

L42 Rooted Flower Power

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

🏠 1.49% | 1.60% 👤



Who we are

Head of household age 🎂 51–65 301 85.6%	Type of property 🏠 Single family 103 95.3%
Est. Household income 💰 \$50,000–\$74,999 159 32.2%	Household size 👤 1 person 120 41.3%
Home ownership 🤝 Homeowner 109 88.8%	Age of children 👶 13–18 11 1.4%

Channel preference

36	132	33
28	51	72

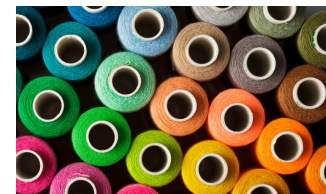
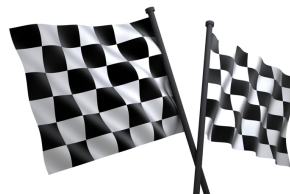
Key features

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

Technology adoption



Novices

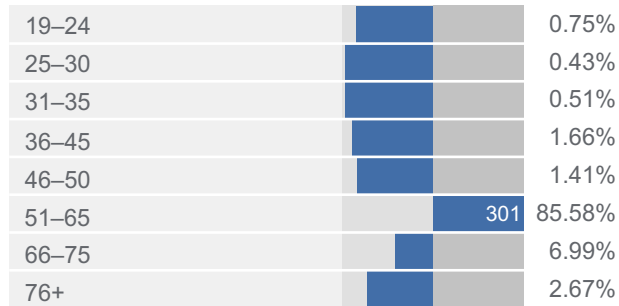


L42 Rooted Flower Power

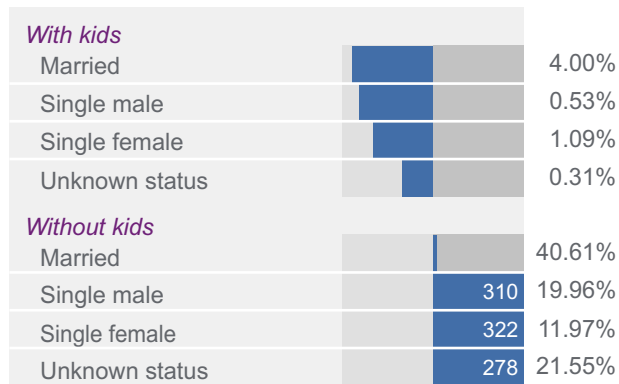
Mid-scale baby boomer singles and couples rooted in established communities and approaching retirement

🏠 1.49% | 1.60% 👤

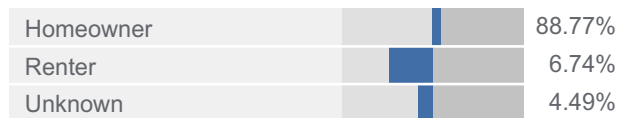
Head of household age



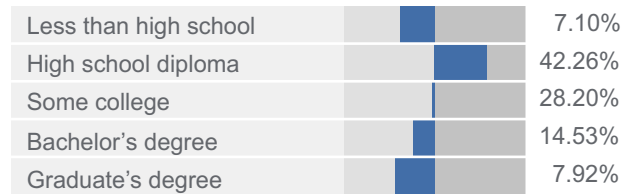
Family structure



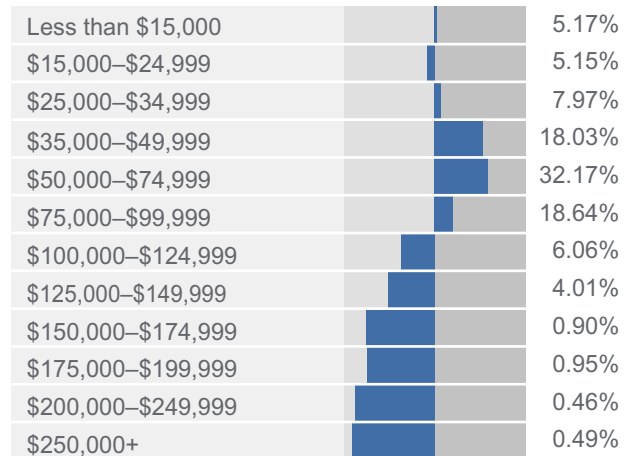
Home ownership



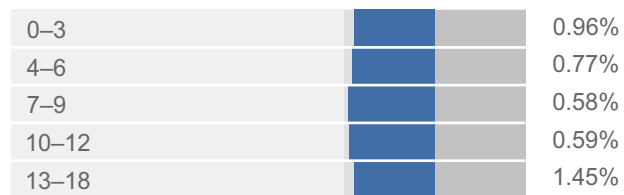
Education



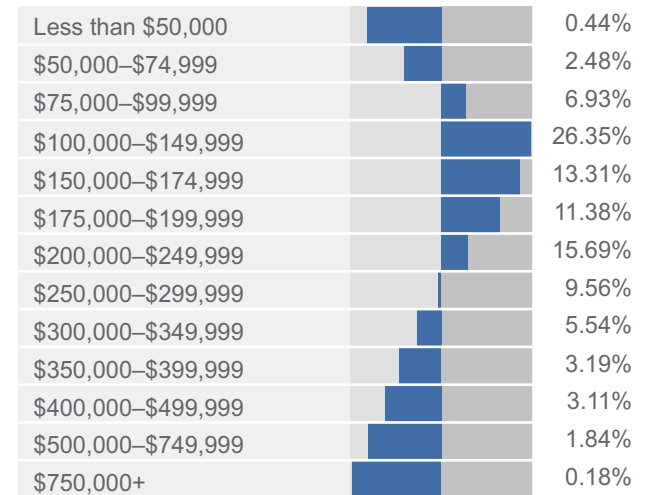
Estimated household income



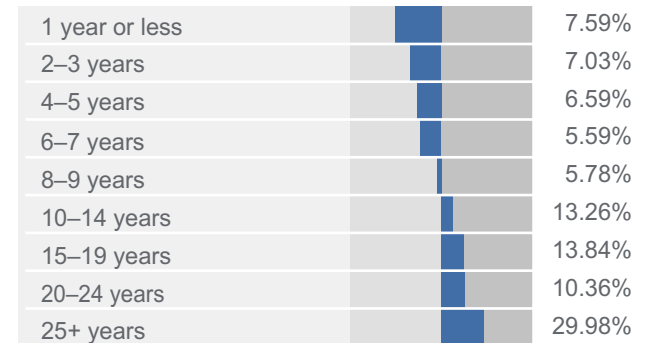
Age of children



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.