

B07 Across the Ages

Flourishing couples and multi-generational families living a wide range of lifestyles in suburbia

🏠 1.46% | 2.31% 👤



Who We Are

Head of household age 🎂

51–65

158 | 43.0%

Type of property 🏠

Single family

112 | 99.2%

Est. Household income 💰

\$125,000–\$149,999

214 | 21.4%

Household size 👤

5+ persons

210 | 30.5%

Home ownership 🤝

Homeowner

116 | 95.1%

Age of children 🍼

13–18

208 | 29.3%

Channel Preference



98



107



18



116



215



207

Technology Adoption



Journeymen

Key Features

- Affluent
- Rooted in the suburbs
- Multi-generational households
- Fitness club members
- Outdoor hobbies
- Charitable donor

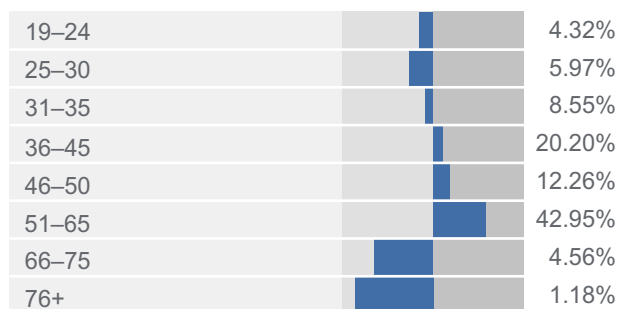


B07 Across the Ages

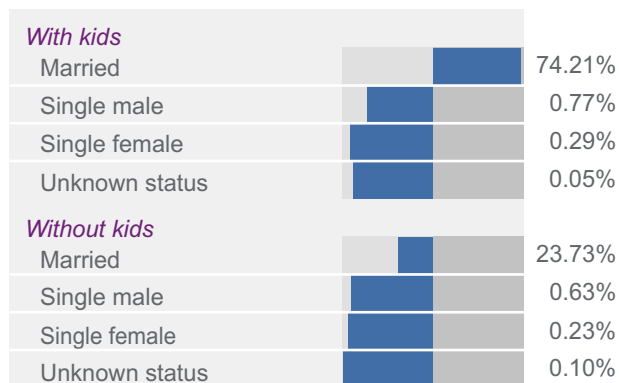
Flourishing couples and multi-generational families living a wide range of lifestyles in suburbia

🏠 1.46% | 2.31% 👤

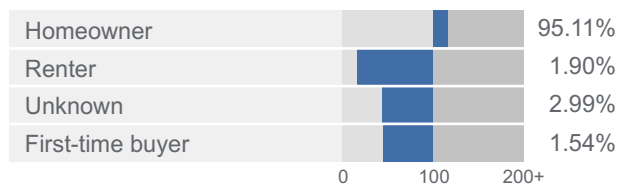
Head of household age



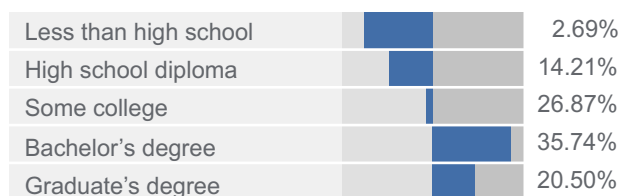
Family structure



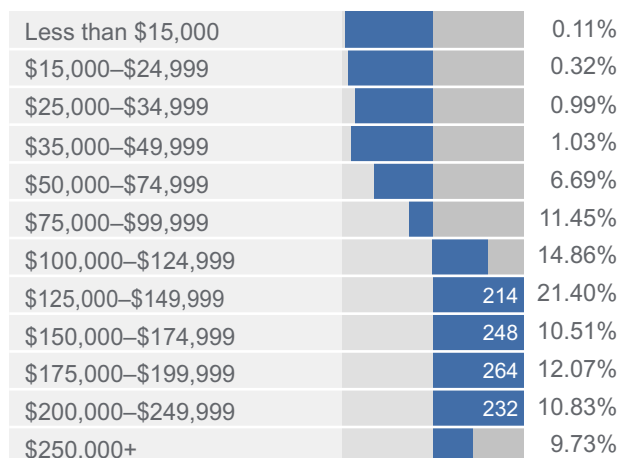
Home ownership



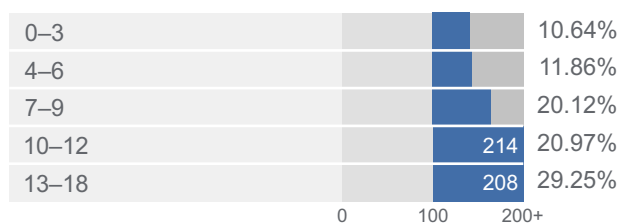
Head of household education



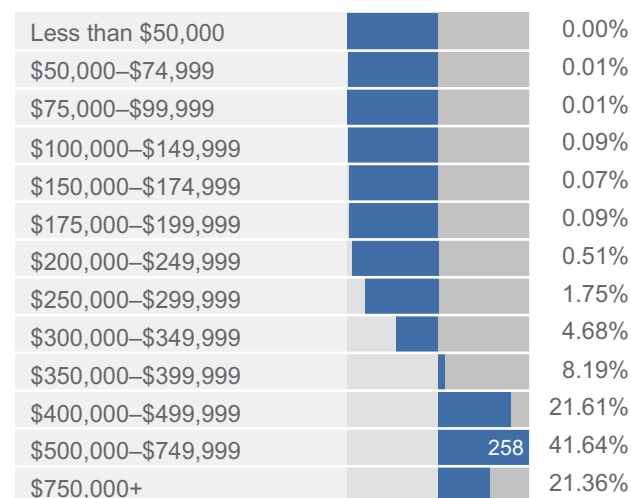
Estimated household income



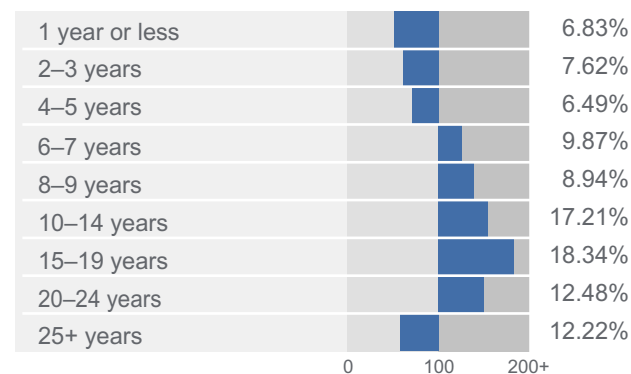
Age of children



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:

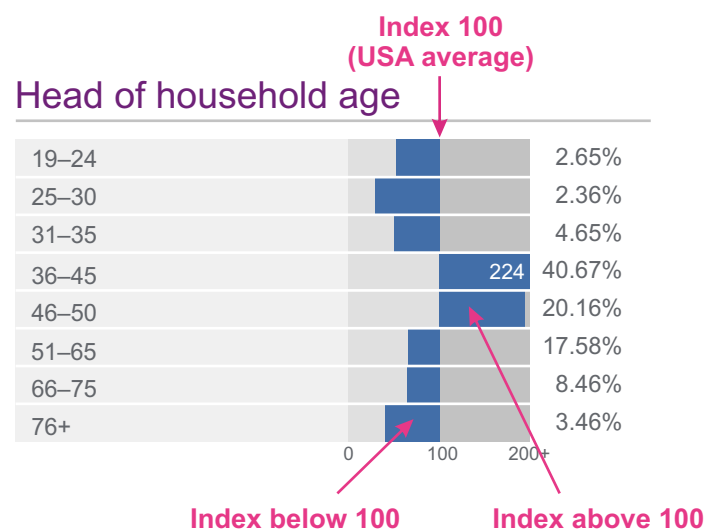
- 2.65% of Group D are aged 19–24
- 2.36% of Group D are aged 25–30
- 4.65% of Group D are aged 31–35
- 40.67% of Group D are aged 36–45
- 20.16% of Group D are aged 46–50
- 17.58% of Group D are aged 51–65
- 8.46% of Group D are aged 66–75
- 3.46% of Group D are aged 76+

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 B07: Across the Ages

Flourishing couples and multi-generational families living a wide range of lifestyles in suburbia

How to Market

As journeymen in terms of technology adoption, your best bet for engaging Across the Ages households lies in digital and streaming TV advertising. With much higher than average discretionary spends at their disposal and nearly 70 percent with children of all ages, these households are in the market for a wide array of products. Target Across the Ages with seasonal ads across all verticals, financial service options, and competitively-priced travel packages.

Overview



With double the national average of multigenerational families, Across the Ages is home to a mix of affluent older couples—over half are from the Baby Boom Generation—and families with young adults and aging seniors. Most live in suburban homes an easy drive away from the nation's big cities. Many households have multiple breadwinners. These college-educated workers hold a range of white-collar, sales and professional jobs. Fifty percent have lived at the same residence for more than a decade, long enough to raise children and see them return to the nest.

With households consisting of varied age groups, Across the Ages make for some unusual leisure patterns. Many of the older adults enjoy laid-back activities like cooking, reading books and going to plays and antique shows. The younger residents make Across the Ages a strong market for bars, comedy clubs and rock concerts. Together, both groups like to travel widely and keep fit by playing golf, mountain biking, running and aerobics.

As shoppers, the members of Across the Ages tend to have upscale tastes and shop at Nordstrom, Ann Taylor and Dillard's. However, like many in the current economy, they look to maximize their dollars and also shop at stores like Kohl's and T.J. Maxx. They also like shopping online for women's clothing, computer equipment and home decorating items. Many consumers describe themselves as early adopters who favor smartphones and big-screen TVs at home. And they like to fill their home offices with plenty of computer equipment for telecommuting and gaming. But they're also careful about spending and look for sales and coupon offerings. These households want to save and invest their money to build a nest egg for their retirement.

Across the Ages qualify as a mixed media market. They're fans of newspapers and magazines that cover entertainment, business and news. They like to watch a wide variety of TV programming, and tune in to both online and satellite radio stations more than average, with different age groups listening to golden oldies and easy listening music, or 80s rock. Mostly, though, Across the Ages are web-savvy. They go online to track job openings, visit magazines, and it's the first place to find information. They admit that they're transferring their allegiance from traditional media to the many offerings online.

To reach the diverse groups in this segment, marketers may need multiple messages. While the 50-something parents describe themselves as traditionalists with conservative political views, the younger adults in the household back more progressive social issues. This is a rare segment where members have above-average rates for both preferring conservative

clothes and seeking out cutting-edge technology. If there's one area where everyone shares similar views, it's their attachment to family. They link their status to the family's success, and messages that reflect the priority of the family would be well received here.