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Autumn Years

Established and mature couples living gratified lifestyles in older homes

🏠 7.09% | 8.28% 👤



Who We Are

Head of household age 🎂 66–75 305 40.2%	Type of property 🏠 Single family 111 98.6%
Est. Household income 💰 \$50,000–\$74,999 144 26.9%	Household size 👤 2 persons 119 31.2%
Home ownership 🤝 Homeowner 115 94.9%	Age of children 👶 13–18 19 2.7%

Channel Preference

📺 18	✉️ 117	📺 12
💬 10	@ 33	👍 67

Technology Adoption



Novices

Key Features

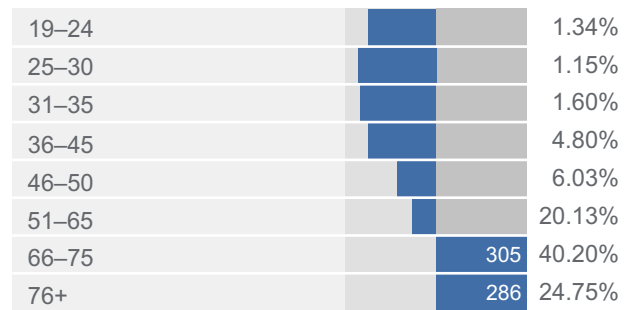
- Rural living
- Community roots
- Financial savings
- AARP members
- Financially secure
- Outdoor hobbies



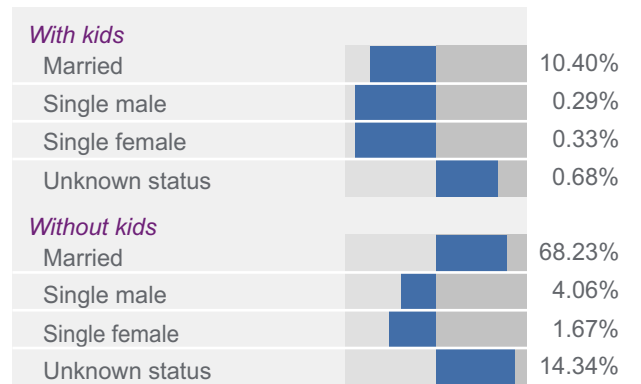
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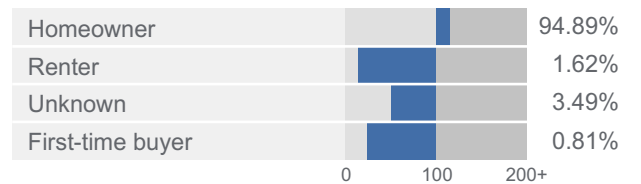
Head of household age



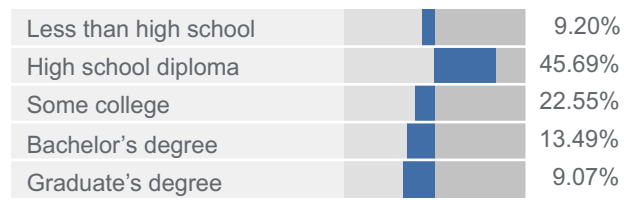
Family structure



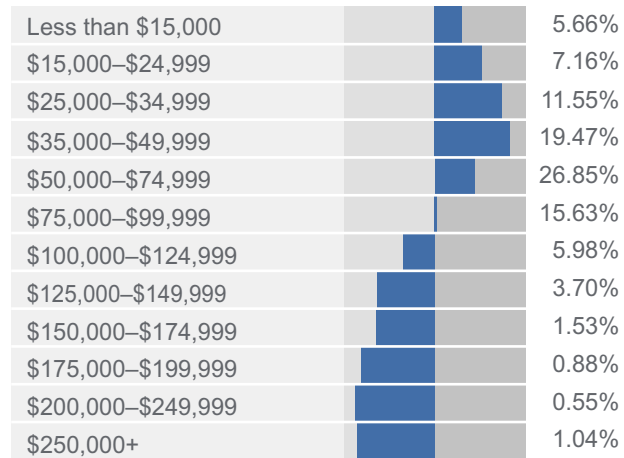
Home ownership



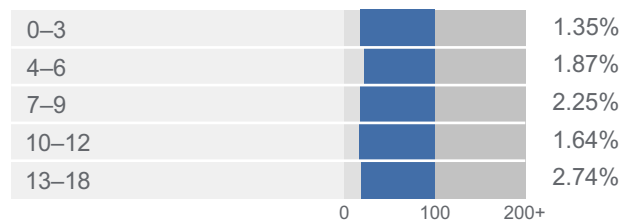
Head of household education



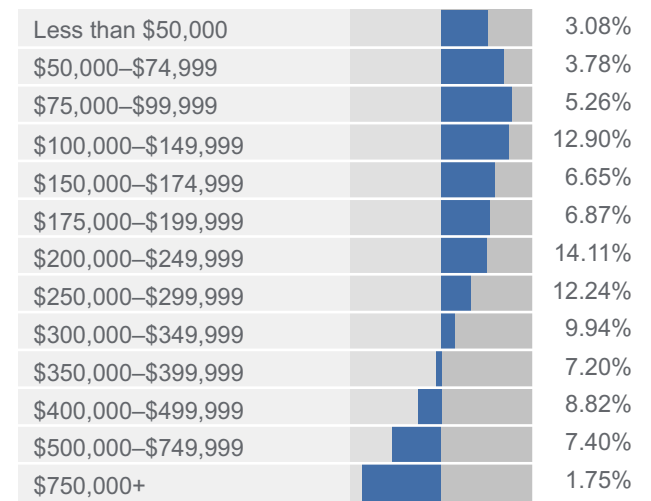
Estimated household income



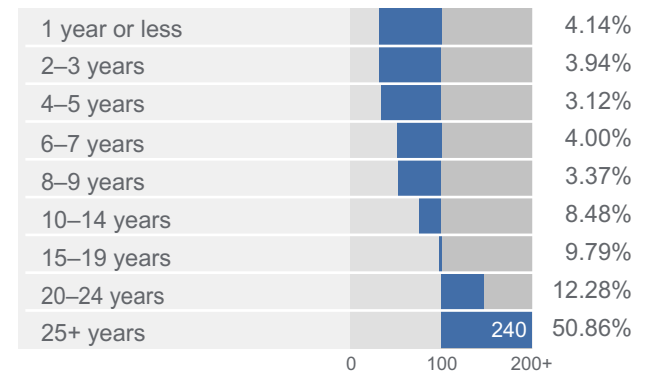
Age of children



Estimated current home value



Length of residency



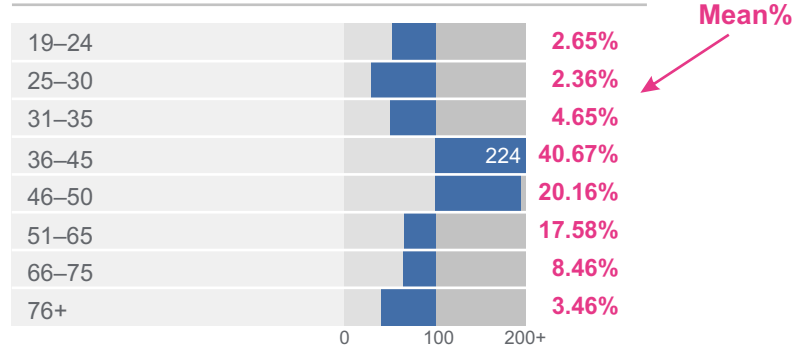
Charts provide details of the key variables used to build and describe the Mosaic groups and types.
 For each group and type, the charts show the **Means** and **Index** for each variable.

Understanding Means and Index

Means show the percentage of this group or type with a particular characteristic.

For example, consider the Age composition of Group D:

Head of household age



This shows that:

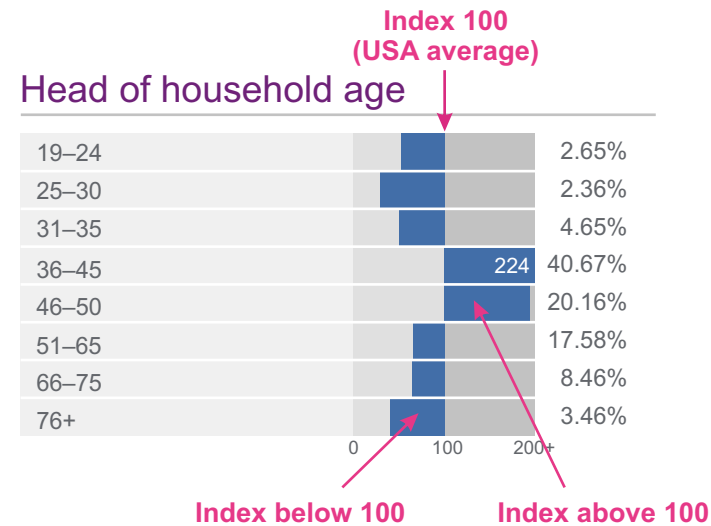
- 2.65% of Group D are aged 19-24
- 2.36% of Group D are aged 25-30
- 4.65% of Group D are aged 31-35
- 40.67% of Group D are aged 36-45
- 20.16% of Group D are aged 46-50
- 17.58% of Group D are aged 51-65
- 8.46% of Group D are aged 66-75
- 3.46% of Group D are aged 76+

The **Index** provides further insight by comparing the characteristics of a Mosaic group/type with all households in the USA.

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 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.

Overview



One of the nation's more elderly groups, Autumn Years consumers are mostly mature couples retired in the same house where they've lived for much of their adult lives. Just under two thirds are over 65 years old. About the same proportion are married couples with grown-up children. Autumn Years live in single-family homes and have not yet, or may never, moved to a retirement community. Proud members of the Greatest Generation, these couples are rooted in their communities, often belonging to veterans' clubs, unions, churches and temples.

Many Autumn Years live in more suburban and rural communities throughout the country. These couples raised their children in quaint modest homes, which were built between 1950 and 1990. Comfortable in their tight-knit communities, over half have lived at the same residence for more than 20 years.

Autumn Years often came from humble beginnings; about half completing high school and entering the workforce. While nearly half are retired, those who are still in the workforce hold jobs in farming or blue-collar professions. These working-class jobs provide median household incomes of around \$50,000–\$75,000. However, with their modest expenses and children out of the house, these couples enjoy easy-going and home-centered lifestyles that don't require high-powered salaries to live happily and comfortably.

The members of Autumn Years enjoy their quiet leisure time. They tend to like to stick around the house to watch TV, play card games, read books, garden or pursue hobbies like needlework. They enjoy country music, as well as outdoor activities such as walking and fishing. They have enough money from their regular investments in stocks and savings bonds to splurge on a trip to a restaurant, but hitting the early-bird specials. They drive American made vehicles.

As consumers, Autumn Years admit that they're not very adventurous. They have a conservative fashion sense and are loyal to their favorite brands and love American made products. They are loyal shoppers of mid-market and discount chains such as Kohls.

These older couples make a good target market for traditional media. Many subscribe to a daily newspaper, typically reading it from cover to cover. These seniors also appreciate women's and housekeeping magazines and wouldn't miss their regular game shows, early evening shows or drama TV programs. When it comes to technology, they are novices.

Politically, this group is slightly leans more towards affiliation with the Republican Party over the Democratic Party. Philanthropy is popular among these households, and many contribute to religious and welfare organizations. They're not too worried about their own status; many say that they're happy with their current lives and confident about the future.