

# L42 Rooted Flower Power

Mid-scale baby boomer singles and couples rooted in established communities and approaching retirement

🏠 1.55% | 1.51% 👤



## Who We Are

Head of household age 🎂

51–65

321 | 87.3%

Type of property 🏠

Single family

105 | 93.4%

Est. Household income 💰

\$50,000–\$74,999

166 | 31.0%

Household size 👤

1 person

123 | 40.4%

Home ownership 🤝

Homeowner

108 | 88.6%

Age of children 🍼

13–18

11 | 1.5%

## Channel Preference



33



121



46



27



47



74

## Technology Adoption



Apprentices

## Key Features

- Nearing retirement
- Deeply rooted
- Single adults
- Liberal
- Bargain hunters
- Cultural arts



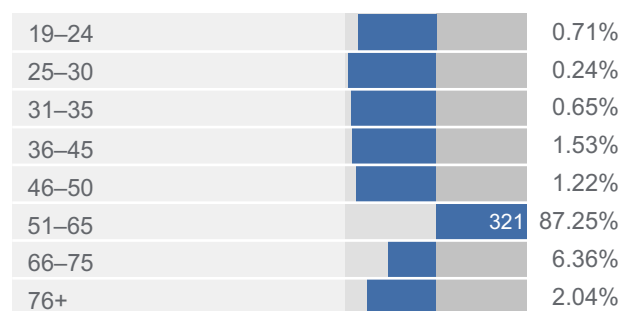
# L42

## Rooted Flower Power

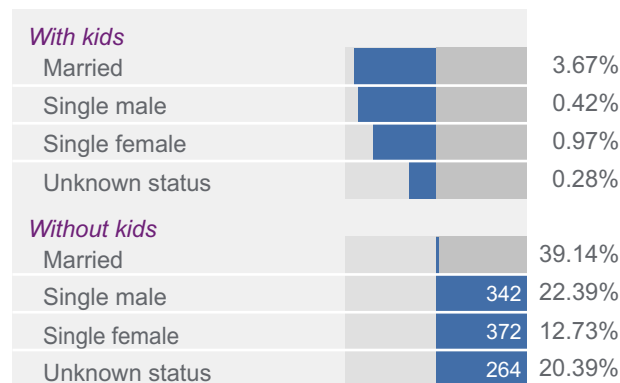
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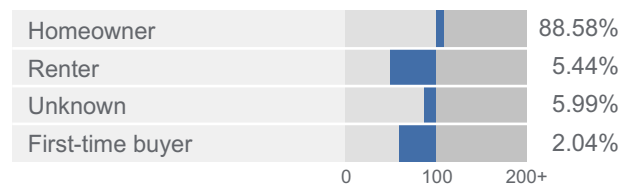
### Head of household age



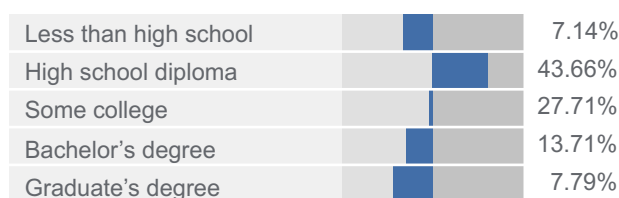
### Family structure



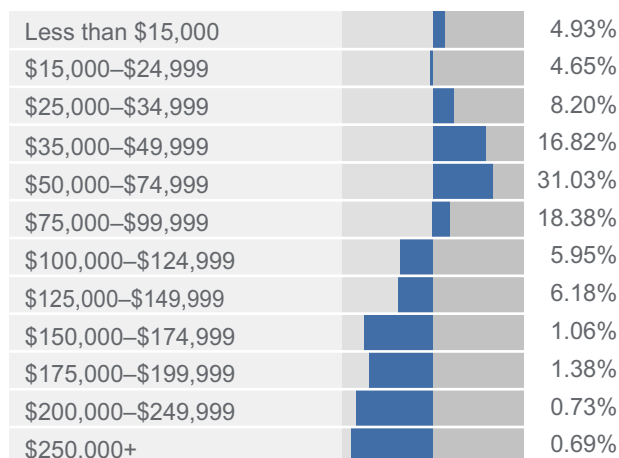
### Home ownership



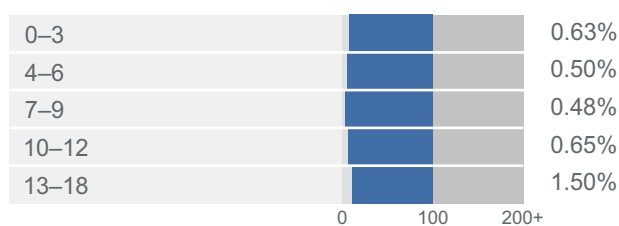
### Head of household education



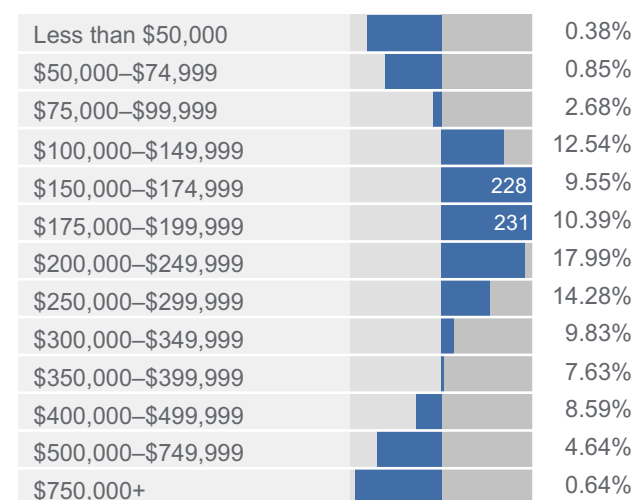
### Estimated household income



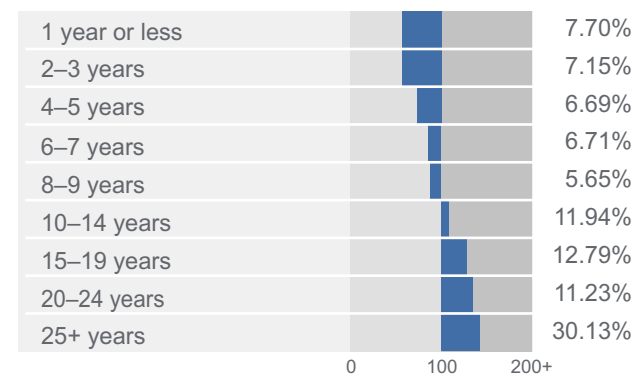
### Age of children



### 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.

## Type L42: Rooted Flower Power

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### How to Market

Although they've grown to incorporate modern media into their lives, Rooted Flower Power 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 Rooted Flower Power 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



Found in older, inner-ring suburbs, Rooted Flower Power are singles and couples in their 50s and 60s whose children have flown the coop. Many have good educations and well-paying jobs that support relaxed, middle-class lifestyles. In their established neighborhoods, built before 1970 to accommodate the postwar baby boom, they typically live in compact houses now valued at a modest \$150,000. Nevertheless, these baby boomers have done a lot of living—more than half are divorced, widowed or have never been married—and are now entertaining thoughts of retirement. With their mid-level jobs, low expenses and dwindling

mortgages, they have the discretionary income to enjoy plenty of home-based leisure activities. With many members of this segment in the workforce and with stable lifestyles, no one is even considering retiring to an assisted-living community; the vast majority have lived at the same address for more than a decade.

In their quiet neighborhoods, Rooted Flower Power spend their free time around the house reading books and magazines and pursuing traditional hobbies like bird-watching and shopping at antique stores. They spend enough time in their gardens to consider joining a garden club, but they've given up their health club memberships and aerobic sports, although they may play golf or go fishing. These older suburbanites don't want the hassle of driving to downtown nightlife, so they don't really go to bars and nightclubs. However, they do try to go out to dinner or on the occasional gambling junket to a casino, and perhaps take in a play or musical.

Rooted Flower Power are careful money managers both in their investment strategy—with lots of conservative CDs and annuities—as well as in their bargain-hunting behavior at the mall. They're hardly materialistic and like to buy functional clothes and tried-and-true styles. They still enjoy driving to stores, but will also shop at home through catalogs. They rarely buy the latest consumer gadget or fancy sports car. They like the appeal of foreign cars and gravitate to trucks and subcompacts.

Describing themselves as informed consumers, Rooted Flower Power make a strong media audience. They subscribe to a daily newspaper to keep up with local events and enjoy reading a number of magazines—typically about the home, health and fitness. They're still not entirely comfortable with the internet, often going online and doing little more than checking out a news site. To wind down at night, they still prefer watching TV; they catch the early evening shows after dinner and a range of sitcoms, game shows and dramas into the night.

In addition to their fondness for media, Rooted Flower Power are a good audience for marketers, with newspapers and direct mail their preferred ways of learning about brands.

Politically, Rooted Flower Power tend to be left-of-center Democrats. Firm in their faith and civic activism, they belong to a variety of local groups and volunteer for community causes.