

E21

Unspoiled Splendor

Comfortably-established baby-boomer couples in town and country communities

Larry & Brenda

🏠 2.53% | 2.96% 👤



Who We Are

Head of household age

51-65

91.0% 315

Type of property

Single family

98.2% 124

Estimated household income

\$75,000-\$99,999

26.5% 209

Household size

3 persons

25.0% 201

Home ownership

Homeowner

94.7% 146

Age of children

0-3

0.7% 8

Channel Preference



117



15



53



13



84

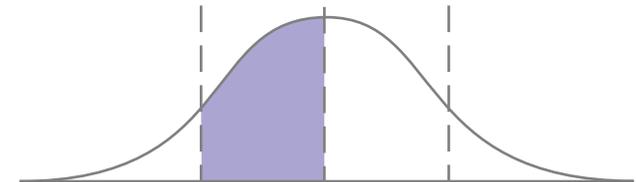


37

Key Features

- Price conscious
- Politically conservative
- Do-it-yourselfers
- NASCAR fanatics
- Outdoor enthusiasts
- Domestic travelers

Technology Adoption



Apprentices



E21

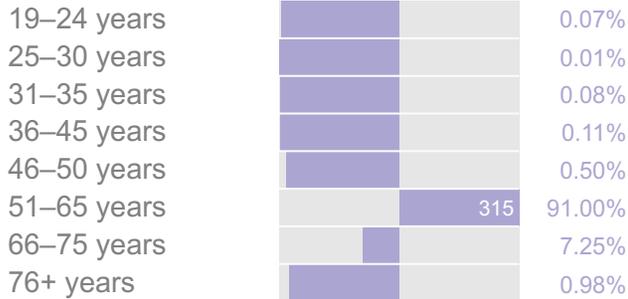
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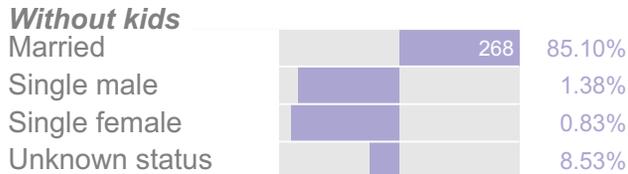
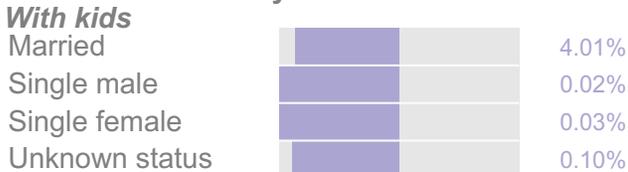
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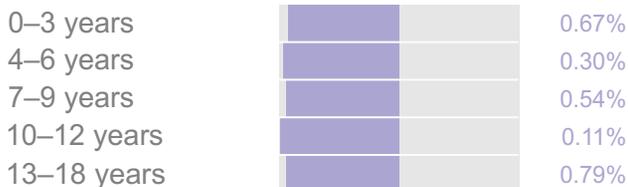
Head of household age



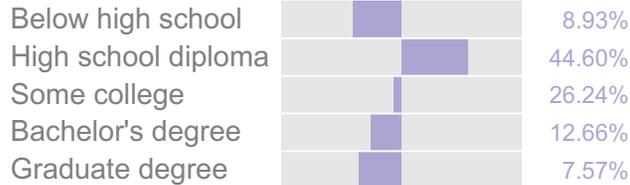
Family structure



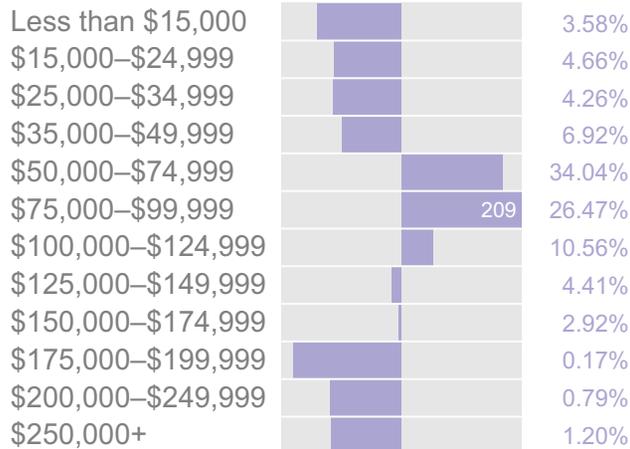
Age of children



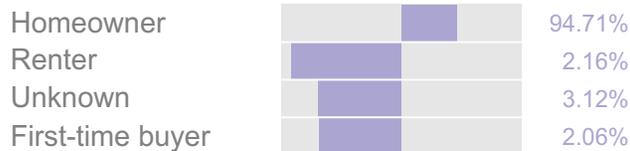
Head of household education



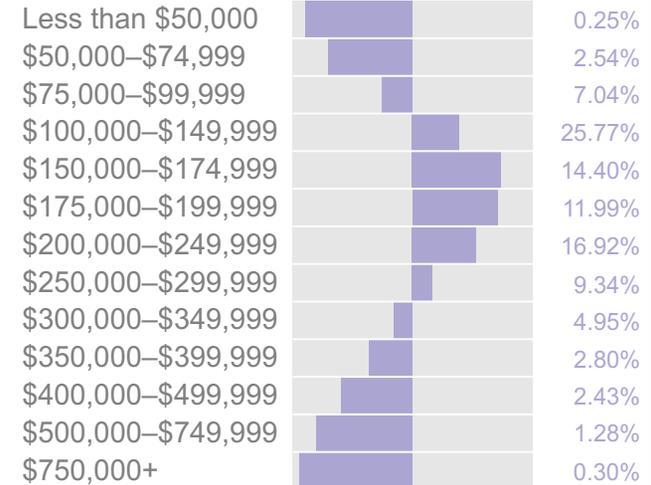
Estimated household income



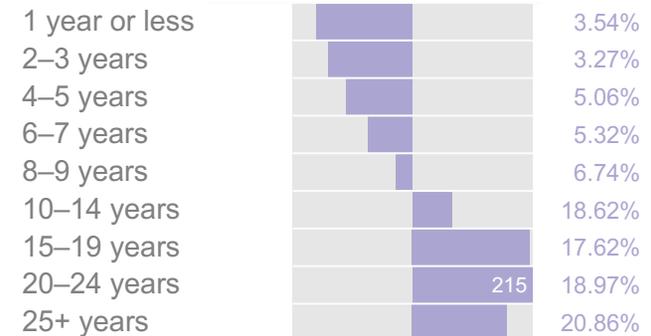
Home ownership



Estimated current home value



Length of residency



Supporting notes

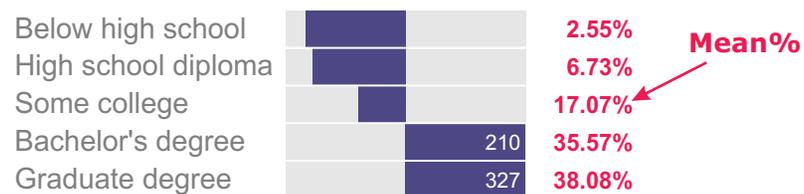
These pages have been designed to help you understand the essence of each of the groups and types. We have sought to highlight the key features which make each group distinctive, and which would be useful to bear in mind when devising communications or treatment strategies. The descriptive pages are necessarily subjective and are intended to highlight key issues rather than to be comprehensive.

Variables - Mean% and Index

Charts are provided for each of the variables used to build and describe the Mosaic USA segments. The variables are grouped together by category. For each group, the charts show the Mean% and Index for each variable.

Understanding Mean% and Index

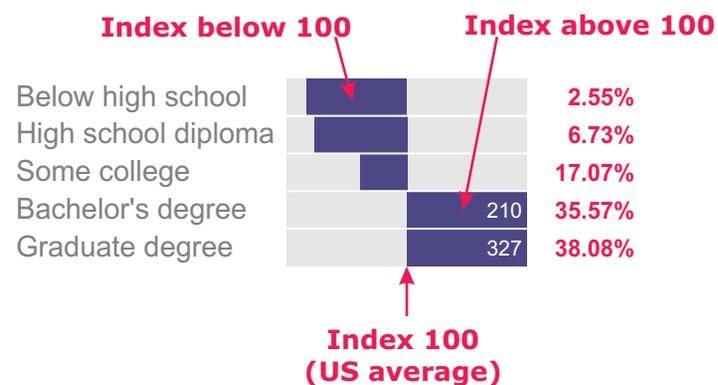
Mean% show the percentage of this group/type with this characteristic. For example, consider Household of household education for Group A:



This shows that for the head of household:
2.55% of Group A are educated below high school standard.
6.73% of Group A have a high school diploma.
17.07% of Group A have had some college education.
35.57% of Group A have a bachelor's degree.
38.08% of Group A have a graduate degree.

The **Index** shows how the variable compares with all households in the US. 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 Index is shown on the chart as a bar:



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

Type E21: Unspoiled Splendor

Comfortably established baby boomer couples in town and country communities



Far from the major population centers, Unspoiled Splendor live in small towns and subdivisions where farms once dominated the landscape. Today, about a third of adults still work in a blue-collar setting while most hold mid-level jobs in sales and white-collar professions. These baby-boomer couples tend to be high-school educated; some attended college. With most of their children grown and out of the house, both parents are typically in the workforce with their combined middleclass incomes. Many live in homes built on large lots in mid-scale communities. Although these Americans are scattered around the country, almost half

can be found in the Midwest and West.

In their remote areas, Unspoiled Splendor appreciate the traditional hobbies and activities associated with a more relaxed, rural lifestyle. Around their houses, they like to garden and bird watch. Their idea of a big date is a trip to the state fair, an antique show or a country music festival. They're outdoorsy people who like to fish, hunt and ride horses. When they travel they're fond of pitching a tent and breathing in the fresh air at a national park or recreational campsite.

Thanks to a conservative financial style, Unspoiled Splendor have built up decent investment portfolios and a comfortable nest egg for their impending retirements. But while they have money in their pockets, they're reluctant to spend much of it on aspirational purchases. But when they do, shopping online seems to work for them. For transportation, they buy utilitarian trucks—preferably made in America—that can survive the rough roads of their off-the-beaten-track communities.

For advertisers, Unspoiled Splendor read the daily newspaper and pick up a magazine targeted to a country lifestyle. They are also receptive to learning about brands while watching TV, listening to the radio and going to their postal mailbox.

In many respects, Unspoiled Splendor are traditionalists. This market has a good mix of both social conservatives as well as liberal values. They are concerned about pollution, recycling or threats to their health and generally take some actions one might consider "green". They have deep roots in their communities and care about their neighbors. Many support a variety of charities, volunteer for different groups and serve as community leaders. They describe themselves as spiritual and passionate in their opinions.

Contact information



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