WHO ARE WE?
Independent, active seniors nearing the end of their careers or already in retirement best describes *Golden Years* residents. This market is primarily singles living alone or empty nesters. Those still active in the labor force are employed in professional occupations; however, these consumers are actively pursuing a variety of leisure interests—travel, sports, dining out, museums, and concerts. They are involved, focused on physical fitness, and enjoying their lives. This market is smaller, but growing, and financially secure.

OUR NEIGHBORHOOD
- This older market has a median age of 52 years and a disproportionate share (nearly 32%) of residents aged 65 years or older.
- Single-person households (over 40%) and married-couple families with no children (one-third) dominate these neighborhoods; average household size is low at 2.06 (Index 80).
- Most of the housing was built after 1970; approximately 43% of householders live in single-family homes and 43% in multiunit dwellings.
- These neighborhoods are found in large metropolitan areas, outside central cities, scattered across the US.

SOCIOECONOMIC TRAITS
- *Golden Years* residents are well educated—22% have graduate or professional degrees, 28% have bachelor’s degrees, and 25% have some college credits.
- Unemployment is low at 4% (Index 74), but so is labor force participation at 56% (Index 89), due to residents reaching retirement.
- Median household income is higher in this market, more than $71,000. Although wages still provide income to nearly 2 out of 3 households, earned income is available from investments (Index 171), Social Security benefits (Index 146), and retirement income (Index 144).
- These consumers are well connected: Internet access is used for everything from shopping or paying bills to monitoring investments and entertainment.
- They are generous supporters of the arts and charitable organizations.
- They keep their landlines and view cell phones more as a convenience.

LifeMode Group: Senior Styles
Golden Years

Households: 1,657,400
Average Household Size: 2.06
Median Age: 52.3
Median Household Income: $71,700
**AGE BY SEX** (Esri data)

Median Age: 52.3

US: 38.2

- Indicates US

**RACE AND ETHNICITY** (Esri data)

The Diversity Index summarizes racial and ethnic diversity. The index shows the likelihood that two persons, chosen at random from the same area, belong to different race or ethnic groups. The index ranges from 0 (no diversity) to 100 (complete diversity).

**INCOME AND NET WORTH**

Net worth measures total household assets (homes, vehicles, investments, etc.) less any debts, secured (e.g., mortgages) or unsecured (credit cards). Household income and net worth are estimated by Esri.

**OCCUPATION BY EARNINGS**

The five occupations with the highest number of workers in the market are displayed by median earnings. Data from the Census Bureau's American Community Survey.
MARKET PROFILE  (Consumer preferences are estimated from data by GfK MRI)

• Avid readers, they regularly read daily newspapers, particularly the Sunday edition.
• They subscribe to cable TV; news and sports programs are popular as well as
  on-demand movies.
• They use professional services to maintain their homes inside and out and
  minimize their chores.
• Leisure time is spent on sports (tennis, golf, boating, and fishing) or
  simple exercise like walking.
• Good health is a priority; they believe in healthy eating, coupled with vitamins
  and dietary supplements.
• Active social lives include travel, especially abroad, plus going to concerts
  and museums.
• Residents maintain actively managed financial portfolios that include a range
  of instruments such as IRA’s, common stocks, and certificates of deposit
  (more than six months).

POPPULATION CHARACTERISTICS  
Total population, average annual population change since Census 2010, and average
density (population per square mile) are displayed for the market relative to the size
and change among all Tapestry markets. Data estimated by Esri.

ESRI INDEXES  
Esri developed three indexes to display average household wealth, socioeconomic status,
and housing affordability for the market relative to US standards.

HOMING  
Median home value is displayed for markets that are primarily
owner occupied; average rent is shown for renter-occupied markets.
Tenure and home value are estimated by Esri. Housing type and average
rent are from the Census Bureau’s American Community Survey.
SEGMENT DENSITY
This map illustrates the density and distribution of the Golden Years Tapestry Segment by households.