

# Q65 Mature and Wise

Retirees settled in metro apartment communities living cost-effective, sensible lives

🏠 1.73% | 1.13% 👤



## Who We Are

### Head of household age 🎂

76+  
467 | 40.4%

### Type of property 🏠

Multi-family: 101+ units  
2812 | 38.9%

### Est. Household income 💰

\$15,000–\$24,999  
374 | 17.7%

### Household size 👤

1 person  
192 | 63.2%

### Home ownership 🤝

Renter  
197 | 21.5%

### Age of children 🍼

13–18  
6 | 0.9%

## Channel Preference



35



196



11



20



74



14

## Technology Adoption



Novices

## Key Features

- Discount shoppers
- Retirement communities
- TV entertainment
- Tech novices
- Active health maintenance
- Avid newspaper readers

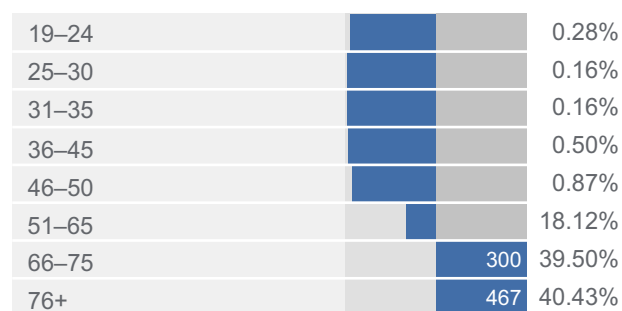


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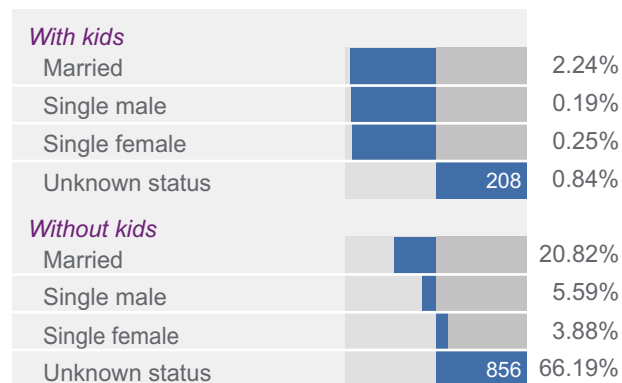
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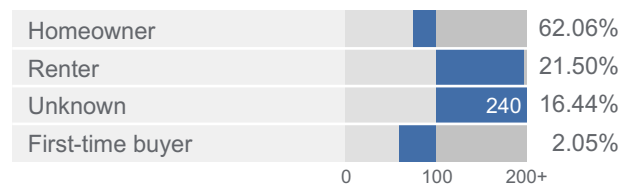
## Head of household age



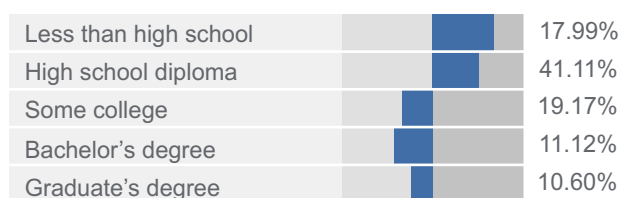
## Family structure



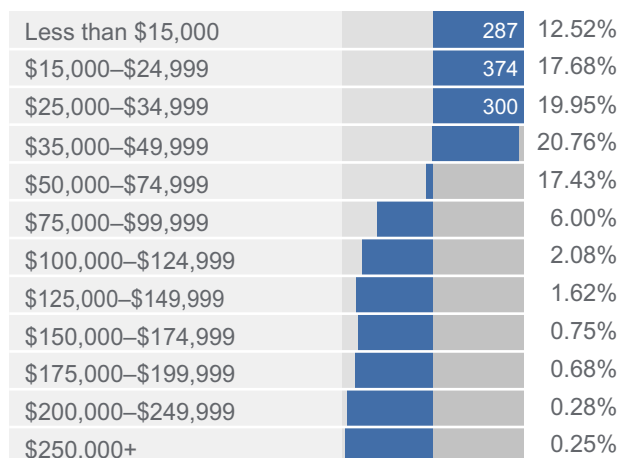
## Home ownership



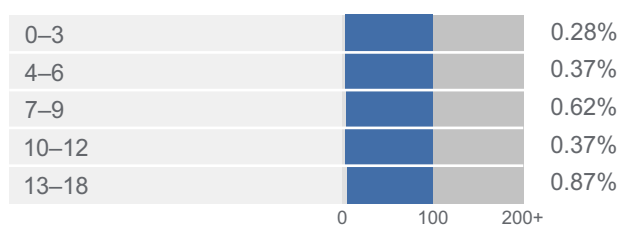
## Head of household education



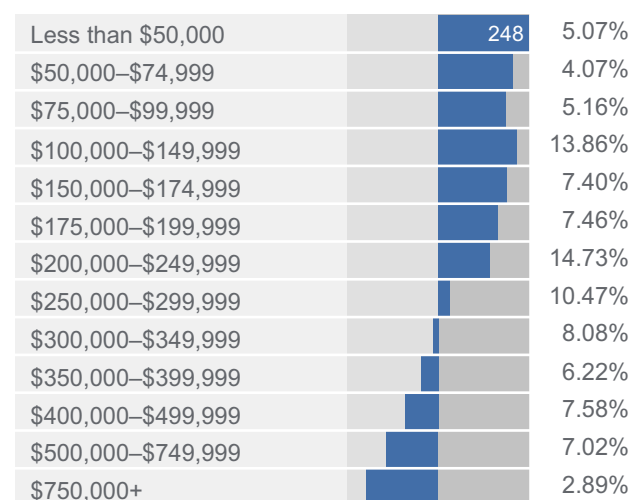
## Estimated household income



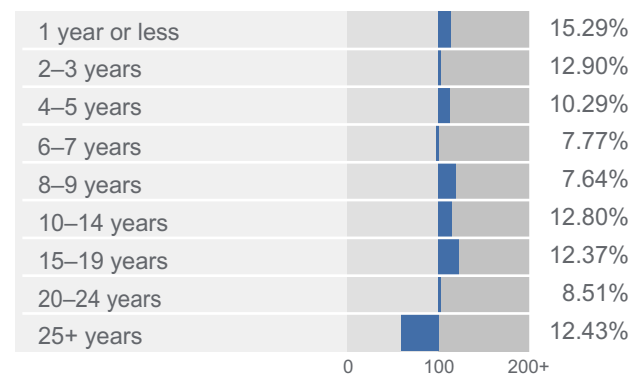
## Age of children



## 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:

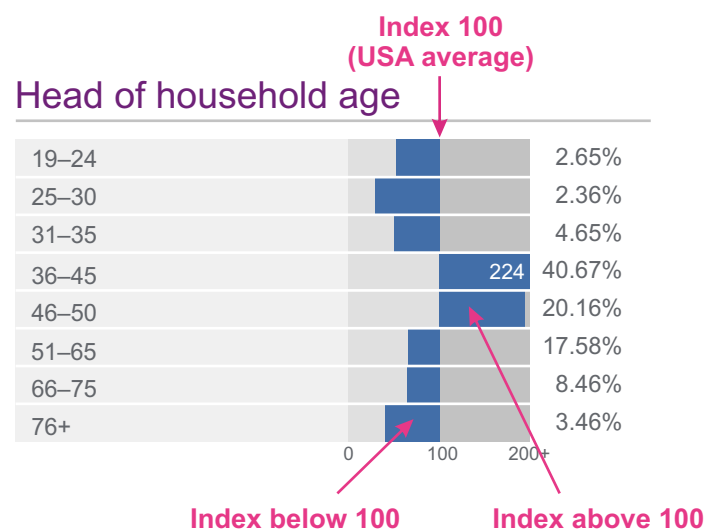
- 2.65% of Group D are aged 19–24
- 2.36% of Group D are aged 25–30
- 4.65% of Group D are aged 31–35
- 40.67% of Group D are aged 36–45
- 20.16% of Group D are aged 46–50
- 17.58% of Group D are aged 51–65
- 8.46% of Group D are aged 66–75
- 3.46% of Group D are aged 76+

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 Q65: Mature and Wise

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### 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



Mature and Wise are mostly elderly people on fixed incomes who have retired to city apartment buildings geared for seniors. Most of these residents are over 66 years old, and they tend to seek out these apartments when they become widowed or can no longer cope with the maintenance of a home. While a high percentage has grown children and most are grandparents, their kids are typically too far away or incapable of supporting them in their homes. Still, despite modest incomes, these elderly Americans express satisfaction with their life, have a circle of close friends and enjoy both hobbies and entertainment. They look for

opportunities to improve their social life.

Mature and Wise are found all around the country, typically in metro communities that permit large, multi-unit condo buildings. Many have moved in within the last seven years. Given their sometimes-dicey neighborhoods, they prefer the security of a multi-unit building, preferably with a doorman, to being on their own.

Many members of this segment have more active leisure lives. Their neighborhoods often feature a nearby senior center, and at home, they enjoy reading and needlecraft, and some are active collectors of ornaments and porcelain figures. Most Mature and Wise wouldn't qualify as sophisticated investors. Few have income-producing assets, and only a very small percentage own stocks or bonds. Many get by on small pensions that supplement their social security checks.

As consumers, these older Americans are more concerned about discounts than designer labels. They tend to patronize the same stores and wear the same styles for years. They'll go to both bargain and mid-scale retailers, and typically head straight to the clearance rack. Functionality is the most important factor when they consider a purchase.

Spending a lot of time in their condos, Mature and Wise are a traditional media market. They like to read newspapers and magazines, and watch a lot of TV, particularly early evening shows and dramas. They do not often access the internet.

Mature and Wise are happy with their lives and cherish their families and friends. They like to meet new people, entertain them in their apartments and stay in touch with their far-away families. Faith is important to these seniors, who are active in their churches and synagogues. They're politically active as well, supporting mainly conservative social issues. Monitoring their health is important to these Americans, who watch their diets, take preventive medicine and listen to their doctors.