

J34

Aging in Place

Middle-class seniors living solid, suburban lifestyles

Frank & Shirley

🏠 3.11% | 3.17% 👤



Who We Are

Head of household age

66-75

48.7% 469

Type of property

Single family

99.4% 126

Estimated household income

\$50,000-\$74,999

35.8% 193

Household size

2 persons

42.0% 178

Home ownership

Homeowner

96.9% 149

Age of children

0-3

1.4% 17

Channel Preference



238



8



23



5



87

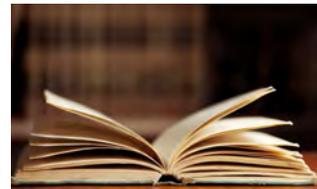
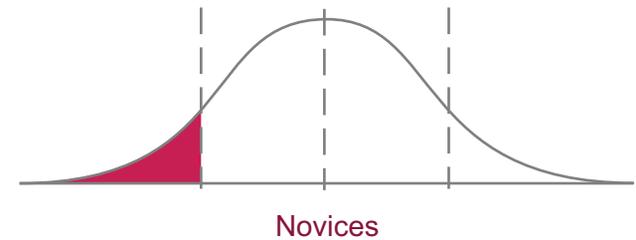


12

Key Features

- Retired
- Financially secure
- AARP members
- Fine arts appreciation
- Avid newspaper readers
- Republican households

Technology Adoption



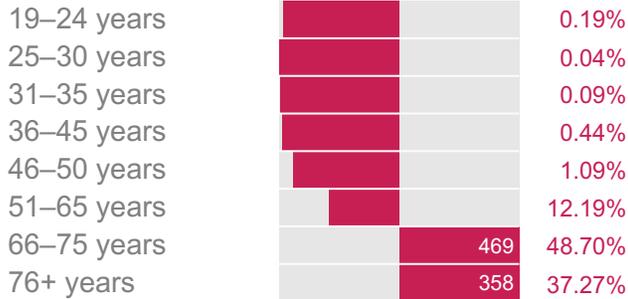
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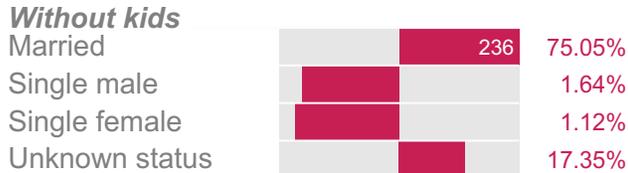
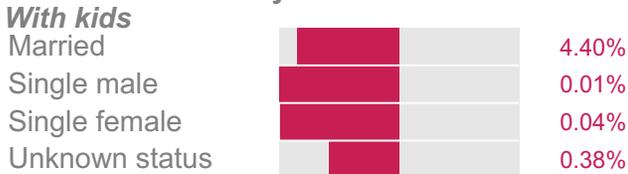
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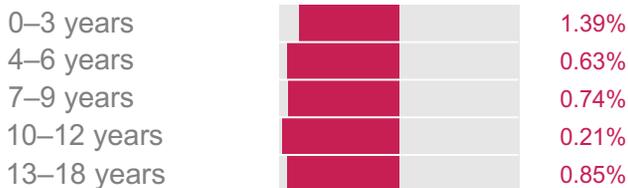
Head of household age



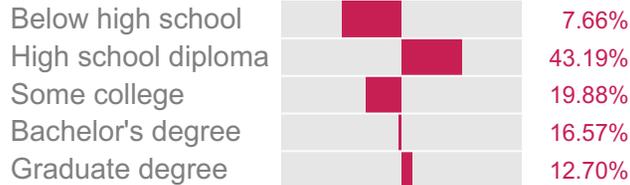
Family structure



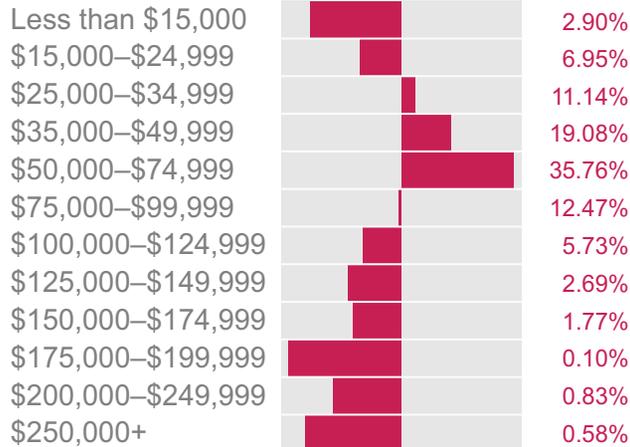
Age of children



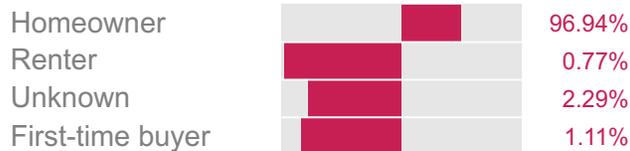
Head of household education



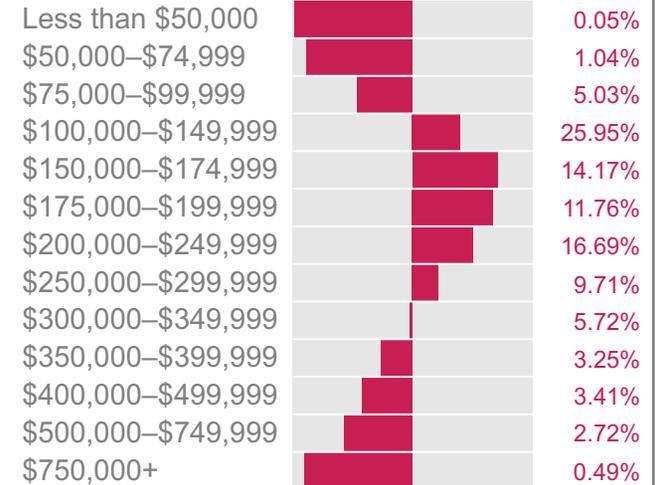
Estimated household income



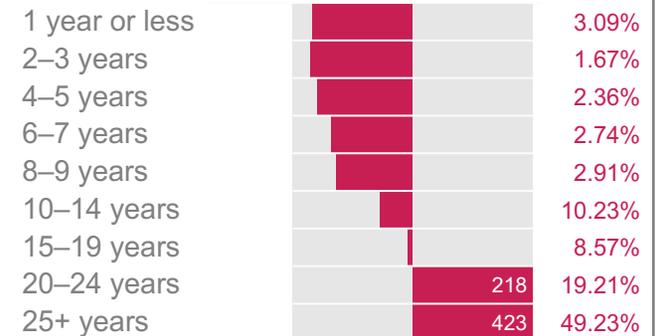
Home ownership



Estimated current home value



Length of residency



Supporting notes

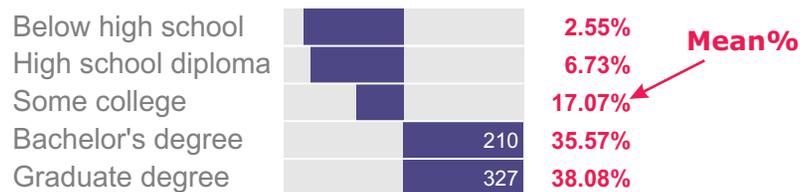
These pages have been designed to help you understand the essence of each of the groups and types. We have sought to highlight the key features which make each group distinctive, and which would be useful to bear in mind when devising communications or treatment strategies. The descriptive pages are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

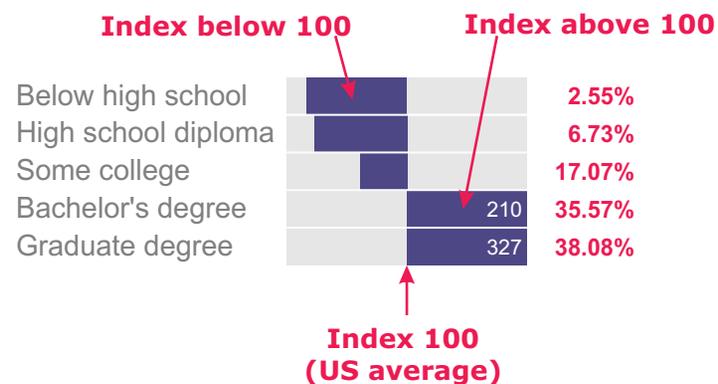
Mean% show the percentage of this group/type with this characteristic. For example, consider Household of household education for Group A:



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 J Autumn Years

Type J34: Aging in Place

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The flight to the suburbs in the 1950s and 1960s attracted many World War II veterans with young families. Today, these Aging in Place seniors are ready to retire but still happy in their modest homes scattered across the country near metros and mid-sized cities. More than four fifths of household heads are over 65 years old, and half are already retired. With their children out of the house, this mix of empty-nesting couples and widowed individuals live comfortably on mid-scale incomes and assets from a lifetime of working at professional and technical jobs.

Aging in Place enjoy quiet, unassuming lifestyles. They spend most of their time around their homes reading, gardening and watching their favorite game shows on TV. They like dining out and go to casual restaurants. They don't frequent many cultural activities but attend antique shows and enjoy music classics from the 60s and 70s. When socializing, they attend activities sponsored by their religious group or veterans' club.

As shoppers, Aging in Place have traditional tastes and are also a strong market for books, garden supplies and TVs. Given their extended families of children and grandchildren, these folks send a lot of cards and gifts and are on a first-name basis with the clerks at the local stores.

Aging in Place are fans of traditional media, including print, TV and radio. They read a daily newspaper and like to subscribe to magazines that cover travel, culture and home arts. Although they no longer represent a strong drive-time radio audience, they still tune in to stations that play oldies, classical music and adult contemporary programming. Mostly, though, these households are TV fans. Most like to watch movies, get DIY ideas from how-to programs and test their intellectual mettle with game shows. Few understand all the excitement about the Internet. While many can send email, these technology novices won't be downloading songs or buying digital books anytime soon.

Not surprisingly, these Americans describe themselves as conservative Democrats or Ultra Conservatives. They care about their faith and go to religious services each week. These are people who belong to church and synagogue clubs, attend union meetings and support the community service projects of veterans' organizations.

Reach this consumer group with something shiny in their USPS mailboxes. Use messages that are core to the traditional conventions of America like respect, being home-grown and paying it forward. Customer service and loyalty programs that illustrates "Our brand cares about you", will also ensure Aging in Place continue spending their hard earned dollars with you.

Contact information



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