

Q64

Town Elders

Stable minimalist seniors living in older homes and leading sedentary lifestyles

Harold & Helen

🏠 4.24% | 3.31% 👤



Who We Are

Head of household age



Type of property



Estimated household income



Household size



Home ownership



Age of children



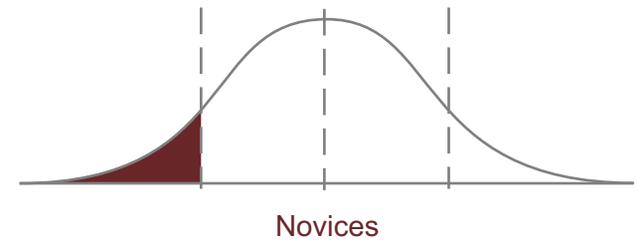
Channel Preference



Key Features

- Avid TV watchers
- Rural lifestyle
- Seniors
- Home-centered activities
- Health-related purchases
- Cautious money managers

Technology Adoption



Q64

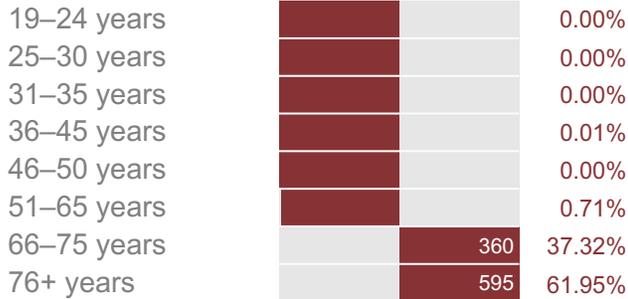
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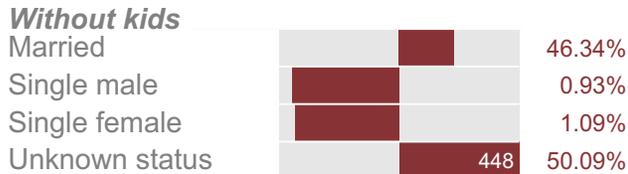
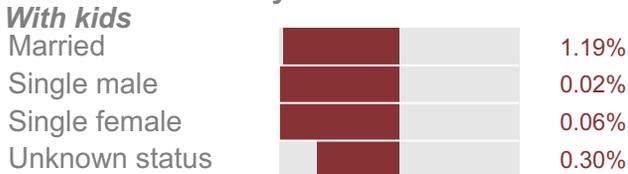
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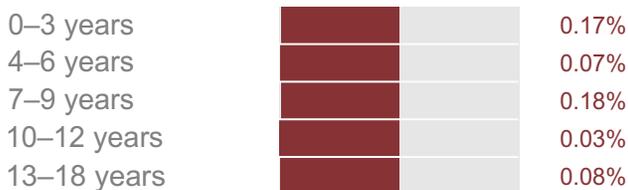
Head of household age



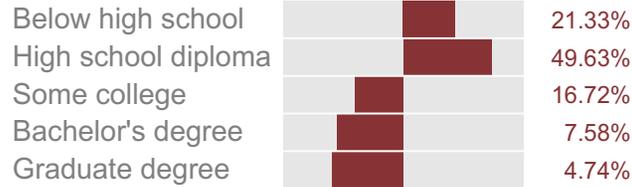
Family structure



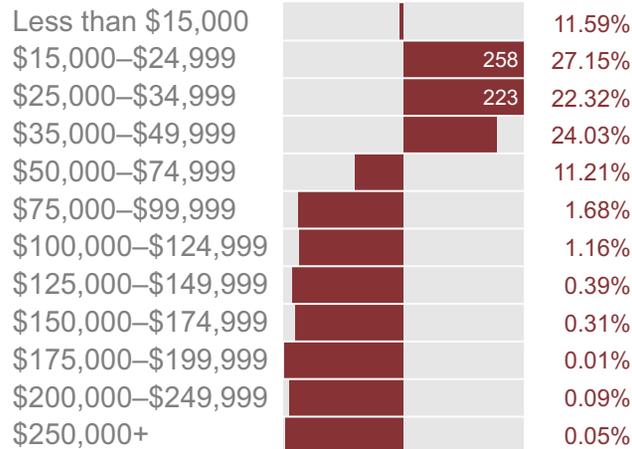
Age of children



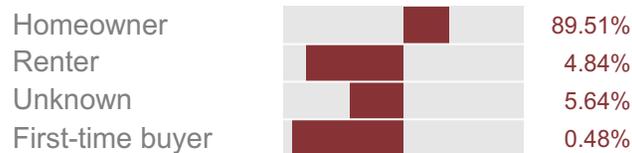
Head of household education



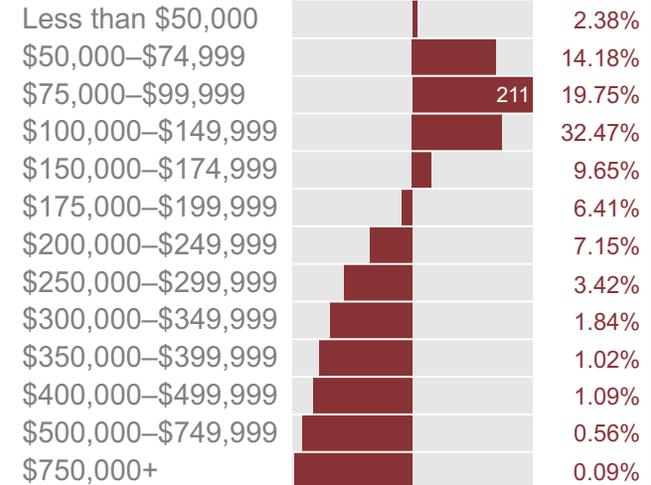
Estimated household income



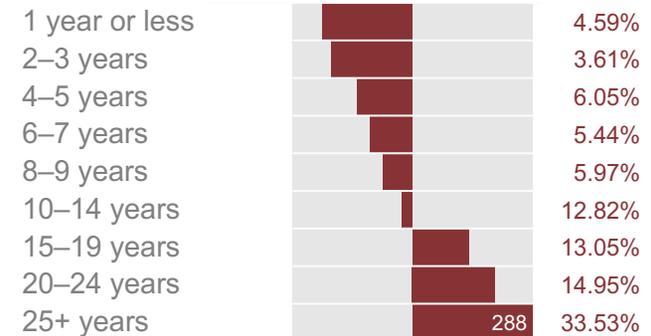
Home ownership



Estimated current home value



Length of residency



Supporting notes

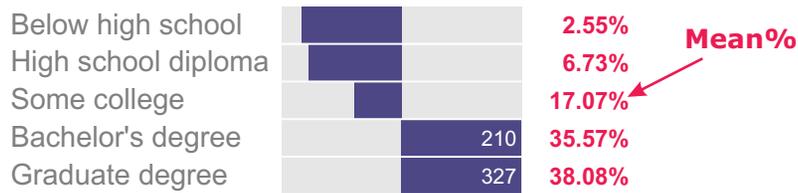
These pages have been designed to help you understand the essence of each of the groups and types. We have sought to highlight the key features which make each group distinctive, and which would be useful to bear in mind when devising communications or treatment strategies. The descriptive pages are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

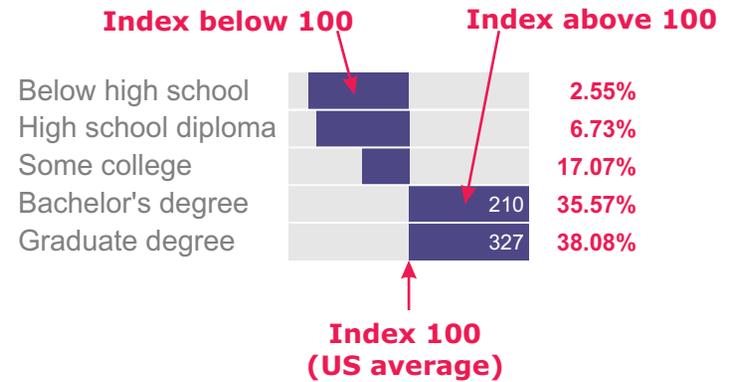
Mean% show the percentage of this group/type with this characteristic. For example, consider Household of household education for Group A:



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 Q64: Town Elders

Stable, minimalist seniors living in older homes and leading sedentary lifestyles



A segment of older retirees, Town Elders are a mix of widowed individuals and empty-nesting couples scattered around the country. All are over 65 and nearly nine out of ten householders are retired. Many have aged in place, living in the original ranch houses and ramblers that they bought more than 25 years ago. This is a stable segment with little mobility; the members are mostly downscale. Incomes and investment balances are low, but so are expenses. Many of these seniors say that they're happy with their standard of living and don't worry about the future.

Town Elders cultivate home-centered lifestyles. These households spend a lot of time reading books, gardening, doing needlework and generally puttering around their homes. They have time to enjoy hobbies like coin collecting and bird-watching. They don't eat out much except for the occasional outing to a place like Dairy Queen for a treat. There's not a lot of money for nightlife and travel. Instead, their social lives revolve around their local church and veterans' club, where they enjoy the camaraderie and bingo games. When they do travel to visit friends and family, most still drive. They typically drive sedans and pickup trucks and more than half own at least one car.

Town Elders aren't big on shopping; it's too tiring for some. Many like the convenience of nearby local stores and retailers where they can find their favorite brands. They typically choose comfort over style, and shop both discount and mid-market mall retailers. These consumers carry credit cards for major stores like Sears and JCPenney, and a high percentage like learning about new purchase opportunities from traditional media like direct mail. With a high percentage having served in the Armed Forces, members of this segment are patriotic in the marketplace. When they can, they buy products made in the US.

Town Elders are traditional media fans. They get a daily newspaper, subscribe to a number of magazines—titles like *Field & Stream* and *Better Homes & Gardens*—and watch TV throughout the day. They particularly enjoy movies, documentaries and game shows, and they're more likely to tune in to re-runs on the Hallmark Channel, shows like *Murder, She Wrote* and *Little House on the Prairie*. The Internet has made few inroads in this segment. They mostly use the Internet to send e-greetings and research health information; the AARP website is especially popular with this segment.

Town Elders are traditional, care about their family and cultivate their faith. They espouse conservative political beliefs and support conservative social issues. They like spending time with their family, going to church on Sunday and enjoying the simple things in life. Having lived at the same address for decades, they have deep roots in the community. Even if an issue doesn't affect them personally, they're willing to volunteer for a good cause.

Contact information



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