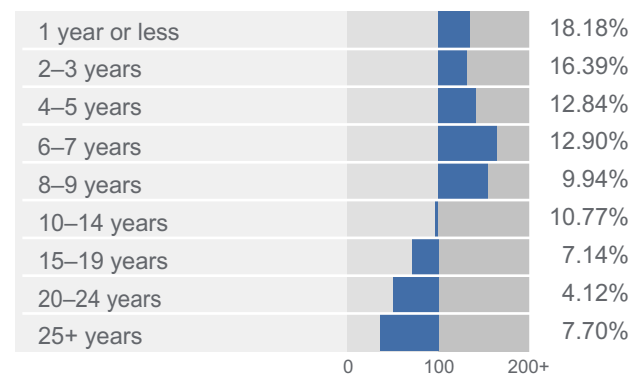
### Age of children



### 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 H27: Life of Leisure

Upper established couples living leisure lifestyles in small towns and cities

### How to Market

Life of Leisure consists of consumers who very much enjoy shopping. Once a strong in-store audience, these shoppers now are just as prolific in online shopping. Their one persistent shopping habit is looking for discounts wherever they choose to shop. From a media perspective, this audience consists of early tech-adopters to some who are just now beginning to evolve their technology usage. Market to these consumers with a mixed media approach. In terms of verticals of interest, retail would be the strongest along with travel and entertainment. Life of Leisure is a diverse group when it comes to the types of messages that will resonate and tempt them to try a new product. Some respond to brands that incentivize, others are drawn to brands that are trendy and claim to have the next fashion trend in stock.

### Overview



Life of Leisure are couples in their 40s, 50s and 60s living in mid-scale communities that offer the benefits of a relaxed lifestyle while still being within a reasonable drive of the amenities offered by smaller cities. These households feature educated couples who seek to exit the rat race so they can enjoy life's simpler pleasures. Many hold jobs in blue-collar, business and health professions. With their slightly above average incomes and low-cost locations, they can afford to own older homes and condos in communities that offer a sense of belonging, even if they've only lived in their home for a few years.

These Americans have rediscovered the joys of leisure. They like to travel both abroad and domestically, and have the time and taste to enjoy movies, concerts and antique shows, and eating out at restaurants. They enjoy gardening and artsy endeavors like painting, sculpting and drawing. They're fond of traditional media; they listen to the radio and love watching cable TV programs. When it comes to the internet this audience consists of many levels of tech-adopters but they increasingly go online for news, travel planning and shopping. If they want exercise, they step out the door and go for a walk or run on their suburban walking trails.

When they go shopping, Life of Leisure care about bargains but prefer specialty stores to national chains, appreciating solicitous clerks to the cavernous warehouse clubs.

Life of Leisure tend to be moderate on social issues. Almost forty percent align themselves with the Republican Party while one quarter are registered Democrats. Having reached a contented phase in their lives, Life of Leisure are happy to spend their free time relaxing with their new neighbors. They enjoy spending time with their family or grilling up a steak with their expanding circle of friends.