

C11 C12 **C13** C14

Boomers and Boomerangs

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

51-65

281 79.8%

income

Est. Household \$

\$75,000-\$99,999



1.00% 1.91% **1.91%**





Who we are

Head of household age



Type of property

Single family

107 99.4%

Household

5+ persons

314 | 33.2%

size



Channel preference





107







104

261

Key features

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



Homeowner

119 97.0%

163 25.3%



Age of children



0 - 3

274 23.6%

Technology adoption



Apprentices















C C11 C12 C13 C14

Boomers and Boomerangs

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





Head of household age

19–24		1.60%
25–30		1.37%
31–35		2.33%
36–45		3.54%
46–50		4.56%
51–65	281	79.82%
66–75		5.61%
76+		1.16%

Family structure

With kids Married	211	77.33%
	211	
Single male		0.13%
Single female		0.10%
Unknown status		0.08%
Without kids		
Married		21.92%
Married Single male		21.92% 0.21%
		, ,

Home ownership

Homeowner	96.96%
Renter	1.76%
Unknown	1.28%

Education

Less than high school		4.99%
High school diploma		30.58%
Some college		31.55%
Bachelor's degree		20.57%
Graduate's degree		12.32%

Estimated household income

Less than \$15,000		1.21%
\$15,000-\$24,999		1.03%
\$25,000-\$34,999		2.09%
\$35,000-\$49,999		4.43%
\$50,000-\$74,999		19.55%
\$75,000-\$99,999		25.35%
\$100,000-\$124,999		17.98%
\$125,000-\$149,999		15.92%
\$150,000-\$174,999		3.81%
\$175,000-\$199,999		5.08%
\$200,000-\$249,999		1.88%
\$250,000+		1.67%

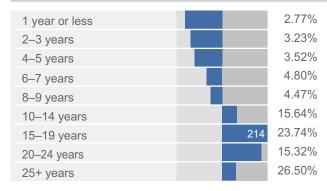
Age of children

0–3	274	23.63%
4–6		15.11%
7–9		12.50%
10–12		15.90%
13–18		25.18%

Estimated current house value

Less than \$50,000		0.01%
\$50,000-\$74,999		0.09%
\$75,000-\$99,999		0.39%
\$100,000-\$149,999		3.06%
\$150,000-\$174,999		4.85%
\$175,000-\$199,999		7.94%
\$200,000-\$249,999		20.26%
\$250,000-\$299,999		18.92%
\$300,000-\$349,999		14.51%
\$350,000-\$399,999		10.42%
\$400,000-\$499,999		10.82%
\$500,000-\$749,999		7.52%
\$750,000+		1.20%

Length of residency







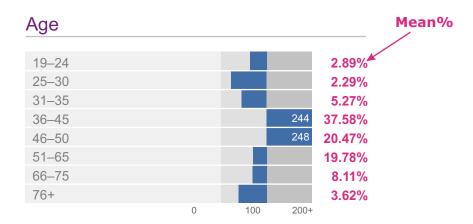
Charts provide details of the key variables used to build and describe the Mosaic groups and types.

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:



This shows that:

2.89% of Group D are aged 19-24

2.29% of Group D are aged 25-30

5.27% of Group D are aged 31–35

37.58% of Group D are aged 36-45

20.47% of Group D are aged 46–50

19.78% of Group D are aged 51-65

8.11% of Group D are aged 66–75

3.62% 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.