

# C14 Boomers and Boomerangs

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

🏠 1.00% | 1.91% 👤



## Who we are

Head of household age 🎂

51–65  
281 | 79.8%

Type of property 🏠

Single family  
107 | 99.4%

Est. Household income 💰

\$75,000–\$99,999  
163 | 25.3%

Household size 👥

5+ persons  
314 | 33.2%

Home ownership 🤝

Homeowner  
119 | 97.0%

Age of children 🍼

0–3  
274 | 23.6%

## Channel preference



23



107



24



21



104



261

## Technology adoption



Apprentices

## Key features

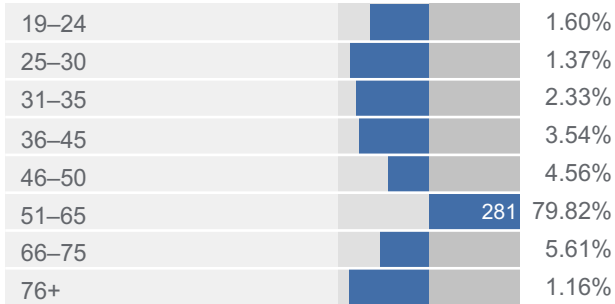
- Suburbanites
- Middle-class families
- Politically conservative
- Charitable
- Social media fans
- Multi-generational households



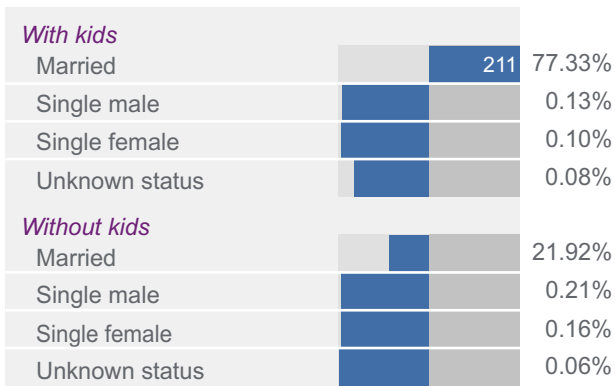
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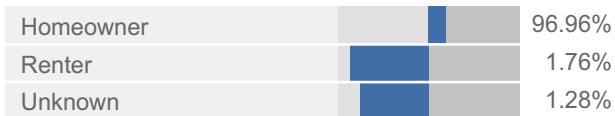
## Head of household age



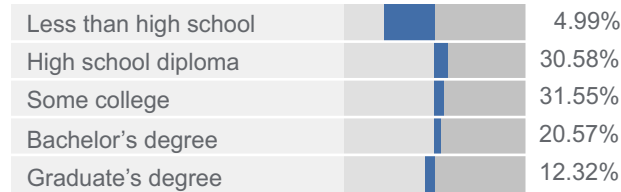
## Family structure



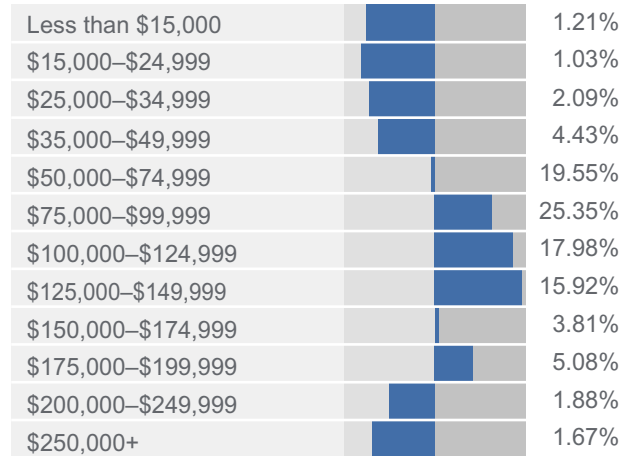
## Home ownership



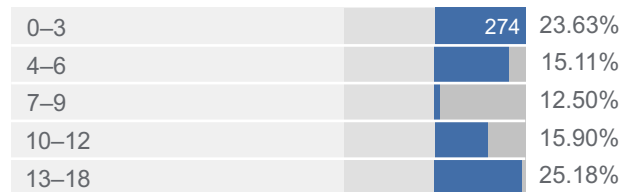
## Education



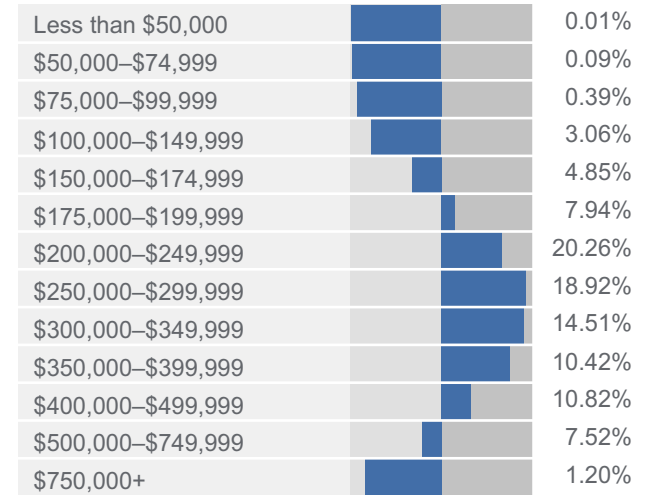
## Estimated household income



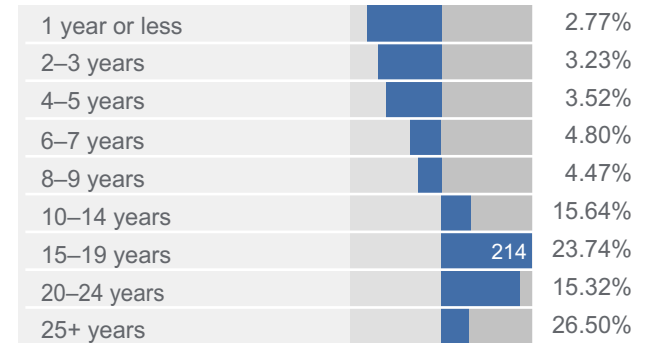
## Age of children



## Estimated current house 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:



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.