

Q62

Reaping Rewards

Relaxed, retired couples and widowed individuals in suburban homes living quiet lives

Jack & Marilyn

🏠 1.62% | 1.27% 👤



Key Features

- Retirees
- Established credit
- Cruise vacations
- Brand loyal
- Daytime entertainment
- Republican supporter

Who We Are

Head of household age



Type of property



Estimated household income



Household size



Home ownership



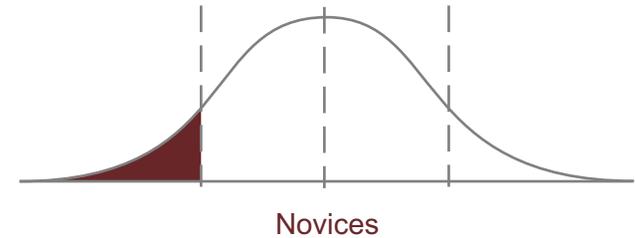
Age of children



Channel Preference



Technology Adoption



Q62

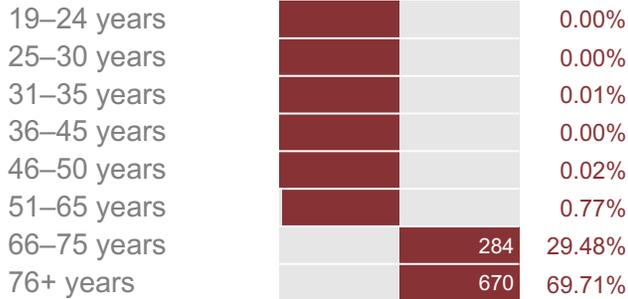
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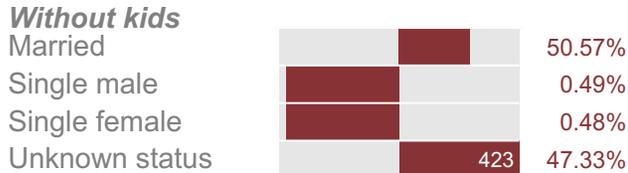
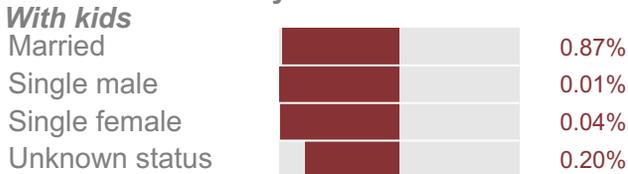
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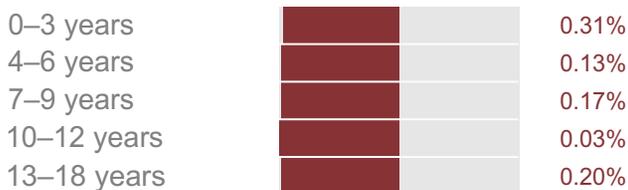
Head of household age



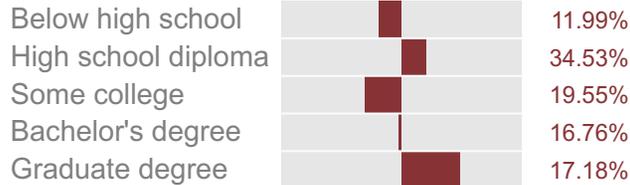
Family structure



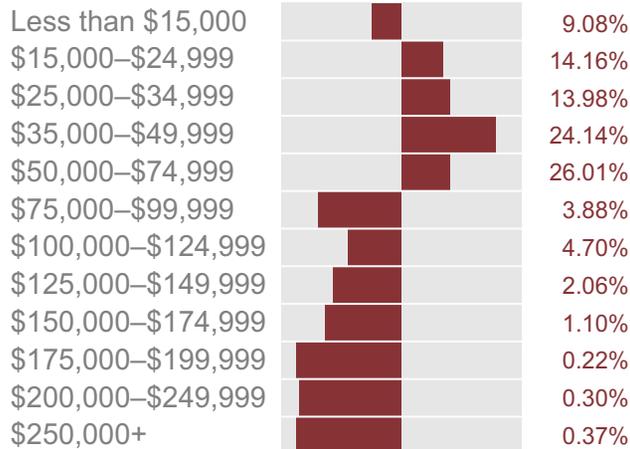
Age of children



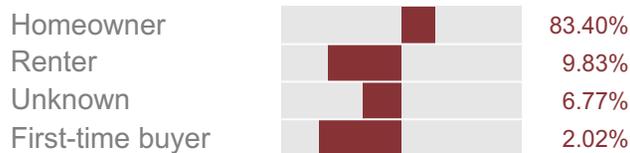
Head of household education



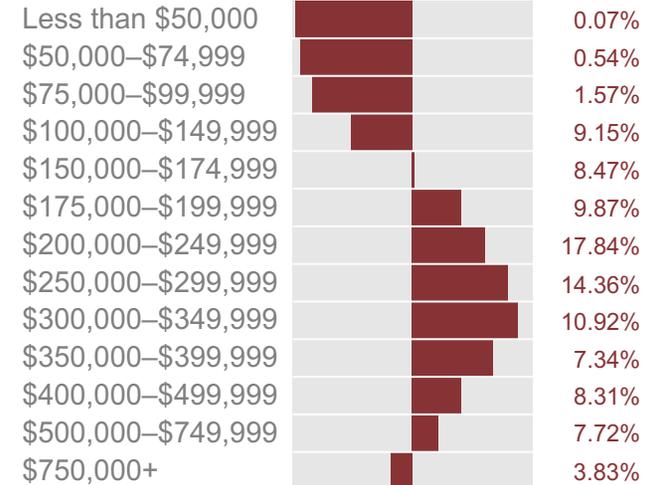
Estimated household income



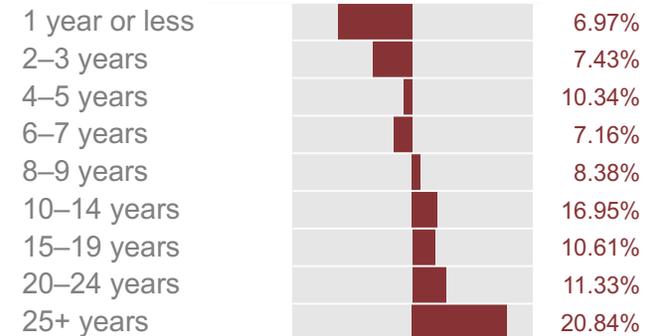
Home ownership



Estimated current home value



Length of residency



Supporting notes

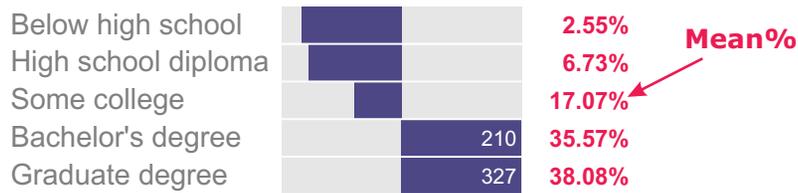
These pages have been designed to help you understand the essence of each of the groups and types. We have sought to highlight the key features which make each group distinctive, and which would be useful to bear in mind when devising communications or treatment strategies. The descriptive pages are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

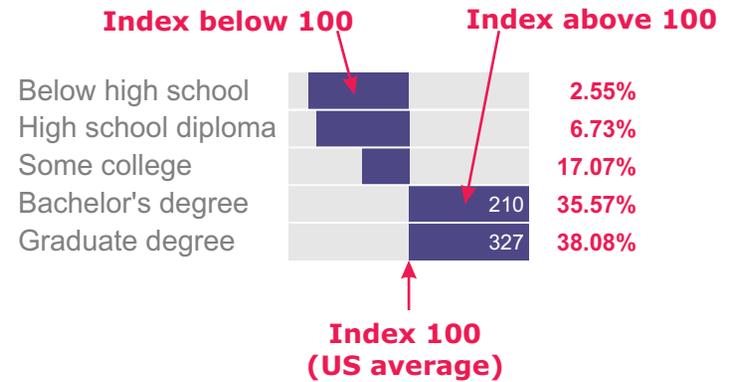
Mean% show the percentage of this group/type with this characteristic. For example, consider Household of household education for Group A:



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 Q Golden Year Guardians

Type Q62: Reaping Rewards

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A haven for elderly Americans, Reaping Rewards are over 65 years old and no longer in the workforce. As members of the Greatest Generation, they grew up during the Depression and World War II, typically married young and then thrived in the workplace in the latter half of the 20th century. Today these seniors—a mix of elderly couples and widowed individuals—are reaping the rewards of their many years of work and have settled in quiet subdivisions. They live well on decent pensions and investments.

They have done very well in managing their investments with their lower middle-class incomes. With reduced

living expenses, Reaping Rewards can afford to own a comfortable cottage or ranch house worth about \$250,000—a price above the national average. Some moved to their homes in mixed-age communities about a decade ago, after their children had finally left home and they could retire with some financial security. No fans of the active retirement communities, they're happy in vibrant cities like Tucson, Ariz. and Yarmouth, Mass., with access to transportation hubs and top-flight hospitals.

Reaping Rewards are not about working up a sweat. They engage in a lot of indoor activities: watching TV and listening to classical music as well as pursuing hobbies like needlework and playing cards. They also like to go out on the town; they frequent restaurants and try their luck at casinos and bingo parlors. They have the disposable cash to dine out regularly, showing a fondness for casual restaurants such as Olive Garden and Ruby Tuesday. After a lifetime of labor, these Americans enjoy traveling; they take cruises to places like the Mediterranean and drive by RV throughout the US.

Reaping Rewards have the money to shop, but they find little joy in consumption. These brand-loyal traditionalists like to buy tried-and-true styles at stores they've patronized for years. They're regulars at mall retailers like Talbots and Nordstrom, they browse a bit before finding a solid classic shirt or pair of slacks. While they're admittedly tech-shy and own few consumer gadgets, they like cars that are equipped with all the latest options, especially new luxury sedans.

Reaping Rewards are also brand-loyal when it comes to media. They still read a newspaper from cover to cover every day. These well-read Americans read magazines, and subscribe to a variety of publications—from titles like *Architectural Digest* to *Reader's Digest* to *Time*. Many keep their TVs on all day for a comforting audio backdrop to their routine. Regarding TV as their main source of news and entertainment, they like to tune in to newscasts, talk shows, game shows and historical programs. Late-adopters when it comes to the Internet, they rarely go online for shopping or banking. However, they will do more age-specific activities online, like researching various ailments and maladies and making travel arrangements to visit their grandkids.

The values system of Reaping Rewards reflects old-fashioned traditions. They're religious Americans who express their faith by going to church and synagogue as well as watching religious TV shows. Risk-averse, they buy a lot of insurance products. They tend to vote Republican and are active in their communities. These households are charitable, giving to nearly every kind of not-for-profit: religious, health, political, environmental and arts groups.

Contact information



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