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Thriving Boomers

Upper-middle-class baby boomer-age couples living comfortable lifestyles settled in suburban homes

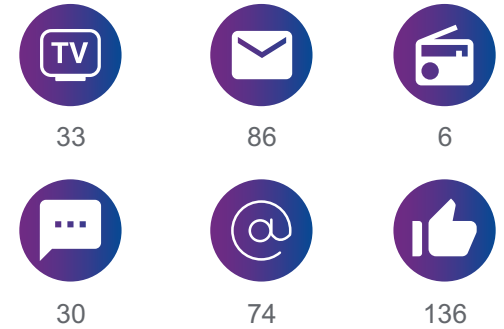
🏠 5.22% | 6.9% 👤



Who We Are

Head of household age 🎂 51–65 237 64.5%	Type of property 🏠 Single family 98 87.4%
Est. Household income 💰 \$75,000–\$99,999 147 22.7%	Household size 👤 5+ persons 154 22.4%
Home ownership 🤝 Homeowner 112 92.2%	Age of children 👶 13–18 22 3.0%

Channel Preference



Key Features

- Middle class
- Suburban
- Politically independent
- Nature enthusiasts
- Married couples
- 60s/70s music lovers

Technology Adoption



Apprentices



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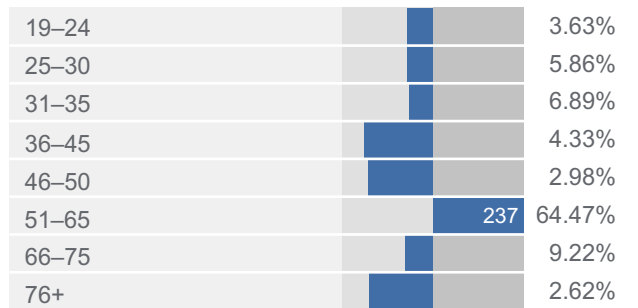
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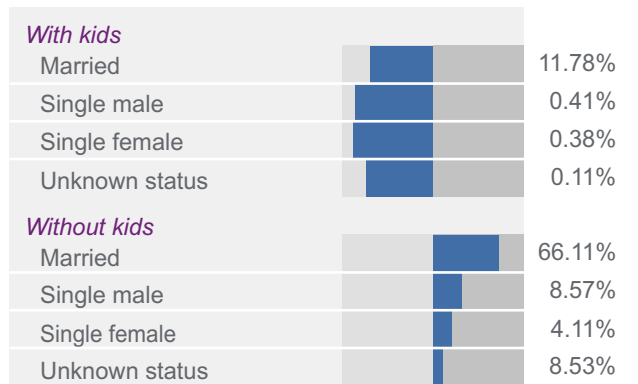
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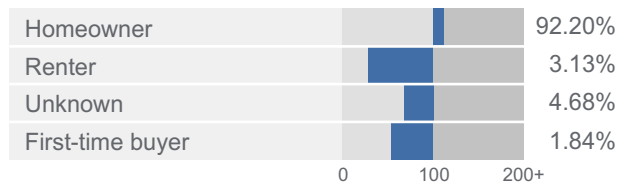
Head of household age



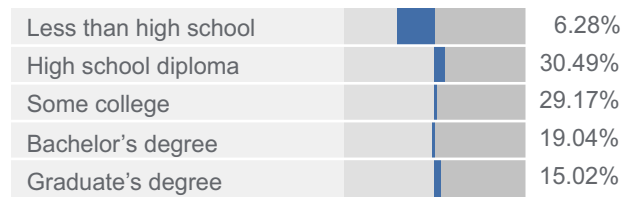
Family structure



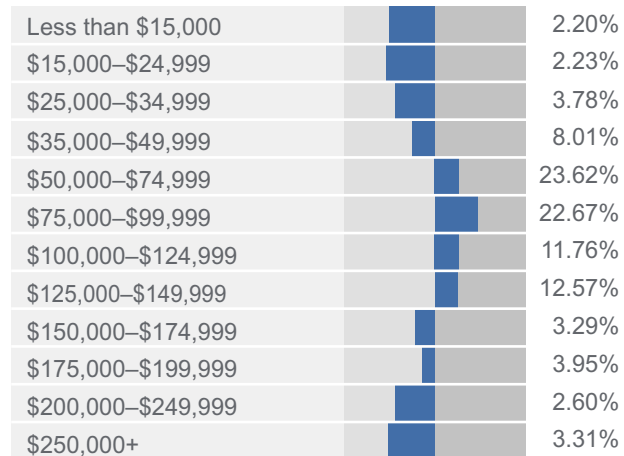
Home ownership



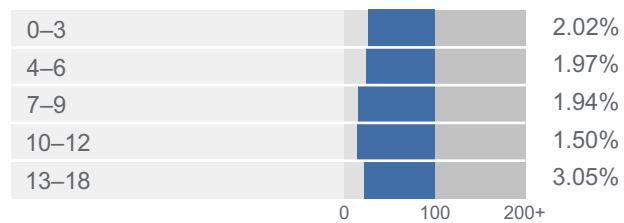
Head of household education



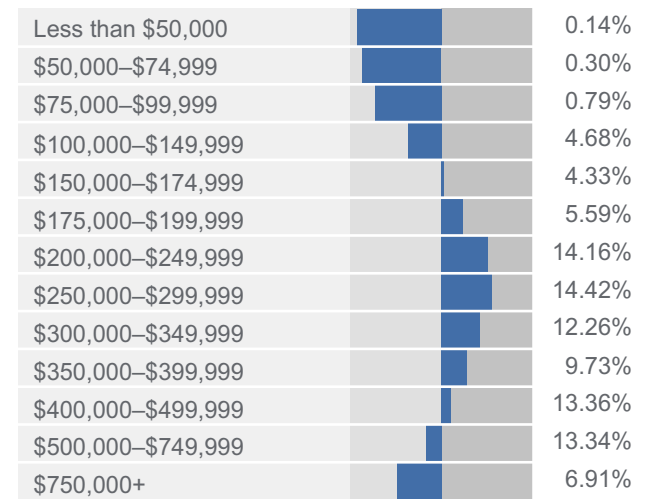
Estimated household income



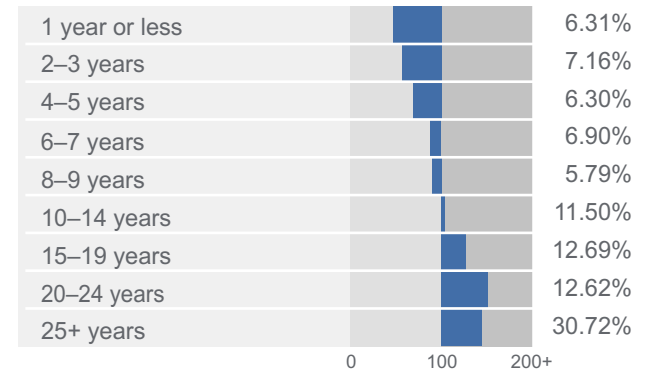
Age of children



Estimated current home value



Length of residency



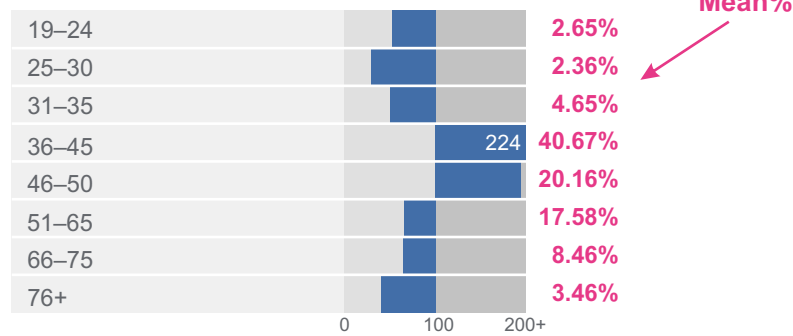
Charts provide details of the key variables used to build and describe the Mosaic groups and types.
 For each group and type, the charts show the **Means** and **Index** for each variable.

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:

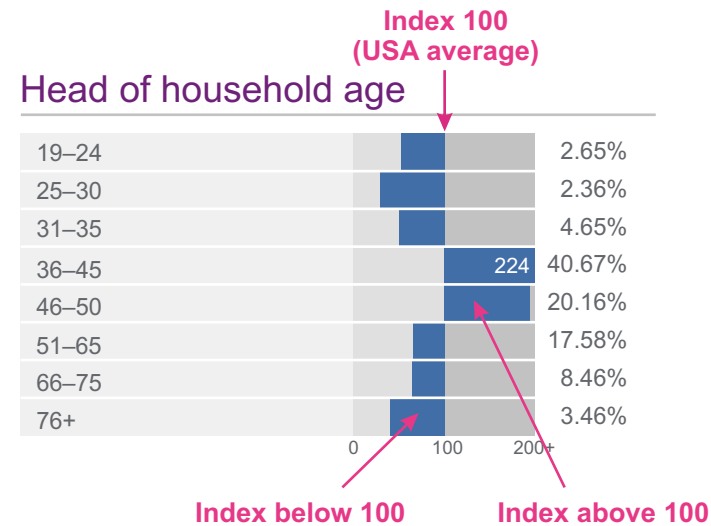
- 2.65% of Group D are aged 19–24
- 2.36% of Group D are aged 25–30
- 4.65% of Group D are aged 31–35
- 40.67% of Group D are aged 36–45
- 20.16% of Group D are aged 46–50
- 17.58% of Group D are aged 51–65
- 8.46% of Group D are aged 66–75
- 3.46% of Group D are aged 76+

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 E: Thriving Boomers

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How to Market

Target these aging consumers with competitively priced travel, home services and entertainment options like theatrical performances and concerts. They are more likely to shop high-end online and e-tailer brands as well as online discount stores. Honor, pride and traditional “buy American” messaging tends to capture their attention better than any flashy “get it while it’s hot” deal.

Overview



The three segments comprising Thriving Boomers feature empty-nesting couples in their 50s and 60s who reside in homes they’ve owned and lived in for 10+ years in cities and suburbs across the US. Most of the households contain childless couples who are approaching retirement. While some of their peers have migrated to active retirement communities, these folks are content to live in their mixed-age neighborhoods.

Thriving Boomers are concentrated in cities and suburbs including popular vacation destinations like Santa Fe, N.M.;

Berkeley, Calif.; Vail, Colo.; and Nantucket, Mass. Their housing stock varies from older ranches to mountainside bungalows and beachfront condos. Although they’re nearly twice as likely as average Americans to live on large properties, they also enjoy a change in scenery from time to time, as seen in the many who own vacation homes.

An educated group, the majority of households has at least one member with a college degree; these couples typically have white-collar jobs in administration, business, law, education and sales. Their mid-level positions provide above-average incomes, though nearly one out of every four adults are retired. With their strong earnings over the course of many years, they’ve managed to build diversified IRA accounts to ensure a comfortable retirement. These fiscal conservatives also like to invest in money markets to protect their portfolios from the vagaries of the stock market.

Half of Thriving Boomers are likely to be grandparents, but they’ve hardly retired to a rocking chair. Many are much different to preceding generations at the same point in life. They exercise regularly, enjoying biking, hiking, walking, swimming, golf and fishing. These educated Americans frequent the theater, museums and classical music concerts. They dine out often at their favorite restaurants and choose healthy options. They travel often, with over half preferring to travel domestically over foreign countries. To relax at home, they like to garden, read books, cook and play card games.

As consumers, Thriving Boomers tend to be practical shoppers who rarely buy products to make a statement, and they frequent a wide variety of retailers. They’re late adopters when it comes to technology (likely to read reviews beforehand) with below-average rates for owning smartphones, but they’re willing to splurge on flat-screen TVs. Though few have flashy cars, many own small to mid-size SUV’s and trucks. American-made products, they declare, set the standard.

Thriving Boomers are selective media consumers, though they embrace both traditional and new media. They’re among the top readers of newspapers, especially the business, entertainment and editorial sections. These outdoorsy folks like to read

entertainment, fishing and hunting magazines along with automotive publications. They listen to country and pop music, and they're especially fond of TV dramas, reality shows and sitcoms.

The Americans who launched the counterculture revolution continue to be activists. Many are rooted in their communities and they often belong to veterans' clubs, arts groups and unions. Politically, they're ideologically split, with about equal numbers belonging to the Democratic and Republican parties. However, they tend to be more liberal on social issues and advocate corporate ethics.