

# C14 Boomers and Boomerangs

Baby boomer adults and their teenage and young adult children sharing suburban homes

🏠 1.19% | 2.23% 👤



## Who We Are

Head of household age 🎂

51–65

307 | 83.5%

Type of property 🏠

Single family

112 | 99.0%

Est. Household income 💰

\$125,000–\$149,999

195 | 19.6%

Household size 👤

5+ persons

294 | 42.8%

Home ownership 🤝

Homeowner

118 | 96.8%

Age of children 🍼

13–18

251 | 35.3%

## Channel Preference



19



110



15



28



97



262

## Technology Adoption



Apprentices

## Key Features

- Suburbanites
- Middle-class families
- Politically conservative
- Charitable
- Social media fans
- Multi-generational households

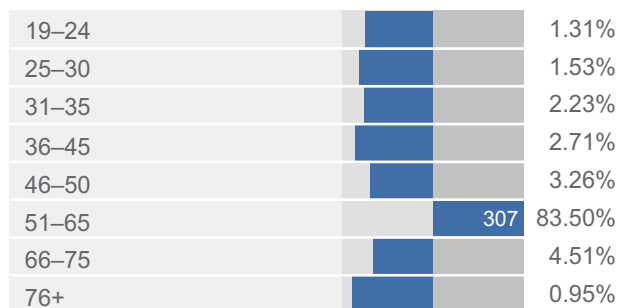


# C14 Boomers and Boomerangs

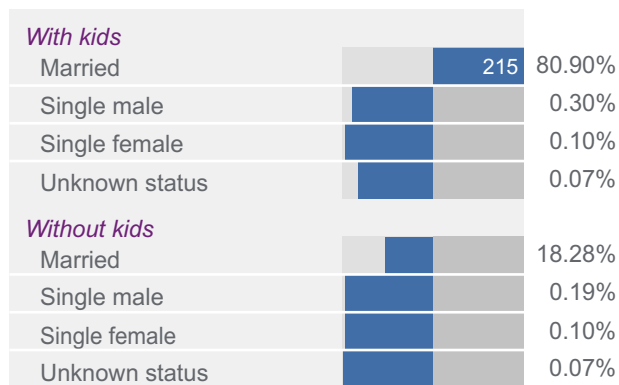
Baby boomer adults and their teenage and young adult children sharing suburban homes

🏠 1.19% | 2.23% 👤

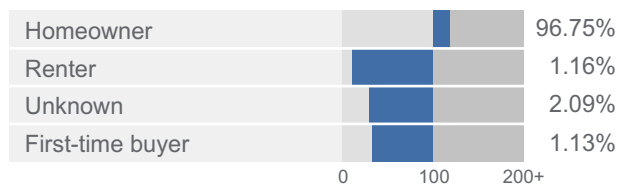
## Head of household age



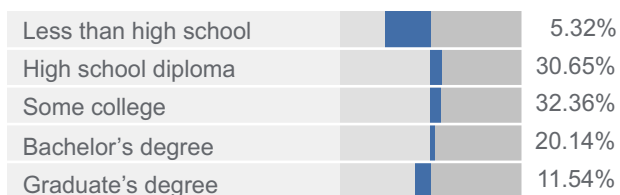
## Family structure



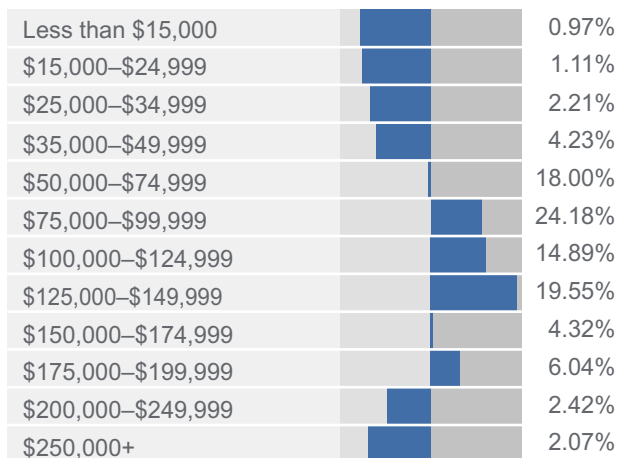
## Home ownership



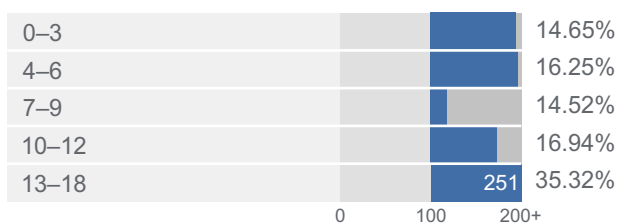
## Head of household education



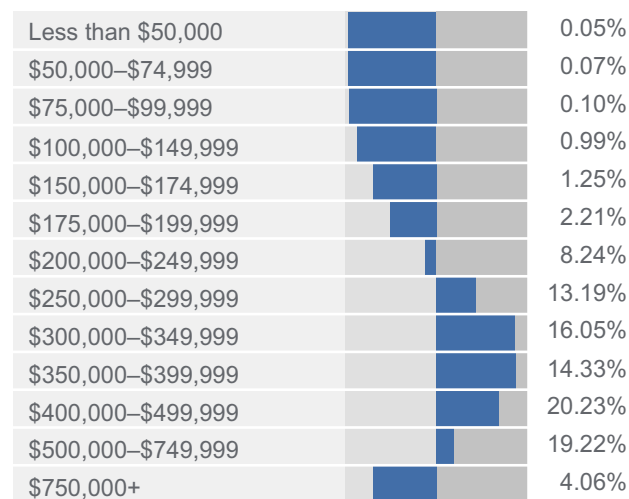
## Estimated household income



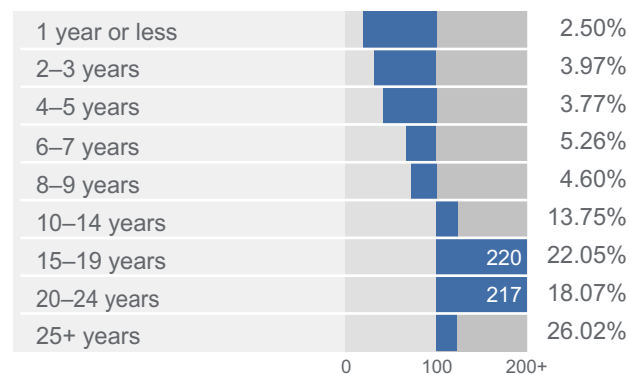
## Age of children



## 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 C14: Boomers and Boomerangs

Baby boomer adults and their teenage and young adult children sharing suburban homes

### How to Market

Currently in their peak earning years with dwindling financial attachments to their family, Boomers and Boomerangs is an attractive segment of consumers for marketers. Their traditional media preferences make for a great catalog, newspaper and magazine audience. Their tech adoption is high among the older consumer segments and that means they're available for TV, email and online advertising as well. As for products they're interested in—you name it. They're in the market for cars, investments, vacations, clothes, electronics and toys. They are empty-nesters and approaching retirement; the world is their oyster.

### Overview



Boomers and Boomerangs are a contemporary consumer segment consisting of baby boomer-aged parents and their grown-up children living under the same roof. In these upscale households, most of the parents are in their 50s and early 60s while most of their children are teenagers and young adults in their 20s. With their college educations and incomes from multiple household members, this segment has incomes nearing six figures from a variety of white-collar and blue-collar jobs. Boomers and Boomerangs typically live in relatively new subdivisions in the suburban sprawl of large and second-tier cities around the country. This 21st century

family segment represents stable households where the older adults moved into their homes more than 15 years ago, watched their children grow up and leave the nest—only to have them return.

As a result of these two age groups, the Boomers and Boomerangs segment has varied interests like gardening, tailgating and fishing. However, the adults young and old share many passions—especially for sports, consumer electronics and nightlife. This segment scores high for cycling and boating along with going to nightclubs, concerts and movie theaters. Many members like to go to pro and college sports events, particularly if there's a chance to meet for tailgate parties.

Despite the upscale incomes found in these cluttered nests, many Boomers and Boomerangs are concerned about money. They tend to be price-sensitive shoppers who buy economy cars and off-the-rack clothes from discount retail stores. They seem to care little about wearing designer clothes or filling their homes with the latest housewares. At this stage in their busy lives, gourmet cuisine is not a priority over saving time. Instead, they enjoy visiting restaurants that have a more family-friendly adult atmosphere.

The generation gap notwithstanding, Boomers and Boomerangs enjoy a variety of media. They read newspapers and listen to drivetime radio, sharing a fondness for stations that feature news, sports and classic rock. They like watching primetime TV, especially dramas, sitcoms and game shows. They're slowly losing their interest in magazines, at least the paper-based editions and are shifting to the internet for features and commentary. Indeed, they are enthusiastic web users, going online for banking, travel planning and gaming.

Perhaps surprisingly, the values in Boomers and Boomerangs are less conflicted than one might imagine. These households are mostly traditionalists, the largest percentage aligning themselves with the Republican party and espousing right-of-center attitudes. These Americans tend to be fairly blasé about environmental concerns. While they may be on a detour from what they thought was going to be their quiet empty nest, these Boomers are mostly happy to be able to help their Boomerangs. They appreciate the close ties they have with their children. In a choice between advancing their careers and spending more time with their families, their kids always rule.