

# E21 Unspoiled Splendor

Comfortably established baby boomer couples in town and country communities

🏠 1.95% | 2.63% 👤



## Who We Are

Head of household age 🎂

51–65

336 | 91.3%

Type of property 🏠

Single family

111 | 98.2%

Est. Household income 💰

\$50,000–\$74,999

147 | 27.4%

Household size 👤

3 persons

150 | 23.5%

Home ownership 🤝

Homeowner

117 | 96.3%

Age of children 🍼

13–18

6 | 0.9%

## Channel Preference



10



73



2



5



34



92

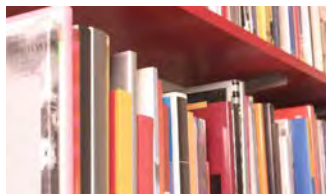
## Technology Adoption



Apprentices

## Key Features

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



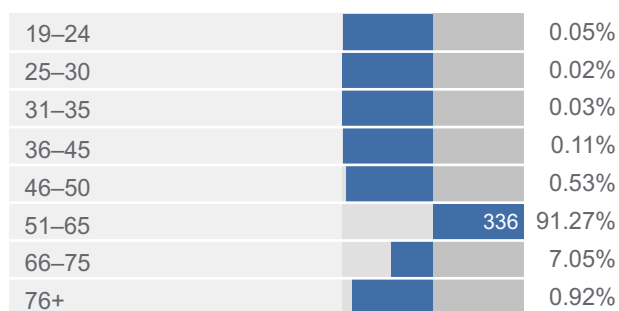
# E21

## Unspoiled Splendor

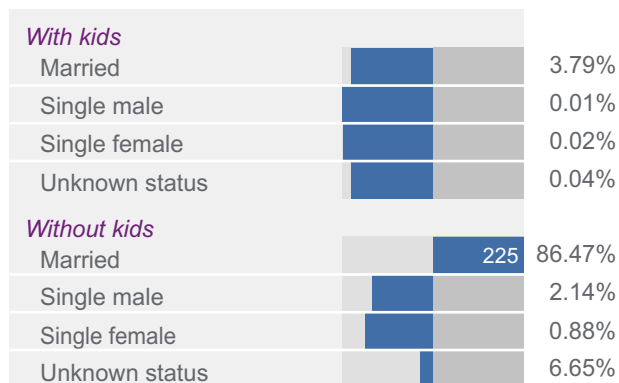
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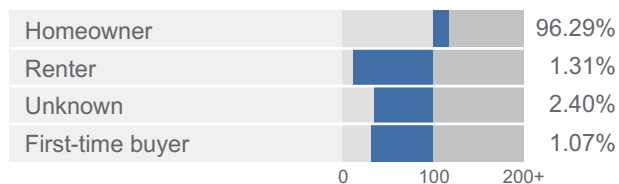
### Head of household age



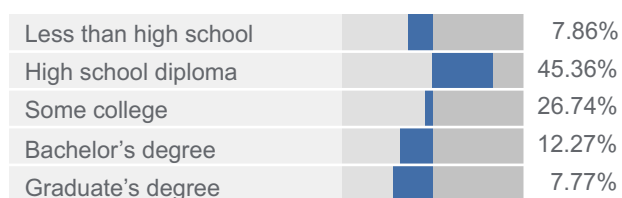
### Family structure



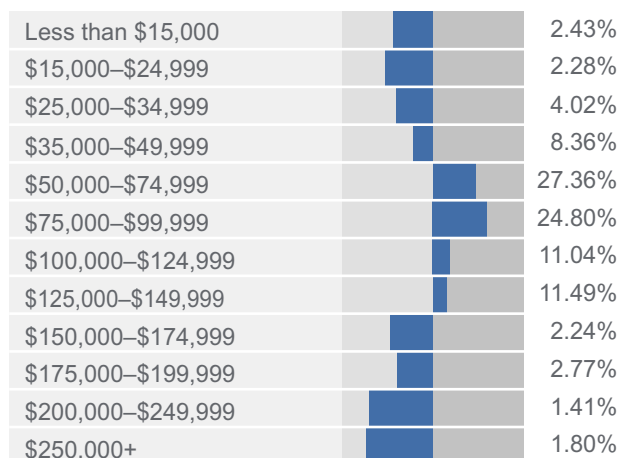
### Home ownership



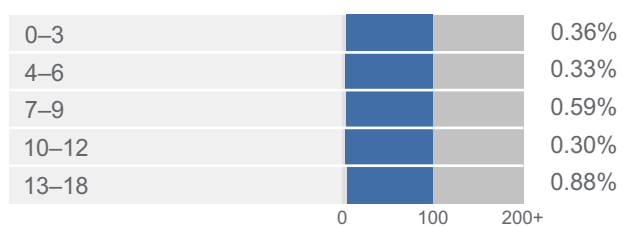
### Head of household education



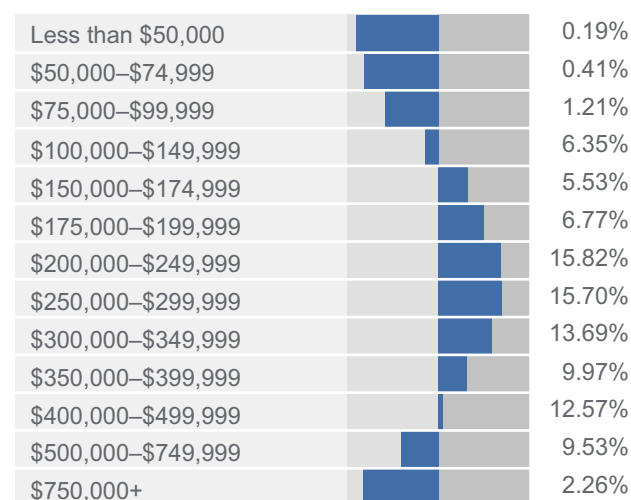
### Estimated household income



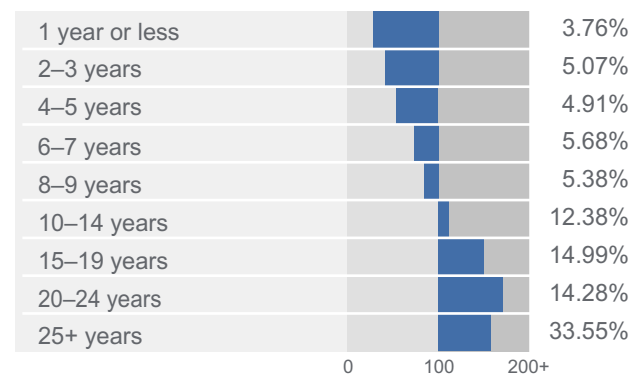
### Age of children



### 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:

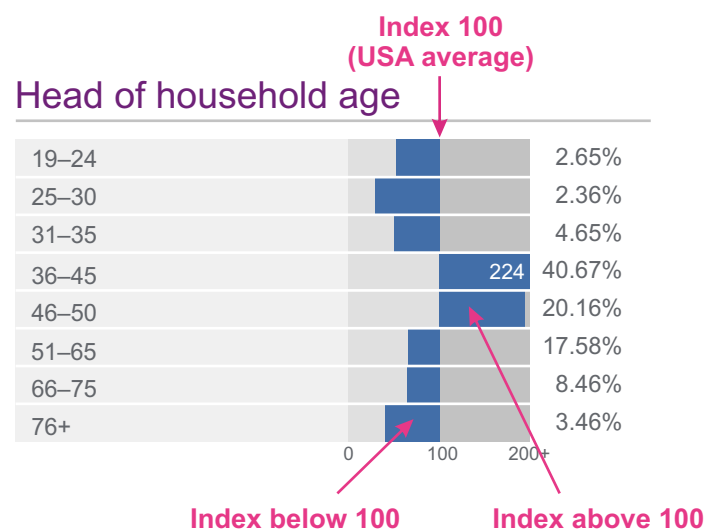
- 2.65% of Group D are aged 19–24
- 2.36% of Group D are aged 25–30
- 4.65% of Group D are aged 31–35
- 40.67% of Group D are aged 36–45
- 20.16% of Group D are aged 46–50
- 17.58% of Group D are aged 51–65
- 8.46% of Group D are aged 66–75
- 3.46% of Group D are aged 76+

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 E21: Unspoiled Splendor

Comfortably established baby boomer couples in town and country communities

### How to Market

Target these aging consumers with competitively priced travel, home services and entertainment options like theatrical performances and concerts. They are more likely to shop high-end online and e-tailer brands as well as online discount stores. Honor, pride and traditional “buy American” messaging tends to capture their attention better than any flashy “get it while it’s hot” deal.

### Overview



Far from the major population centers, Unspoiled Splendor live in small suburban towns and subdivisions where farms once dominated the landscape. Today, over a third of adults still work in a blue-collar setting while many have management or financial 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 middle-class 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 antiques 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.

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.