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# Booming with Confidence

Prosperous, established couples in their peak earning years living in suburban homes

🏠 8.09% | 11.07% 👤



## Who We Are

<b>Head of household age</b> 🎂 51–65 196   53.3%	<b>Type of property</b> 🏠 Single family 108   96.0%
<b>Est. Household income</b> 💰 \$125,000–\$149,999 160   16.0%	<b>Household size</b> 👥 5+ persons 157   22.8%
<b>Home ownership</b> 🤝 Homeowner 114   93.5%	<b>Age of children</b> 👶 13–18 49   6.9%

## Channel Preference

📺 40	✉️ 127	📺 3
💬 34	@ 178	👍 149

## Technology Adoption



Apprentices

## Key Features

- Highly educated
- Affluent
- Upscale housing
- Savvy investors
- Tech apprentices
- Environmental philanthropists



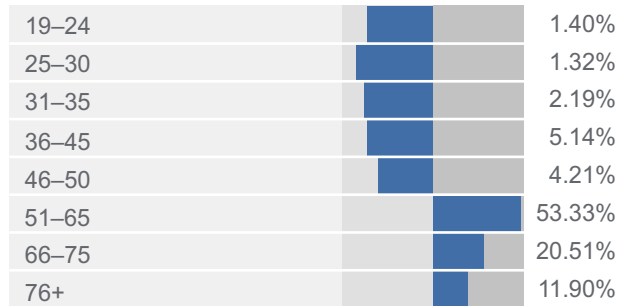
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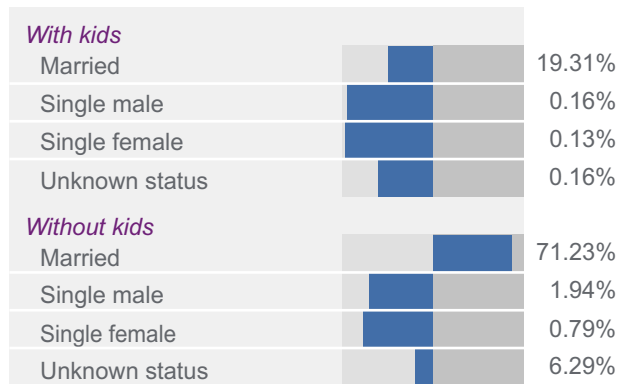
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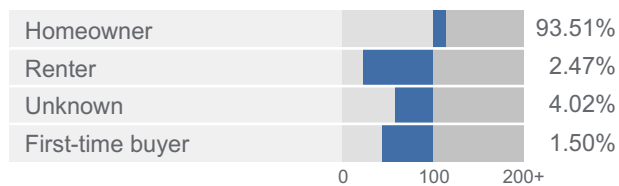
## Head of household age



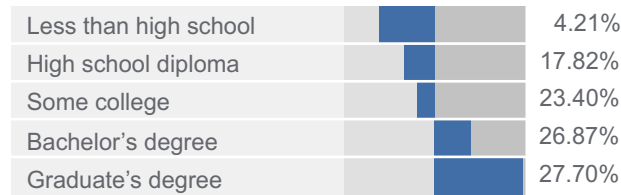
## Family structure



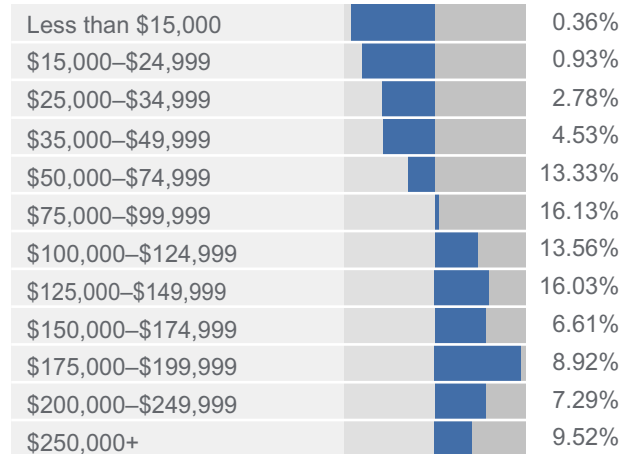
## Home ownership



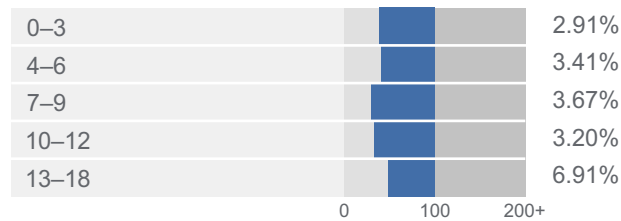
## Head of household education



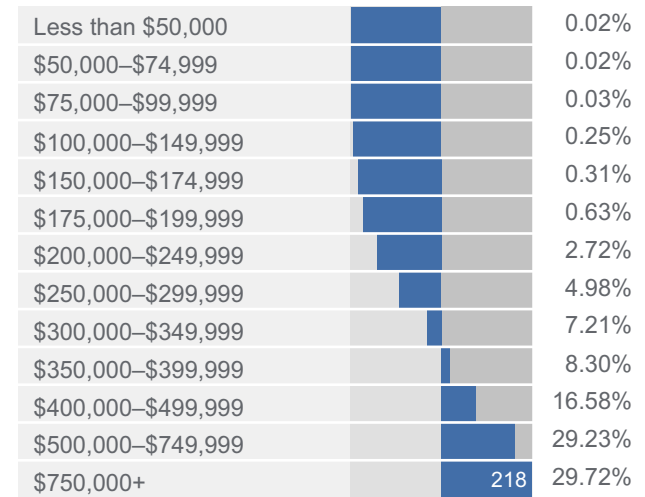
## Estimated household income



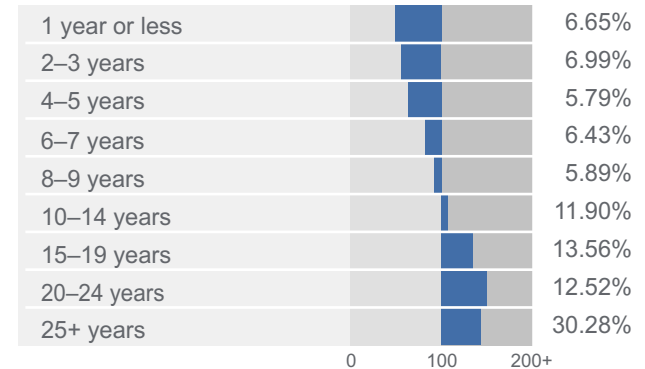
## Age of children



## Estimated current home value



## Length of residency



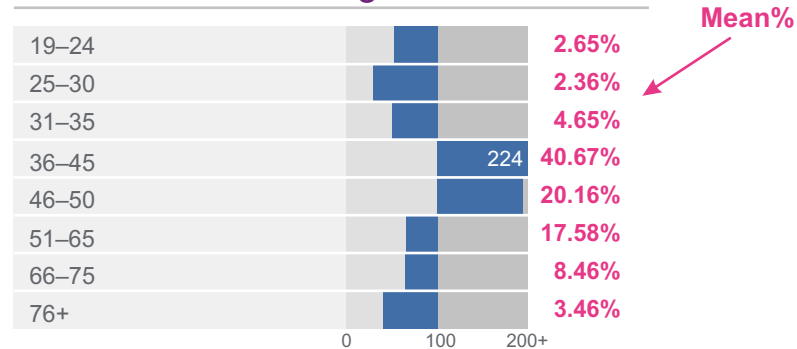
Charts provide details of the key variables used to build and describe the Mosaic groups and types. For each group and type, the charts show the **Means** and **Index** for each variable.

## 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:

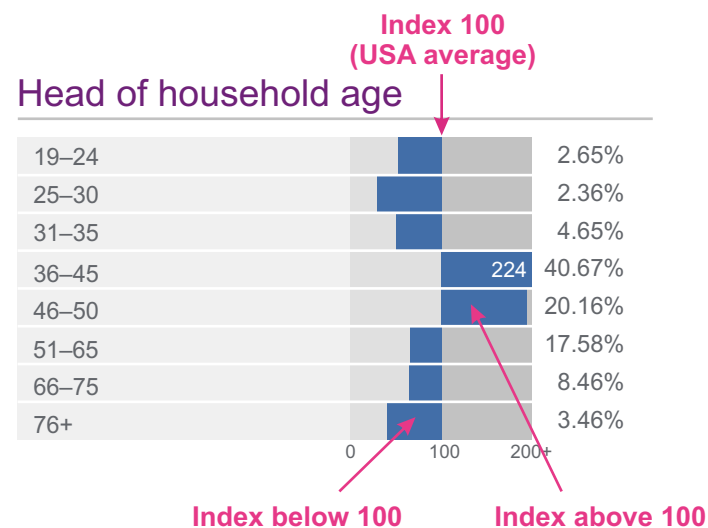
- 2.65% of Group D are aged 19-24
- 2.36% of Group D are aged 25-30
- 4.65% of Group D are aged 31-35
- 40.67% of Group D are aged 36-45
- 20.16% of Group D are aged 46-50
- 17.58% of Group D are aged 51-65
- 8.46% of Group D are aged 66-75
- 3.46% of Group D are aged 76+

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.

## Group C: Booming with Confidence

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### How to Market

Currently in their peak earning years with dwindling financial attachments to their family, Booming with Confidence 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



The four segments comprising Booming with Confidence are married couples in their peak earning years, approaching retirement. Many of the households have dual incomes and few children, allowing them to afford fashionable homes on small, manicured yards in city and suburban neighborhoods. Having made a conscious effort to distance themselves from the noise and chaos of the urban core, they've retreated to the quiet and desirable neighborhoods located only a short commute from their jobs.

Most households in Booming with Confidence are found in relatively new subdivisions in the West and Northeast on tree-lined streets worth more than \$350,000. The majority have lived at the same address for more than 15 years.

Many have built up equity in their homes that supports their comfortable lifestyles and leisure activities. Their houses are also large enough to accommodate young adults, as almost one out of every six households have a young adult still living at home.

With over half of the households earning six-figure incomes, Booming with Confidence are at the peak of their careers in white-collar professions in business, law, education and science. Given their college degrees and foreign travel, there's a cultured air to these segments.

Booming with Confidence tend to have sophisticated tastes. With their well-appointed homes, solid incomes and diversified portfolios, they can afford to live the good life. They like to spend on nightlife, going to plays, concerts, movies and restaurants. On weekends, they can be seen touring museums and antique shops, always on the lookout for objects to add to their collections. They travel widely, taking getaways internationally. At home, they like to relax by reading general editorials, travel and business news, gardening and cooking magazines.

As consumers, Booming with Confidence have conservative tastes. They're attracted to comfortable classic fashions that have stood the test of time, and mid-range cars and trucks from both domestic and foreign automakers. With many still in the workforce or volunteering for charitable causes, they wear smart styles and designer labels they find at favorite mall retailers like Nordstrom and Ann Taylor. Many patronize local shops they've frequented for years when stocking up on wine,

gourmet food and books. They'd never qualify as early adopters, but they like to equip their homes with the latest flat-screen TVs. These folks pride themselves on subtle, classy taste rather than flashy display.

Despite their busy lifestyles, Booming with Confidence make time for traditional media. They watch an average amount of TV, enjoying the programming on cable networks, particularly sitcoms and reality shows. Among Booming with Confidence segments, though, nothing compares to their reliance on traditional print media for information, particularly for editorials, travel and business.

Booming with Confidence are active in their communities, and they frequently belong to arts groups, veterans' clubs and churches and synagogues. Politically, they tend to be moderates with a disproportionate number affiliated with the Republican Party. When it comes to charitable donations, this segment favors political causes, education, and social services/welfare and contributes generously to their churches.