

L41

Booming and Consuming

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

🏠 1.06% | 0.81% 👤



Who We Are

Head of household age 🎂

51–65

190 | 51.6%

Type of property 🏠

Single family

102 | 90.2%

Est. Household income 💰

\$50,000–\$74,999

133 | 24.8%

Household size 👤

1 person

156 | 51.2%

Home ownership 🤝

Renter

116 | 12.7%

Age of children 🍼

13–18

14 | 1.9%

Channel Preference



54



179



2



25



59



35

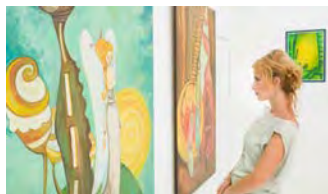
Technology Adoption



Novices

Key Features

- Rural lifestyles
- Married without kids
- Read newspapers
- Home and garden enthusiasts
- Disposable income
- Trendsetters



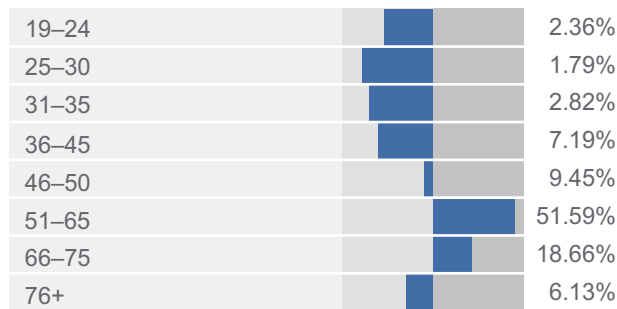
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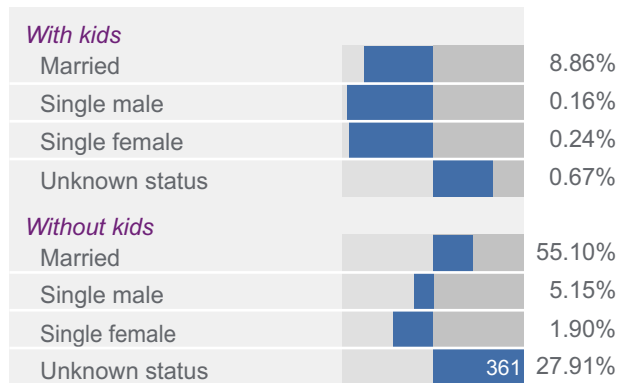
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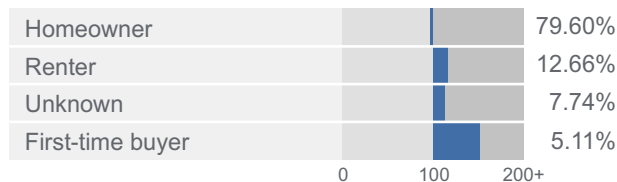
Head of household age



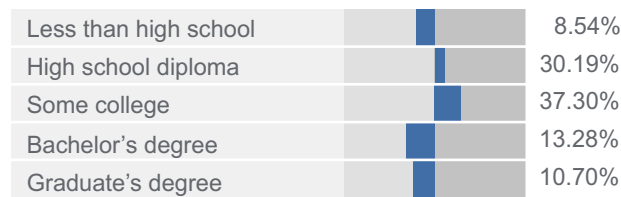
Family structure



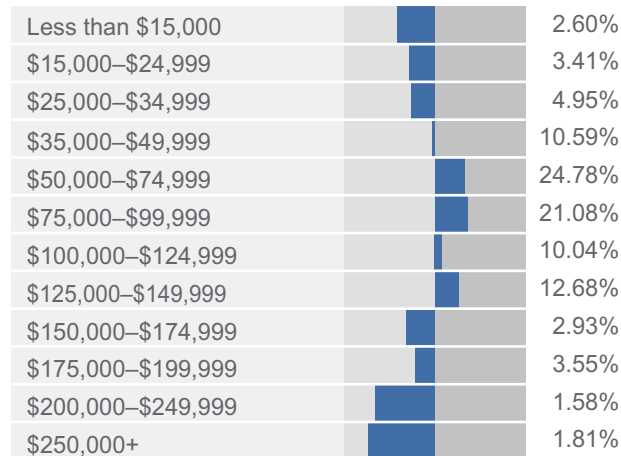
Home ownership



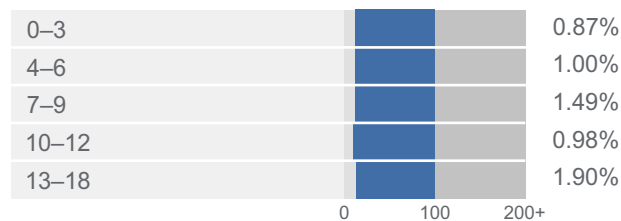
Head of household education



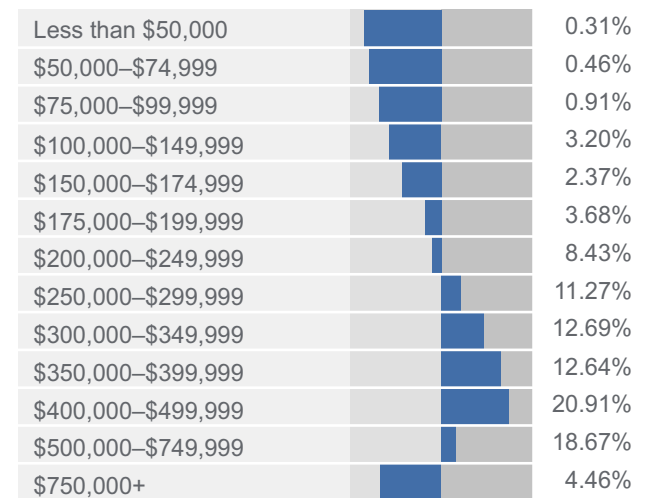
Estimated household income



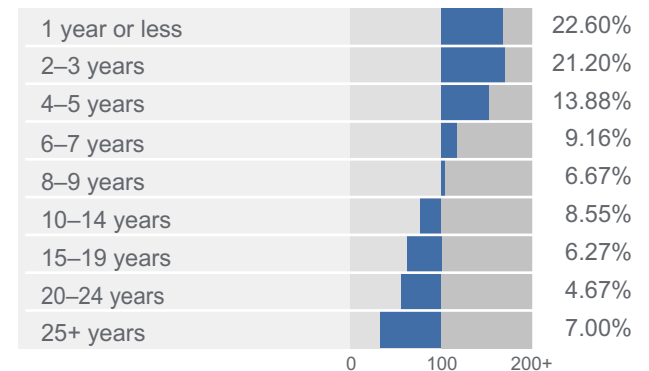
Age of children



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 L41: Booming and Consuming

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How to Market

Although they've grown to incorporate modern media into their lives, Booming and Consuming 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 Booming and Consuming 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



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 soon to be, or already, 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 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.

With their mid-scale incomes and healthy savings accounts, they can afford to be materialistic. However, as consumers Booming and Consuming have 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.

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 conservative, voting for 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.

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 with home and travel titles. They have eclectic music tastes—from country and 60s and 70s hits to easy listening. These older Americans have only somewhat embraced the

internet and may go online to shop and get the latest headlines. Few use email regularly though, remaining much more receptive to direct mail offerings. 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.