

L Blue Sky Boomers

Middle-class baby boomer-aged households living in small towns

🏠 4.24% | 3.99% 👤



Who We Are

Head of household age <p>51–65</p> <p>291 79.2%</p>	Type of property <p>Single family</p> <p>106 94.1%</p>
Est. Household income <p>\$50,000–\$74,999</p> <p>155 28.9%</p>	Household size <p>1 person</p> <p>117 38.4%</p>
Home ownership <p>Homeowner</p> <p>106 87.5%</p>	Age of children <p>13–18</p> <p>18 2.5%</p>

Channel Preference



Key Features

- Rural lifestyles
- Modest housing
- Outdoor recreation
- Agricultural and blue-collar jobs
- Racing fanatics
- Near retirement

Technology Adoption



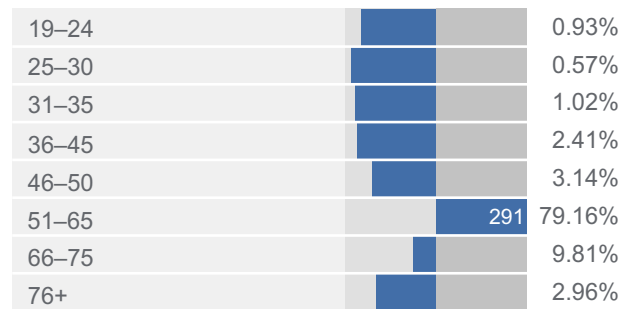


Blue Sky Boomers

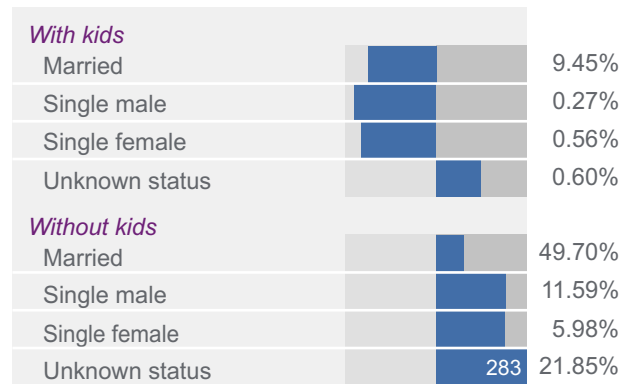
Middle-class baby boomer-aged households living in small towns

🏠 4.24% | 3.99% 👤

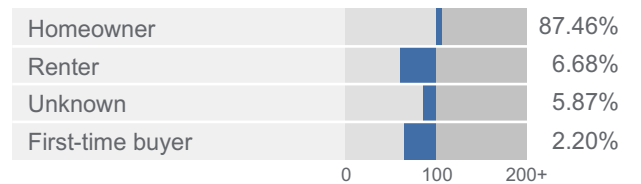
Head of household age



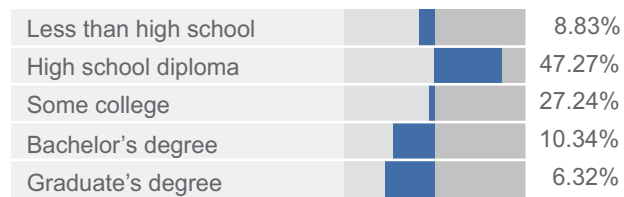
Family structure



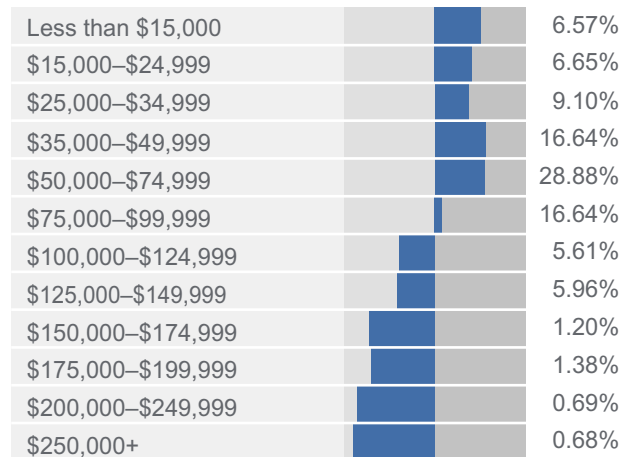
Home ownership



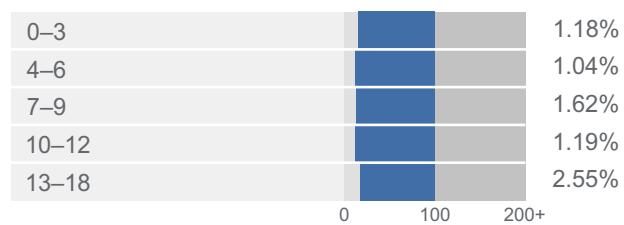
Head of household education



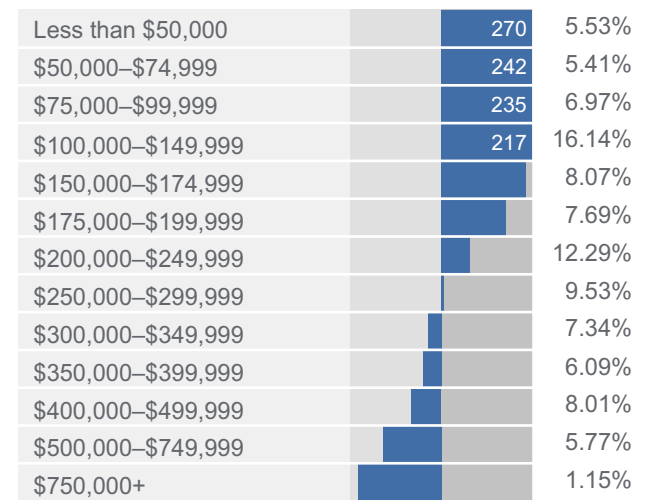
Estimated household income



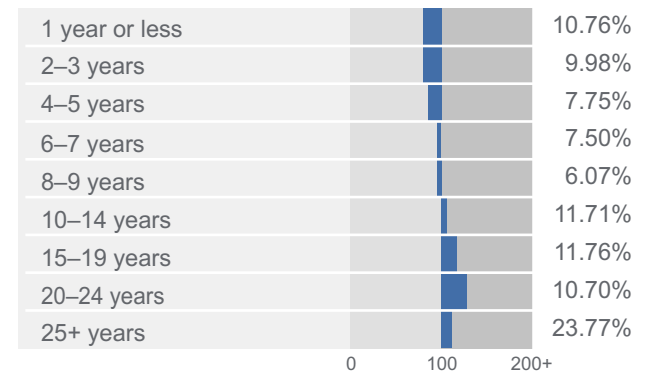
Age of children



Estimated current home value



Length of residency



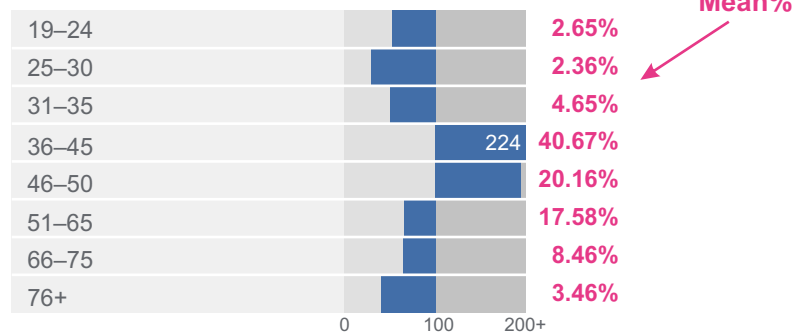
Charts provide details of the key variables used to build and describe the Mosaic groups and types.
 For each group and type, the charts show the **Means** and **Index** for each variable.

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:

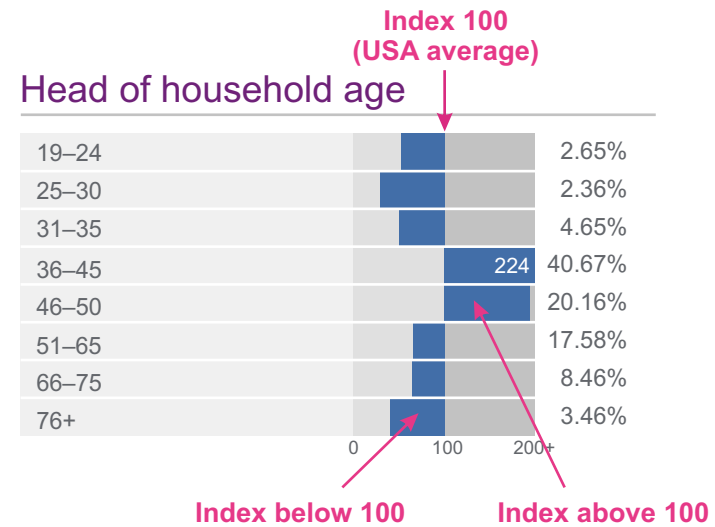
- 2.65% of Group D are aged 19-24
- 2.36% of Group D are aged 25-30
- 4.65% of Group D are aged 31-35
- 40.67% of Group D are aged 36-45
- 20.16% of Group D are aged 46-50
- 17.58% of Group D are aged 51-65
- 8.46% of Group D are aged 66-75
- 3.46% of Group D are aged 76+

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 L: Blue Sky Boomers

Middle-class baby boomer-aged households living in small towns

How to Market

Although they've grown to incorporate modern media into their lives, Blue Sky Boomers remain a conservative shopping segment. This target market appreciates coupons in the Sunday paper more than shopping-cart discounts online. They also remain conservative in how much they shop and spend—don't waste their time with services and products priced at a premium. Draw this market in with messages that portray American traditions of honor and patriotism. Approximately one quarter of Blue Sky Boomers are incentive driven with deals and coupons, are price conscious and tend to spend less money overall. Use this understanding of their frugal mindedness to ensure you let them know your product is the legacy staple of its kind, and won't break their bank.

Overview



In Blue Sky Boomers, older, empty-nesting couples and singles have settled in small towns and waterfront resorts in anticipation of their retirement years. The three types in this group are about evenly divided between married couples and widowed or divorced singles without children at home. 80 percent are between the ages of 50 and 65. Most have high-school educations and working-class sensibilities. These households tend to work in blue-collar jobs, supporting a resort economy in towns that offer weekend getaways and longer summer vacations for wealthier city dwellers.

Blue Sky Boomers are found in small towns and waterfront resorts—both seaside beaches and lakefront communities—from California to Florida. These Boomers are homeowners who tend to live in modestly-priced homes. With childrearing days behind them, they have the discretionary cash to purchase nicer vehicles. While vacationers may swell the streets of their towns every summer, most of these year-round locals have lived at the same address for over a decade.

Most Blue Sky Boomers, unlike their seasonal neighbors, earn lower-middle-class incomes, averaging \$50,000 - \$75,000. However, because their expenses are low and their mortgages mostly paid off, many enjoy casual and comfortable lifestyles.

Located in surroundings like theirs, no one would fault Blue Sky Boomers for spending much of their leisure time outdoors, and they enjoy fishing, bird-watching and gardening as well as watching NFL on TV, and listening to music. However, they also have enough money—thanks, in part, to conservative investments—to travel by car to domestic locations, and are likely to buy a lottery ticket.

Blue Sky Boomers are not shopaholics. They keep their clothes as long as possible and shop only when they need to—preferably at local stores. When they go on a big shopping run, these price-sensitive consumers typically head to discount department stores to stretch their money like Walmart, Dollar General, Family Dollar and Big Lots—and they make sure to bring coupons they clipped at home with them. Many are late adopters of new products, especially consumer electronics. They don't often acquire the latest audio and digital devices—their living rooms are still outfitted with traditional tube TVs. In

this “buy American” group, residents look for brands that are home-grown or at least portray that American image of honor, dignity and respect.

In Blue Sky Boomers, traditional media still reigns supreme. To keep up with local news, many subscribe to a daily newspaper and read it from cover to cover. They also read magazines, especially those that reflect their down-home lifestyle. This aging generation never lost their interest in music, listening to country music and golden oldies. However, many consider TV their chief form of entertainment, tuning in to reality and game shows, dramas and sitcoms.

Politically, Blue Sky Boomers are a conservative Democratic group, who support causes financially, often backing health and religious charities.