C12 Golf Carts and Gourmets
Thriving retirees and empty-nesters in comfortable communities

🏠 0.7% | 0.72% 👤

Who We Are

Head of household age 🎂	Type of property 🏠
66–75	Multi-family: 101+ units
296 | 39.0%	371 | 5.1%

Est. Household income 💲	Household size 👥
$250,000+	2 persons
281 | 19.0%	125 | 32.7%

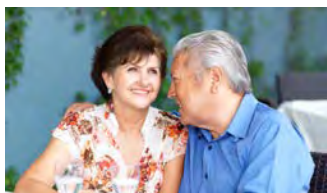| Home ownership 🤝	Age of children 👶
Homeowner	4–6
104 | 85.9%	13 | 1.1%

Key Features

- Tech novices
- Luxury living
- Highly educated
- Retired
- Financially savvy
- Music lover

Channel Preference

TV	✉	📻
42	228	0

💬	@	👍
16	225	48

Technology Adoption
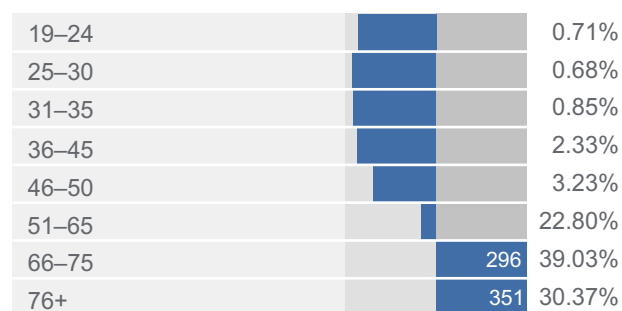
Novices

Mosaic USA

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Head of household age
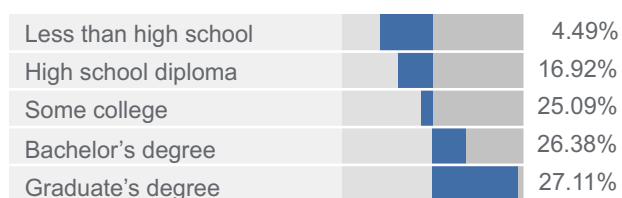
19–24		0.71%
25–30		0.68%
31–35		0.85%
36–45		2.33%
46–50		3.23%
51–65		22.80%
66–75	296	39.03%
76+	351	30.37%

Family structure

With kids		
Married		4.21%
Single male		0.00%
Single female		0.01%
Unknown status		0.30%
Without kids		
Married		75.91%
Single male		0.91%
Single female		0.31%
Unknown status	237	18.35%

Home ownership

Homeowner		85.91%
Renter		7.56%
Unknown		6.53%
First-time buyer		2.89%
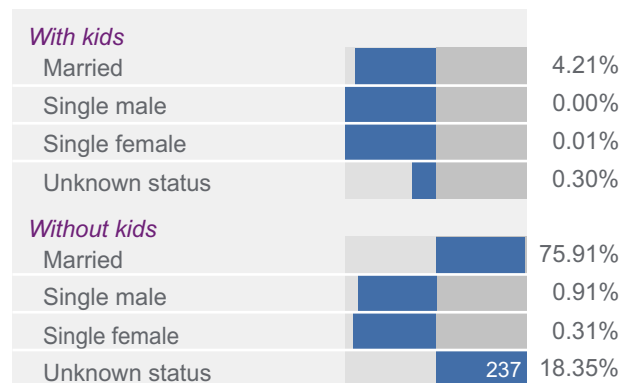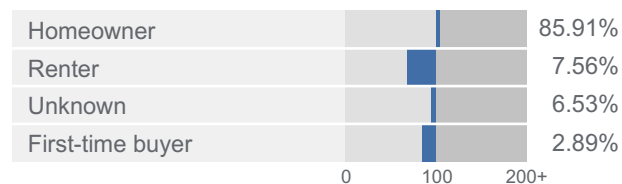
Head of household education

Less than high school		4.49%
High school diploma		16.92%
Some college		25.09%
Bachelor's degree		26.38%
Graduate's degree		27.11%

Estimated household income

Less than $15,000		0.16%
$15,000–$24,999		0.61%
$25,000–$34,999		2.46%
$35,000–$49,999		6.00%
$50,000–$74,999		12.85%
$75,000–$99,999		14.15%
$100,000–$124,999		11.39%
$125,000–$149,999		10.65%
$150,000–$174,999		7.97%
$175,000–$199,999		7.06%
$200,000–$249,999		7.75%
$250,000+	281	18.96%

Age of children

0–3		0.52%
4–6		1.10%
7–9		0.76%
10–12		0.45%
13–18		1.13%
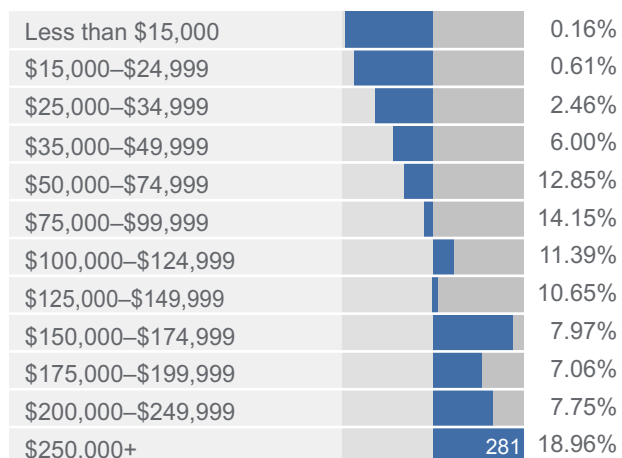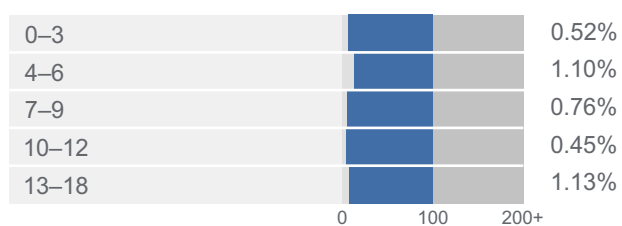
Estimated current home value

Less than $50,000		0.01%
$50,000–$74,999		0.01%
$75,000–$99,999		0.01%
$100,000–$149,999		0.05%
$150,000–$174,999		0.07%
$175,000–$199,999		0.26%
$200,000–$249,999		0.84%
$250,000–$299,999		1.97%
$300,000–$349,999		3.15%
$350,000–$399,999		4.78%
$400,000–$499,999		13.86%
$500,000–$749,999	212	34.20%
$750,000+	300	40.79%

Length of residency

1 year or less		12.24%
2–3 years		13.16%
4–5 years		10.33%
6–7 years		10.64%
8–9 years		9.55%
10–14 years		12.08%
15–19 years		10.99%
20–24 years		8.66%
25+ years		12.35%

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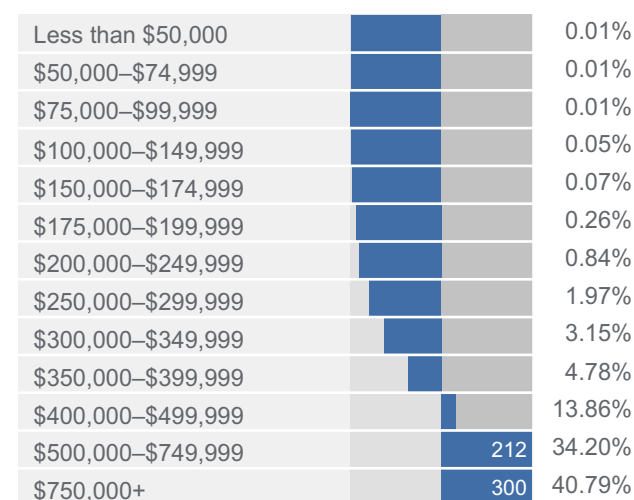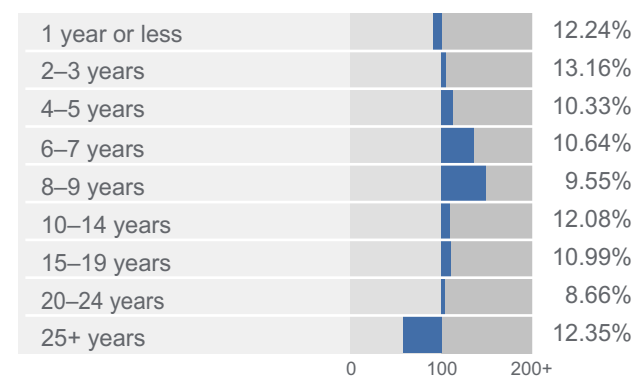
Charts provide details of the key variables used to build and describe the Mosaic groups and types.
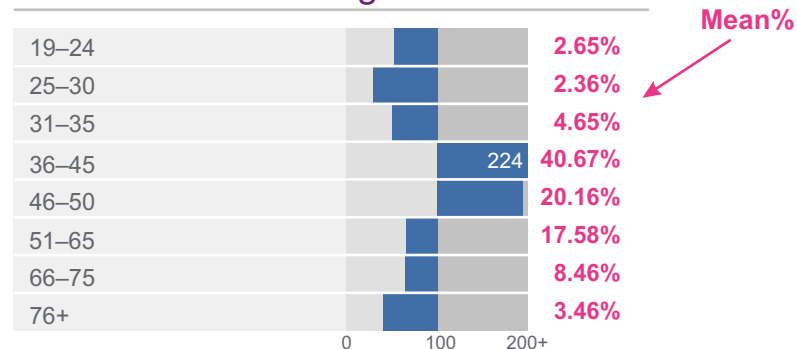
For each group and type, the charts show the **Means** and **Index** for each variable.

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:

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.

Head of household age

Age		Mean%
19–24		**2.65%**
25–30		**2.36%**
31–35		**4.65%**
36–45	224	**40.67%**
46–50		**20.16%**
51–65		**17.58%**
66–75		**8.46%**
76+		**3.46%**

0   100   200+
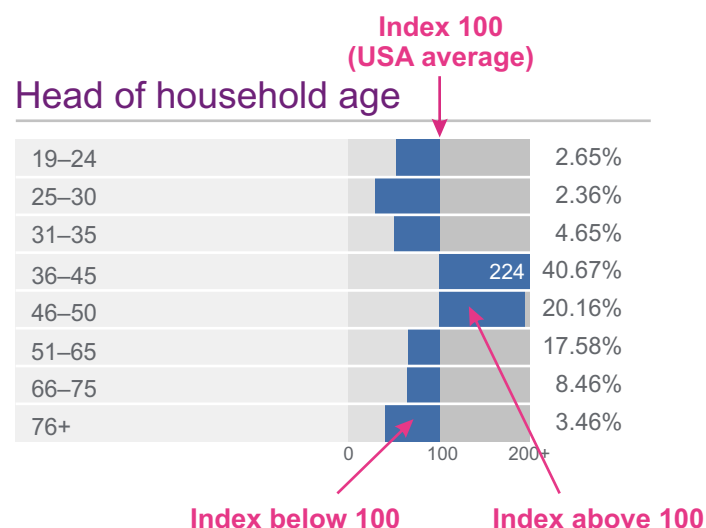
This shows that:

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+

Head of household age

Index 100 (USA average)

Age		%
19–24		2.65%
25–30		2.36%
31–35		4.65%
36–45	224	40.67%
46–50		20.16%
51–65		17.58%
66–75		8.46%
76+		3.46%

0   100   200+

Index below 100   **Index above 100**

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.

Mosaic USA

Type C12: Golf Carts and Gourmets

Thriving retirees and empty-nesters in comfortable communities

How to Market

Currently in their peak earning years with dwindling financial attachments to their family, Golf Carts and Gourmets is an attractive segment of consumers for marketers. Their traditional media preferences make for a great catalog, newspaper and magazine audience. Their tech adoption is high among the older consumer segments and that means they're available for TV, email and online advertising as well. As for products they're interested in—you name it. They're in the market for cars, investments, vacations, clothes, electronics and toys. They are empty-nesters and approaching retirement; the world is their oyster.

Overview

With almost 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, many households report incomes of more than $100,000—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 it is important for them to be well-groomed. While they care about having a healthy diet, they also consider themselves foodies who like foreign foods and spicy dishes.

These maturing households will always be fans of traditional media. They read newspapers from cover to cover and subscribe to venerable magazines that cover epicurean, home service, and business topics. They tune in to the radio for news and music, especially stations that play easy listening, country, and golden oldies of the 60s and 70s. They consider TV their favorite form of entertainment, preferring movies, dramas and reality shows. 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 radio and mobile SMS—not recommended channels 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. The majority belong to the Republican Party despite some pockets of Liberals and Independents. Many have a global awareness and give generously to many charities including 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.