

C • C11 • C12 • C13 • C14

C11

# Aging of Aquarius

Upscale boomer-aged couples living in city and close-in suburbs

Gary & Donna

🏠 2.49% | 3.29% 👤



## Who We Are

Head of household age



87.2% 302

Type of property



99.1% 125

Estimated household income



17.4% 362

Household size



26.1% 210

Home ownership



96.7% 149

Age of children



0.6% 5

## Channel Preference



124



7



35



13



186

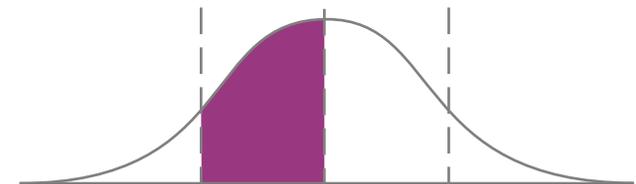


99

## Key Features

- Affluent
- Highly educated
- Upscale housing
- College sports fans
- Philanthropic
- Savvy investor

## Technology Adoption



Apprentices



# C11

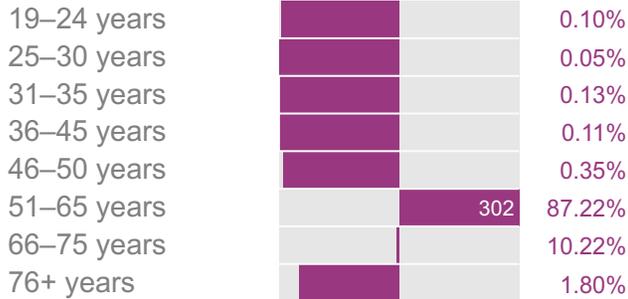
## Aging of Aquarius

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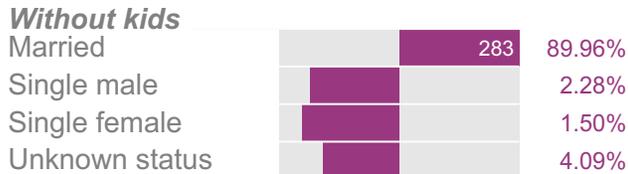
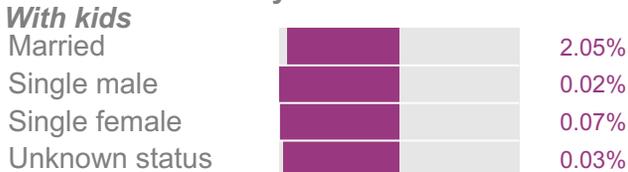
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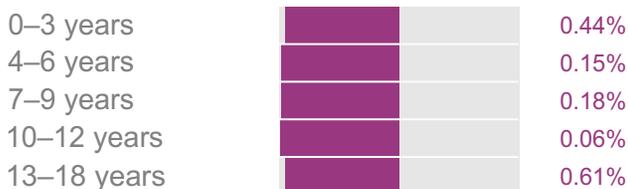
### Head of household age



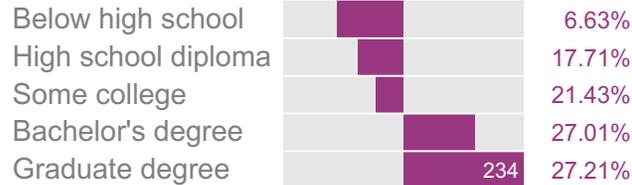
### Family structure



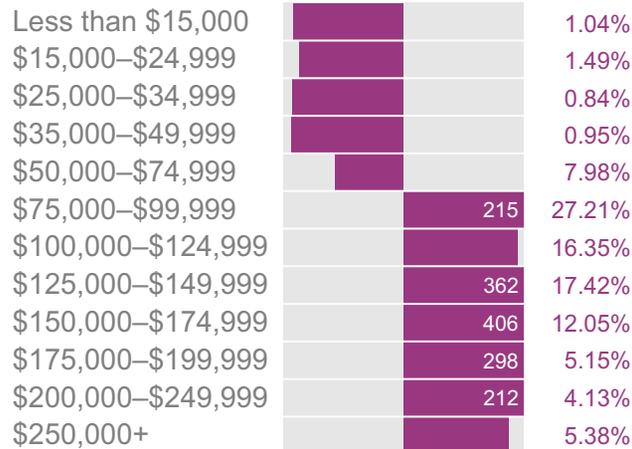
### Age of children



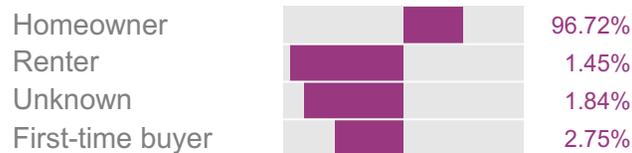
### Head of household education



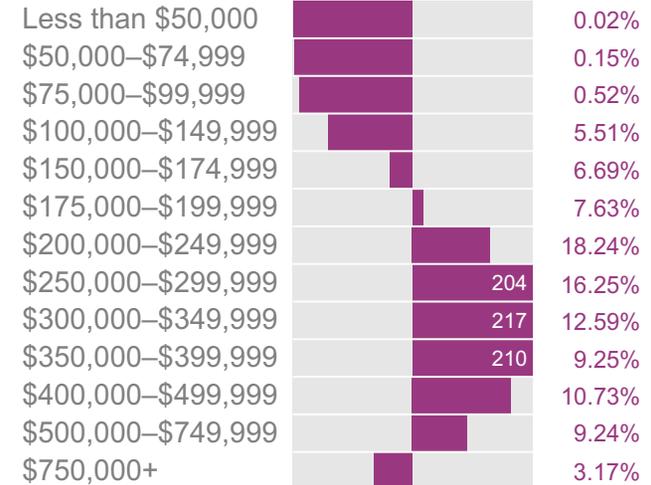
### Estimated household income



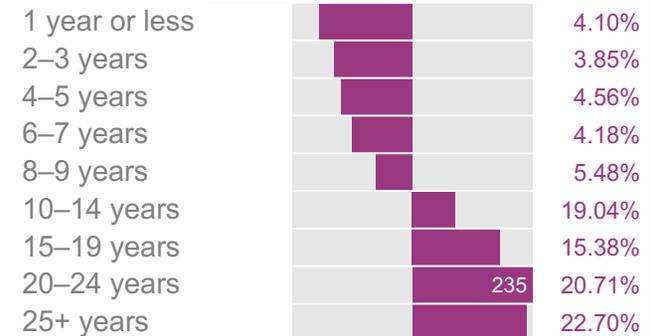
### Home ownership



### Estimated current home value



### Length of residency



## Supporting notes

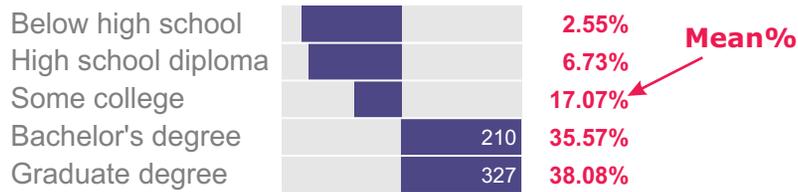
These pages have been designed to help you understand the essence of each of the groups and types. We have sought to highlight the key features which make each group distinctive, and which would be useful to bear in mind when devising communications or treatment strategies. The descriptive pages are necessarily subjective and are intended to highlight key issues rather than to be comprehensive.

### Variables - Mean% and Index

Charts are provided for each of the variables used to build and describe the Mosaic USA segments. The variables are grouped together by category. For each group, the charts show the Mean% and Index for each variable.

### Understanding Mean% and Index

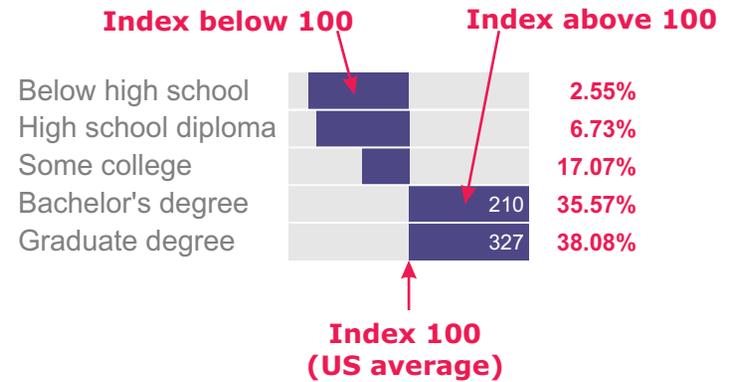
**Mean%** show the percentage of this group/type with this characteristic. For example, consider Household of household education for Group A:



This shows that for the head of household:  
**2.55%** of Group A are educated below high school standard.  
**6.73%** of Group A have a high school diploma.  
**17.07%** of Group A have had some college education.  
**35.57%** of Group A have a bachelor's degree.  
**38.08%** of Group A have a graduate degree.

The **Index** shows how the variable compares with all households in the US. 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 Index is shown on the chart as a bar:



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.

## Group C Booming with Confidence

### Type C11: Aging of Aquarius

Upscale boomer-aged couples living in cities and close-in suburbs



The vanguard of the Baby Boom Generation, Aging of Aquarius is comprised of empty-nesting couples between 50 and 65 years old. Most households consist of married couples—more than 80 percent have no children at home and are finally enjoying the kick-back-and-relax stage of their lives. With their graduate school educations, they earn high incomes at professional and technical positions and often travel for business. Virtually all own older single-family homes in established neighborhoods. Scattered throughout the nation, this segment's members are found in both large metros and mid-sized cities. One sign of their stability is the high

percentage who have lived at the same address for over ten years.

Aging of Aquarius enjoy active leisure lives. They like to exercise at fitness clubs and do non-aerobic sports such as golf, and yoga. They have a cultured lifestyle and enjoy going to plays, museums and reading books, specifically on a Kindle. They also have enough time and money to travel frequently, both domestically and internationally. With their parenting years behind them, these couples relish the opportunity to take cruises, go to casinos and frequent gourmet restaurants.

As shoppers, Aging of Aquarius are both brand- and bargain-sensitive. They patronize all kinds of brick-and-mortar stores, from high-end retailers to discount clubs, and also buy products through catalogs, direct mail and online. Although they are much more likely to be in the market for a new vehicle than a used one, they're not known as early adopters when it comes to consumer electronics, nor are they fashion-forward. Now approaching retirement age, they're increasingly health-conscious and usually only snack on healthy foods while avoiding the fast food their kids may have grown up on. When they shop, they take along coupons clipped from newspapers or downloaded from the Internet.

Aging of Aquarius tend to have eclectic media tastes. They're print fans who read daily newspapers from cover to cover and subscribe to magazines that specialize in business, news and travel. They go online often to track down news, book travel and research medical subjects as well as make purchases. Aging of Aquarius still maintain their love of music, though these one-time rock 'n' rollers now listen to jazz, classical and easy listening music.

No longer the radicals of their youth, just over forty percent of Aging of Aquarius align themselves with the Republican Party while nearly one third vote for the Democratic nominee. Though they are split down party lines, we know all but five percent are politically aware and make it to the booth on Election Day. They're more liberal regarding environmental issues, however, and donate to "green" causes.

The evolution of the countercultural generation evident in Aging of Aquarius reflects an economic system that has rewarded these members handsomely. Thanks to their high incomes, they've accumulated large portfolios of investments to fund their retirement. With homes they've owned for many years, they're creditworthy prospects for home equity loans, insurance and lines of credit. They carry multiple credit cards and pay off their balances each month.

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## Contact information



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