

C12

Golf Carts and Gourmets

Upscale retirees and empty-nesters in comfortable communities

George & Judith

🏠 0.56% | 0.54% 👤



Who We Are

Head of household age



Type of property



Estimated household income



Household size



Home ownership



Age of children



Channel Preference



306



11



7



1



174

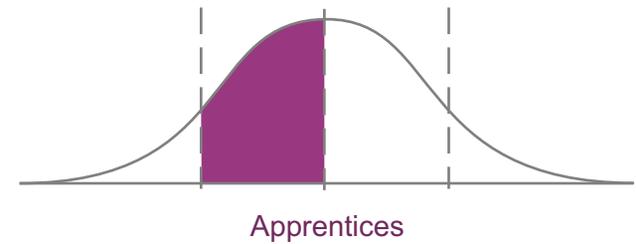


25

Key Features

- Resort sports
- Highly educated
- Luxury living
- Country club members
- Financially savvy
- Music lover

Technology Adoption



C12

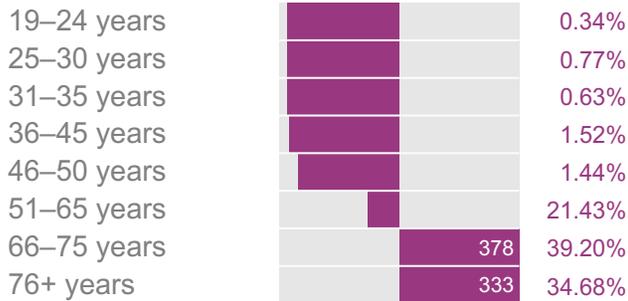
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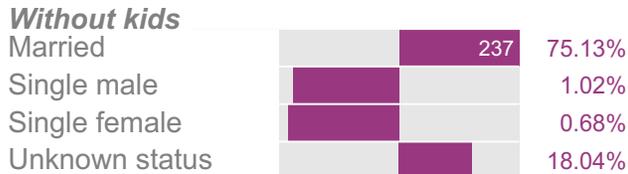
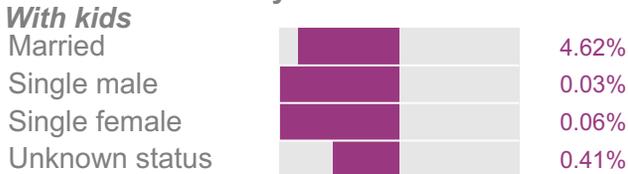
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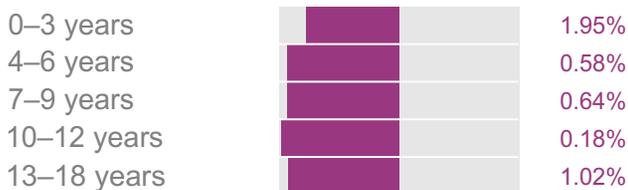
Head of household age



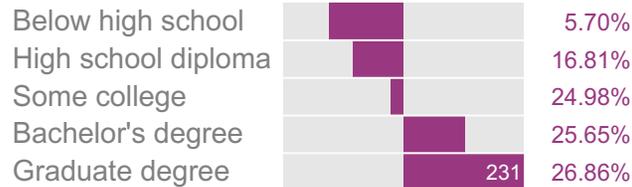
Family structure



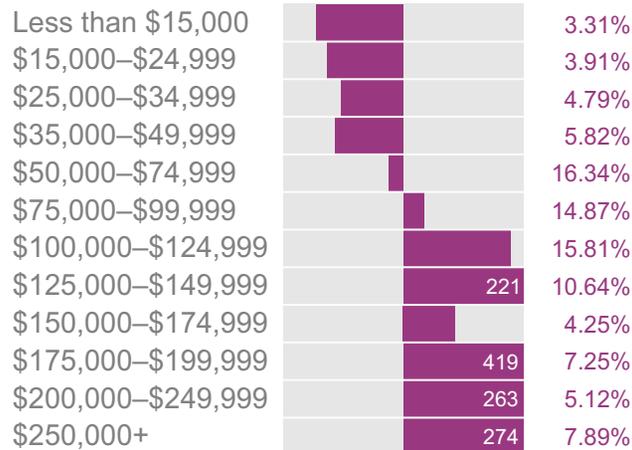
Age of children



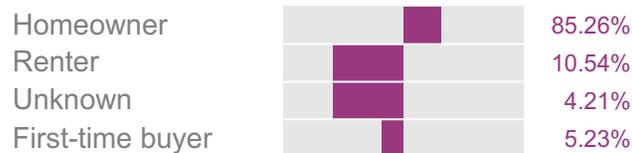
Head of household education



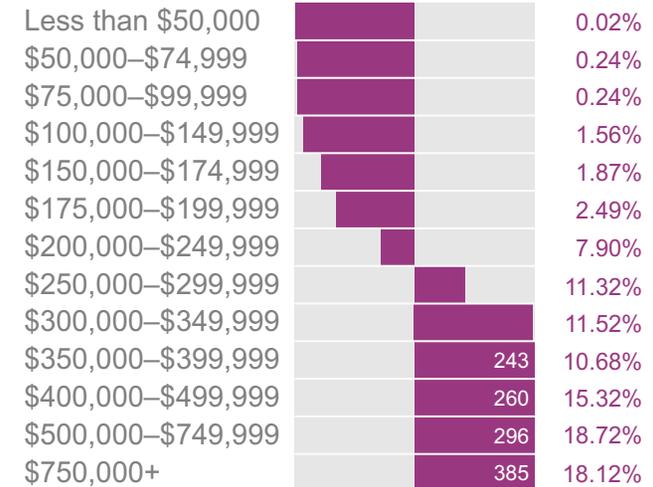
Estimated household income



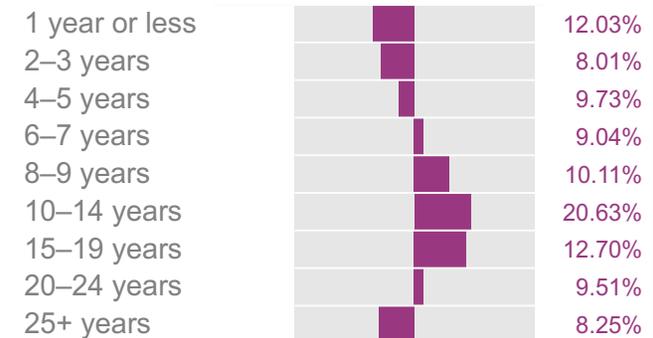
Home ownership



Estimated current home value



Length of residency



Supporting notes

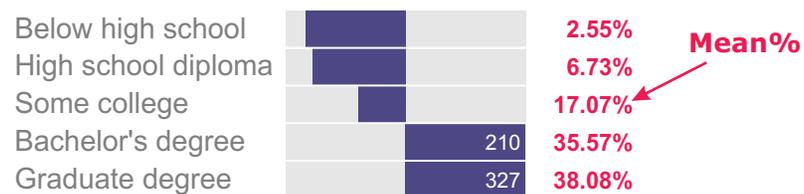
These pages have been designed to help you understand the essence of each of the groups and types. We have sought to highlight the key features which make each group distinctive, and which would be useful to bear in mind when devising communications or treatment strategies. The descriptive pages are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

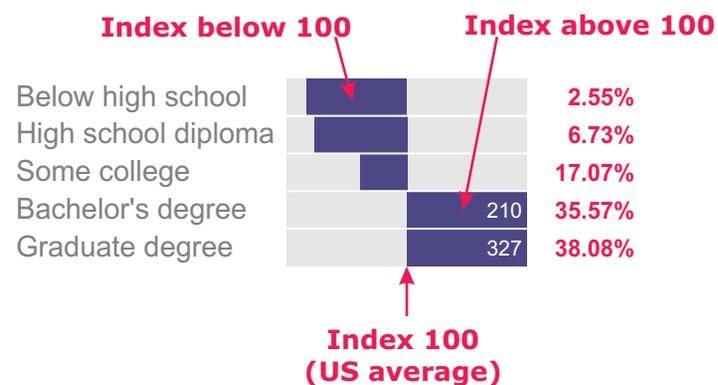
Mean% show the percentage of this group/type with this characteristic. For example, consider Household of household education for Group A:



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 C12: Golf Carts and Gourmets

Upscale retirees and empty-nesters in comfortable communities



With three quarters of members over 65 years old, Golf Carts and Gourmets are retirees living in relative comfort. Most of these households are married couples without children enjoying active retirements. However, many of these educated residents choose to work past retirement and are earning solid paychecks from professional and technical occupations.

With their salaries, pensions and investments, these households report incomes of more than \$120,000—enough to afford relatively new homes and condos in beachfront retirement resorts.

Golf Carts and Gourmets feel they have put in their time raising families and working hard, and they're ready to enjoy the finer things in life. They like going out to restaurants, plays, classical concerts and casinos. They have the time and money to travel and they especially enjoy taking cruises and visiting friends and relatives around the country. These active seniors try to stay fit by golfing, playing tennis and swimming. Around their homes, they lead quiet lives: reading books and newspapers, playing cards and cooking for fun.

With their solid incomes, Golf Carts and Gourmets like to frequent malls and shop at reputable department stores like Nordstrom and Dillard's. These traditionalists buy clothes that are conservative and high-quality. However, they also like their possessions to make a statement, and they seek out designer labels to convey a sense of status. While they care about having a healthy diet, they also consider themselves foodies who like foreign foods and spicy dishes, especially if served in an artistic way.

These maturing households will always be fans of traditional media. They read newspapers from cover to cover and subscribe to venerable magazines that cover travel, sports and senior topics. They tune in to the radio for news and music, especially stations that play easy listening and golden oldies of the 60s and 70s. They consider TV their favorite form of entertainment, preferring movies, dramas and how-to programs. By contrast, they're still a little nervous around newer media like Netflix and Youtube. They'll go online for news and information—stock quotes, medical research and map directions in particular—but this is no segment for downloading music, watching video streams or gaming. And email—not a recommended channel for brand messaging with this segment.

Golf Carts and Gourmets are more of a conservative bastion on political issues as well. They describe themselves as people of faith who attend religious services. A majority belong to the Republican Party despite some pockets of liberals and Independents. Many have a global awareness and give generously to health, educational and cultural groups.

However, that philanthropy is tempered by a fiscal conservatism. These households have amassed large nest eggs and are typically drawing down their retirement accounts. In order to maintain their comfortable standard of living, they carry plenty of insurance and umbrella coverage to protect their substantial assets.

Contact information



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