

L41

L42

**L43** 

# **Rooted Flower Power**

Mid-scale baby boomer singles and couples rooted in established communities and approaching retirement



**1.49%** 1.60% **1** 





#### Who we are

#### Head of household age

Est. Household \$

\$50,000-\$74,999

51-65

301 85.6%

income

159 32.2%

Homeowner

109 88.8%

Home ownership



Type of property

Single family

103 95.3%





132







### Key features

- Nearing retirement
- Deeply rooted
- Single adults
- Liberal
- Bargain hunters
- Cultural arts









## Household size



120 41.3%

# Age of children

13-18

11 1.4%

# Technology adoption

Channel preference



Novices









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#### Head of household age

19–24		0.75%
25–30		0.43%
31–35		0.51%
36–45		1.66%
46–50		1.41%
51–65	301	85.58%
66–75		6.99%
76+		2.67%

#### Family structure

With kids		
Married		4.00%
Single male		0.53%
Single female		1.09%
Unknown status		0.31%
Without kids		
Married		40.61%
Single male	310	19.96%
Single female	322	11.97%
Unknown status	278	21.55%

### Home ownership

Homeowner		88.77%
Renter		6.74%
Unknown		4.49%

#### Education

Less than high school		7.10%
High school diploma		42.26%
Some college		28.20%
Bachelor's degree		14.53%
Graduate's degree		7.92%

#### Estimated household income

Less than \$15,000		5.17%
\$15,000-\$24,999		5.15%
\$25,000-\$34,999		7.97%
\$35,000-\$49,999		18.03%
\$50,000-\$74,999		32.17%
\$75,000-\$99,999		18.64%
\$100,000-\$124,999		6.06%
\$125,000-\$149,999		4.01%
\$150,000-\$174,999		0.90%
\$175,000-\$199,999		0.95%
\$200,000-\$249,999		0.46%
\$250,000+		0.49%
		-

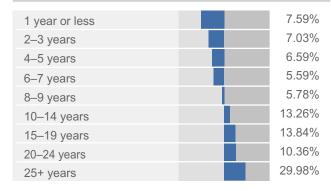
# Age of children

0–3		0.96%
4–6		0.77%
7–9		0.58%
10–12		0.59%
13–18		1.45%

#### Estimated current house value

Less than \$50,000		0.44%
\$50,000-\$74,999		2.48%
\$75,000-\$99,999		6.93%
\$100,000-\$149,999		26.35%
\$150,000-\$174,999		13.31%
\$175,000-\$199,999		11.38%
\$200,000-\$249,999		15.69%
\$250,000-\$299,999		9.56%
\$300,000-\$349,999		5.54%
\$350,000-\$399,999		3.19%
\$400,000-\$499,999		3.11%
\$500,000-\$749,999		1.84%
\$750,000+		0.18%

### Length of residency







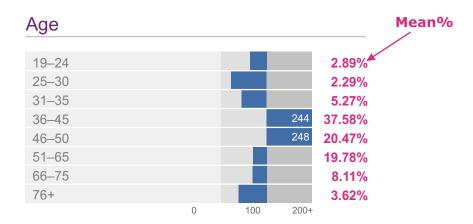
Charts provide details of the key variables used to build and describe the Mosaic groups and types.

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.