

L41

Booming and Consuming

Older empty-nesting couples and singles enjoying relaxed lives in small towns

Doug & Janet

🏠 0.97% | 0.72% 👤



Who We Are

Head of household age



Type of property



Estimated household income



Household size



Home ownership



Age of children



Channel Preference



124



50



43



8



111

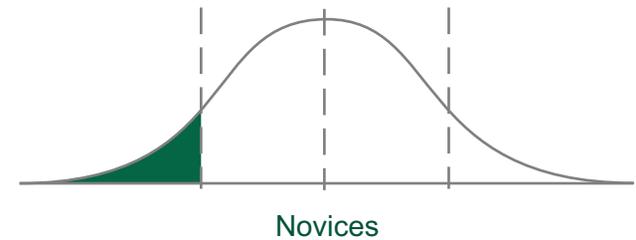


34

Key Features

- Rural lifestyles
- Diversified investments
- Balanced shoppers
- Home and garden enthusiasts
- Disposable income
- Open-minded

Technology Adoption



L41

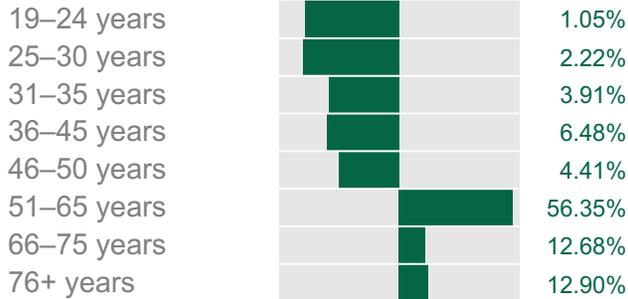
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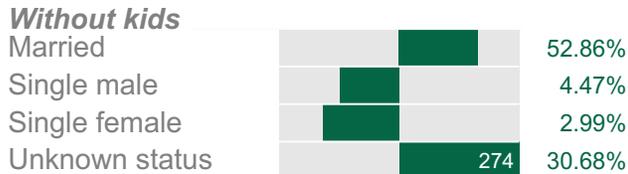
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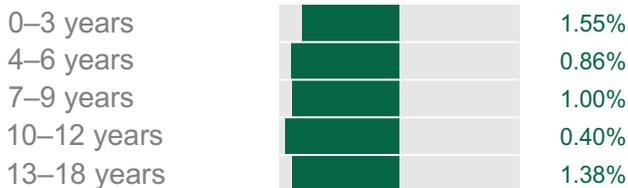
Head of household age



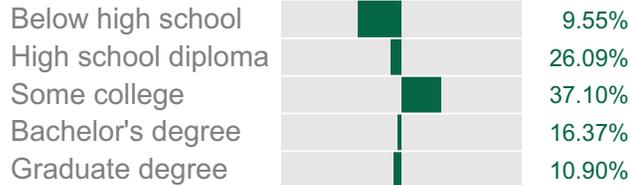
Family structure



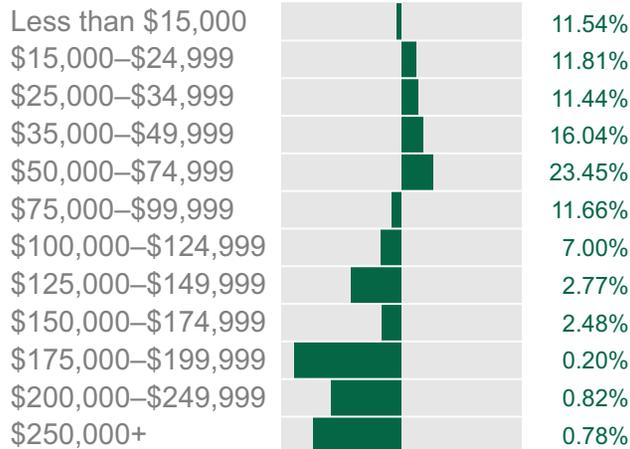
Age of children



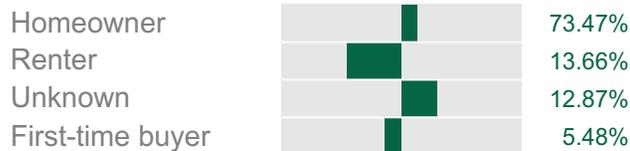
Head of household education



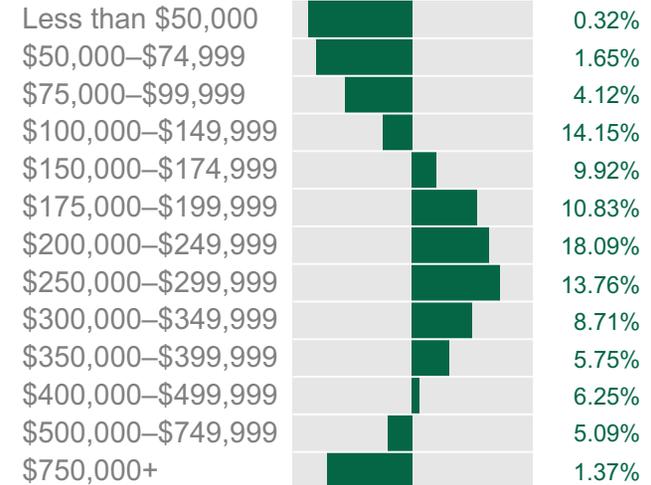
Estimated household income



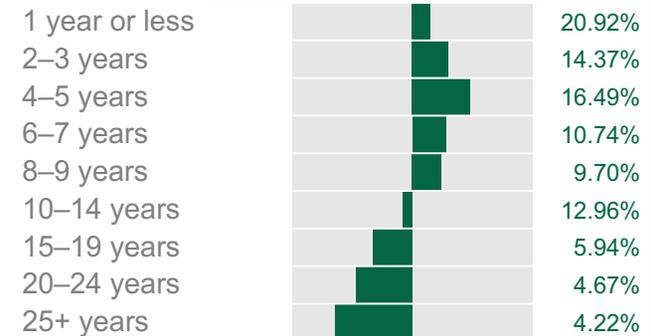
Home ownership



Estimated current home value



Length of residency



Supporting notes

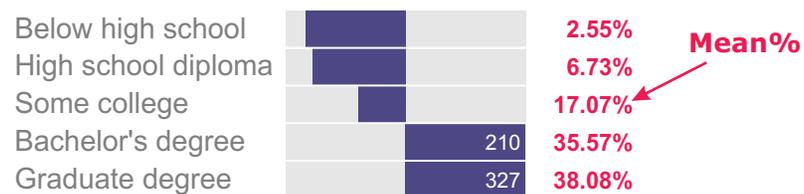
These pages have been designed to help you understand the essence of each of the groups and types. We have sought to highlight the key features which make each group distinctive, and which would be useful to bear in mind when devising communications or treatment strategies. The descriptive pages are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

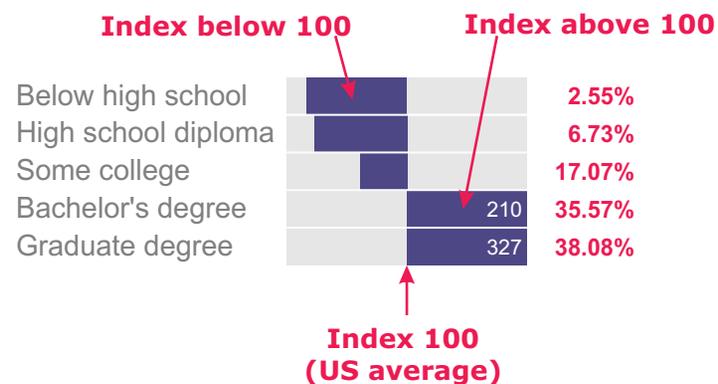
Mean% show the percentage of this group/type with this characteristic. For example, consider Household of household education for Group A:



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 L Blue Sky Boomers

Type L41: Booming and Consuming

Older empty-nesting couples and singles enjoying relaxed lives in small towns



Booming and Consuming are older couples and widowed individuals who have migrated to small towns, seeking a more relaxed pace of life. With most of these households between 50 and 75 years old, their nests are empty and they are enjoying their retirements. Booming and Consuming tend to have average educations and, for those still in the workforce, have jobs in a mix of white-collar, blue-collar and service sector positions. Their mid-scale incomes typically allow them to afford to own a recently-built ranch with a well-landscaped yard in a Sun Belt community. With their children grown and out of the house, these mature adults have crafted a cushy

lifestyle that's heavy on recreation and leisure.

The lack of children to nurture and clothe means more disposable income for travel and outdoor activities. These households are big on heading to nearby parks and woodlands for to bike and walk through the outdoor scenery. They enjoy long car trips, cruises and a significant number own RVs for scenic vacations. They may not live close to downtown centers, but they've carried their love for culture with them and will drive to a city to attend a play or concert. For a splurge, they'll go to an antique show.

With their mid-scale incomes and healthy savings accounts, they can afford to be materialistic. However, as consumers Booming and Consuming have a little need for status recognition and prefer to focus on the integrity of the brand and the customer service when shopping. Booming and Consuming typically shop discount department stores. Many are interested in home décor as well as electronic furnishings like flat-screen TVs.

With its mix of adults still working and those already retired, values in Booming and Consuming are wide-ranging. Their relative open-mindedness is a reflection of their generation and life experiences. Although the highest concentration is conservatives who vote with the Republican Party, many also espouse liberal views. Reflecting the pristine surroundings of their towns, everyone seems to agree on the value of recycling to help protect the environment. Additionally, many are active in community affairs; they support arts, religious and environmental groups.

While they may have moved to secluded suburban settings, Booming and Consuming like to stay current with mainstream culture. They typically read a daily newspaper and subscribe to magazines like *The New Yorker* and *Entertainment Weekly*. They have eclectic music tastes—from country and 60s and 70s hits to jazz—and tune in to news talk radio to keep up with the issues of the day. These older Americans have only somewhat embraced the Internet and go online to shop, get the latest headlines and download information like stock reports. Few use email regularly though, remaining much more receptive to direct mail offerings. Consider also reaching this segment through TV advertisements as TV is the most preferred means of learning about brands. Use messaging that aims at the “buy American” consumer; one that exemplifies honest quality products that can only be made in the US of A. Doing so typically works better than attempts to incentivize or appear to be the iconic trendy option.

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